

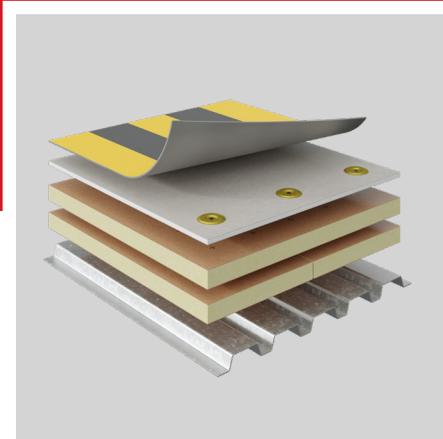
Project Profile

Innovation from the Top Down: A Bold, Custom Roof for Austin Hose Headquarters

About Austin Hose

As a leading supplier of hoses, fittings, and accessories for industries such as agricultural, oil, and gas, Austin Hose has built a reputation for hands-on innovation. With multiple locations across the U.S., the family-owned company prides itself on developing customized solutions for its customers.

When the time came to redesign their headquarters in Amarillo, Texas, Austin Hose wanted to make a statement—setting out to build the “coolest building in Amarillo.” Working closely with Playa Design Studio and Tecta America Amarillo CS, the team developed a 100,000 square foot roof that reflected the company’s bold vision.



Project Summary

- Roofing System: EverGuard® TPO 60-mil Smooth Membrane in a custom Goldenrod yellow and Slate Gray design
- Fastening Method: GAF Induction-Weld System
- Key Features: Custom color matching, innovative installation approach, and strong uplift resistance
- Scale: 100,000 square feet

Job Details

- Location: Amarillo, TX
- Roof Size: 1,000 Squares
- Completion Date: September 2023
- System Type: TPO
- Building Type: Industrial

We protect what matters most™

GAF

Challenges

From the outset, the project required out-of-the-box thinking to balance functionality, cost-efficiency, and aesthetics. The key challenges included:

- **Metal Deck Design Constraints** – The metal deck provided in the building package had flutes too wide for standard polyiso insulation, making traditional installation methods unfeasible.
- **Surface Temperature Variations** – The combination of gray and yellow TPO membranes created temperature differentials during installation, requiring extra precision in welding to ensure proper seam adhesion.
- **Custom Branding Integration** – Austin Hose wanted a roof that visually reflected their brand, requiring a custom shade of yellow not readily available from most manufacturers.

With these challenges in mind, the project team needed an innovative solution to achieve the company's design and performance goals.

Solution:

To address the metal deck issue, Playa Design Studio and Tecta America Amarillo CS devised a creative approach—flipping the U-panel roof deck upside down.

"We challenged the norms by turning the U-panel roof deck upside down, which worked perfectly to remain cost-effective by eliminating the need for flute fill insulation," said Tyler Rathburn, Project Manager, Tecta America Amarillo CS.

Building on this innovative foundation, Tecta America Amarillo CS:

- Used GAF's Induction-Weld System to fasten directly into the purlins, ensuring quick installation and strong uplift resistance
- Navigated weather-related challenges with a flexible, non-adhesive approach
- Collaborated with GAF Design Services to custom-match the Goldenrod yellow from Austin Hose's logo, creating a seamless brand integration

"It was difficult to find a manufacturer capable of providing us with the custom shade of yellow that we needed, until we worked with GAF Design Services," said Mason Rogers, Architect/Owner, Playa Design Studio.

The final design featured long horizontal stripes that subtly referenced the hose industry, reinforcing Austin Hose's identity through both functionality and aesthetics.

A Vision Brought to Life:

Thanks to collaborative problem solving, expert craftsmanship, and bold design choices, Austin Hose now has a headquarters as innovative as the company itself.

"Our team takes pride in maintaining open lines of communication with architects and contractors to be able to consistently bring projects across the finish line," shared Melanie Miller, Senior Design Service Specialist, GAF.

With a standout design, strong performance, and cost-effective installation, Austin Hose has succeeded in creating one of Amarillo's most unique buildings—a true reflection of their hands-on approach to business.

About the Contractor:

Tecta America Amarillo CS — Amarillo, Texas

Originally founded as Construction Services in 1943 in Vernon, Texas, Tecta America Amarillo CS — a GAF CoatingsPro+ and PlatinumElite™ Contractor — has evolved into a specialty commercial roofing contractor, known for handling complex, large-scale projects. Relocating to Amarillo in 1963, the company specializes in:

- Commercial & industrial roofing
- Re-roofs & metal roofs
- Leak repairs, preventative maintenance & coatings
- Inspections & custom sheet metal fabrication

With decades of expertise and innovation, Tecta America Amarillo CS continues to deliver high-quality roofing solutions across Texas.



"GAF was really great at getting us all of the custom color materials that we needed, including the yellow TPO membrane."

Mason Rogers

Architect/Owner, Playa Design Studio



Visit gaf.com/projectprofiles

We protect what matters most™

