



**E - B A R R I E R™**



**E-BARRIER: BECAUSE MILLIONS OF PEOPLE  
WANT TO LOWER UTILITY BILLS  
AND MAKE THEIR HOMES AND BUILDINGS  
MORE COMFORTABLE**

**YOUR BUSINESS WILL GROW WHILE YOUR CUSTOMERS SAVE**

# E-BARRIER™

REFLECTIVE COATING



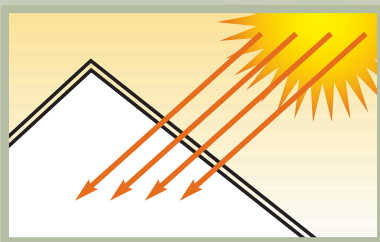
Formulated for residential and commercial applications.

## APPLYING E-BARRIER IS EASY.

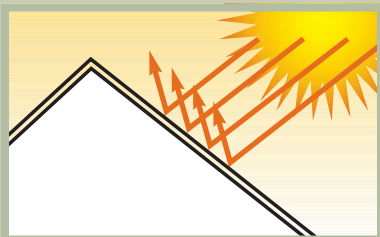
- + No mixing
- + Minimal overspray
- + Gets you in and out fast

E-Barrier gives contractors another service to sell and another way to increase sales and profits.

## ➔ RADIANT ENERGY



Absorbed Radiant Energy



Reflected Radiant Energy



## E-Barrier reflects heat and attracts customers.

Rising utility bills and an increasing interest in environmentally preferable options have created a need for energy-efficient homes and buildings. E-Barrier Reflective Coating was developed to address this demand. E-Barrier is an innovative product that reflects radiant heat to keep structures cooler in the summer and warmer in the winter. This one-part coating can be applied to attic decking and previously coated commercial decking. And with the sales opportunities it provides, it's a perfect addition to your list of services.

### WHAT IS RADIANT ENERGY?

Simply put, radiant energy is energy that comes in waves from the sun. When those "waves" strike the roof of a home or a building, the roof absorbs that heat, creating increased temperatures in the attic, which is eventually transferred throughout the building. On warm days, this radiant heat results in increased air conditioning costs. On cool days, radiant energy comes from an inside source, like a furnace, and escapes through the attic. So heat and energy costs are actually going out the roof.

This transfer of energy is measured as emissivity. The lower the emissivity or e-rating, the better the product is at preventing radiant heat energy from entering or leaving the building. E-Barrier has a low emissivity rating.

### HOW DOES E-BARRIER SAVE YOUR CUSTOMERS MONEY?

Whether there's radiant heat coming into a house or going out, your customers are paying more than they should. When E-Barrier is applied to the underside of attic roof decking or to previously coated commercial decking, it creates a barrier that reflects radiant energy, helping to prevent it from entering or leaving the building. E-Barrier reduces heating and cooling costs by as much as 15% as certified by an independent testing laboratory\*. You can offer your customers:

- + **Lower utility costs and increased thermal comfort** – Your customers will see and feel the rewards of their investment.
- + **Durability** – E-Barrier lasts long, with little to no maintenance.
- + **Ease of cleanup** – Cleans up with soap and water, with no special chemicals or cleaners needed.
- + **Breathability** – Damaging moisture won't be trapped in wood substrates.

\*Energy Savings will vary depending on building materials, home location and conditions.

## HOW DOES E-BARRIER™ MAKE YOU MONEY?

E-Barrier is designed to open doors for you. Here's what you get with this innovative product:

- + **Another great service to sell to current and potential customers** – E-Barrier goes on just like paint, and is a natural complement to every contractor's business. This is a great opportunity for you to get more jobs from your current clients and attract new customers.
- + **More referrals from satisfied customers** – Customers will appreciate the benefits of E-Barrier and are likely to tell their neighbors or business associates.
- + **Lead-generating marketing materials** – We can provide you with access to selling materials that will help you get the word out to your customers. These materials include literature, postcards, ads, yard signs and door hangers. See your store manager or rep for details.
- + **The support and commitment of Sherwin-Williams** – When you work with us, you have over 137 years of market leadership, innovation and brand recognition.

## WHAT'S INVOLVED IN APPLYING E-BARRIER?

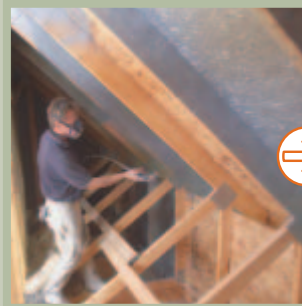
E-Barrier goes on just like paint, is easy to apply with an airless sprayer and has minimal overspray. In those hard-to-coat areas, E-Barrier can be brushed or rolled. It covers in one coat without dripping or running. It dries quickly to make the job go even faster and its low odor minimizes any disruption to the inhabitants. E-Barrier is latex-based, and is ready to use, with no mixing required.



Before



Spray and coat attic roof deck



After

## ANOTHER INNOVATION FROM THE COATINGS INDUSTRY LEADER

E-Barrier comes from a company you can rely on. With more than 1,400 representatives and over 2,600 stores across North America, we're always close to your job site. And if you have questions, your local coatings rep will work with you to make sure the job goes as quickly and as smoothly as possible.

For over a century, Sherwin-Williams has been the source for the products, service and support that help you build your business. And with E-Barrier Reflective Coating, you'll be ready to seize a business opportunity with big potential.

TO HAVE A REPRESENTATIVE CONTACT YOU CALL 1-800-524-5979.

