

Solar Roofing Provides A Ray Of Light For Homeowners' Energy Bills

(NAPSA)—According to the Solar Energy Industries Association, 92 percent of the American public agrees that it is important for the nation to develop and use solar energy. Yet, while many homeowners like the idea of greening their homes, few want to sacrifice good curb appeal. Fortunately, with new advancements in solar roofing, homeowners no longer need to choose between an eco-friendly roof and a beautiful home. With the right products, a roof with solar technology can add value to a home and not just by being green.

Because the roof makes up 50 percent of a home's exterior, when homeowners look for a roofing product, curb appeal is often at the top of the list. However, homeowners also have to consider durability, impact resistance and maintenance requirements—making it challenging to keep energy-efficient roofing a priority. While eco-friendly trends are increasing, building manufacturers have improved the sustainability of their products while maintaining aesthetics—so homeowners can have it all.

Solar products now come in different “shades of green,” all designed to reduce your home's impact on the environment at varying degrees using evolving technologies such as solar-reflective roofing and photovoltaics. Good news for homeowners is that there are incentives for choosing a product that helps power up a home and reduces the impact on the environment. By installing an Energy Star-rated roofing product, homeowners can earn up to a \$1,500 credit on their income taxes.

A prime example of solar-reflective asphalt roofing that keeps your roof cool by deflecting the sun's rays is Landmark Solaris



Your home can keep you comfortable, save energy and look good doing it.

from CertainTeed—a company recently named an Energy Star Partner of the Year by the U.S. Environmental Protection Agency. By lowering surface temperatures up to 20 percent, you can give your air conditioner a rest during warm weather. To get this level of performance, homeowners used to be limited to white shingles—which may not match the color palette on the exterior of the home. You can now get deep, rich, dark hues that are more classic and natural than traditional solar shingles.

A shining example of advancements in photovoltaics is EnerGen solar roofing panels. Designed with curb appeal in mind, the system blends in and lies flush to traditional asphalt shingles, generating power for your home using clean, renewable energy.

With the combination of new technologies, incentives, improved performance and aesthetic options that don't sacrifice curb appeal, it's clear that solar roofing is here to stay.

For more information on solar roofing, visit www.certainteed.com.