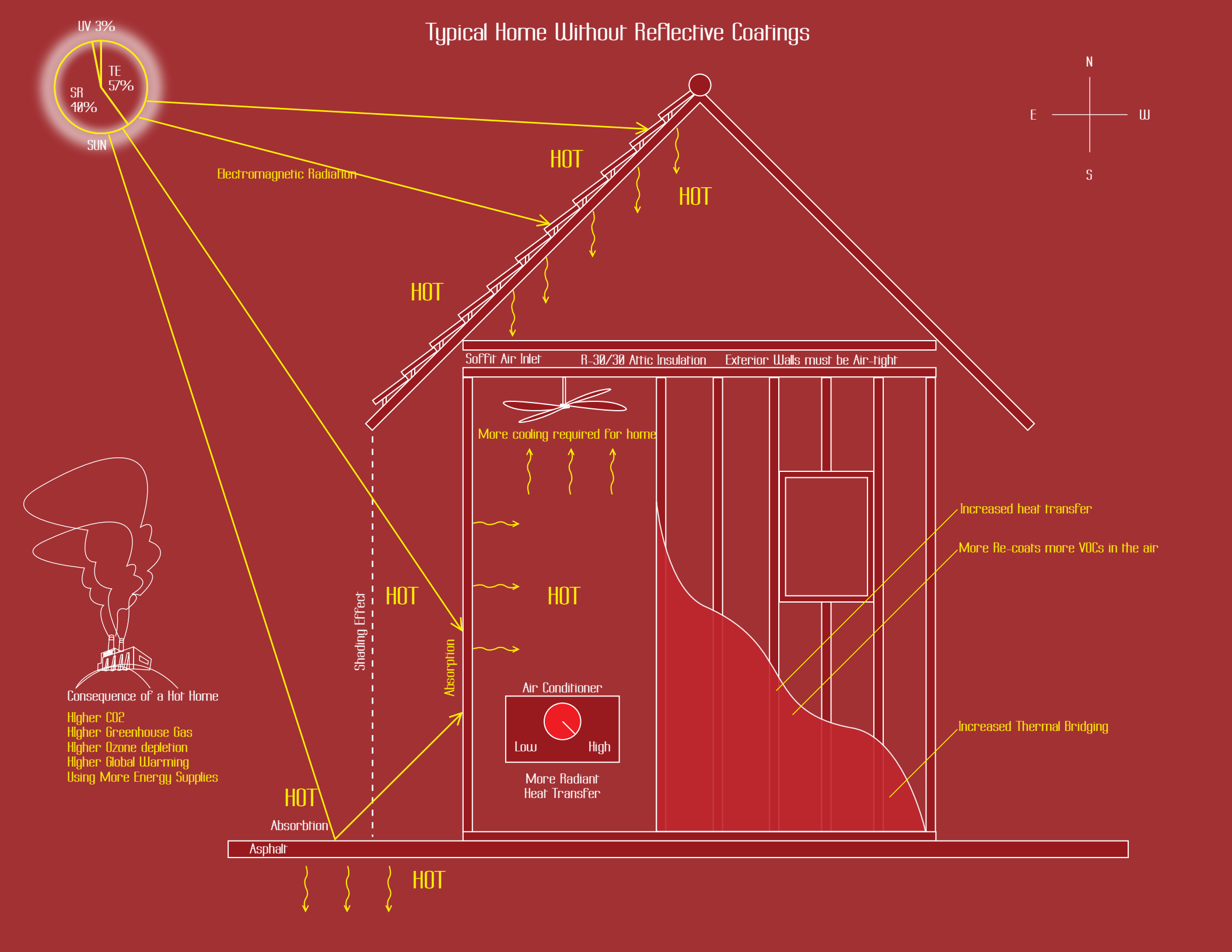
Typical Home Without Reflective Coatings
UV 3%
TE 57%
SR 40%
SUN
Electromagnetic Radiation
N
E
W
S
HOT
HOT
HOT
Soffit Air Inlet
R-30/30 Attic Insulation
Exterior Walls must be Air-tight
More cooling required for home
Increased heat transfer
More Re-coats more VOCs in the air
Increased Thermal Bridging
HOT
HOT
Shading Effect
Absorption
Air Conditioner
Low
High
More Radiant Heat Transfer
HOT
Absorbtion
Asphalt
HOT
Consequence of a Hot Home
Higher CO2
Higher Greenhouse Gas
Higher Ozone depletion
Higher Global Warming
Using More Energy Supplies