



Eagle Roofing Products Florida LLC Announces New Oxide Mixture to Combat Mortar Born Efflorescence

In an effort to mitigate the visual impact of hip and ridge mortar born efflorescence (white streaking) that has become pervasive in the Florida market, Eagle Roofing Products Florida LLC is proud to announce that all oxide batches ordered after July 1, 2020 will be converted to our new ***Eagle Mortar Color EI*** formulation.

Eagle Mortar Color EI is a proprietary blend of our roof tile color specific oxide combined with an innovative efflorescence inhibiting powder sealer designed to reduce the likelihood of mortar born efflorescence. The use of ***Eagle Mortar Color EI*** is an alternative to externally applied sealers, paints or pre-colored roof tile mortars - that may or may not match the hundreds of roof tile colors available in Florida. You do not have to do anything different than you are accustomed to – just follow the directions on the ***Eagle Mortar Color EI*** bucket.

To be clear, the hip and ridge mortar born efflorescence issue is not a “tile roofing manufacturer” issue, however it reflects poorly on our industry as the impact to the curb appeal of a new tile roof can be less than ideal. Regardless of the origin or the concrete chemistry behind the issue, roofing contractors, distributors and homeowners have engaged Eagle to find a cost-effective method to potentially mitigate the phenomenon.

All new orders received on or after July 1, 2020 will be converted to ***Eagle Mortar Color EI***.

Sincerely,

A handwritten signature in blue ink that reads "Tyler Allwood".

Tyler Allwood
Director of Business Development Eagle Roofing Products

Disclaimer: the use of Eagle Mortar Color EI is designed to reduce the likelihood of mortar born efflorescence. The use of Eagle Mortar Color EI does not guarantee that mortar born efflorescence will not occur.