White Roofs Catch on As Energy Cost Cutters

Our attention is drawn to the topic of energy conservation, particularly in relation to buildings and cooling costs. The article discusses the benefits of using reflective roofs, which can help reduce air conditioning costs and contribute to a cooler planet. The author mentions the work of scientists and the potential for tax credits and other incentives to encourage the use of reflective roofs.

The physics behind cool roofs is explained, with a focus on how dark colors absorb more heat than light colors. The article highlights the success of reflective roofs in cities like Detroit and Minneapolis, where they have been shown to save energy and money. The text also notes the importance of considering climate when choosing the right color for a roof.

The article includes a quote from Samuel Donaldson, who notes that the push for reflective roofs is not new, as they have been used for centuries in hot climates. However, the idea has gained renewed interest due to the urgent need for energy conservation.

In summary, the article provides a compelling case for the use of reflective roofs as a practical and effective way to reduce energy costs and combat climate change.