



ROOF ENERGY REDUCTION SYSTEM

**SIMIX significantly lowers energy costs
and extends the life of your roof**

**Reduces roof & vertical surface
temperatures by 35°–55°F**

Lake Havasu, Arizona



Before coating air temp 110°F. surface temp 147.1°F

After coating air temp 112°F. surface temp 97.8°F

IMPACT:

- **Reduce your energy bill by 10–20%***
- **Reduce local air temperature (heat island effect)**
- **Prevents salt and acid rain damage extending the life of your roof**

*Savings will vary based on geographical location and temperatures.
The hotter the temperature the more the savings.



A New Standard in Efficiency, Protection, and Air Quality

Asphalt Shingle • White Membrane (TPO/PVC/EPDM) • Elastomeric • Tile • Vertical Surfaces

Significantly reflects solar IR heat band on all white & light color asphalt roofs

Before cleaning and coating this dark asphalt shingle roof, surface temperatures ranged from 140°– 168°.

Attic temperature was drastically lowered by 29.7°F

Shorewood, Minnesota



This dark asphalt shingle roof was cleaned first with SIMIX Multi-Surface Cleaner then sprayed with four coats of SIMIX Multi-Surface Ceramic Clearcoat. Interior temperatures were lowered resulting in less cooling energy usage/cost while extending the life of the roof.

Air temperature 89°F. Surface temperature range 97.6°F-119.0°F!

SIMIX keeps your roof cool

Our permanent high pH Hygroscopic Ceramic Clearcoat contains Potassium and Lithium Silicates and when applied as directed will significantly reflect the IR Bandwidth of the sun thus preventing the surface from becoming a generator of heat. This keeps your rooftop cooler and your building cooler, too.

Stops further decay • Lower temperatures help your roof last longer

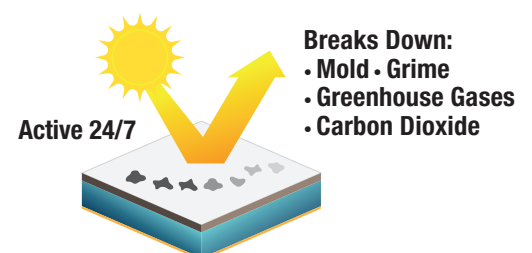
What is solar reflectance?

It is the ability of a material to reflect, and not absorb, solar energy from the sun. Materials with low solar reflectance become hot when exposed to sunlight, which in turn makes it more difficult and more expensive to cool the structure.

What is hygroscopic?

A continual process to attract and adsorb water molecules from the air to the surface. This process of evaporative cooling draws heat from the surface and also enhances the sustainable photocatalytic oxidation technology (SPOT-ON™) which breaks down greenhouse gases, airborne allergens, germs, viruses, mold, foul odors and generates clean fresh air.

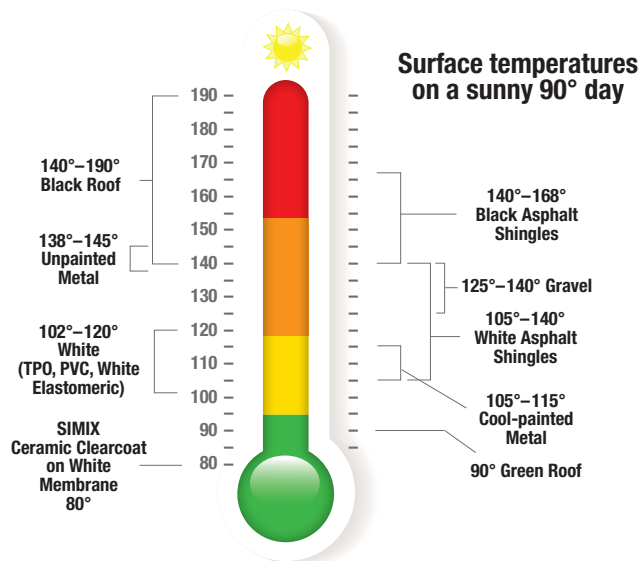
HARNESSING THE POWER OF THE SUN



Transforms all exterior surfaces into **AIR PURIFIERS** that never stop working

SIMIX SPOT-ON™

Sustainable Photocatalytic Oxidation Technology (SPOT) is what we call the titanium dioxide inside SIMIX Coating and Cleaner. Titanium dioxide is a safe, naturally occurring compound that reflects natural and artificial light. As that light is reflected, it converts water vapor in the air into a radical form of hydrogen peroxide, often referred to as the “detergent” of the atmosphere which breaks down airborne hydrocarbons, volatile organic compounds, carbon dioxide, ozone particulates, mold, all other greenhouse gases and generates clean fresh air.



SIMIX reflects damaging UV rays

Prolonged UV exposure damages in several ways:

Accelerates fading • Roofs that are not protected show premature aging, curling, blistering and cracking

Cool roofs benefit the environment

- Reduce local air temperature (heat island effect)
- Lower peak electricity demand, which allows for a more stable energy grid
- When you cut the amount of energy you use to cool a building, you reduce carbon emissions

RESULTS

Roofs

- Extends the life of your roof
- Keeps your roof cleaner longer
- Prevents further oxidation
- Reflects solar IR heat band
- Reflects UV bands
- Lowers indoor temperature
- Reduces A/C run time
- Destroys greenhouse gases
- Breaks down carbon dioxide
- Generates clean fresh air

Vertical surfaces

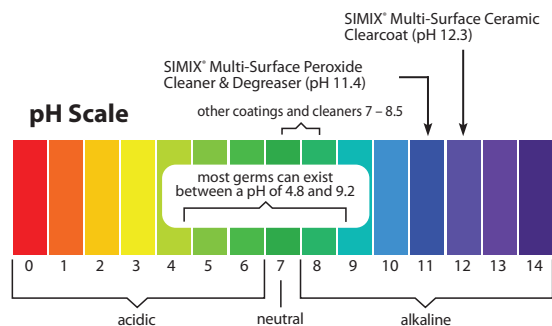
- Exterior surfaces stay cleaner, look better, last longer and stay cooler

Energy savings

- Reduces roof & vertical surface temperatures by 30°–76°F
- Reduces energy costs by 10–20%

Ground surfaces

- Enhances true color • Prevents further oxidation
- Prevents all automotive fluids from attaching
- High traction coating - Reduce slip and fall
- Reduces salt and freeze-thaw damage
- Prevents algae, mold, and mildew regrowth
- Never use bleach again



Mold, bacteria and pollen – and the odors they create – live and grow on surfaces that have a pH level between 4.8 and 9.2. While most cleaning and coating products are pH neutral, SIMIX Multi-Surface Cleaner/Degreaser/Sanitizer (pH 11.4) and SIMIX Multi-Surface Ceramic Clearcoat (pH 12.3) create a permanent, safe, high pH that prevents the growth of mold, bacteria and viruses.

SIMIX makes all exterior surfaces look better, last longer, stay cooler and generate pure fresh air



Before coating air temp 83°F. surface temp 120.2°F
 After coating air temp 85°F. surface temp 83.7°F
 Lowered by 36.5°F

- Enhances true color • Prevents further oxidation
- Prevents all automotive fluids from attaching
- High traction coating - Reduce slip and fall
- Reduces salt and freeze-thaw damage
- Prevents algae, mold, and mildew regrowth
- Water-based • Zero VOCs • No odor
- Never use bleach again



When both roof and A/C coils are coated you can expect to reduce energy consumption on the hottest days from a low of 20% to upwards of 30%



REAL SUSTAINABILITY • REAL SAVINGS™

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