



WHITE ACRYLIC
ELASTOMERIC
MEMBRANE

USPTM
Energy Coatings



The **USPTM Energy Coatings System**-
Provides a highly reflective white finish reducing thermal shock,
movement, and cooling costs. Outstanding performance is gained
by utilizing the latest generation 100% acrylic polymer providing
long-term waterproofing protection.

Save Money and “Beat the Heat” of the growing *Urban Heat Island* effect...

Your building may be costing you Thousands in wasted energy costs!



Cool it off, quickly and inexpensively!
The urban heat island (UHI) effect occurs when city temperatures run higher than those in suburban and rural areas... Two major strategies to reduce the UHI effect exist. One introduces more green areas into the built environment, and the other involves choosing proper building materials.

With regard to the first, plants serve to filter carbon dioxide and other toxins. With regard to the second, using light-colored roofing material or reflective coatings lowers indoor and surrounding temperatures. National legislative initiatives are ensuing in an attempt to deal with this phenomenon quickly.

Cool Houston example...

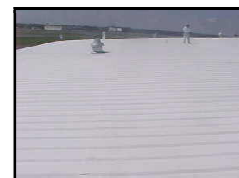
Cool Houston! is a program designed to reduce urban temperatures through use of **Cool Roof** technologies – (reflective and green roofing).

Cool Roofs...

Flat, dark-colored roofs like those on many retail centers, apartments, warehouses and offices can exceed 160° F. in the summer, enough to affect the temperature of whole neighborhoods. Widespread use of reflective roofing helps cool urban air temperatures.

Texas passes legislation support...

The 75th Texas legislature passed two notable bills that will provide support for heat island actions. Houston Bill 2129 states that "the commission



(Texas Commission on Environmental Quality) shall assure that emission reduction credits

are received in the Houston-Galveston area for energy efficiency and urban heat island programs in connection with the State Implementation Plan for the eight-hour ozone standard." TCEQ will take appropriate action toward assuring that such credits are achievable. The bill further allows utilities to offer "the installation of cool roofing materials" as part of their mandated Customer Option Programs. |



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Consider the Facts...

- 40% of all leaky roofs can be restored with a white reflective USPTM Energy Coating...
- USPTM Energy Coatings can reduce roof surface temperatures (metal) by as much as 50%...
- Return-on-Investment of 48% over the life of the USPTM Energy Coating System...