



Top Quality, Eco-Friendly Roofing That Lasts

NEWS & ANNOUNCEMENTS

Innovative & Green Ekorooft LiteTile Launched after Receiving Florida Building Code Approval, Affordably Promises 50 Years of Protection

Ekorooft is made from recycled agricultural plastic, withstands hail, hurricane winds, rain, & sunlight, and is light enough to install on wood-frame homes previously only able to support unadorned asphalt shingles.

For Immediate Release

Miami-based EKRF, LLC has officially launched its residential and commercial roofing tile line dubbed “Ekorooft LiteTile.” The tile is manufactured from 100% recycled plastic (plus color and other additives) and boasts an impressive 50-year limited warranty. According to the product web site, Ekorooft LiteTile is ideal for buildings dressed in asphalt shingles, and whose wooden-framed construction cannot support the weight of traditional concrete or clay tiles without costly reinforcements to their truss system.

Those home or business owners looking to ‘green’ their properties will also benefit from Ekorooft LiteTile. The company is a member in good standing of the Florida Green Building Coalition. The tile is a 100% sustainable product, being made from recycled plastic, and being recyclable itself. All Ekorooft waste can be re-formed into new tile, completing the Cradle-to-Cradle cycle.

A major quality touted on the company site is the energy savings that Ekorooft LiteTile will help the end-user achieve. Tampa resident and architect Cathy Rodriguez fitted her home with Ekorooft LiteTile in March of 2010 under a ‘permit by affidavit’ from her local building inspector.

“My husband and I are very organized with our record-keeping and, when comparing our monthly bills, we were surprised to realize that since upgrading from our asphalt shingles to Ekorooft LiteTile, we have been saving an average of 30% on our monthly electric bill”, says Cathy.

Savings are likely to be higher when switching from a high-heat absorbing, and refracting, concrete or clay tile. The optional EnergyStar upgrade will save even more off the monthly electric invoice and also makes end-users eligible for the 2011 Federal Energy Tax Credit.

Installation is fast and simple, and as such, it is more affordable to the end user than traditional tile due to the labor savings. This last quality will also bring benefits to roofing contractors in this depressed, cutthroat market. The combination of becoming more efficient and duplicating the number of homes that can be fitted in a given week will give roofing contractors a much sought-after edge over their competition.

“Initially, the product will be available within 2 to 3 weeks lead-time anywhere in the Continental US direct from EKRF, information can be found on the web site, www.ekorooft.com. Distribution and sales opportunities are also open to qualifying companies”, says Fernando Rodriguez, one of the owners of EKRF, also Sales Director.

EKRF, LLC received Florida Building Code Approval for its product during the Florida Building Commission meeting held in Tampa, FL on January 31, 2011. As part of the evaluation to be considered for approval, EKRF had its tile subjected to hurricane-force pressures simulating 233 MPH wind, wind-driven rain, fire, and accelerated weathering. Tests were performed at several of the nation’s leading, and Federally Accredited hurricane test labs, including PRI Asphalt Technologies in Tampa, FL and Farabaugh Engineering and Testing labs in Pittsburgh, PA.

The company fills a demand for a high-quality, long-lasting recycled product that mimics the beautiful look of classic Spanish tile, while offering the lightweight characteristics of asphalt shingles.

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