

# HOW FLAT ROOFS KEEP YOUR BUILDING COOL, AND SUPPORT A SUSTAINABLE FUTURE



**HOT TOPIC**  
AUGUST 2025 ISSUE



When it comes to choosing the right roofing system for a commercial or industrial building, there's more to consider than just durability and cost.

A flat roof system, when installed and maintained properly, can significantly contribute to keeping your building cooler – and play a big role in your sustainability goals.



## What Makes a Roof “Cool” – and Why It Matters

Cool roofing and reflectivity have become essential factors in today's commercial roofing industry. The Duro-Last® Cool Zone® roofing system, installed by Alternative Roofing Systems, is leading the way, setting the standard for single-ply roof reflectivity and delivering real energy savings for building owners and operators.

But what do terms like sustainability and cool roofing actually mean? For building owners, facility managers, contractors, and architects, they go far beyond surface-level definitions. These concepts touch every stage of a roof's life cycle – from design and construction to maintenance, adaptive reuse, and even recycling. A sustainable roofing system must meet the growing demand for long-term environmental responsibility without compromising performance.

## The Five E's of High-Performance Sustainable Roofing

To be truly sustainable, a roofing system must deliver in five key areas. The Duro-Last Cool Zone® roofing system excels in each of these "Five E's":

- **Energy** – Highly reflective materials significantly reduce heat absorption and lower HVAC energy usage.
- **Environment** – Manufactured with minimal waste and designed for recyclability, helping reduce environmental impact.
- **Endurance** – Durable, weather-resistant, and built to last, even under extreme conditions.
- **Economics** – Offers long-term cost savings through reduced energy bills, maintenance, and extended service life.
- **Engineering** – Custom-fabricated for each project, ensuring precision installation, reduced seams, and improved performance.

## Reflective Roofing Materials Help Beat the Heat

Many flat roofing systems use reflective membranes, such as white and even light gray thermoplastic or PVC, that are designed to reflect sunlight rather than absorb it. This reduces the amount of heat transferred into your building, meaning your cooling systems don't have to work as hard. The result? Lower interior temperatures, especially during the summer months, and reduced energy bills.

At Alternative Roofing Systems, we specialize in the Duro-Last® system, which is known for its high solar reflectivity and thermal emittance. That means less heat enters your building, and more is released back into the atmosphere – a win-win for both comfort and efficiency.



## COST SAVINGS AND LONG-TERM VALUE

While upfront investment in reflective or sustainable flat roofing might be slightly higher than traditional materials, the long-term energy savings, tax incentives, and potential insurance discounts make it a smart financial decision over time.

[Ready to get started?](#) Contact us today to schedule your free roof inspection or consultation. Whether you're planning a new project or need expert maintenance, our team is here to help you protect what matters most—your property.

When you choose Duro-Last, you're not just choosing a product – you're choosing a system designed for long-term performance. Every part is made to work together. Every square foot is built with quality in mind, and every project is backed by industry-leading warranties.



**BUILT TO PROTECT  
DESIGNED TO LAST**



# HOW FLAT ROOFS KEEP YOUR BUILDING COOL, AND SUPPORT A SUSTAINABLE FUTURE



**HOT TOPIC**  
AUGUST 2025 ISSUE