



Cool Roof Sealants

"I was skeptical at first but the product spoke for itself. It's a win-win."
- Jerome Annaloro, Director of Hotel Operations, Anaheim Hilton.

Location: Anaheim Hilton, 777 West Convention Way, Anaheim, CA 92802



Vendor: Hyperseal, Inc.

Tires diverted from landfills: 2,000

Overview: The roof on the Anaheim Hilton is fifty degrees cooler than the roof of a nearby hotel because of the base layer and top coat sealant that were applied to the Hilton's roof. By covering the Hilton's roof with a waterproof recycled rubber primer and then painting on a bright white reflective coating, approximately 80 percent of the heat hitting the roof bounces off. Less heat absorbed by the roof means less energy to cool the hotel and lower air conditioning bills.

Year installed: 2009

Savings: The Anaheim Hilton spent \$150,000 to reseal the roof. This was \$300,000 less than repairing the leaky roof in a conventional way, and far less than the \$1,000,000 the hotel would have spent replacing the roof.

Operations Manager Gus Graf believes the Hilton has realized energy savings since installing the reflective roofing although he finds actual savings difficult to quantify. Energy use in the hotel fluctuates based on the number of meeting rooms and guest rooms filled. Isolating electricity savings is challenging since the one million square foot hotel receives just one energy bill each month.

By comparison, other buildings with reflective roofs in sunny regions have cut their electricity bills significantly. One southern California home owner reduced the electricity