



Happy Spring Season to you all.  
We hope that 2026 has gotten off to a great start for you!

**As we leave Winter behind and inch closer and closer to the beautiful Spring/Summer season, we are thinking green. At Washington Roofing & Insulation Inc. - we believe in taking care of your roofs *and* our planet! So, let us introduce**

Rising energy and construction costs, tighter sustainability regulations, and environmental awareness are changing how we think about roofs. For many buildings, restoration offers a smarter, **greener**, and more cost-effective alternative to "tear-off and replace" strategies.

With the global market growing rapidly due to stricter green building regulations, roof coatings are quickly gaining traction as a key technology for creating more sustainable buildings worldwide. In 2025, this trend became especially clear through increased adoption of **LEED certification**, updates to **IECC-based state energy codes across the Midwest**, and **utility- and state-level incentive programs** that reward cool roofs and energy-efficient retrofits, making roof coatings a practical way for building owners to meet compliance.



above: CPKC Stadium in Kansas City, Missouri. Constructed by JE Dunn, it is the first stadium in Missouri to obtain LEED Gold Certification. Read more about it [here](#).

So, where are we for 2026? The news is positive; sustainability and economic growth are no longer competing priorities for businesses. Rather, they are increasingly linked.

### We have all been affected by rising energy costs.

In 2025, according to The Guardian, electricity bills rose across the board, with increases ranging from 6.7% to over 10%. These increases were reportedly even higher in the Midwest, with an average rise of 14.6%, and states such as Illinois seeing a 15% increase in energy costs compared to 2024. Using less energy benefits both home and business owners by lowering monthly bills, and it also benefits the planet by reducing overall energy consumption.

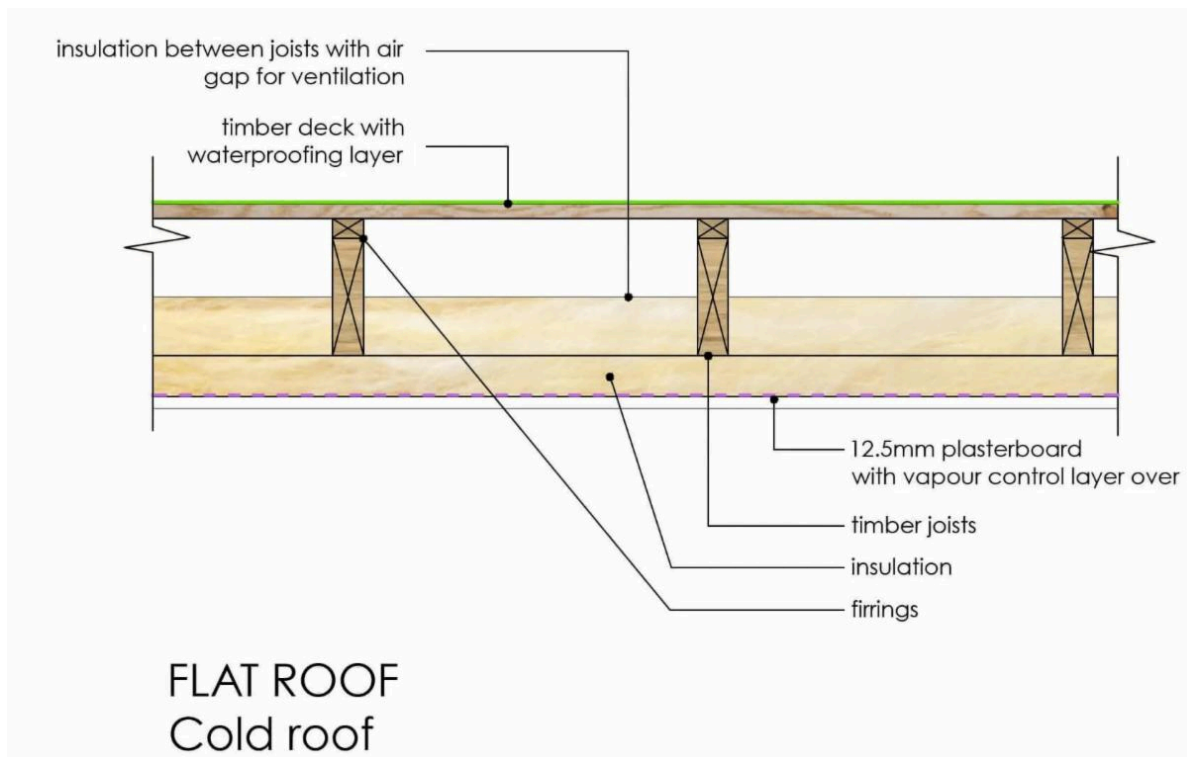
Roof coatings help to improve a building's energy efficiency by keeping roof surfaces up to 60 degrees [Fahrenheit] cooler than traditional dark roofs during the summer, which can reduce cooling costs by as much as 40%, depending on building type and climate. Instead of absorbing powerful radiation, coated roofs reflect up to 90% of the Sun's UV rays. A uniform layer of coating works to minimize heat gain and reduce thermal bridging into the rest of a building's envelope.

### We have also all been affected by—or at the very least read about—the rising costs of construction materials.

Architects and builders often say that the most sustainable building is the one that is never built. The same can be said for elements of existing buildings. From the structures inside our walls and roofs to finishes like windows and doors, each material contributes to a building's overall carbon emissions and footprint. Building material waste from construction and demolition accounted for 30–40% of the global solid waste stream back in 2022.

Besides being the greener choice, there are many reasons why adaptation and restoration efforts are superior to demolish-and-rebuild tactics. Roof coatings save money and time and usually require far less intervention, as the coating process itself is less invasive. When considering roof restoration on

hospitals and school buildings, it becomes clear that closures for demolition and rebuilding should be avoided whenever possible.



above: flat roof sectional diagram, courtesy of First In Architecture

left: low-slope and flat metal roofs, repaired using coating systems by Washington Roofing & Insulation INC.

### So, what are the signs that your roof might need restoration through coatings vs. a total roof replacement?

Flat roofs typically consist of the interior plasterboard ceiling, ceiling joist structure, insulation and air gaps for ventilation, decking, a vapour control barrier, and finally the roof covering material. It is important to think of the roof as a complete structure made up of many parts. It is also important to consider that, when it comes to total roof tear-off, the amount of material sent to landfill is far more than what we can see from the outside. In many cases, roofs are stripped back to the basic ceiling joist structure and rebuilt with a system that may not have performed very well to begin with.

When we visit a building with a compromised roof, whether due to leaks or thermal bridging (heat loss or gain), it is important to determine how deep the problem really is. In instances where leaks have been concealed for so long that the structure itself is sagging, roof tear-off and replacement may be the best, albeit most costly, solution. But what if you have just started experiencing leaks? We hope, of course, that this isn't your story come Spring, when everything begins to thaw and settle in the rising temperatures. If it *is* your story, we hope you will call us at Washington Roofing & Insulation. We can

help guide your establishment towards roofing that is leak-free, dependable, more energy efficient, and more friendly to our shared environment.

Sincerely,  
Washington Roofing & Insulation Inc.



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