

What are **CRICSSM** ? ... and how will they help me save money?

CRICSSM are **Ceramic Reflective Insulating Coating Systems** and they represent a revolution in waterproofing and insulation systems. **CRICSSM** Ceramic Reflective Insulating Coating Systems are formulated from state of the art aliphatic-acrylic urethanes and unique proprietary ceramic components. When cured, **CRICSSM** is a fully adhered "rubber like" elastomeric membrane which can be used on virtually any clean, dry, and mechanically sound substrate, such as built-up roofing, modified bitumen, metal, composition shingles, polyurethane foam; brick, concrete, wood **WALLS** and more.

WEATHER RESISTANCE

- Tough protective weatherproof membrane on **Roofs** or **Walls**
- Waterproof, insulate, easily handle exposure to UV solar radiation
- Withstand temperatures ranging from -20°F to 200°F+
- Easily handle snow, ice, driving rain, hail, or any other elements of nature.
- Will not chalk, fade, become brittle, split or peel like ordinary products that deteriorate from UV exposure
- System is SEAMLESS - there is no chance for seam leaks like conventional membranes

BENEFITS: *Less water related damage and longer life expectancy for any roofing systems!*

INSULATING QUALITIES

- Up to 94% of heat from solar radiation is re-radiated into the atmosphere, due to unique ceramic components.
- Significantly LOWER roof or wall temperatures means reduced thermal stress from expansion and contraction (the cause of most roof and seam failures), "curling" of siding or T 1-11
- REDUCED maintenance expense associated with roof repairs
- Radiant Heat is reflected NOT absorbed by **Roof** and **Walls**—NOT retained inside building
- REDUCED AC operating costs (significantly lower power bills) and
- REDUCED load on AC equipment (less maintenance).

BENEFITS: *Reduced cooling costs, lower maintenance expense, increased equipment and roof life!*

EASY APPLICATION AND LOW MAINTENANCE COSTS

- NO need for expensive, heavy, specialized roofing equipment or labor
- EASY to apply - Building Maintenance or "in house" crews with ordinary painters tools
- Maintenance, if needed, is a simple "do-it-yourself" matter of brush and fabric.
- NO built-up roofing to dry out, NO seams to split and crack, or single-ply membranes to deteriorate under the intense heat and exposure from the sun.
- SAVE thousands in replacement cost with a roof that will virtually last indefinitely

BENEFITS: *less expensive than re-roofing. No messy roof removal. Permanent solution!*

TAX ADVANTAGES AND ENVIRONMENTALLY FRIENDLY

- Very low VOC's = very little air pollution - NO smelly, harmful emissions of hot asphalt.
- NO removal of the existing asphalt roofing required – SAVING money
- NO dumping of tons of waste and debris - SAVINGS for the environment –
- TAX SAVINGS FOR THE PROPERTY OWNER: maintenance coating written off in current tax year - UNLIKE conventional re-roofing, which must be depreciated over many years.

BENEFITS: *Full current year tax deduction and environmentally responsible!*

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CRICSSM AS RE-ROOFING SYSTEMS VS. CONVENTIONAL RE-ROOFING MATERIALS –LONG LIFE WALL APPLICATIONS @ INSTALLED CONTRACTORS PRICES

Material - Coating - Type of Roof	Installed \$ Cost Per Sq.-Ft.	Estimated maximum Life (Years)	Annual Cost/sq.ft over 20 years [20 /.median Est.Max.Life X (median sq.ft.Cost /. Est.Max.Yrs.)]
CRICSSM @ 16-20 dry mils for METAL ROOFS -2 coats	\$ 0.95	20 plus	\$ 0.0475
WALLS -2 coats	\$ 0.94	15 plus	0.0626
CRICSSM @ 18-23 dry mils.3-Coats System	1.25	20 plus	0.06
CRICSSM @ 25-30 dry mils.3 Coats Mesh System	1.45	20 plus	0.07
Aluminum Based Asphalt Coating	3.50-4.50	3-5	4.40
Asphalt Emulsion Coating (Clay Base)	3.50-4.50	3-5	4.40
2-ply Built Up Roof (Hot Tar)	1.30-1.75	10-12	0.25
4-ply Built Up Roof	1.45-2.25	12-20*	0.16
EPDM (Hypolan)	3.00-3.50	15-20	0.24
Cold Process Built Up Roof	1.30-1.75	10-12	0.25
Modified Bitumen (Torch Down)	1.75-2.75	12-15	0.26

*only if various years' warranty is purchased at additional cost. 15 to 20 years span true in cold climates only. Costs are estimates and vary by type, brand, location and specifications. Costs do not include any removal and/or repair of the existing roofing materials or structure that may be necessary before the application of the above coatings, materials or systems. Costs are based on general application practices and estimated contractor costs. Cost figures are compiled from trade publications and WA & CA Roofing Contractors and Commercial Paint Contractors (Walls).