



Georgia Tech University
Atlanta, Georgia

University plans greener future with GE Enduris coating

Student-driven sustainability

What's the best energy savings project? A class at Georgia Tech University was asked this question as part of a carbon reduction challenge. GE Enduris* silicone roof coating helped make one team's solution a reality: reducing the carbon footprint of the campus' O. Lamar Sustainable Education Building by giving it a "cool roof" that would absorb less heat and lower HVAC use. The building was constructed in 1998 using the most up-to-date sustainable materials and practices available at the time. Nearly 20 years later, Georgia Tech students were ready to bring the building into the future with GE Enduris.

Product Used:



GE Enduris seamless 100% silicone coating restores and extends roof life expectancy with one-coat application.



Performance
Coatings & Sealants

* GE is a registered Trademark of General Electric Company and used under license by Momentive Performance Materials Inc.

* Enduris is a trademark of GE Performance Coatings & Sealants

Cool roof science

"At first, we imagined it would only require a few buckets of white paint and applying it ourselves," says Lindsey Ploussard, the team leader. "But as we researched, we realized that so much more goes into creating a cool roof—and for good reason." The students discovered that for the project to be a worthwhile investment, they'd need a coating that would reflect heat, provide UV and water protection, and help restore the old structure. "GE Coatings is a brand we knew we could trust," Ploussard says. "Our research showed that GE Enduris would deliver the results and savings we wanted."

The team presented a plan to the University with the GE Enduris spec—and it was funded. "GE Enduris was a perfect material choice for this project," said Tom Portaro of NTEC Systems, the installing applicator. "The system is fast and simple to install. We have complete confidence that the finished product will exceed the warranty requirements."

Exponential savings

The project is expected to reduce building energy costs by 4% (\$4,600 in annual savings), and offset more than a million pounds of carbon over 20 years. In addition, the durable protection of the 100% silicone GE Enduris coating will extend the roof's lifetime by a projected 10 years.

The project also earned the University media attention, and the students were invited to Washington, D.C. to discuss their work with Georgia Congressman John Lewis. The students explained the importance of scalability. "This solution could help retrofit older buildings on campus and make them more eco-friendly, which can preserve our history while moving Georgia Tech toward a greener future," says Ploussard.



GE Enduris brings energy and cost benefits to the entire building.

"GE Coatings is a brand we knew we could trust. Our research showed that GE Enduris would deliver the results and savings we wanted."

Lindsey Ploussard – Student Team Leader