

Don't Repair
Or Replace
Your
Leaky
Roof...

Restore It

and Save!



TOPCOAT[®]

Seam-Free[®] Roof Restoration Systems

The Bad News Is...
“Your Roof Is Leaking”

The Good News Is...
**“You Have
More Options
Than
You Thought!”**

In the past, building owners and managers have had two options for fixing their leaky roof:
repair it (a low cost solution, but only temporary)

or

replace it (a sure fix, but costly).

Now, GAF Materials Corporation—North America’s largest roofing manufacturer—brings you a third option:

TOPCOAT® SeamFree™ Roof Restoration Systems!

Use the information on these pages to help you decide which option is right for your specific roofing situation.



A Helpful Analogy To Use In Making Your Roofing Decision

If your roof were a car, would you repair/maintain it (option 1); overhaul it (option 2); or replace it (option 3)?

Option 1

Maintain/Repair It
(Like "Doing an oil change")



An otherwise sound roof needs regular maintenance or repair to keep it in (or to return it to) its original operating condition.

Advantages Of Repair:

- Lowest cost option
- Quickest, easiest fix

Shortcomings:

- *Only a temporary solution...* often gives you a false sense of security that the problem is fixed
- *Problems eventually recur...* requiring regular, ongoing maintenance

- *Inconvenient...* repeated disruption from leaks, with potential loss of employee productivity
- *Limited Protection...* Manufacturers' no-dollar-limit guarantees not generally available for repairs

Available GAF Products:

LeakStopper™ Repair & Maintenance Products, including:

- *Matrix® Coatings*
- *Lexusucc® Flashings*
- *M-Weld® Pre-Flashed Accessories*
- *Metalastic® Expansion Joint Covers*

Option 2

Restore It
(Like "Overhauling the engine")



Up to 43% of leaky low-slope roofs can be restored using advanced restoration technology...

Advantages Of Restoration:

- *Conserves Cash...* saves up to half the cost of a new roof; project can also be staged over several years for improved cash flow
- *Extends Life...* adds up to 20 years to the life of the existing roof
- *Peace Of Mind...* manufacturers' no-dollar-limit guarantees available up to 20 years
- *Minimal Disruption...* installs significantly faster and with considerably less mess than a conventional new roof
- *Financial Flexibility...* can often be capitalized or expensed (consult your tax advisor)

Shortcomings:

- Limited by condition of existing roof...must be in moderately good condition
- Buyer must choose carefully...not all restoration products perform equally

Available GAF Products:

- **TOPCOAT® SeamFree™ Restoration Systems**
(restores EPDM, BUR, modified bitumen, TPO, PVC, Hypalon®, concrete, and metal roofing systems)

Option 3

Replace it
(Like "Buying a brand new car")



Some roofs have reached the point that repair or restoration are no longer possible, making replacement the only viable option.

Advantages Of Replacement:

- *Best Long-Term Option...* systems often last up to 20 years or more
- *Peace Of Mind...* manufacturers' no-dollar-limit guarantees available up to 20 years
- *Fewer Installation Worries...* large pool of experienced applicators available

Shortcomings:

- *Highest investment...* can be double the cost of roof restoration
- *Longest installation time*
- *Moderate-to-severe disruption and hassles for occupants*

Available GAF Products:

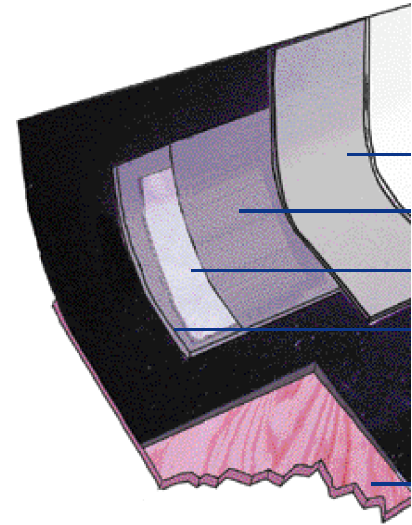
- *GAFGLAS® built-up roofing*
- *Ruberoid® modified bitumen roofing*
- *EverGuard® TPO and PVC single-ply systems*

“Up To 43% Of Leaky Low-Slope Roofs Can Be Saved Using TOPCOAT® SeamFree™ Restoration Systems!”

For more than 20 years, TOPCOAT's SeamFree™ restoration systems have saved building owners millions of dollars in roof replacement costs. In fact, we've found that nearly half (43%) of leaky low-slope and metal roofs can be saved using the TOPCOAT System.

TOPCOAT is a seam-free membrane that is manufactured *on your roof*. Unlike some “miracle-in-a-can” coatings, the TOPCOAT system (i.e., preparation, flashing, and membrane) results in a new protective weathering surface added to your existing roofing system—as much as 60 mils thick!

If you have a leaky EPDM, built-up, modified bitumen, TPO, PVC, Hypalon®, concrete, or metal roof, our certified contractors can evaluate whether TOPCOAT Systems will work on your roof—often at half the cost (or less) of a new roof.



“Do The Math: How Much Will You Save With TOPCOAT?”

Which of these scenarios reflects *your* current roofing situation...

Scenario #1:

Your Roof Repairs Are Becoming Excessive, And You Want To Avoid A Costly Investment In A New Roof

- You may be selling your building, and want to avoid the major expense of a new roof
- Or, you may simply prefer to conserve your cash for other investments

**Compare The Typical Cost
Of A Tear-Off/Replacement
Of Your Existing Roofing System...**

*Out of Pocket Cost:
\$250-\$400 per 100 square feet*

**...With The Typical Cost To Restore
Your Existing Roof
With The TOPCOAT System**

*Out of Pocket Cost:
\$125 - \$150 per 100 square feet*

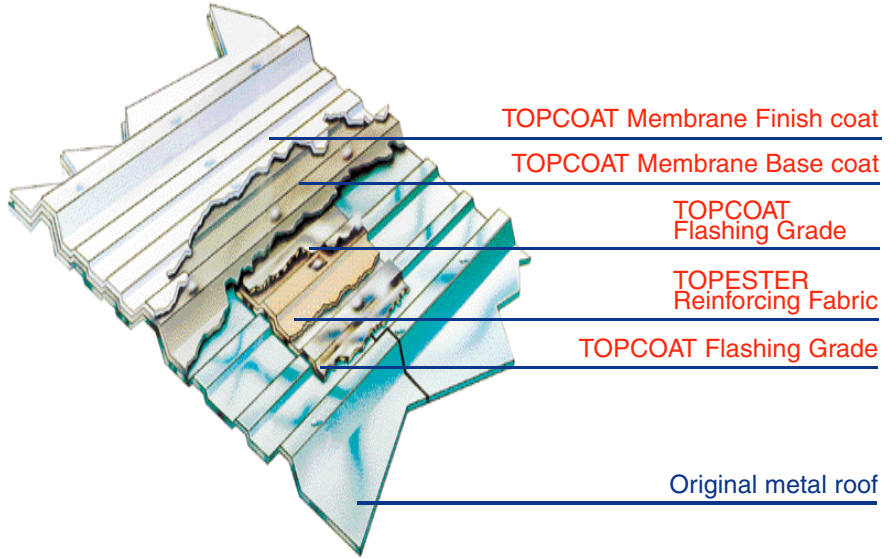
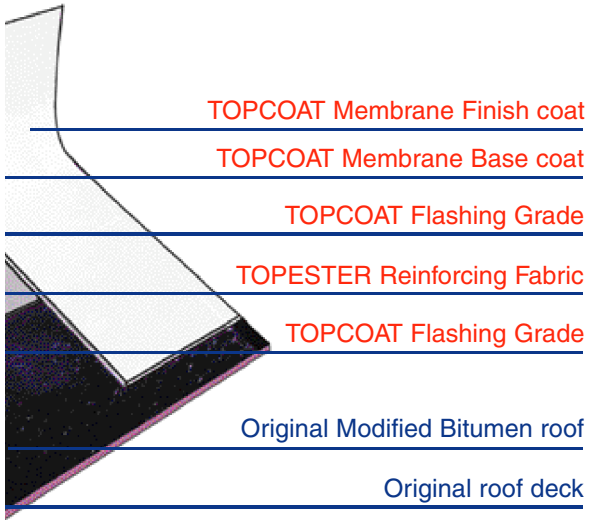
Immediate Savings With TOPCOAT: \$100-\$275 per 100 square feet

Plus additional savings not included above:

- TOPCOAT energy savings of \$3.50 to \$4.50 (typical) per 100 square feet/year
- Potential tax advantages (unlike a new roof, TOPCOAT installations can often be expensed or capitalized, at your option—consult with your tax advisor)
- Utility energy rebates (where offered, such as parts or all of CA, FL, Chicago, and MN)

TOPCOAT® Comprehensive Restoration System For EPDM, TPO, Hypalon, PVC, Built-Up, and Modified Bitumen Roofs

TOPCOAT® Comprehensive Restoration System For Metal Roofs



Scenario #2:

Your Roof Will Need To Be Replaced In A Few Years — But You Would Prefer To Avoid A Complete Roof Replacement

- You plan on owning/utilizing the building for several years to come
- You're not adverse to investing in a new roof, but would consider other options to conserve cash

Compare The Cost Of A Typical New Roof With No Formal Roof Maintenance Program...

Initial Investment	\$300/square
Roof Repairs in years 1-9 (total)	\$9.00-\$15.50/square
Replacement in year 10	\$300/square
Roof repairs in years 11-20 (total)	\$9.00-\$15.50/square
Total Cost Over 20 Years	\$618-\$631 per 100 square feet

...With The Cost For The Same New Roof, But With A Formal Maintenance Plan Including TOPCOAT Restoration

Initial Investment	\$300/square
Maintenance costs in years 1-6	\$17.50 - \$22.75/square
TOPCOAT restoration membrane in year 7	\$100-\$125/square
Maintenance costs in years 8-14	\$17.50 - \$22.75/square
Energy savings in years 8-14*	(\$24.50 - \$31.50/square)
TOPCOAT restoration membrane in year 14	\$100-\$125/square
Maintenance costs in years 14-20	\$15.00 - \$19.50/square
Energy savings in years 14-20*	(\$21.00 - \$27.00/square)
Total Cost Over 20 Years	\$492-570 per 100 square feet

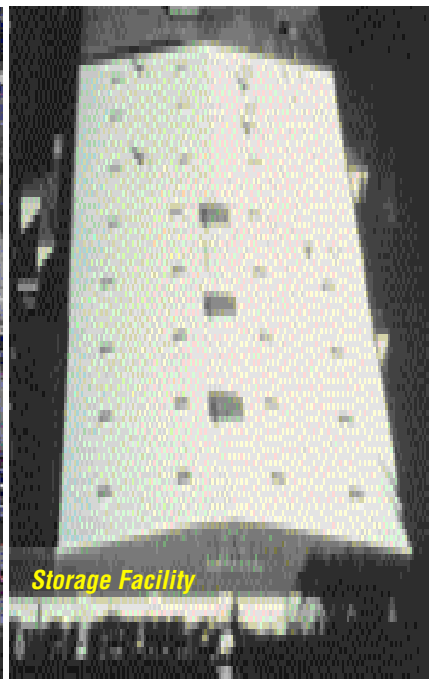
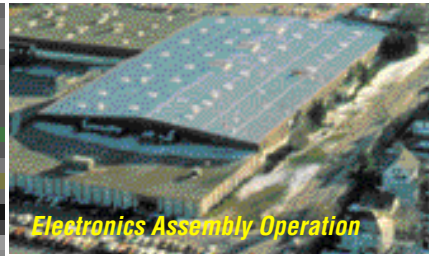
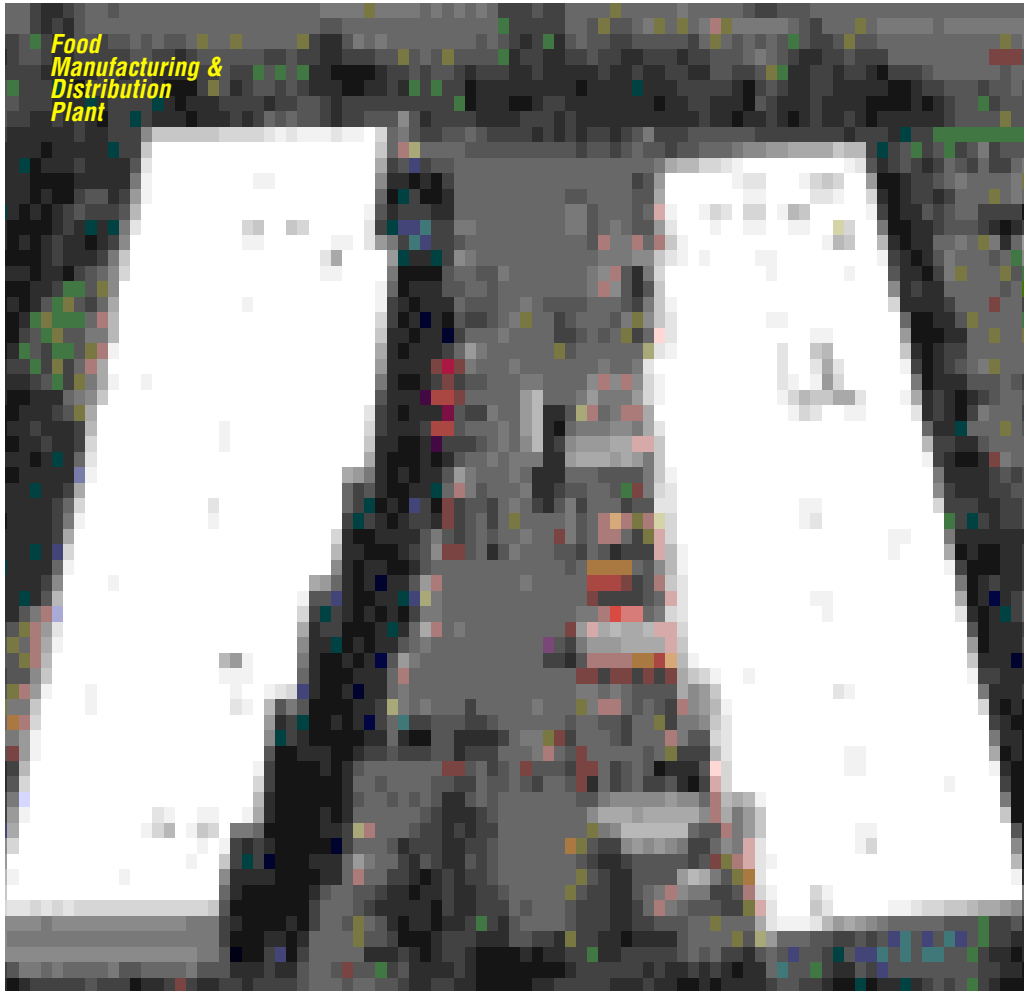
20-Yr. Life Cycle Savings With TOPCOAT: \$48-139/square*

Plus additional savings not included above:

- Potential tax advantages (unlike a new roof, TOPCOAT installations can often be expensed or capitalized, at your option—consult with your tax advisor)
- The cost of damage to your building or its contents, which would make the TOPCOAT option even more attractive
- Utility energy rebates (where offered)

*Calculations based on a 1,000 square roof in Newark, New Jersey

Not All Roof Restoration Systems Are Alike: TOPCOAT® Has Been Proven On Over 200 Million Square Feet Since 1979!



Compare TOPCOAT® To The Leading Competitors:

Independent Testing And Approvals (Insures That Product Has Met Rigorous, Unbiased Standards)

Underwriters Laboratories (UL) Class A Fire rating?
Factory Mutual (FM) Class 1 rating?
Dade County Approved?

**TOPCOAT
Membrane**
Yes
Yes
Yes

**Leading
Competitor A**
Yes
No
No

**Leading
Competitor B**
Yes
No
No

Product Control # NOA 01-0315.02

Superior Installation & Quality Assurance

Requires training and proper business credentials to become an approved installer?
Provides a national network of approved installers?
Requires/provides two manufacturer job site field inspections on all guaranteed jobs to insure quality installation?
Warranty backed by the largest roofing manufacturer in North America...a billion dollar company that will back your warranty for its full term?

Yes
Yes
Yes
Yes

Yes
No
No
No

Yes
Yes
No
No

Great Appearance, Long-Lasting Beauty

Product is brilliant white when installed, with 85%+ reflectivity?
Product can be tinted to match most architectural requirements?
Product passes standard for mildew resistance?

Yes
Yes
Yes

Yes
Yes
?

Yes
Yes
?

Proven Energy Savings (see back cover)

ENERGY STAR® listed for reflectivity and energy savings?
Sta-Brite™ surface exceeds 75% reflectivity after 3 years—which even exceeds Energy Star requirements?
Exceeds all standards for dirt pick-up resistance (ASTM D3719)?

Yes
Yes
Yes

Yes
No
?

No
No
?

Single Source For All Your Roof Restoration Needs

Manufacturer offers formulations that work on:
Metal Roofing Systems?
Structural Concrete, Wood?
Smooth Surface BUR?
Granulated Cap Sheets?
Hypalon, PVC, TPO?
“Rubber” (EPDM) roofing systems?
Transite and/or asbestos panels?
Can issue guarantees for all of the above roofing systems?
Over 150,000,000 square feet installed since 1979?

Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes

Yes
Yes
Yes
Yes
No
No
?
No
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Yes
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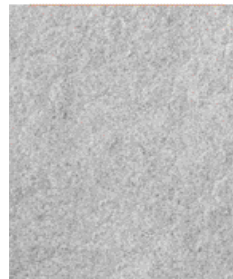
Time-Tested Performance

Will other roof coatings stand the test of time and UV exposure?

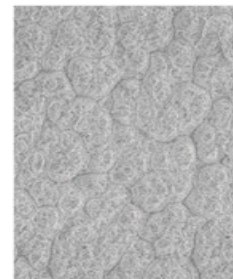
Even after *double* the exposure to UV than the competition, TOPCOAT membrane maintains its integrity while the others breakdown!

TOPCOAT®

Other Products



Magnified 50x
after 9000 hours
accelerated weathering



Magnified 50x
after just 3800 hours
accelerated weathering

The TOPCOAT® Process Is Your Safest Choice— No Detail Is Left To Chance!

Four Steps To Comprehensive Low-Slope Roof Restoration (EPDM, TPO, Hypalon, PVC, BUR, Modified Bitumen, Concrete)



Step 1
Existing roof is thoroughly clean & repaired



Step 2
All seams and protrusions are sealed



Step 3
TOPCOAT base coat is applied

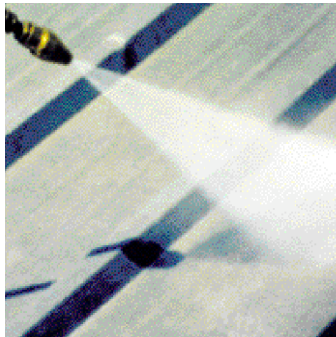


Step 4
TOPCOAT finish coat is applied

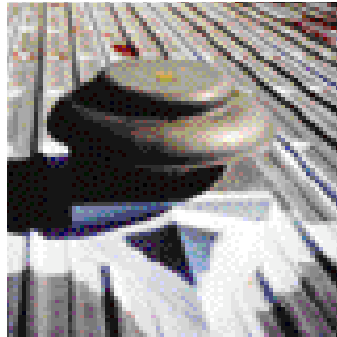
Twelve Steps To Comprehensive Metal Roof Restoration



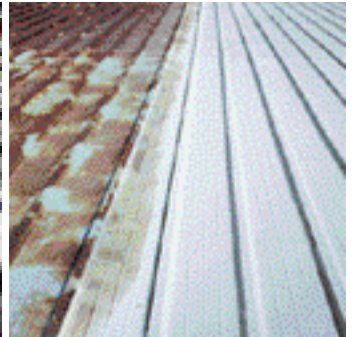
Step 1
Fasteners are tightened and/or replaced



Step 2
Existing roof is thoroughly cleaned



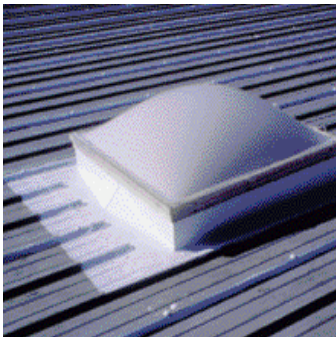
Step 3
"Crickets" are installed to divert water



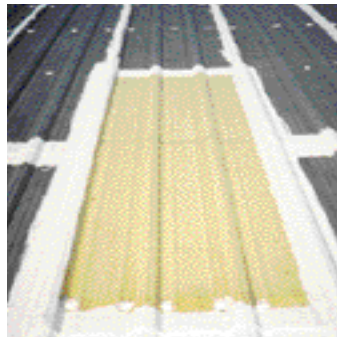
Step 4
All rusty areas are primed



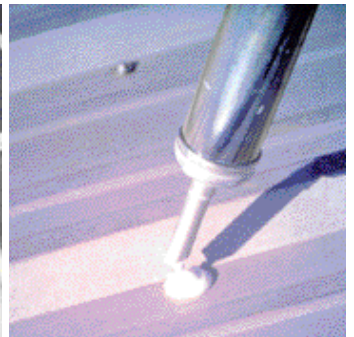
Step 5
Horizontal seams are sealed



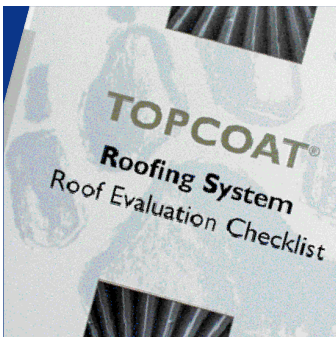
Step 6
All roof penetrations are sealed



Step 8
Skylights are rejuvenated



Step 7
Existing fasteners are encapsulated



Step 9
GAF performs interim inspection for the TOPCOAT System



Step 10
TOPCOAT base coat is applied



Step 11
TOPCOAT finish coat is applied

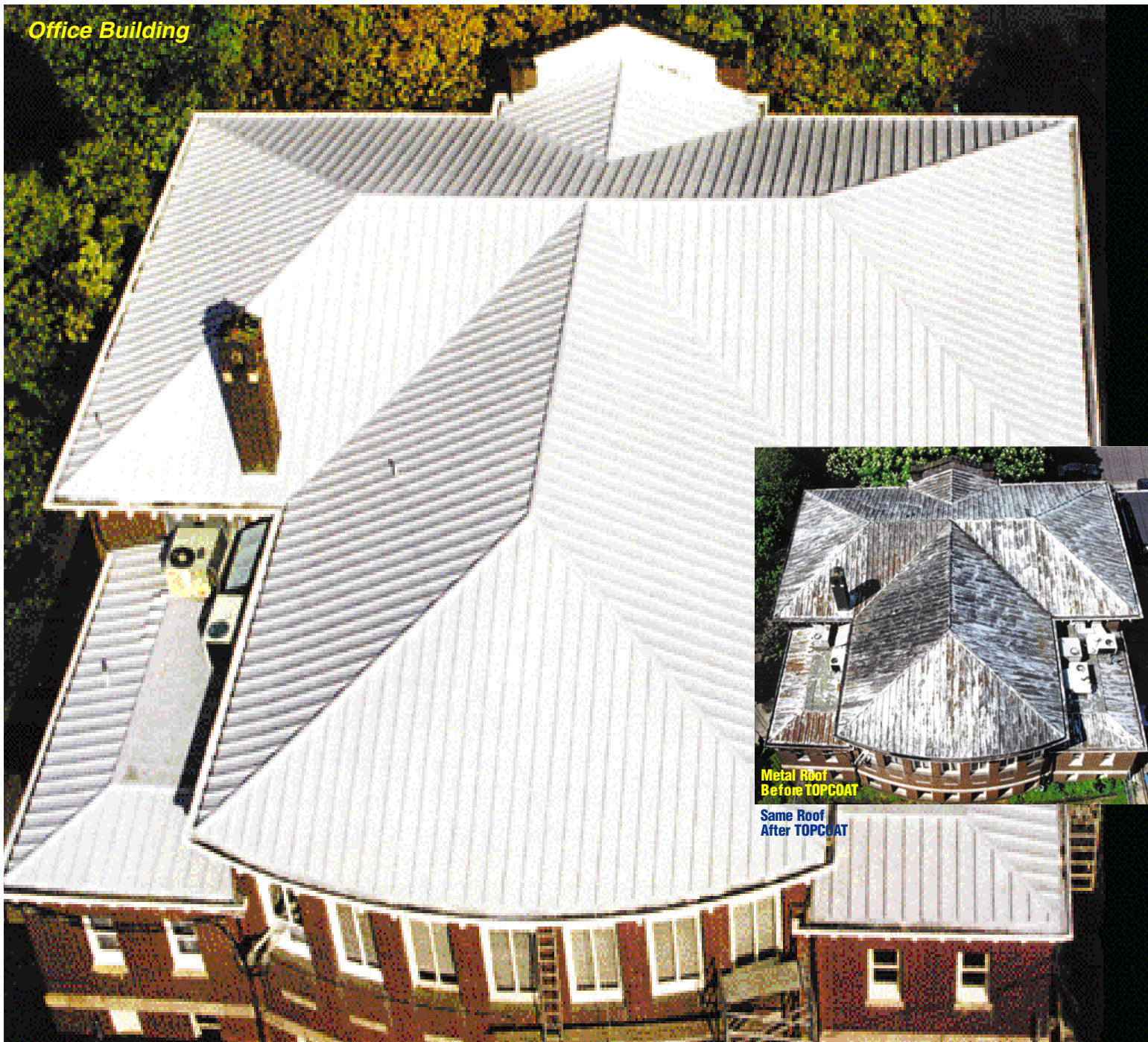


Step 12
GAF performs final inspection for the TOPCOAT System

One Fact You Must Know Before Choosing A Roof Restoration System...

When it comes to roof restoration systems, thicker membranes generally offer better long-term weathering and waterproofing capability than thinner membranes. Since roof restoration membranes are actually constructed on your roof, *thickness can vary significantly according to the installer's application.* (For example, TOPCOAT Systems require a minimum of 18 mils thickness in the field of the roof, and 45 mils on the roof penetrations and other details.) So...

- **Never accept** a roof restoration quote unless it specifies the **final thickness** of the membrane, both in the field and on the roof penetrations
- **Never accept** a quote that only specifies the number of gallons/square to be applied, because the final thickness of the membrane will vary not only based on the number of gallons applied, but on the percentage of solids in the formulation—which can vary significantly from one manufacturer to another.



TOPCOAT® Membranes Have The Physical Properties You Can Count On!

	TOPCOAT Membrane (Original Formulation)	TOPCOAT MB Plus	TOPCOAT Surface Seal
Solids by Weight	71 +/- 3%	65 +/- 2%	64 +/- 3%
Solids by Volume	58 +/- 2%	55 +/- 2%	51 +/- 2%
Tensile Strength – ASTM D412	275 +/- 25 psi	155 +/- 20 psi	700 +/- 20 psi
Elongation – ASTM D412	375 +/- 25%	275 +/- 25%	650 +/- 25%
Xenon Weathering Testing	6000 hrs	5000 hrs	4000 hrs
UV Resistance – ASTM G2, 6-G29	2000 hrs	2000 hrs	2000 hrs
QUV Exposure, type UVB – ASTM G53	10,000 hrs	8000 hrs	6000 hrs
Salt Spray – ASTM B117	Pass	Pass	Pass
Adhesion – ASTM C-794	Pass	Pass	Pass
Fungus & Mildew Resistance – ASTM G21	Pass	Pass	Pass
Shore A Hardness – ASTM D2240	70	72	75
Impact Resistance – ASTM D2794	160 psi	165 psi	175 psi
NDL system guarantee/warranty available	Up to 20 yrs NDL Guarantee For Metal Roofs; 10 yr. NDL Warranty For Asphaltic Roofs	10 yr. NDL Warranty	10 yr. NDL Warranty
Renewable guarantee	YES	YES	YES
Up to 10 year ltd. warranty on materials	YES	YES	YES
Over 25 years of restoration experience	YES	YES	YES
A division of largest roofing mfg. in N. America	YES	YES	YES
Professional field inspectors/multiple inspections	YES	YES	YES
National network of Commercial Specialists	YES	YES	YES

“We torture-tested the TOPCOAT system by installing it under a cooling tower in a swamp – even in these conditions, we just couldn’t make TOPCOAT fail. This is a great product!”

Dick Baxter

Roofing Contractor, Author, &
Nationally-Recognized Roofing Consultant
CRS, Inc.

“My clients include high tech military installations with sensitive equipment—they just can’t afford leaks. TOPCOAT products are the only roof restoration products that I trust for my clients.”

Albert White

Roofing Consultant,
Professional Service Industries, Inc.

When You Figure In The Hidden Energy Savings Of A White Roof, TOPCOAT® Systems Help Pay For Themselves!

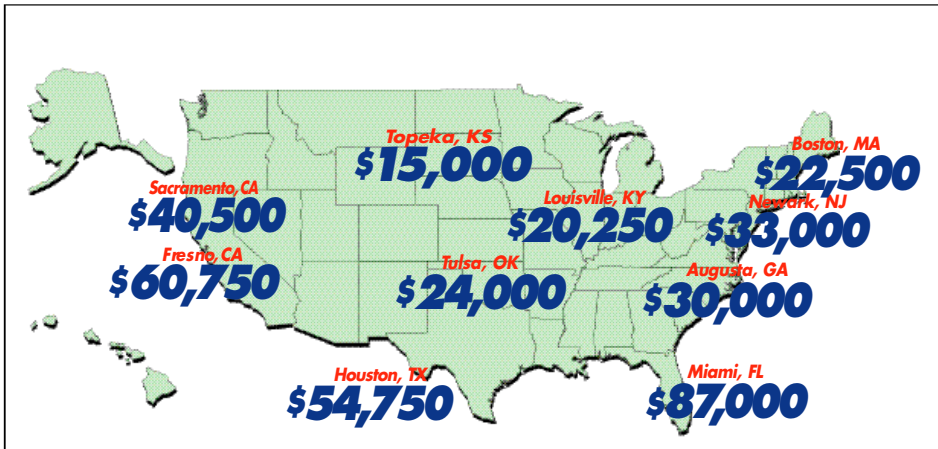


On a sunny, summer day, a black roof can reach temperatures in excess of 170°F! On the same day, the highly reflective white surface of a TOPCOAT roof can be as low as 110°F! As a result, much less solar radiation is transmitted through the roof and into your facility. With energy prices on the rise, why get saddled with an energy-wasting black roof when you can install an energy-efficient TOPCOAT roof instead?

The magnitude of cost savings from a white roof can be staggering. The U.S. Department of Energy's Oak Ridge National Laboratory provides a convenient method for estimating the cost savings of a white roof. Depending on your location, an energy-saving TOPCOAT roof could offset as much as 30, 50, 70% or more of the original cost to install the roof!

Estimated Energy Savings Of A 50,000 Ft² TOPCOAT® Roof Over 15 Years*

(Based On Data From Oak Ridge National Labs, U.S. Dept. Of Energy)



* Energy savings estimates are based on energy and fuel cost data provided by ORNL web site at the time of print and does not take into consideration energy cost fluctuations over time. Assumptions used in the savings calculations include: R-value of 12.5; infrared emittance of 90; COP of 2; average lifetime solar reflectance of 75%; average heating system and A/C system efficiency. The results are examples—age of building, geographical locations, your exact energy/fuel costs as well as other factors will affect your specific situation.

To calculate the savings in other cities, visit the ENERGY STAR web site at: www.ornl.gov/sci/roofs+walls/facts/CoolCalcEnergy.htm

Partial List Of Major Organizations That Have Trusted TOPCOAT® Restoration Systems!

- Alcoa
- American Airlines
- Anheuser-Busch
- AT&T
- B.A.S.F.
- B. F. Goodrich
- Boeing
- Champion International
- Chevron
- Coca-Cola Company
- Delta Airlines
- FAA
- Federal Express
- Fidelity Investments
- Firestone
- Ford
- General Dynamics
- General Electric
- General Motors
- Georgia Pacific
- Government of Canada
- G.T.E.
- IBM
- Kimberly Clark
- Kraft
- Lazy Boy
- Lever Brothers
- Marriott
- Martin Marietta
- MCI
- Mississippi State Univ.
- NASA
- New York City
- Pratt & Whitney
- Proctor & Gamble
- Radisson Hotel
- Raytheon Co.
- Rockwell
- Sam's Club
- Tandy Electronics
- U.S. Postal Service
- Wal-Mart
- Walt DisneyWorld
- Xerox
- Yellow Freight



**Quality You Can Trust Since 1886...
From North America's Largest
Roofing Manufacturer**

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