

BRING OUT THE NATURAL BEAUTY OF YOUR CEDAR ROOF...

With The Unbeatable Protection Of

Sta Brite[®]R



*Beautiful & Long-Lasting
Protection...*



Instead of Deterioration

Sta Brite® R – Specially Formulated For Lasting Protection On New Or Restored Cedar Roofs.

The fact is, a lot of homeowners believe cedar shake roofs and other exterior wood surfaces are relatively maintenance-free. But while cedar may be more durable than other woods, it's still vulnerable to deterioration from exposure to sunlight and weather.

Now there's an environmentally friendly way to restore and beautify your cedar roof, as well as protect it from the damaging effects of sun, wind and water. The solution is Sta Brite® R.

After years of stringent field testing and evaluation, ISK introduced this major advancement in water-based coating technology. Sold through professional applicators, Sta Brite R is currently the leading water-based roof treatment in the U.S.

Protecting Exterior Wood From Sunlight, Moisture, Mold & More.

On new or renovated cedar shake/shingle roofs and other above-ground wood, Sta Brite R works to enhance the natural beauty of your wood and guard against deterioration.

Both water-repellent and weather-resistant, Sta Brite R contains natural pigments and additional protectants to shield wood from damaging UV light, moisture and more. In fact it stands up to sun, wind and water long after other coatings allow moisture to get through to wood, causing decay, mold and fungus problems. Even during weather and temperature changes, this unique treatment also allows wood to expand and contract naturally. So it protects your cedar roof against cupping, warping and splitting.

When treating and restoring wood roofs, Sta Brite R delivers a durable, natural-looking and semi-transparent stain finish. In addition, you can select from four appealing stain colors: Cedar-122, Brown-242, Light Gray-362 and Medium Gray-482.

The "Greener," More Environmentally Responsible Choice.

Typically, wood treatment products are oil or water based. But while many oil-based coatings claim better control of cupping and warping by replenishing natural oils in wood, that's unlikely since oils make up less than 3% of the wood.

Over the years, government regulators have also tightened restrictions on the amount of volatile organic emissions (VOCs) evaporating into our air. The result is many oil-based treatments that contributed to pollution have been reformulated, in many cases compromising their original effectiveness.

The good news is, with Sta Brite R, there's no concern about VOC emissions or effectiveness. Its water-based formulation makes it a more environmentally friendly roof treatment.

What's more, by ensuring your cedar roof is properly treated and protected, you run less risk of needing a roof replacement and put less demand on our diminishing wood supply. Now more than ever, that kind of "green" thinking is critical for the environment today - as well as for generations in the future.

Restore & Extend The Life Of Your Wood Roof – For A Fraction Of Its Replacement Cost.

In many cases, treating with Sta Brite R can extend, perhaps even double, the service life of your roof. Plus it allows you to restore and bring back your cedar roof's natural beauty, for a fraction of the cost for a new roof. In fact, when properly maintained, your cedar roof can last up to 50 years or more!

So be sure to have your roof treated with Sta Brite R by a professional applicator or roofing specialist. And to ensure its continued protection, a regular treatment schedule is also recommended. Depending on your area's weather, your applicator will recommend a 4-7 year maintenance schedule for your roof. Basic maintenance typically includes periodic leaf and debris removal from the roof as well as re-treatment with Sta Brite R.

Now's the time to bring out the natural beauty of your cedar roof...protect it from the elements...and extend its service life for years to come--with the unbeatable and environmentally responsible protection of Sta Brite R. If you have questions or want more information about Sta Brite R and treating exterior wood, ask your professional applicator or contact ISK Biocides at 1-800-238-2523.



Sta Brite® R – The First Word In Lasting Protection For Cedar Roofs

Now your cedar roof can be treated to resist weather and last longer - all for a fraction of its replacement cost. Give your roof the unbeatable protection, natural beauty and benefits of Sta Brite R:

- *Helps prevent deterioration from sunlight & moisture exposure*
- *Protects wood against cupping, curling and warping*
- *Water-Based, environmentally friendly formulation*
- *Enhances natural beauty of exterior wood*
- *Available in four appealing stain colors*
- *Extends the service life of cedar shake/shingle roofs*
- *Cost-effective - fraction of the cost of roof replacement*

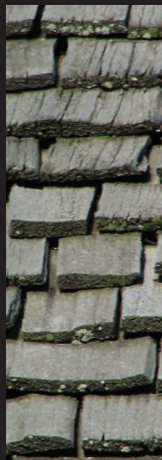
About ISK, Makers of Sta Brite® R

Sta Brite R is manufactured in Memphis, Tennessee for ISK Biocides, Inc. For over 75 years, ISK and our previous companies have developed innovative products for industrial, commercial and residential wood applications. For example, our WOODguard® is the number one choice in preservatives for log home builders and dealers nationwide. For sawmills around the world, our company also produces a broad range of sapstain control and decay prevention products. Still other ISK products contribute to the 80+ year life of telephone poles as well as stain-free high-end hardwoods used in furniture manufacturing.

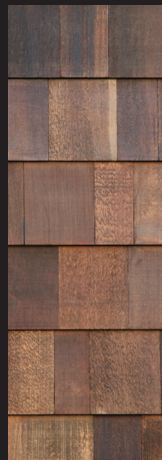
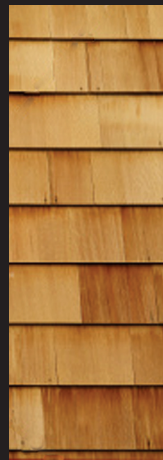
WOODguard® is a registered trademark of IBC Manufacturing Company.
Sta Brite® is a registered trademark of ISK Americas Incorporated.

Restored, Renewed, Remarkable!

See how Sta Brite R outperforms oil-based products in cedar roof protection.



These roofs were treated with various oil-based products.



These roofs were cleaned, repaired and then treated with water-based Sta Brite R.

ISK Biocides, Inc.
416 E. Brooks Rd.
Memphis, TN 38109

1-800-238-2523
Fax: 1-901-344-5388

3.12.14