

MonierLifetile®

News

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**Builders in non-traditional tile markets are converting
asphalt shingle roofs to MonierLifetile**

*Concrete roof tile offers greater aesthetic appeal and longer-term durability
than asphalt shingles*

IRVINE, Calif. (August 2008) – The use of concrete roof tile is standard practice in the Sunbelt areas of the U.S. but in most areas of the U.S., asphalt shingles are still the most common roofing material. This trend is changing however as non-traditional roof tile markets are seeing the distinct advantages of concrete roof tile versus asphalt shingles.

Asphalt shingles with their inherently low life cycle and the negative environmental impacts associated with the disposal of the product, are also a petroleum-based product. Since asphalt is created from crude oil, the cost of asphalt shingles is directly tied to that of oil and consequently, as oil prices rise, so do the price of asphalt shingles. These factors, as well as the superior aesthetics of concrete roof tile, are reasons for the increasing occurrence of asphalt to tile conversion in many markets across the country.

Boise, Idaho is one of the markets where builders are converting from asphalt to concrete roof tile. Shiloh Development in Boise builds 15 to 20 custom and semi-custom homes a year and they have converted most of their work to concrete tile.

Shiloh Development's homes have stucco exteriors so the roof tile matches the homes better than asphalt. Additionally, the longevity of the product is a key point in the sales of the homes and the upgraded aesthetics draws the attention of potential buyers.

"Potential homeowners like the look of the roofs and the longevity and durability of the product is a great selling point," said Dan Appel, owner of Shiloh Development. "Tile is coming up in this market and I see it as a trend that will continue," he added.

Dave Evans Construction in Boise – a commercial builder specializing in light custom commercial such as office building and office parks – builds approximately 30 projects a year and uses tile on 95% of the projects. Dale Evans Construction started converting all of their projects to MonierLifetile in 2002.

With MonierLifetile as their standard roof material, they are able to build fairly economically because the roofs are pitched as opposed to flat. When clients query about metal or asphalt, Dave Evans Construction dissuades them from the choices by talking about the benefits of tile. While asphalt costs a little less, metal is at the same price point as tile. The long term benefits of tile coupled with the low life cycle cost compared to other asphalt and metal make the choice a well-reasoned one for Dale Evans Construction.

The MonierLifetile roofs help create a unique look for Dave Evans Constructions' projects. "The look definitely sets us apart in Boise," said Rob Powell, Architect for Dave Evans Construction. The maintenance issue is also a selling point. "It's nice to hand a building over to a client knowing how durable and low maintenance the roof is," said Robbie Miller of Dave Evans Construction. "And, if there is ever a need to replace a few tiles, it can be done very easily," added Robbie. "It also helps that we have an excellent roofing partner in Boise - Rex Beaver – to work with," he said.

Texas is another market that is finding conversion from asphalt to tile is good for the builder and the homeowner. Kent Key Homes in Denton, Texas (north of Dallas and Fort Worth) is currently building an all-tile subdivision of 106 homes. They are using Tejas Espana by MonierLifetile on all of the Mediterranean style homes.

“Potential home buyers are used to seeing asphalt shingles in Texas so the tile roofs really draw attention and add to the appeal of our homes,” said Kent Key.

Beyond the ability of the tile to match the architecture and aesthetic curb appeal of the homes, its longevity as compared with asphalt shingles is a key selling point. While an asphalt shingle roof lasts maybe 20 to 30 years at the most, a tile roof will last a lifetime. In the sometimes dramatic weather in Texas, there are also insurance benefits due to MonierLifetile’s hail rating.

The Tuscan Hills homes built by Kent Key are also touted as “green homes”. In addition to the inherent energy efficient benefits of a tile roof, the homes are also built with aluminum clad wood windows, solid core doors and 19 Seer air conditioning units. Kent Key Homes are so confident of the energy savings afforded to homeowners that they promise homebuyers that the 2300 square foot model will have a heating/cooling bill not to exceed \$78 a month and the 3500 square foot model, \$117 a month.

ZK Homes in Houston, Texas was founded 4 years ago by Lee Zieben and John Kirksey, Jr. Both Zieben and Kirskey Jr. and their families have years of experience in the development and real estate industry but when they started their company they wanted to be innovators from the outset. While asphalt shingles is the most familiar product used on homes in Texas, ZK Homes chose to begin their company with an eco-friendly emphasis. This means using products such as MonierLifetile, an inherently environmentally friendly product, along with other products known for energy efficiency such as LoE rated windows, tankless water heaters, and high Seer rated air conditioning units.

“You see a lot of asphalt in Texas but we think that MonierLifetile concrete roof tile adds a tasteful design element to our homes and as we tell homeowners, it adds long-term value to their investment,” said Lee Zieben. “I’ve also introduced MonierLifetile to other builders who are now using the product on their projects,” added Lee.

ZK Homes is doubling the size of their company each year focusing on building semi-custom patio and townhomes as in-fill in city center areas of Houston and Sugarland. Their flagship project is in the heart of Sugarland – 100 patio and town homes in the mid-\$500 to 800K range. The 4-year-old company has already made their mark in the Houston area, winning 3 awards from the Greater Houston Builders Association in 2007 (Prism Awards for Garden/Patio Home

of the Year; Product Design of the Year over \$400,000; and Front Elevation of the Year - \$400,000 to \$600,000).

“As our company grows, we are excited about the opportunities to further the green building movement in the Houston area through the use of environmentally-friendly building methods that create innovative and sustainable living spaces for our customers,” said John Kirksey, Jr., ZK Homes partner.

For more information about MonierLifetile and its concrete roof tile systems, visit 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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