



CASE STUDY

SEALING SUCCESS: HOW A PROMINENT ROOFING COMPANY ELEVATED PERFORMANCE WITH PALISADE BUTYL-HT



Customer Overview

A prominent roofing company with over a century of experience and multiple locations across the eastern United States is widely recognized for its dedication to quality craftsmanship. Operating under a guiding principle—"We shall do good work, at a profit if we can, at a loss if we must, but always good work"—the company has built a strong reputation for excellence in both commercial and residential roofing.



Seamless system integration

The Challenge

The roofing company required a high-temperature, self-adhering underlayment that could endure long-term exposure, provide excellent slip resistance, and bond effectively to a variety of substrates without the use of primer. Additionally, the solution needed to integrate seamlessly with other roofing membranes, particularly in transitions from steep to low slope applications.

Proposed Solutions

To address these specific needs, the IPG team introduced the roofing company to the Palisade Butyl-HT Self Adhered Underlayment. This product was selected for its advanced formulation and proven performance in demanding roofing applications. The Palisade Butyl-HT underlayment is engineered with a high-temperature butyl adhesive that delivers exceptional bonding strength across multiple substrates, eliminating the need for primers and simplifying installation. Its slip-resistant surface enhances safety and workability, particularly on steep slopes, while its robust construction allows for extended exposure to the elements without degradation. The product's compatibility with both steep and low slope roofing systems made it an ideal solution for complex tie-in areas, ensuring seamless integration and long-term durability. The IPG team worked closely with the roofing company to demonstrate the product's capabilities, providing technical support and field insights to ensure a smooth transition and optimal performance.

**VIEW VIDEO
FOOTAGE HERE**

Results

The implementation of the Palisade Butyl-HT Self Adhered Underlayment proved to be a resounding success. The product met all of the roofing company's criteria, offering a reliable, high-performance solution that enhanced both safety and efficiency on the job site. Its slip-resistant surface significantly improved worker confidence and mobility during installation, while the primer-free application reduced labor time and material costs. The underlayment's long-term exposure rating provided greater flexibility in project scheduling, especially in unpredictable weather conditions. Most importantly, its compatibility with a wide range of substrates and roofing membranes allowed the roofing company to maintain the integrity of their systems across diverse architectural designs. The result was a streamlined installation process, improved project timelines, and continued delivery of the high-quality workmanship that the roofing company is known for.



***Slip-resistant
surface***



***Primer-free
application***



***Extended exposure
durability***



***Improved
efficiency***



“This underlayment delivered exactly what we needed—performance, reliability, and ease of installation.”

Conclusion

Through a collaborative approach and a deep understanding of the customer's needs, IPG was able to provide the roofing company with a tailored solution that reinforced their commitment to excellence. The Palisade Butyl-HT Self Adhered Underlayment not only addressed the immediate technical challenges but also contributed to long-term operational improvements. This partnership exemplifies how innovative materials and responsive support can empower industry leaders like this roofing company to uphold their legacy while embracing the future of roofing technology.