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FROM THE ROOFTOPPS®

A MONTHLY NEWSLETTERS FROM TOPPS PRODUCTS®

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FROM THE DESK OF THE CEO

Dear Valued Reader,

On behalf of everyone at Topps Products, I want to extend a warm welcome to you.

At Topps Products, we are driven by a simple yet powerful mission: to revolutionize the roofing industry with environmentally responsible solutions that protect both your buildings and the environment. By choosing Topps Products, you are not just investing in superior roofing products but also joining a growing community of consumers who share our vision for a more sustainable future.

We are thrilled to have you with us, and we want to keep you informed every step of the way. To ensure you never miss an update, subscribe to our newsletters and stay connected with us through our online blog, where we share monthly insights, tips, and updates on the latest in the roofing industry and on sustainable roofing practices. Thank you for joining the Topps Products family. Together, we can make a lasting impact.

Warm regards,
James



WHY SUSTAINABLE ROOFING SOLUTIONS IN 2025

The climate crisis remains one of the most pressing challenges of our contemporary world, driving the global effort to find effective and efficient solutions to combat shifting weather patterns and increasing average temperatures. As we collectively navigate this labyrinth, one thing is clear - sustainable roofing is no longer a trend, but an essential part of safeguarding a resilient, eco-friendly tomorrow.

Sustainable roofing balances the need for longevity and durability against the need to prioritize the health of our environment. It leverages energy efficient designs and insulation, and harnesses environmentally friendly materials and methods to reduce the carbon footprint and the overall adverse impacts on the earth.

Although the construction industry contributes to almost 40% of the world's carbon emissions, Topps Products is committed to actively reducing the environmental impact of this sector through innovative and sustainable roofing solutions.

As one of the first companies to manufacture cool roof coatings, Topps Products understands the need to create synergy between infrastructure development and responsible, eco-friendly practices.

Our low-cost cool roof coatings are designed to significantly reduce the amount of energy needed to cool buildings by reflecting more sunlight and absorbing less heat, thereby significantly reducing the amount of energy needed to cool buildings and cutting CO2 emissions. This simple, yet effective, energy-efficient product contributes to mitigating the effects of global warming

THE CLIMATE CRISIS AND THE URBAN ISLAND HEAT EFFECT

The Urban Heat Island Effect is a global phenomenon in which urban areas experience significantly higher temperatures than surrounding rural regions, as depicted in image 1. This occurs because buildings, roads, and other types of infrastructure absorb and retain heat from the sun during the day, gradually releasing it at night. In contrast, natural landscapes typically reflect or dissipate heat more efficiently. Contributing factors such as reduced vegetation, increased energy consumption, and heat generated by human activities, compound this effect.

The Urban Heat Island Effect has profound implications for human health and well-being. Higher temperatures in urban areas can lead to increased instances of heat-related illnesses such as heat exhaustion and heatstroke, particularly during heatwaves.

Vulnerable populations and communities, including the elderly, children, and those with pre-existing health conditions, are especially at risk. Furthermore, elevated temperatures worsen air quality by increasing the formation of ground-level ozone, which can trigger respiratory issues and aggravate various conditions, including asthma.

Sustainable roofing solutions allow building owners to help combat the Urban Heat Island Effect by reducing heat absorption and lowering urban temperatures. These solutions create a cooler, more comfortable environment both indoors and outdoors, benefiting entire communities.

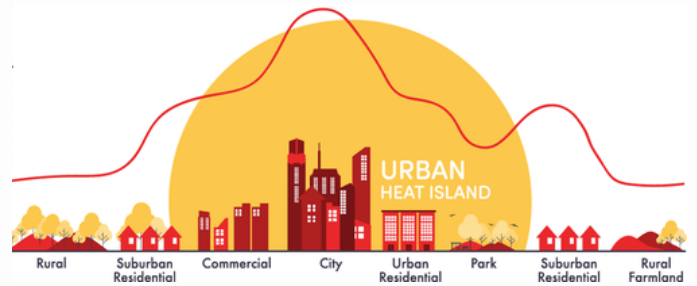


Image 1. [World Meteorological Organization](#)

A pioneer in the field of sustainable roofing, Topps offers a variety of cool roof coatings for all roof types. By integrating cutting-edge technologies into quality roofing solutions, our all-climate cool roof coatings not only cool your surface, but also protect your roof and safeguard your investment.



PRODUCT SPOTLIGHT



Renews & restores
old and new roofs

Highly reflective
coating, great for
maximizing energy
efficiency

Provides excellent roof
protection & reduces
longterm maintenance
costs

Comes in 12
standard colors

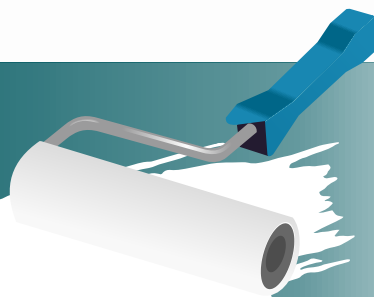
The extraordinary features of Topps Seal® make it the most widely recognized protective maintenance roof coating now in use on all continents and in all climates. The combination of high elongation and superior strength allow Topps Seal® to withstand challenging thermal changes and inclement weather.



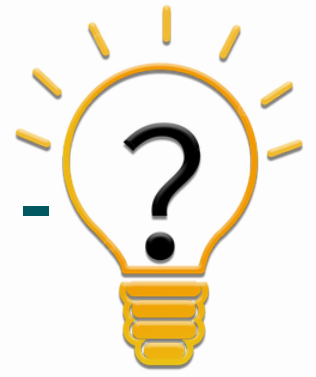
TIPS WITH TOMMY & TAMMY

Hey Tammy! I'm restoring my roof and would like to improve the energy efficiency of my building. What's the best coating to use?

Hey Tommy! Great question! In order to maximize energy efficiency, choose Topps Seal in white as it is the **MOST** reflective!



TEST YOUR KNOWLEDGE - TAKE THE TOPPS TEST



What roofing material can help reduce your carbon footprint the most?

A

Asphalt shingles

B

Reflective metal roofing

C

Clay tiles

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

@toppsproducts

Get in touch!



1-800-867-7177



support@toppsproducts.com

Find us on social media



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