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%.

For additional information, please contact Adam at Adam.Jaffe@arup.com.