



## **Kemper to introduce Kemperol Reflect 2K Cool Roof at IRE**

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Kemperol Reflect 2K FR, a cold, liquid-applied reinforced Cool Roofing system that can improve building energy efficiency, will be introduced by Kemper System America, Inc. at the International Roofing Expo (IRE) February 24-26 in New Orleans and demoed each day at 11:30 a.m. and 2:30 p.m. at booth #757. The bright white surface helps reflect sunlight and 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. Both Kemperol systems will be featured at IRE 2015 (booth #757). They are also both eligible for LEED credits under the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) certification program.

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 is a leader in 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. Visit IRE booth #757 to learn more, or contact Kemper System ([www.kempersystem.net](http://www.kempersystem.net)) at [inquiry@kempersystem.net](mailto:inquiry@kempersystem.net), or call 1-800-541-5455.

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## CAPTION

The new Kemperol® Reflect 2K FR, now manufactured by Kemper System America in West Seneca, NY, was originally tested in Europe and has proven valuable on 'Cool Roofs' (also known as 'White Roofs') especially in warmer climates and areas with above average sunshine.

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