



**Roof Coatings Manufacturers Association**

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**NEWS RELEASE**

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**RCMA FORMS SUSTAINABLE ROOFING COMMITTEE**

[Washington, DC] – The Roof Coatings Manufacturers Association (RCMA) has formed the Roofing Coatings Industry Committee on Sustainability to focus on the environmental benefits of roof coatings.

“Roof coatings are too often underemphasized in the general discussion of green buildings,” says Brian Anthony, the newly elected president of RCMA “but allowing for a roof coating system has a major impact on the environment over the lifetime of a building. Coatings can extend roof system lifetimes indefinitely so their importance to sustainability is obvious. RCMA has been examining these issues for decades. Now, with the increased focus on green buildings, it is time to communicate our research results to a wider audience.”

The new committee includes four co-chairs: Chris Salazar of Karnak Corporation, Van Ripps of the Palmer Asphalt Company, Javier Banos of Rohm & Haas, and Michael Guibault of BASF. In addition, representatives from a dozen other companies have volunteered to serve on the committee.

RCMA encourages all coatings manufacturers, including non-members, to join this task force to assist in the development of the most comprehensive sustainability document on roof coatings to date. RCMA represents manufacturers of all types of roof coatings including acrylics, silicone, urethane, bituminous, aluminum and others.

Initial goals of the newly formed committee include identifying and developing sustainability criteria related to roof coatings; performing life cycle cost analysis and creating tools for evaluating options; and disseminating findings from the committee for the benefit and education of roofing, specifying and regulatory professionals.

According to co-chair Chris Salazar, the purpose of the committee is to advance and promote roof maintenance coatings through research and education. Coatings research results will be presented to the building and construction industry, raising awareness of the sustainability of roof coatings compared to alternative practices. Included among the many benefits to be examined are extended roof life cycles, waste reduction, reduced heat island effects, lower building disruption, energy savings, the protection of resources, reduced carbon footprint and the improvement of health and environmental conditions.

“The gains to be realized through roof coatings are enormous,” says Salazar. “We believe there is a large, untapped potential for maintenance coatings, and that these products should be specified as part of the original building design.”

For more information on RCMA and the Roof Coatings Industry Committee on Sustainability, contact Reed Hitchcock at (202) 207-1110 or visit [www.roofcoatings.org](http://www.roofcoatings.org).

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#### **About RCMA**

The Roof Coatings Manufacturers Association is the national trade association representing the manufacturers of cold-applied protective roof coatings and cements, and the suppliers of products, equipment, and/or services to and for the industry. RCMA is committed to continually improving performance and quality of roofing. For additional information, contact RCMA at: (202) 207-0919; Fax: (202) 223-9741; or visit the RCMA website at [www.roofcoatings.org](http://www.roofcoatings.org).