

June 2008

Tek-talk

"hot off the roof"



Elastek is now CRRC listed

By Rick Ulrich

"Brightest White in the Market" a local roof coating ad says, and maybe it's true; but how do you know? In fact, how do you know the claims of any roofing manufacturer are true? Due to the lack of standardized data for comparison of roofing products, and possible inaccurate or confusing data, homeowners, contractors, and architects may be uncertain how to make good energy decisions.

The end of this uncertainty is now at hand. A national not-for-profit organization called the Cool Roof Rating Council (CRRC) has established a system to obtain and publish short-term and long-term energy efficiency data for any manufacturer/seller who wants to participate.

The issues are fairly simple, the program is not. In general, the ability of a roofing material to push away solar energy or "reflectivity," and to minimize the heat build-up in the roofing material that could penetrate into the structure, or "emissivity," are the key elements. Energy-efficient roofing materials save energy costs and precious fuel. Finally, because the energy performance of roofing material tends to decline over time, this change needs to be documented too.

In April, Elastek joined CRRC and qualified to be listed on CRRC's website as well as display CRRC data labels on our products. This 10-year-old organization promotes standardized and accurate cool roof performance information. A large number

of major roofing materials manufacturers are members of CRRC.

CRRC has established standardized tests for solar reflectance and emissivity that are conducted only by authorized, independent testing laboratories to obtain unbiased, accurate data. For roof coatings, manufacturers send samples of several production batches of each coating to a testing lab that performs the tests to determine initial data.

Then test panels of every product submitted are placed in test farms located in three areas of the country for a 3-year weather exposure in different climates. After three years, the unwashed panels are sent back to an independent lab and retested. The results from the three exposure areas are averaged together and published by CRRC under the category of "weathered" for all to see.

Interested parties can find the initial readings for all five Elastek top coatings on the CRRC website www.coolroofs.org. In 2011, the weathered results for our coatings will be available, You'll be able to see the change in energy efficiency due to exposure.

Incidentally, there are no grades or ratings for product results required for listing, just information on each product.

But wait you say, couldn't roof coating manufacturers cheat by submitting non-standard coatings to the labs for testing? CRRC established

a system that acquires listed coatings in the marketplace each year and sends them off for testing. If significant changes have occurred in the retest results, the product may be unlisted.



Because CRRC labs use "total solar reflectance," not just visible light reflectance readings, these results are lower than some published data. 86% is a very good result for total reflectance of a great coating versus the 92% reading the same coating would get from visible light only.

Initial CRRC Readings for Elastek Coatings

	Reflectivity **	Emittance*
#127 Solar One	85.77%	89%
#120 Solar Tek Extreme	86.47%	87%
#100 Solar Mastic	86.03%	87%
#109 Solar Magic	84.22%	89%
#114 The Shield	85.09%	89%

*High percentage means very low heat retention in the coating; desirable.

** Percent of solar energy reflected away from the roof. High percentage is desirable.

Look for volatile pricing in the future

By Rick Ulrich

Has raw material pricing become so volatile that coatings could be sold as if on a spot market where prices can change daily?

Well maybe not just yet, but the pre-eminent resin manufacturer for roof coatings and other architectural paints has introduced a plan to index their raw material and energy costs monthly and adjust the cost of resins and related products sold to manufacturers, such as Elastek, every month.

Historically, most companies that supply materials for paints and coatings would accumulate various cost increases over an extended period of time, maybe a year or more, until a threshold was reached and a price increase was announced. At the coatings level, manufacturers did the same thing — wait until the accumulated increases from all vendors became unbearable then raise prices. For example, Elastek went from November 1, 2005 to March 1, 2008 without a customer price increase.

Recent worldwide spot markets for materials such as oil and natural gas that are a source of chemicals and polymers continue to have major impact on retail pricing. In this "brave new world" change comes too quickly and is too great to ignore for extended periods.



Our goal over the next few weeks is to find a way to minimize the impact of increasing prices to our customers, to keep prices stable for periods longer than a month or two, and give adequate notice of change when an increase cannot be avoided.

More information will be available on our future pricing plans soon.

Saluting the Class of 2008

Congratulations to Elastek staff for their support and nurturing of the following distinguished members of the graduating Class of 2008.



COLLEGE

Todd Myers' wife **Jamie** graduated from The University of Arizona College of Social & Behavioral Sciences.

HIGH SCHOOL

Brian, son of Steve Mink, graduated from Sahuaro High School, Tucson.

Jenifer, daughter of Mike Mergener, graduated from Raymond Kellis High School, Peoria, AZ.

MIDDLE SCHOOL

Pat Cortez's son **Michael** graduated from Pistor Middle School, Tucson.

Dave Metz's son **Derek** graduated from Tortolita Middle School, Tucson.

Zachary, son of Rob Holzman, graduated from Canyon Hills Middle School.

Samantha, granddaughter of Bonnie Lewis, graduated from Huber Heights Middle School, Ohio.

ELEMENTARY SCHOOL

Jerry Rockwell's son **Conner** graduated from 4th grade, Prince Elementary, Tucson.

Harless honored for 10 years service

By Rick & Janice Ulrich

Last month, the entire Elastek staff gathered to celebrate 10 years of service by Elastek's most loyal member, Harless Oscislawski. For the past decade, Harless has made a career of providing great support to Elastek customers.

In the Spring of 1998, the Benjamin Moore paint dealer at Prince and Oracle Roads began carrying Elastek products. There was a guy working there who was very good at selling our coatings. Turned out to be Harless, who might just fit the bill for an outside sales position we were creating. He was nervous about being able to sell 'on the outside,' but accepted our offer.

Harless has grown up with Elastek. As we moved from selling directly to contractors to volume selling to distributors, He developed into an excellent customer service, technical, and sales person, learning to say no at the right time and how to make a person feel good. He's learned to speak in

public, negotiate, ride a Harley, and even eat Sushi!

Harless has learned the technology of roof coating and faced up to many tough challenges. He called on anyone who would see him. He's been on more rooftops than Santa Claus, and he's resolved hundreds of warranty claims. He was instrumental in helping solve a rash of desert tan coating failures a number of years ago without losing a single contractor.

Harless is an active member, officer, and philanthropist for the Arizona Roofing Contractors' Association (ARCA). Roofing contractors in Tucson and beyond recognize his friendly smile and hearty handshake.

Harless has been a tireless contributor to the magical rise of Elastek over the past 10 years. Along the way, he has been a friend to all of us and remains our most loyal employee. As we have learned, loyal employees attract loyal customers; thank you so much Harless!



In 10 years, Harless personally evolved from being a smoker to a non-smoker, being out-of-shape to his "fighting" weight, and from being a non computer-user to an enlightened user. Above, a surprised Harless listens to kudos by management and staff.

Don't forget your roof!

By Jonathon Montgomery

There are many stresses in life that can cause a person to lose the hair from their head — other drivers, in-laws, a daughter's non-stop questions from her car seat on long road trips. But it is those unforeseen home repairs that seem to cause hairlines to retreat faster than anything else.

When it comes to our homes, the roof is often forgotten. This is because it's out of sight, out of mind. We take sort of an if-it's-not-broken-don't-fix-it attitude. That is, until a leak has you

explaining to your wife that indoor water features are all the rage. And now, you are the source of her stress (again).

At the risk of sounding like my dad, it is better to take care of a little problem now than allow it to become a large headache down the road. This is why it is important to visually inspect your roof at least once a year and to perform any necessary maintenance. Depending on the roof and its surrounding, it may be necessary to do more than one inspection per year.

During an inspection, all debris and trash

should be removed and any needed repairs should be done. Tree debris, dirt, dust, air pollution, and standing water are all issues that can shorten the life of a coating and lead to costly repairs. If left alone, tree debris and dirt can clog drains and leave standing water on a roof. The acids in leaf litter, bird droppings, sap, etc. will break down the roof surface and structure underneath.

Roof coatings will not keep a roof from leaking, so just because your roof was coated three years ago does not mean that it is problem-free. Roofs shift and move with the house and as moisture and air temperatures fluctuate, your house and roof will expand and contract. It is this movement that can cause cracking at roof penetrations. Petroleum roof patches will crack and create gaps around penetrations for water to enter the home. These areas should be patched with an elastomeric roof patch like Elastek Crack and Joint Sealant, and can be reinforced with PolyTek fabric.

Some roofing contractors are now offering maintenance programs where they inspect the roof on a regular basis. In this way, they can ensure the warranty and provide any needed service to the customer's roof. This is either incorporated into the price of the original job or done through a yearly contract with the building owner.

Not conducting inspections can lead to serious problems that will greatly reduce the roof's ability to perform as it should, and add to your stress level ... which will soon require you to start wearing hats.



Does your roof look like this? Time to take care of it with a thorough cleaning, patch & repair, and a few coats of Elastek elastomeric roof coating! Then your roof will provide you energy-saving shelter for years to come.

Second new super dispersing machine now mixing roof coatings



Danny Portillo begins a new batch in Elastek's newest 560-gallon super disperser.

By Steve Mink

In April, Elastek took delivery on a new dispersing machine that allows us to make up to 200 more gallons than our smaller disperser in the same amount of time. This is the second new large disperser we've added in the past year, helping us realize a huge jump in productivity.

But we've learned that nothing comes easy.

The new dispersers operate off inverters that convert AC power to DC power. It took weeks of complex programming and electrical adjustment to set up the new disperser and its Reliance Electric inverter set-up last year.

This time around, we assumed set-up would be a piece of cake, since we had worked through every problem imaginable last year. Once we got the disperser in place, we opened up the inverter box, only to find it was manufactured by Baldor Electric — a different company. In fact, everything on the set-up was totally different.

We spent about three weeks, and dozens of phone calls and emails to get the mixer to run, quit stopping, stop its high-pitched whine, quit flipping its belts off — It was quite exasperating during our busiest production season. Literally, we'd get one problem fixed and another would come up.

Just as we thought we would never get the inverter to work properly, by a stroke of luck, a Baldor engineer planning to be in Phoenix agreed to come to Tucson to make necessary adjustments. After a couple hours of fine-tuning with his own computer, he had our new disperser/inverter system up and running.

The good news is that we now have two dispersers that can manufacture 560 gallons of coating each, which eases the pressure on our production crew and allows us to keep up with increasing demand.

TEK TIP

Growing interest in higher reflectivity values and limitations on the application of aluminized asphaltic coatings to roof surfaces (other than existing asphalt and modified bitumen) have dramatically reshaped the marketplace.

—Bill Kirn, RRCI

Peak season production sees significant increases

By Robert Yrigoyen
Production Supervisor

The number of gallons of Elastek roof coating produced in our plant each day has increased by 50% over the past 12 months.

Just after our Spring season last year, a new disperser was purchased and installed (see related article). Once again, at the beginning of our very busy Spring season, another large mixer was purchased and installed. (Is this beginning to sound like a new tradition?)

These two dispersers are now the main machines we operate daily. There is still room for growth; the larger two of our older machines are still in place for operation, but could be replaced with larger machines in the future.

The ALAR treatment filtration machine installed last winter has enabled us to control our waste water by converting it into reusable water for the batch process.

The newest addition to the shop, a bulk powder feeder, will make it easier getting most of the powders into the batch tanks. Bags weighing 50-100 pounds previously were hand-dumped into the tanks.



The new bulk powder feeder (above) will save on heavy lifting by placing the measured powders required into the disperser tanks.

Boosting your inventory can boost your retail sales

By John Richard

There's an old saying in retail that goes something like this: "You can't sell from an empty wagon." Obviously that's true, but when it comes to retail sales of roof coatings, that old saying is actually an *understatement*. Stores can often lose coating sales even when they think they're fully stocked.

The problem is low max/min levels. It's common for new Elastek retail dealers to stock two-to-four five-gallon pails of roof coating as they had with previous slow-selling brands. However, since even a small home will require three-to-six pails to completely coat the roof, if a potential customer finds that the store doesn't have enough on hand, he or she will

Elastek sales team aims to please customers

By Dave Metz, Sales Manager

I can't believe how fast the second quarter of 2008 has rushed by. Over the last three months, I have been in the field getting to know as many Elastek customers as possible; From those I have met, it is evident that we have great industry teammates who are as committed to providing the best quality roof coatings to their customers as Elastek is committed to manufacturing them.

If I haven't met you yet, keep watching that front door. I will be by soon to introduce myself to each of you and discuss how we can better serve you and your team.

Thank you for your support, and if you need anything, please don't hesitate to let us know.

go elsewhere. This can lead them to a big-box home center and an entirely different brand of roof coating.

Raising the store's stocking level is the solution, but by how much? Base your decision on the homes surrounding your store and make some generalizations about what a typical customer is likely to need. A safe bare-minimum level of inventory is one that allows for two coats on a home typical of the neighborhood. Usually, this means 6-10 pails of each item. Here are some points to consider.

- **Are the homes in your area large or small?** Each five-gallon pail of roof coating is good for one coat per 500 sq. ft. area. This means that a modest home with a 2,000 sq. ft. roof will need 4 five-gallon pails for each coat.
- **Will most buyers be coating for the first time?** If a roof has never been coated before, a minimum of two coats will be required.
- **Is the entire roof coatable, or just over the patio?** "Flat" roofs mean greater sales, but even most new stucco and tile developments have patio roofs that should be coated.
- **Large displays can lead to large sales.** Just as a huge mound of soup cans increases a grocery store's sales of canned soup, a large display of roof coating sends the message that *now* is the time to buy, and that your store believes in the product. Particularly during the best-selling seasons, place those displays in high traffic areas, visible throughout the store.
- **Five-gallon pails of Elastek roof coatings can be safely stacked four-high.** Very few stores have idle space. When additional shelf

space is simply not available, stacking this way allows for surprisingly compact back stocking at aisle ends or in the back of the store.

If Elastek roof coatings are new to your store, it may take some time to learn the demands of your neighborhood, but the extra sales will be worth the extra attention. If you would like help with customizing your Elastek product offering to the needs of your area, please contact your Elastek sales representative or call 1-877-ELASTEK.

TEK-TIPS

Cool roofs can in fact be as much as 100 degrees cooler than roofs covered with traditional dark-colored roofing materials.
—EPA

The durability of white roof coatings was dramatically improved with the introduction of products based on elastomeric acrylic resins.

—Cynthia Challener JCT CoatingsTech

Estimates of long-term energy savings attributable to white reflective coated surfaces should be based on reflectance values that are approximately 75 – 80% of initial reflectance values.

—Jim Leonard, RRCI

TekTalk

Produced by:
E-las-tek®
520.624.6282
fax 520.740.0685



Edited by:
Bonnie Lewis
marketing@elastek.com
www.elastek.com

Printed by:
Spectrum Printing

Mailed by:
Arizona Jet Mail



Structural Elastomeric Products, Inc.™

E-las-tek®
3700 South Palo Verde Road
Tucson, Arizona 85713

TekTalk is printed on Endeavour® recycled acid-free paper