

Roof restoration made easy with spray foam

By Dani Sheehan.

Learn why more contractors are turning to spray foam and coatings for long-term roof performance.

When a commercial roof hits the end of its service life, building owners are faced with two options: tear it off and start fresh — or get smart and restore it. More and more, contractors are turning to spray foam and liquid-applied membrane systems as the go-to solution for roof restoration, and for good reason.

“We’re seeing a real reemergence of interest in sustainable roofing systems,” said Will Lorenz, president of [General Coatings Manufacturing Corp.](#), when we caught up with him [during a live interview](#) at the [International Roofing Expo \(IRE\) 2025](#). “Building owners want roofs that save energy, keep the water out, and avoid a complete tear-off if possible.”

Why spray foam and roof coatings are taking off

Spray polyurethane foam (SPF) and liquid-applied membranes check a lot of boxes for customers:

- **Energy efficiency:** SPF acts like a thermal blanket for the roof, significantly improving a building’s energy performance. Will related it to the core material that keeps your food cold in a refrigerator – you shouldn’t have to worry about good insulation on your roofs and in your walls too.
- **Seamless protection:** Unlike traditional roofing materials that rely on fasteners and seams, spray foam and coatings create a continuous, monolithic surface that keeps water and weather out.
- **Lightweight solutions:** Restoration systems add minimal weight to the existing structure, which is a huge plus for aging buildings.
- **Cost savings:** Restoring a roof costs a fraction of a full replacement – and building owners love that they can dodge costly tear-offs, not to mention keeping tons of old roofing material out of the landfill.

Whole building solutions

One trend Will has noticed is a move toward whole building solutions. It’s not just about the roof anymore – it’s walls, subfloors, insulation and windows all working together to create tighter, more efficient building envelopes.

“Energy efficiency isn’t one-dimensional,” Will said. “You can’t fix the windows and neglect the roof. Everything has to work together.”

SPF offers flexibility to address roofs and walls alike — especially in temperature-sensitive environments like data centers and food storage facilities.

Restoration is a smart play

Today’s contractors are offering smart, sustainable solutions, and if you’re just patching leaks, you’re getting left behind. Restoration systems like spray foam and liquid-applied membranes are leading the charge.

“A lot of owners are thinking about how they can extend the life of their existing buildings without creating massive waste streams,” Will said. “Spray foam and coatings offer a way to that – and do it better than we have in the past.”

It’s a win-win: Contractors get to offer a high-value service, building owners save money and energy and everybody keeps a little more material out of the dump.

Watch the full interview below and learn how General Coatings products are helping contractors meet the growing demand for smarter roof restoration solutions.

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