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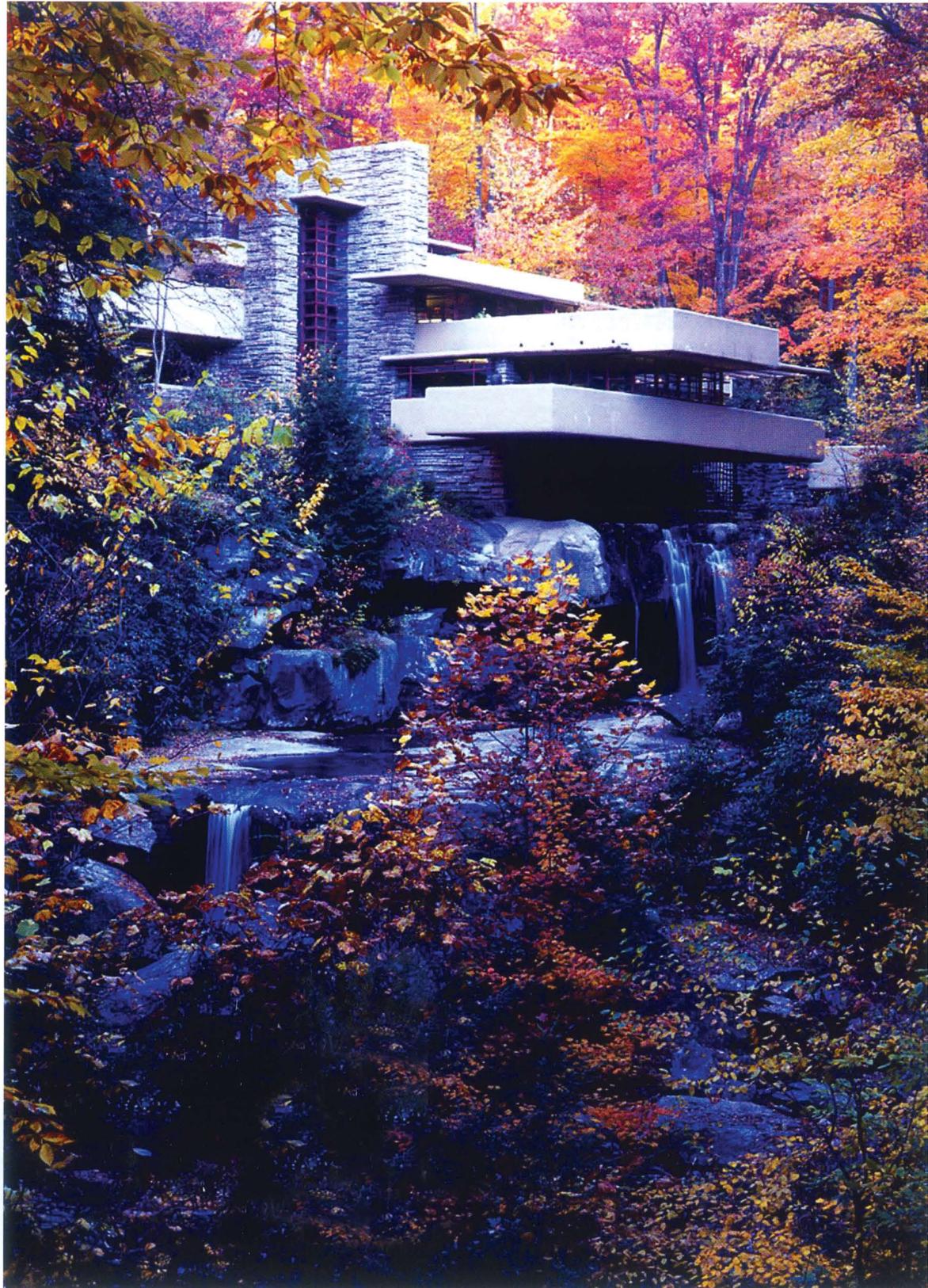
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SPECIAL ISSUE

**Does it Get
any Greener?
Our Top Picks**

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**Intumescent:
A High Degree
of Fire Protection**

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**Building Envelope
Goes Retro(fit)**



The many shades of green

At first glance,

At first glance, it may appear that it's fairly easy to be green—or at least fairly straightforward. Evidence supporting a verdict of “green” might take the form of a LEED certification for a building project or third-party documentation that a product contributes to indoor air quality by emitting no VOCs or other harmful substances.

But a look at the following entries in JAC's Top Green Coatings Projects shows that it can be a bit more complicated than that.

Yes, “LEED” or “low-emitting paint” is clearly stamped on the green-building package label of many of the projects described in this special “Top Green Projects” report.

But the overall range and scope of the projects featured here reflect an important aspect of the green- and sustainable-design universe—that the definition of this much-debated term “green” can and must take into account the multifaceted nature of design, construction, and materials content and specification.

No question, green means low-emitting materials. But it also means a reduced carbon footprint, and takes into account—or should—product and building lifecycle, performance, and contribution to service life, as is inferred in many interpretations of sustainability. It takes into consideration the impact on resource use—for the creation of virgin building materials, for example, or as a result of restoration/reuse alternatives to the philosophy of disposable building design and its part in the decidedly un-green generation of construction detritus.

Thus, in the following green-building narratives, we see significant attention given to materials that reduce energy demand due to solar-reflectance properties or contributions to building-envelope

Top Green Projects reflect the multifaceted nature of design and materials that contribute to sustainable-building objectives

airtightness, alongside innovative products that are solvent- and VOC-free. And we hear about the use of materials based on renewable resources such as soybean-derived chemistries, and materials that, thanks to a combination of performance characteristics, deliver on multiple counts. Example: one interesting project entry where a zero-VOC, 100% solids, liquid-applied membrane material can make a claim to a high-performance profile while playing a pivotal role in a green-roof installation. At the same time, the building where the product is used is of some historical significance, and is given new, useful life thanks to a practical application of adaptive reuse.

Does it get any greener than that?

The answer, of course, is open to interpretation. The following listing of JAC's Top Green Coatings Projects reflects our take on this interpretation. Certainly, other views may result in quite different conclusions. But then, it wouldn't be much fun if being—or evaluating—green were that easy.

The Top Pick:
Project: Burke, Hogue & Mills Associates Inc. offices
Lake Mary, FL
Submitted by:
Textured Coatings of America

The exterior of the Burke, Hogue & Mills building, a LEED Silver project, was coated with Textured Coatings' COOLWALL® IR heat-reflective system. Burke, Hogue & Mills

Associates is an architecture firm that places a premium on environmentally responsible design, and says it embraced such a philosophy “before it was given a title or organization to monitor and grade a building's performance.”

The exterior coatings products used are the COOLWALL Textured Primer, a high-build, 100% acrylic textured primer with VOC content of less than 100 grams per liter, and COOLWALL SUPER-COTE™ 100% acrylic, heat-reflective exterior coating, with VOC content of less than 50 g/L. The company says the coating system can earn LEED rating points in four categories, and can reduce cooling-energy demand by as much as 20%. Other properties include a high degree of resistance to salt spray, moisture, and mildew; and long-term color retention and ease of cleaning.

The building's design incorporates a number of green/sustainable features, including solar-reflective roofing; sun shades and light shelves for reduction of solar heat gain and glare; thermomass-insulated tilt wall concrete system for enhanced energy efficiency; waterless urinals and low-flow faucets; a rainwater-cistern collection system and use of collected water in the building; and other energy-saving and low-emitting designs and materials.

Green/sustainable points for: Contribution to reduced cooling-energy demand; low-VOC materials.

