

CLIENT THINKING ABOUT COATING A ROOF?

COMPETING WITH COATINGS:

In the world of Metal over Metal Retrofit (MoM) coatings are our single largest competitor. Many millions of s.f. of metal roofs are coated each year. When you are speaking to a potential customer about retrofitting their roof, inevitably the cost difference between coating the roof and a new metal roof will come up. Naturally it is impossible for a new 24 or 26 ga., 40-60 year warranted, code compliant, metal roof to compete with a very thin application of a sprayed-on roof coating material.



Spray applied Coating
Metal over Metal Retrofit



There are some important differences to point out to your prospect as they consider their options for coating or retrofitting.

Coatings: Did you know there are 2 different types of coatings, Standard Roof Coating and Liquid Applied Roofing. They come in a variety of materials: Elastomeric, Bituminous, Acrylic, Epoxy, Silicone and others.

Standard Roof Coatings are the most commonly quoted to a prospect with a metal roof issue. They are often 5-30 mils in thickness and sold as method to stop leaks by “sealing” the old roof. Nothing could be farther than the truth however. Standard coatings are intended to maintain the life of the existing roof finish by protecting it from UV exposure and increase reflectivity. Coatings are NOT intended to be a weathertight barrier.

Coatings are a thin, short-term, sacrificial barrier, designed to protect the existing metal panel finish from further deterioration and they require regular and periodic maintenance to provide that protection. Coatings can add reflectivity to the existing roof but again they need regular maintenance to keep that reflectivity.

Like all coatings the proper cleaning and prep of the existing roof is critical to getting a good result. Proper cleaning for good adhesion as well as uniform spray application are difficult to achieve. (see photo) Pinholes, blisters, edge gaps and other imperfections are common.

Generally, these products provide minimal if any value to the prospect that is more commonly dealing with a leaking roof issue.



Liquid (or fluid) Applied Roofing Products are specifically design to be a water barrier between the elements and the existing metal or other roofing material. These systems are significantly thicker (30-60 mils) and significantly more expensive. They have similar cleaning, preparation and application issues to standard coatings. They are typically installed in multiple layers and have a primer, base coat, reinforcing fabric, weather coat

and a top reflective coating.

The cost of these systems can be more than half the cost of a new retrofit metal roof but coatings do nothing to help meet the current building codes. They also can hide significant structural issues created by failing fasteners or improperly supported roof equipment or accessories.



Fastener caps are frequently used to cover corroded fasteners and panel defects but hide the structural problems of loss of diaphragm strength and panel uplift. (see photo)

In the snow regions of the country, existing metal roof panels often do not meet the current snow drift load standards. Panels that suffer from overloading frequently deflect excessively and result in water ponding and/or overloading of the purlins. These products do nothing to

help this condition.

When quoting against these products do your prospect a favor and point out exactly what it is they are buying. A new metal roof is an investment in the future life of their building. These products are simply a significant short-term expense that does nothing to enhance the insurability or longevity of the building.

You may also suggest they look into a section 179 Tax Deduction for Commercial Buildings. The new metal roof may be deductible up to \$1 million in the year the upgrade or improvement is made.