



GE Silicones



ENDURIS* ROOF COATINGS DELIVERS UNIFIED PROTECTION ACROSS VARYING SUBSTRATES

Park Plaza Shopping Mall | Hilton Head, South Carolina

One solution for a tough problem

Though the Park Plaza Shopping Mall had just 30,000 total square feet of roofing, the individual sections for its many businesses were in different states of disrepair. Asphalt patches, failing curbs and fasteners, exposed primers, and previously coated acrylic and aluminum surfaces made for a messy situation. The GE Silicones Enduris Roof Coating system was “perfect” for this complex challenge, said Thomas Covington, Director of Operations at ACS Coatings and leader of the restoration work. “We have installed every type of roofing protection product—Enduris Roof Coating is our favorite solution and was an easy choice,” he added.



Enduris 3500

Enduris 3500 Roof Coating is 100% silicone and can restore and extend roof life with one coat.

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ACS Coatings,
Director of Operations



A seamless seal

ACS Coatings used the Enduris Roof Coating system to tackle each problem at once. Instead of spending hours cleaning and scraping years of built-up grease around a restaurant vent, the team covered the area with a single-ply patch. Areas of exposed insulation were also covered,

and so was the asphalt. Seams were sealed where different roofing substrates met. The 100% silicone makeup of the Enduris Roof Coating system

allowed chemical and adhesive compatibility to create a strong and lasting barrier.

Lastly, the entire surface was covered with a single coat of Enduris 3500 Roof Coating. “Each of the substrates benefited from the seamless coating,” said Covington, adding, “Ten or 20 years from now, the transitions between the substrates will still have the same integrity as it did after application. A new membrane solution would typically have shown falling bridges within a year.” Every business in the mall can gain from additional energy savings enabled by the white Enduris 3500 Roof Coating.

Less labor meant lower cost

Even with the many issues present, the ACS crew saved days of work because applying Enduris 3500 Roof Coating required only one coat and no primer. The weather was of little concern, as well. Covington explained, “On the Carolina coast, there is a forecasted chance of showers every day in the summer. Using an acrylic, we would likely have lost coating in a pop-up rain shower—or lost several days from only the threat of rain.” And, ACS was glad to pass on these application benefits directly to the building owner.

Covington gladly reported that he had not received a call about roof maintenance since the project was completed. “We know we won’t hear from this customer until it’s time to renew the coating’s warranty or they have another job for us,” he said. “A job that’s done well and lasts for years is our business card. The Enduris Roof Coating system helps us deliver on that.”

Note: Performance results are those of reported accounts, and are not to be relied upon as typical or expected under any other circumstances. Performance results will vary depending upon a number of factors. Prospective customers should rely solely upon their own evaluative techniques to determine what results are attainable and optimal to their specific needs.

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