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Metal Roofing Featured on “Extreme Makeover: Home Edition” and “This Old House”

(Fayetteville, North Carolina, May 2007)— Metal roofing is hitting the scene in a big way, with more and more home improvement and design television shows featuring metal roofing in their renovations due to its many performance advantages.

On Sunday, April 29th, The ABC network’s hit show, “Extreme Makeover: Home Edition” joined in the recent trend when the show added a new metal roof to the Collins home. It was the first time that metal roofing had been featured on “Extreme Makeover,” and those in the metal roofing industry hope that it won’t be the last. “We knew the Collins family would benefit from having an energy-efficient, investment-grade metal roof on their new home, and we were happy to participate in this important project.” Said Tom Black, executive Director of the Metal Roofing Alliance.

Recently, metal roofing was also featured on “This Old House,” when a couple decided to renovate their 1926 Craftsman bungalow. The object was to make the house as “green” and energy efficient as possible in the renovations, and they chose metal roofing to help them along the way. The couple from Austin, Texas succeeded; they were given a 5-Star rating from the Austin Green Building Program – only the third renovation to receive that designation in the program’s history.

Metal roofs are one of the most durable and weather resistant roofing materials on the market today and have the highest UL ratings for fire, wind, and impact resistance. In most areas, metal roofs can be expected to last three or more times longer than a comparable asphalt shingle roof. In areas with extreme heat, wind, humidity, or temperature extremes, this advantage can be even greater. Metal roofing also typically reflects most of the sun’s energy, making a home more energy efficient.

Manufacturers in the industry are excited about the continued growth of metal roofing in the residential market and the trend is expected to continue as homeowners learn more about the product’s many benefits.

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