

# E-BARRIER™

REFLECTIVE COATING



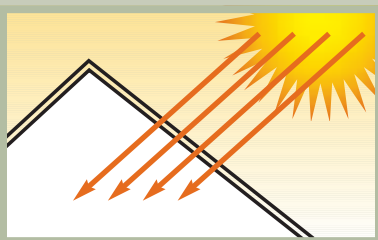
Formulated for residential and commercial applications.

## APPLYING E-BARRIER IS EASY.

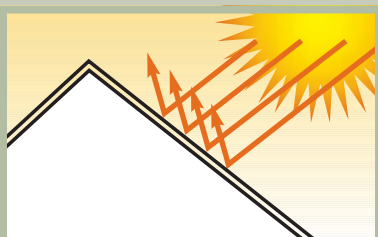
- + No mixing
- + Minimal overspray
- + Gets you in and out fast

E-Barrier gives contractors another service to sell and another way to increase sales and profits.

## ➔ RADIANT ENERGY



Absorbed Radiant Energy



Reflected Radiant Energy



## E-Barrier reflects heat and attracts customers.

Rising utility bills and an increasing interest in environmentally preferable options have created a need for energy-efficient homes and buildings. E-Barrier Reflective Coating was developed to address this demand. E-Barrier is an innovative product that reflects radiant heat to keep structures cooler in the summer and warmer in the winter. This one-part coating can be applied to attic decking and previously coated commercial decking. And with the sales opportunities it provides, it's a perfect addition to your list of services.

## WHAT IS RADIANT ENERGY?

Simply put, radiant energy is energy that comes in waves from the sun. When those "waves" strike the roof of a home or a building, the roof absorbs that heat, creating increased temperatures in the attic, which is eventually transferred throughout the building. On warm days, this radiant heat results in increased air conditioning costs. On cool days, radiant energy comes from an inside source, like a furnace, and escapes through the attic. So heat and energy costs are actually going out the roof.

This transfer of energy is measured as emissivity. The lower the emissivity or e-rating, the better the product is at preventing radiant heat energy from entering or leaving the building. E-Barrier has a low emissivity rating.

## HOW DOES E-BARRIER SAVE YOUR CUSTOMERS MONEY?

Whether there's radiant heat coming into a house or going out, your customers are paying more than they should. When E-Barrier is applied to the underside of attic roof decking or to previously coated commercial decking, it creates a barrier that reflects radiant energy, helping to prevent it from entering or leaving the building. E-Barrier reduces heating and cooling costs by as much as 15% as certified by an independent testing laboratory\*. You can offer your customers:

- + **Lower utility costs and increased thermal comfort** – Your customers will see and feel the rewards of their investment.
- + **Durability** – E-Barrier lasts long, with little to no maintenance.
- + **Ease of cleanup** – Cleans up with soap and water, with no special chemicals or cleaners needed.
- + **Breathability** – Damaging moisture won't be trapped in wood substrates.

\*Energy Savings will vary depending on building materials, home location and conditions.