

3M Equips Roofing Contractors with Tools to Fight Black Streaks Caused by Algae

Scotchgard™ Sales Training Program turns contractors into specialists

Unightly black streaks on roofing shingles are an all too common eyesore for homeowners, but many are unaware of what causes this issue or how to prevent it. To equip contractors with the right tools to step in as a specialist with a solution, 3M announces the Scotchgard™ Protector Sales Training Program. Participants will become sales specialists in advanced granule coating technology that helps prevent the black streaks caused by algae before they start, including the science behind algae resistance technology, how to identify black streaks vs. other roofing ailments, and how to add value to client interactions by suggesting an effective solution for maintaining beautiful roofs, by resisting the black streaks caused by algae.

Presented together with manufacturing partners ATLAS® Roofing, Malarkey Roofing Products® and PABCO® Roofing Products, the Scotchgard™ Protector Sales Training Program consists of a combination of e-learning modules and in-the-field selling experience that will provide contractors comprehensive background knowledge on black streaks caused by algae and solutions available to combat them.

“Contractors are a homeowner’s direct line to learning about roofing solutions for their home, and we are introducing this training program to help contractors become specialists in the use of shingles featuring Scotchgard™ Protector, that resist black streaks caused by algae,” said Brian Findlay, general manager of 3M Industrial Mineral Products division. “Knowing exactly how to talk about a roofing technology like copper containing granules can give a contractor a leg up, and helps them instantly add value in the eyes of their customers.”

In a series of four flexible e-learning modules, 3M’s experts will walk participants through the origins of black streaks in roofing, how algae thrives, and the science behind copper ion effectiveness. Participants will gain an in-depth knowledge of the Scotchgard™ Algae Resistant Shingle System – and why this system’s rigorous product testing and uniform blend and distribution of copper containing granules makes it a unique solution for homeowners.

“Our contractors are always looking for a way to differentiate themselves, and we at Atlas are excited to help 3M launch this new program,” said Stan Bastek, director of marketing at Atlas Roofing. “The Scotchgard™ Protector Sales Training program will provide our contractors with the selling tools they need to be successful, while building their credibility with homeowners.”

The program includes instruction on best practices for customer communication and value solution selling, along with the opportunity to put learnings to use in real-world customer scenarios – using their knowledge to promote business growth. At the completion of the program, participants receive a customized sales support kit, including customer collateral and a homeowner sales video to help facilitate conversation about solutions for the black streaks caused by algae.

For more information about becoming a Scotchgard™ Protector Shingle Sales Specialist and availability of the program, contact your local sales manager from participating shingle manufacturers featuring Scotchgard™ Protector.

About 3M

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employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at www.3M.com or on Twitter @3M or @3MNewsroom.

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