

21^{1/2} REASONS WHY



IS A SUPERIOR ROOFING SYSTEM



Visit **CRAZYSEAL.COM** For Accompanying Video

PDF OVERVIEW

In this PDF, we're going to introduce you to a revolutionary DIY roofing system designed to permanently seal flat roofing applications like RV's, travel trailers, mobile homes, and more.

It's called Crazy Seal, and it could be the last roof your application ever needs.

Crazy Seal is a fluid-applied, do-it-yourself roofing system that is seamless, permanent, and backed by a 50 year product warranty.

Our system takes the complex world of roofing and simplifies it so it can be installed by just about anyone, for a fraction of the cost of other roofing types.



You may be wondering... What makes Crazy Seal stand apart from the competition?

We've come up with 21 ½ unique elements that display why Crazy Seal is a superior roofing system. We've further broken this down into three categories: System Advantages, Product Features, and Company Support.

First, let's cover System Advantages.

21 ½ REASONS

SYSTEM ADVANTAGES

1

3 PART SEALING SYSTEM



The secret to Crazy Seal is its 3 part sealing system comprised of an advanced formulation of high grade silicone infused with fibers. This unique and proprietary formulation forms the base of the 3 main components of the Crazy Seal system including Crazy Caulk, Crazy Patch, and Crazy Seal.

2 SYSTEM APPLICATION

The application of our system completely flips the roofing equation upside down. In typical roofing, you have a substrate like rubber, epdm, etc. that is laid down first with adhesive. Roof components are then installed on top of this substrate with screws, tacks, and nails creating hundreds of potential leak points. Then a layer of sealant is applied on top of the penetrations. At this point, the only protection over those penetrations is that layer of sealant, which over time can rot or deteriorate, leaving your roof vulnerable to water intrusion.

TYPICAL ROOFING



Crazy Seal does exactly the opposite! Our system begins first by using our specially formulated caulk and mastic to seal all seams and penetrations. From there a final membrane is applied on top of the sealed penetrations. The entire roof is now sealed under one giant chemically bonded molecule.

CRAZY SEAL SYSTEM



3 CUSTOM-FIT, SEAMLESS MEMBRANE

Our system components share the same base formulation, allowing them to bond seamlessly to form a single, custom-fit, roofing membrane that is waterproof, highly reflective, scratch resistant, flexible, and tough.

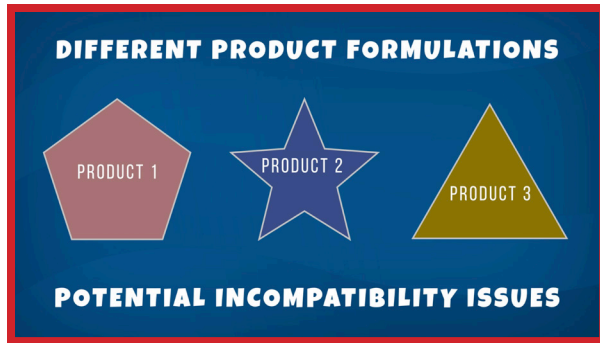
✓ Waterproof ✓ Highly Reflective ✓ Scratch Resistant ✓ Flexible ✓ Tough



4 SYSTEM COMPATIBILITY

With competing technologies, consumers are often forced to use several different products potentially comprised of entirely different raw materials, giving rise to incompatibility issues between each component. Crazy Seal on the other hand uses slight variations in the amount of the EXACT SAME raw materials in each of our system components, eliminating incompatibility issues.

COMPETING TECHNOLOGIES

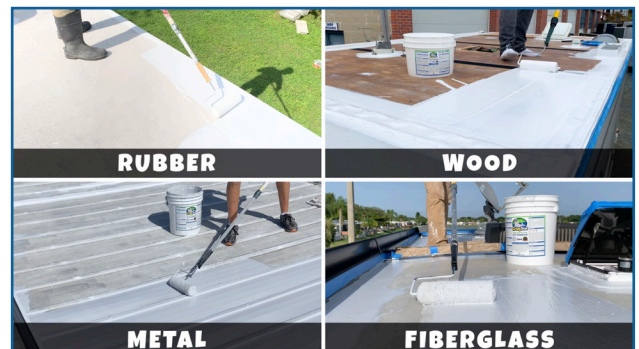


CRAZY SEAL



5 INSTALLS DIRECTLY TO MOST ROOF TYPES

Crazy Seal can be installed on most roof types, bonds directly to the existing roof surface without the use of a primer, and can even be installed direct to deck.



6 MAINTENANCE-FREE

Traditional roofing requires upkeep. This is especially true of RV roofing that often requires costly re-sealing and UV treatments annually to keep the roof from deteriorating. With Crazy Seal, you can say goodbye to maintenance. Your roof is now protected by a permanent, contiguous, membrane that is naturally UV resistant and will not fade, chalk, crack, or deteriorate over time.

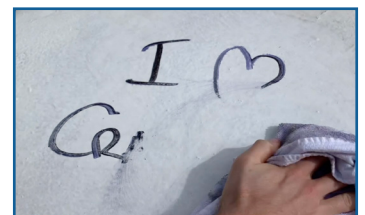


7 EASY CLEANING

Crazy Seal's high solids content makes it extremely stain resistant and a breeze to keep clean. Watch these blueberries wipe away with no stain, and this sharpie marker wipe away using only a rag and an all natural cleaner.



BLUEBERRIES WIPE OFF WITH NO STAIN



SHARPIE WIPES OFF EASILY

8

ENERGY EFFICIENCY

Because of its reflectivity, Crazy Seal drastically reduces your roof temperature in hot areas. Look at this roof temperature shot before and after in direct sunlight with a 95 degree outdoor temperature. Many people report an immediate reduction in A/C usage and energy consumption directly after applying Crazy Seal.

Now let's jump into Product Features so you can see what makes Crazy Seal's proprietary formulation so unique.

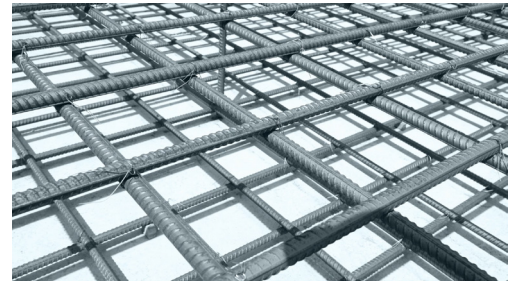


PRODUCT FEATURES

9

FIBER INFUSION

Crazy Seal is infused with high grade fibers similar to those found in roofing fabric. Fiber infusion is equivalent to embedding rebar into concrete. It gives all the other components something physical to hold onto, reinforcing the roof. As each piece of the Crazy Seal system cures, fiber strands bond to each other in a complex interstitial network that delivers the strength of roofing fabric with the durability, flexibility, and longevity of silicone.



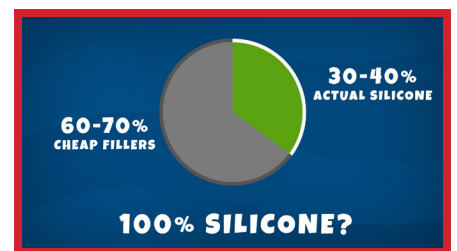
10

94.2% BY WEIGHT SILICON RAW MATERIALS

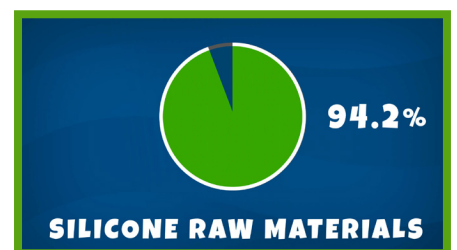
Crazy Seal contains overall 94.2% by weight, silicon containing raw materials.

This is an important distinction from other silicone coatings that claim they are 100% silicone. That can be deceptive because their formulations normally include 25% to 40% hydrocarbon, and 25% to 40% non-silicon containing fillers. The only ingredient that is close to 100% silicone is the resin that they use. And that resin is generally only 96% to 98% pure. That puts other competing technologies at only 30%-40% actual silicone, with the remaining 60-70% made up by cheap fillers. Why do they do that? Because it's cheaper, and they don't think you'll know the difference.

Compare that to our 94.2% by weight, silicon containing raw materials, and you'll see that our chemical experts pack way more of the good stuff into our final product.



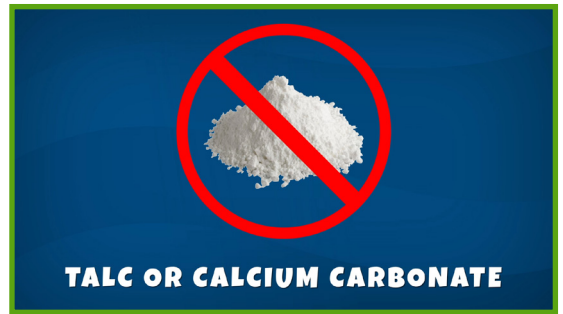
OTHER SILICONE COATINGS



CRAZY SEAL

11 NO CHEAP FILLERS

We don't use cheap fillers like talc or calcium carbonate. This makes our product chalk resistant and longer lasting against the tough UV rays roofs encounter.



12 NO PLASTICIZER

No plasticizer means less dirt pickup. We get our elongation property profile through other techniques.



13 NO HYDROCARBON SOLVENTS

No hydrocarbon solvents are used. Crazy Seal uses environmentally friendly, VOC exempt silicon based solvents.



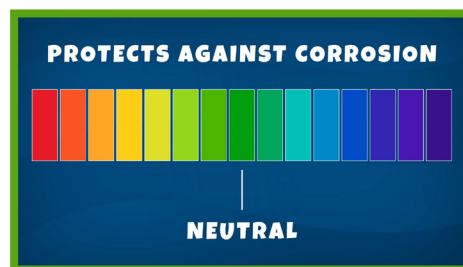
14 HIGH PURITY RAW MATERIALS

Only the highest purity raw materials are used. Wherever possible, we use pharmaceutical grade components because they follow strict purity testing and technical guidelines. That means less variance and a more stable product overall.

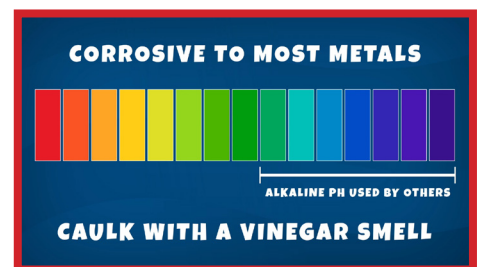


15 NEUTRAL CURING MECHANISM

Crazy Seal uses a neutral curing mechanism to protect against corrosion issues. Most other silicone chemistries use a curing mechanism with an alkaline PH. Think silicone caulk with a vinegar smell. This is corrosive to most metals like aluminum, steel, or tin commonly used in trim.



CRAZY SEAL



OTHER SILICONE CHEMISTRIES

16 HIGH SOLIDS CONTENT

Because we don't use cheap hydrocarbon solvents that burn off into the atmosphere or cheap fillers, you get more cured product per given quantity than other competing technologies. This saves you money by providing more coverage per gallon.



17 COLORS & PIGMENTS

All components of the Crazy Seal system including crazy caulk, crazy patch, and crazy seal are offered in multiple colors to help you match your application.

Finally, let's move on to Company Support.



COMPANY SUPPORT

18 SUITE OF INSTALLATION VIDEOS AND PDFS

At Crazy Seal, you get even more than an incredible roofing system. You'll also have access to our installation page hosting a suite of installation videos and pdf's that show you step by step exactly how to install your Crazy Seal system. And if you need any help, our team of experts is standing by to assist you.



19 IN HOUSE TEAM OF PROJECT SPECIALISTS

Need support? Our in-house team of specialists are standing by to assist you in answering questions or creating a custom kit for your application.



20 50 YEAR PRODUCT WARRANTY

With your system installed, visit our warranty page, fill out our simple form and your system will be covered by our no-hassle 50 year product warranty.



21 MANUFACTURED & SHIPPED FACTORY DIRECT FROM AMERICA

We are proud to manufacture, ship, and offer support on our high grade products from the United States of America.



21^{1/2} OUR MASCOT CRAZY CURTIS

We've made it to our final half a reason to buy Crazy Seal! It's our Crazy Seal mascot Crazy Curtis. He's hilarious and will be giving you tons of tips in videos and pdf's throughout your installation.

As Crazy Curtis says, You can buy cheaper, but you can't buy better! With our system, you have the opportunity to do your roof once, and do it right, installing a seamless permanent membrane that will stand the test of time.



DIY ROOFING DONE RIGHT AT CRAZYSEAL.COM

Crazy Seal is DIY Roofing Done Right. For more information about our seamless roofing system and its benefits, please visit our website at **CrazySeal.com**.

