



## CRRC Product Label Guidance

### Introduction

The purpose of this document is to provide guidance on the appropriate uses of the CRRC Product Label, as set forth in section 4 of the CRRC-1 Product Rating Program Manual. Nothing in this guidance document shall be construed as superseding the requirements in the CRRC-1 Product Rating Program Manual.


Use of the CRRC Product Label is intended to convey a product rating for CRRC rated products that are sold for final installation or application. The CRRC Product Label may only be used on products or product packaging by CRRC *Licensed Sellers*. Use of the CRRC Product Label on products, product packaging, product literature, and product specification sheets for products that are not CRRC-rated is strictly prohibited.

### Section 1: CRRC Product Label Overview

#### *What is the CRRC Single Product Label?*

The CRRC Single Product Label, shown in Figure A below, consists of a rectangle with the CRRC Logo in the upper lefthand corner, a section that displays the CRRC Licensee number, CRRC Product ID number, initial and aged solar reflectance and thermal emittance values, and a legal disclaimer. The CRRC Single Product Label may only be used on products that have been rated in accordance with the requirements outlined in the CRRC-1 Product Rating Program Manual and that are actively listed on the CRRC Rated Products Directory (available at <https://coolroofs.org/directory>).


**Figure A**  
**CRRC Single Product Label**


		<u>Initial</u>	<u>Weathered</u>
	<b>Solar Reflectance</b>	<b>0.00</b>	<b>Pending</b>
	<b>Thermal Emittance</b>	<b>0.00</b>	<b>Pending</b>
	Rated Product ID Number	----	
CRRC Licensee ID Number	----		
Classification	Production Line		
<small>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.</small>			
<small>Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.</small>			


## What is the CRRC Multiple Product Extended Label?

The CRRC also has a Multiple Product Extended Label, as shown in Figure B below. This label is essentially the same as the Single Product Label but allows up to four individual product ratings on a single label.

**Figure B**  
**CRRC Multiple Product Extended Label**

	Use ID number on packaging to match with corresponding rating on this label (checked box)	<input type="checkbox"/> Product A		<input type="checkbox"/> Product B	
	Classification: Production Line	<b>Initial</b>	<b>Weathered</b>	<b>Initial</b>	<b>Weathered</b>
	<b>Solar Reflectance</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>
	<b>Thermal Emittance</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>
	Rated Product ID Number	-----		-----	
CRRC Licensee ID Number: -----	<small>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.</small> <small>Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.</small>				

	Use ID number on packaging to match with corresponding rating on this label (checked box)	<input type="checkbox"/> Product A		<input type="checkbox"/> Product B		<input type="checkbox"/> Product C	
	Classification: Production Line	<b>Initial</b>	<b>Weathered</b>	<b>Initial</b>	<b>Weathered</b>	<b>Initial</b>	<b>Weathered</b>
	<b>Solar Reflectance</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>
	<b>Thermal Emittance</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>
	Rated Product ID Number	-----		-----		-----	
CRRC Licensee ID Number: -----	<small>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.</small> <small>Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.</small>						

	Use ID number on packaging to match with corresponding rating on this label (checked box)	<input type="checkbox"/> Product A		<input type="checkbox"/> Product B		<input type="checkbox"/> Product C		<input type="checkbox"/> Product D	
	Classification: Production Line	<b>Initial</b>	<b>Weathered</b>	<b>Initial</b>	<b>Weathered</b>	<b>Initial</b>	<b>Weathered</b>	<b>Initial</b>	<b>Weathered</b>
	<b>Solar Reflectance</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>
	<b>Thermal Emittance</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>	<b>0.00</b>	<b>Pending</b>
	Rated Product ID Number	-----		-----		-----		-----	
CRRC Licensee ID Number: -----	<small>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.</small> <small>Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.</small>								

When using the Multiple Product Extended Label, the specific CRRC Product ID for each of the products **MUST** be clearly marked on the individual product packaging to indicate which of the multiple products listed on the label is contained within.

## Section 2: Where and How to Use the CRRC Product Label

CRRC Licensees may use the CRRC Product Label on the following:

- Directly on a CRRC rated product
- On the packaging, wrapping or container of a CRRC rated product

- On the bill of lading or other documentation that accompanies the delivery of a CRRC rated product
- On product marketing materials, company website, and product specification sheets.

## Frequently Asked Questions

### ***Can I list multiple Product ID numbers on the CRRC Product Label?***

**Yes.** If you are using the Multiple Product Extended Label you can list up to four individual product ratings on a label. However, you cannot extend the label to include more than four products. If needed, a manufacturer can apply several CRRC Single Product Labels onto the packaging and then clearly indicate which one applies to the specific product. CRRC Product Labels shall not be altered, nor can non-CRRC labels be used for CRRC rated products; only CRRC Product Labels are authorized for use.

### ***Do I have to use the CRRC Product Label on my CRRC-rated product?***

**It depends.** If your product is being used to comply with a particular code or program, the individual program may have specific labeling requirements. For example, California’s Building Energy Efficiency Standards (Title 24 Part 6) requires the CRRC Product Label on product packaging. Under Section 10-113 of Title 24, the code states that, “Every Roofing product installed in construction to take compliance credit for reflectance and emittance under sections 141, 142, and 151(b) shall have a clearly visible packaging label that lists the reflectance and emittance tested in accordance with CRRC-1.” Please check with the California Energy Commission for more information on Title 24 compliance: [title24@energy.state.ca.us](mailto:title24@energy.state.ca.us) or (916) 654-5106.

If your product is not being used to comply with a particular code or program, you are not required to use the CRRC Product Label; your product listing will remain on the CRRC Product Directory as long as it meets the requirements of the CRRC product rating program (CRRC-1).

### ***Can I use the CRRC Product Label on general company promotional materials, including the company website?***

**Yes.** When using the CRRC Product Label in marketing brochures, product catalogs, specification sheets, and on the company website, the CRRC Product Label must be placed adjacent to the image or text for that specific CRRC rated product. The CRRC Product Label may only be used to imply

product rating of the CRRC rated product indicated on the label. The dimensions of the CRRC Product Label must comply with section 4.3 (Reproduction of Label) of the CRRC-1 Product Rating Program Manual (also see section 3 below).

***Can I group the CRRC Product Label with other organizations' certification marks?***

**No.** The CRRC Product Label may not be displayed next to other trademarks, brands, labels, symbols, or logos.

## **Section 3: Reproduction of the CRRC Product Label**

***Can I modify the size of the CRRC Product Label?***

**Yes.** Enlarging the CRRC Product Label is permitted but the same proportions must be maintained; the CRRC Product Label cannot be reduced in size (see section 4.3 of the CRRC-1 Product Rating Program Manual). The dimensions and minimum size of the CRRC Product Label has been designed so that the solar reflectance and thermal emittance values are clearly visible and legible to the naked eye.

***What are the minimum dimensions of the CRRC Product Label?***

The minimum dimensions of the CRRC Product Label are as follows:

Single CRRC Label: 3.97 inches by 1.92 inches

- Two Product Extended Label: 5.81 inches by 1.92 inches,
- Three Product Extended Label: 7.27 inches by 1.92 inches
- Four Product Extended Label: 8.80 inches by 1.92 inches.

The labels can be used at a larger size, but the same proportions must be maintained. See section 4.3 of the CRRC-1 Product Rating Program Manual.

***Can I modify the text within the CRRC Product Label?***

**No.** The Licensee must fill in the CRRC Product ID, Licensee ID, and radiative property information. If they are using the Multiple Product Extended Label, they are also required to fill in the Product Name next to the appropriate checkbox in the appropriate column.

***Can I change the colors in the CRRC Product Label?***

**No.** CRRC Product Labels are only available in color or grayscale, and the CRRC provides versions of both. Either version of the label may be used, but no modifications to the colors of the text or graphics are allowed.

## Section 4: CRRC Product Label Files

### ***How can I obtain the CRRC Product Label?***

When you have received approval of a product rating from the CRRC, you will be emailed the appropriate label files for your explicit use. CRRC Product Label files may be requested at any point after a product receives a CRRC rating. Please email [info@coolroofs.org](mailto:info@coolroofs.org) to request additional CRRC Product Labels.

### ***What file types are available for the CRRC Product Label and how do I add the product information to the Label?***

The label is available in the following files types:

- **PDF (Portable Document Format):** This file will open with Adobe Acrobat or Acrobat Reader, and can be edited with Adobe Writer. The ID and radiative property lines are input fields where you can enter the appropriate values.
- **EPS (Encapsulated PostScript):** This is a graphics file which is meant to be edited with a graphics program like Adobe Illustrator.
- **JPEG (Joint Photographic Experts Group):** This is a common image file format and can be edited with any graphics program, such as Adobe Illustrator or Adobe Photoshop.

For more information or to obtain electronic files containing the CRRC Product Label, please contact the CRRC at 866-465-2523 (toll free in the U.S.) or email [info@coolroofs.org](mailto:info@coolroofs.org).