



Simon Roofing acquires assets of roofing materials manufacturer Viridian Systems

YOUNGSTOWN, Ohio (June 13, 2016) – Simon Roofing, a national manufacturer/installer and service provider of commercial roofing systems headquartered in Youngstown, OH, announced today their acquisition of significant assets of Roth Roofing Products, LLC (formerly known as Viridian Systems, LLC), a Roth Bros./Sodexo company that manufactures commercial roofing materials.

The deal includes Simon Roofing taking ownership of inventory, equipment, product lines, formulations, codes and approvals, the Viridian name and related intellectual property. Other terms of the acquisition will not be disclosed.

“Adding Viridian Systems to our family of brands enhances our manufacturing capabilities and expands our product offerings to include their patented, code-approved formulations, which in turn increases Simon Roofing’s sales potential,” said Alex Simon, co-owner, Simon Roofing.

The Viridian brand name and its individual product names will be retained and incorporated into Simon Roofing’s SR Products manufacturing business unit. Housed in a plant opened in 2010 in Struthers, Ohio, the ISO-certified SR Products division manufactures roofing and flooring coatings exclusive to Simon Roofing installations.

“We had become concerned about our ongoing ability to manufacture products but wanted to protect our employees who had worked so hard for the company,” said Randy Settimio, Vice President, Roth Business Operations, a Sodexo Company. “Therefore, we began to look for a company that would be able to continue forward with both our products and our employees, and Simon Roofing was the perfect fit.”

A number of Viridian sales agents and employees will join SR Products Solutions Group in the transaction. Selling directly to the end user, SR Products Solutions Group is a Division of Simon Roofing that evaluates the existing envelope of commercial, institutional and industrial accounts for both public and private sector to provide short-term and long-term solutions.

“We’ve always offered a full line of quality repair and restoration products, as well as roof systems,” said Steve Harnish, President of SR Products Solutions Group. “Adding the Viridian line to our existing products/services and adding their personnel to what is already a highly qualified group, makes us now one of the best in the industry.”

Michael D. Perry, Hon. AIA
Vice President of Sales
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