

**Media Advisory**

*Attention: Green Building, Real Estate, Roofing and Energy Efficiency editors*

**Ontario manufacturer exhibits LEED approved White Roof reflective coating systems at international GREENBUILD show (Booth 6341S), Metro Convention Centre from Oct. 4-6**

Woodbridge, Ontario-based DuROCK will be exhibiting TIOCOAT ([www.tiocoat.com](http://www.tiocoat.com)) a white reflective roof coating which offers enhanced energy efficiency performance for flat roofs.

TIOCOAT is an eco-friendly elastomeric coating that protects and extends the life of new and existing roof systems by reflecting over 89% of the sun's harmful UV rays. TIOCOAT is LEED Approved for SS Cr: 7.2 (Intent to Reduce the Heat-Island Effect) and is ENERGY STAR accredited.

Applying TIOCOAT reduces heat absorption, thermal shock and expansion/contraction of the roofing membrane, all of which significantly extends the life of the roofing system. Using TIOCOAT will reduce building cooling costs (air conditioning bill reductions of 20-30%).

**TIOCOAT Quick facts:**

- Can be applied to suitable existing roof substrates including: BUR, Mod-bit, Concrete, Metal and Asphalt
- Can be sprayed or roller applied for easy application.
- Made to withstand Canada's extreme climate and significantly extends roof life.
- Keeps homes/buildings cooler in hot summer months, which translates into an attractive two-year Return on Investment.
- Manufactured in Ontario by a reputable and long established Canadian family business.
- Can be used in conjunction with solar PV panels to increase efficiency by reflecting UV rays.
- Complies with the 'ECO-ROOF' program grant from the City of Toronto.

**For more information and details about local installations, contact:**

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*DuROCK Alfacing International is a Canadian family owned company that has been providing their clients around the world with the finest quality interior and exterior finishing systems since 1980. The company's broad range of products and systems, including EIFS, decorative floor and wall coatings, and roof systems, are subjected to extensive research and rigorous testing to ensure they withstand the most extreme environmental conditions. Please visit [www.durock.com](http://www.durock.com) and [www.tiocoat.com](http://www.tiocoat.com)*