



LUNCH & LEARN

Flat Roof Restoration





Lunch & Learn Outline

- System Basics
- Estimating Job Costs
- Marketing Tools
- Warranty Program





System Basics





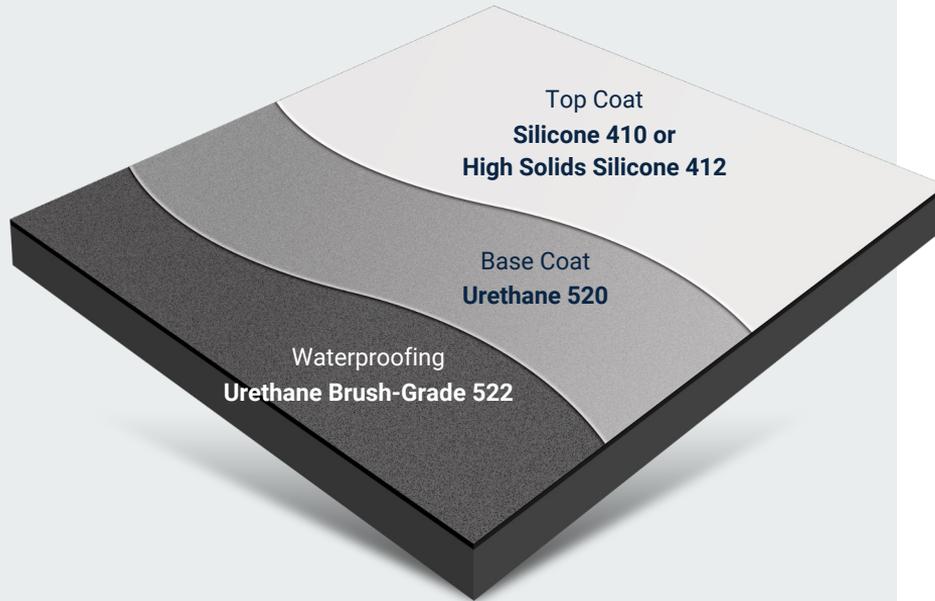
Flat Roof Restoration – System Basics

- Suitable Substrates?
- Which AWS products compose this system?
- What are my payment options?
- What types of warranties are available for this system?
- When is this system the best option?
- When is it not the best option?



Ure-A-Sil®

ROOF RESTORATION SYSTEM



Ure-A-Sil Overview

Suitable Substrates?

Modbit, Smooth BUR, Single-ply, concrete, SPF

Which products compose this system?

- Waterproofing: Urethane Brush-Grade 522
- Base Coat: Aromatic Urethane 520
- Top Coat: Silicone 410 or 412

What are my equipment options?

- Hydraulic Spray Rig
- Super Spreader

What type of warranties are available?

12, 15, and 20 year

When is this system the best option?

- Cool Weather
- Low Slope
- More than 10-year warranty required
- Areas with high probability of rain

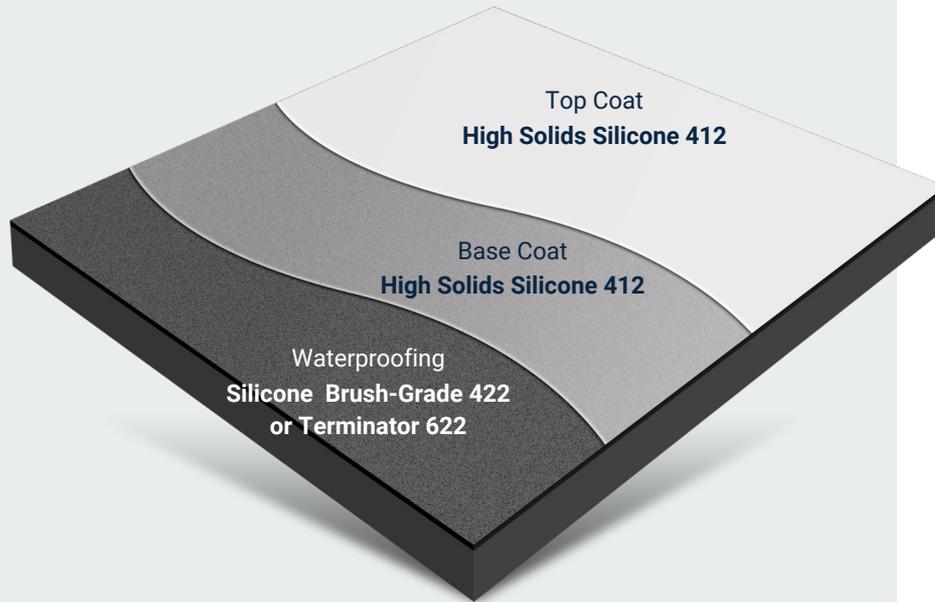
When is it not the best option?

Xylene based materials cause an odor in the area
(make sure AC units are not pulling in fresh air)



Envir-O-Sil™

ROOF RESTORATION SYSTEM



Envir-O-Sil Overview

Suitable Substrates?

Modbit, Smooth BUR, Single-ply, SPF

Which products compose this system?

- Primers: Fabric Bond 930
- Waterproofing: Terminator 622, Silicone Brush Grade 422
- Base Coat: High Solids Silicone 412
- Top Coat: High Solids Silicone 412

What are my equipment options?

- Graco 933
- Super Spreader with Rooftop Equipment's Profile Rollers

What type of warranties are available?

10, 15, and 20 year

When is this system the best option?

- When VOCs or fuels are an issue

When is it not the best option?

- When system or high traffic is an issue
- Adhesion qualities and durability do not match the URe-A-Sil system





Estimating Job Costs





Estimating Job Costs – Flat Roof Restoration

Key Factors for Determining Job Timeline

- Size of Project
- Slope
- Roof Substrate
- Roof Access (Is a lift required?)
- Staging Material
- Roof Layout (Are there multiple sections?)
- System/Chemistry being installed
- Application Method
- Time of Year/Weather Conditions
- Prep required in advance of coating
- Logistics (distance from contractors location)





Estimating Job Costs

Ure-A-Sil (12-Year System)

Roof Type	EPDM w/Seam every 10'
Roof Size	25,000 Square Feet (250' x 100')
Waste Factor	5%
Total Area (including waste)	26,250 Square Feet
Seams	2,750 Linear Feet
(6) Drains	2' Diameter
(12) Pipe Vents	2' Diameter
(2) HVAC Units	24' Diameter



Ure-A-Sil (12-Year System)

APPLICATION STEP	PRODUCT	COVERAGE RATE-REQUIRED DFT	QUANTITY REQUIRED	APPROX MATERIAL COST
PRESSURE WASH	EcoCleaner 925	150 square feet per gallon	50 gallon (dilute 4:1)	\$0.11 per sq ft
PRIMER	-	-	-	-
WATERPROOFING	-	-	-	-
SEAMS - SIDES & END LAPS	Urethane Brush-Grade 522	100 linear feet per gallon	30 gallons	\$0.07 per sq ft
PERIMETER OF ROOF	Urethane Brush-Grade 522	100 linear feet per gallon	10 gallons	\$0.02 per sq ft
PENETRATIONS	Urethane Brush-Grade 522	35 linear feet per gallon	2 gallons	\$0.01 per sq ft
BASE COAT APPLICATION	Aromatic Urethane 520	1 gallon per square feet	265 gallons	\$0.54 per sq ft
TOP COAT APPLICATION	Silicone 410	1.5 gallon per square feet	395 gallons	\$0.77 per sq ft
				Total Cost: \$1.52





Ure-A-Sil (12-Year System)

(based on a 4 man experienced crew)

APPLICATION STEP	ESTIMATED TIME TO COMPLETE
PRESSURE WASHING	2 days
PRIMER APPLICATION	-
WATERPROOFING	2 days
BASE COAT APPLICATION	3 days
TOP COAT APPLICATION	3 days
TOTAL TIME INVESTED	10 working days





Marketing Tools





Marketing Tools - Overview

- Website landing pages
- Testimonials
- System boards
- Dry samples
- System view videos
- System brochures
- Quick specs
- Case studies
- System branded warranties
- StarGard+ program
- Project Previews
- Rooftop contact sign



Sales & Marketing Tools

Testimonials

Testimonials

“

We here at Gulf Shores Surf and Racquet Club could not be more pleased with the work Thomas Roofing has done for us. Our roof was in bad shape and in desperate need of repair. The crew was very efficient and professional, and the result of that was better than what we expected. Our roof is now beautiful! We would definitely recommend them for any roofing needs.

Amanda Holland

Gulf Shores Surf & Racquet Club – Gulf Shores, Alabama

“

I had a previous company try to restore my roof and it was a disaster. The roof leaked every time it rained and I could hardly get in contact with the contractor when I needed maintenance. So, I decided to look for another contractor and found Kiker Corporation. They walked the roof with me and pointed out the problem areas and why I was having my issues. They explained that they used American WeatherStar Systems and all the benefits they offered. I decide to let them recoat my roof with an American WeatherStar System and I've been grateful ever since.

Brenda Jackson

Carr Allison – Daphne, Alabama

“

We were having several leaking issues with our roof. American WeatherStar sent us Coleman Roofing and they did a phenomenal job. The flood came through and Coleman installed the Met-A-Gard system a few weeks later. They were out in no time with a job well done. I notice the energy levels already decreasing in the building and have not had any issues with leaking since. They did a great job and I have already recommended a buddy of mine to Coleman Roofing to have them propose him a solution with an American WeatherStar System.

Timothy Armentor

Armentor – Youngsville, Louisiana

“

We are very impressed with the Met-A-Gard+ System we had installed on our metal roof. We had leaks and other concerns such as heat reduction and waterproofing the roof. Louisiana Roof Coatings, an out-of-town company, came in a very timely manner and handled the job perfectly. It has been two years and we have had no issues nor a reason to get up on the roof. The coating did exactly what the website advertised it would do.

John Hanney

Refuge Temple Ministries – Lake Charles, Louisiana



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System Boards

System Boards





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Dry Samples





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Informational Videos



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System Brochures



System Brochures



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Quick Specs

Quick Specs

Ure-A-Sil
ROOF RESTORATION SYSTEM

QUICK SPEC

The Ultimate Flat Roof Restoration Solution

The Ure-A-Sil Roof Restoration System is the ultimate solution to restore and protect a variety of flat roof surfaces including modified bitumen, smooth and gravel BUR, EPDM, single-ply, concrete decks, and spray polyurethane foam. It combines the industry-leading durability and adhesion qualities of Aromatic Urethane 520 with the unsurpassed UV protection and weatherability of Silicone 410 or High-Solids Silicone 412.

The Ure-A-Sil System offers facility managers and property owners a variety of money-saving benefits. It does more than just stop leaks—it effectively reduces maintenance costs, lowers building energy consumption, improves performance, and extends service life. Best of all, the Ure-A-Sil System costs significantly less than a conventional roof replacement.

Basic Uses

The Ure-A-Sil Roof Restoration System is a versatile and durable application designed to restore and protect a wide range of commercial and industrial roof substrates from weathering and moisture intrusion. It is especially effective as a protective coating membrane for entire roof surface, to use for spot repair, and to provide additional protection for flashing.

Features/Benefits

- Stops leaks and vastly improves performance
- Costs significantly less than a total roof replacement
- Substantially reduces maintenance and energy costs
- Extends service life by restoring the existing roof membrane
- Industry-leading UV stability, reflectivity, and durability
- Cures to form a seamless, watertight membrane
- Long-term StarGuard Warranty plans available
- Provides minimal interruption to business

Suitable Substrates

- Built-Up Roofs
- Concrete
- EPDM
- Modified Bitumen
- Single-Ply
- Spray Polyurethane Foam

AVAILABLE
20 YEAR WARRANTY
americanweatherstar.com

Ure-A-Sil
ROOF RESTORATION SYSTEM

SEAMS/DETAILS

All seams and flashing details are coated with Urethane Brush-Grade 522 to help withstand the expansion and contraction of the roof structure.

BASE COAT

A base coat Aromatic Urethane 520 acts as a primer and provides the system with excellent strength, durability, flexibility, and adhesion.

TOP COAT

A top coat of Silicone 410/High-Solids Silicone 412 forms a seamless rubber-like membrane and provides industry-leading UV protection, reflectivity, and resistance to ponding water.

Envir-O-Sil
ROOF RESTORATION SYSTEM

SURFACE PREPARATION

To ensure maximum adhesion, the roof is pressure washed to remove all dirt, dust, debris, and other foreign contaminants.

SEAMS/DETAILS

All seams and flashing details are coated with Urethane Brush-Grade 522 to help withstand the expansion and contraction of the roof structure.

BASE COAT

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AVAILABLE
20 YEAR WARRANTY
americanweatherstar.com



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Case Studies

Case Studies



Case Study:
Silicone Recoat Over Modified Bitumen

PROJECT SPECS
Roof type: Modified Bitumen
Size: 188,000 sq. ft.
Roof age: 25+ years
Location: Mobile, AL
Industry: School
System: Envi-O-Sil

SYSTEM PRODUCTS

- Silicone 412
- High Solids Silicone 412
- Silicone Brush-Grade 422
- Terminaseal 422
- Polyester Fabric

For this previously-coated modbit roof, the time had come for a new silicone system.

RESEARCH
Representatives of a high school in the Mobile, Alabama area began to report numerous leaks in their 100,000 sq. ft. modified bitumen roof. In order to learn more, an American WeatherStar Approved Contractor was asked to survey the roof. During the inspection, the contractor was able to identify the source of the leaks. It was also discovered that the roof had previously been coated with a silicone system about ten years earlier.

Aside from a few small problem areas, the existing silicone top coat was found to be mostly intact. It was later determined that the leaks occurred because the seams of the modbit roof were not properly addressed during the initial silicone system install. With any coatings project, seams and other flashing details are especially important to address as they are the most likely spots for leaks to occur.

PROCESS
It was determined that a recoat with the Envi-O-Sil system from American WeatherStar could restore the roof. The first step of the installation was to pressure wash the roof to remove any debris and loose coatings. Next, Terminaseal 422, which is a waterproofing product that adheres especially well to silicone, was used for select problem areas of the roof in need of repair. All seams, fasteners, penetrations, and transitions were then coated with Silicone Brush-Grade 422.

Once the problem areas and flashing details were addressed, a base coat and top coat of High Solids Silicone 412 was then applied to the roof. This low VOC product forms a weather-resistant, rubber-like seal and provides the roof with excellent UV protection.

RESULT
Obviously, the main objective of this project was to stop the roof from leaking. Proper treatment of the seams and other flashing details during installation will help ensure the long-term success of this system.

Once the project was completed, the roof received ten more years of warranty protection in from future problems. The school system, which owned the building, found the the Envi-O-Sil system a much more cost-effective alternative to a full roof replacement.

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Project Previews

Project Previews

American WEATHERSTAR PROJECT PREVIEW

JOB LOCATION
Slap Ya Mama Seasoning
1679 West Main Street
Ville Platte, LA 70586

FACILITY SIZE
22,549 sq. ft.
Adjusted size: 27,055 sq. ft.

ROOF TYPE
Metal

SYSTEM
Met-A-Gard+

CONTRACTOR
Shield Coatings & Foam, LLC
1109 Elm Street
Pine Prairie, LA 70576



SHIELD
COATINGS & FOAM, LLC

800-771-6643 | www.americaneatherstar.com Page 1 of 4

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Sales & Marketing Tools

Rooftop Contact Sign

[Quick Specs](#)



! ATTENTION

**American**
WEATHERSTAR®

THIS BUILDING HAS AN AMERICAN WEATHERSTAR ROOF RESTORATION SYSTEM INSTALLED. FOR WARRANTY PURPOSES, PLEASE CONTACT MANUFACTURER AND/OR INSTALLING CONTRACTOR BEFORE MAKING ALTERATIONS TO THIS ROOF.

**SYSTEM INSTALLATION DATE:
12/6/2022**

MANUFACTURER:	INSTALLING CONTRACTOR:
AMERICAN WEATHERSTAR 8095 PADGETT SWITCH RD. IRVINGTON, AL 36544 800-771-6643	ABC ROOFING COMPANY 1234 EVERYWHERE RD. MOBILE, AL 36582 800-765-4321





Warranty Programs





Warranty Program

Length Options & Benefits

Material Warranty

5,10, 12, 15 & 20 years

NDL System Warranty

Standard: 5, 10, 12, 15 & 20 years

NDL System Elite Warranty

Standard: 20 years

Renewable
Transferrable
Extendable





Warranty Program

Requirements

REQUIREMENTS	MATERIAL ONLY	NDL SYSTEM	NDL SYSTEM ELITE
MUST BE AN APPROVED, PLATINUM, OR PLATINUM ELITE CONTRACTOR	✓	✓	✓
COMPLETED APPLICATION	✓	✓	✓
ROOF GRAPH & JOB PHOTOS	✓	✓	✓
THIRD-PARTY INSPECTION		✓	✓
WARRANTY FEE		✓	✓
ANNUAL INSPECTION	✓		✓



Warranty Programs

Warranty Samples

[Warranty Program](#)



Warranty Enhancement Options

Stargard+



StarGard™ Plus Warranty Extension

Annual maintenance on your newly installed roofing system is very important. An out-of-sight-out-of-mind approach is dangerous when it comes to your roof. The StarGard Warranty Extension Plan is an extensive 40+ point maintenance inspection conducted annually by your American WeatherStar Approved Contractor.

Protection
Your roof is an important asset. It protects your investment and the critical components that facilitate daily business operations including your employees, inventory, computers and data. Something as simple as a blocked drain or a loose flashing on top of your building can result in extensive damage that could potentially shut your business down for weeks.

Prevention
Industry leading contractors and association leaders estimate that half of all roof system failures are the result of neglect and poor maintenance plans. A quality maintenance plan will allow you to address minor issues before they become major problems...ultimately saving you money in the long run.

Risk-Free
The StarGard Plus Warranty Extension Plan gives you peace of mind, offers you added protection and hassle-free maintenance. Changing your mind or failing to submit a required inspection will not interfere with your Standard American WeatherStar warranty.

40+ Point Inspection
Your contractor will assess the condition of your existing roof system and the soundness of all flashing details. While two inspections are recommended annually, the StarGard Plus plan requires a minimum of one inspection per year.

Affordable
Furthermore, the StarGard Plus Warranty Extension Plan automatically extends your existing coverage. The plan is offered at no additional cost from American WeatherStar on newly installed systems and systems covered by American WeatherStar warranties installed within two years of the first maintenance inspection. Talk to your American WeatherStar Approved Contractor for more information.

The StarGard Plus Warranty Extension plan extends a...

10-year warranty to 12 years.
12-year warranty to 15 years.
15-year warranty to 20 years.

American WEATHERSTAR

StarGard® Warranty Services
800-772-6643 | Fax: 251-479-2622
warranty@americanweatherstar.com





For more information, visit our website:
www.americanweatherstar.com

