



# Roof Coatings Manufacturers Association

529 14<sup>th</sup> Street, NW ▪ Suite 750 ▪ Washington, DC 20045  
Tel: (202) 591-2452 ▪ Fax: (202) 223-9741 ▪ [www.roofcoatings.org](http://www.roofcoatings.org)

**Contact:** Shawn Richardson  
(202) 591-2452  
[Srichardson@roofcoatings.org](mailto:Srichardson@roofcoatings.org)

---

## FOR IMMEDIATE RELEASE

### **RCMA Partners with DSIRE to Create a Tax Incentive Database for Reflective Roofs**

WASHINGTON, DC (February 25, 2013) – The Roof Coatings Manufacturers Association (RCMA) has partnered with the Database of State Incentives for Renewables & Efficiency (DSIRE) to create a database of current information on rebates and tax credits for installing reflective roofs. Created exclusively for use by RCMA members, the customized search tool can be used to find the most up-to-date listings on local, state, federal, and utility financial incentives for reflective roofs across the United States.

The initiative to create a search tool focused on reflective roofs was started by the RCMA Solar Reflective Coatings Council (SRCC), which represents the producers and suppliers of acrylic or elastomeric (non-bituminous) coatings. The database searches by state or zip code and is a critical tool for sales teams to discover all relevant financial incentives for their prospective customers.

“The response from our members on this new feature has been overwhelmingly positive,” said John Ferraro, RCMA general manager. “In the first week alone, we received numerous comments from our members describing how useful this tool is for their sales teams to communicate useful information to customers who are looking to install reflecting roofing and coatings.”

DSIRE is an ongoing project of the North Carolina Solar Center and the Interstate Renewable Energy Council (IREC) funded by the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE). DSIRE worked with RCMA to produce the customized database of incentives on reflective roofs which is available only on the RCMA website via a Members Only portal.

For more information on how to join the RCMA and acquire access to the database, please contact RCMA Staff Associate Kelly Franklin at [kfranklin@roofcoatings.org](mailto:kfranklin@roofcoatings.org) or visit [www.roofcoatings.org](http://www.roofcoatings.org) for more information.

#### **About RCMA**

The Roof Coatings Manufacturers Association (RCMA) is the national trade association representing manufacturers of cold applied protective roof coatings and cements and 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) 591-2452 or visit the RCMA website at [www.roofcoatings.org](http://www.roofcoatings.org).

###