

Media Release



Elevate
26 Century Blvd.
Suite 205
Nashville, TN 37214

Contact: Coyne PR, 973-588-2000, holcimbuildingenvelope@coynepr.com

ELEVATE COMMERCIAL ROOFING SYSTEMS & LINING AMERICAS WELCOMES FRANK PALMER AS SENIOR VICE PRESIDENT OF SALES

Industry Veteran to Spearhead Sales and Market Growth Initiatives for Elevate, GenFlex and GenTite Brands



NASHVILLE, TENN. (January 31, 2024) – Elevate Commercial Roofing Systems and Lining has named Frank Palmer as Senior Vice President of Sales. Palmer will be responsible for the growing portfolio and sales of Elevate™, GenFlex™ and GenTite™. The appointment is part of a recent reorientation of the Elevate U.S. Sales team to reinforce the business's commitment to delivering an exceptional customer experience at every touchpoint.

Palmer will oversee the Americas Elevate, GenFlex, and GenTite sales teams, spanning the U.S., Canada, and Latin America.

"With an extensive career spanning nearly three decades in the roofing industry, Palmer brings a deep understanding of customer needs and a proven track record of success," said Kristin Beck, President of the Elevate Commercial Roofing Systems & Lining Americas business unit at Holcim. "We are excited to welcome a senior executive with Palmer's industry credibility and natural prowess for developing and inspiring team members."

Palmer's background includes leadership and sales roles with Advanced Foam Plastics, Carlisle Construction Materials, specifically the Versico and Carlisle Syntec brands, and SRS Distribution.

Elevate, a premier line of commercial roofing, wall and lining systems, is committed to providing the highest quality products and solutions to solve shared challenges and evolve how tomorrow is built. For more information, please visit HolcimElevate.com or [contact your local sales rep](#).

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About Elevate

Elevate is committed to providing the highest quality roofing, wall, and lining systems to solve our customers' challenges and evolve how tomorrow is built. With a legacy spanning over 40 years, Elevate is positioned to propel the industry forward with sustainable solutions and expertise to help our customers succeed. As a global leader in advanced roofing systems, Elevate symbolizes Holcim's continued commitment to delivering superior quality and innovation. Visit HolcimElevate.com to learn more.

About Holcim Building Envelope

Holcim Building Envelope delivers high-performance solutions that make the entire building envelope more sustainable for customers around the world. We are committed to raising the standards of building solutions by delivering superior quality and innovation while addressing industry needs. Our offerings cover a comprehensive range of residential and commercial roofing, wall and lining systems, insulation and waterproofing solutions for a variety of industries from construction to marine and aerospace. Our powerful portfolio of brands includes Elevate, Duro-Last, Malarkey, GenFlex, Gaco, and Enverge. Holcim Building Envelope is a division of the Holcim Group. Visit HolcimBE.com to learn more.