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# Metal Roofing: The Green Choice





# What is Building Green?

There's a lot of talk out there these days about green building. But what does it all mean?

Building "green" means creating structures that are environmentally responsible and resource-efficient throughout a building's life-cycle: from site-selection to design, construction, operation, maintenance, renovation and deconstruction.

A metal roofing system from AMS saves money. It's economical to install, extremely energy-efficient and lasts 3 to 4 times longer than conventional flat roofs. That's why "green" is defining what the future looks like in cities and towns around the world - and that's why we are an authorized Architectural Metal Systems Roofer

And the best way to a green roof is to build or replace an existing roof with metal. Why?

**Recyclability.** Steel is the most recycled material on the planet. Recycled steel reduces mining waste by 97%, air pollution by 86% and water pollution by 76%. Metal roofs are 100% recyclable, while old roofing materials must be disposed of in landfills. Most metal roofs have recycled content ranging from 25% to 95%. Conventional roofing products have much shorter lives and generally use oil-based products as their primary raw material.

**Affordability.** Due largely to their energy efficiency, "green" metal buildings cost less to own month-to-month.

**Durability.** Steel roofing panels have a longer life cycle than traditional roofing materials. Metal roofs are constructed to last, even in the roughest of environments and metal roofing systems require less maintenance than those built with other materials. Based on current studies by the National Roofing Contractors Association, Construction Specifications Institute and major suppliers, Metal Roofs average life cycles are 40 to 50 years, eliminating the need for replacement roofing every 8-15 years.

**Peace of mind.** Leadership in Energy and Environmental Design (LEED) is an internationally recognized green building certification system, providing third-party verification that a building was designed and built for energy savings, water efficiency, improved indoor environmental quality, and environmental sustainability. Depending upon roof slope and color, AMS roof panels may qualify for one LEED point under the SS Credit 7.2 for the Heat Island Effect.

Just as important is ISO 14001 certification, a standard that verifies that a building company continually reduces its environmental footprint by decreasing its pollution and waste. As an ISO 14001 certified supplier, Architectural Metal Systems is dedicated to protecting our environment and reducing waste while helping you improve your environmental performance. AMS Roof Panels are also ENERGY STAR approved.

**Smart investment.** When life cycle costs - the initial cost, maintenance, thermal loss - are factored into the overall value of a roof, metal standing seam roofs are proven to be the most economical investment. The metal standing seam roof can last an average 3-4 times longer than a conventional roof.

**The cool factor.** Building green with metal isn't just hip. It's cool. That's because the most advanced metal roofing panels come with "cool" coatings that reflect more of the sun's rays to produce cooler indoor temperatures. These coatings also offer superior durability and fade resistance while making your building infinitely more attractive.

While non-cool materials absorb the sun's rays and generate heat, "cool" resins reflect them, keeping the paint coating itself cooler. Our cool-scape™ panels can help lower your building's energy costs while extending its life. Cool-scape™ consists of PVDF resin, acrylic resin and pigments, producing the longest lasting system on the market. It is transparent to ultraviolet light that breaks down other coating systems.

If you're ready to go green with your next roofing project, new or retrofit, give us a call. And we'll show you how building green is good, but building green with metal is even better.

BUILDER LOGO & CONTACT INFO  
[www.websiteaddress.com](http://www.websiteaddress.com)

