

California Title 24, Cool Roofs and You

If you contract or perform roof construction or maintenance in California, you should be aware of changes to Title 24 – the state’s building energy-efficiency standards – that will require “cool roofing” for most commercial roof replacement, recoating or recovering applications.

Why the change?

Title 24 are intended to reduce power consumption, especially during peak daytime hours. One way to do this is by minimizing the effect of urban “heat islands” – areas in cities where temperatures are 3-8 degrees higher than in outlying areas. One cause of urban heat islands is dark roofs that absorb and retain the sun’s heat. As rooftop temperatures rise, air conditioners have to work harder to keep buildings cool, so energy use goes up. And as energy demand increases, the cost of energy rises, and power shortages can result.

What is a “Cool Roof”?

A cool roof is a roofing material with high solar reflectance and high thermal emittance that reduces heat gain through the roof. To meet California Title 24 requirements, a cool roof must be certified by the Cool Roof Rating Council (CRRC) and meet these minimum guidelines:

- 70 percent reflectance (amount of sun’s energy reflected by the surface)
- 75 percent emittance (amount of solar heat released from the surface)

Your Best Solution: The Duro-Last® Cool Zone® roofing system

With 88 percent reflectance and 87 percent emittance, the Duro-Last Cool Zone roofing system clearly exceeds California Title 24 requirements. It’s the only single-ply membrane rated by the EPA ENERGY STAR® Roof Products Program that has retained reflectivity of greater than 85 percent after three years of weathering – which means your customers will enjoy significant energy savings for many years to come.

And the Duro-Last Cool Zone system gives you other competitive advantages:

- Duro-Last is the only roofing system that is precision fabricated in a factory-controlled environment.
- Duro-Last’s customized fit is durable, leak-proof and virtually maintenance-free for years of customer satisfaction.
- Installation of the Duro-Last single-ply membrane is up to 30 percent faster, which means lower labor costs and increased production and profits.
- Installation can be done in all kinds of weather so your crew can work more days a year.
- You can offer the best warranties in the roofing industry, backed by our 30 years of proven performance.

Visit us at www.duro-last.com and learn more about the advantages of installing the Duro-Last Cool Zone roofing system. Now, more than ever, it’s the best roofing solution.

California Title 24 Does it Apply to You?

Effective October 1, 2005, Title 24 modifications will require “cool roofing” for most commercial roofing applications:

- Non-residential buildings
- Low-sloped roofs (i.e., less than 2:12)
- Roof replacement or repair requiring a permit
- More than 2,000 square feet of the roof over conditioned space is being replaced, recovered, or recoated

The Duro-Last Cool Zone roofing system is the “Proven Performer”® that can help you achieve your goals:

- Certified Title 24 compliance for you and your customers
- Increased productivity for your crew
- Increased profitability for your business
- A durable, long-lasting roofing system that delivers value year after year
- The best warranties in the business, issued promptly
- Outstanding contractor support that helps your business grow
- The products and services you need for satisfied customers and a quality reputation

Find out more about what Duro-Last can offer you. Call 800-248-0280 or visit our web site to request our free brochure: How to Make it to the Top with the “World’s Best Roof”®.

For more information about California Title 24, visit:
www.energy.ca.gov/title24



www.duro-last.com



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