

Green Roof Service LLC presents:

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Projects	Services	Modern Green Roof Technology	Living Architecture	Resources	About Us
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210 North Hickory Ave.
Bel Air, MD 21014
Ph: 443-345-1578



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Green Roof Technology Announces to become the Premier Supplier of Solar Green Roofs in America!

A press release was sent out on Thursday February 7th announcing the completion of an exclusivity agreement with German green roof manufacturer Optigreen.



Budget Cut for Green Roofs

Over the past few years the subsidies for green roofs have increased consistently. Cutting the cash incentives for green roofs by cutting budgets is a chance to prove capability and creativity. Thus the industry can move forward by increasing the long term sustainability of green roofs.



Green Roofs on the Move

Twenty years from now green roofs should be a fundamental part of all new buildings, as important as a basic feature like windows, doors, heating and cooling, water supply, etc. In the end it's all about reducing the footprint of a building. It is simply our responsibility to diminish the impact we have on the earth.



Storm Water Retention and Green Roofs

An impervious area of urban development prevents precipitation from infiltrating into the ground. Instead of soaking up the water, it redirects it to another area, picking up pollutants on the way. We can control the spreading of pollution with implementing green roofs in urban settings.



Sun-Root™ System Press Release

Today Green Roof Technology announces to become the Premier Supplier of Solar Green Roofs in America

BEL AIR, MD--(Marketwire - February 07, 2013) - Green Roof Technology, a design and installation firm specializing in green (vegetated) roofs, announced today the completion of an exclusivity agreement with German green roof manufacturer Optigreen. Per the agreement, Green Roof Technology will become the exclusive North American supplier of the Sun-Root™ System.

The Sun-Root™ System is being hailed as the latest achievement in sustainable technology. The Sun-Root™ creates the first ever fully integrated Solar + Green Roof combination. The weight of the green roof holds the entire system in place, negating the need to drill into the roof membrane to support the solar panels. The cooling effect from the vegetation dramatically increases the efficiency and output from the solar panels.

“Partnering with the largest green roof supplier in the world is an outstanding accomplishment for our firm,” states Jorg Breuning, founder of Green Roof Technology. “The North American market leans heavily on Germany for new and innovative green roof products and this agreement supports our vision to supply the market with high quality products at a competitive price.”

For more information about this system and to see a short video of how it all comes together, please visit our website at:

[Http://www.greenrooftechnology.com/solar-green-roof](http://www.greenrooftechnology.com/solar-green-roof).



Budget Cut for Green Roofs

There is now enough evidence to believe that the American economy is starting to recover. However, ongoing clashes over taxes and spending threaten to delay or derail recent improvements. Comparing to State Governments, most Counties, Cities or Townships do not have the luxury of drawn out debates. They are short on money and have to make decisions and/or cuts quickly.

Over the last few years the subsidies for green roofs have increased consistently and there is hardly anybody who knows exactly how much cash or monetary value you can get in any certain area. The cash cow with the name 'Green Incentives' is present. Big corporations hire people simply to source these cash incentives and focus on these areas with their Armada of sale forces simply because the profit margins are higher in these places (milking). For these companies it is almost like an additional return on their paid taxes- if they paid taxes at all.

Trade associations typically operate the same way and support this domino effect for more subsidiaries in the green roof industry. They are mainly financed by large corporations that are lobbying generously in both fields and utilize them to increase incentives and cash subsidies at the Federal, State, County, or City level. For outsiders it can be seen as a closed loop system of slush funds.

To reduce competition in the green roof business, the big dudes also support Non-Profits to compete against smaller green roof companies for smaller jobs. They often do that under the guise of the Good-Samaritan to create awareness and jobs for the unemployed young generation.

However, all of these hardworking and well educated smaller companies are the source of innovations, inventions, increase of efficiency and the guarantor of quality. They are the specialists that deliver to the client what they promised, they developed experiences over years that can't be taught in a seminar and they relatively pay the most taxes.

Cutting the cash incentives for green roofs by cutting budgets is their chance to prove their capability and creativity. They would be able to move the industry forward by increasing the long term sustainability of green roofs and the industry by offering precisely what the client wants and to develop cost reductions without compromise.

The green roof industry is old enough to walk alone without breast feeding, although not old enough that it can survive entirely on its own. Many Cities in the USA and around the world have shown that indirect incentives for green roofs (tax breaks, faster permitting, reducing stormwater fees, depreciation write-offs etc.) are much less costly and more effective. Utilizing the saved budget money for educating a new generation, entire green infrastructure industry is more sustainable for the decades to come. Budget cuts of cash incentives are the right direction for our industry.



Green Roofs on the Move

Well before modern green roof technology started in Germany in the 1970s, I was already collecting Sedums in the Alps. As a kid I liked the little 'fir trees' because I was able to carry them home in my stuffed Lederhosen pockets and miraculously they would survive, even after a 4-5 hours hike. Forty years later, there is still one surviving 'fir tree' growing out of a terra cotta pot at my Mom's house. The last time it was repotted was more than 20 years ago.

When I was a teenager, Professor Hans Luz, a Landscape Architect from Stuttgart, Germany, was pioneering the implementation of green roofs on buildings and parking structures. A visionary, Luz recognized green roofs' stormwater retention potential and their overall ability to reduce the environmental footprint of any building. From there green roofs went viral, spreading throughout Germany and Europe. It was not long before cities began realizing the relief green roof provided to their overloaded combined sewer systems.

By the nineties green roofs had spread all over Europe. Pockets of green roof believers had developed in cities across Europe. But modern green roof technology was struggling to spread beyond the borders of the EU.

During the nineties I frequently vacationed to the United States, notably the Southwest. Even while on vacation one part of my mind was always considering how green roofs could be introduced to the States. I desperately tried to make presentation about green roof in the USA but associations like International Erosion Control Association were never interested. I talked to many American landscape companies during my vacations, but they simply thought I was crazy.

In 1999 Chicago's Mayor Delay visited Germany and saw a green roof for the first time and decided he wanted this technology on his City Hall. Almost 30 years after green roof technologies were first developed in Germany the time was finally right for the United States. I am proud that I brought green roof technology to this project in Chicago.

Twenty years from now I believe green roofs will be a fundamental part of all new buildings, as important a basic building feature as windows, doors, heating and cooling, water supply, etc. In the end it is all about reducing the footprint of a building and putting on top of a building what was once on the ground – this is just common sense.

In my opinion it is simply our responsibility that we have to diminish our impact into nature. We can do it in many ways, but green roofs seem the most efficient. The longer we wait the more of our current profit and wealth we have to sacrifice later.

Success also means Green Roofs must be done right the first time. There is no need to over engineering, use irrigation, strive desperately for LEED points, embellish the aesthetic design or embrace crazy environmentalists' ideas that want green roofs to save the entire world.

This reminds of another success story that started in Stuttgart, Germany when Gottlieb Daimler (Mercedes-Benz) invented the world's first car. His invention went around the globe in a very short time and is the basis of any functional economy. From the same place, green roofs are now starting to go around the world and will be the basis of any functional urban ecology.





Storm Water Retention and Green Roofs

Any impervious area of urban development prevents precipitation from infiltrating into the ground. Instead of soaking up the water, it redirects it to another area. By redirecting the stormwater into other areas, the run-off will accumulate elements that are on this impervious area and pollute the run-off water.

Over the last 5 decades multiple studies show that these pollutants have a measurable negative impact to the watersheds and ultimately the lakes, bays or oceans. Since humans are in direct or indirect contact with these bodies of water (through swimming, potable water, irrigation of land grown food, aquatic or seafood) these pollutants have great impact on our health and causes billions of dollars to be spent on health care. The majority of pollutants in our water sheds are caused by chemicals of farmland, substances from vehicles (antifreeze, oil rubber) or simple trash that is carelessly discarded. For example, in many areas people are advised to reduce the consumption of local fish to less than one time a week because this food source is too polluted. It is questionable whether vegetables from farms (including rooftop farms in polluted cities) or other meat from mass husbandry are a good alternative.

With smart stormwater best management practices (BMPs), pollution can be controlled effectively. It can't be diminished to a value that equals the natural environment previously - before the location was populated. Decreasing polluted stormwater run-off is a responsibility of everybody (not only the government) and it will pay-off by creating a livable environment for humans. If we don't make this investment and make it mandatory, our living quality will decrease and the value of our environment will drop over time. People will eventually move to healthier places, but these places are limited. We only have one earth.

Considering that an extensive green roofs with a 4 inch depth can retain 50% or more of the annual rainfall, they are the most efficient "direct on source" solution. If these extensive green roofs are engineered, installed and maintained properly, there is no pollution in the reduced, delayed or remaining run-off and for sure substantially less comparing to an impervious area on the ground. Comparing to other on-source stormwater BMP's (e.g. pervious pavements) the costs of extensive green roofs are minimal – although still an investment for the building owner. Green roofs can be perfectly combined with any other stormwater BMP what increases the efficiency.

Official numbers show that the imperviousness of residential properties is around 30% and commercial land at around 65%. The implementation of extensive green roofs on commercial properties is typically cheaper because the roof areas are bigger and easier accessible. Green roofs on large scale commercial buildings (warehouse belts around cities) will reduce the run-off dramatically and in addition will reduce the heat island effect by lowering the air temperature that is transported to the surrounded city.

If these commercial owners would choose integrated vegetation and solar (PV) systems, the costs of the green roof installation and maintenance could be off-set in less than 10 years and there would be no additional costs that increase the product of this company. Since this environmental step is an investment, these eco-conscious companies would also reduce their tax on profits in the short term. However, reducing short term profits doesn't seem popular in the current economic environment and as long as there is no eco-rating of these companies. In this case LEED is counterproductive.

Water is the number one source for life on earth and any on-source reduction of run-off from the production process of goods or impervious areas will increase the living conditions tremendously, avoid expensive battles for clean water, and allow the human population to grow healthy and protect the native environment.

