EnviroCoatings

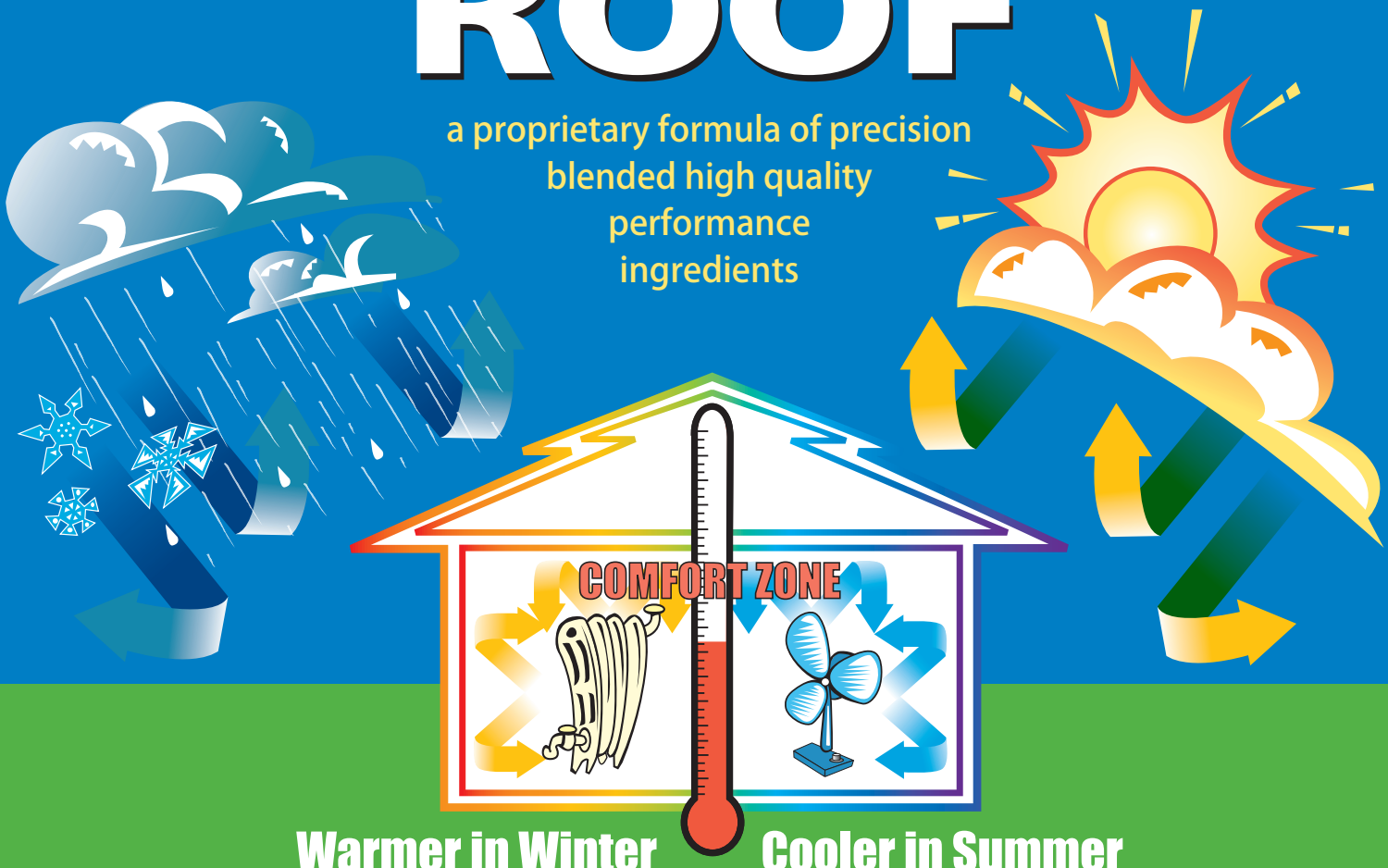
Ceramic Thermal Barrier

Performance Coating Systems

SINCE 1960

CeramicInsulCoat ROOF

a proprietary formula of precision blended high quality performance ingredients



Warmer in Winter **Cooler in Summer**

REDUCES UTILITY COSTS

- Extends the Life of the Roof System
- Reflects and Emits the Sun's heat
- Increases Occupant Comfort
- Saves Energy
- Goes further, Costs less
- Year-Round Thermal Barrier

CRRC COOL ROOF RATING COUNCIL® RATED PRODUCT

Enviro Smart

High Performance • Ceramic InsulCoat • Roof Coatings

ENERGY STAR

A SUPERIOR VALUE PROPOSITION

Ceramic InsulCoat ROOF is a versatile and robust roof coating system that will protect your real estate investments and enhance pride of ownership. A wise investment based on a balance of the most desirable performance characteristics:

- Superior Performance: Ceramic InsulCoat ROOF is a strong, tough, high performance coating with long life durability that is designed to provide the ultimate protection against Ultra-Violet degradation and weathering.
- Ease of Application: High build characteristics and rapid cure make applying Ceramic InsulCoat ROOF easier and therefore much cheaper to install than many roof coatings.
- Energy Savings: Ceramic InsulCoat ROOF, unlike conventional roof coatings, is a YEAR-ROUND thermal barrier. It enhances heat management and lowers utility usage – improving financial performance month after month – as every energy dollar saved goes directly to the bottom line.
- Life-Cycle Costs: A valuable component of emerging sustainable design programs. Ceramic InsulCoat ROOF lasts up to three to five times longer than traditional coatings. That's three to five times the labor and material costs – at future inflated rates – to repaint or replace the roof system.

COMPETITIVE ADVANTAGES

QUALITY INGREDIENTS

Ceramic InsulCoat ROOF is ceramic filled! EnviroCoatings has taken out the cheap fillers found in most paints and roof coatings today. We replaced these with *Cerylium*, a combination of high quality raw materials that includes hollow-core ceramic microspheres, strands, irregular particulate, and an over abundance of titanium dioxide. *Cerylium* is a technically advanced process that combines never – before – utilized components into a proprietary formula of 23 – precision blended, high performance ingredients, in a complex 100% acrylic suspension.

LONG LASTING

Superior adhesion, breathability, elasticity, fire resistance, protection against ultra-violet degradation, and weatherproofing provide a long life for the coating, while extending the life of the roof system. Outlasts conventional products three to five times longer. Extended coating life means less expense over the life-cycle of the roof system.

WEATHERPROOF MOISTURE MANAGEMENT

Resists weathering. Balanced engineering keeps water and dirt out while allowing the natural moisture buildup to escape to the atmosphere. Breathes at 24.9 Perms. Creates a weatherproof membrane that significantly reduces potential damage and deterioration of the roof system. Reduces rot and the formation of mildew.

CLEAN TECHNOLOGY and ENVIRONMENTALLY ASTUTE

Water based, 100% acrylic in solution, and non-toxic. Meets and exceeds strict environmental guidelines. Low Volatile Organic Compounds (VOC = 42 g/l) and 61% Solids by Volume. This means during application, more of Ceramic InsulCoat ROOF stays on the roof membrane and does not evaporate into the atmosphere when compared to conventional roof products. Long life of the coating means less repaints over time and that equates to fewer total VOCs released into the atmosphere and lower numbers of used paint cans headed to landfills. A GREEN product.

COST IN CAN VS. COST APPLIED

Conventional elastomeric reflective roof coatings may cost less in the can when compared to Ceramic InsulCoat ROOF. However, when material requirements and total costs are calculated for a project, EnviroCoatings is the clear winner.
Here's why:

1. Ceramic Insulcoat ROOF spreads at 200 sq. ft per gallon/per coat as compared to 25 – 100 sq. ft. per gallon/per coat for many competitors.
2. Ceramic InsulCoat ROOF is a two-coat system applied at 8-10 wet mils per coat to achieve specification of 11-12 dry mils. Many competitors require 3 to 4 coats and 20+ dry mils to meet their specifications.
3. Less time standing around waiting for the product to cure between coats. Second coat can be applied in two hours in low to medium humidity. Other products take 4 – 6 – 8 – 24 hours to cure between coats.
4. Superior square foot coverage, easy application, easy on equipment, and savings of man-hours application time results in competitive initial project application costs.

A RAINBOW OF COLORS

While competitors only offer cool roof reflective coatings in white or in limited colors, Ceramic InsulCoat ROOF can be tinted to any light color.

EASY TO MAINTAIN

Roof systems are exposed to the elements and become dirty over time. Dirty roofs reduce thermal capabilities—especially Solar Reflectance—as dirty roofs absorb more of the sun's energy. It is simple to maintain Ceramic InsulCoat ROOF by incorporating periodic sweeping, hosing off and/or power washing to remove accumulations of dirt, pollution, leaves, mud etc. that collect on the roof system.

COOL ROOF BASICS

URBAN HEAT ISLANDS AND COOL ROOFS

Urban heat islands refer to built-up areas that are hotter than surrounding rural areas. These heat islands impact society by increasing pollution levels, increasing energy use, and negatively affecting human health. Cool roofs are a common sense measure to reduce the negative impacts of urban heat islands and save energy.

COOL ROOF TERMINOLOGY

EnviroCoatings products promote "Cool Zones" so entire buildings can contribute towards lowering environmental temperatures. Ceramic InsulCoat ROOF reduces heat load on a roof system and saves energy in a myriad of ways including:

1. Solar Reflectance – the ability of the material to bounce back wavelengths of sunlight to space.
2. Thermal Emittance – the ability of the material to release absorbed heat and radiate it back to space.
3. Resist Conductivity of Heat – the ability to reduce movement of heat through the roof system.

LAB TESTED, REAL WORLD CERTIFIED

Driven by Government regulations and Consumer demand, cool roofs are a major component of emerging sustainable design programs. These include mandates to reduce air-polluting Volatile Organic Compounds (VOCs), promote reflective roof coatings and cool walls to reduce urban heat islands, improve life-cycle costs, and reduce energy use.

Ceramic InsulCoat Roof is:

- An Energy Star® Partner[1]
- Rated by the Cool Roof Rating Council (CRRC)[2]
- California Energy Commission Building Energy Efficiency Standards for Cool Roofs – Title 24 Compliant[3]
- US Green Building Council – Leadership in Energy and Environmental Design (LEED) Building Rating System. Qualifies for Points under Credit 7.2[4]

YEAR-ROUND THERMAL BARRIER

Studies demonstrate that cool roof coatings reduce energy costs during peak summer months. However, evidence is building that show they actually increase heating costs during the winter as conventional elastomeric cool roof coatings allow heat to escape from the building envelope. Ceramic InsulCoat ROOF with *Cerylium* performs just as well in polar climates as it will in desert climates. Keeps you warmer in winter and cooler in summer.

APPLICATION

Ceramic InsulCoat ROOF is intended to be a topcoat providing an extension to the existing roofing system and is not a stand – alone roofing material. It is in liquid form and can easily be applied with brush, heavy nap roller, or commercial spray equipment. Tip size 0.023 tungsten. As per industry standard all surfaces must be clean, dry and sound. Follow National Roofing Contractors Association (NRCA)[5] Guidelines for repairs and surface/substrate preparation of roofing systems. Allow new roof systems or repairs to existing roof systems to fully cure before applying Ceramic InsulCoat ROOF.

Theoretical spread rate over 200 sq. ft. per gallon. Two-coat system applied at 8 –10 wet mils to achieve 10 – 12 mils dry mil thickness. Use Ceramic InsulSeal to prime weathered and porous surfaces. Use appropriate primers on metal and other surfaces. Apply between 39°F (4°C) and 80°F (27°C) ambient air in direct sunlight. Avoid high temperature direct sun application. Wear dark sunglasses. Initial cure up to 30 minutes. Recoat when thoroughly tack free. Primary cure up to 48 hours at 60°F (15.5°C) with low to moderate ambient humidity. Clean up with water. Perform a test application on unknown or unusual and compromised substrates. Refer to Technical Data Sheet for complete information.

[1] www.energystar.gov EPA ENERGY STAR® is only valid in the United States of America
[2] www.coolroofs.org [3] www.energy.ca.gov/title24 [4] www.usgbc.org [5] www.nrca.net

CRRC COOL ROOF RATING COUNCIL® RATED PRODUCT

Beyond Cool Roof

California Title 24 Compliant

LEED

ENERGY STAR