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Joseph David Roofing Newsletter

Fall

2011

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Hello,

Welcome to the second edition of our quarterly newsletter! I hope you found some useful information in our Summer Issue, a copy of which is available on [our website](#). In this issue, you'll find additional tips and the latest updates from Joseph David Roofing, Co.!

A Note From Joe



Hello, everyone. I hope you all had a relaxing summer and are ready to start this hectic time of year. Fall is always busy for roofers, but it seems an especially exciting time for the roofing industry in general. There are

Green Roofs



so many ways to make your commercial building more efficient and better for the environment.

Reflective, naturally cooler white roofing is our most popular installation. The solar industry is exploding, especially here in New Jersey (check out some information below). Garden roofs are another popular way building owners are combatting rising energy costs (read our article to the right). As you can see, there continue to be exciting innovations in the world of roofing. We hope you'll enjoy learning a little more about each of them and if you have any questions on starting a project for your building, you'll know who to call.

Thanks,
Joe

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Urban Green Roofs in Toronto From Above

You've probably heard some of the innovative ways people are combatting high energy costs in their homes and businesses. One popular method is installing solar panels on roofs, which helps alleviate electricity costs.

Another method gaining popularity is to install green (garden) roofs. A green roof is a roof of a building that is partially or completely covered with live vegetation, such as grass and plants. Also known as "living roofs", green roofs serve several purposes for a building, such as absorbing rainwater, providing insulation, creating a habitat for wildlife, and helping to lower urban air temperatures and combat the heat island effect.

Green roofs clearly benefit the environment, but what about commercial property owners considering installing them for their businesses? Green roofs can extend the life of a roof and also reduce heating and cooling costs, since the garden above is, at minimum, an additional layer of cooling insulation. Still, they are at least 40% more expensive to install, at least for now.

As green roofs gain in popularity, the materials will become cheaper to produce and more widely available. Cities like Chicago, San Francisco, and more recently, New York have begun installing green roofs on municipal buildings and encouraging local retailers to do the same. As the network of green roofs continues to grow, the benefits increase exponentially.

Check Out A Recent Project!

Quick Links...

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Drew Memorial
16 Inman Avenue Colonia, NJ

The original roof sloped to the back and held water, which continually damaged the roof. We removed the existing layers and changed the slope using tapered insulation. It now pitches downward in 4 directions, allowing no water to pool on the roof. Lastly, we installed a new 60 MIL Fully adhered TPO roof system.

Get Credit For Your Solar Projects

New Jersey is the fastest growing market for solar photovoltaics, or solar panels, in the United States and second only to California in terms of installations and installed capacity. Much of this success is due to New Jersey's Solar Financing Model, which relies on high renewable energy standards and the use of Solar Renewable Energy Certificates (SRECs).



SRECs are credits earned by the owners of buildings that produce enough energy to reduce their reliance on public utilities. Utilizing solar energy reduces the individual's electricity costs and pays dividends through SRECs that eventually recoup the initial cost of installing solar panels to the roof. By incentivizing the use of

renewable energy sources, the state and federal government hope to inspire more businesses to get involved. The higher the demand for SRECs, the more valuable they are. More than 11,000 solar projects in NJ have been completed since 2001, largely due to the SREC incentive program.

[The NJ Clean Energy Site](#) offers lots of useful information for home and business owners who'd like to be involved. It's a great time to invest in solar energy if you're a New Jersey resident.

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.

Name _____
Address _____
City State Zip _____
Phone _____

Thanks for taking the time to read through our newsletter! We love to hear from our customers, so don't hesitate to drop us a line if you have any questions or comments!

Sincerely,

Samantha Watson
Joseph David Roofing

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