

**MonierLifetile®**

*News*

**MONIERLIFETILE, IN PARTNERSHIP WITH REDLAND CLAY TILE,  
OPENS NEW DESIGN CENTER IN SOUTH FLORIDA**

***Conveniently located Design Center is open to the public  
and will service all market segments***

**IRVINE, CALIF. (February 24, 2010)** – MonierLifetile, the nation’s leading manufacturer of concrete roof tile, has partnered with its sister company, Redland Clay Tile, a leading clay tile manufacturer, to open a state-of-the-art Design Center in south Florida located at 3100 NW Boca Raton Blvd., Ste. 222, Boca Raton, Florida 33431.

MonierLifetile aims to provide an upgraded service experience in the Design Center, for homeowners, roofing contractors, architects, and builders, in one convenient location. The spacious Design Center features a highly trained staff, a complete product showcase that includes tile products and access to information such as job site addresses for viewing, and a wide array of product samples.

As roofing professionals, MonierLifetile representatives are trained and ready to address the needs of every segment of the business that visits the Design Center whether the interest is in a commercial project, a homeowners association, a custom home, or a reroof. Building and Contracting professionals are encouraged to send their customers to the Design Center to do research, view displays and make choices amongst the many colors and profiles of tiles available.

“We are rolling out the welcome mat to south Florida,” said Gary Reid, sales director, eastern region for MonierLifetile. “Our goal is to assist all segments in the market with selection of roofing products in a comfortable space.”

Builders and homeowners have turned to MonierLifetile concrete roof tile for over four decades as the answer to sustainable roofing solutions. As the green building movement gains momentum, MonierLifetile continues to demonstrate its leadership, by sponsoring educational seminars and training on how the use of concrete roof tile reduces energy use and contributes to an overall smaller building footprint. Builders using MonierLifetile's inherently green products can meet the requirements of regional and national green building programs such as Leadership in Energy and Environmental Design (LEED), National Association of Homebuilders (NAHB) Green program, and the Cool Roof Rating Council (CRRC).

The Design Center hours of operation are Tuesday through Friday, 7:30 a.m. to 5:00 p.m. and Saturday, 9:30 a.m. to 2:00 p.m. Appointments are preferred but not required.

For more information about MonierLifetile and its concrete roof tile systems, visit [www.monierlifetile.com](http://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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