

Hey, Cool Roof!

Cool roofs and flat roof insulation reduce heat and save energy — all with cool incentives



Considering a cool roof? Consumers Energy has your business covered with cool incentives.

Cool roofs reflect more sunlight than traditional roofs. They absorb less solar energy, which could keep your building as much as **50 degrees cooler** on sweltering summer days.*



Like insulation, a cool roof reduces the amount of cooling needed by decreasing the heat transferred into the building and surrounding environment. Flat roof insulation prevents air leaks – a leading cause of energy waste in most commercial buildings.

Together, cool roofs and flat roof insulation mean lower air conditioning costs, less strain on the electric grid, lower greenhouse gas emissions, a longer-lasting roof and lower surrounding air temperatures.

But the savings don't stop there. Consumers Energy offers electric and natural gas customers cool (white) roof and flat roof incentives, respectively.

The Cool Incentives

Cool (white) roof rebate for electric customers

Cool (White) Roof **\$.02/sq. ft.**

Flat roof insulation rebates* for natural gas customers

R10 to R18 **\$.16/sq. ft.**

R12 to R18 **\$.12/sq. ft.**

R14 to R18 **\$.08/sq. ft.**

R16 to R18 **\$.02/sq. ft.**

R18 to R20 **\$.02/sq. ft.**

R20 to R22 **\$.02/sq. ft.**

R22 to R24 **\$.02/sq. ft.**

*Flat roof insulation rebate cannot exceed \$100,000

For more information, call 888-674-2770 or visit **ConsumersEnergy.com/roofing**

Consumers Energy

Count on Us®

*SOURCE: U.S. Department of Energy
<https://www.energy.gov/energysaver/cool-roofs>