

CRRC Product Label Guidance

Introduction

The purpose of this document is to provide guidance to CRRC Licensees on the appropriate use of the CRRC Product Label, as set forth in Chapter 4 of the CRRC-1 Product Rating Program Manual and the CRRC Licensee Agreement. Nothing in this guidance document shall be construed as superseding the requirements in the CRRC-1 Product Rating Program Manual or CRRC Licensee Agreement.

Use of the CRRC Product Label is intended to convey a product rating for a CRRC rated product that is sold for final installation or application. The CRRC Product Label may only be used on products or product packaging by CRRC Licensees. 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.


Please contact the CRRC at info@coolroofs.org or 866-465-2523 for further guidance on the appropriate use of the CRRC Product Label.

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 left-hand 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


 <p>COOL ROOF RATING COUNCIL</p>		Initial	Weathered
	Solar Reflectance	0.00	Pending
	Thermal Emittance	0.00	Pending
	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	Initial	Weathered	Initial	Weathered
	Solar Reflectance	0.00	Pending	0.00	Pending
	Thermal Emittance	0.00	Pending	0.00	Pending
Rated Product ID Number	-----		-----		
CRRC Licensee ID Number: -----	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. Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.				

	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	Initial	Weathered	Initial	Weathered	Initial	Weathered
	Solar Reflectance	0.00	Pending	0.00	Pending	0.00	Pending
	Thermal Emittance	0.00	Pending	0.00	Pending	0.00	Pending
Rated Product ID Number	-----		-----		-----		
CRRC Licensee ID Number: -----	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. Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.						

	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	Initial	Weathered	Initial	Weathered	Initial	Weathered	Initial	Weathered
	Solar Reflectance	0.00	Pending	0.00	Pending	0.00	Pending	0.00	Pending
	Thermal Emittance	0.00	Pending	0.00	Pending	0.00	Pending	0.00	Pending
Rated Product ID Number	-----		-----		-----		-----		
CRRC Licensee ID Number: -----	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. Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.								

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.

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

Yes. You may list up to four individual product ratings if you are using the CRRC Multiple Product Extended Label. However, you may not extend the label to include more than four products. If needed, a manufacturer may apply several CRRC Single Product Labels onto the packaging and then clearly indicate which label applies to the specific product. CRRC



Product Labels shall not be altered, nor is it permitted to use non-CRRC labels on CRRC rated products; only CRRC Product Labels are authorized for use.

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

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) require the CRRC Product Label on product packaging. Section 10-113 of Title 24, Part 6 states that, "Every roofing product installed in construction to take compliance credit or meet the prescriptive requirements for reflectance and emittance under Sections 140.1, 140.2, 140.3(a)1, 141.0(b)2B, 150.1(c)11, 150.2(b)1H or 150.2(b)2 shall have a clearly visible packaging label that lists the emittance and the initial and 3-year aged solar reflectance, or a CRRC Rapid Rating for solar reflectance, tested in accordance with CRRC-1.." Please contact the California Energy Commission for more information on Title 24 compliance: title24@energy.ca.gov 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-1 Product Rating Program.

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 indicate a product rating for the CRRC rated product specified on the CRRC Product Label. The minimum dimensions of the CRRC Product Label must comply with 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.

Are contractors and distributors allowed to use the CRRC Product Label in their marketing materials?

No. Only CRRC Licensees that have signed a CRRC Licensee Agreement and have a product(s) rated by the CRRC are authorized to use the CRRC Product Label.

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 as long as the same proportions are maintained; the CRRC Product Label cannot be reduced in size, as stated in section 4.3 of the CRRC-1 Product Rating Program Manual and CRRC Licensee Agreement. The dimensions and minimum size of the CRRC Product Label have been designed so that the solar reflectance and thermal emittance values are clearly visible and legible.

What are the minimum dimensions of the CRRC Product Label?

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

- Single CRRC Label: 10.08 centimeters (cm) by 4.88 cm (3.97 inches (in) by 1.92 in)
- Two Product Extended Label: 14.76 cm by 4.88 cm (5.81 in by 1.92 in)
- Three Product Extended Label: 18.47 cm by 4.88 cm (7.27 in by 1.92 in)
- Four Product Extended Label: 22.35 cm by 4.88 cm (8.80 in by 1.92 in)

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 and the CRRC Licensee Agreement.

Can I modify the text within the CRRC Product Label?

No. The information on the CRRC Product Label may not be altered. The CRRC will provide the Licensee with an official template of the CRRC Product Label. The Licensee is required to add the CRRC Product ID, Licensee ID, and approved radiative property information. If a Licensee chooses to use the Multiple Product Extended Label, they are also required to add the Product Name next to the appropriate checkbox in the appropriate column as well as print the unique CRRC Product ID on the product packaging.



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 (see 4.3 of the CRRC-1 Product Rating Program Manual).

Can the CRRC Product Label be translated into another language?

Yes. The CRRC Product Label may be translated into another language only if authorized by the CRRC. The Licensee must obtain pre-approval from the CRRC for the translation and must also provide a copy of the translated CRRC Product Label to the CRRC for review and authorization prior to use of the label on product packaging, marketing materials, company website, etc. Please email info@coolroofs.org to request permission to translate the CRRC Product Label.

Section 4: CRRC Product Label Files

How can I obtain the CRRC Product Label?

The CRRC will email the official CRRC Product Label files once you have received approval of a product rating from the CRRC. CRRC Product Label files may be requested at any point after the CRRC authorizes a product rating. Please email info@coolroofs.org to request the CRRC Product Label files.

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 Acrobat Reader, and can be edited with Adobe Acrobat. The ID and radiative property lines are input fields where you can enter the CRRC-approved values.
- **EPS (Encapsulated PostScript):** This is a graphics file that is meant to be edited with a vector graphics program like Adobe Illustrator.
- **PNG (Portable Network Graphics):** 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.