

**MonierLifetile®**

*News*

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**FOR IMMEDIATE RELEASE**

**MONIERLIFETILE MAKES IT EASY TO BE GREEN**

*Green products and information at the click of a button and turn of the page*

**IRVINE, CALIF. (November 11, 2009)** – MonierLifetile®, the leading manufacturer of concrete tile roof systems is making it easy to be green with enhanced website navigation and a new green brochure. Both provide valuable in-depth information on the company's sustainable products and practices.

A new "Green Building" menu item was added to the website making it easier to find specific green-related information such as product lifecycle, Energy Efficient Roof System, LEED and NAHB point guides, Energy Star® and cool roof tile.

The green data brochure was developed to educate architects, builders, roofing contractors and homeowners about each step of the manufacturing practice from gathering the raw materials to recycling and minimizing the carbon footprint. The extensive brochure is a testament to MonierLifetile's leadership in the green building movement.

"It is our commitment at MonierLifetile to provide the most energy efficient and environmentally friendly concrete tile roof system in the U.S.," says Chris Doelle, vice

president sales and marketing. “It is our mission statement – a tradition and our promise – to provide green roofing.”

MonierLifetile uses naturally occurring raw materials mixed with low-impact manufacturing processes. The tile is engineered to reabsorb up to 20 percent of carbon dioxide emissions and for long-term performance. With their energy-efficient installation techniques, MonierLifetile can minimize heating and cooling costs.

For more information about MonierLifetile, its green building practices and 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 concrete tile roof systems utilizing green technologies and raw materials that save energy, and reduce waste and pollution. MonierLifetile has 13 manufacturing plants and service offices throughout the U.S., and a plant in Guadalajara, Mexico.

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