

MonierLifetile®

News

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**MonierLifetile Provides Solutions to Dallas City Council
New 'Green Building' Code**

IRVINE, Calif. (May 2008) – The Dallas, Texas City Council voted unanimously on April 9, 2008 to incorporate numerous green building practices into law.

Among the first phase's requirements, effective Oct. 1, 2009: Builders of projects less than 50,000 square feet must use 15 percent less energy and 20 percent less water than current Dallas energy conservation code standards mandate.

Under Dallas' new code, roofs must also be more energy efficient on buildings smaller than 50,000 square feet. Projects larger than 50,000 square feet will face similar but less stringent requirements when compared with smaller buildings.

All segments of the construction industry are finding that building with energy-efficient and environmentally-friendly features is more than a passing trend. According to an article in the Wall Street Journal (March 5, 2008, *Home Builders Go 'Green' To Seek New Selling Point*), "as much as 10% of all housing starts, at a market value of \$38 billion are expected to include environmentally-friendly construction by 2010 – up from 2% of starts, or \$7.4 billion, last year, according to the National Association of Home Builders." Not only are a segment of consumers demanding these features but some members of the industry – manufacturers, architects, builders, and roofers – are taking a lead role in pushing new ideas forward.

Concrete roof tile manufacturer, MonierLifetile, has spent many years doing research into the concept of an Energy-Efficient roof with the goal to reduce energy costs for homeowners, while delivering a structurally superior and sustainable roof. The Energy Efficient Roof coupled with the inherently sustainable properties of concrete roof tile create a whole system that will help protect the structure for decades while offering the added benefit of energy savings. Another advantage for cold weather regions is the fact that a tile roof installed with the Energy Efficient Roof system is the ideal assembly for preventing the ice damming that plagues other types of roofing materials such as asphalt shingles and wood shakes.

Several proprietary roof components from MonierLifetile have been developed to create their Energy Efficient Roof System. Firstly, the Elevated Batten System that raises the tile off deck to create air space. The EBS provides an effective thermal barrier and air flow prevents heat build-up. Secondly, Vented Eave Risers allow additional air space ventilation at the eaves allowing cool air to enter the sub-tile area. Thirdly, the use of Zephyr Roll at the ridge allows hot air to exhaust and provides ventilation and weather-blocking. These components, in concert with a light-colored, high-profile tile, help reduce heat absorption and increase air space between the deck and the tile. The light-color high-profile tile generates the largest reductions in energy costs but the system works with medium and low-profile tiles as well.

Studies at the Oak Ridge National Laboratory have shown that using the MonierLifetile Energy Efficient Roof System reduces the amount of heat penetrating the conditioned space versus direct-to-deck installations by 50%, resulting in an approximate 20% reduction in energy consumption.

In Ft. Worth, Texas, Ramon Roofing is working on a “green” custom home in the Kaleidoscope of Homes in Montserrat which will feature sustainable building products throughout, including the Energy Efficient Roof System on the 150 square tile roof. Ramon Roofing actively promotes the MLT system, but also gets inquiries from homeowners and builders who are interested in energy efficient roof options. He sees it as a trend that will continue. “Aesthetically, people like the look of concrete tile and homeowners like the look of some of the components such as the Vented Eave Riser; I’ve had people ask for it specifically,” said Paul Ramon.

Dave Petersen, of Cazares Group, Inc., in Houston, Texas, appreciated the systems approach from the outset. He has found that educating the marketplace regarding the benefits of the system has been necessary. “The Energy Efficient Roof System costs a little more to build, but the payback in energy savings comes within a short time as supported by the studies at the Oak Ridge National Laboratory,” said Dave. “It’s a true education process from roofer to builder to homeowner and is a key to all segments of the buying process,” Dave added. Cazares Group, Inc. bids every project with MLT’s Energy Efficient Roof System on all tile roofs they install, offering both an EER and a standard tile roof option. These bids provide the builders and homeowners the upfront cost difference between the two systems during the early budgetary stage of building. “Anytime you give a homeowner two distinctly different prices along with optional components, it always leads to dialogue and provides the opportunity to discuss the advantages of the EER system offers,” said Dave.

Another Texas roofing company, Reyvin Roofing, promotes the Energy Efficient Roof System in the Austin area. Jerry Reyes, co-owner of Reyvin Roofing, has found increased interest in the system due to the hot summers in Texas and the system’s ability to reduce cooling costs. Jerry attends trade shows to educate builders and homeowners on the benefits of the system using a display that shows the various components installed with tile. Jerry said that, “It’s a system that sells well due to our hot summers and also due to the fact that for a small additional investment homeowners know they will recoup the cost in energy savings.”

About MonierLifetile:

Based in Irvine, Calif., MonierLifetile is the leading U.S. manufacturer of premium, high quality concrete tile roof systems. MonierLifetile has 14 manufacturing plants and service offices throughout the U.S., and a plant in Guadalajara, Mexico.

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