

For Immediate Release

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## **MONIERLIFETILE CONCRETE ROOF TILE OFFERS SUPERIOR PROTECTION AGAINST THE DEVASTATING EFFECTS OF THE UPCOMING FIRE SEASON**

PCBC Show, SAN FRANCISCO, May 31, 2005 – Many fire officials believe this year could be one of the worst wildfire seasons ever due to tremendous brush growth following an unprecedented year of heavy rainfall in California and the western states. Designed to protect homes in the face of this potentially destructive fire season, MonierLifetile's announced that all of its concrete roof tile products have a Class A fire rating, the highest fire-resistance evaluation a roofing product can receive in the construction industry.

"Concrete tile is designed to withstand the devastation that can be caused by the region's upcoming fire season," said Jerry Vandewater, MonierLifetile's Technical Services Manager. "The importance of protecting your investment with the most fire resistant covering is especially critical this year as California's wildland firefighting agency is considering grounding air tankers one day a week and possibly closing two inmate fire camps and shuttering fire stations as it plans for a nearly \$7 million budget loss. With this potential loss of fire protection service, the only thing that may prevent a home's complete destruction is a Class A fire rated concrete roof covering the structure."

MonierLifetile's products present immeasurable value to the building industry as the material's resistance to intermittent flames is proven to protect their investment in new construction and existing homes. The Class A rating indicates that a roof is able to withstand severe exposure to fire originating from sources outside the building. Three tests examine products under a variety of circumstances to determine the fire resistance of the material that covers the roof, as well as the protection that it provides to the support structure underneath. In each of the performed tests, MonierLifetile's concrete roof tile was unscathed.

The history of major fires in high-risk areas indicates that most residential losses are due to flying debris landing on combustible roofs. Evidence of MonierLifetile's fire protection was recently apparent during the 2003 Grand Prix fire in Southern California. Causing more than \$11 million in damage, the wildfire engulfed more than 59,000

acres, destroying 135 homes and 60 buildings. Closing in on the city of Fontana, the wildfire surrounded 1200 homes and structures in the Hunter's Ridge residential development community. Built with concrete tile roofs and stucco exteriors, not one of the homes in the development was destroyed or damaged by the blaze.

"It was unbelievable to see my home on video with flames literally dancing across the roof," said Maria Koebel-Wagner, Hunter Ridge homeowner. "I am convinced that my MonierLifetile concrete tile roof saved my home. If I had a shake roof, it would have gone up like kindling."

In some instances, the true value of concrete tile is recognized only after wildfires devastate a community. Spurred by the tragic wildfire that destroyed hundreds of homes in the rural San Diego community of Scripps Ranch, the city amended its local building code to require the use of Class A fire rated roofing materials on all structures. Since the fire, homeowners have begun rebuilding their lives and reconstructing their homes. Following the new building code, many homeowners are protecting their investments with MonierLifetile concrete roof tile.

The durability of concrete tile roofs is unmatched. Designed to withstand fire, high winds, hail, and blizzards, a new tile roof can deliver years of trouble-free protection while adding value to a home. In many instances, concrete tile can even reduce an owner's insurance costs.

Offering rich, full-bodied color choices that more closely emulate the look of traditional clay, slate and shake roof tiles, MonierLifetile's products are available in a wide array of colors and profiles that complement virtually any architectural style and increase the value of the homes it protects. In addition, all of the company's concrete tiles are specifically designed and manufactured to outlast the structures they protect and are backed by the company's exclusive, Non-Prorated, Fully Transferable Limited Lifetime Warranty.

Additional information on MonierLifetile's full line of concrete tile and components can be found online at [www.monierlifetile.com](http://www.monierlifetile.com).

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**About MonierLifetile** - MonierLifetile LLC, with headquarters in Irvine, CA, is backed by the strength and financial resources of Lafarge SA based in Europe, and Boral Ltd. based in Australia. MonierLifetile employs more than 1350 people at 13 manufacturing plants and service offices throughout the United States. For the ultimate in value, durability and lasting beauty, choose MonierLifetile—the nation's leading manufacturer of concrete roof tile. 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 Drive, Suite 100, Irvine, CA 92618.