ENERGY EFFICIENCY, COMFORT & DURABILITY

CREATE A COOL OASIS INSIDE WITH A TITAN® COOL ROOF.

COOL ROOF METAL ROOFING FOR COMMERCIAL AND RESIDENTIAL APPLICATIONS.

TITAN® Cool Roof Reflective Paint System.
Available in over 25 ULTRA-Cool® colors

Call 1-800-826-7813    www.custombiltmetals.com

LAST-TIME® Brand Products
Since 1974
A lasting promise from the trusted name in Metal Roofing.

Today’s investment-grade metal roofing products are beautiful, long-lasting and cost-effective. With superior energy efficiency and environmental benefits, it’s no surprise that owners, architects, and builders across North America have more than doubled metal roofing use over the last five years. There’s good reason.

New Choices.
LAST-TIME® metal Cool Roof products by Custom-Bilt Metals® use emerging technologies that weren’t available in past products. That means no more cracking, peeling, or color fade. LAST-TIME® products are fire-resistant, reflect heat in the summer, and provide insulation in the winter, resulting in lower energy and insurance bills. TITAN® Cool Roof coatings can be applied to a variety of roofing products offering diverse effects to complement your structure.

Lasting Benefits.
The LAST-TIME® brand is your assurance of a roof that will never deteriorate. Thanks to steel-bonded metallic coating, the colors will never fade. Products stand up to harsh UV rays, ice, severe storms – even winds equal to an F2 tornado. And best of all, over the life of your structure, LAST-TIME® products can cost less than half the price of asphalt composition roofing and about a third of wood shakes.

Invest in LAST-TIME® Cool Roof products by Custom-Bilt Metals®.
LAST-TIME® Metal Roofing products use a trademarked technology called ULTRA-Cool® by BASF Corporation, that reflects more heat than any other roofing material on the market.

WHEN IT’S HOT OUTSIDE, IT’S COOL INSIDE.

WHAT IS A COOL ROOF?

A TITAN® Cool Roof is a premium two-coat system based on the same 70 percent PDVF (Polyvinylidene Fluoride) resin-based coating system supplied as Kynar 500® and Hylar 5000®. In short, it’s the perfect material to coat any LAST-TIME® cool metal roofing product.

Cool Roof coatings are highly reflective, with a minimum solar reflectance of 25 percent, and 60 percent or more on lighter colors. When applied and cured on properly prepared substrates, a Cool Roof exhibits outstanding color stability, chalk resistance, durability, abrasion resistance, chemical resistance and flexibility while also providing outstanding solar heat deflection and energy efficiency.

ARCHITECTS, SPECIFIERS AND OWNERS CHOOSE ROOFS THAT CONSERVE ENERGY AND ENHANCE BUILDING DESIGN.

USES: Residential, commercial and industrial roofing, wall panels and building products that would benefit from heat deflection and lower expansion and contraction while at the same time requiring exceptional durability and exposure characteristics. All TITAN® Cool Roof colors meet the ENERGY STAR criteria for cool roofs.

Additional technical information is available on our website: www.custombiltmetals.com
HOW COLOR AFFECTS HEAT

Tests have shown that on a 90-degree day, a black roof will have a temperature of 190 degrees at its surface, while a white roof will have a temperature of only 110 degrees. Unfortunately, white roofs are seldom desired by architects and building owners. Darker colors make a stronger statement of style and aesthetics.

A SOLUTION -

Now, DARK colors can be cool

To meet the growing need for energy-efficient roofs without sacrificing style and beauty, BASF Chemical Corporation developed a palette of Cool Roof Color Materials (CRCMs) that look dark in color to the human eye yet reflect most of the sun’s energy. This breakthrough now enables architects to design roofs with medium and dark colors. Custom-Bilt Metals has partnered with BASF to offer the Kynar 500® Paint System with ULTRA-Cool® coatings.

Cool roofing products that reflect intense heat even with the darkest of colors

THE ADVANTAGES OF TITAN® COOL ROOF ARE CLEAR:

- **Saves money:** Reduces energy costs by up to 20%
- **Reflects heat:** Reflects up to 60% of the total radiation generated by the sun
- **Extends roof life:** Roof life is extended due to lesser expansion and contraction of roofing materials that occur during extreme fluctuations in temperature
- **Adds beauty and value:** Popular colors have architectural appeal, and PVDF coatings provide added protection to roof
- **True, lasting colors:** 35-year warranty against color-fade
- **Code compliant:** Fire-, hail- and wind-resistant
- **Non-combustible:** Further protects residential structures from wild fire danger
- **Financially smart:** Monetary incentives are increasingly being offered and fire insurance premiums are lower
- **Better for the environment:** Metal is 100% recyclable and the high reflective paint systems reduce the urban heat islands that contribute to the accumulation of smog conditions in urban areas
- **Energy Star® compliant:** Helps the roofs of both residential and commercial buildings meet the Energy Star® specifications for Cool Roofs
- **Higher Emissivity:** Values for ULTRA-Cool coatings exceed 80% so interior space stays cooler

When these advantages are added to the many other benefits of metal roofing – such as durability, value, beauty, and all-weather protection—the choice is easy.

Use Titan® Standing Seam Profiles or VAIL Titan Select Shingles with a Kynar 500® ULTRA-Cool® coating for your next roof.
ENHANCE YOUR BUILDING WITH SEVERAL ELEGANT ROOFING STYLES
Standing Seam, Metal Shakes and VAIL Titan Select

TITAN® Standing Seam Profiles, from the LAST-TIME® family of roofing products, is a very popular roofing choice. Standing Seam creates dramatic shadow lines to accent the roof. Select from several different profiles available in 21 popular architectural colors plus 4 pearlescent colors. Custom colors can also be created, subject to minimum volume requirements.

Select the classic look of shingles for your roof and enjoy all of the benefits that our Cool Roof products offer. The individually crafted, interlocking VAIL Titan Shingles come with the LAST-TIME® warranty. VAIL Titan Shingles and Metal Shakes feature easy installation - timeless beauty and outstanding performance.

ACTUAL CASE STUDY

Two elementary schools in Georgia built at the same time with the exact same design had two completely different energy use results. The school with the cool roof paint system saved the district over $8,000 dollars in the first year alone*. Over the 35 year life of the paint, energy savings will amount to over $280,000.

*Thermostats controlled at the district office.
Make Your Next Roof Your Last Roof.

All LAST-TIME® metal roofing products and technologies are exclusively manufactured and distributed by Custom-Bilt Metals®. Founded in 1974, we have built a track record of leveraging emerging technologies in the metal roofing industry. LAST-TIME® products consistently outperform other brands and set the standard for quality, style and durability. The LAST-TIME® brand assures you of a roof that you’ll never have to replace. **Guaranteed.**

LAST-TIME® products by Custom-Bilt Metals® are the smart choice for any size building project.

Call 1-800-826-7813
www.custombiltmetals.com

Visit our website or contact a Custom-Bilt Metals sales associate for complete details.

Kynar 500 is a registered trademark of ATOFINA Chemicals, Inc. Hylar 5000 is a registered trademark of Ausimont USA, Inc. ULTRA-Cool is a registered trademark of BASF Corporation.

Our Partners In Energy Efficiency

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