

# HI-TECH ROOFING & SHEET METAL HEADQUARTERS

## Duro-Last® Rooftop Logo Case Study



**Location:** Lake Worth Beach, Florida **Square Feet:** 16,200

**Products:** Custom-fabricated Duro-Last 50 mil white membrane; Duro-Guard® EPS Flute Fill insulation; Duro-Guard 2.5" ISO insulation; Duro-Bond® induction plates; fascia; custom rooftop logos

When a roofing contractor trusts a product enough to put it on his own building, you know it's a quality solution. Hi-Tech Roofing & Sheet Metal from Lake Worth Beach, Florida, has been in the business of protecting buildings for more than 20 years, so when it was time to address its own aging roof system, the owner turned to Duro-Last.

"Our building is a classic warehouse," said Tom Scanlon, general manager of Hi-Tech Roofing & Sheet Metal. "We knew we were going to do a retrofit recover but we wanted to make it special, both of which Duro-Last excels at, so our decision was a no-brainer."

To start, the Hi-Tech team covered each skylight with metal for reinforcement. Duro-Guard EPS Flute Fill insulation was fastened between each rib of the

existing standing seam roof, then 2 ½" Duro-Guard ISO insulation was added on top for a smooth finish and enhanced R-value. Custom-fabricated 50 mil Duro-Last membrane deck sheets were used to complete the new roof system. In addition to the standard mechanical fastening of the membrane, Hi-Tech also utilized Duro-Bond plates during the installation process, induction welding the membrane after initial attachment to create a more robust system which exceeded Florida's strict code requirements. Finally, Duro-Last termination bar was used to secure the membrane perimeter.

When it came to standing out among neighboring warehouses, the Hi-Tech team knew the new roof was a perfect opportunity - and a perfect canvas - to make their mark.



"My thought process was, if someone Googles our business, they're going to see a lot of warehouses with older roofs and our bright white roof with a bold logo popping right out at them," Scanlon said. "I want them to zoom in and say, 'Oh wow, they did this to their own building! That's the kind of quality they invest in their own company and that's what I want for my building.'"

The Hi-Tech team utilized Duro-Last's rooftop lettering to customize its new roofing system with the Hi-Tech Roofing and Duro-Last logos. Provided separately from the Duro-Last deck sheets, each logo was printed in sections on Duro-Last membrane to the exact specification provided by Hi-Tech and delivered as individual membrane rolls. Each logo section was rolled out and positioned on the rooftop before the Hi-Tech team adhered and welded the pieces into place.

"Each logo section was marked and connected by little strings, so we just positioned everything in the order it was attached and followed the diagram that was provided," Scanlon said. "It couldn't have been an easier process."

With a five-person crew, Hi-Tech was able to complete the 16,200-square-foot installation in five days and selected the Duro-Last 15-Year NDW Warranty upon completion.

"Most people think of big deck sheets and accessories when talking about custom roofing with Duro-Last, but there's so many additional opportunities to really deliver a custom product to building owners," Scanlon said. "From airport advertising to standing out on Google Earth, there are great high-exposure opportunities that make this type of customization a worthwhile addition to any commercial roof. I personally can't wait for the next Google Earth update!"



Learn the benefits of installing Duro-Last roofs: **800.248.0280**

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