



Roof Coatings Provide Quicker Return on Investment

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Roof coatings already are contributing to the bottom line of many organizations by producing a return on investment in a few years, rather than several decades.

Installers can apply roof coatings without delay and do not need to tear off the existing roof. Coatings can extend the roof's life, and they are suitable for most buildings.

The age of the building does not matter, nor does the amount of insulation in place. Even on a well-insulated roofing system, a coating can extend the roof's performance life and provide additional energy savings. A roof coating is complementary to insulation, lowers roof temperatures and can extend the life of an insulated roof.

Managers should move carefully in selecting a coating and training the maintenance staff on its proper application. A basic knowledge of roofing practice and attention to quality control are crucial to the success of a coating. Managers can use in-house maintenance crews to install coatings on smaller areas and to make repairs, but they might want to contract out larger projects.

A roof coating can extend a roof's performance life indefinitely, so its importance to sustainability is obvious. Yet general discussions of green buildings too often underemphasize coatings' importance.

Now is the time for managers to look at roof coatings in a new light. They can create immediate savings organizations are searching for, and they can contribute to a more energy-efficient, sustainable nation and future economic prosperity.