

**Advanced Technology
With New Roofing Product**



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An introduction to roofing

More than just an aesthetic element of your home's exterior, your roof serves as your first line of defense in bad weather. They help keep your home properly protected from the elements and keep your family comfortable during the harshest seasons. Even the earliest civilizations understood the importance of building a good roof and continually improving it to accommodate the needs of the time. Modern home improvement specialists have more than primitive tools and trial-and-error gleaned knowledge at their hands, though. Our 21st century contractors have access to some of industry's biggest technological breakthroughs that have allowed them to craft the finest roofing products.

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The future of roofing processes

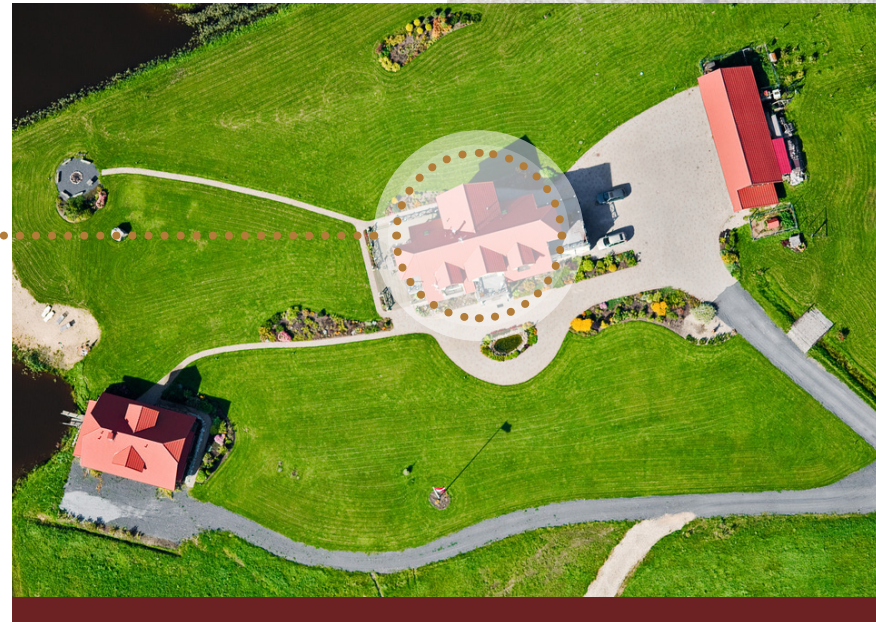
Not only have the materials used for roofing evolved, but the methods with which roofs are built have also improved. The introduction of robotic technology and the use of advanced equipment have allowed roofing contractors to speed up the building process.





LET'S BEGIN WITH THE PLANNING

STAGE. Most contractors have access to aerial imaging tools like Google Earth and other GPS-based programs. They can zoom in on the jobsite to get an accurate preliminary assessment before going out to a property for an inspection.



NEXT COMES THE LABOR. Roofing companies can utilize machines that are designed to tailor roofing materials that are customized for the job at hand. At the jobsite, workers will use modern tools to put the roof in place. These machines and technologies will reduce waste and the cost of labor, making a new custom roof more affordable for homeowners.





New roofing technologies

There are three main areas of focus regarding new roofing technologies:

1. Sustainability
2. Affordability
3. Eco-friendly





1. SUSTAINABILITY

A major area of concern for older roofing systems is sustainability. Materials like clay, metal, wood and asphalt aren't designed to weather extended periods of time, and it's difficult for the environment to keep up with production demands. Scientific breakthroughs have allowed contractors to utilize recycled materials, such as re-purposed metal and stone and paper snag, to reduce the strain put on the environment. Some people have even adopted the use of "living roofs," or basic 1-ply slant roofs that are covered in a type of vegetation, like moss or peat. These organic materials help insulate the interior of the home and regenerate on their own.





2. AFFORDABILITY

Both roofing industry professionals and customers are interested in ways to lower the cost. Roofing contractors want increased profit and customer satisfaction, while homeowners want the best roof possible for the best price. The integration of imaging software and robotic building equipment will cut costs on both the customer's and contractor's end.





3. ECO-FRIENDLY

The roofing industry of the past was criticized for being too wasteful and energy-inefficient. Thankfully, improvements made to machinery and materials have made the industry more environmentally friendly. Designers focus on creating materials that function better as insulators and will not harm the environment. For example, roofing materials have become more reflective to reduce the heat gain from sunlight, therefore outperforming the higher heat-absorbing properties of old roofing materials.





The future of the roofing industry is bright

Though roofing may not be an area of home renovation that most people get excited about, the industry is going through some fascinating progressions. Advancements in science and technology in conjunction with environmental studies have pushed roofing contractors to use materials that are more sustainable and use methods and machinery that are streamlined to optimize production. If you're considering a roof remodel on your own home, consult with a roofing expert to discuss implementing recycled or organic materials and new technologies to get a roof that meets modern stands.

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