



White Solar Reflective Elastomeric Roof Coating

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By: unknown

Advances in white solar reflective elastomeric roof coating over the past 15 years 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. In combination, these benefits provide homeowners with reduced energy costs, value and protection.

Reflective roof coatings work like mirrors, reflecting the sun's radiant energy back into space. 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) 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 equate to 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 that results in a roof that has a relatively short service life of 8-10 years.

It is estimated that around 8% of landfills are made up of roofing waste due to the fact that asphalt roofing requires frequent replacement.

With proper installation and maintenance, 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 manufacturers recommendations.

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.