

Introducing ENERGY TAN™

All New COOL Tan Roof Coating by E•las•tek®

Finally, here's a cooler, classier tan coating — perfect for homeowners who want to protect their roofs with a stylish tint and save energy too!

For years, homeowner associations and other governing agencies have shunned the starkness of traditional white elastomeric roof coatings, sacrificing comfort and energy savings for aesthetics. As a result, we manufacture over 50,000 gallons of tinted roof coating annually.

Virtually all of the tinted coatings sold are tinted the traditional desert tan, which offers only half the reflectivity of our white coatings.

Now E•las•tek has developed an exclusive, cooler, more environmentally friendly alternative to desert tan for your roof — we call it *Energy Tan*.

Energy Tan tones down the glare of white coatings in the same manner as desert tan. Yet this cooler tan coating offers nearly the reflectivity of white coating. See chart (right) and lab certified results (below).

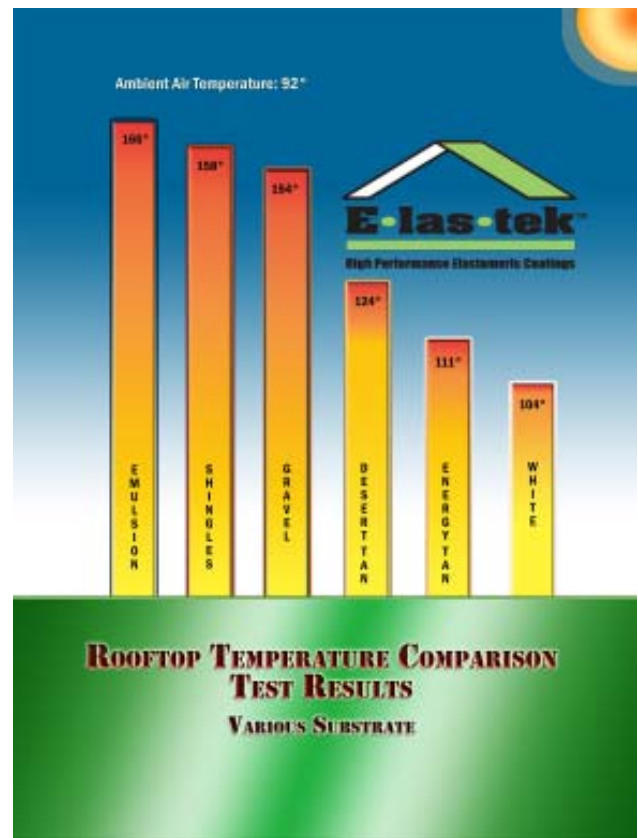
Testing of our laboratory samples by an accredited coating laboratory for reflectivity and emissivity validation concluded:

RESULTS	Energy Tan	Tan	Solar Tek White
Avg. Reflectance	70.7%	33.2%	85.8%
Avg. Emittance	.89	.89	.88

'Reflectance' measures full-spectrum solar energy (UV, i.e. light, plus infrared, i.e. heat).

These results indicate that an *Energy Tan*-coated roof will reflect up to 71% of the solar energy that hits its surface, compared to the 33% reflectivity of a desert tan-coated roof. Thus, *Energy Tan* coatings reflect more than twice as much of the sun's light and heat.

Emittance results for all products are similar, indicating that E•las•tek coatings do not retain solar heat.



Note: Ink colors vary; the above color samples are for comparison only.