

DO IT  
YOURSELF



White Roof Project  
[whiteroofproject.org](http://whiteroofproject.org)



WHAT'S COOL  
ABOUT WHITE  
PAINT?



YOU CAN  
SAVE UP TO

40%

ON YOUR  
ELECTRIC BILL

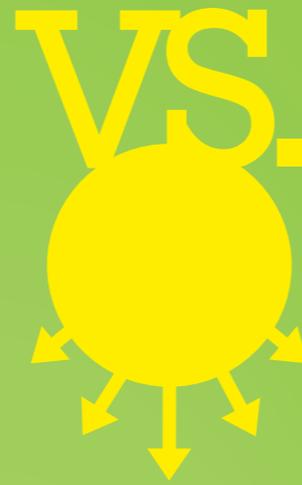
# HIGHLY REFLECTIVE ELASTOMERIC WHITE PAINT



THIS UNIQUE COATING STAYS COOLER BY REFLECTING THE SUN'S RAYS. IT'S RUBBERY AND ELASTIC, THAT MEANS IT CAN BEND ON HOT DAYS.

- LASTS LONGER
- MORE DURABLE
- SIMPLY RE-COAT

# BLACK ROOF



# WHITE ROOF



**ROOF**  
TEMPERATURE

**180°F**

**100°F**

**ROOF**  
TEMPERATURE

**INSIDE**  
TEMPERATURE

**115°F**

**80°F**

**INSIDE**  
TEMPERATURE

**REFLECTS**  
**SUNLIGHT**

**20%**

**85%**

**REFLECTS**  
**SUNLIGHT**

**KEEPS IN**

**SMOOG**

**SMOOG**

**REDUCER**

**HEATS**  
**STORM**  
**WATER**

**30°F**

**360**  
MILLION

**SAVINGS**  
**ON SMOOG**  
**& HEALTH**

# CAN YOU PAINT IT? IT'S EASY TO GET STARTED.



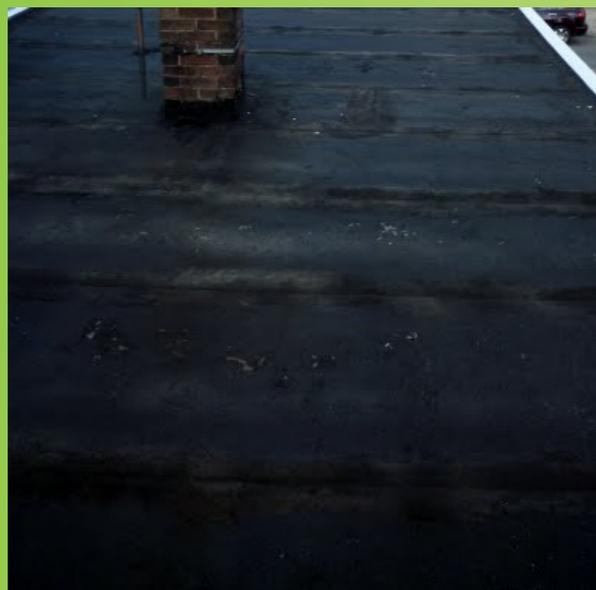
What kind of roof do you have?

This paint may be applied to a variety of roof types:

- BLACK TAR (ASPHALT)
- RUBBER
- ALUMINUM

**CHECK THE WARRANTY ON YOUR ROOF AND MAKE SURE NOT TO VOID IT!**

**BLACK TAR**



**RUBBER**



**ALUMINUM**



# CHECK YOUR ROOF. POKE AROUND UP THERE.

A few things to watch out for!

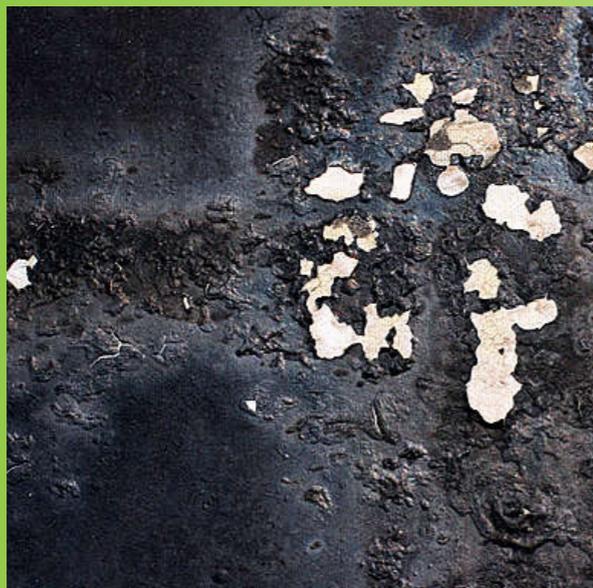
- BLISTERS
- CRACKS
- PEELING PAINT

Take note of any objects you could trip on, safety first!



**FIX ANY ISSUES ON YOUR ROOFTOP BEFORE PAINTING.**

**BLISTERS**



**CRACKING**



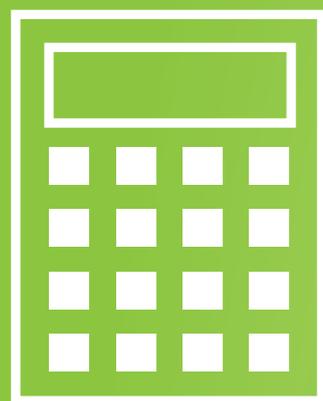
**PEELING**



# MEASURE IT AND BUY PAINT. YOU'LL NEED THESE TOOLS.

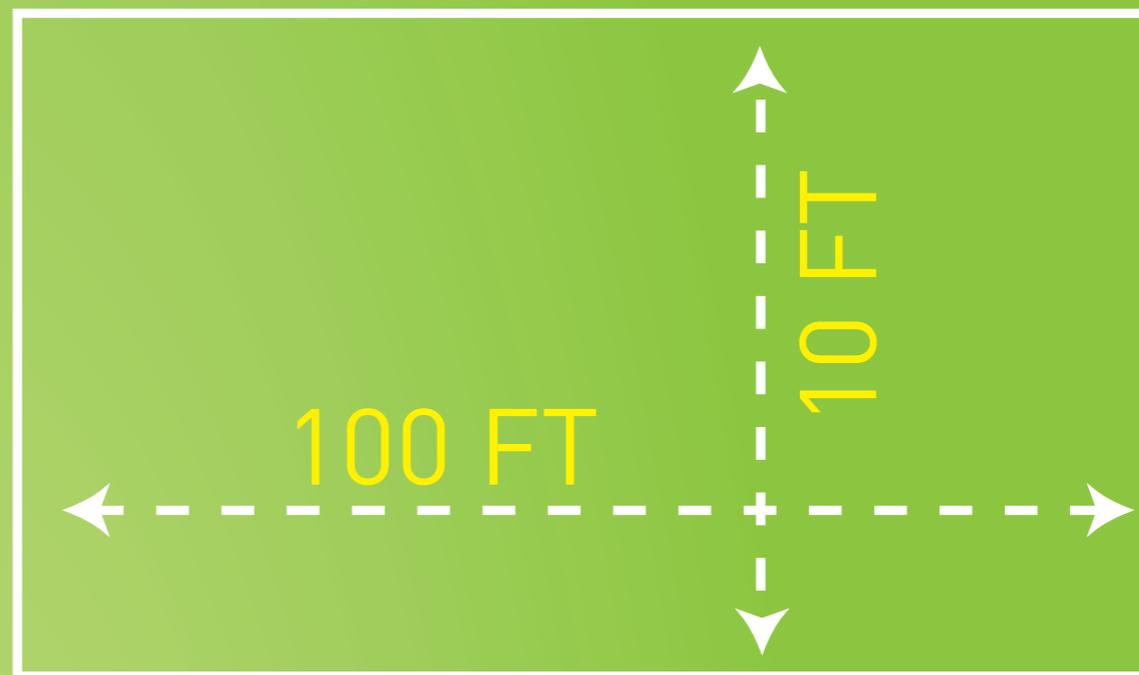


MEASURING  
TAPE



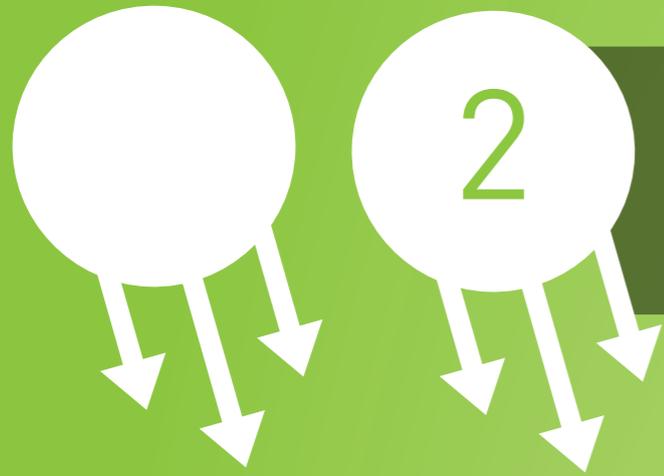
CALCULATOR

## MEASURE YOUR ROOF



**2 BUCKETS**  
OF PAINT COVERS  
~ **100** SQUARE FEET

# MAKE A DATE YOU NEED GOOD WEATHER.



2

DAYS OF  
SUNSHINE



NO RAIN  
OVERNIGHT



NEEDS  
TO BE  
OVER  
50°F  
FOR THE  
PAINT  
TO DRY  
PROPERLY

# CLEAN YOUR ROOF.

BROOM



SQUEEGEE



HOSE



# GRID IT.



MEASURING  
TAPE

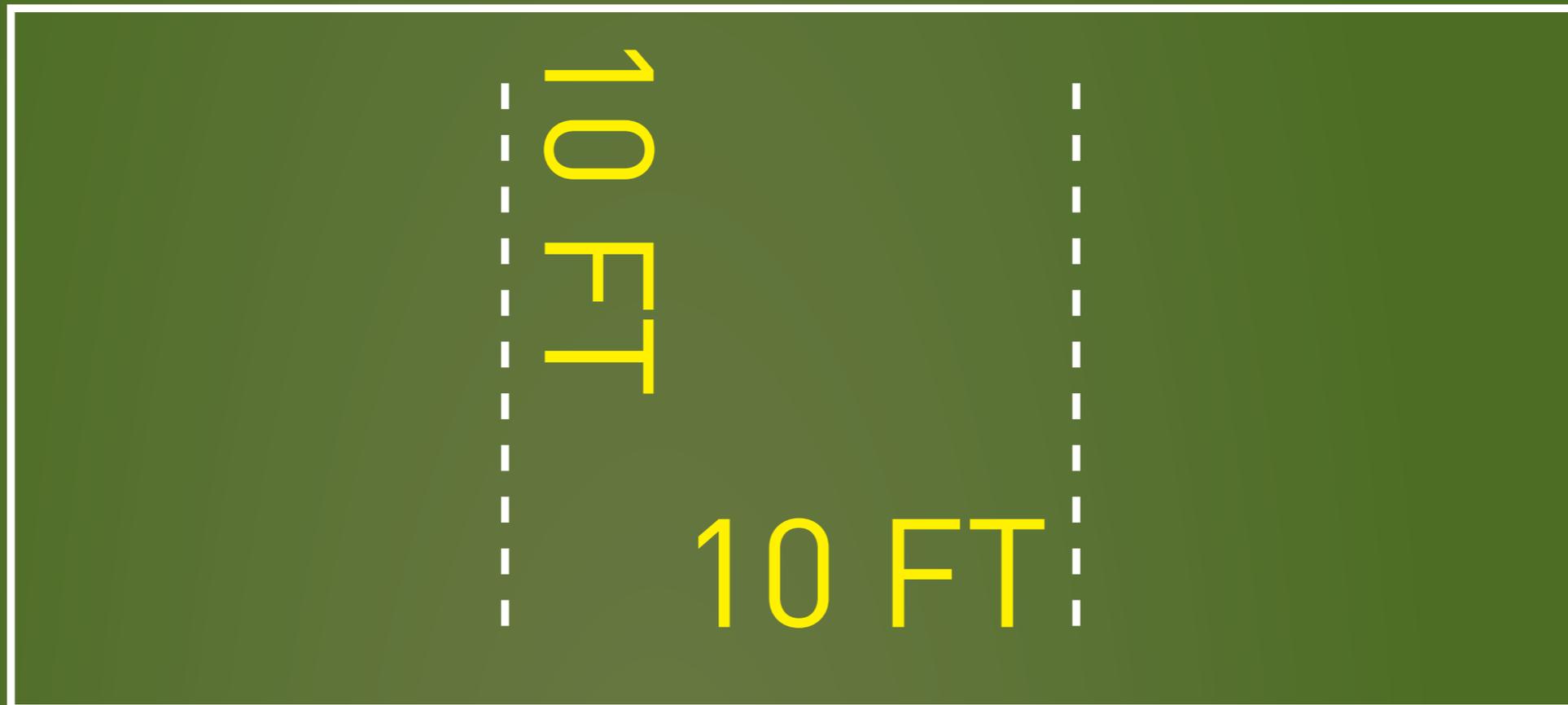


SPRAY  
PAINT



PAINT  
BRUSH

GRID YOUR ROOF INTO  $100^2$  FT SECTIONS



# “CUT” IT.



## PAINT THE EDGES OF THE ROOF.

- USE A 2" TO 5" BRUSH
- PAINT AROUND THE PERIMETER
- GO 12 INCHES UP THE SIDE OF THE PARAPETS.



# PAIN'T IT! THE FIRST COAT



MEASURING  
TAPE



SPRAY  
PAINT



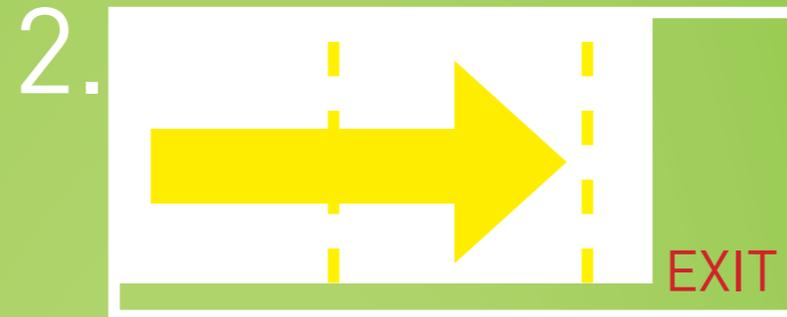
PAINT  
BRUSH



PAINT  
ROLLER



START YOUR 1ST COAT  
AT THE OPPOSITE END  
OF THE EXIT AND WORK  
YOUR WAY BACKWARD.



LEAVE A PATH FOR  
YOURSELF ALONG ONE  
SIDE SO YOU DON'T GET  
STUCK!



CLOSE OFF THE PATH  
AND THE REMAINDER OF  
THE ROOFTOP. LEAVE OUT  
THE EXIT.

# LAYING DOWN THE SECOND COAT

## SECOND “CUT”

- GET YOUR PAINT BRUSH AGAIN
- PAINT THE PERIMETER A SECOND TIME
- MAKE SURE TO LAY THE COATING ON THICK

## SECOND COAT

- GO TO THE OPPOSITE END OF THE ROOF
- PAINT YOUR WAY BACKWARD TO EXIT
- ALLOW TO DRY OVERNIGHT



GET  
STARTED  
TODAY.

