

Elastek again goes to 'extreme' with new product release

By Jerry Rockwell

Elastek Crack & Joint Sealant (#103) has been a staple product for roofing contractors and do-it-yourselfers since the beginning of time (that's 1993 in Elastek terms). Elastek is now pleased to announce the release of its newest product, Extreme Crack & Joint Sealant (#133). Extreme Crack & Joint Sealant was originally designed for patch and repair of EPDM roofs. After extensive testing, results determined it was good for a veritable plethora of surfaces.

Advantages of this new product over its earlier version include:

- Improved adhesion
- Increased UV protection

The product has been tested on new and

weathered SBS, granulated capsheet, modified asphalt emulsion, felt, and EPDM substrates. In most cases, Extreme Crack and Joint Sealant will double adhesion strength. Increased UV-protection and lower dirt-pickup make it a more durable product, allowing Extreme Crack & Joint Sealant to be used as a topcoat repair system. (Standard Crack & Joint Sealant always requires a topcoat to protect against sun damage.) This is a time saver for contractors, and it makes repairs simpler and less expensive for homeowners.

The release of Extreme Crack & Joint Sealant further expands Elastek's growing product line. We will continue to carry the standard Crack & Joint Sealant because it is an affordable, dependable product.



Elastek 'lightens' up to save energy

Businesses spend an average of 25% of their electric bill on lighting. For that reason, Elastek has undergone an electric energy-use analysis, conducted by Tucson's Energy Resource Group (ERG), to learn how we could save operating costs.

ERG inspected lighting in both of Elastek's buildings and outside on its property. Their findings indicated that we could realize energy savings by switching a few lighting sources, upgrading materials, and reducing wattage in some instances. ERG entered the data into the

utilities rebate system to determine savings that could be achieved by adopting their proposed retro fit of our lighting.

ERG had licensed electrical contractors replace 280W metal halide lights in Elastek's production area with 4-lamp T8 high-output high-bay fixtures. According to production supervisor Robert Yrigoyen, this has eliminated many of the 'dark spots' in the large area.

The outside fixtures were replaced with compact fluorescent wall-packs, and all fixtures were equipped with photocells to maximize

energy savings. This has made the property far safer, especially for employees who work late; they no longer have to walk out into a poorly lit parking lot. These lights are directed downward to reduce light pollution as well. Some of the lighting in the fitness room was also replaced with

Miro 95% reflectors.

ERG explains that many of the changes applied were to replace high-intensity discharge fixtures with energy efficient fluorescents. The newer pulse-start lamps and ballasts now in place are more consistent and on average will retain their lumens (brightness) better and longer.

Elastek is now more energy efficient, thanks to the changes made based on ERG's recommendations. We should realize an annual electric savings of 11,302 kilowatts, resulting in approximately \$1200 in utility costs per year. The cost of having the retro-fit completed was offset by a Tucson Electric Power rebate as well.

Every kilowatt saved translates to 1.6 pounds of carbon dioxide not being emitted into the atmosphere. This increase in lighting efficiency results in lower emissions of greenhouse gases and air pollutants. Fluorescent fixtures spread light through a room more completely than incandescent light bulbs do. They also operate at a cooler temperature, which means they do not burn out as frequently and are less expensive to operate.

Lighting audits provide economical, green solutions for indoor and outdoor lighting, reduce operating costs, decrease carbon dioxide, sulfur dioxide, and sulfur oxide emitted, and increase awareness in a commitment to helping the environment. This solution makes sense beyond just the environmental considerations, because it equates to long-term economic value for the company.



Late-working employees now have access to safely lit exits.

ASTM testing sets the standard internationally

By Rick Ulrich

The prefix ASTM is often accompanied by a group of letters and numbers. ASTM is short for the American Society for Testing Materials, a small non-profit organization that provides 12,000 standardized performance tests and standards for many industries and products. To many, ASTM implies relevant product data gathered in a professional and reliable way.

ASTM International does not invent standardized tests to rate product performance; rather they work with some 130 industry committees (30,000 volunteers) who decide test methods and protocols for their industry that are needed to measure product performance. All standards are developed through the consensus of the committee; no one manufacturer is favored. ASTM testing standards are of even greater value when manufacturers from all over

the world use the same testing methodologies which allow universal comparisons of product performance.

ASTM testing is often performed by Accredited Independent Testing Laboratories, as they tend to follow ASTM standards scrupulously and are likely to be very accurate. Some companies may include data from their own testing in product literature. While this information may be helpful it is not easily compared to ASTM quality testing. ASTM International has about 150 employees and they sustain their organization by selling official ASTM testing materials to companies and labs all over the world.

Elastek roof coating products have been ASTM-approved by Accredited Independent Testing Laboratories for tensile strength, elongation, reflectance, and will soon meet



permeability requirements. Elastek's Solar One (#127) roof coating is ASTM-6083 approved, which encompasses a dozen ASTM categories. This rating is a requirement of many government agencies and for California Title 24 compliance.



More than just green...Elastek just makes good sense

By Dave Metz

Most everyone knows that coating your roof with Elastek roof coatings is a green thing to do. It can reduce the heat-island effect, lessen the amount of heat penetrating into the building, and provide a constant return on the investment by saving on cooling costs.

But consider the long-term savings that can be realized from coating and maintaining an existing roof system. Besides the added expense of tearing off a burnt or spent roof, replacing or reinstalling new roof equipment such as air conditioning units, electrical conduits, gas pipes, and duct work add to the expense of installing a new roof. If coated early enough and maintained on a regular schedule, a roof system can last for years. An uncoated or unmaintained roof is restricted in its ability to resist the damage that sun and normal weathering causes.

Think of regularly coating and maintaining a low-slope roof as "applying sunscreen regularly." Like your skin, the sun burns out protective oils in a roof system, whether it is asphalt-based or a synthetic single-ply roof system. There are several different waves of "light" that are emitted by the sun — visual, infrared, and UV light waves are the most damaging. Elastek roof coatings are formulated to withstand and defend the roof system from all of these damaging light waves. It's important that the coating be applied and maintained so that these damaging rays don't deplete valuable oils. Keeping the coating over 15 dry mils thick will slow or stem the

heat and penetrating UV waves that cause the damage.

Coating the roof is green-thinking, but it also provides building owners the opportunity to delay, almost indefinitely, the huge expense of completely removing, disposing, and replacing a burned out roof system. A good roof system protects everything inside the building and building owners should get the best return on their investment.

Another benefit is that coating a roof is a maintenance expense, deductible the year it is done. Check with your tax advisor for a complete explanation of the tax benefit in maintaining the roof with Elastek.

Others helped too

In the June 2009 *TekTalk*, we ran an article on contractors and coatings responding to The Giving Tree Outreach Shelter. As a follow-up, in addition to Bob Gardner of Progresssive Roofing and Elastek, we've discovered that there were several others who also contributed efforts and products to this cause.

They include Lang Wyatt Construction, who served as the general contractor and Rick D'Alessio, Allied Building Products, who donated product.

It's a pleasure to be associated with such a fine group of community-minded businesses.



Reviewing the Elastek **How to Coat Your Roof** video periodically is helpful for new and existing staff. Available online at www.elastek.com

Front-line product knowledge yields bottom-line results

By John Richard

Like businesses everywhere, Elastek's dealers have seen many changes due to current economic conditions. Decreased customer traffic, shrinking crews, increased workloads, and new areas of responsibility are the order of the day. Many of our dealers have decided to take advantage of these slow times by allowing us to conduct sales training classes in their stores, during business hours. Overtime pay is avoided, and staff members gain valuable product knowledge.

With thousands of cumulative hours of both retail and wholesale experience, the Elastek team understands the importance of well-informed and confident sales people. That's why we encourage each of our dealers to talk to us about this free in-store sales training. It's simple. We come to your location at an agreed upon time, and in less than one hour, we give your sales associates the tools they need to confidently discuss roof coatings and Elastek's advantages with the public. We even help you sell non-Elastek items by reminding your staff about the many add-on sales opportunities that roof coatings present.

Already had a training session last year? Great! Let's do it again. We recommend that each store have a training session annually. Any new hires will never have heard the presentation, and your experienced staff will benefit from repeat exposure. In addition, the content of the sessions can be tailored to satisfy employees ranging from complete novices in a retail setting to commercial sales pros courting large contractors and government agencies.

To arrange a training session or to request a video, contact your Elastek sales representative, or call 624-6282 (in Tucson) or 1-877-ELASTEK (toll-free).



BEFORE

Gallery Golf Club brightens its roofs

The Gallery Golf Club at Dove Mountain contacted Elastek earlier this summer for advice on coating its 22,000 square feet of granulated capsheet roof. Elastek's technical field representative Jonathon Montgomery consulted with the club's management, who planned to do the coating project inhouse at night when the temperatures were cooler.

The 3-to-4 person crew made minor repairs to equipment and abutments on the roof, then sealed all seams with Elastek Super Seal for added measure. It took approximately 95 5-gallon pails of Elastek Solar Tek Extreme Energy Tan to complete the project. Jonathon's final inspection determined that the coating was applied to better-than-specs: 22 dry mil thickness.

Good job Gallery Golf Club!



AFTER

ARCA Charity Bowling Tournament raises \$20,000 for YOTO

By Harless Oscislawski

The Arizona Roofing Contractors Association and its partners presented the Sixth Annual Raising The Roof for Youth On Their Own Charity Bowling Tournament on July 11th, 2009. This year's event theme was MARDI GRAS. A total of 33 sponsors fielded teams of six each for a fun day of bowling, raffling, eating, and prizes.

The first prize in the raffle drawing, a 42-inch flat screen TV donated by Allied Building Products and Ralph Hays Roofing was Sandy Perry with Rite Roofing

All items for the Silent Auction, prize lane prizes, and door prizes were donated by ARCA members and supporters. Money was also raised from the ARCA jail, where key 'prisoners' raised money for bail. The best costume was once again awarded to the Oscislawski family

Total cash raised in this year's effort for YOTO was just over \$20,000.

Youth On Their Own (YOTO) enters a third decade of providing financial assistance, basic human needs, and guidance to homeless unaccompanied youth so each has the opportunity to graduate high school and lead a productive adult life.

Located in Tucson, Arizona, YOTO is a nonprofit organization that serves students in grades 8 through 12 who, through no fault of their own, lack a stable, permanent home and a parent or long-term legal guardian physically involved in their lives.

Thirty percent of today's ninth graders will not complete high school. Termed "The Silent



Presenting the ARCA check to Youth On Their Own are Scott Eckstrom (left) and Martin Headley (right).

Epidemic," one of the major factors of the increasing drop out rate is a student's lack of a stable home environment and parental support.

Established during the 1986-87 school year, YOTO has assisted nearly 10,000 students in achieving their educational and personal goals.



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