

ENERGY STAR-labeled roof products can bring significant savings for buildings in most parts of the country

Cool Roofs,



Above: Reflective roof products can help reduce the urban heat-island effect — a phenomenon in which city temperatures are up to 8 degrees F warmer than the surrounding countryside.

Facing Page: How much can a building save by installing a reflective roof? The answer depends on a range of factors, including location and utility rates. But in the right situation, a reflective roof can bring cooling savings of up to 50 percent, with a reduction in peak cooling demand of 10 to 15 percent.

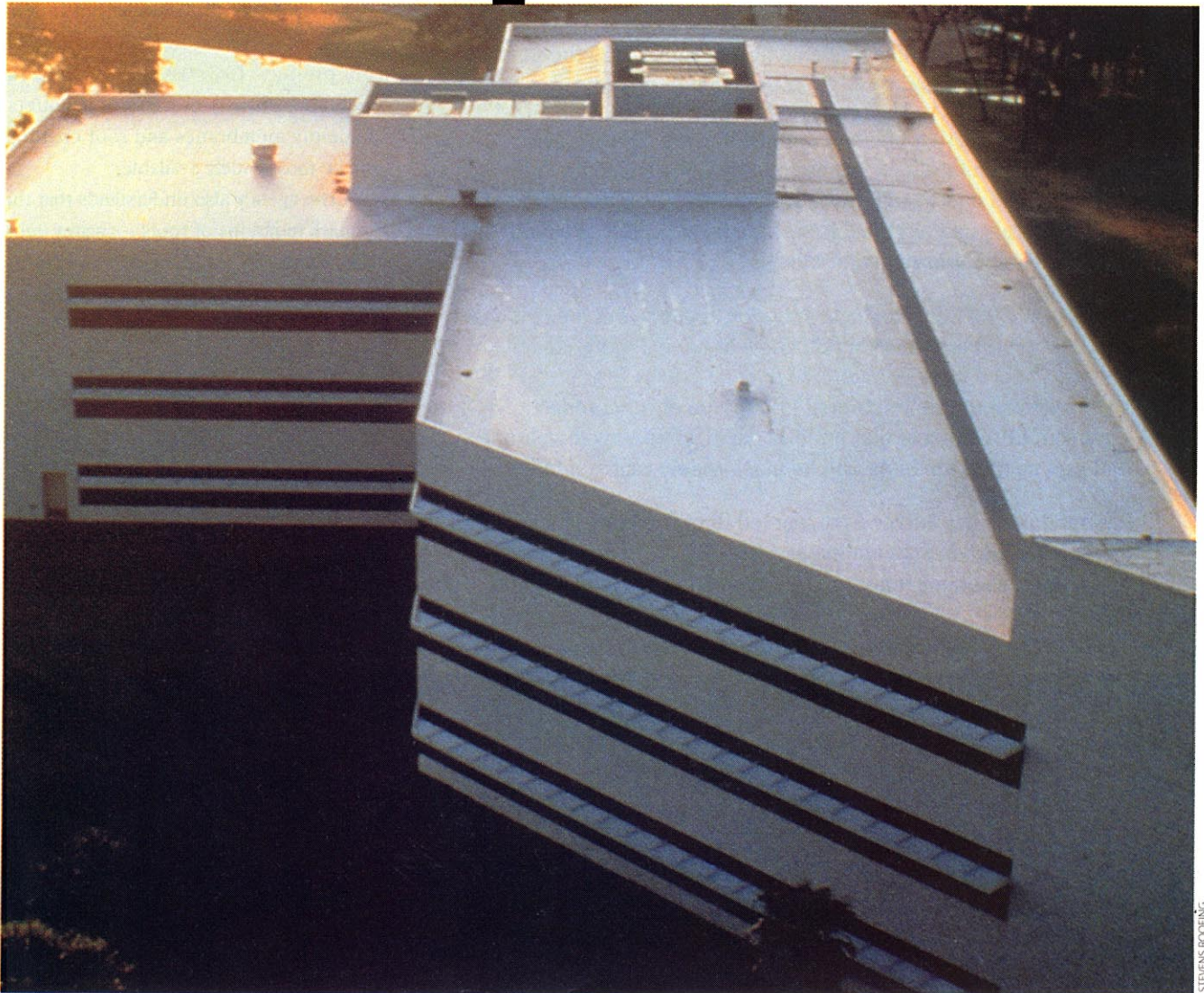
SUMMERTIME IS ANYTHING BUT easy for facility executives trying to get a handle on skyrocketing air conditioning loads. What if you could reduce your facility's peak cooling demand by 10 to 15 percent and fix the roof with the same capital expenditure? If your building is located where the sun shines brightly, and you currently have a black rooftop needing repair or maintenance or are in the process of constructing a new building, you definitely will want to investigate ENERGY STAR®-labeled roof products.

These reflective roof products lower roof temperatures by up to 100 degrees F, thereby decreasing the amount of heat transferred into a building's interior. Although some reflective roof products may have a higher initial price than non-reflective alternatives, ENERGY STAR-compliant roof products can save facility executives money and energy over the life of the roof by reducing the amount of air conditioning needed to keep a building comfortable. In addition, reflective roof products can potentially minimize the effects associated with thermal shock, reduce UV degradation, and extend the life of the roof.

"In general, building owners will save the most money on energy bills by installing an ENERGY STAR-labeled roof prod-

BY RITA TATUM • CONTRIBUTING EDITOR

Hot Topic



STEVENS ROOFING

