



The Benefits of Elastomeric Solar Reflective Roofing

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When assessing roofing solutions, homeowners should take into consideration what particular roofing systems will deliver in terms of real and lasting value. In other words, the roofing system opted for should not need to be replaced for at least 10 years.

Advances in white solar reflective elastomeric roof coating over the course of past decade have resulted in a long-lasting roofing system that is also energy-efficient. These roof coatings provide three key benefits - durability, sustainability and energy efficient solar reflectivity. In combination, these benefits provide homeowners with value, protection and reduced energy costs.

This principles of durability and value provide relief for the environment in addition to your bank account. When quality white solar reflective elastomeric roof coating products are correctly applied, they provide a protective barrier that can stand up to everything that the elements may throw at it for years and years.

Reflective roof coatings work like mirrors, reflecting back the sun's energy. When initially applied, solar reflective roof coatings can provide a solar reflectance of around 80%, which means that only 20% of the sun's energy is being absorbed as heat.

Conventional built up asphalt roofing reflects only about 25% of sunlight. This is because it is typically covered with a gray mineral with a rough texture and a black substrate which allows considerable heat absorption.

The reflectivity of white elastomeric roof coatings can reduce the surface temperature when applied over flat built up asphalt roof surfaces. The roof surface temperature reduction associated with white elastomeric roof coatings mean lower cooling costs to homeowners and promote the life of the roof.

In comparison to white elastomeric solar reflective roofing systems, the installation of built up asphalt roofs is an energy consuming process, with the end result being a roof that has a relatively short service life of 8-10 years.

It is estimated that 7% to 10% of landfills are comprised of roofing waste due to the fact that traditional built up asphalt roofing is not sustainable and requires frequent replacement.

All that is required to extend the life of a white solar reflective roof coating is periodic cleaning and an additional coating application as per the recommendations of the manufacturer.

As solar reflective roof coating systems only require supplemental coats to extend their lifespan once the initial system has been installed, they help reduce the amount of unnecessary waste that is sent to landfills.

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Pairing durability and energy savings make elastomeric solar reflective roofing systems an environmentally friendly and sustainable roofing solution. Therefore, the next time that you are looking to replace your roofing system, give white solar reflective elastomeric roof coating the consideration that it deserves.

It will cost you a little more in upfront costs, but you will easily make up your extra initial expenditure over the lifetime of the roof. In fact, with the extended time that the roof will last before needing to be replaced, added to the energy savings that you will make, you will save yourself a lot of money in the long term by opting for a white solar reflective elastomeric roof coating system.