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FROM THE ROOFTOPPS®

A MONTHLY NEWSLETTER FROM TOPPS PRODUCTS®

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THE SOLID CHOICE: ROOFING FOR CONCRETE ROOFS

Concrete roofs are tough-but they need the right protection against moisture, heat, and UV exposure. Their porous nature and constant thermal movement demand coatings that can flex, seal, and last.

This month, we're spotlighting our "Topps" solutions for concrete surfaces - designed to extend roof life, improve performance, and deliver long-term savings.





PRIMER: START STRONG WITH CLEARSEAL™

The foundation of any great roof system is proper preparation. Concrete's natural porosity can make it a challenge for coatings to adhere effectively, especially over time. That's why starting with a high-quality primer like [ClearSeal™ Masonry & Concrete Primer](#) is essential. It penetrates deeply into the surface, stabilizing loose or chalky areas while creating a solid foundation for your coating system.

Why **ClearSeal™** makes a difference:

- Seals & stabilizes porous, weathered, or oxidized concrete
- Improves adhesion of your topcoat system
- Helps prevent premature failure of coatings
- Provides temporary water resistance during prep stages

When applied at 2/3 gallon per 100 sq. ft., ClearSeal™ creates the critical bond between the surface and your topcoat, ensuring durability and long-term performance. From restoring an older roof to coating new concrete, this step is non-negotiable for lasting results.

ENERGY-EFFICIENT PROTECTION – SYSTEM 1100 FOR BUR/MOD-BIT/CONCRETE

Concrete roofs absorb heat and expand with temperature shifts, making them vulnerable to cracking and wear. Topps Products® [System 1100 for BUR/Mod-Bit/Concrete roofs](#) solves this with a seamless, all-rubber coating system designed to reflect heat, block UV, and **move with your roof-not against it.**

At the heart of the system is [Topps Seal®](#) or [Topps Seal® Excel](#), both offering high elongation, waterproofing, and excellent reflectivity. Together, they **form a flexible membrane that shields concrete surfaces** from sun, rain, and thermal stress.

Key benefits:

- Reduces roof surface temperatures by up to 122°F (50°C)
- Waterproof - near zero permeation
- Seamless, durable protection with zero fasteners or seams
- Long-term flexibility to resist cracking
- Eco-friendly, cost-effective alternative to re-roofing

[See our E-Systems Manual Here.](#)

REINFORCED DURABILITY – TOPPS SEAL® - SYSTEM 5000

For concrete roofs exposed to high foot traffic, pooling water, or structural stress, a reinforced system offers added peace of mind. Topps Products® [System 5000 for Concrete](#) takes durability to the next level by integrating [PolyCore™](#), a high-strength polyester mesh that works with our elastomeric coatings to form a rugged, long-lasting membrane.

PolyCore™ reinforces the entire surface, improving tensile strength, puncture resistance, and crack-bridging capability. This makes System 5000 ideal for aging roofs or those with minor surface damage that don't require a full tear-off.

Why choose System 5000 Concrete:

- Adds structural reinforcement with embedded fabric mesh
- Ideal for concrete roofs needing added strength and durability
- Forms a seamless, flexible membrane that resists cracking
- Extends the life of the roof while maintaining reflectivity & waterproofing
- Retains all the benefits of Topps Seal® or Topps Seal® Excel coatings

System 5000 is the smart choice for roofs that demand long-term performance under tougher conditions. This system strengthens your investment from the top down.



FINISH COATS – TOPPS SEAL® & TOPPS SEAL® EXCEL

At the core of every Topps® system is a high-performance finish coat, and our most trusted solutions for concrete roofs are Topps Seal® and Topps Seal® Excel. These water-free coatings are engineered to withstand the toughest conditions, delivering extreme flexibility, excellent waterproofing, and energy efficiency.

Topps Seal® offers over 900% elongation, ensuring it stretches with your roof through expansion, contraction, and temperature swings without cracking or peeling. It's CRRC and Miami-Dade approved, making it ideal for both commercial and industrial use in any climate.

Topps Seal® Excel takes performance a step further with enhanced durability and a tensile strength of over 2,200 psi. It delivers superior UV resistance and long-term protection, even under the most demanding conditions.

Key benefits of both options:

- Seamless, watertight finish that moves with your roof
- High solar reflectivity to reduce heat absorption and lower cooling costs
- Superior adhesion and weather resistance
- Proven performance in all climates

PRO TIP OF THE MONTH

Prepping is everything! Always start with thorough surface prep:

1. Clean concrete with [MultiUse Cleaner™](#).
2. Repair cracks using [Polyprene®](#) and reinforce with [PolyCore™](#) if needed.
3. Prime with [ClearSeal™](#) (concrete) or [BondIt™](#) (BUR/Mod-Bit) primer to ensure topcoat adhesion.

PRODUCT SPOTLIGHT



Primes uncoated masonry/concrete

Absorbs and binds slight chalkiness

Temporary water repellency

Absorbs and bonds light surface oxidation

This penetrating, clear, thin primer is used to prepare porous, non-painted masonry and concrete for sealing with Topps Seal® and other coatings. ClearSeal™ absorbs and bonds light surface oxidation and forms an initial seal beneath the surface. Prepares oxidized or chalked surfaces so they may be coated over with excellent adhesion by a sealant like Topps Seal. ClearSeal™ applies at approximately 2/3 gallon per 100 sq. feet.

GET A QUOTE
[HERE](#)





TIPS WITH TOMMY & TAMMY

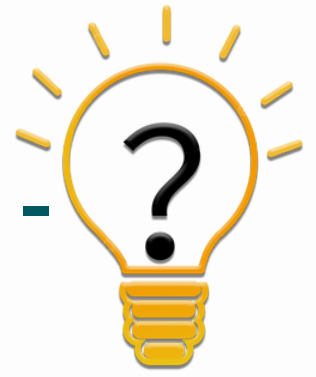


Hi Tammy! I'm planning to restore my concrete roof and heard that a primer is needed before applying coatings. Could you explain why priming the concrete roof is important before the coating?

Hi Tommy! Concrete's porosity and surface oxidation can hinder coating adhesion. ClearSeal™ penetrates and stabilizes the surface, ensuring coatings like Topps Seal® bond well and last longer, preventing peeling and extending roof life.



TEST YOUR KNOWLEDGE - TAKE THE TOPPS TEST



Which of the following is the primary purpose of using a primer like ClearSeal™ on concrete roofs before applying Topps Seal® coatings?

A

To add color and enhance aesthetics

B

Stabilize porous surfaces for adhesion

C

Create a waterproof barrier

D

To increase the roof's thermal insulation properties

Check us out on social media for the answer! and
more!

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