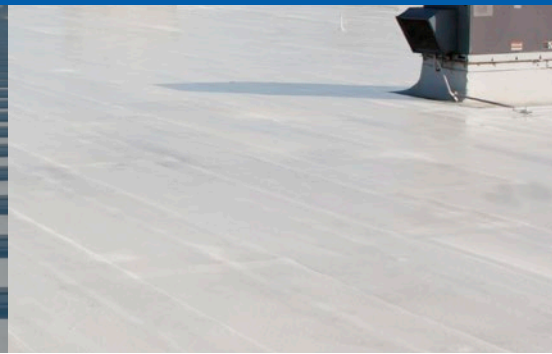




COOL ROOF BUYER'S GUIDE



An informational resource highlighting the benefits of a commercial cool roof to help you determine the best roofing system for your property



Provided by
BARRIER
ROOFING • COATINGS • INSULATION • SOLAR



WHAT IS A COOL ROOF?

Most of the roofs in the world – and 90% of America’s – are made of dark roofing material that absorb and retain solar energy. In warm climates, this results in increased energy use and associated environmental consequences, as those inside the structures attempt to remain comfortable in the rising heat.

Cool roof technology was developed as an answer to this problem. A cool roof is made of light-colored material that reflects the sun’s heat, allowing the building to remain at a comfortable temperature much longer than a traditional dark roof. And because a cool roof deflects damaging rays, it also protects the roof structure from solar degradation.

Is installing a cool roof on your commercial property worth the investment?

Depending on your climate, studies show that installing a cool roof can reduce the cooling energy demand in your building by up to 50%. In addition to the immediate savings on your energy bill, a cool roof typically delivers long-term savings through lower maintenance costs and greater longevity when compared to a conventional roof. And a cool roof offers environmental benefits as well, from reduced power plant emissions to less landfill waste to improved air quality.

Installing a white roof on a commercial building yields annual energy savings worth up to \$0.20 per square foot.

Source: US Department of Energy

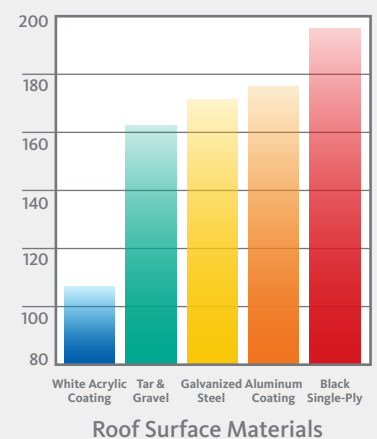
Plus:

- Federal tax credits are available for some cool materials
- Many state agencies & utility programs offer incentives for installing cool roofs
- Cool roof credits are offered in sustainable building programs such as the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED)

Not all roofs keep their cool.

This graph shows roof temperatures for different roofing systems measured on a 90°F day. As you can see, the white acrylic coating system did the best job of reflecting sunlight and keeping the roof cool, while the dark and metal materials absorbed solar energy and allowed the roof to reach temperatures 50°F-90°F hotter than the white acrylic roofing system.

SURFACE TEMPERATURE °F



HIGHER COMFORT = HIGHER PRODUCTIVITY.

As a commercial property owner, you'll be glad to know the benefits of a cool roof extend beyond energy savings and facility improvement, and into the most vital and valuable part of your business: your employees. Because a cool roof system results in a higher indoor comfort level – with or without air conditioning – you can expect greater employee productivity. And if you're a retailer, that can translate to increased customer traffic and satisfaction, too.

ADD YEARS TO YOUR BUILDING'S LIFESPAN.

As it heats and cools through endless thermal cycles, expands and contracts through wet and dry seasons year after year, a conventional asphalt roof has an enormous impact on the longevity of the entire structure. By contrast, a reflective cool roof system reduces the high surface temperatures and blocks the damaging rays that cause asphalt degradation. Additionally, nothing surpasses the waterproofing capabilities of an acrylic-coated cool roof, ideal for today's low-slope commercial roofing. From overall strength, adhesion and flexibility to stain- and discoloration- resistance, a cool roof performs reliably far longer than an ordinary roof – an extra hedge of protection for your entire building.



WHICH COOL ROOF IS RIGHT FOR YOU?



While there are many different cool roof systems on the market, there are often factors that limit which systems are available for a particular commercial building. Besides budgetary and aesthetic considerations, the slope of your roof might limit your cool roof options. As a rule of thumb:

- For low-slope roofs (pitch \leq 2:12), cool roof product options include: thermoplastic membranes, elastomeric coatings and metal products
- For steep roofs, cool roof product options include: asphalt shingle, clay tile, concrete tile and metal products

Have questions about whether a cool roof makes sense for your commercial property? Contact Barrier Roofing for a free, no-obligation consultation:

559.233.1680 | www.barrierroofing.com

2671 S. Cherry Avenue, Fresno, California 93706

License #759120, #985005

Serving all of the Western United States

PROUD AFFILIATE OF 

