



DuraShield Roofing & Contracting Highlights Benefits of Switching to DaVinci Composite Roofs Over Traditional Cedar Shakes

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DuraShield Roofing & Contracting has released information detailing the advantages of DaVinci composite roofs as an alternative to traditional cedar shake roofing systems. This comes as homeowners face increasing challenges with maintenance, durability, and insurance related to natural wood materials. The company, an installer of DaVinci® Roofscapes, provides options that address these issues through advanced polymer technology.

Traditional cedar shake roofs offer a rustic appearance valued by many property owners. However, these systems require regular upkeep to prevent problems such as cracking, curling, and moss growth. Exposure to moisture can lead to rot and decay, while heat and sunlight contribute to warping and splitting. In regions with variable weather, storms may cause further damage, including lifts and leaks that compromise the structure. Cedar shakes typically last 20 to 30 years under optimal conditions, but this lifespan shortens with inadequate maintenance or harsh environmental factors.

Fire risk presents another concern with untreated cedar shakes, as the material is flammable. Even with

treatments, the potential for hazards remains. Insurance providers often respond to these vulnerabilities by increasing premiums or limiting coverage. In some cases, policies may not renew or offer only partial protection due to perceived risks from fire, storms, and ongoing maintenance needs.

DaVinci composite roofs provide a solution by replicating the look of cedar shakes without the associated drawbacks. Made from engineered polymers, these roofs resist fading, cracking, rotting, and insect infestation. They require no staining, sealing, or individual tile replacements over time. Designed to withstand extreme conditions, DaVinci products hold a Class A fire rating and a Class 4 impact rating for hail resistance. Homeowners can expect a lifespan exceeding 50 years, supported by a limited lifetime material warranty that covers defects and transfers upon property sale.

The shift to DaVinci roof systems reflects a broader trend among property owners seeking long-term reliability. Unlike natural cedar, which may unevenly weather or deteriorate, composite materials maintain consistent color and texture. This eliminates the need for frequent maintenance and reduces overall ownership costs. DuraShield Roofing & Contracting offers DaVinci composite cedar shake roofing in Appleton, WI, as part of its residential services, enabling local homeowners to upgrade their properties with durable alternatives.

"Homeowners increasingly recognize the limitations of traditional materials in demanding climates," said Anthony Walsh, owner of DuraShield Roofing & Contracting. "DaVinci roofs deliver the aesthetic appeal of cedar without the ongoing care, ensuring structures remain protected against weather elements for decades."

In addition to fire and impact ratings, DaVinci roofs perform well in heat, freezing temperatures, and high winds. This resilience makes them suitable for areas prone to seasonal variations. The installation process aligns with industry standards, utilizing techniques to maximize performance.

"Selecting the right roofing material involves balancing appearance, longevity, and practicality," added Anthony Walsh. "Our experience shows that DaVinci composites meet these criteria effectively, providing peace of mind to families and businesses alike."

DuraShield Roofing & Contracting handles other roofing needs, including asphalt shingles, cedar shakes, metal roof systems, slate, tile, and flat roofs such as EPDM and TPO. The company conducts roof inspections, storm damage assessments, roof repairs, and full roof replacements, with a focus on storm damage assessments. Trained staff use photo and video documentation to assist with insurance processes, ensuring accurate evaluations.

Beyond roofing, the company installs siding, gutter systems, and gutter guards. DuraShield Roofing

emphasizes quality workmanship through continuous technician training and partnerships with leading manufacturers. DuraShield Roofing & Contracting is a DaVinci Masterpiece Contractor and is Certified by GAF and Owens Corning.

The company participates in community initiatives, partnering with organizations such as Habitat for Humanity, The Salvation Army, The Lamers Foundation, and Volunteer Fox Cities. DuraShield started its own initiative in 2025 called Kicks 4 Kids in partnership with Scheels in Appleton, where they donate sneakers to kids in the community.

Founded in 2003 by Anthony Walsh, DuraShield Roofing & Contracting began as a venture rooted in sales experience gained during college. Walsh, who studied business administration and marketing, identified opportunities to improve service standards in the industry. In 2008, Kim Walsh joined the team, bringing accounting and operations expertise. The company expanded from initial services in Appleton and nearby areas to cover broader regions in Wisconsin. Today, it maintains a commitment to their core values: Dependable, integrity, growth & service. DuraShield's mission is to provide the most dependable & durable roofing systems while raising industry standards through integrity & service.

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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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