



Dow Construction Chemicals

Our Partnerships Open the Door to Further Innovation...



Dow Construction Chemicals has been committed to the elastomeric roof coatings market for more than 40 years. To enhance the value and impact of our offerings, we often seek to partner with organizations that share our goal to advance this vital industry – opening the door to further innovation.

Cooperative Research and Development Agreement with the U.S. Department of Energy

We are partnering with Oak Ridge National Laboratory and the Lawrence Berkeley National Laboratory on developing next-generation cool roof technologies. Key aspects of the two-year research program include:

- Focus on increasing energy savings by more than 50 percent
- Seeking to improve long-term dirt pickup resistance and provide better antimicrobial control
- Developing accelerated weatherization testing protocols that speed commercialization and help quantify the performance of new products
 - Complements our experience with predictive testing at our Exposure Farm in Spring House, Pennsylvania

Reflective Roof Coatings Institute (RRCI)

The RRCI works to promote the benefits of reflective roof coatings in extending roof system life, while also reducing energy consumption for the entire building envelope. Dow Construction Chemicals has been involved in this nonprofit organization since it was formed in 2005.

- We are partnering with RRCI on a series of webcasts – aimed at roofing contractors, building owners and facility managers – to communicate the value of roof coatings as cost-effective and viable roof maintenance solutions.
- Active participation on the RRCI board of directors increases our presence with this important association and gives Dow Construction Chemicals a voice to influence decisions that can benefit the roof coating industry.

Better Building Starts Here



Cool Roof Rating Council (CRRC)

This organization develops methods for evaluating and labeling the solar reflectance and thermal emittance of roofing products. In addition to educating the industry about cool roof options, the CRRC maintains a third-party rating system for radiative properties of roof surfacing materials. The CRRC is engaged in ongoing dialogue with the U.S. Environmental Protection Agency, the International Code Council, ASTM International and ANSI, among many other influential organizations.

- George Daisey, lead applications development scientist for elastomeric roof coatings for Dow, was elected to the CRRC board of directors in 2010.
- Being part of an organization that keeps its fingers on the pulse of cool roof options will help us further target our research efforts to align with industry needs.

Meeting Your Needs Through Involvement, Influence and Innovation

Aiming to drive value for our customers in all of our efforts, Dow Construction Chemicals plays a key role in vetting and providing input on new ASTM standards and is also an active member of the Roof Coatings Manufacturers Association (RCMA) and the Energy Coordinating Agency of Philadelphia. In addition, we publish articles and present on our elastomeric roof coating technology with the ultimate goal of increasing awareness and helping to advance this important and innovative roof maintenance solution.

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