



# Case Study

## MARC RUTENBERG HOMES, TAMPA FL

### Clay Cool Roof Installed on Zero Energy America Homes Demonstrates Importance of Sustainable Home Building

Marc Rutenberg Homes, a custom home builder in Tampa Bay, Florida, and energy-conscious building product manufacturer Boral Roofing, have come together in a unique effort to create premier Zero Energy Homes in Tampa, Florida. Leading technologies have been combined with the goal of building homes that help to reduce our environmental footprint, operate on available renewable resources, demonstrate a means for America to break from fossil fuel dependence and spark a movement in the building industry toward the widespread adoption of Zero Energy Homes.

As one of the leading eco-friendly manufacturers and suppliers of construction materials contributing to the homes, Boral Roofing is supplying its sustainable clay cool roof tiles. The roofs will enable the future homeowners to maximize energy efficiency by significantly reducing the loss of energy through the roof – a major source of energy loss (in addition to doors and windows) in non-sustainable homes. The homes' roofing solutions help maintain cool temperatures inside the homes during summer when temperatures rise outdoors.

#### CHALLENGES

Marc Rutenberg, president of Marc Rutenberg Homes, and founder at Zero Energy America, and filmmaker Alfonso Castaneira for American Public PBS, began discussing the homebuilding industry and the immense health ramifications of the energy inefficient materials used in homes today. Noting a serious need for the industry to

step up its responsibility to the earth and to protect our natural resources, the two hatched a plan to break ground on homes that would generate their own power, leaving absolutely no environmental footprint. They decided to create a documentary about the process in an effort to urge the industry at-large to build more responsibly and sustainably for the benefit of future generations.

#### THE RESULT

At this time, there are four Zero Energy America Homes currently under construction that use either LEED qualifying Boral Roofing clay tile or Boral Energy Efficient Concrete Roof System. The first home to be completed is a 4,500-square-foot Mediterranean style residence in the upscale Palm Harbor subdivision of Hawks Landing. Marc Rutenberg Homes obtained \$2.1 million in grants from Florida Governor Charlie Christ's Energy Office and the Florida Energy and Climate Commission for the home's construction, which will be documented on film and aired on PBS. With buildings and homes currently estimated to contribute 48 percent of greenhouse gases to the environment, it is the hope of Rutenberg and Castaneira's, Zero Energy America, that Boral Roofing and the many other eco-friendly suppliers involved will help demonstrate to builders and homeowners nationwide that Zero Energy Homes are now feasible and the wave of the future.

#### About Boral Roofing:

Boral Roofing LLC is a subsidiary of Boral USA and is 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 12 clay and concrete tile manufacturing plants throughout the U.S. and Mexico.

#### About Boral USA:

Headquartered in Roswell, Georgia, Boral USA is a leading manufacturer in the building material industry. Boral USA's companies include Boral Bricks: #1 manufacturer of brick in the United States, Boral Roofing: the nation's leading manufacturer of clay and concrete roof tiles, Boral Stone Products, manufacturer of Cultured Stone®: #1 Brand of manufactured stone veneer, Boral Composites Inc., manufacturer of Boral TruExterior® Trim: #1 Brand of poly-ash exterior trim products.