



# Case Study

## WATHEN CASTANOS HOMES, FRESNO CA

### Boral Roofing and Wathen Castanos Hybrid Homes Tear-Off Roofs in a Show of Energy Efficiency

In a show of dedication to both the environment and home buyer customers, leading Central California green home builder Wathen Castanos Hybrid Homes and Boral Roofing, the sustainable manufacturer of roofing systems worldwide, tore off the existing asphalt shingle roofs of four model homes and replaced them with an energy efficient alternative – concrete cool roof tile. The roof replacement occurred at the Ivy Gate at Harlan Ranch community and was facilitated by Madera Roofing, a Central Valley roofing contractor with more than 35 years of roofing experience.

#### CHALLENGES

A home builder with a commitment and reputation for providing innovative, energy efficient homes had not previously offered the eco-friendly concrete tile as an option for buyers at this community. With the majority of energy lost via the roof, Wathen Castanos decided that showcasing this roofing alternative on its models – despite them already being built with asphalt shingles – was worth the expense and model downtime.

#### THE RESULT

The Ivy Gate at Harlan Ranch community now offers buyers a sustainable concrete roofing solution option with a limited lifetime warranty. Fresno and the surrounding area lie in a climate that is ripe for concrete cool roofs, which reflect many of the solar rays that hit the roof and emit the heat from the sun that is absorbed. The new roofs installed on the Ivy Gate homes meet requirements set forth by the Cool Roof Rating Council (CRRC) and save in air conditioning related energy consumption, providing long-term energy savings for homeowners. Future residents of the Ivy Gate community will now have the opportunity to reduce their environmental footprint and their energy bills.



#### About Boral Roofing:

Boral Roofing LLC is a subsidiary of Boral USA, the country's largest premium provider of complete roofing and re-roofing solutions for architects as well as commercial and residential builders. Boral Roofing operates 15 clay and concrete tile manufacturing plants throughout the US and Mexico.

#### About Boral USA:

Headquartered in Roswell, Georgia, Boral USA through its subsidiaries employs approximately 1,500 individuals at more than 140 operating and distribution sites across the United States. The U.S. operations include the country's largest brick manufacturer and the largest clay and concrete roof tile manufacturer.