

CRRC Administrative Update



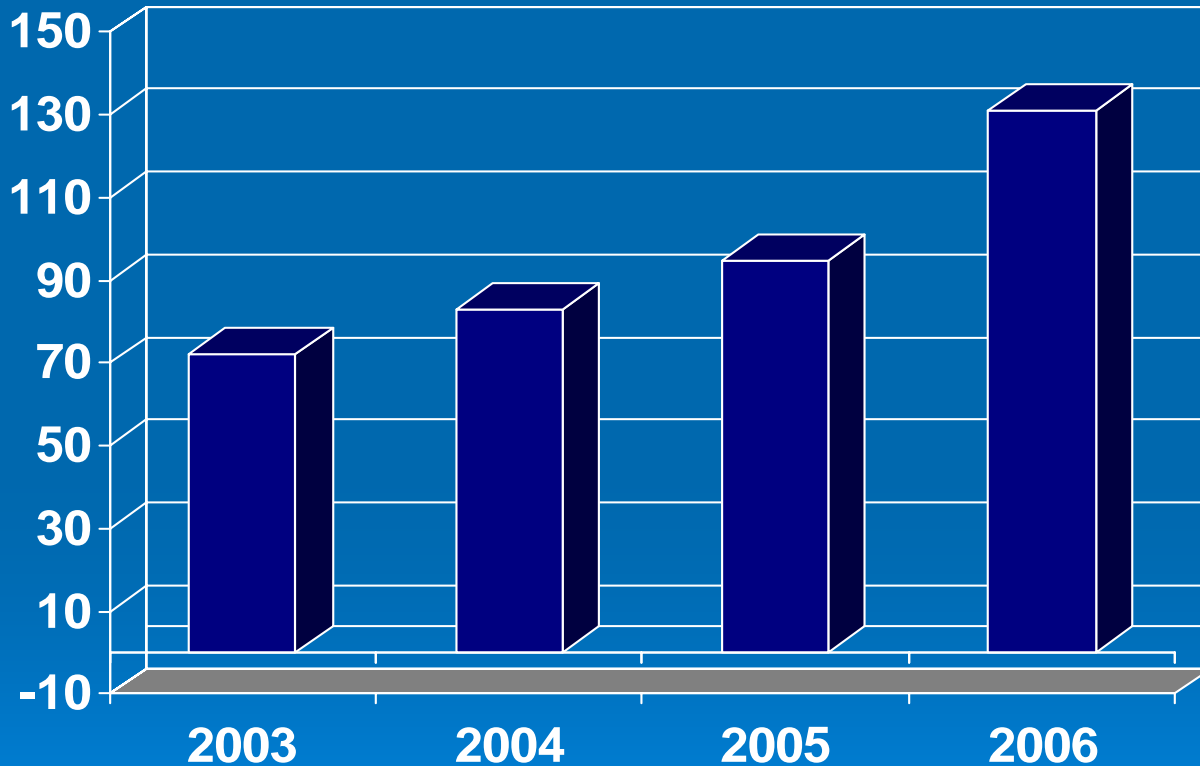
2006 Annual Membership Meeting

Overview

- February 2003 – February 2006 Growth
- Logo Modifications and Use
- Confidentiality Policy
- 2005 – 2006 Outreach Activities
- 2005 Random Testing Update

Membership

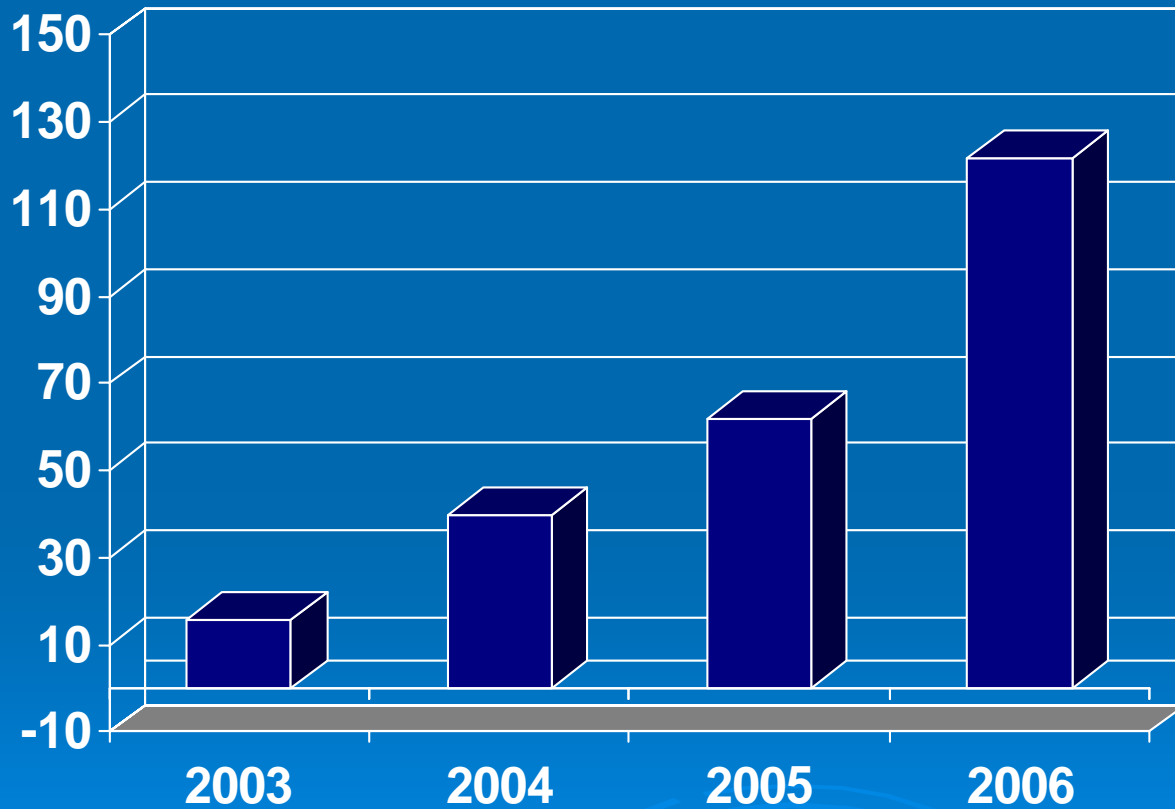
February 2003 – February 2006



- February 2003 - 72
- February 2004 - 83
- February 2005 - 95
- February 2006 - 131

Licensees

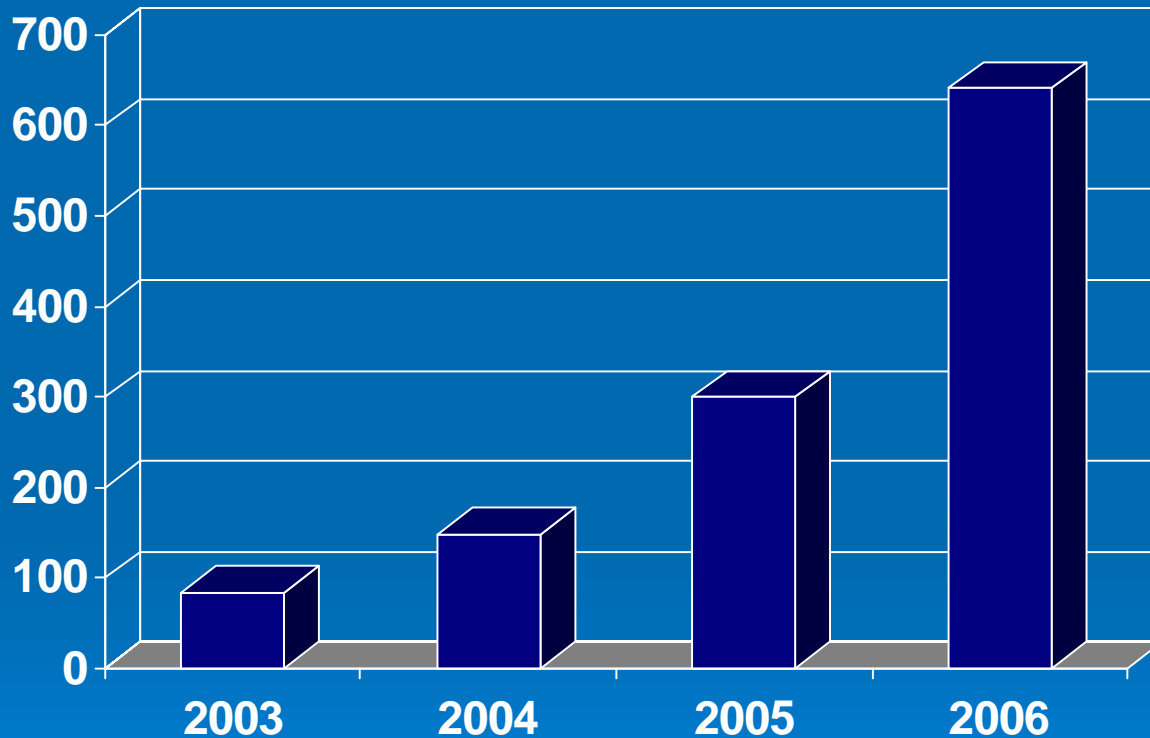
February 2003 – February 2006



- February 2003 – 16
- February 2004 – 40
- February 2005 – 62
- February 2006 – 122

Rated Products

February 2003 – February 2006



- February 2003 - 84
- February 2004 - 148
- February 2005 - 300
- February 2006 - 641

CRRC Logo Modifications and Use



What Are the CRRC *Member* Logos and Who Can Use Them?


- The CRRC Member Logos consist of the CRRC Logo with the text “Member” or “Charter Member” appended underneath

Member Logos



Charter Member Logos



- **Use of the Member Logo is limited to CRRC Members that are in good standing**
 - **Only Charter Members may use the Charter Member version of the logo.**
- 

How Can the CRRC Member Logo Be Used?

- On company letterheads, correspondence and corporate promotional materials to indicate Membership in the Council.
- Members shall not use the Member Logo on any product or product packaging.
- The Member Logo may not be used in any manner that suggests or implies that the Council has certified any product or practice.

What is the CRRC AITL Logo and Who Can Use It?

- The CRRC AITL Logo consists of the CRRC Logo appended with the text “Accredited Laboratory” underneath

CRRC Accredited Laboratory Logo



- **Use of the AITL Logo is limited to AITLs in good standing.**



Frequently Asked Questions About Logo Use



- Q: *Can I use the Member Logo on the product promotional materials?*
- A: Yes, but only when the Logo is positioned in such a way that it meets the following criteria:



- **It must be placed in one of the document's surrounding margins, clearly separate from any reference to products (see next slide for example).**
- **Must be placed on the page in such a way that it cannot be misconstrued as an endorsement or suggested CRRC rating of the product.**

COMPANY X

Most
Reflective
Product in the
World



	Solar Reflectance	0.88	Initial	Weathered
	Thermal Emittance	0.88	Testing	Testing
	Rated Product ID Number		
	Licensed Sales ID Number		
	Classification	Product Line		
<small>CRRC Best Being Coated® marks are trademarks for a limited set of conditions. Ratings are in accordance with laboratory testing performance. The actual physical characteristics and overall performance of the product may vary.</small>				
<small>Manufacturers should refer to the data sheet associated with each product for the applicable CRRC Best Being Coated® guidelines.</small>				

CRRC Rated. Meets Title 24 Requirements
(and other product descriptive language)



Example of placement of the Logo in the bottom margin of the page:

The black lines at the bottom of the mock-up to the left have been inserted only to illustrate a reasonable separation of the CRRC Logo from the main body of the document as well as separation of the CRRC Logo from other organizations' *certification* marks. The black lines are not mandatory.

- **Cannot be placed directly adjacent to any product logos, product images, product names or product descriptive language, including language that indicates that the product has been rated by the CRRC or any other entity, even though the logo is located in the margin.**

- **Q: *Can I use the CRRC Logo in product specification materials?***
- **A: No, only the *CRRC Product Label* may be used in product specification materials, according to the guidelines set forth in (CRRC-1).**

- **Q: *Can I group the CRRC Logo with other organizations' logos with whom my company is affiliated?***
- **A: *Yes, but only when the following criteria are satisfied:***

- **The CRRC Logo is a stand-alone image and does not appear to be connected to any other logo.**
- **The other logos are not performance or certification marks.**
 - If performance or certification marks (including the CRRC Product Label) are located in the same margin as the CRRC Logo then there must be a clear separation between the CRRC Logo and the other marks

- **For example, grouping the CRRC Member Logo with an Energy Star *Partner* Logo is acceptable, but not with an Energy Star *Certification* Logo.**

COMPANY X

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CRRC Rated. Meets Title 24 Requirements
(and other product descriptive language)




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- **Q: *How can I indicate that my product has been CRRC Rated?***
- **A: The CRRC Product Label may be used on products, product promotional pieces and product specification sheets, but only according to the guidelines set forth in the Product Rating Program Manual (CRRC-1).**

CRRC Product Label

		<u>Initial</u>	<u>Weathered</u>
	Solar Reflectance	0.00	Pending
	Thermal Emittance	0.00	Pending
	Rated Product ID Number	-----	
	Licensed Seller ID Number	-----	
	Classification	Production Line	
<p>Cool Roof Rating Council ratings are determined for a fixed set of conditions, and may not be appropriate for determining seasonal energy performance. The actual effect of solar reflectance and thermal emittance on building performance may vary.</p> <p>Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.</p>			

**For more information or to
obtain electronic files
containing the appropriate
version of the CRRC Logo
please contact the CRRC at
info@coolroofs.org**


CRRC Ratings Program Data Confidentiality Guidelines

- In 2005 the Board formalized guidelines for the confidential treatment of CRRC Ratings Program information and for determining what data will be available to parties (including CRRC Board Members) other than CRRC staff under what conditions.

CRRC Ratings Program Data Confidentiality Guidelines

- Pending product application data is confidential
- An LS may request confidentiality with respect to the identity of the OM upon whose ratings their products rely
- Initial Random Testing results
- Complainants identities kept confidential if requested

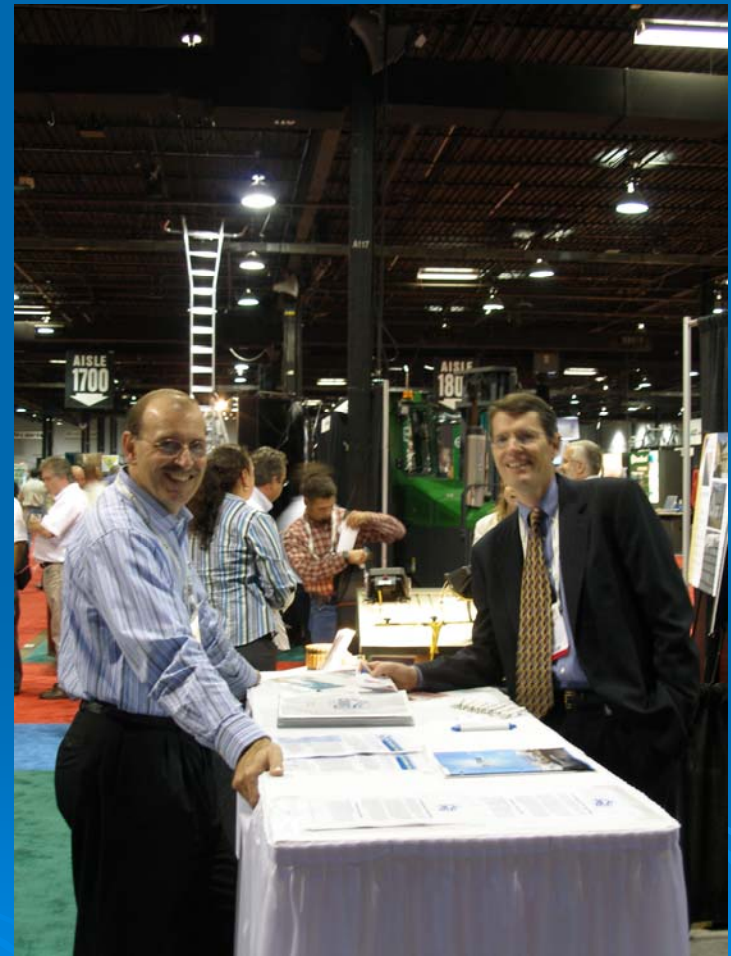
Outreach Activities 2005 -2006

- Tradeshows
 - Newsletters
 - Publications
 - Website
 - Hotline
- 

2005 Tradeshows

- **International Roofing Expo**
February 2005, Orlando, FL
- **WSRCA Tradeshow**
June 2005, Las Vegas, NV
- **MetalCon**
October 2005 - Chicago, IL

MetalCon 2005



2006 Tradeshows

- **International Roofing Expo**
February 14-16 2006 Las Vegas, NV
- **WSRCA Tradeshow**
June 25-28 2006 Las Vegas, NV
- **USGBC Greenbuild International Conference and Tradeshow**
November 15-17 2006 Denver, CO

Newsletters

- Distributed 'Roofing Reflections' Fall and Winter of 2005
- The plan is to continue quarterly distribution

CRRC
COOL ROOF
RATING COUNCIL

"Roofing Reflections"
The CRRC Quarterly Newsletter January 2006

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The Chair's Corner

I'm happy to say that 2005 was a red-letter year for the CRRC! As you can see in the graph to the right, the number of rated products has increased dramatically due to an influx of new product applications before California's Title 24 update last October. Just a couple of years ago, the CRRC was just getting started. Now, we've gotten a better idea of the cost of administering the program and between increased participation and a necessary fee adjustment, the CRRC is finally financially stable. We're looking forward to continuing to grow with the cool roofing industry.

-David Cocuzzi

What's New(s) at the CRRC...

- CRRC Membership Meeting: February 13th in Las Vegas! (p.2)
- Proposed updates to LEED and ENERGY STAR update increase standards for cool roofing. (p.2)
- CRRC 'Color Family' Ratings Program protocol for metal roofing industry is complete (p.3)
- New study to establish a protocol for clay and concrete tiles (p.3)
- On the road again: Upcoming events (p.2)

CRRC by the Numbers

Year	Members	Licensees	Products
2002	100	50	100
2003	100	50	150
2004	100	50	300
2005	150	100	600

Publications

- 2005 - CRRC Featured in Maintenance Solutions magazine
- 2006 CRRC Featured in American School and Hospital Facility (to be released this month)

Random Testing

- Important to CRRC's mission to provide accurate radiative property data
- California Energy Commission's Title 24 references CRRC as the sole supervisory entity for cool roof ratings

2005 Random Testing Report

- 36 products tested in 2005
 - Up from 9 products in 2004
- 22 passed
- 6 terminated or not yet available
- 5 pending
- 3 failed

Improvements to Random Testing

- Updated contractor/distributor lists with annual renewals
- Letter to contractor/distributor
- Board subcommittee

Bylaws

Article 5 Section 2. Membership

The Board of Directors of the Corporation shall be comprised of 11 individuals commencing with the individuals named in the Corporation's Articles of Incorporation. There shall be six (6) positions filled from the first class of members as described in Section 2(a) of Article 3, five (5) of whom shall be manufacturers and one (1) of whom shall be a distributor. Five (5) positions shall be filled from the class of members as described in Section 2(b) of Article 3. Notwithstanding the foregoing not more than one individual who is an officer, director, employee, agent, representative or affiliate of a member or its subsidiaries or affiliates (if any and despite whether they have independently become members of the Corporation) may serve on the Board of Directors at any given time. The directors shall be elected by the members of the Corporation at the annual meeting of the members or by mail or faxed ballot before the meeting.

Deleted Text: (after 'Article 3' and before 'notwithstanding') no more than two directors shall be from the same category described in such Section.