

ARMORTHANE DEEPENS COMMITMENT TO FLAT ROOF WATER WATERPROOFING SOLUTIONS

ArmorThane expands flat roof waterproofing with seamless polyurea systems, faster logistics, and hands-on training to extend roof life and cut costs.

SPRINGFIELD, MO, UNITED STATES, June 30, 2025 /EINPresswire.com/ -- Expanded technical resources and supply chain support position contractors to deliver faster, longer-lasting protection for commercial and industrial roofs

ArmorThane, a global formulator and manufacturer of polyurea and polyurethane coatings, recently announced an intensified focus on [flat roof waterproofing](#), helping contractors, facility managers, and property owners extend roof life, curb energy loss, and avoid disruptive leaks. While the company has supplied high-performance membranes for decades, new internal investments in product training, equipment logistics, and engineering support signal a broader, more coordinated push to address the growing demand for durable low-slope roof protection.

“

By investing in better training, equipment, and supply chain support, we're making it easier for contractors to deliver long-term protection without guesswork or delays.”

Troy Bacon



ArmorThane's specialized flat roof waterproofing coatings

MARKET DRIVERS

Flat roofs are prevalent in warehouses, data centers, hospitals, and municipal buildings worldwide. Yet their geometry invites water pooling, challenging traditional roll or torch-down systems that rely on seams prone to cracking, UV embrittlement, and wind uplift. The prevalence of severe weather events has further exposed

the financial risk of deferred roof maintenance. Insurance analytics show that water intrusion

now rivals fire as a top cause of commercial property loss, which is an expense that can exceed initial construction costs over a building's lifecycle.

ArmorThane's fast-cure polyurea membranes address these vulnerabilities with a seamless, elastomeric skin that:

Cures in seconds, allowing roofs to return to service the same day

Bridges movement joints, accommodating thermal cycling and vibration

Resists UV, chemicals, and abrasion, extending service life well past traditional sheet goods

Adheres to a wide variety of substrates, including spray polyurethane foam, concrete, and metal roofing

These attributes help stakeholders delay or avoid full tear-offs, reduce landfill waste, and improve energy efficiency by pairing reflective topcoats with closed-cell insulation.

INTEGRATED SUPPORT—FROM SPECIFICATION TO SIGN-OFF

ArmorThane's initiatives align chemists, equipment specialists, and field technicians under one roof, giving partners a single point of contact throughout the project lifecycle:

Specification Assistance – Specialists support substrate evaluations, adhesion pull-tests, and thickness optimization to help meet project budgets and performance targets.

Mobile Spray Rigs – Turnkey, trailer-mounted systems deliver plural-component heaters, proportioners, and hose reels, ready for rooftop deployment.

Crew Training & Certification – Hands-on courses teach surface preparation, gun maintenance, and quality-assurance testing for consistent application and warranty compliance.

Just-in-Time Logistics – Regional depots shorten lead times for drums, parts, and safety gear, thereby reducing contractor inventory risk while keeping crews productive.

Contractors don't just need coating chemistry, but a playbook and a one-stop shop coach.

ArmorThane's job is to remove bottlenecks, whether that's spec ambiguity, equipment downtime, or supply-chain delays, so applicators can focus on the quality of their craftsmanship.

LIFECYCLE ECONOMICS AND BUDGET PREDICTABILITY

Flat roof waterproofing is a long-term investment in asset performance. Because spray-applied polyurea installs quickly and cures within minutes, crews finish projects with minimal disruption to building operations, effectively reducing labor hours, tenant downtime, and the soft costs that often accompany extended reroofing work. Once in place, the seamless, [elastic membrane withstands thermal movement](#), foot traffic, and daily UV exposure, helping owners postpone full tear-offs and the associated capital expense. Should surface renewal be required years down the road, a thin recoat can restore protection without removing the original layer, thereby further

extending the life cycle and limiting the material sent to landfill. For facility managers tasked with forecasting expenses, this predictable recoat pathway transforms roofing from an unpredictable emergency expenditure into a planned, budget-friendly maintenance activity.

SUSTAINABILITY AND REGULATORY ALIGNMENT

With many regions adopting stricter VOC and waste-reduction mandates, spray-applied polyurea offers environmental advantages over solvent-borne primers and hot-mop asphalt. ArmorThane formulations are 100 % solids, contain zero volatile solvents, and can be recoated at the end of their service lives, extending the useful life of existing insulation and decking rather than sending tons of debris to landfills.

INDUSTRY OUTLOOK: DEMAND FOR SEAMLESS WATERPROOFING CONTINUES TO BUILD

Independent roofing journals and facilities-management forums consistently highlight three converging pressures on low-slope assets: aging building stock, increasingly volatile weather, and tighter capital budgets. Together, these factors are steering owners toward solutions that extend service life without disruptive tear-offs. [Seamless polyurea membranes](#), valued for rapid application, chemical resilience, and compatibility with varied substrates, align closely with that need. By strengthening training resources, technical guidance, and logistics support, ArmorThane positions itself to meet this rising interest while giving specifiers and contractors a clear path to reliable, warrantied installations.

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