TECHNICAL CATALOGUE OF THE COOL-R

HIGHLY REFLECTIVE WATERPROOFING COATING

COOL-R
cooling & waterproofing

SELENA GLOBAL EXPERIENCE
Highly reflective waterproofing coating

www.COOL-R.eu
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THE THREE STRENGTHS OF SELENA

1. Global experience, local solutions
Selena operates globally, manufacturing and providing professional contractors and DIY users with a wide array of construction chemicals. Our products include polyurethane foams, adhesives, sealants, building insulation systems and much more. Our most prominent brands are Tytan, Quilosa, Artellit and Matizol.
Selena was founded in Poland in 1992. Since that time, we have built up experience in four continents, dozens countries and many business areas. We are one of the three largest manufacturers of polyurethane foam in the world. Our global experience gained in diverse local markets positions us well to maintain an unrelenting search for new ways to develop and improve.

2. We create innovative products
In Selena Labs, our R&D Center, we constantly develop new technologies and products, to improve our offer and meet end-users’ expectations. We provide custom-made Selena product formulas for use in Asia, Europe, and North and South America, where local weather conditions and construction technologies are taken into account.
Our most recent product developments in the area of waterproofing include:
• COOL-R highly reflective waterproofing coating,
• MS LIQUID silicone solutions for seamless waterproofing of flat roofs,
• Hi-tech self-adhesive roofing membranes,
• Roofing foam adhesive KDT 12 for quick installation of thermal insulation,
• Flame retardant roofing coating PROTECT-R.

3. Wide offer of waterproofing products
For 25 years we have been a major manufacturer and supplier of a wide range of products for installation and renovation of roof coverings as well as for waterproofing.
Our offer includes:
• bitumen membranes,
• bitumen liquids,
• bitumen shingles,
• breathable membranes and roofing foils,
• roof sealants and adhesives,
• roofing tapes,
• other professional waterproofing products.

Highly reflective waterproofing coating
One of the main effects of solar radiation is heating up of surfaces which are exposed to it. For the construction element in question here—the roof—these effects may be positive and can be utilized effectively by solar and photovoltaic cells.

Unfortunately, the negative effects of solar radiation have to be dealt with more frequently, especially, those resulting from exposure to infrared radiation which causes heating up of building surfaces.

Another negative effect of the UV radiation and roof overheating is aging of roof coverings. The durability of practically every type of roof coating in large scaled buildings is determined by its resistance to solar radiation and their life span is 10-15 years maximum.

COOL-R eliminated or minimized the key problems that are a consequence of the sun radiation.
2. WHERE IS IT NECESSARY TO IMPLEMENT COOL ROOF?

Problems of overheated roofs mostly concern people who manage and administer large-scaled production, storage or animal breeding facilities. Preserving stable temperature is crucial for these facilities and it is achieved by using cooling devices and mechanical ventilation systems. Main types of such facilities are as follows:

BUILDINGS WITHOUT AIR CONDITIONING

PRODUCTION PLANTS AND WAREHOUSES

With no air-conditioning where technological processes are performed by a large number of employees.

ANIMAL BREEDING FACILITIES FOR CATTLE, PIGS, SHEEP OR POULTRY

Thanks to Cool Roof in this kind of building efficiency. In breeding is higher also there are no livestock losses. There are for example loss of inventory that resulted from the high temperature. There is ability to maintain comfortable conditions without additional equipment.
BUILDINGS WITH AIR CONDITIONING

LARGE SCALED SUPERMARKETS

WAREHOUSES WHERE SO CALLED "STRICT TEMPERATURE STANDARD" MUST BE OBSERVED

where medicines, flowers must be stored in proper temperature.

WAREHOUSES WITH COLD STORES FOR STORING FOOD, MEAT, FISH
Highly reflective waterproofing coating

BUILDINGS WITH AIR CONDITIONING

FRUIT AND VEGETABLE WAREHOUSES

PRODUCTION PLANTS
where preserving stable temperature is essential for technological processes

All of mentioned objects require stable temperature which consumes large amounts of energy during most of the year. Failing to preserve stable temperature in case of insufficient energy supply, lowered efficiency of cooling generators or increased roof temperature may result in the loss of stored resources.
3. TRADITIONAL METHODS OF REDUCING TEMPERATURE INDOORS

There are many ways of preserving stable temperature inside facilities. However, they have their limitations of use related to the purpose of a facility.

IN MANY BUILDINGS IT IS NOT POSSIBLE TO INSTALL AIR-CONDITIONING BECAUSE OF:

- Technological requirements
- The financial costs

Air-conditioning is not used in storage plants and animal breeding facilities because of the need to ensure safety. The right temperature is preserved by ventilation systems and water sprinklers inside buildings. Unfortunately, these methods are not very effective, especially on very hot days.

THE MOST COMMON WAY TO LOWER TEMPERATURE IN THE ROOM IS AIR-CONDITIONING.

The use of air-conditioning in buildings with a "strict temperature regime" is often not sufficient to preserve desired temperature even if the thermal insulation of a roof is made properly. Air-conditioning systems are not designed to cope with increasingly frequent extreme temperatures, so the owners or administrators of buildings fail to fulfill temperature requirements which results in severe financial penalties.
4. HAZARDS AND PROBLEMS ARISING FROM OVERHEATED ROOMS

Every production facility, warehouse, trade, or sports centre should provide thermal comfort for users. There are many places like: server rooms, warehouses for pharmaceuticals, operating room where a temperature tolerance limit is quite small and can be easily exceeded which leads to serious consequences - most often cost related.

4.1 THERMAL DISCOMFORT AND LOWER WORK EFFICIENCY IN BUILDINGS WITHOUT AIR-CONDITIONING

IN: PRODUCTION PLANTS, HYPERMARKETS, LIVESTOCK FACILITIES

Users of rooms with no air-conditioning located directly under roof often feel discomfort and weakness during intensely hot days and the effectiveness of their performance drops. Additionally, the production plants or warehouses with no air-conditioning have to make breaks for employees which leads to financial losses for the plants. Crop and livestock production plants are even more sensitive to high temperature, which can lead to lower effectiveness and even losses in livestock.

4.2 THE PROBLEM WITH ENERGY SUPPLY AND AIR-CONDITIONING COSTS

FOR: HYPERMARKETS, PRODUCTION PLANTS AND WAREHOUSES

High exposition to sunlight and overheated roofs which give up the heat to the rooms underneath lead to an overload of air-conditioning devices, higher energy consumption and eventually to a significant increase of cooling costs - even up to several hundred thousand euro annually. Possible power cuts during peak power demand periods become critical problems for owners of such facilities.

4.3 LOWERED EFFICIENCY OF COOLING SYSTEMS

THE PROBLEM CONCERNS HYPERMARKETS, PRODUCTION PLANTS, WAREHOUSES USING COLD STORES

A lot of devices such as refrigeration cabinets or cold stores which serve to preserve low temperature use a cooling agent which is cooled in generators situated inside facilities. As they occupy a large space, they are usually located on tops of buildings. Overheated roofs considerably reduce the effectiveness of these devices which leads to losses for warehouse and shop owners as well as for companies producing cooling devices because, especially during hot summers, they have to add extra devices to the existing ones to provide the temperature guaranteed in the terms of contract with clients critical problems for owners of such facilities.
Mentioned problems and hazards resulting from overheated roofs indicate that implementation of a solution to reduce roof temperature will have a beneficial influence in various economic and social areas.

IMPROVEMENT OF WORK QUALITY
Reduced roof temperature means reduced temperature in rooms. When no air-conditioning is needed, employees work more effectively, and employers avoid downtime during production process.

LOWER OPERATING COSTS OF AIR-CONDITIONING AND VENTILATION
Reduction of room temperature thanks to the Cool Roof means lower volume operation of air-conditioning systems which leads to reduced energy costs. Additionally, it prolongs the lifetime of air-conditioning devices.

LOWER CAPITAL COSTS OF AC
Decreased roof temperature reduces total heat balance of a building. For buildings with air-conditioning system planned in the project, a designer can take into account the lower energy balance and design an air-conditioning device with lower electrical capacity which, consequently, will be cheaper. Lower capital costs also result from decreasing of the diameter of ventilation ducts which requires smaller openings in walls. This, in turn, reduces the suspension height of a ceiling and maximizes the internal useable space available.

INCREASED EFFICIENCY OF ROOF-MOUNTED COOLING UNITS
Lower roof temperature increases the efficiency of cooling units. It is profitable not only for owners of buildings where cold stores or refrigeration cabinets are used, but also for producers and distributors of the units who guarantee their reliability.

INCREASED DURABILITY OF ROOF COVERINGS
Reduction of roof covering temperature together with the provision of the UV protection help eliminate two main factors causing roof ageing: decreased durability and leakage.

REDUCTION OF CO₂ EMISSIONS
Lowered operation of air-conditioning devices leads to lower energy consumption which, in turn, is environment-friendly as lower production of energy reduces pollution and CO₂ emissions. arising during the process of coal combustion.
6. THE PROPERTIES OF COOL-R

COOL-R is highly reflective waterproofing coating to be applied on flat and sloped roofs.

6.1. COOL-R – A HIGHLY REFLECTIVE COATING

Roof overheating as described in the preceding chapter is the combined result of many physical reactions on the roof surface and certain parameters of the roof covering itself.
6.1.1. TYPES OF ROOF COVERING

COLOR

Roof temperature is related to the color of applied materials. Dark colors absorb heat to a smaller degree than light ones (which reflect heat).

In summer, the average temperature of a roof cover with metallic gloss is 40°C, while in case of light grey coverings it is 50–60°C, on red coverings it is 60–70°C, on dark brown coverings it is 70–80°C, on black/anthracite coverings: 80–85°C.

TEXTURE OF ROOF COVERING

Smooth surfaces have lower emissivity (ability to dissipate heat) than corrugated surfaces – due to their smaller dissipation surface.

COOL-R forms a seamless, waterproof coating. Its texture always depends on the kind of surface it is applied on.

6.1.2. PHYSICAL PARAMETERS OF ROOF COVERINGS

REFLECTANCE

EMISSIVITY

Roof coverings absorb the energy of visible light which causes the vibration of its particles resulting in a roof heating up. A phenomenon of the transformation of energy of light into thermal energy is called the photo-thermal conversion. Roofing material heats up and then gives up the absorbed energy in the form of infrared radiation or thermal energy.

This process can be observed with the help of a thermal imaging camera.

Below you can see two pictures A and B. The first was taken with a digital camera which registers visible light only. The second picture was taken with a thermal imaging camera which registers infrared radiation, also called the thermal radiation, which enables us to "see" the heat.
Highly reflective waterproofing coating

Therefore, increased temperature of a given object can be caused by the energy of sunlight to which it is exposed. If a material has high reflective properties, most of the solar energy is reflected off its surface without causing overheating.

PROPERTIES OF ROOFING MATERIAL – REFLECTANCE AND EMISSIVITY

Apart from high reflectivity, roofing materials should also have high emissivity which is the ability to dissipate the heat absorbed from the energy of the sunlight.

In order to prevent the overheating of roof coverings, **reflectance** (ability to reflect light) as well as **emissivity** (ability to dissipate heat) should be at a very high level.

The results of tests of **COOL-R** conducted in accordance with the ASTM E1980-11 “Standard Practice for Calculating Solar Reflectance Index of Horizontal and Low-Sloped Opaque Surfaces”:

- The reflectivity of **COOL-R** = 85.7% ± 0.2 (which means that about 85% of solar rays are reflected and do not contribute to overheating).
- The emissivity of **COOL-R** = 0.85 ± 0.03 (which defines the ability to dissipate heat in the form of infrared radiation).
- Both of the values are very high for **COOL-R** producing an impressive result of the SRI = 107.

Such properties of our product allow to maintain a low roof surface temperature.

*) **SRI** – Solar Reflectance Index describes the properties of materials resulting from such parameters as reflectance and emissivity. The higher the Solar Reflectance Index the better the properties of a material.
COOL-R AS COMPARED TO OTHER TYPES OF ROOF COVERINGS IN THE CONTEXT OF ROOF OVERHEATING

<table>
<thead>
<tr>
<th>Examples of coverings</th>
<th>Reflectance</th>
<th>Emissivity</th>
<th>(SRI) Solar Reflectance Index</th>
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<tr>
<td>Top layer bitumen membrane</td>
<td>20.0%</td>
<td>0.97</td>
<td>22</td>
</tr>
<tr>
<td>Grey EPDM membrane</td>
<td>23.0%</td>
<td>0.87</td>
<td>21</td>
</tr>
<tr>
<td>Galvanised Steel</td>
<td>46.0%</td>
<td>0.23</td>
<td>20</td>
</tr>
<tr>
<td>COOL-R</td>
<td>85.7 %</td>
<td>0.85</td>
<td>107</td>
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The table of emissivity, reflectance and SRI factor for various roof coverings.

As you can see in the diagram above, the type of roof covering directly affects the heat transfer to the space under the roof. The diagram also presents two parameters of various coverings, namely solar reflectance and emissivity which are directly related to the temperature level of roof coverings.
One of the significant factors affecting the overheating of roof coverings is the shape and inclination of a roof. The highest temperature is observed on roofs with the slope inclination of 50°. Roofs shaded by trees or other buildings warm up to lower temperatures due to the diffusion of light rays.

### 6.2. COOL-R - SEAMLESS WATERPROOFING COATING

One of the main functions of a roof covering is ensuring proper waterproofing. The roof, as any other external partition, provides a barrier between outdoors and indoors of a building. However, unlike vertical partitions, it is more exposed to the influence of water.

- **COOL-R** is a waterproof material which ensures permanent roof insulation after application of just two layers of the total thickness of 1 mm.
- **COOL-R** does not burden roof structures as compared to another layer of bitumen or metal coverings. A square meter of the coating weighs only 1.22 kg.

### 6.3. COOL-R - PROTECTIVE ROOF COATING

**PROTECTION AGAINST THE UV RADIATION**

One of the main factors causing roof ageing and leakage is the UV radiation.

Owing to a very high reflectance coefficient of 86% – **COOL-R reflects** most of the radiation that reaches the roof surface, thus enhancing roof tightness and durability.

**RESISTANCE AGAINST MECHANICAL DAMAGE**

Every roof covering should have proper mechanical characteristics, which enhance its durability. Roof tension, servicing works and mounting of devices expose roof coverings to mechanical damage. These factors should be compensated by resilience which is at 300% for **COOL-R**.

**COOL-R** forms a resilient, tear-resistant coating. Performance tests have shown that it can stretch three times its original size before it tears.

Roof durability is also defined by its fire-resistance. **COOL-R** coating prevents spreading of fire according to Broof (T1).
RESISTANCE AGAINST ATMOSPHERIC CONDITIONS

Roof covering is the surface mostly exposed to atmospheric conditions such as:

- very high daily temperature variations – up to 60°C,
- precipitation,
- tensions caused by wind.

**COOL-R** provides seamless roof coating which bonds completely with the roof surface providing full protection against precipitation. It retains its properties even at the temperature of -35°C. At the same time, it minimizes arising of high temperature variations. The surface of roof covered with **COOL-R** heats up only a couple degree above the ambient temperature.

**Cool- R- Simplicity of application**

- The product is efficient-low consumption provides fully functional roofing coating.
- Owing to its proper viscosity (20000 mpsi). It can be sprayed on which facilitates its application.
- **COOL-R** shows rainfall resistance within 90 minutes of its application.
- Two colors facilitate application and monitoring of the covering process.
- The top layer can be already applied after 2h.

7. COOL ROOF FOR EVERYBODY

The application of **COOL-R** leads to creation of new quality through the improvement of comfort of living and work. It also means safety for economy and stored goods. Using this product we can also exercise a beneficial influence on the environment by reducing the demand for electricity, reducing the emissions of CO2, and pollution to the atmosphere. At the same time these benefits are accompanied by substantial financial savings. The application of **COOL-R** complies perfectly with the Cool Roof Technology because an accordance with its assumptions, it eliminates all the negative effects of solar radiation, improving the comfort of users of sub-roof spaces. It responds to the trends in sustainable construction providing solutions for the reduction of energy consumption and the improvement of the quality of life in urbanized areas.

7.1. INDIVIDUAL BENEFITS

- Improvement of thermal comfort in buildings.
- Reduction of air-conditioning related costs.
- Durable thermal insulation of roofs.
- Increased lasting of roofs.
- Resistance against the UV radiation.
- Additional LEED certification points.
- Improved appearance of buildings.
- Protection against birds.
7.2. SOCIAL BENEFITS

- Counteracting the phenomenon of urban heat islands in urbanized areas.
- Eliminating the problem of energy supply during peak energy demand.
- Enhancing ecological awareness.

COOL-R reduces and minimizes the social problems that are the consequence of the sun radiation.
7.3. ENVIRONMENTAL INFLUENCE

- Reduced demand for electricity.
- Reduced CO₂ emissions.
- Reduction of greenhouse effect.

7.4. TECHNICAL ASPECT

- SRI = 107 (Tecnalia Report).
- Waterproofing coating = 200kPa (ITB Report).
- Working life of coating = W2 (according to ETAG 005).
- High elasticity (300%).
- High elasticity in low temperatures (-35°C).
- Short drying up time (2h).
- COOL-R complies with the requirements of Broof (t1) standard.
- Manual or machine application.
- Easy application and maintenance.

107 SRI
(Solar Reflectance Index)

up to 70 %
roof temperature reduction

up to 10°C
cooler indoors
8. THE EXAMPLES OF THE BENEFITS OF USING COOL-R

8.1. FACILITIES WITH NO AIR-CONDITIONING

Type of roof: pitched roof of 12 degrees incline.
Roof covering: trapezoidal galvanized steel sheet (T25)
Roof surface: 3600 m²

A problem of interior overheating was recognized in the poultry farm building which largely compromised the effectiveness of breeding and was liable to incur losses in livestock. To provide a solution to this problem, the roof of the facility was covered with the COOL-R coating. In order to conduct the benchmarking of the effectiveness of the product and its effect on the internal thermal comfort, only a part of the roof was coated. The coating was applied on the part of the roof up to the natural partition created by an internal wall to ensure verification and monitoring of temperature. The ongoing monitoring of the temperatures enabled us to confirm the effectiveness of the coating and its beneficial effect on the thermal comfort inside the building.

Livestock production facility - poultry farm.

A network of thermal sensors was respectively mounted on the roof surface (1), in the under roof space (2). These densely distributed sensors allowed us to monitor the temperature in detail and to actually show the effects of the COOL-R coating on the thermal conditions in the premises. The measurements and analysis of the results were performed by the Faculty of Architecture and Environmental Engineering of the Polytechnic of Łódź.
**Benefits of the application of COOL-R on facilities with no air-conditioning**

The effects of the application of COOL-R on the facility were carefully analyzed by reading the data supplied by the above mentioned sensors. It can be seen clearly that the temperature in the area protected by the COOL-R coating is lower and its daily amplitude ranges between 14 and 24°C. By comparison, during the same time span, the temperature in the area unprotected by COOL-R rises up to 46°C. Such rapid temperature rise poses a considerable threat to the effectiveness of breeding and can incur losses in livestock.

The application of highly reflective and waterproof COOL-R coating leads to the effective and swift reduction of under roof temperature in the breeding hall. This, in turn, adds up to the improvement of thermal comfort in the whole building.

The biggest challenge for the poultry farm owner-interior overheating- has been solved thanks to the application of our product. Now, the poultry farm can operate in much safer conditions. Additional benefit of the COOL-R application is a formation of the waterproofing layer which prolongs roof durability by 10 years.
8.2. FACILITIES WITH AIR-CONDITIONING SYSTEM

Storage and production facility

The following study presents annual savings resulting from the COOL-R application on the storage and production facility with air-conditioning systems. The basis for calculation is the heat balance of a detached building.

Climate data:

We illustrate temperatures occur in July 2015 for Madrid from 9:00 a.m. to 9:00 p.m.

Localization: Madrid, Spain
Roof surface: 20 000 m²

The roof covering is made of two layers of bitumen membrane, thermal insulation (Styrofoam) of 4 cm thickness and sheet steel. The "U" value is 0.88 W/m²K.
The cost of 1 kWh: 0.11 euro.
Benefits of the application of Cool-R on facilities with air-conditioning system.

Savings of operating costs of air-conditioning devices are related to the heat balance of a building. More heat inside a building generates higher air-conditioning costs. This is why implementation of COOL-R enables us to reduce significantly air temperature under roof which, in turn, leads to the reduction of heat gains of buildings. The graph presents difference in heat gains values before and after the implementation of COOL-R coating on the roof. The magnitude of differences indicates to what extent a reduced heat balance influences cost reduction and generates air-conditioning operation savings of 261,096 euro. The application of COOL-R coating also enhances roof durability by 10 years and ensures full waterproofing.

For individual benefits calculation please visit COOL-R.eu

Legal disclaimer: The value of savings indicated in the material is only exemplary and refers exclusively to the buildings presented herein when using certain assumptions. Determining the value of savings for a specific building depends on numerous individual parameters of the building and other factors, which have to be taken into consideration.
9. ANNEXES

RELATED DOCUMENTS

1) Application manual for roofers covering all the aspects of COOL-R application on a variety of roof coverings with a varying degree of damage.
2) TDS (Technical Data Sheet) presenting technical aspects of the product, confirmed by testing.
3) MSDS (Material Safety Data Sheet) presenting chemical parameters of the product and its environmental impact.
4) SRI Report due to the emissivity and reflectance parameters of the product.
5) ITB certified waterproofing report.
6) B Roof (t1) classifying report on burning resistance to outside fire.

SUPPORT FOR INVESTORS AND CONTRACTORS

Selena – the manufacturer of COOL-R provides support for investors by making individual calculations of cost savings resulting from the application of COOL-R. Calculations are provided for every realized facility.
We also provide full support for contractors who apply COOL-R which involves certified training and technical support in facilities where our product is used.

For more information please visit COOL-R.eu
Highly reflective waterproofing coating