



ELVALOY™ KEE – A Revolution in Roofing

Solutions for next-generation, durable roofing material

Commercial buildings need durable and resilient roofing that can withstand torrential rain, searing heat, frigid cold, constant winds—and the test of time. Part of this equation is a flexible roofing membrane that requires little (if any) maintenance over time. ELVALOY™ Ketone Ethylene Ester (KEE) terpolymer delivers these properties and more.

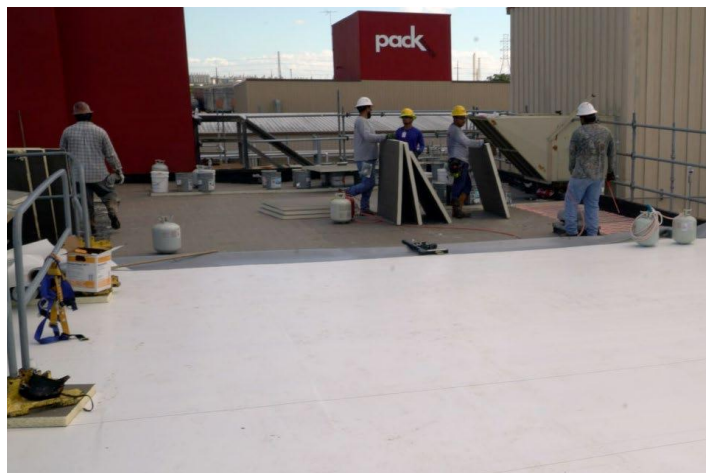
All thermoplastic roofing membranes start out flexible and can be heat welded, but some of these membranes are made with volatile liquid plasticizers that can migrate out. The migration causes the membranes to shrink, become brittle and attract mold growth. This leads to tearing, which makes heat weld repairs and new cut ins for vents or equipment difficult. ELVALOY™ KEE is the solution.

What is ELVALOY™ KEE?

ELVALOY™ KEE is a first-of-its-kind, non-migrating PVC plasticizer used for watertight, low-slope roofing. ELVALOY™ KEE makes PVC supple, pliable and durable. The non-liquid additive eliminates plasticizer migration, which can cause resin to shrink, expand, crack and leach other chemicals. The non-migrating nature of ELVALOY™ KEE also resists chemicals and hazards in the environment, such as:

- Oily residues
- Chemical exhausts
- Acid rain
- Blistering sun
- UV degradation
- Free-thaw cycles
- Mold growth

ELVALOY™ KEE is so effective, a new ASTM standard (D6754-02) was issued for membranes modified with the plasticizer, helping redefine the industry's expectations for superior roofing performance.





Easy installation and adaptation

A roofing membrane modified with ELVALOY™ KEE is light, easy to install and has a high tensile strength to resist breaking under pressure. This also helps after initial roof membrane installation when vents or modifications need to be added with cut ins.

Light in color and temperature-resistant

Always light in color, ELVALOY™ KEE roofing membranes reflect rather than absorb heat, keeping roofs cooler. Other attributes include a high tolerance for temperature swings that typically shorten the life of other roofing materials. PVC roofing membranes modified with ELVALOY™ KEE are tolerant of temperatures ranging from minus 35 degrees Celsius (minus 31 degrees Fahrenheit) to 100 degrees Celsius (212 degrees Fahrenheit).

Sustainable

Roofing membranes created with ELVALOY™ KEE are also highly sustainable. They last longer than the alternative and are not susceptible to microorganism (mold) growth, which eats away at plasticizers and eventually causes roofing to degrade and fail. Roofing membranes treated with cool reflective roof coatings can cut a building's cooling bill by 20 percent.

For more information on how Dow's versatile roofing solutions can address your specific needs, please contact your Dow representative or visit www.dow.com/roofing.

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