

METRO ROOF PRODUCTS

PROVIDING SMART  
**ROOFING**  
**SOLUTIONS**  
*for Smart People*



*Smart Roofs for Smart People™*

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# PROVIDING SMART ROOFING SOLUTIONS *for Smart People*

Metro Roof Products develops stone-coated steel roofing solutions that withstand any climate for residents across North America

**Written by Andrea Marino & Produced by Brian Anderson**

**METRO ROOF PRODUCTS** opened its plant doors to the North American, residential-reroofing market in early 2000 for the purpose of manufacturing stone-coated steel roofing panels and accessories. “The facility, located in Oceanside, California, was designed to supply products to the North American market, which includes the U.S. and Canada,” explains VP of Sales & Marketing, Pete Croft. Though the Metro brand is global in reach, the manufacturing facilities in New Zealand and Belgium operate autonomously from the Metro Roof Products USA factory.

Metro roofing panels start life as a rectangular flat sheet, which is then pressed into specific panel profiles, providing a roof system that interlocks left to right, top and bottom. The finished result is a roof that provides the look of wood shake, the scalloped low-profile of Tile, the two-piece clay high-profile Roman tile, or a flat-laminate Shingle look. The company also manufactures and distributes all necessary accessories.

“The unique thing we bring to the market is the fact that our roof material is stone coated,” says Croft. “There’s a myriad of metal roofing products in the world, but really, on a global basis, there are not a lot of companies that specialize in stone coating, putting a granular finish onto each piece of steel.” This type of product is fairly new to the North American market, though it has been prevalent in other parts of the world, like New Zealand, for over 50 years. “Metro has installations in more than 40 countries around the world,” says Croft. Stone-coated steel roofing is much desired by consumers due to its capacity to withstand nearly any climate. Plus, due to its modular shape and design, the panels are easy to handle, package and transport to any destination from one central location.

## **GROWING THE BUSINESS**

Metro Roof Products is currently focused on growth and expansion for the business. Despite the economic downturn, some areas

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**PRESTIGE METAL ROOF SUPPLY** is a national full service distributor and wholesaler of metal roofing products. As a full stocking supplier, we carry the entire line of Metro profiles and accessories. We've built a solid reputation for providing fast and accurate service. That's why we can say:

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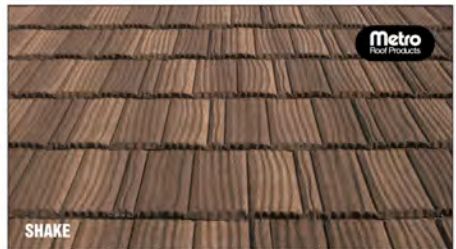
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# METRO ROOF PRODUCTS

## SUPPLIER PROFILE:

### N-VIRO METAL ROOF SUPPLY INC

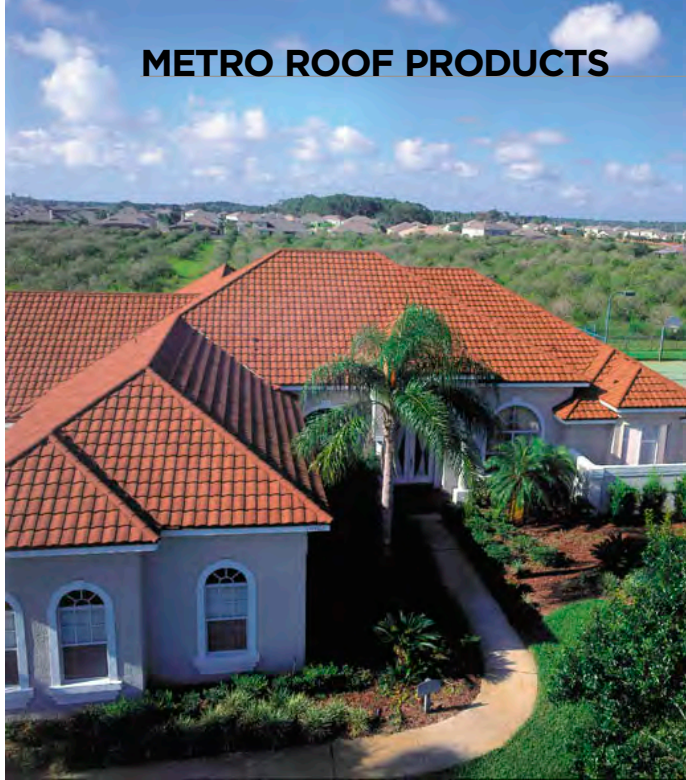
Country: USA

Industry:  
Roofing Materials

#### Provided Services:

> **We are a full service stocking distributor of Metro Stone Coated Steel roofing products in Central and South Florida. Our expertise is to help the roofing contractor with their roof take off to make sure they have all the components they need to ensure a smooth installation from start to finish with no delays.**

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are continuing to see promise, particularly the Midwest, Texas and the entire Canadian marketplace. "Those segments have strong growth opportunities for us," says Croft. "We are in a good place to supply to those markets as well, as we just commissioned a second line, doubling the plant's capacity."

Metro is also faced with more opportunities for growth due to its extensive product line and array of accessories designed to simplify the installation process. "We have predesigned parts to be simple to install, specifically for the purpose of ease and speed," says Croft. Exposed-fastened profiles allow for the panels to remain fastened to the roof deck more securely.

The metal roofing industry is growing in popularity as customers are becoming more willing to invest money for roofing upfront, with the

security of knowing it will last. "Our products carry a 50-year warranty, and homeowners can expect a long service life," says Croft.

## SHARING EXPERTISE

Metro Roof works closely with its granular, steel and resin suppliers for educating its staff on industry happenings. Suppliers can offer insight into new developments or new methods for utilizing certain products. "We look toward outside vendors to provide their expertise," says Croft.

The company utilizes its global presence to expand and improve upon the business as well. If new innovations or technologies are being developed overseas, for example, the U.S.-based operation has the option of taking advantage of the opportunity to boost its sales potential domestically. Though the three organizations work as separate entities, in

**MAKE IT A  
DOUBLE  
METRO JUST  
COMMISSIONED  
A SECOND LINE,  
DOUBLING THE  
PLANT'S  
CAPACITY**



today's connected world, information can be easily shared, allowing everyone to achieve the same common goal of success.

## METRO ROOF EMPLOYEES

All of the employees at Metro Roof Products are highly valued and treated as part of the family. Staff members at this privately-held company enjoy working for a simple business with a simple philosophy. "We are committed to making a quality product and supplying a quality service," explains Croft. "Employees that join our team want to be part of that image that we have built over the last 10-+ years in the US."

Metro has been able to make a strong impact in the stone-coated steel industry, while maintaining its family atmosphere. "A lot of people, including our competitors, look to this company and its team with envy," says Croft.

## SMART ROOFS

The company's product tag-line is "Smart Roofs for Smart People™." This message conveys the high-quality roofing product Metro is able to supply

its customers and is truly the smartest decision. "Customers have a sea of products to choose from," says Croft. "We wanted to create the brand Metro in a way that helps elevate us above the competition." The accessories, innovative products and simple installation process are attributes that have made the company the success it is today. The quality standards that the company provides to customers help reinforce that Metro is the smart choice.

## THE FUTURE

The future looks bright for Metro Roof Products, especially coming out of the recession. Their focus on exposed-fastening, which provides high-wind design performance and the extensive innovative accessory lines, all help to enhance performance in these trying times. The company's roofing products have been proven world-wide, and provide exceptional protection against the harshest climates nature has to offer, withstanding high-wind, ice-dams, heavy-snow, hail and fire. Natural disasters offer Metro targeted areas for expansion where



**BRAND**  
THE METRO  
BRAND NAME  
EXISTS IN THE US,  
NEW ZEALAND  
& BELGIUM

specific climactic conditions create a need for these roofing materials—such as the fires in California, hail storms in Texas or hurricanes in Florida. “There is often always an opportunity for growth in these areas,” says Croft.

The company sells its products through traditional wholesale roofing & siding distributors. “Many of our suppliers are committed to the Metro brand and in it for the long haul, irrelevant of the market economics,” says Croft. Metro continues to seek out partnerships with distribution companies who want to grow their contractor base with stone-coated steel, ensuring they too can offer a Smart Roof for Smart People™. ■

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## METRO ROOF PRODUCTS



*Smart Roofs for Smart People™*

### STATISTICS

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Name: **Metro Roof Products**

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Country: **USA**

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Est: **2000**

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Employees: **50**

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Industry: **Construction**

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Premiere Service: **Roofing**

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URL: **[www.metroroofproducts.com](http://www.metroroofproducts.com)**

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### MANAGEMENT

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CFO: **Patrick Tarvaran**

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VP of Operations / Engineering:  
**Joseph Wilson**

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VP Sales & Marketing:  
**Peter Croft**

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VP of Sales & Marketing:  
**Pete Croft**

*For feedback and comments please get in touch.*

**> [feedback@whitedm.com](mailto:feedback@whitedm.com)**

**Metro Roof Products**

3093 "A" Industry Street  
Oceanside, California, USA 92054

**T:** 760-435-9842

**F:** 760-435-11620

**E:** info@metroroofs.com

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