

New Roofing Lights The Way For Energy Efficiency



Things may be looking up for energy efficiency—up on the roof, that is—with reflective solar shingles.

(NAPSA)—If your home is like most, it uses a lot of expensive energy. In fact, according to the experts at the California Solar Energy Industries Association, the residential sector of the United States consumes 22 percent of the nation's energy. This means that you can make a big difference by reducing your home energy use—and that can help you save money.

What You Can Do

There are steps you can take to keep heating and cooling costs from going through the roof. One of them is to improve that roof.

Among the most effective ways to up energy efficiency at home is to use solar reflective roofing. By installing an asphalt roof with appropriate cooling granules—one that meets ENERGY STAR requirements—homeowners can earn 10 percent of the cost of the roof, up to \$500 through energy-efficiency tax credits.

What's more, thanks to recent industry advancements, solar products now offer increased durability and superior curb appeal. Rather than being limited to bland, white shingles, homeowners now have solar-reflective options in rich, dark hues that provide the authentic look of traditional shingles. There

are even new shingle options that emulate the look of authentic wood shakes, such as Presidential Solaris and Landmark Solaris Platinum from CertainTeed.

Overall Protection

The roof makes up some 40 percent of a home's exterior and gives homeowners more to think about than curb appeal or even energy efficiency. They also need to consider protection, durability and impact resistance. Fortunately, solar-reflective products now come in impact-resistant options. Choosing a more durable solar roofing shingle provides energy savings in the warmer months and peace of mind in the cooler ones, knowing that the roof can stand up to whatever Mother Nature brings. In some cases, insurance companies offer homeowners discounts for installing these impact-resistant shingles.

It's a bright idea for homeowners to take advantage of solar energy for their homes with products that feature enhanced aesthetics, increased efficiency and protection from the elements.

Further Information

To learn more about solar-reflective roofing options, visit www.certainteed.com or call (800) 233-8990.