

**MonierLifetile®**

*News*

**For Immediate Release**

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**COMPREHENSIVE LINE OF NEW MONIERLIFETILE COMPONENT PRODUCTS  
ENHANCE ROOF INTEGRITY**

PCBC Show, SAN FRANCISCO, May 31, 2005 – Building professionals looking to enhance the integrity of roof tile installation need look no further than MonierLifetile’s new line of roof system components. Designed to complement MonierLifetile’s concrete tile profiles, the new line of roof system components can augment the durability as well as significantly improve the aesthetic appeal of a tile roof.

“As the leading manufacturer of concrete roof tiles, MonierLifetile is changing the way people think about roofs,” said Dave Mills, MonierLifetile’s Director of Marketing. “As we continue to introduce new complementary building options like roof system components, the company is elevating the benchmark for roof installation as well.”

MonierLifetile roof system components are easily installed, simplifying and improving the overall integrity of the roof. New additions to the company’s component product line include an elevated batten system, vented eave risers, universal ridge vent and weather block. Each of the components in MonierLifetile’s universal product line is engineered to work seamlessly with all of the company’s tile products. Six additional roof system components are specifically designed to support the company’s lightweight Cedarlite® or standard-weight MonierLifetile Madera tiles.

“Discerning builders and roofers understand that a concrete tile roof increases the actual and perceived value of a home,” Mills said. “Using MonierLifetile’s roof system components during the installation process is a highly effective means of protecting their investment in the quality and durability of the home’s roof.”

Necessitating fewer nail penetrations, the elevated batten system enables a watertight installation and can increase the life span of the roof. Quick installation of the system raises the tile and batten off the deck preventing wind driven rain from damming and pooling behind traditional battens. Water is free to flow off the

deck and prevent damage to the underlayment. Enhanced airflow helps minimize heat transfer into the attic thus reducing cooling costs.

Vented eave risers not only enhance the beauty of a MonierLifetile roof installation but also provide essential tile space ventilation for reduced energy consumption. Offered in three distinct styles, the vented eave risers ensure a superior fit by enabling the eave course to be elevated to the correct height and increase the overall performance of the concrete tile roof.

Easy installation of the all-in-one ridge vent and weather block can save builders time and labor costs while providing cost-effective, code-compliant ventilation to a home's roof. Reducing field venting and penetrations, the combination universal ridge vent and weather block can increase attic space ventilation. Its eight square inches per linear foot ventilation provides venting at optimal locations and offers greater resiliency and a longer life than regular mortar.

Like the concrete roof tiles they are designed to complement, MonierLifetile component products are manufactured to outlast the structures they protect. Additional information on MonierLifetile's comprehensive component products as well as the company's full line of concrete tile 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.