

THE ROOF NEWS

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Monier India has developed CoolRoof® system that shields houses from the sun's heat and reduces the heat inside.



Elabana – Antique Green from Monier

From the desk of DGM - Sales & Marketing



Ashok Ninan

Dear Customers and Associates,

The monsoon is back and is on-time this year. The commonly faced problem during monsoons is the leaking of roofs and water seepage. Monier has some well designed products to protect houses from these problems. Elabana – the best extruded and dimensionally stable roof tile in India (manufactured with world's best tile machines, designed and developed by Monier Technical Center, Germany); Veltisun, the watertight underlay (under the roof tiles) and Wakaflex, for joints between walls and roof tiles – together prevent the ingress of rainwater inside the roof.

The good thing about the monsoon is that it helps in creating greenery around us. Unfortunately, greenery is something that is becoming very rare due to the massive urbanization in our cities. The increase in construction activities and cutting

down of trees has raised the temperature around us and has forced us to use air conditioners and coolers extensively. It has also increased the consumption of electricity, thereby depleting earth's natural resources. One way to reduce the consumption of electricity is to reduce the heat entering into our houses. As you would see in the next page, Monier's CoolRoof system does just that. By using this System, the temperature inside the house can be brought down, up to 10 degree C.

April and May were marked with record sales for Monier India. The hard work of the sales team & the Roofing Partners paid off and sales rose to levels unmatched in India. The various Roof System Components (again the first and only such range of products available in India) combined with our roof tiles, helped us to provide our customers with a complete roofing system for their houses.

MORE POWER TO YOUR ROOF

Highlights of this issue are:

- CoolRoof Solution
- Go Green at Monier

CoolRoof Solutions

We know that 75% of heat enters a house from the roof and only 25% from the walls. This is because the roof is exposed the most and for the longest period to the solar radiation. The heat radiated from the sun is absorbed by the roof's surface and the house ceiling absorbs the radiated heat. This causes the temperature in the attic to rise and heat up the living spaces. To cool down the house, one should reduce the amount of heat entering through the roofs and that is what Monier has done. Monier has developed CoolRoof® system, to shield houses from the sun's heat and it allows airflow to reduce heat build-up.

CoolRoof® system is composed of:

Radiant Barrier – an underlay, to reflect about 97% of heat radiations.

Veltisun – another underlay, offering dual benefits as a Radiant shield and water tightness solution simultaneously.

Compact Roll for better air ventilation and weatherproofing at ridges & hips.

Eaves filler comb for better ventilation of air and to prevent bird/insect intrusion from eaves area.

Through extensive research and development in Asia and Europe, we have found that houses having Monier's CoolRoof® system are cooler by up to 10 degree C compared to houses having conventional roofs.



Compact Roll



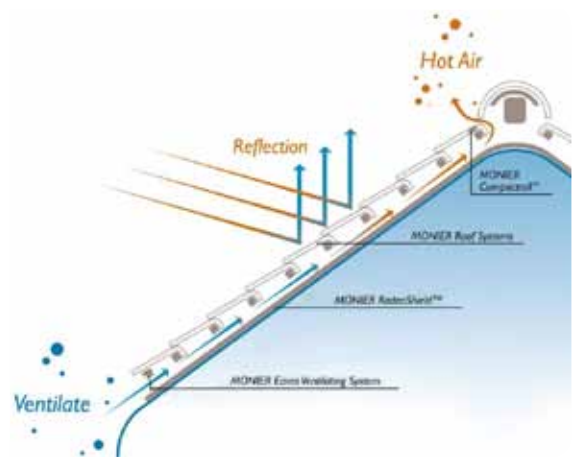
Eaves filler comb



Veltisun



Radiant Barrier



Testimonial:

"We have been associated with Monier Roofing since 2007 (during that time they were known as Lafarge Roofing). We have been using Monier products for our projects, "The Retreat", Bangalore and two things that make us choose Monier products are their superior product quality

and customer service. The Roof System Components are also unique in the market. Our experience with Monier roofing has been very satisfactory and rewarding."

**Mr. K. M. Satish, Vice President
SSPDL Interserve Private Limited.**

Roof of the Month



Contributed by - Mr. Naveen Kumar, Sales Officer - Bangalore.

This beautiful home is located at Doddathoguru, near Electronic City, Bangalore, and is owned by Mr. Ravikumar Reddy. Its roof has Monier's Plano tiles along with the fittings like hip starter, Barge end, ridge tiles, barges, tile clips and valley sheets. For the cool temperature Monier Veltisun is installed as tiles underlay. This roof is a class apart and deserves to be the 'Roof of The Month'.

Planting trees on The World Environment Day - 2011



Monier India is committed to the protection of the environment. We continuously benchmark the environmental performance of our operations and supply chain processes to minimize any harmful effect to the environment from our activities. Monier India's commitments in this respect covers a more efficient use of energy and natural resources, minimization of waste production, reducing harmful air emissions and waste water recycling. Monier India employees actively participated in the World Environment Day activities and planted trees in the Monier Bangalore factory premises.



Coloroof Plus - from Monier

Visit our exclusive Showroom and Orientation Center

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Monier Exclusive Roof Tile Showroom at Kochi

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You can also visit our showroom at, **HomeTown**

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