

The #1 Cool Roof Restoration Company in the nation!



ERSystems

Elastomeric Roofing Systems, Inc.

Fall 2003 - Newsletter

News and Views



Breaking Ground!

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ERSystems has broken ground on a new 50,000 ft² facility that will house production, warehousing and R&D in Rockford, MN. The new facility will consolidate warehousing that is currently in two separate locations and triple the square footage dedicated to coatings production. Construction started in November and it will continue through the winter with estimated completion in June 2004.



ERSystems Seminar Series - Plan on it!

It's that time of year. The days are growing shorter and it's time to start planning for next year! ERSystems wants to extend an invitation to contractors to our 10th annual training and education seminar.

Just like last year, ERSystems will take the show on the road to Atlanta and Dallas. For those that have not attended in the past, some of the topics covered will include:

- Increase contractor profits
- Increase building owners Return on Investment (ROI)
- Coatings Chemistry Basics - Not all coatings are the same
- Surface preparation - It starts and ends here
- Roof restoration - systems and products

Mark your calendars now because you don't want to miss the new topics and information!

AIA CEU's are available!

ERSystems Seminars - Dates and Locations in 2004

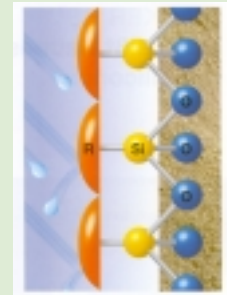
- Seminar - Dallas, March 3 and 4
- National Seminar and Awards Banquet - Mpls, March 10 through March 12
- Seminar - Atlanta, March 17 and 18

Hot Roofs...Cool Solutions® with ERSYSTEMS Cool Roof Coatings!

EraPerm Siliconized Wall Coating

EraPerm maximizes the latest in silicone technology to create a coating designed specifically for Exterior Insulating and Finishing Systems (EIFS) and wall cladding including masonry block, concrete, stone, stucco and fibered cement. EraPerm boasts superior vapor permeability, water repellency, beading and biological attack resistance.

HOW DOES EraPerm WORK? Chemically, EraPerm is very similar to the substrates it is designed to protect. Its chemical structure is comparable to quartz with the key addition of organic (R) groups that provide water repellency (see Figure 1). The inorganic components of ERAPerm (Si and O) provide tenacious adhesion to mineral substrates.



EraPerm technology uses a combination of conventional organic and silicone binders to make a highly porous, non-film-forming coating. Strong substrate adhesion and the open nature of EraPerm means it cannot blister or peel, even when cracks occur (see Figure 4).



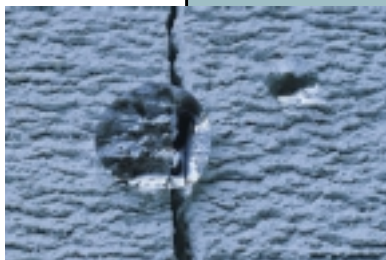
Before



After

Table 1—Features and Benefits of EraPerm

Features	Advantages	Benefits
Water Repellent	Protects Substrate	High Performance
	Reduces transport of salts and Biocides	
	Low Dirt Pick Up	
Vapor Permeable	Long Lasting - no blistering cracking or peeling	Quality
Low VOC	Low Emissions	Environmentally Responsible
Water-borne	Easy to Apply	Applicator Friendly
	Easy to clean equipment	
Silicone Resin Based	Recoatable	Quality
	Retains Color	



The typical paint approach works well for some masonry applications, but when cracks occur these coatings can fail causing blistering and peeling. EraPerm uses a combination of conventional organic and silicone binders to make a highly porous, non-film-forming coating. By its nature, EraPerm inactivates hairline cracks (see Figure).

Cool Roof Projects

Restorations From Around the Country



EPDM Restoration - Dallas, TX



Foam and Coatings, MPLS,MN



PVC Restoration - Florida



Foam and Coatings, MPLS,MN

Corporate Corner

State of the Economy...



The GDP notched it's highest quarterly gain since 1984 in the third quarter of 2003. The 7.2 percent increase was also the eighth consecutive quarter with positive growth. Additionally, productivity gains have hit 10 year highs. Economists are estimating an 8.5 percent increase in productivity for the year.

What does this mean? All indications are that the economy is well into the "recovery" phase and moving quickly into growth. Business expenditures in equipment (+7.5%) and investment in structures (+4.8%) have risen over the last year. Both of these are very good indications of what is in store for the roofing industry in 2004. ERSystems is preparing for this tremendous growth opportunity by increasing manufacturing and warehouse capability in order to serve our customers more efficiently during the growth of their businesses. We are looking forward to growing with our customers in 2004!

In The News

'04 NRCA Convention

Visit us in San Diego in Booth # 2226 !



In California

Reprinted - *Rebuild America*, Oct. '03

Student recommendations to school boards have made lasting differences. At Bemis elementary School in California, student taking part in ASE-inspired observations recommended to the Board of Education that the color of the roof be changed to reduce air conditioning demand. The board accepted the idea and provided money to coat the roof white, a color that reflects more sunlight rather than allowing the absorption of solar energy. Student activities at Bemis saved \$28,000 in one year.

Houston Group Plans to Fight Heat Island Effect

Reprinted - *Energy User News*

Houston, TX - The power of solar energy is all too apparent in today's cities, where dark roofs, asphalt, concrete, and other material inadvertently work together to make the cities function as giant solar collectors. The resulting "Heat Island" effect can boost urban temperatures by 5 to 9 degrees Fahrenheit, driving up the use of air conditioners, increasing ozone levels, and exacerbating health problems.

In Houston- a city that has more than its share of both heat and ozone- a non-profit group is developing a plan to reduce the city's Heat Island Effect. The Houston Advanced Research Center has received a grant to develop a "Cooler Houston Implementation Plan," which is likely to include tree planting projects as well as incentives for roofers and pavers to use heat-reflective material.



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Back Page Advice

**“Fast is fine, but accuracy
is everything.”**
- Wyatt Earp

New Employees

Technical Sales:

Rayne Knight - Texas

Rebekah Simonton - Oklahoma, Arkansas, Missouri

Product Profile -

Erathane ULTRA

Erathane ULTRA is an aqueous aliphatic polyurethane copolymer. The bright white coating boasts tensile and elongation properties of 450 psi and 600% respectively. ULTRA also has better chemical and ponded water resistance than standard water based acrylics. At 60% solids by volume, fewer gallons are required to achieve required mil thicknesses. Other advantages of ULTRA include reduced dirt pickup and super adhesion to polyurethane foam and other substrates.

Annual Incentive Trip - ARUBA in 2004 !



ERSystems 2004 incentive trip destination is the south Caribbean island of Aruba! While the island may be compact in size it offers vacationers a multitude of activities. Swimming, snorkeling, tennis, golf, and various water sports to name a few of the sporting activities available. In addition to the “fun in the sun” activities there is a tremendous amount of shopping, fine restaurants, and several welcoming casino’s located within walking distance or a short bus

ride of the Wyndham.

Many contractors are on pace to earn the incentive trip for '04, we would love to have you join us in Aruba!

For more details on the 2004 incentive trip to Aruba contact your technical salesman or call 800-403-7747 and ask for Sarah Johnson or Tony Leonard.



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