



COMMERCIAL CATALOG



COMMITTED TO:



SAFETY



QUALITY



EXCELLENCE



COMMUNICATION

COMMERCIAL ROOFING | SINCE 2007

(303) 484-9854 | www.verticalroofingco.com

ABOUT VERTICAL



Vertical Roofing was founded in 2007 and has continued to experience tremendous growth. We have proudly set ourselves apart in the industry by utilizing diverse business experience and management strengths to carve out a unique niche in the industry. We have a detailed plan for continued growth of the company and for the success of our staff. Vertical provides quality service to the community by fostering a competitive and supportive work environment. We take great pride in the product we offer. As a team, we enjoy hard work and the reward of a job well done.



- Founded in Denver | 2007
- Colorado, Texas, Florida & Louisiana Based Company
- BBB A+ Rating in All Markets
- Storm damage repair specialists
- GAF Master Elite Contractor: less than 2% of companies nationally are certified
- GAF Triple Excellence Award Winner: Training, Installation, & Customer Service
- Preferred contractor with all of our vendors and manufacturers
- Participation in Roofs to Roads
- Installing lifetime products and roofing systems
- Proud supporter of the Roofs For Troops program through GAF
- Member of TRI (Tile Roofing Institute)
- DaVinci Masterpiece Contractor Program
- GAF President's Club Recipient 2014 – Present



OUR CORE VALUES



Honesty

Having fair and truthful conduct, with no closed doors.



Pride

A feeling of deep satisfaction derived from one's own achievements, and those of the company as a whole.



Accountability

Accepting responsibility for one's actions and holding others to the same standard.



Team

Coming together to achieve a common goal. Knowing that you can rely on your Vertical family.



Willingness to Grow

The desire to become greater and more knowledgeable.

LEADERSHIP

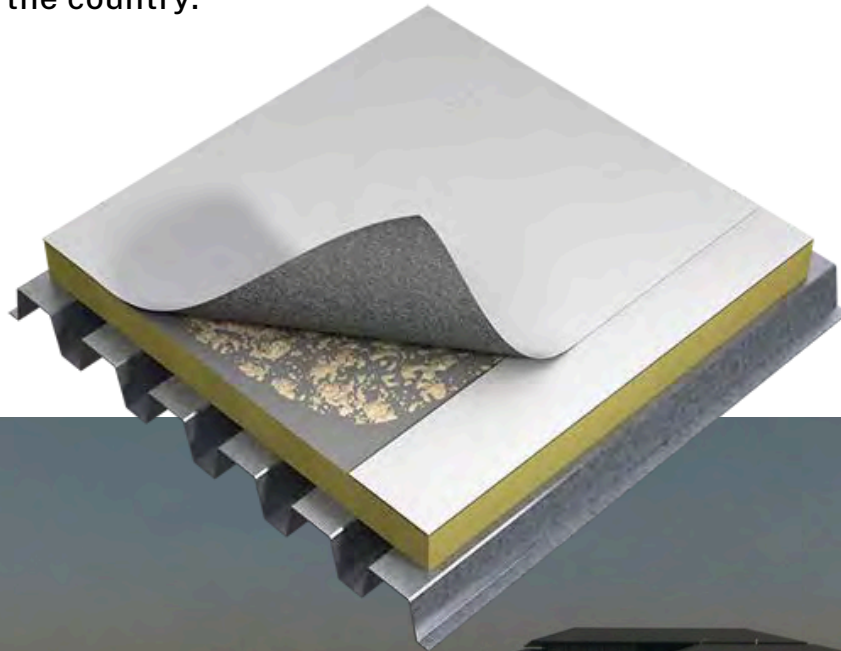


Dylan Lucas - Owner

I have overseen thousands of residential and commercial construction projects, maintaining an immaculate safety record and completing projects on time and on budget. I feel that it is this quality, along with sound safety and business practices that truly sets Vertical Roofing head and shoulders above all other contractors.

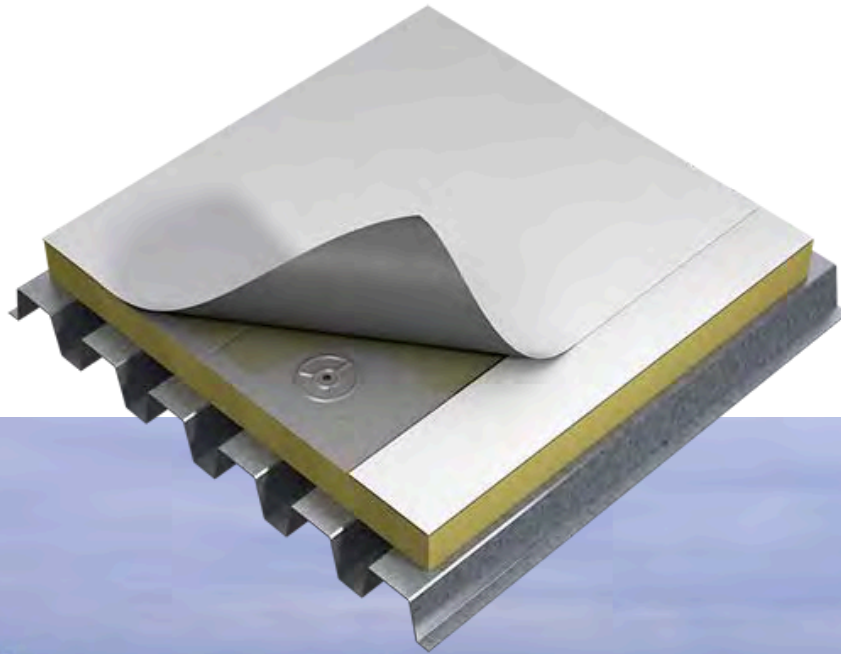
FULLY ADHERED ROOF SYSTEMS

Fully adhered systems using panels measuring up to 30 feet by 100 feet. The membrane is bonded to the insulation, which has been physically attached utilizing mechanical fasteners, stress plates and/or adhesives. Either non-reinforced or scrim reinforced membrane can be used, with the non-reinforced membrane making up most adhered installations. Fully adhered systems are lightweight and ideal for a wide range of building sizes and geometric configurations, including high-slope applications. Because of recent technological advances in application, the fully adhered system is becoming the system of choice for roof replacement applications in many areas of the country.



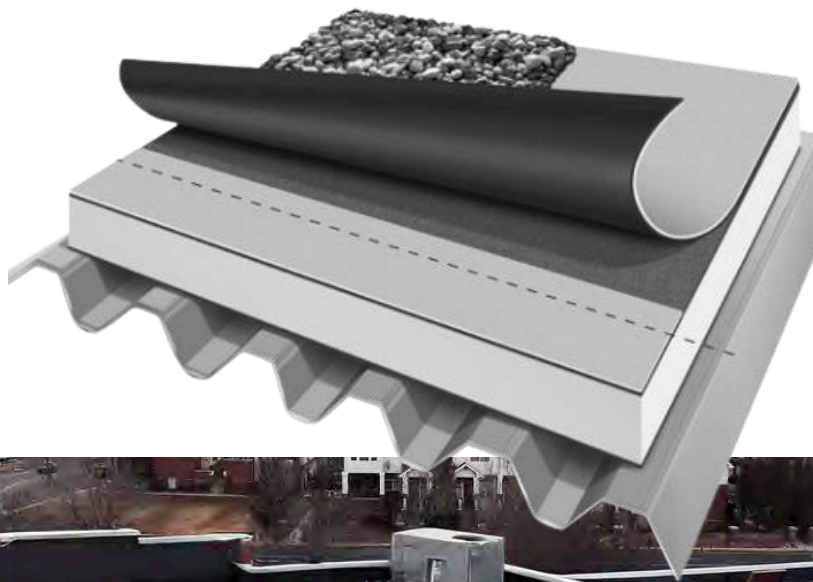
MECHANICALLY ATTACHED SYSTEM

Mechanically attached systems can be installed using large panels and attached through the membrane, or using narrow panels attached in the side laps. Non-reinforced or scrim reinforced membranes can be used, depending on the needs of the building owner. The membrane is then attached using either round plates or batten strips to the underlying deck. Mechanically attached systems are lightweight and are ideal for all building sizes and configurations.



BALLASTED ROOF SYSTEMS

Ballasted systems, the workhorse of the three EPDM roofing systems, account for approximately 35 percent of EPDM installations today. Using large panels measuring up to 50 feet by 200 feet, the ballasted system provides fast coverage at a relatively low cost. The EPDM panels are loose-laid over the insulation and held in place by smooth, river-washed stone or concrete pavers. Ballasted systems are primarily used for large new construction projects, but can also be used on roof replacement or recovery projects where the existing structure can support the additional weight. Ballasted systems are traditionally the easiest of all systems to install and have earned the Underwriters Laboratories Class A rating.



TPO (THERMOPLASTIC POLYOLEFIN)

Thermoplastic polyolefin (TPO) single-ply roofing membranes are among the fastest growing commercial roofing products and have gained broad industry acceptance for their many performance and installation advantages. As demand increases for heat-reflective and energy efficient roofing systems, TPO single-ply roofing membranes continue to provide exceptional resistance to ultraviolet, ozone and chemical exposure.

Benefits:

- Durable against dirt, bacteria, algae and debris
 - Flexibility; making it highly resistant to tears, punctures and impact damage
 - Withstands damaging ultraviolet, ozone and chemical exposure
 - Energy efficient, cool roof and energy star rated
 - Environmentally friendly; 100% recyclable, chlorine free and solar reflective
- exceptional resistance to ultraviolet, ozone and chemical exposure.





EPDM (ETHYLENE PROPYLENE DIENE TERPOLYMER)

EPDM is an extremely durable synthetic rubber roofing membrane (ethylene propylene diene terpolymer) widely used in low-slope buildings in the United States and worldwide. Its two primary ingredients, ethylene and propylene, are derived from oil and natural gas. EPDM is available in both black and white, and is sold featuring a broad variety of widths, ranging from 7.5 feet to fifty feet, and in two thicknesses, 45 and 60 mils. EPDM can be installed either fully adhered, mechanically attached or ballasted, with the seams of the roofing system sealed with liquid adhesives or specially formulated tape.

Benefits:

- Long average service life; 20-30 years
- High value, low life cycle cost
- Highly resistant to ponding, hail, and UV damage
- High level of flexibility even in low temperatures
- Resistant to extreme heat
- Easy to add penetrations when needed
- Low maintenance requirements

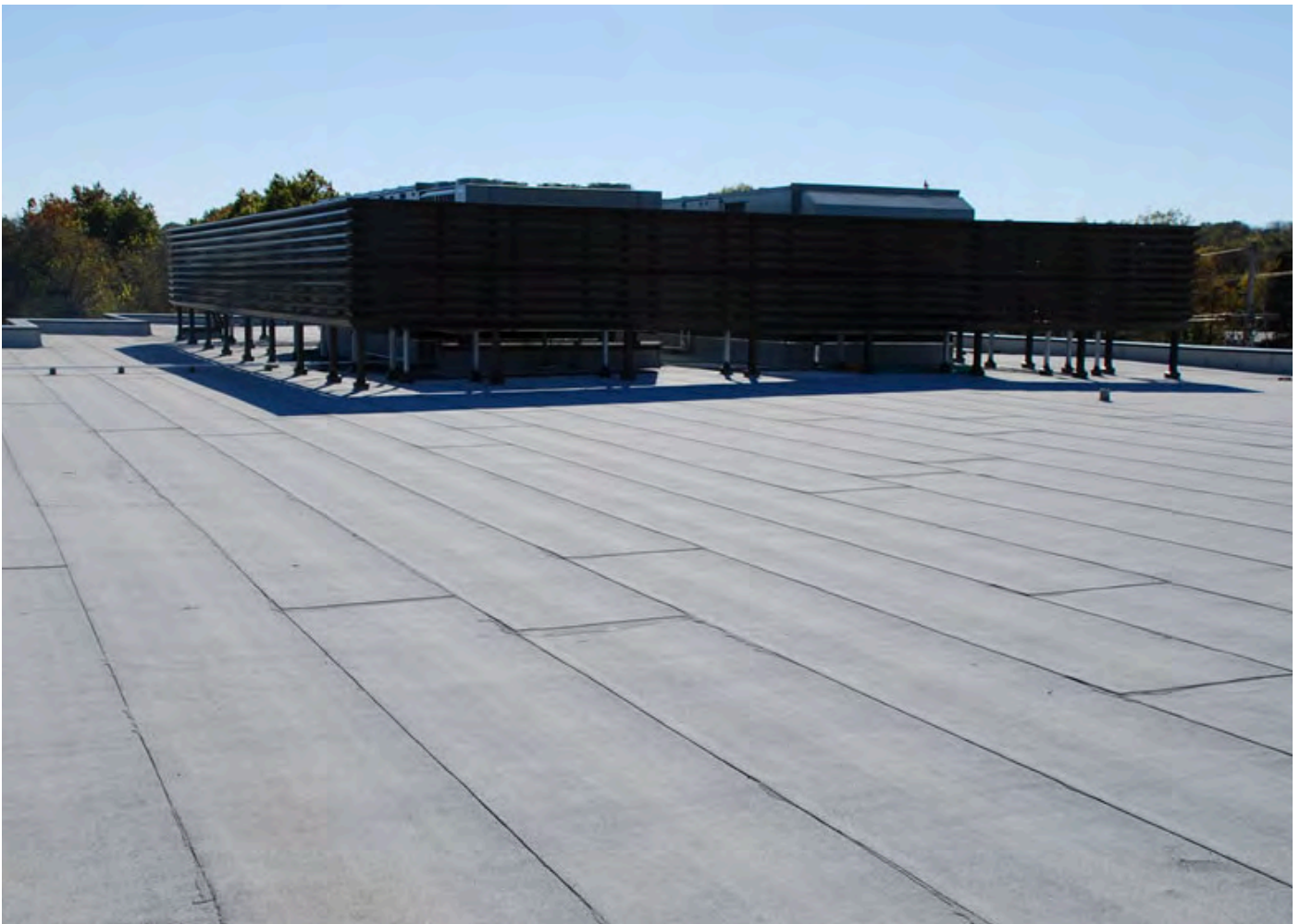


MODIFIED BITUMEN

Modified bitumen roof systems can be installed with the common torch method, asphalts, or cold adhesives. A standard SBS modified bitumen roof system is a two-ply system applied in rolls that overlap the edge of the previous roll. Modifiers are added to standard roofing asphalt to replace plasticizers removed during the distillation process. Bitumen is reinforced with fiberglass or polyester fiber matting in order to increase durability and strength.

Benefits:

- Very durable
- Weather resistant
- Easy to repair
- Factory manufactured rolls are easier to install and ensure quality control
- Flexible; expands and contracts



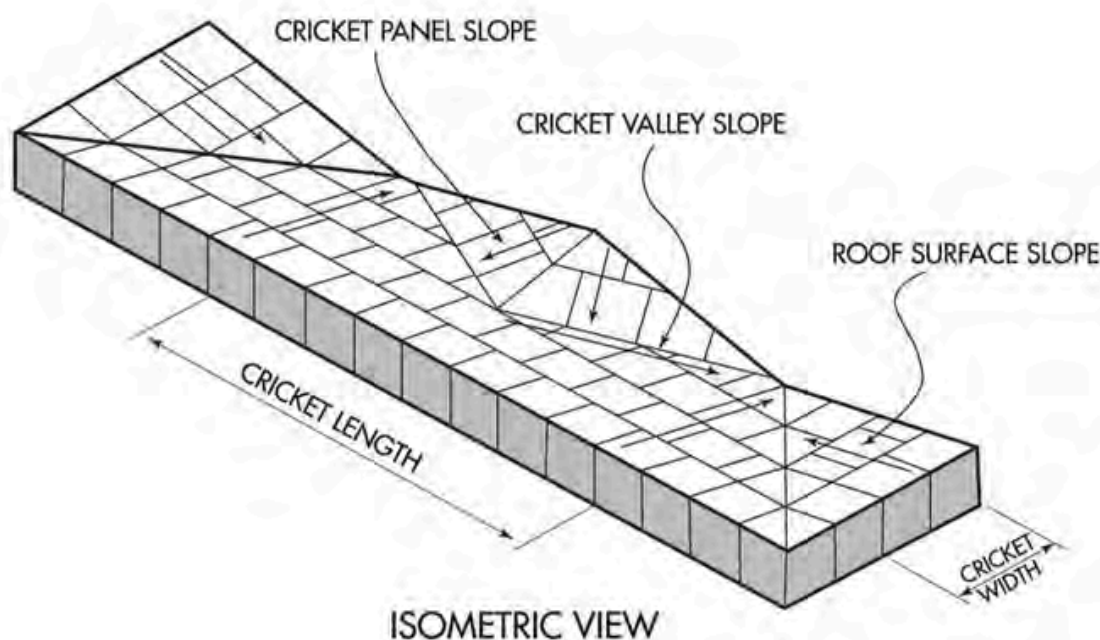
TAPERED ROOFING SYSTEMS

Poor drainage on commercial roofs can result in damage far more destructive than either wind or other natural elements. Building owners often underestimate the advantages of tapered roofing when evaluating the life expectancy of a roof.

Positive drainage is necessary to ensure a safe, long lasting roof. Ponded water and freeze-thaw cycles can result in costly repairs and even pre-mature roof failure, which is rarely covered under warranty or by insurance. Positive sloped roof systems result in reduced maintenance and less stress to the building structure.

According to the Uniform Building Code, roof systems must be sloped a minimum of $\frac{1}{4}$ of an inch per foot for drainage. All three major code bodies accept this standard. However, some local codes accept retrofit roofs with a slope of only $\frac{1}{8}$ of an inch per foot.

Tapered roofing is equally suited for new and replacement construction. In new construction, this can be achieved by designing a slope into the structure of the building. In this case, the roofing support columns are varied in height so the final roof deck has high and low points from which to place the roof drains. The easiest way to improve the slope of an existing roofing system is with the addition of insulation underneath the membrane. The thickness of the insulation is varied to create the necessary slope.





WATERPROOF COATINGS

GacoFlex S20 Silicone Roofing System is a solvent-free alternative to renewing weathered or leaking roofs including: built up roofs (Bur), modified bitumen, metal roofs, foam roof and single ply membranes such as EPDM, PVC, and TPO. GacoFlex Roof Coating helps you avoid time-consuming and costly tear offs while extending the life of your roof. By renewing your roof, you'll never need to replace the roof again.

Benefits:

- Cost effective solution
- No permits required
- Meets national building code
- Durable: color stable, chalk and chemical resistant
- Seamless weather-tight seal, warranted against ponding water
- Energy efficient 88% reflectivity, cool roof and energy star rated
- 10, 15, 20-year full system labor and material warranty available





Nothing Compares To The GAF Diamond Pledge™ NDL Roof Guarantee!

True “Edge-To-Edge” Coverage!

	“Typical” Ltd. Product Guarantee	“Typical” NDL Guarantee	GAF Diamond Pledge™ NDL Roof Guarantee
Who can offer the guarantee?	Any Contractor	Certified Contractors	GAF Master Select™ & Master Contractors
Coverage period?	5 to 10 Years	5 to 20 Years	5 to 35 Years (with select specs)
WellRoof® FREE 25% guarantee extension available?	No	No	Can be * added
Material defects covered?	Yes	Yes	Yes
Contractor's workmanship covered?	No	Yes	Yes
Maximum pay-out?	Prorated materials only	100% replacement including labor	100% replacement including labor
Is guarantee transferable?	No	Maybe	Yes **
High wind coverage available?	No	No	Yes
Insulation covered?	No	Yes	Yes
Metal flashings (including “custom-fit”) covered?	No	No	Yes
Roof penetrations covered? (when M-Weld® Accessories are used)	No	No	Yes
Leaks caused by blisters between membrane and insulation covered? (when Stratavent® Eliminator™ is used)	No	No	Yes
Flexible wall details covered?	No	No	Yes
Coverage available for lightweight insulating concrete decks?	No	Maybe	Yes

*Please see WellRoof® Guarantee Extension brochure for complete requirements.

**See Diamond Pledge™ NDL Roof Guarantee for complete coverage and restrictions.





“Over 40% Of Roof Leaks* Are Not Covered By ‘Typical’ Roof Guarantees!”

Is Your Roof At Risk?

Not all roof guarantees are alike. In fact, the typical no-dollar-limit (NDL) guarantee excludes coverage for many of the common causes of leaks (see below) — causes that result in more than 4 out of 10 roof leaks! So when you have a serious problem, you’re often out of luck.

But with GAF’s Diamond Pledge™ NDL Roof Guarantee, you won’t be left holding the bag. It’s the strongest roof guarantee you can get because we include coverage where most others don’t. It’s part of our promise to always be **your best and safest choice** in roofing.

These vulnerable areas are typically not covered by (or even available in) competitors’ roof guarantees!

Metal Flashings — Including “Custom-Fit” Metal

Joints can leak, the metal itself can rust, or they can be improperly installed, causing leaks.

Flexible Wall Flashings

Can delaminate from the wall or slide off the wall (due to gravity), resulting in leaks and finger-pointing between the manufacturer and contractor.

Roof Penetrations (pitch pans, vents, drains, expansion joints, etc.)

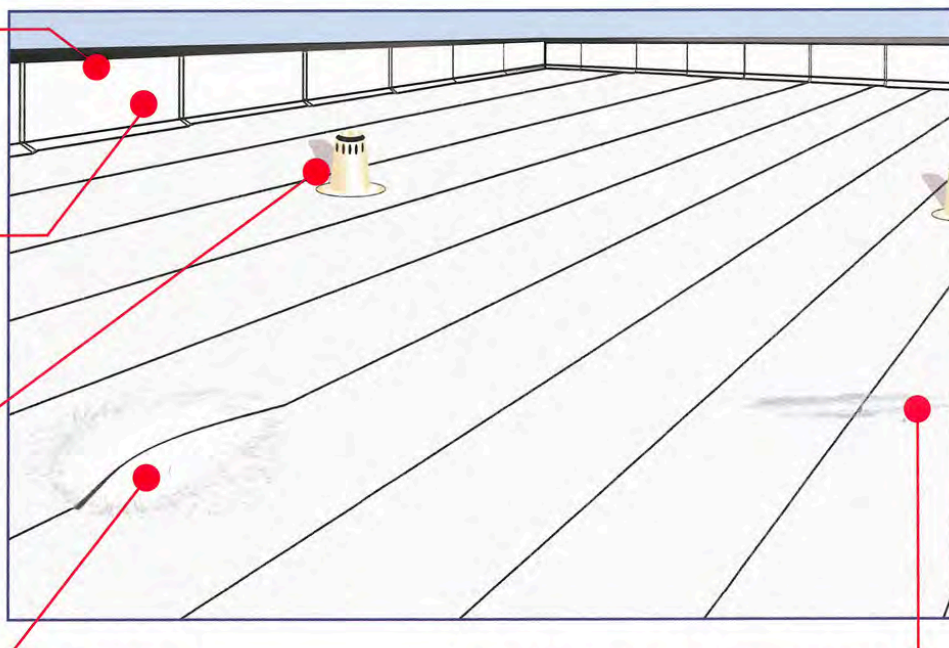
Pitch pockets leak due to lack of maintenance; other roof penetrations can be improperly flashed, causing leaks.

Blisters In Membrane

Blisters form due to moisture vapor within the roofing assembly and can open (or be punctured by rooftop traffic), causing leaks.

Roof Insulation (under membrane)

Can cup, curl, shrink, or delaminate, resulting in membrane attachment problems and ultimately leaks (or even premature failure of the entire roofing system).



**Quality You Can Trust...From
North America's Largest Roofing Manufacturer!™**

*Estimate based on GAF historical guarantee data



YOUR TRUSTED PARTNER IN COMMERCIAL ROOFING

Vertical Roofing is the go-to commercial roofing service in the nation. Learn about the optimized systems we use to assess your unique situation and how we leverage this expertise to prescribe the very best options available. For more than 10 years, Vertical Roofing has utilized the latest technical tools and highest quality craftsmen to service our most discerning customers. Even our estimating staff is equipped with state of the art technology and experience allowing us as a contractor to provide the best value in your roof options. Whether you are considering a repair, re-roof or coating options, we can assess your needs and offer multiple solutions and investment ranges.

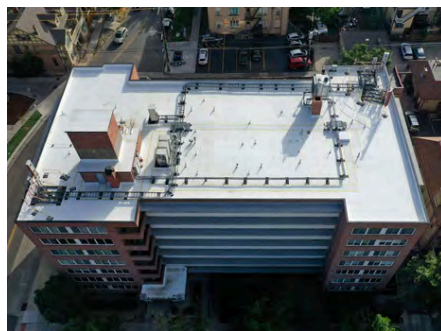


RECENT PROJECTS

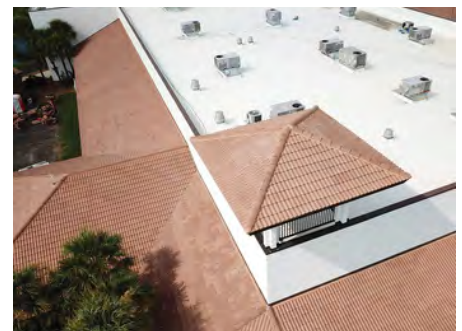
Multi-Family & HOAs



Retail & Hospitality



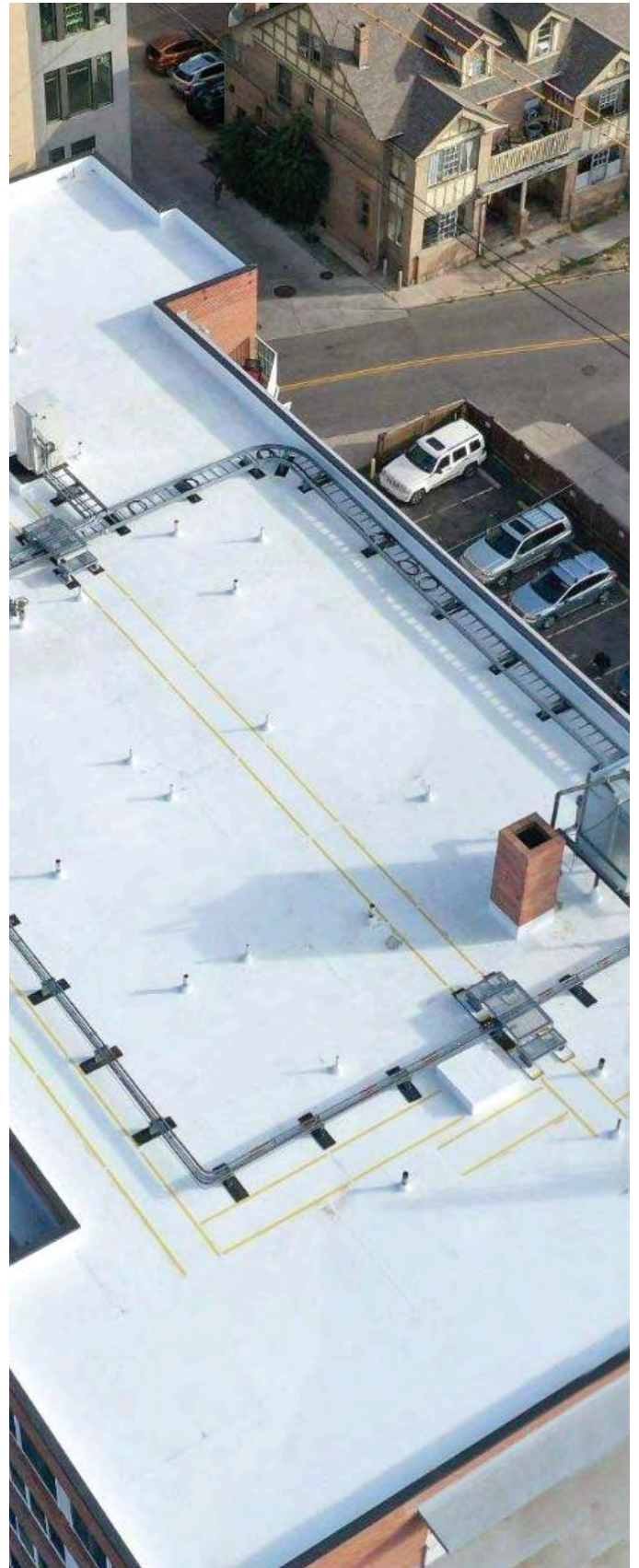
Mixed-Use Commercial



Government, Schools, & Churches



BEFORE & AFTER





WHY VERTICAL ROOFING?

- ✓ Locally owned and operated
- ✓ Award-winning GAF Master Elite Roofing Contractor
- ✓ Strongest labor, material and craftsmanship warranties
- ✓ Preferred vendor with our suppliers
- ✓ BBB A+ rating
- ✓ Total transparency throughout the process
- ✓ 24/7 customer service during construction
- ✓ Rock solid references from past customers

REVIEWS



“Initially I didn't get anywhere near enough money from insurance, they fought for me and got me the correct funding needed for repairs. Then they gave me all the roofing insights needed to get upgraded roof material so now my roof is hail proof, that's right, HAIL PROOF. Cannot say enough good things about these guys.”

-Travis H.

“As someone who values efficiency, quality, and professionalism, I was thoroughly impressed by their unwavering dedication to ensuring every aspect of our projects exceeded expectations.”

-Brianna P.

“Their extensive knowledge of roofing materials, techniques, and industry standards is truly impressive. Whether it's repairing a leak, installing a new roof, or conducting a thorough inspection, Vertical approached each task with precision and expertise, ensuring the highest quality workmanship every time.”

-Lacie W.

“Great experience with Vertical in the replacement of my roof. They made the process smooth and answered any questions I had along the way. Quick to respond, fully transparent, and great work!”

-Raylynn F.

“Had a great experience with Vertical. Felt right at home with their project manager and he made the process very smooth. Roof was taken off and installed same day and the perimeter of the house was cleaned up immaculately. Would definitely recommend Vertical for any roofing needs.”

-Adam W.



Select Us For Who We Are.

WE'RE A GAF MASTER SELECT™ ROOFING CONTRACTOR.

The biggest obstacle to a successful roofing project is selecting the right contractor for the job. To help make your decision easier, our company has joined an exclusive factory-certification program sponsored by GAF — North America's largest roofing manufacturer and a company that's been in business since 1886.

We've earned the special status of Master Select™ Commercial Roofing Contractor from GAF. Because of GAF's stringent standards, *less than 1% of roofing contractors have qualified as Master Select™ Contractors!* So you can be confident that you're dealing with one of the best in the business.

OUR QUALIFICATIONS.

To become a factory-certified GAF Master Select™ Roofing Contractor, we had to show that we are:

- Required to maintain insurance
- Licensed by the state/province/territory*
- Trained to install GAF products
- With an established history of installing roofs in the local community

To further ensure your complete satisfaction, our company has been provided with extensive educational materials developed by GAF's technical experts — allowing us to be fully versed in the latest roof installation techniques. You can be certain that we have the know-how and the experience to deliver the results you need.

We're proud of our Master Select™ status. Choosing us is your assurance that you'll be dealing with a quality, reputable, and dependable professional contractor.

* Applies in states/provinces/territories where licensing is required.





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