

Taking the first step

This may be a lot of information to grasp, so if you are feeling overwhelmed don't hesitate to ask professionals for help. However, the most important first step is simply to start thinking green. Keep asking your builder, gardener, architect, salesperson, and most importantly yourself:

Is it energy and resource efficient?

Is it healthy for my family and the environment?

What is it made from?

And if you need help or want to stay informed of green building events:



Ask An Expert

The Ask An Expert hotline provides customized responses to a variety of green building questions for building professionals and the general public. Submit your question on the web by filling out the form found at www.BuildItGreen.org

or call the hotline at 1-888-40-GREEN. The www.BuildItGreen.org website has a database on where to buy green building products and provides a lot of specific technical information.

ASK AN EXPERT
1-888-40-GREEN
www.BuildItGreen.org

| Type | What to look for | What's good or bad |
|---|---|---|
| Asphalt shingle | Recycled content, long lasting – 40 year | Not as long lasting as other types, hard to recycle, least expensive |
| Clay tile | Make sure your roof framing is designed for the heavier weighted material | Made from abundantly available, inert material – clay |
| Fiber-cement | Make sure your roof can support this weight | Newer product with 50 year warranty, made with cement which is polluting in the manufacturing process |
| Metal | Recycled content | Extremely long lasting, great for rainwater catchment systems |
| Slate | Lightest color available. Make sure your roof can support this weight | Extremely long lasting, tiles can be salvaged |
| Rubber tiles (looks like slate) | Recycled content, lightest color available | Light weight |
| Built-up asphalt roof or membrane roof (for flat or shallow pitched roof) | Light, reflective top surface | Will last longer because it does not expand and contract as much |



RecycleWorks
GREEN BUILDING

A PROGRAM OF SAN MATEO COUNTY

www.RecycleWorks.org

1-888-442-2666

info@RecycleWorks.org

METRO'S COMMITMENT TO THE ENVIRONMENT...

RECYCLED MATERIALS

Metro is made from AZ-50 'Galvalume'® steel, the most recycled product on the planet!

– Source AISI Website www.steel.org



STONE COATING

Natural, granite stone is ground to Metro's unique 18-grade size to provide a tight coating matrix for long-life and durability.

RAIN WATER COLLECTION

Rain water collection from a Metro roof, is within the World Health Organizations' toxicity limits for drinking water quality.

ENERGY STAR RATING

Summer of 2007, Metro will launch 'Energy Star' qualifying colors for reflectivity that help reduce the energy needed to cool your home.

ABOVE DECK VENTILATION

Oak Ridge National Laboratory (ORNL) 12-month study on the effects of high-IR pigments vs. metal roofs installed with an airspace. Results were dramatic and proved an airspace above the roof deck and beneath the roof provides exceptional energy savings equal to or greater than installing a highly reflective pigmented roof.

– The complete 54-pg report is available for download from Metro's website www.smartroofs.com. (Architect Button – Industry Bulletins)

TESTING CREDENTIALS

ICC Evaluation Report 5218

UL 'Listed' R19204

UL Class-4 Impact Rating

FLORIDA State Approval # FL-698 & FL-6710 – Approved

DADE Co. FL N.O.A. # 06-0911.05



Smart Roofs for Smart People™

3093 Industry Street, Oceanside CA 92054

(866) METRO-4U

(638-7648)

www.metroroofs.com

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GREEN THINKING STARTS AT THE TOP.



Every Metro profile is manufactured using the planet's most recycled material... *steel!* Metro's AZ-50 *Galvalume® steel is a long-life, proven product that is the construction industry's top choice for corrosion resistant steel building products. With a Metro roof over head your home can rest easy, being protected by a heart of steel covered with attractive stone granules that are Fire, Wind and Hail-Impact resistant for years to come.

CHOOSE A METRO STEEL ROOF.
YOUR HOME AND THE ENVIRONMENT
WILL BE GLAD YOU DID.



Smart Roofs for Smart People™
3093 Industry Street, Oceanside CA 92054

(866) METRO-4U
(638-7648)

www.metroroofs.com



Rising Energy Cost

As our demand for energy increases, prices continue to soar. White thermoplastic membranes reduce the load placed on roof mounted HVAC units and minimize thermo-transmission, dramatically reducing your energy consumption.

"American families and businesses spend 700 billion each year on energy bills, about the same as education."

-EPA 2002 Annual report

Increased Demand For Green Space

Developers are looking to make the most of their property. By adding garden top roofs these developers can maximize their properties potential. Thermoplastics easily incorporate the use of garden roofs that increase storm water retention, provide insulation, add sound barrier and add needed green spaces.

"Cut back on water run off, improve air quality, and cool cities in the summer time."

-Collin Chaney director of Earth Pledge, NPR address

Increased Liability

The roofing industry has experienced astronomical increases in liability insurance. That is because over half of construction litigation cases include roofing. Thermoplastic roofing systems do not require the use of hot tar kettles or open flames. Furthermore, thermoplastic systems are cleaner, safer and do not emit any fumes.

"Insurance problems easily hit the top of the chart."

-Mike Russo, RSI magazine

Rising Cost of Steel

More of the world is demanding steel for construction. This demand is creating shortages and causing the prices to escalate. These increases lead to lightweight roofing assemblies such as thermoplastics that radically reduce substrate loads and require less expensive metal substrates.

"U.S. steel prices continue to rise with such frequency that suppliers can't predict them from week to week."

-Paul Glader / The Wall Street Journal

Shrinking Labor Pool

Skilled labor is in demand. Contractors understand the labor saving component of installing thermoplastic roofing systems. These systems often require 30% less laborers which translates into more competitive operations.

"Six million jobs will go unfilled in 2010."

-FMI Management Consulting for the Construction Industry

Complex and Unique Structure Design

The city skyline is changing and so are the roofing products being installed on these dynamic buildings. Thermoplastics can be easily colored for aesthetics and can be installed on a multitude of complex substrate designs.