



Roofing Solutions – The Reflective Elastomeric Roof Coating System

Source: [Annapolis Realtors](#)

By: Staff

When evaluating roofing solutions, homeowners should take into consideration what a particular roofing system offers in terms of real and lasting value. Simply put, the roofing system chosen should not need to be replaced for at over 10 years.

Advances in white solar reflective elastomeric roof coating over the past 15 years, primarily developed on [Las Cruces homes](#) in NM, have resulted in a long-lasting roofing system that is also energy-efficient. These roof coatings provide three primary benefits – durability, sustainability and solar reflectivity. When combined, these three benefits provide homeowners with reduced energy costs, value and protection.

Such a roofing system provides relief for the environment in addition to your bank account. When high 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 act like mirrors, reflecting back the sun's energy. When first applied, solar reflective roof coatings provide a solar reflectance of up to 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 normally 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 of asphalt roof surfaces if it is applied on to it. The roof surface temperature reduction associated with white elastomeric roof coatings equate to lower cooling costs to homeowners and promote the life of the roof.

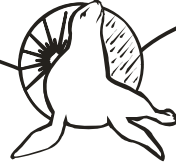
When compared to white elastomeric solar reflective roofing systems, the installation of built up asphalt roofs is an energy consuming process, with the end result being a roof which has a relatively short service life of under 10 years.

It is estimated that 7% to 10%of landfills are made up of roofing waste due to the fact that traditional built up asphalt roofing requires frequent replacement.

With proper installation and maintenance, all that is necessary to extend the life of a white solar reflective roof coating is annual cleaning and an additional coating application as per the manufacturers recommendations.

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As solar reflective roof coating systems only require supplemental coats to extend their life once the initial system has been installed, they help reduce the amount of waste that goes to landfills associated with traditional roofing tear-off.