

How these roof coating companies are transforming the industry

By Evelyn Witterholt.

We spoke with the presidents of Everroof and General Coatings about the strides they are making in the roofing industry and why every contractor should be offering roof coatings.

When a building owner is looking for a new roof or some restorative work on their current one, many are choosing roof coatings to get the job done right. With sustainability and affordability at the forefront of consumers' minds, the roof coatings market continues to grow as a result. [In a recent podcast](#) with Barry McConway and Will Lorenz, we got the inside scoop about their roof coating companies and why they think roofers everywhere should be installing roof coatings.

One of the top roof coatings companies in the industry is [General Coatings](#), who for over 25 years has been a leader in spray foam and roof coating products. The company produces their products in Fresno, California and Arlington, Texas and they also specialize in HFO technology that is more environmentally friendly. Will Lorenz, president of General Coatings, told us how spray foam roofing is a terrific alternative to completely replacing an old flat roof.

"If you've got a nice flat roof and you need to keep it waterproof and add some insulation, spray foam is an excellent alternative. You can do it as new construction or a recover system," he said.

Another mainstay company in the roof coatings industry is [Everroof](#), a liquid membrane restoration products manufacturer. Although they largely operate on the West Coast, they see a lot of their products used all over the country now. Barry McConway, president of Everroof, told us that after using their silicone and acrylic products in their foam division for years, they decided these products would work well as a roof restoration system.

"We looked at it and said Everroof should be a standalone restoration product," he said. "They should be made available to distribution and contractors directly for the commercial flat roof restoration. We've had great success with it, but we just need to maximize our reach and our awareness."

General Coatings is actually a sister company of Everroof, as Everroof was created as an offshoot of the former. Barry tells us that their partnership has worked out well for them, as they can both offer roofing contractors all the products they need for a long-lasting roofing system.

"Their expertise really was in foam and they had these ancillary products of silicones, acrylics that they used to topcoat their foams. Really when we looked at this great business, we said these coatings by themselves have a business and that's really where Everroof came from," Barry said. "Between us and General Coatings, we probably have every roofing solution in terms of coatings covered for you guys."

[Listen to the full podcast to learn more](#) about the benefits of offering roof coatings.

