



Roof Coatings Manufacturers Association

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FOR IMMEDIATE RELEASE

RCMA Issues 2015 Annual Report of Accomplishments

WASHINGTON, DC (January 4, 2016) – The Roof Coatings Manufacturers Association (RCMA) recently released its 2015 Annual Report. The report highlights the association’s five strategic objectives and accomplishments in 2015, which establishes RCMA as the leading advocate and resource in the roof coatings industry. The report was released to the public and made available on the [RCMA website](http://www.rcma.org).

In the report, RCMA highlighted its successful merger with the Reflective Roof Coatings Institute (RRCI). The merger resulted in the launch of the RCMA Speakers Bureau program, redesign of the RCMA website, and revision of the “Reflective Roof Coatings and LEED” white paper. Additionally, RCMA met its objective to enhance its communication program by distributing seven press releases and placing 13 articles in industry publications during 2015.

By expanding its government relations program, RCMA proactively engaged in state and federal public policy issues including, but not limited to, the National Ozone Standard, volatile organic compounds (VOCs), hazardous communications, and energy efficiency tax credits.

As the technical and educational resource, RCMA spent considerable time participating in building code and standard development activities. Through the efforts of the Codes and Standards and Sustainability Task Forces, RCMA continues to be a leader in the roofing and building industry.

Additionally, RCMA set a strategic objective aiming to achieve 50 percent operating reserve for the association within five years. Due to tremendous growth, RCMA is well positioned to achieve this objective within the allotted timeframe.

About RCMA

RCMA is the national trade association representing manufacturers of asphaltic and solar reflective roof coatings and the suppliers to the roof coatings industry. RCMA and the Reflective Roof Coatings Institute (RRCI) have merged into one industry association that continues to advance, promote, and expand the national and international market for roof coatings through education, outreach, technical advancement, and advocacy. For more information on RCMA activities, programs, and initiatives, please visit us at www.roofcoatings.org.

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