



# Why Contractors Should Apply to the ARMA Excellence in Asphalt Roofing Awards Program

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By Asphalt Roofing Manufacturers Association (ARMA)



Roofing contractors have outstanding residential and commercial jobs that demonstrate quality and professionalism in the industry.

The Asphalt Roofing Manufacturers Association (ARMA) hosts an awards program that recognizes roofing professionals for their top asphalt roofing projects. The [ARMA Excellence in Asphalt Roofing Awards Program](#) celebrates success stories, best practices, and complex artistry while promoting the core benefits of asphalt roofing systems. Winners demonstrate a high degree of asphalt roofing skill, emphasizing the sheer variety, quality, and ingenuity of both steep- and low-slope applications.

ARMA encourages roofing contractors across North America to submit their best asphalt roofing projects for consideration by **December 1, 2022**. A contractor could earn a cash prize and national prominence by entering the competition. And, of course, there is nothing better than sharing the results of a successful project.



Here are six reasons why roofing contractors should apply to ARMA's awards program.

## 1. Free to Enter

It's absolutely **FREE** to enter! There is no charge to participate in the program, and an applicant may submit multiple entries as long as each project meets the specified [criteria](#). In fact, ARMA recommends submitting several applications to boost the chances of winning. Submissions

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requiring a project questionnaire and high-resolution images must demonstrate exceptional asphalt roofing craftsmanship.

## 2. Monetary Prizes

The **ARMA Excellence in Asphalt Roofing Awards Program** honors award-winning projects illustrating the beauty, affordability, and reliability of asphalt roofing systems.

Winners of this prestigious program receive a monetary prize.

- Gold Award – \$2,000
- Silver Award – \$1,000
- Bronze Award – \$500



## 3. Industry Recognition

Industry recognition and award publicity build credibility, providing a clear and visible nod to the quality of asphalt roofing services.

**Winners of the 2023 Excellence in Asphalt Roofing Awards will receive recognition in national trade media, local media, and promotion on ARMA's website and social media.**

ARMA provides winning companies with press releases, blogs, and wide-ranging coverage, including features in national roofing and building and construction publications. Press coverage on trade websites can benefit public relations efforts and Search Engine Optimization (SEO). Recognition on the ARMA website for the winning project includes a highlight in the roofing gallery. ARMA will promote the winning projects on social media via gallery style and video format, as well as tag the manufacturer, contractor, and other involved parties if possible. Additionally, ARMA will feature non-winning applicants in the #WhyAsphalt social media series throughout the following year.

Moreover, ARMA will recognize winning companies during the [2023 International Roofing Expo](#) from March 7-9 in Dallas, Texas. This a perfect opportunity for contractors to network with

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major asphalt roofing manufacturers and expand business contact lists.



ARMA representatives honor Black Hill Exteriors for receiving the Gold Award during the 2022 International Roofing Expo.

#### 4. Portfolio Building Materials

It is always a great idea to showcase awards won under the company's portfolio. Winning companies will receive an official ARMA certificate and other authority-boosting materials. Award winners can highlight these achievements on their websites, brochures, or proposals. Documenting successful projects that illustrate the benefits of asphalt roofing systems will help professionals build portfolios and homeowners find the best value available in roofing today. Remember to take quality photos for award submissions as jobs are in progress.

#### 5. Boost Reputation

Every company examines strategies to boost its reputation, enhance its credibility, and highlight its achievements – award programs do just that! The **ARMA Excellence in Asphalt Roofing Awards** adds credibility to a company or organization, validating the quality of work and position as an industry leader. The awards program serves as a national endorsement and can enhance the public perception of your brand. ARMA's awards program is unique since the competition can bring your company to the attention of manufacturers and distributors, in addition to improving the reputation of your company to the public. Winning awards help authenticate your business and reinforce the work standard in clients' eyes. Award recognition can attract new customers, investors, or donors and build a culture among employees. By displaying accomplishments and listing awards, crews are proud of their roofing jobs and feel respected.

#### 6. Stand out from the Competition

A quality award in the roofing industry demonstrates exceptional craftsmanship and superior use of product standards set by manufacturers. By submitting notable roofing jobs for consideration, contractors have the opportunity to differentiate the quality of achievements



and services from competitors. Roofing companies must promote their awards and accomplishments since many homeowners may consider accolades an important factor when selecting a roofer. It's also crucial for homeowners to understand the level of quality and safety roofing professionals bring to each job. Awards may provide contractors an advantage over other competitors.

### **Submit a Project Today**

Share the success of your asphalt roofing company and the talent of your hardworking employees. Apply today and join the ranks of some of the most prominent asphalt roofing projects of the year. ARMA encourages a wide range of submissions, including residential, commercial, low-slope, and steep-slope projects. No matter the size or complexity, ARMA welcomes all types of asphalt roofing projects for consideration.

To access the 2023 Excellence Awards submission form, along with the full program guidelines, visit [www.asphaltroofing.org/excellence](http://www.asphaltroofing.org/excellence).

## **About ARMA**

The Asphalt Roofing Manufacturers Association (ARMA) is a trade association representing North America's asphalt roofing manufacturing companies and their raw material suppliers. The association includes the majority of North American manufacturers of asphalt shingles and asphalt low slope roof membrane systems. Committed to advances in the asphalt roofing industry, ARMA is proud of the role it plays in promoting asphalt roofing to those in the building industry and the public.

For more information about ARMA, visit [asphaltroofing.org](http://asphaltroofing.org).

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