



White Roofs Save Green

By Stacia Mullaney

Reprinted: wlaj.com

Its simple- when it comes to roofs, a local builder says if you want it to be green, paint it white.

First green was the new black, now white is the new green. If that all sounds confusing..it's not, it's as simple as painting your roof white.



"The roof covering instead of being a black tar paper is a white, very heavy vinyl covering that reflects sunlight." Said Gail Shafer-Crane.

Gail Shafer-Crane owns the old town medical arts building which is newly renovated to be more eco-friendly. The white roof reflects sunlight lowering energy costs, and cutting carbon emissions. On top of that new white roof, we spoke with one of the projects builders about its benefits

"Just as if you're out on a summer day wearing a black shirt you're gonna get hotter than you would if you were wearing light clothing, specifically white clothing." Said Ryan Henry

But some say white roofs could also slow global warming by reflecting heat into space rather than allowing it to be absorbed and trapped by greenhouse gases thus raising temperatures. The US energy secretary recently suggested all the world's roofs should be painted white., But even those who are proponents of the white roof say that's taking it too far.

"I think making something mandatory doesn't take into account the possibility that there may be something that would actually be better."

"There are cases where the black roof would be beneficial in a climate that is continually cold- so that all needs to be context to the area and geographic location."

but henry says painting it white will save you some green

"There's no additional cost to go to a white roof rather than a black roof so it was a relatively easy addition to the project."

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Obama's energy secretary also suggests that we pave our roads with a lighter, more reflective color .. which would also help reduce carbon emissions.