



**Corporate Office**  
3546 N. Riverside Ave.  
Rialto, CA 92377  
Phone: 909-822-6000

**FOR IMMEDIATE RELEASE**

Cheryl Inbody/Marketing  
[cheryli@eagleroofting.com](mailto:cheryli@eagleroofting.com)  
909-265-8016

Aleta Walther / Public Relations  
[pr@eagleroofting.com](mailto:pr@eagleroofting.com)  
949-498-1962

**CHOOSE A ROOF THAT DELIVERS AESTHETICS, DURABILITY  
AND ENERGY EFFICIENCY**

***Homeowners in Colorado select Eagle to provide a roofing solution that performs.***

**RIALTO, Calif., Jan. 21, 2011** – The move to incorporate energy efficiency and environmentally friendly features continues to be one of the biggest selling points in the remodeling industry. Green products are crafted to exceed building codes and are not only cost-effective to own, but are especially economical to operate without sacrificing quality.

This demand for energy efficient products is especially evident in the roofing industry. Widely recognized as a leader in the industry, Eagle delivers true performance in their roofing products that include energy efficiency, protection from the elements, durability to last a lifetime and a style to complement their architecture and add true curb appeal.

“In today’s tight economic environment, Eagle understands today’s savvy customers increasingly look at the energy efficiency of roofing in addition to aesthetics when evaluating their purchasing decision,” said Kevin Burlingame, president of Eagle Roofing Products. “We take our responsibility to the environment seriously and are deeply committed to giving customers a full line of innovative products. This advantage enables remodelers to differentiate their projects and increase business while creating incremental value for the homeowners.”

According to Burlingame, Eagle remains committed to being the company of choice for roofing products for both new construction and remodeling applications. This is exemplified through the company’s dedication to providing quality products and outstanding customer service.

**Eagle Cool Roof Tile**

As part of their extensive concrete tile product line, homeowners can choose from a selection of Cool Roof tile colors that are Energy Star and Cool Roof Rating Council (CRRC) approved. Eagle’s Cool Roof Tiles reflect sunlight and heat away from the home resulting in a 10 to 30 percent energy savings on air conditioning. Those who reroof their homes with these rated tile colors may be eligible for roof tile rebates through their utility company.



**Corporate Office**  
3546 N. Riverside Ave.  
Rialto, CA 92377  
Phone: 909-822-6000

### **Eagle Energy Saving Roof**

This installation method utilizes several Eagle accessory products to complement the inherent insulation properties of an Eagle concrete tile roof. This combination of products creates a system that allows for airflow under the tile; reducing heat transfer into the attic by up to 50 percent. The result of this installation means less demand on the air conditioner, less expenditure of energy and significantly lower electrical bills for the end user.

### **CE DUR Wood Shake Replacement**

CE DUR is an incredibly lightweight and insulative product – providing everything you want in a roof. It offers the aesthetics of a natural wood shake with the durability of an advanced thermoset polymer. And it provides protection from hail, fire, snow, rain and wind with Class 4 hail ratings and Class A fire ratings.

Unlike conventional hand-spilt cedar, CE DUR is also virtually non-absorbent eliminating the freeze/thaw cycle effects. It also resists snow release/sliding and won't rot or allow fungus or mildew.

Installed on homes throughout Colorado for the past decade, CE DUR is ideally suited to perform well in extremely harsh weather conditions; and may qualify for possible insurance discounts.

An Eagle roof ensures the highest levels of quality and years of trouble-free maintenance. Eagle concrete tile and CE DUR have a Lifetime Transferable Limited Product Warranty.

For additional information on any of Eagle's tile, CE DUR, solar or accessory products visit our websites at: [www.eagleroofting.com](http://www.eagleroofting.com), [www.cedurshake.com](http://www.cedurshake.com).

###

### **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. Having earned AAA rating by the Better Business Bureau, Eagle maintains strong sales and customer service support at the local as well as national level. Eagle is also committed to seeking out trend setting technologies and products that help the environment while helping our customers and their customers. Our green building products and green manufacturing process are a major focus of the company's time and investments. For more information on Eagle Roofing Products, please visit [www.eagleroofting.com](http://www.eagleroofting.com).