



THE GREEN GAZETTE

" YOU NEVER GET A 2NDCHANCE TO MAKE A FIRST IMPRESSION"

May Spring Issue

What Exactly Is Growing On My Roof
101... And what are my Options?



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So What Exactly Is Growing On My Roof?

In New Jersey We Have 3 Main Culprits;

Gloeocapsa-Magma (Black Streaks) these stains are a form of bacteria that resemble but is NOT ALGAE. This particular type of cyanobacteria is responsible for creating black stains and streaks on [roofs](#).

The bacteria accumulate over time as it feeds on moisture and [calcium carbonate](#) located in the limestone granules in the asphalt shingles. This accumulation begins to show the black stains as the cyanobacteria develop their dark and hard [UV](#)-protective outer coating on the shingles. This decreases a roof's ability to reflect ultra-violet rays of light and shortens the life of the roof

Lichen - Crust like or Leaf like -A lichen is a composite organism that arises from [algae](#) or [cyanobacteria](#) (or both) living among filaments of a fungus in a symbiotic relationship. The lichen has **small roots** that embed down underneath the granule surface to provide nourishment for the infestation. As the lichen blooms die, they pull away the granule surface which exposes small areas of asphalt.

Moss- bryophytes". are small [flowerless plants](#) that typically grow in dense green clumps or mats, often in damp or shady locations. The individual plants are usually composed of simple, one-cell thick [leaves](#), attached to a [stem](#) that may be branched or unbranched and has only a limited role in conducting water and nutrients.

Moss readily grows on roof shingles, especially in the **spaces between shingles where the spores collect**. In wet climates, moss commonly grows into a mat that can be as much as a few inches thick. Moss growth is usually greatest on **north-facing roofs**, roof areas shaded by trees and other places that are not exposed to enough sun to dry out. Once established, it **acts like a sponge**, soaking up and storing rainwater. Some of that water then wicks up under the shingles through capillary action and **soaks into and through the roof underlayment, which is typically 15- or 30-pound felt**. Eventually, it saturates the roof sheathing below. The wetting of the wood roof sheathing can readily **cause mold growth and serious decay**.

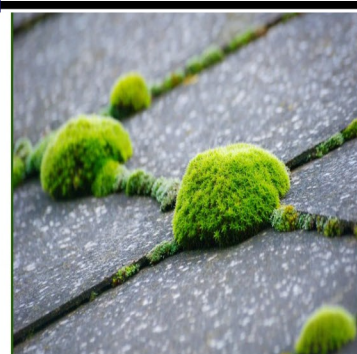
Soft Wash System Chemical Use Way To Clean Roof

1. Inspection is done from the ground or ladder.
2. Bleaches, Phosphates, Lye, & Pool Shocks Are Used
3. Technicians Must Wear Respirators to Protect Their Lungs
4. Technicians normally wear Chemical suits.
5. Water is used to hose down shrubs, house, and landscape before spraying to protect landscape.
6. Chemicals do kill any algae on the roof, however moss remains on the roof.

Roof Renewal Coupon

\$100.00 OFF

Expires April 30, 2016



NOTE:* 2016 State of NJ Homeowners Insurance Policies Are Being Cancelled Due To Lichen Or Moss On Roof, Call Me to discuss Latest Updates.**

Organic Roof Cleaning

1. Inspects Roof From The Roof Looking For Soft Spots, Holes, Lose Shingles.
2. Does Not Need To Wear Respirators to protect lungs
3. Does Not Need To Water Down Shrubs and House to Protect From Run Off.
4. Uses An Organic Soap
5. Uses A Low Pressure Rinse Compared to Kitchen Sink Spray Nozzle.
6. Applies A Stain Blocker After Cleaning The entire spore base on roof.
7. Provides a 2 year warranty.
8. Safe For All!



10 Good Reasons To Clean Your Roof

1. - Save Homeowners Insurance
2. - Increase Lifespan Of Roof
3. - Lowers Utility Bills
4. - Increases Property Value
5. -Inexpensive, Fast, Dramatic
6. - Helps Resale Value
7. - Increases Buyer Traffic
8. -Cheaper than a new roof
9. - No Stains, No Lichen, No Moss!
10. Prevents Black Mold Growth



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