

Cut Costs, Not Quality by Using Alternative Roofing Materials

By Adam Cabrera

Spray foam is a cost-effective, eco-friendly alternative to traditional roofing materials.

As the roofing industry navigates through new challenges such as sustainability and rising material costs, technologies like spray foam and roof coatings offer a solution. On a recent episode of Roofing Road Trips, host Heidi J. Ellsworth interviewed Will Lorenz, President of [General Coatings](#) and [Everroof](#), who shared his insights on spray foams and coatings.

"Spray foam with a couple inches as a re-cover system is a great solution," said Will, acknowledging the crucial role of spray foam roofing as a cost-effective and eco-friendly alternative to traditional materials. Particularly in California, with its stringent energy requirements, spray foam has proven itself not only as a practical choice but also a sustainable one.

Moreover, the expansion of roof coatings has offered additional economic benefits to the industry. These products allow building owners to extend the lifespan of their existing roofs while reducing landfill waste and contributing to a more sustainable construction model. Will emphasized this, saying, "If we have to tear off a roof and put it back in the landfill and start over every 15 or 20 years, we're just not going the right direction."

The growth of these technologies has also fostered a resurgence of excitement within the industry, with Will sharing his enthusiasm about the upcoming spray foam convention in Florida. Such events, he said, offer "a great opportunity to learn and grow" and provide valuable feedback for the industry as a whole.

Despite the economic challenges in the industry overall, Will expresses his optimism. "I still think things are bright and positive," he said. With the continued growth and performance of spray foam and roof coatings, the future may be promising for the roofing industry.

[Listen to the Roofing Road Trips episode to learn more about what Will has to say about the economy, spray foam and roof coatings.](#)