

# WHITE is the New GREEN

## Changing the Environment Through Your Roof



### The Goals:

- Keep Buildings Cooler
- Reduce Energy Use from Air Conditioning
- Reflect Sunlight

### The Facts:

White roofing materials are highly reflective of the sun's radiant heat and may have a high thermal emittance value (a measure of how much of the absorbed radiant energy is given off into the atmosphere).

### The CentiMark Solutions:

- **TPO** (Thermoplastic Polyolefin Membranes)
- **SPF** (Spray Polyurethane Foam & Acrylic Coatings)
- **Acrylic Roof Systems** (Non-toxic, white, water-based acrylic)
- **Copolymer Coatings** (Liquid-applied, white coating)

### Save Energy Through Your Roof With:

- Garden Roofs
- Daylighting
- Photovoltaic Panels
- Increased Insulation Levels

"...the Obama administration wants to paint roofs an energy-reflecting white...and we want a 'new revolution' in energy generation to cut greenhouse gas emissions..."

United States Energy Secretary,  
Steven Chu,  
May 26, 2009,  
Climate Change Symposium,  
London, England



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