

Dear Design Professional,

In the article "[Green Buildings that Make Sense](#)", published in the June 2015 issue of *Building Envelope Magazine*, the author explains that the white roof LEED point is for Urban Heat Island mitigation and does not take into account geographic climate or whether your building is even located in an urban setting.



*Black EPDM helps to reduce heating costs in northern climates, which are typically 3-5 times greater than air-conditioning costs.*

"What the current LEED program doesn't take into consideration is the heating penalty associated with using cool roofs in central and northern climates. Heating demand is typically 3-5 times greater than cooling demand in central and northern climates; therefore, cool roofs can contribute to higher overall energy consumption in these areas. Increased energy consumption leads to more CO2 emissions, which are known to be a major contributor to global warming."

Please feel free to use this article in discussions with your clients to explain why the white roof LEED point for heat island mitigation might not be in their best interest from an energy efficiency perspective or environmental efforts to conserve natural resources.

To learn more about energy efficient roofing systems, visit [www.versico.com](http://www.versico.com).

Sincerely,



Ronald L. Goodman  
EPDM Marketing Manager