

Eagle Roofing Products Boosts Sales Force in Emerging Markets

The recently added Account Representative position will service customers throughout Idaho, Eastern Washington, Montana and Wyoming.

RIALTO, Calif. ([PRWEB](#)) May 03, 2018 -- Eagle Roofing Products is pleased to announce the addition of an Eagle Account Representative in Boise, Idaho as a part of the company's New Market Development effort. This new role was assumed by Craig Bailey on April 15, 2018.

Bailey has played a key role in the company's multi-faceted initiative since its launch in 2015, creating awareness in the non-core tile roofing markets of Georgia, Alabama, North Carolina, South Carolina and Virginia as the Southeast Region Eagle Account Representative. Before taking on the role of pioneering the Southeast emerging market, Bailey was an Eagle Account Representative in the Northern California region for seven years.

His new position will be servicing customers in Idaho, Wyoming, Montana and Eastern Washington, with the objective to educate consumers on the features and benefits of concrete roof tile, positioning it as a valuable alternative to other roofing materials by calling on all customer types and facilitating those relationships, with a special emphasis on roofing contractors. With his 11-year tenure at Eagle, Bailey's extensive knowledge of the product and industry as a whole has made him the ideal choice to further this initiative in making the Northwest a premier concrete roof tile market.

"I am thrilled about the company's New Market Strategy for markets that are mostly utilizing 'other' roofing materials," said Bailey. "Concrete roof tile has the potential to be successful in every market in the country and being a part of a team that has that as its primary focus is very exciting."

Craig Bailey can be contacted via email at CraigB@eagleroofing.com or phone at (704) 579-3838. To learn more about Eagle Roofing Products, visit www.eagleroofing.com.

About Eagle Roofing Products

Eagle Roofing Products is a division of Burlingame Industries, a California based, privately held family organization that has been in the concrete roof tile industry for over 40 years. Founded in 1989 with five employees, Eagle has grown to four manufacturing plants, five design centers and a work force of 700 employees. As the largest USA made, USA owned concrete roof tile manufacturer in the United States, Eagle Roofing Products specializes in providing concrete tile roofing solutions for the building industry.

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