

FROM THE ROOFTOPPS®

A MONTHLY NEWSLETTER FROM TOPPS PRODUCTS®

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PROTECTING CONTRACTOR PROFITS

Rising tariffs on steel and aluminum are making metal roofing projects more costly than ever. To stay profitable and competitive, contractors are turning to protective and restorative roof coatings as a smarter way to restore and protect metal roofs without the expense of full replacements.

WHAT'S NEW:

We're excited to welcome Matt Scheipeter to the Topps Products team! Based in Overland Park, KS, Matt brings nearly a decade of experience in the commercial roofing industry, along with a passion for helping contractors succeed through proven solutions and strong relationships.





TARIFFS ARE HITTING METAL ROOF BUDGETS HARD

The roofing industry in 2025 is under pressure. With U.S. tariffs on steel and aluminum climbing as high as 50%, contractors are reporting price increases of 10–20% across roofing projects, and some metal components skyrocketing by more than 60%. For projects that rely heavily on metal panels, this means budgets can quickly spiral out of control.

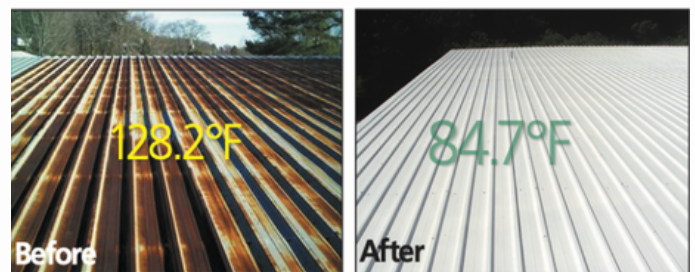
Full roof replacements now carry added financial risks: not only are materials more expensive, but higher bids can price contractors out of competitive opportunities. This is forcing contractors to rethink their approach, finding ways to protect building performance while lowering reliance on costly imported metals.

SMARTER ALTERNATIVES TO FULL REPLACEMENT

Instead of tearing off and replacing entire roofs, protective, restorative coatings, like those in [System 1000/1000E from our Topps Products® E-Systems Catalog](#), offer contractors a proven restoration method designed specifically for metal systems. This approach extends roof life, controls costs, and minimizes the impact of tariff-driven price hikes.

HOW IT WORKS:

- **Step 1: Clean & Prep** – Surfaces are power-cleaned with [MultiUse Cleaner™](#), rust is neutralized with [RustArrestor™](#), and adhesion is secured with [BondIt™](#). This ensures a strong foundation for long-lasting performance.
- **Step 2: Repair & Reinforce** – Weak points like seams, fasteners, and flashing are sealed with [Seam/RivetGuard™](#), [Polyprene®](#), and reinforced with [PolyCore™](#) fabric. This addresses the most common sources of leaks on metal roofs.
- **Step 3: Coat & Protect** – The system is finished with a seamless application of [Topps Seal®](#) or [Topps Seal® Excel](#), creating a reflective, waterproof membrane that resists UV, halts rust, and moves with the roof during thermal expansion.

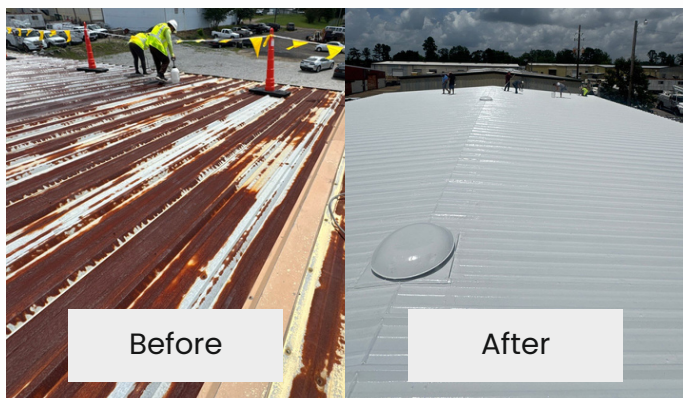


With elongation up to 1000%, our coatings flex without cracking, outperforming standard paints or thin finishes. For contractors, this means fewer callbacks, fewer premature failures, and a reliable alternative to costly replacement.

WHY RESTORATION BEATS REPLACEMENT

When faced with a failing metal roof, many assume replacement is the only option. But in today's economic climate, restoration offers far greater value. By repairing and coating an existing roof rather than tearing it off, contractors save clients from massive material costs tied to tariffs, while also eliminating demolition, disposal fees, and downtime for the building.

Restoration also addresses the real culprits behind metal roof failures: seams, fasteners, rust, and weathered finishes, without discarding panels that often still have decades of service left. With advanced coatings, the roof gains a new protective surface that resists UV, halts corrosion, and improves energy performance.



Before-and-after view of this metal roof following restoration with our [System 1000](#).

The result: **a roof that performs like new, at a fraction of the cost.**



CONTRACTOR BENEFITS: PROFITS, EFFICIENCY & SUSTAINABILITY

Choosing restoration over replacement delivers measurable advantages for contractors:

- **Protect Profit Margins** – Coatings reduce the need for expensive new metal, helping contractors win bids without cutting deeply into profits. Fewer warranty claims and failures also mean reduced liability.
- **Repeat Business** – With coatings requiring reapplication every 10–15 years, contractors have a built-in cycle of return work, strengthening client relationships.
- **Faster Installation, More Jobs** – Restoration projects move faster than full tear-offs, allowing crews to complete more projects in a season and boost overall revenue.
- **Sustainability Edge** – Reflective coatings cut energy bills for clients, reduce landfill waste by avoiding tear-offs, and help meet environmental goals.

By positioning roof coatings not only as a cost-saving strategy but also as a sustainable, long-term solution, contractors can differentiate themselves in a crowded market. In an era of rising tariffs and volatile supply chains, [System 1000/1000E](#) is the dependable path to protecting profits while delivering lasting value to clients.

[See our E-Systems Catalog here.](#)

PRODUCT SPOTLIGHT



Dissolves light corrosion

Leaves no film

Cleans the roof surface

Easy to use, may be brushed or sprayed on

The effectiveness of any metal coating depends on proper surface preparation to address existing corrosion. RustArrestor™, designed for use with solvent-based systems, penetrates and loosens light rust in just 10 minutes for easy removal with high-pressure water, while converting remaining rust into a stable oxide, reducing labor and creating an ideal surface ready for coating.

GET A QUOTE
[HERE](#)





TIPS WITH TOMMY & TAMMY



Hey Tammy! I am going to restore my metal roof but I've wondered if surface preparation is an important step to take before coating the metal roof?

Hey Tommy! It's great that you've gone with restoration versus replacement! That's a smart choice. Proper surface preparation is absolutely necessary. It ensures that any existing corrosion is effectively treated, which is critical for the coating's long-term performance. Without addressing rust, the coating may fail prematurely.



TEST YOUR KNOWLEDGE - TAKE THE TOPPS TEST



Which of the following is a major advantage of restoring a metal roof?

A

Completely removes all existing rust instantly

B

Avoids the cost and disruption of a full replacement

C

Requires no professional expertise

D

Makes the roof immune to future damage

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

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Get in touch!



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