

**MonierLifetile®**

*News*

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FOR IMMEDIATE RELEASE

**MonierLifetile's Concrete Tile Roofing System  
Provides Sustainable Solutions for Builders**

**IRVINE, Calif. (February 2008)** – For the past five years, MonierLifetile has demonstrated its commitment to continual innovations that improve the aesthetics, durability and performance of concrete tile roofs with their Roof System Component line of products. These roofing components, when used alone or in combination, result in superior installations, increased performance, durability and energy efficiency.

Concrete tile from its inception is inherently a sustainable and green product. The tiles are made from naturally occurring raw materials and the manufacturing processes poses no threats to our environment. Concrete tiles are made by mixing sand, cement and pigments to form a solid, long-lasting, inert product that typically lasts for the life of a structure. And, if tiles are ever replaced, they may be crushed and used as road base, clean fill or even re-introduced back into new tiles - reducing the impact on our over-taxed landfills.

MonierLifetile sources materials locally within a 500-mile project radius, and manufactures the tiles with indigenous materials and post-industrial recycled content, including Fly Ash and Slag. These criteria contribute towards 3<sup>rd</sup> Party certification and possible LEED Credits, for builders looking to incorporate green standards.

The company's concrete roof tiles will be registered with the Cool Roof Rating Council in California (CRCC) in February. In addition to the CRCC registration, MonierLifetile also is seeking a nationwide Energy Star® rating.

MonierLifetile has long been recognized for its superior concrete roof tile products and now the company's Roofing System has received national attention with its innovative cross-ventilation design. A ventilated tile roof serves as a natural barrier against heat transfer and significantly reduces the energy required to cool homes. The Florida Solar Energy Center (FSEC) determined:

- “The vented tile roof reduced ceiling (heat) flux by 48% compared to a black shingle roof, while the direct-nail installation returned a flux reduction of 39%. The tile thermal mass and interstitial ventilation around each tile are the predominant phenomena reducing the cooling load in such roofs.”
- “Even red tile roofs significantly reduced attic temperatures.”

The National Association of Home Builders is planning to announce their new NAHB Green Building Standard at IBS, which in their preliminary draft includes reference to the above sheathing ventilation as the acceptable criteria in their energy efficient section.

“As a market leader, MonierLifetile is committed to producing the most durable and environmentally energy efficient roofing systems available,” said John Renowden, product marketing manager for MonierLifetile. “Our Energy Efficient Roofing System reduces heat penetration by 50% and provides a 22% reduction in energy consumption\*.”

As a testament to the industry-wide acceptance of green building, a 2007 survey of 250 builders estimated consumers are willing to pay 11-25% more for green built homes. And a study by McGraw Hill and NAHB found that 63% of consumers are motivated by lower operating and maintenance costs for green homes.

For more information about MonierLifetile and its energy-efficient roofing products including their Energy Efficient Roofing system, 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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\*Study Cited: Steep-slope Assembly Testing of Clay and Concrete Tile with and without Cool Pigmented Colors – October 2005.