



Acrylic Elastomerics vs. Solvent Base Elastomerics

TOPPS SEAL is a solvent base elastomeric. TOPPS SEAL WB is a waterborne elastomeric. When explaining differences between acrylic latex or water-based coatings and solvent-based coatings to a prospective customer, many of us have a tendency to get caught up in a competitive we vs. they sales approach. When formulated properly, both types of products can, and should, perform successfully when used in the right situations.

If one type of coating were far superior to the other, we at Topps Products Inc. would not manufacture both. As one contractor once told me, you wouldn't put chocolate syrup on a hot dog, any more than you would put catsup on ice cream. That doesn't mean one product is inferior to the other.

Metal Market Needs - Elongation, Strength, Rust Prevention

Topps solvent-based rubber products were originally engineered and developed for the metal market. The two major problems associated with metal are rust and leaks. Both oxygen and moisture are needed in order for rust to occur. The low permeability (perm) rating in the solvent-based products will not allow moisture or oxygen to pass through the coating. The result? No more rust. The opposite is true with acrylics. Make the comparison by looking at the product specs side-by-side. Water moisture naturally triggers new rust development beneath the coating.

Products with high permeability can take on moisture and are not as strong. Consequently, they require tapes at all seams. You will see this also by the product specs. Constant expansion and contraction loosens fasteners. Acrylics are not capable of making the seal that solvent elastomerics make.

Building owners have tried for years to stop these problems using asphalt, aluminum and acrylic coatings. These products are all limited in their physical properties. They always require tapes to

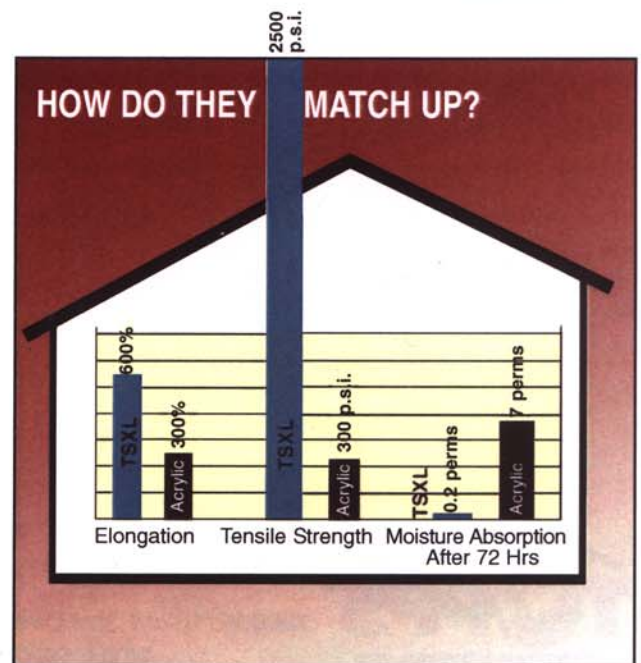
get strength. Problems often recur after a short time. TOPPS SEAL has the tensile strength, elongation, and moisture-blocking capabilities needed to correct the problems. This makes the TOPPS SEAL solvent system the preferred product for metal roofs.

TOPP SEAL liquid rubber, blended in a mild mineral spirits solution, far exceeds the physical properties of any water-based coatings — even our own Topps Seal WB. Our solvent-based rubber has a minimum of 570% elongation and 1,750 p.s.i. tensile strength, is VOC/VOS compliant, and has tenacious adhesion characteristics over metal, concrete, BUR and many other substrates.

Waterborne for Breathable (Porous) Surfaces

Water-based products breathe. Should moisture get into a porous (non-metal) substrate, or be in the substrate when the coating is applied, the water-based product would allow the vapor to exit much better than the solvent-based would.

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Water-based coatings should be used on breathing porous substrates such as stucco, block, interior concrete walls and certain polyurethane foam roofs. Solvent-based coatings have an extremely low perm rating, and act as a vapor barrier. Using a solvent based coating over these substrates is not recommended, as the product could trap moisture. This can cause blisters and delamination between the substrate and the coating.

Water-based products are often more color stable than the solvent base when using dark colors in extreme UV climates, however they have a tendency to chalk off much faster than the solvent-based products do. Water-based are susceptible to freeze damage and washing off in a sudden rain, heavy fog or dew. Not so with solvent-based TOPPS SEAL.

Choose What is Best For Your Roof — Not Just What Someone is Selling.

Coating selection is the most important factor when selling and applying coatings. For metal, the stronger solvent system that cannot rust is clearly the superior choice. Acrylics may stick to metal, but do not offer all the benefits best for metal. Acrylics are best for surfaces that "breathe". Topps offers a complete line of both solvent-based and water-based maintenance products. Competitors selling only one product, naturally present that for everything. However, better choices exist. Educate your clients; they cannot be expected to know this as well as you. The product specification sheets, in terms of comparing permeability (perms), strength, and elongation, help anyone come to the right conclusion. For technical support, contact the toll free numbers at the Corporate Office in Overland Park, Kansas at 1-800-867-7177.



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