

# Roofer turning green around the eaves with solar power

BY ED DUGGAN

One of the nation's largest roofing companies has a statewide exclusive to install a new peel-and-stick solar power system that rolls out like linoleum.

The Uni-Solar laminate, developed in Germany and made in Michigan, will be marketed to commercial, industrial and academic customers throughout the state by Fort Lauderdale-based Advanced Roofing.

"It's a breakthrough — and we are committed to invest more than \$30 million in raw materials alone this year," says Presi-

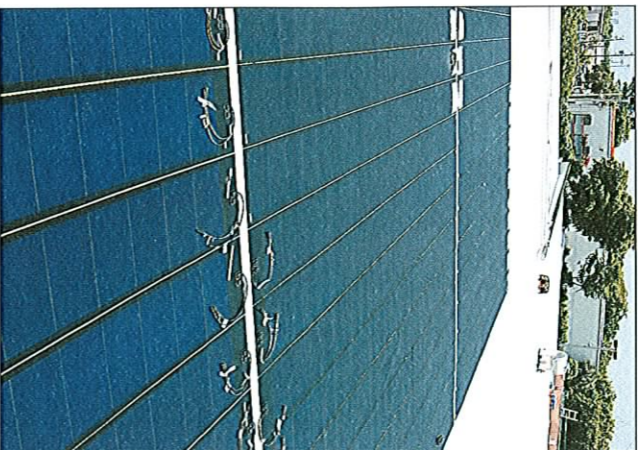


Photo by Mark Freerks

The Uni-Solar laminate, developed in Germany and made in Michigan, generates electricity even in low-light conditions.



Photo by Mark Freerks

Advanced Roofing's President, Robert Kornaherns, Willie Bohannon and Bruce Ward install solar panels.

dent Robert Kornaherns. The 400-employee company had revenue of \$108 million in 2006, up from \$38 million 2004. Trade publication *RSI Magazine* ranks Advanced Roofing as the 10th largest in the United States. It also has offices in Orlando, Jacksonville and Fort Myers.

The material generates electricity even in low-light conditions, said Kornaherns, who has set up a subsidiary, Advanced Green Technologies, to market and install the systems. His son, Michael, is president of the new company.

The systems are guaranteed to produce up to 80 percent of the initial power for 20 years. In tests, they have lost about 1 percent of capacity a year, Kornaherns says.

## Revenue could quadruple by 2016

San Francisco-based clean energy research and consultant firm Clean Edge estimates worldwide 2006 solar revenue of \$15.6 billion could more than quadruple to \$69.3 billion by 2016, says co-founder Ron Pernick.

Advanced Green's goal for 2008 is \$100 million in solar energy sales, Kornaherns said. He is a planning a 15-member marketing staff.

There is a current federal tax credit of \$1,200 for new systems.

The state has a \$3.8 million incentive fund that matches the installed cost of systems for businesses by \$4 a watt and a \$100,000 max-

## Advanced Roofing

**President:** Robert P. Kornaherns  
**Address:** 1950 N.W. 22nd St., Fort Lauderdale 33311  
**Phone:** (954) 522-6868  
**E-mail:** robk@advancedroofing.com  
**Web site:** www.advancedroofing.com

imum per job. At an installed cost of \$8.50 a watt, the state incentive will pay nearly half the cost until the fund runs out.

Kornaherns estimates a 25-kilowatt system would pay for itself in five years with the state's incentive.

"We are lobbying with others to get the state fund increased and we think our efforts will be successful. It fits in with the governor's and the state's green outlook," he says.

In mid-July, Gov. Charlie Crist signed three executive orders that require state agencies to help reduce greenhouse gas.

The roofing business is described by Kornaherns as "high risk, low margin," but he sees solar power offering fatter margins, an expanding market and a non-emergency product. Plans are under way to develop a residential solar power system.

**ED DUGGAN** is a staff writer for the South Florida Business Journal, a sister publication of OBJ.

## Classifieds

### Where is your company on the green continuum?

- Are you green cleaning champions?
- Have you joined USGBC and have a LEED project?
- Are you in the process of implementing Green Cleaning?
- Have you started a pilot project?
- Is choosing "greener" products & equipment your current focus?
- Presently is your only focus cleaning for appearance?
- Are you Cleaning for Health and Investigating Green Cleaning?

### Q. How will "Going Green" impact our budget?

**A. Cleaning Costs are usually reduced when Green Cleaning combined with proper cleaning methods**

Call 407-509-9063 to speak with a "Green

Cleaning" consultant and receive a no cost audit.



## Bella Bed™

• Handcrafted with Eco-Friendly eco2 Recycled Cotton Cover & PET\* Filler

• Available in S, M, L, XXL & Variety of Colors

• Hypoallergenic & Washable

• Cozy Cave Shape Conforms to Your Pet's Body

• Veterinarian Endorsed

\*PET is highly recyclable and can be transformed again and again for many different uses.

Buy this and other great products at:

from **\$79.99**  
**www.ShortOrderDogs.com**  
 "Delights for your little dog and you!"