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2018 EARTH DAY TRENDS: MRA REPORTS RISING DEMAND AS U.S. AND CANADIAN HOMEOWNERS PREPARE FOR CHANGING CLIMATES

PORTLAND, Ore.—When Earth Day 2018 is celebrated on April 22, it’s a prime time for a reality check for North American homeowners who are realizing that no matter where they live, climates are changing.

That reality also is having an impact on home improvement decisions this year, according to the Metal Roofing Alliance (MRA), a leading nonprofit organization representing the U.S. and Canadian metal roofing industry. Making homes climate-ready is driving strong demand for materials like metal roofing that offer greater durability to better protect homes. The latest MRA survey shows that interest in metal roofing is continuing to rise, with no signs of slowing.

“Homeowners have witnessed the devastating impact of extreme climate events over the past few years,” said Renee Ramey, executive director of the Metal Roofing Alliance. “No matter what region they live in, the growing frequency of severe storms and wildfire disasters is causing concern, and homeowners are preparing by increasing the durability of their own homes.”

The latest MRA research indicates that homeowners prize durability over other factors when choosing a new roof. Among 600 U.S. homeowners recently surveyed, durability ranked as the number one priority for re-roofing decisions, with concerns about severe weather and climate-related factors being top of mind for many. With the ability to withstand hurricane-force, 140-mile per hour winds, damaging hail storms, resist wildfire sparks and hold up under unexpected heavy snow loads, the all-season, long-lasting durability of metal roofs has become a major selling point for homeowners wanting to guard against Mother Nature’s unpredictability.

Sustainability remains driver of home improvement decisions

While preparing for climate change is a reality for today’s homeowners, lessening the impact on the earth’s resources also continues to be a key concern.

For the environmentally conscious, the fact that metal roofing lasts 50-years plus (nearly two to three times longer than other materials), can be recycled at the end of its long life rather than dumped into the landfill, and is energy efficient are significant benefits. Quality metal roof coatings can also mean lower long-term maintenance by naturally resisting moss and fungus. That reduces the need for strong chemical treatments that can be harmful to the environment.

According to Ramey, while the environmental benefits of selecting metal roofing are becoming well-known, there are still misconceptions for the industry to overcome, such as the inaccurate belief that a metal roof will cause a home to be hotter in extreme summer temperatures. Lighter colors and high-performing metal roof coatings known as “cool roofs” do a better job reflecting solar radiation, are ENERGY STAR qualified, and help save energy by lowering roof temperatures by as much as 50 percent.

For homeowners looking to protect their home against climate change and make a sustainable choice when it comes to renovating, the fact that metal roofing is gaining greater market acceptance in the U.S. and Canada is good news.

“North American homeowners are discovering what other parts of the world have long known,” said Ramey. “Choose extremely durable and long-lasting material that will better protect your home while lessening the impact on the earth really does come down to making the right construction and renovation decisions.”

For more about the environmental advantages of metal roofing, visit the [Metal Roofing Alliance](#).

About Metal Roofing Alliance (MRA)

Representing metal roofing manufacturers in the United States and Canada, the Metal Roofing Alliance (MRA) was formed in 1998 as a nonprofit organization to help educate consumers about the many benefits of metal roofs. The main objective of MRA is to increase awareness of the beauty, durability and money-saving advantages of quality metal roofs among homeowners, as well as to provide support for metal roofing businesses and contractors. For more information, visit [MRA](#).