



Park Plaza Shopping Mall
Hilton Head Island, South Carolina

GE Enduris* provides unified protection across many substrates

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. GE Enduris silicone roof coating 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—GE Enduris is our favorite solution and was an easy choice," he said.

Product Used:



GE Enduris seamless 100% silicone coating can restore and extend roof life expectancy with one-coat application.



Performance Coatings

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* Enduris is a trademark of Momentive Performance Materials Inc.

A seamless seal

ACS Coatings used GE Enduris® 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 GE Enduris meant everything was chemically and adhesively compatible to create a strong and lasting barrier.

Lastly, the entire surface was covered with a single coat of GE Enduris. “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 look exactly like they did after application. A new membrane solution would have shown falling bridges within a year.” Every business in the mall also gained from the additional energy savings of the white GE Enduris coating—as much as 35% saved on summer cooling costs thanks to a lower surface temperature.

Less labor meant lower cost

Even with the many issues present, the ACS crew saved days of work because applying GE Enduris required only one coat and no primer. The weather wasn’t a concern, either. Covington explained, “On the Carolina coast, there is a forecasted chance of showers every day in the summer. Using an acrylic, we would have lost coating in a pop-up rain shower—or lost three days from only the threat of rain.” ACS was glad to pass on these application benefits directly to the building owner.

Covington has 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. GE Enduris helps us deliver on that.”



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Thomas Covington – ACS Coatings Director of Operations

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