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Tile Roofing Institute Launches “Go Green” Campaign

New Program Highlights Natural Energy-Saving Benefits of Concrete and Clay Tile Roofs

CHICAGO — The Tile Roofing Institute (TRI) announced today the launch of the tile roofing industry’s first-ever “Go Green” green-building campaign - educating and informing design/building professionals and homeowners about the environmental “green” benefits of concrete and clay tile roofs. The national campaign will also shed new light on the unique, energy-saving properties of tile roofing systems, along with the financial benefits and LEED credits that builders and homeowners can gain by using tile on their new and re-roofing projects. The new campaign further establishes the TRI as the single-source authority for information on tile roofing’s green benefits, including life-cycle cost, recycling, reflectivity, and sustainability. The *GO Green* Campaign will feature the following:

- ***GO Green with Tile! (Brochure)***

The new “*GO Green with Tile*” brochure will highlight and compare tile’s energy-saving benefits to other roofing products in the areas of durability, recyclability, reflectivity, financial incentives/insurance rebates and other categories

- ***GO Green Media Blitz***

TRI will reinforce the “*GO Green*” green-building message through a comprehensive media relations and advertising campaign. The campaign will target building/design and home improvement publications, e-newsletters and syndicated TV/radio programs. TRI will also secure by-lined articles, speeches or interviews to highlight tile’s sustainable qualities.

- ***GO Green Web Site***

The “*GO Green*” Web site will feature articles, reports, photos and information on the environmental benefits of tile roofing, including quarterly updates on current research, along with current and pending (local/regional) energy code requirements and standards.

- ***GO Green Seminars/Presentations***

TRI representatives will take the “*GO Green*” story on the road at green-building conferences, trade shows, and panel discussions. Technical experts will highlight recent research findings from the Oak Ridge National Laboratory (ORNL) and Lafarge Roofing Technical Research Center. The new findings will further quantify the ability of concrete and clay tile roofs to significantly reduce energy costs.

In addition to its energy-efficient properties, tile roofing is highly durable. Installed properly, tile roofs can withstand harsh weather conditions including high winds, snow and ice build-up, hail and earthquakes.

About the Tile Roofing Institute

The Tile Roofing Institute (TRI) is a non-profit trade and membership association open to those involved in the production, distribution and installation of clay and concrete tile roof systems. TRI has provided technical expertise to roofing professionals and other building industry constituents since 1971. To ensure best installation practices, TRI also offers contractor training through its Certified Installer Program. TRI manufacturer members produce 95 percent of the tile roofing installed in North America. More information about TRI can be obtained by visiting www.tilerroofing.org or by calling (312) 670-4177.