



E•las•tek® — COMPANY OVERVIEW

Since its founding in 1993, **Structural Elastomeric Products, Inc. (SEPI)**, the producer of **E•las•tek®**, has experienced steady and surprising growth.

The company creates elastomeric coatings that stand up to one of the harshest environments anywhere—the Arizona desert. **E•las•tek**-brand products have consistently excelled in their resistance to intense heat, extreme dryness, torrential thunderstorms, and powerful UV-radiation.

E•las•tek coatings are designed to protect and preserve expensive roofing materials while significantly reducing building temperatures and conserving the energy required for cooling. Additional coating benefits include potential reduction in the heat-island effect and in air pollution.

E•las•tek all-acrylic coatings are designed for use on most low-slope roof surfaces in good condition. Roof coatings are available for built-up roofs, modified bitumen, single-ply polymer, and spray-down foam roofs. **E•las•tek** products also can be used for tactical repairs and sealing roof surfaces.

The **E•las•tek** product line includes a high-adhesion basecoat for liquid-applied fabric-roofing systems and asphalt roofs; all-acrylic coatings that stand up to ponding water; and a full-line of polyester roofing fabric. An easy-to-use pond-filler product is available for nuisance standing-water areas. A very popular and durable elastomeric sealant is available as a flexible, long-lasting, non-staining replacement for plastic-roof cement.

E•las•tek roof coatings can pay for themselves. Three of our elastomeric topcoats are **Energy Star**-certified to meet the high standards of reflectance and energy savings, both initially and over time. In addition to bright white, Desert Tan, Energy Tan™, and custom-tinted color coatings are available by the pail or the batch.



Our success is primarily a result of our three-point approach to keeping in step with customers' needs:

- 1) **Keep pace with new technology.** Our technical team includes support from the chemists and research facilities of America's most prominent roof-coating resin manufacturers. **SEPI** is large enough to keep abreast of technical improvements in the field, yet small enough to rapidly introduce those that have merit. We often incorporate new technology long before the larger manufacturers.
- 2) **Adhere to highest quality manufacturing standards.** All **E•las•tek** products are tested to meet stringent quality standards at the point of manufacture. Ongoing tests are performed to confirm the weathering characteristics of coatings as well as adhesion and response to various low-slope-roof situations. Formulations are frequently upgraded to incorporate improvements. Offering a competitive price is important; however, **E•las•tek** is committed to using only the

highest-grade raw materials available. Customers often claim they can distinguish the performance difference with our coatings.

- 3) **Assure knowledgeable staff and customer support.** You won't find that "big-company attitude" when you contact **E•las•tek**. The entire staff understands our products, proper use, and application. We welcome all inquiries and take a personal interest in the success of every job. Detailed product information is available on our website, and a service hotline is open to dealers and customers.

An expanding dealer and wholesaler network is making **E•las•tek** roof coatings available to even more customers throughout the Southwest. Our comprehensive website—www.elastek.com—reaches customers beyond the immediate service area. National and worldwide shipping is available. All **E•las•tek** products are warranted against defects in manufacture. Written service-life warranties are available for most coatings and jobs.

E•las•tek Founder Rick Ulrich was honored by the Arizona Small Business Association with the 2005 AMERICAN DREAMER AWARD ~Top Southern Arizona Entrepreneur of the Year!

Elastek has been honored with the 2006 Southern Arizona Better Business Bureau's Business Ethics award.