

"The Federal Government is finally catching up!"

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LONDON(AFP) (AFP) - US Energy Secretary Steven Chu said Tuesday the Obama administration wanted to paint roofs an energy-reflecting white, as he took part in a climate change symposium in London. The Nobel laureate in physics called for a "new revolution" in energy generation to cut greenhouse gas emissions.

But he warned there was no silver bullet for tackling climate change, and said a range of measures should be introduced, including painting flat roofs white. Making roofs a paler color could have the equivalent effect of taking every car in the world off the road for 11 years, Chu said. It was a geo-engineering scheme that was "completely benign" and would keep buildings cooler and reduce energy use from air conditioning, as well as reflecting sunlight back away from the Earth. Speaking at the start of a symposium on climate change hosted by the Prince of Wales and attended by more than 20 Nobel laureates, Chu said fresh thinking was required to cut the amount of carbon created by power generation. He said: "The industrial revolution was a revolution in the use of energy. It off-loaded from human and animal power into using fossil fuels. We have to go to a different new revolution that can severely decrease the amount of carbon emissions in the generation of energy."

The summary of this speech has been reported by the press in numerous venues and was even featured on the Neil Cavuto show on Fox News. What you may not know is several months ago National Coatings sent a letter to Dr. Chu describing the benefits of white roof coatings in reducing air conditioning energy use, and cooling the "urban heat island" effect in major cities. Our argument and supporting data were sufficiently persuasive as to cause him to showcase these benefits at the climate change symposium. The Federal Government is finally catching up to what we already know. Moreover, they are promoting it!