



## Kemper spotlights new "Cool Roof"

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Kemper System America, Inc. recently put the spotlight on reflective roofing at AIA 2015 (held in Atlanta) in two ways:

1. National design & specification manager Brian Kelly presented a new AIA-credited seminar to a sold-out crowd, "Sustainable Roofing Strategies: Fighting the Effect of Urban Heat Island."
2. Kemperol Reflect 2K FR, a new cold, liquid-applied reinforced Cool Roofing system that can improve building energy efficiency was featured. The bright white surface helps reflect sunlight and dramatically reduce the impact of infrared (IR) rays that can tax building cooling systems.

The easy-to-apply, fully-reinforced membrane is applied the same way as Kemper System's best-selling Kemperol 2K-PUR solvent- and odor-free system, but the new liquid waterproofing pours out white and dries to a bright white finish. As no topcoat is necessary, labor costs and installation time are reduced.

The new Cool Roof resin membrane system consists of 70% rapidly renewable resources, is fire rated for class A assemblies, and is odor-free and low VOC.

"Kemperol Reflect 2K FR extends our efforts to support sustainable design," said managing director Richard Doornink. "It is ideal for exposed roofs where reflectivity can make a major impact on building energy demands, and it offers many of the same advantages as our Kemperol 2K-PUR system, popular for 'Green Roofs' and 'Blue Roofs.'"

The new product was tested in Europe and proven valuable on 'Cool Roofs' (also known as 'White Roofs') especially in warmer climates and areas with above average sunshine, he said.

Kemperol 2K-PUR system will also be featured at AIA booth #1717. Both Kemperol systems are eligible for LEED credits under the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) certification program.

State-of-the-art Kemperol membrane systems fully adhere to substrates, and are self-flashing and self-terminating for easy installation and edge-to-edge protection. They can reliably seal roof perimeters, multiple penetrations and virtually any architectural detail, with extended warranty protection. They are fully reinforced with 165 polyester fleece which absorbs the resin and can achieve proper membrane thickness in a single layer.

Kemper System has been a global leader in cold, liquid-applied, reinforced roofing and waterproofing technology for over 50 years, having invented the technology and holding the first patents.

Kemper System is also a leader in solvent-free and odor-free liquid-membrane systems and provides long-term, built-to-last solutions for: blue roofs, green roofs, new roof assemblies, existing roof recovery, metal roofs, balconies and terraces, plazas, historic restoration, gutterways, interior and industrial applications and below-grade waterproofing.

The company employs a nationwide network of committed sales representatives, independent rep

groups and a staff of professional technical support consultants that provide expert counseling and evaluation. Kemper System projects are supported by an experienced technical department, site quality control and customer care support center.

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