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Media Release

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Elevate™ Recognizes 2023 Master Contractor Program Award Recipients *Annual program honors contractors for excellence in commercial roofing*

NASHVILLE, Tenn. (February 27, 2023) – [Elevate™](#), a premier brand of roofing and lining systems, announced the 2023 recipients of its [Master Contractor](#) program, which recognizes the most elite commercial roofing contractors in North America and Latin America. Elevate announced the 2023 recipients in Maui as part of the annual Master Contractor celebration.

All Elevate Red Shield™ licensed contractors are automatically eligible for the program. For 2023, Elevate awarded Master Contractor status to 251 of the top roofing contractors that accumulated the most Master Contractor quality points during the program year. Contractors earned quality points for the installation of Elevate RubberGard™ EPDM, UltraPly™ TPO, PVC, PVC KEE, asphalt and metal roof systems, as well as qualifying GacoFlex and Gaco waterproofing systems.

The full list of Elevate’s 2023 Master Contractor recipients is available [here](#).

“Since 1988, our annual Master Contractor program recognizes top contractors who exemplify Elevate’s commitment to delivering long-term, reliable commercial roofing solutions,” said Jamie Gentoso, President, Holcim Building Envelope and Global Head, Holcim Solutions & Products. “We are honored to recognize these professionals who set the industry standard.”

Benefits of Master Contractor designation include: an elevated contractor listing; exclusive Red Shield Rewards; co-op advertising; an Elevate Master Contractor truck discount; and training (online and in-person). Elevate also rewards Master Contractors with a premium, all-inclusive trip for each company owner and a guest – like this year’s trip to Maui.

Elevate recognized two categories of quality contractors – Inner Circle of Quality and Partner in Quality. The rating system to achieve these designations is based on each company’s annual quality incidence rating (QIR), which is calculated by the quality and quantity of their performance. Contractors that earned the Inner Circle of Quality Award were recognized at the annual Elevate Master Contractor trip, while contractors that earned the Partner in Quality Award were recognized with a commemorative plaque.

We also recognized 24 contractors as Best of the Best. These contractors have received our Master Contractor and Inner Circle of Quality Awards a minimum of five times, have at least five million square



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feet under active warranty, and a Quality Incident Rate (QIR) of less than or equal to .25.

To recognize contractors who significantly exceeded the minimum points needed to qualify for Master Contractor recognition, Elevate awarded “President’s Club” status to 26 of the 251 Master Contractors in 2023. Platinum Council designation is reserved for Master Contractors who have earned the highest quality points for a combined two-year period. Elevate Platinum Council recipients will be recognized later this year.

At the 2023 awards ceremony, Elevate inducted three members into its Master Contractor Hall of Fame: [Jolly Roofing and Contracting Company, Inc.](#); [Superior Roofing](#); and [Hollis Roofing](#). These inductees have gone above and beyond to master quality commercial roofing solutions, while also exemplifying superior craftsmanship, leadership and overall distinguished presence within the commercial construction industry.

The event in Maui included a giveback function where guests made 300 leis, wreaths and floral arrangements with flowers that were grown locally and harvested by veterans. Those arrangements were then taken to a local veterans cemetery where they, along with 200 flags and 500 single flowers, were placed on roughly 1,000 graves by local boy and girl scout troops.

About Holcim Building Envelope

Holcim Building Envelope delivers high-performance solutions that make the entire building envelope more sustainable for customers around the world. We are committed to raising the standards of building solutions by delivering superior quality and innovation while addressing industry needs. Our portfolio covers a comprehensive range of residential and commercial roofing, wall and lining systems, insulation, waterproofing, and adhesives, coatings, and sealants for a variety of industries from construction to marine and aerospace.

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