



Roofing Solutions: White Solar Reflective Elastomeric Roof Coating

Source, [Tobaias Realty](#)

By [Keith](#)

When evaluating roofing solutions, homeowners should take into consideration what a particular roofing system offers in terms of lasting value. Simply put, the roofing system chosen should be durable and not have to be replaced again and again.

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 durable roofing system that is also energy-efficient. These roof coatings offer three primary benefits – sustainability, durability and solar reflectivity. In combination, these three benefits provide homeowners with reduced energy costs, value and protection.

Such a roofing system provides relief for the environment as well as the wallet. When high quality white solar reflective elastomeric roof coating products are correctly applied, they provide a protective barrier that can stand up to some of the harshest elements and last for years.

Reflective roof coatings work like mirrors, reflecting back the sun's energy. When first 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 typically reflects only around 25% of sunlight. This is because it is normally covered with a gray aggregate (mineral) 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 asphalt roofs is an energy consuming process that results in a roof that has a relatively short service life of under 10 years.

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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 annual cleaning and an additional coating application as per the recommendations of the manufacturer.

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