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**FOR IMMEDIATE RELEASE**

From: Jennifer Schindler, Marketing Communications Director

## **Duro-Last® Roofing, Inc. Celebrates Successful Sales Year & Honors Outstanding Contractors At Annual Seminar In Daytona Beach, Florida**

Saginaw, Michigan – February 18, 2009 – Duro-Last® Roofing, Inc. recently hosted its annual Sales Seminar in Daytona Beach, Florida, January 25-27, 2009. Over 800 guests representing more than 175 authorized Duro-Last roofing contractors attended the Seminar, which was held at the Hilton Daytona Beach Ocean Walk Village.

The Seminar theme was **Above and Beyond**, and the event epitomized the tremendous success that Duro-Last experienced in 2008. Duro-Last achieved a new sales record of over \$164 million, an increase of more than four percent over 2007.

Duro-Last's combination of business-oriented meetings and family-friendly activities at the Seminar provided a well-balanced event. Much of the business emphasis was on environmentally-friendly or "green" construction trends, and how the Duro-Last membrane is the ideal sustainable roofing choice. New products were also introduced, including several from Duro-Last's metal fabrication subsidiary, EXCEPTIONAL® Metals.

Nationally-known Keynote Speaker Jim Pancero and Motivational Speaker Mark Scharenbroich provided interesting and inspiring presentations during the General Sessions, and important departmental updates were delivered by various Duro-Last managers. Special

*guest Paul Montelongo presented two educational Breakout Sessions dealing with advanced marketing strategies and beating the competition.*

*One of the highlights of this annual event is the Awards Banquet, where Duro-Last recognizes those customers who reach various sales thresholds during the previous year.*

*“It’s exciting to see long-term customers attain higher levels than they’ve previously reached, and to see newer customers accept an award for the first time,” said Shawn Sny, Vice President of John R. Burt (JRB) Enterprises. “Pride is clearly evident on all faces as people reach the stage to be greeted and congratulated by Duro-Last executives.”*

*Parsons Commercial Roofing of Waco, Texas was named Duro-Last’s 2008 Contractor of the Year by virtue of surpassing the \$7 million sales plateau. This is the third consecutive year that Parsons has been recognized as the Contractor of the Year and the second straight year they have reached over \$7 million in Duro-Last sales.*

*“Earning both the Golden Eagle Award and Duro-Last ‘Contractor of the Year’ Award for the third consecutive year is an extraordinary accomplishment that we are very proud of,” said Stuart Parsons, Owner of Parsons Commercial Roofing.*

*According to Jason Tunney, Vice President of JRB Enterprises, Parsons Commercial Roofing represents a perfect example of what dedication, hard work, and an outstanding crew can bring a roofing business...huge success.*

*“The entire staff at Parsons works together to make the roofing business thrive,” said Tunney. “They truly care about every job they complete and provide their customers with high-quality installations and excellent customer service before, during, and after the sale. We are very proud of their accomplishments with Duro-Last and look forward to many more successful years together.”*

*Duro-Last Roofing, Inc. is part of John R. Burt (JRB) Enterprises, which includes the following companies: Plastatech® Engineering, Ltd.; Tri-City Vinyl®, Inc.; EXCEPTIONAL® Metals, and Creative Impressions® Printing, Silkscreen & Embroidery (all located in Saginaw,*

Michigan) as well as Oscoda Plastics<sup>®</sup>, Inc., and TIP-TOP<sup>®</sup> Screw Manufacturing, Inc. (both located in Oscoda, Michigan).

With corporate headquarters and a manufacturing facility in Saginaw, Michigan as well as other manufacturing facilities in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, the Duro-Last roofing system has become known as the “World’s Best Roof<sup>®</sup>”.

Since 1978, Duro-Last Roofing, Inc. has manufactured a custom-fabricated, reinforced, thermoplastic single-ply roofing system that is ideal for any flat or low-sloped commercial and industrial building. Energy-efficient and extremely durable, the Duro-Last roofing system is also leak-proof, virtually maintenance-free and resistant to chemicals, fire, and high winds. For more information, contact **Jennifer Schindler at 800-248-0280** or visit **[www.duro-last.com](http://www.duro-last.com)**.



**2008 Duro-Last Contractor of the Year Parsons Commercial Roofing in Waco, Texas**



**A variety of interesting presentations took place during Duro-Last’s General Sessions, providing Seminar guests with useful information that can help them increase their sales, install the Duro-Last roofing system more efficiently, and make them outstanding business leaders.**

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