

# Western Cool Roof Coating

The beautiful, cost-efficient and energy-saving alternative to reroofing your home!

Call Western Roofing at 866.372.2610 or check us out on the web at: [www.westernroofingsystems.com](http://www.westernroofingsystems.com)



BEFORE



AFTER

## Restore your tile roof and SAVE money!

### THE CHEMISTRY BEHIND COOL ROOFS

Highly engineered ceramic pigments reflect the sun's energy in the infrared range keeping your roof's surface much cooler than your roof today.

Western Cool Roof Coating will reduce the roofs surface temperature by up to 70 degrees, while utilizing a palette of rich, deep colors that will provide a beautiful and long lasting roof system.

Cool Roofs help lower energy costs by keeping attics and ducts cooler and will improve occupant comfort. Your roof will remain cool without sacrificing color.

- **The cheapest, most reliable source of new energy IS SAVED ENERGY**
- **We will make your home cooler**
- **Prolong the life of your roof**

Western Roofing Systems can Restore, Repair or Replace your roof.



**FINANCING  
SPONSORED BY  
"THE GAS CO."  
ONE YEAR SAME AS CASH.  
MONTHLY PAYMENTS  
AS LOW AS \$40.**

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Contractors license # 675902

# Western Cool Roof Coating

## What makes it so Cool?

Touch your asphalt driveway, or climb on your concrete roof, or place your hand on your black automobile when it's been out in the sun for a while. IT'S QUITE HOT!! It's because these materials absorb a large portion of the infrared radiation from the sun.

Working with scientists, complex inorganic ceramic pigments have been developed for the military to keep our troops and equipment cool by blocking the infrared radiation. We can NOW use this technology to keep your roof and home cool!!!



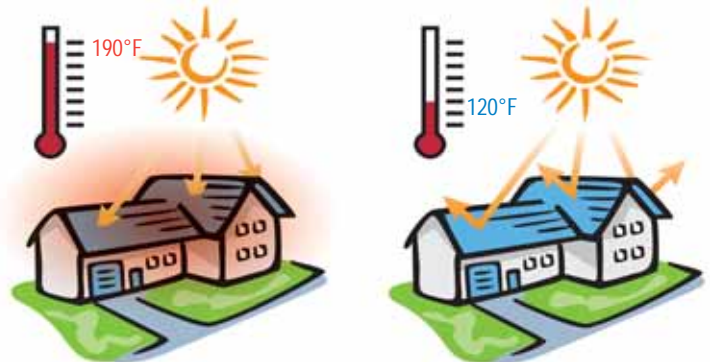
## HOW?

Solar Infrared Pigments are basically synthetic mineral compounds that are the best quality pigments available. Not all pigments are Solar Reflective . . . only those pigments designated as "COOL" possess the desired properties to keep your roof and home cooler and save money on your electric bill. A 10% reduction in air conditioner power usage has been realized!

**A typical energy user  
will save up to 10% of their  
electric bill during the  
warm summer months!**

## Did you know...

Identical roofs of the same color can reach significantly different temperatures as they sit side by side in the sun!! Temperature difference can be as much as 50 to 70 degrees!!!



Identical Roofs of the same color can reach significantly different temperatures based on the materials and coatings.

## WHAT ARE THE BENEFITS?

- Beautify your home with restored or new color
- Save money on energy bill
- Increased comfort in home
- Longer roof life
- Increased property value
- Keeps moss, mold & fungus from damaging your roof



Highly-engineered ceramic colorants are impervious to sunlight, chemicals, and thermal attack. Over 40 color combinations available!



## Western Roofing Systems

2031 E. Cerritos, Suite 7E  
Anaheim, CA 92806

1522 Meadow Glen Way  
Hacienda Heights, CA 91745