

PEOPLE

FARRISH APPOINTED AS ATLAS PRESIDENT



Kenneth R. Farrish



Ronald Fredin

The Atlas Roofing Corporation has appointed Kenneth R. Farrish as its new president following the retirement of its current president, Ronald R. Fredin. Farrish comes from RSI Home Products, where he was president of the cabinet company. Prior to RSI, Farrish spent over 10 years at Masco Corporation, where he was senior vice president of operations for Delta Faucet and president of Cambridge Brass and Delta Faucet Canada. Ronald Fredin served as Atlas's only president for more than 20 years. Atlas's manufacturing plant is in Meridian, MI, and its corporate sales and marketing headquarters are in Atlanta, GA.

GARNETT REPLACES HOFF AT PIMA

Alma Garnett, vice president of Hunter Panels, has assumed the chairmanship of the Polyisocyanurate Insulation Manufacturers Association (PIMA), replacing Jim Hoff of Firestone. Garnett was previously vice president of sales and marketing at NRG Barriers and founded Hunter Panels in 1998.

PERFORMANCE SYSTEMS APPOINTS COCHRAN

Performance Roof Systems, Inc. (PRS) has appointed Donald D. Cochran as technical consultant. He comes to PRS from Owens Corning.

VERSICO APPOINTS PALMER

Versico Inc., which markets single-ply roofing systems, has appointed Frank Palmer of Salt Lake City, UT, as western regional manager. For ten years, Palmer managed the sales and marketing for Advance Foam Plastics, a manufacturer of EPS systems.

STEVENS ROOFING SYSTEMS MOVES TOM MARTINELLI OUT WEST

Tom Martinelli, a district sales manager for Stevens Roofing Systems in the southern sales region, has been named the new district sales manager for Stevens Roofing Systems for the areas of Wyoming, Colorado, New Mexico, Utah, and the southern half of Idaho. Prior to joining Stevens he was a sales manager with Nova Systems in Atlanta, and earlier worked with several commercial roofing contractors. Martinelli can be reached at (800) 621-7663, ext. 8666. Headquartered in Holyoke, MA, Stevens Roofing Systems is a producer and global supplier of reinforced thermoplastic roofing systems.

GOREY REPLACES GRASS AT FIRESTONE

Mike Gorey has succeeded David Grass as president and has also been named CEO of BFS Diversified Products LLC, the parent company of Firestone Building Products. Gorey started as a senior auditor with Firestone in 1983. Grass, who is retiring, joined Firestone in 1968 and became president of Firestone Building Products in 1998.

CRUM NEW RGM PRESIDENT

RGM Products, Inc. has named Robert C. "Clay" Crum as president. Crum spent 10 years with General Electric and ten more with three other large manufacturers.

MEHRER RETIRES FROM CERTAINTEED

Mike Mehrer, a CertainTeed employee since 1984, and director of contractor programs and training, has retired. Mehrer created the Professional Roofer Advisory Council and Making Business Better workshops. Jay Butch will take over Mehrer's duties.

SARNAFIL HIRES BRISSETTE AS GM

Sarnafil Ltd. has appointed Richard Brissette as general manager. Based in Mississauga, ON, Brissette will oversee Sarnafil's sales and technical operations across Canada. He replaces Stan Graveline, who was promoted in 2003 to the position of North American vice president, technical sales. Brissette was formerly with Firestone Building Products, Canada.

PRODUCTS

GACO WESTERN UNVEILS POLYFOAM

Gaco Western's PolyFoam, powered with a new, zero-ozone-depleting blowing agent, was recently unveiled. Gaco is a founding partner in the EPA's Energy Star[®] roofing program.

FOLLANSBEE INTRODUCES NEW SHINGLE

Follansbee has introduced a new Stamped Diamond-Pattern Metal Shingle for residential and commercial roofing projects, manufactured from Follansbee's TCR II[®], Tern II[®], and KlassicKolors[®]. These shingles can be installed over existing asphalt shingles. For more information, visit www.follansbeeroofing.com.

POLYSTICK™ UNDERLAYMENT INTRODUCED

Polyglass has introduced Polystick™ MU Basik, a new generation of metal roofing and waterproofing underlayment. The product is manufactured using patented ADESOTM technology, whereby a "true" APP compound is applied on the top layer and an aggressive self-adhesive compound is applied on the bottom layer.

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