


Know What's
COOL



Cool Roof Rating Council

for Roofing Product
Manufacturers and Sellers



You want to stay ahead of the ever-changing roofing marketplace, while supplying products that comply with emerging green building programs and local codes.

Your customers want quality roofing products that provide optimal performance, occupant comfort, and energy efficiency.

The Cool Roof Rating Council can help!

The CRRC is a non-profit membership organization comprised of roofing product manufacturers and sellers, trade associations, regulatory agencies, and other stakeholders.

The CRRC is a leading reference source for the building community:

- Code bodies, homeowners, contractors, architects, and specifiers rely on our Rated Products Directory to find cool roof products.
- The CRRC Product Label displays the accurately measured radiative property values of products.
- The CRRC is an independent, third-party program that provides non-biased, credible information to the public.

CRRC PRODUCT RATING PROGRAM

The core of the CRRC is its Product Rating Program through which roofing product manufacturers can label their products with solar reflectance and thermal emittance values, measured by third-party CRRC Accredited Independent Testing Laboratories (AITL) and verified through our Random Testing Program.

The CRRC lists measured **solar reflectance** and **thermal emittance** values for initial product ratings, as well as three-year weathered ratings. We do not set minimum values or define what is “cool”; **all roofing products are eligible to be rated by the CRRC** as long as the rating is conducted in compliance with CRRC-1, the CRRC Product Rating Program Manual.

Rate your products with the CRRC!

To rate products with the CRRC, you must first become licensed with the CRRC.

There are two types of product rating licenses with the CRRC. Companies can hold both under certain conditions (see CRRC-1).

- A **Licensed Seller (LS)** — a company that sells a finished product to market under their own brand name.
- A **Licensed Other Manufacturer (OM)** — a company that sells a finished product or product component to an LS, who then sells the product to market. For example, if you private label a product for another company or make a factory-applied coating, you would be an OM.

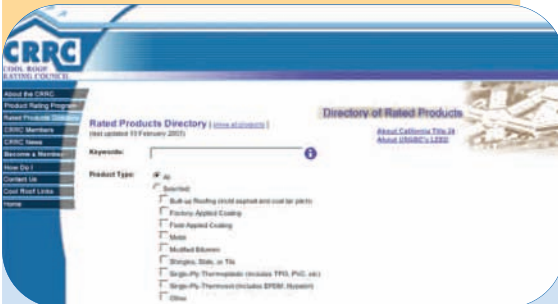
Initial Testing: Once you are licensed with the CRRC, you can submit product samples to one of our Accredited Independent Testing Laboratories (AITL) for an

initial product rating, and then submit the test results with a Product Rating Application to the CRRC. Once approved, the initial values will be published on our Product Directory and can be used on the CRRC Product Label.

Aged Testing: Once initial testing is complete, the AITL will forward the same product samples to a CRRC Accredited Test Farm for 3-year weather exposure at three locations representing different climates. Upon removal they are returned to an AITL, unwashed, for an aged rating, and the results are submitted to CRRC for inclusion on the CRRC Product Directory and Label.



Our CRRC Rated Products Directory:
www.coolroofs.org/products/search.php



Visit our website (www.coolroofs.org) to download the CRRC Product Rating Program Manual (CRRC-1), applications, agreements and *How Do I* documents to guide you through process.

BENEFITS OF GETTING A CRRC PRODUCT RATING

As a manufacturer or product seller, you stand to benefit immensely from rating your products with the CRRC:

Showcase Independent, Reliable Product Ratings

Your clients can have a higher degree of confidence in your product's performance because the CRRC permits testing only from third-party CRRC Accredited Testing Laboratories (AITLs). CRRC conducts an annual Round Robin test with the AITLs to ensure that they yield consistent results. The CRRC also administers a Random Testing program to ensure that the rated values on our Directory are upheld in the marketplace.



Increase your exposure and advertise your product. Our Directory targets your customers; they can easily find your product on our Searchable Products Directory. The Directory is a free public service.

Be code compliant. For example, to meet the cool roof definition in California's Building Energy Efficiency Standard, Title 24, products must be rated with the Cool Roof Rating Council in addition to meeting Title 24's minimum requirements. Products that are not rated by the CRRC automatically default to a solar reflectance value of 0.10.

A growing number of programs are referencing the CRRC. As the only roof rating program using third-party testing, more and more programs, including the U.S. Green Building Council's LEED program and the American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE), are looking to the CRRC to provide credible data.

ENERGY STAR® will accept CRRC product ratings that meet the ENERGY STAR minimum performance standards. Rate your products with the CRRC and submit the same test results for a U.S. EPA ENERGY STAR rating.



¹ Manufacturer-tested data may be used for the radiative properties of custom colors.



BECOME A CRRC MEMBER

Your success depends on your ability to stay on top of the latest industry developments and to respond effectively to the needs of your clients.

Membership in the CRRC brings tangible benefits:

- Use of the CRRC Member Logo
- Timely updates on the latest industry developments
- Networking opportunities with roofing industry leaders
- Demonstration of your organization's leadership in the marketplace
- Having your say in the direction of the CRRC's programs and activities, by:
 - Voting on critical issues and the Board of Directors election
 - Running for a position on the Board of Directors
 - Attending the Annual Membership Meeting

CONTACT US

Visit the CRRC at www.coolroofs.org or contact us directly:

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