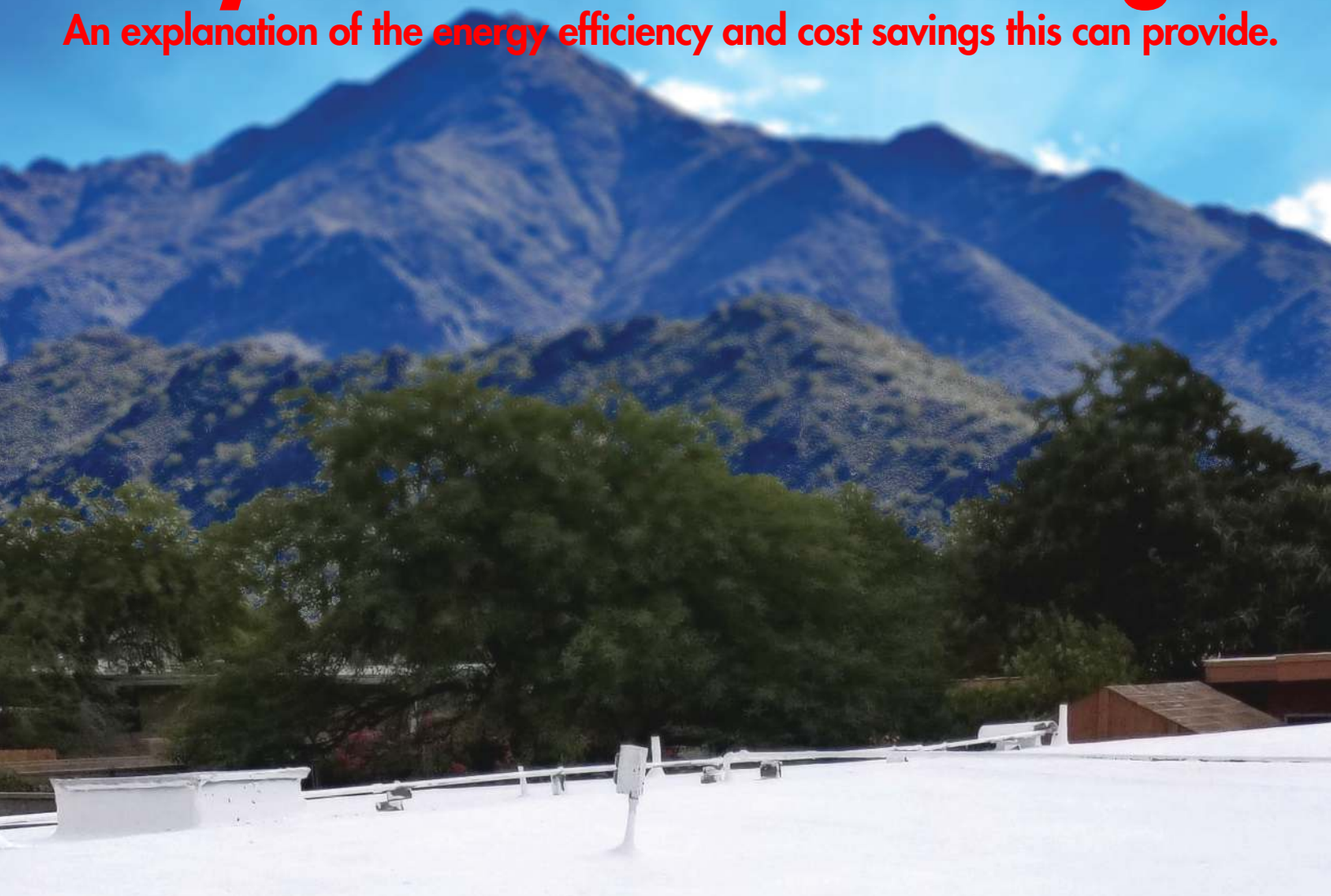


Why Cool Roof Coatings?

An explanation of the energy efficiency and cost savings this can provide.



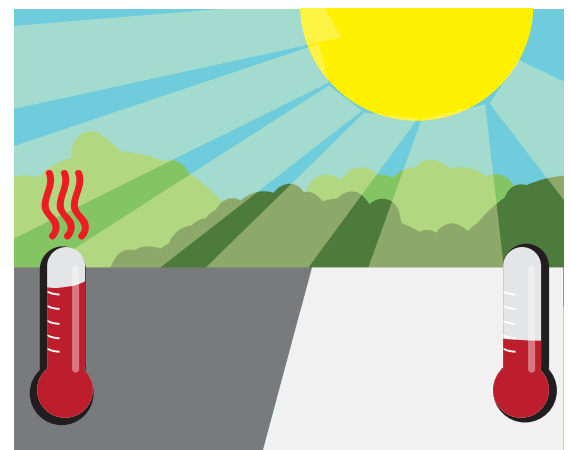
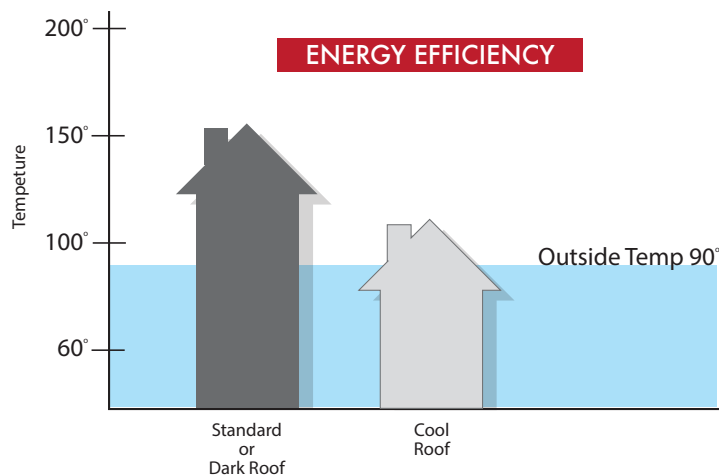
"THE" Products for Contractors & Homeowners

520-293-3444
www.rubberized.com

Why Cool Roof Coatings?

An explanation of the energy efficiency and cost savings this can provide.

Cool Roof Coatings are designed to reflect more sunlight and absorb less heat than a standard roof. Cool roofs can be made of a highly reflective type of paint, a sheet covering, or highly reflective tiles or shingles. Nearly any type of building can benefit from a cool roof. Standard or dark roofs can reach temperatures of 150°F or more in the summer sun. A cool roof under the same conditions could stay more than 50°F cooler and lowers the load placed on your air conditioning/cooling unit. In most cases, the energy savings may exceed the cost of materials many times over.



Cool roof coatings contain white or special reflective pigments that reflect sunlight. Tucson Rubberized Coatings products can protect the roof surface from ultra-violet (UV) light and chemical damage, and some offer water protection and restorative features.

Benefits of Cool Roofs

A cool roof can benefit a building and its occupants by:

- Reducing energy bills by decreasing air conditioning needs
- Improving indoor comfort for spaces that are not air conditioned, such as garages or covered patios
- Decreasing roof temperature, which may extend roof service life.

Beyond the building itself, cool roofs can also benefit the environment, especially when many buildings in a community have them. Cool roofs can:

- Reduce local air temperatures (sometimes referred to as the urban heat island effect)
- Lower peak electricity demand, which can help prevent power outages
- Reduce power plant emissions, including carbon dioxide, sulfur dioxide, nitrous oxides, and mercury, by reducing cooling energy use in buildings.

Deciding to Replace or Repair Your Roof?

When deciding to replace or repair your roof, you'll need to determine whether the cost will justify the energy savings. How much energy you will save depends on several factors such as your home's climate and environment, how well insulated your current roof is, the type of roof you have, and the efficiency of your heating and cooling system.

If you want to convert an existing roof into a Tucson Rubberized Coatings cool roof, you can do a full roof restoration.

Benefits of full roof restoration:

- **Waterproof, seals and protects**
- **Extends the life of your existing roof**
- **Conserves on energy costs**

If your roof is in poor condition or near the end of its life, it is usually best to re-cover, replace, or retrofit the roof. In most cases, a full roof restoration can take the place of a traditional tear off.

Tear Off vs. Full Roof Restoration

A tear off of your current roof can be expensive. Major roof costs include removal of your existing roof as well as upfront installation (materials and labor) and ongoing maintenance (repair, re-coating, and cleaning).

Full Roof Restoration can save money several ways, including energy savings, rebates and incentives, HVAC equipment downsizing, and an extended roof lifetime.

Tear Off:

- **High Upfront Installation**
- **Ongoing Maintenance**
- **Specialized Materials & Labor**

Expensive (\$3.50 - \$5.00 sq. ft.)



Full Roof Restoration:

- **Cost Savings**
- **Energy Savings**
- **Prolonged Roof Life**

Affordable (\$1.50 sq. ft.)



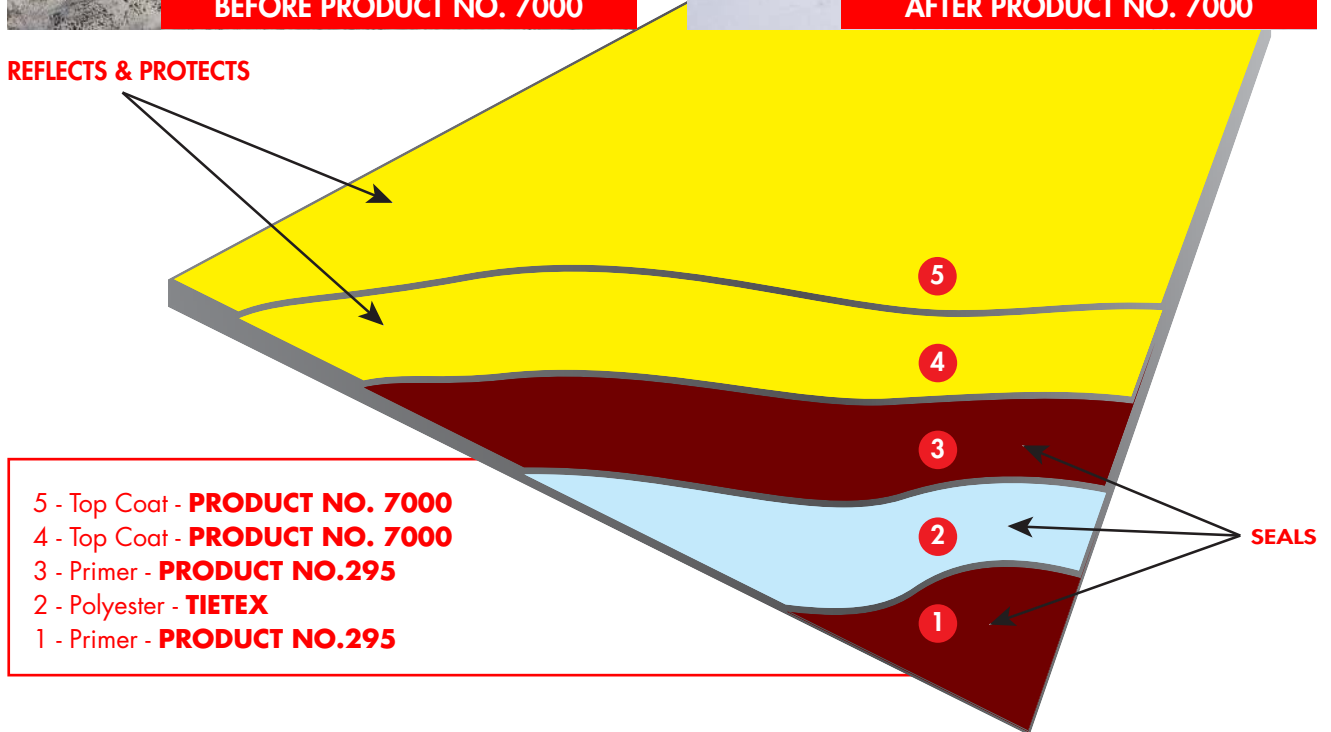
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Full Roof Restoration

Prolonging the life of your roof with 5 layers of protection.



REFLECTS & PROTECTS



- 5 - Top Coat - **PRODUCT NO. 7000**
- 4 - Top Coat - **PRODUCT NO. 7000**
- 3 - Primer - **PRODUCT NO.295**
- 2 - Polyester - **TIETEX**
- 1 - Primer - **PRODUCT NO.295**

- **PRODUCT NO. 7000 ULTIMATE ACRYLIC TOPCOAT** reflects the UV rays and protects the entire system. (2 coats are recommended for best results)
- **TIETEX polyester reinforcement roofing fabric** is a stitch-bonded, high-performance fabric for use in applied built-up roofing and roof maintenance systems.
- **PRODUCT NO. 295 SURFACE CONDITIONER & PRIMER** is a penetrating sealer designed to provide a firm and uniform surface prior to the application of latex roof or wall coatings and also for adhesion of the polyester layer.

COST OF FULL ROOF RESTORATION = \$1.50 SQ. FT.
COST OF NEW ROOF = 3.50 - \$5.00 SQ. FT.

Use of PRODUCT NO. 7000 with a Full Roof Restoration equals a 15 year Warranty!

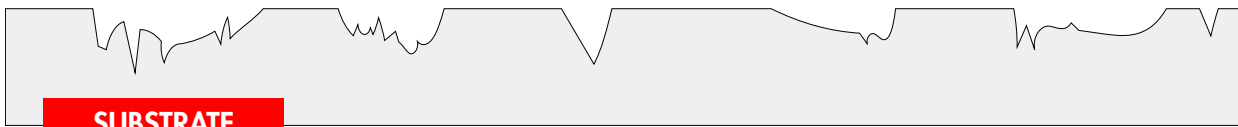
What You Don't See is Just as Important as What You Do.

- **PRIMER** - a product that's designed to saturate and adhere to even the most difficult substrates much better than if it was used alone or before applying any roof repair coating material.

EXPLORE PRODUCT NO. 295

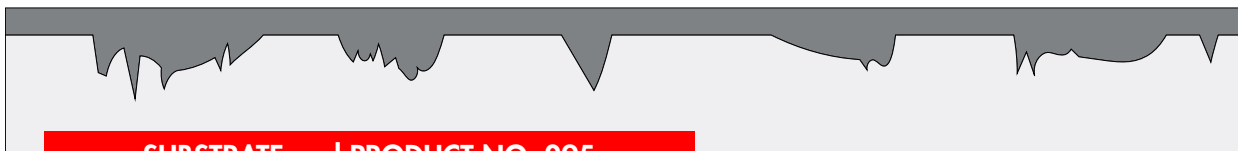


PRODUCT NO. 295 IS A SURFACE CONDITIONER & PRIMER TO ENHANCE ADHESION OR LAY POLYESTER



SUBSTRATE

Magnified View of Substrate



SUBSTRATE and PRODUCT NO. 295

PRODUCT NO. 295 creates a uniform surface and is specifically designed to fill voids in the substrate.

PRODUCT NO. 295 is...

- 1 - a penetrating sealer designed to provide a firm surface prior to the application of latex roof or wall coatings.
- 2 - is specially recommended for priming over surfaces coated with low cohesion factor products such as Aluminum roof coatings, exposed Polyurethane foam roofs or any badly oxidized areas of roof or exterior walls.
- 3 - is designed for laying polyester membrane for a complete roofing system. (as shown in Full Roof Restoration graphic on page 4)

OTHER BENEFITS OF PRODUCT NO. 295

- Excellent adhesion of a wide range of substrates
- Forms a tough waterproof seal
- Seeps into cracks and crevices, then sets up and bonds to surfaces
- Provides rust proofing while filling surface pores

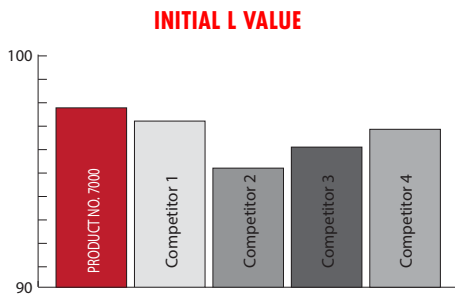
Not All Top Coatings are Created Equal.

- **REFLECTIVITY** - a measure of the ability of a surface to reflect radiant energy. The whiter it is, the more it reflects.
- **COLOR RETENTION** - to maintain its color for a longer period of time without chalking or fading. Stays whiter longer.
- **DURABILITY** - the ability to withstand wear, pressure, or damage. Protection from mud cracking.



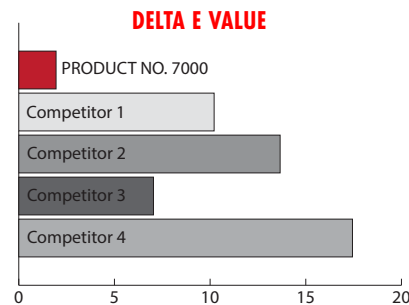
DISCOVER THE PRODUCT NO. 7000 DIFFERENCE

REFLECTIVITY



INITIAL I VALUE, 100 IS DEFINED AS A PERFECT WHITE. THE HIGHER THE VALUE THE GREATER THE REFLECTIVITY.

COLOR RETENTION



DELTA E VALUE REPRESENTS THE CHANGE IN COLOR FROM THE INITIAL COLOR. THE LARGER THE NUMBER THE WORSE THE BLEED THROUGH.

DURABILITY



Mud Cracking



No Mud Cracking

- APPLIES HEAVY AND STILL NO MUD CRACKING
- DOES NOT DISCOLOR



Left : Competitor 1
Middle : PRODUCT NO. 7000
Right : Competitor 2



Who We Are & What We Do

Tucson Rubberized Coatings is on the cutting edge of technological advancement in the coating industry. From driveways to walls and rooftops, we have you covered. Established in 1992, we have decades of research that has led us to not only create the best products of today, but has also been the foresight in the formulation for the products of tomorrow.

For new roofs, restoring older roofs, or protecting an existing roof, the right product is essential. Tucson Rubberized Coatings is committed to designing, formulating and manufacturing these products for you whether you are a Contractor, Building Owner, or Home Owner. We are leaders in the industry with unmatched customer service. With our dedication to our products, you will have the confidence that Tucson Rubberized Coatings will be there with you to complete all of your project needs.

OUR OTHER PRODUCTS

ROOFING

- Patching
- Puddle Filler
- Sloped Roof Coatings
- Flat Roof Coatings
- Siliconized Roof Coatings

WALLS

- Water Sealer
- Rubberized Stucco Coating
- Rubberized Wall Coating

DRIVEWAYS/PARKING LOTS

- Sealer
- Crack Filler

3 CONVENIENT LOCATIONS

WETMORE & FLOWING WELLS

1430 W Wetmore Rd.
Tucson, AZ 85705

520-447-8965

TUCSON BLVD. & VALENCIA

6351 S. Tucson Blvd.
Tucson, AZ 85706

520-293-3444

29TH ST. & CRAYCROFT

5355 E. 29th St.
Tucson, AZ 85711

520-790-6600

STORE HOURS

MONDAY-FRIDAY: 8AM TO 5PM

SATURDAY: 8AM TO 3PM

CLOSED SUNDAY

www.rubberized.com