

The state of the spray foam roofing industry

By Evelyn Witterholt.

From building code changes to federal rulings to the 2024 election, here's what we know about the current state of the spray foam roofing industry.

Although 2024 has been a good year for spray foam roofing, it hasn't come without its challenges. But despite these standard ups and downs due to the election and building code changes in states like Florida, the industry is still thriving. [In a recent episode of Roofing Road Trips®](#), we heard from Will Lorenz, president of [General Coatings Manufacturing Corp.](#) about the current state of the spray foam roofing industry and what trends we have to look forward to.

In the podcast, Will discusses how this year's election has impacted the roof coatings industry. He said that it has led to fluctuations specifically in the second quarter, but by the third quarter, contractors and building owners alike have stopped focusing on it.

"We're seeing more projects start to look in for maybe the fourth quarter and into '25. So it seems like we survived a little bit of the bubble of uncertainty," he said. "But it's been a good year for us, and we've seen a lot of opportunities on the roof coating side, particularly acrylics and silicones."

One battle the industry has been facing is with code changes and the insurance business in Florida. Due to hurricanes, Will says there has been an air of uncertainty in their industry. However, he is holding out hope that the roof coatings market will thrive there by the end of next year.

"In the past, I really saw that the contractor or the specifier really drove everything. Now people, they want an option and they want to choose," he said. "I see our industry being quite flexible and providing good options for people. Roofing is still going well because of being able to put that flexibility in their bids to their customers."

[Read the transcript](#) or [Listen to the entire podcast](#) to learn more about what's trending in spray foam roofing.