



ALL CUSTOM-BILT METALS PRODUCTS ARE COOL

Our full line of metal roof products are available with Cool reflective technology, including Standing Seam and Corrugated Roof and Wall Panels.



Standing Seam



Standing Seam



Standing Seam



Standing Seam

Please visit us online or call for more information.
www.CustomBiltMetals.com
800.826.7813



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COOL METAL ROOFING

SAVES ENERGY. SAVES MONEY. LASTS LONGER.



ENERGY EFFICIENT DESIGN HAS BECOME VERY COOL

COOL ROOFING CAN SAVE 20% ON ENERGY COSTS

Cool Roof by Custom-Bilt Metals reflects up to 70% of the sun's energy and reduces cooling costs by 20%.* Even roofs in darker colors can conserve energy and meet ENERGY STAR® requirements. There are a variety of metal roof types offered by Custom-Bilt Metals under the Cool Roof category, including Standing Seam, and Corrugated Panels. Each of them features our steel-bonded metallic coating with Cool technology. This highly durable system reflects more heat than virtually any other roofing material on the market.

Cool Roof also does more than save money, energy and reduce pollutants. Other benefits include:

OUR COOL METAL ROOF

Cool Roof reflects up to 70% of the sun's energy (25% to 71% SRV, depending on color).

Heat gain is dramatically minimized, resulting in reduced cooling costs.

Cool Roof has a greater ability to emit absorbed heat.

- **LONGER LIFE** Because heat is reflected, expansion and contraction is minimized, prolonging the life of the roof.
- **COLOR INTEGRITY** Cool Roof's colors are highly resistant to fading, chipping or cracking. All 28+ Cool Roof colors come with a 30-year warranty against fading.
- **GREATER SOLAR REFLECTANCE VALUE (SRV)** Cool Roof reflects from 25% to 71% of the sun's energy, compared to as little as 5% SRV with tile or composition.
- **THERMAL EMITTANCE (TE)** Unlike conventional roofs, Cool Roof emits heat from the surface more efficiently.
- **SOLAR REFLECTANCE INDEX (SRI)** SRI is a unit that incorporates both solar reflectance and thermal emittance in a single value to represent a material's temperature. Cool Roof meets the SRI criteria to earn LEED credits for both steep and low-slope roofs.

A major component of energy-efficient design, Cool Roof qualifies for a variety of sustainable building programs, allowing homeowners and builders to earn federal tax credits, as well as local and state incentives.

COOL ROOF IS BETTER FOR A STRUCTURE

- Saves on utility costs while keeping a structure more comfortable
- Long-lasting, and won't need to be replaced
- Lightweight, reducing strain on a structure's frame
- Fire, hail and wind-resistant
- Aesthetically pleasing with a variety of styles and colors

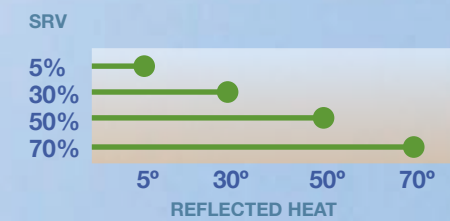
COOL ROOF IS BETTER FOR THE ENVIRONMENT

- Reduces CO2 emissions and other greenhouse gases
- Reduces energy demand
- Results in energy savings
- Meets LEED requirements for recycled content and is 100% recyclable

THE EFFECT OF SOLAR REFLECTANCE

Every percentage point of solar reflectance (SRV) approximately equals a 1° F decrease in a roof's surface temperature. As a result:

- A composition roof with 5% SRV would deflect 5° F of heat gain from solar radiation on the roof's surface.
- In comparison, a Custom-Bilt Metal Roof with 70% SRV would deflect heat gain of 70°F.



TILE AND COMPOSITION ROOF

As little as 5% of the sun's heat-producing energy is deflected. Heat is absorbed, requiring more energy to cool the house.

Traditional roofs are less able to emit heat gained through the roof.

* Oak Ridge National Laboratory (ORNL)