PIERPONT

ECO Roof and Solar | Colorado Roofing Company Merges with Texas Firm

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CHALLENGE

Colorado-based ECO Roof and Solar (ECO) has been providing high-level customer support during every step of the roof construction process – new roof installations, storm damage restoration, and more – nationally since 2007. Wanting to tap into Texas' tremendous construction and population growth, ECO expanded to the Lone Star State in 2018 by acquiring Austin-based Assurance Roofing (Assurance) with offices in San Antonio and Dallas

ECO wanted to use the merger news to not only alert the network of its new footprint in Texas but to also tap into new markets, audiences, and prospects with the goal of securing new residential, commercial, and multifamily projects. To do so, it needed to target Texas' top construction media outlets and looked to a Texas PR firm to carry out the task.

RESULTS

Pierpont secured the M&A news in key outlets, such as Construction Dive and Austin Construction News, as well as a feature story in the Austin Business Journal about the Central Texas roofing market and how the company is looking to capitalize on it.