

Building a more versatile business with spray foam

By Dani Sheehan.

Contractors looking to differentiate in 2026 are finding new opportunities in spray polyurethane foam (SPF) roofing systems that solve challenges traditional systems can't always address.

For contractors looking to grow their commercial capabilities, spray polyurethane foam (SPF) can be more than another system to offer. It can become a strategic service line that opens the door to restoration work, complex reroofing projects and energy-focused upgrades.

Why spray foam stands out

Many roof systems perform well on straightforward projects. But not every roof is straightforward. Buildings with multiple penetrations, rooftop equipment, irregular layouts or curved structures often create labor-intensive installation challenges for conventional materials.

Because the material is spray-applied and fully adhered, SPF conforms to the substrate and creates a seamless surface across transitions, penetrations and hard-to-detail areas. Instead of cutting and fitting around every obstacle, you can create a continuous insulated roofing system that helps simplify difficult applications.

As Will Lorenz of [General Coatings Manufacturing Corp](#) shared [during a live soundstage interview](#) at the [International Roofing Expo \(IRE\)](#) 2026, "The more difficult the building is, the more it's a perfect fit for spray foam."

A smart path for recover and restoration projects

As more commercial roofs age, owners are increasingly interested in restoration and recover options that preserve existing assets. In many cases, a full tear-off may not be necessary if the substrate remains sound.

Spray foam can help you answer restoration demand by adding insulation, improving waterproofing performance and renewing aging roof systems without the cost and disruption of removing the entire roof assembly.

For owners, that can mean:

- Reduced landfill waste from tear-offs
- Lower disruption to occupied buildings
- Faster project timelines
- Improved thermal performance
- Extended roof service life

Training is what turns opportunity into profit

Spray foam roofing is not a plug-and-play category. Successful installation requires an understanding of proportioning equipment, spray technique, substrate conditions, weather variables and coating application standards. Industry associations such as the [Spray Polyurethane Foam Alliance \(SPFA\)](#) and [Roof Coatings Manufacturers Association \(RCMA\)](#) continue to play an important role in advancing best practices, education and professionalism across the category.

Manufacturers matter too. Contractors entering or expanding in SPF need partners who can provide product guidance, jobsite support, inspections and warranty pathways. As Will explained, "People install it and make it a roof." Quality materials matter, but quality outcomes depend on trained contractors backed by responsive manufacturers.

General Coatings is available to help you evaluate opportunities, choose the right coating systems, troubleshoot field conditions and build long-term confidence in SPF installations. If you want to expand their commercial offerings, improve margins and solve more complex problems for your customers, spray foam may be one of the smartest additions to the toolbox.

Learn how General Coatings can help build your business with spray foam!

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