

## Overview

## Frequently Asked Questions

## Members

### Join (This page is in the process of being updated)

**Solar Reflective Coatings Council Brochure** (pdf) (This needs to be reviewed and turned into a web-page portion below so it can be more easily updated)

**Coatings Keep Things Cool - White Coatings Alleviate Summer Temperature Spikes** (pdf)

Roofing Contractor Magazine

### Coatings for today's roof systems

Steve G. Heinje, co-chair of the RCMA Solar Reflective Coatings Council

### June Calendar Item: Coatings

Kate Baumann, Jeff Crace, Tom Meyer, Chris Salazar

## Overview

Formerly, the RCMA White Coatings Council, the RCMA Solar Reflective Coatings Council services the producers and suppliers of energy efficient acrylic or elastomeric (non-bituminous) coatings, pigmented coatings and aluminum coatings. The Council runs programs including industry promotional programs; is actively responding to targeted governmental and regulatory issues; and reviewing technical matters and activities as they relate to energy efficient coatings.

"With the significant changes taking place in the variety of roof coatings products manufactured, distributed and available today RCMA members recognize the increasing interest in reflective roofing," according to RCMA past president R. Tripp Hyer, III. vice president of sales and marketing, Gardner-Gibson, Inc., Tampa, FL. "RCMA has stepped to the forefront to meet today's market trend establishing a Council to exclusively focus on energy efficient coatings ," Hyer commented "while at the same time, maintaining its full-service role of its historic membership base."

The membership category is open to any firm, partnership or corporation engaged in the business of manufacturing or private labeling cold-applied energy efficient coatings. For further information about joining please visit <http://www.roofcoatings.org/join.html>. Today's Solar Reflective Coatings Council includes 23 manufacturers.

"We felt it was necessary to take this step to ensure that this important segment of the roof coatings industry has a clear voice in the organization," noted RCMA Director of Industry Affairs, James Baker, , "Our aim is to expand our membership" Baker observed "taking our message on the road to non-members who produce energy efficient coatings to invite their active membership this important Council within the RCMA."

Among the highlights for Council member companies, in addition to voting rights, is attendance and full participation at all meetings and events and representation by key leadership on the board level. The RCMA Board of Directors recently enacted a Bylaw change that expands the size of the organization's board to eleven members, and guarantees specifically that two be elected from among the representatives of the Solar Reflective Coatings Council members.

"The technological advances and energy savings of today's reflective roof coatings," according to Steve Heinje, Vice-President of Research, United Coatings "present RCMA with an exceptional opportunity to increase the use of energy efficient coatings in the rapidly escalating market for energy-efficient roofing."

"The Solar Reflective Coatings Council focuses on describing and promoting the benefits of energy efficient roof coatings," Heinje noted "in terms that directly impact and positively motivate targeted end-users through a promotion plan to increase awareness and product promotion."

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## Frequently Asked Questions

### **What is an energy efficient coating?**

A white coating consists of a polymeric binder blended with pigments and other additives to provide two main benefits: 1) protection of roof membranes, for longer roof life cycles; and 2) reflectivity of solar radiation, for lower air conditioning costs.

### **Why choose an energy efficient roof coating?**

White roof coatings are applied on a variety of roof substrates or membranes for a variety of reasons. For example, white roof coatings provide protection against water, chemicals, or physical damage. Additionally, white roof coatings protect a roof against excessive temperatures and UV radiation by reflecting visible light and stopping ultraviolet radiation.

### **What are the benefits of energy efficient coatings?**

Energy efficient roof coatings provide three key attributes as part of a roofing system:

1. The ability to help shed water and keep interiors dry
2. The ability to help reduce cooling costs for buildings with A/C units, and to help reduce interior temperatures on buildings with no cooling units.
3. The ability to protect and prolong the roof system life cycle by reducing the "thermal shock" stress associated with large temperature changes.
4. ARE THERE MORE WE CAN DISCUSS?

### **What types of roofing membranes can be coated with energy efficient coatings?**

Energy efficient coatings can be applied to practically any roofing surfaces, membranes, or substrates. They are commonly applied to sprayed polyurethane roofs to provide waterproofing. They can also be applied to metal roofs, single-ply rubber roofs and modified bitumen roofs. They can even be applied to certain kinds of asphalt roofs. It is important to establish compatibility between the white coating and the underlying roof membrane.

### **When are primers or base coats necessary?**

Correct surface preparation is vital on roofing substrates to readily accept and enhance the adhesion of white reflective roof coatings. It is best to consult the manufacturer for details on roof primers used in conjunction with applications to specific substrates. Primers are typically used to enhance adhesion, prevent bleed through of substrate contaminants and to inhibit or convert rusted surfaces.

What properties should be considered when selecting a white roof coating?

The key criteria for selecting a white roof coating for a specific installation are:

1. Compatibility with the roof substrate

2. Conformance with local regulations and building codes
3. Qualification for available state, local, or federal rebate
4. Requirement for professional application
5. Reflectivity and emissivity values for the product

How do we address this item on the page as white and aluminum or in one combined items?

#### **How are energy efficient roof coatings applied?**

Application of roof coatings is typically accomplished with the use of a roller, brush or with conventional airless spray equipment. The user should consult with either the coating manufacturer or airless spray manufacturer for guidance on proper equipment and tip sizes.

#### **What skill level is necessary for installation?**

There is a minimal skill level required to correctly applying roof coatings. General roofing knowledge is integral for the use of this material. These materials are typically the consistency of a heavy paint type product. Experience in the use of the application of water borne coatings in exterior environments is helpful.

#### **Should you consider a coating on a NEW roof?**

All compatible new roofs have the option of applying a n energy efficient roof coating in order to reduce heat loads to roof surfaces that are not reflective as well protecting the newly applied roof which will extend its service life. Some roof membrane manufacturers extend the roof membrane warranty when a reflective roof coating is applied over the newly installed product.

When should an energy efficient coating not be used?

RCMA strongly advises caution when considering the application of any type of field applied coating over installed asphalt shingles. There are many types and formulations of roof coatings so it is important to always consult the shingle manufacturer before proceeding with any type of coating. Be aware that some asphalt shingle manufacturers specifically disallow field coating of their manufactured shingles. Additionally, state or local building codes may not approve this practice as the field applied coatings will drastically change the aesthetics of the roof and may change the performance characteristics of the roof assembly.

Problems reported after asphalt shingle roofs have been field coated include unsightly curling and/or cupping of the shingles which may lead to premature failure and leaks. In addition, non-permeable roof coatings may create a vapor retarding layer; if this occurs, it increases the possibility of rotting of the roof deck caused by moisture accumulation in the attic space.

It has been suggested by some that the use of field applied coatings over existing asphalt shingles will produce overriding benefits to the home owner - such as longer roof life, energy-use reduction (solar reflectant versions), or remediation of small roof leaks. There is little or no available documentation showing the extent to which the field coating of asphalt shingles provides any of these benefits, but the risks and concerns mentioned above remain very real.

When considering coating of installed asphalt roof shingles, be sure to:

- Obtain approval from the asphalt shingle manufacturer before proceeding with a specific roof coating.
- Check with the local building department to determine whether this application is allowed.

#### DISCLAIMER

Roof coatings are used over a variety of roof surfaces, membranes and roof systems. The use and compatibility of white reflective roof coatings on specific jobs are to be addressed by the manufacturer of the buyer's choice. The information contained herein is intended as a general guide for use and application. All specifications for application, product content, rates of application, etc. are to be addressed by the manufacturer. The Roof Coating Manufacturers Association (RCMA) provides this information as a guide to assist the user in making an informed decision on the correct use of white reflective roof coatings.