

MonierLifetile®

News

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FOR IMMEDIATE RELEASE

**MONIERLIFETILE COOL ROOF TILES RECEIVE
ENERGY STAR® QUALIFICATION**

Sustainable concrete roof tiles meet high standards for reflectivity

IRVINE, CALIF. (June 18, 2010) – MonierLifetile®, the leading manufacturer of concrete roof tile and components, has received ENERGY STAR® qualification for seven colors.

The ENERGY STAR label was established to reduce greenhouse gas emissions and other pollutants caused by inefficient use of energy, and to make it easy for consumers to identify and purchase energy-efficient products that offer savings on energy bills without sacrificing performance, features or comfort.

These MonierLifetile products earned the ENERGY STAR qualification after undergoing a stringent process, working closely with consumers to test existing installations of three years or more. For the testing process, technical representatives visited houses and measured the solar reflectance to ascertain the aged solar reflectance of the roof tiles. Solar reflectivity indicates surface heat when exposed to sunlight, with higher values corresponding to cooler, more energy-efficient surfaces.

Cool roofs are highly reflective, highly emissive roofing materials that stay 50 to 60 degrees cooler than a normal roof under a hot summer sun, offering homeowners considerable cost savings. Choice of roofing material has the potential to impact energy usage dramatically.

“We’re proud to receive ENERGY STAR approval on these tiles,” said Chris Doelle, vice president of sales and marketing for MonierLifetile. “Concrete roof tile is inherently green, saving energy and reducing waste and pollution,” he added. “Earning ENERGY STAR qualification validates MonierLifetile’s products and our company’s commitment to sustainability.”

The ENERGY STAR approved colors include seven popular hues and profile styles, from the light earth tones of Desert Sage, a versatile Northern European style, through to the Mediterranean look of terracotta toned Tequila Sunset. Many of the ENERGY STAR qualified products also qualify for use in LEED certified projects.

“94% of consumers believe that each of us has to be responsible in our energy use and that they as an individual can make a difference,” stated Doelle. “Architects specifying products like MonierLifetile’s ENERGY STAR approved tile help consumers save on energy costs and reduce their environmental footprint,” Doelle added.

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 13 manufacturing plants and service offices throughout the U.S., and a plant in Guadalajara, Mexico.

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