

Green Roof Service LLC presents:

September 19, 2013

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Green Roof Plant of the Month:



Brush up on your green roof plant knowledge with a new plant every month! Only on our Green Roof Plant Blog!



Reflective Surfaces are an Environmental Nightmare

Highly reflective surfaces aren't simply hard on the eyes, they have a significant environmental impact as well.



Sustainable Green Trends Workshop

Wednesday September 18th Jörg Breuning will be speaking at the Sustainable Green Trends Workshop in New York City.



Solar Gardens Made Easy

The Solar Garden Roof System is rapidly growing in popularity. Here at Green Roof Technology we are actively helping commercial, municipal and non-for-profit clients generate renewable energy and control stormwater for a cleaner tomorrow.



New Instant Green Roofs

Our favorite environmental expert and green roof research specialist Joe is up to his old tricks. Joe hit the PR circuit again this week releasing a full range of new roof greening products. Not satisfied with only offering a green roof in a can, Joe is now offering a full line of instant green roofs.

Reflective Surfaces: An Environmental Nightmare

A new building on London's skyline nicknamed the Walkie Talkie has been blamed for melted car parts due to the intense sunlight reflected from its glass exterior. In a broadcast for Sky-News (movie) one reporter proves that it is possible to fry an egg in the reflected sunlight. Developers say they are working to rectify the problem by coating the windows with a less reflective material. The skyscraper's magnifying glass effect will continue for the next few weeks until the sun's elevation in the sky changes.



The Walkie Talkie's concave shape was found to be channelling the sun's rays into a concentrated beam. Photograph: Amer Ghazzal/Demotix/Corbis

While white roofs are not typically curved and are less reflective than the glass clad skyscraper, the physics behind these surfaces are exactly the same. They both are designed to reflect a high amount of the sun light back to the atmosphere. And by doing so, the reflected sun light has a second chance of being captured by particles in the air, increasing atmospheric temperatures surrounding the buildings. Certainly London's Walkie Talkie skyscraper is an extreme example due to the unique shape of the building. However, it shows very clearly the physics of reflective surfaces, the damage they cause to the surrounding environment and a lot about the lack of common sense of architects, researchers and self-promoted experts.

With this last example, the discussion of high albedo building coverings (above Albedo 0,55) as being environmentally friendly should be at an end. Governments (e.g. EPA, LEED) should ban reflective surfaces on buildings immediately if they are serious with their environmental programs. Whether they were blinded by incomplete research, spoiled by the Dollars of manufacturers or simply think they can trick physics, it does not matter at this point.

Green Roof and Greens Walls (with low albedo) are the better and most advanced choice - naturally.

*Reflecting sun light from building reaches up to 192°F!
Good enough to fry eggs!*



*Recommended Reading:
Cool roofs, cool façades are not cool – never have been.*

Sustainable Green Trends Workshop



Monday morning, Jorg Breuning spoke at the Sustainable Green Trends Workshop at Holiday Inn Midtown, NYC.

Jorg, along with William Foley of Tremco Inc., presented a 4-hour lecture titled "Planning, Implementing, and Maintaining a Green Roof System for Sustainable Projects."

The presentation explored the many ways green roofs can help develop sustainable design solutions. Listeners learned how green roofs aid in stormwater management and the compelling reasons to design and implement green roofs in all types of construction environments. Practical advice, plant selection, the history, and proper detailing of a green roof were covered as well.

Solar Gardens Made Easy



Here at Green Roof Technology we are actively helping commercial, municipal and not-for-profit clients generate renewable energy and control stormwater for a cleaner tomorrow.

The Solar Garden Roof System is rapidly growing in popularity. The benefits of our combined solar and green roof system are unmatched. Additionally, the Solar Garden Roof System can be 50-60% less expensive than a 4" extensive green roof.

We provide a number of services for our clients. They include the following:

- Provide professional designs and engineering,
- Maintenance programs for your Solar Garden Roof,
- Secure 25 year Roof and Solar Warranties,
- Help secure commercial solar financing,
- Offer SREC brokerage,
- Perform leak detection,
- Assess roof membrane condition.
- Utilize local professional labor resources,

Call us today for a Free Estimate & Analysis:

Using satellite imagery, we analyze factors that affect your Solar Garden Roof design such as south-facing roof location, shaded areas and available roof space. We will also study your monthly energy usage and future energy plans so that we can create the best system for your needs.

Additionally, business owned PV systems are eligible for tax advantages, such as accelerated depreciation and a thirty percent Federal solar investment tax credit.

Call us today to see if a Solar Garden Roof System is right for your roof.

Joe's Paint Releases: New Instant Green Roofs!



Our favorite environmental expert and green roof research specialist Joe is up to his old tricks. Joe hit the PR circuit again this week releasing a full range of new roof greening products.

Not satisfied with only offering a green roof in a can, Joe is now offering a full line of instant green roofs. His new products include a highly reflective white paint for roofs and façades. The can comes with a pair of sun glasses and two cartons of greasy sunscreen (SPF 90) for an entire neighborhood.

The best green roof and green wall product is already successful on the markets: An artificial grass mat that can be rolled out. Joe has the fake grass in multiple colors to create Blue Roofs, Brown Roofs and Red Roofs. The good thing is, that after a season you can also fill-up the landfills with toxic waste and contributing your part to a healthy growth of the economy.



If you want to walk on grass without having a green roof we recommend the grass Flip-Flops. Retaining almost 100% sweat and you can't run-off.

We all love Joe here Green Roof Technology because he is constantly pushing the green roof industry and green technologies to new heights.

Orders and feedback: info@greenrooftechnology.com

Joe is very excited about the new product line and promises: "Next year we come up with an entire line of fake honeybees, polyethylene spiders and colorful plastic butterflies with remote control. Just before Christmas we will also see artificial flowers and Christmas trees (comes with a fake turkey)."

All fake grass products are tested under real conditions.

