

Summer heat doesn't need to burn through your bank account!

In the roofing business summer is certainly our busiest time of the year! When the Oregon rain subsides, it is an ideal time to examine your roof for maintenance or replacement.

In fact, a large part of our company culture is showcased by our focus on the Columbia Roof Advantage and our Roof Owner's Interface (ROI) program, which consistently examines, maintains, and sometimes recommends roof replacement. We think the biggest advantages to upgraded, new roofing materials are seen in the energy cost savings, which are often illustrated in lower utility bills following these hot spring and summer days like we've had this year.

An example of high energy cost savings was shared by a happy customer last spring!

Our Tualatin customer replaced an existing leaky metal roof with a white TPO Single Ply Retrofit surface. We also added two layers of insulation where there was no prior insulation. Well, let's just say our client is pleased with the new 90 percent heat reflective surface. He called us to share that his savings in cooling costs alone dropped 30 percent. I particularly enjoy hearing from our happy customers!

To be a little more technical, this job increased what's called the R-Value – a measurement of thermal conductivity. It describes the rate that heat energy is transferred through material. We compared the estimated lifetime energy cost savings from the old system to the new and we came up with nearly \$35,000 in total savings!*

At the end of the day, you want to look at a combination of factors before roof replacement. Often with proper ongoing maintenance we can extend the life of the roof and keep these materials out of the landfill. As part of the ROI process, we ask our customers what their long-term plans are for the building. We try to use roofing technology to sustain the building owner's facility.

This is a great industry and I go to work every day loving what I do! Call us today and ask us about the Columbia Roof Advantage.

*The energy savings model is based on the LC4 Life Cycle cost analysis tool developed by Pat Downey of Merik Professional Roofing Services in the late 1990s.