

December 18, 2019



To: Local & Trade Media

**FOR IMMEDIATE RELEASE**

From: Melissa Lee, Marketing Communications Manager

Duro-Last, Inc.

525 Morley Drive

Saginaw, MI 48601

**(800) 248-0280**

**mlee@duro-last.com**

## Duro-Last<sup>®</sup>, Inc. Welcomes New Directors of Marketing and National Accounts

**SAGINAW, MICHIGAN** — Duro-Last, Inc. is pleased to welcome Andrea Fisher as the Director of Marketing and Dan Ervin as the Director of National Accounts. In the Director of Marketing role, Andrea will oversee and execute the branding and marketing initiatives for all John R. Burt Enterprises' companies which include Duro-Last, Inc.; Oscoda Plastics<sup>®</sup>, Inc.; Plastatech<sup>®</sup> Engineering, Ltd.; Tri-City Vinyl, Tip-Top Screw Manufacturing, Inc., and Anvil Paints & Coatings. As the Director of National Accounts, Dan will oversee the continued growth and development of Duro-Last's network of multi-location national account partners.

Andrea earned a Bachelor of Arts from San Diego State University before she eventually took over ownership of the marketing and communications agency Prancing & Ewend in Saginaw, Michigan. Her extensive career includes a variety of strategic marketing, branding and communication experience, including her most recent role as marketing director of the Michigan-based industrial manufacturing organization MERRILL Technologies Group, Inc. Andrea is also heavily involved in the local community, serving in leadership roles for the Saginaw County Chamber of Commerce, Just for Kids Charitable Foundation, Saginaw Bay Symphony Orchestra, and Saginaw Community Foundation.

"The decision to join Duro-Last and John R. Burt Enterprises was an easy one. They have the people and the products, and they are leaders in the industry," said Andrea. "John R. Burt Enterprises is a forward-thinking organization and I look forward to supporting their branding and marketing efforts into the next chapter of innovation and growth."

Dan earned a Bachelor of Science from San Jose State University before co-founding Envision Real Estate Software. For over 10 years, Dan helped develop and grow the footprint of the innovative software company before successfully orchestrating its sale to a large lending organization. He has since served as a sales leader for a variety of mortgage and lending organizations, including CitiMortgage where he established a reputation as a national motivational speaker through the creation of Connect Events on behalf of CitiMortgage. Most recently, Dan served as Director of Franchise Sales for Berkshire Hathaway HomeServices, and continues to travel the country as a sales and business-oriented motivational speaker.

"This opportunity was a natural fit for me because Duro-Last is an organization that is focused on growth, and my experience has come from building and leading growing teams," said Dan. "While Duro-Last has had tremendous success with their National Accounts to date, it's exciting to be part of a team that is dedicated to growing and nurturing this aspect of their business."

**About Duro-Last<sup>®</sup>, Inc.**

Known as the “World’s Best Roof<sup>®</sup>,” Duro-Last<sup>®</sup>, Inc. is the world's largest manufacturer of custom-fabricated, thermoplastic single-ply roofing systems. Factory controlled custom-fabrication can eliminate up to 85% of field seams, resulting in lower on-site labor costs and easier installation. Duro-Last’s roofing systems are sustainable and extremely durable. Over two billion square feet of Duro-Last membrane has been installed throughout North America. Duro-Last is headquartered in Saginaw, Michigan with additional manufacturing facilities in Grants Pass, Oregon; Jackson, Mississippi; Sigourney, Iowa; Carrollton, Texas; and Ludlow, Massachusetts. For more information on Duro-Last, call 800-248-0280 or visit [www.duro-last.com](http://www.duro-last.com).

###