

A new generation of buildings

By Dani Sheehan.

From performance to profit, see why SPF roofing is the smart choice for meeting the demands of modern data centers.

Driven by artificial intelligence (AI), cloud computing and the increasing need for secure digital storage, data centers are rising in cities and small towns across the U.S. These large-scale facilities demand advanced building envelopes that can maintain strict temperature control, protect against moisture and perform reliably for decades.

With so much sensitive equipment inside, roofing performance is nonnegotiable. Every roof system must deliver exceptional waterproofing and insulation to prevent energy loss and ensure uninterrupted operations. Spray polyurethane foam (SPF) is proving to be one of the most effective solutions for the job – and [General Coatings Manufacturing Corp](#) is helping contractors across the country meet these new performance demands through proven systems, training and technical expertise.

Why SPF roofing is ideal for data centers

Data centers face a unique challenge: they generate immense amounts of heat that must be managed without compromising the interior environment. Meanwhile, the roof must combat the external conditions specific to the building's location.

SPF roofing systems excel under these conditions because they provide:

- **Seamless waterproofing:** SPF creates a continuous, monolithic layer that eliminates weak points like seams and fasteners that frequently become failure points in traditional systems.
- **Superior insulation:** With a high R-value per inch and continuous coverage, SPF helps regulate indoor temperatures and minimize thermal bridging. This protects the sensitive electronics inside the building while also reducing the energy needed to cool large, mechanical spaces.
- **Low labor and installation efficiency:** For large, complex roofs, SPF can be applied quickly and effectively, reducing labor costs and minimizing downtime.

With FM approvals and tested performance in fire, hail and hurricane zones, General Coatings' Ultra-Thane SPF roofing systems give you the confidence to meet high-stakes requirements, backed by the company's technical support and extensive training resources.

Ripple effects and new opportunities

The rise in data center development is also influencing the communities around them. These facilities consume significant power, prompting nearby businesses and homeowners to look for ways to improve energy efficiency and lower utility costs. For contractors, that translates to additional opportunities — upgrading or restoring commercial roofs with SPF systems that insulate, protect and extend roof life.

In sun-heavy markets, SPF also pairs naturally with solar energy systems, creating smooth, reflective and durable surfaces that enhance solar panel performance. And as AI continues to influence construction, contractors can use new AI technologies to improve their workflow operations and expand their business.

As data centers continue to expand across the country, they're driving demand for smarter, higher-performing roofing systems like spray foam roofing. General Coatings is ready to help you take advantage of this opportunity with hands-on training and technical support designed to ensure every installation meets the highest standards. Whether you're entering the spray foam market for the first time or expanding into large-scale commercial projects, General Coatings provides the partnership and expertise to help your business grow alongside the digital infrastructure boom.