

# CASE STUDY- Energy Efficiency



## Increasing R-value & Decreasing Cost

With a consistently unstable economy, it is no longer an afterthought for building owners to do everything possible to save on their long-term energy costs. Therefore, when building owners are looking to replace their existing roof system, energy efficiency should be the first priority.

You don't want your customers to simply meet the minimum requirements on their roofing system, you want them to achieve the highest level of energy savings possible, which means increasing their insulation and R-value. Help your customers achieve an optimum return on their investment.

### Energy Incentives are Key

Increasing their system's R-value not only reduces the building owner's long-term lifecycle costs, it can also qualify them for energy incentives. If you are going to be your customer's energy expert, you need to be aware of their local incentives. This might seem like a lot of extra work, but Carlisle is here to help.

### Carlisle Works for You

Carlisle will assist you, and your customer, by facilitating the incentive application process, submitting and monitoring application paperwork until the rebates are in your customer's hands. Carlisle also offers RoofSense reports, which provide you with a simple yet effective way to show your customers how much they can save by increasing their R-value and decreasing their energy consumption.



# StrategicAccounts

## CASE IN POINT: CITY OF BIRMINGHAM PROJECT

A project recently completed in the city of Birmingham, Michigan offers a perfect example of how this works. The building's existing 31,523-square-foot rooftop consisted of ballasted 45-mil Carlisle Sure-Seal® EPDM membrane with 1.5" polyiso. While the roofing membrane could have been replaced simply, Carlisle's Manufacturer's Representative in Michigan decided to check on local energy incentives and see if adding insulation would save any notable cost.

They found that adding 2.7" of polyiso to the existing 1.5" of insulation and installing a 60-mil EPDM membrane would increase the R-value from R-10 to R-24. This R-value increase would provide the following savings:

### New System with Additional 2.7" Polyiso

Projected energy savings for 20 years:	<b>\$96,772</b>
Cost of 2.7" polyiso before rebate:	<b>\$38,000</b>
Utility rebate for extra insulation:	<b>\$6,935</b>
Cost of 2.7" polyiso after rebate:	<b>\$31,065</b>
<b>Customer's total ROI:</b>	<b>\$65,707</b>



“ We went through an extensive process for deciding which products and materials would be **best for the city** to use on this project, we need to be responsible with the city's budget, and we needed high-quality products that would be both energy efficient and financially responsible. **Carlisle provided exactly what we needed.** ”

– *Carlos Jorge*  
Project coordinator for the Birmingham  
Department of Public Services

### Optimize Your Customer's Savings

Next time you're considering the best roofing system for your customer, remember that upping the insulation and increasing their building's R-value can save them money in the long run. You will not only save them money, you will gain their trust, making you the person they call with their next project.

Contact Eric Partyka at [eric.partyka@carlisleccm.com](mailto:eric.partyka@carlisleccm.com) or **717-385-9216** or assistance with finding energy incentives, running Roof\$ense reports, and discovering your customer's optimum energy savings.