

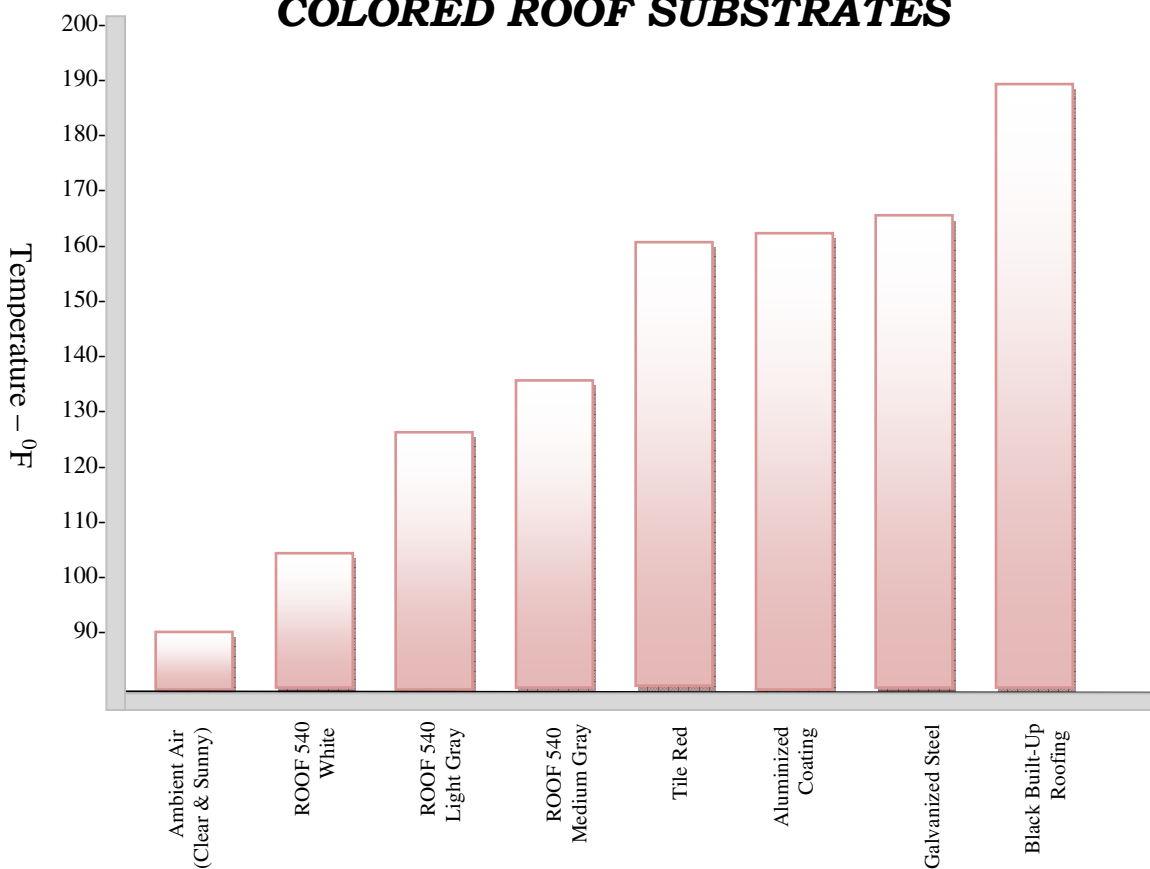
ROOF-540™
THE ROOF PRESERVATION SYSTEM
Meets ASTM D6083; ENERGY STAR® & CRRC Listed

TECHNICAL REPORT
REFLECTIVITY

The average roof is exposed to tremendous amount of solar energy, which includes ultraviolet light. This exposure to solar energy increases the surface temperature of the roof, in some cases far above the ambient air temperature. Typically, the darker the roof, the more solar energy it absorbs. This increase in temperature not only accelerates degradation of the roof substrates, but increases the energy requirements for cooling the building.

White, reflective coatings such as ROOF 540, offer many advantages when applied over conventional roof substrates. By reflecting over 80% of the solar energy, ROOF 540 minimizes surface temperature heat gain. This not only prevents degradation of the existing roof substrate, but minimizes expansion/ contraction experienced with changes in temperature. The net result is a dramatic extension in the life expectancy of the roofing system. In addition, to improved aesthetics, the building owner can look forward to a decrease in energy consumption as a result of lower cooling costs. These energy savings will typically pay for the cost of the ROOF 540 installation in 2 to 5 years. Surprisingly, aluminized coatings and galvanized metal absorb more solar energy than they reflect, as per the graph below.

**EFFECTS OF SOLAR ENERGY ON
COLORED ROOF SUBSTRATES**



A ROOF 540 roof is not only highly reflective. The 100% elastomeric acrylic resins resist solar degradation and remain flexible for years of trouble free performance..... One time installation in Life Time.

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