

RSCA Members Believe “Cool” Roof Option Not as Cool as it Seems

The Roofing & Siding Contractors’ Alliance (RSCA) recommends commercial and residential consumers become more educated on “cool” roofs, following the story “Cool’ Roofs Help Keep Lid on Summer Utility Bills” appearing in the April 6, 2010 edition of The Post–Dispatch. Most importantly, understanding that this application is more accurately a roof coating, as opposed to an actual roof, and can be a “quick fix” resulting in more harm than good. RSCA members believe there are better options, and before choosing any, it is vital that you understand what you’re getting and have the right contractor and right materials.

Here is what to look for in a contractor:

Be sure to get a good one with solid insurance coverage and OSHA compliant to cover the safety factor. Someone who simply knows about paint and coatings may not know about the existing roof, and could overlook repairs and maintenance items that should be addressed before coating. Your contractor should know if the two coatings and the roof membrane are compatible, and should perform a thorough roof check before making any suggestions. Coatings are often sold as a fix for a roof that needs to be replaced. Coatings only work on new roofs; older roofs will require prep work in advance.

What your contractor should know about materials:

Adding more insulation to the roof in the case of a flat roof adds more value and reduces energy consumption versus a coating. Coatings are like paint as indicated in the article, so they are a maintenance item. Also, nothing stays white for long, so they will have to be cleaned regularly to realize a sustained benefit. There are roofing materials available that meet the EPA “cool” roof requirements and won’t require future recoating.

The RSCA was established to bring together the area’s most reputable contractors in order to provide commercial and residential consumers with a reliable and safety–conscious resource for high–quality work. RSCA members must have been in business for at least three years, hold solid insurance coverage, and follow OSHA standards. Our members are qualified to help interested parties assess the costs vs. savings of a “cool” roof and can discuss the many other energy–saving roofing options available to them.

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