



Product Data Sheet

Sustainable Roof Coating

2025

Description of Coating System

The Ethical Material™ Sustainable Roof Coating is a single-component polymer-based coating which is water-based, ZERO VOC. It can be applied at a rate of approximately 2 to 3 gal. per 100 sq. ft. and will cure to a tack-free finish within 3 to 4 hours at 72° F and 50% rel. humidity.

The Ethical Material™ Roof Coating contains high-performance titanium dioxide which provides excellent U.V. protection and thermal resistance. The coating is also very flexible and will resist thermal shock membrane cracking. This unique coating formulation contains additives which enhance the coatings resistance to mold, mildew, and fungus.

Due to the coatings self-cross-linking properties, it provides excellent water resistance and long-term durability. The coating has “no-odor” and can be applied with paint rollers, air-less spray equipment or brush applied to small areas. The coating is self-flashing applied to roof or deck parapets.

Technical Data:

PHYSICAL PROPERTIES

Appearance	White flowing liquid
Solids by Wt.	68%
Ph at 25°C	8.0 To 9.2
Viscosity At 25°C	250-400 cps
Density - lbs/gal	11.5
Flash Point	N/A water-based
Freeze Thaw	Passes 2-cycles
VOC-G/L minus H2O	0
TG glass transition	10°F
Full cure time	5 to 10 days

PHYSICAL PROPERTIES WHEN FULLY CURED

Salt Spray	500+ hours	ASTM B-117
Abrasion	<50 MG	ASTM D4060
Hardness	50 Shore	ASTM D2240
Impact Resistance	160 lbs/in	Ball test
Adhesion	Pass	ASTM D2197
MEK Resistance	50	db Rubs
Tensile-PSI	1200	Instron
Elongation	50%	Instron

Application Recommendations

1. It is NOT recommended to apply Ethical Material™ Acrylic Roof Coating in wet or rainy (inclement) weather, and not when the ambient temperature is below 55° F.
2. Clean the roof or deck surface well before coating.
3. No special protection is required, including respirators, etc.
4. The maximum recommended rate of application for 100 sq.ft. in 1 application is 3-gals.
5. A primer coat is recommended for most surfaces, i.e., Primer Cote-2000 at a rate of 1-gal per 300 sq.ft. This water-based, zero VOC, vinyl

- acrylic primer dries with approximately 1-HR. at 72°F & 50% rel. humidity.
6. Ethical Material™ Acrylic Roof Coating can be private labeled and supplied in any quantity or packaging type.
 7. When applying a second coating application and under normal weather conditions (from 65 degrees on up) it takes 2-3 hours to dry. Weather between 50-55 degrees it can take up to 6 hours.
 8. Roofing mesh can be coated with the Ethical Material™ Acrylic Roof Coating and it will wet-in the roofing mesh very well, adding more durability to the roof or deck substrate.

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