

DuraShield Roofing President Discusses Composite Roofing Benefits in Industry Podcast

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NEENAH, WI - October 23, 2025 -
DuraShield Roofing announces the recent appearance of its president, Anthony Walsh, in an episode of the AskARoofer podcast focused on the advantages of composite roofing materials compared to traditional asphalt options.

The podcast episode, featuring Walsh alongside Megan Stone from DaVinci Roofscapes, explores how investing in a quality roof represents a significant return for homeowners. According to the 2022 Remodeling Impact Report from the National Association of the Remodeling Industry and the National Association of Realtors, roofing projects achieve a 100 percent cost recovery at resale, making them one of the top home improvement investments. Walsh contributed insights on material durability, maintenance requirements, and overall performance, emphasizing options that provide long-term value.

As an Appleton roofing company with over 20 years of experience, DuraShield Roofing Appleton specializes in a range of services for residential, commercial, and multi-family properties. These include roof repairs,

replacements, installations, and inspections, along with 24/7 emergency support for storm damage. The company works with various materials such as asphalt shingles, metal roofing, cedar shakes, slate, tile, and custom copper applications. For commercial clients, additional options encompass TPO and EPDM systems.

A key aspect of the company's expertise lies in its certification to install DaVinci Roofscapes composite roofing products. These materials serve as a durable alternative to natural cedar shakes and slate, requiring no ongoing maintenance while carrying a 50-year warranty. DaVinci composites also hold a Class 4 impact rating, which can lead to potential insurance savings for homeowners. Furthermore, these products enhance resale value by offering superior resistance to harsh weather conditions, contributing to overall property protection.

"Homeowners should consider composite roofing for its durability and low maintenance needs, which translate into performance and peace of mind," said Anthony Walsh, president of DuraShield Roofing. "Our certification with DaVinci allows us to deliver high-quality installations that align with industry standards for impact resistance and energy efficiency."

The podcast discussion aligns with DuraShield Roofing Appleton's commitment to educating clients on effective roofing solutions. Walsh highlighted how composite materials outperform asphalt in longevity and resilience, particularly in regions prone to severe weather like Wisconsin. This expertise positions the company to address common issues such as storm damage, where prompt assessments and repairs prevent further structural problems.

In addition to DaVinci products, DuraShield Roofing Appleton offers asphalt roofing, known for its affordability and variety in colors and styles, lasting up to 30 years. Metal roofing provides energy efficiency and can mimic other materials, with lifespans exceeding 50 years. Cedar shake roofing adds aesthetic appeal and endures for over 20 years, while tile and slate options deliver versatility and strength for long-term use.

The company's commercial services extend to apartment communities, condo associations, office complexes, and hotels, ensuring comprehensive coverage for diverse property types. All installations come with workmanship warranties ranging from 25 to 50 years, depending on the selected materials, and are supported by leading manufacturers.

"Selecting the right roofing material involves evaluating factors like weather resistance and cost recovery, which composite options excel in providing," added Walsh. "Through our podcast participation, we aim to share knowledge that helps property owners make informed decisions for their investments."

DuraShield Roofing Appleton maintains an A+ rating from the Better Business Bureau and holds certifications as an Owens Corning Preferred Contractor, GAF Certified installer, and Ludowici Specialty Roofs provider.

These credentials underscore the company's dedication to quality and integrity in service delivery.

Founded in 2003, DuraShield Roofing Appleton has served communities in Wisconsin and Illinois, diagnosing and resolving roofing challenges efficiently. The company partners with organizations such as Habitat for Humanity and The Salvation Army, reflecting its involvement in local initiatives.

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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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