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FOR IMMEDIATE RELEASE

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CRRC to Rate Exterior Wall Products

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The Cool Roof Rating Council (CRRC) Board of Directors affirmed the organization's commitment to urban heat island mitigation and building energy efficiency in its approval of a new CRRC rating program for exterior wall products on September 24, 2020. The anticipated launch of the new CRRC Wall Rating Program is early 2022.

Much like the CRRC [Product Rating Program](#) for roofing products that has been in operation since 2002, the CRRC Wall Product Program will be the first rating system in the world for exterior wall products. The CRRC is working in collaboration with industry and end users on the development of the program, including the testing and weathering protocols that are appropriately suited for exterior paints, vinyl siding, and other wall claddings.

"It has been inspiring to see the collaborative efforts being made by both CRRC members and other trade participants highlighting the true benefits reflective walls can bring to the building industry," said Terry Wallace, Vice President of Tnemec Company.

A CRRC steering committee composed of 30 members representing manufacturing, government, utilities, building enclosure experts, and the scientific community worked to develop the initial design of the program, including the evaluation of test methods and standard protocols; the development of a program financial model; and an initial marketing campaign. The work of the steering committee will be continued by the CRRC Wall Rating Program Committee (WRPC), a permanent advisory committee to the CRRC Board of Directors. The WRPC will be formed in November 2020, and will support the organization in the development, implementation, and maintenance of the Wall Rating Program.

The rating of other surfaces has been a strategic planning goal for the CRRC since 2009. In 2018, Lawrence Berkeley National Laboratory, in partnership with nine manufacturers, completed a research project sponsored by the California Energy Commission's Electric Program Investment Charge that explored solar reflective wall benefits, technology, and infrastructure. The project's findings helped support the CRRC's official exploration of a rating program for exterior wall products.

The first major milestone in the journey of expanding into wall product ratings was the CRRC Membership's approval on June 12, 2019, to amend the bylaws and Articles of Incorporation. The Board of Directors recent approval of the program is the second major milestone. "This is an exciting time for the CRRC and a natural next step for the organization. Seeing the idea grow with the involvement of the wall industry and other stakeholders really shows the importance and need for the program," stated CRRC Board Chair, Richard Slomko.

The CRRC is currently calling on stakeholders to pledge as [Founding Members](#) of the Wall Rating Program. Founding Members make a tax-deductible contribution that will go toward program development. Companies that pledge as Founding Members will have exclusive rights to the Founding Member Logo and will receive discounts on CRRC product rating fees during the first year of program operation. For more information and a current list of Founding Members, visit <https://coolroofs.org/walls>.

The CRRC is a 501(c)3 non-profit educational organization formed in 1998 to develop accurate and credible methods for evaluating and labeling the radiative properties of roofing products and to disseminate the information to all interested parties. Please contact the CRRC at info@coolroofs.org or (866) 465-2523 for more information on its programs.

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