TRICEL
GENERATIONS OF INNOVATION

CASE STUDY

From History to High Performance:
How ECMS and Tricel Revived a WWII-Era Commercial Flat Roof at IWM Duxford

Project Information

Clients: AYER Associates, on behalf of IWM Duxford
Roofing Contractor: ECMS Ltd.
Project: Restoration of a 6,000 m² WWII-era commercial flat roof at the Imperial War Museum, Duxford
Challenge: Original specification required a competitor's system with approved installers; ECMS needed an alternative high-quality solution to meet tight deadlines and budget
Timeline:

- **Start:** Early February 2025
- **Main Works Completion:** March 3rd 2025
- **Final Sign Off :** June 26th 2025

Solutions

Solution: TriRoof HPX 20 Year Guarantee System, including primer, dark grey waterproofing, and light grey finish
Support Provided:

- On-site training & technical guidance
- Weekend availability and rapid material delivery
- Quality assurance through regular site visits

Results:

- Full compliance with 20 year guarantee
- Completed ahead of schedule
- Durable, low-maintenance *commercial flat roof* solution
- Led to securing two additional IWM projects

A Historic Site in Need of Modern Protection

When ECMS Ltd., a specialist in commercial roofing and remedial works, was awarded the contract to restore the aging WWII-era commercial flat roof at IWM Duxford, they faced a unique challenge. The deteriorating malthoid sheet roofing required a solution that would preserve the site's historical integrity while delivering modern performance and reliability. The client, AYER Associates - acting on behalf of IWM Duxford—required a solution that would not only prolong the roof's lifespan but also preserve the museum's operational continuity and historical authenticity.

A TIGHT DEADLINE AND A TOUGH SPECIFICATION

Originally, the project was specified with a well-known roofing product. However, due to product supply issues, ECMS Ltd. was unable to proceed with the specified system. This posed a significant risk to the project timeline, especially with the client's strict budget constraints and a firm completion deadline at the end of March. **The pressure was on to identify a high-performance alternative that could be delivered and installed without delay.**

"ECMS secured a major roofing contract in Cambridge involving multiple roofs in need of repair. We had originally specified a well-known roofing product, but due to supply issues, we were unable to proceed with it and needed an alternative quickly to meet our tight deadline," **Joe Page, Project Manager, ECMS Ltd.**

WINNING TRUST & BUILDING CONFIDENCE

Having previously used Tricel's **TriRoof HPX System** on smaller projects, ECMS Ltd. turned to a trusted contact - **Adam Hewitt, Regional Sales Executive at Tricel Composites GB & TriRoof** - for support on this larger-scale undertaking. Adam responded promptly, visiting the site on short notice to meet with the ECMS team. He provided comprehensive training, demonstrated the system's key features, and outlined the benefits of the **HPX 20-year guarantee system**, which includes a built-up primer, dark grey waterproofing layer, and a light grey aesthetic finish. Following this, the system was approved for use on the project.

Initially, AYER Associates expressed reservations. Unfamiliar with the TriRoof brand and concerned about warranty assurances, they were hesitant to proceed. However, Adam's consistent on-site presence, technical guidance, and commitment to quality assurance helped build confidence. ECMS, already familiar with HPX's reliability, strongly advocated for its use. Once all stakeholders were aligned, the project advanced with full momentum.

"Having previously used HPX on smaller jobs, we knew it was a reliable product and reached out to Adam for support on using it for a larger-scale project. Adam responded quickly, attending site at short notice to meet with myself and the team. He demonstrated the key features of the product and provided full training to our operatives." **Stephen Collier, Senior Surveyor, ECMS Ltd.**

FROM INSTALLATION TO TRANSFORMATION

A Commercial Flat Roof Reimagined

The project officially commenced in early February, with on-site installation of the large-scale commercial flat roof beginning in March. Despite the technical complexity of applying the HPX system over corrugated sheeting—and the added requirement for additional primer due to substrate conditions—**the ECMS team successfully completed the 6,000 m² roof by March 31st, comfortably within the seven-week schedule.**

Tricel played a critical role in supporting ECMS Ltd. throughout the project by:

- Delivering urgent materials within an 18-hour turnaround
- Providing 24/7 technical support, including weekends
- Maintaining quality assurance through regular site visits and hands-on guidance

The following quantities were supplied to complete the 6,000 m² commercial flat roof:

PRODUCT	QUANTITY	UOM	
MultiFlex Primer Resin	4,630	kg	View Product ››
Catalyst	2,778	ea	Request Info ››
TriMat Matting	1,320	kg	Request Info ››
TriRoof Hybrid Polymer HPX Dark Grey Liquid Membrane	10,696	kg	View Product ››
TriRoof Hybrid Polymer HPX Light Grey Liquid Membrane	6,580	kg	View Product ››

THE RESULT

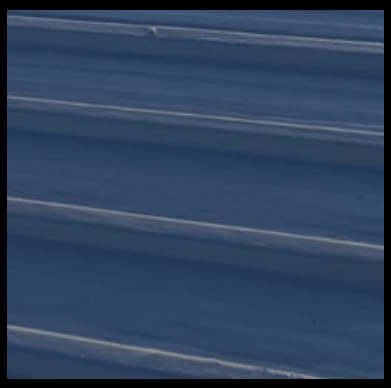
A Roof Reborn

Compliance: Fully aligned with the 20-year guarantee requirements

Efficiency: Delivered ahead of schedule - 6,000 m² completed in under eight weeks

Durability: A robust, low-maintenance solution using TriRoof HPX

Growth: Secured two additional projects with IWM and positioned ECMS for future large-scale contracts



"We were presented with an alternative overlay system (HPX) as part of our re-roofing project to Hangar 2 and Adam Hewitt, Regional Sales Executive at Tricel Composites GB & TriRoof, came to site to demonstrate its capability, application and technical data. Adam ensured the project was delivered from inception to handover, going above and beyond to meet the clients expectations. The communication was excellent and the regular site visits gave us quality assurance, enabling the successful award of the guarantee upon completion. Overall, we were very impressed with Adam and the HPX product and together; Ayer Associates, ECMS and TriRoof ensured the project was delivered on time and within budget."

- Ayer Associates

A NEW STANDARD

IN ROOFING EXCELLENCE

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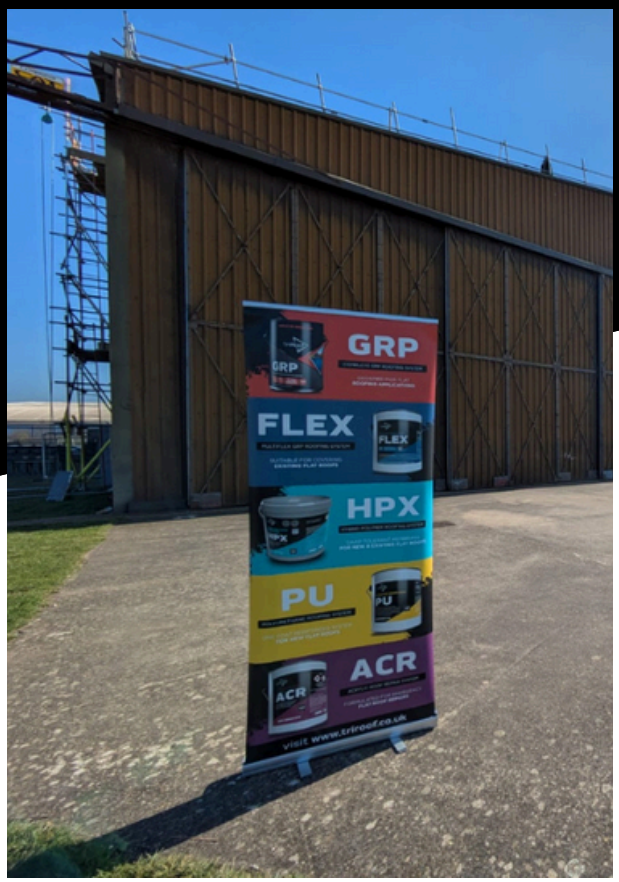
The success at IWM Duxford has set a new benchmark for ECMS Ltd., who have since adopted HPX as a preferred solution for future roofing projects.

"We genuinely couldn't have completed the job without Adam's support. A huge thank you to Adam and the Tricel team—we'll definitely be using them again on future projects."

Joe Page, Project Manager, ECMS Ltd.



ARE YOU MANAGING A COMMERCIAL OR HERITAGE ROOFING PROJECT?

Let Tricel guide you to success with our HPX roofing systems.

Contact us today to discuss your project needs.

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