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New Bulletin Offers Guidelines for High R Roof

Significant Opportunity to Increase Efficiency and Save Money in Re-Roofing – \$2 Billion in Annual Energy Savings if Existing Flat Roofs Upgraded

Bethesda, MD November 2, 2009 –The Polyisocyanurate Insulation Manufacturers Association has issued a new technical bulletin, "The High R Roof: Guidelines for Energy-Efficient Roofing and Re-Roofing."

The bulletin defines a High R Roof as a roof that provides a level of thermal resistance, or R-value, higher than current minimum building code standards and practices require – most high performance building guidelines suggest the level should be up to 50% above the minimum required values.

The bulletin notes that a good benchmark for determining the exact level of insulation needed is provided for federal buildings by Executive Order 13423, which sets this high performance target at a minimum 30% improvement in energy efficiency by 2015. Reaching this goal will require much more than switching off lights and turning down thermostat, it will require investment in energy-efficient technologies such as insulation.

One of the most significant opportunities to increase building energy efficiency lies within the commercial roofing sector, where over 50 billion square feet of flat roofs are currently available for retrofit, four billion of which are retrofit each year. If the insulation levels in these commercial roofs are upgraded from their current R-value to the high performance levels embodied in a High R Roof, annual energy savings would exceed \$2 billion.

"One of the best and simplest ways to achieve a high degree of energy efficiency is by increasing the levels of insulation on the roof," said Jared Blum, President PIMA. "There is a tremendous opportunity to significantly accelerate efficiency and save money in the retrofit market. Insulation, through its consistent and persistent performance, remains one of the most important components in a reroofing project when it comes to reducing energy costs and carbon footprint."

For more information on this bulletin, please visit the PIMA website at www.polyiso.org.

About PIMA

For over 20 years, the Polyisocyanurate Insulation Manufacturers Association (PIMA) has served as the unified voice of the rigid polyiso industry proactively advocating for safe, cost-effective, sustainable and energy efficient construction. PIMA's members, who first came together in 1987, include a synergistic partnership of polyiso manufacturers and industry suppliers. Polyiso is one of the Nation's most widely used and cost-effective insulation products available.