



Seasonal Brochure: *Winter Edition*



Snow

Winters in Wisconsin are not shy about piling on the white stuff. The further north you are, the more snow you get! Even though lots of snow on the ground makes for fun sledding days and snowshoeing excursions, having a large pile of snow on your roof can cause some serious damage.

Built-up snow gets heavy on your roof. This weight can cause issues such as stretching or tearing membrane, or in worse cases and older roofs, the structure could begin to buckle.

In addition, if your building has a metal or sloped roof, accumulated snow and ice can slide off your roof and possibly hurt somebody on its way down.

What should be done?

Have your roof maintained and cleared of snow. The roofing professionals at GLRC have been out to many facilities specifically to remove snow from their large flat roofs.

Take preventative measures to ensure your roof's structure is strong and will not be damaged by excess weight.

Have your roof inspected by one of GLRC's seasoned professionals before the snow starts to fly!

Ice

Did you know that the icicles hanging from your gutter are actually an indication of a problem with your roof, and can lead to roof and possibly property damage? Icicles are generally caused by a leaking gutter or a dam, which happens when a clogged gutter does not allow water to drain properly. The water then spills over the side and freezes on its way down. Large, sharp icicles could slide off and hurt someone when they fall.

In addition to creating icicles, ice damming can cause leaks. Because the ice dam does not allow water and melted snow to run off the roof, it forms a pool on the roof. The heat of the house prevents the water from freezing, and it can back up underneath the shingles, causing a leak.

In the case of a metal roof, the heat of the building or the sun can cause a thin layer of water underneath accumulated snow and ice. Metal roofs are very slippery when wet and large heavy sheets of ice can slide off the roof and severely hurt someone or damage property.

What should be done?

Installing heat tape in gutters & downspouts can prevent ice from forming, building up and eventually becoming an ice dam. In addition, you can invest in the installation of ice and snow-breaking roof units such as snow guards.

Call your nearest GLRC office to set up a free roofing consultation or to have your roof professionally cleared of existing ice.

Below-Freezing Temperatures

Very cold temperatures have adverse effects on almost every roofing system. Metal panels shrink & expand with fluctuating temperatures, which can cause screws to come loose. Freezing water can push loose screws up even further, which leads to leakage. Rubber membranes, which are adhered to each other with glue, can come unglued. Tar-based roofing systems such as a built-up roof and shingles can become brittle which causes cracking, which leads to leaks.

What should be done?

Metal panels with loose screws can be repaired all year round. If you have an older tar or shingle roof, the existing cold-weather issues can be repaired. Tar roofs, though more susceptible to cold-weather related damage, are relatively easy to repair during winter, due to the nature of the materials used. If the damage is extensive however, the roof may need to be replaced. Large repairs on rubber roofs are nearly impossible in the wintertime because cold temperatures and moisture prevent the adhesive from sealing correctly. Other roofing systems such as energy-efficient membranes perform much better under cold temperatures. They can be installed and repaired all year round.

Have your roof inspected by an expert at GLRC to determine the risk for susceptibility to cold weather.

Condensation

Condensation is caused by two factors: insufficient insulation and the absence of a vapor barrier. The vapor barrier keeps the moisture inside the building, but allows heat to pass through. Insulation stops the heat from passing through, but allows moisture through. Having one without the other causes condensation, either on your ceiling or in your insulation (which would eventually drip onto your ceiling). When condensation forms inside insulation, mold can form; in addition, wet insulation becomes ineffective.

What should be done?

If you notice water damage on your ceiling, don't hesitate to call us. GLRC's skilled roofing technicians will pinpoint the source of your problem and may determine that it is caused by condensation, not a leaky roof. You may need additional insulation, and wet insulation may need to be replaced.

If your roof is in need of maintenance in preparation for or during the winter season, call the professionals at Great Lakes Roofing Corporation. We have the training and safety equipment to get your job done safely and efficiently.



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