



HEAT GUARD TODAY



BE COOL
OUR CREW CAN HELP

**As
Seen In**

CoatingsPro™

M A G A Z I N E

It's hard for a crew to keep its cool when applying coatings to a bare metal roof in the middle of the desert in September!

But that's what the Arizona-based crew of Heat Guard Today signed up for when they tackled a massive roofing project for a plastic components manufacturer. The 30 year old, 180,000 square-foot (16,722.55 m²) uncoated galvanized metal roof had issues with ponding, rusting, and leaking, especially around its 250 fiberglass skylight panels and 150 swamp coolers.

But Heat Guard Today came onto the job with one clear mission: give their client the best roof possible. Although the client knew they needed a solution for the failing roof, they didn't necessarily know what that solution should be. Cue the experts. The client chose the Arizonan contractors to preserve roughly half of the roof and accepted Heat Guard Today's proposal to apply an elastomeric coating that would not only deal with ponding, rusting, and leaking, but would help reduce energy costs due to its low conductivity and high reflectivity characteristics.

COOL IS HOW WE ROLL

Heat Guard Today owner, Rich Brindisi, made two early decisions that turned out to be crucial to the success of this project. First, he decided to use Specguard's SG-54 Roof Reconditioning System because of its 10-year warranty, full adhesion, and ponding resistance. His Heat Guard Today crew had used Specguard Coating Systems products in the past, always with positive results, and he was certain that by using the SG-54 system, his men would achieve all the owner's objectives. Brindisi's second decision was that instead of spraying the coatings they would use their tried and-true method of rolling.

"It's arguable whether spray would have taken less time," Brindisi admits. "But the final result is undoubtedly without comparison."

Brindisi, who started working at his father's roofing and sheet metal business 40 years ago, stands behind the theory that in this instance rolling trumps spraying. By rolling elastomeric coatings he avoids what he calls a muddled look. Alligatoring, if you will. Rolling the two passes in those conditions to achieve a total of 24 mils/609.60 microns (approximate DFT) as required by the manufacturer's warranty instructions also lessens the chance of having the material crack.

In addition, spraying in the windy desert area would have posed a major challenge for the Heat Guard Today crew. Even had the highly experienced crew used every possible precaution, gusting and shifting winds still might have made over-spray unmanageable, affected the ability of the client's employees to work during application (such as at busy loading docks), and created environmental problems. Brindisi's decision was easy and his crew was completely cool with it. Rolling was the way to go!

Regardless of the application technique, though, Brindisi was certain that SG-54 was the right product for this job.

"When it comes to elastomeric coating," says Brindisi, "Basically you want to make sure you have a high volume of solids (63 percent by volume, according to manufacturer's specs). That's what separates elastomeric coatings from others."

The high solids content in Specguard's SG-54 cool roof system offers 20 percent higher dry film thickness than many competitors, says Specguard sales director Larry Lizotte.

"SG-54 also combines high-grade acrylic resins and specialty components to increase durability, strength, adhesion, and greater resistance to ponding water," says Lizotte. "Not all products are created equal. Contractors, building owners, and those who specify coatings now have the opportunity to pick from a variety of products and manufacturers and choose the system most suitable for their project."

By Stephanie Marie Chizik



COOL ROOF SYSTEM VALUE-ADDED BENEFITS

- Compatible with major roof systems: metal, built-up, single ply
- Cost effective durability with 10-15 year warranty systems

Cool Products & Services



COOL ROOF COATINGS

A cool roof is one that strongly reflects sunlight and cools itself by efficiently emitting radiation to its surroundings.



ROOF MAINTENANCE PROGRAMS

The health of your roof can help or hurt your bottom line. Our company wants to show you the path of preventative maintenance and be cost effective.



SOLAR REFLECTIVE FILM

Window films are a retrofit upgrade for existing glass that can be used to address a range of problems inherent to glazing including extreme heat.



SOLAR DAYLIGHTING

Solar daylighting reduces power consumption. Natural daylight in warehouses and offices also adds to occupant well-being.



INSULATION

Insulation reduces unwanted heat gain which adds to lower cooling and heating costs as well as comfort.



RADIANT BARRIER

Radiant barriers are installed in primarily to reduce summer heat gain and reduce cooling costs.



ENERGY EFFICIENT LIGHTING

Efficient lighting reduces energy consumption and improves working environment.



DUCT SEALING

Air ducts are one of the most important systems in your building. Poorly sealed or non-insulated ductwork contribute to higher energy bills.

UTILITY REBATES - "MAKES CENTS"



Building owners, managers or investors, discover ways to optimize ROI (Return On Investment) and Utility rebates are here to make your decision economically feasible.

Each utility listed provides a rebate application and other useful information on our website. Heat Guard Today is your utility "trade ally" that will gladly help with processing your application and answering questions.



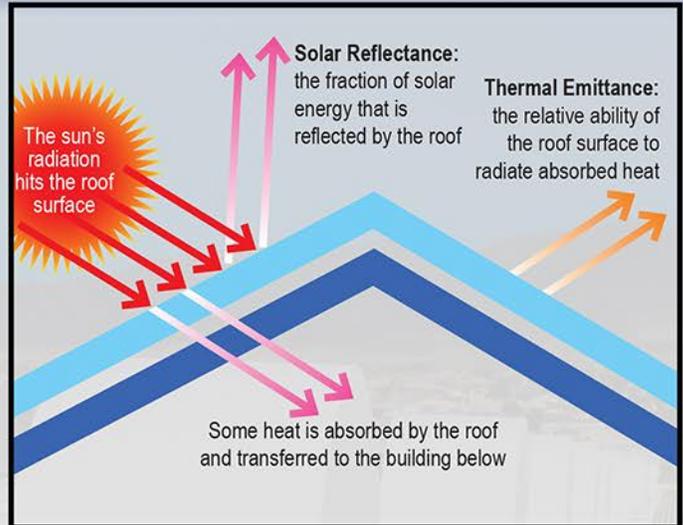
BENEFITS OF A COOL ROOF



A cool roof can significantly reduce your cooling energy costs and increase your comfort level by reducing temperature fluctuations inside your building. Average energy savings range around 15% of total cooling costs. Some other benefits include:

- Reducing your utility bills associated with air conditioning.
- Decreasing the size and prolong the life of your air conditioning system.
- Lowering roof maintenance costs and extend roof life, avoiding re-roofing costs and reducing solid waste.
- Maintain aesthetics with a roof that performs and looks good.
- Receive utility rebates (in some locations).

HOW COOL ROOFS WORK



Dark roofing colors strongly absorb sunlight, making them hot in the sun and heating the building. White "cool color" roofs absorb less sunlight and transmit less heat into the building. This reduces the need for cooling energy if the building is air conditioned, or lowers the inside air temperature if the building is not cooled.

- The "coolness" of a roof is determined by two properties and their combined effects on temperature.
- Solar reflectance - the fraction of sunlight that is reflected.
- Thermal emittance - the efficiency with which a surface cools itself by emitting thermal radiation.
- Both are measured on a scale of 0 to 100 - the higher the values, the cooler the roof.



**Call Today For
Your FREE Quote!**



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