



3 THINGS YOUR MANUFACTURERS SHOULD BE DOING FOR YOU

Find manufacturers who support you in a way that makes you a partner.

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Greg Hlavaty, president of Western Colloid, speaks on his philosophy of putting the contractor first, which has been the hallmark of his leadership within the roofing industry. Hlavaty builds strong relationships with his contractors, working with them and supporting them to be great at what they do. As a contractor himself, Hlavaty is passionate about more than just helping contractors. He is committed to being a partner with the contractors.

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ABOUT WESTERN COLLOID

Western Colloid is a leading manufacturer of fluid-applied roofing, reflective coating systems and premium asphalt sealcoats. For more than 45 years, Western Colloid has been servicing the roofing and coatings industry and remains committed today to producing systems that are environmentally friendly and energy efficient.

Unlike any other company, Western Colloid works with contractors to help build their business. If you are new to Fluid Applied Reinforced Roofing let Western Colloid introduce you to these profitable roofing systems. The quality of the products combined with their excellent training programs and customer support create many opportunities for roofing contractors.

Western Colloid is proud of the relationships we have built over the years with our customers. They just don't sell the products; They're with you every step of the way. Offering Sales Support, Installation Training, Exceptional Warranties & Maintenance Programs.



MEET GREG HLAVATY

Greg is the president of Western Colloid. Western Colloid is a leading fluid-applied manufacturer out of Southern California. Before being elected Roof Coating Manufacturers Association (RCMA) President for the 2018-2019 Term, RCMA awarded Hlavaty the prestigious Martin A. Davis Industry Leadership Award for 2016. As an active member of RCMA, he continues to serve on the Board of Directors and contributes his industry expertise to RCMA's committees and task forces.

"I've had a roofing contractor license since I was 18, and I still hold one today," says Hlavaty. "Then I got into manufacturing of the coatings through Thermo Materials and some other companies and then manufacturing modified bitumen and other roofing products. I've had a rounded experience along the 50 years...I've been involved in everything from the application, to the selling, to the manufacturing."

1 FIND MANUFACTURES WHO HELP YOU MAKE PRODUCTION PROFITABLE

Key to the success as a contractor is ensuring that you know how to best utilize their product and how to efficiently use the product in production. Hlavaty, as a contractor, understands that you make your money doing a job quickly and well, not on reselling materials that aren't expensive to begin with. Profit by learning how to best apply and use the product. From the manufacturers side Hlavaty says to look for someone who will "help you do it right, but also help you do it with the best production."

Manufacturers should focus on making you more profitable. "If the manufacturer makes the contractor profitable, they become partners," says Hlavaty. When your

manufacturer is your partner, you become more profitable because they provide you the support and training to learn how to make more money on jobs.

Hlavaty highlights that what has made him successful from a manufacturing standpoint is that he makes sure he has a team that is ready to help the contractor succeed in every aspect of an installation. Despite selling the product through distribution, Hlavaty says that contractors are their true partners and they are committed to their success.

Look for manufacturers that will provide you with this level of support and build relationships with you.

MIN

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MAX

+

PROFIT

2 CHOOSE MANUFACTURERS THAT INVEST IN YOUR TRAINING

Hlavaty says to find manufacturers that want to drive your bottom line and will teach you how to install more product and become more profitable. The goal of both parties is to work smarter. One example is learning how to save time and resources through staging.

“Staging is something that some manufacturers wouldn’t even think to do,” says Hlavaty. You want to find a manufacturer that will not only train your crew on how to properly use the product, but to be able to do so as quickly and efficiently as possible.

Staging is a huge part of being more efficient on production sites because it is a great way to save time and cut down on crew sizes. Hlavaty underlines that giving attention to something like staging optimizes the production process.

As a manufacturer and former contractor Hlavaty understand the importance of being strategic about product and material

placement. His team works with you to find the optimal placement, reducing the number of times you are moving materials and equipment around the roof.

Hlavaty stresses that a key to proper training is that it should work to reduce crew sizes, which happens within expertly training a crew to know how to best use the product and install it.

“If the installers know how to do it, then they don’t need a 10-person crew. They could have a team of maybe four or five, with an extra person out in front doing prep work. All that helps make you profitable by bringing production costs down,” says Hlavaty.

Look for win-win training from your manufacturer that helps you work smarter and better apply their product. The best production will be the one that equally serves the contractor and the manufacturer.



3 BUILD A STRONG RELATIONSHIP WITH YOUR MANUFACTURER

Hlavaty stresses that building relationships with manufacturers, other contractors and the industry at large is key to uplifting everyone.

He wants the best for his contractors, which is deeply evident in the way he does business. He emphasizes the importance of having relationships with your manufacturers that want what's best for you.

“One thing I've learned being as president of the Reflective Roof Coatings Institute and the Roof Coating Manufacturers' Association is that there's some great coating manufacturers all around the country, and I tell the contractors the same thing,” says Hlavaty, “most of them have good support and if they don't have good support, then maybe they're not the manufacturer for you.” Hlavaty says that he is passionate about contractors building relationships with manufacturers that support them.

“I believe in being part of the industry and providing value and knowledge and quality to keep the industry safe and productive,” says Hlavaty. To him, a great contractor is one that works to make sure customers are getting the best roofs possible, no matter if that comes from their competitors or themselves.

“For us and for our local contractors that are supporting contractors, they would rather see it go on right even if they don't do it themselves,” says Hlavaty. “Even our contractors like to help other contractors in many cases, because a better job paints a better picture of the systems for the industry and makes the building owners and consultants specifiers have a better feeling towards it.”

Find a manufacturer that cares above all else that the job gets done right and that as a contractor you are doing what's best for you.



LEARN MORE

You can learn more about Western Colloid:

<https://www.rooferscoffeeshop.com/directory/western-colloid-2>

