

Not Your Average Contractor

Coatings expert has background in golfing, affinity for flying

In every industry there are exceptions to the rule—those who think outside of the box or raise the bar for their peers in the business. Blair Cunnings, chief executive officer of Barrier Specialty Roofing & Coatings achieves both, and takes the idea of the eccentric contractor to a whole new level. In fact, his story is a combination of a local boy done good paired with quirky hobbies which, in the end, turned out to be beneficial to business.

A University of Southern California graduate who played many successful rounds for the school's prestigious golf team, Cunnings had no intention of entering the family roofing business. He planned to go into the golf course development industry, or perhaps even be a professional golfer. His love of piloting small planes also hinted at a career outside of the trades.

But after a reality check in the world of golf, and a downturn in the commercial real estate industry in which he was working, Cunnings returned to his family's roots in the construction industry and started his own specialty roofing and coatings products company more than a decade ago.

Since then, Cunnings has made his mark on the industry, taking on challenging jobs for prestigious commercial property owners and earning national awards for his applications. He has earned a following in the winery business which has found his coating process to be the perfect match for insulating, sealing and protecting wine tanks.

He also has a number of clients in the cold storage industry who have seen the advantages of his coatings products. And, a handful of multi-national corporations have hired Barrier Specialty Roofing & Coatings to provide state-of-the-art roofing coatings for their commercial buildings.

Cunnings has even taken on a job restoring helicopter hangars at a San Diego Naval base that is on the National Federal Register of Historic places. But that's another story that involves an eight-man crew balancing on arched rooftops, preventing overspray on nearby cars and copters, and battling the local seagull population.

The bottom line for Cunnings is that he is an example of a Central Valley boy who started a Valley-based business that is now at the height of its industry. Barrier Specialty Roofing & Coatings has earned a reputation among wineries such as Charles Krug, Cline Cellars, Gallo, Halter Vineyards and La Familia. He has impressed the likes of Costco Wholesale, Xerox, P.G. & E., Blockbuster Video and Budweiser with his work at their facilities. He has been successful in his own backyard with jobs at Valley Wide Beverage, Children's Hospital Central California, Fresno Unified School District, The Big Fresno Fair and Wawona Frozen Foods.

Cunnings said his success is based on some pretty basic principals that have continued to pay off. "I out-work

everybody, I earn new business through glowing referrals and I am typically personally involved in each and every job," Cunnings said.

He also takes pride in bringing a truly professional approach to the construction industry. "We have always stayed on top of roofing technology and have been ahead of the curve in getting the next best product," said Cunnings. "We also train and keep qualified employees, offer bonuses for a job well done and promote a family atmosphere."

Cunnings and his technically trained Barrier Roofing crew are so sure that he can help you maintain your long-term investment in commercial property that he offers free evaluation of your roofing or coating need. "If your commercial property is not adequately protected and maintained it can cost you valuable time and money," Cunnings said. "The time to evaluate your facility is now, before you are caught off-guard by the elements."

Barrier Specialty Roofing & Coatings provides state-of-the-art sprayed roofing and coating systems for commercial, industrial and residential structures of many types. The company's technicians have applied over 8 million square feet of roofing and coating products to projects throughout the state. These products include polyurethane foam, metal roof coatings, acrylic restoration coatings, cold storage coatings and tank insulation products. After determining which product is appropriate, Barrier uses experienced, trained technicians to apply the roofing or coating materials.

In addition to providing peace of mind, Cunnings said the products he applies offer commercial property owners long-term protection of their structures; prevent leaks, rust and insulation problems; help deter corrosion and roof shifting; and increase the beauty, durability and safety of the workplace. Property owners will also reap financial benefits in that Barrier's coatings often decrease energy costs by as much as 50 percent.

Cunnings is no new-comer to the specialty coatings industry. He has more than a decade of experience as CEO of Barrier, is a fourth-generation coatings expert in the Central Valley.

The company is also a member of the National Roofing Contractors Association and the Sprayed Polyurethane Foam Association. Barrier's services are backed by a minimum 10-year leak-proof warranty.

While Cunnings' current gig as a roofing contractor may not always be as exciting or eccentric as his foray into golfing and flying, he certainly has made an impact on the industry and on his diverse group of clients.

For additional information on Barrier's products and services, please call 877-233-2003 or visit the company Web site at www.barrierroofing.com