



# Changing the way people think about the money their roof can save them.

## WHAT HAPPENS WHEN YOUR ROOF GETS DIRTY?

With other cool roof coatings or white single-ply membranes, the original energy efficiency gained when first installed is quickly lost once the roof gets dirty. Testing has shown dirty TRITOtherm transfers 50% less heat than dirty PVC. The ceramic properties in the coating work to repel heat even when reflectivity declines heavily.

## SACRIFICIAL LAYER LEADS TO SUSTAINABILITY

Every roofing product installed begins deteriorating from day one. This leads to eventual degradation, requiring replacement. Using a coating like TRITOtherm as a sacrificial layer on top of the important waterproofing membrane provides the ability to extend the life of the roof indefinitely. With its thermal resistant properties, TRITOtherm protects membranes longer than regular acrylic coatings by remaining cooler and deteriorating slower, especially when dirty.

### % HEAT TRANSFER REDUCTION TO INSIDE OF STRUCTURE

