



PARTNER & REP FIELD GUIDE ROOF PROTECTOR BY ARMOVEX

Restore roofs. Earn on every one.

A single-component coating that restores asphalt shingle roofs without replacement, at about 30% of the cost. This guide covers the product, how it beats a tear-off, how to pitch it, and the questions you will hear.

15-year warranty

Cures clear

Zero VOC

Class A fire rated

~30% of a new roof

Restoration, not replacement.

HRX Roof Protector is a single-component Polyacrythane™ coating for asphalt shingle roofs. It penetrates the shingle and **binds its granule layer** — the surface that does the real work of protecting the roof — then cures into a flexible, UV-stable membrane that seals against water and weather. It dries perfectly clear, so the roof keeps its original look. **One application, no tear-off**, backed by a 15-year limited performance warranty.

THE USP · WHY IT MATTERS

The granule layer is the whole game.



A shingle's granules are its armor. They block UV and shed water — the asphalt underneath does neither. As a roof ages it sheds those granules, and once they're gone the asphalt bakes, dries, and the roof begins its slide toward failure. **Granule loss isn't a symptom of an aging roof. It's the cause.**

Roof Protector is built around that one fact. It penetrates and **stabilizes the granule layer**, locking granules to the shingle and helping the roof **resist the granule loss that drives aging** — protecting the part of the shingle that actually matters.

SAY IT
LIKE
THIS

"Your roof ages from the surface down. Those granules are what's protecting it — and they're exactly what you find washing into your gutters. This locks that layer in place, so the roof can't age the way it otherwise would."

01 · Penetrate

Binds the granules

Soaks in and binds the granule layer to the shingle matrix, stabilizing the surface from within.

02 · Seal

Seals it clear

Cures clear into a flexible, UV-stable membrane the homeowner can't even see.

03 · Protect

Extends roof life

Holds the line against weather and UV, backed by a 15-year limited performance warranty.

ROOF PROTECTOR VS. A NEW ROOF

	HRX Roof Protector	A new roof
COST	About 30% of a new roof — up to 70% less	Full price
THE WORK	One coating application, no tear-off	Tear-off, haul-away, multi-day install
DISRUPTION	Low — crews on and off quickly	High — dumpsters, debris, noise
WARRANTY	15-year limited performance warranty	Varies by roofer and shingle
BEST FIT	A sound, aging roof with life left	A roof that has failed or is at end of life
OUTCOME	Protect and extend the roof they have	Replace the roof they have

Sell inside the window. The right roof is weathering and aging but still structurally sound, with real life left to protect. Once a roof has failed or reached end of life, it's a replacement — refer it out. Roof Protector is a second product to offer alongside repairs and re-roofs, not a competitor to them.

Sell the third option.

Most homeowners think they have two choices: do nothing and watch the roof age, or spend full price on a new one. Your job is to introduce the third option. They do not need a new roof yet. They need to protect the one they have, for about 30% of the cost.

THE TALK TRACK

1 Lead with the roof, not the chemistry

“I was looking at your roof. The shingles are weathering, but the deck is still sound. That is exactly the kind of roof we can protect and extend.”

2 Frame the choice

“Most people think they have two options: do nothing and replace it sooner, or replace it today at full price. There is a third option that costs a fraction of either.”

3 Make it concrete

Name the value plainly: a 15-year warranty, about 30% of the cost of a new roof, no tear-off, and it is Zero VOC and Class A fire rated.

4 Prove it

“Crews are installing this every day. Utah Roofing Experts built a whole team around it.” Show before-and-after photos and the warranty.

5 Ask for the sale

“If the roof checks out on inspection, we can get you on the schedule. Most homeowners pay without financing, so it is a simple decision.” Then book it and log it.

SAY THIS, NOT THAT

✓ “Restore and protect”	not “Paint”
✓ “About 30% of a new roof”	not “Cheap”
✓ “Protect the roof you have”	not “Delay the inevitable”
✓ The outcome: a protected roof, money saved	not The chemistry and the spec sheet

Questions you will hear.

“Isn’t this just paint?”

No. It penetrates the shingle and cures into a UV-stable membrane, backed by a 15-year warranty. Paint does none of that.

“Why not just replace it?”

If the roof is sound, replacing it now is paying full price years early. Protect it for about 30% and keep the difference.

“Will it really last?”

It carries a 15-year limited performance warranty and is being installed in the field every day.

“My roof looks fine. Why now?”

That is the point. The best time to protect a roof is while it still has life left, not after it starts leaking.

What roofs qualify?

Sound asphalt shingle roofs that are aging but still have life left. Not roofs that have failed, rotted, or reached end of life.

Does it require a tear-off?

No. It goes over the existing roof, so there is no demolition and no haul-away.

Is it safe?

Yes. It is Zero VOC and carries an ASTM E84 Class A fire rating.

Do most homeowners finance it?

No. Because it is a fraction of a new roof, most pay without financing, which is why reps are paid fast.

Does it change how my roof looks?

No. It dries perfectly clear, so the roof keeps its original color and appearance.

What about the existing roof warranty?

It is designed to protect the roof, not work against it.
[confirm interaction per product guidance]

A WIN ON ALL SIDES

The homeowner wins

- A quality product that lasts
- Backed by a 15-year warranty
- About 30% of a new roof

The rep wins

- It practically sells itself
- Paid fast, most don't finance
- Every shingle roof is a candidate

The company wins

- A new revenue line
- Another option beyond replacement
- Repeatable, high-volume installs



Technical specifications and the full warranty are available at
www.roofing.armovex.com/pro

Add your distributor or dealer information before distributing.

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