

Benefits of Roof Coating vs Tear Off

- Less expensive to the building owner than a tear-off and replacement
 - Less expensive than a layover
 - Higher margins than a full tear off
 - Reduced cost to contractor and customer
- **No permits required**
- Same warranty as new roof system
- Additional tax benefits to the building owner (energy savings)
- Full tax write off for the building owner in 1 year vs potentially amortizing
- Energy rebates for installing a Cool Roof
- Save on energy bills because not running AC as much (white reflective roof)
- **No tear-off** so minimal disruption to the business or homeowner
 - Lower liability
- Fully-adhere as it is liquid applied vs adding additional fasteners into the roof
- Lower liability to the contractor due to moisture cured product
 - Won't wash off of the roof in a rain before it is cured
 - Non-destructive
- **Faster install mean faster turn around and onto more jobs**
- Minimal waste factor, more eco-friendly with no dumpsters needed and no landfill waste.
 - Roofing material is in the top 5 material found in landfills

Benefits of Silicone

- Colorado is continually a top 2 market for silicone coatings
- **Excellent hail performance**
- **Adheres to majority of substrates**
- LEED & Energy Star Rated
- Most roofs fail in seams and ponding areas.
 - **Silicone membrane eliminates all seams and does not fail under ponding water**
- Made of the same main ingredients as glass (sand, inorganic material).
 - Therefore, we call silicone non-sacrificial because it does not lose mil thickness over time.
 - Eco-friendly material
- **100% UV Stable**

Different Roofing Substrates

EPDM

- Black membrane
- Popular single-ply

TPO

- White membrane
- Popular single-ply

PVC

- White membrane
- Seen more on restaurants due to chemical resistance

Metal

- Standing seam & standard profile
- Tend to leak at ridge seams and fasteners

Modified bitumen (Mod bit)

- Asphalt with embedded granules – multiple-ply
- Tend to see on older buildings

Built-up roofing (Tar and gravel)

- Pea gravel covers asphalt roof surface
- Requires removal of gravel and an installation of closed cell foam + silicone coating

Ballasted EPDM

- Black EPDM membrane which is not mechanically fastened but held down by river rock
- Rock is removed in section, EPDM is cleaned, prepped, and coated. Drainage mat is then placed on top of cured silicone. River rock is then put back