

MonierLifetile®

News

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FOR IMMEDIATE RELEASE

**NEW COLOR SELECTION FROM MONIERLIFETILE EXCEEDS LEED
REQUIREMENTS**

Innovative technology delivers energy efficient, color-through roof tiles

IRVINE, CALIF. (November 11, 2009) – MonierLifetile® is introducing a new national selection of concrete roof tile colors that meet LEED requirements for reflectivity. Featuring innovative technology developed by MonierLifetile, the new “color-through” concrete roof tiles dramatically expand consumers’ options for achieving energy efficient roofing.

The US Green Building Council Leadership in Energy and Environmental Design (LEED program) advocates energy efficiency through the use of highly reflective roofing materials. The sustainable sites requirement is a Solar Reflectance Index (SRI) of 29. This new range from MonierLifetile exceeds the LEED requirements for high reflectivity and achieves this in a new range of exciting colors.

Color-through concrete tiles are naturally pigmented through the entire body to provide long-lasting color. Until now, many of the options available to consumers have been

coated products. MonierLifetile color-through concrete roof tiles resist surface damage and degradation.

According to Chris Doelle, vice president of sales and marketing for MonierLifetile, the company has developed the range of vibrant colors in response to customer demand. “This is a real breakthrough in tile technology,” said Doelle. “Our customers told us they wanted roof tiles that meet LEED requirements that would also be aesthetically pleasing.” He added, “After extensive research and testing, we’re pleased to deliver these colors and profiles nationwide to satisfy the consumer who is seeking a beautiful, yet energy efficient roof.”

The national color range from MonierLifetile includes three new colors: Goldenrod, Charleston and Dunes Tan. In addition, the company is offering Del Sol, a custom blend of the three new colors, hand blended for a dynamic multi-color look. The new colors are currently available in slate and will be made in medium and high profile to meet customer demand.

“This product extension will provide our trade customers with solid options for their LEED projects that are durable, sustainable and beautiful,” stated Doelle. “Concrete roof tile is inherently green and MonierLifetile continues that commitment with these new products.”

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 concrete tile roof systems utilizing green technologies and raw materials that save energy, and reduce waste and pollution. MonierLifetile has 12 manufacturing plants and service offices throughout the U.S., and a plant in Guadalajara, Mexico.

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