



Roofing Industry Veterans Launch FWAVE, LLC

F-Wave™ to Debut Patented, Revolutionary Roofing Shingles at International Roofing Expo (IRE)

BURLESON, TEXAS (Feb. 23, 2017) – FWave, LLC (F-Wave™), a new roofing products manufacturer poised to revolutionize the residential roofing industry, will make its debut at the International Roofing Expo (IRE) in Las Vegas on March 1, 2017. Founded in 2015, F-Wave is led by roofing industry experts with more than 100 years of combined experience. Rather than follow in the footsteps of other roofing product manufacturers and make only incremental improvements to the nearly century-old asphalt shingle, F-Wave is changing the industry by eliminating asphalt and granules as primary components of premium roofing shingles.

“F-Wave is reinventing steep-slope roofing by applying new technologies and a new way of thinking that puts the contractor first,” said Scott G. McDonald, president & CEO of F-Wave. “We started from the ground up and are going to make today’s asphalt shingles obsolete. Our products are intelligently designed for easy installation without compromising performance, durability and style.”

The breakthrough technology platform behind the new line of premium synthetic shingles has been in development for eight years and combines commercial-grade materials with innovative product design. The result is a patented-manufacturing process named ZFT™ Technology that creates premium shingles unlike anything roofing contractors have historically installed. This technology, combined with the F-Wave teams’ decades of experience honed at companies like Owens Corning, InterWrap, Elk, GAF, ABC Supply and DECRA will make the goal of eliminating asphalt shingles a reality.

“Visit us at IRE in booth 2269. We want you to walk on our shingles (which is likely not something you’ve ever heard a traditional shingle or tile manufacturer say), cut our shingles and nail them down,” stated Mark Hinterlong, vice president of sales & marketing at F-Wave. “We want contractors to fully experience our new shingles so they can see the beauty, durability and ease-of-installation first hand – especially the fact that there is no need for special tools or installation methods.”

To schedule a contractor briefing with F-Wave at IRE, contact Mark Hinterlong at 847-347-4157. To schedule a media briefing, contact kolivier@sunwestpr.com.

About F-Wave, LLC:

Headquartered in the heart of Texas, F-Wave is shaking up the roofing industry by building roofing products that are designed first and foremost with the contractor in mind. F-Wave is combining innovative product design, breakthrough technology and decades of manufacturing experience to make traditional asphalt shingles obsolete. Learn more at: www.f-wave.com or <https://www.linkedin.com/company/f-waveusa>.

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