

New copy for <https://www.conklin.com/content/products/rs/index.cfm>  
This is the roofing division overview page. It should have the name changed to <https://www.conklin.com/content/products/rs/roofing.cfm> or something that has keywords

### **Title**

Roofing materials for Energy star-certified cool roofs that conserve energy (75 characters)

Energy star-certified cool roofs lower operating costs and save the planet (74 characters)

Roof coatings that save energy and money, protect buildings from weather and fire (82 characters)

(233 characters)

### **Description**

Cost-effective, Energy Star-certified roof coatings from Conklin reduce operating and maintenance costs using environmentally friendly components. Score LEED points and save money on air conditioning. (199 characters)

## **(H1 headline) Reflective roof coatings help you save money AND the planet**

Concerned about energy management of the buildings you own or manage? You'll be interested to know that in a <link to online study>study by the Florida Solar Energy Center,<end link> Conklin®'s Benchmark® roof coating proved that white or light-colored roofs reduce cooling costs of commercial buildings. Cool roofs can lower roof temperatures by up to 40 percent, thus decreasing the amount of heat transferred from the roof into the building.

Conklin Foam Roofing Systems and Ply Roofing Systems have a layer of insulation that can also reduce interior heat loss in the winter. When combined with one of our light colored roof coatings, they conserve energy all year round. In fact, Conklin Roofing Systems are so cost-effective, many of our customers have enjoyed a complete return on investment in just 7 years.\*

### **(h2 subhead) Cool roofs help slow global warming**

#### **[Video of Steven Chu here](#)**

The Urban Heat Island effect occurs when a city is hotter than the surrounding rural areas due to dark surfaces, like roofs and roads that absorb heat from the sun, and less shading vegetation. Secretary of Energy Steven Chu recently stated that if all the world's roofs and roads were white or light-colored the overall effect on the environment would be equivalent to removing all cars for 11 years.

By replacing your old roof with a Conklin roof in white, light blue or tan, you can practice "green" property management while keeping operating costs down. (Add something here - ???)

## **(h2 subhead) Find a Conklin Roofing System Contractor**

Conklin Roofing Systems are installed by trained independent roofing contractors across the country. You can find one in your area using your zip code and the Building Products options on the [Find a Distributor](#) page. To see a list of distributors who have earned the Conklin Master Contractor status, click the “I’m looking for a roof quote” button before hitting the green button.

Frequency of keywords

Energy star -3

Reduce - 3

Lower -2

Heat, heating -2

Cool roofs - 4

Conserve energy -2

Operating costs -2

Roof coatings -4

Save the planet - 2

Roofing systems -4

Energy - 6