



Roof Coatings Manufacturers Association

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FOR IMMEDIATE RELEASE

RCMA to Recognize the Importance of Roof Coatings, Roofing Industry During National Roofing Week, June 4-10

WASHINGTON, DC (May 17, 2017) – To increase recognition of the significance of roofs to every home and business, stress the value of professional roofing contractors, and promote the good deeds of the industry, the Roof Coatings Manufacturers Association (RCMA) will recognize National Roofing Week taking place June 4-10.

The roof is one of the most important components of a building structure, yet it is often taken for granted until it falls into disrepair. Organized by the National Roofing Contractors Association (NRCA), National Roofing Week enables the roofing industry to engage stakeholders and inform the public about the essential role roofs and professional roofing contractors play in every community.

“RCMA’s members are committed to providing advanced solutions to the commercial buildings market,” said Matt Coffindaffer, RCMA Executive Director. “National Roofing Week is an excellent time for manufacturers, contractors, building owners, and other shareholders to recognize the numerous advantages that roof coatings possess including their proven performance lives, cost-effectiveness, and ease of use.”

Roof coatings serve to protect roofs against water, chemicals, and physical damage, extending the life of the roof system. This can reduce building-owner maintenance costs and avert landfill waste from re-roofing tear-offs. Roof coatings also have numerous benefits to energy use and the environment. Certain roof coatings are capable of reflecting visible light and infrared and ultraviolet radiation, leading to lower roof and interior temperatures. Lower roof temperatures in turn help reduce electrical cooling costs, decreasing the carbon footprint from buildings. Lower roofing surface temperatures also help diminish the Urban Heat Island Effect.

The roofing community can use the hashtag #NationalRoofingWeek on social media to celebrate the good deeds of the industry; raise awareness about roofing maintenance and application best practices; and highlight the importance of workplace safety and the value of roofing professionals.

More information about National Roofing Week can be found at www.nrca.net/roofingweek.

About RCMA: RCMA is the national trade association representing manufacturers of asphaltic and solar reflective roof coatings and the suppliers of materials, equipment, and / or services to the industry. RCMA has more than 70 members who manufacturer or supply roof coating products, and 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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