



LiveRoof(R) is the First Green Roof System to be FM Approved

FM Approvals Tested the LiveRoof® Hybrid Green Roof System and Certified that It Fulfills the Highest Standards for Performance, Safety, Quality

Spring Lake, MI ([PRWEB](#)) July 19, 2011 -- LiveRoof®, LLC, the preeminent horticultural science company atop the green roof industry, announced that its LiveRoof® Hybrid Green Roof System is the first to be FM Approved according to FM Standard 4477. Developed by FM Approvals, LLC, [FM Standard 4477](#) is the approval standard for vegetative roof systems. It evaluates green roof performance related to fire, foot traffic resistance and water leakage. In addition to testing the LiveRoof system, FM Approvals examined LiveRoof's manufacturing facilities and audited its quality control procedures to verify that the company produces a consistently uniform and reliable product.

The [LiveRoof® Hybrid Green Roof System](#) is the green roof solution installed with full-grown, mature plants thriving in a sustainable ecosystem. Recognized and respected worldwide, the [FM Approvals](#) certification process assures that products and services have been objectively tested and proven to conform to the highest engineering standards for property loss prevention. Building owners and facility managers who rely on FM Approved products now have LiveRoof as a certified green roof solution.

“As a horticultural science company, we designed the LiveRoof system for long-term sustainability by establishing our green roofs as naturally functioning ecosystems in which plants thrive,” said Amber Poncé, business development manager, LiveRoof, LLC. “Securing FM Approval signifies that we are equally devoted to product engineering and manufacturing.”

LiveRoof's Certificate of Compliance and the complete Approval Report are accessible online via the LiveRoof web site: [FM Approvals Certificate and Report](#).

About FM Approvals

Recognized worldwide as an independent, third-party testing organization, [FM Approvals](#), a member of the FM Global Group, tests and certifies more than 500 categories of products and services for property loss prevention to help protect large commercial and industrial companies from fire, natural disasters and other types of property risk. The FM APPROVED® mark, backed by more than 100 years of scientific research and testing, means the product has complied with all requirements of the necessary national and/or international standards, and may be sold in specific regional or global markets. It also provides product differentiation for manufacturers in what has become an increasingly competitive global market.

About FM Global

For more than 175 years, many of the world's largest organizations have turned to FM Global ([www.fmglobal.com](#)) to develop cost-effective property insurance and engineering solutions to protect their business operations from fire, natural disasters and other types of property risk. FM Global offers worldwide industrial and commercial product testing and certification through FM Approvals. With clients in more than 130 countries, FM Global ranks #570 among FORTUNE magazine's largest companies in America. The company has been named “Best Property Insurer in the World” by Euromoney magazine, “Best Global Property Insurer” by Global Finance magazine, and was voted “Best Commercial Property Insurer” in the Business Insurance 2010 annual Readers' Choice Awards.



About LiveRoof®, LLC

LiveRoof, LLC (www.liveroof.com) is the horticultural science company that developed the LiveRoof® Hybrid System: the only green roof solution installed as a naturally functioning ecosystem with thriving, fully mature plants. Combining the best elements of proven green roof technologies, LiveRoof establishes a seamless vegetative surface rooted in a continuous layer of soil. This design maximizes environmental benefits, energy savings and rooftop aesthetics. Regional growers in its national network adapt LiveRoof plants for local conditions and customize plant selection for every project. LiveRoof's natural function and natural beauty offer the highest level of green roof performance at the lowest level of acquisition-installation-maturation-maintenance costs. The proof is on the roof — showcased in LiveRoof projects that stand out as signature elements on commercial, public, university and school buildings in more than two dozen states and Canada.

Upcoming Trades Shows

LiveRoof will exhibit at CONSTRUCT 2011, part of the Construction Specifications Institute (CSI) 55th Annual Convention, which will be held in Chicago, Ill. on September 14-16, 2011 at McCormick Place, Lakeside Center. LiveRoof will be at booth #1140. The company will also exhibit at Greenbuild, the world's largest expo devoted to green building, at the Metro Toronto Convention Center, Toronto, Canada, October 4-6, 2011. LiveRoof will be at booth #125N.

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Online Web 2.0 Version

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