

MonierLifetile



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MonierLifetile Enhances Component Product Line With Versatile Flashing Solution

IRVINE, Calif., September 15, 2005 -- As the leading concrete tile manufacturer in the roofing industry, MonierLifetile has built its reputation for providing building professionals with superior products that protect homes from the damage that harsh weather can inflict. Its latest innovation is Wakaflex, a versatile flashing solution that is universally suitable for all roof abutments and tile profiles. Designed to meet a roofer's flashing needs, Wakaflex is the latest addition to the company's line of roof system components, which augment the durability as well as significantly improve the aesthetic appeal of a tile roof.

"Wakaflex is the next generation in flashing products," said Alfredo Romero, product manager, MonierLifetile's Roof System Components. "With this recent addition to our component line, MonierLifetile continues as a pioneer in the roofing industry, bringing to market innovative products that are fully adaptable to the needs of every roofer."

Engineered to provide a last line of defense against leaks, Wakaflex is manufactured to be both durable and flexible. In addition to being an excellent alternative to stiff metal flashing, Wakaflex also eliminates the environmental concerns associated with lead products. Its malleability enables a tight seal and is ideal for use in all areas of the roof such as pitch

transitions, along valley, hip or ridge junctures, along the headwall or sidewall, in step flashings, around skylights and solar panels or for any other tricky detail that requires weather protection. Weighing in at only 22 pounds, a compact 33-foot roll of Wakaflex also is a great solution for smaller repairs, as it can be easily stored and used as needed.

Wakaflex is simple to handle and install with no special tools needed, thereby reducing a roofer's installation time and labor costs while increasing the longevity of any tile roof. Its smooth, dirt repellent surface has an adhesive edge that is self-adhering for fast installation and provides roofers with the tight fit that will prevent wind, rain, snow, hail or dust penetration.

Installation is easy. First, roofers should measure the area for application and then measure an appropriate length of Wakaflex and cut. After cleaning the area, Wakaflex can be positioned. Installers then simply remove the backing from the butyl adhesive strip and apply Wakaflex to the area. The flexible flashing will smooth and conform to tile as you apply.

Manufactured with a high UV resistance, the highly durable Wakaflex flashing provides a clean, finished appearance to any home. MonierLifetile recommends painting Wakaflex to match the surrounding field tiles to complete the roof's aesthetic appeal.

Additional information on Wakaflex, as well as MonierLifetile's comprehensive component products and the company's full line of concrete tile can be found online at www.monierlifetile.com.

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About MonierLifetile:

With headquarters in Irvine, Calif., MonierLifetile LLC, is backed by the strength and financial resources of Lafarge SA based in Europe, and Boral Ltd. based in Australia. MonierLifetile employs more than 1350 people at 13 manufacturing plants and service offices throughout the United States. For the ultimate in value, durability and lasting beauty choose MonierLifetile – the nation's leading manufacturer of concrete roof tile.

For more information about MonierLifetile or its products, visit our website at www.monierlifetile.com, write to MonierLifetile, 7575 Irvine Center Dr. Suite 100, Irvine, CA 92618 or call (800) 571-TILE (8453).