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**RE: Elastek® to participate in national roof coating study**

Elastek, Tucson manufacturer of elastomeric roof coating products, is one of three major coating companies selected by the Reflective Roof Coatings Institute (RRCI) to participate in a field-weathering study of reflective roof coatings. The purpose of the study is to measure the impact of various factors on the loss of solar reflectance in white roof coatings over time.

White roof coatings have become the primary means of converting conventional dark roofs into cool roofs that save energy, roofing materials, and make a positive contribution to environmental quality. All white coatings lose reflectivity over time, and this is the first study to measure the significance of factors that influence the loss of solar reflectance.

Samples will be weathered in three climate zones — humid Southeast, colder upper Midwest, and arid Southwest. Periodically, over the three-years of the study, the panels will be tested for total solar reflectance by an independent third party and the results published.

Factors to be studied include the effect of various roof substrates, coating film thickness, different climates, and different coating types on reflectivity. Acrylic, polyurethane, and silicone chemistries will be applied to the six most common roof substrates at three different film thicknesses.

Elastek, a member of RRCI, will be responsible for the arid weathering samples. Coating samples are being made in a Florida shop and should arrive for the start of exposure testing in April. Study results are expected to be watched closely by State and Federal agencies that are working to improve energy efficiency, and will be useful to specifiers, roofers, and the public.

RRCI promotes the study, application, and performance of reflective roof coatings, and includes prominent coatings manufacturers from around the country as well as raw materials suppliers.

Solar reflectance is a comprehensive measure of reflected solar energy because it includes visible light, invisible ultraviolet, and infrared radiation. The often quoted *visible light reflectance* includes less than half of all solar radiation. The initial solar energy reflectivity of white coatings is generally in the 80% to 86% range verses the 88% to 92% numbers often published.

*Elastek has been manufacturing elastomeric products in Tucson since 1993. Elastek's roof coating products stand up to one of the harshest environments anywhere—the Southwest U.S. desert. These coatings, several that are Energy Star-certified, are designed to protect and preserve roofs while significantly reducing building temperatures and conserving energy required for cooling. Elastek has been honored by the Better Business Bureau of Southern Arizona with a Workplace Ethics award, and recently was named an Arizona Small Business Association's SASIE Award winner in the Culture & People category.*

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