

**MonierLifetile®**

*News*

**Media Contacts:** Shannon K. Benton  
skahlbaum@kleberadvertising.com  
or Lyndsey Forster  
lforster@kleberadvertising.com  
770.518.1000

**FOR IMMEDIATE RELEASE**

**THE ENERGY EFFICIENT ROOF: INNOVATIVE COMPONENTS  
AND INSTALLATION TECHNIQUES BUILD A  
SUSTAINABLE CONCRETE TILE ROOF SYSTEM**

**IRVINE, Calif. (June 2008)** – All segments of the construction industry are finding that building with energy-efficient and environmentally-friendly features is more than a passing trend. According to an article in the Wall Street Journal (March 5, 2008, *Home Builders Go 'Green' To Seek New Selling Point*), “as much as 10% of all housing starts, at a market value of \$38 billion are expected to include environmentally-friendly construction by 2010 – up from 2% of starts, or \$7.4 billion, last year, according to the National Association of Home Builders.” Not only are a segment of consumers demanding these features but some members of the industry – manufacturers, architects, builders, and roofers – are taking a lead role in pushing new ideas forward.

Concrete roof tile manufacturer, MonierLifetile, has spent many years doing research into the concept of an Energy-Efficient roof with the goal to reduce energy costs for homeowners, while delivering a structurally superior and sustainable roof. The Energy Efficient Roof coupled with the inherently sustainable properties of concrete roof tile create a whole system that will help protect the structure for decades while offering the added benefit of energy savings.

Several proprietary roof components from MonierLifetile have been developed to create their Energy Efficient Roof System. Firstly, the Elevated Batten System that raises the tile off deck to create air space. The EBS provides an effective thermal barrier and air flow prevents heat build-up. Secondly, Vented Eave Risers allow additional air space ventilation at the eaves allowing cool air to enter the sub-tile area. Thirdly, the use of Zephyr Roll at the ridge allows hot air to exhaust and provides ventilation and weather-blocking. These components, in concert with a light-colored, high-profile tile, help

reduce heat absorption and increase air space between the deck and the tile. The light-color high-profile tile generates the largest reductions in energy costs but the system works with medium and low-profile tiles as well.

Studies at the Oak Ridge National Laboratory have shown that using the MonierLifetile Energy Efficient Roof System reduces the amount of heat penetrating the conditioned space versus direct-to-deck installations by 50%, resulting in an approximate 20% reduction in energy consumption.

Sun West Custom Homes in Las Vegas builds homes in some of Las Vegas valley's most prestigious planned communities such as The Ridges, Lake Las Vegas, and McDonald Highlands. MonierLifetile's EER system is used as a standard system on Sun West Custom Homes giving homeowners the benefits of energy savings in the hot desert climate of Las Vegas. Steve Schultz, Project Manager, for Sun West, said when MonierLifetile's EER system was first introduced, "it caught our eye." Sun West Custom Homes is an innovator in the green and energy-efficiency movement in the Las Vegas market so the EER system was a natural fit to add to their repertoire of green and energy saving building techniques. "We want to be out in front of our competitors so when a company like MonierLifetile comes out with an innovative option such as EER, we wanted to adopt it and pass the innovation and related energy savings on to our homeowners," said Steve.

Sun West Custom Homes builds 12,000 to 20,000 square foot custom homes that incorporate energy-efficient building features such as blown-in insulation, LoE windows, and high Seer rated HVAC units, in addition to the EER system.

Using any new building system requires that the general contractor and sub-contractors adopt the system and learn the installation techniques. "We are fortunate to have a roofing subcontractor - Dean & Dunn Roofing Co., LLC – who is willing to think outside the box," said Steve. "They have been a great partner in the adoption of the new system on our homes," noted Steve.

Beyond the elimination of heat transfer into the home, Sun West Custom Homes, appreciates the fact that the system facilitates water shedding off the roof, assists in convective heat being whisked away under the battens and through the ridge venting at the top of the roof, and the fact that the Elevated Batten System no longer requires nailing a batten directly to the roof sheathing thereby eliminating the possibility of water transfer through the nail holes.

The benefits of the EER system have been realized by the tract home segment as well. D.R. Horton, in California's central valley recently completed building a gated community in Fresno – Arboleda – that features all Energy Star® homes. The 141 units feature the Energy Efficient Roof System by MonierLifetile in addition to building features such as tight insulation, LoE windows, tankless water heaters, Title 24-14 seer air conditioning compressors, and Energy Star® appliances. They are able to offer the homes in the Arboleda community at prices competitive to standard built homes

without the Energy Star® features. According to Robert Buckheister, V.P. of Operations for D.R. Horton's Central Valley division, "Lighting and insulation codes have already changed and there will be more changes and new requirements as Title 24 evolves." Title 24, part 6, is the California Energy Efficient Standards for Residential and Non-Residential buildings. The Energy Efficiency Standards for Residential and Non-Residential Buildings were established in 1978 in response to a legislative mandate to reduce California's energy consumption. The standards are updated periodically to allow consideration and possible incorporation of new energy efficient technologies and methods.

For more information about MonierLifetile and its concrete roof tile systems, visit [www.monierlifetile.com](http://www.monierlifetile.com) or call 1-800-571-TILE (8453).

**About MonierLifetile:**

Based in Irvine, Calif., MonierLifetile is the leading U.S. manufacturer of premium, high quality concrete tile roof systems. MonierLifetile has 14 manufacturing plants and service offices throughout the U.S., and a plant in Guadalajara, Mexico.

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