

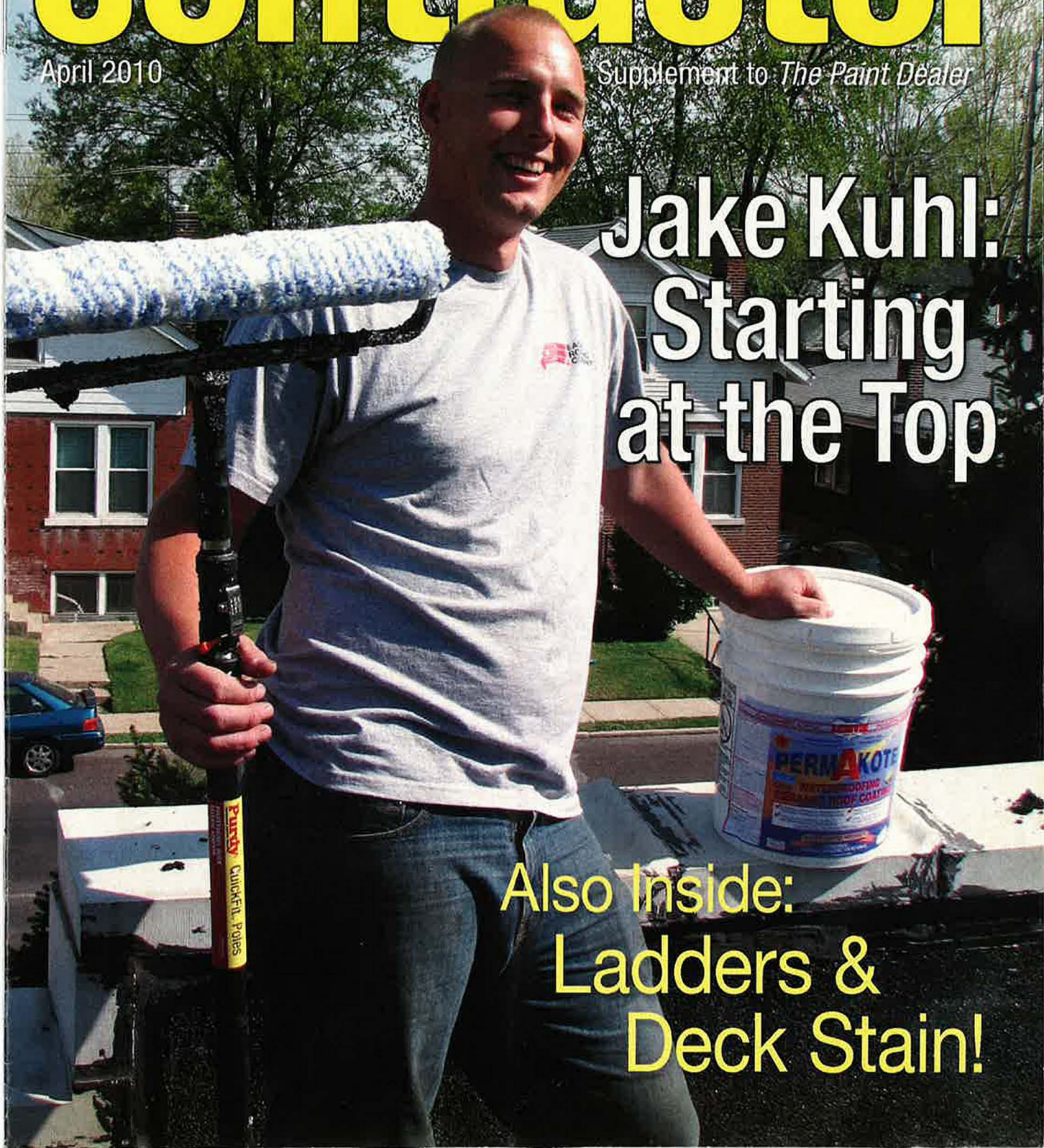
the Paint contractor

April 2010

Supplement to *The Paint Dealer*

**Jake Kuhl:
Starting
at the Top**

**Also Inside:
Ladders &
Deck Stain!**



KUHL MOVES



Jake Kuhl (right) assisted by Isaac Cherry, applies a roof coating from Nationwide Chemical Coatings.

Contractor Jake Kuhl tries out an easy to use roof coating system that a painter can add to his arsenal of projects.

One of the fun things about this job is that I can do home improvements and write stories about them. It kills a couple birds with one stone; we can show you how to expand into types of coatings you might not normally deal with, and I can come back Monday morning secure in the knowledge that I spent all weekend “hard at work.”

Roof coatings don't interest a lot of painters, but the system we employed to bolster up my roll-top is relatively easy.

BY JERRY RABUSHKA, EDITOR

It doesn't require anything other than applying a coating; just that your coating is on a roof rather than a wall.

We used a system from Nationwide Chemical Coatings Manufacturing, Inc., it's a three-coat system—a sealer and two topcoats, and we got professional roofer Jake Kuhl to make the climb. His last name, pronounced “Cool,” is how he's know to many friends and co-workers. He's mainly worked with tiles and shingles but he was anxious to try out this system to see if it was yet one more service he could sell to potential customers.

We're thinking “yes.”

My roof is a flat slope—there's no attic, no room for insulation, and while the home inspector regaled us with some scare stories of immediate maintenance, Jake esti-

mated there was still about three years left in the material. By applying a protective coating like this, we would be starting from scratch, adding several more years of life to the existing material.

Prep Was Pretty Easy

Step one was to pressure wash. The black roll-top hid a lot of dirt and muck that came from rain, birds, trees, squirrels, what have you. Jake started at the front of the house, as the roof sloped towards the back. It's a typical pressure washing job; your challenge is getting the washer up on the roof, or getting a hose long enough to reach and having someone operate it on the ground.

We had to wait for it to dry before we put on the clear sealer. During this time, Jake took out his handy scraper and pulled up some parts of the roofing material and other gunk that was sticking up and could interfere with the sealer's ability to adhere.

It was a nice sunny day, and between the sunlight and the black roof absorbing every bit of heat it could (and funneling it into the house below) the roof dried quickly and Jake could get to sealing without much delay.

The Sealer Was Pretty Easy, Too!

Nationwide sent us three five-gallon buckets of Perma-

Bond™ Adhesive Waterproofing Clear Bonding Primer, which the company describes as a "superior quality elastomeric acrylic adhesive tie and bond waterproofing primer and sealer." It's designed for excellent adhesion and bonding to most any type of roofing surface. Its high solids resin formula has excellent waterproofing properties and will seal and prevent most leaks, plus it's great for locking down loose gravel, they tell us,

Three buckets was just the right amount to coat the approximately 1,400-square-foot roof; but square footage per bucket will depend on your particular roof material. The product can be brushed, rolled, or sprayed. Jake came over a week early to inspect it. He even peeled off labels from both the sealer and topcoat to read them over before he came to work. That was a good time-saver, as when it was time to begin he already knew what he was getting into and had time to find out answers to any questions he had about the product. It also showed me that he was serious about doing the job right.

We chose to roll it on. We had some 18" Purdy Colossus rollers, their companion roller tray big enough to hold five gallons of paint, and a couple extension poles. While it's a great idea to mix up Perma-Bond with an electric paint mixer, we... uh... left all that equipment at the office, so Jake stirred it up with a wooden paddle, courtesy of American Paint Paddle and poured it into the tray.

You'll want a thick nap roller that can take some punishment, at least in this case since the roof has a pretty rough surface. As you can see from the photos, it goes on thin and white, then dries clear, providing a secure film for the topcoat. Instructions say to let it dry for 12 hours, so plans were to topcoat the next day.

Kuhl was happy with how it went on—it was easy to work with, but he prepared to throw some muscle into this to make sure you roll it into all the crevices of the roof—most importantly where one "roll" meets the other.

Topcoat Was Pretty Easy, Too!

Next day was still nice weather; Jake came back eager to try the Permakote® Elastso-Ceramic Waterproofing Roof Coating, which Nationwide describes as a "premium-quality elastomeric waterproofing acrylic insulating ceramic protective roof coating system." It carries a Class A fire rating as per National Fire Protection Association NFPA 101 Life Safety Code (ASTM E 84-01). The product is designed with excellent ultraviolet reflectivity and durability, superior insulating and soundproofing properties, and excellent mildew resistance. It carries a 12-year limited warranty, but it must be used with PermaBond or Metal-Prime to activate the warranty. This product is designed for sloped roofs only, but Nationwide has a variety of roofing products—you can do what we did,

What a great view of the neighborhood! Kuhl found this system an easy-to-apply addition to his contracting skills. Not only can you sell your customers on the cost savings versus replacing the roof, but also on the energy savings of putting a white coating up on top. Visit Nationwide Coatings at www.nationwidecoatings.com.



send them some photos and a description, and they'll make sure you use the right stuff!

It's a thicker coating; at 11.9 pounds a gallon your "five" is close to 60 pounds. Unlike the black roof, which absorbs heat and fires up the brick house below to the point where you could cook a pizza on the floor, Permakote's white coating will reflect the heat away from the house, keeping the interior cooler, so not only will it save your roof but it will save your air conditioning bill as well. Jake pointed out, however, that when you apply your second coat, you'll be hot, because all



the heat reflects up to you!

Even more so than with the sealer, with this product an electric mixing device is a great idea. It looks a bit like sour cream, actually, and again application is pretty easy, just make sure your applicator is well-loaded. Something like the Colossus that holds a lot of paint will help make your job easier.



Jake started with a brush to cut into the parts of the roof that were horizontal, there wasn't much but there was a bit of decorative brickwork that came up from the top of the house, plus a bit of rise over the sides. Make sure when you estimate the square footage that this area is also included.

After that, he started rolling over the clear coat. Again, you'll want to put a bit of muscle behind it to make sure you get a full coat of paint on the roof.

Once again, wait 12 hours in between coats.

One tip from watching Kuhl—he did a small area at the back of the house one day behind everything else. This way when he was finished applying the sealer coat, he had a place to move all his buckets and paint equipment before taking it to the ground. The next day after he was finished topcoating, he applied the sealer to that untreated area.

The final coat, applied too late for photography, took less product than the first coat and firms up the system. Suffice to say, Jake was impressed with the system and interested in using it in the future.

One more note—don't forget the sunscreen!

The folks at Nationwide estimated that this was about \$1,500 worth of product: three buckets of sealer and six of topcoat. It's not inexpensive, but its many benefits include saving on your energy bills as well as on the substantial investment of redoing your roof! Plus as a painter, it gives you one more place to ply your trade and can make you a one-stop shop for a customer. And, you'll always come out on top!

*Special thanks to Nationwide Chemical Coatings Manufacturing, Inc. for supplying the product used in this project. **TPC***



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