



A Quick Update from Firestone Building Products - 11/4/14

## LINING IN ACTION - NEW NAME, NEW LOGO

We are excited to announce that we renamed our EPDM geomembrane used in geosynthetic applications, and developed a new logo to accompany it.

The new name, GeoGard™, reflects Firestone's commitment to protecting the integrity of your customer's installation...and is backed by over 100 years of Firestone leadership in rubber polymer technology. Effective immediately, you will see the new name and logo on our website, [www.firestonebp.com](http://www.firestonebp.com), and you will begin to see it on product labeling and marketing materials shortly. This is a change in name only, and will not impact product formulation, roll sizes, etc. Please also note that this name change does not impact our PondGard™ brand in any way.

The new logo replaces the old, and will be used on all Firestone EPDM Geomembranes including:

- EPDM 45 mil geomembrane
- EPDM-R 45 mil geomembrane
- EPDM 60 mil geomembrane
- EPDM-R 60 mil geomembrane
- EPDM 90 mil geomembrane

Thank you for your continued support. Please contact your Firestone Territory Sales Representative with any questions.

### NEW NAME / LOGO



### DISCONTINUED NAME / LOGO

