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Center Unveils RoofPoint™ - Landmark Roof Rating System

New Orleans, LA – The Center for Environmental Innovation (Center) today unveiled RoofPoint™ - the first comprehensive roof rating system for the assessment and selection of sustainable roof systems – to a select group of roofing industry stakeholders at the International Roofing Expo. RoofPoint will now enter the first of two public comment periods, with the goal of finalizing the guideline rating system by the end of 2010.

John Geary, the Center’s chairman and vice president of Firestone Building Products, explains “the mission of RoofPoint is to provide a means of roof system selection across membrane types and system designs so that building owners are aware of the full spectrum of environmentally responsive options the roofing industry offers to meet their needs.”

RoofPoint evaluates roof systems in five categories: energy management, materials management, water management, durability/life cycle management, and innovation. Dr. Jim Hoff, director of research for the Center, leads the Center’s research committee, which developed this consensus guideline. He explains that “RoofPoint serves four functions. It’s a guideline for the selection of roofing systems that maximizes energy efficiency and minimizes environmental impact. It’s a checklist to evaluate the many ways roofing systems provide economic and environmental benefits. It’s an assessment system to compare alternative sustainable roofing strategies. And finally, it’s a recognition program to reward environmental innovation in roofing.”

Regarding the need for a rating system dedicated to roof systems, Craig Silvertooth, the Center’s executive director, says that “although low-slope roofing systems contribute in many ways to achieving building sustainability, including reducing energy consumption, producing renewable energy, managing water and material resources, and extending building service life, many popular green building rating systems tend to narrowly focus on one or two roof system options, instead of the broader array of roofing systems available to enhance the sustainability of the built environment.”



Hoff concurs, noting that “green building rating systems, with their predominant focus on new construction or major building renovation, tend to neglect the billions of square feet of re-roofing systems installed on existing buildings every year. Further, such systems may place too little emphasis on the durability and long-term performance required for a roofing system to be considered truly sustainable; and this lack of emphasis on roofing durability may significantly reduce the long-term sustainability of the underlying building.”

Headquartered in Washington, DC, the Center for Environmental Innovation in Roofing is a not-for-profit 501 (c)(6) organization, whose mission is to promote the roofing knowledge base, development and use of environmentally responsible, high performance roof systems.

For more information on RoofPoint™, please visit www.roofpoint.wikispaces.com; for more information on the Center, please visit www.RoofingCenter.org, or contact Craig Silvertooth at (202) 380-3371.

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