

"Success is due to our stretching to the challenges of life. Failure comes when we shrink from them." John C. Maxwell

RoofTec -- A Leading Edge Solution To A True Roof Restoration

Take the guesswork out of compliance and shorten your project timeframe by using RoofTec. These were just two of the facts that non-members and members of the NRCA heard about this month during the live "Best Management Practices for Compliant Rooftop Cleaning and Preparation" webinar. The webinar was a success, with approximately 48 attendees listening in.

RoofTec truck locations will be:

1. Los Angeles, CA
2. Buffalo/Rochester, NY
3. Orlando, FL
4. Indiana/Illinois
5. Nashville, TN
6. Portland, OR
7. Hershey, PA
8. Cleveland, OH



Sales: Justin Ranck
Customer Service: Mary Curry

Tecta America
Holmes Regional Medical Center
Melbourne, FL
\$354,446.00

ONE PATCH AND REPAIR PROJECT

Sales: Frankie Mirandes
Customer Service: Marianne Smith
WTI: Susan Santana/Frankie Mirandes
Aguayos Sheet Metal
\$37,500.00

New for 2016, we will place the current eight RoofTec trucks strategically around the U.S.; each truck will be dedicated to a group of sales representatives who are driving the restoration coating market. While this will *not* prevent other reps from using the service, it will limit their capabilities depending on the use by the dedicated sales representatives.



With these new locations, we will develop some new RoofTec crews, and all RoofTec personnel will be trained in late February or early March.

Together with Legend Brands, we are developing some new cleaners and pre-cleaners, product data sheets and marketing tools to help you sell RoofTec. Accompanying these new cleaners will be a new process to scientifically select what cleaner to use, depending on surface type and the chemical make-up of the surface dirt. This process will take RoofTec to a new level, bringing science and the art of cleaning to the rooftop. These kits will be distributed to our RoofTec crews and will be completed before RoofTec starts a project.

Finally, RoofTec will be highlighted at the International Roofing Expo in Orlando, FL, along with other Tremco products and services. We'll have one of the new trucks at the convention to showcase to contractors. The IRE runs from February 17th to February 19th this year, and Tremco Roofing will have 2,000 square feet of floor space to showcase our products.

If you have any questions or need anything involving RoofTec please contact me, RoofTec Product Manager; Heather Rink, RoofTec Program Manager; or Vic Sopko, RoofTec Service Manager.

-- Article by Ryan Fennick

SEALING UP A \$20 BILLION MARKET OF DRAFTY BUILDINGS

Energy pours out of countless aging buildings across the U.S. and Canada because of poorly sealed transitions, facade cracks and so many other problems (including deteriorating roofs).

According to the Institute for Market Transformation, a DC-based non-profit organization that promotes building efficiency, all that waste coupled with increasing regulatory demands has spawned a \$20 billion market in the U.S alone for consulting and retrofitting.

This article from Bloomberg.com gives you the details on this enormous opportunity:

<http://www.bloomberg.com/news/articles/2016-01-19/fixing-drafty-old-buildings-becomes-20-billion-u-s-industry>



THREE GENERAL CONTRACTING PROJECTS

Sales: Alan Behnke/Randy Kline

WTI: Greg King

Dunmore Roofing

Crestwood School District via the AEPA Contract

Crestwood High School

\$406,927.79

Sales: Michael Boudreau

WTI: Greg King

Eagle Rivet Roofing

Rhode Island Resource Recovery Corporation
via the TCPN Nationwide Contract

Rhode Island Resource Recovery Corporation

\$364,450.68

Sales: William Burke

WTI: Douglas NG Martinez

O&S Associates, Inc.

Vision Service Plan

Headquarters Building Façade Survey

\$18,218.91

Details, yes, but not really solutions. For those, businesses should look to one company -- Tremco Incorporated.

By combining the extraordinary systems and sales force of Tremco Roofing, products from Tremco Commercial Sealants and Waterproofing (CSW) that are perfect for stopping air leakage throughout the building envelope, and Canam's expertise in whole building assessments and customized programs to achieve air barrier continuity, Tremco provides the opportunity to achieve a high performance building that will offer such benefits as occupancy comfort, building and equipment sustainability and energy savings, among many others.

For Tremco Roofing sales reps, collaborating with our CSW and Canam colleagues can benefit you in many ways:

- It opens the door to sell more, and more diverse, solutions
- It enables you to help your clients reach greenhouse gas emission requirements through air sealing and roofing solutions
- You can also help clients meet increasingly stringent insulation codes by combining insulation and roof/wall air sealing
- If you're "the roofing guy" you become so much more -- *the* go-to person for building envelope issues.

Look again at the size of that market -- \$20 billion. That might seem overwhelming, you may have questions about whether we have the resources to make a dent in it.

We certainly do when you pool the many strengths of Tremco Roofing, Tremco Sealants and Canam. So it's not a question of *if* we can do it, but *when*; and the answer to that is right now--let's go get it.

If you have any questions about how Canam can support you, please don't hesitate to contact Vince at vpaladino@tremcoinc.com or Steve at stratt@canambuildingenvelope.com.

-- Article by Vince Paladino and Steve Tratt

LOGO PLACEMENT

Tremco, Tremco Roofing, WTI, Canam and other logos can be downloaded from the secure part of our website. After logging in, go to Sales Reps>Information Center>Sales Presentations and Marketing Tools>Logos and Artwork, and double click the file you need.