



Enjoy the Energy-Saving Benefits

of a CRRC* Cool Roof without sacrificing the natural beauty of US Tile's authentic clay tile kiln-fired colors.



Our Colors Don't Fade

US Tile authentic clay products are backed by a transferable limited lifetime warranty. Unlike, concrete tile, US Tile roof products feature kiln-fired earthen hues created without topical coatings like pigments, paints or dyes. And so will never fade, discolor, or effloresce over time.

Our Authentic Clay Tile Achieves Cool Roof Standards...*

Without Pigments, Paints or Dyes.



*Our authentic clay tile products, kiln-fired Red, Mallorca, and Bermuda Blend are rated by the Cool Roof Rating Council (CRRC) and meet the stringent performance requirements of a Cool Roof.



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US Tile Standard Red

Solar Reflectance .42
Thermal Emittance .85

Style:

Mission,
Two-piece clay tile



US Tile Bermuda Blend

Now rated by the CRRC.
Meets cool roof standards.
Solar Reflectance .30
Thermal Emittance .86

Style:

Mission,
Two-piece clay tile



Other Available Styles:



Mission S,
One-piece clay tile



ClayMax® Low Profile Lite
Ideal for re-roofing



Mission S Lite (ClayLite®)
(Terra Cotta)
Ideal for re-roofing



Other Available Styles:



Mission S,
One-piece clay tile



Mission S Lite (ClayLite®)
(Arroyo)
Ideal for re-roofing

US Tile Mallorca

Solar Reflectance .53
Thermal Emittance .86

Style:

Mission,
Two-piece clay tile

Why You Want a US Tile Cool Roof



- **Lower Utility Bills:** PG&E expects a typical home will experience a reduction of 10% to 20% in air conditioning-related energy consumption.
- **Lower Energy Costs During Peak Periods:** US Tile Cool Roof products will help you save on high energy costs during peak "time-of-metering" demand periods.
- **Cool Roof Rebates:** US Tile Cool Roof products qualify for PG&E and SCE Cool Roof Rebate Programs that can rebate you as much as \$.20 per square foot of installation.
- **A Longer Lasting Roof:** US Tile Cool Roof Rated products protect your roof underlayment by reducing heat stress which can cause premature failure.

What Makes a Cool Roof a Cool Roof?

Cool Roofs don't "heat up" like other types of roofs. That's because cool roofs have two properties non-rated roofs do not: They reflect the sun better and dissipate heat more efficiently.



High Solar Reflectance: The ability to reflect solar energy rather than convert that energy to heat.

Authentic clay US Tile Cool Roof tiles reflect up to 53% of the sun's solar energy. By comparison, asphalt shingles reflect less than 10% of the sun's energy.¹



High Thermal Emittance: Cool Roofs have the ability to give off heat rather than absorb and hold it.

One property of US Tile authentic clay Cool Roofs is the ability to give off heat, rather than absorb and hold it. US Tile Cool Roof tiles have an 86% thermal emittance!

Additional Benefits of a US Tile Clay Roof Versus Other Non-Clay Products

Heat Flux: US Tile Cool Roof products deliver 36%¹ less ceiling heat fluctuation than concrete tile. Minimizing dramatic swings in ceiling temperatures saves energy and reduces strain placed on your home cooling systems especially during expensive peak periods.

Concrete Holds Heat: US Tile Cool Roof products absorb less heat and release the heat faster than asphalt shingles and concrete tile for greater energy efficiency.²

¹ Oak Ridge National Laboratory for CEC

² Based on field tests reported on Havasu Green (www.havasugreen.com/roofing)

