

Project Profile

A sustainable roof investment for a thriving shoe retailer

About Shoe Show, Inc.

Founded in 1960 in Concord, NC, Shoe Show, Inc., is one of the largest independent shoe retailers in the country, with 1,114 locations in 36 states. Shoe Show, Inc.'s success is based on providing quality products, service, and value. They have maintained this success through technological advances and operating efficiencies, becoming a pioneer in developing sustainable procedures in house and in their stores. Shoe Show, Inc.'s commitment to sustainability is evident in their investment in solar power and water-based, renewable cool-roof technology.



Challenges

When GAF and the contractor were approached with this project, one-third of the one million square feet of roof already had the solar panels installed over the existing eight-year-old single-ply roof. The remaining two-thirds of the roof had a 12-year-old single-ply roof in place. The building owners knew they needed to install a sustainable roof system before they invested millions of dollars in 25-year solar panels.



Project Summary

- Solution: Liquid Applied Roofing
- Completed: November 2011
- Building Type: Commercial property
- Size: 5,755 squares

Featured Materials

- GAF Premium Acrylic HydroStop® Top Coat
- GAF Premium Fabric
- GAF Premium Acrylic HydroStop® Base Coat

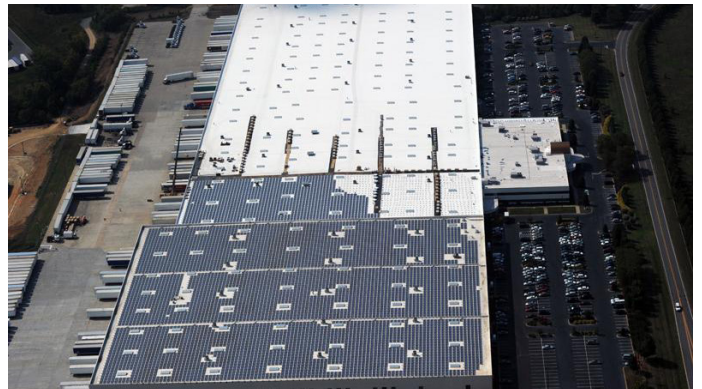
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Shoe Show, Inc. Distribution Center

Solution

The GAF Premium Acrylic HydroStop® Coating System was the only roofing system that made sense in the situation. With the HydroStop™ system, after its initial life cycle, they would be able to re-coat around the pedestals the solar panels sit on—without having to remove the solar units from the roof. The HydroStop™ Premium Acrylic System goes hand-in-hand with rooftop solar arrays.

The HydroStop™ Premium Acrylic System offers cool-roof technology that is economical, environmentally safe, and extremely durable. A system that is truly sustainable; once the system is applied, expensive roof removal and disposal are never again required. Shoe Show's 5.2 MW photovoltaic (PV) array atop their corporate office and distribution center in Concord, NC can generate enough electricity to fully power over 600 homes, and is the equivalent of reducing 10,271,000 lb. of carbon dioxide annually. Shoe Show, Inc., was so impressed with the coatings system used on the distribution center, they chose to reroof their 87,000-square-foot service center as well.



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