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FROM THE ROOFTOPPS®

A MONTHLY NEWSLETTER FROM TOPPS PRODUCTS®

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NEW YEAR, SMARTER ROOFING

Getting ahead & Protecting Contractor
Profits.

A new year brings opportunity, momentum, and the chance to work smarter in an ever-changing roofing industry. With rising material costs and shifting markets, contractors and roofers need strategies that deliver lasting results while protecting both budgets and profits in 2026.

This year, the focus is clear: **preventative maintenance**. By addressing minor wear and potential issues early, contractors can reduce costly replacements, accelerate project timelines, and provide clients with durable, long-lasting roofs—ensuring efficiency, savings, and satisfaction from start to finish.





PREVENTATIVE MAINTENANCE FOR 2026

Preventative maintenance is emerging as one of the most effective strategies in today's roofing industry, shifting the focus from reactive repairs to long-term preservation and performance. As material costs rise and replacement projects become increasingly complex, proactive roof care allows contractors to protect their margins while delivering reliable, cost-efficient solutions. Through regular inspections, timely repairs, and protective treatments such as restorative roof coatings, contractors can extend roof life, reduce downtime, and avoid premature replacements.



For building owners, this approach means fewer disruptions, no costly tear-offs, and lasting results without the inconvenience of full roof replacement.

FASTER TURNAROUNDS, LESS DISRUPTION

For Contractors:

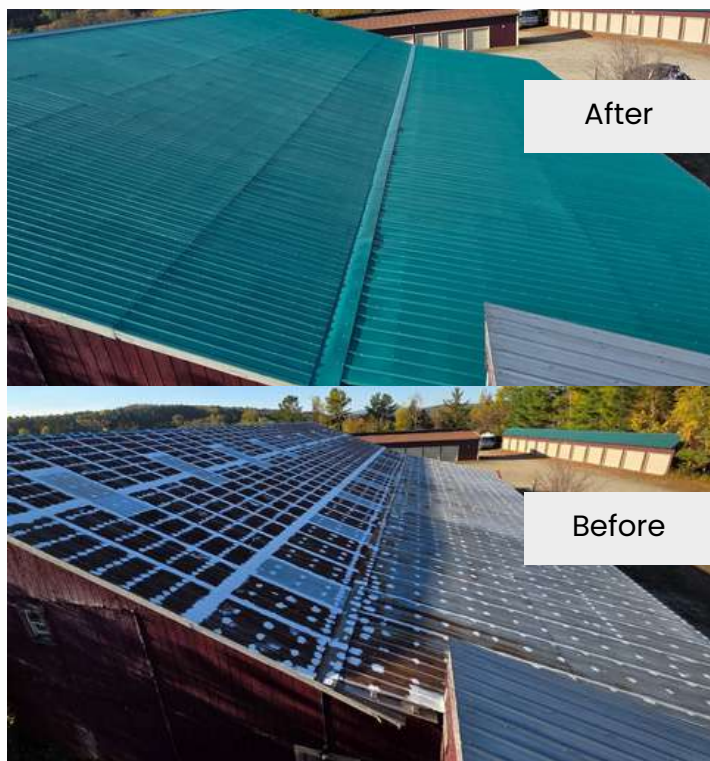
Preventative maintenance allows contractors to stay ahead of potential problems by identifying and addressing minor roof issues before they escalate into major, costly repairs. Tasks like cleaning debris, sealing small cracks, patching worn areas, and applying protective coatings can often be completed quickly, reducing labor time and avoiding the logistical challenges of full roof replacements.



By implementing a proactive maintenance program, contractors can plan projects more efficiently, manage multiple jobs simultaneously, and ensure that each roof is performing optimally—saving time, reducing stress, and maintaining high standards of quality.

For Clients:

Preventative maintenance translates directly into less disruption and more peace of mind. Quick, targeted maintenance interventions mean minimal downtime, fewer interruptions to daily operations, and no need for extensive, disruptive replacements. Clients benefit from roofs that stay in top condition longer, avoid unexpected repair costs, and continue protecting their buildings effectively.



LONG-LASTING RESULTS WITHOUT FULL REPLACEMENT

Modern preventative solutions, such as protective roof coatings and timely repairs, restore and protect existing roofing systems. These measures protect roofs from UV damage, water intrusion, and thermal stress—common factors that shorten a roof's lifespan. For clients, this approach provides durable, reliable results that keep their buildings safe and operational for years to come. By offering solutions that maintain performance while avoiding unnecessary

replacements, contractors enhance client satisfaction and position themselves as trusted advisors rather than just service providers.



SAFEGUARDING CONTRACTOR MARGINS

With material prices and tariffs fluctuating, the cost of full roof replacements continues to rise, putting pressure on contractors' margins. Preventative maintenance helps mitigate these challenges by reducing the frequency and scale of major repairs. Smaller, planned maintenance projects require fewer materials, less labor, and lower overhead costs, **allowing contractors to maintain profitability even in volatile markets.** By providing cost-effective solutions that deliver tangible results, contractors can safeguard their business while helping clients manage expenses—**creating a win-win approach that positions them for long-term success.**



PRODUCT SPOTLIGHT



Seals metal roof seams and fasteners

Flexes with thermal movement

One-coat, labor-saving application

Protects against rust and future failure

Seam/RivetGuard™ is a durable, flexible sealant designed for metal roofs, sealing seams and fasteners while withstanding thermal movement and extreme weather. Its elastic, one-coat formula protects against leaks, rust, and future failures, adapts to temperature changes, and saves labor—making it an efficient solution for preserving and extending the life of metal roofs.



TIPS WITH TOMMY & TAMMY

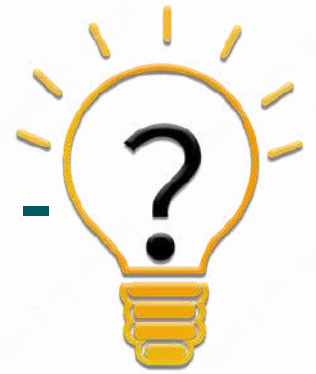


Hey Tammy! How does preventative maintenance improve roof system performance over time?

Hey Tommy! Regular maintenance keeps roofs in top shape by fixing small issues before they cause bigger problems. It helps prevent leaks, protects against weather and thermal stress, and extends the roof's life—saving time and money down the road.



TEST YOUR KNOWLEDGE - TAKE THE TOPPS TEST



Why is addressing fasteners and seams early critical in roof maintenance?

A

It improves aesthetic appeal only

B

It prevents structural weakening, leaks, and rust before major failure occurs

C

It allows for faster tear-offs

C

It eliminates the need for coatings

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1-800-867-7177



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