

## White Roofs Are Good But Reflective Metal Is Better, According To MRA



Belfair, WA - Recently, the U.S. Secretary of Energy encouraged Americans to paint their roofs white, in an effort to reduce global warming by both conserving energy and reflecting sunlight back into space. Speaking in London prior to an international summit on combating climate change, Dr. Steven Chu said that the simple act of painting roofs white could have a dramatic impact on the amount of energy used to keep buildings comfortable.

The Metal Roofing Alliance (MRA) agrees that a white roof is a good idea, but a highly reflective metal roof is even better. New technologies allow even darker colored metal roofs to absorb less heat through the use of highly reflective pigments that reflect solar energy.



**Tom Black**

“The EPA reports that \$40 billion is spent annually in the United States to cool buildings. That’s an extraordinary amount of money,” states Tom Black, executive director of the non-profit Metal Roofing Alliance. “We applaud Dr. Chu’s intent, however in reality; white roofs aren’t feasible for most homeowners. Curb appeal rules. The good news is that highly reflective residential metal roofing is available in a wide variety of styles and colors to suit any home.”

For example, a study conducted by Oak Ridge National Laboratory found that installation of a reflective metal roof can save homeowners up to forty percent in summer cooling costs. Highly reflective metal roofing panels are created with special pigment paints that reflect the sun’s energy in the infra-red spectrum thus reducing the heat load transferred to the interior of the structure.

The time is right for homeowners to choose a better roofing system that provides both long and short-term savings. The Stimulus Package signed in February 2009, states that homeowners who make energy efficient updates to their home-including the installation of a painted or coated Energy Star® labeled metal roof-between January 1, 2009, and December 31, 2010, may be eligible for a tax credit worth 30 percent of the installation costs (materials only) up to \$1,500 per home.

Clean energy and sustainable building are the future. The Metal Roofing Alliance was formed to answer homeowners’ and contractors’ questions about residential metal roofing, including their energy benefits and environmental impact. For more information, go to [www.metalroofing.com](http://www.metalroofing.com).

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The content on Design And Build With Metal relates to metal roofing (standing and batten seam, shake, tile, shingle, corrugated and screw-down roofs); metal wall products (ribbed, smooth faced, metal composite and curtain walls); metal buildings (pre engineered steel, wood post frame, hangars and self storage); insulation; doors; paint coatings; and many related products (including roof accessories like snow guards, screws and vents). The site covers metal construction products using all types of substrates: steel, copper, aluminum, zinc, stainless steel, Corten, Terne, Galvalume, Zincolume, galvanized, tin and more. Environmental (green) issues, such as sustainability and cool initiatives, are also covered. Project, news and product submissions are welcomed...see information in About Us section