

Insights on the spray foam roofing revolution

By Evelyn Witterholt

Will Lorenz, president of General Coatings, shares his thoughts on the state of the spray foam roofing industry.

Spray foam roofing is on the rise! And who better to give us insight into this growing sector of the roofing industry than Will Lorenz, president of [General Coatings Manufacturing Corp.](#) [We spoke with Will](#) at the [Spray Polyurethane Foam Alliance](#) (SPFA)'s 2024 SprayFoam Convention and Expo.

The growth of the spray foam roofing industry is evident by the huge turnout for this year's convention. Thousands of roofing contractors came out to learn more about spray foam roofing and how to integrate it into their roofing business. In our interview with Will, he tells us all about his company's experience with the show and its record attendance figures.

"It's been a record year with 2,400 people here," Will said. "The aisles are packed with lots of contractors coming around, inquiring about products from people, and they're certainly coming to our booth. It's been a great show."

This year, General Coatings sponsored a contractor panel where industry professionals spoke about their experience using spray foam products. Will Lorenz participated in the panel and RoofersCoffeeShop® President, Heidi J. Ellsworth, was the moderator. There was a lot of discussion during the panel about their interest in the design community and the overall benefits of spray foam roofing.

"Spray foam roofs, they perform, they generally don't ever leak. They're renewable, they're sustainable, they are the solution of the future," Will said. "They can go over all types of decks. They can go over new construction like the Las Vegas Sphere here, or they can go over your old built up roof that needs a little insulation and waterproofing."

Watch our full interview with Will below or over on our [YouTube channel!](#)

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