

**MonierLifetile®**

*News*

**Media Contacts:** Shannon Benton  
sbenton@kleberadvertising.com  
and Lyndsey Forster  
lforster@kleberadvertising.com  
770.518.1000

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**AN ENERGY EFFICIENT ROOF TOPS CUSTOM HOME FEATURED IN  
KALEIDOSCOPE OF HOMES TOUR IN FT. WORTH, TEXAS**

**IRVINE, Calif. (June 2008)** – All segments of the construction industry are finding that building with energy-efficient and environmentally-friendly features is more than a passing trend. In Montserrat, a gated community in Ft. Worth, Texas – a lush hilly area with views of the city – is the setting for an energy-efficient custom home built by John Askew Company that will be featured in the Kaleidoscope of Homes tour later this year.

Montserrat is located in West Fort Worth Estates and is 30 acres of natural beauty and green spaces with 210 home sites.

“With today’s rising energy costs, we felt it was very important to make this home as energy efficient as possible and MonierLifetile’s EER system provides the type of energy savings that we felt would be significant,” said John Askew of John Askew Company, builder of the 9,250 square foot custom home. This is the first home that John Askew Company has built utilizing the EER system. The company builds 20 to 30 custom homes a year in the Ft. Worth and Parker County area. John Askew Company homes are in the price range of \$750,000 to \$3 million. Additional energy efficient building methods included in the home are high efficiency heating and cooling, energy efficient windows and foam insulation in the exterior walls and rafters.

Ramon Roofing of Ft. Worth, Texas installed the 150 square tile roof on the home. In addition to the partially boosted Tejas Espana concrete tile, the MonierLifetile Energy Efficient Roof System Components used include Figaroll, the Elevated Batten System, and Vented Eave Riser. Ramon Roofing actively promotes MonierLifetile’s Energy Efficient Roof 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.

Ramon Roofing will roof 4 of the 5 homes in the Montserrat development that will be featured in the Kaleidoscope of Homes. Four of the homes have MonierLifetile concrete roof tile and 1 home has US Tile, a clay tile product.

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.

For more information about MonierLifetile and its energy-efficient roofing products including their Energy Efficient Roofing system, 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, 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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*\*Study Cited: Steep-slope Assembly Testing of Clay and Concrete Tile with and without Cool Pigmented Colors – October 2005.*