

You may have a **smart phone**, but do you have a **smart roof**?

Whether you're re-roofing your existing home or choosing a roofing material for new construction, it's important to know that there is a more durable and energy-efficient option than traditional shingles. Metal roofing can lower heating and cooling costs, is better for our environment, and can endure almost any kind of weather – allowing it to last up to 100 years.

While most temporary shingles seem the most economical, they may not be the best choice. According to the asphalt roofing industry, the average lifespan of traditional shingles is only 12-17 years. Composition shingles also soak up the sun's radiant heat and cause your air-conditioning unit to work harder. Wood shakes require regular maintenance because they are susceptible to mold and algae, leading to rotted decking and leaks. And heavy clay tiles can be dangerous in high winds and are prone to cause structural collapse in the event of earthquakes or interior fires.

What is Smart Roofing?

Stone coated metal roofing is the longest lasting and most durable roofing material on the market. It's made from extremely strong 26-gauge steel that's dipped in aluminum-zinc alloy, which protects it from corrosion. The metal shingles are covered with a UV-resistant acrylic binder, then coated with stone granules and an acrylic glaze, providing two layers of protection against weather erosion. Smart Roofing is warrantied for 50 years and has many other valuable benefits.

Durable and Non-Combustible: Steel shingles will not burn, break, peel or curl.

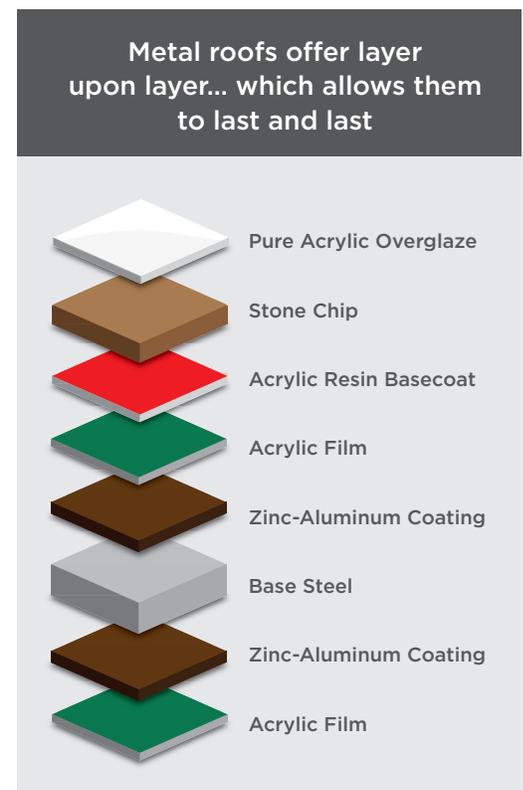
Lightweight: Stone coated steel roofs weigh half as much as typical composition shingle roofs, making them light enough for installation over most existing roofs.

Energy Saving: Installing over pre-existing roofing adds another layer of insulation, and since metal reflects the sun away from your home, your utility bills could decrease by up to 40%.

Weatherproof: Interlocking panels allow Smart Roofing to endure heavy snow, freezing temperatures, strong winds and hail.

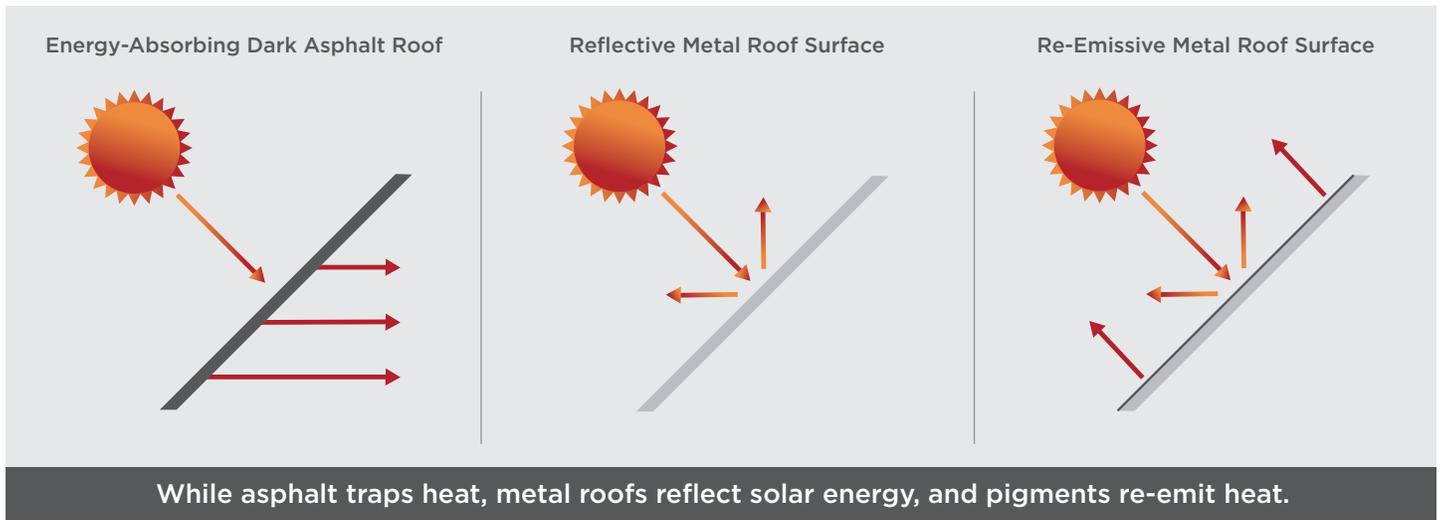
The manufacturer carries a warranty against 120 mph winds and Class 4 Impact Resistance on penetrating hail.

Fade and Slip Resistant: Stone coating resists UV penetration and fading, and provides solid gripping for safe access to your roof.



Energy Savings

According to Oak Ridge National Laboratory, about 30 percent of a home's energy is used for heating and cooling, and about half of that is due to heated or cooled air lost through the roof. While asphalt absorbs the sun's heat, metal reflects it away from the home, lowering the roof surface temperature by up to 100 degrees. This decreases the amount of heat transferred into the building, which helps reduce the amount of air conditioning needed and can reduce peak cooling demand by 10 to 15 percent.



As shown above, the basic, unpainted metal roof will reflect much of the solar radiation usually absorbed in your attic and home by an asphalt roof. But granular coated metal roofing systems not only reflect solar energy but also cool your home by re-emitting most of what solar radiation is absorbed. Where annual cooling loads dominate, a highly reflective and highly emissive granular-coated metal roof is optimal for reducing energy consumption and can actually re-emit up to 90% of absorbed solar radiation.

Weather

While most roofing systems fail because they dry out, become brittle, and crack due to sun and heat exposure, metal roofing systems will not. And despite the misconception that metal conducts electricity, metal roofing is not combustible, therefore it is not a risk in lightning storms. In fact, in the event of a fire inside your house, the low weight of metal roofing minimizes the possibility of roof cave-in as the structure weakens. This can help save your home and belongings since firefighters have a better opportunity to put out the fire.

Since Indiana is in the path of tornado alley, strong winds are a common concern for homeowners. But while tornadoes in this area produce winds of 100+ mph, Smart Roofs have interlocking panels that allow them to endure winds of 120 mph (equal to an F2 tornado).

Many people ask if metal roofs are more susceptible to hail damage, when the answer is just the opposite. The most widely-accepted test of hail-resistance is the Underwriters Lab (U.L.) 2218, a steel-ball drop test that simulates the effect of hail impact on roofing products. Metal roofs pass U.L. 2218 at Class IV, the highest rating. As a result, homeowners in Indiana may be eligible for discounts on their insurance premiums.

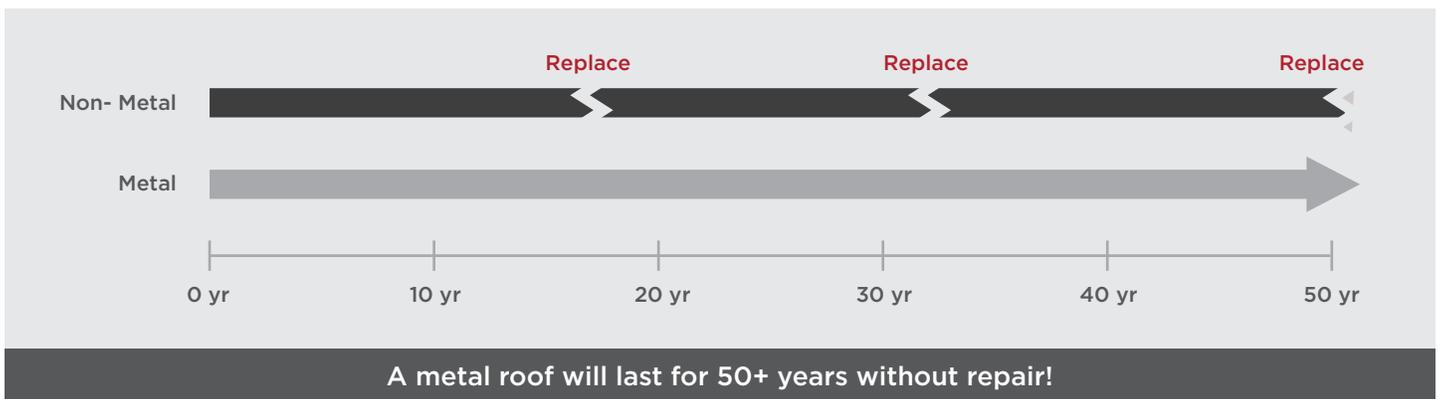


High Performance Interlocking Design

- Stone coated steel resists driving rain and snow
- Horizontal fastenings avoid “pull out” problem associated with wind uplift
- Individual panels interlock, withstanding wind pressure over 120 mph and 8.8 inches of rain per hour

Cost

The cost of a Smart Roof may seem more expensive up front, but consider that if you plan to stay in your home, you will most likely not have to put a new roof on again. Since asphalt roofing needs to be replaced two to four times as often as metal roofing, you would need to multiply not only the initial cost of asphalt roofing materials but also the cost of repairs and re-installation man hours to compare to the typical “once-a-lifetime” metal roofing installation.

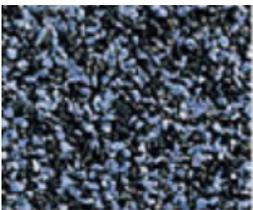


Because of its ability to handle high winds, forest fires and earthquakes, many companies offer reduced homeowners insurance rates for homes with metal roofs. Add in the savings on your heating and cooling bills, along with potential Energy Star federal tax credits, and you’ll find that a Smart Roof is the most economical investment for your home.

Style and Color

When you hear the word metal, you might picture a tin roof on an old barn. But manufacturers of Smart Roofing have created sheets of metal that look just like common roofing material such as asphalt shingle, clay tile, cedar shake or slate. And while early “cool” roofing products, those made to reflect the sun’s rays, needed to be white or very light colored, today’s technology allows for the pigments in a darker colored metal roof to reflect solar heat gain instead of absorbing it, achieving the benefits of a lighter colored roof.

Because of the various styles and multiple colors available, stone covered steel roofing is the ideal material for homeowners looking to beautify their homes.



Environmental Benefits

According to the National Association of Homebuilders Research Center, 20 billion pounds of asphalt shingles are dumped into U.S. landfills every year. But metal roofs are lightweight enough to install over existing asphalt shingles, helping to save valuable landfill space. And Smart Roofing is made from 30% recycled steel and is 100 percent recyclable when its useful life is over.

How Can I Find Out More?

The first step to putting a Smart Roof to work for your home is to call Honest Abe Roofing. We will meet with you promptly, take the proper measurements and discuss with you why a Smart Roof may be the last roof you will ever need.

Call Honest Abe Roofing at **800-ROOFPRO**.

Visit **Foreverroof.com** to find out more about the advantages of metal roofs.

