


Company of the Month
TEAM INCLUDES CORTAZZO, DORAN, ALLENSTEIN, KELLY, AND DOBRZANSKI

Kemper System climbs to the top of the liquid applied waterproofing industry

NEW YORK, NY "Selling the best products to the best customers is pretty much what we're all about" said, Steven Cortazzo, president of Kemper System, New York City's leading supplier of fully reinforced liquid resin waterproofing and surfacing systems.

"It's easy to say, but it's much more difficult to live up to. When you're the best in your category, you set the bar for the marketplace. From product development to technical support and from training to customer service, we have to run on every cylinder, every day to live up to our reputation. And now that the market knows about the performance and long term value of liquid applied waterproofing systems, our team has raised the bar even higher," added Cortazzo.

Now we have several competitors who, rather than sell the attributes of their own products, simply compare their products to Kemper System. I guess that says a lot about our product. It's clearly the best

The company's roots go back to 1958 when German scientist Dr. Heinz Kemper, developed a revolutionary liquid-applied polyester resin, which he combined with a polyester fleece to form a fully reinforced monolithic waterproofing membrane. The adaptability and performance, especially in flashings, seams and transitions where most leaks occur, made these systems far superior to traditional roofing and waterproofing systems. Almost immediately, the product was a success and has since been applied to some of the world's most recognized landmarks and most valuable properties. From the Alaskan pipeline to the dome of the Empire State Building; savvy architects, engineers and building owners discovered Kemper System membranes were a build-to-last solution for their most challenging waterproofing projects. In fact, when engineers for Frank Lloyd Wright's Falling Water needed a waterproofing solution, Kemper System was the system of choice.

Mike Doran, director of national sales, has witnessed the growth of Kemper System first-hand. "When I started with Kemper in 1994, liq-


Steven Cortazzo, President

Krzysztof Dobrzanski, Sales Representative

Michael Doran, Director of National Sales

Brian Kelly, Account Representative

uid applied systems were still a well kept secret. But what we found was that for every job we did, two or three more jobs would come in from people who were amazed by the performance benefits the systems had over traditional roofing systems. The fact that our membranes fully adhered to any substrate and were monolithic was just the beginning," said Doran.

"Soon we were getting calls that usually started with - 'well I have a real unique issue that I need to talk to someone about.' Once we stepped in and explained our 'how are systems work,' selling them was easy. It didn't take very long before a number of other companies started selling similar liquid systems. Now we have several competitors who, rather than sell the attributes of their own products, simply compare their products to Kemper System. I guess that says a lot about our product. It's clearly the best," added Doran.

Our goal is to make sure every application is done right the first time. From there, the performance of our products does the rest

In addition to the adaptability and performance Kemper System membranes deliver, unmatched technical support is available for every project. As technical director at Kemper, Paul Allenstein, P.E. knows how critical technical support is to Kemper's customers. "We know that having the best product isn't always enough. If architects don't specify it correctly or contractors don't apply it correctly, the long term performance of the membrane could be jeopardized. That's why we provide technical support at the beginning, the middle and the end of every project. You could say it's another protective layer of the membrane. In our business, you just can't separate tech-

nical support from the product and we never do. In fact, it's a big part of why we lead the market. Done right the first time, every time, has always been our credo," said Allenstein.

Another very important aspect of Kemper System's business is educating architects about liquid resin systems and how they can be used for a wide range of applications. When Cortazzo joined the company 12 years ago, he began what he called "the missionary work" of educating the market about the use of liquid systems. Today, Brian Kelly, Kemper's AIA accredited seminars at architectural firms throughout the metropolitan New York area. "What we find is architects are eager to understand how our systems can be used and many are a bit surprised when we tell them the facts about liquid systems. For example, there is a misconception about environmental

important part of how they surround their customers and their projects. Krzysztof Dobrzanski, who began his career at Kemper as a technical field rep, now manages contractor training and sales for Kemper. "Making sure our approved contractors are well educated in the application of our prod-

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ucts is an important way we support every project from start to finish. Our goal is to make sure every application is done right the first time. From there, the performance of our products does the rest. Recently, we've found more and more contractors are asking to become approved applicators so we've just opened a dedicated training facility that offers a hands-on

seminar about application of liquid resin systems. There no doubt that after attending our seminar, contractors have the tools they need to work with liquid systems and grow their business," said Dobrzanski.

As Kemper System continues to preach its message of built-to-last solutions for the most challenging

waterproofing projects, you can be certain Cortazzo and his team will never lose sight of what made them the market leader. "When you're fighting your way to the top, every project counts. And when you're at the top they count even more," concluded Cortazzo.

For more information about Kemper System visit kempersystem.net.


Kemper System high performance waterproofing products