

## ***Stop Letting Electric Bills Send You Through the Roof***

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Did you know that your roof has a substantial bearing on your electric cost? The use of electric efficient roofing materials can save you a substantial amount of cash. The advances in roofing materials is not often a topic of conversation. This is an area homeowners often overlook when shopping for a house or repairing a roof.

Estimations of savings are based on your climate. The widespread consensus of studies carried out vary from a 20% to 40% savings on electric cost. Can you imagine saving 40% on your electric cost? The changes required can be very simple and often pay for themselves within a few years.

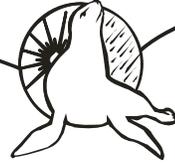
There are many variants that can affect the amount of savings you will achieve by implementing different colors and materials on your roof.

Remember the feeling last time you were outdoors on a warm sunny day wearing a black or dark blue wool shirt. Remember how warm the cloth was against your body? Try to imagine movies of people who live in very hot climates. Do you see light colors? It may seem profound to understand that part of the solution to a growing electric problem and high electric bills may be as simple as wearing a light colored cotton shirt and not a black wool shirt. The principle of implementing color and material to help in governing how our climate affects us is nothing new. This age old wisdom is now enhanced with new materials.

The use of reflective coatings on roofing materials such as metal, asphalt shingles, and even ceramic tiles is now obtainable to help advance the cooling efficiency of most roofs. The use of white titanium dioxide paint is also very effective. This can be painted on the current roof and not only cuts the expense of cooling by reflecting the sun's heat. The paint also may prolong the life of the roof up to 15 years based on its ability to counterbalance UV rays.

# *Energy Seal Coatings*

Acrylic Coatings for Roof and Wall Applications



The use of reflective paints and materials is not the only way to cut your electric bills. The use of vents may also help you save cash. Outdoor roof vents may be wind powered, solar powered or a static vent that works on thermodynamics. These are low cost solutions that help to aid in displacing the hot air in attics.

The best way to take advantage of this new technology and start saving money is to contact a local roofing company or roofing contractor that is familiar with your climate.