

DO IT
YOURSELF



White Roof Project
whiteroofproject.org



WHAT'S COOL
ABOUT WHITE
PAINT?




YOU CAN
SAVE UP TO

40%

ON YOUR
ELECTRIC BILL

HIGHLY REFLECTIVE ELASTOMERIC WHITE PAINT



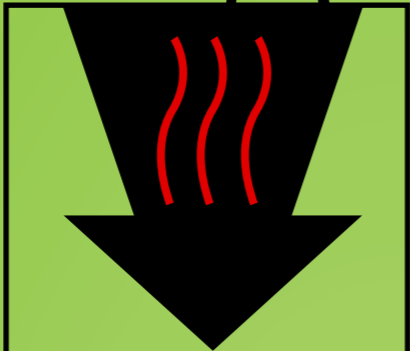
THIS UNIQUE COATING STAYS COOLER BY REFLECTING THE SUN'S RAYS. IT'S RUBBERY AND ELASTIC, THAT MEANS IT CAN BEND ON HOT DAYS.

- LASTS LONGER
- MORE DURABLE
- SIMPLY RE-COAT

BLACK ROOF



WHITE ROOF



ROOF
TEMPERATURE

180°F

100°F

ROOF
TEMPERATURE

INSIDE
TEMPERATURE

115°F

80°F

INSIDE
TEMPERATURE

REFLECTS
SUNLIGHT

20%

85%

REFLECTS
SUNLIGHT

KEEPS IN

SMOOG

SMOOG

REDUCER

HEATS
STORM
WATER

30°F

360
MILLION

SAVINGS
ON SMOOG
& HEALTH

CAN YOU PAINT IT? IT'S EASY TO GET STARTED.



What kind of roof do you have?

This paint may be applied to a variety of roof types:

- BLACK TAR (ASPHALT)
- RUBBER
- ALUMINUM

CHECK THE WARRANTY ON YOUR ROOF AND MAKE SURE NOT TO VOID IT!

BLACK TAR



RUBBER



ALUMINUM



CHECK YOUR ROOF. POKE AROUND UP THERE.

A few things to watch out for!

- BLISTERS
- CRACKS
- PEELING PAINT

Take note of any objects you could trip on, safety first!



FIX ANY ISSUES ON YOUR ROOFTOP BEFORE PAINTING.

BLISTERS



CRACKING



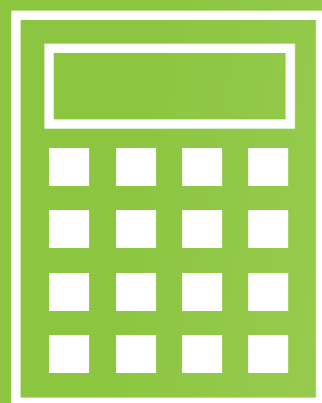
PEELING



MEASURE IT AND BUY PAINT. YOU'LL NEED THESE TOOLS.

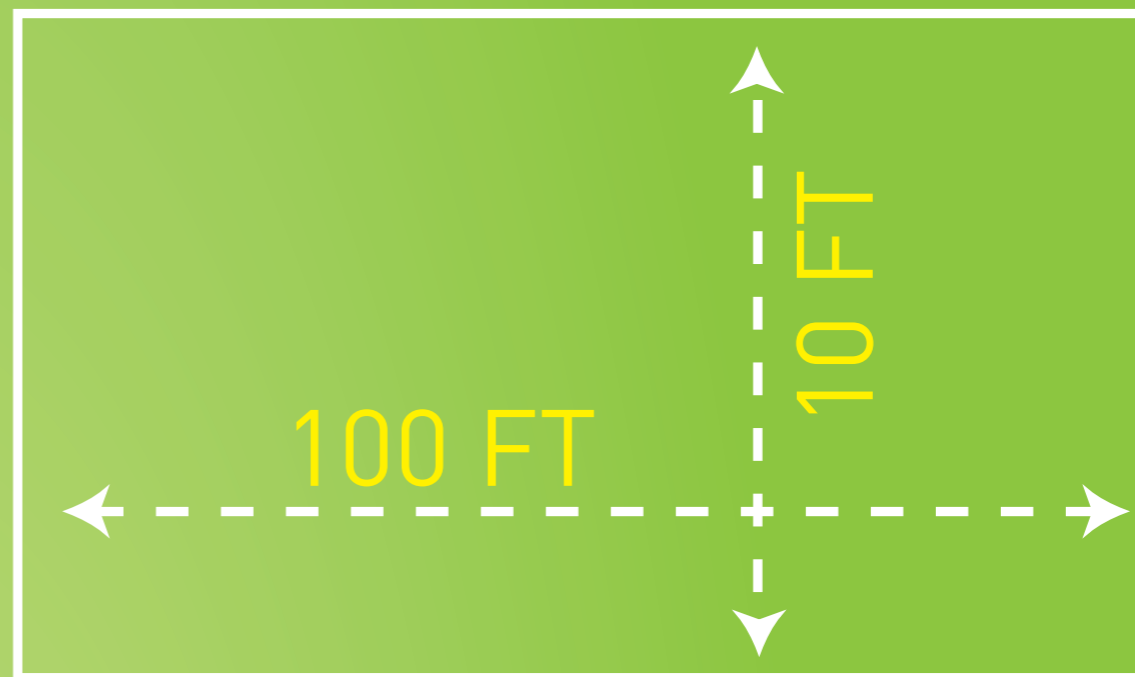


MEASURING
TAPE



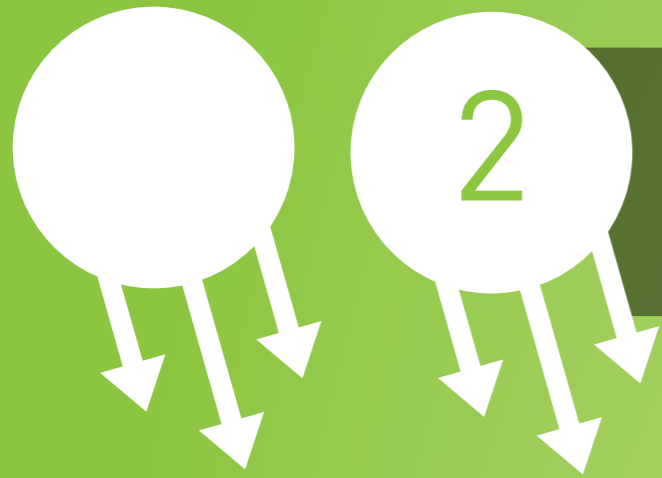
CALCULATOR

MEASURE YOUR ROOF



2 BUCKETS
OF PAINT COVERS
~ **100** SQUARE FEET

MAKE A DATE YOU NEED GOOD WEATHER.



**2 DAYS OF
SUNSHINE**



**NO RAIN
OVERNIGHT**



**NEEDS
TO BE
OVER
50°F
FOR THE
PAINT
TO DRY
PROPERLY**

CLEAN YOUR ROOF.

BROOM



SQUEEGEE



HOSE



GRID IT.



MEASURING
TAPE

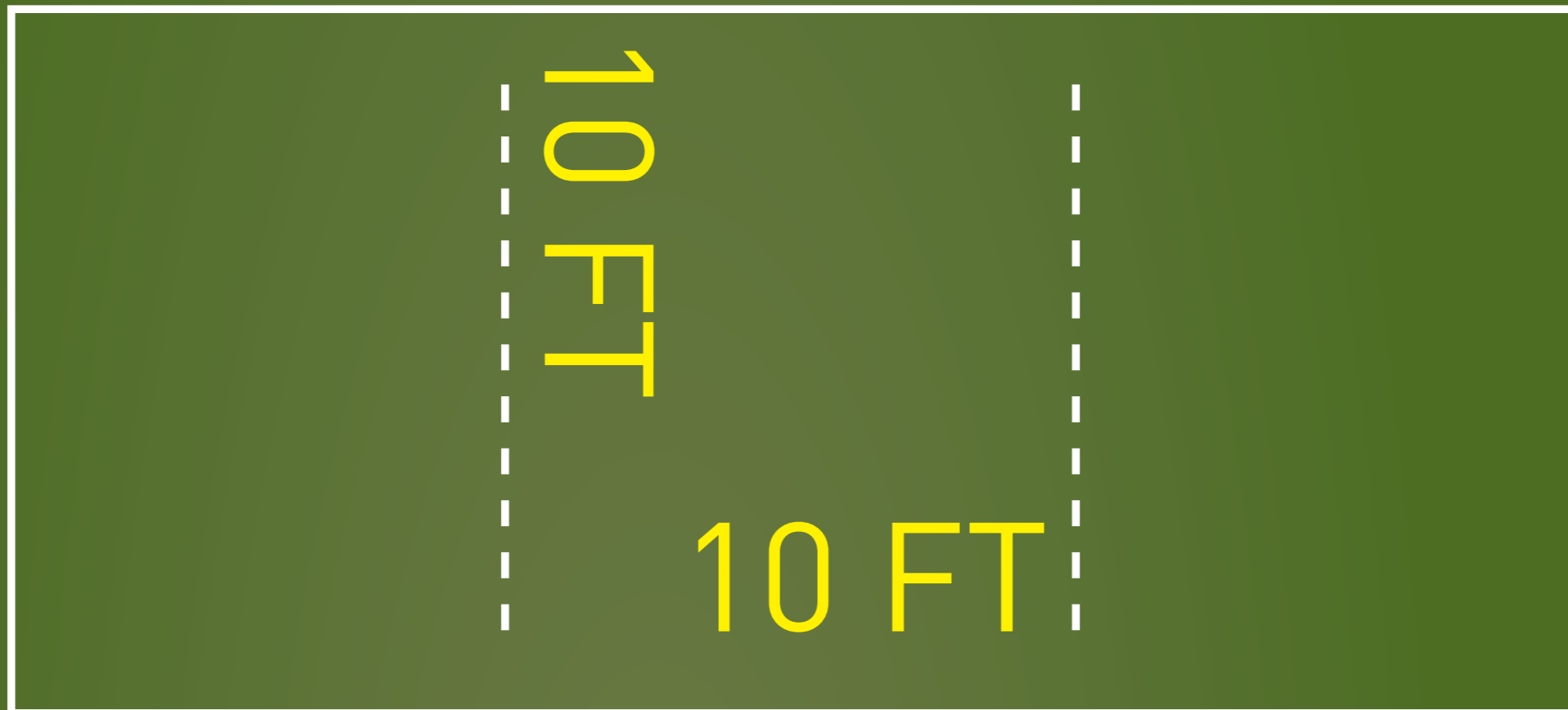


SPRAY
PAINT



PAINT
BRUSH

GRID YOUR ROOF INTO 100^2 FT SECTIONS



“CUT” IT.



PAINT THE EDGES OF THE ROOF.

- USE A 2" TO 5" BRUSH
- PAINT AROUND THE PERIMETER
- GO 12 INCHES UP THE SIDE OF THE PARAPETS.



PAINT IT! THE FIRST COAT



MEASURING
TAPE



SPRAY
PAINT



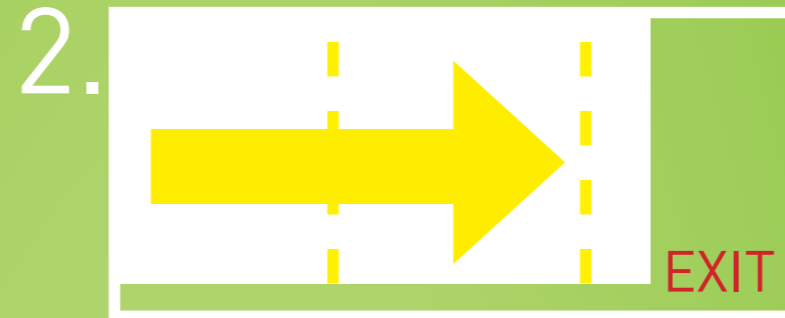
PAINT
BRUSH



PAINT
ROLLER



START YOUR 1ST COAT
AT THE OPPOSITE END
OF THE EXIT AND WORK
YOUR WAY BACKWARD.



LEAVE A PATH FOR
YOURSELF ALONG ONE
SIDE SO YOU DON'T GET
STUCK!



CLOSE OFF THE PATH
AND THE REMAINDER OF
THE ROOFTOP. LEAVE OUT
THE EXIT.

LAYING DOWN THE SECOND COAT

SECOND “CUT”

- GET YOUR PAINT BRUSH AGAIN
- PAINT THE PERIMETER A SECOND TIME
- MAKE SURE TO LAY THE COATING ON THICK

SECOND COAT

- GO TO THE OPPOSITE END OF THE ROOF
- PAINT YOUR WAY BACKWARD TO EXIT
- ALLOW TO DRY OVERNIGHT



GET
STARTED
TODAY.

