



Roof Coatings Manufacturers Association

529 14th Street, NW ▪ Suite 750 ▪ Washington, DC 20045

Tel: (202) 591-2452 ▪ www.roofcoatings.org

Contact: Laura Dwulet

(202) 207-1119

ldwulet@kellencompany.com

RCMA Announces its Merger with the Reflective Roof Coatings Institute

WASHINGTON, DC (January 1, 2015) – The Roof Coatings Manufacturers Association (RCMA) and the Reflective Roof Coatings Institute (RRCI) have merged together into one industry association which will continue to advance, promote, and expand the national and international market for roof coatings through education, outreach, technical advancement, and advocacy.

“RCMA is thrilled to merge with the Reflective Roof Coatings Institute,” said John Ferraro, RCMA Executive Director. “RRCI has been a leader on reflective roof coatings issues and we look forward to their members’ expertise within RCMA. This merger will go a long way to increase RCMA’s growth in both its membership and its recognition within the larger roofing industry.”

Bringing the two associations together will better position the roof coatings industry in the various legislative, regulatory, and building code development arenas that affect the two associations’ consolidated membership. The merger between RCMA and RRCI will result in a stronger, more unified voice for federal and state advocacy initiatives and a more robust communications and marketing program for roof coatings. In addition, the merger will result in a more detailed and comprehensive industry shipment report which will be a huge benefit to members.

RCMA has made a number of changes to its committee and task force structure, including the creation of the new RCMA Reflective Roof Coatings Institute. Through the development of technical bulletins, case studies, white papers, and research, this institute will allow RCMA to be a tremendous technical and educational resource to the industry. A strong emphasis will be placed on outreach to the end-user of coatings products, so that RCMA can ensure proper and accurate information is available for their benefit.

The RCMA Annual Meeting will be held in New Orleans, Louisiana on February 22-23, 2015, in conjunction with the International Roofing Expo. The programming, speakers, and topics featured at the RCMA Annual Meeting represent broad segments of the science, technology, and professional expertise on roof coatings. Registration for this meeting opens on January 5, and current RCMA members as well as non-members are welcome to attend.

The association will continue to be called the Roof Coatings Manufacturers Association, with the existing logo and website. For more information on RCMA activities, programs, and initiatives, please visit us at www.roofcoatings.org.

###