

Leadership In Cool Roof Solutions Adding Profit To Your Bottom Line



COOL ROOF SOLUTIONS...



**The Shrine Auditorium
Los Angeles, CA**

APOC is the industry leader in Cool Roof Solutions for Building Owners, Facility Managers and Property Management companies. As the commercial roofing division of Gardner Industries, APOC has extensive knowledge, experience and technology that date back to the invention of asphalt roof cement in 1913 and reflective coatings in the 1920's. Over the decades, we have utilized this knowledge and technical expertise to formulate the highest quality products in the industry. This has resulted with APOC's reputation as, "The Choice of Top Professionals". (APOC has the highest independently rated products in the industry. See the results @ www.coolroofs.org <<http://www.coolroofs.org>>).

The use of reflective coatings to reduce heat build up from the sun's burning rays and cool roof surfaces is well documented. Studies completed by NASA, Lawrence Berkeley Laboratories and other organizations have shown that the installation of reflective coatings lowers roof temperatures, reduces heat transfer, decreases energy consumption and lowers cooling costs. As a leader in environmental design and cool roof technology, APOC expends substantial resources improving the reflective properties and cooling capabilities of various types of roof coatings. In fact, APOC's extensive research & development has led to significant technological breakthroughs leading to numerous patents in coatings technology, including improvements in the reflective properties of roof coatings.

Over the past five years there has been an increased awareness of "Cool Roof Systems." With increasing population and energy consumption, environmental impacts, energy shortages and improved life cycle costing, cool roof systems are quickly gaining in popularity. APOC is pleased to see Cool Roofing finally receiving the attention it deserves, however it is notable that APOC has been presenting and educating its clients with these technologies for decades. Cool Roof design is an extremely important concept for all Building Owners, Facility Managers, and Property Managers to fully understand. As charter member of the Energy Star Program and the Cool Roof Rating Council, APOC employees are thoroughly educated on the benefits that Cool Roofs provide. Call a knowledgeable APOC representative today for a free consultation on how Cool Roofs can improve your business.



Experience

Knowledge

Quality

Service

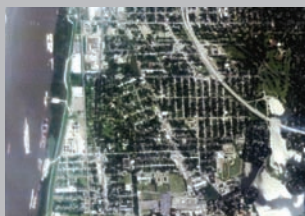
Innovation

Leadership

Performance

Solutions

FOR A HOT ROOFING INDUSTRY



Baton Rouge, LA



Baton Rouge, LA (Thermal)



Sacramento, CA



Sacramento, CA (Thermal)

Colors indicate Hot Spots in Urban Areas



These thermal infrared images are instrumental in identifying dark colored, heat absorbing roofs. Utilizing new technologies and research, we are better equipped to analyze and improve building efficiencies. Images courtesy of NASA, Huntsville, Alabama.

Who Needs Cool Roofs?

You do! Recent studies by the Department of Energy, Lawrence Berkeley Laboratories and NASA have shown a variety of benefits of cool roofing systems. These studies show that cool roofing systems should be utilized in both the residential and commercial markets. The studies document energy savings in climates as far north as Chicago with savings substantially increased in the sun-belt and desert climates. According to Dr. Jeff of NASA at Marshall's Global Hydrology and Climate Center, "One thing for sure, the three cities we looked at are hot. They can use a lot of trees and reflective rooftops."

What Are Cool Roofs?

Cool Roofing products are specifically designed to reflect and emit heat and UV rays away from your roof surface. This can lead to substantial savings for those who take advantage of these benefits. Cool Roof Systems drastically reduce roof temperatures, lower cooling costs and extend the

life of your roof. In addition, they help to lower emissions, thus helping to alleviate the 'Heat Island' effect and improve air quality. Surprisingly, less than 10% of all roofs are classified and capitalized on the many benefits associated with 'Cool Roofs.'

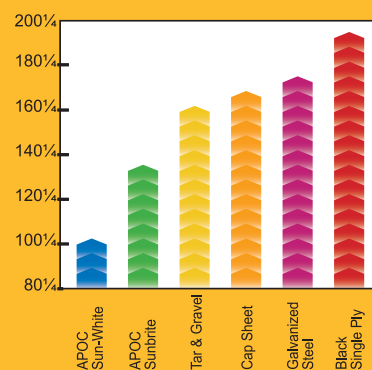
When Should A Cool Roof Be Installed?

Cool Roof coatings should be installed as part of the original roof system and are now required by code in some areas of the country. However, in many cases these products are not installed. Fortunately, these coatings can simply be applied directly over your existing roof system. While these products have been around for many decades, they have only recently come into the eye of public awareness. With the recent energy crisis, there have been numerous public awareness campaigns by the EPA, Department of Energy and local energy commissions. These efforts have provided Cool Roof coatings with well deserved publicity.

Why Install A Cool Roof?

'Cool Roofs' are a smart investment that save you money! As seen in the Roof Surfacing graph to the right, dark colored roof surfaces absorb a tremendous amount of heat. This heat is transferred into your building, resulting in a substantial increase in peak load energy demand and cooling costs. Cool roof surfaces have a direct impact on reducing roof temperatures, heat transfer, energy usage and cooling costs. Scientists from Lawrence Berkeley National Laboratory and the EPA have documented studies in which the installation of a 'Cool' elastomeric coating system reduced cooling demand up to an amazing 50%. This reduction in energy demand translates into substantial energy savings and lower cooling costs.

Various Roof Surfacing Materials



In addition to energy savings, 'Cool Roof Systems' will greatly increase the life cycle of your roof and HVAC systems. Think about this: When was the last time you laid out in the sun for a full day without sunscreen? Your unprotected roof faces this challenge 365 days a year causing blisters, cracking and premature aging.

Your investment in a 'Cool Roof System' makes sense that will save you money now and in the future! Call us today for your free roof survey and energy savings evaluation. Let us add profit to your bottom line!

APOC®: THE ROOF RESTORATION EXPERTS.™



**Call us today
for your free
energy savings
evaluation!**



Contact your local APOC representative at 800.562.5669 to discuss your roof and discover the best system to manage your current and future roof maintenance needs.

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CONTACT APOC® at 1-800-562-5669

www.apoc.com