

The rise of resilient roofing

By Dani Sheehan.

In a changing market where weather risk, insurance limitations and operational costs are all increasing, durable solutions are more important than ever.

Today's building owners are facing tougher decisions and tougher climates. Between rising insurance limitations, tightening budgets and increasingly extreme weather, the question they're asking about their roofs is simple: Will this system hold up?

Sustainability and energy savings still matter, but they're no longer the primary drivers in coatings conversations. Owners are looking for long-term performance and economic protection. They want systems that can weather the storm, literally and figuratively. This shift presents an opportunity for contractors to rethink how they talk about coatings and promote high-performance systems like spray polyurethane foam (SPF).

Investment-driven decisions in a tougher climate

Roofing upgrades used to lean heavily on green incentives and government-backed improvements, but priorities are changing. Owners and property managers are now making restoration and coating decisions based on how much they're willing to invest in the building and what kind of return they'll get.

Durability has become a powerful word in today's roofing discussions because it implies resilience against the unknown – storms, hail, high winds, fire risk and other threats that can't be predicted but must be planned for. In contrast, sustainability often suggests a longer-term value with a smaller upfront investment, but without always addressing the increasing environmental volatility that roofs must face.

Building owners still want to save energy and reduce carbon gas emissions. But when insurance won't cover damage or the next weather event threatens operational downtime, durability becomes the first line of defense.

Reframing the conversation around performance

As a contractor, your role is to provide solutions for what matters most to owners: How will this system perform in the long run?

That means actively engaging with their concerns and shifting the conversation toward functional benefits, such as:

- How will this coating system perform in hail-prone or hurricane zones?
- Does it have the approvals needed for fire, wind uplift or ponding water?

- What kind of maintenance will it require over ten-plus years?
- Will I be left vulnerable if my insurance doesn't cover future damage?

Why spray foam fits

Spray polyurethane foam (SPF) systems check nearly every box for today's decision makers. Durable, flexible and high performing across a range of climates, SPF roofing offers:

- FM approvals and Class A fire ratings
- Exceptional adhesion for high-wind zones
- Severe hail resistance
- Energy efficiency that still qualifies for tax credits
- Versatility for a range of roof shapes and substrates

SPF's ability to provide both energy performance and physical protection makes it a compelling option in a climate where durability is top of mind.

[General Coatings Manufacturing Corp.](#), a trusted name in the industry for over 25 years, has built its reputation on delivering high-quality SPF roofing and insulation systems that meet these evolving demands. Their spray foam products are engineered to withstand extreme weather, resist long-term wear and adhere reliably to a wide variety of substrates.

With SPF, building owners don't have to choose between energy savings and structural resilience. They get both – wrapped in a system that adapts to today's climate challenges and tomorrow's expectations.