



BRITE-n-EZ™ STYRENE/ACRYLIC EPDM Roof Coating

FREQUENTLY ASKED QUESTIONS

Why use **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING** to coat a new or existing black EPDM roof that will perform for 20 to 30 years without a coating??

SHORT ANSWER --- LOWER ENERGY COST; EXTEND ROOF LIFE EXPECTANCY; REDUCE GLOBAL WARMING; ENERGY SECURITY FOR OUR COUNTRY.

CONSIDER:

The surface of a black roof on a sunny day can be 90 degrees higher than ambient temperature while a white roof is only 10 degrees higher. If the summer high temperature is 80 degrees, the white roof will likely be 90 degrees while the black roof is 170 degrees. This temperature difference will have a dramatic impact on energy costs; insulation required; long term performance of an EPDM roof and air quality.

- A white roof saves energy costs for the building owner by reducing peak energy demand.
- Maintenance of air conditioning equipment is reduced and the size of the air conditioning unit needed to cool the building is reduced with a white roof.
- A cool roof reduces air pollution resulting from what is called the “heat island effect” which is excess heat radiating from a black roof in the sun’s summer heat.
- A cool roof improves our environment by reducing the demand for hydrocarbons (crude oil and natural gas) for energy and insulating material requirements.
- Thermal shock of cool nights and hot days result in roof expansion and contraction. This movement is detrimental to the long term performance of the roof system.
- Run your hand over the surface of a 20 year old, fully adhered EPDM roof and you will observe a significant amount of carbon black transferred to your hand. This is due to the slow deterioration of the membrane caused by ultraviolet ray exposure.

- Need more convincing that a white coating on an EPDM roof will make it last longer? The world's largest EPDM membrane manufacturer offers an extended membrane warranty if the roof receives a white coating when first installed.

GET THE MOST OUT OF YOUR BLACK EPDM ROOF: SAVE ON COOLING COSTS ----- PROTECT OUR ENVIRONMENT ----- REDUCE THE COUNTRY'S DEPENDANCY ON FOREIGN OIL. **STEP UP TO BRITE-n-EZ™ ROOF COATING.**

THINGS TO KNOW ABOUT **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING**

Will **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING perform when applied to membrane surfaces other than EPDM??**

Yes. **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING**, “liquid membrane in a can”, will perform well when applied over EPDM, smooth surface asphalt and granule-surface roofs. Surface preparation varies with different membrane surfaces. Please read appropriate application instructions.

Will **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING extend the life of my existing roof membrane??**

Yes, without question. Reducing thermal shock and the harmful effects of ultraviolet rays from the sun extends the life of any roofing membrane. **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING** is not intended as a fix all for a roof membrane that shows signs of significant leakage problems. **BRITE-n-E™** flashing material is useful to repair minor areas where leaking has occurred.

Is water absorption an important factor in a roof coatings performance??

Yes. Low water absorption is critical to long term performance of a roof coating in a low slope roofing application. **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING** formulation is hydrophobic

meaning is absorbs little moisture. Water absorption is 8% maximum. Acrylic coatings are hydrophilic and depending on formulation can absorb significant amounts of moisture. For this reason, few marketers of acrylic coatings publish “water absorption rating” as part of their product specification. **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING** is not recommended for ponding water. In a low slope application with positive drainage, a styrene/acrylic coating will absorb less moisture than a pure acrylic coating formulation.

Is coating peel adhesion an important factor in roof coating performance??

Yes. Without proper cleaning and a suitable primer, a roof coating will not perform over the long term. One of the most challenging performance criteria for any coating is adhesion to EPDM. When power washed and primed with Water Tight Technologies’ proprietary **BRITE-n-EZ™ Coating Primer**, **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING** exceeds industry minimum pounds per liner inch (pli) adhesion standards by more than two and a half times when tested by an independent laboratory using ASTM test method D 903. These adhesion results were dramatically higher than those of Acrylic coatings of others that **BRITE-n-EZ™** was bench marked against.

Can I expect my **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING to perform for an extended period of time??**

Yes: A roof coating’s performance is governed by elimination of ponding water situations, proper cleaning and priming at time of applications. With regular maintenance, a **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING** will last 10 years.

Can I expect cooling cost savings each year from my **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING??**

Yes: One needs to understand that when a white roof gets dirty reflectivity goes down and cooling cost savings are reduced. Proper care, cleaning and maintenance are important to higher levels of reflectivity and cooling savings.

Does **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING meet energy star guidelines??**

Yes. Water Tight Technologies is an Energy Star® partner. **BRITE-n-EZ™ STYRENE/ACRYLIC**

ROOF COATING meets energy star guidelines for energy efficiency.



Water Tight

Technologies is a member of the Cool Roof Rating council.



Can I calculate my savings if I apply **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING** to my black roof??

Yes: The Department of Energy has an online energy cost savings calculator for black vs.: white roofs at <http://www.ornl.gov/sci/roofs+walls/facts/CoolCalcEnergy.htm>. This calculator takes into account both heating and cooling costs. What you will find is, the more sun days per year the more energy you will save. In the United States Sun Belt the energy savings is significant. In northern climates the energy savings is diminished.

Even with minimal energy savings in northern climates the reasons for applying **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING** to a **black roof** are compelling:

- Thermal shock is detrimental to the long term performance of a **black roof**.
- Both global warming and heat island impact on air quality are negatively impacted by **black roofs**.

Unlike energy cost savings these costs are hard to calculate.

However, as responsible stewards of our environment, can we afford to continue to ignore that these cost exist and must be addressed?

Do we know the potential market opportunity for **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING**?

Yes, it is significant. Each year there is over 800,000 million square feet of black EPDM roofs installed in the United States. Nearly half of this amount is roof systems with exposed EPDM membranes. EPDM systems with exposed black surfaces have been installed each year for over 40 years. **It is likely that the existing inventory of EPDM roof systems (fully adhered and mechanically attached) in the United States that should be coated surpasses 6 billion square feet.** To this sizable opportunity there is an equal or larger inventory of smooth surface asphalt and granular surface roof systems that are in need of **BRITE-n-EZ™ STYRENE/ACRYLIC ROOF COATING**, a “WHITE, SEAMLESS, LIQUID MEMBRANE”.