

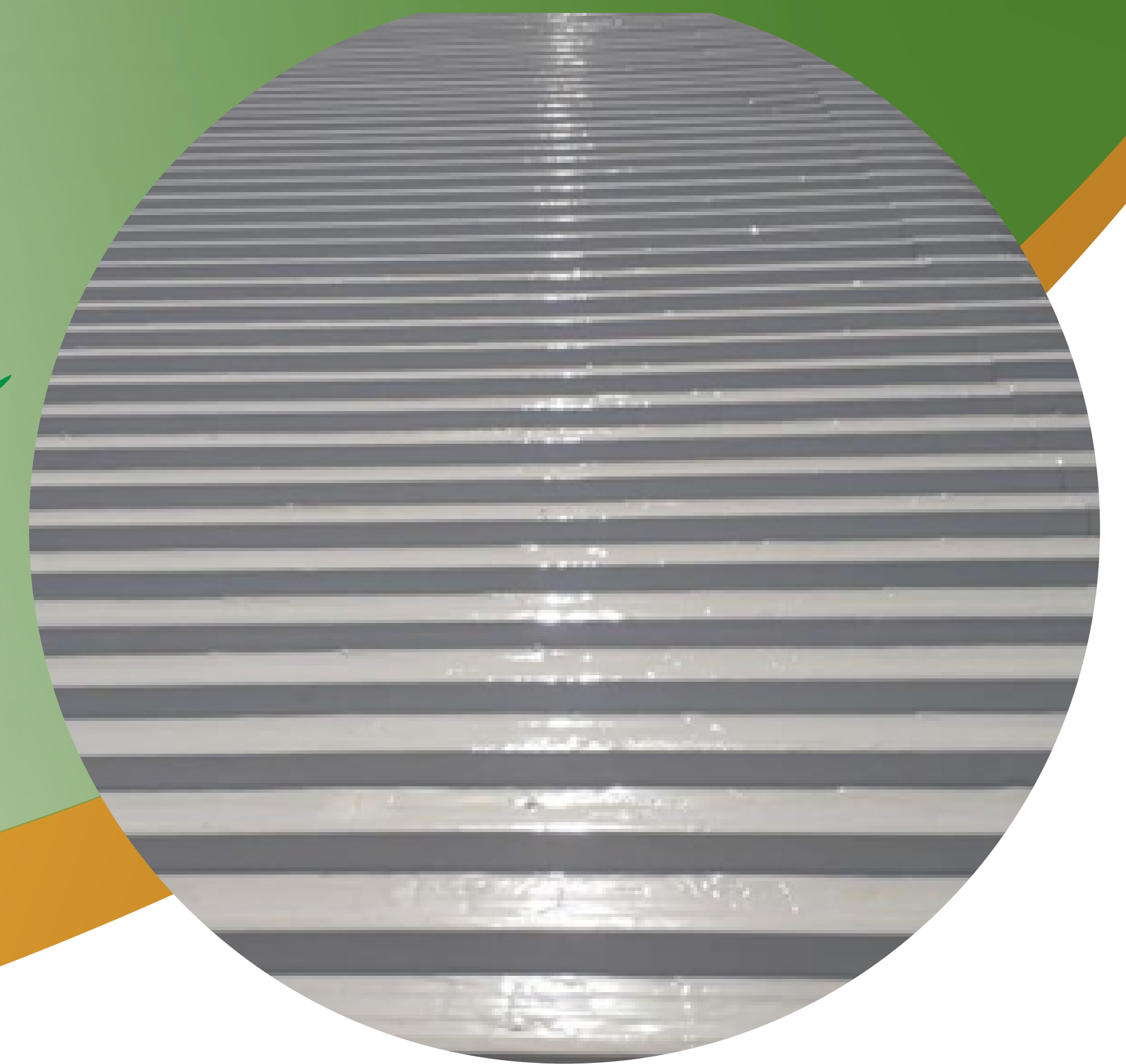
# COOL ROOF COATINGS



**EnerCon**  
Innovation Drives Us

## KEY FEATURES

- Reflects 90% incident sunlight ✓
- Protects from the harmful UV rays ✓
- Substantially reduce energy and utility bills ✓
- Extends the life of the roof and reduces maintenance cost ✓
- Reduces external roof temperature by as much as 73°F (23° C) ✓

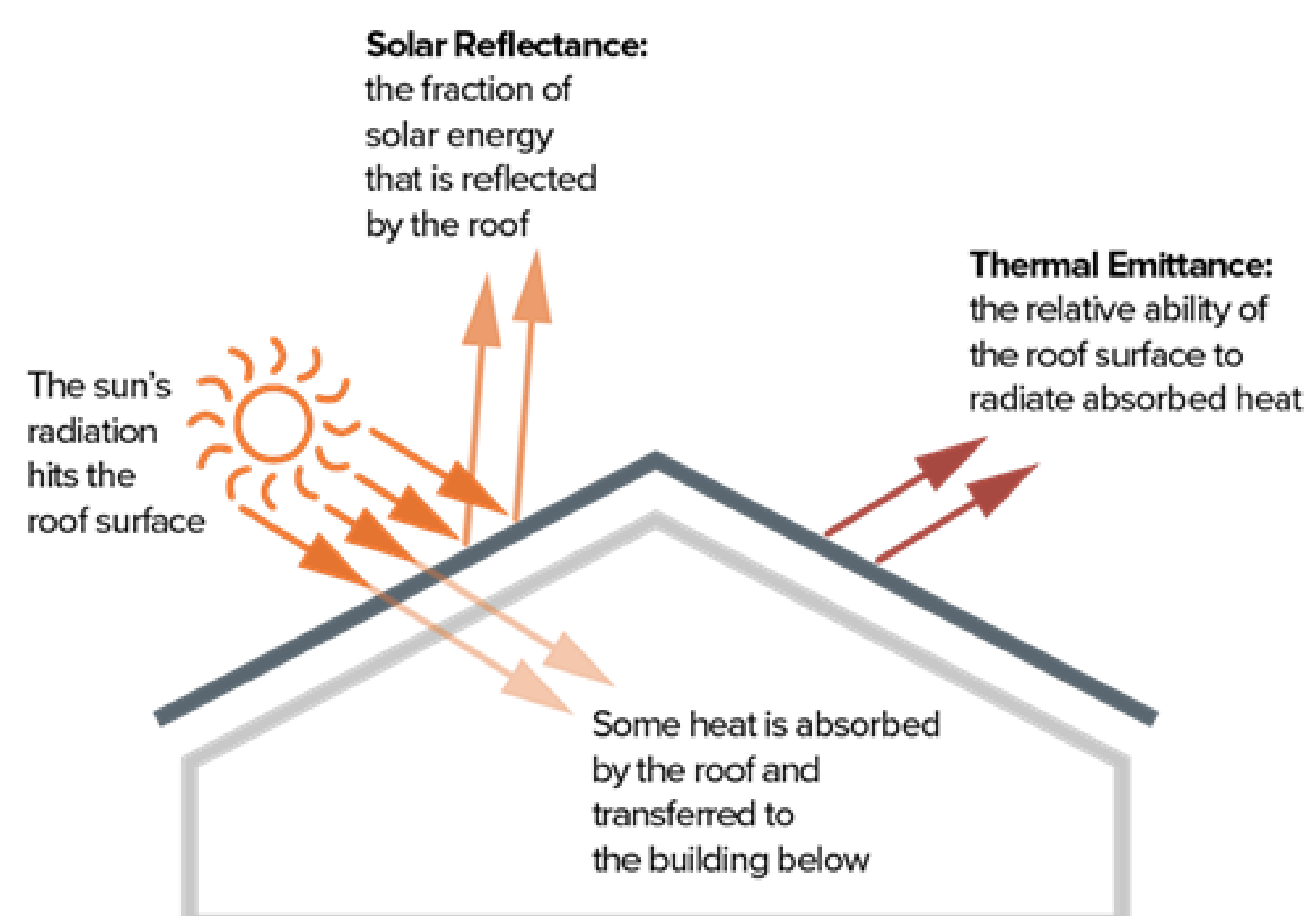
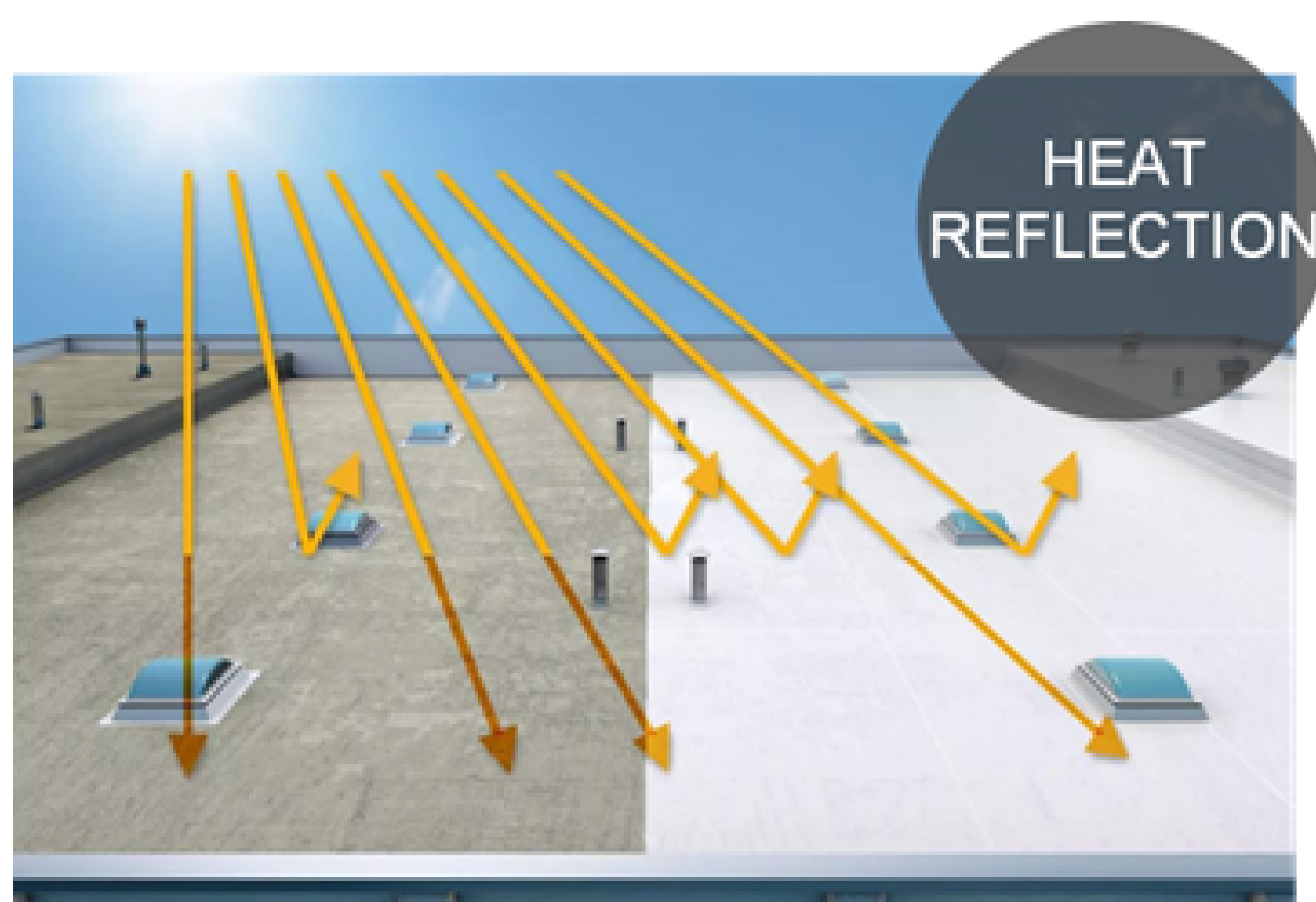


ENERCON premium cool roof coatings work on the principal of reflecting the sunlight and creating a shield that protects the roof. This shield acts as a barrier and isolates the roof from the external harsh weather conditions, such as heat, UV rays or water. Advanced formulation of ENERCON cool roof coatings offer durability and performance, which reduces maintenance cost and extends the life of the roof.

## How Cool Roofing Works

**Solar Reflectance:** Sunlight contains IR (heat) and UV component. Any dark object with low reflectivity values will absorb sunlight, thus absorbing the heat and the UV. ENERCON cool roof coatings are designed with high reflectivity values, which reflect the incident sunlight along with heat and UV component.

**Solar Emittance:** Once a coating absorbs heat from sunlight, it starts to radiate heat, which is called Emittance. ENERCON coatings are engineered using pigments and resins, which help in emitting heat and minimizing heat transfer to the roof substrate.



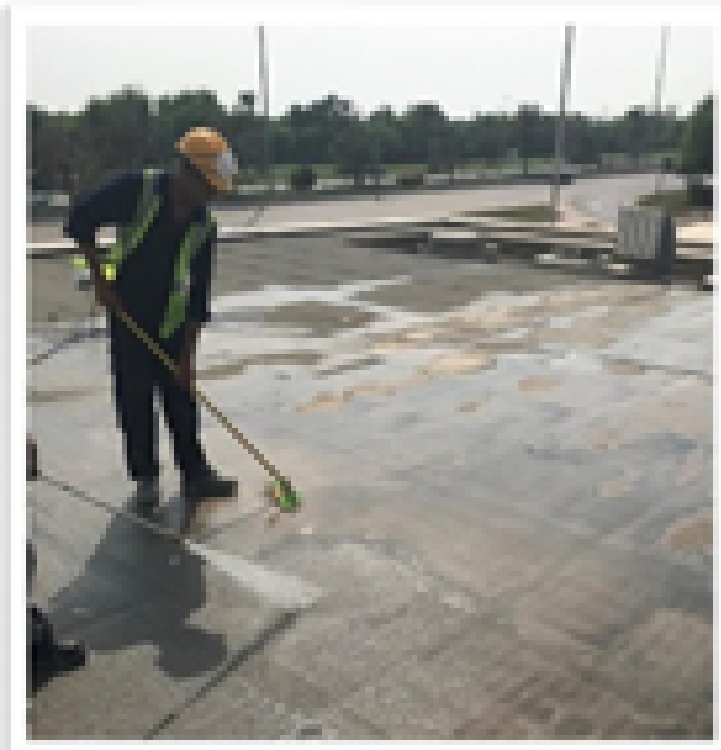


## Case Study

<b>Objective</b>	Client wanted to reduce energy consumption and room temperature
<b>Existing Surface</b>	BUR Roof with existing granular bitumen membrane
<b>Region</b>	Sub-Tropical (Dry, high temperature and high humidity)
<b>Temperature Range</b>	100 °F to 115 °F (38 °C to 46 °C)
<b>Area of the Roof</b>	9,000 ft <sup>2</sup> (apx)

## How to Apply

STEP 1



Clean the Surface

STEP 2



Apply Primer & EnerFlex SP 300

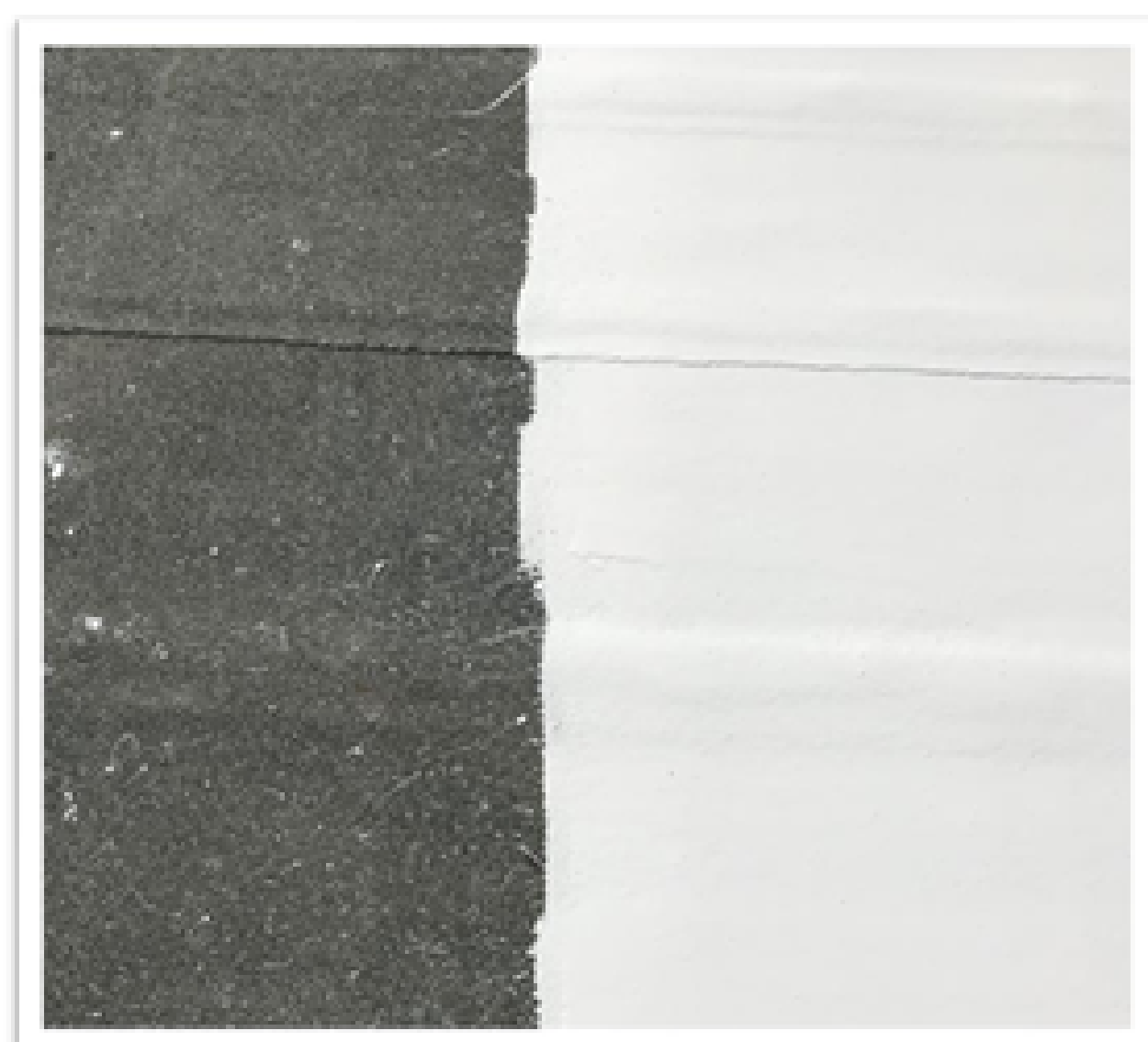
STEP 3



Cool Roof Coating Applied

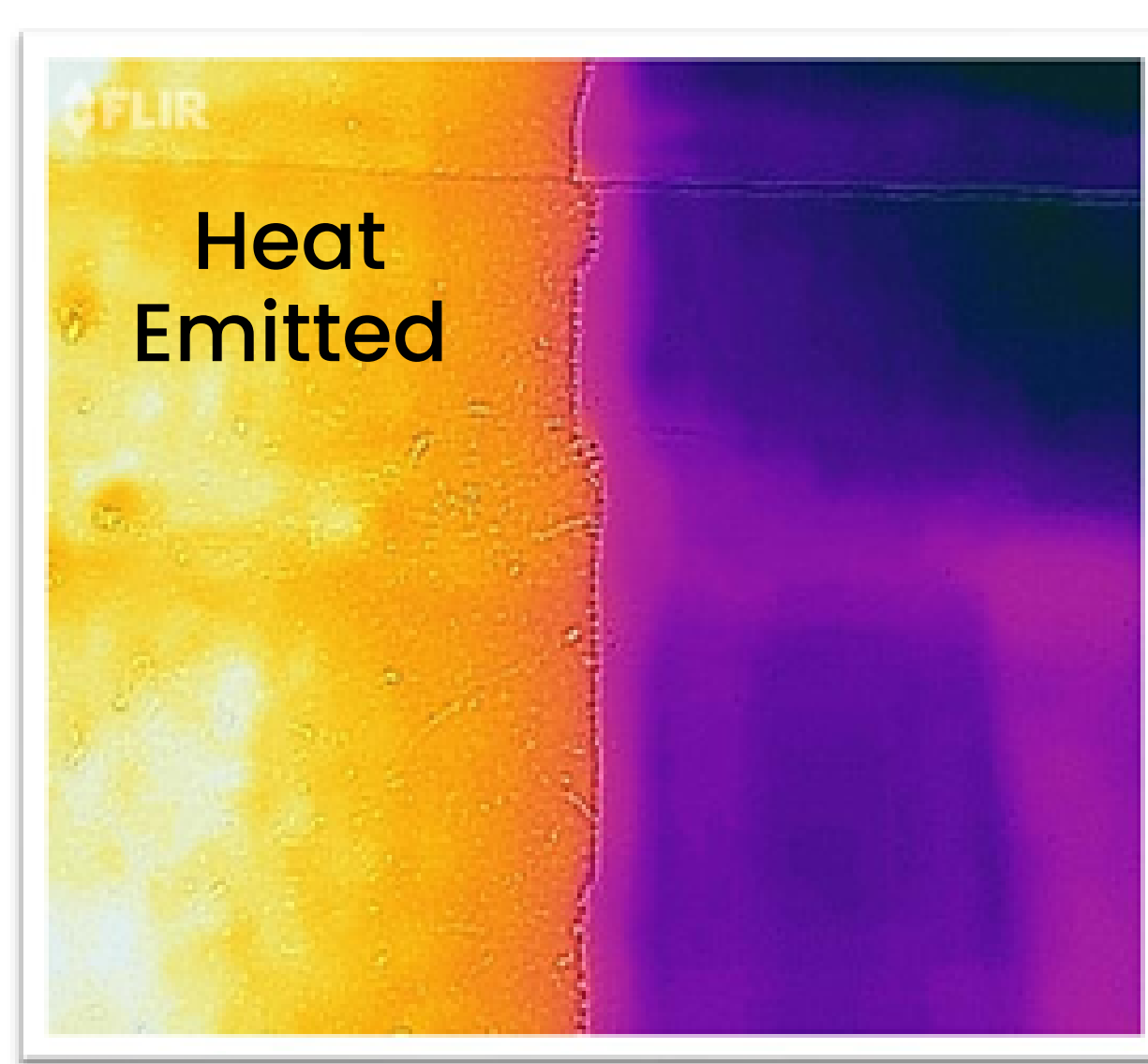
## After ENERCON Cool Roof Coating Applied

NAKED EYE



Bitumen | SP 300

INFRARED IMAGE

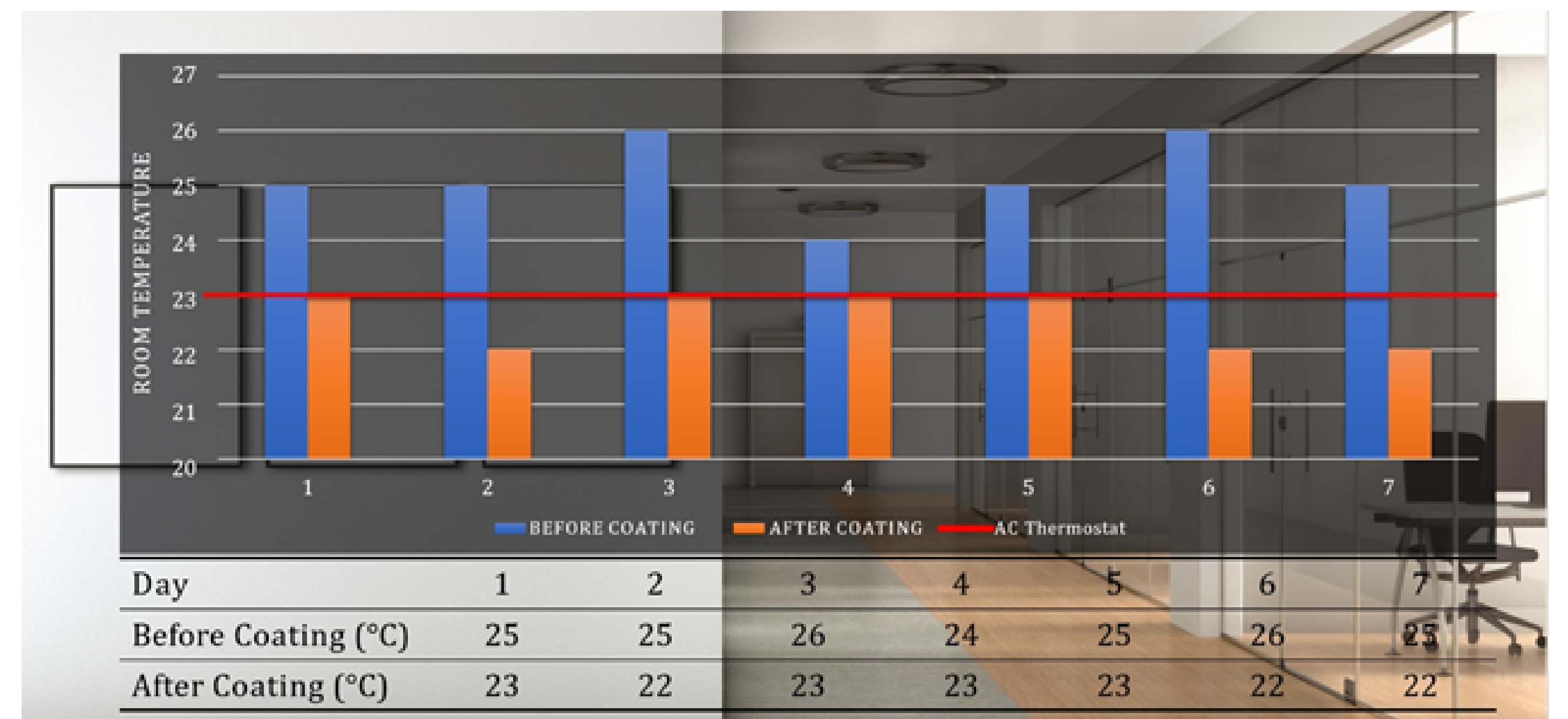


Bitumen | SP 300

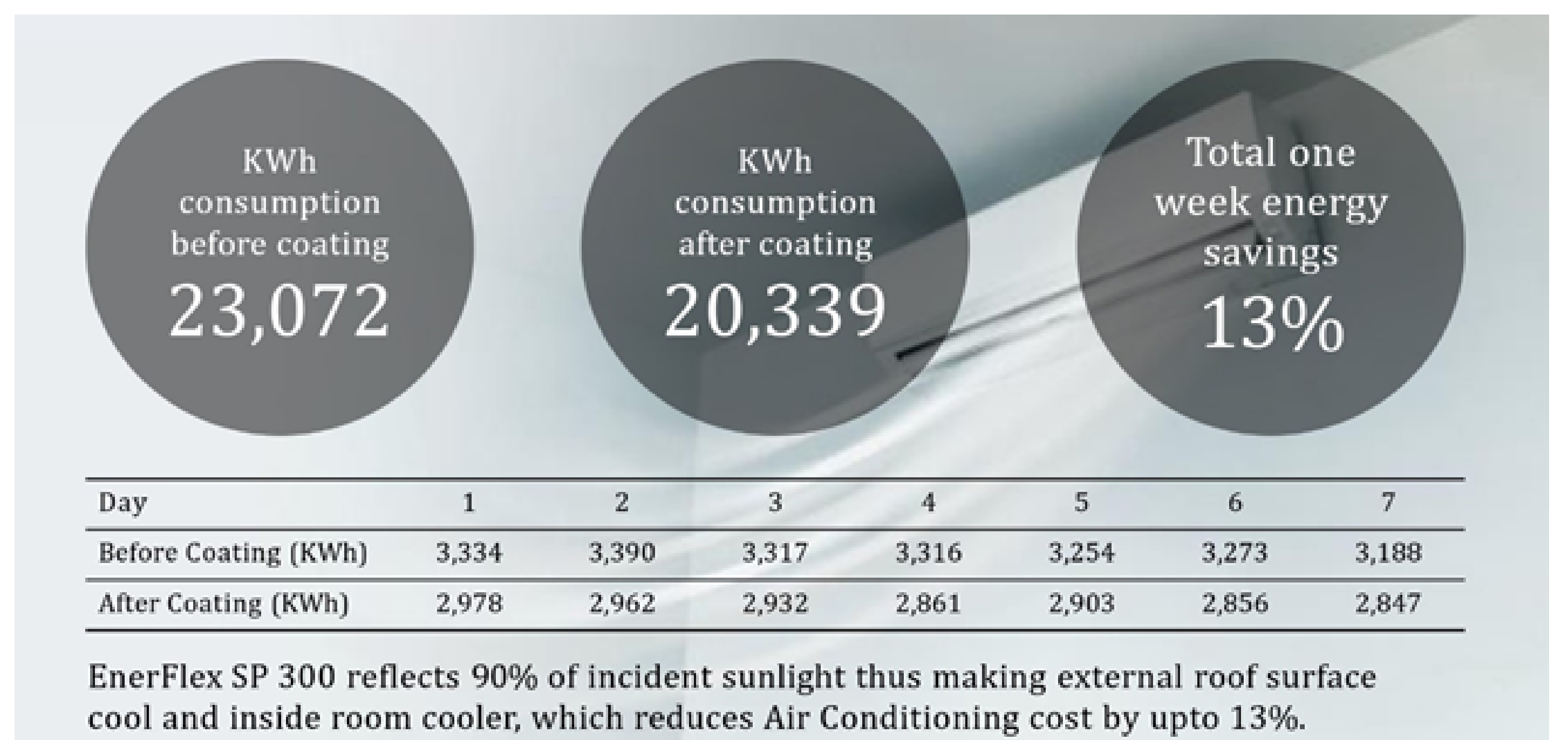
## Roof Surface Temperature Dropped by 41°F (23°C)



## Room Temperature Dropped by 6°F (3°C)



## Energy Consumption Reduced by 13%



## ENERCON Cool Roof Coatings

### Single Component Complete Roofing Solution:

- Heat Reduction
- Waterproofing
- UV Resistance

## For more details:

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