

Roof Restoration

VS

Roof Replacement

Why Roof Coatings are Revolutionizing Roofs and Saving Building Owners a Bundle?



**American
Classic** 

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Roof Coatings are Overhauling & Revolutionizing Roof Restorations to Save Building Owners a Bundle

For an owner of a large commercial building the thought of replacing a roof can be overwhelming. Owners need to consider roof replacement cost, hiring a qualified installer, and clean up afterwards. Flat roofs, in particular, become a weighty decision for building owners, property managers, and some homeowners.

Roof coatings are an overlooked roofing solution because they are not well known in the construction industry. However, installing a roof coating has significant benefits including saving an owner time under construction, is very eco-friendly, and is often a more economical option.

Most commonly, roof coatings are used to coat built-up roof membranes, metal, and single ply membranes. Roof coating were designed to extend and protect the life of an existing roof. West Michigan experiences a vast degree of weather conditions. Designed to expand and contract depending on weather conditions roof coatings, are perfectly designed for Michigan seasons.

To put things in perspective, roof coatings are thicker than paint and have a higher solids content. This coating is specially formulated to protect against detrimental weather effects such as UV light, excessive water, and/or high winds. The top-quality resin used to create the coating is extremely elastic and helps provide protection for many years. The resin, once cured, forms a durable film which provides an additional measure of waterproofing.

Advantages of Roof Coatings

Extends Roof Life - Designed to be an extra layer of protection, a well installed roof coating will extend the roof's life for several years. Also, because roof coatings have reflective properties it will keep the roof at an ambient temperature and slow any negative effects of heat and UV exposure.

Environmentally Friendly – Every building owner will someday be faced with the decision to tear-off or repair an existing roof. Billions of square feet of roofs are replaced or re-coated each year. Today we all must consider how to reduce our carbon footprint. Tear-off/Re-roofs create a substantial amount of waste. The waste created must be cleaned up, hauled away, and disposed of after each project is completed. Roof coatings ***ELIMINATE*** all waste and in turn save an owner the labor costs associated with handling the roofing waste.

Slash Energy Usage – In most cases, Building owners who have applied roof coating report a notable temperature change in their buildings. Thanks to the above mentioned reflective properties, roof coating, help reduce energy usage (HVAC) during the day.

Cost Savings – The cost savings of a roof coating can be substantial when comparing against a complete tear-off/re-roof. Roof coatings allow an owner to avoid hefty costs of debris, faster installation time, and the energy savings afterwards can be considerable.

A coating can also ease the mind of an owner for potential costly problems that can happen during a re-roof. Re-roofs take time and, unfortunately, when a roof is torn off it will expose the interior below. There have been unfortunate rain that has occurred during tear-offs and when not properly tarped, water will infiltrate into a building. Water infiltration can be a lethal to what lies beneath your flat roof. Roof coatings avoid the exposure of your interior and lessen the worry of building owners.

Finding an Installer – The key to any installation is finding a knowledgeable, quality contractor with experience in coatings. A quality installer will be able tackle existing leaks, damaged decking, wet insulation, etc. which all need to be taken care of before a coating is laid. Also, a good contractor will be able to get you all the necessary warranties your building will need.

American Classic Roofing and Building Supply is committed to informing our clients of the latest market trends. We honor and value quality products that will bring merit to our customers projects. We stand behind the products we recommend because we have market tested and approved each one.

American Classic works closely with Andek, an industry leader in superior protection, restoration & waterproofing solutions. Andek designs and manufactures higher performance coatings and sealant systems. All pictures contained in this document are projects American Classic has utilized Andek as the preferred solution. Each project has ended with beyond-satisfied customers with the experience, savings, and end result of their projects.

Contact us with any upcoming projects or questions you may have regarding roof coatings as a solution for your roofing needs!



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