



FOR IMMEDIATE RELEASE

CONTACT

Tom Hoxmeier

tom@nebraskasoybeans.org
Nebraska Soybean Board
402-441-3240
nebraskasoybeans.org

Loren Isom

Loren.Isom@unl.edu
UNL Industrial Agricultural Products Center
402-472-1634
agproducts.unl.edu

Jeremy Schafer

jschafer@roofmaxx.com
Roof Maxx
402-416-2429
roofmax.com

Earth Day demonstration of new, soy-based product in Lincoln

LINCOLN Neb. (April 13, 2021) - An exciting demonstration of a new use for soybean oil is coming to the city campus at the University of Nebraska-Lincoln. On April 22, 2021, also recognized as Earth Day, a soy-based asphalt rejuvenator will be applied to the roof of Brace Laboratory located at 510 Stadium Dr, Lincoln, Nebraska. The event will begin at 11:00 a.m.

The soy-based and USDA Certified Biobased Product is provided by [Roof Maxx](#), headquartered in Westerville, Ohio. The goal of the product is to extend the life and increase durability of an existing asphalt shingle roof.

Developed by [Battelle Labs](#), Roof Maxx is the first soy-based, roof-rejuvenating spray treatment that restores a roof's flexibility and waterproofing protection, extending the life of a roof by up to 15 years. Due to the incorporation of soy, Roof Maxx provides a safe option for people, pets, property and the environment.

The outdoor educational demonstration will be open to the public and media. The event will begin with a line-up of speakers, followed by the demonstration. The demonstration will be visible from ground-level, followed by time for interviews. **More details regarding final times, speaker line-up and parking are forthcoming.**

To further highlight Earth Day, the initiative and demonstration fits into the University of Nebraska-Lincoln [Environment, Sustainability and Resilience Master Plan](#), released in November of 2020. Under the Energy portion of the plan, the aspiration goal works to establish the policy, governance and administrative infrastructure that results in a highly-efficient campus with net-zero CO2 emissions and net zero energy readiness by 2050.

"While this is not a product developed at UNL, Nebraska researchers are also working to find ways to add value to our state's agricultural products through the development of renewable chemicals, polymers and fuels," said Loren Isom, assistant director of UNL's Industrial Ag Products Center. "Development of new bioproducts like this one can benefit Nebraska producers, businesses and the environment."



A recent study and poster presentation by The Ohio State University speaks to the eco-friendly technology. According to the study, approximately 7 percent of U.S. roofs are replaced every year. If even 1 percent of single-family homes (about 15 percent of yearly replacements) applied a SMEE (Soy Methyl Ester Emulsion) formula like Roof Maxx instead of replacing their roof, we would avoid 5.6 billion pounds of landfill waste and 1.1 million metric tons of CO2 equivalents in emissions.

“The Nebraska Soybean Board is excited to get involved with this demonstration to highlight the power of soybean oil,” says Richard Bartek, District 3 board member on the Nebraska Soybean Board and farmer from Ithaca. “This renewable alternative unlocks another use that drives demand for soybeans and joins as one of the 1,000 soy-based products currently on the market.”

“There are many great things about Roof Maxx that it’s hard not to love,” says Jeremy Schafer, a Nebraska Roof Maxx dealer. “Being able to offer a faster, more affordable alternative to an expensive roof replacement. Our SoyFusion technology is backed by the farmers, 100% green, and offers yet another great soybean product to the market. Born and raised in Nebraska it makes me proud to know we can make an impact on our local landfill and support soybean farmers.”

This collaborative demonstration includes Roof Maxx, the Nebraska Soybean Board and the Industrial Agricultural Products Center at UNL. The application will be sponsored by Roof Maxx and the Nebraska Soybean Board, at no cost to the University of Nebraska-Lincoln.

[UNL COVID-19 Event Policies](#) *Please plan to practice social distancing, by maintaining six feet of distance from others. Facial coverings are also required in outdoor settings on the UNL campus if safe social distancing and gathering practices are not possible.*

Photo caption: Brace Laboratory on UNL’s city campus is a good candidate for an application of the soy-based asphalt rejuvenator. Roof Maxx is a cost effective and green solution that can restore the flexibility of any asphalt roof.

About Roof Maxx: Roof Maxx Technologies, LLC, is the provider of Roof Maxx®, a scientifically formulated, and 100% safe, plant-based roof rejuvenating spray treatment that was developed by Battelle Labs, the world’s largest private research and development company. As a company, Roof Maxx is innovating a new breed of innovative roofers who are available in more than 400 cities across 47 states. When used every five years, Roof Maxx can extend the life of a roof by as many as 15 additional years, which makes it highly cost-effective as well. For more information, visit www.roofmaxx.com.

About the Nebraska Soybean Board: The nine-member Nebraska Soybean Board collects and disburses the Nebraska share of funds generated by the one-half of one percent times the net sales price per bushel of soybeans sold. Nebraska soybean checkoff funds are invested in research, education, domestic and foreign markets, including new uses for soybeans and soybean products.

###