

december 2008

# Tek talk

"hot off the roof"



**E-las-tek®**  
CERTIFIED COOL ROOF COATINGS



The Elastek team pictured above, left to right: Dave Metz, Brent Hoffman, Jonathon Montgomery, Mike Mergener, Harless Oscislowski (holding the beautiful trophy), John Richard, Pat Cortez, Todd Myers, and Jerry Rockwell.

## Elastek team honored as ARCA's Associate Member of the Year

During its annual convention in Prescott, Arizona, Martin Headlee, president of the Arizona Roofing Contractors Association, humbled the Elastek team with the distinguished honor of Associate Member of the Year. This award was given in recognition of Elastek's dedication and support of ARCA, the roofing industry, and for actively supporting various community activities and causes.

## Shhh! Elastek's secret coating

By Rick Ulrich

In the Elastek line of high performance elastomeric roof coatings is a well kept secret from many of our customers — Elastek #109 Solar Magic. Our most popular coatings are #120 Solar Tek Extreme, with its exceptional adhesion and water resistance, and #100 Solar Mastic, very high solids and great durability get most of the attention.

However, our Solar Magic provides exceptional roof coating performance and a very affordable price.

Solar Magic offers great performance numbers because we have it tested up to 6 times per month virtually every month. The results are exceptional for even premium coatings: film breaking strength of 350-to-450psi (tensile strength), elongation (stretch to breaking) of 250-to-350%. Solids by weight average 66% (non-volatile content).

These numbers are not from hand-made lab batches or special attention production batches—the samples we test are regular, full-sized production batches. All tests are



conducted by a nationally known independent testing laboratory.

There are plenty of inexpensive, low-performance, limited-service-life coatings out there, but they lack durability and will cost more in the long run. Consider that Solar Magic offers true high coating performance at a moderate price. Solar Magic is suitable for new roofs, asphalt recoats, foam recoats, and building fabric membranes.

## Wishing You Hope & Joy

*Elastek has been blessed with another profitable year. We wish to extend our heartfelt thanks to all of our loyal customers for their continued support.*

*During this season of anticipated good cheer, we realize that much sorrow abounds. Suddenly many are jobless, even homeless for the first time in their lives. Still others struggle to survive the financial crunch and volatile marketplace.*

*Locally, we've learned that donations are down while basic needs are up. The number of hungry, needy, and homeless people in Tucson has doubled over the past year. Many who previously donated support now find themselves in need.*

*For those who can, we ask that you consider offering a hand-up to someone in need. Donations of food, shelter, clothing, bedding, and especially kindness will brighten someone's way.*

*For those in need, we wish you faith and optimism in better days ahead. Hope and joy to everyone in 2009!!*

*Many Blessings!  
The Elastek Team*

## www.elastek.com gets a makeover

The casual web-surfer may not notice drastic changes with the Elastek website. But a recent technical makeover has made [www.elastek.com](http://www.elastek.com) one of the more refreshingly interactive sites to explore.

The site is now fully searchable. To find a location that sells Elastek products in your neighborhood, simply type in your zip code and ENTER. Click on the PRODUCTS menu for a full display of each Elastek product and its recommended usage. Dealers and distributors can access current pricing online.

Keep up-to-date with all the happenings at Elastek by signing up for periodic 'hot off the roof' emails (upper right on web page). We promise not to inundate you with unnecessary mailings, but we will keep you current on all roof coating related issues.

We hope you'll go to the site soon and enjoy. We welcome your feedback too!

## Applying Elastek over an aluminum coating

By Jonathon Montgomery

Many years ago someone put oxidized asphalt, solvent, and aluminum paste (or flakes) into a bucket and created aluminum roof coating. And this someone probably thought that by the turn of the century people would have flying cars, the moon would be spotted with homes, and the world would be covered in chrome.

As it turned out, we like our cars to hug the road, the moon is perfectly unpopulated, chrome is best left on cars and motorcycles, and better technologies in roof coating are available. White elastomeric roof coatings have more solar reflectance, initially and over time, than aluminum coatings. Life expectancy is better and clean up is a lot easier, as it is a water based product and aluminum coating is solvent based. Aluminum coating requires constant mixing even during application because the aluminum paste cannot be suspended in the solvent and asphalt. When applied, it goes on as a dark bronze material and as it dries the "leafing process" occurs. The solvents evaporate and the aluminum paste or flakes are drawn to the surface giving it the silver finish.

Aluminum coatings have a life expectancy of about four to five years. The solar reflectance for aluminum starts at about 55-58% but can

drop down to 50% in the first year. [Compare to Elastek's Solar Tek Extreme with an initial solar reflectance of 92% that drops to about 85% over time.] This is because the aluminum paste is a bunch of tiny flakes that, over time, dislodge themselves from the asphalt. This oxidation can occur rapidly, and is the reason why extra care should be taken when changing an aluminum-coated roof to an energy efficient white elastomeric coated roof. There are two different ways to coat over an aluminum coated roof with Elastek products.

The first is to clean the roof very well with TSP or TSP substitute, push broom, and water. Mix the TSP substitute to the proper amount of water and spread over an area on the roof. Let the solution stand for a few minutes and scrub vigorously with a stiff bristle push broom. A power washer can also be used. Rinse the area with a garden hose to remove the TSP and loose aluminum flakes. Let the area dry and conduct a tape test with a strip of masking tape. If the tape has no or very little aluminum flake on the bottom after you have pulled it up, then the roof is ready to be coated with two coats of Elastek roof coating at the recommended rates with 24 hours dry time between coats. It is always best to do



*First, clean the roof thoroughly with TSP or TSP substitute, push broom, and water.*

multiple tests over the entire roof to ensure that there are no areas that need a second cleaning. If the tape collects a lot of aluminum flakes, the roof will need to be cleaned again and another tape test performed. Repeat this step until there is little to no aluminum on the back of the tape.

The second method is to apply an asphalt emulsion over the aluminum before coating with Elastek products. The roof first should be swept well. Apply the emulsion per manufacturer specifications and allow the emulsion to cure for at least five to seven days. After the emulsion has cured, do a rinse cleaning to remove any dirt, dust, and oils off the surface. Then apply two coats of Elastek roof coating at the recommended rates, with 24 hours dry time between coats. This step may require less labor than cleaning a roof multiple times, but it can cause time constraints with the extra amount of cure time needed.

With elastomeric coatings offering more reflectivity, better elasticity, and easier clean up over aluminum coatings, it's no wonder that people are choosing to cover their roofs in a white coating. When people coat over aluminum, preparing the surface properly will ensure their new Elastek coating will adhere and provide superior performance than they had previously. And even if the future brings us flying cars and chrome houses on the moon, I'm certain they will be coated with white elastomeric roof coatings.

### Elastek's recipe for success

In these troubled economic times, let's consider what still makes Elastek coatings a great buy.

#### Top Quality Ingredients

**Consistently Superior Products** – Some say our coatings are almost too good!

**Unique Product Features** – Exceeding all expectations

**Advanced Product Performance** – Energy savings, highly adhesive, water resistant, extended service life

**Complete Product Line** – 5 topcoats, a basecoat, sealants, pond filler, and fabric

**Freshest Products Available** – Thousands of gallons made daily

**Absolute Quality Control** – Our staff is fanatical about this!

#### Great Mix of Services

**Personalized Sales Assistance** – Professional • Experienced • Dedicated • Understanding

**Unparalleled Contractor Support** – We always help; full-time technical representatives

**Super Fast Order Fulfillment** – Liberal return policy

**Outstanding Warranties** – We really honor them and we will be there in the future

**Custom Color Tinting** – Highly specific

#### Icing on the Cake

**Comprehensive Customer Training** – Our business is built on successful product applications

**Green-Minded Philosophy** – Ecologically friendly products, conservation-oriented production methods, and environmentally sound operations

**Awesome Advertising Plan** – Builds product and customer awareness

**Informative & Educational Website** – Fully searchable and instructional

## Polyurethane foam roof systems need maintenance too

By Dave Metz

Like many other areas of the modern home or commercial building, the roofing system requires periodic inspection and maintenance. Owners often assume that a new roof should last 10- to-15 years but forget that regular inspections and periodic maintenance are necessary to protect and sustain their investment—especially Polyurethane foam roof systems.

Polyurethane foam roof systems should be inspected at least twice a year and have routine maintenance performed at least every 5-7 years. Foam roof systems face damage from a wide variety of elements, ranging from sun, birds, bugs, hail, and other damaging weather conditions. If inspections are not done to detect and correct damage, Polyurethane roof systems will not provide a secure water shedding system.

Damage from birds, bugs, and hail are the easiest to detect; but the most common and most damaging is the sun. The sun's UV rays "burn" the foam and cause premature deterioration and failure. Once the foam has started to burn, water intrusion becomes a big problem. Unprotected foam roofs act like a sponge and the water that gets through its protective layer can cause the foam to delaminate from the decking and form blisters throughout the roof system.

The simplest way of preventing this type of failure is to make sure that a proper application of protective roof coating is applied over the entire surface. Elastek manufactures four different coatings that work great over Polyurethane foam roof systems – Solar Tek Extreme, Solar One, Solar Mastic, and Solar Magic. These are all high performance coatings that work well over new and existing foam roofs.



*Note the contrast of dark areas and light areas and the foam domes, indicating a need to coat.*

It can be difficult to determine if a coating is thick enough to protect the underlying foam. If the coating is gone and the foam has been exposed to the sun for any length of time, the foam will turn "orange" or "rust" colored. Just because the top of the foam is burnt, it does not mean the foam roof is no longer able to be saved. A professional roofing contractor who specializes in application of foam roofs will be able to determine if the system can be salvaged.

If there is still coating on your foam roof, there are a couple of ways to determine if it needs to be coated. Inspect your roof wearing polarized sun glasses, which will reduce the glare put off by the coating and allow you to see the different patterns from the previous application. If the pattern is darker while surrounding areas seem to be lighter this indicates the weathering pattern of your coating. The darker areas show where the coating is thinning and the foam substrate is starting to be exposed to the UV light. A sample of the coating

can be peeled back from the foam and measured with a micrometer. If the coating is less than 15 mils thick or appears translucent, it's time for a new coating to be applied.

It is very important that before coating is applied to the foam roof that the foam roof system does not hold any water. This can be detected with a moisture detector. If there is moisture in the foam, the roof system needs to dry out completely to ensure proper adhesion of the coating.

At least two coats of roof coating should be applied to the roof system at a rate of at least one-gallon-per-100-square-foot, per coat. This will bring the mil thickness back to a level that will protect the foam substrate.

Most building owners are looking for the best products available so they receive the best return on their investment and any of the four Elastek coatings will provide years of service and protection. Service Life Warranties are available on each of the Elastek roof coatings

## Elastek expands in the Phoenix market

By Michael Mergener

For years, Elastek has earned respect for the quality products they manufacture for the Southwest. When I joined the team in 2005, my task was to gain market share with these products in Central and Northern Arizona and New Mexico. Elastek had already done some of the groundwork for getting started in the market by gaining support from a local distributor in Mesa.

Dealing with contractors for many years has helped me understand that they are hard-working with a passion for doing the job right. Introducing Elastek products has given me the chance to help them do the job right the first time.

As I talked with contractors in the market, I discovered a lot of loyalty and trust that has built up over the years with the Phoenix Metro coating manufacturers. If I hoped to gain the same trust and respect from the roofing contractors in my territories, I needed to represent the highest quality product along with strong support and customer service.

Elastek stood up and delivered. Over the past three years contractors who have used Elastek and distributors that have sold our products have been impressed with both the quality of the product and the strong customer service provided.

As contractors experience the consistency of the Elastek brand, they are asking for the product by name. Local distributors are seeing results through increased sales. Elastek is now available through ABC Supply Co. in Mesa, ABC Supply Co. in Glendale, ABC Supply Co. in Prescott Valley, Allied Building Products in Phoenix, Allied Building Products in Prescott, RSG East Valley, and RSG Glendale.

As more contractors use Elastek products, I will continue to gain trust in my territory. I'm providing top quality Elastek products and outstanding support by an Elastek team that works hard each day to produce the finest quality roof coatings and repair products on the market. As a sales representative for any company, I could not have asked for more.

## Dealers' Corner

# Will the slow economy spur more DIY maintenance?

By John Richard

The recent economic downturn has caused many homeowners to focus attention on maintaining their current home instead of

upgrading. This provides an opportunity for Elastek's line of roof coatings to become a bright spot in the current dark cloud of retailer sales.

To make sure your store is prepared to capture its share of this market, we recommend looking over the following checklist:

**Product in Stock** – A simple recoat of a small house will take 3 to 6 5-gallon pails, plus Crack & Joint Sealant and fabric. Don't forget to have extra brooms, roller frames, covers, and extension poles on hand.

**Prominent Displays** – Roof coating sales can significantly impact a store's profitability, and they benefit from a prominent display. Consider end-caps, pail pyramids, and pallets in high visibility areas of the store. Empty display pails are available at no charge.

**Literature/Video Near Product** – No matter how knowledgeable your sales staff, there are some customers who want to inform themselves without assistance. Always keep a supply of our *Basic Instructions & Selection Guide* pamphlet near the product. It's a simple, yet informative tool for increasing sales and ensuring the customer's application goes smoothly. Also, consider letting Elastek's Training Video run continuously on a monitor near the display. It's available in both VHS and DVD formats.

**Train Your Staff** – Elastek offers free, in-store annual training to its dealers. While the training video is an excellent introduction to our products, live training sessions allow for Q&A and hands-on product experience.

For supportive literature, videos, pails, training, or other help getting your store 'roof-coating-ready,' contact your Elastek sales representative or call us at 1-877-ELASTEK.



## Congratulations to the ELASTEK SOUTHWEST RAMS

Once again, the Southwest Rams Jr Pee Wees are City and State Champions! They played hard to beat the Chandler Ravins 12-0 to earn a berth in the National Championships held in Florida on December 6.

The team is very excited about going to Florida for the second time. The players, cheerleaders, coaches, and families have all been actively involved in fundraising to support this venture.

Coach Gilbert Hernandez has led this team to victory for many years. Many of these players become members of the Sunnyside School District team.

# TekTalk

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