



**MONIER**

# THE ROOF NEWS

JUNE'08

Issue 3

## Come let's take a step before it is too late !

India makes upto 2.4 percent of the world's land area, while it supports 16 percent of its population. The compounding result is a severely unsustainable use of natural resources and rapid and widespread environmental degradation at alarming rates.

*Save your surroundings, make a difference !*

*Take a step ahead by re-thinking your roofing material !*

Roofs play a key role in protecting occupants of buildings & interiors from external weather conditions, primarily heat and rain. The roof, insulation, and ventilation must all work together to keep the building at its best. In fact, if designed correctly, roof overhangs can protect the buildings exterior walls from moisture, extending the lifespan of the buildings. The major concerns while selecting a roofing material are moisture absorption, strength, heat reduction, durability and appearance. In this era of environment consciousness even protecting environment in all possible ways also becomes a key condition for the choice.

MONIER, the world leader in roofing material, thinks on the same lines. Choosing MONIER products help you keep going ahead towards protecting environment in more than one way.



### CONCRETE MORE NATURAL THAN WHAT PEOPLE THOUGHT !

The protection of our environment is a major concern since the beginning of the 21<sup>st</sup> century.

In building construction, the choice of materials is very critical, considering its actual impact on environment during its **total life cycle**.

A recent study\*, conducted in Germany by an independent laboratory, compared **the impact on environment of clay roof tiles and concrete roof tiles**. Here are key findings :

- **CO<sub>2</sub> emission (greenhouse impact)**
  - to cover a 1600 sft roof, **3404 kg of CO<sub>2</sub>** are emitted using **clay roof tiles** while only **1542 kg of CO<sub>2</sub>** using **concrete roof tiles**
  - this difference is equivalent to the emission of a medium-size car running for 15 000 km in a year. Choosing concrete roof tiles compensates the impact of one car on the roads !
- **Energy consumption :**
  - The same 1600 sft roof, would require about 1.4 TEP (Ton Equivalent Petrol) of energy in clay versus 0.4 TEP in concrete !
  - Every roof can **save about 1 Ton of Petrol** in term of energy, if concrete roof tiles are used.

In conclusion, the analyses and evaluations carried out in this study show that **concrete roof tiles perform significantly better than clay roof tiles** in term of environmental impact.

So, do not hesitate anymore, **Go GREEN, Think MONIER** for your roofs !



Xavier Janin  
CEO India

\* If you want to know more about this report, we keep it available for you, on demand.

## ROOFS OF THE MONTH



Send your MONIER roof picture with details to [priyanka.jha@monier.com](mailto:priyanka.jha@monier.com)

MONIER undertook the Shreevatsa Enclave project in Coimbatore (Tamil Nadu). This project developed by a major promoter of Coimbatore consists of 49 villas in Shreevatsa Enclave & 20 villas in Shreevatsa Residency.

As the choice of the roof color was given to the home owners, the tiles used on site are ***Elabana Antique Red, Elabana Red and Elabana Orange***, giving a unique look to the overall project.

## MONIER Roof systems, contributing toward environmental preservation

- MONIER runs a **low energy consuming process** to manufacture its concrete tiles in India and thus preserves the non-renewable Indian reserves of clay. It does not burn wood in its process thus does not support deforestation
- MONIER's low volume of waste water is recycled and re-used in its manufacturing process
- MONIER **recycles fly-ash** in the body of its concrete roof tiles
- MONIER works with the aim of **optimizing raw material consumption** and use the best of its **worldwide Research and Development** activity to continuously reduce the environmental impact of our activities.
- The **large range of colors** we have developed prevents the usage of harmful chemical paints over the roof tiles
- MONIER roofs being 100% water tight, no extra water proofing is needed, thus **chemical waterproofing usage is avoided** and **life span of building is extended**
- Since, MONIER roof tiles are **manufactured locally, in India**, the impact of the transportation on the environment is also reduced compared to imported products.
- Eventually, **MONIER radiant barrier reflects about 97% of heat radiation** which results in reduced cooling loads, peak energy demand, and ambient air temperature (leading to reduced potential for smog formation, which is dependent on high ambient temperatures), while our **Elabana translucent tiles** provide **free sky light** and related energy savings.



*Elabana Antique Red – a perfect look with low environment impact*

***Thus by using MONIER roof system, as millions of MONIER customers all over the world do, you will take a step forward and be a part of the world's fight towards preserving our environment.***

Visit our exclusive Showroom and Orientation Center :  
**The Roof World**, #57 Phoenix Building 1st Floor, 100 Ft Road  
Indiranagar – Bangalore

Please contact the editor in case you want us to specifically feature any roof topic.