DuraShield Roofing & Contracting Highlights Madison Brava Synthetic Cedar Shake Roofing Project

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NEENAH, WI - November 23, 2026 -
DuraShield Roofing & Contracting is highlighting a residential roofing project in Madison featuring Brava synthetic cedar shake tiles, after a homeowner compared several roofing options before choosing the composite material. The project involving Madison resident Patrick M. and his wife shows how roof appearance, material composition, and contractor qualifications can shape residential roof replacement decisions.

According to a recent social media post from DuraShield, Patrick and his wife evaluated multiple options before choosing Brava Roof Tile's synthetic shake product. The couple identified three factors in their selection: the available color, the use of recycled materials, and the product's mineral-based coloring. DuraShield shared the project as an example of the decision-making process homeowners may follow when considering specialty roofing materials.

Brava's synthetic cedar shake is designed to replicate the appearance and texture of traditional wood shake roofing. Unlike natural cedar, which can require periodic maintenance and may be affected by moisture and changing weather conditions, Brava uses composite materials to create a roofing product intended for

long-term exterior use. The product's textured appearance provides an alternative for homeowners who want the traditional look of cedar without selecting natural wood.

Material composition was another consideration in the Madison project. According to DuraShield's Brava product information, the composite tiles are manufactured using recycled materials and are fully recyclable at the end of their service life. This gives homeowners an opportunity to consider the material's composition and eventual disposal alongside more familiar roofing considerations such as appearance and durability.

Color was also part of the couple's selection process. Brava incorporates mineral pigments throughout its roofing material rather than applying color exclusively to the surface. This manufacturing approach is intended to maintain the appearance of the tiles over time. The product line offers multiple color options, allowing homeowners to consider how a replacement roof will complement the architectural style and exterior finishes of a property.

"Roof replacement involves more than selecting a material based on its appearance," said Anthony Walsh, owner of DuraShield Roofing & Contracting. "Homeowners also need to consider how a product is manufactured, what maintenance it may require, and whether the available options suit the property. Those conversations help establish which roofing systems are appropriate for a particular project."

The contractor's qualifications were another factor in Patrick and his wife's decision. The company identified its local ownership, Brava preferred installer certification, and customer reviews as considerations in their selection of DuraShield. As a roofing contractor offering specialty roofing systems, the company works with homeowners evaluating different materials and determining which products align with their project requirements.

DuraShield's Brava offerings include composite cedar shake, composite slate, and composite Spanish barrel tile. Each product is designed to recreate the appearance of a traditional roofing material using a synthetic alternative. The company's Madison service area includes communities such as Middleton, Verona, Fitchburg, Cottage Grove, Sun Prairie, De Forest, and Waunakee.

"Projects involving specialty roofing materials require attention to both the product and the installation process," Walsh said. "A homeowner's priorities, the existing roof structure, and the characteristics of the selected material all contribute to the planning involved in a replacement. The goal is to make sure the roofing system is evaluated in the context of the individual property."

Founded in 2003 by Walsh, DuraShield Roofing & Contracting provides residential, commercial, and multi-family roofing services throughout Wisconsin. Its services include roof replacement, storm damage work, asphalt shingles, metal roofing, cedar shake, slate, tile, and specialty composite roofing systems. The

company works with homeowners, property managers, and commercial property owners on roofing projects involving a range of materials and building types.

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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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