

# KOOLSEAL™

## REFLECTIVE ROOF COATINGS

## Benefits of a Kool Seal Fluid Applied Roofing Systems

### Extend the Building Life Cycle

### Eliminate Leaks

### Provide Energy Benefits

#### No Tear-Offs

- **No Disruption To Occupants.** There is no need to close the building during installation. The non-toxic formulation means no disruption to occupants and no interruption of business.
- **Lightweight Solution.** Unlike traditional roof replacement, a Fluid Applied Roofing Systems provide a lightweight solution to roofing needs. It's ounces, not pounds, per square foot.

#### Extend the Life of Your Roof

- **Longer Building Life Cycle.** Kool Seal systems are installed onto existing roofs to extend the service life of the facility.
- **Great Weatherability.** Kool Seal systems are resistant to blistering, chalking, checking, cracking, and flaking — protecting the roof from further weathering and degradation.

#### Sustainable Solutions

- **Environmentally Responsible.** Kool Seal cold applied systems do not require hot kettles or flames during installation. It's a safer process, and the environmental benefits are significant.
- **Lower Roof Temperatures.** Highly reflective white coatings reflect 85% of the sun's radiant heat, dramatically lowering the temperature of the underlying roof and preventing further degradation.

#### Seamless Waterproofing

- **Proven Performance.** A Fluid Applied Roofing Systems are fully adhered and monolithic (seamless), protecting the investment and providing maximum durability.

#### Energy & Utility Savings

- **Significant Energy Savings.** According to EnergyStar.gov, having a white, reflective roof reduces the roof's surface temperature by up to 100°F (black to white), decreasing the amount of heat transferred into the building and reducing peak cooling demands by up to 15%. Higher reflectivity = lower energy consumption and lower cooling costs.
- **Cost-Saving Installation.** Kool Seal roof systems are typically easier to install and maintain than a conventional tear-off roof and also eliminate unnecessary construction waste. This means such projects generally cost a fraction of the price of a new roof installation.
- **Tax Benefits.** Because recoating jobs are often deductible in the first year while most total roof replacements are not, some building owners realize a tax benefit when using a Fluid Applied Roofing Systems.
- **Utility Rebates.** Some utility companies offer rebates to building owners who conserve energy by using white reflective roof coatings. Local utility companies can provide more details about their energy rebate programs.

### REROOFING VS. FLUID-APPLIED ROOFING SYSTEM

**Roof Cost Example:**  
30-Year Building Life Cycle

Reroofing	YEAR 15	YEAR 30	TOTAL COST
	Install 2nd Roof Layer	Full Tear-off and Replace	
Roof Sq. Ft.	50,000	50,000	
Cost/Sq. Ft.	\$10.00	\$25.00	
Total Cost	\$500,000	\$1,250,000	
FLUID-APPLIED ROOFING SYSTEM	YEAR 15	YEAR 30	TOTAL COST
	Fluid System Applied	Fluid System Applied	
Roof Sq. Ft.	50,000	50,000	
Cost/Sq. Ft.	\$3.00	\$2.50	
Total Cost	\$150,000	\$125,000	
			\$275,000
			<b>TOTAL SAVINGS</b>
			<b>\$1,475,000</b>

\*Costs do not include existing roof repairs (membrane and warranty only).

\*\*Costs are representative estimates based on published industry studies and data from industry professionals.

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