

Henry.

Henry CoolRoof

WHITE REFLECTIVE COATINGS



LOWERS ENERGY BILLS!

Featuring Dirt Pick-Up Resistant (DPR)* Technology

* Henry Enviro-White™ and Henry 280DC

Henry[®] Cool Roof

WHITE REFLECTIVE COATINGS

The first choice in cool roof coatings

During the last decade, more than 2 BILLION square feet of Henry cool roof coatings have been applied worldwide. From southwestern-style homes in Tucson to flat-roof row homes in Philadelphia; from commercial space in Canada to schools in Saipan; Henry cool roof coatings are helping building and home owners lower their energy bills.

From the #1 Choice of Professionals[®]

For decades, Henry Company has been protecting buildings and homes from harsh elements – and high energy costs. Henry helped form the Cool Roof Rating Council (CRRG) and has been an ENERGY STAR partner since the EPA introduced the program for roofing products. Industry-certified and field-tested, Henry cool roof coatings are strengthening Henry Company's reputation as the #1 Choice of Professionals[®].



ENERGY STAR compliant Henry white roof coatings can significantly reduce the energy costs required to keep a building or home cool.

Henry cool roof coatings meet the industry's toughest energy-saving certifications.



California Energy
Commission (CEC)
Title 24 P6 Standard

Henry 280DC White Elastomeric Roof Coating
meets the following industry certifications and
features DPR technology.



Florida Product Approved
– State Of Florida

ASTM D6083

FACT: Henry cool roof coatings will save money, energy and your roof

Without a cool roof coating, a roof will absorb nearly all of the sun's heat and UV radiation. This causes air conditioning systems to work harder, driving energy costs higher. Roofing surfaces deteriorate faster, leading to costly repairs, or even costlier replacement.

With a Henry ENERGY STAR-rated cool roof coating, a roof will reflect most of the sun's heat and UV rays, reducing energy

bills, extending roof service life, and improving occupant comfort. ENERGY STAR qualified cool roof products can:

- Reduce energy bills by up to 50%*
- Lower roof surface temperatures by up to 100°F*
- Reflect over 88% of the sun's heat and UV rays
- Help reduce the amount of air conditioning required

Actual photos tell the story: Henry's Enviro-White™ with DPR technology keeps roofs cooler.

Thanks to special Dirt Pick-Up Resistant (DPR) technology, Henry's 687 Enviro-White™ outperforms ordinary roofs, lowering temperatures dramatically to help building and home owners across the country cut energy costs. The photos below, all taken at the same time in Phoenix, Arizona, demonstrate just how dramatic the temperature difference can be. The Henry cool roof white reflective coating (top left) is 49°F cooler than the white, uncoated roof (top right). And the Henry roof is a full 68°F cooler than the black roof!



White coated granulated roof = 103°F



Uncoated white granulated roof = 152°F

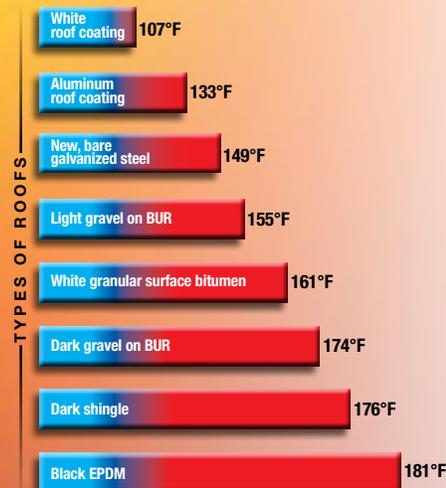


Uncoated tan granulated roof = 163°F



Uncoated black granulated roof = 171°F

Roof surface temperature comparisons



Surface temperature based on Lawrence Berkeley National Laboratory SRI Calculator at 98.6°F ambient temperature

*source: <http://www.energystar.gov>

Actual results will vary depending on factors such as climate zone and building design parameters.

Why a Henry cool roof w

Long-lasting reflectivity



Blindingly bright when first applied, cool roof coatings can initially reflect more than 88% of the sun's heat and UV rays. Over time, however, the coatings weather and dust settles on the surface, reducing the reflectivity. In fact, a white roof can lose up to 35% of its reflectivity after just 3 years.

Lower reflectivity leads to hotter roof surface temperatures. Hotter roof temperatures lead to greater thermal shock, which reduces the longevity of your roof. Thermal shock causes roof mastics to separate from flashings, resulting in leaks.

Additionally, losing reflectivity will reduce energy efficiency, ultimately wasting your investment. Loss of reflectivity also leads to greater UV radiation damage. UV rays penetrate deep into the roof surface, causing it to dry out and crack, greatly shortening the life of the roof.

For the best protection, demand that your roof coating has Henry's Dirt Pick-Up Resistant (DPR) technology. A Henry coating with DPR technology is scientifically formulated to help prevent dirt and dust from settling on the surface, keeping it whiter, brighter and cooler.

In humid climates, coatings with DPR technology also resist algae growth, which left unchecked, could lead to the same problems caused by dirt build-up. Ultimately, a cooler roof lasts longer, looks better and saves you more on your energy bills!

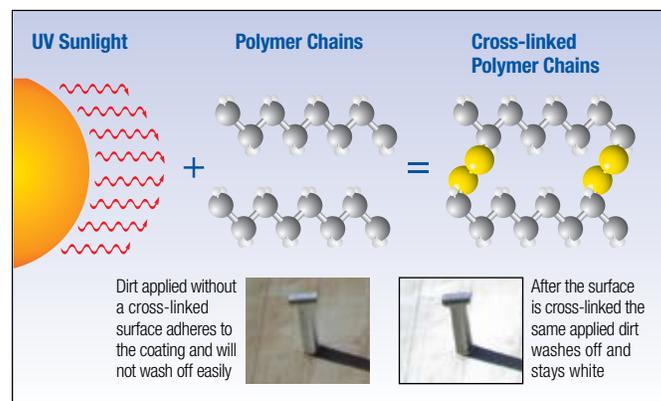
Dirt Pick-Up Resistant (DPR) protection is the real difference

Henry's DPR technology is an advanced polymer additive that resists dirt at the polymer level. A Henry cool roof white reflective coating with DPR technology helps to prevent dirt particles from settling on a roof surface, thereby maintaining roof reflectivity for longer-lasting energy savings – and a longer-lasting roof.

Advanced coating science

Similar to how a non-stick coating keeps food from sticking to a frying pan, DPR technology keeps dirt from sticking to a Henry cool roof white reflective coating.

Just after application, DPR technology is activated by sunlight to cross-link polymer strands together, creating a hard, slick surface. As a result, dirt washes off with rain water while the coating beneath the surface remains flexible and durable.



White reflective coating?

Weather-tested technology

In Phoenix, Arizona, 50 white roof coatings were applied to a roof and left to weather in extreme conditions. Henry's coating with DPR technology – the whitest sample pictured below – resisted dirt and stayed white longer.

A roof that stays reflective stays cooler and lasts longer than one that collects dirt. As dirt accumulates, roof temperatures increase, reducing roof service life. According to the Roof Coatings Manufacturers Association, a rule of thumb for thermal aging is that service life is cut in half for every 18°F increase in temperature.

Henry coatings with DPR technology stay more reflective and cooler than the competition.



Extended warranties

Due to the improved performance and resulting longer life, Henry coatings feature extensive warranty coverage.



Visit Henry.com to learn more about these professional solutions and more!



LiquidFoil™ Attic Barrier

Have a pitched roof with an attic?
Save energy with LiquidFoil™
Attic Barrier.



PERMAX™ Spray Foam Insulation

Slash your energy bills with
PERMAX™ spray polyurethane
foam (SPF) technology.



Henry Maintenance Systems

Why reroof when you can restore?
Save thousands of dollars with our roof
restoration systems.

For more than 75 years, Henry has been the construction industry's most trusted source for complete building solutions. From foundation to roof, Henry products and systems manage the flow of air, water and vapor through the building envelope, improving a structure's energy efficiency, sustainability and livability.

Need technical assistance? Call us at 800-486-1278 or visit us at www.henry.com

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