

DaVinci Roofscapes® Lowers Product Pricing By Up to 16%

LENEXA, KANSAS, USA, January 3, 2017 /EINPresswire.com/ -- Enhanced efficiencies at its Kansas facility in 2016 has permitted [DaVinci Roofscapes®](#) to lower pricing on the company's most popular roofing products. Price reductions went into effect during the fourth quarter of 2016 and range from 11 percent to 16 percent on several of the company's synthetic shake and slate product lines.

"Adding more workers and line equipment at our plant along with other advances have enabled us to leverage our operational efficiencies and pass the savings on to our distributors," says Ray Rosewall, president and CEO for DaVinci Roofscapes. "We're going 'outside of the box' by sharing our cost savings to make our composite roofing products even more accessible to roofers and homeowners across the country.



Installation of DaVinci Roofscapes synthetic roofing tiles.

"We're exceptionally conscious of what the market is telling us versus what our competitors are doing. For us, it's all about advancing the growth of our customer's business.

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Ray Rosewall, DaVinci Roofscapes

"When DaVinci started manufacturing synthetic roofing tiles about two decades ago they were considered specialty products. Now, thanks to technological advancements our slate and shake tiles are seen more as 'main stream' products. This means we're very comfortable competing against products like slate, real cedar, high end asphalt and other materials. From an aesthetic, performance and cost standpoint synthetic roofing products are very competitive.

"Most importantly, we've heard from distributors, roofers and builders that our products are becoming more preferred to the natural roofing products. People want the expected look of shake and slate, but they want the benefits that a manmade product offers. We've achieved that goal by creating realistic-looking products with exceptional features."

New molds allowed DaVinci to enhance the look of all of its slate profiles in 2016. The thicker, more authentic profiles accurately replicate the quarried look of slate at a cost less than natural slate.

Thanks to recent price reductions, pricing for the company's Bellaforté Shake tiles falls below pricing of many real cedar shingles, but with the added benefit of resistance to fire, splitting, curling, mold and algae.

The experienced team members at DaVinci Roofscapes develop and manufacture industry-leading polymer slate and shake roofing systems with an authentic look and superior performance. DaVinci leads the industry in the greatest selection of colors, tile thickness and tile width variety. The company's reliable products have a limited lifetime warranty and are 100 percent recyclable. All DaVinci high-performing roofing products are proudly made in America where the company is a member of the National Association of Home Builders, the National Association of Roofing Contractors, the Cool Roof Rating Council and the U.S. Green Building Council. For information call 1-800-328-4624 or visit www.davinciroofscapes.com.

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