



# Member Newsletter Summer 2003

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- Duro-Last Roofing, Inc.
- E.R. Systems
- Everest Coatings
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- Gardner-Gibson
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- Henry Company
- Insulating Coatings Corporation
- KST Coatings Manufacturers, Inc.
- MEGA Industries Corporation
- National Coatings Corporation
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- Resin Technology Company
- Rohm and Haas Company
- Seaman Corporation
- Stevens Roofing Systems
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- Tropical Asphalt Products LLC
- United Coatings

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### CRRC Mission Statement

*Incorporated as a non-profit educational organization in 1998, CRRC serves the following purposes:*

- *To implement and communicate fair, accurate, and credible radiative energy performance rating systems for roof surfaces.*
- *To support research into energy related radiative properties of roofing surfaces, including durability of those properties.*
- *To provide education and objective support to parties interested in understanding and comparing various roofing options.*

## Message from the Chair

Greetings!

Late summer brings warm weather...and high air conditioning loads in many parts of the country. It is a prime time to appreciate and promote cool roofing products. A CRRC label helps you market your products by letting customers know exactly what performance they are getting. Through education and outreach, CRRC provides transparency and credibility to roofing performance claims.

Thanks to all of you who attended the Summer CRRC Meeting on June 4th. It was a very productive event, and I hope you enjoyed it as much as I did. At the Summer Meeting, members discussed and approved a strategy for the implementation of aged testing procedures. The membership voted to utilize more than one test farm in the aged testing process. However, to ensure consistent results, the Board of Directors voted the following morning to begin the aged testing process with just one test farm, while performing simultaneous selected trials at another. After this initial period, other approved test farms may be brought on board. This will ensure consistency of results while maintaining flexibility and competition among the participating test farms in the long run.

Please enjoy this end-of-summer newsletter. It summarizes recent developments within the CRRC and provides updates on new happenings in the cool roof industry in general. If you have any comments, please feel free to contact me or our representatives at CRRC headquarters.

We in the roofing and energy industries are in the midst of an exciting time where increased collaboration between the two fields is eminent. Remaining active in the CRRC will ensure that you have a say in the future success of the CRRC, so keep speaking up!

Peter Turnbull Page 1

## CRRC Summer Membership Meeting Review

What better place for CRRC members to meet than the desert in June? The meeting, which took place on June 4 at the Paris Las Vegas Hotel in Las Vegas, NV, was a great opportunity for over 50 participants to gather, mingle, have fun, and discuss cool roofs and the future of the CRRC. Here are some of the highlights:

### State of the Organization

CRRC's new administrator presented the current status of CRRC membership and the Product Rating Program. At the time of the meeting, membership had expanded to a total of 78 members (now up to 81); three AITLs (now 4) and 33 (now 35) Licensed Sellers and Other Manufacturers were participating in the Rating Program; and the total number of rated products listed in the Rated Product Directory had grown to 102 (now 106), more than double the number of products listed at the end of 2002.

### Rating Program

Meeting attendees received reports on the newly developed details of the Rating Program, such as the new prorating of licensing fees, refinements to the rating label, and the strategy behind outreach and marketing efforts. Updates to the CRRC-1 Program Manual (the most recent version of which is posted on the CRRC website) were noted as well.

### Update on Ratings, Codes and Standards

Ratings, Codes and Standards Committee Chair Jonathan Humble updated the group on upcoming revisions of codes in key cool roof states. Codes from organizations such as ASHRAE and Energy Star, and from states such as Florida, Georgia, Utah and Texas were discussed. Additionally, South Carolina, Tennessee, North Carolina, and Oklahoma were flagged as areas to watch. Mr. Humble encouraged members to communicate directly with code bodies, for direct interaction is an effective way to influence future code adoption of cool roof standards.

Also discussed was the importance of product ratings to the growing number of rebate programs and codes, such as the California Cool Roof Rebates. Please see the "Codes and Rebate Program Update" section of this newsletter for more information.

An extensive presentation on the details of the cool roof components of California's Energy Code, also known as Title 24, was made. Title 24 Project Manager Bill Pennington and Consultant Charles Eley were on hand by teleconference to answer meeting attendees' questions about the upcoming proposed changes to the code. In the weeks following the meeting, several CRRC members had the opportunity

to collaborate with the California Energy Commission in finessing some of the Title 24 proposed language.

Further up-to-date information is available in the "Codes and Rebate Program Update" section of this newsletter.

### Aged Testing

David Roodvoets presented the results of SPRI's proprietary research performed by Oak Ridge National Laboratory pertaining to the measured loss of reflectivity of single-ply roofing product samples over three years in different locations around the country. The study demonstrated that the climatic factors in different locations are not the most significant elements affecting the aging process of roofing products. Rather, maintained high levels of moisture is the key variable in the drop in reflectance over time.

Technical Committee Chair Bill Kirns led a discussion about CRRC's developing aged testing protocol, which will involve test farm weathering of all CRRC Rated Products at three different sites across the country to produce rated aged radiative properties to complement current initial ratings. Members voted to involve more than one test farm vendor in aged testing. The current timeline involves the finalization of the aged testing process in October 2003, upon which implementation and test farm exposure placement will begin.

### Awards!

Awards for milestone achievements and contributions recognized these CRRC members—congratulations!

- Board Member **Bill Kirn** – appreciation for his hard work in chairing the CRRC Technical Committee.
- **KST Coatings** – 1st rated product, November 4th, 2002
- **Gardner Gibson** – 50th rated product, January 2nd, 2003.
- **SWD Urethane** – 100th rated product, May 6th, 2003.

### Post-Meeting Updates

Following the meeting, amendments to the CRRC Bylaws were balloted by mail. The newly-adopted Bylaws are now posted online in the "About the CRRC" section of on the CRRC website.

## **Codes & Rebate Program Update**

Listed below are brief updates on new revisions to existing building energy codes, as well as descriptions of existing volunteer rebate programs.

### **California Energy Commission's Title 24**

The California Energy Commission (CEC) has referenced the CRRC as the supervisory entity for the purpose of maintaining a rating system for radiative properties of roofing materials. Current proposed language for the state's 2005 building energy efficiency standards, Title 24, assume baseline design buildings to have a cool roof, which is defined by the state as having initial solar reflectance of 0.70 and thermal emittance of 0.75 for low-sloped roofs of commercial buildings, as rated and documented under the CRRC system.

The official rulemaking period for the 2005 amendments to Title 24 began on July 30, 2003 with the release of the proposed language (45 Day Language Express Terms). This language as well as further updates can be found on the California Energy Commission's Title 24 website, [http://www.energy.ca.gov/2005\\_standards/rulemaking/documents/index.html](http://www.energy.ca.gov/2005_standards/rulemaking/documents/index.html). The CEC received public comment on the proposed language at a hearing on September 4, 2003. The resulting revised language will be presented to the full Energy Efficiency Commission on October 21, signaling the release of the 15 day language. The expected date of adoption of the new standard is November 5, 2003.

### **CRRC Proposals Being Considered By ASHRAE Standards**

Earlier this year, CRRC Treasurer Jonathan Humble submitted a proposal to ANSI/ASHRAE/IESNA Standard 90.1-2001, *Energy Standard for Buildings Except Low-Rise Residential Buildings Section 5.3.1.1 (Exception)*. The proposal recommends recognition of the CRRC's product rating program "in order to establish a common and uniform evaluation to determine compliance with the standard." The current ASHRAE standard requires a minimum total solar reflectance of 0.70 and a minimum thermal emittance of 0.75 when tested in accordance to ASHRAE's listed test methods.

A separate proposal was also submitted to ANSI/ASHRAE Standard 90.2-2001, *Energy-Efficient Design of Low-Rise Residential Buildings*, which provides minimum requirements for the energy-efficient design of residential buildings three stories or less. The proposed addendum recognizes the CRRC Product Rating Program and was approved for a first public review at ASHRAE's 2003 Annual Meeting

held June 28-July 2. Public review dates will be announced later this summer.

"Recognizing this program would establish a common and uniform evaluation to determine compliance with the standard," said Steve Skalko, chair of the 90.2 committee.

Thirty-seven U.S. states reference ASHRAE in their code language, so recognition of CRRC within the ASHRAE standard could have an important impact on the cool roof market.

### **Energy Star**

Exciting news! The Energy Star Program Requirements for Roof Products (Eligibility Criteria) now contains a reference to the Cool Roof Rating Council's Product Rating Program. The reference can be found in Section 4 "Test Criteria" which states:

*"Manufacturers are required to perform tests and self-certify product models that meet the Energy Star guidelines...Alternatively, a Partner already participating in the Cool Roof Rating Council (CRRC) Product Rating Program may submit solar reflectance product information derived from CRRC certification..."*

### **California Cool Roof Rebates**

Check out California investor owned utilities' new incentives for cool roofs. With an estimated 70% to 80% of California customers residing in program areas, the program should have a great amount of impact. The 2003 California IOU programs reference Energy Star for solar reflectance, but also require a minimum emissivity (since Energy Star does not have a minimum emissivity standard). CRRC's Rating Program will likely be referenced instead in 2004. The program is limited to low sloped, non-residential applications of roofs over air-conditioned spaces. A total of \$7-10 million in rebates is expected to be distributed.

### **What You Can Do**

More and more states are adopting cool roof standards into their codes. Check out the your city and state's public utilities website to see whether or not they know about cool roofs. If they don't already know about cool roofs, don't be afraid to educate them yourselves! Also, please let us know about any rebate programs or additional code activities that you may know of.

## New Participants & AITLs

The CRRC and its Product Rating Program continues to grow! Twenty-two organizations have joined the CRRC thus far this year, including eight new Licensed Sellers and Other Manufacturers, one new Accredited Independent Testing Laboratory, and fourteen new organizational members. What's more, the number of rated products in the CRRC database has doubled so far in 2003. We hope to maintain this steady growth into 2004. Welcome!

## Lab Training at Lawrence Berkeley National Laboratory—August 8, 2003

Representatives from prospective Accredited Independent and Manufacturer Testing Laboratories (AZKO Nobel, Atlas Weathering Services Group, and Certainteed) joined others from PG&E and the CRRC administrative team to fulfill their lab training requirement. Lead by ex-officio Board Member Hashem Akbari and his colleagues at LBNL, attendees spent the day in the Berkeley hills learning the details of rating roofing products, interacting with testing equipment, and walking around on lots of roofs. Participants were also lucky to have a crystal clear day that produced a spectacular view of the City and Bay of San Francisco from the roofs of LBNL!



## Marketing Activities

CRRC is steadily gaining a higher profile in the roofing industry and beyond. Outreach so far this year has been aggressive. We have reached out to Energy Star partner companies and other roofing trade associations' members to make sure they know about

CRRC. In addition, a press release, dated July 23, has been distributed to media serving the roofing, design, construction, restoration, utility, energy efficiency and environmental communities. For a look at the press release, visit [www.coolroofs.org](http://www.coolroofs.org).

## CRRC in the News

- In August 2003, the most recent CRRC press release was distributed over the **Architects/Designers/Planners for Social Responsibility's** Northern California email newsletter.
- The August 6, 2003 issue of **Environmental Design + Construction eNews** included reference to the most recent CRRC press release.
- The July 2003 issue of **Environmental Building News** features news and information on the CRRC.
- The **Baltimore Sun** featured an article on cool roofs, including an interview with a CRRC representative, on July 9, 2003.
- The May 2003 issue of **Environmental Design and Construction Magazine** included an attractive supplement on cool roofing. The supplement contains several interesting articles from distinct perspectives, and is a good primer for cool roofs that members might find useful for educational purposes. CRRC appears prominently several places in the issue.
- The May 2003 issue of **Professional Roofing** profiled the CRRC in its "Tech Today" column.

**Members: Please let us know if you see CRRC mentioned in the news—we're keeping track!**

Questions or comments? Feel free to contact us!

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