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Mike Swartzer,
Director of Sales

Webinar... Understanding the Future of Roof Restoration

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Understanding the Future of Roof Restoration

MODERATOR:

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PANELISTS:

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Heidi Ellsworth: Hello, and welcome today to Roofers Coffee Shop RLW, read, listen, watch. Thank you so much for being here today. These webinars continue to draw crowds, and we continue to offer them, not only right now while you're listening, but also on demand where you can watch them. You can listen to them or you can read them anytime you want on Roofers Coffee Shop.

Heidi Ellsworth: And today, I am very excited to welcome a good friend of mine, Mike Swartzter, from IB Roof Systems. Hello, Mike.

Mike Swartzter: Hello, Heidi.

Heidi Ellsworth: We are going to be talking about the future of roof restorations today, and the timing is amazing. It's so cool to have all this going.

Mike Swartzter: Yeah, absolutely. In the world we're living in, this is the time to be thinking about every which way you can save people money.

Heidi Ellsworth: Yes, it really is. It really is. So, before we get started, Mike, I'm going to just go through a couple of housekeeping, because we want to make sure everyone's engaged. So, first of all, just so you know, all the attendees will be muted. But feel free to ask questions in the control panel, either into the question box or the chat box. Be sure to send me any thoughts you have. And we will ask those questions at the end of the webinar.

Heidi Ellsworth: Like I said, we'll have that Q&A. So, we really want to hear from you, anything you want to ask Mike at the end. It's going to be great. And then also, this webinar is being recorded. And it will be online to view, listen, read, on through a podcast, a video and a transcript. All of that will be available online. So, feel free to share it. Let other people know about it. Or if you want to watch it again, it gives you a great opportunity.

Heidi Ellsworth: So, let's get started. My name is Heidi Ellsworth and I am a partner with Roofers Coffee Shop. And like I said, today, we're going to have Mike Swartzter, and we're going to be really talking about the future of roof restoration. It's so important right now. First, I would like to introduce Mike. Mike is a national sales manager for IB Roof Systems and has a really long history in roofing and in roof coatings.

Heidi Ellsworth: Mike and I both serve on the western states board, so I get to learn a lot from Mike on a regular basis. And he also works very closely with contractors in the IB Roof Systems network, working not only on coating solutions or roof restoration, but leading edge membrane solutions for both recover and reroof. So, Mike, again, thank you so much for being here today.

Mike Swartzter: Yeah, thanks for having me on.

Heidi Ellsworth: It's great. It's great. Well, you know what, let's start out with, what is happening in roof restoration and the growth out there? I mean, if it was hot before, it's really going right now.

Mike Swartz: Oh, absolutely. I think over the last 12 years, 10, 12 years, roof coating has become a mainstay in most roofing companies. But really, the times where this kicks off and really takes over the market, is during economic downturns. So, in 2008, 2009, we saw a big boom in roof coatings when people were trying to save money in the recession, and we're going to see that now again.

Mike Swartz: We're already starting to see a lot more activity. But as people are trying to hold on to a little bit of their money when they're uncertain of the times that we're living in, this is a great option for people to get watertight and to be able to still complete their roofing goals with another option, another solution.

Heidi Ellsworth: Yes. And really, there's so much going on with roof restoration too, just looking at that how it's fitting in on the social distancing too, right?

Mike Swartz: Absolutely. I think now more than ever, as we're all deemed essential in almost every marketplace in the United States, people are still looking for ways to work a little bit safer and to spread themselves out on a roof. And roof restoration is a great way to social distance while on top of a... you can get up. You are starting with a smaller crew, and you're able to work independent on a roof versus a bunch of people all in one area.

Mike Swartz: So, it definitely, in everything that's going on, there is also some PPE required for some coating systems. So, it's taking care of all sorts of things all at one time.

Heidi Ellsworth: It really is. That is great. Well, let's talk a little bit about contractors as they're looking at this right now. There's a lot that's going on between, should we recover or should we reroof? And really, I think there's a lot depending out there right now with the building owners and what's going on. So, maybe you can talk a little bit about that.

Mike Swartz: Yeah, absolutely. I think in the world that we're living in, there are roofs that are going to be neglected too long to where a coating solution isn't an option for those people. But for other people, there are certain markets that are hit harder today in the world we're living with COVID. The government sector, in some of those places, still have money and they're still doing projects.

Mike Swartz: So, recover may be an option. But a lot of these places that have been hit really hard recently, they need to keep these businesses open. They need to be able to stop leaks so that they don't have damage interior of the building, and finding a low cost solution is a good way to do that. A coating system generally is going to keep their cost low. They can still get warranted systems out five, 10, 15 years, and provide all that energy efficiency that they're looking for.

Mike Swartz: And then, the environmental impact, you're not removing and tearing off of a roof. Again, there are many times where that's needed and warranted because the roof is too far gone. But this gives them a solution to be able to get dry and extend the life of their current roofing system to where they can hit better economic times and be able to do the reroof project at a later date.

Heidi Ellsworth: Yeah. And really, you need to be able to be flexible with your building owners right now, right? I mean, that really seems an important part of this is, what do they really need, and what can they do right now? And how can you help them get to every stage?

Mike Swartz: And that's awesome. I mean, looking at manufacturers like ourselves, we offer both coating solutions and reroofing options. And so, giving people the options to do a coating system, maybe doing a layover and a complete reproof, it gives them an option to pick me, me or me. As a contractor, when you're out there giving people multiple options, you can fit into people's budgets a little bit better.

Mike Swartz: Sometimes, when you give them one option, they look at it, and it may scare them, or they may just think, "Wow, I need to keep some of this money in my pocket today. Who knows what's happening in the future?" And they may shy away from you as a contractor or from reroofing the project or taking care of the project. When you give them multiple options, you can try to fit into their budgets a little bit better and provide them the solutions that they're needing to get through this stuff.

Heidi Ellsworth: Yeah, I think so. And I think being able to, like you said, have that flexibility to working with the right manufacturers with having the right product line for the contractors, to be able to offer those options to the building owners, that's really the future. I mean, you got to be able to go a lot of different directions.

Mike Swartz: Absolutely.

Heidi Ellsworth: So, with that in mind, how can contractors look at... okay. So, maybe we have some folks on the line here who have not done a lot of coatings but really want to add that strong roof restoration, the coatings, the service and maintenance to their programs. What are some of the key points that they should be thinking about and talking to their manufacturers about on being able to get this out to the building owners?

Mike Swartz: Yeah. I think it's partnering with a good manufacturer or somebody that's going to put products in your hands that are going to perform long-term. Somebody that's been in the industry a long period of time with systems that last a long period of time, looking at, can this manufacturer come out and train my crews? Can they help me to make money, making sure my sales team is fully up and running, and ready to go, so when they go out and meet with building owners, they can intelligently talk about the benefits of all the options that they're presenting?

Mike Swartz: Also, some of that's going to help you market certain places and things that your niche fits into, helping you estimate jobs, doing adhesion tests and different things on the roof. And basically, just somebody who's going to partner with you and help you grow your business. And that's one of the things that we strive to do, is making sure that our sales team and all of our technical team, are very versed in the products that we're offering.

Mike Swartz: So that they can go out and help and be an extension of the contractor's business. And I think that's what everybody needs today, is more people helping them grow their business. I think when they grow, that's helpful to us, and we want them fully trained so that they're not out there misrepresenting products, services, or themselves. And I think that's a big part of our job as manufacturer, is to make sure that they're fully educated in everything that they're trying to do.

Heidi Ellsworth: Yeah. And I think adding roof restoration products to your line as a roofing contractor, it doesn't matter if you're commercial or residential. You're going to have those opportunities on both sides. And this is a great way to attract labor, to attract crews, who can really, like we said, restore the roof and make it extend its life. Or just hold on until maybe it can have a whole new roof put on.

Mike Swartz: Yeah. That's truly the world we're living in today, is there's a lot of uncertainty. Even as the restrictions are starting to loosen up a little bit, there's still a lot of people who are afraid to go outside. There's some people who want to get going in their business and get things running, and they're having limited success of getting open. And so, people's financials are going to come into play with what they want.

Mike Swartz: And as a contractor, 99% of the people that are probably on this call and then that we've done business with, or I've met in this industry, their hearts are in the right place, and they want to help people. And that's really what they're looking to do, is keep people safe and dry. And this gives you that opportunity to help keep people safe and dry, and give them the reason to pick you, you or you, giving them multiple options with different financial impacts on their business.

Heidi Ellsworth: Yeah, that is true. That's awesome. And we're all in that spot right now, really wanting to make sure that we're taking care of everyone's buildings, because we want to be safe. And there's so many scary things in the world right now.

Mike Swartz: That's right.

Heidi Ellsworth: But speaking of which, okay, so let's get into coating. So, this is about the future of roof restoration. So, really looking at it. Not all coatings are created equal. Talk a little bit about this, Mike. What should contractors be looking for in coatings? What are the questions they should be asking to have the best roof restoration program?

Mike Swartz: Yeah. And it is true, not all things are created equal. I think if you go back into the early part of the 2000s, many, many states were offering incentives for people to restore roofs and do different things like that. And you saw a lot of people come out making products that didn't do what they say they were going to do. Florida was a great example of that. If you put a white coating on a roof in Florida, you got rebate checks that came back.

Mike Swartz: And for a while, there were companies that were just basically putting whitewater on roofs, collecting those rebate checks and making a lot of money. And now, it's regulated a little bit better, and there are great things to look for inside of coatings. Performance longevity of the manufacturer is really key to anything that you're doing. Making sure that the manufacturers that you're working with have a great history.

Mike Swartz: They understand the science behind what they're doing. And they give you options for multiple substrates and performance of the products and how they're going to fit into different systems. The systems piece is really important, just like any roofing product when you put something on. It's not just the pail itself. It's the system and how it goes down. So, what are you doing to stop leaks?

Mike Swartz: What are you doing to maybe enhance the adhesion? What are you doing long-term in low lying areas or different things like that? And then, the other big keys to this as well is finding products that have higher solid contents that you don't have to put as much product down. And when you don't have to put as much down, you have labor savings and also material savings.

Mike Swartz: A lot of times, people get caught up... we're a PVC manufacturer as well. And people get caught up in the one piece that they look at. In the coating side, it's the pail price, "Oh, what is the price per gallon of this product?" And in the single ply, it's, "What is the price per foot of the membrane?" There's an entire system that goes down and that people are concerned about one aspect of that.

Mike Swartz: So, looking at products that have less labor or you need less products to go a long distance if it's higher solids content and those things. If you have a product for simple calculation, most people that are on here probably understand this, but anything that you put down that's fluid applied at one gallon a square is 16 wet mils. The solid content changes, if it's 50% solid when it cures out on the roof, you're going to have eight dry mils left.

Mike Swartz: So, if it's 60% solid, 70% solid or 100% solid, you're going to be left with more of that material on the roof, which means you're going to apply less product as a part of an overall system. Also, if it means embedded fabrics or primers, or all kinds of different pieces that go with it, that changes not only the labor steps, but it also changes the product that has to go down so you may add more labor.

Mike Swartz: So, it isn't always just about that price per pail or the price per gallon. It's really looking at it as an entire system and how it's going to go down. And then, the

biggest piece to coatings is the preparation of the roof and making sure that the material is going to stick to the roof. So, doing adhesion test is very key to the performance of these products so that you can actually test to make sure what I put down is going to work.

Mike Swartz: In a pail, it could have all of the science and data showing it's the greatest thing in the world. But if it doesn't stick to the roof, it's no good. So, making sure that it's the right product for the system that you're trying to put down.

Heidi Ellsworth: Yeah. And I want to go a little bit deeper into that, because I know that one of the things you and I have talked a lot about, and getting into the chemistry and to really looking at the coatings, but you have taught me a lot about really looking at the percent of solids. So, let's talk about that, because I think that's important for everyone to understand, that this is somewhat the future that they need to be looking at and a great way for these roof restorations, is really understanding the coatings, this percent of solids.

Mike Swartz: Yeah, absolutely. And it isn't the only factor. I mean, there's so many performance pieces that you can look at the elongation and tensile strength, and those things, and their reflective values. They're all extremely important. Where the percent of solids really comes in is in how much material is needed for the job. So, if you're hitting a spec, if it's a specified project that you're trying to do and they're asking for 24 dry mils or 32 dry mils, or whatever the dry mill calculation is that they're asking for.

Mike Swartz: The higher solid content means you're applying less products. So, if you're applying a 98% silicone product, in one pass, you're going to hit roughly 15 and a half dry mils, where a 50% solid product, you're putting down eight dry mils. So, you're going to have to put far more of a 50% solid product than you are a 98% solid product. So you're going to have labor savings.

Mike Swartz: You're going to have those things as you go up in the quality of the product, essentially.

Heidi Ellsworth: Yeah, and it really affects your labor too, right? I love the comment that we talked about is, less times across the roof. That makes a big difference.

Mike Swartz: Yeah, absolutely. When you look at every time your crew moves across the roof, it's labor. So, if they have their power washing step, right? That's one pass across the roof. If there's a primer, they have to go across the roof. If there's a base coat and a top coat, many systems, there's full fabric systems and different things. And so, every time you make that pass across the roof, you're adding labor.

Mike Swartz: So, finding solutions that have higher solid contents can get you to some of those levels of product, the dry mil calculations, in a quicker step with less

passes across the roof. And the other side to that is the less you have to walk across the roof, the quicker you can get off the roof and on to the next job. So, if you are putting down a single pass today, depending upon the weather and the product, you may have to wait till tomorrow to put another coat on.

Mike Swartz: And then, if there's a third coat, you may have to wait another day. So, you could be adding days to the project where you could be working on another project as well.

Heidi Ellsworth: Yeah, that's good. And so, I think one of the things that contractors are going to really have to be aware of, as they are and they already know, with any new product that they're bringing in or any new types of systems that they're selling and promoting to their owners, is the estimating. So, what are some of the key things that for the estimators and the owners who are listening today, and in the future on demand, what are some of the factors that they should be have forefront of their mind?

Mike Swartz: I think working with a good reputable manufacturer is the key so you know what I'm going to be putting down is going to last long periods of time that's going to... whatever your goal is, if you're trying to do a five-year system, a 10-year, a 15, or what have you, you know that the product is going to last as long as the warranty. That's pretty important from the start.

Mike Swartz: So that you when you go out and sell these things, you know that you're selling something you can stand behind. And then, I think the other piece too is all of those factors we were talking about, making sure that what is the end goal if it's a request that you're trying to fill on dry film thickness, if you're just trying to put together a system for a current customer that you're trying to do some work for?

Mike Swartz: You want to also make sure what's it going to take to get the roof clean? You have to get out and see these roofs. Number one, you have to make sure it's a candidate to be coated. If you get out on the roof and it's completely shot, a roof coating isn't going to help that system. So, you're going to have to help move them to something else, lay over a reroof or something that's actually going to perform for them.

Mike Swartz: But the second piece is really, what's it going to take to get this roof clean enough for a coating project? So, looking at the work that's going to go into that. And then, an adhesion test is really the key. And you can test multiple products with different primers. And then, you can also test multiple chemistries as well to see what is going to be the best for this particular roof.

Mike Swartz: Every roof is a little bit different. The environmental impacts that are on it change things. Some of them perform a little bit different, but making sure what you're going to put on is going to last. And then, that last piece is making sure that your entire system is actually going to fit the bill. If you want to lower costs,

sometimes higher-priced products will give you a lower cost solution just because of the labor savings and some of those things.

Mike Swartz:

So, higher solid products sometimes save you in the long run just based on that calculation.

Heidi Ellsworth:

Yeah. And we're going to talk about this in a minute, but really, looking at the products that you're using for roof restoration and understanding... I love that, the quality of it, can really in the end, so looking at the whole process. Not just the one pail like you talked about when you're estimating, but really looking. And I know estimators all know this already.

Heidi Ellsworth:

But I'm really looking at, from beginning to end, the system, the labor, the cleaning, everything else that goes into it and what it will adhere, I think that's a great way to make sure that, especially if you bring coatings in brand-new to your company that you're looking at all those things.

Mike Swartz:

Absolutely. And if you are bringing coatings in brand-new, you want to make sure you're working with a team of people who can help you in that process so that you're not overextending yourself and getting yourself into a tough situation. Get with a manufacturer. All of my sales guys have been doing coatings for a long period of time. Our tech team has as well. They can come out and actually walk the roof with you, make sure, first, it is a candidate for coating.

Mike Swartz:

Go over the steps of what it's going to take to clean that roof, and then help you with some adhesion test to make sure it's going to stick. That way, and when you're doing that, they can also talk to you about the timelines that it's going to take to get this done. If you've been estimating coatings for a long period of time, you're really wanting to find out, is this product going to last me long-term?

Mike Swartz:

Is it a good reputable company that's offering it? If this is new to you, you want all the help you can in the beginning so that it helps you make money. And having somebody that comes out and really does an extension of your business, helping make sure that you do this the right way, and you're coating roofs that should be coated to start with. It's really going to help limit your liability.

Heidi Ellsworth:

Yeah, that's really good. And let's go a little bit deeper into that, because I think that is important, really knowing and understanding what the coatings will adhere to, having to help, the technical help from your manufacturer. So, why don't you talk a little bit more about the importance of testing on the roof?

Mike Swartz:

Yeah, absolutely. I think one of the most important things that you can do is getting on a project, seeing what it's going to take to get it clean enough to stick to start with. So, pick multiple areas on a roof and clean them down to the roof substrate. And then, start from there. Do an adhesion test. We always recommend multiple chemistries and with or without a primer.

Mike Swartz: There are times where you need a primer for adhesion. And there are times where you don't. There are other roofing types when you're working on asphalt roofs, you want to make sure that you have some lead blocker so that you don't have the lurching through of the oils and things through your coating. And so, you want to make sure that all of those things are thought of.

Mike Swartz: And if you bring one of our team out, they can help with that process and making sure you're putting all of the pieces together that it's going to take to do this roof the right way. But really, that adhesion test is the key to what you're going to need. There are many times you go out and you test with and without a primer and multiple chemistries. And maybe they were wanting an acrylic system.

Mike Swartz: And you go out and do all the tests and, "Hey, we don't have really good adhesion with this. But with the silicone system, we have a great adhesion. And then, you can gear the estimate towards what actually is going to perform on the roof." There are many times people give bids on coating projects and they just send out a bid. Somebody will say, "Hey, I have 800 square roof, and I need an acrylic coating bid from you."

Mike Swartz: And they send that out, whether it's going to perform or not, they don't even know because they haven't been on the roof yet, or whether the roof is even a candidate for a coating. So, you want to make sure that you're doing all of that due diligence upfront to make sure, what does it totally need and how is it going to perform the best? If you go out and find out, "I need to put just the acrylic down.

Mike Swartz: I don't need a primer." You can cut that out of the bid and help it be even more economical. So, doing those steps upfront is very, very important. And then, I think multiple chemistries, putting down multiple chemistries is a really good idea as well so you can see what has the best performance. And then, you can give people that good, better, best scenario as well.

Mike Swartz: So, when you're giving people a bid option, it's always a great thing, give them multiple ideas. So, the worst thing in the world is somebody is collecting multiple bids and you go out and just give them one. And they come back and say, "We went with contractor X because he gave me this other option," and it's an option you had as well but you didn't give it to them.

Mike Swartz: So, I think it's always best to give people that good, better, best scenario with options. And then, help them with the knowledge after you've prepared the roof, done some adhesion tests. You can go back and say, "This is what's going to perform the best because we actually tested it on your roof."

Heidi Ellsworth: That's really good. And just for the non-chemists here and stuff, when you're talking about multiple chemistries, you're talking about obviously the substrate and then the different types of coatings, right? So, maybe just talk about just a little bit more like how they work together.

Mike Swartz: Yeah. There's many different chemistries in roof coatings. Ourselves, we actually manufactured an acrylic coating and we have a silicone coating. There's also some asphaltic-based coatings and some urethane-based coatings. So, basically, you have to find the best products to work in the environment that you're trying to work in. And having multiple solutions gives you different options.

Mike Swartz: If the roof is super flat and it's going to pump some water, you want to have different options that help perform long-term in those scenarios. And having different chemistries that you try to, "We'll give you that extension to be able to, in low lying areas, work with a silicone or a product that's going to perform long-term better in that environment." But I mean, when you start thinking of multiple chemistries or multiple styles of single ply roof, it's the same thing.

Mike Swartz: Some perform better in this environment. Some perform better in that environment. So, for the environment that you're working in, trying different things is always a good idea.

Heidi Ellsworth: Yeah, yeah. And so, continuing along that line, talk a little bit... I mean, like you just said, IB Roof is offering both acrylic and silicone. Talk a little bit about best uses, best places for those to be used.

Mike Swartz: Yeah, absolutely. I think as you look at products around the roofing industry, there are many, many products that are being sold today. I remember years ago going into the Roof Coating Manufacturers Association meetings and they were talking about ponding water acrylics and different things like that. And I think as we've progressed in the roofing industry and coatings are now a mainstay part of roofing, everybody knows the best thing to do with ponding water is to try to re-slope and get the water off of the roof.

Mike Swartz: That's the key to life. Nobody is trying to make swimming pools on top of their buildings. But there are areas where you have a lot more rain and you have a lot more water that sits on a roof long-term. Acrylics just don't perform as well in those environments. There are products that perform better than others. But giving somebody a little bit better scenario, that's where the silicones really perform well, is in those low lying areas that tend to hold a little bit of water.

Mike Swartz: You can get a lot more longevity out of the product. It's going to perform better. It also performs extremely well in chemical resistance. So, on your slide, you have the TPO versus PVC. I think the acrylic versus silicone is very similar in that aspect. When you're looking at roofs that tend to have more chemical exposure or roofs that tend to hold a little bit more water, PVC tends to hold up longer in those environments.

Mike Swartz: So, having that as your basis if you're a single ply roofer and you're getting into this, that's the way you can look at this, is your silicones are going to perform more like a PVC and acrylics more like a TPO. And also, if you're looking at a roof that has plenty of pitch or good slope, and water flow off the roof really well, acrylics tend to hold up longer and better in those environments.

Mike Swartz: And so, there are really good options, metal roof restoration and those sorts of things, that's where acrylics really do extremely well. One of the downfalls of certain silicones is their ability to hang or they start to sag when you put them up on walls. So, when you're looking at a roof that has parapet walls and flat roof areas, you want to find a silicone that actually can hang on those walls so you can tie in your flat roof with your walls.

Mike Swartz: One of the great features of our product, it's not a product pitch, because I'm not trying to do that, but it's a product that will actually hang on the walls and on the flat roof surfaces as well. So, having a product that does that gives you that versatility. If you have a system that doesn't do that and a manufacturer has multiple chemistries, they might be recommending putting your acrylics on the walls and your flat roof with a silicone, or tying things in a hybrid type of a system like that.

Mike Swartz: But you want to make sure that looking at the roof that you're on, how's it going to perform in those environments? And if you have manufacturing facility that produces a lot of chemicals or animal fats, those things like restaurants and those places, or it's just a flat roof and you want long-term resistance from water, silicones are a better option in those areas.

Mike Swartz: Again, if you're looking at a project and you're bringing out experts in this industry to come out look at the roof with you, they'll help you with those selections of product to make sure you're giving the solution for a long-term success to the building owner.

Heidi Ellsworth: Excellent. That's cool. That's great advice. And those are the questions that contractors should be asking. So, I think that's really good. As you're looking at that, they have to put all that together. I do know that when we're looking at what we're doing, what's happening right now in the industry is there's a lot of service and repair going on.

Heidi Ellsworth: And there may be like we talked about at the beginning, there may be possibilities that we're going to... building owners are just going to have to do the bare minimum repairs. So, talk a little bit about that. And I know this is not a product, but again, we did want to show how you use different membranes versus coatings and fillers to extend the life of the roof.

Mike Swartz: Absolutely. I think you're 100% correct. In the world we're living in, especially in some of the sectors that I believe have been hit the hardest in the shutdowns that we've had, restaurants and strip malls, and strip centers, and all of these places that have been closed now for 30 and 45 days, a lot of these places, especially when you look at small family-owned restaurants, many of these places, they have a hard time staying open in good economy.

Mike Swartz: So, a lot of what's happening today is it's going to cripple a lot of businesses, and they're going to want to hold on to as much of that money as possible. So, finding a service and a repair solution for these people that stop the leaks that

come into their building, because a leak will shut a restaurant down and shuts down many facilities that are out there handling food products.

Mike Swartz: If you walk into any food packaging plant or any of those things, a leak shuts them down. So, offering roof repair solutions for those people that will get them through and at least they're dry, and you can do no further damage to the interior of the building, that's always a great thing. And one of the benefits of having a coating solution in your bag of products is using some of the sealers like our seam sealer we use in a part of our coating system.

Mike Swartz: So, it's what we use to seal seam penetrations and all of those things. In our coating system, you can actually go out and seal up the seams, in the fastener heads, in anything else where you have leak areas with these products. And because of the economic times, people may not have the money to do the full coating restoration or do a roof replacement or a roof tear often.

Mike Swartz: But this gives them something that they can actually be dry watertight and go about business when this business finally gets going again. And the great thing about having that as a part of a coating system is you can get creative as a contractor or as a manufacturer with these people as well. And you can say, "Hey, we understand the times we're living in and the market we're in. If you put down this seam sealer to do all of these repairs, you can come back and coat that roof next year.

Mike Swartz: And you're going to spread the cost out when you're making money again, and this will be helpful so that you don't have to remove the stuff that you're putting on." Many times, people will go out and they'll buy a pail of something from a Home Depot Menards or any of the stores that they go to, and they will apply products. And then, when you use a coating system, you have to spend time and labor taking those products off to recoat the roof when that time is right.

Mike Swartz: So, using it as a part of the system, you can actually two steps some of these people into longevity. You can say, "Hey, we're going to come out as a contractor and we're going to seal up all of the penetrations and all of these leak areas. And if you coat this roof within the next year, two years, we'll use it as a part of the system. You're going to pay me to put it on today, which it would have been a part of the coating system.

Mike Swartz: So, you don't have to pay me to take it off and put something else on in the future. We'll just come back, clean it, prep it, and go right over the top of it." And that's a great way to extend the life and actually to stretch out people's budgets a little bit. Again, we're all going to have to look for solutions to do roofing and to do projects, and to help people through this process.

Mike Swartz: And I truly believe on the repair side, we're going to see a lot of roof repair over the next year or two as people are coming out of this, especially the next six months, I think. And so, if you can give people that option that, "Hey, we can come out and seal up your roof. And then, next year when your finances are

better, we can actually do this full coating system and get you into a warranted state."

Mike Swartz: I think we're going to find ways to find a lot more business if we keep doing that thing for our customers.

Heidi Ellsworth: That is a great tip. And I love it, it goes back to your good, better, best, right? We all know good, better best, but really, at this point, we need to be very creative, to keep people safe and dry, and keep our customers. I love that, Mike. That's a great thought, great advice, I should say. Okay. So, when you're looking at this, I know in the case of IB, and that's one of the things we're talking about, is that contractors have a choice, if they want that good, better, best scenario.

Heidi Ellsworth: Again, if you want to do a full reroof or if that's what the building owner has, there you are, if you want to do coatings, if you want to do repairs. So, talk a little bit about as contractors using that approach in their business.

Mike Swartz: Yeah, absolutely. And I think one of the things for us is having multiple solutions for our contractor base. We look at our customers as family to the company. I mean, it's a family-owned business, and most of the people that we do business with, they're like family. So, our goal was to bring in products that actually helped them so that they could stay within our family of products.

Mike Swartz: And give them a one stop shop so they can do business, and everything they need on the roofing side, they can give us a call and we can help them through that process. Our team of sales people and technical people, they're very, very solid in what they do, and they have a lot of experience selling coatings, installing coatings, being out on those projects.

Mike Swartz: But our mainstay of business is still single ply. I mean, we are a PVC manufacturer. And so, giving people those solutions. And then, when we added coatings to our solutions, we wanted to make sure they were going to stand up to the same reputation we had in the single ply industry. We want top quality products that when we looked at, we could find labor savings and longevity, ROI savings for building owners.

Mike Swartz: And so, having those abilities as a pool of products that you can go out and offer with the same manufacturer that has 40 years of longevity in the industry and products that are still performing from the original installs 40 years ago, I think it's a real key, so that the building owner, so the contractors can actually go sell a building owner on the reputation of the manufacturer.

Mike Swartz: But also, it gives them multiple solutions. In the world we're living in, that good, better, best scenario, it's going to come up more and more, and more, and we want to make sure that our contractors are geared towards that. They have the ability to go out and say, "What is your budget? Let's work within that. Maybe we do one section of the roof now. Maybe we do just the seam ceiling of everything now, and we work towards a solution in the future.

Mike Swartz: And maybe that scenario is just the repairs now and a reroofing two years as well. So, we want to make sure that we had systems and abilities to go out and do all of those things to meet the building owner's needs for the long-term. None of us are in this business for this year. We're all in this business for a long period of time. I may look old but I'm still really young. I've got a long time left in this industry.

Mike Swartz: So, I want to make sure that what we're doing today is helping people long-term so that we'll have longevity in this business.

Heidi Ellsworth: Your timing is impeccable. I mean, talk about the right time, the right products going forward, for roofing contractors. It's so important right now to have these options. So, Mike, we have some questions, and I want to say thank you. This has been so informative and some really good advice. We have questions. Oops, yeah. Questions are coming up. And we've had some come in as you've been going.

Heidi Ellsworth: So, are you ready for a couple questions?

Mike Swartz: Yes, ma'am.

Heidi Ellsworth: Okay. The first one was, "How does a coating affect the future roofing options? I.e. once coated, always coated?"

Mike Swartz: Not necessarily. I think when you look at the future options, there were many times with different product categories like silicone, that was one in the history that years and years past, if you apply the silicone coating on a roof, you really, at the point, once the life of that silicone ran out, you were done and had to do something else in the future, because nothing stuck to silicones.

Mike Swartz: I think with the advanced technologies that are out there today, the silicone that we offer, it's recoatable. So, it's a renewable resource. You can actually go out and pressure wash the roof and recoat it again. It actually sticks to other silicones as well. So, I think the technology has come so far in the last number of years. So, having those options, if you want to continue coating, a roof project, you sure can.

Mike Swartz: You can extend the life of these roofs. If you put a 10-year system on today, and I've mentioned a couple times, five, 10, 15 years, solutions, the difference in those solutions and those warranted systems are basically how much product that you're putting down. So, if you're building a roof, you can keep the cost low for somebody that actually is planning on reroofing in the future.

Mike Swartz: And you can put together a five-year warranty system, a 10-year, a 15-year or what have you. Those are options, and you can keep coating those roofs forever. I mean, you can power wash the roof and apply new product, and take care of it and extend the warranties. That's definitely the restoration side of the

business. But it doesn't limit you from laying over that roof in the future or coming back and reroofing it in the future.

Mike Swartz: So, it's not necessarily the end all be all, you put it on one time and you're done. You can renew that resource long-term and you can keep coating those roofs, especially with the technologies that have changed in the silicone side. Not all coatings are created equal, I guess. But if you're working with products like this one, you can actually recoat and it is renewable.

Heidi Ellsworth: Great. That's really good. And here's a next question along that. And thank you, everybody, for sending in these questions. Please continue to put them in your control panel. That last one was from Adam White. And Ryan Saber is asking, "Would the coating system be compatible on TPO as well?"

Mike Swartz: Yeah, absolutely. I mean, there are millions and millions of square foot of TPO that are coated and restored. The first thing you want to do with those projects is make sure that the product itself is going to perform underneath it. Coating is a sacrificial layer, if you think of that over the top of an existing system. So, if the TPO is cracked all the way through and scrimmage showing in those things, you might have trouble with long-term performance.

Mike Swartz: Or I should say you will have trouble with long-term performance. But if the TPO is still viable, it may take a primer to go down and get adherence to it, but we restore those all the time.

Heidi Ellsworth: Perfect. Awesome, thank you. And the next question from Alan Parker is, "Are the coatings good for new construction as in over plywood?"

Mike Swartz: There are systems, Alan, that you can do that with. And generally, when you see a spec that has that, they'll build up over the top of a plywood deck. A new construction in Arizona, for instance, they'll actually do polyurethane spray foam over the top of that wood deck and build up from there. There are systems where you can build up just like you would a regular roof, put installation, a cover board.

Mike Swartz: Stripping the seams that you have on those pieces, and then build a single ply or a coating system over the top of that. Usually, you're going to have a full fabric system if you're doing that. And essentially, you're building a single ply on the roof that's just going to be monolithic. So, you're going to come over the top of that roofing solution and you're going to seal up all of the seams.

Mike Swartz: You're going to put down a coating solution, embed fabric, and put more coating over the top of it. But the roofs are done that way in new construction. I've actually seen a lot of specs in the last couple of years leaning to that direction. And you just have to weigh the options when you're doing that versus actually putting on a single ply roof in the cost of what it's going to take to do that.

- Mike Swartz:** But yeah, it definitely is done in new construction.
- Heidi Ellsworth:** Excellent, excellent. And Omar asked, "Will IB be offering more marketing materials for certified contractors to use? Pamphlets, flyers, et cetera?"
- Mike Swartz:** Absolutely, Omar. Actually, Eric, in our marketing department, is actually building all of those resources right now. We can actually co-brand them with you as well so that will have your logos and your pieces on it with our information. We love that piece of co-branded marketing with our contractor base. Helping them grow their business is actually how we grow our business.
- Mike Swartz:** So, we will provide any of those pieces to you. We have them both just IB be logo to then we can actually put your logos to them as well. So, it can be a marketing piece for you.
- Heidi Ellsworth:** Perfect. Another question that just came up regarding in the warranties. "We oftentimes quote partial coatings to the weathered ponding areas if we follow all installation..." sorry, I got to get this. "All installation requirements for a silicone coating and MDL warranty, would we be able to obtain that for a partial coatings job?" And that's again from Ryan.
- Mike Swartz:** Yeah. So, it all depends on the roof itself. If there's definite breaks in the roof like multiple sections of the roof, generally, coating one corner of a roof, it's really hard to warrant a roof that you don't have bumper to bumper coverage on essentially, because a leak could come down in the non-coated part and show itself under the coated piece. We stand behind all of our material and just finding areas where you can at least coat from and to so that you have termination points.
- Mike Swartz:** We can definitely do warranted systems in those aspects. And then, I think in the world we're living in today as well, getting a little bit more creative and saying, "Hey, you can do half of that roof this year and the other half next year. And we'll start the warranty date at that point." I think we're going to have to get a lot more creative in how we do solutions like that.
- Mike Swartz:** But it is really tough to do an MDL type warranty on just a small subsection of a roof, unless there are termination points where you can actually know that water from one side isn't leaking under the other.
- Heidi Ellsworth:** Excellent. Mike, those are the questions. Anybody, please feel free to send in your questions to Heidi at rooferscoffeeshop.com, and we can continue these conversations. I know we had a couple in here. I'm going to continue to send it out to Mike, but we are at the end of our time. So, I just want to say, Mike, thank you so much. This has been very, very informative and very much appreciated.
- Mike Swartz:** Yeah, Heidi, it's always a pleasure. I look forward to the next western states with you. But I love the opportunity to come on and talk. I've been a part of coatings.

That's how I got my started moving. So, this is fantastic for me. It's exciting, and I really appreciate everybody taking the time to come and listen to us today. If it was just Heidi and I talking, it would be just fine.

Mike Swartz:

But it's always better with an audience. So, we appreciate you guys coming on.

Heidi Ellsworth:

Yeah, we've had a great audience today and we've had some great comments, and people are saying thank you. And they greatly appreciate it. So, thank you very much, Mike. And I want to invite all of you. First of all, I want to thank everybody who's been on the webinar today. Wow, what a great group and excellent, excellent feedback. I do want to invite all of you to visit Roofers Coffee Shop and learn more about IB Roof Systems.

Heidi Ellsworth:

They have a full directory, as do many of our partners online, where you can learn all about what they have going on, promotions, IB's new coatings line, along with many articles and educational opportunities. So, please visit not only the directory on Roofers Coffee Shop. But of course, our read, listen, watch section where you can see these types of webinars, podcasts, and articles and transcripts that really let you learn how you want to, and let you share this with your teams at any time.

Heidi Ellsworth:

We appreciate you so much for all being here. And the fun thing about this series is that we'll be back again next month. So, on May 29th, we will have our next RLW, and it's going to be from DaVinci Roofscapes. And it's going to be talking about roofing and wildfires, testing for fire. How the roofing industry is changing to adapt to the Western wildfires and what's going on.

Heidi Ellsworth:

Again, I think another really interesting educational opportunity. So, my name is Heidi Ellsworth. I appreciate all of you being here today. And again, please visit Roofers Coffee Shop to see all of our RLWs and all the great information that we post there every single day. Have a wonderful day.



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