

Know What's
COOL



Cool Roofs and the
Cool Roof Rating Council

COOL ROOFING IS THE FASTEST GROWING SECTOR OF THE ROOFING INDUSTRY.

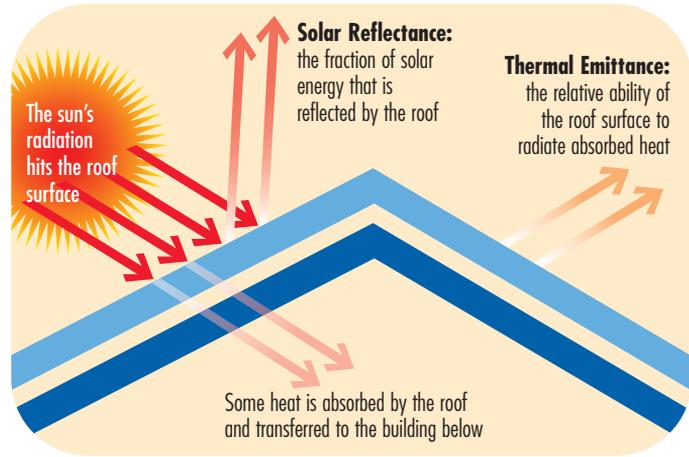
Cool roofs are on the rise due to an increased recognition that cool roofs can help your building or home be more comfortable and energy-efficient. The variety of cool roofing products is also growing. Cool products are now available in all types of materials—from field-applied coatings and factory-coated metal to capsheets and single-ply to shingles and tiles. There are even “cool” dark-colored products, so no matter what roof type you are interested in, you can find a “cool” product.

**The Cool Roof Rating Council's
Product Directory can help you find a
roofing product to meet your needs.**

What is a Cool Roof?

A cool roof reflects and emits the sun's heat back to the sky instead of transferring it to the building below.

"Coolness" is measured by two properties, solar reflectance and thermal emittance. Both properties are measured from 0 to 1 and the higher the value, the "cooler" the roof.



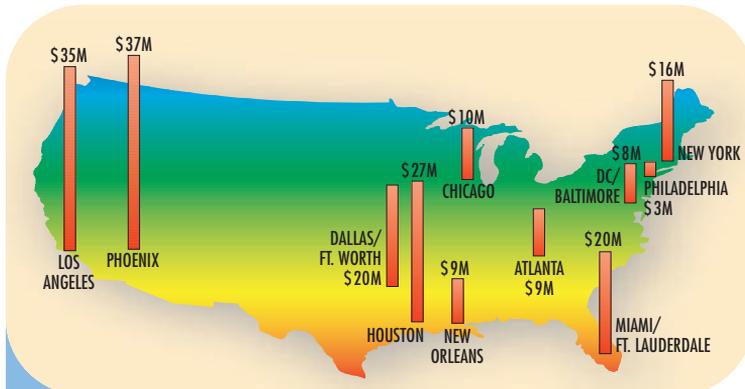
COOL FACT #1

Black surfaces in the sun can become up to 90° F hotter than the most reflective white surfaces (LBNL Heat Island Group).

What are the Benefits of a Cool Roof?

A COOL ROOF CAN:

- **Increase occupant comfort** by keeping the building cooler during hot summer months.
- **Cut costs by:**
 - reducing the need for air-conditioning, and extending the life of cooling equipment. Studies have shown typical cooling energy savings of 10-30% in cooling energy and an extension in the life of cooling equipment.
 - decreasing roof maintenance costs (cool roofs are expected to last longer than the average roof).
- **Address air pollution and Global Warming concerns** by lowering CO₂ and other emissions associated with fossil fuel-generated electricity used for air-conditioning.
- **Reduce the "Urban Heat Island Effect"** by reflecting heat back to the atmosphere. An Urban Heat Island occurs when a city is hotter than the surrounding rural areas due to dark surfaces, like roofs and roads that absorb heat from the sun, and less shading vegetation.
- **Help with local code compliance** since a growing number of building codes have cool roof requirements.



These values reflect 1997 energy prices; current values are higher.

COOL FACT #2

Nationwide implementation of cool roofs could mean an annual savings of \$1 billion in cooling costs! (LBNL Heat Island Group).

What is the Cool Roof Rating Council?

The Cool Roofing Rating Council (CRRC) is a non-profit membership organization formed in 1998 to maintain a credible, third-party rating system to measure and label the radiative properties of roofing materials. The CRRC is the only rating system providing independent, reliable roof performance data.

CRRC Product Rating Program

The core of the CRRC is its Product Rating Program through which roofing product manufacturers can label their products with solar reflectance and thermal emittance values, measured by CRRC Accredited Independent Testing Laboratories.¹



How the Product Rating Program can benefit YOU:

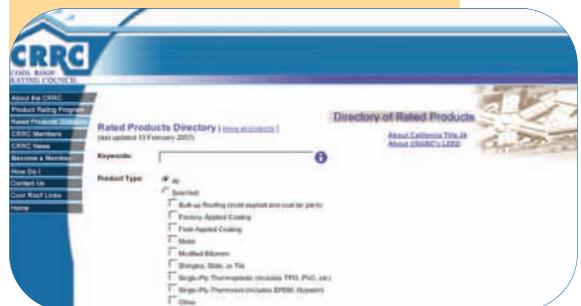
■ Our searchable online Rated Products Directory can help you find what you're looking for:

You can use the Product Directory to find a variety of roofing options that meet your needs. This tool allows users to search for products by product type, brand name, minimum radiative property values and other parameters, making your search quick and easy—and *it's free!*

■ Our ratings are fair and credible:

The CRRC Product Label and Rated Products Directory provide reliable, accurate information—we conduct third-party testing and do not rely on manufacturer-provided data. Also, our Random Testing Program helps ensure that companies are selling products that meet the lab-tested values.

Look for products on the
CRRC Rated Products Directory at:
www.coolroofs.org/products/search.php



¹ Manufacturer-tested data may be used for the radiative properties of custom colors.

FREQUENTLY ASKED QUESTIONS

1. Are all of the roofing products on the CRRC Rated Products Directory “cool”?

No. The CRRC does not set a definition for “cool.” We leave this to the code bodies and programs that reference our rating system. The CRRC simply lists the measured radiative property values on our Directory. A product’s placement on the CRRC Directory does not mean that the product is “cool” as defined by any particular code body or program.

2. Are cool roofs affordable?

Yes. Many cool roof varieties cost the same amount as other comparable roofing materials, and for those that cost slightly more, the difference can be quickly recovered in savings from reduced energy costs. Additionally, some electric utilities offer rebates, which reduce the cost of cool roofing materials.

3. Will cool roofs significantly increase my heating bills in the winter months?

No. The roof is an insignificant source for heat gain in winter. While cool roof owners may pay slightly more to heat their homes, this amount is usually insignificant compared to the cooling energy savings during the summer.

4. Does the CRRC manufacture or sell roofing materials?

No. We strictly maintain a rating system for the radiative properties of roof surfaces. We do not make, endorse, or sell any roofing products.

5. Can the CRRC help answer my product questions?

Yes. Our website can help answer general questions you have about available roofing options. Our online Product Directory can help you find products that meet your needs and compare the radiative properties of different choices.

6. Can the CRRC tell me which product is best for me?

No. We *cannot* recommend specific product brands or types. Once you have looked at our Rated Products Directory we encourage you to contact the manufacturer directly, or contact a private contractor or roof consultant to assist in choosing the “coolest” product for your home or project.

7. Is the CRRC a “California” program?

No. While it is true that California’s Building Energy Efficiency Standard, Title 24, refers exclusively to the CRRC’s Product Rating Program for cool roof credit, aside from the location of the CRRC headquarters office in Oakland, CA, the CRRC is not a “California” program. **Any city or state code or program, mandatory or voluntary, may reference CRRC’s Product Rating Program.**

For more detailed answers to these questions and other FAQs, please visit www.coolroofs.org/faqs



CONTACT US

Visit the CRRC at www.coolroofs.org
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