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## PRESS RELEASE

For Immediate Release

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### PAUL PRIMAVERA JOINS METAL-ERA AS MIDWEST REGIONAL SALES MANAGER

Waukesha, WI—[Metal-Era, Inc.](http://www.metalera.com), the national leader in commercial roof edge and roof ventilation solutions, announces that Paul Primavera has joined Metal-Era as their Midwest Regional Sales Manager. He will be responsible for overseeing and supporting the sales efforts of [Roof Edge Solutions](#), [Edge Systems One](#) and [Airflow Solutions](#) for 14 states.

Over the course of his 15 years in the roofing industry, he has been instrumental in a number of high-profile roofing projects including:

- Dow Chemical's Corporate Headquarters in Midland, MI
- Crate and Barrel's Global Headquarters in Northbrook, IL
- Abbott Labs in Abbott Park, IL
- General Mills in Minneapolis, MN
- Kraft Foods in Northfield, IL
- City of Chicago in Chicago, IL
- Allstate Insurance in Northbrook, IL

“We are very excited that Paul has joined our sales team,” says [Tony Mallinger](#), President. “Paul’s ability to work with architects, roof consultants and roofing contractors will make him a great benefit to Metal-Era’s customers.”

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Prior to coming to Metal-Era, Paul was the Senior Account Representative for twelve years at [Dow Chemical](#) (formerly Stevens Roofing Systems). He was also the Technical Sales Representative at the Garland Company. Paul received his bachelor's degree in business administration from the University of Evansville.

Paul is an active member of the Construction Specifications Institute (CSI) Indianapolis Chapter and the Roof Consultants Institute (RCI) Chicago Chapter. He is an often requested speaker for the American Institute of Architects (AIA), CSI and RCI. His most recent presentations include, "Principles of Commercial Roof Ventilation" and "Understanding ANSI/SPRI ES-1."

For more information about Metal-Era visit [www.metalera.com](http://www.metalera.com), or call 800-558-2162.

#### **About Metal-Era, Inc.**

Celebrating over 30 years of unequaled service in the industry, Metal-Era provides a wide selection of [engineered roof edge systems](#) designed to meet the roofing industry's strictest standards. In 2006 Metal-Era introduced an innovative line of [airflow products](#), to provide commercial buildings with proper intake and exhaust venting. Metal-Era employees and its nationwide network of experienced representatives and distributors are dedicated to providing superior products and personalized service. For more information about Metal-Era, visit [www.metalera.com](http://www.metalera.com).

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