



DuraShield Roofing & Contracting President Featured in Fox Cities Magazine August Edition

September 22, 2026

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DuraShield Roofing & Contracting president Anthony Walsh was interviewed for a roofing article in the August 2026 edition of Fox Cities Magazine. The feature draws on Walsh's experience in the roofing industry and the company's work on residential, commercial, and multi-family properties throughout Wisconsin.

Fox Cities Magazine covers business, community, and regional topics in the Fox Cities area. The August 2026 issue presents Walsh's perspective on contractor selection, material performance in Midwest weather, and the role of installation quality. Walsh founded the company in 2003 after several years in roofing sales and has remained involved in project oversight as the business expanded. The company publicly identified the interview as appearing in that edition, including the digital flipbook version of the issue.

Walsh studied business administration and marketing before leaving college to start DuraShield. Kim Walsh joined the company in 2008 and contributes to operations. The couple later married and have two children. The business grew from the Appleton and Fox Cities area to Green Bay, De Pere, the Milwaukee area suburbs, and Madison. DuraShield also services several areas in between the cities mentioned.

"The magazine conversation centered on what property owners should expect from a contractor after more than 22 years of installing roofs in this climate," said Anthony Walsh, president of DuraShield Roofing & Contracting. "Experience matters when storms, ice and hail test a roof, and so does following manufacturer specifications on every job."

The company recently replaced a two-year-old composite slate roof that failed after the prior contractor did not follow manufacturer installation requirements. Technicians removed the existing system and installed a new DaVinci composite slate roof in Castle Gray. Laboratory ratings for fire, impact, and wind apply to assemblies tested under those standards. Those ratings assume the product is fastened, flashed, and detailed according to the manufacturer's published instructions. An assembly installed outside those specifications can fail even when the material itself carries high test ratings.

In 2026, the company also began offering Brava roof tile options, including synthetic cedar shake, slate, and Spanish barrel tile profiles. DuraShield Roofing & Contracting is a DaVinci Masterpiece Contractor and a Brava certified installer. It is also a GAF certified shingle installer, which can allow access to extended manufacturer warranties when installation requirements are met.

Core services include roof replacements, repairs, inspections, and storm damage assessments. Product lines include architectural asphalt shingles, metal, slate, tile, cedar shake, DaVinci composite shake and slate, Brava composite tiles, EPDM, and TPO. The company also installs siding, gutter systems, and gutter guards. Technicians receive ongoing training through manufacturer partnerships with GAF and Owens Corning. The firm is a DaVinci Masterpiece Contractor and Brava Certified.

Assessments often use photo, video, and drone documentation. Staff applies storm evaluation methods associated with HAAG Engineering instruction used by contractors and insurance professionals. That documentation supports property owners who need a record of conditions after wind or hail events.

"Publication in a regional magazine is an opportunity to talk about process," added Anthony Walsh. "Homeowners benefit when they understand how installation, climate and materials work together over the life of a roof."

Community work includes Habitat for Humanity and the company's Kicks 4 Kids initiative. For every roof they complete, DuraShield donates one pair of sneakers to children 16 and under in the Green Bay and Fox Cities area. Walsh has described the program as connected to his childhood experience with Legg-Perthes disease and orthopedic footwear.

DuraShield Roofing & Contracting maintains core values of dependability, integrity, growth, and service. Better Business Bureau records list the company as accredited since February 27, 2009, with an A+ rating. In

2026, the firm was named Best Roofing Company in the Fox Valley through the Best of the Valley Community's Choice Awards. The Fox Cities Magazine interview adds a regional media appearance to that same year.

The August feature places Walsh's comments in a local publication read by residents and business owners in markets where the company performs work. The discussion emphasized documentation, manufacturer specifications, and long-term performance rather than short-term project volume.

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DuraShield Roofing & Contracting

At DuraShield, we take pride in our commitment to quality workmanship and exceptional customer service. Our roof installers undergo continuous training to keep their knowledge of best practices up-to-date so we can guarantee quality workmanship.

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