



## National Coatings promotes Energy Efficiency at Western Roofing Expo in Las Vegas

*National Coatings Corporation (NCC) will focus on energy efficiency and their breakthrough products that adhere to virtually any roofing substrate at the Western Roofing Expo to be held in Las Vegas during the week of June 8<sup>th</sup>.*

Camarillo, CA May 28, 2008-- National Coatings Corporation (NCC) will showcase their industry leading energy saving roof and wall foams together with their flagship AcryShield brand of innovative highly reflective roof coatings.

For nearly three decades NCC has provided sustainable, green roofing solutions to the commercial and industrial roofing needs of business owners. NCC products can help earn multiple LEED ([www.usgbc.org](http://www.usgbc.org)) and Green Globe Points ([www.thegbi.org](http://www.thegbi.org)). At this year's Western Roofing Expo ([www.wsrca.com](http://www.wsrca.com)) in Las Vegas, NCC will showcase their range of energy efficiency products from their roof and wall foams to the highest reflective coating currently on the market, to their breakthrough innovative products that adhere to virtually any roof substrate surface including TPO, PVC, EPDM and even Silicone.

NCC's line of roof, wall and low rise foams all contribute to significant energy savings to gain the maximum benefit an insulations' R-value resulting in greater employee comfort and productivity. According to the CoStar Group ([www.costar.com](http://www.costar.com)), green buildings achieve higher prices per square foot upon sale along with higher rents and occupancy together with lower operating costs.

AcryShield A590 after three years of tests remains the highest reflective roofing product on the market. With an initial reflectivity of 92 percent, the three year aged reflectivity as independently tested and listed with the Cool Roof Rating Council ([www.coolroofs.org](http://www.coolroofs.org)) is still an astounding 87 percent! "Less than 10 percent of all CRRC listed low-slope roofing products have an initial reflectivity this high" says Bill Kim, Technical Director for NCC who goes on to say "we've formulated a coating that has drawn the interest of NASA and others due to the superior chemistry and extraordinary reflectivity in this product." Other coatings of high interest to the roofing market are the innovative basecoats that have tenacious adhesion to the hardest to adhere to surfaces. "We bring real solutions that save the building owners and roofing contractors time and money while providing tangible benefits" says Vince LaBruzzo, National Sales Manager. LaBruzzo goes on to identify energy savings, reduced roof maintenance and overall lower life cycle costs as key benefits.

### About National Coatings Corporation

Performance through Innovation™, National Coatings Corporation [www.nationalcoatings.com](http://www.nationalcoatings.com) is a leading manufacturer and supplier of premium-quality elastomeric roof and wall coating products. For nearly 30 years, NCC has provided its customers with leading edge products, customer support, and thought leadership. National Coatings is a charter member of the Cool Roof Rating Council and the ENERGY STAR® Roof Products group, founding member of the RRCI (Reflective Roof Coating Institute) and was twice recognized as ENERGY STAR Roof Products Partner of the Year. NCC's leading brands include AcryShield®, AcryPly®, AcryGuard™ AcryPly-D™, and AcryFlex®.

### Contact Information

**Matt Kolb**

800-423-9557

805 388-8140 FAX

[mkolb@nationalcoatings.com](mailto:mkolb@nationalcoatings.com)

[www.nationalcoatings.com](http://www.nationalcoatings.com)

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