

Conklin's Family of Superior Roofing Products Welcomes PUMA

Roofing Systems



CONKLIN ROOFING SYSTEMS COMPARISON	Two-Coat Liquid Applied			One-Coat	Membrane	
	Rapid Roof HV	Rapid Roof III	Benchmark	PUMA	Flexion	Hy-Crown
comparative quality level	good	better	best	best	better	best
primary features, benefits	most economical	flexible, durable	strength, durability	one-coat, durability	flexible, durable, low temp	strength, durable, low temp
RECOMMENDED APPLICATIONS						
new roofs	yes	yes	yes	yes, over foam	yes	yes
ROOF RESTORATION						
recoating Conklin roof coatings	yes	yes	yes	yes	n/a	n/a
over EPDM, BUR, Mod. Bitumen	no	yes with TC	no	not rated	w/DM	w/DM
over metal	yes	yes	yes	not recommended	w/app'd BD	w/app'd BD
over shingles, rolled asphaltic roofing	not rated	over shingles w/PT	not rated	not rated	w/DM	w/DM
PRODUCT CHARACTERISTICS						
application temperature	above 40° F	above 40° F	above 40° F	above 40° F	above 20° F	above 20° F
early water resistance	good	good	better	best	best	best
drying time (to skin)	2-8 hours	2-8 hours	2-8 hours	2-6 hrs	n/a	n/a
tensile strength	not rated	232 psi	410 pi	495 psi	n/a	n/a
erosion resistance	good	good	better	best	better	best
fire rating (UL 790)	no fire rating	Class A	Class A	Class A	Class A	Class A
SELLING POINTS FOR CUSTOMERS						
reflectivity (for energy savings)	82%	85%	85%	85%	84%	83%
years to pay for itself in energy savings	6-10 years	4-7 years	4-7 years	4-7 years	5-8 years	6-9 years
environmentally-friendly VOC emissions	<100 g/L	<100 g/L	<50 g/L	low - 43 g/L	AD	AD
years of warranty available	not rated	10 years	12 yr over foam	15 yr over foam	10 to 15 years	15 to 20 years
resistance to dirt pickup, mildew	not rated	good	better	best	best	best

Note: The chart above compares the most important characteristics of each roofing system and will assist you to identify which Conklin Roofing Systems to recommend for your various roofing projects. A key to the abbreviations used follows.

KEY: app'd BD = Approved boardstock; DM = divorce membrane; PT= PrimeTime primer coat; TC = Tack Coat; AD = adhesive dependent

Product Description

PUMA, Poly-Urethane Modified Acrylic, is an advanced technology, premium roof coating. It combines the best performance of urethane and acrylic polymers to create a seamless membrane. PUMA's one-coat, patent-pending technology is tougher and more durable than conventional acrylic roof coatings and is specially designed for new spray-in-place polyurethane foam (SPF).

Compare to industry standards and you'll see that PUMA has outstanding tensile strength AND excellent elongation. These characteristics give the roof both long-term flexibility and resistance to deterioration from the elements and foot traffic. Its superior resistance to dirt pickup and mildew keeps your customers' roofs looking new and reduces their maintenance costs for years to come.

Warranties

Conklin's PUMA Roofing System is eligible for our optional warranty programs. Both limited material and manufacturer-backed labor and material warranties up to 15 years are available. Contact the Conklin Warranty Department for more information.

More about Conklin and new industry standard – PUMA

Developed by the company's R&D group, PUMA is the latest in a series of Conklin innovations for the roofing industry. Starting in the 1970s, Conklin was one of the very first companies to develop and manufacture energy-efficient white acrylic roofing systems. Over thirty years, two billion square feet of roofing applied and thousands of satisfied customers later, Conklin and Conklin roofing contractors have built a sterling reputation for delivering the best.

Now, PUMA takes its place alongside Benchmark, Rapid Roof and Metal Ready to ensure Conklin Contractors can deliver the right roofing solution for every customer need.

For technical information on PUMA, please see the following publications:

- PUMA Specifications Sheet
- PUMA Application Guide

For promotional literature on PUMA, please see the following publications:

- PUMA Sell Sheet for Building Owners



PUMA is listed under UL 790 Class "A" Fire Rating



PUMA™

ONE-COAT ROOFING SYSTEM

PUMA FAST
One-coat waterproofing

PUMA TOUGH
Three times tougher

PUMA SMART
Higher profits

PUMA GREEN
Energy efficient, earth friendly



Capture new business territory with PUMA

PUMA™, THE FIRST AND ONLY ONE-COAT ROOFING SYSTEM

Exclusively for Conklin Roofing Contractors

Capture new business territory with PUMA

This PUMA doesn't play nice with the competition. It's the first and only single-coat roofing system. It's performance surpasses that of two-coat systems. It drives higher profits by saving time, labor and overhead. And – PUMA is only available from Conklin Roofing Contractors.

This PUMA doesn't play nice with the weather, either. It waterproofs roofs with a quick-apply, quick-dry single coat that makes a strong and flexible barrier. Three times tougher than conventional acrylic roofs, a PUMA roof will sluff off the worst weather Mother Nature can dish out.

PUMA is fast, tough and smart. And you've just leapt ahead of your competition.

1 coat One-coat waterproofing.

PUMA FAST – One-coat waterproofing means faster jobs, more jobs each season

- Reduces time and labor on each job.
- Increases the number of jobs you can complete each season. Your customers will have minimal disruption of traffic/parking at job site.

Protect 3 times tougher.

PUMA TOUGH – Years of protection means more satisfied customers, great referrals

- PUMA has three times more erosion resistance than ordinary acrylic roofing.
- PUMA performance wins you top-notch referrals.

Customers will appreciate PUMA's extraordinary toughness more each year. It's tough enough to resist deterioration from the elements and damage from foot traffic, the two things that most often cause roofs to fail.

Saves energy dollars for customers.

PUMA SMART for Customers – Energy-efficient roof pays your customer back in utility savings

- Similar to Conklin's other white roofs, PUMA's surface reflects 85% of the sun's heat to keep roofs cool and air-conditioning expenses down.
- Conklin customers realize on average, a complete return on their investment in 4–7 years.

Over time, your customers will realize reduced maintenance costs, as PUMA has a dirt and mildew resistant surface that keeps roofs looking new, maintains reflectivity and energy savings.

\$ Higher profits for contractors.

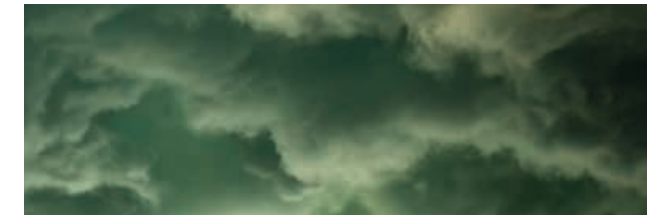
PUMA SMART for Contractors – Saves money, increases profits multiple ways

- One-coat application reduces your labor costs.
- Lower materials cost by 5–6% (vs. two-coat system).
- Lower shipping costs (more square feet per shipment).
- Fewer trips to job site saves fuel, expenses.

Energy saving. Safe cleanup. Low emissions.

PUMA GREEN – Environmentally-friendly

- Meets customer/regulatory requirements for "green" building improvements.
- PUMA has low 43 g/L VOC emissions.
- Water-based formula ensures a safe job site and solvent-free cleanup.
- PUMA is eligible for LEED credits.



Tropical Storm Gustav puts new PUMA roof to the test

Mena, Arkansas had no idea it was to become a battleground between Gustav and Conklin Master Contractor, Leon Kohlmeier. Nor did it know which of the combatants would prevail. Leon could only hope that the very first PUMA commercial roofing application would be done in time to protect the 70,000 square foot distribution center from Gustav's fury.

This PUMA roof has claws

Gustav surprised Leon's crew with a thorough drenching as they were about halfway finished with the great expanse of roof. Their new PUMA roof took a pounding. While Leon was confident of PUMA's performance after witnessing several recent roof tests in Florida, he hadn't anticipated having to test PUMA against Gustav just a few hours after application. "When PUMA didn't wash right off the roof, I was impressed," exclaimed Leon. "That's when PUMA proved just how tough, fast and smart it really is."

"I'm still amazed at how fast PUMA goes on compared to other roofing systems. What really got my attention was how fast PUMA dried. Within an hour and a half we were walking all over it. Other systems would have been tacky for more than three hours. The early protection from moisture that PUMA offers was critical. This is the biggest advantage I see with the PUMA roofing system."

In spite of weather delays, Leon figured that applying a PUMA roof saved significant time and money. He estimates he needed three to four fewer application days saving 15 to 20 percent on labor and overhead costs — all that on top of a five percent savings on materials.

Clearly, PUMA is a winner. And so is Leon and every Conklin roofing contractor who takes advantage of PUMA's significant labor savings, rapid dry time, and extraordinary durability and higher profits.