

CRRRC Product Label Guidance

Introduction

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

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


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

Section 1: CRRRC Product Label Overview

What is the CRRRC Standard Label?

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


Figure A
CRRRC Standard Label


	Rated Product ID #: 0000-0000	
		Initial Aged
	Solar Reflectance	0.00 0.00
Thermal Emittance	0.00 0.00	
The ratings above are subject to CRRRC rating program conditions, requirements, and limitations. Visit coolroofs.org for important information and disclaimers about CRRRC rating conditions, requirements, and limitations.		


What is the CRRC Extended Label?

The CRRC also has an Extended Label for multiple rated products, as shown in Figure B below. This label is essentially the same as the Standard Label but allows up to four individual product ratings on a single label.

Figure B
CRRC Extended Labels

	Match ID number on packaging with checked box on this label:	<input type="checkbox"/> Product A		<input type="checkbox"/> Product B	
		Initial	Aged	Initial	Aged
	Solar Reflectance	0.00	Pending	0.00	Pending
	Thermal Emittance	0.00	Pending	0.00	Pending
Rated Product ID #:	0000-0000		0000-0000		
<small>The ratings above are subject to CRRC rating program conditions, requirements, and limitations. Visit coolroofs.org for important information and disclaimers about CRRC rating conditions, requirements, and limitations.</small>					

	Match ID number on packaging with checked box on this label:	<input type="checkbox"/> Product A		<input type="checkbox"/> Product B		<input type="checkbox"/> Product C	
		Initial	Aged	Initial	Aged	Initial	Aged
	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 #:	0000-0000		0000-0000		0000-0000		
<small>The ratings above are subject to CRRC rating program conditions, requirements, and limitations. Visit coolroofs.org for important information and disclaimers about CRRC rating conditions, requirements, and limitations.</small>							

	Match ID number on packaging with checked box on this label:	<input type="checkbox"/> Product A		<input type="checkbox"/> Product B		<input type="checkbox"/> Product C		<input type="checkbox"/> Product D	
		Initial	Aged	Initial	Aged	Initial	Aged	Initial	Aged
	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 #:	0000-0000		0000-0000		0000-0000		0000-0000		
<small>The ratings above are subject to CRRC rating program conditions, requirements, and limitations. Visit coolroofs.org for important information and disclaimers about CRRC rating conditions, requirements, and limitations.</small>									

When using the Extended Label, the specific CRRC Rated 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 Extended Label. However, you may not extend the label to include more than four products. If needed, a Licensee may apply several CRRC Standard 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 the CRRC Licensee Agreement and section 4.3 of the CRRC-1 Product Rating Program Manual. 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:

- Standard Label: Width 8.89 cm by height 3.81 cm (3.5 in by 1.5 in)
- Two Product Extended Label: Width 17.78 cm by height 3.81cm (7 in by 1.5 in)
- Three Product Extended Label: Width 22.86 cm by height 3.81cm (9 in by 1.5 in)
- Four Product Extended Label: Width 27.94 cm by height 3.81 cm (11 in by 1.5 in)

The labels can be used at a larger size, but the same proportions must be maintained, as stated in the CRRC Licensee Agreement and section 4.3 of the CRRC-1 Product Rating Program Manual.

Can I modify the text on 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 Rated Product ID and approved radiative property information. If a Licensee chooses to use the 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 available in color and grayscale, and the CRRC provides versions of both. Either version of the label may be used, but no modifications to design or colors 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 also 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 as an Adobe Illustrator (.ai) file. If another file format is needed, please contact the CRRC.

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.