



Metal roofs provide versatility, durability and cost savings.

Plus, with an incredible variety of colors and styles available, homeowners don't have to compromise their aesthetic vision. Yet, many myths persist. Let's explore the plethora of advantages of metal roofs while unraveling the facts behind some of those myths.

Versatility

Offers an incredible variety of long-lasting colors



Durability

Designed to withstand harsh weather conditions



Cost Savings

Requires less maintenance and boosts energy efficiency



12 MYTHS OF METAL ROOFING AND THE FACTS BEHIND THEM

1

MYTH: Metal coating colors and textures are limited.

FACT: Metal panel coatings come in an incredible range of colors, gloss levels, textures and prints, offering flexibility when it comes to fulfilling a homeowner's aesthetic vision. They can be embossed and made to look like asphalt, granite, tiles and more.



2

MYTH: Metal roofs are noisy in the rain.

FACT: Most metal roofs don't make any more noise in the rain than other building materials and may even be less noisy. Metal roofs are typically installed on solid substrates with an underlayment that prevents reverberation and dampens outside noise.



3

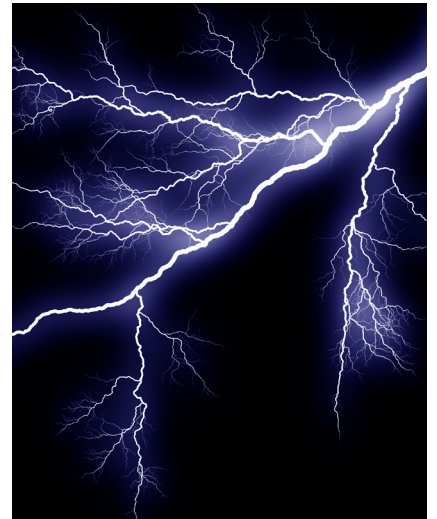
MYTH: Metal roofs rust easily.

FACT: Metal panels are coated in protective finishes that resist the elements, including water, hail, acid rain and UV rays. The protective galvanized coatings that are applied over the base metal have industry-leading warranties. In contrast, warranties for composite roofing range from 15 to 30 years.

4

MYTH: Metal is more likely to get struck by lightning.

FACT: Lightning strikes the highest point in the area regardless of the material. Metal reduces the threat of fire from lightning because it serves as an electrical conductor and is noncombustible.



5

MYTH: Metal is hot.

FACT: With a variety of "cool" colors that reflect solar heat, metal panels cool down quicker than asphalt shingles, reducing heat load on a home. In contrast, composition shingles collect and store radiant heat from the sun. In the summer, a metal roof can reduce solar gain and save on cooling costs. In the winter, snow melts faster and slides off the roof.

Featuring solar-reflective, high-performance coatings, metal roofing can save a homeowner up to 25% in cooling energy costs compared to dark-gray asphalt shingles. Metal roofing can contribute to earning LEED points.

6

MYTH: Metal roofs are too heavy on the frame of the house.

FACT: Metal roofing is generally 50% lighter than an asphalt roof and 75% lighter than concrete tile, fiber cement shakes and slate. Often, a second layer of shingles is installed when reroofing, which increases the weight of shingles. Since metal roofing is lighter, it puts less stress on the building structure.



7

MYTH: Metal is prone to hail damage.

FACT: Today's metal building components are tough and less likely to be damaged by hail and wind than other building materials. Some insurance companies provide a reduced rate when metal building materials are used. In the hail-belt regions of the U.S., many metal roofing products have the highest rating granted by insurance for impact resistance and hail damage.

8

MYTH: Paint will flake off metal if the part is painted first, and then bent and formed.

FACT: Metal coatings can be formulated with extreme flexibility. When the painted coil metal is formed into a part, the coating can easily flex and look great with no flaking or cracks.

9

MYTH: Metal will get dirty.

FACT: Metal roofing that features high-quality coatings is long-lasting, fade-resistant and dirt-resistant. Metal roofing also deters algae and mold growth, unlike on some composition shingles. Metal roofs can maintain an appearance that looks newer and cleaner than a traditional roof for years to come.

10

MYTH: You can't walk on a metal roof.

FACT: Metal roofs are very durable. You can safely walk on them without causing damage. In contrast, foot traffic can damage traditional shingles, especially in cold weather.



11

MYTH: Metal roofs cost more than a typical roof.

FACT: The upfront cost of purchasing metal roofing is higher than many traditional styles, but there are multiple economical benefits that outweigh that additional cost in the long run.

- Homes with metal roofs saw up to 95% of the cost recouped at resale.
- A metal roof can last 50 years or more. A traditional roof lasts up to 20 years, on average.
- Metal roofs require little maintenance, helping save on upkeep costs.
- Some residential cool-roof projects are eligible for a federal tax credit of 30% off materials, up to \$1,500.



12

MYTH: Energy-cost savings from metal roofs are not significant.

FACT: Metal roofs can be an investment in long-term cost savings. A metal roof reflects solar radiation, saving on cooling costs, especially during the summer. Less heat entering the building through the roof reduces the cost of building cooling systems. Metal roofing can lower annual household energy costs by 40%, depending on the geographical region. Metal roofs are also available in many solar-reflective colors and can contribute to LEED points.

Learn more about the advantages of installing a metal roof at metalroof.sherwin.com.

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