



TECHNICAL BULLETIN

“ELASTAHYDE” #720 ARC White Elastomeric Acrylic Coating

FLUID APPLIED REINFORCED ROOFING • REFLECTIVE COATING SYSTEMS

1.0 DESCRIPTION & RECOMMENDED USE

ElastaHyde is a 100% acrylic, premium quality, high durability, elastomeric coating. It has been developed to protect various roof surfaces and contribute to substantial energy savings.

ElastaHyde (white) reflects over 84% of Sun's rays and serves as a thermal reflector due to hiding & reflective pigments. As an ENERGY STAR® Partner, Western Colloid has determined that this product meets the ENERGY STAR® guidelines for energy efficiency. **ElastaHyde 720 ARC** is listed by the “Cool Roof Rating Council” and meets California Title 24 requirements.

When cured **ElastaHyde** forms an extremely tough, flexible film that can withstand the most rigorous weather conditions. **ElastaHyde** is designed as a surface coating for Western Colloid “Fluid Applied Reinforced Roofing” membranes and metal roof systems. **ElastaHyde** is also recommended for use on conventional and modified built-up roofs and existing Spray Polyurethane Foam roofs.

2.0 TECHNICAL DATA

Meets ASTM D6083-97a for 100% Acrylic Roof Coating.

Base	100% Acrylic
Color	White, Gray, Tan (Custom Colors) (energy savings / reflectivity based on White)
Solar Reflectivity	(Initial) 84% ASTM C1549
Thermal Emittance	(Initial) 89% ASTM C1371
SRI (Solar Reflectance Index)	106 ASTM E1980-01
SRI (Solar Reflectance Index) Aged	93 ASTM E1980-01
Flammability	Wet: Non-flammable Dry: Class A U.L. 790 Dry: Class A ASTM E108
Elongation	(initial) >250% ASTM D2370 (after weathering) >175% ASTM D2370
Tensile Strength	>250 psi ASTM D2370
1000 hr Xenon Arc UV Exposure	Pass ASTM D4798
Permeance	<15 ASTM D1653
Wet Adhesion (pli) (Emulsion)	>10 ASTM D903
Dry Adhesion (pli) (Emulsion)	>17 ASTM D903
Tear Resistance	>100 lbf/in ASTM D624
Low Temperature Flexibility	Pass 15°F ½” ASTM D522
Solids	53% by volume ASTM D2697
Solids	66% by weight ASTM D1644
Water Swelling	<20% ASTM D471
Fungi Resistance	no growth ASTM G21
Dirt Pick-Up Resistance	Very Good
Weight Per Gallon	Approximately 11.5 - 12 lbs.
Consistency	Heavy paint, for heavy duty spray, brush or roller
Viscosity	100-110 (KU) ASTM D562
Application Temperature	Min. 50° F Max. 100 °F (ambient)
Drying Time	(70°F @ 50% r.h.) @100 sq.ft./gal. = 1 hour

3.0 DIRECTIONS FOR USE

Surface must be dry and free of dirt, dust, oil, grease, wax, rust, chalky or loose paint, mildew and any other surface contamination that may inhibit adhesion. Repair cracks, breaks, open seams, and other roof imperfections with a heavy sealer such as **WCP-800 Elastic Cement** or recommended caulking or flashing compounds. When coating over newly-applied asphalt emulsions such as WCP-298 or 298E, proceed when the emulsion is thoroughly dry. The curing time of asphalt emulsion is 2 to 3 days in warm, dry weather. Best results are achieved when surface is washed to remove any residue that may cause lack of adhesion or “tobacco staining”.

4.0 APPLICATION

1. **ElastaHyde** may be applied by roller, brush or spray. Best results are achieved when applied by high pressure airless spray. Apply per specifications. On existing mineral surface or previously coated surfaces; clean surface thoroughly before applying **ElastaHyde**, scrubbing with a detergent solution if necessary to remove oils and other residues. Flush immediately with strong stream of water. Some surfaces may require priming (consult WESTERN COLLOID).

2. Stir thoroughly to ensure uniform application by brush, roller or spray. For best results apply in a two coat cross hatch manner (first application is at right angle to second). Apply uniformly over entire roof surface with heavier coat around vents and seams. Apply only when coating will not be subject to heavy dew, rain, moisture or freezing within 48 hours of application.

3. **COVERAGE:** 75 to 100 Square feet per gallon per coat. Total 2½ to 6 gallons per 100 sq. ft. depending on specification and type of surface. Additional coats required for heavier coverage.

4. **Equipment Clean Up:** Soap and warm water.

PRECAUTIONS: Do not apply **ElastaHyde** when surface or air temperature is below 50° F, or if cold weather, rain or fog is expected within forty-eight hours of application. **ElastaHyde** is an excellent, water repellent product. Nevertheless, it is not recommended on surfaces that pond water for more than 72 hours without reinforcement or other precautions (consult Western Colloid for ponding recommendations). **ElastaHyde** cures through dehydration. Drying time may vary depending upon wet film thickness, temperature, humidity and air movement. For optimum energy savings, **ElastaHyde** should be cleaned yearly.

ElastaHyde is water based and not DOT regulated or labeled for highway transport.

READ AND FOLLOW DIRECTIONS CAREFULLY. REFER TO MSDS FOR PROPER HANDLING.

STORE CONTAINERS IN COOL, DRY, PROTECTED AREA. KEEP FROM FREEZING. KEEP LIDS TIGHTLY CLOSED WHEN NOT IN USE.

NOT RECOMMENDED OVER WOOD SHINGLES OR UNTREATED WOOD SURFACES.

LIMITED WARRANTY


WESTERN COLLOID warrants its products to be of merchantable quality and suitable for the general purpose for which they were intended, when applied in accordance with WESTERN COLLOID's instructions. WESTERN COLLOID does not warrant its products to be suitable for any purpose or use other than for which they were intended. Liability under this warranty is limited to supplying new material without charge, or at WESTERN COLLOID's option, to a refund of the purchase price. In the event of a claim under this warranty, notice must be given in writing at the addresses shown hereon. THIS LIMITED WARRANTY IS ISSUED AND ACCEPTED IN LIEU OF ALL OTHER EXPRESSED WARRANTIES, AND EXPRESSLY EXCLUDES LIABILITY FOR CONSEQUENTIAL DAMAGES. SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES OR LIMITATION ON HOW LONG AN IMPLIED WARRANTY LASTS, SO THE ABOVE LIMITATIONS AND EXCLUSIONS MAY NOT APPLY TO YOU.

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720 ARC 0811b


The Cool Roof Rating Council (CRRC) labels for our product as required by California Title 24:

Product Name: **ElastaHyde 720 ARC - “White”** (White Elastomeric Reflective Roof Coating)
 CRRC Product ID: **0682-003**

	<u>Initial</u>	<u>Weathered</u>	
	Solar Reflectance	0.84	0.75
	Thermal Emittance	0.89	0.91
	Rated Product ID	0682-003	
Licensed Manufacturer ID	0682		
Classification	Production Line		
<p>Cool Roof Rating Council ratings are determined for a fixed set of conditions, and may not be appropriate for determining seasonal energy performance. The actual effect of solar reflectance and thermal emittance on building performance may vary.</p> <p>Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.</p>			


SRI (Solar Reflectance Index) as required by LEED and other programs: = **106**
SRI 3 year Aged = **93**

Product Name: **ElastaHyde 720 ARC - “California Tan”** (Light Tan Elastomeric Reflective Roof Coating)
 CRRC Product ID: **0682-005**

	<u>Initial</u>	<u>Weathered</u>	
	Solar Reflectance	0.80	0.75
	Thermal Emittance	0.90	0.86
	Rated Product ID	0682-005	
Licensed Manufacturer ID	0682		
Classification	Production Line		
<p>Cool Roof Rating Council ratings are determined for a fixed set of conditions, and may not be appropriate for determining seasonal energy performance. The actual effect of solar reflectance and thermal emittance on building performance may vary.</p> <p>Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.</p>			

SRI (Solar Reflectance Index) as required by LEED and other programs: = **100**
SRI 3 year Aged = **92**

Product Name: **ElastaHyde 720 ARC - “Platinum Gray”** (Light Gray Elastomeric Reflective Roof Coating)
 CRRC Product ID: **0682-004**

	<u>Initial</u>	<u>Weathered</u>	
	Solar Reflectance	0.76	0.72
	Thermal Emittance	0.90	0.86
	Rated Product ID	0682-004	
Licensed Manufacturer ID	0682		
Classification	Production Line		
<p>Cool Roof Rating Council ratings are determined for a fixed set of conditions, and may not be appropriate for determining seasonal energy performance. The actual effect of solar reflectance and thermal emittance on building performance may vary.</p> <p>Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.</p>			

SRI (Solar Reflectance Index) as required by LEED and other programs: = **94**
SRI 3 year Aged = **88**