



## Cool Roof Overview

### STEVE EASLEY:

Over 90% of all the roofs in America are dark in color, and that's a big problem for air conditioning, because these dark colors absorb a lot of heat and drive up air conditioning costs. In fact the amount of energy from the sun that strikes a surface like this is about 250 BTUs per square foot. So that means for every 50 square foot of roof, that's a ton of air conditioning. Now the surface temperatures on a roof like this can easily reach 150 to 190 degrees, which again drives up air conditioning costs and reduces comfort.

Fortunately, there's a very cost effective solution to saving energy, and that solution is cool roof technologies. Basically what cool roof technologies are, are materials that reflect a substantial amount of the sun's radiant energy. In fact the surface temperatures of cool roofs can be up to 70 degrees cooler, and you can save as much as 10 to 20 percent on air conditioning costs.

Now there's a variety of different approaches to cool roof technologies. Behind us, for example, they're spraying on a closed cell polyurethane foam insulation. Now insulation is always good, but over the top of that, they'll put a water repellent coating that is highly reflective. So if you'd like to learn more about cool roof technologies, go to [coolroofs.org](http://coolroofs.org).