



RE-ROOF vs. RESTORE?



NOTHING WILL DECIMATE A ROOF
QUICKER THAN PONDING WATER.

THE KEY DIFFERENCES BETWEEN RE-ROOFING AND ROOF RESTORATION

Knowing the differences between re-roofing and roof restoration will help determine which options you may need to understand in order to add a significant extension to the life of your roof. Along with exploring options, you need to understand that not all roofing companies are equipped with the knowledge and expertise required to perform quality roof restorations. When considering your roofing needs, here are a few questions to ask that will help you determine the best possible course of action to take:

- Do I need a completely new roof?
- Can my roofing system be repaired?
- How damaged are the roofing materials?
- What type of roof do I need for my building?

To answer those questions, it would be prudent advice to recommend reaching out to certified, qualified, and experienced professionals. They will provide you a comprehensive roof evaluation - often-times with budget-friendly options (if options are available). Keep in mind that not all coatings or coating companies are created equal. Understanding what is being offered, by whom, and why are critical to the decision making process, and the difference between adding many years of longevity to a roof versus failure.

HOW MUCH DOES ROOF RESTORATION COST?

There are a lot of factors that come into play when estimating the cost of a roof restoration application. What might affect your roof restoration price includes your location, square footage, formulation (chemistry) mixture, and type of remedial repair or service required. All buildings vary in "slope": some are flat, some are pitched and others - somewhere in between. Calculating the cost per square foot is based on many factors relevant to the roof being considered, and/or the system being scoped and specified, as well as the chemistry preference being proposed. In addition, estimated costs will include any necessary repairs or remediations required to the existing roof system, before, or as part of the entire restoration application.

WHAT ARE THE BENEFITS OF ROOF COATINGS?

There are several perks related to restoring your roof! From saving time and money to eco-friendly alternatives, roof restorations provide you with all you need and more to make your roof more energy-efficient. A few of the benefits of roof restoration include:

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NO TEAR OFF REQUIRED - AND THIS OLD ROOF BECOMES NEW AGAIN.



SEAMLESS, BRIGHT WHITE, WATER PROOF AND REFLECTIVE.

Environmental Appeal

Roof coatings help you avoid overfilling landfills with old roofing products. Instead, you may be able to restore an existing roof by reusing the current roofing assembly. Along with reducing waste and decreasing your impact on the environment, most roof restorations can also qualify for the US Green Building Council's LEED program for Sustainable Sites, Energy and Atmosphere, (and Materials and Resources). The highly reflective finish of a roof restoration will also help reduce a building's energy consumption costs thereby reducing the impact on the environment, and/or the "Heat Island Effect".

Save Time

A roof restoration is truly a sustainable approach! Compare the application/installation methods (and related cost) to that of a re-roofing project. Since the application of a roof coating restoration system is typically installed much faster than the re-roofing option, it also has a real impact on the labor savings "bottom line". A professionally installed roof restoration system can oftentimes be amortized (written off as a maintenance expense) in the first year vs. over the life cycle of the roof. Plus, minimal disruption to the building and/or the occupants inside makes roof restoration an ideal proposition!

Cost-Effective

Speaking of cost savings, roof restorations are generally more cost-effective than other roofing options. Since roof coatings go directly on top of your existing roof system, the entire application takes less time, meaning reduced labor costs. It is also less costly in terms of materials. Another reason for the lower prices is that roof coating systems do not require much if any demolition, which can drastically decrease labor and associated landfill fees.

Energy Savings

Once installed, your restored roof will also help keep energy costs to a minimum. Roof restorations may add considerable reflectivity value to the existing

roof assembly. These reflective capabilities provide high-quality UV protection that also adds years to your rooftop. Highly reflective roof restorations deliver a cooler and more comfortable environment inside the building, by keeping the cool air in and hot air out. A roof restoration will allow you to reduce your air conditioner use, which in turn, will lower your energy consumption costs.

Sustainability

Perhaps the biggest advantage of having a roof restoration applied is sustainability. These systems are renewable and can be touched up and/or re-coated every 10, 15, or 20+ years, potentially in perpetuity. These options will ensure excellent waterproofing capabilities and added value for many years to come.

Easy Installation

Another advantage to roof restoration versus re-roof is that the installation process is relatively quick and easy, and with very little disruption to the building and/or occupant. Typically, a tear-off and re-roof installation can take months, which will cost business owners big time, whether in terms of revenue loss or disruption in productivity. You can restore your current roofing system to its former glory with a more economical, faster, and easier alternative - oftentimes with a manufacturer-backed labor and material warranty attached (10, 15, or 20 year+). While the benefits to a roof restoration are many, so are the choices in products and chemistry! Let's discuss each of these roof coatings types to better understand what may be best for your building.

WHAT ARE THE DIFFERENT TYPES OF ROOF COATINGS?

There are generally three types of roof coatings you can choose from when restoring your roofing system. These include silicone, elastomeric, and acrylic. A roof coating is a cost-effective option that beats out a full roof replacement for many building owners and residents.

When choosing a roof coating, you must understand the basic differences in each formula.

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KNOWING OUR CRAFT ENSURES THAT EACH PROJECT RECEIVES THE RIGHT AMOUNT OF PRODUCT.



OLD IS MADE NEW! A FULL MONOLITHIC ROOF RESTORATION OVER AN 18 YEAR OLD MODIFIED BITUMEN ROOF COVERING.

You should do your research concerning your roof, location, slope, exposure to chemicals, heat, and UV rays. Here is a simple list of strengths and weaknesses that may help to determine which roof coating chemistry is best for your current roofing system:

Acrylic (water-based) Roof Coatings

The term “elastomeric roof coatings” is oftentimes a direct reference to acrylic (water-based) coatings but in fact, the term encompasses most fluid applied roof coatings with any amount of “bend and stretch” incorporated into the chemistry.

Acrylic roof coatings are also (generally) less expensive than other coating types, highly reflective, UV-resistant, and easy to work with, making it a popular choice. Although the reflectivity, and emissivity for this type of product is great, acrylic wears (the most) year over year and as a result will not last as long as a solvent based, or silicone product.

For this reason, it is more commonly used on concrete block new construction, sloped metal roofing systems, or as a custom color - “roof paint” solution.

Urethane / SEBS (solvent based) Roof Coatings

Solvent-based coatings, such as urethanes and silicones, tend to last longer, but can be more expensive and require greater care in their application. Their low permeance rating makes it a desirable product to use where intermittent ponding may occur on the roof. It is also problematic in the same sense, as coating over a moist or even wet surface with these types of products will result in failure.

Silicone (Moisture cure) Roof Coatings

A defining feature of silicone roof coatings is that they are moisture-cured. Loosely translated, they draw moisture from the air in order to cure, and as a result, work the best in humidity-rich climates. In most applications, the use of silicone may eliminate the need for a primer, as today's roof silicones have

terrific adhesion capabilities, to the widest variety of substrates. For this reason, (and many others) rooftop silicones have garnered the lion's share of technological advancement in this segment of the roof restoration industry.

The primary driver is the fact that these formulations are almost a 100% solids product. Simply put, what is applied wet, still remains after fully curing out. This is a significant improvement over alternative roof coating chemistries as it allows for a much thicker liquid applied membrane than could be achieved previously.

Roof silicones also weather significantly better than other coating chemistry's, with virtually no erosion issue! The only real drawback of silicone roof coatings are that they tend to hold on to dirt and dust (dirt pickup), between rains. While this “dirt pickup” condition does not adversely affect the performance of the roof system, it has led to more roof restoration company's offering a preventative maintenance plan that includes cleaning the roof once or twice a year.

HOW TO DETERMINE WHICH ROOF COATING IS BEST FOR YOU?

There are many factors to consider, including the assembly of your existing roof, as well as its size and slope. This will require some investigation, and time to learn but will ultimately help you make a more informed decision regarding roof restoration versus re-roof. Climate is also a critical indicator of the type of roof coating you need. For instance, a roof in a dry and hot environment with a lot of sun exposure may be best suited for a different roof coating than that of a roof in an area that experiences much colder temperatures. In addition, successful roof restorations require considerable commercial roofing skill, experience and expertise. Consulting with a roof restoration professional is highly recommended as they will be able to provide the product, roof system, and warranty options that will be customized to your particular roofing project.

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UNDERSTANDING THE ROOF, AND USING THE RIGHT TOOLS ARE SOME OF THE THINGS THAT SET US APART FROM OUR COMPETITORS.

SELECTING A ROOF RESTORATION CONTRACTOR

Finding the right roof restoration company shouldn't require as much work as one might think. Seek out professionals that have a long track record in the fluid applied roofing business, as they will most likely have long term relationships with product manufacturers that specialize in producing these types of products.

Experience

One of the tell-tale signs of a reputable roof restoration company is experience with a multitude of commercial roofing applications. A roofing contractor's background will provide you with a great deal of information regarding their service and professional skills. You should also make sure that the company has the

licensing qualifications, insurance, credential, and a track record of the type of application needed to complete your project.

Past Projects / Reviews / References

You should never hire any type of roofing specialist without considering past projects. Look carefully at recent reviews. These reviews are the best depiction of how a company operates. Lastly, ask for references - A great roofing company will have many! Ask if you may contact any and/or all of the references. Reputable roofing companies won't have any issues with this and will oftentimes provide you many other ways to "check them out" - after all, they tend to be very proud of the superior quality products and workmanship they're providing!



CHECKING THE PRODUCT APPLICATION "WET MIL THICKNESS" IS SOMETHING WE DO THROUGHOUT EVERY RESTORATION PROJECT WE PERFORM.



ABOUT NORTH AMERICAN ROOFING

As a trusted industrial commercial roofing contractor, our primary focus is to build on our relationship by anticipating your roof's needs, not the next sale. By standing on a foundation built on integrity through exceptional engineering and customer service, we hope to earn your trust today and into the future. We have been providing commercial roofing with integrity since 1979!

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