

FROM THE ROOFTOPPS®

A MONTHLY NEWSLETTER FROM TOPPS PRODUCTS®

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COOL ROOF COATINGS: MORE THAN JUST ENERGY SAVINGS

**Why Cool Roof Coatings are Essential for
Temperature Control & Long-Term Performance**

For years, cool roof coatings have been promoted as a way to reduce energy consumption and lower cooling costs. While those benefits remain important, they're only part of the story.

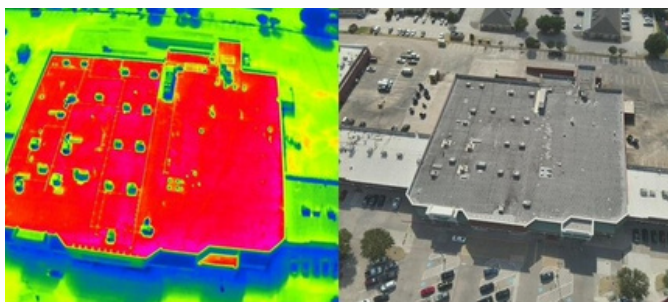
Today's building owners and contractors face increasing challenges from rising temperatures, prolonged UV exposure, and ageing roofing assets. **As roofs are pushed harder by their environment**, the conversation is shifting **from energy efficiency to roof preservation**. Understanding how heat impacts a roofing system—and how reflective coatings can help control it—is becoming essential to maximizing roof performance and extending service life.



THE ROOF KILLER YOU CAN'T SEE

Heat doesn't leave behind dramatic damage like hurricanes or hailstorms, but its effects are often far more significant over the life of a roof.

Every day, solar radiation drives roof surface temperatures well beyond the ambient air temperature, exposing roofing materials to repeated thermal stress. This continual cycle of heating and cooling accelerates material fatigue, increases movement within the roofing assembly, and gradually shortens the lifespan of even well-constructed roof systems.



This is why cool roof coatings are no longer viewed **solely as an energy-saving upgrade**. By reducing the amount of heat absorbed into the roofing system, they help mitigate one of the **primary drivers of long-term roof deterioration**, making them an increasingly valuable tool in modern roof restoration and asset management strategies.

THERMAL CYCLING: THE STRESS YOUR ROOF EXPERIENCES EVERY DAY

One of the most damaging—and least discussed—forces affecting a roof is thermal cycling. Every day, roofing systems expand under intense solar exposure and

contract as temperatures drop. While this movement may seem insignificant, **a roof can experience thousands of these cycles throughout its service life.**

The challenge is that **roofing assemblies are made up of multiple materials, and each responds differently to temperature changes.**

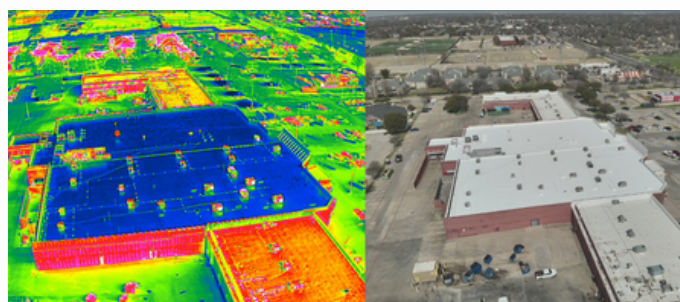
A metal roof panel may expand significantly under heat, while fasteners, sealants, and surrounding materials move at different rates. On membrane systems, repeated expansion and contraction can place stress on seams, flashing details, and adhesive bonds.

Over time, this constant movement can lead to:

- Separation at seams and joints
- Loss of flexibility in sealants
- Stress around penetrations and flashing
- Increased opportunities for moisture intrusion
- Accelerated deterioration of the roofing system

The key issue is not one extreme temperature event. It is the accumulation of thousands of smaller stress events over years.

By reducing the amount of solar heat absorbed by the roof surface, cool roof coatings help minimize these temperature swings, reducing the mechanical stress placed on the roofing assembly.



HEAT & UV EXPOSURE: A COMBINATION THAT ACCELERATES ROOF AGING

Heat does not work alone. Constant exposure to ultraviolet radiation and elevated temperatures creates a compounding effect that accelerates the ageing process of roofing materials.

UV radiation gradually breaks down the chemical bonds within many roofing materials, while heat speeds up oxidation and material degradation. Over time, surfaces can become brittle, lose elasticity, and become less capable of moving with the building.

For building owners, this presents a challenge: much of this damage happens beneath the surface before visible problems appear.

A roof may look functional while its protective layers are already losing performance.

This is why **proactive roof maintenance is so important**. Rather than waiting for leaks, cracks, or failures to appear, contractors can help building owners protect their investment by addressing the conditions that cause deterioration in the first place.



REFLECTIVITY ISN'T ABOUT ENERGY SAVINGS, IT'S ABOUT CONTROLLING ROOF TEMPERATURE

When most people hear "cool roof," they immediately think about lower energy bills. While reducing cooling demand is an important benefit, it is only one part of the equation. **The true value of a reflective roof coating lies in temperature control.**

A cool roof coating works by reflecting a greater portion of the sun's energy away from the roof surface rather than allowing it to be absorbed as heat. The result is a roof that operates at lower temperatures, experiences less thermal movement, and is exposed to less heat-related stress over time.



This temperature control helps protect the roofing system by:

- Reducing expansion and contraction cycles
- Minimizing heat-driven material degradation
- Helping preserve waterproofing performance
- Extending the useful life of existing roofing systems

For contractors, this creates an opportunity to shift the conversation from short-term repairs to long-term asset protection.

PRODUCT SPOTLIGHT



Reflects heat and
UV Rays

Twice the
flexibility & 900%
elongation of
other coatings

Superior
Waterproofing

Restores, renews
and adds decades
onto old roofs

Topps Seal® is a premium roof coating engineered to protect roofing systems from heat, UV exposure, moisture, and thermal movement. Its proprietary 100% synthetic thermoplastic technology delivers exceptional flexibility, strength, and long-term durability, helping restore existing roofs and extend their service life. Suitable for a wide range of roofing substrates, Topps Seal® offers a cost-effective alternative to premature roof replacement.

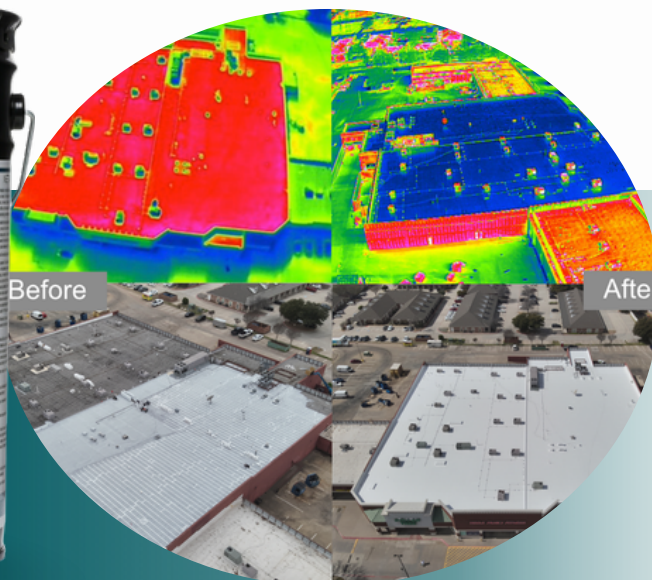


TIPS WITH TOMMY & TAMMY



Hey Tammy! Does a reflective roof coating only make sense in hot climates?

Hey Tommy! No. Thermal cycling occurs in every climate. By reducing peak roof temperatures, reflective coatings minimize expansion and contraction, helping reduce long-term stress on the roofing system.



TEST YOUR KNOWLEDGE - TAKE THE TOPPS TEST



Which is the primary long-term benefit of a cool roof coating on a serviceable commercial roof?

- A** Lowering indoor temperatures only
- B** Eliminating the need for future roof maintenance
- C** Reducing roof temperature and thermal stress to help extend roof service life
- D** Making any roof instantly waterproof without repairs

Get in touch!



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