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Center Receives \$750,000 Grant for RoofPoint, High Performance Guideline System, from the Roofing Industry Alliance for Progress

Washington, D.C. - The Center for Environmental Innovation in Roofing (Center) was awarded a grant from the Roofing Industry Alliance for Progress (Alliance) in the amount of \$750,000 for the development of RoofPoint™, a new guideline and rating system for the selection of roof systems to maximize energy efficiency and minimize environmental impact. This grant will provide the Center critical resources to expand the development and public launch of RoofPoint. RoofPoint is designed to help building owners make smart and environmentally responsible roofing decisions.

“The Center Board of Directors is deeply grateful to the Alliance for this tremendous opportunity to implement our new guideline system, RoofPoint” says John Geary, chair of the Center’s Board of Directors and vice president of Firestone Building Products. Geary continues noting, “the opportunities for the roofing industry are unprecedented. Interest and investment in sustainable roofing is growing at a rapid pace, and this trend offers our industry the opportunity to transform roofing into a value-added product, and position our workforce as a value-added profession. RoofPoint is ideally suited to drive this transformation.”

“The Alliance believes that RoofPoint will become a valuable tool for the roofing industry. It has the potential to grow our industry, expand the role of the rooftop, lead to the development of innovative clean technologies, and deliver new economic and environmental benefit to building owners and their inhabitants,” says Reid Ribble, president of the Alliance and director of Ribble Group. He continues, “The Center is well-positioned to deliver RoofPoint, and the Alliance is delighted to support and work with the Center to launch this exciting new program.”

The Roofing Industry Alliance for Progress was established in 1996 to bring together leading contractors, manufacturers and suppliers to secure the future strength and excellence of the roofing industry. The Alliance maintains an endowment fund to support critical roofing industry initiatives such as RoofPoint.

The Center for Environmental Innovation in Roofing is a not-for-profit 501(c)(6) organization headquartered in Washington, DC, to promote the development and use of environmentally responsible, high-performance roof systems and technologies. To learn more about RoofPoint, or for more information on the Center, visit www.roofingcenter.org.

RoofPoint™ is an exclusive trademark of the Center for Environmental Innovation in Roofing.

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