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ROOFING TREND WATCH

New Performance Roof Coatings

During the past decade there has been a renewed focus on roof coatings and the benefits for building owners and contractors. Driven by building owner demands for improved roof life, lower operating costs and decreased building downtime for roof maintenance, a new range of innovative coatings products have hit the market that could revolutionize property management.

An important trend is the rapid growth of "Cool Roofs", led by white roof coating systems that reflect sun light and prevent heat from entering buildings, thus slowing the damage caused by heat to roofing substrates.

According to the Roof Coatings Manufacturers Association, white roof coatings have grown at +12% per year for the past 3 years. The major driver of this growth has been financial - cool roofs can significantly lower monthly electric bills. Further, some local electric utilities have created rebates of \$.15 to \$.25 per sq/ft. for applying these coatings over air conditioned spaces.

Liquid roof coatings are a great cost saving option for building owners and contractors. Under the right circumstances, they provide a better alternative to costly and disruptive roof replacement, and add years of service life to existing roofs. They also offer potential energy savings, making them worth considering for your next roofing project.