



Reflective Roof Coatings
I N S T I T U T E

Reflective Roof Coatings Institute

EPA Energy Star/Heat Island

Conference Call

April 11, 2011



RRCI Mission

- Nationwide membership dedicated to promoting the benefits of reflective roof coatings in extending the life of roof systems while reducing energy consumption and demand for the building envelope.



Benefits of Reflective Roof Coatings

- Provide a protective barrier:
 - Protects the roof substrate from destructive UV
 - Reflects the IR light, which causes the roof to heat up
 - Provides water resistant barrier



Benefits of Reflective Roof Coatings

- Extended roof life
- Reduce landfill waste
- Reduce cooling energy consumption
- Reduce carbon footprint
- Reduce Urban Heat Island effect
 - Improves air quality
 - Improves human health



RRCI Vision

- To advance the best interests of the reflective roof coatings industry through education, industry meetings, papers and liaisons with allied roofing associations.
- To promote and influence the highest standards in product promotion, product education and product performance of reflective roof coatings to the roofing industry.



RRCI Vision

- To promote the development and research of data relating to performance and value of reflective roof coatings.
- To be recognized as an industry wide resource center of reflective roof coatings for the roofing industry.



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Questions?

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