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Newpoint Concrete Roof Tile Expands Color Options with Versatile Western-Inspired Hues


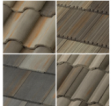
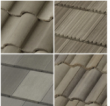
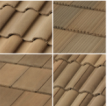
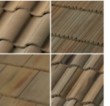

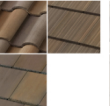
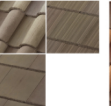


February 24, 2025



Newpoint™ Concrete Roof Tile is committed to staying at the forefront of design trends. With that goal in mind, we're proud to announce four new carefully crafted colors and color expansions among our distinct concrete roofing profiles that reflect the aesthetic appeal for which our product is celebrated.

"This new color range has been meticulously developed with the needs of architects, builders, and homeowners in mind," says Eric Miller, Director of Sales & Marketing, Roofing & Stone at WRBP. "We've filled key color gaps in our portfolio, offering versatile options that not only meet but exceed the expectations and demands of our clients. Whether you're looking to create a modern edge or a classic touch, our expanded color palette provides the flexibility to bring your unique vision to life."

While these colors collectively embrace the trending hues of the West, they also reflect the dominant architectural styles and localized trends within the individual regions we serve. For your convenience, our new colors and their regions are labeled in the availability chart below. We encourage you to [use our locator map](#) to verify availability and request samples before finalizing your roofing projects.

 New Colors 2025										
Northern California		Barcelona 900 Saxony® 900 Shake Saxony® 900 Slate Villa 900	Barcelona 900 Saxony® 900 Shake Saxony® 900 Slate Villa 900	Barcelona 900 Saxony® 900 Shake Saxony® 900 Slate Villa 900	Barcelona 900 Saxony® 900 Shake Saxony® 900 Slate Villa 900	—	—	—	—	—
Southern California		Barcelona Saxony® 900 Shake Saxony® 900 Slate Villa 900	Barcelona 900 Saxony® 900 Shake Saxony® 900 Slate Villa 900	Barcelona Saxony® 900 Shake Saxony® 900 Slate Villa 900	Barcelona Saxony® 900 Shake Saxony® 900 Slate Villa 900	—	—	—	—	—
Pacific Northwest		Barcelona 900 Saxony® 900 Shake Saxony® 900 Slate Villa 900	Barcelona 900 Saxony® 900 Shake Saxony® 900 Slate Villa 900	Barcelona 900 Saxony® 900 Shake Saxony® 900 Slate Villa 900	Barcelona 900 Saxony® 900 Shake Saxony® 900 Slate Villa 900	—	—	—	—	—
Arizona		—	—	—	—	Mission "S" Saxony® 900 Slate	Mission "S" Saxony® 900 Shake Saxony® 900 Slate	Mission "S" Saxony® 900 Shake Saxony® 900 Slate	Mission "S"	Saxony® 900 Shake Saxony® 900 Slate
Southern Nevada		—	—	—	—	Barcelona Saxony® 900 Slate	Barcelona Saxony® 900 Shake Saxony® 900 Slate	Barcelona Saxony® 900 Shake Saxony® 900 Slate	Barcelona	Saxony® 900 Shake Saxony® 900 Slate



ENERGY EFFICIENT ROOFING WITH VISUAL APPEAL

In line with evolving design trends, we've ensured that our portfolio includes key colors that meet California's [Solar Reflectance Index \(SRI\) cool roof requirements](#). Our new roofing tiles not only enhance the look of your property but also contribute to its energy efficiency and compliance with environmental standards.

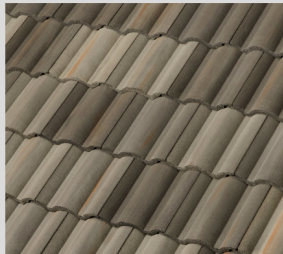
Along with energy efficiency considerations, homeowners in both California and the Pacific Northwest increasingly seek fire-resistant roofing to mitigate the risk of seasonal wildfire threats. Installing a Newpoint Concrete roofing system with [Class 4 fire resistance](#) offers added protection and higher resale value to any home.

Pacific-West Coast Colors Deliver Energy Efficiency with Style

These four new regional colors combine Newpoint's durability and efficiency with sophisticated colorways that reflect the architectural, sustainability, and biophilic design preferences common to the Northwest and California.

Click any profile to see its full color range: [Saxony Slate](#), [Saxony Shake](#), [Barcelona](#), and [Villa](#).

[Learn more about Newpoint Concrete](#)



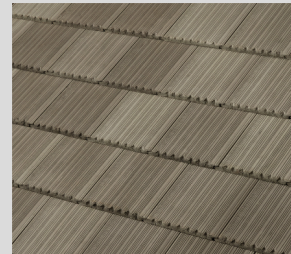
Earthen Shadow
Villa 900



Tree Bark Blend
Barcelona 900



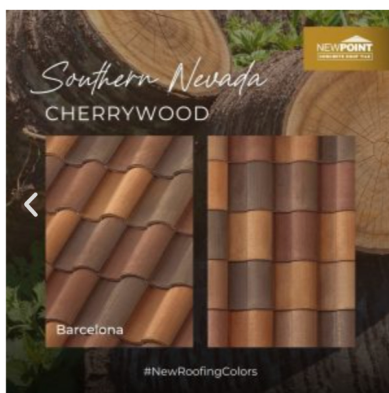
Urban Driftwood
Saxony 900 Slate



Platinum Peak
Saxony 900 Shake

- **Earthen Shadow** blends sophisticated grays and browns with bold orange streaks for a natural yet modern look that adds both durability and timeless style to any exterior.
- **Tree Bark Blend** brings the beauty of nature to your project with its rich, nature-inspired shades. For projects that demand an organic, earthy aesthetic, Tree Bark Blend masterfully captures the layered hues of natural bark.
- **Urban Driftwood** features a sophisticated tapestry of muted grays, subtle browns, and hints of faded green. Modern meets timeless in this arboreal-inspired blend that complements exterior brick or stone fixed features and a variety of paint colors.
- **Platinum Peak** is the essence of cool, clean, and contemporary. This sleek new color features a serene, light gray blend that adds a touch of modern elegance to any home.

Whether you're a California architect designing an HOA community or a homeowner in northern Nevada in search of stylish fire-resistant roofing, [connect with us](#) to explore your options.



New Southwest-Inspired Roofing Resists Heat, Beautifies Homes

Staying cool in the sweltering heat is a priority for homeowners in the Southwest. Whether you live in the region or design for its residents, Newpoint Concrete's five regional colors are engineered to meet your needs. With roofing profiles that perfectly complement iconic Spanish Revival and Ranch architectural styles, you can choose a roof that reduces heat exchange and creates a beautiful, more comfortable home.

Click any profile to see its full color range: [Saxony Slate](#), [Saxony Shake](#), [Mission S](#), and [Barcelona](#).



- **Auburn Ridge** conjures up serene landscapes, where the warm, earthy tones of orange and brown blend seamlessly with the natural surroundings to connect with the natural world.
- **Olive Bark** is a sophisticated blend of earthy brown and verdant green, ideal for designs that convey growth and resilience.
- **Ashen Cove** is crafted to convey the subtle interplay of light and shadow seen in traditional adobe structures. Its grays tinged with the terracotta hues of baked earth are perfect for blending rustic charm with contemporary design.
- **Cherrywood**, with its alluring blend of light and dark reddish-brown hues, Cherrywood exudes the warmth and richness of finely grained wood to complement a variety of architectural styles and add timeless elegance to any home.
- **Apple Bark** embodies a harmonious blend of earthy brown tones. It gives a nod to the individuality of nature's creations, making it an ideal choice for blending contemporary design with nature's beauty.

Each of these colors evokes the timeless beauty and rugged strength of the Southwest. Through them, our durable roofing tiles connect your home with the landscape while delivering unmatched performance. When you want a roof that can protect your home and showcase its beauty, Newpoint Concrete delivers.

PROTECT YOUR HOME WITH NEWPOINT CONCRETE ROOFING

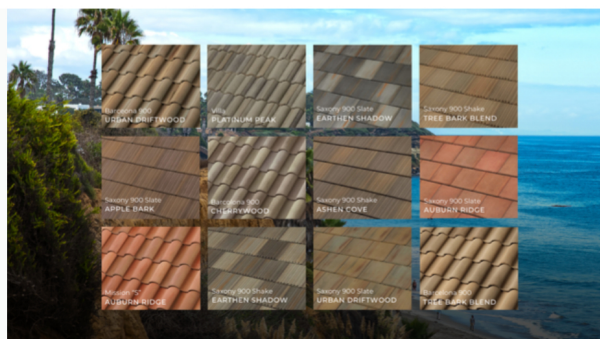
Multiple needs factor into most roofing decisions. Whether your home's location requires energy efficient solutions to combat extreme weather conditions or your personal style preferences are paramount on your list, Newpoint Concrete's new colorways are designed to exceed expectations.

These regional color additions to our distinctive roofing profiles make it easier than ever to upgrade your home's roof. Newpoint's stylish profiles, coupled with wind and fire resistance and overall durability are an ideal solution for homeowners who seek a high-performance, long-lasting roof to protect their home for years to come.

WHICH COLOR FITS YOUR PERSONAL STYLE?

Let us help you find the perfect profile and color to complement your home's curb appeal.

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