



COOL ROOF™
FOAM AND COATINGS

We're On Top of It!



LIFE-OF-THE-BUILDING ROOF SYSTEMS

NEVER RE-ROOF AGAIN

www.coolroof.biz



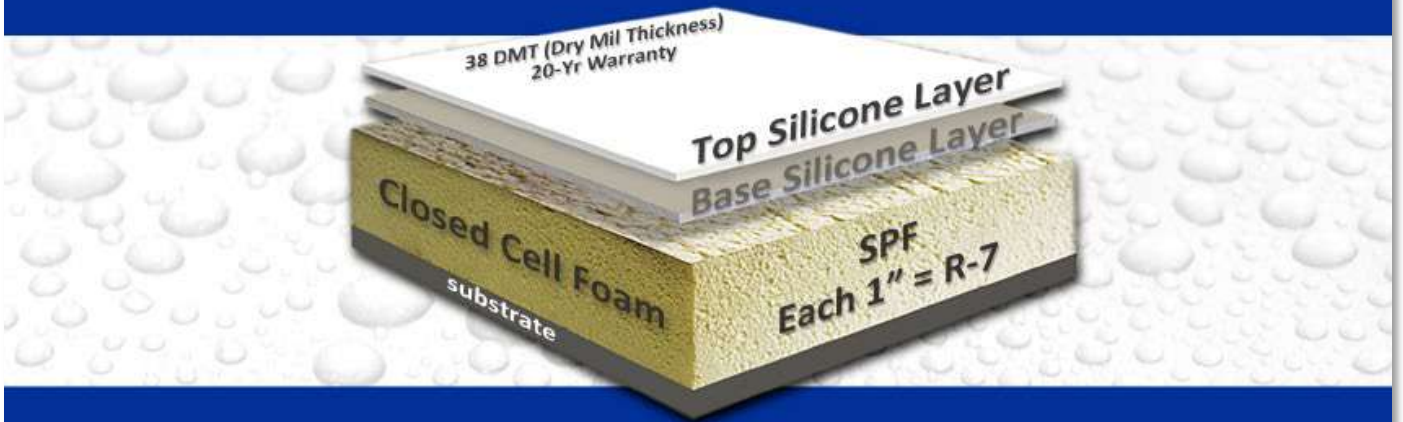
COOL ROOF™
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SPRAY POLYURETHANE FOAM (SPF)

LIFE-OF-THE-BUILDING ROOF SYSTEM



**CATEGORY 5
HURRICANE WIND WARRANTY**

**SPRAY
POLYURETHANE
FOAM (SPF)**

COOL ROOF™
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**GUARANTEED
NOT TO BLOW OFF OR LEAK IN A
CAT5 HURRICANE!**

ALL OTHER ROOF SYSTEM WARRANTIES ARE VOID
When a Named Storm is 110+ mph

INDEFINITELY RENEWABLE WARRANTY
Never Re-Roof Again

WATERTIGHT AFTER DEBRIS IMPACTS
Withstands Hurricane Wind Damage

FULLY TAPERED ROOF SYSTEM
Eliminates Ponding Water

SEAMLESS ROOF SYSTEM

SOME OF OUR CLIENTS



... AND MANY MORE

COMPANIES USING OUR PRODUCTS



... AND MANY MORE



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



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

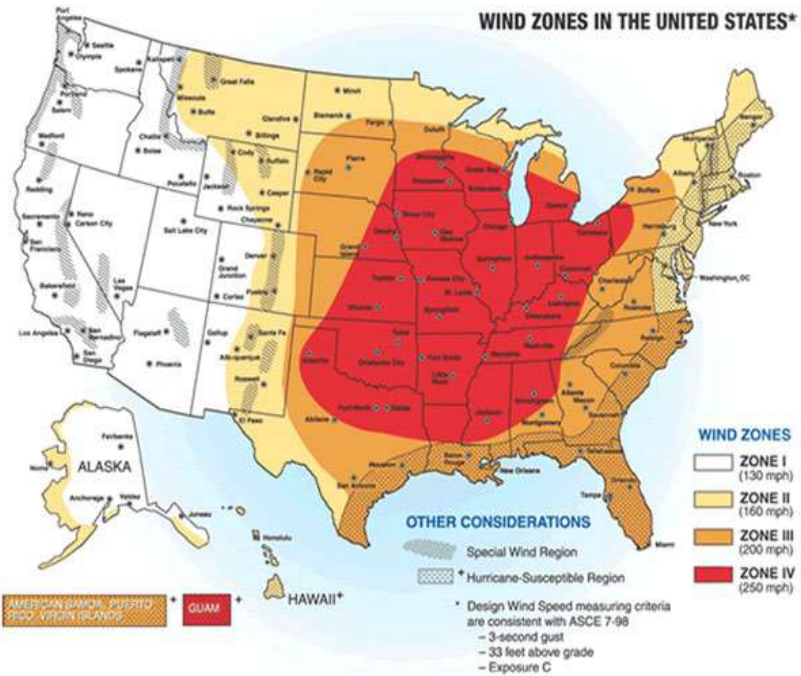
WE DO THE JOB RIGHT AND DELIVER A PERMANENT WATERPROOF ROOF
SYSTEM WITH A LIFETIME-INDEFINITELY RENEWABLE, **NO-LEAK**, LABOR &
MATERIAL MANUFACTURER WARRANTY
+ **CAT5 HURRICANE WIND WARRANTY**

IF your building is located in Florida and subject to High-Velocity-Wind Zone (HVWZ) 'hurricane' conditions, any new roof system should take the worst-case wind event scenario into consideration. **A catastrophic high wind event roof failure would pose a major loss risk to business operations, equipment, personal property, etc.**

Consider that your insurance deductible is 2% to 5% of your 'property value' and that you are paying for a new roof out of pocket regardless. **Buy a roof that's guaranteed to not blow off OR LEAK in a hurricane. It makes sense.**

Statistics confirm that the frequency and intensity of hurricanes is increasing as the water temperature of the Atlantic Ocean rises and Florida is clearly in harm's way of most hurricane paths.

Our proposed Spray Polyurethane Foam Roof System is guaranteed (Labor & Materials) by the Manufacturer **TO NOT BLOW OFF OR LEAK** in a **Category 5** Hurricane high wind event. You have a manufacturing company with significant financial strength standing behind your warranty – **Labor & Materials**. This translates to peace of mind in your choice of roof system since our Spray Polyurethane Foam (SPF) Roof System is the **ONLY** roof system on the market **Guaranteed in Writing** to withstand a **CAT5** Hurricane.



THIS IS BIG NEWS!

Never trust a roofing contractor warranty since contractors go out of business leaving you 'holding the bag'. Only accept a manufacturer labor & material warranty.



The New Orleans Superdome originally had a Spray Polyurethane Foam (SPF) roof system installed which was later replaced with an EPDM roof system. After the EPDM roof system experienced catastrophic failure in hurricane Katrina in 2005, they re-roofed again with Spray Polyurethane Foam and now have a CAT5 Hurricane Wind Warranty

Click to see this project under production
<http://gofile.me/3TKVr/2q1bE7Sc5>

Report Highly Favorable Towards Spray Polyurethane Foam Roofing

The National Institute for Standards and Technology (NIST) located in Gaithersburg, MD recently released a report after studying property damage to structures in the area affected by hurricanes Katrina and Rita.

The Spray Polyurethane Foam Alliance (SPFA) is extremely excited to announce that this report is extremely favorable towards Spray Polyurethane Foam (SPF) roofs. **The report states that SPF roofs were the ONLY type of roofing system that was described as having performed “extremely well” by NIST officials.**

Other sections of the report describe how Spray Polyurethane Foam roofs withstood Hurricane Katrina’s winds without blow-off or damage to the flashings. The Spray Polyurethane Foam Alliance (SPFA) is very excited to alert the industry to these findings and be a part of this outstanding achievement in the industry.

For more information please contact Jessyca Blevins at jessycablevins@sprayfoam.org
<http://www.sprayfoam.org/>



NASA Developed special types of Polyurethane Foam to protect and insulate the external fuel tank (the orange color tank) of the space shuttle. The 1" layer of polyurethane foam on the outside of the external fuel tank helps keep 395,000 gallons of liquid hydrogen at a very cool -423 degrees Fahrenheit.

Here's a scenario: You have one of the most brilliant minds on the planet and you work for NASA (National Aeronautics and Space Administration). Your team has been tasked to create the world's lightest, most durable insulation capable of keeping a rocket fuel tank at -423 degrees Fahrenheit. What does your team come up with?

Polyurethane Foam.

NASA created a special blend of polyols capable of self-flashing to a substrate with a remarkable combination of qualities: strength, insulation, durability, and light weight. Although blends of polyurethane existed before NASA, the space administration took the implementation of this technology out of this world (literally).



TEXAS A&M UNIVERSITY



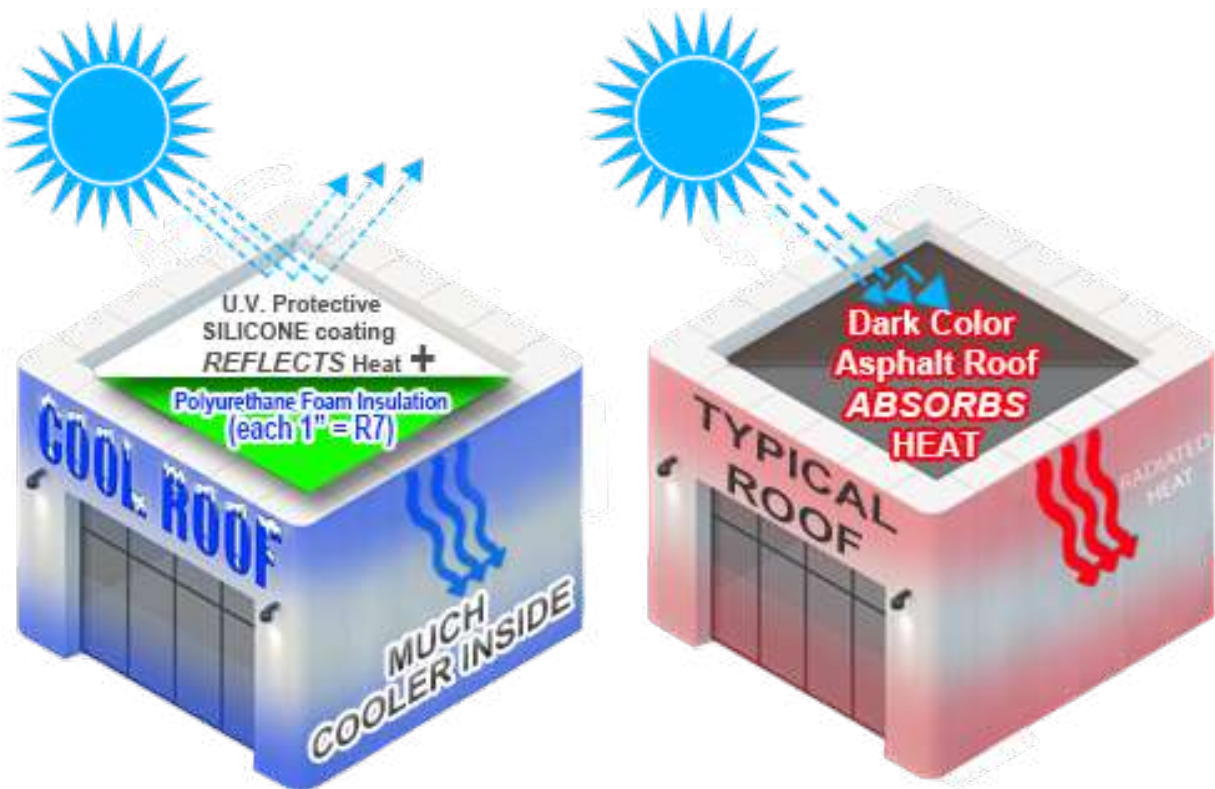
*In 1972, Texas A&M University, College Station, Texas began reroofing their facilities using Spray Polyurethane Foam (SPF). Why? Because it Works. SFP, when applied to a roof, fills in any cracks and smooths over any seams or irregularities. The potential for leaks is virtually eliminated. That means keeping water out and energy in. Texas A&M kept careful records on the maintenance & energy performance of their new Polyurethane Foam Roofing System and found they have reaped reductions in maintenance costs as well as significantly decreased energy expenses. Of the ten million square feet of roofs at the central campus, over 90% of the buildings are now protected by Spray Polyurethane Foam. Texas A&M uses nothing else for new or remedial roofing. **The study found that the roof system paid for itself through energy savings in an average of 4.5 years.***

Year	No. of Bldgs.	Roof SF	Construction Cost	Annual Energy Savings	Payback (Discounted)
1980	7	61,563	\$164,214	\$76,055	2 ½ yr.
1981	4	75,670	184,304	16,532	7 ½ yr.
1982	3	44,280	126,400	31,144	3 ½ yr.
1983	8	163,516	414,135	74,048	4 ½ yr.
1984	5	248,500	805,346	129,681	4 ½ yr.
Total	27	593,529	\$1,694,399	\$327,460	4 ½ yr.

Polyurethane Foam literally lasts forever if protected from UV, conversely, **SILICONE** literally lasts forever and is not affected by UV which explains how the SPF Roof System in combination with a **SILICONE** protective coating is widely considered a **LIFE-OF-THE-BUILDING** Roof System.

From an insulation standpoint, SPF has the highest R-Value of any commercially available insulation (each 1" SPF = R7) and the bright white **SILICONE** roof coating system that we apply as a UV protectant for the SPF 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 directly translates to energy bill savings.*

We know the task of deciding on the right roof system and the right roofing contractor can be daunting and that you rely on professionals to help you make an educated and informed decision. **We're here to help.**





PONDING WATER

IS THE LEADING CAUSE OF ROOF LEAKS, FAILURE AND PREMATURE AGING. AS EDUCATORS IN OUR INDUSTRY, WE STRONGLY ADVISE YOU TO REQUEST BIDS THAT INCLUDE THE INSTALLATION OF A 'TAPERED' ROOF SYSTEM

Our Scope of Work includes a TRUE **TAPERED** SPF ROOF SYSTEM + SPF crickets (to direct water to the appropriate drain/scupper) for effective water evacuation.

If you are entertaining a roof proposal that does not explicitly state 'true tapered' roof system, then you are not getting a true tapered roof system; you are getting another flat roof that likely won't drain properly – just like the one you have now. **Watch Out!** Get a true tapered roof system proposal *in writing*.

THIS IS IMPORTANT TO KNOW. *The Florida Building Code (FBC) requires a ¼" slope per foot taper on all 'new construction' roofs but only specifies that 're-roofs' should have 'positive drainage'. We are working to get the code changed to protect the public from contractors that take advantage of the re-roof code by not installing a true tapered roof since building inspectors don't inspect the final roof installation for drainage. NOW YOU KNOW.*

SPF being applied



Pre-applying Silicone coating to curbs, penetrations, etc.



The final product is a seamless, monolithic, tapered, Life-of-the Building Roof System. Never re-roof again.



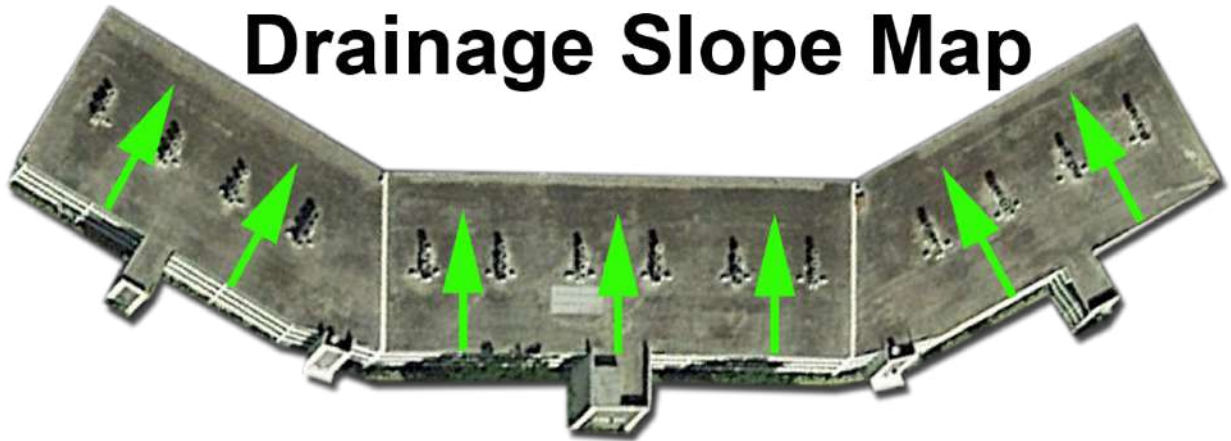
ROOF DRAINAGE MAPS

EXAMPLE

We provide a detailed drainage map on each project so that everyone understands how the roof will be sloped for proper water evacuation.



Drainage Slope Map



The **Green** tabs are drainage scuppers and the **Purple** areas depict 'crickets' which are triangle shaped high areas designed to direct water to specific scuppers in order to evenly distribute the water evacuation off the roof.



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

COOL ROOF™
FOAM AND COATINGS

We're On Top of It!



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.

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.



WARRANTY INFORMATION

DID YOU KNOW? ALL other roof system warranties expire and then you re-roof. Also, all other roof system warranties are VOID if a named storm is in excess of 110 mph? NOW YOU KNOW.

Just read the 'fine print' of all other roof system warranties that you are considering – it's there.

Once you've done your homework, you will see that our Spray Polyurethane Foam (SPF) warranty literally towers above all other roof system warranties since the SPF Roof System is, hands down – feet up, the best roof system on the market with the best warranty on the market and the only **Category 5 (CAT5) High Wind Warranty** on the market. Our roof system delivers the lowest cost ownership of any roof system on the market with the only LIFETIME-Indefinitely Renewable Warranty in the roofing industry.

MANUFACTURER

10, 15 OR 20 YEAR

NO-LEAK

Non-Prorated, Full System, No-Dollar-Limit (NDL),
Labor & Materials,

LIFETIME - Indefinitely Renewable Warranty

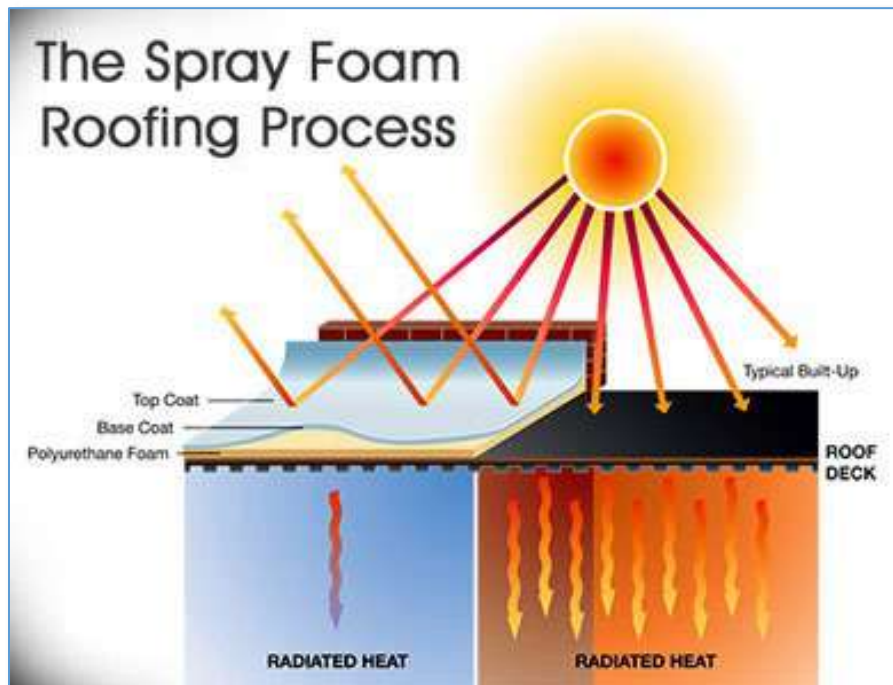
Backed ENTIRELY by the Manufacturer

+ CAT5 High Wind Warranty

Important Criteria Roof Comparison Worksheet

As you obtain bids for other roof systems, use this worksheet to help you see an 'Apple-to-Apple' comparison of a Spray Polyurethane Foam (SPF) Roof System -vs- other roof systems

		WARRANTY SPECIFICS															
Roof System	Bid \$	Warranty Years			Is the Warranty a Full System MFG Warranty	Sustainable Warranty Can the MFG Warranty be extended INDEFINITELY past the initial period?	MFG CAT 5 Hurricane HIGH WIND Warranty	High Wind Warranty Exclusion	MFG Warranty Non-Prorated	MFG Warranty has No Dollar Limit (NDL)	MFG Warranty Covers LABOR AND MATERIALS	MFG Warranty Transferable	Annual Maint or Maint Contract required to maintain the Warranty	Is the Roof System Fully Tapered ie. Sloped to Drain w/ NO Standing Water	Roof System Feedback through Energy Savings Insulation R-Value of Roof System	Roof System Energy Star or Cool Roof Council Certified	This is Important in a Hurricane! Ask for the NOA (Notice of Acceptance) Negative Uplift Rating
Spray Polyurethane Foam (SPF)		10	15	20	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	1"=R-7 2"=R-14 3"=R-21	Yes	-470psf
Built-Up Gravel					What happens if the Roof Co goes out of business?	No	No	YES Bye, Bye Warranty in the next High Wind Event	unlikely w/o significant \$ charge	No, Typically Materials ONLY			Likely, this is 'bread & butter' \$	Watch out! Get it in writing	Watch out! Get it in writing	No	Things they don't want you to see! Typically 115 psf
Modified Bitumen					What happens if the Roof Co goes out of business?	No	No	YES Bye, Bye Warranty in the next High Wind Event	unlikely w/o significant \$ charge	No, Typically Materials ONLY			Likely	Watch out! Get it in writing	Watch out! Get it in writing	No	Things they don't want you to see! Typically 115 psf
Single Ply TPO or EPDM Membrane					What happens if the Roof Co goes out of business?	No	No	YES Bye, Bye Warranty in the next High Wind Event	unlikely w/o significant \$ charge	No, Typically Materials ONLY			Likely	Watch out! Get it in writing	Watch out! Get it in writing		Things they don't want you to see! Typically 115 psf



ABOUT 'OVERLAY' RE-ROOFING

IF there is only one (1) existing roof on your building, the Florida Building Code (FBC) allows for a maximum of two (2) roofs to be installed on any given building. Therefore, your roof would **initially** qualify for an 'overlay' roof system to be installed on top of the existing roof without having to tear-off the existing roof - **a significant cost and disruption savings.**

To further qualify for an overlay roof to be installed, ***two engineering tests must be performed and passed:***

- 1. Engineering Moisture Test**
- 2. Engineering Bonded Uplift Test**

If the moisture test fails, Florida Building Code dictates a complete tear off of the existing roof down to the substrate. If moisture test passes and the uplift test fails, then the existing roof must be fastened down (if fastening is applicable to your substrate – *fastening doesn't apply to concrete substrates*) to meet current code wind uplift requirements.

In either failed test case, the scope of work and pricing will change.

So, to position yourself in the best possible situation,

Just give any roof testing company a call and they can quote their fees over the phone if you tell them your square feet or provide them with the property address. No matter which roofing company you choose, this testing is required to pull a permit for an 'overlay' re-roof and will give you greater power to have roofing companies provide 'hard number' pricing based on your exact roof specifics.

BEWARE: Roofing companies are famous for getting a signed contract based on a low price and then dragging you through the 'change order mud'.

Here's the Florida Building Code (FBC) on high moisture:

*Based on an engineering moisture survey, as per the Florida Building Code Section 1521.12 the entire roof would have to be removed (regardless of number of existing roofs) due to an excessively high moisture content if the moisture content exceeds The Florida Building Code allowable maximum limit of moisture in the roof system as **5% in the roof membrane and/or 8% in the underlying insulation**. (See chapter 15 section 1521.12).*

FURTHER CODE CRITERIA: Florida Building Code (FBC) 2014, Chapter 15, Section 1521.4, not more than 25% of the total roof area or roof section of any existing building or structure shall be repaired, replaced or recovered in any 12-month period unless the entire existing roofing system or roof section is replaced to conform to requirements of this code.