

A wide-angle photograph of a large, flat roof under restoration. The roof is covered in a bright white reflective coating. Several HVAC units are visible, some on concrete pads and others being worked on. A "Wendy's" sign is visible in the background under a clear blue sky.

# ROOF RESTORATION



## Did you know that about half of the energy usage in your building correlates with your HVAC system?

As we approach this hot summer season, you may be thinking about servicing or replacing your rooftop-mounted HVAC units, but you shouldn't have to replace your entire roof, as well! Let's face it, just replacing the existing HVAC units is a major undertaking! Add to that the undeniable roof repairs that will follow, and it can quickly become a very costly, nightmare scenario!

One of the best ways to remain cost-effective with your HVAC units (and by proxy, your roof system) is by selecting a cool roof restoration! When roofs have no coating, they can spike up to 150+ degrees Fahrenheit in the summer! That heat then transfers (radiates) into your building - both through the roof, and from the air intake at the HVAC unit. Each HVAC unit uses a great deal of energy to cool that hot 150+ degree air to a more comfortable (70-72 degrees) inside temperature! A cool, white reflective coating stays within 10 degrees of the outside ambient air temperature... this translates into significant energy savings - especially when considering multiple HVAC units, and how hard they may have to work!



# ROOF RESTORATION



## Did you know that by restoring and maintaining your roofs with white reflective coatings, you may be able to cut your peak energy expenditures by as much as 50%?

It's true! Over more than a decade, several studies, both experimental and numerical, have shown that COOL ROOFS can reduce air-conditioning energy use (ACEU) by up to 50% depending on the location, climate, building type, and thermal integrity of the building envelope. In addition, COOL ROOF credits are offered in sustainable building programs such as the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) - Credit: [www.energy.gov](http://www.energy.gov)



## Did you know that roof restoration will complement your HVAC investment effort, and that you can immediately expense the entire cost?

The expanded Section 179 of the US Tax Code offers eligible participants the ability to immediately expense improvements made to a building's roofs, heating, ventilation, and air-conditioning! Here's how North American Roofing's Restorations work for you:

- Little to no disruption to your business!
- No tear to involved!
- Works in tandem with energy-efficient HVAC units (cooler air on the roof, cooler air at the intake)
- As much as 50% energy savings when restoring your roof with a white reflective liquid-applied roof restoration system!
- Easy to service and make repairs!
- No harsh chemicals or fumes
- A fraction of the cost as compared to a full re-roof
- Full, same year tax write off
- Fully sustainable roofing materials!
- Additional rebates and incentives may be available through your utility company!
- Up to 25-year labor and material warranties available!



For more information on how Section 179 can help you expense your building's HVAC / Roof- Restoration investment dollars, reach out to North American Roofing today!



### ABOUT NORTH AMERICAN ROOFING

As a trusted industrial commercial roofing contractor, our primary focus is to build on our relationship by anticipating your roof's needs, not the next sale. By standing on a foundation built on integrity through exceptional engineering and customer service, we hope to earn your trust today and into the future. We have been providing commercial roofing with integrity since 1979!

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