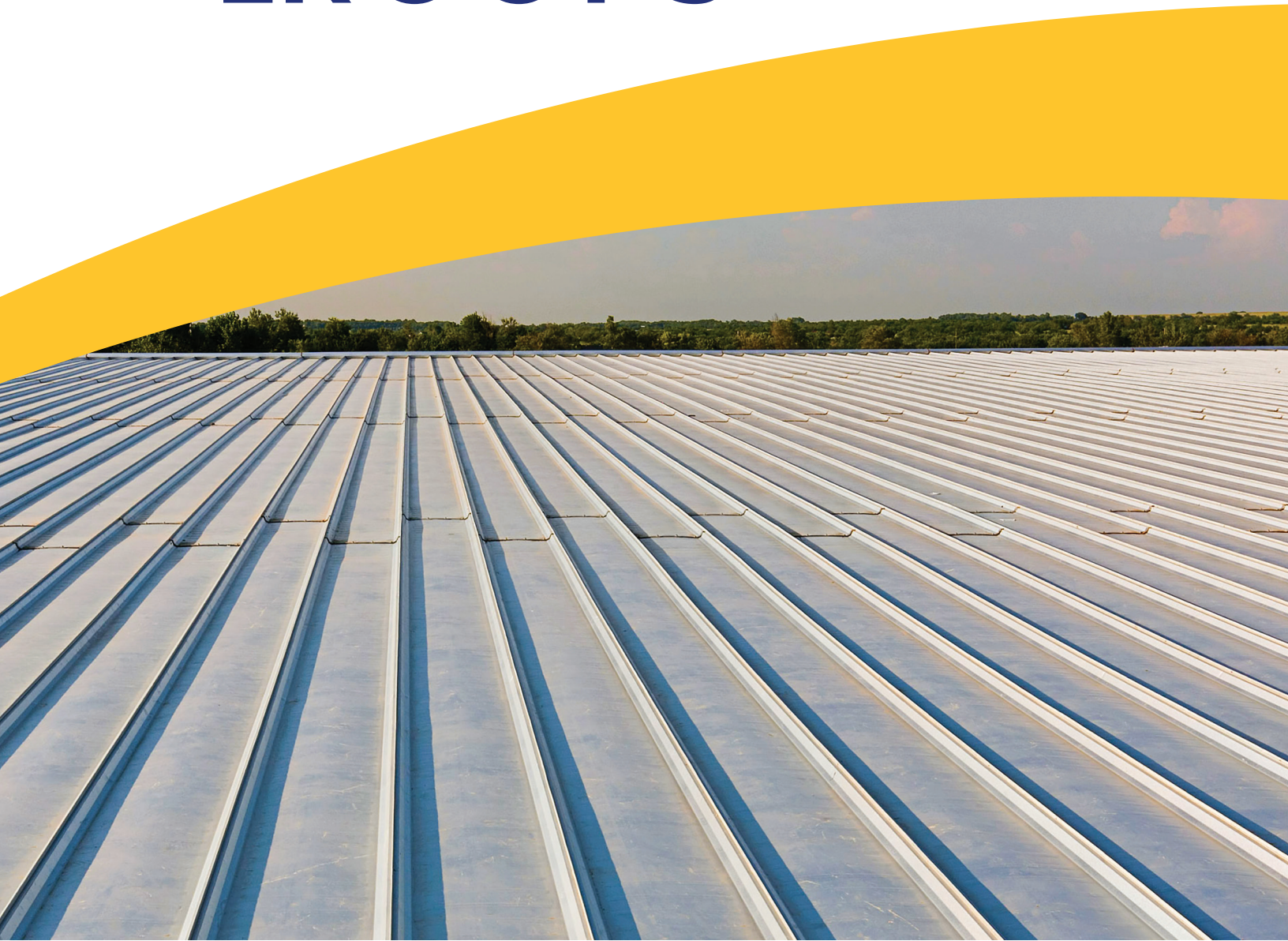


# 4 TRUTHS ABOUT ROOFS



  
COOK & KRUPA

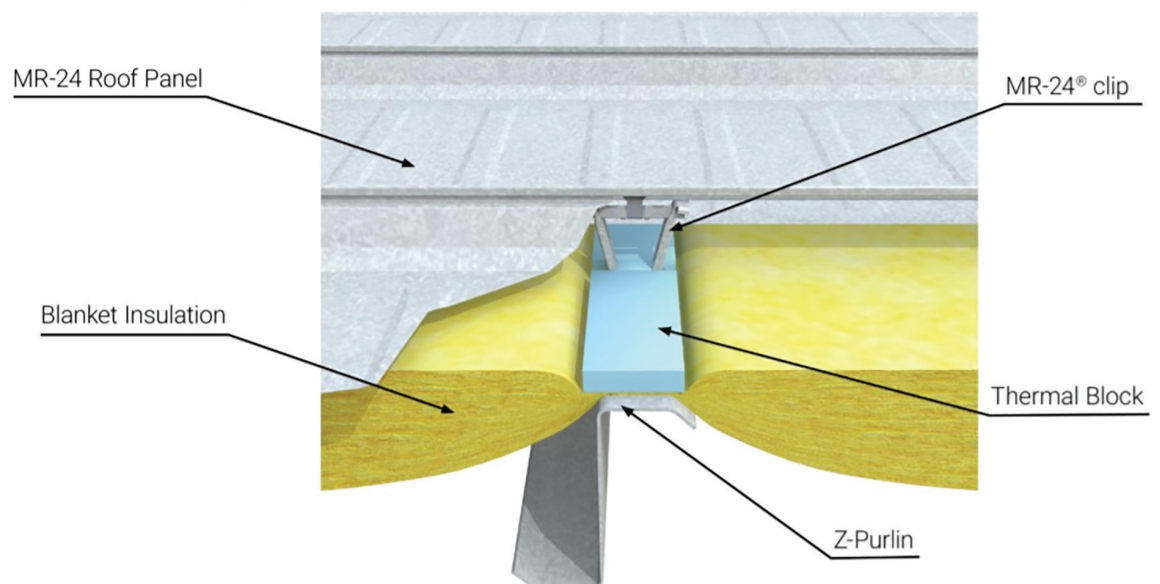


## Nobody intends to take things for granted.

To assign less value than they deserve. It just happens. Call it human nature – out of sight, out of mind.

Nothing fits this better than your building's roof. And yet, **nothing plays a bigger role** in protecting your operation. At Cook & Krupa, we have seen tremendous success over the years with metal roof products. At the top of that list is Buter's MR-24® roof system.

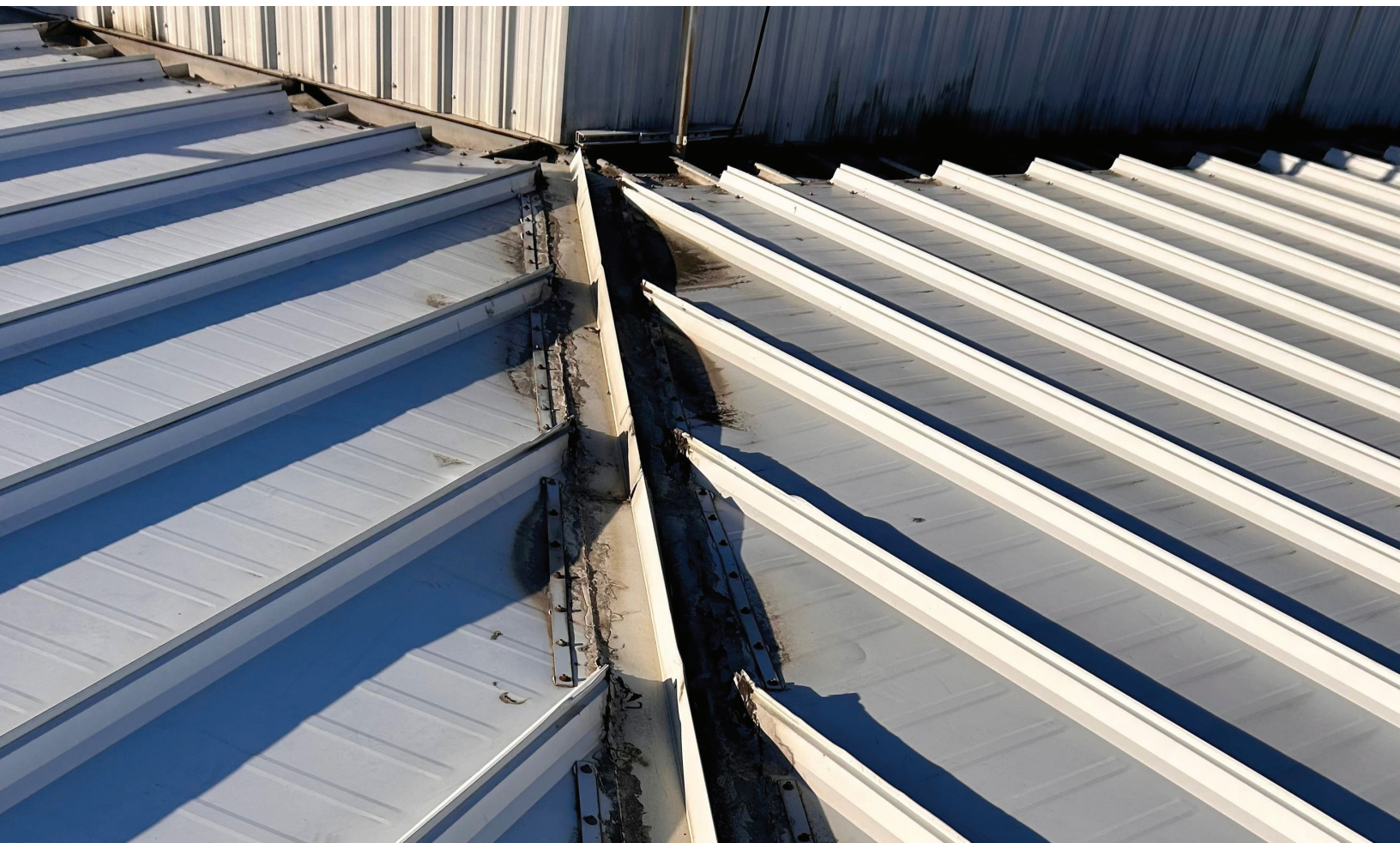
There are far too many details about roofing on commercial and industrial buildings to cover in a document like this. So, we'll limit this discussion to four of the top-level issues that you may not realize about your roof. Because if you're like most building owners, you don't have time to think about it very often.



# Truth #1: It Pays to Pay Attention to Your Roof.

It can be tempting to go with the “no news is good news” plan for your roof. In other words, if you don’t see any problems, everything must be fine. Unfortunately, that philosophy fails when you get to the point where you actually see a problem with your roof. Because by then it’s usually a big problem – big enough to **disrupt your business activities**.

With regular roof inspections – especially before and after the winter season – you can address issues before they become problems. In most cases, it makes sense to hire an expert who **knows what to look for**. The signs of age, damage, or subtle compromise can be invisible to the untrained eye. When identified early, these conditions typically can be addressed with a relatively small amount of effort to maintain the integrity of your roof and prevent a major incident.



## Truth #2: Some Roofs Leak Water. All Roofs Leak Energy.

It's easy to see when water drips in through a leaky roof. But when your roof is leaking energy, it's a much bigger (and more expensive) problem. It gets you in all seasons, too. In the winter, your heating costs soar because energy is escaping through the roof. In the summer, you can't contain your cooling costs because the roof is absorbing the sun's heat and transferring it into the building.

Choosing the right roof system lets you address both scenarios and **bring energy leaks to a minimum**. The MR-24 roof system is engineered to provide space for additional layers of insulation that hold your energy in. At the same time, it offers best-in-class reflective paint (sometimes called cool roof coatings) to push back rather than absorb the sun's heat in the summer.



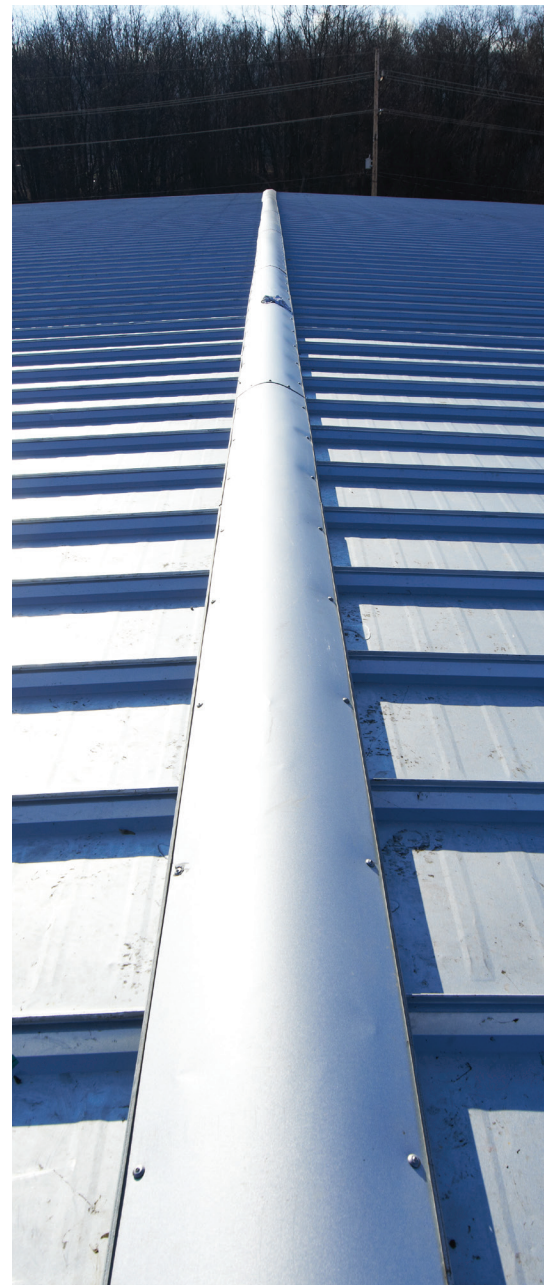
## Truth #3: Reroofing Can Save You Money.

At first it seems contradictory. How can you save money by investing in a reroof project? But after thinking about the years of ongoing maintenance, disruptions to your business, and high energy costs, it becomes clear. The only right choice is to replace the roof.

That's the moment when a host of opportunities become available. In addition to the obvious advantage of stopping the leaks, there are three enhancements you can make during a reroof project.

- 1. Increase the R-value** of your insulation and reduce your energy costs. The additional space between the old roof and the new roof makes this an easy choice.
- 2. Expand the expected useful life** of your roof – the MR-24 roof system can document 50+ years of proven in-place weathertight performance. Many other roof systems have a stated useful life of under 20 years.
- 3. Change the appearance** of your entire building with a higher roof pitch. You'll be amazed by some of the before-and-after looks of buildings we've done.

In many cases, you can replace your leaky roof without spending money to remove it. That takes some of the expense out of the investment. After an on-site assessment, we can tell you if the Metal-Over-Metal or the Slope Build-Up approach can be used for your reroof project. These methods also prevent your business activities from being interrupted since there is never a time when the interior is exposed to the elements.

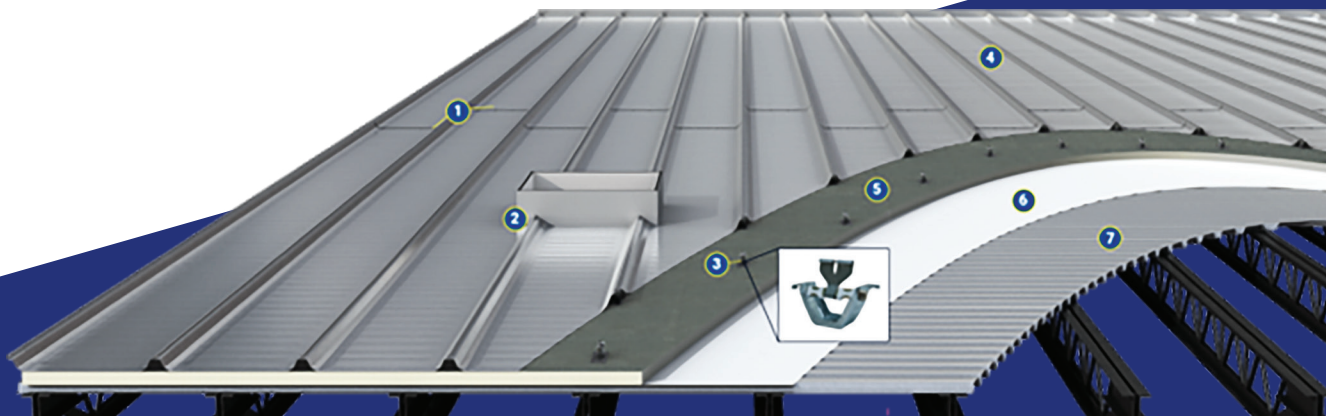


# Truth #4: One Roof Tops Them All.

The Butler MR-24 roof system is the most specified standing seam metal roof in the industry. Since it was introduced in 1969, more than **3.2 billion square feet** have been installed worldwide, making it the roof that covers more businesses than any other roof.

Part of the reason for this long-term success is its durability in extreme weather. The MR-24 roof system is approved by the Factory Mutual Research Corporation as a Class 1 panel roof, meets the High-Velocity Hurricane Zones (HVHZ) requirements of Miami-Dade and Broward Counties in Florida, and carries the highest wind uplift ratings awarded by Underwriters Laboratories.

On top of all that, it is engineered with factory-punched structural members and roof panels for fast installation times and to ensure a **precisely aligned roof system**. That alignment pays dividends years later when it is still holding up to the rigors of thermal expansion and contraction that cause many other roofs to fail.



1. Staggered panel splices minimize vulnerable areas, enhancing roof durability

2. Weathertight roof curbs achieved with interior fasteners for maximum protection

3. Clip design enables expansion and contraction, reducing stress and damage

4. MR-24 Roof System

5. Polyisocyanurate rigid Insulation board for energy efficiency

6. Vapor retarder for moisture control

7. Structural metal deck for strength and stability



## Be True to Your Roof

Your roof may be out of sight, but it shouldn't be out of mind. With extensive experience in installing and maintaining Butler roofs, we can help you avoid unexpected issues.

**The truth is it only takes one call.**  
**516-478-4110 | [cookandkrupa.com](http://cookandkrupa.com)**