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## **FOR IMMEDIATE RELEASE**

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### ***CRRC Adds Solar Reflectance Index Values to its Rated Product Directory***

**Oakland, CA, USA – October 26, 2010 –**

The Cool Roof Rating Council (CRRC) is pleased to announce the addition of the Solar Reflectance Index (SRI) to its Rated Product Directory. For over a decade the CRRC has maintained a third party, independent rating system for the radiative values of roofing products that is utilized by consumers and industry professionals alike. By placing SRI on the Rated Product Directory users can now reference this metric to gauge the energy performance of roofing products, in addition to posted solar reflectance and thermal emittance values.

SRI measures a roof's ability to reject solar heat. The SRI value is defined where a standard black (reflectance 0.05, emittance 0.90) is set at 0 and a standard white (reflectance 0.80, emittance 0.90) is set at 100. As such particularly hot materials can have negative values, and particularly cool materials can exceed 100. The CRRC directory will list an initial SRI value and an aged SRI value, both calculated with CRRC initial and aged reflectance and emittance values using ASTM standard E1980 with medium wind speed. If the CRRC aged values are not yet available, the Directory will state "pending". In acknowledgement that SRI values are dependent on the test method employed to measure reflectance and emittance, the CRRC will also note on the Directory which test method was conducted to produce the reflectance and emittance values.

In keeping with the CRRC's mission to educate the public and maintain a relevant, cutting-edge rating system, the SRI is a valuable addition to the CRRC Rated Product Directory as it is referenced by several prominent code bodies and voluntary green building programs, including LEED NC Version 3, ASHRAE 90.1-2007, and California Title 24 Standards. The number of code bodies and programs referencing SRI is quickly growing due to its single value simplicity in communicating the energy performance of roofing products.

Cool roofs are an effective energy efficiency measure that combats the Urban Heat Island Effect and has the potential to mitigate global warming. With this addition to the Rated Products Directory, the CRRC is providing verified and credible SRI values for architects, roof consultants, and contractors to identify and specify cool roofs. Making the SRI value easily available to the public online will help consumers and industry professionals compare the radiative properties of roofing products efficiently and seamlessly.

Please contact us at [info@coolroofs.org](mailto:info@coolroofs.org) or (866) 465-2523 for more information on the CRRC and the inclusion of SRI on our Rated Products Directory.

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