



Cool Roofs are Heating Up Home Improvements

Source: [MSN Real Estate](#)

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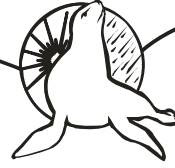
The idea is old, but new and improved energy-efficient roofs are gaining popularity in home improvements. More American homeowners are installing these “cool roofs” and enjoying much more comfortable temperatures and electric bills too.

Residents of Bermuda and the Greek Isles paint their roofs white, knowing that white reflects sunlight and black roofs absorb it – there’s up to a 110-degree difference. According to cool roof studies, white roofs on commercial buildings make sense because of the computers and machinery inside that generate heat, but now with all the energy-efficiency and eco-friendly buzz, homeowners are catching on too. While these improvements are not “going through the roof” (only about 10% of residential market have them) the environmental benefits of cool roofs continue to rise:

- Less of the sunlight that hits a cool roof is transformed to heat, consequently less heat is transmitted to the air, thus reducing smog and other airborne pollutants.
- Every 100 square feet of roofing that’s converted from dark to white is equivalent to offsetting the emission of one ton of carbon dioxide.
- A study revealed that painting all roofs white in urban areas would reduce the “urban heat island” effect by an average of .70 degrees Fahrenheit. For example, the NYC area would be 2-degrees cooler on summer afternoons.
- Global installation of white roofs in hot-climate cities would offset ALL car emissions in the world for the next 10-12 years.

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Other improvements, such as adding attic insulation, radiant barriers and relocating duct work increases the energy savings of a cool roof even more.

Whether it's tile, shingles, metal – or even a different color you prefer – manufacturers are responding to consumers by expanding their cool roof product line. So if that white roof doesn't quite complement your Colonial's architecture, "there's a roof for that!"