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**MEDIA RELEASE**

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**BORAL ROOFING INTRODUCES NEW VISTA COLLECTION**

*New concrete tile shades harmonize with currently celebrated Texas home architecture styles*

**IRVINE, CALIF. (June 6, 2019)** – [Boral Roofing LLC](http://www.boralroof.com/), the national leader in durable and energy-efficient new and retrofit roofing systems, today announced the soon-to-launch Vista Collection. The new concrete roof tile options include five new varied neutral shades introduced to meet specific architectural, lifestyle and color trends emerging within the state of Texas.

The new suite of hues is available with two of Boral Roofing’s most popular tile styles in the region - Saxony® Country Slate and Shake. The shades include Charcoal Brown Blend, Chestnut Burnt, Dark Bordeaux, Weathered Cedar and Weathered Greige. The collection launch is a direct result of extensive research conducted into consumer lifestyle and home design trends happening within the state.

“We have been closely examining Texas and have found that, as with many other key regions across the country, home design within the state is trending toward sensorial relief in both home interiors and exteriors,” says Shannon Delgado, senior marketing manager with Boral Roofing. “This concept manifests itself in an aesthetic where ornamentation is reduced and calming neutral color palettes prevail.”

Boral Roofing’s research in Texas also points to specific architecture styles. “We are witnessing a shift in homeowner preference for Trans-contemporary home design,” says Delgado.

Transitional home designs reflect the clean lines of contemporary residential architecture while drawing heavily upon the details and style of traditional homes. Contemporary homes are characterized by a distinct preference for clean lines, open concepts, minimal exterior decoration, ample light sources with large windows and a lack of rounded edges.

“These newly introduced colors perfectly align with this architecture, which blends farmhouse origins with a more modern aesthetic happening into Texas’ urban centers,” says Delgado.

The concrete tile options within the Vista Collection are durable, lasting, and low maintenance. The tile offers significant energy-efficiency benefits by reducing electricity demands in the home, extending up to 22 percent in long-term energy cost savings to residents.[[1]](#footnote-1)

The concrete tile offers a Class A fire rating. Additionally, it is manufactured sustainably with locally-sourced, abundant, and naturally occurring geologic material and is fully recyclable at the end of its life on the roof.

The new concrete roof tile colors are now available within Texas. For additional information on the Vista Collection, as well as on Boral Roofing’s full concrete, clay, steel, and composite solutions, visit [www.BoralRoof.com](http://www.BoralRoof.com) today.

**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 manufacturing plants throughout the U.S.

**About Boral North America**

Headquartered in Roswell, Georgia, Boral North America is a leader in key construction materials and building products markets with operations across the USA, Canada, and Mexico. In 2017 Boral acquired Headwaters Incorporated, expanding Boral’s product offering and manufacturing and distribution footprint across North America. In construction materials, Boral has a national footprint and industry-leading position in the processing and distribution of fly ash – a by-product of coal combustion.

In building products, Boral manufactures and supplies cladding, roof tiles, windows, and other light building products for residential and commercial markets nationally. Boral’s manufactured stone veneer includes leading brands Cultured Stone® by Boral®, Boral Versetta Stone®, Eldorado Stone, Dutch Quality, and StoneCraft. Boral’s light building products portfolio includes Boral TruExterior® Siding & Trim – a pioneer of the innovative poly-ash category of exterior building products – as well as shutters, gable vents, mounting blocks, and tool systems. In roofing, Boral is a leading manufacturer of clay and concrete roof tiles, and also produces composite polymer and stone-coated metal roof tiles.

Boral also has a 50% share of the Meridian Brick joint venture, a leading clay and concrete brick manufacturer which was formed with Forterra Brick in 2016.

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1. Source: 2007 NAHB Study on Life Expectancy of Home Component [↑](#footnote-ref-1)