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.