

307 IMPERIAL ROOFING
& CEDUR SYNTHETIC
ROOFING PRODUCTS

NATURAL aesthetic

A NATURAL AESTHETIC
THAT OFFERS ULTIMATE
PROTECTION

by
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—Cruz Moreno, Owner, 307 Imperial Roofing

SITUATED IN THE NORTHWEST CORNER OF WYOMING NEAR GRAND TETON NATIONAL PARK, YELLOWSTONE NATIONAL PARK, AND WORLD-CLASS SKI RESORTS SITS THE TOWN OF JACKSON. RESIDENTS HERE EMBRACE THE EXTREME WEATHER AND WILDERNESS THAT DEFINES LIFE IN THIS RUGGED LANDSCAPE, AND THE BUILDERS AND CONTRACTORS WHO MAKE LIFE HABITABLE ARE EXPERTS AT PROVIDING LUXURY, SECURITY, AND COMFORT. 307 IMPERIAL ROOFING HAS BEEN JACKSON’S PREMIER TRUSTED ROOFING SOLUTION FOR 15 YEARS, AND THEIR QUALITY WORK IS ON DISPLAY THROUGHOUT THE AREA.



ROOFING IN JACKSON HOLE VALLEY

Since 2010, 307 Imperial Roofing has provided expert service and quality installation to area homeowners. They have amassed multiple commendations over the years, most recently in the *2025 Best of Jackson Hole - Home Improvement category*. 307 is also certified by numerous industry professionals such as FORTIFIED, Ma-
larkey, Carlisle, CertainTeed, and Tesla Energy.

Because of the often harsh weather, 307 offers an array of roofing options designed for an extreme four-season climate. Here in the Rocky Mountain West that is no small feat, as snow, ice, hail, wind, fire, and high-altitude sun are the rule rather than the exception.

Teton County recently banned new installation of wood shake roofs in the wildland-urban interface zone in an attempt to mitigate fire risk and save lives. As a result, 307 had to reevaluate their material offerings, and one option rose above the rest. “With the recent ban on wood shake, we had to find an alternative that not only met modern safety requirements but also preserved the natural, rustic charm that defines our neighborhoods,” says 307’s owner Cruz Moreno. “CeDUR synthetic shales are designed to replicate the authentic look and texture of wood while offering improved durability and lower maintenance. They also offer a 50-year warranty, which is very impressive.”

CEDUR SYNTHETIC SHAKES SET THE HIGHEST INDUSTRY STANDARDS

CeDUR Synthetic Roofing Products were developed in Colorado at a time when fire-safe community building was a new concept. As builders, manufacturers, and insurance companies began collaborating to develop more resilient and durable materials, CeDUR emerged as an early leader in fire-resistant roofing material. "Our first CeDUR roof was installed in 1998 and that roof is still standing, evidence of our product's proven longevity," says CeDUR Sales Director Konrad Bolowich. "We are constantly testing and innovating our product lines with rigorous twice-yearly certification by QAI Laboratories, an independent third-party organization serving the building industry," he adds. And because CeDUR handles 100% of the sourcing, production, and sales from their state-of-the-art manufacturing facility in Aurora, Colorado, they maintain complete oversight of their supply chain,

product development, and quality control. As a result, CeDUR continues to achieve two of the highest industry standards: Class 4 Impact Rating and Class A Fire Rating.

Over the decades, CeDUR's distribution has expanded worldwide, demonstrating that its application is global for an array of climates and design traditions. Here in Wyoming, its appeal is undeniable for sophisticated tastes that blend modern and classic architecture. "CeDUR shakes are the best fit for clients looking to balance warmth with modernity. Contemporary trends come and go, but CeDUR's traditional aesthetic is lasting and can make any style feel like home," says Konrad. "The beauty of CeDUR is that it captures the look of real wood shake so well that most people can't tell the difference. But unlike real wood, we don't have to worry about rot, fire risk, or constant maintenance," adds Cruz.

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A PARTNERSHIP BASED ON QUALITY, TRUST, & PROTECTION

307 has a team of 65 employees who all specialize in CeDUR installation. With 60% of their business being roof replacement and 40% being new construction, the team is well-versed in CeDUR's installation process. 307 also offers an array of roofing services such as snow removal, steel gutter installation and repair, home inspection services, and waterproofing. They are constantly interacting with reps and staying in touch with installation guidelines and industry standards agencies, and they note that CeDUR's support is top-notch. "CeDUR's sales and service departments are pleasant and very helpful. We feel supported by their team, and together we work hand in hand to offer the client the best roof with the best product," says Cruz.

The CeDUR team is equally devoted to their customers, both the homeowners and the contractors. "307 Imperial Roofing is a 'Main Street' business, and as a Made in America brand, we value relationships that support local economies, push the industry forward, and improve the life expectancy of homes. We share a core set of values and it makes Cruz and his team a pleasure to work with," says Konrad. CeDUR Marketing Director Jason Hyland adds, "307 is a phenomenal partner. They are a trusted roofing solution because they're invested in giving homeowners long-term peace of mind."

The partnership between 307 Imperial Roofing and CeDUR Synthetic Roofing Products provides the safety, security, and serenity that homeowners deserve. Especially in communities like Jackson where fire safety is paramount, partnerships like these are priceless. "Fire prevention is family protection," says Konrad. "And CeDUR stands out because of their Class A fire rating. It gives homeowners peace of mind," adds Cruz. ■ whj PROFILE