

MonierLifetile



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## **MONIERLIFETILE TILE ROOF WITH ENERGY EFFICIENT SUB-ASSEMBLY FEATURED IN MODEL HOME**

**IRVINE, Calif. (September 20, 2006)** – Custom Built Developments, Inc. of Fullerton California, has chosen MonierLifetile’s concrete roof tile system with the MonierLifetile Energy Efficient Roof sub-assembly for use on the first custom Factory Built Home in the Lake Riverside California area.

Dean Wood, President of Custom Built Connections stated, “at a recent trade show we were looking for innovative new energy efficient products for our new Factory Built show home, and were struck by MonierLifetile’s Energy Efficient Roof which was on display at the 2006 PCBC show”.

The Energy Efficient Roof sub-assembly consists of three of MonierLifetile’s Roof System Components products and works in conjunction with the company’s concrete roof tile. Vented Eave Riser, Elevated Batten System™ and Zephyr Roll™, a combination ridge vent and weather block, comprise the Energy Efficient Roof sub-assembly. These components work together to help provide proper ventilation for the roof which not only results in increasing its longevity but also helps to mitigate energy costs by reducing the amount of heat transferred into the conditioned space of the home. MonierLifetile roof system products provide the homeowner an overall lower cost of home ownership that is not available from common asphalt shingles.

In addition to the Energy Efficient Roof sub-assembly, MonierLifetile offers a complete line of Roof System Components that aid in the proper installation of a durable and beautiful concrete tile roof.

Custom Built Developments is hosting three open houses at Lake Riverside Estates, in Aguanga California to showcase the 3,149 square foot model home. The first will be a private open house and barbeque for sponsors and their guests on October the 7<sup>th</sup> and 8<sup>th</sup>, the second for residents of the existing development on October 12<sup>th</sup> and 13<sup>th</sup> and the third, for the general public, is tentatively scheduled for October 14<sup>th</sup> and 15<sup>th</sup>.

Custom Built Developments Dean Wood adds, “This will be the first open house of a Factory Built Home in Southern California. Factory Built Homes are the equal of any custom site built home, in style, size, construction and appearance. They contain 30%

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more material and are generally stronger built than most site built homes. Typically these homes are constructed in 90 days or less. Unlike a tract built home, the customer custom orders their new home. There are hundreds of styles and floor plans, allowing the new homeowner to “custom fit” their new home to their wants, needs and budget. Most Factory Built Home owners highly upgrade their homes with granites, wood floors, tiled bathrooms, upgraded appliances, stucco, tile roofs, etc. just to name a few options”.

MonierLifetile provides a complete tile roof that combines durable and beautiful concrete roof tile with installation components designed to enhance ease of installation, energy efficiency and durability under adverse weather conditions. MonierLifetile concrete roof tile and Roof System Components are the result of industry leading experience, and design innovation.

**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 1,350 people at 13 manufacturing plants and service offices throughout the United States.

For more information about MonierLifetile or its products, visit our website at [www.monierlifetile.com](http://www.monierlifetile.com). Or write to MonierLifetile, 7575 Irvine Center Dr. Suite 100, Irvine, CA 92618.

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