

march 2008

# TekTalk

"hot off the roof"



## Solar Tek Extreme™ Tan Gets Fine-Tuned

By Rick Ulrich

Can a roof coating ever be too tough? Maybe so, in the case of tan Solar Tek Extreme™ coatings.

The basic resin in this product is water hating or hydrophobic and this helps make the coatings able to withstand lots of exposure to water. These coatings, while able to breathe or vent moisture from below, are still relatively tight. When application conditions are not ideal, blistering can occur because moisture cannot fully escape before the surface dries.

Tan colors are not as reflective as whites so they heat up more in the presence of direct sun. The heating effect can be multiplied when the roof being coated is tan because the surface will be hot to begin with. While most roof coatings have some

potential to blister when conditions are right, we have engineered our new Solar Tek Extreme Desert Tan and Energy Tan to be much more blister resistant. Though Mother Nature may find a way some day to blister our new formulation, Jerry Rockwell, our Quality Control Technician, has been unable to make it fail in testing.

The colors of the new Solar Tek Extreme tans will remain the same, as will the labels and the pricing. The new coatings will begin to be available in late March. As a rule, applicators are encouraged to consider that residual water left on a roof from any cause, dark-colored roofs surfaces on a sunny day (warm), tan-colored coatings on a sunny day, and an overly thick coating can all contribute to blistering.



## Reflective Roof Coatings Institute Promotes Roof Coating Benefits

By Steve Mink

I attended the Reflective Roof Coatings Institute (RRCI) annual meeting in Las Vegas on February 20, 2008. The RRCI is a group of roof-coating manufacturers working together to educate and promote the benefits of reflective roof coatings to contractors, building owners, and the public.

As energy and global warming become even bigger issues, the RRCI will be using its resources to educate everyone on the reflective roof coatings and Elastek will assist in that effort.

Here are some good reasons to use roof coatings.

Roof sustainability—the five Es  
**Elastek Introduces New**

### Rinseable Primer for EPDM

By Steve Mink

Elastek is introducing #601 Surface Prep & Adhesion Promoter. This is a rinseable primer used to clean EPDM and enhance adhesion. When used with Elastek Solar Tek Extreme, you can change a hot black EPDM roof to a sustainable white roof.

Specifically, Surface Prep & Adhesion Promoter will improve coating adhesion and minimize the potential for blisters on EPDM roof surfaces. This is a low-viscosity sprayable liquid that is used to pre-treat the rubber roof membrane prior to power washing and application of the roof coating. It is a user-friendly, neutral pH, non-corrosive product for longer roof protection.

This product will be available in late March. Look for Surface Prep & Adhesion Promoter product sheet and MSDS on our website [www.elastek.com](http://www.elastek.com).

- Energy
- Environment
- Endurance
- Economics
- Engineering

All five play a role in determining whether a roofing system meets high performance criteria that saves energy and results in minimal overall impact on the environment.

What roof coatings do

- Protect substrate from destructive UV rays

- Reflect infrared light that causes the roof to heat up
- Provide a water-resistant barrier
- Extend roof life
- Reduce landfill waste by 30%
- Reduce cooling energy consumption
- Shift peak cooling electrical demand
- Reduce urban heat-island effect

I will introduce more information from the RRCI in future issues of *TekTalk*.

## SAVE on coating, SAVE on fun!

April is the Elastek Spring SUPER Sale!!

That's right, this is the only time of the year when the do-it-yourself roof coater can buy Elastek's premiere coating Solar Tek Extreme™ at a discount price from participating Ace Hardware dealers.

Save \$10 on each 5-gallon pail between April 1 and May 15. To promote this year's sale, Elastek has teamed with the Tucson Sidewinders baseball team for a special 'Buy One-Get One Free' ticket offer to the April 4, 2008 game. This will be the second game of the season for the Sidewinders, and a Fireworks Friday at the TEP ballpark, guaranteed to be an extremely SUPER Spring outing for the entire family.

To get your tickets, go to any participating Tucson Ace Hardware store. While you're there, figure out how many pails you'll need for your roof!

For a participating dealer near you, check our website, [www.elastek.com](http://www.elastek.com).

## Recoating Over Foam: A Reminder

By Rick Ulrich

All spray-down foam roofs require a regular application of protective elastomeric coatings to protect the roof from premature failure.

Foam roofs can provide long-term energy-saving performance or they can become financial disasters if not carefully maintained. Spray-down foam is exceptionally sensitive to solar radiation which can damage the closed cell structure in as little as two days of unprotected exposure. Once damaged by the sun, foam can allow moisture to penetrate into the foam and cause progressive damage that leads to failure and tear-off. Many foam roof owners are not aware of the careful maintenance required for these roofs.

Installing a foam roof is an expensive investment. Many foam applicators recommend checking foam surfaces regularly for evidence of coating damage or exposed foam (orange foam), and recoating the elastomeric topcoat every five years. Regular coating and prompt repair of foam damage should allow roofs to live a long service life. We are making two points here.

1. Foam roofs are excellent surfaces to recoat with Elastek roof coatings. The better the coating, the longer lasting the protection.

2. A foam roof that has not been well maintained or was poorly installed or does not drain well may have moisture hidden below the surface that will cause the new coating to fail.

Customers inquiring about recoating a foam



*The worn spots on this coated foam roof could have been prevented with better maintenance. [Photo by Jonathon Montgomery]*

roof must be informed that unless the foam has been well maintained and is in good condition, there is a chance of foam damage due to entrapped moisture. Older roofs are at greater risk than roofs 5 to 7 years old. Elastek does not warranty coating failures due to entrapped moisture in foam.

When a customer inquires about recoating

a foam roof, ask about its age and when the last coating was applied (should be within past five years). **Any foam situation beyond routine recoats should be referred to a foam contractor. Delaminating, doming, blistering, and water intrusion and/or leaks indicate serious foam problems and cannot be solved with a coating.**

## Charity Bowling Tourney is in the Planning Phase

By Harless Oscislawski

It's that time of year again...the Arizona Roofing Contractors Association (ARCA) is gearing up for its charity bowling event to benefit Youth On Their Own. This annual tourney has contributed over \$77,000 directly to YOTO in past years. Elastek is a Gold Sponsor in this effort.

Youth On Their Own relies on the generosity of local businesses, individuals, and foundations to provide financial assistance, basic human needs, and guidance to support the high school graduation and continued success of homeless youth. Without this support, students are 2 ½ times more likely to drop out of high school. A high school diploma creates the foundation to continued education and a productive adult life.

Although the Raising the Roof Charity Bowling Tournament is scheduled for Saturday June 28, 2008 at Golden Pin Lanes, the flurry of planning activity for the event begins as early as February. There are partnerships to secure, door prizes and silent auction prizes to solicit,

and bowling teams to sign up for the event. This is accomplished by a cadre of dedicated volunteers from ARCA, once again led by Sam Brush, Allied Building Products, and myself.

If you're interested in partnering in this effort, donating a prize, or participating as a bowling team, please call 1-877-355-2722 or 520-631-7931. Your pledge can be faxed to 602-335-0118.

### TEK-TIP

Peak electrical demand in the summer occurs around 2 PM when the demand for air conditioning is the greatest. Utilities are investigating charging higher rates during these peak hours. Consider using white Elastek roof coatings to reduce solar heat infiltration through the roof and reduce your air conditioning costs.

### Price Increase in Effect March 1, 2008

After an exceptional 28 months of Elastek price stability, recent and very significant increases in the cost of raw materials have forced an increase in our roof coating prices. For more than two years, Elastek has held off cost increases from the petroleum industry, which affect the cost of polymer resins. The growing worldwide demand for raw materials used in coating manufacture has forced us to adjust pricing to meet market realities.

Our new pricing structure went into effect March 1, 2008. The increase ranged between 3 and 7% on Elastek products.

We thank you for your loyalty to Elastek coatings. Be assured that we will continue doing what we can to moderate future price increases without compromising the quality or performance of our coatings.

## New Sales Manager Committed to Elastek Excellence



Dave Metz

We welcome Dave Metz to Elastek in the new position of Sales Manager. When asked about his background and what he hopes to accomplish at Elastek, he had this to say.

"I started in the construction industry as summer help in 1983 with A&H Building Materials. After 10 years, I moved on to new challenges that have given me opportunities to be involved with all the different aspects of the roofing industry. I have been on the contractor, distribution, and manufacturing side of the industry and these experiences have provided me great insight into the challenges faced by everyone.

"Over the past eight-and-one-half years, I have worked in the roof tile and commercial roofing industry, learning about the new energy-efficiency requirements that will directly affect everyone in roofing. While I understand that I have a great deal to learn about the coating industry, I am excited about using my skills to help Elastek expand in the Southwest.

"Elastek has a great reputation of caring about the industry and is dedicated to providing the absolute best product possible. This philosophy fits perfectly with everything I have done in my professional career and I look forward to being a part of a team with such commitment."

## Coming Soon to a Rooftop Near You ... New Technical Field Rep Joins Elastek Team



Jonathon Montgomery

My name is Jonathon Montgomery and I am the new Technical Field Representative for Elastek. For the last three years I have been in the home-building industry handling new home warranties and quality assurance. I enjoyed what I did, but with the housing market being unstable I wanted to find a great company that I could contribute to. Elastek gave me the opportunity to be involved with a strong team.

I have lived in Tucson most of my life and almost all of my large family lives in Tucson. I married my high school sweetheart and we have a five-year-old daughter and an eight-month-old son. Needless to say, we have our hands full but wouldn't change it for the world. I just dread the day my daughter is allowed to have a cell phone.

We like to get out on the weekends – hiking, going to the zoo, or taking a weekend trip to the White Mountains. I am a car and sports nut and enjoy playing basketball and golf. I am not a good golfer by any means, but I like the challenge.

I am excited to be a part of Elastek and want to help provide the best customer service in the industry. I will be responsible for conducting pre-application inspections to help customers determine the best options our products can provide. I'll also perform warranty inspections to help problem-solve any issues that occur in the field. This is a new position; I am sure there will be much to learn and challenges to overcome and I look forward to it. I hope to see you out there soon.

## New Lab Tech Enhances Quality Control

By Jerry Rockwell



David Barrios

As Elastek grows, so does the need for additional employees. One of our newest recruits is David Barrios. David performs pre-production quality control, which consists of verifying weights of the raw materials and liquids required in a batch formulation. David also monitors post-production lab samples and performs standard testing to ensure the quality of all Elastek products.

A large part of our recycling program is also in David's hands. The water used in the cleaning of batch tanks is collected in totes and then recycled using the ALAR machine. It is David's job to perform regular maintenance on the machine and to ensure this process runs smoothly.

David is a hard-working team player who used to work for ATKO Building Materials. We welcome David and would like to say "good job."

## New Hand in the Mixing Pot



Paul Parra

By Robert Yrigoyen

Paul Parra is the newest employee added to Elastek's production team. He joined our staff in January, the perfect time to get trained for a busy 2008 production schedule. Paul has adapted quickly to our production pace and is now ready to fill a ton of pails.

Paul previously worked for Evergreen Air. We welcome him to our 'mix.'

### TEK-TIP

Heat-reflective ELASTEK roof coatings work on low-slope roofs by lowering the surface temperature, which reduces radiant heat transfer into the structure. Solar radiation is reflected back into space. Less energy transfer means lower electrical demand for air-conditioning systems, reducing the polluting fossil fuels being burned by utilities to run these systems.

## Elastek sponsors 2008 ASBA Environmental Awareness SASIE Award



Janice Ulrich presents 2008 Environmental Awareness SASIEs at ASBA event

Elastek is extremely proud to sponsor the first Arizona Small Business Association's Environmental Awareness SASIE award. The presentation to three very deserving small businesses was made on Thursday, March 6 at the historic Fox Theatre in downtown Tucson.

In her presentation of the awards, Janice Ulrich explained that Elastek chose to sponsor this award because it has always been our practice to create products that are ecologically friendly and environmentally significant. When ASBA created this new category, it was a perfect fit, because Elastek was a 'green' company long before being green was 'cool.'

She explained that Elastek's manufacturing process is accomplished in a totally green



manner, with little or no waste created. And company-wide we do our best to reduce, reuse, and recycle. In addition, Elastek coatings save energy by cooling all types of roofs and can sustain roofs long-term from ultimate demise in our landfills.

She commended the winners by saying that importance of serving the environment in a green way is an earmark of a responsible and progressive business. It was Elastek's honor to present the 2008 Environmental Awareness SASIE Awards to the following Tucson small businesses:

- Sonoran Oasis Landscaping (Deborah Munoz-Chacon, president)
- The Station (Megan Hartman, owner)
- The Solar Store (Katharine Kent, president)

## Agency Wins ADDY Awards for Elastek TV ad

We are pleased to announce that Tucci Creative, Elastek's advertising agency for 8 years, has won an award for one of the company's 2007 television advertisements. A Bronze ADDY was

presented for this spot at the 27th Annual ADDY® Awards Competition by the Tucson



Advertising Federation. This local chapter of the American Advertising Federation (AAF) announced the winners on February 16, 2008 at Loew's Ventana.

The ADDY Awards celebrate Tucson & Southern Arizona's "Best of the Best" in local

advertising and recognize those who have made significant contributions to the advertising industry. Winning an ADDY is quite an achievement, as every advertising agency, production company, television station, director, producer, and independent professional may submit entries each year for very few awards.

The Elastek spot featuring "extreme protection" was honored for its Special Effects production. Tucci Creative was also honored with two Silver Addys and three other Bronze awards for advertising produced for other clients. Congratulations, and keep up the good work.

Tucci Creative, under the direction of Mark Tucci, is celebrating its 20th year of service to the Tucson community.

### TEK-TIP

Roofing waste currently represents almost 4% of the total volume of solid wastes in the United States.

Elastomeric roof coating can sustain your roof, increase its longevity, improve energy efficiency, and provide significant, immediate, and long-term environmental benefits.

## TekTalk

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



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

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Structural Elastomeric Products, Inc.™

E • las • tek®  
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