

February 8, 2021



To: Local & Trade Media

FOR IMMEDIATE RELEASE

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Duro-Last® , Inc. Honors Contractor of the Year and Annual Project Awards at 2021 Virtual Duro-Days Event

SAGINAW, MICHIGAN – Duro-Last hosted its virtual Duro-Days event January 25th – 28th, 2021, welcoming more than 830 contractors representing over 480 companies. The event provided guests with a variety of educational presentations and webinars, and honored multiple contractors for their outstanding dedication and workmanship over the past year.

The top honor of 2020 Contractor of the Year was awarded to longtime Duro-Last contractor Parsons Commercial Roofing from Waco, Texas. The Parsons' team earned the Contractor of the Year distinction for their exceptional work, attention to detail, customer service, and outstanding sales throughout 2020.

Additionally, Duro-Last Project Awards were recognized throughout Duro-Days for the sixth year in a row. This category-specific competition honored contractors who completed outstanding projects in six unique divisions. Award winners and categories included:

Project of the Year Award

Recognizing the project that best utilizes all aspects of a Duro-Last Roofing System and demonstrates a dedication to outstanding workmanship, best practices, innovation and customer service.

Contractor: McDermott and Sons Roofing of Atlantic, Iowa

Project: Fridley Palms Theatre – Waukee, Iowa

Custom-Fabrication Award

Recognizing the project that best utilizes Duro-Last's custom-fabricated membrane and accessories throughout the roofing system.

Contractor: Zimmer Roofing & Construction of Port Huron, Michigan

Project: Christian Financial Credit Union – Sterling Heights, Michigan

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Edge-to-Edge & Deck-to-Sky™ Award

Recognizing the project that best utilizes Duro-Last products for the entire roofing system – from Edge-to-Edge & Deck-to-Sky.

Contractor: Nasi Roofing of Minocqua, Wisconsin

Project: Crivitz High School – Crivitz, Wisconsin

Metal Roofing Award

Recognizing the project that best utilizes EXCEPTIONAL® Metals metal roofing and wall panels.

Contractor: Tech Roofing Service, Inc. of Chicopee, Massachusetts

Project: Massachusetts Turnpike Charlton Westbound Service Station – Charlton, Massachusetts

Sustainability Award

Recognizing the project that best utilizes Duro-Last products or services to reduce the environmental impact of the building.

Contractor: Superior Services RSH, Inc. of Lansing, Michigan

Project: Bishop Elementary School – Ypsilanti, Michigan

Specialty Membrane Award

Recognizing the project that best utilizes Duro-Last roll good products, including Rock-Ply® and Shingle-Ply® prints.

Contractor: Mid-Western Commercial Roofers, Inc. of Mobile, Alabama

Project: Mansfield Elementary School – Mansfield, Louisiana

For more information on the projects that were recognized during the virtual Duro-Days event, visit the Duro-Last YouTube page at www.youtube.com/DuroLastRoofing to view the award videos.

A Digital Approach to a Personal Event

While originally slated to take place in Los Angeles, California, the 2021 event shifted to a digital platform in response to the rapidly evolving COVID-19 climate. Titled Duro-Days, the virtual event included four days packed with information and celebration of achievements despite the challenges that 2020 presented.

“We look forward to Seminar every year because it gives us a chance to connect on a personal level with many of our contractors across the country,” said Duro-Last Executive Vice President Shawn Sny. “All of us were disappointed when it became clear that we needed to adjust our approach for this year, but we were dedicated to providing an engaging, meaningful, experience for our contractors no matter what the circumstances and I’m proud to say that it was executed flawlessly.”

Monday's Duro-Days General Session included presentations by company leaders and familiar faces, covering topics from company updates and initiatives to a new online order entry system, rooftop safety, sales and marketing support, and much more. The day was rounded out by a virtual visit from Reid Ribble, National Roofing Contractor Association CEO. Reid provided a summary of the impacts that 2020 had on the roofing industry, and provided a positive outlook for continued growth moving forward.

Tuesday's General Session included updates from even more familiar faces and covered topics ranging from manufacturing to edge metal solutions from EXCEPTIONAL® Metals, codes and approval updates from the Engineering Services team, product innovation, Duro-Shield™ coatings, and more! The day ended with one of Duro-Last's largest new product unveilings; Duro-Last X™, the industry's first custom-cut roll good membrane.

Wednesday and Thursday were packed with interactive webinar breakout sessions, providing deeper dives into the exciting initiatives highlighted during General Sessions. Topics included the ever popular Custom-Fabrication Tips & Tricks, as well as Duro-Last incentives, insurance coverage, unique marketing opportunities, edge metal quoting, and more!

"While we couldn't host everyone in person, it was important to us to host a digital event that offered the same quality content that our Seminar is known for," said Shawn. "Duro-Days presented a great opportunity for even more members of the Duro-Last team to participate and share their expertise with contractors. This was a team effort across the board and we were able to provide contractors with a wide variety of educational information that they can use in their own business."

About Duro-Last® , Inc.

Known as the "World's Best Roof®", Duro-Last®, Inc. is the world's largest manufacturer of custom-fabricated, thermoplastic single-ply roofing systems. Factory controlled custom-fabrication can eliminate up to 85% of field seams, resulting in lower on-site labor costs and easier installation. Duro-Last's roofing systems are sustainable and durable. Over two billion square feet of Duro-Last membrane has been installed throughout North America. Duro-Last is headquartered in Saginaw, Michigan with additional manufacturing facilities in Grants Pass, Oregon; Jackson, Mississippi; Sigourney, Iowa; Carrollton, Texas; and Ludlow, Massachusetts. For more information on Duro-Last, call 800-248-0280 or visit www.duro-last.com.

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