

# ROOF MATE

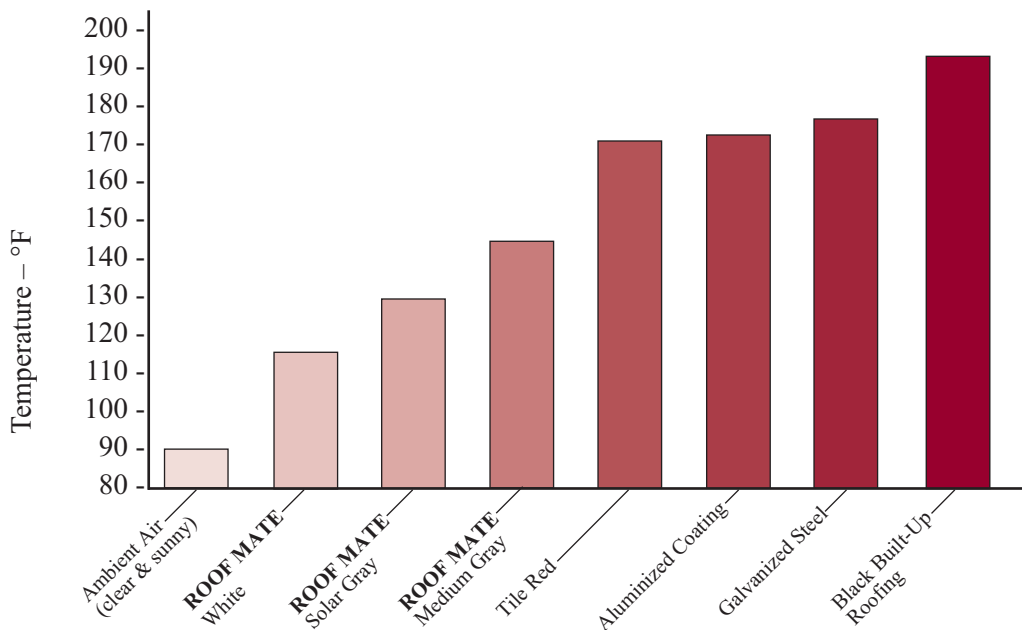
## THE ROOF PRESERVATION SYSTEM

### Technical Report REFLECTIVITY

The average roof is exposed to a 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 substrate, but increases the energy requirements for cooling the building.

White, reflective coatings such as **ROOF MATE** offer many advantages when applied over conventional roof substrates. By reflecting over 80% of the solar energy, **ROOF MATE** minimizes surface temperature heat gain. This not only prevents degradation of the existing roof substrate, but minimizes expansion and 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 MATE** installation in two to five years. Surprisingly, aluminized coatings and galvanized metal absorb more solar energy than they reflect, as per the graph below.

#### EFFECT OF SOLAR ENERGY ON COLORED ROOF SUBSTRATES



A **ROOF MATE** roof is not just highly reflective. The elastomer acrylic resins resist solar degradation and remain flexible for years of trouble-free performance. . . Longevity By Design.



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