



**COOL ROOF™**  
FOAM AND COATINGS

*We're On Top of It!*



# LIFE-OF-THE-BUILDING ROOF SYSTEMS

NEVER RE-ROOF AGAIN

[www.coolroof.biz](http://www.coolroof.biz)

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# SILICONE STOPS ROOF LEAKS PERMANENTLY

**1/3 THE COST OF RE-ROOFING**



**FINANCING AVAILABLE**

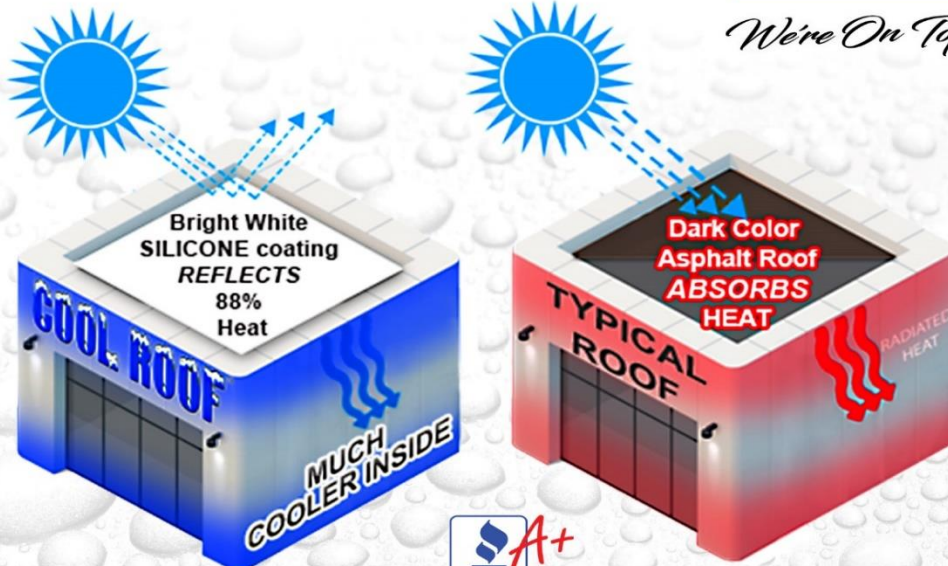
**NO PERMIT REQUIRED**

**NEVER RE-ROOF AGAIN**

# SILICONE ROOF RESTORATION COATING

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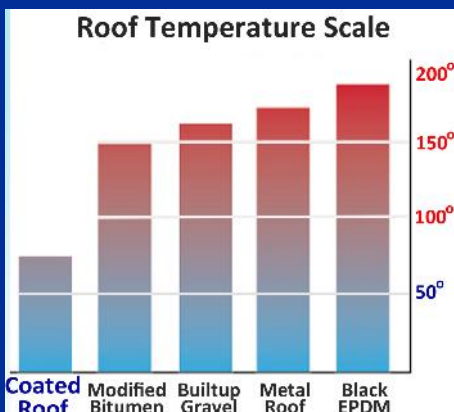


# RESTORE IT DON'T REPLACE IT

**STOP ROOF LEAKS TODAY**

**PERMANENT WATERPROOF SOLUTION**

Never Re-Roof Again  
Never Re-Coat Again



**WITHSTANDS PONDING WATER**

Guaranteed In Writing  
All Other Coatings Fail In Ponding Water

**LABOR AND MATERIAL**

No Leak - Mfg Warranty

**UP TO 20 YEAR**

Mfg Warranty

# OUR LOW PRICE PROMISE

# IF

YOU HAPPEN TO RECEIVE A LOWER PRICE BY JUST \$1

WE WILL BEAT **THAT QUOTE**

BY

# \$2,500

*That's money in your pocket.*

*If you choose*

# COOL ROOF™

*you pay less.*

AS ONE OF THE LARGEST SPF & SILICONE COATING  
CONTRACTORS IN THE UNITED STATES,  
WE SIMPLY WON'T BE UNDERSOLD!

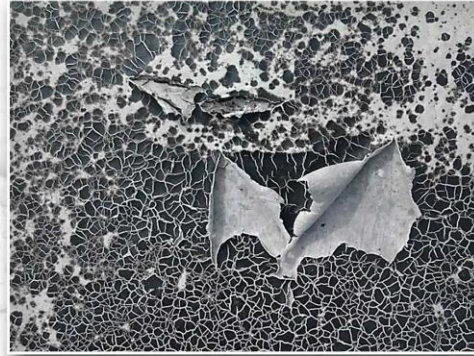
## TURN-KEY JOB WITH NO CHANGE ORDERS GUARANTEED

WE DO THE JOB RIGHT AND DELIVER A PERMANENT WATERPROOF  
SOLUTION WITH A LIFETIME-INDEFINITELY RENEWABLE **NO-LEAK**,  
LABOR & MATERIAL MANUFACTURER WARRANTY

## WHAT YOU NEED TO KNOW ABOUT **ROOF COATINGS**

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— FAILED COATINGS —

### **There are four basic 'ELASTOMERIC' coatings on the market: SILICONE, ACRYLIC (Paint), URETHANE & RUBBER**

ALL coatings (except **SILICONE**) degrade in the sun and have to be continually re-applied and they ALL fail in ponding water (ALL have a 'ponding water exclusion' in the warranty).

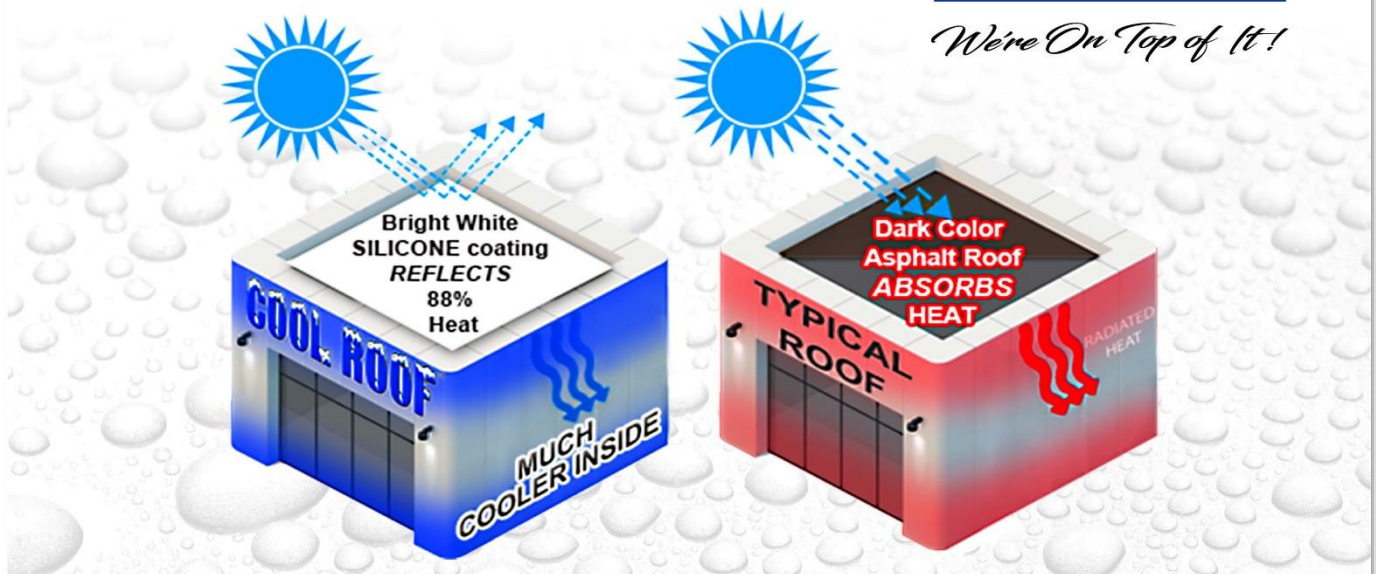
Our proposed **SILICONE** Roof Restoration Coating option is your absolute lowest cost, permanent solution on the market today. **SILICONE** is made out of the same base material as glass (silica) and it does not degrade in the sun's Ultraviolet (UV) radiation; that's why you don't have to replace the glass in your car and home every ten or fifteen years. **SILICONE** is an amazing waterproofing product and I encourage you to use **SILICONE** no matter which contractor you choose.

Simply recoat the **SILICONE** at the end of the warranty period and the bullet-proof, NO-LEAK warranty will continue and you can renew the warranty in this manner indefinitely at a FRACTION of the cost of re-roofing. Once you've done your homework, you will see that this is clearly the best warranty on the market today. It provides you with the highest level of protection since this full-system, NO-LEAK warranty covers ALL MATERIALS AND LABOR.

# WHAT YOU NEED TO KNOW ABOUT ROOF COATINGS

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## ONCE INSTALLED, YOU NEVER RE-ROOF OR RE-COAT AGAIN!

Most people think they are simply 'kicking the can down the road' and they will eventually have to re-roof but that is not the case with a **SILICONE** Roof Restoration Coating since **SILICONE** lasts forever.

This bright white **SILICONE** roof coating system will bounce 88% of the sun's energy back into the atmosphere thereby greatly reducing the heat absorption effect that is currently occurring on your roof which translates DIRECTLY into energy cost savings and building occupant comfort.

**SILICONE** is the only product on the market which will not fail and is guaranteed in writing to perform in ponding water conditions. **SILICONE** is used to seal aquariums (**SILICONE** performs totally submerged underwater), water tanks and other high moisture content areas. NOW YOU KNOW.

## WHAT YOU NEED TO KNOW ABOUT **ROOF WARRANTIES**

**COOL ROOF™**  
**FOAM AND COATINGS**

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### **INDEFINITELY RENEWABLE LABOR & MATERIAL, NO-LEAK MANUFACTURER WARRANTY**

We strongly recommend that you only consider a labor & material manufacturer warranty. A contractor warranty is worthless if the contractor goes out of business.

Read any product warranty thoroughly that you are considering. There are many contractors selling 'other than **SILICONE** roof coatings' but if you read the warranty, you'll see that there is no substantive remedy if the product fails. Other products simply don't last and no manufacturer will risk their company on a material and labor warranty hook. If a product can deliver a manufacturer labor AND material warranty for 10, 15 or 20 years, it may be a viable consideration.

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### **THE MANUFACTURER WILL PERFORM A TWO-STEP WARRANTY INSPECTION PROCESS**

- 1.** Pre-application roof inspection. The rep will deliver a report verifying the manufacturer is willing to write the proposed warranty.
- 2.** Post-application roof inspection. As a final measure of assurance that your job was performed to manufacturer specifications, once Cool Roof completes the job, the manufacturer technical representative will perform a second inspection complete with slit samples which are measured to verify the product application thickness.

These manufacturer inspection steps are important in protecting you and validating every step of our process. Don't settle for anything less or you could pay twice. A contractor can easily cheat you without this manufacturer verification.