

MonierLifetile®

News

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FOR IMMEDIATE RELEASE

Every Day is Earth Day with a Concrete Tile Roof

IRVINE, Calif. (April 22, 2009) To commemorate Earth Day, people turn out the lights, take lunch in reusable containers, or ride a bicycle to work. Roofing with concrete roof tile will create a more sustainable and energy-efficient micro-climate within a home or building and therefore positively influence the macro-climate of Earth – day after day and year after year.

Builders and homeowners have turned to MonierLifetile concrete roof tile for over four decades as the answer to sustainable roofing solutions. As the green building movement gains momentum, MonierLifetile continues to demonstrate its leadership, garnering recognition from the top building industry associations and publishers for its innovative products, energy-efficient systems, and preference by builders across the country.

“Concrete roof tile has been used for over a century throughout Europe because of its sustainability,” said Chris Doelle, vice president of marketing and strategy for MonierLifetile. “It’s heartening to see that the U.S. is adopting similar building practices and as a leader, MonierLifetile is pleased to provide solutions to help move the trend forward.”

Tiles are made from naturally occurring raw materials in a manufacturing process that poses no threats to our environment. Concrete tiles are non-petroleum based – unlike asphalt shingles – and are made by mixing sand, cement and pigments to form a solid, long-lasting, inert product that lasts for the life of a structure. And, if tiles are ever replaced, they can 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. Additionally, 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 Blast Furnace Slag.

Builders using MonierLifetile’s inherently green products can meet the requirements of regional and national green building programs such as Leadership in Energy and Environmental Design (LEED), National Association of Homebuilders (NAHB) Green

program, and The Cool Roof Rating Council (CRRC). For more information about MonierLifetile and its concrete roof tile systems, visit 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 13 manufacturing plants and service offices throughout the U.S., and a plant in Guadalajara, Mexico.

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