



Friday, 15th August, 2025
Vol.8

FROM THE ROOFTOPPS®

A MONTHLY NEWSLETTER FROM TOPPS PRODUCTS®

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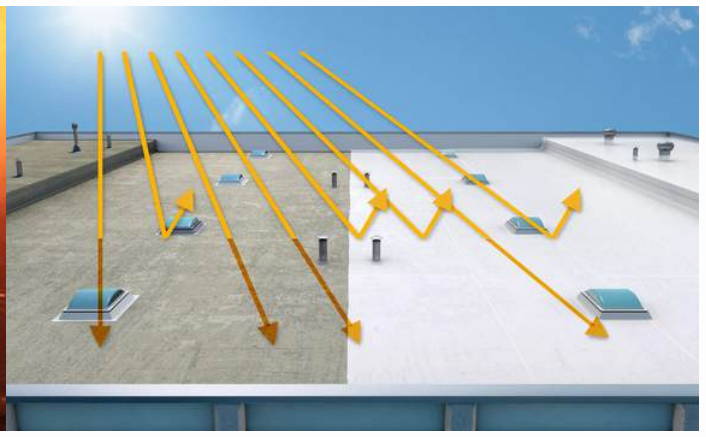
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COOL ROOFS, COOLER CITIES

THE URBAN HEAT ISLAND EFFECT

Cities are heating up faster than ever, and much of that heat comes from the roofs above us. In this edition, we'll explore how the urban heat island effect impacts your property, how cool roof coatings can lower roof temperatures, and the environmental and cost-saving benefits you can expect. From protecting your investment to cooling your community, **your roof can do more than you think.**





WHAT IS THE URBAN HEAT ISLAND EFFECT?

The urban heat island (UHI) effect is a phenomenon where cities and developed areas experience significantly higher temperatures than nearby rural or natural landscapes. This happens because common building materials like asphalt, concrete, and dark roofing absorb and trap the sun's heat during the day, then slowly release it at night. As a result, urban areas can be several degrees hotter, sometimes up to 7°F (4°C) or more, than surrounding areas.

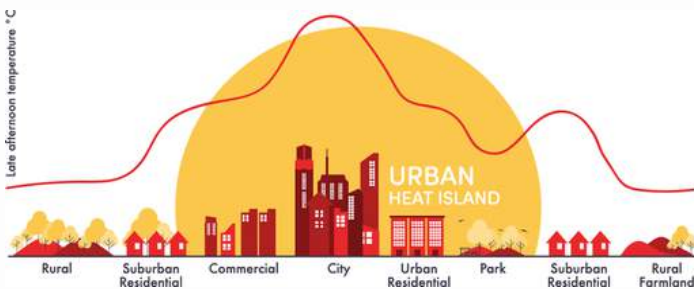


Image 1. [World Meteorological Organization](#) | The Urban Heat Island Effect.

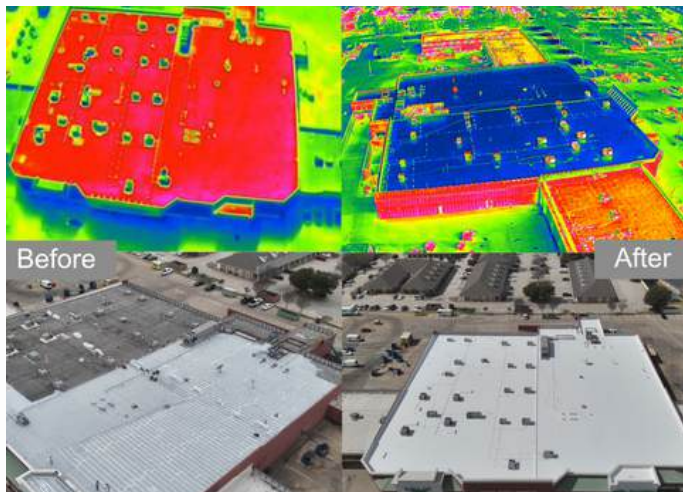
These higher temperatures don't just make the air feel hotter; they increase cooling costs for homes and businesses, place stress on air conditioning systems, and worsen air quality. In extreme cases, the UHI can even contribute to dangerous heat waves, affecting health and comfort for entire communities. Since rooftops make up a large portion of urban surfaces, the type

of roofing you choose plays a big role in either amplifying or reducing this heat effect.

HOW COOL ROOF COATINGS REDUCE THIS PHENOMENON

Most traditional roofing materials, such as dark asphalt shingles, tar, and certain membranes, have low solar reflectance values, typically between 5–20%. This means they absorb 80–95% of the sun's energy, which converts to heat. In peak summer sun, roof surface temperatures can climb well above 150°F (65°C). This heat then transfers downward into the building through conduction, convection, and radiation, significantly raising indoor temperatures. The result: higher air conditioning demand, increased electricity usage, and greater thermal stress on the roofing materials themselves.

Cool roof coatings like [Topps Seal®](#) and [Topps Seal® Excel](#) are engineered to change this heat balance. They use advanced reflective pigments and elastomeric polymers to dramatically increase solar reflectance, up to 90%, and boost thermal emittance. High thermal emittance means the coating can quickly release whatever heat it does absorb, rather than trapping it in the roofing substrate.



This image shows the temperature difference on a concrete roof before and after applying Topps Seal®.

In practical terms, Topps Seal® creates a durable, weatherproof barrier that resists UV degradation, water penetration, and thermal cycling (the expansion and contraction caused by daily heating and cooling). Topps Seal® Excel goes a step further with a higher solids content and enhanced UV inhibitors, delivering exceptional resistance to chalking, fading, and environmental wear. This combination of high reflectance and high emittance can reduce peak roof surface temperatures by 122°F (50°C), lowering cooling loads, extending the lifespan of HVAC equipment, and reducing the rate of material breakdown in the roof assembly.

By mitigating heat transfer at the very top of the building envelope, **Topps Seal® and Topps Seal® Excel act as a passive cooling system**, cutting energy costs, protecting roof membranes and contributing to long-term building performance.



ENVIRONMENTAL AND ECONOMIC BENEFITS OF COOL ROOF COATINGS

Choosing Topps Seal® or Topps Seal® Excel isn't just about keeping your building comfortable, it's an investment that pays off for both your wallet and the world around you. By significantly lowering roof surface temperatures, these coatings help reduce the demand for air conditioning. Less AC use means lower electricity bills for you and reduced strain on the power grid, which can lead to fewer greenhouse gas emissions overall.

On a community scale, widespread adoption of cool roof coatings can help lower the overall temperature in densely built areas, directly fighting the urban heat island effect. This means cleaner air, reduced smog formation, and a healthier living environment, especially important in hot, sunny regions.

From a financial standpoint, keeping roofs cooler also slows material degradation, preventing cracking, blistering, and premature wear. This extends the life of your roof, saving thousands of dollars in replacement costs over time.

In short, with [Topps Seal®](#) and [Topps Seal® Excel](#), you're not just protecting your property, **you're contributing to a cooler, greener, and more sustainable future.**



PRODUCT SPOTLIGHT



Withstands
extreme weather
and thermal
changes

Waterproof with
near-zero
permeation

Highly reflective and
energy-saving

Permanent flexibility
and strong adhesion

Topps Seal® Excel is a high-performance, 100% synthetic thermoplastic roof coating known for its exceptional flexibility, durability, and waterproofing. With superior tensile strength and resistance to weather, pollution, mold, rust, and corrosion, it maintains top performance worldwide on various roof types, including metal, concrete, and EPDM.

GET A QUOTE
[HERE](#)



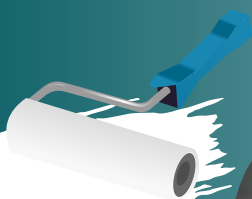


TIPS WITH TOMMY & TAMMY



Hey Tammy! I've heard about cool roof coatings, but can they *really* protect my roof and make it last longer?

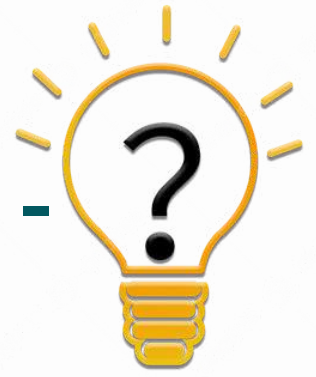
Hey Tommy! Absolutely. A cool roof coating like Topps Seal® not only reflects heat but also creates a waterproof, weather-resistant barrier that protects against UV damage, thermal stress, and moisture. By keeping temperatures lower and preventing cracks or leaks, it extends your roof's life while cutting energy costs.



Before

After

TEST YOUR KNOWLEDGE - TAKE THE TOPPS TEST



Which property of Topps Seal® cool roof coating helps reduce roof surface temperatures and lower energy costs?

A

Low solar reflectance and high thermal absorption

B

High solar reflectance and high thermal emittance

C

Low thermal emittance and high heat retention

D

High moisture permeability and dark pigmentation

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

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Get in touch!



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