

FROM THE ROOFTOPPS®

A MONTHLY NEWSLETTER FROM TOPPS PRODUCTS®

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SUMMER HEAT: HOW REFLECTIVE ROOF COATINGS LOWER YOUR ENERGY BILLS

As summer temperatures soar, so do your energy bills. Roofs absorb direct sunlight all day long—trapping heat and forcing your AC to work overtime. But there's a smarter way to cool your building without cranking the thermostat. Reflective roof coatings offer a powerful solution that can reduce surface temperatures by up to 122°F, keeping your interiors cooler and your energy costs down.





WHAT ARE REFLECTIVE ROOF COATINGS?

[Reflective roof coatings](#) are specialized products designed to reflect sunlight and reduce heat absorption, helping to keep building interiors cooler and reduce energy consumption. Typically formulated with bright white or light-colored pigments, these coatings use materials such as silicone, acrylic, or elastomeric compounds that are engineered for high solar reflectivity and thermal emissivity.

Applied directly over existing roofing systems—whether flat or sloped—these coatings act like a shield against the sun. By reflecting a significant portion of ultraviolet (UV) and infrared radiation, they can lower the roof surface temperature by up to 122°F, reducing strain on air conditioning systems and cutting cooling costs.

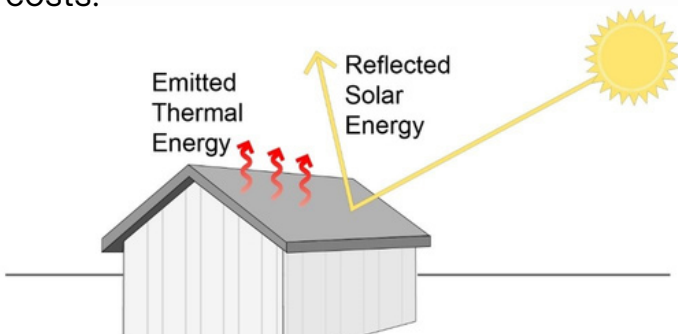


Image 1. [Building America Solution Center](#)

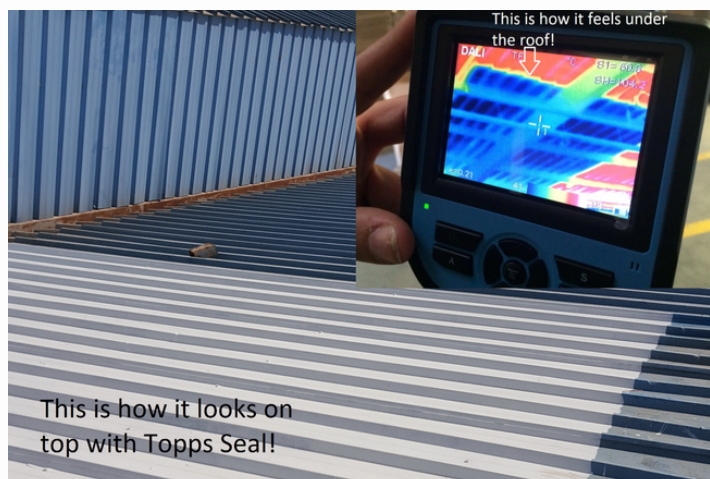
In addition to energy efficiency, reflective, or “cool roof,” coatings offer several performance benefits. [Topps Seal®](#), our all-climate, protective, cool roof coating, provides a seamless, waterproof barrier that helps prevent leaks, extends the life of the roof, and protects against weathering, ponding water, and UV damage. This makes it a cost-effective, eco-friendly option for residential and commercial properties, especially in hot or tropical climates where roofs are constantly exposed to intense sunlight.

HOW COOL ROOF COATINGS EXTEND ROOF LIFESPAN

One of the most powerful benefits of cool roof coatings, like [Topps Seal®](#), is their ability to **significantly extend the life of your existing roof system**. Roofs are constantly exposed to extreme temperature shifts, UV radiation, moisture, and physical stress—all of which contribute to premature wear and failure. A high-performance coating acts as a protective shield against these threats.

First, by reflecting a large portion of solar radiation, [Topps Seal®](#) reduces roof surface temperatures and helps eliminate thermal shock—the rapid expansion and

contraction of roofing materials caused by sudden temperature changes. Over time, thermal shock leads to cracks, splits, and structural fatigue. Topps Seal®, with twice the elongation and 10x the strength of conventional coatings, **expands and contracts seamlessly with the roof's natural movement**, preventing damage and preserving structural integrity.



The image above shows the temperature difference between the coated and uncoated parts of the roof.

Furthermore, Topps Seal® creates a **seamless, waterproof barrier** that blocks out rain, ponding water, and wind-driven moisture—common culprits of leaks and corrosion. It also protects against UV degradation, which breaks down traditional roofing materials over time. With exceptional adhesion and durability, the coating not only extends the life of your roof but also **reduces the need for costly repairs or premature replacement**.

THE SUSTAINABILITY ADVANTAGE

Choosing a cool roof coating like Topps Seal® doesn't just benefit your building—it also helps the environment. By reflecting

sunlight and reducing heat absorption, cool roofs help **mitigate the urban heat island effect**, where densely built areas become significantly hotter than surrounding regions due to heat-retaining surfaces like asphalt and dark roofs.

Lower roof temperatures mean less reliance on air conditioning, which directly reduces greenhouse gas emissions from energy use. Over time, widespread adoption of reflective roofing systems can lead to cooler cities, cleaner air, and lower demand on power grids—especially during peak summer months.

Plus, applying Topps Seal® to an existing roof is a more sustainable alternative to roof replacement. It preserves the existing structure, reducing landfill waste and conserving the resources needed to manufacture and transport new materials.

For eco-conscious property owners, building managers, and green builders, **cool roof coatings offer a high-impact, low-waste solution** that aligns with today's environmental standards and energy efficiency goals.



PRODUCT SPOTLIGHT



Superior
Waterproofing &
Moisture Control

Extreme Flexibility &
Strength

Maximum, All-
Climate Protection

Energy Efficiency
That Lasts

Topps Seal® is a premium, ENERGY STAR®-qualified roof coating designed for superior protection on commercial and industrial roofs across all climates. Using exclusive 100% synthetic thermoplastic technology, it delivers exceptional waterproofing, reflectivity, and energy savings. With industry-leading elongation, strength, and flexibility, Topps Seal® resists thermal shock, moisture transmission, and harsh weather—making it ideal for use on metal, modified bitumen, BUR, PUF, concrete, and EPDM roofs. Its strong bonding and resistance to wash-off during application ensure long-lasting performance and durability.

**GET A QUOTE
HERE**



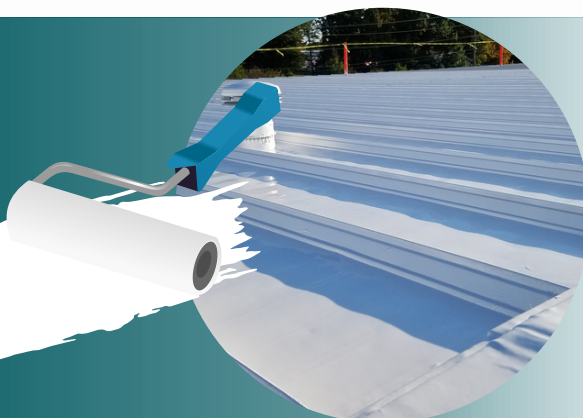


TIPS WITH TOMMY & TAMMY



Hi Tammy! I'm looking for a roof coating that offers enhanced protection, along with excellent waterproofing, cool roofing benefits, and strong weather resistance. Do you have any recommendations?

Hey Tommy! Topps Seal® is one of the most trusted roof coatings worldwide. It delivers outstanding waterproofing and protection while significantly cooling your roof and improving your building's energy efficiency. It's a complete all-in-one solution!



TEST YOUR KNOWLEDGE - TAKE THE TOPPS TEST



What is one of the main advantages of cool roof coatings?

A

They trap heat inside the building

B

They reflect sunlight and reduce roof temperature

C

They only work on metal roofs

D

They require reapplication every month

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

@toppsproducts

Get in touch!



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