



Craftsmen of the highest level



Your Partner for Roofing Excellence



A Proud History Stretching Back Over 90 Years

Established in 1929, General Asphalte has a track record of excellence and reliability that few others can match. For over 90 years, General Asphalte has been delivering high quality roofing projects across the UK and has become the trusted partner for a range of clients in both the public and private sectors.

From its base in the heart of the Midlands, General Asphalte carries out a wide range of flat and pitched roofing works in all sectors of the market. Whilst particularly strong in education, we also have valuable experience in other key sectors such as healthcare, leisure and residential.

Whether the project's new build or refurbishment, large or small, you can be sure that General Asphalte will provide long-lasting weatherproof protection that won't let you down.

Committed to the Highest Standards

General Asphaltte believes that quality roofs are installed by quality people. It has therefore implemented a programme of regular operative and management training to ensure that the highest standards are met on each and every project.

This disciplined approach to ongoing improvement provides General Asphaltte with the knowledge and expertise to help clients achieve outstanding results and unrivalled peace of mind.

We are also fully committed to developing and improving the wider roofing and construction industry. As such, we are active members of the major trade associations, and play a pro-active role in helping drive up standards of workmanship.



Expert Advice You Can Trust

The roof is usually a building's first line of defence against the elements, and often protects expensive or sensitive assets beneath. Selecting the best method of waterproofing, therefore, is not a decision that should be taken lightly.

Underlying the deceptively simple surface of a flat roof are many complex factors, each requiring expert assessment. Thermal and environmental performance, condensation risk analysis, structural deck properties and the nature of the building itself are all important considerations that must be taken into account. That's why General Asphaltte has a dedicated team of estimators and technical consultants who are on hand to help clients make the right long-term waterproofing decision.

A Partnership Approach We Think You'll Like

At General Asphalte, we believe that the best results are achieved through effective team-working and communication. Over the years, we have built up excellent relationships with key parts of the supply chain, including product manufacturers, main contractors, specifiers and clients alike, to ensure that projects run smoothly without any hassles or unnecessary complications.

Our dedicated approach to fostering close partnerships across the supply chain helps to reduce costs and meet deadlines, whilst also ensuring that health and safety standards on site are not compromised.

Our Clients

General Asphalte is trusted by a wide range of prestigious clients, including:

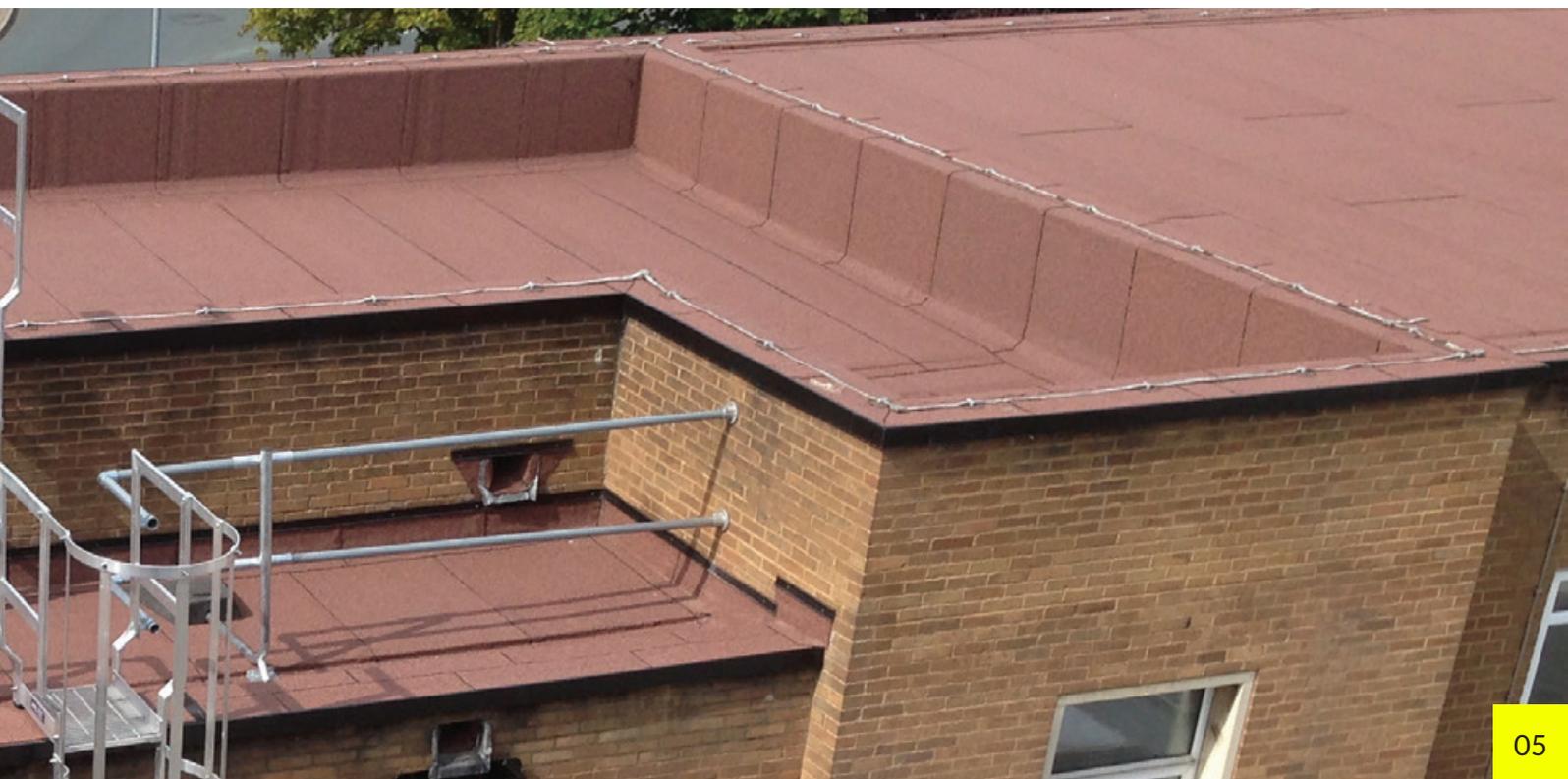


“We believe that the **best results** are achieved by working in **partnership** and **communicating** effectively.”

Versatility Across Multiple Systems

Whenever you are looking to select an appropriate waterproofing system to provide long-term protection for your building, you will also need a skilled roofing specialist with relevant expertise. General Asphalte operatives are all experienced, apprentice-trained installers, working in traditional three to four man teams with an expert chargehand. We work safely and considerately at all times and are independently accredited by leading industry bodies such as CHAS, BSI and the NFRC's Competent Roofer scheme.

At General Asphalte, we also carefully select the range of materials that we work with, and are proud to be approved installers of the industry's leading system manufacturers:



An enviable reputation built on **quality workmanship** and **reliable service**



Selecting the Best Long-term Solution

There are many roof waterproofing systems available on the market today, and each one will tend to offer individual characteristics that are suited to particular structural factors or client requirements.

In flat roofing, for example, built-up felt roofing (BUFR) offers reliable, cost-effective multi-layer protection, whilst cold applied liquid roofing systems provide flame-free installation and a seamless finish. Similarly, in pitched roofing, certain projects may demand the use of natural slates whilst others require a more fast-track, robust method of waterproofing such as lightweight metal tiles. We also consider the environment in everything we do, and can offer a range of sustainable and recyclable waterproofing options that help to reduce carbon output.

Committed to the Highest Standards

Whatever the system that is chosen, you can be confident that General Asphalt has the experience and expertise to deliver first class results. Our versatility sets us apart from many other roofing contractors and means that we can professionally install all of the major systems, including:

Flat Roofing

- Built-up Felt Roofing
- Cold Applied Liquid Roofing
- Green Roofs

Pitched Roofing

- Traditional / Natural Slating
- Concrete and Clay Tiling
- Lightweight Metal Composite Roof Tiles
- Flat to Pitch Roof Conversions

Health & Safety and quality workmanship are of paramount importance to us, and we regularly invest in our people to ensure consistently high standards on site. In addition to our roofing operatives, we also have a number of trained craftsmen that are able to carry out a range of additional specialist building works as required, such as carpentry and asbestos removal.





Craftsmen of the highest level

The General Asphalt Company

11a Palmers Road
East Moons Moat
Redditch
B98 0RF

Tel: 0121 643 1846
Email: reception@generalasphalte.co.uk

www.generalasphalte.co.uk