

NEWS RELEASE**November 9, 2006****For more information, contact:****Wendy Schweiger, Edward Howard & Co.
216-781-2400****COOL ROOF CLEARINGHOUSE LAUNCHED**

Architects, engineers, building owners and roofing contractors can consult a comprehensive new online resource devoted to the hot topic of cool roofing, the Vinyl Roofing Division of the Chemical Fabrics and Film Association announced.

A Cool Roof Clearinghouse has been launched at www.vinylroofs.org/cool.html. The site synthesizes a massive amount of information into a user friendly format, including an environmental benefits overview, definitions of terminology, available tax deductions, and government rebates and incentives, plus details on building energy codes, product rating systems, voluntary green building programs and energy calculators.

Reflective roofing technologies are increasingly included in federal, state and local energy codes. An at-a-glance reference compares cool roof program solar reflectance and emittance requirements for both governmental and voluntary green building programs, as well as performance of alternative roofing materials. The site will be frequently updated as industry developments occur.

When a roof can deliver high solar reflectance (or albedo) and thermal emittance values, it is known as a cool roof. A vinyl roof can reflect three-quarters of the sun's rays – usually far more – and emit 70 or more percent of the solar radiation absorbed by the building envelope. Asphalt built-up roofs (BUR), by comparison, reflect between 6 percent and 26 percent solar heat.

In full sun, the surface of a black roof may experience a temperature rise of as much as 90 degrees F, reaching midday temperatures of 150-190 degrees F. A white reflective roof typically increases only 10-25 degrees F above ambient temperature under the same conditions. In this way, white roofs reduce both the urban heat island effect, which lowers surrounding air temperature and cuts smog formation, and building cooling loads. Peak energy demand can be reduced by as much as 10 percent.

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The Vinyl Roofing Division of the Chemical Fabrics and Film Association was created to educate architects, specifiers, building owners and roofing contractors on the attributes of vinyl as a durable, reflective, heat-weldable material for single-ply roofing systems. Representing all of the leading manufacturers of vinyl roofing systems in North America, the Division is committed to making available sound, scientifically backed information on the environmental and functional performance of energy-efficient vinyl roofing membranes.