

# WHEN IT COMES TO METAL, THEY'VE GOT YOU COVERED

Value, strength and durability are the cornerstones of *Premium Panels'* metal panels business

by Robyn M. Feller



Premium Snap 450 panel in Vail, Colo.



Premium Lock 200 mechanical panels in A606 rusty steel.

**W**ith 14 years of experience in the roofing industry under his belt, Jeff Patch started Premium Panels in 2000 with a single panel machine purchased with the money raised from the sale of his beloved Harley Davidson motorcycle. Jeff quickly moved his one-man business from his garage into a storage unit, then to a larger warehouse, eventually landing in the 35,000-sq.-ft. Denver warehouse where the now 35-person company currently resides.

With accolades and achievements that include being named the 2016 Outstanding Arvada Business, a place on the list of 2015 Colorado Companies to Watch, Business Recognition Award, Certificate of Special Congressional Recognition and Outstanding Small Business Award, it is clear that Premium Panels lives up to its driving philosophy of value, strength and durability. As Jeff shares, "We know how we'd want it to go if we were buying the materials, so we try to do the same thing. We always strive to give the customer the best service at the best price and within the best timeframe. We try to be fair and to discuss what they need or don't need, letting them know upfront what they can expect. Our success is built on honesty. We don't promise things we can't deliver."

With their work split fairly evenly between commercial and residential projects, Premium Panels does it all when it comes to the arena of manufacturing metal panels. As their tagline states, "Whether it be roofing, siding or gutters—we've got you covered." They go beyond the basic product line, too, taking on a good deal of custom work for contractors, owners and suppliers.

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The Premium Panels team gather in front of the company headquarters in Arvada, Colo.

### SERVING CUSTOMERS BIG AND SMALL ...

Jeff is quick to point out the benefits of choosing Premium Panels over a large, national manufacturer. He explains, "We can usually get the job done faster than the larger companies; most need a four- to six-week lead time while we're usually two weeks." More than just the time savings, Jeff proudly notes that no job is too big or too small. "We'll work with someone who comes to us whether they have a 500-sq.-ft. panel job or a 500,000-sq.-ft panel job. We've done everything from complete condo projects to a single bay window. We're happy to help wherever it is."

Furthermore, their ability to handle often-challenging jobsite logistics, particularly in the local mountain region, is a real value-add to their customers who need materials delivered directly. Premium Panels' crew does jobsite roll forming, driving up a mountain road with little or no access to them. Jeff says, "We can get our machines and our truck into most places—the larger national companies can't always do that. Plus, a client can tell us the day we get there what length panels they will need. We can show up at jobsite and run the exact measurements the installer needs since they may not be able to know that six weeks or more in advance."

### ... AND NEAR AND FAR

While Premium Panels serves the Colorado region, their service is not bound by geography. They've crated and freighted their panels, put them in containers onto ships for such far-off projects as air force bases in the Falkland

Islands and Japan. Slightly closer to home, their product has made its way to such locations as Lake Tahoe, Idaho, New Mexico, Texas and Florida—to name a few.

### WHAT'S NEXT?

Not only does Premium Panels strive to offer the very best service possible, they also stay ahead in terms of technology and new products. Gearing up to take on any project that comes their way, the company recently added a 21-foot auto folder as well as a complete slit and reroll line for processing master coils. As a company built on word of mouth and repeat business, Jeff and his team have served their clients well. He concludes, "We have some of the same customers we have had from day one. Being in business for 17 years, that says a lot."



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