

MonierLifetile®

News

For Immediate Release

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MONIERLIFETILE'S VENTED EAVE RISERS IMPROVE ROOF PERFORMANCE WHILE PROVIDING BUILDERS WITH ENHANCED CUSTOMIZATION OPPORTUNITIES

PCBC Show, SAN FRANCISCO, May 31, 2005 – MonierLifetile, a leading manufacturer of concrete roof tiles, announced the addition of vented eave risers to its roof system component family. The new product provides building professionals with alternative options, enabling them to realize their architectural vision, while improving the integrity of their tile roof installations.

MonierLifetile's vented eave riser provides necessary tile space ventilation while enhancing the authentic appearance of a concrete tile roof. The latest addition to the company's roof system component family provides a superior installation, which ultimately reduces energy consumption for the homeowner.

"MonierLifetile produces a diverse array of quality roofing products that enable builders to create beautiful, quality roofs in perfect harmony with the surrounding environment," said Dave Mills, MonierLifetile's Director of Marketing. "With the addition of vented eave risers to our family of roof system components, the company continues its commitment to supporting customers' creative vision while enhancing the durability and performance of their concrete tile roofs for years to come."

MonierLifetile's vented eave risers are available for most MonierLifetile profiles including several with a distinctive sunburst design. In addition to ensuring improved installation and enhancing the look of the roof, the venting of the sunburst design provides necessary tile space ventilation, proper drainage, thermal advantages and can reduce energy costs. The new risers also enable the eave course to be elevated to the correct height and can ensure proper installation to improve the aesthetics and ultimate performance of the concrete tile roof.

The vented eave risers are available in a variety of colors to complement MonierLifetile's España, Barcelona, Villa and Saxony profile tiles. Like its other concrete roof tiles and components, MonierLifetile's vented eave risers can be easily installed, saving building professionals valuable time and labor costs

Additional information on MonierLifetile's roof system components as well as the company's full line of concrete tile can be found online at 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. Or write to MonierLifetile, 7575 Irvine Center Drive, Suite 100, Irvine, CA 92618.