

The future of durable, energy-efficient roofs

By Jesse Sanchez.

Spray foam roofing emerges as a top solution for energy efficiency and durability.

In [this episode of Roofing Road Trips®](#), host Heidi J. Ellsworth sat down with Will Lorenz from [General Coatings](#) who shared his insights on the growing importance of spray foam roofing in the construction industry. As the demand for energy-efficient and durable roofing solutions rises, spray foam is emerging as a top choice for contractors and building owners alike. General Coatings has been at the forefront of this trend, offering innovative spray foam products that meet the evolving needs of the market.

“Spray foam roofing provides that seamless monolithic waterproofing performance there as a system, so it really does a great job of keeping the roofs dry and not letting water in,” Will explained during the discussion. This capability makes it particularly effective in areas prone to extreme weather conditions, where traditional roofing materials often fall short. With the ability to insulate and waterproof in one application, spray foam not only protects buildings but also enhances their energy efficiency — a key consideration as building codes become more stringent.

One of the most exciting projects demonstrating the versatility of spray foam is the Madison Square Garden Sphere in Las Vegas. Will shared how this iconic structure, with its unique curved roof, required a roofing solution that could adapt to its unconventional shape while providing superior insulation. “Spray foam was readily available and we were fortunate that the design team, we and our contractor partners chose spray foam as the material to put on there and the installation went great,” Will noted, showcasing its flexibility and reliability.

Beyond individual projects, the conversation also explored the upcoming [Spray Polyurethane Foam Alliance \(SPFA\)](#) 2024 Convention and Expo, set to take place in Las Vegas. Will stated that the event is a critical opportunity for contractors to learn about the latest advancements in spray foam technology. Attendees will have the chance to see new equipment, participate in training sessions and gain certifications that are increasingly important in today’s competitive market.

A key feature of the expo will be a contractor panel discussion, where leading professionals from companies like Las Vegas Commercial Roofers, [Tecta America](#), Central Coatings and CI Services will share their experiences with spray foam roofing. “These folks aren't shy,” Will said, promising a candid conversation where contractors can learn directly from those who have successfully integrated spray foam into their business models.

[Read the Transcript](#) or [Listen to the Podcast](#) to learn more about the reliability and versatility of spray foam roofing!