

The Future is Bright

A Message from our President



ELEVATE

Dear Valued Customers,

We've finished our first full year as Elevate, and I want to take a moment to extend my heartfelt gratitude for your commitment and partnership in 2023. You are the most important part of our business.

We recognize the last couple of years have sometimes been hard. I've had the opportunity to meet with many of you and you've given me so much valuable feedback, and for that I'm truly grateful.

We're on a journey to deliver an outstanding experience for you - we're not there yet, but I'm happy with what we've done so far and excited for the amazing things ahead!



KRISTIN BECK
PRESIDENT, ELEVATE

Since our rebrand to Elevate, we've invested over 35 million dollars in plant improvements, established new manufacturing locations, and expanded our product portfolio. Our parent company, Holcim, is investing in us at a rate we've never seen before so we can bring you the highest quality products.

We've also enhanced the reliability of our supply chain by diversifying our suppliers and improving raw material sources to give you the consistent delivery experience you expect and need from us.

At the end of the day, your success is our success. We're excited to grow our commitment to you and become an even more valuable part of your team.

2025 Master Contractor Program Improvements

With that, I'm delighted to announce some improvements to our Contractor Recognition Programs!

Coming back in 2024, all 250 Master Contractor Award Winners will be invited on the 2025 Master Contractor Trip. This was the original concept of the program and Elevate is bringing it back! So if you achieve Elevate Master Contractor at the end of 2024, you are guaranteed an invitation to the annual Master Contractor trip, along with all the other benefits you currently receive.

Second, coming soon, we'll be announcing a new, top tier of the Master Contractor program. This new tier will be for a select few winners, who will get an exclusive event focused on the needs of your company and appreciating your employees.

And it's important to know that you can potentially qualify for ALL of our recognition programs! Achieving one will not exclude you from participating in any of the other programs and tiers.

We're committed to giving you the recognition that you deserve. You are the heart of everything we do at Elevate. In 2024, we're committed to providing a best-in-class customer experience across all parts of our business - our products, processes, supply chain, customer programs, and people.

At Elevate, we're not just manufacturing roofing products; we're building trust, partnerships, and a better, more sustainable future. It's going to be an amazing year!

Thank you,

Kristin Beck
President, Commercial Roofing Systems & Lining, Americas