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PIMA Proudly Supports Launch of New SpecRight Program

"Save your energy. You've found the right roof."

Bethesda, MD – The National Roofing Contractors Association (NRCA) has developed a program, SpecRight, to educate roofing professionals and end users about how roof systems can contribute to reducing energy costs and protect the environment. The Polyisocyanurate Insulation Manufacturers Association (PIMA), a sponsor of the program, looks forward to working with NRCA on this bold new initiative to raise awareness about the benefits of quality, energy efficient roof systems.

"The Energy Policy Act of 2005 reaffirms the validity of research findings related to role of the roof system in energy efficiency," said Jared Blum, President of PIMA. "The roofing industry is an integral force that can contribute to reducing energy costs and consumption while conserving the environment. SpecRight gives roofing contractors the tools they need to make that happen and PIMA is proud to be a sponsor of this landmark initiative."

The SpecRight Program will help roofing contractors differentiate themselves from their competitors, enabling them to provide the latest information to their customers about sustainable, environmentally responsive and energy-efficient roof systems. The Program stresses the importance of proper design, quality materials, proper installation and ongoing maintenance.

"For years, the notion of environmentally friendly, energy-efficient roof systems has been directed by government mandates, building codes and building owners," said Bill Good, NRCA's executive vice president. "The SpecRight Program puts pertinent information in the hands of roofing contractors so they can help building owners make informed decisions about roof systems that save them money and minimize the burden on the environment."

Participants who complete the SpecRight Program will be able to position themselves as consultants and stewards of the environment. Through training and education efforts, the Program will show roofing contractors, building owners, designers and consultants how quality roof systems can minimize the burden on the environment and conserve energy. For more information about SpecRight, visit the website at www.specright.net.

About PIMA

PIMA is the national trade organization that advances the use of polyiso insulation, one of the most widely used and cost-effective insulation products in North America. PIMA's membership consists of manufacturers and marketers of polyiso insulation, as well as suppliers to the industry. For more information about economic benefits of high thermal performing roofs, please visit the PIMA Web site at www.pima.org, or call 301-654-0000.