

COOL METAL ROOFING



IT'S A WISE CHOICE AMIDST STRONG WINDS OF CHANGE

BY SCOTT KRINER, LEED AP

ACCORDING TO THE Pew Research Center, Washington, D.C., our nation has more than 100 million houses and close to 5 million commercial buildings that collectively use about 40 percent of the total energy in the United States. To a building owner, energy represents the single largest controllable operating expense. As a result, the current energy crunch has made conservation measures within these structures more important than ever.

Despite efforts to raise the awareness of energy conservation, less than half of the homes in this country are well insulated and less than one-third of commercial buildings have roof insulation. The Building Owners and Managers Association International, New York, estimates a 30 percent reduction in energy consumption, amounting to \$7.2 billion, is readily achievable by improving building operating standards. However,



A Lokseam prepainted metal roof from MBCI, Houston, covers Daybreak Elementary School, South Jordan, Utah.

studies suggest although significant improvements in the energy efficiency of buildings appear to be cost effective they are not likely to occur without extensive policy changes. A point that supports this is the fact that reflective, or cool, roofing materials still comprise less than 10 percent of the roofing market.

However, cool metal roofing is gaining in popularity because of its ability to reduce cooling and heating energy usage. Utility companies have become interested in cool roofing because it can reduce the peak demand in electricity during the afternoon hours of summer months, preventing power disruptions. From

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