

FireShield® EPDM

Sell Sheet

Updated: 12/04



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

ANNOUNCING...

TOPCOAT[®]

Steam-Free Roof Restoration Systems

FIRE **SHIELD**[®]

Roof Restoration System

**Makes
EPDM
or
Asphaltic
roofs
safer...
and
saves
money
too!**

GAF[®]
GAF MATERIALS
CORPORATION

**So Fire Resistant...
It Makes Any EPDM Roof**

**Class A Fire Safe—
Instantly!**

**(And Maintains Or Improves The
Fire Rating On Asphaltic Roofs Too!)**

**Your Current Roofing System
May Not Be Giving You The
Protection You Need... Here's
Why:**

Safety Concerns...

- **Facility Use Change...** Your building may not have been constructed to meet the standards required for its current use (do you even know what your roof's fire rating is?)
- **System Degradation...** Class A installations can gradually lose fire resistance over time
- **Fire Spread...** Most conventional Class A rated systems do not extinguish sparks once they start
- **Not Truly Class A...** Recent testing¹ has shown that some EPDM roofs thought to be Class A may not meet the criteria for passing the Class A fire test!

Wasted Money...

- **Insurance Costs...** Class A roofs may qualify for lower premiums and deductibles (some carriers are even reluctant to insure Class B or Class C roofs!)
- **Energy Costs...** Traditional roofing systems— asphalt, EPDM, metal—have limited (or no, in the case of EPDM) reflectivity and don't meet new cool roofing codes—resulting in additional energy and building operating costs

**Now, FireShield® Systems Are The
Only Way To Get Maximum Fire
Protection And Energy Savings –
Instantly!**

Unsurpassed Fire Protection...

Patent pending technology can turn virtually any UL-Classified EPDM (and some asphaltic) roof systems—existing or new—into a UL Class A rated roof... instantly



Reduces Operating Costs...

Highly reflective membrane is listed by the Cool Roof Rating CouncilSM (CRRC)—and cuts heat gain to help preserve roofing, lower interior temperatures, and reduce cooling costs



Restores Your Roof

Unlike cheap coatings, Topcoat® FireShield® is a complete SeamFree™ membrane system that restores your roof and is backed by comprehensive warranties

Fast, Easy Installation (With Low VOC's!)...

Sprayable FireShield® systems install fast, without the staging or clean-up associated with traditional systems

Proven Technology...

Based on Topcoat® technology that has been protecting roofs and valuable assets underneath for over 20 years!

Use With Any Deck... Most slopes on virtually any deck type

FireShield® Membrane Works With Virtually Any Deck Type...Resulting In A Safer, Class A, Energy-Efficient Roof:

- Steel
- Plywood
- Gypsum
- T & G Wood Planks
- Concrete
- Tectum
- Lightweight Insulated Concrete
- Recover Applications

¹2003 Test Series Of Single-Ply Roof Assemblies, Hughes Associates, Inc., October 24, 2003, Presented to the Midwest Roofing Contractors Assoc.

Nothing Compares To TOPCOAT® FireShield®

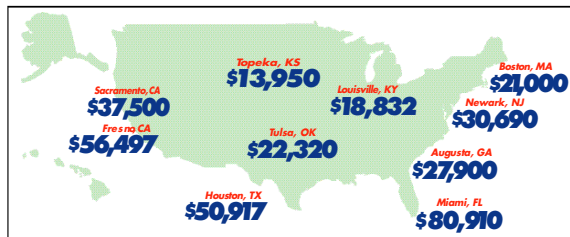
Your Best And Safest Choice!

Compare These Benefits...

	Topcoat® FireShield® System	Typical “White” Coatings	Premium Aluminum Coating
Class A fire safe on EPDM and many asphaltic roofs?	Yes	No	No
Provides Class A over <u>any</u> deck (wood, concrete, metal, etc.) for asphaltic & EPDM roofs?	Yes	No	No
Can <u>restore</u> (not just coat) your existing roof?	Yes	Maybe	No
Potential to lower insurance rates?	Yes	No	Maybe
Manufacturer-backed material and labor coverage— <u>without</u> re-roof?	Yes	Maybe	No
CRRC SM listed; provides energy savings and qualifies for potential rebates?	Yes	Maybe	No
Can be used on existing or new roofs?	Yes	Yes	Yes
Spray, brush, or roll on?	Yes	Maybe	No
Low VOC acrylic formulation meets Title 24 requirements?	Yes	Maybe	No
Moderate investment?	Yes	Yes	Yes

Estimated Energy Savings Of A 50,000 Ft² FireShield® 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 70%; 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

Comprehensive Warranty Protection Backed By GAF – At No Charge!

GAF Materials Corporation’s **Emerald Pledge™ NDL Restoration Warranty*** provides you with comprehensive protection for 10 years. If your FireShield® membrane leaks because of material defects, the costs to repair your FireShield® membrane are 100% covered!

- **100% Coverage Against Material Defects...**
On TOPCOAT® FireShield® membranes
- **No-Dollar-Limit Watertightness Coverage...**
Includes material and labor costs to fix manufacturing defects which affect the product’s ability to maintain the roof in watertight condition
- **Less Hassles...**
No inspection and no fees are required
- **Your Best And Safest Choice...**
Backed by GAF Materials Corporation, North America’s Largest Roofing Manufacturer—over a billion dollar company



Optional Diamond Pledge™ NDL Guarantee* Protects New Roofing Systems For Up To 20 Years!

- Available when FireShield® membrane is installed as part of a new BUR, MB, or single-ply roofing system
- Covers problems arising from either material defects or workmanship errors
- Includes full inspection of the finished roof by professional quality assurance representatives

*See warranty and guarantee for complete coverage and restrictions.

With GAF...
**"You Have
 More Roofing 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!**



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.



Option 2

Restore It

(Like "Overhauling the engine")

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

- **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 an existing roof
- **Peace Of Mind...** manufacturer's no-dollar-limit guarantees available up to 20 years on existing roofs and new installations
- **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)



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.



Visit us at www.gaf.com
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 North America's Largest Roofing Manufacturer

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