

# Best for the Building, Budget & Environment



## The evolution of FFR-K1 since 1891

1891:

Ceramic Silica introduced by Edward Acheson.

1965:

Kevlar introduced by DuPont

2005:

FFR develops the first fiber reinforced blend.

1916:

Titanium Dioxide introduced by Titanium Pigment Corp, Niagara, NY for commercial use

1994:

1 Part thermo-set introduced by Feilco.

2007:

FFR-K1 is formulated; Ceramic Silica, Titanium Dioxide, Kevlar are infused in a 1-part thermoset.

DuPont™

KEVLAR™



MEMBER OF

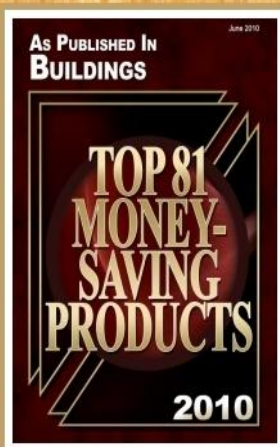


## What is FFR-K1 ?



FFR-K1 is the only one part Kevlar infused thermo-set bonding agent in the world. It is the only roof system that can be installed under water and in subfreezing conditions. Our moisture & UV cured thermo-set has performed in the harshest conditions for over 15 years. FFR has started a roofing revolution with over 150 project consultants, 75 certified installers to service your roofing and water proofing needs. FFR has four regional distribution centers and 36 locations nationwide. FFR also has 5 international distributors to assist with overseas projects.

If we showed you a product and a company that exceeded all of your expectations and you could get paid to use it, would you choose FFR as your next roof system?



Final Flat Roof  
Top 81 Money-Saving Products  
Best for the building, budget & environment  
Building - June 2010

Contact us at **866-637-ROOF (7663)** [finalflatroof.com](http://finalflatroof.com)

# BEST FOR THE BUILDING



## Fact & Physics

- UV is responsible for the majority of damage to the roof surface
- Cold and freezing conditions are responsible for the majority of seam failures
- Water does not cause leaks, thermal expansion and contraction does.
- 95% of all leaks come from the same 5% of roof area.
- If water is not ponding on top of the roof, then there is definitely moisture in the roof.
- There is no disruption to building or business use during restoration.
- No toxic fumes to disturb customers; no loss of revenue.
- FFR becomes stronger when exposed to UV & Moisture
- FFR has no ponding water exclusion and moisture makes us stronger.
- FFR is a fully bonded monolithic seamless roof system.
- FFR performs equivalent to R-19 insulation.
- FFR bonds and insulates all dissimilar properties on the roof.



## Specifications



### Curing Time:

(when exposed to UV or Moisture)

Shelf Life- 1yr 35° to 80°F

Pot Life- 5hrs @ 80°F

Drying Time- 16hrs @ 80°F

Complete - 7days @ 80°F

### Mixing:

None Required

### Packaging:

5-gallon units: 66 lbs

### Solids Content:

95.5% Solids

### Density:

13.2 pounds per gallon

### Set to touch time:

3 hours

### Tack Free:

5 hours

### Open to traffic:

16 hours

### Salt-Fog Testing (ASTM B-117):

500 hrs.- pass

### Water Vapor Transmission (ASTM E-96):

Permeance (expressed in perms): 0.73

### VOC: Title 24 Low VOC

< 0.4 pounds per gallon

< 50 g/liter (VOC exempt list)

### Shore Hardness:

Circa 70A

### Adhesion:

1670 lbs./sq. in.

### Fire rating( ASTM E-108):

Class "A" fire rating

### Kevlar Resin Tensile Strength :

525,000 psi, resin infused

### Kevlar Breaking Tenacity:

424,000 psi

### Kevlar Thermal Conductivity:

.03 (BTU x in./(h x ft x °F)

Shows no embrittlement or degradation at temperatures as low

as -320°F

### Application Areas:

FFR-K1 is excellent for waterproofing EPDM, TPO, PVC, built-up, single ply, polyurethane foam, concrete, and metal roofs. The flexibility retained by FFR-K1 allows for surface movement caused by thermal shock to most structures.

### Advantages & Benefits:

- Single component, no mixing.
- Adheres even to damp surfaces without priming. Withstands ponding water.
- Can be installed in freezing conditions. Retains flexibility in sub zero conditions.
- Withstands attacks from most chemicals, traffic, and severe environments.
- Highly thixotropic allowing for ease of application
- Surface temperature will not exceed 10°F above ambient. High Albedo reduces heat and lowers energy cost
- Low sag minimizing dripping.
- Kevlar reinforced (525,000 psi)
- Class "A" fire rated
- Rain will not destroy coating during application.
- Sustainable roofing system that saves expensive removal and disposal cost.
- Cellulose bond to concrete and wood.
- 100% adhesion of product to substrate
- 10 -20 yr. extendable warranty available for roofs.

### Coverage:

Brush, Squeegee or roller approximately 50 Sq. Ft. per gallon

Dry Film Application Rate:

To yield dry film of Apply Sq. Ft/gallon

### Mixing

\*\*\*\*\*No mixing Required\*\*\*\*\*

FFR-K1 is the only one-part Kevlar reinforced Thermo-Set roof coating in the world. Just open up the bucket and apply. After application is finished just reseal bucket and FFR-K1 can be used at a later date. FFR-K1 is a UV / moisture cured reflective roof bonding agent. No other roof product in the world can be installed in freezing conditions.



# BEST FOR THE BUDGET



- FFR turns temporary repairs into a permanent roof solution over four years.
- FFR allows building owners to take control of both repair cost & timing.
- FFR's Energy Star rating can reduce utility consumption up to 40%.
- FFR is typically 40-60% less than a reroof.
- FFR reduces AC equipment cost due to reduce work load.
- No maintenance required for a Final Flat Roof warranty.
- No damage to inventory and displays due to tear off dust and debris.
- No damage to inventory due to toxic pvc/asphalt fumes.



## Material Cost

(Metal, EPDM, TPO, BUR, Modified)

Pricing Starting At

(adj. PM tax deduct.)  
(pricing as low as)

Seams ( 5" embedment ) =	\$0.48 per linear foot	( \$0.34)
Fasteners ( 3"x3"x2" paddy) =	\$1.98 per fastener	( \$1.39)
Pitch Pans ( 6"x6"x 6") =	\$6.00 per pan	( \$4.20)
Drains / Scuppers ( 4'x4' ) =	\$48.00 per drain	( \$33.60)

\*Reflective base coat is one gallon per sq. and assuming shipping minimum is met .

\*Seams based on 2 gallons coverage rate all other areas based on 3 gallons coverage rate.

Price per gallon is \$95 plus \$4.90 shipping = \$100.00 per gallon

\*Adjusted PM Tax deduction is based on a 30% Corporate Tax Rate. Please consult a licensed accountant for qualification.

**PLEASE NOTE THIS IS COST OF MATERIAL ONLY FOR EACH AREA OF THE ROOF. LABOR WILL VARY BY INSTALLER**

## FFR-K1 Complete System Install

(adj. PM tax deduct.)  
(pricing as low)

10 yr. labor & material system	\$2.65 - \$3.39 per sq. ft. installed	( \$1.86)
20 yr. labor & material system	\$3.70 - \$4.79 per sq. ft. installed	( \$2.59)

\*Price based on applied volume discount consult representative for qualifications.

\*Additional charges will apply for repairs and removal of gravel from roof.

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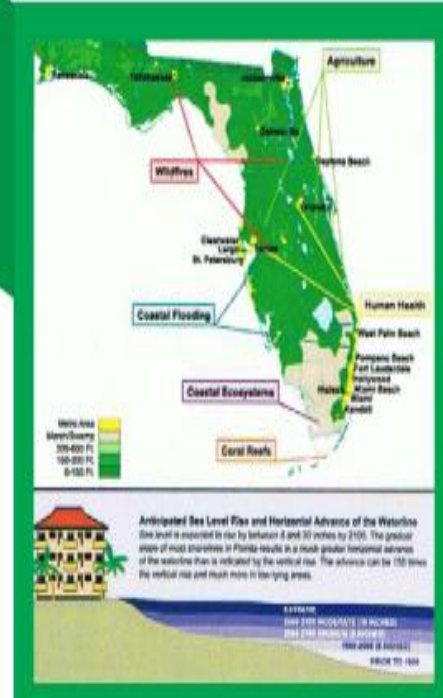


# BEST FOR THE ENVIRONMENT



## Your Choices Our Coatings Reflect The Future

- FFR reduces global warming and heat island effect.
- FFR helps reduce the EPA's est. 10 million toxic tons of roofing dumped in our landfills.
- FFR complies with federal & state executive orders in regards to the environment.
- FFR is title 24 compliant, ultra low VOC.
- FFR encapsulates existing toxins to prevent them from leeching into our aquifers.
- FFR is non petroleum based & reduces our nation's dependency on foreign oil.



## U.S. ARMY RANGER ASSOCIATION

Then I heard the voice of the Lord saying, "Whom shall I send? And who will go for us?"  
And I said, "Here am I. Send me!"  
Isaiah 6:8



### FFR's Mission Statement:

FFR was determined to change the industry and as a result, created a roofing product that is safe for the environment. FFR has educated the public and industry about the negative impact of petroleum based roofing products in regards to both the environment and national security. FFR set out to create a roofing product that would protect our buildings, environment, and soldiers. FFR-K1 was developed as a product that uses no petroleum with high reflective and emissive properties. FFR's performance reduces both Global Warming and utility demand, which decreases our nation's dependency on foreign oil. Besides extending a roof's functional life for up to 20 years, FFR also encapsulates the toxins in both metal and petroleum roofs to help protect our storm water aqueducts. FFR-K1 is a low tech "Green Job" application, which allows FFR to train returning soldiers and veterans, thus helping them to transition into successful careers. FFR's number one goal is to keep our soldiers home and out of harm's way. The changes in the roofing industry is not a "should" but a "must" that needs to be mandated. FFR's mission is clear: if you don't stand for something then you will fall for anything. FFR will "lead the way."

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