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**RCMA “White Coatings Council” Is Renamed;
Becomes “Solar Reflective Coatings Council”**

Washington, DC (August 7, 2009) – Recognizing that today’s high reflectivity roof coatings have expanded beyond white acrylics and elastomerics to include colored pigmented and aluminum coatings, the Roof Coatings Manufacturers Association (RCMA) has changed the name of its White Coatings Council to “Solar Reflective Coatings Council.”

“The technology and acceptance of solar reflective coatings has broadened dramatically since the White Coatings Council was formed in 2005, explains Tom Meyer of Coatings and Foam Solutions, and co-chair of RCMA’s new Solar Reflective Coatings Council. “We felt the name change is more inclusive and better describes the realities of the marketplace.”

Despite the name change, Meyer said the Council’s goals would remain the same. “The Council is committed to improving awareness of the technology and benefits of today’s high reflectivity roof coatings. With the nation’s increased attention on the energy and environmental impacts of our buildings, it is critical that our industry is heard in policy discussions about solar reflective coatings and their potential for improving energy savings, roof life cycles and sustainability.”

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The Roof Coatings Manufacturers Association (RCMA) is the national trade association representing manufacturers of cold-applied protective roof coatings and cements, and their suppliers. RCMA is committed to continually improving performance and quality of roofing. For additional information, contact RCMA at: (202) 207-0919