



LUCAS *Coatings & Mastics for the Roofing Trade*

R. M. Lucas Co. 3211 S. Wood St. Chicago, IL 60608 (773) 523-4300 rmlucas.com

COOL WHITE ROOFS SAVE ENERGY

Traditionally, most roofs in large cities have been flat and black. At best they would have been covered with gravel. Black roofs absorb as much as 90% of solar energy and can get as hot as 80°F above ambient air temperature. Gravel roofs reflect a small portion of solar energy and get less hot, but they retain much of the heat they absorb after the sun has set because of their higher mass.



Hot roofs cost money. When a roof gets hot, it radiates heat into the interior of the building. This increases the cooling load on the building's air conditioning system. At the same time, roof mounted air conditioning units operate less efficiently because the air temperature on the roof is elevated and the unit's ability to exchange heat is reduced. While there is a slight winter heating benefit from dark roofs, it is mitigated because the sun is lower in the sky during winter months, there is often white snow cover on the roof surface and the fact that heating systems are unaffected by air temperature over the roof's surface.

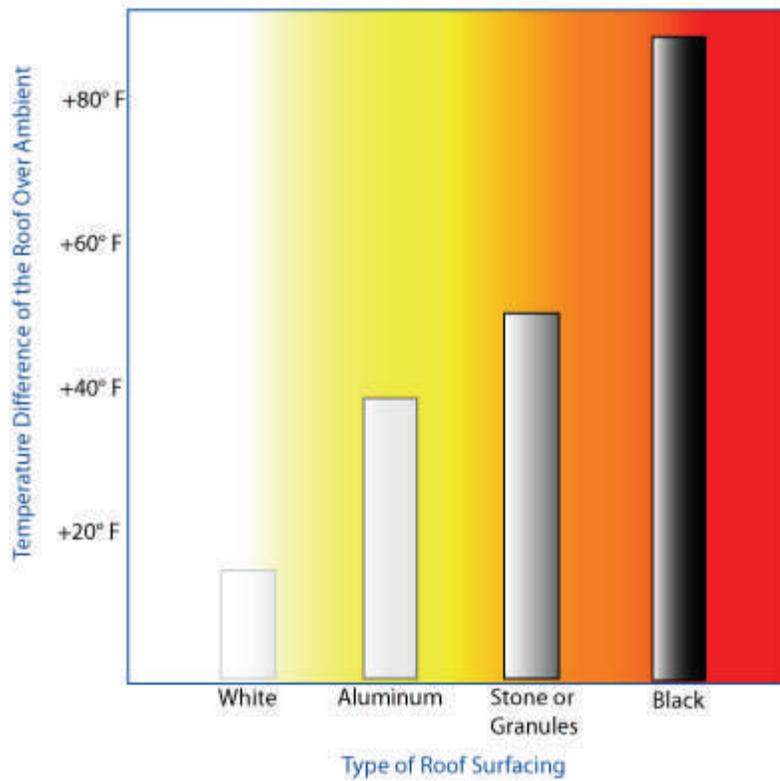
The US EPA Energy Star program has recognized the effectiveness of "high albedo" reflective roof systems. These white roof coverings reflect heat off of buildings and result in roof surface temperatures as little as 10°F above ambient air temperature. Roof top air temperatures average less than 5°F over the ambient air temperature. White roofs have been proven to lower interior building temperatures by about 5°F. Average cooling cost savings with white roofing is 15%.

Although recognized as "Energy Stars", Lucas Coatings are primarily waterproofing products that offer building owners affordable, tax deductible, roof maintenance and restoration options at far less cost than the traditional tear-off and replacement cycle.

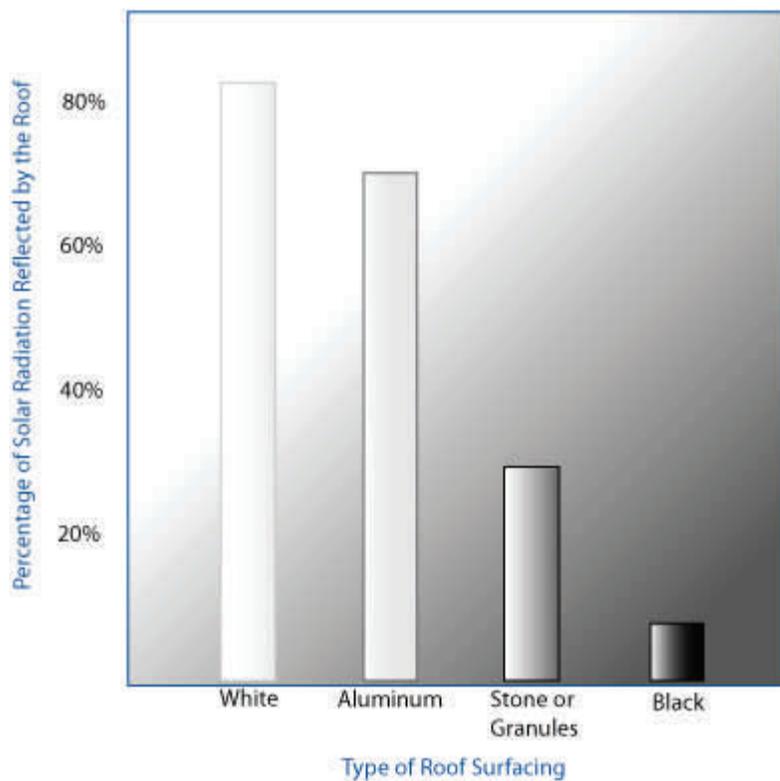


For information about our products please contact: Joe Murphy 312-953-3478

RELATIVE ROOF SURFACE TEMPERATURES



TYPICAL SOLAR REFLECTIVITY



For information about our products please contact: Joe Murphy 312-953-3478