

# Wild Wind

## A Better Roof for Colorado Springs

*"Winds top 100 mph in Colorado Springs as week of wild weather begins."* —DENVER POST

Colorado Springs is notorious for high wind, often in excess of 100 mph. It's here that Triton Roofing and Solar was born. Triton was created by Justin Baker and Todd Dorpinghaus. Justin and Todd were veterans of the roofing industry and began to notice disturbing trends in poor product support and customer service. This trend was especially alarming given the importance of solid, durable roofs in volatile Colorado Springs weather.



**A rolled semi slows I-25. High winds often overturn large vehicles and damage buildings in Colorado Springs.**

In launching Triton, they decided to do things differently. The emphasis from Day One was on the highest quality, most durable product and the best customer service. Their high standards and attention to detail came from the years of dedicated military service. Justin spent 14 years in the Navy as a Naval Electronic Sensor Operator, Above Water Warfare Director, and Non-Commissioned Officer. Todd retired from the United States Navy with 24 years of service.

The high quality and durability extends beyond roofing, however:

"On the solar side of things, we like to tell people about the environmental benefits, to look to the future, and add value to their home," explains Justin. "Once we install a roof or solar, we don't want to see it again. Our philosophy, our morals, and ethics when it comes to our industry is that we want to install it right the first time. It gives the customer peace of mind that they're getting a good product, a good service, and that we're going to look after them."

## The SolaTrim Solution

Increasingly, Triton Roofing and Solar found it challenging to sell solar systems as customers began to experience panel damage from weather, pigeons, and rodents. Existing solutions were not satisfactory, often employing chicken wire to prevent pest access. In reality, this only exacerbated the problem, as such flimsy solutions could not stand up to the challenging Colorado Springs weather.



The  
SolaTrim  
Solar System  
Protection  
Solution

Then, at a trade show, Triton discovered the SolaTrim® Solar System Protection Solution. From that day on, the solar installation experience was completely different. Once customers they saw how aesthetically pleasing—and rugged—the SolaTrim solution was, it became an easy sell.

Customers immediately recognized that it not only provided protection but added curb appeal to their homes. Many customers thought of the SolaTrim product as an insurance policy against pests, and Triton found that referrals increased once customers added SolaTrim to their purchase.

It was the perfect marriage: Triton's legendary durability, hand in hand with SolaTrim's All-Climate Protective Barrier and the military-grade 3M Commercial Adhesive Technology.

“It’s an excellent product  
that stands up to the high winds  
we experience in Colorado Springs.  
Our customers love SolaTrim  
and we’re proud to offer it.”

**DAVID CRABILL**  
**SOLAR PROGRAM MANAGER,**  
**TRITON ROOFING & SOLAR**