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Joseph David Roofing Newsletter

SUMMER

2014

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A Note From Joe



Hello Everyone,

Welcome to the dog days of summer! One popular solution to combat the heat is to upgrade your roof to reflect the sunlight, which lowers the temperature of your building.

We have a short article on the benefits and ease of installing cool roofing, something many of our customers have been embracing over the last decade. We have many more roofing solutions on our website, so we hope you'll take a look around and give us a call with any questions or comments!

Thanks,
Joe David

Hello!


Welcome to the Summer edition of our quarterly newsletter! I hope you found some useful information in our previous issues. As always, you can revisit them on our [recently revamped website](#). Below you'll find the latest updates from Joseph David Roofing!

Cool Roofing Solutions for the Summertime Heat



White Roofs Keep Buildings Cooler

Eco-friendly roofing materials are not a fad. White, or reflective, roofs have been in use for the past 20 years. Commonly referred to as "cool roofing", they have been designed to reflect more sunlight and absorb less heat than a standard roof. Cool roofs can be made of a highly reflective type of paint, a sheet covering, or reflective tiles

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or shingles. It has become a LEED (Leadership in Energy and Environmental Design) standard of the U.S. Green Building Council, and has been mandated by government officials in Chicago, New York, Seattle and Philadelphia. Cool roofing also includes garden roofs, which absorb heat through soil and keep the surface cool with rainwater and vegetation. Metal roofing is also good for the environment and better at regulating temperature than tar or asphalt roofs.

It's becoming well-known that along with dark pavement and disappearing vegetation, dark roofing is a major contributor to the "urban heat island" effect, which is the tendency of urban areas to reach temperatures about 5 degrees higher than outlying rural areas. In addition to discomfort and even danger for people who live and work in overheated buildings, the owners of hot buildings also face escalating energy costs, potential energy shortages, and accelerated aging of building structures.

In response to this problem, a number of programs have been initiated throughout the country. Installing a white reflective roof membrane can help reduce those energy uses and costs. In addition, many cities and all 50 states have mandated cool roofing at some level, and offer tax rebates or other incentives to promote the use of cool roofing to building owners.

As temperatures and energy costs continue to rise, it may be worthwhile to consider a cool roof.

Check Out a Recent Project!



Hackettstown Hyundai

We recently replaced the leaky roof on the Hackettstown Hyundai Showroom. Previously a diner, the roof had four abandoned HVAC units and restaurant-specific duct work that

was no longer in use or necessary. With all those penetrations, the roof leaked from one end of the building to the other.

We first removed the old units and duct work. There were too many opportunities for water to get in. We left the old roof system in place, which saved the cost and waste of tear-off. We covered the roof with a new Versico 115 Mil Fleece TPO Membrane Roof system. The underside of the membrane is lined with a soft and warm fleece, adding thickness and insulation to the roof. This membrane eliminates the use of a separate layer of insulation and saves the customer money.

Leaving the original roof in place and using TPO with fleece backing reduced the cost significantly without compromising quality. The roof will be sealed and leak-free for years to come.

Referral Rewards

For every referral you send our way that becomes a client, you will receive a \$100 Gift Card:

Get a Gift Card To The Store Of Your Choice: Home Depot, Target, Or Starbucks!

By referring your family, friends & neighbors, you've helped our business grow. Offering these special rewards is our way of saying, "Thank you; you're the best!"

Without you, we couldn't do what we do. To take advantage of our Referral Reward Program, just fill out the enclosed referral sheet and either fax or send it in. Or feel free to send us an email with the same information. That's all there is to it!

If you use this form, we will be able to make sure you get credit for all of your referrals when they become clients. If you have any questions, just give us a call at (908) 925-0007!

Name: _____ Phone#: _____

Referrals: If you run out of room, please feel free to use a separate sheet of paper.

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Phone _____

Thanks for taking the time to read our newsletter!

Sincerely,

Samantha Watson
Joseph David Roofing

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