



Water Tight Technologies, LLC  
 P.O. Box 899  
 Payson, AZ 85547  
 www.britenez.com

# Product Data Sheet

## White Reflective Coating For EPDM and other numerous Roof Surfaces

### Description:

Water Tight Technologies® has developed a proprietary coating that will adhere to EPDM and other roof surfaces. *BRITE-n-EZ™ White Reflective Coating* is a high solids elastomeric, water based coating that is applied with a small roller or paint brush and is recommended as a reflective coating for numerous roof systems. Prior to applying this product to EPDM, the roof membrane must first be primed with *BRITE-n-EZ™ Coating Primer* using a paint roller.

### Physical Properties:

PROPERTY	TEST METHOD (ASTM)	PHYSICAL PROPERTIES
Color	N/A	Std color is white
Hazardous Components	N/A	< 7%
Viscosity	N/A	10,000 – 11,000 cps
Solids Content	D2697	55% +/- 2%
Reflectance Initial / Aged	E97	85% / 73% (white)
Flash Point	D93	>302° F
Tensile Strength unreinforced	D412	@73° F – 225 psi @ 0° F – 325 psi
Elongation unreinforced	D412	@73° F – 200% @ 0° F – 100%
Peel Adhesion 3 ply membrane, pli min- to cured ply adhesive, plywood, concrete & galv metal.	D413	>12
Moisture Vapor Transmission Rate, Max perms	E96	0.021
Ultraviolet Exposure – 6000 hrs of Xenon Arc	G25	No cracking, checking, loss of flexibility or discoloration
Water Absorption % max	D471	8.0
Hardness (Min/Max)	D2240	40 Shore A/ 60 Shore A
Emissivity	N/A	0.90
Low Temperature Flexibility	C793	Pass (-15° F)
Fungus Resistance	N/A	No sustained growth or discoloration after 21 days
Weight	D1475	11 lbs/gal +/- 0.5 lbs

### Application Instructions – EPDM membrane:

1. The roofing surface must be clean, dry, smooth, and free of any foreign materials, grease, oil or dirt.
2. Starting at the highest point on the roof, power wash the EPDM membrane using a strong detergent additive in the spray attachment. Power wash in the opposite direction of seam overlaps and flashings to avoid seam or flashing separation. Once the membrane is COMPLETELY DRY, repair seams and flashings using *BRITE-n-EZ™ Acrylic Latex Flashing Compound* or prime area with EPDM tape primer and apply EPDM cured cover strip with tape.
3. Apply *BRITE-n-EZ™ Coating Primer* using a solvent resistant paint roller at rate not to exceed 250 sq ft per gallon. Allow the primer to dry completely. Drying time is short on sunny days and longer when cloudy or cool.
4. Primer is tacky and will stick to shoes therefore do not walk on the primer prior to applying Coating. Primer should be applied in strips, 4' wide by length of roof and then coating applied to each strip to prevent walking on the primer.
5. Within 4 hours of when the EPDM roof surface is primed, apply *BRITE-n-EZ™ White Reflective Coating*. **Do not prime more of the EPDM surface than can be coated the same day.** If the primer gets wet before it is coated, let the roof dry and reapply the primer before coating.
6. Coating is supplied ready to use – do not thin. Stir the material slowly to ensure uniformity. **DO NOT MIX AT HIGH SPEEDS.**
7. Apply coating at a rate of 100 sq. ft. per gallon with a paint roller. Apply an even coat in one direction. *BRITE-n-EZ™* may also be spray applied. **Note – do not apply when EPDM surface temperature is lower than 40° F or higher than 120° F or when rain is expected within the next 48 hours.**
8. After the first coat has fully cured, usually 24 – 48 hours, apply a second coat at a rate of 100 sq ft per gallon. Use cross hatch method when coating is applied with a roller. For a smoother appearance it is recommended that the second coat be applied with a sprayer.
9. When applied with 2 coats at 100 sq. ft. per gallon, the theoretical dry film thickness is 17 mils.
10. See more detailed instructions at www.britenez.com.

### Application Instructions for an Asphalt Roof:

1. The roofing surface must be clean, dry, smooth and free of any foreign materials, grease, oil or dirt.
2. Repair seams, splits and flashings using *BRITE-n-EZ™ Acrylic Latex Flashing Compound* and *BRITE-n-EZ™ Reinforced Flashing Fabric* using the recommended three course method following application instructions found on the label or that products data sheet.



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3. On smooth surface asphalt, spray or roller apply BRITE-n-EZ™ Stain Blocker. This product is a single component water-based coating formulated to act as a stain blocker and primer over asphaltic residues and solvent based asphalt coatings. Stain Blocker may not be required on granular surface membranes but for added assurance of no staining, it is recommended.
4. Spray or roller apply BRITE-n-EZ™ White Reflective Coating at a rate of one gallon per square. This coverage rate equates to 9 mils of elastomeric membrane when dry. Membrane will dry to the touch in 2 hours but should not be recoated until the membrane reaches full cure which is usually 24 to 48 hours.
5. Multiple coats (three to four) are required for roof restoration projects. It is always recommended that when roller applying, subsequent coats should be rolled on in the opposite direction from the last to smooth and lessen roller marks.

### Application Instructions for a Metal Roof:

1. The roofing surface must be clean, dry, smooth and free of any foreign materials, grease, oil, dirt or rust.
2. Severely rusted metal panels must be replaced.
3. Tighten all fasteners and then apply a small amount of BRITE-n-EZ™ Acrylic Latex Flashing Compound to all fasteners. All overlapping end to end metal joints should be sealed with BRITE-n-EZ™ Acrylic Latex Flashing Compound and BRITE-n-EZ™ Reinforced Flashing Fabric using the recommended three course method following application instructions found on the label or that products data sheet. All flashing details should be repaired using BRITE-n-EZ™ Acrylic Latex Flashing Compound and BRITE-n-EZ™ Reinforced Flashing Fabric
4. Areas of moderate rust should be wire brushed and a coat of BRITE-n-EZ™ Rust Converter applied.
5. Apply a coat of BRITE-n-EZ™ Water Based Rust Inhibitor to light rust surfaces on the metal roof (see product data sheet for application instructions).
6. Spray BRITE-n-EZ™ Coating at a rate of one gallon per square to the entire roof surface. This coverage rate equates to 9 mils of elastomeric membrane. Membrane will dry to the touch in 2 hours but should not be recoated until the membrane reaches full cure which is usually 24 to 48 hours.
7. Multiple coats (three to four) are required for roof restoration projects, keeping in mind each coat adds an additional 10 mils to the total membrane thickness.

### Application Precautions:

BRITE-n-EZ™ White Reflective Coating is a maintenance item intended to improve esthetics and will re-quire re-coating from time to time. Periodic inspections of the roof systems should be conducted by the owner with the subsequent re-application of BRITE-n-EZ™ White Reflective Coating to areas that may need touch-ups for esthetic purposes.

### Product Data:

**Available Sizes:** 1 gallon cans  
5 gallon pails  
55 gallon drums

**Carton Size:** 4 (four) – 1 gallon cans per container  
5 gal pails & 55 gal drums sold separately

**Colors:** May also be ordered in grey to serve as the base coat and to assist the applicator in distinguishing between the first and second coats.

**Coverage:** When applied at a rate of 1 gallon / 100 sq feet, the theoretical wet film thickness should be 16 mils and the theoretical dry film thickness should be 7 mils.

**Cure Times:** When applied at 16 wet mils coating thickness and at conditions of 75° F and 50% humidity, White Reflective Coating will dry to the touch in 2 hours, but should not be recoated until it has reached full cure – usually 24 – 48 hours. Colder weather and/or higher humidity will retard curing.

**Storage:** Store in cool, dry well ventilated facility. Keep containers closed when not in use. Keep from freezing.

**Shelf Life:** Shelf life of 12 months can be expected when stored at temperatures between 40° and 80° F in original unopened carton. **Rotate stock.**

### Precautionary Data:

- **This material should not be allowed to freeze.** If the product looks like cottage cheese when opened it should not be used.
- Do not apply this product when temperature is forecast to be below 40° F within the next 48 hours.
- Use with adequate ventilation. Avoid prolonged breathing of vapors or repeated contact with skin.
- Keep out of reach of children.
- Do not dilute or contaminate this material.
- **Coating thickness determines service life;** however, two normal coats are better than one excessively thick coat.

*Each roof application has unique requirements and may require a specific system configuration and application. This product is manufactured to our product specification and our only obligation shall be to replace such product if proven to be defective. Water Tight Technologies, LLC (WTT) does not assume responsibility for any defects in application of this product, or any deficiencies in any roof or substrates on which this product is applied, nor shall WTT be responsible or liable for injury, loss, or damage of any kind or character, direct or consequential, arising from the application, use or inability to use this product.*