



SWEPCO'S FINEST ROOF COATING EVER

Unique Ingredients for All-Weather Protection

Heavy Duty Roof Coating is a premium quality compound, scientifically formulated to protect newer roofs or improve and rejuvenate weathered roofs. It contains the finest raw materials, combined to help your roof withstand the tortuous weathering cycle. These unique ingredients include:

"Heart of Texas" Asphalt®. The primary ingredient in Heavy Duty Roof Coating, and one of the finest premium-grade waterproofing asphalts in the world. "Heart of Texas" Asphalt® is superior to other asphalts, since it is refined to meet SWEPCO's exacting performance specifications.

High Strength Micro-Fibers.

These tough strands of fiber serve the same purpose as structural steel in concrete. They're chemically suspended in Heavy Duty Roof Coating, strengthening the bond between the coating and your roof surface, and improving the tensile strength of the finished coating.

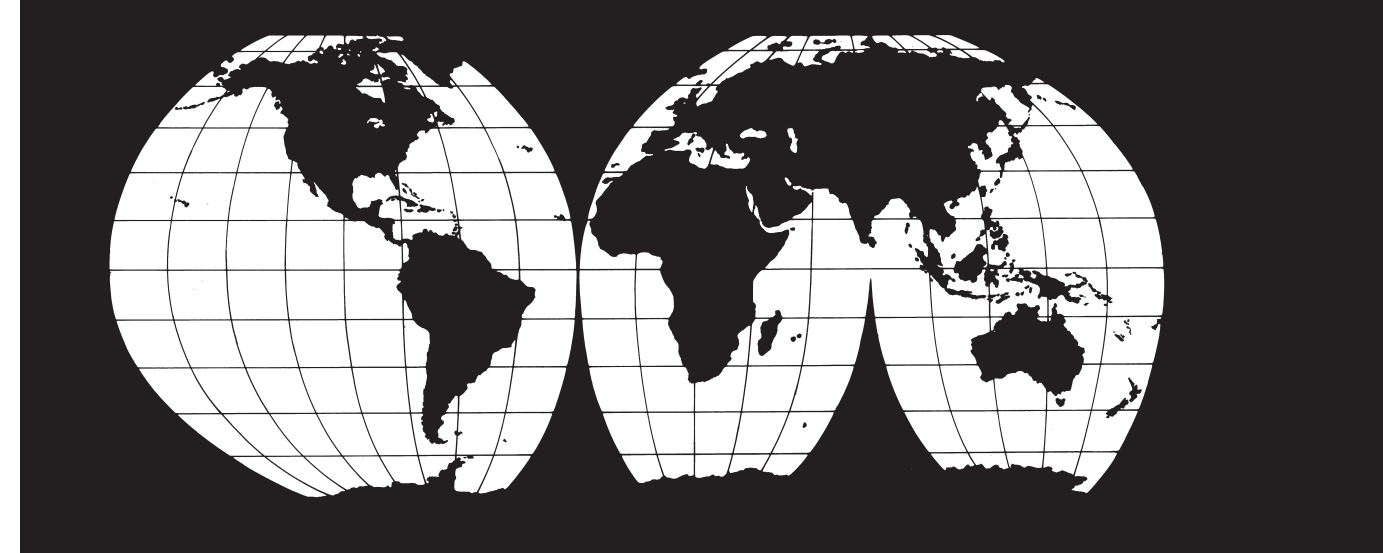
Dia-Seal and Finely-Milled

Blue-Black Slate. Combined with the micro-fibers, these two ingredients give Heavy Duty Roof Coating three of the best mineral stabilizers in the world, adding strength and durability.

Zonamine. This very effective chemical additive enhances Heavy Duty Roof Coating's bonding potential, providing additional resistance to blistering, cracking and peeling.

ZHD-7. A unique oxidation inhibitor which keeps Heavy Duty Roof Coating resilient and pliable, even after unprotected asphalt coatings have dried out and begun to crack.

Heavy Duty Roof Coating is the only coating available with these special ingredients, the result of years of testing and development. Proven in successful applications throughout the world, Heavy Duty Roof Coating sets the standard for roof maintenance.



SWEPCO-RESPECTED FOR QUALITY THROUGHOUT THE WORLD

On all seven continents, in every climate, Southwestern Petroleum Corporation is there with "world class" roofing. Since the company's beginning in 1933, SWEPCO has kept a continuing commitment: to manufacture the highest quality building maintenance products possible.

Since the start, SWEPCO has specialized in manufacturing "cold process" roofing materials. These products are the choice of quality-minded building owners who seek trouble-free, long lasting roof performance.

SWEPCO products are different than other roofing materials, because they're made with ingredients not found in ordinary roofing products. These unique ingredients assure the outstanding performance of SWEPCO products throughout the world, from the scorching deserts of Arabia to the frozen tundra of the Antarctic. No wonder SWEPCO is the acknowledged leader in "world class" roof protection.



Heavy Duty Roof Coating

Makes Roofs Weathertight

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J-00884-0411

Southwestern Petroleum Corporation



SAVES TIME, MONEY AND WORRY

Renews, Revitalizes and Repairs Weather-Worn Roofs

Heavy Duty Roof Coating can add years to the life of weather-worn roofs that have not deteriorated badly enough to require replacement. It reconditions the roof surface by restoring flexibility and strength. It also adds vital waterproofing oils and special additives that penetrate into asphalt and roofing felts, helping to restore and preserve them.

"... excellent for repairing leaks and for preventative maintenance."

**School District Superintendent
Mississippi**

State of the Art "Cold Process" Technology

Since 1933, Southwestern Petroleum has been a leader in the development of "cold process" roofing technology. Heavy Duty Roof Coating is the result of that continuing effort ... a "state of the art" coating. Cold process roofing means many things: modern smooth surface roofs; safer application; more maintainable roofs; less weight on your building; easier, less costly application; no problematic gravel. But most of all, SWEPCO Cold Process Roofing means you get value.



Prolongs Life of New and Old Roofs

Even if your roof is in good shape, Heavy Duty Roof Coating can help. It protects new or relatively new roofs by sealing in essential waterproofing oils, preserving the roof's resiliency for years.

"I consider SWEPCO products the king of coatings."
**Company Owner
Italy**

Saves Costly Reroofing

Heavy Duty Roof Coating can save you the expense of a new roof, since there's usually no need to tear off and dispose of an old roof. Repairs are first made using SWEPCO's Heavy Duty Patching Compound and Fabric. SWEPCO's Heavy Duty Primer is the next step on dry and brittle roofs. Then, a finish coat of Heavy Duty Roof Coating completes the job by sealing the entire roof with a watertight, protective shield.

MAKES ROOFS WATERTIGHT FOR YEARS



Quality Control for Better Results

The premium raw materials and additives used in SWEPCO's Heavy Duty Roof Coating undergo as many as 42 different quality control tests. Only through such rigorous measures can we assure that every gallon will meet SWEPCO's demanding performance standards.

"Our company has used SWEPCO Roof Coating on all our buildings for nearly 20 years, with complete satisfaction."

**Company Owner
New York**



SWEPCO's world headquarters, Fort Worth, Texas.



The Most Versatile Roofing Product Available

On some roofs, Heavy Duty Roof Coating can be used alone, particularly as a preservative, sealant and shield. In most cases, however, Heavy Duty Roof Coating will be used along with one or more other products. SWEPCO manufactures a complete line of roofing products to handle roofing needs of any size.

"We would recommend SWEPCO products."

**Church Official
Illinois**

Protects Your Investment

In many ways, your roof is the most important part of your building. Yet roofs are often neglected, leading to considerable replacement cost. Attention to your roof is simply smart business. Periodic applications of Heavy Duty products can, in most cases, make a roof last the life of the building.

"The product has proved to be superior."
**Bank Trust Officer
Tennessee**



TROUBLE-FREE APPLICATION

No Risk of Fire During Application

Heavy Duty Roof Coating is a safer "cold process" solution to roof maintenance. No molten "hot tar" or open flame torches like other methods. When you specify Heavy Duty Roof Coating you eliminate the risk of fire during application. SWEPCO is ready to use directly from the container. It doesn't require heating, thinning or stirring. It is applied with standard brushes, squeegees or conventional spray equipment.

Easy, Economical to Apply

Heavy Duty Roof Coating is easy to apply; anyone can get excellent results following our simple written instructions. And application is fast. Two unskilled workers can apply 25 gallons of coating in one hour. This is sufficient coating to protect between 500 and 1,250 square feet of roof surface.

Protects All Kinds of Roofs

Heavy Duty Roof Coating can be applied to almost any serviceable roof surface: felt, paper, gravel or metal. And it's great for protecting many of today's vulnerable "single ply" roofs, too.

CSTB—Belgium
International Conference of Building Officials (ICBO)
Kuwait Ministry of Public Works
South Africa Bureau of Standards
Slate Institute of Technical Research, Helsinki
Dade County BUR Wind Uplift

"The SWEPCO product ... saved the building and the business."
**Building Owner
New York**



GREATER ROOF PROTECTION

