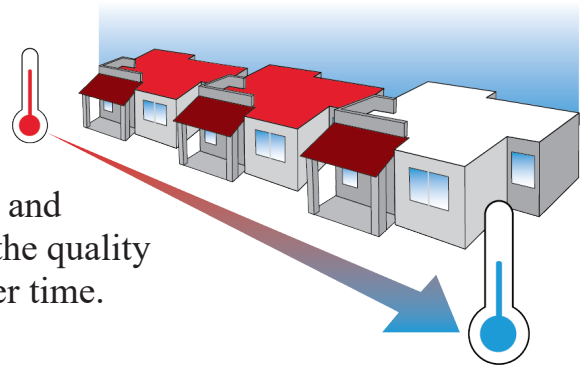


Échale saves money switching to cool roofs

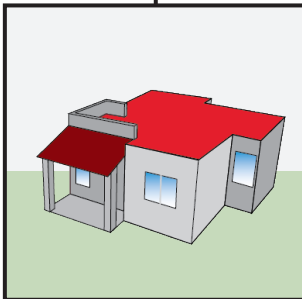
By switching to a dual-purpose waterproofing layer and reflective paint, Échale will significantly improve the quality of its housing while saving money upfront and over time.



What is a cool roof?

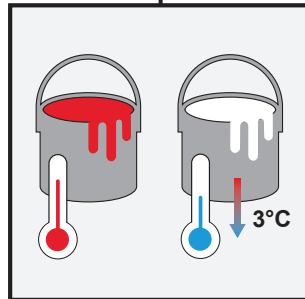
A cool roof is a roof painted with a reflective white paint that reduces the amount of heat absorbed from the sun and emits heat inside the building. They can help keep the inside 2-3°C cooler than other kinds of paint.

Context



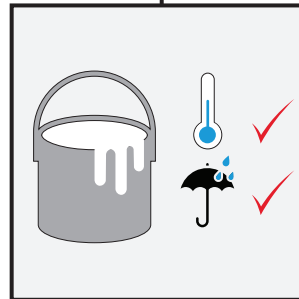
Échale was using a low-cost, red waterproofing layer that was rated to last three years.

Opportunity



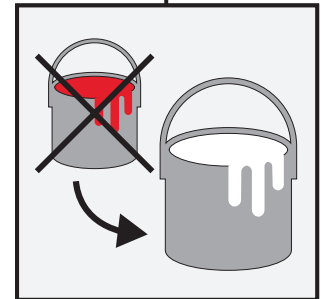
As part of the Million Cool Roofs Challenge, Échale wanted to introduce cool roofs without increasing the cost for families.

Decision



Échale discovered Impac 5000 White – a waterproof, highly reflective, durable, and low-cost product from a trusted supplier.

Implementation



Making the switch meant zero disruption to Échale's supply chain and work practices.



Cost savings

Although the new product has a higher sticker price than the old one, one bucket covers more surface area, giving 15% upfront savings. The five-year lifespan increases overall savings to 50%.