



## FOR IMMEDIATE RELEASE

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## **Tile Roofs Add Value, Differentiate Builders**

***Eagle Roofing Products concrete tile roofs help builders maximize value in competitive market***

Rialto, CA, May 2007 – Builders looking for ways to differentiate themselves from the competition and provide the highest quality product to customers need look no further than Eagle Roofing Products. In addition to being durable, aesthetically pleasing and energy-efficient, Eagle concrete tile roofs are easily incorporated into a homes design and help increase its marketability.

Today's builder is faced with the need to reduce costs at a time when curb appeal has never been more important," says Donna Aldrich, principal of Architectural Color Design at William Hezmalhalch Architects, Inc. "Siding, brick and stone are flying off the designs of new homes. Left with plain stucco walls, roof tile becomes the color key to a home's overall palette."

### **Curb appeal – limitless styles, textures and color solutions**

Eagle Roofing Products has roof tile solutions in an array of color offerings, styles and textures to meet virtually any architectural design. "American Heirloom and Camino Real, with their classic hues in a multitude of blends, are a perfect match for historic architectural styles. Cityscapes, with its wide range of dynamic color blends, enhances eclectic designs of the past, present and future," states Aldrich. Additionally, its Boosted Capistrano line is a newly-available decorative tile that complements Eagle's popular mission style Capistrano line. Through innovative manufacturing techniques, Boosted Capistrano offers the look and feel of a mortar-boosted clay roof at a 30 to 70 percent savings over natural clay.

### **Saves consumers energy and money**

Concrete tile roofs can save consumers energy and money through their cool roofing, energy-efficient properties. New research shows that tile roofing's mass, reflectivity and ventilation beneath the tiles contribute to a reduction of heat transference of at least 50 percent, when compared to a traditional asphalt shingle roof. Tile is also recyclable, resulting in less material ending up in the landfill. These traits make it a naturally "green" product and desirable to buyers.

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**Protection from the elements provides peace of mind**

Consumers take comfort in knowing that when they buy a home they are going to be protected from the elements. Tile roofing systems are highly durable. When installed properly, they can withstand harsh weather conditions including high winds, snow and ice build-up, hail and earthquakes. Tile roofs are also naturally fire-resistant—in fact they have a Class A fire rating; the highest possible rating. Additionally, with its strength and ability to endure the elements, it requires relatively few repairs compared to asphalt shingle roofing.

**Warranties – added value to the customer**

As a result of its durability, Eagle Roofing Products is able to offer a Lifetime Transferable Product Warranty for its tile. The warranty is non-prorated and transferable—providing even more benefit to the homeowner and a selling feature for the builder.

For more information on Eagle Roofing Products, please visit [www.eagleroofing.com](http://www.eagleroofing.com) or call 800-400-3245.

**About Eagle Roofing Products**

Eagle Roofing Products, a division of Burlingame Industries, was founded in 1989 with the goal of manufacturing quality concrete roof tile in modern, automated and high-speed plants. From the beginning, Eagle Roofing Products has prided itself on building strong relationships with customers of all sizes by listening and responding to their requests. Eagle Roofing Products is continually expanding its production capacity and its market coverage in order to offer its superior products nationwide while maintaining strong sales and customer service support at the local level. For more information on Eagle Roofing Products, please visit [www.eagleroofing.com](http://www.eagleroofing.com).

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