



Roof Maxx

Turning Back the Clock on Shingles with Roof Maxx



By infusing shingles with a bio-based oil formulation, Roof Maxx eliminates the need for premature replacement, saving property owners the staggering costs and labor-intensive process of tearing off and installing new roofs. With Roof Maxx, multifamily property managers can extend the life of their roofs, reduce maintenance expenses, and minimize disruptions—all while making an environmentally sustainable choice.

“Before roof rejuvenation, asphalt roofs faced inevitable aging with no way to extend their lifespan. We led the charge by introducing this revolutionary

solution, transforming how roofs are maintained,” says Mike Feazel, Co-Founder of Roof Maxx.

A Game-Changer in Roofing

The story of Roof Maxx began with brothers Mike and Todd Feazel, who spent 25 years running one of the largest roofing companies in the U.S. During that time, they noticed a troubling trend—changes in oil refining processes had reduced the natural asphalt content available for shingles, compromising their durability.

Faced with this growing problem, the Feazels sold their roofing company in 2013 to focus on sustainability. Their search for innovative solutions led them to Battelle Laboratories, the world’s largest private research and development organization. Through cutting-edge advancements, Roof Maxx was born.

The company’s flagship product uses soy fusion technology to restore the flexibility and waterproofing properties of asphalt shingles. By soaking shingles in bio-oil derived from soybeans, Roof Maxx rejuvenates aging roofs and

Asphalt shingles dominate the U.S. steep-slope roofing landscape, covering 80 percent of residential and multifamily properties. However, their biggest flaw is hidden in plain sight—like asphalt roads, these shingles dry out as the oil in the asphalt evaporates, making them brittle and prone to cracking. This gradual deterioration exposes roofs to leaks and damage, creating headaches for property owners.

The real challenge, however, comes next—replacement. For multifamily property managers, replacing brittle shingles across multiple units is a logistical and financial nightmare. Repairs pile up, tenants are inconvenienced, and budgets take a hit. This endless cycle of drying, cracking, and replacing asphalt shingles isn’t just a maintenance issue—it’s a costly drain on resources that demands a better solution.

Enter Roof Maxx, a transformative innovation redefining the roofing industry with its pioneering roof rejuvenation technology. Using a plant-based, eco-friendly formula, the company restores the flexibility and water repelling properties of existing shingles, effectively reversing the drying process without requiring replacement.



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Inside Roof Maxx’s Treatment Process

Roof Maxx employs a simple yet highly effective process to extend the life of aging roofs. Once a property manager contacts the company, a certified technician assesses whether the roof qualifies for treatment. Impressively, approximately 90 percent of residential roofs and 80 percent of multifamily roofs qualify for rejuvenation. Before applying the product, the team conducts a ‘roof tune-up’ to address minor maintenance needs.

The treatment is then sprayed onto the shingles at a rate of one gallon per 100 square feet within a couple hours, restoring their flexibility and resistance to extreme weather conditions.

The results are remarkable—treated shingles meet the same flexibility standards as brand-new shingles, as confirmed by American Society for Testing and Materials (ASTM) testing conducted on 17-year-old shingles at The Ohio State University. This process delays costly replacements and improves the roof’s appearance, making it look brighter and more cohesive.

Proof of Performance

Roof Maxx’s effectiveness has been repeatedly proven in real-world applications. One standout case involves Skylight Real Estate Partners, where Director of Construction Jonathan Castelli oversees renovations and capital expenditures for properties across New York, New Jersey, and Florida.

Initially skeptical, Castelli tested the technology on ten buildings in New Jersey, an area known for its harsh winters

and summers. After the application, severe storms hit the region, and the results spoke for themselves—roofs treated with Roof Maxx remained intact, while untreated roofs suffered significant shingle loss. Impressed by the outcome, Castelli expanded the treatment to another ten buildings, achieving similarly positive results. Beyond durability, the treatment enhanced the properties’ curb appeal, making the shingles look refreshed and vibrant.

Roof Maxx’s reputation extends further, with endorsements from high-profile clients like LivCor, the largest multifamily REIT in the U.S., and Roof Management, the world’s largest roof asset

manager. Roof Management has integrated Roof Maxx into its global specifications, underscoring the product’s proven value.

Sustainability Meets Savings

Roof Maxx’s technology benefits not only property managers but also the environment. Roof replacements generate significant construction waste that ends up in landfills. Roof Maxx helps reduce this waste while conserving resources. The product is non-toxic, and safe for people, pets, and the environment.

Financially, the savings are undeniable. Roof rejuvenation costs only a fraction of a full roof replacement, allowing property managers to reallocate funds to other pressing needs.

Reviving Roofs and Reshaping the Industry

Roof Maxx is more than just a product—it’s a paradigm shift in roof maintenance. Through partnerships with American soybean farmers and rigorous testing by institutions like The Ohio State University, the company is setting a new standard for sustainability and innovation.

With over 350 dealers across the U.S. and a proven track record of success, Roof Maxx is poised to continue its leadership in roof rejuvenation for years to come. For multifamily property managers grappling with tight budgets and aging roofs, Roof Maxx offers a simple, sustainable, and effective solution—proving that sometimes, rejuvenation is better than replacement. 