



**FOR IMMEDIATE RELEASE:**

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**Metro names industry veterans to factory start-up**

Metro Roofing Products has named two roof industry veterans to head up its rapidly growing operations in the United States. The company's roof manufacturing plant is being established in Oceanside, California.

Joe Wilson and Peter Croft will form the nucleus of a management team to bring the company into full production. Metro currently manufactures stone-coated steel roofs in tile shake and shingle profiles.

Wilson, general manager of Metro Roofing Products, is the former technical and operations manager for Tasman Roofing, based in Southern California. He has been involved with the development of granular coated roof panels and plant engineering for 18 years.

In the past 20 years, Peter Croft has worked with the major companies in the stone-coated steel sector, most recently as President of Gerard Roofing Technologies. He has worked closely with regulatory agencies, technical and quality control programs, as well as promotional and marketing aspects of roofing.

While Metro's tile, shake and shingle roof products are already making inroads into both the re-roof and new construction sectors, especially in California, "we're ready to move to the next stage," says Croft.

"We are producing an entirely new generation of roof products, so we need to build the entire operation from the ground up," he says. The company's immediate focus is to complete its factory and manufacturing infrastructure, and simultaneously expand the sales and marketing operation.

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