

CASE STUDY:

BONNET CREEK WALDORF ASTORIA AND SIGNIA HILTON



Two properties in Orlando - the Bonnet Creek Waldorf Astoria and Signia Hilton - needed a waterproof solution for more than 40 roof sections. Tearing off and replacing the existing roof would be costly, disruptive, and contribute tons of landfill waste.

Simon Roofing's restoration solution was an ideal choice. Installation did not interfere with the guest experience. Simon technicians worked in a completely clean environment, minimizing any interaction or disruption to both staff and guests.

The SR 461FBCs restoration meets Florida Building Code standards for the Orlando area, with high wind resistance and waterproofing. The solution comes with a 15-year labor and materials warranty.



Sustainability Impact

Signia Hilton

- 63,379 sq. ft. of roofing equals 135.6 tons (271,199 lbs) of material
- Tear-off would require 34 dumpsters

Waldorf Astoria

- 225,031 sq. ft. of roofing equals 481.45 tons (962,908 lbs) of material
- Tear-off would require 120 dumpsters

If the roofs were torn off, there would have been a total of 1,234,107 pounds or 617.05 tons of roof material to tear off, put in dumpsters, and haul to a landfill.

Simon Roofing used 5 dumpsters on the entire jobsite to haul away shipping pallets, roll cores, empty buckets, weather protection wrappers, and remnants. This totaled approximately 20,000 pounds or 10 tons of waste to the landfill, **saving 1,214,107 pounds of material in a landfill**. This also resulted in fewer vehicles and reduced fuel consumption.

*30-yard dumpster

Orlando, FL
Sr 461fbc Roof Restoration
288,410 Sq Ft



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Additional Sustainability Initiatives

Simon actively supports sustainability through a comprehensive, environmentally responsible approach to roofing that actively supports more circular business models:

Made-to-Order Manufacturing

All materials are manufactured to order at Simon's production facility and shipped directly to the job site. This streamlined process eliminates excess inventory and storage, significantly reducing spoilage and material waste.

Cool Roof Technology

Simon Roofing's Wite Brite™ coatings reflect more sunlight and absorb less heat, lowering roof surface temperatures by up to 50–100°F.

- Results in measurable reductions in air conditioning demand
- Mitigates the urban heat island effect, especially in dense urban areas and hot climates
- Reduces greenhouse gas emissions
- Decreases strain on the electrical grid
- Lowers reliance on fossil fuels



Wite Brite holds a legacy ENERGY STAR rating from the EPA—a designation no longer issued for roofing products. This means it passed rigorous, standardized testing by a recognized governing body. More importantly, it demonstrates that Wite Brite maintains energy efficiency over time, even as it weathers across diverse climate zones. We don't rely solely on initial solar reflectance and emittance values. Similarly, Simon's systems wear at an average rate of just 0.22 mils per year, compared to 1–2 mils per year for TPO and other single-ply membranes

Restoration Over Replacement

Simon prioritizes restoration over tear-offs, promoting long-term waste reduction:

- Prevents tons of construction waste from entering landfills
- Creates a cleaner, less disruptive job site
- Reduces fuel consumption with fewer dumpsters and fewer hauls
- Lightweight and reduces the need for future tear off since it is not considered a second roof system compared to laying over a roof with a new membrane.

Lifecycle Sustainability

Simon's restoration systems are designed for long-term performance. Warranties can be extended by 5 years or more through the same restoration process—using fewer materials and maintaining environmental efficiency over time.

Cool roofs tend to have longer service lives, as elevated temperatures accelerate chemical degradation—typically doubling the rate of weathering for every 18°F increase—causing non-cool roofs to deteriorate more quickly.