

# Media Release



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## **Elevate Recognizes Four Projects with 2025 Excellence Awards**

*The 2026 Elevate Excellence Awards program is now accepting nominations – [apply here!](#)*

**NASHVILLE, Tenn. (August 19, 2025)** – Elevate™, a premier brand of commercial roofing systems and part of the Amrize family of brands, proudly celebrates the winners of its 2025 Elevate Excellence Awards program. This annual program honors exceptional commercial roofing projects that exemplify quality, innovation, sustainability and community impact across North America.

The four winning projects were selected from a competitive pool of entries and span multiple geographies and award categories. Each project demonstrates expert application of Elevate materials and reflects the values that define the network of Elevate Licensed Contractors.

Award recipients were formally announced at the 2025 Master Contractor event earlier this year. Today, Elevate highlights the winning projects and the highly skilled contractors behind them:

### **Award Category: Architectural Excellence**

**Contractor:** Herzog Roofing

**Facility:** Alerus Center

**Location:** Grand Forks, North Dakota

Herzog Roofing completed a nearly 300,000-square-foot roof replacement at the Alerus Center, spanning 20 roof areas on one of North Dakota's largest event venues. The system features an adhered Elevate RubberGard™ Platinum EPDM system, designed for extreme durability and installed with custom-fabricated Elevate Edge Metal to match the building's unique curves. Working through high winds, steep slopes, and a packed event schedule, Herzog delivered the project safely and efficiently.



**View full Project Profile:** [Raising the Roof at the Alerus Center with an Elevate Roofing System Designed for Extreme Conditions](#)

## **Award Category: Community Service**

**Contractor:** Empire Roofing Corporation

**Facility:** The Safety Village

**Location:** Windsor, Ontario

Empire Roofing Corporation donated both time and resources to re-roof The Safety Village, a non-profit safety education center that serves over 10,000 children annually. The 11,000-square-foot project was completed pro bono using a 60-mil Elevate UltraPly™ TPO system, chosen for its long-term durability and sustainability.

Despite weather delays and complex tie-ins beneath stucco and flashing, the Empire team completed the project efficiently, ensuring the facility can continue providing life-saving education to the Windsor community.



**View full Project Profile:** [Protecting a Community Landmark in Canada with a Donated Elevate Roofing System](#)

### **Award Category: Sustainability**

**Contractor:** Grupo CUBIMSA

**Facility:** Mexico's Mega Distribution Hub

**Location:** Mexico City

Grupo CUBIMSA installed a 1.94-million-square-foot Elevate UltraPly™ TPO roofing system at one of the largest logistics facilities ever built in Mexico. Designed for energy efficiency and long-term performance, the system includes ISOGARD™ polyiso insulation and SunWave™ prismatic domes to enhance natural light and help reduce energy consumption.

The project required close coordination between Grupo CUBIMSA and the Elevate team to manage its scale and complexity. The result is a high-performance roofing system that improves energy efficiency and meets the operational demands of one of the country's most advanced distribution centers.



**View full Project Profile:** [The Roof Behind Mexico's Mega Distribution Hub](#)

### **Award Category: Durability**

**Contractor:** Douglass Colony Group

**Facility:** Molson Coors Brewery

**Location:** Golden, Colorado

Douglass Colony Group installed a high-performance Elevate UltraPly™ TPO XR roofing system across 18 roof areas at the new 150,000-square-foot Molson Coors G150 Brewery, including office space, production areas, and cold storage facilities. Designed for long-term performance, the system included an 80-mil fleece-backed membrane, a tapered ISOGARD™ insulation assembly, and careful detailing around more than 100 large tank penetrations.



The crew delivered a watertight, energy-efficient system that topped the Durability category for its projected strength and longevity.



**View full Project Profile:** [Built to Brew, Engineered to Last: Inside the G150 Molson Coors Roofing Project](#)

## **Now Accepting Nominations for the 2026 Elevate Excellence Awards**

Elevate Licensed Contractors are invited to submit their most impactful roofing projects for the 2026 Elevate Excellence Awards. The program is open to all Elevate Licensed Contractors, with no limit on the number of entries. Eligible projects must be Elevate-warranted and completed between January 1 and December 31, 2025. Award recipients benefit from a featured Project Profile on the Elevate website, recognition across multiple Elevate channels, a formal press release feature, and more.

To view the criteria and submit a project, please [click here](#).

### **About Elevate**

Elevate is committed to providing the highest quality commercial roofing, wall and lining systems to solve our customers' challenges, grounded by a 45-year legacy of proven experience. Our mission is to deliver solutions that save time, perform reliably and protect our communities. We are devoted to building partnerships rooted in trust in reflection of our Elevate promise that Nobody Covers You Better™. Elevate is part of the Amrize family of brands. Visit [ElevateCommercialBP.com](https://ElevateCommercialBP.com) to learn more.

**Amrize** (NYSE: AMRZ) is building North America, as the partner of choice for professional builders with advanced branded solutions from foundation to rooftop. With over 1,000 sites and a highly efficient distribution network, we deliver for our customers in every U.S. state and Canadian province. Our 19,000 teammates uniquely serve every construction market from



infrastructure, commercial and residential to new build, repair and refurbishment. Amrize achieved \$11.7 billion in revenue in 2024 and is listed on the New York Stock Exchange and the SIX Swiss Exchange. We are ready to build your ambition. Learn more at [amrize.com](https://amrize.com).

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