

## CASE STUDY:

# PARK HOTELS & RESORTS ROYAL PALM SOUTH BEACH



The roof of the Royal Palm South Beach hotel and resort in Miami was aging quickly and experiencing leaks. A complete tear-off and replacement would be costly, disruptive, and against the sustainability initiatives of the company.

Simon Roofing determined a roof restoration was possible for the majority of the roof (18,066 sq. ft.) but a tear-off was required on the remaining smaller sections because they were saturated with water.

Simon Roofing installed its SR461FBCs restoration solution and its CLP 120aw layover roof system to bring the roof back to watertight condition with a 20-year warranty



## Sustainability Impact

If all roof sections were torn off, there would have been a total of 147,315 pounds or 73.65 tons of roof material to tear off, put in 36 dumpsters, and haul to a landfill.

Simon Roofing used 12 dumpsters to haul away the four roof sections that required tear-off and an additional two dumpsters to haul away shipping pallets, roll cores, empty buckets, weather protection wrappers and remnants resulting from the restored sections.

This totaled approximately 66,992 pounds or 33.5 tons of waste, **saving 80,323 pounds of material in a landfill.**

This also resulted in fewer vehicles and reduced fuel consumption.

Miami, FL  
SR 461FBC Restoration  
CLP 120aw Layover  
28,076 sq ft



\*30-yard dumpster

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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.

