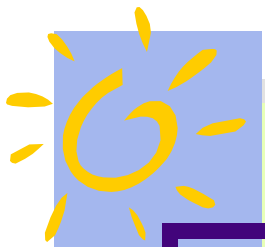


The #1 Cool Roof Restoration Company in the nation!



ERSystems

Elastomeric Roofing Systems, Inc.

Spring 2004

News and Views



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ERSystems Joins USGBC

ERSystems is now a member of the U.S. Green Building Council. The USGBC is a coalition representing the entire building industry promoting design, construction, and operation of buildings that are environmentally responsible, profitable and healthy places to live and work.

Additionally, ERSYSTEMS'

new 50,000 ft² manufacturing facility was designed to meet the USGBC's LEED™ certification standard.

All of ERSYSTEMS' highly reflective coatings and membranes may contribute to credits within the LEED rating system.

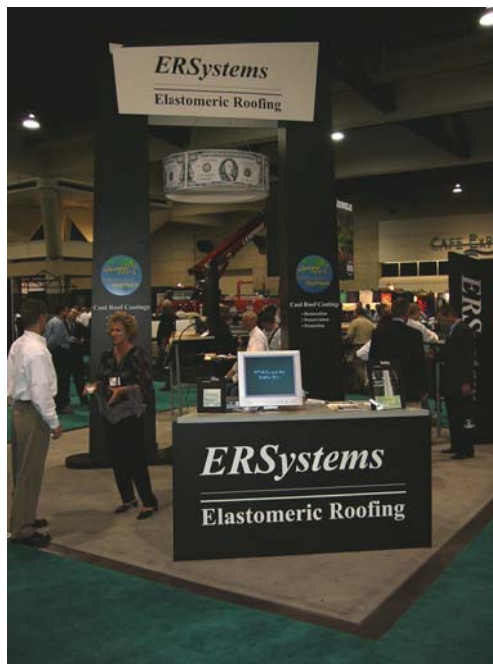
If you would like more information on our products and LEEDS, call us at 800.403.7747.

2004 Is Off and Running!



ERSystems has been on the run during recent months. Everything was kicked off in February with the NRCA show in San Diego. Once again Cool Roofing and restoration systems took a very credible step forward. It seems that everyone is looking for a way to get on the Cool Roof bandwagon!

ERSystems followed NRCA with our seminar series the first three weeks in March. During the seminars, ERSYSTEMS introduced an extended warranty program and a new consultant program. Each of the seminars (Dallas, Atlanta, and Minneapolis) broke previous attendance highs and all received excellent reviews. During each seminar, awards were presented to con-



ERSystems Booth at NRCA

tractors that achieved excellence by ERSYSTEMS standards. The winners for 2004 were:

Presidents Club-Winners : Exteriors Unlimited

Emerald Award: Webcon, Inc., R & A Contracting, Exteriors Unlimited, Statesville Roofing, Boyd, Inc., Midwest/South Central Roofing

Pioneer Award: Southern Coatings, Agro Industries, Bonner Roofing, Northland Coatings, Simonson Coatings, Prime Comfort Roofing & Insulation, Carter Roofing

Elite Performers: Lundeen Simonson, Inc., Weather All Roofing & Insulation, Bodec, Inc., R-Tech Insulation, CreekSide Roofing Foam & Coatings, Inc., Hosler

(Continued on page 4)

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

A tale of two seasons

Cool Roofing in Cool Climates

Does a Cool Roof make sense in places like Minnesota and Chicago? How much heat does an EPDM or a dark colored roof absorb in the winter and what is the heating benefit?

The pictures below are of an industrial roof in Minneapolis. The roof is insulated and has two different roofing systems installed side by side. The first roof is a fully adhered EPDM rubber (black). The second roof is mechanically fastened Perma-weld PVC membrane.

winter

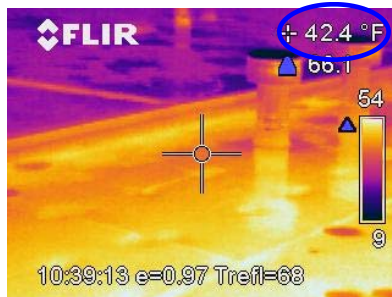
On December 15 thermal images were taken of the roofing membranes. The ambient temperature was 30°F. The white membrane measured 29°F and the black membrane measured 42.4°F.

A linear heat transfer equation was used to calculate the heat transfer through the roofing system. The heating benefit was calculated assuming a 100,000 ft² building with an R=22.2. The benefit to the building owner for having a dark colored roof was \$1.36/hr.

Photo of roof on December 15, 2003



Temperature of EPDM Membrane



Temperature of PVC Membrane



The same roof systems were used to calculate the benefit to the building owner for having a white colored roof in the summer.

The table at the right shows the temperature differences that can occur on roofs in Minneapolis.

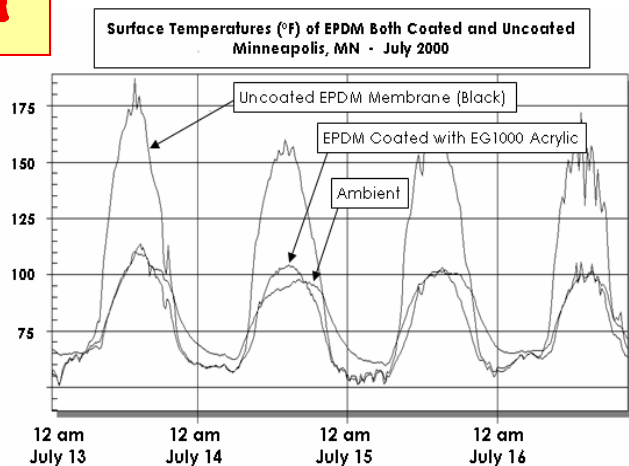
summer

This calculation used temperatures of 150°F and 105°F for the black and white membranes respectively. Using the linear equation for heat transfer, the benefit for the white roof owner was \$5.76/hr.

Of course, this is a basic 1 hr example of the cost effect. There are many other factors that will affect the total cost of cooling or heating during a season: snow on the roof, shorter winter days, the low winter angle of the sun, peak and other added electrical charges for usage in the

summer, and so on.

This basic example however, demonstrates that greater savings through white roofing combined with insulation in cold climates will be achieved and it will outweigh any heating benefit of a dark roof..



What is the SSRA?

The Solar Smart Roofing Alliance (SSRA) is an alliance of roofing trade associations and the NRCA. It includes PIMA (insulation manufacturers), ERA (EPDM manufacturers), ARMA (asphalt roofing manufacturers), RCMA (asphalt coating manufacturers) and potentially SPRI (single-ply membrane manufacturers) and SPFA (spray foam manufacturers).

This group has formally indicated they want to become the definitive voice of the industry about environmental performance and economic issues associated with reflective roofing. Formally, they want to provide credible, technically supported data on the role of reflectivity in energy efficient construction.

In reality, they have taken a position opposing all "Cool Roof Initiatives", they are opposed to incentives for reflective roofing materials, and appear to be opposing organizations like CRRC (the Cool Roof Rating Council) whose stated mission is to pro-

vide a credible consistent rating system for radiative properties of all roofing materials.

It appears the insulation manufacturers and the black membrane, black coating, and black asphalt manufacturers who have founded the Alliance are concerned about losing market in their traditional industry strongholds. They do not represent the interests of "cool" reflective roofing and **they certainly do not represent ERSystems.**

Cool roofing materials with high Solar Reflectance and high Thermal Emittance have a positive impact on electrical energy demand for cooling and they positively impact roof longevity by cooling the components of the roof system and protecting the surface from the harmful effects of UV light. If you have any questions about Cool Roof Restoration please give us a call.

IN THE NEWS

ERSystems Extended Warranty Program

ERSystems announced its extended warranty program during our spring seminar series. The program provides a means by which a restored roof system can be warranted up to 50 years. After the initial 10 year warranty, additional 5 year warranties can be purchased by the building owner. Warrantability is based on a 3rd party inspection and repair process.

Erathane ULTRA Aliphatic Aqueous Polyurethane Receives ENERGY STAR Certification



Erathane ULTRA has received its Energy Star certification. ULTRA is a highly reflective coating designed for application to numerous single-ply membranes, spray polyurethane foam, and metal roofing substrates. ULTRA exhibits tenacious adhesion, resists ponding water, and has excellent dirt pick up resistance. Visit ERSystems website for more information on ERSystems innovative "cool" coatings and roofing products.

www.ersystems.com

Check out the new additions to the ERSystems web site.

ERSystems Introduces Authorized Roof Consultant Program

ERSystems introduced its roof consultant program in January of 2004. The program is designed to provide building owners with independent 3rd party inspections before warranties are issued. Working with the consultants will also be a key component to the ERSystems Extended Warranty Program.



Green Roofing is Growing!

Chicago Mayor Richard Daley has made it a point during his 14 years in office to beautify the city. Part of the beautification process includes environmental projects, such as installing a green roof system on Chicago City Hall in 2001.

Since then, the Peggy Notebaert Nature Museum; various stores, including Target and Apple Computers; houses; and other buildings in Chicago have donned green roof sys-

tems.

Daley's green roof system model is being used in cities across the United States like Portland and Sacramento.

ERSystems is researching a number of the benefits of green roof systems and will be installing roughly 10,000 ft² of garden roof on their new manufacturing facility in Rockford, Minnesota.

(Continued on page 4)



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Back Page Advice

Time it takes to log 8,000,000 heart beats:

Fit person: 30 years

Out-of-shape* person: 19 years

*Out-of-shape resting heart rate is +75 beats per minute

Product Profile - EnviroWash

EnviroWash is a soy based, environmentally friendly, general purpose, concentrated cleaner. The cleaner is formulated to cut grease, oil, and tough soils. EnviroWash can be used to clean many roofing substrates including EPDM, PVC, Metal, concrete and masonry.

EnviroWash is packaged in 5 gallon pails and should be diluted in concentrations between 1:10 and 1:100 with water depending on condition of the substrate. Most common applications require diluting at 1:50 with water.

EnviroWash can be fed directly into power washers as a concentrate or in a diluted form. Any cleaning with EnviroWash should be followed by rinsing with copious amounts of water.

New Employees

Technical Sales: Randy Harris - Pennsylvania
Tom Shackelford - Arizona & So. California
Mark Novak - Inside Sales
Andy Baylon - Michigan, Ohio

Production and Shipping: Justin Beise
Peter Schmidt

(Continued from page 1)

Guaranteed Commercial Roofing
Peak Performers: Lundeen Simonson, Inc., DC Taylor Hunter Contracting, Boyd, Inc., Keyworth Contracting, Ray's Protective Coatings, Sandmann Roofing Systems, ADS Distributors, and A-1 Enterprises.

(Continued from page 3)

The 50,000 ft² facility roof also includes PVC, EPDM, and coated EPDM roofing systems. The entire roof will be fully instrumented for surface, insulation and air temperature measurements of each roofing system. Additional monitoring of HVAC units will also be performed to measure the potential influence of the various roof systems on electrical usage. Contact ERSystems for more information on the roofing project.

2004 Annual Incentive Trip - ARUBA St. Thomas in 2005 !



ERSystems 2004 Incentive Trip Recap—Aruba:

42 people took part in the biggest ERSystems incentive trip to date. Aruba was the destination for 2004, and ERSystems guests enjoyed all the amenities the beautiful Aruba Wyndam Resort had to offer. Peo-

ple took part in golf, JEEP safari's, snorkeling, SCUBA diving, tennis, & shopping just to name a few! The weather, white sand, warm water and views were fabulous; a great destination that I think everyone had a difficult time returning from!

2005 Incentive Trip Preview:
ERSystems 2005 incentive trip destination is to the beautiful Caribbean Island of St. Thomas.

For more information on how to earn this great trip, contact your technical salesmen or call 800-403-7747 and ask for Sarah Johnson or Tony Leonard. We look forward to seeing you in St. Thomas!!

IMPORTANT: While the information and data contained herein are presented in good faith and believed to be reliable, they do not constitute part of our terms and conditions of sales. Nothing herein shall be deemed to constitute a warranty, expressed or implied, that said information or data are correct or that the products described are merchantable or fit for a particular purpose, or that said information, data or products can be used without infringing patents of third parties.

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