



# Roof Maxx

*A powerful roof shingle sealer-rejuvenator derived from soybean oil*

Daily expansion and contraction are critical to a roof's performance and longevity. Aging asphalt roof shingles and modified bitumen roofing lose their elasticity, crumbling, drying out, and eventually leaking. To solve persistent roof problems, property owners have traditionally had only one option: complete roof replacement.

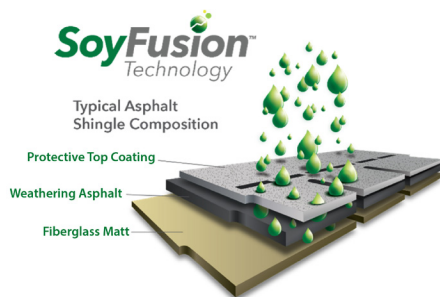
Roof Maxx offers an alternative to replacing damaged or aging roofs. The treatment is spray-applied to asphalt-based roofing materials to extend service life up to 15 years. This breakthrough product re-saturates curled, leaky shingles or bitumen roofing material, restoring pliability and flexibility to the weathered asphalt.

## THE TECHNOLOGY

The primary component of Roof Maxx is soybean oil methyl esters, obtained by the transesterification of soybean oil. This chemistry offers an excellent non-toxic and biodegradable substitute for petroleum-based solvents.

When applied, Roof Maxx extends the roofing material's life by reducing the surface energy and shrinkage that limits expansion and contraction of the asphalt

shingles, making them inflexible. SoyFusion Technology allows millions of microdroplets of oil to quickly penetrate the brittle protective top coating and saturate the weathering asphalt layer. This infusion rejuvenates the asphalt, restoring its flexibility and pliability. Roof Maxx also enhances adhesion of the protective mineral granules, which work like sunscreen, reflecting the sun's ultraviolet rays, the main source of physical/chemical degradation of roof materials.



## THE BENEFITS

**Environmentally friendly:** Roof Maxx is a renewably sourced, bio-based alternative for roof rejuvenation. It contains no environmentally damaging chemicals, so treatment with Roof Maxx is 100% safe for people, pets, property, and the environment. In addition, Roof Maxx extends the life of existing asphalt-based roofing material, helping to reduce construction waste and conserve valuable resources.

**Effective:** Roof Maxx restores the pliability, flexibility, and sun protection of the existing roofing material, without changing the roof's appearance or trapping moisture inside the roof. Roof Maxx can extend the life of your existing roof up to 5 years with a single treatment and up to 15 years with repeated treatments. Treatment is quick and easy, usually taking about an hour.

**Convenient:** The Roof Maxx process is a drop-in replacement for existing spray applications, so its implementation in the field does not entail additional equipment, training, or costs.

**Affordable:** A single Roof Maxx treatment costs up to 80% less than a complete roof replacement.

