



Spartan Roof Coatings

Presented by: Doug Pund



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Sonny Arwood, the Founder, and CEO of Fluid Applied Roofing started his career as a painting contractor in the late 80s. In 1993 he started transitioning into roof coatings and eventually commercial roofing, including the installation of single-ply and metal roofing systems.

During his career in roof coatings, he noticed a consistent issue with every roof coating product he had installed and that was the use of polyester fabric and/or seam tape as part of the leak-proofing process. This labor-intensive process was subject to installation errors. Even with the best installation, this process was still failing. This led him to search for a better leak-proofing process.

After 20 years of extensive research, Sonny worked with his chemist to co-develop **FiberSeal Base™**, a product that would change the leak-proofing process forever. This revolutionary product was designed to mitigate the risk of poor installation errors, reduce the labor required, and speed up the leak-proofing process. In addition to changing the leak-proofing process, he also wanted to change the perception in the market which was that a roof coating was nothing more than painting a roof. He introduced the term fluid applied roofing as the new brand identifier and the company Fluid Applied Roofing was born.

FAR System™ by Fluid Applied Roofing, is revolutionizing the roofing industry, bringing new technology into the fluid applied roofing market.

\$ INCREASE PROFITS
FOR YOUR BUSINESS

FASTER

FAST CURING TECHNOLOGY

Dries to the touch & resists rain. wash-off in 30 minutes. Allows for multiple applications in a single day.

SAVE LABOR LEAK-PROOF 10X FASTER

EASIER

NO SEAM TAPE OR POLYESTER FABRIC REQUIRED!

Our sprayable, leak-proof process increases the speed of application significantly when compared to competitors systems.

DURABILITY WITH THE EASE OF WATER CLEAN UP

BETTER

POLYURETHANE-ACRYLIC TECHNOLOGY

Our unique formula provides durability that standard acrylics and silicones do not, while eliminating costly mistakes due to the ease of installation.





RINSEABLE PRIMER CONCENTRATE – Designed to remove grease, dirt and debris. The proper use of our rinseable primer ensures proper adhesion of the FAR System™. Simply apply, then rinse with a power washer.



RUST PRIMER – When repairing a metal surface, remove the loose rust and apply our fast curing primer.



PRIMECOAT MB – A fast curing product that provides additional adhesion and bleed blocking for Mod-Bit and BUR roof substrates.



FIBERSEAL CAULK – FiberSeal Caulk has been formulated to bridge larger gaps. This product is so technologically advanced, roof repairs are no longer a worry.



FIBERSEAL BASE – Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals seams and bridges gaps, creating a fully reinforced leak-proof base application.



PROCOAT BASE – A fast curing Polyurethane-Acrylic base application that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.



PROCOAT FINISH – A fast curing Polyurethane-Acrylic product, that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.



PROSIL FINISH HS – A fast curing high solids silicone product, that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.

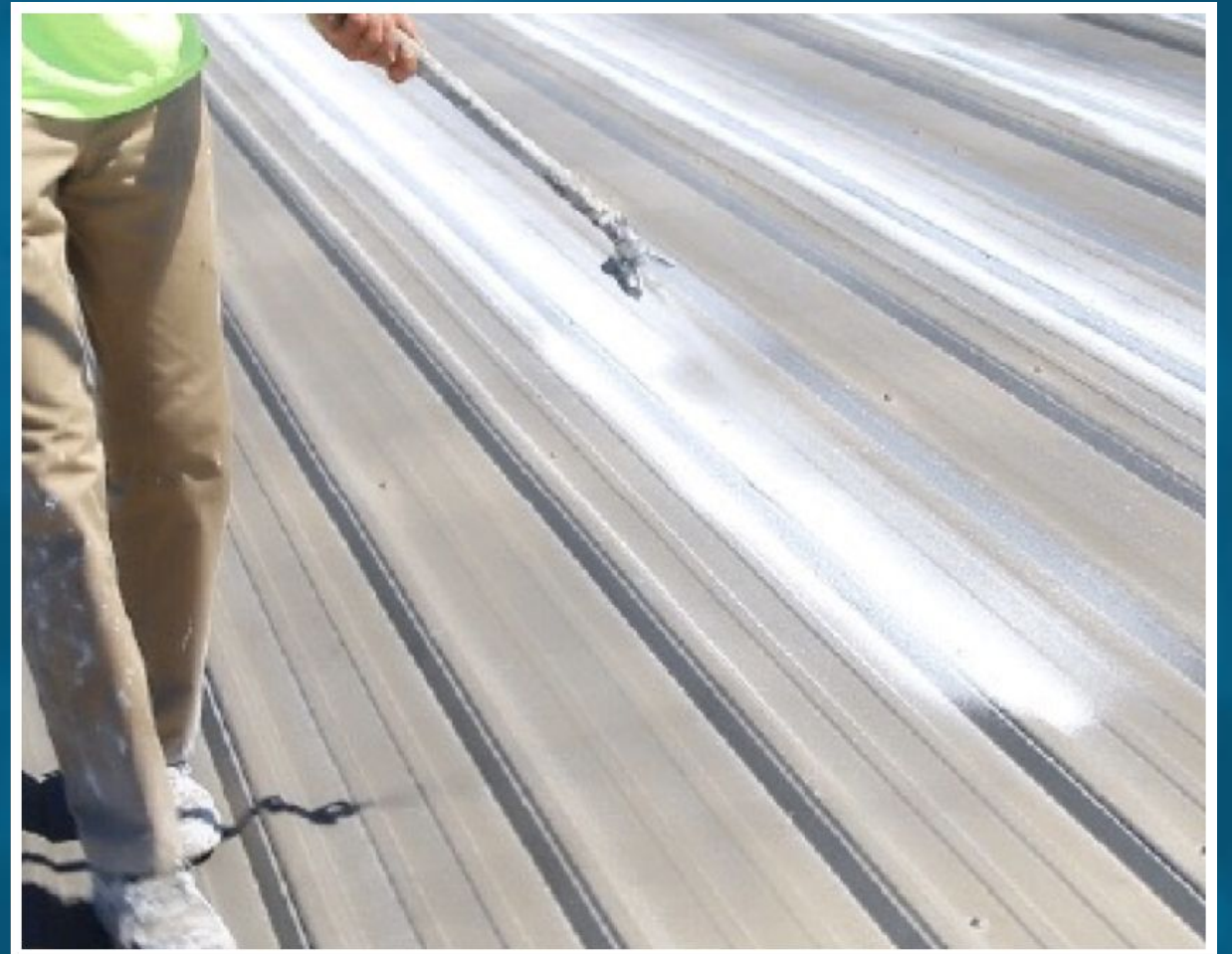
FAR FIBERSEAL BASE

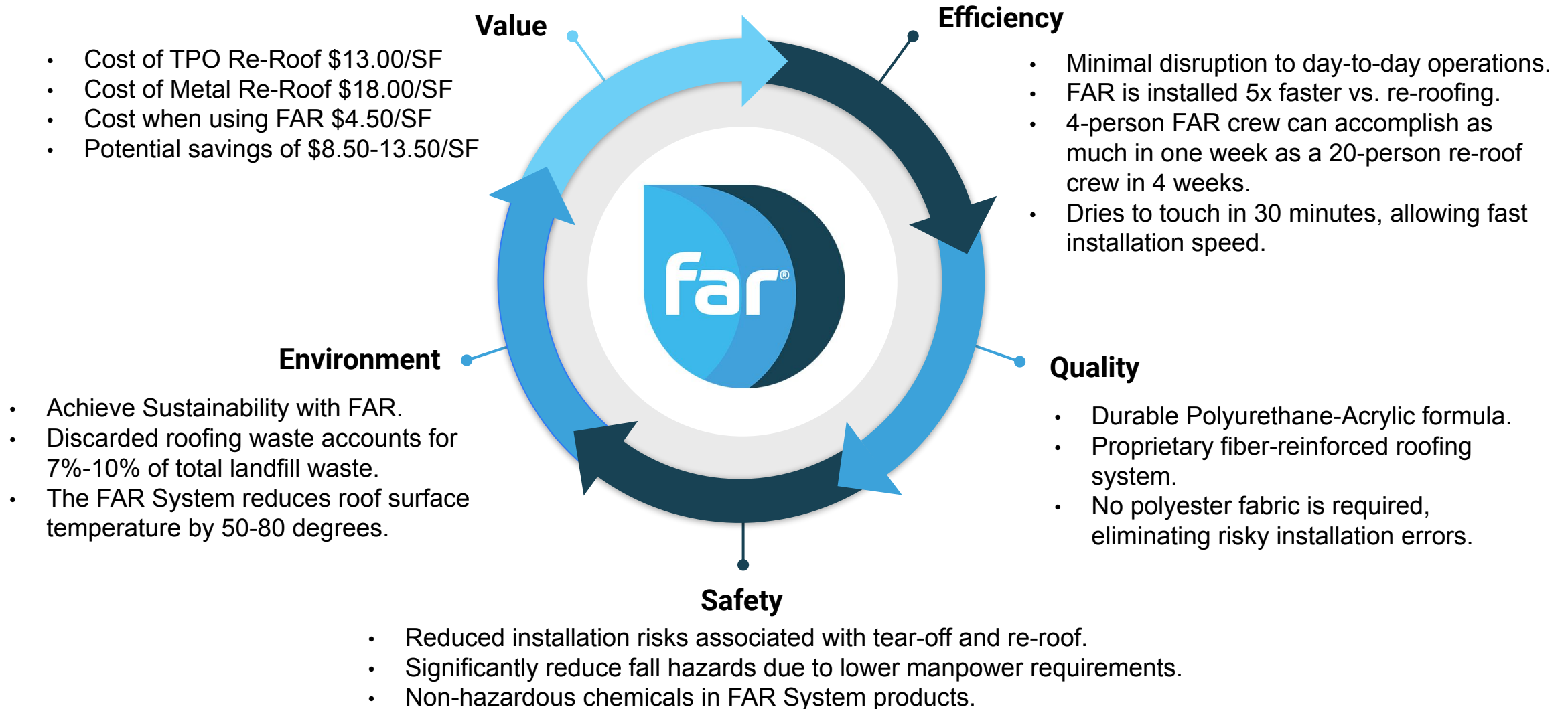


A reinforced spray process that is initially applied to a metal roofs vertical and horizontal seams.



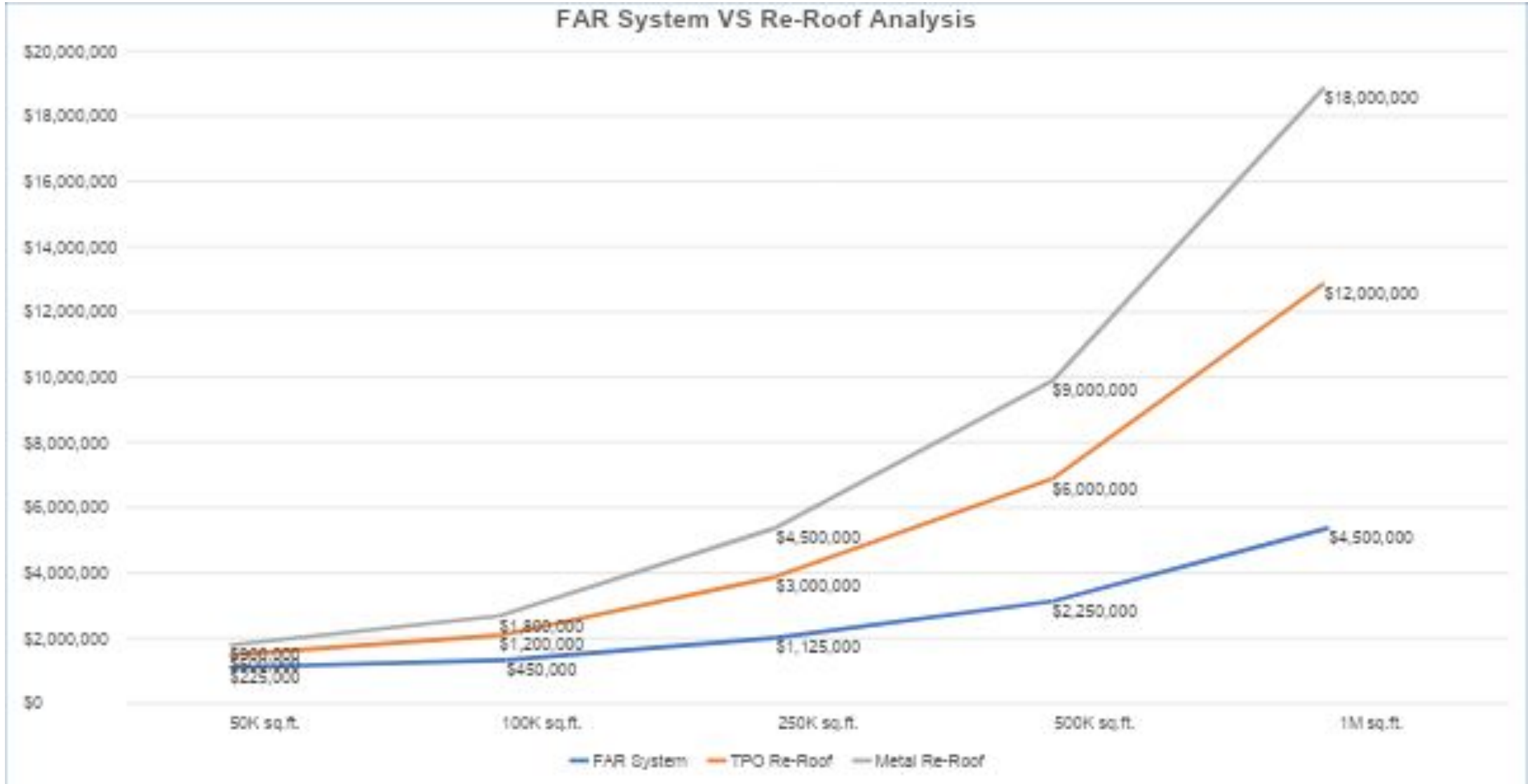
FAR FiberSeal Base provides total coverage and protection.





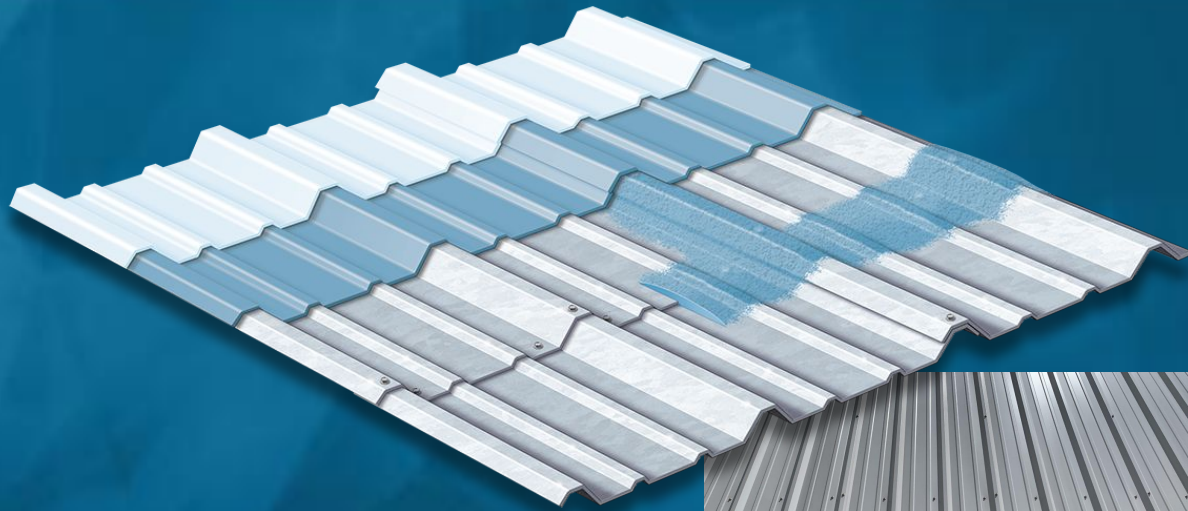


With FAR, Millions of SF equals Millions in Savings





Applications with Specifications



Roof Specifications for:
Polyurethane-Acrylic
Silicone

PBR METAL

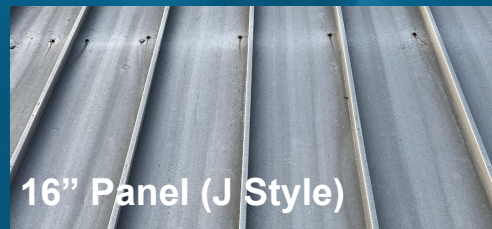
- 1. Rinsable Primer**
Designed to remove grease, dirt and debris. This ensures proper adhesion of the FAR System™. Simply apply, then rinse with a power washer.
- 2. FiberSeal Base**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals seams and bridges gaps, creating a fully reinforced leak-proof base application.
- 3. ProCoat Base**
A fast curing Polyurethane-Acrylic base application that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.
- 4. ProCoat Finish**
A fast curing Polyurethane-Acrylic product, that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.

STANDING SEAM METAL

- 1. Rinsable Primer**
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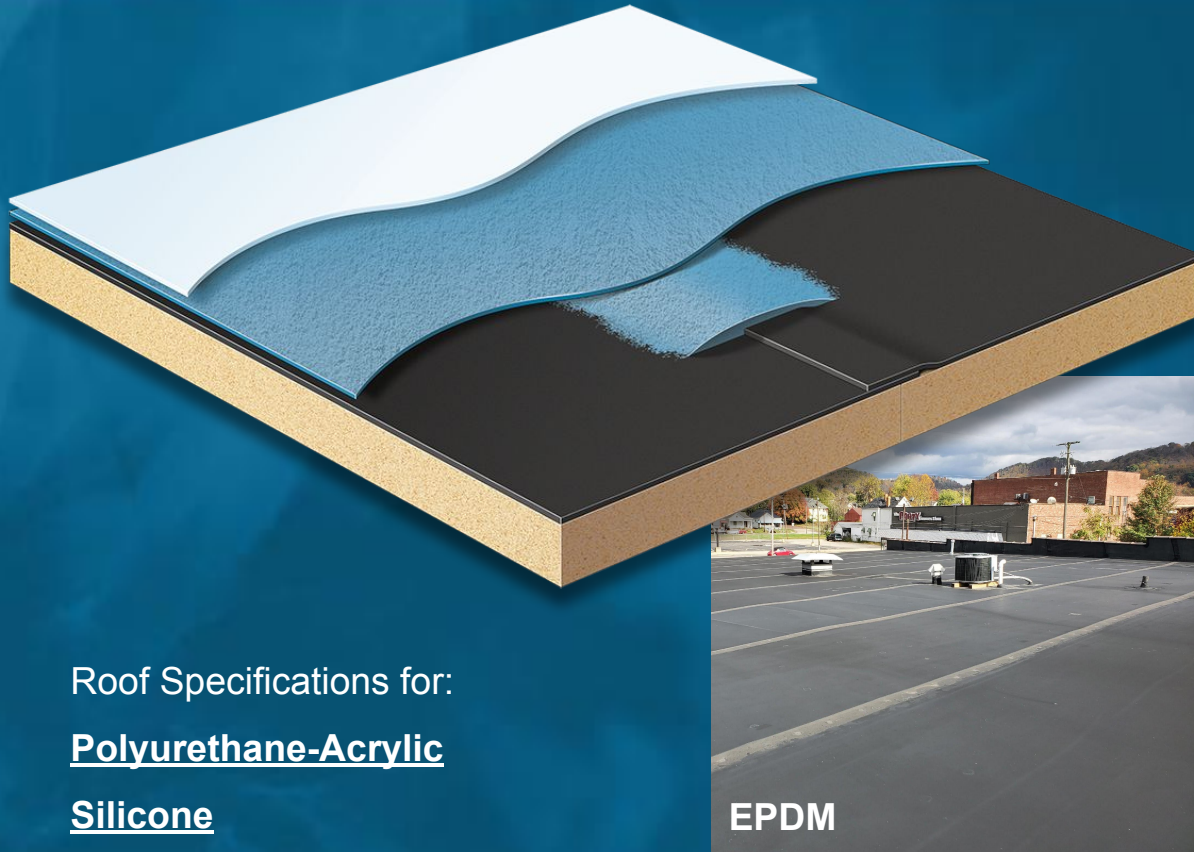


Trapezoidal



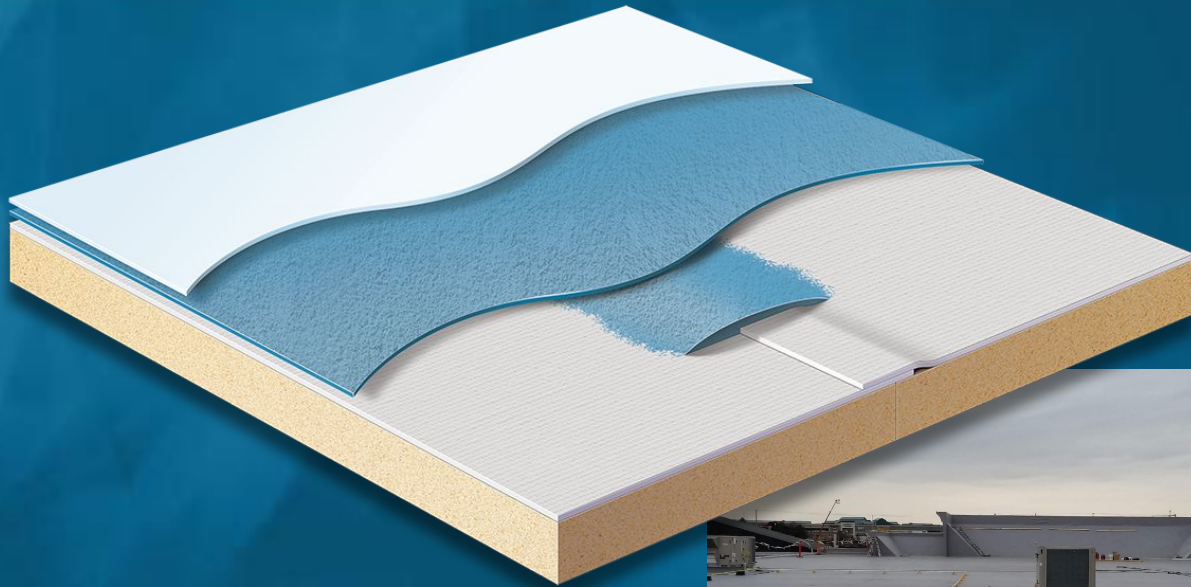
16" Panel (J Style)

Roof Specifications for:
Polyurethane-Acrylic
Silicone

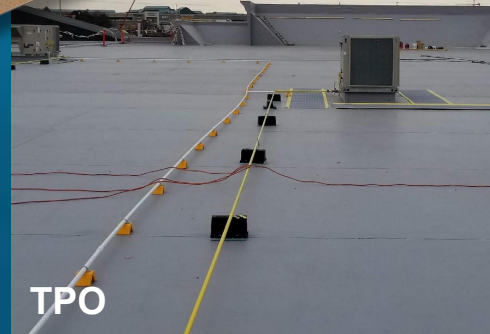


EPDM SINGLE PLY

- 1. Rinsable Primer**
Designed to remove grease, dirt and debris. This ensures proper adhesion of the FAR System™. Simply apply, then rinse with a power washer.
- 2. FiberSeal Base (Seam Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals seams and bridges gaps, creating a fully reinforced leak-proof base application.
- 3. FiberSeal Base (Total Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals the entire roof, creating a fully reinforced leak-proof base application.
- 4. ProCoat Finish**
A fast curing Polyurethane-Acrylic product, that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.

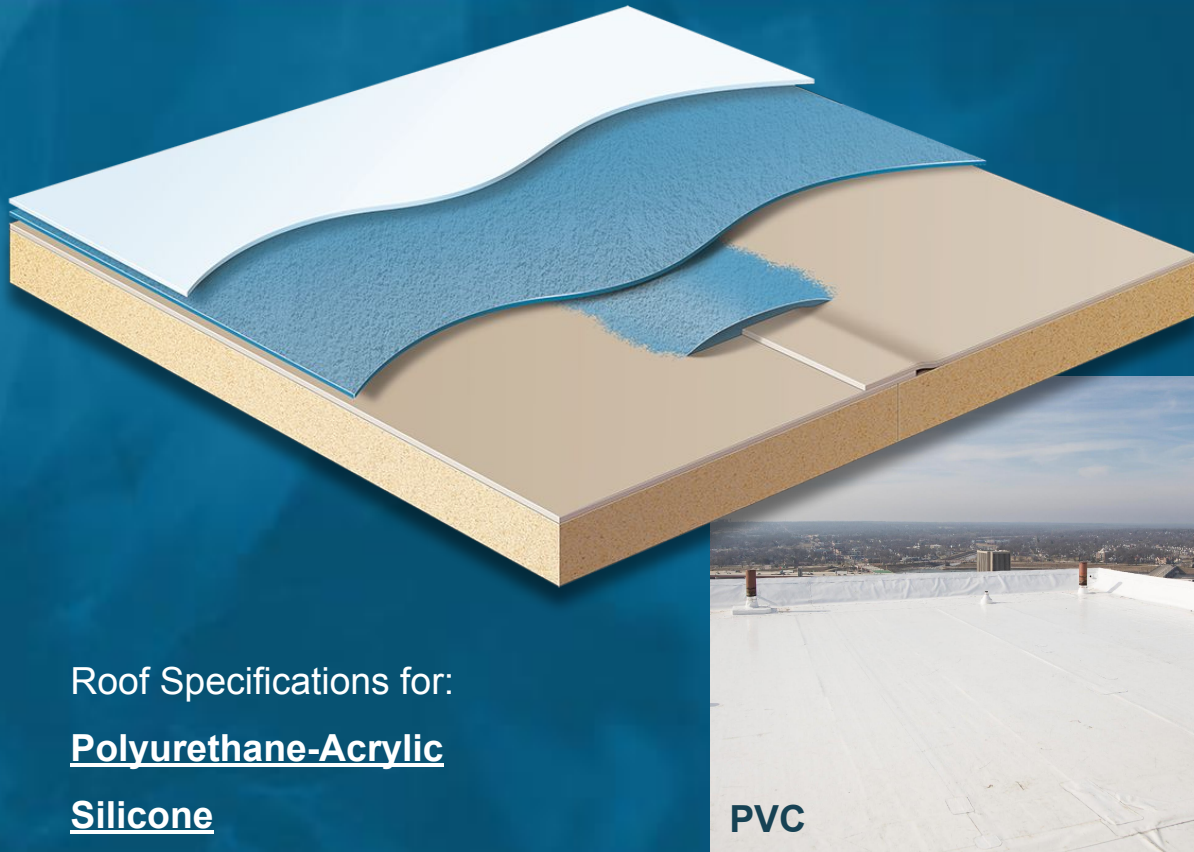


Roof Specifications for:
Polyurethane-Acrylic
Silicone



TPO SINGLE PLY

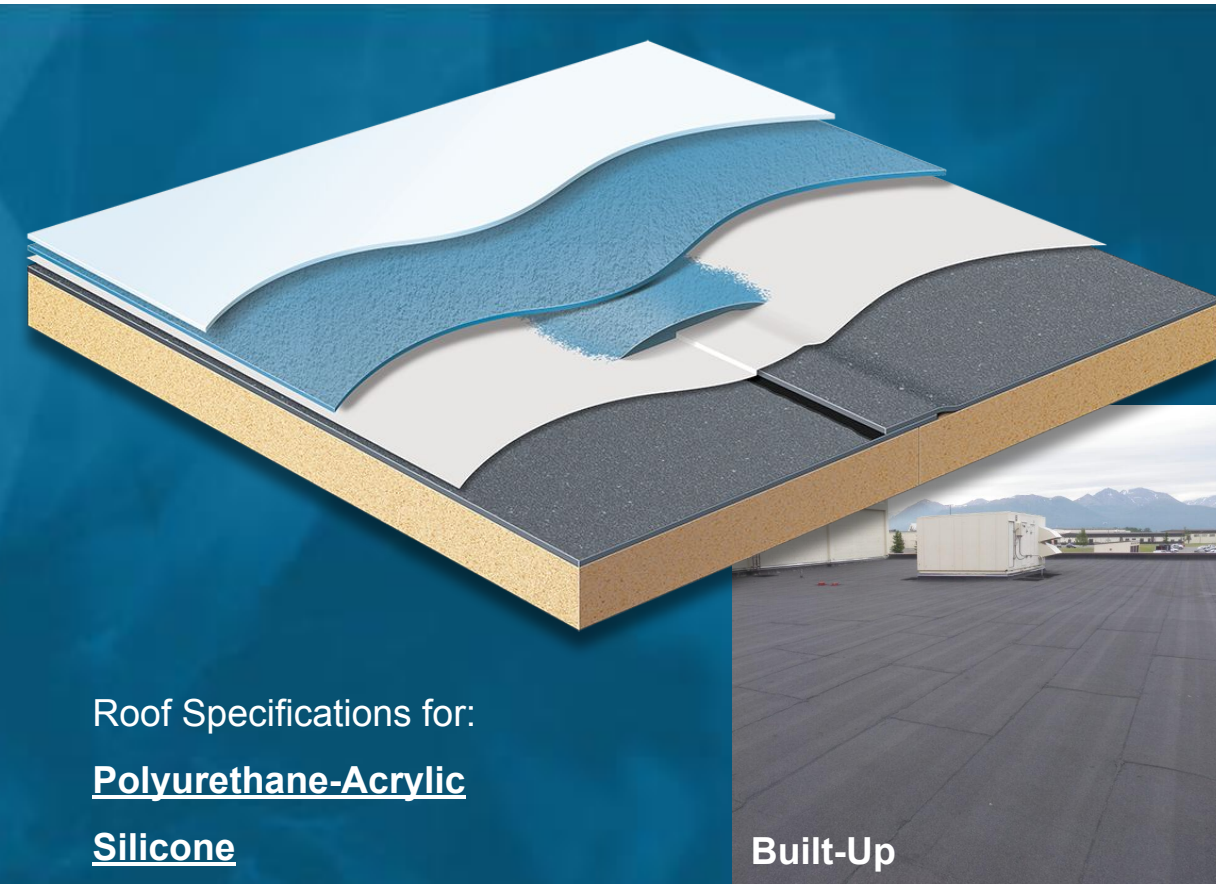
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- 3. FiberSeal Base (Total Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals the entire roof, creating a fully reinforced leak-proof base application.
- 4. ProCoat Finish**
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Roof Specifications for:
Polyurethane-Acrylic
Silicone

PVC SINGLE PLY

- 1. Rinsable Primer**
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- 2. FiberSeal Base (Seam Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals seams and bridges gaps, creating a fully reinforced leak-proof base application.
- 3. FiberSeal Base (Total Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals the entire roof, creating a fully reinforced leak-proof base application.
- 4. ProCoat Finish**
A fast curing Polyurethane-Acrylic product, that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.



Roof Specifications for:
Polyurethane-Acrylic
Silicone

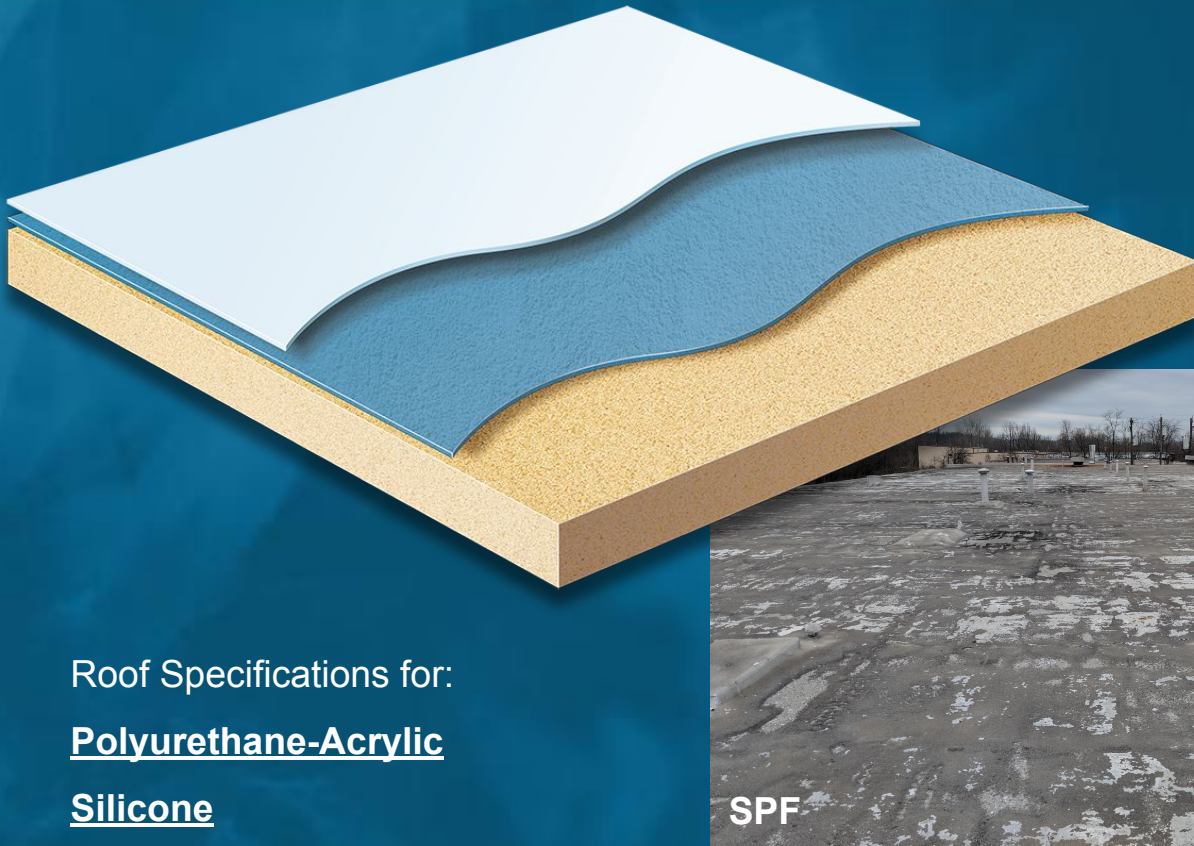
BUILT-UP ROOF (BUR)

- 1. PrimeCoat MB**
A fast curing product that provides additional adhesion and bleed blocking for Mod-Bit and BUR roof substrates.
- 2. FiberSeal Base (Seam Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals seams and bridges gaps, creating a fully reinforced leak-proof base application.
- 3. FiberSeal Base (Total Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals the entire roof, creating a fully reinforced leak-proof base application.
- 4. ProCoat Finish**
A fast curing Polyurethane-Acrylic product, that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.



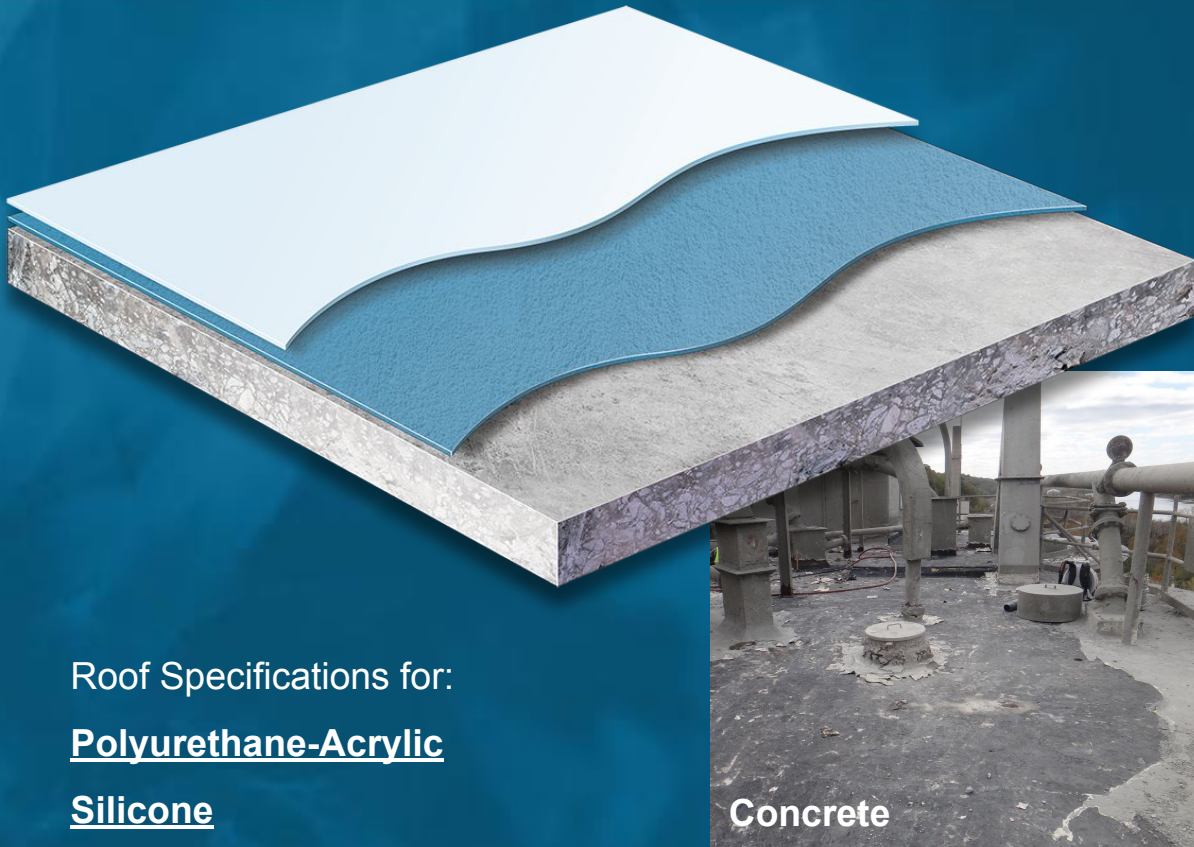
MODIFIED BITUMEN

- 1. PrimeCoat MB**
A fast curing product that provides additional adhesion and bleed blocking for Mod-Bit and BUR roof substrates.
- 2. FiberSeal Base (Seam Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals seams and bridges gaps, creating a fully reinforced leak-proof base application.
- 3. FiberSeal Base (Total Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals the entire roof, creating a fully reinforced leak-proof base application.
- 4. ProCoat Finish**
A fast curing Polyurethane-Acrylic product, that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.



SPF FOAM

- 1. FiberSeal Base (Total Coverage)**
Sprayable, fiber-reinforced Polyurethane-Acrylic product. It seals the entire roof, creating a fully reinforced leak-proof base application.
- 2. ProCoat Finish**
A fast curing Polyurethane-Acrylic product, that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.



Roof Specifications for:
Polyurethane-Acrylic
Silicone

CONCRETE

- 1. Rinsable Primer**
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- 2. FiberSeal Base**
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- 3. ProCoat Finish**
A fast curing Polyurethane-Acrylic product, that creates a durable, seamless, watertight membrane, extending the life of the existing roof substrate.

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Stay Connected



THANK YOU... from the team at Fluid Applied Roofing

QUESTIONS?



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**\$38
Million**

Approximate Savings to date at HMMA between traditional re-roofing method vs. Fluid Applied Roofing

Some other numbers to consider

To date, HMMA has used FAR solutions on approximately 2.1 million SF of roofs.

Before using FAR, HMMA was spending an average of \$21.00/SF using traditional re-roofing methods. If this method had been applied to all 2.1 million SF, the approximate cost would have been \$37.8 million.

Instead, by using FAR the cost was approximately \$6.3 million. This is an approximate savings of \$38 million.



Sustainability

The FAR System protects the roof surface from harmful UV degradation. The FAR System can be installed at the end of each warranty period providing Sustainable roofing for HMMA.

HMMA is currently averaging a 7% decrease in electricity consumption due to the FAR System deflecting UV light from the sun for the Training Center.

Buildings with cooler roofs reduce carbon footprints—additionally, the cooler the roof, the less thermal shock a roof will experience. The lower roof surface temperature ensures that the roof is not expanding and contracting at a high rate, increasing the roof's life cycle.

HMMA is currently helping to cut down on local landfill waste due to the size of its roof and implementing the FAR System. Discarded roofing material comprises about 7% to 10% of total landfill waste.



SAVE MONEY

One of the most expensive capital expenditures for any building owner is maintaining the roof. The FAR System™ is the most cost-effective, long-term roofing solution on the market today.



- Current average Re-Roofing cost is \$21/SF.
- FAR System average cost is \$3/SF.
- The net savings is \$18/SF when using FAR.
- There are No Disruptions with FAR.
- FAR is sustainable. It can be installed multiple times, reducing roofing costs and unnecessary risk.
- Re-Roofing increases risks for HMMA.
 - More manpower, more risk of injury.
 - More risk of leaks with tear-off.



- Protect the existing roofs immediately to ensure they do not require re-roofing at \$21/SF
- For every roof protected from further UV degradation, Hyundai realizes a savings of \$18/SF
- These savings can be used for other capital expenditure projects
- Example: For every 1 Million SF of roof protected by FAR System, Hyundai will save \$18 Million dollars
- Using the FAR System for all of Hyundai and their subsidiary companies will save \$100's of Millions of dollars





Support Images or Graphics

Discuss the eco-friendly aspects of fluid applied roofing

1. Point
2. Point

Reduced waste and landfill impact

1. Point
2. Point
3. Point

Potential for LEED certification and energy savings

1. Point
2. Point
3. Point

Support Images or Graphics

Key Industries that have benefitted from Fluid Applied Roofing

1. Industry
2. Industry
3. Industry

FAR Client/Partnerships

1. Hyundai
2. Aarons
3. **The Green?**

Geographical Presence

1. Beaver Creek, Ohio (Midwestern Region)
 - a. Corporate Headquarters
 - b. Manufacturing Facility
 - c. Warehouse & Distribution
 - d. Training Center
2. Daytona, Florida (South-Eastern Region)
 - a. Distribution
 - b. Training Center

Fluid Applied Roofing vs. traditional roofing methods

Superior performance and long-term benefits

Include data on cost-effectiveness and ROI

Support Images or Graphics



Support Images or Graphics

Upcoming advancements and developments

On-going research and technology integration

New facility and distribution locations

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“Roof coatings are very effective when adding protection from UV degradation to an existing roof surface, but a weak link remained... the leak proofing process. We found that installation inconsistencies are a major factor, so we designed the FAR System™ to mitigate the risk of poor installation errors at these critical areas. By removing the part of the system that is susceptible to failure – we remove the risk.”

Sonny Arwood — *Founder & CEO*



SAVE MONEY

One of the most expensive capital expenditures for any building owner is maintaining the roof. The FAR System™ is the most cost-effective, long-term roofing solution on the market today.

- Current average TPO Re-Roofing cost is \$13/SF.
- Current average Metal Re-Roofing cost is \$18/SF.
- FAR System average cost is \$4.50/SF.
- The net savings is \$8.50-\$13.50/SF when using FAR.
- There are No Disruptions with FAR.
- FAR is sustainable. It can be installed multiple times, reducing roofing costs and unnecessary risk.
- Re-Roofing increases risks for S Coco Investments.
 - More manpower, more risk of injury.
 - More risk of leaks with tear-off and re-roof.



MAXIMIZE ROOF LIFE

Fluid Applied Roofing's FAR System™ is a great option for most commercial roof types, extending the life of the existing roof.

- Protect the existing roofs to ensure they do not require re-roofing at \$13-18/SF.
- For every roof protected from further UV degradation, Scoco Investments realizes a savings of \$8.50-13.50/SF.
- These savings can be used for other capital expenditure projects.
- Example: For every 1 Million SF of roof protected by FAR System, Scoco Investments would save between \$18 Million dollars.