

SERVICE WORKS

"UP ON TOP" NEWS

Cool Roof Systems - An Overview

A Cool Roof is a light-colored commercial roofing system that reflects the sun's heat and damaging rays. This system readily emits any absorbed solar heat, thereby lowering the roof and building temperature and protecting the roof from sunlight degradation. The potential impact of installing a Cool Roofing System is impressive. Studies show reduced cooling energy demand in buildings by up to 50%. A Cool Roof commercial roofing system saves money and lasts longer with lower maintenance costs. This type of system also reduces power plant emissions, improves air quality, and cuts landfill waste.

On a national level, studies show widespread use of a Cool Roof commercial roofing system could potentially save building owners and consumers \$1 billion in direct energy usage costs and

peak demand charges. Since increased peak energy demands are now also outstripping metropolitan energy generation capacity around the U.S., another significant savings from using Cool Roofing energy saving roof systems and roofing materials includes reduced capital costs for energy providers who can delay investment in new power plants. Also, Owners can save by downsizing their HVAC systems to meet lower peak energy consumption in their commercial buildings.

Experts add that Cool Roof energy saving roof systems and roofing materials provide additional benefits and energy savings associated with sustainability. The highly reflective and emissive qualities of Cool Roof commercial roofing systems ensure a longer life than dark-colored or aluminum-coated roofs, which often fail prematurely due to sunlight exposure. For example, beyond the energy savings that allow faster payback on roof investments, Cool Roofing Systems based on proven technology provide superior long-lasting waterproofing and avoid costly leaks. These roofs can be periodically renewed with re-coats to last decades. A commercial Cool Roofing System reduces capital and operating costs for building owners and property managers.

The exceptional reflectivity and heat release of a Cool Roof significantly lowers roof and building temperatures, reducing overall air conditioning requirements and increasing the effectiveness of existing HVAC equipment. With a Cool Roof System, building interiors experience less pronounced temperature gradients, resulting in higher overall comfort levels, with or without

air conditioning. Beyond cost savings, Cool Roofs can result in greater employee productivity, and for retailers they can mean increased customer traffic and satisfaction.

Other studies show that some 11 million tons of asphalt roofing waste end up in U.S. landfills each year. Approximately 7-10% of rapidly diminishing landfill space has been taken up by roofing waste over the last 40 years. Because Cool Roof Systems often can be applied directly over traditional asphalt or built-up roofs, sustaining existing roofs with Cool Roof Systems directly reduces toxic landfill waste and avoids high tear-off and disposal costs.

Cool Roof energy saving roof systems and roofing materials have the direct benefit of extended roof life. These reflective and emissive systems block damaging UV rays and reduce high roof surface temperatures that cause asphalt degradation. With unsurpassed waterproofing capabilities, Cool Roof Systems are much more effective than white paint alone in meeting the needs of today's demanding low-slope commercial roofing. Performance characteristics such as adhesion, strength and stretch levels, exterior durability and resistance to soiling and discoloration are equally important in assuring building owners they have a long-lasting Cool Roof solution.

Proven Cool Roof technology applied by qualified professionals, together with a comprehensive roof management system, guarantees reduced operating and capital costs and a longer, leak-free building life.



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