

HINTS FOR HOMEOWNERS

A Cool Roof Is Hot Right Now

(NAPSA)—Having the right color roof could save you some green on your energy bills.

The roof on your house is the first line of defense against the elements. And so just as wearing a lighter-color shirt instead of a black one keeps you cooler during hot weather, so too does a lighter-color roof absorb less of the sun's harsh rays. To put that at its most extreme: Flat roofs covered with a black asphalt roof membrane absorb about 70 percent more solar energy than a lighter-colored "cool roof"—causing them to reach temperatures as high as 170 degrees on sunny days, forcing air conditioners to work harder and pushing utility bills into stratospheric territory.

"Most people don't think of their roof when they're looking to cut energy bills," says Emily Cavanagh, marketing manager at GAF Materials Corporation, the nation's largest roofing manufacturer. "But the right roof can save you money in cooling costs."

Greening Up

GAF offers a line of energy-efficient shingles—aptly called Cool Colors, which come in an attractive variety of lighter shades like cool antique slate, cool weathered wood and cool barkwood—that can help cut your utility bills while still maintaining the durability and beauty of a traditional roof. They work by slowing heat buildup through highly reflective roofing granules that bounce back the sun's rays and more effectively release absorbed heat.

What's more, since they're rated by the Cool Roof Rating Council and meet Energy Star® performance levels, some energy companies even provide rebates to



The right type of shingles could cut roof temperatures up to 60 degrees and lower cooling costs.

customers who use them on their home. (The shingles also carry a UL Class A fire rating, the highest rating possible, and a ltd wind warranty up to 110 mph.)

And what of those homes—or buildings—with those completely flat roofs mentioned earlier? GAF also offers several white, energy-saving roof options that might also help reduce what's known as the "heat island effect"—a phenomenon in which reflected heat from roofs and asphalt causes surrounding outside air temperatures to rise. The effect has been linked to health threats such as heat-stroke, as well as an increase in smog and energy used in cooling.

Green Value

Green benefits aside, GAF says the Cool Color shingles offer homeowners resale value. The shingles are part of the Timberline Prestique High Definition line, North America's No. 1-selling architectural shingles. And potential buyers might be drawn to their 40-year limited warranty, which can be transferred to new owners without a fee should you sell your house.

To see what the shingles might look like on your home, visit www.gaf.com. The site also includes helpful information on choosing energy-saving roofs and more.