



## Beacon Roofing Supply Updates its Brands

January 16, 2020

Beacon announced that its 40 brands across the United States and Canada that sell exterior products will now operate under the Beacon Building Products brand name. The name reflects Beacon's ability to supply customers with a range of residential and commercial building products, according to the company.

"Beacon is constantly evolving to help our customers be more efficient and grow their businesses by providing products, services and an e-commerce platform unmatched by our competitors," Beacon's president and CEO, Julian Francis, said in a prepared statement. "The new branding supports our commitment to improving the total customer experience by better identifying Beacon as a full-service supplier for building products."

The branding means customers benefit from Beacon's e-commerce platform, its new OTC (On-Time and Complete) Delivery Network, and a newly designed website, according to a company news release.

"Beacon's customers enjoy a partnership that supports their businesses at every stage, from sales to project management to job close-out. We are proud to be raising the Beacon flag in all our markets so that customers can recognize the quality products and services offered on-site and online," Jamie Samide, Beacon's vice president of marketing, said.

The new name and logo will be adopted at over 450 Beacon one-step exterior product branches. Additionally, Beacon has invested in its omni-channel approach and a single website will serve customers by providing connectivity to the Beacon Pro+ e-commerce site and the Beacon 3D+ estimating platform. Beacon's OTC Network has been developed to support in-store and online customers with improved product availability, delivery tracking, and notification.

Beacon's interior, insulation, weatherproofing, and two-step branches will continue to operate under their current brand names.

Herndon, Va.-based Beacon distributes roofing materials and complementary building products. The distributor was the third largest company on the 2019 ProSales 100 list. Beacon operates over 500 branches across 50 states and six Canadian provinces.