Agenda

- Company overview
- CEC - PIER
- Cool Coating Technology
- Key Projects
- VC Funding – PIER Funding

American Rooftile Coatings

Company Overview

- ARC founded 2000
- PIER-EISG grant with LBNL/ORNL/US Army
- Coatings are Cool Roof Rating Council (CRRC) Rated
- EPA registered Energy Star
- Sales began 2000/2004 – warm/cool

Cool Roof Technology

Low Sloped

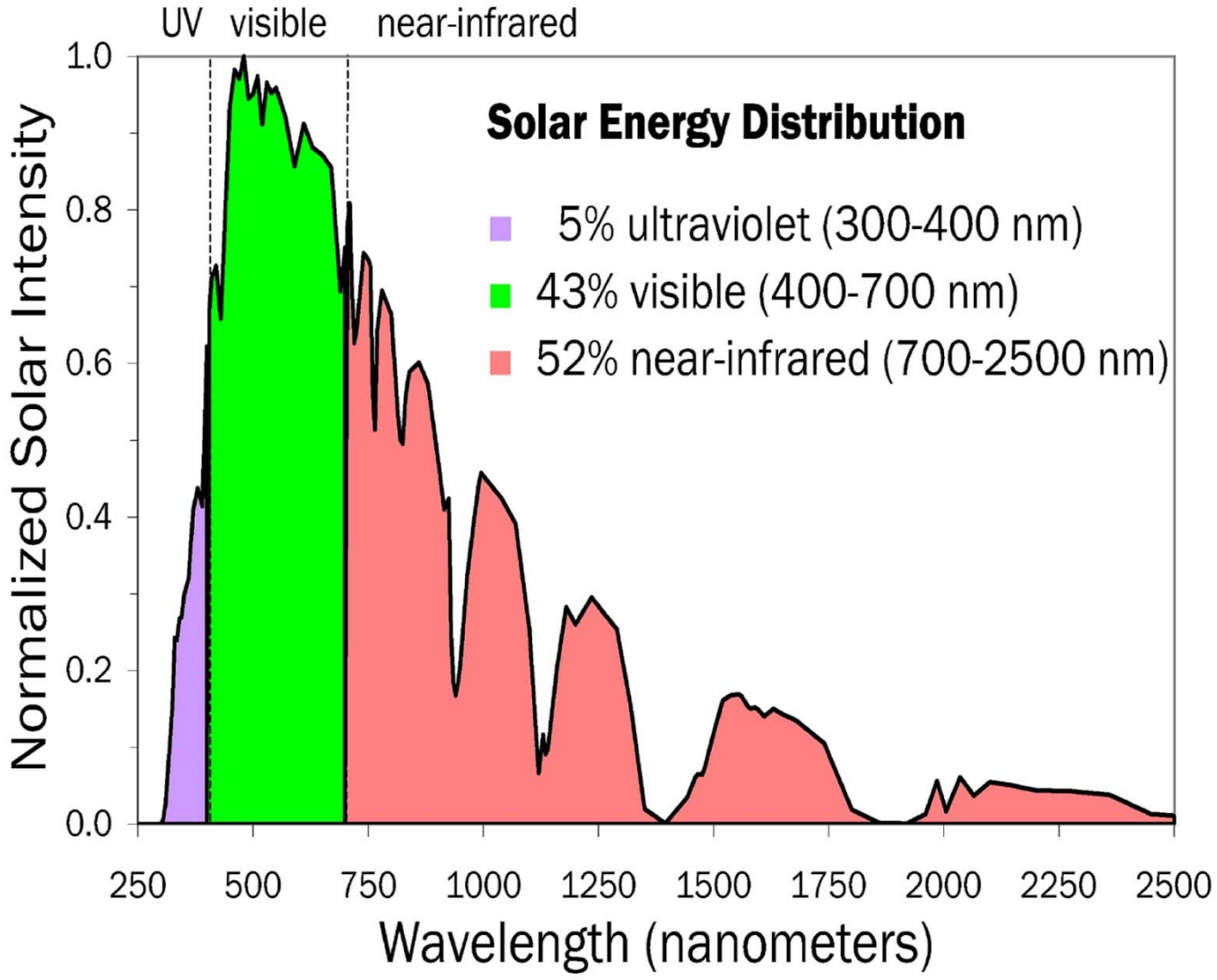
White

Steep Pitched

Cool and Colored

American Rooftile Coatings

Half of Solar Heat is from Invisible Infrared Light



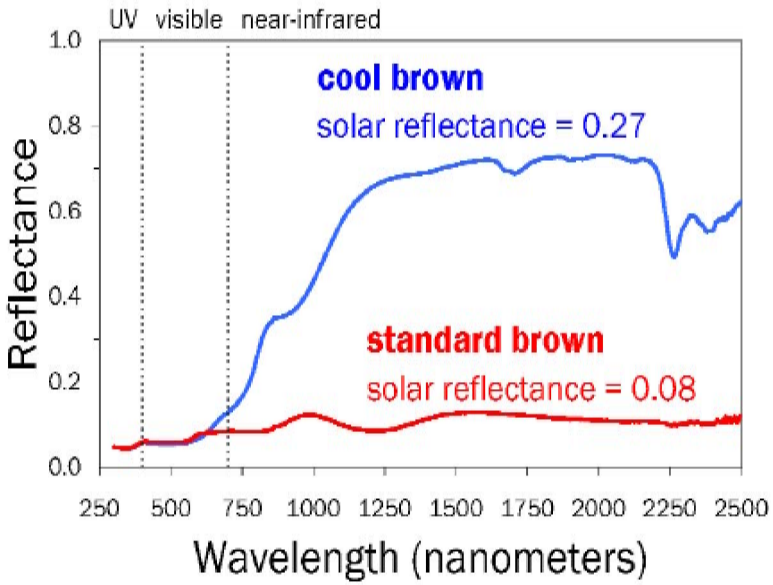
Example: Cool versus Standard Roof Panels

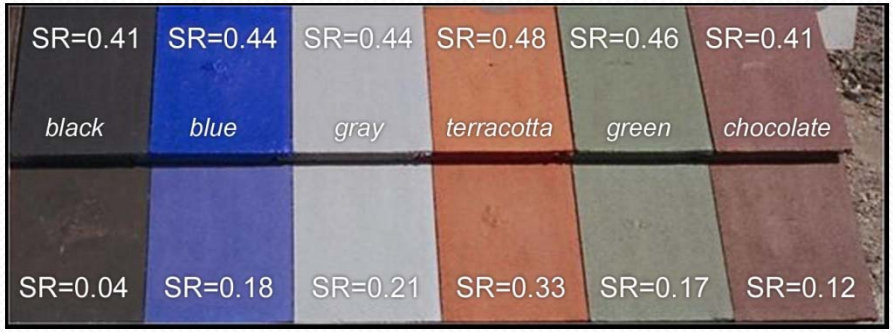
cool

solar reflectance = 0.27
thermal emittance = 0.85
roof temp – air temp = 36°C (65°F)

standard

solar reflectance = 0.08
thermal emittance = 0.85
roof temp – air temp = 45°C (81°F)





Fort Irwin Army Base, Mojave Desert, CA

- COOLTILE IR COATINGS™ reduced electricity by 35%.
- Study conducted by Oak Ridge National Laboratory (ORNL) under federal Building Technologies Program.
- Study demonstrated the validity of a nationally recognized Roof Savings Calculator. ARC coatings were used.
- This study was reviewed in a New York Times front page article July 30, 2009 by Felicity Barringer, who visited the site.

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Key Projects

- Marriott Laguna Cliffs
- Restoration of Historic San Juan Capistrano Mission
- Burger King, Red Roof Inn, hotels, retail
- Many small/medium apartment complexes
- 1,000’s of typical residential homes completed

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Market Potential

- Pitched roof coating aftermarket thrives in Australia, New Zealand, Europe, parts of South America
- Coating and restoration is ~1/4 cost of a new roof
- Roof Tile <$5M actual; ~$5B potential in US.
- Technology applicable to asphalt shingles and most other roof surfaces. $250M actual; ~$50B potential US.

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Conclusion

- ARC seeks VC guidance and investment.
- ARC seeks investment capital, active partners and potential buyers committed to growing **COOLTILE IR COATINGS™**
- Sales and marketing support is needed.

Backup Slides

Key ARC Partners

- California Energy Commission

  Lawrence Berkeley NL & Oak Ridge NL

  - The Cool Colors Project — coolcolors.lbl.gov
  - Building Envelopes Program — ornl.gov/sci/roofs+walls
  - Heat Island Group (DOE, EPA) — heatisland.lbl.gov
- Cool Roof Rating Council
  - Product Rating Program — coolroofs.org
- SCE, PGE & SMUD
  - Residential Cool Roof Rebate Program
- Military/ORNL Test: Fort Irwin
  - Demonstration Project
  - Results are basis for savings calculator

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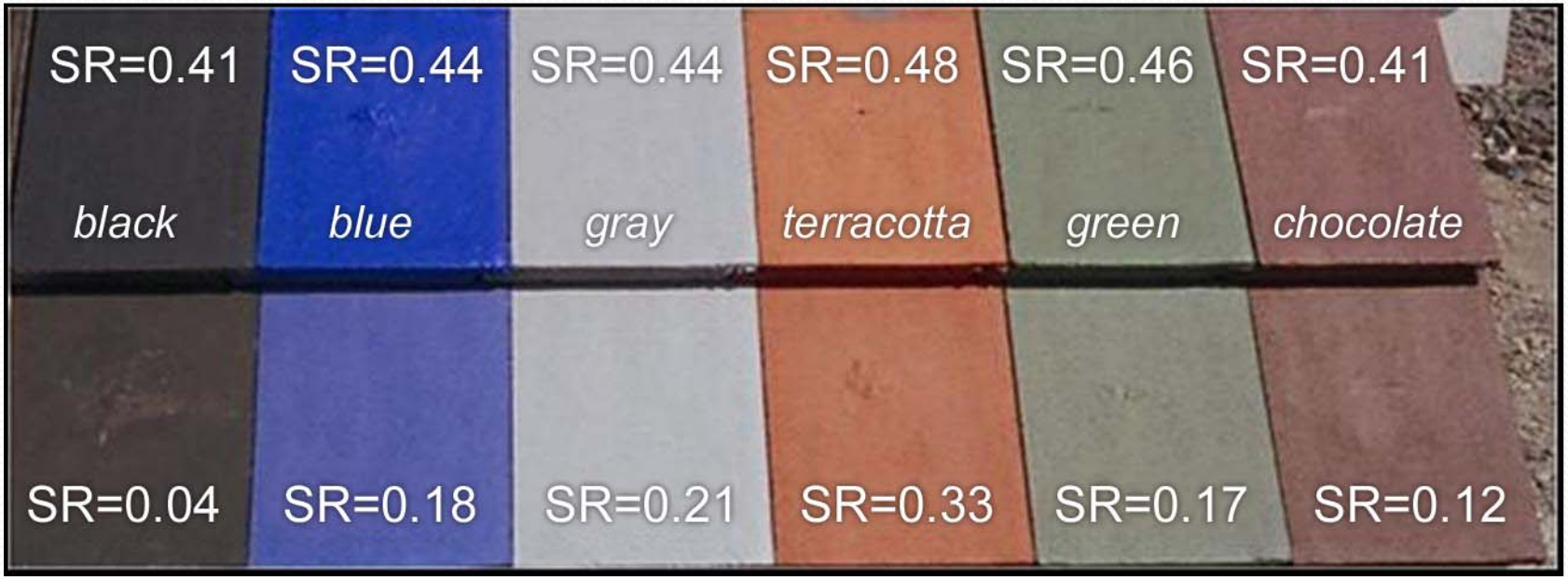
Cool Roof Rating Council

- Established in 1998; CEC & EPA initiative
- Composed of roofing manufacturers, government officials, utility companies, and researchers.
- Rated Products Program – fair, accurate, credible
- California Energy Commission elected CRRC as the sole supervisory entity for solar reflectivity and thermal emittance ratings for California Building Code (Title 24) requirements. EPA followed suit.

Cooltile IR Coatings™



CRRC COOL ROOF RATING COUNCIL ® MEMBER

energy ENERGY STAR PARTNER

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