



a manufacturing plant, is a potential customer for us,” says Waleska Rivera, who worked for Danosa for many years before acquiring the company in 1994, and becoming its President.

Today, Danosa Caribbean has the capacity to manufacture over 164 million square feet of roofing membranes per year – that’s 1,642,500 rolls. Although the company has only 50 employees who work at its plant, office, and three warehouses, Danosa represents more than 2,000 indirect employees within its network of suppliers and clients. More than 70 percent of its raw materials are purchased locally, and all of its distributors and installers are independent roofing contractors who install its products.

Rivera maintains that there are no other plants like hers in the Caribbean. “That being said,” she demurs, “we do compete with everyone else that manufactures

materials like ours, or similar to ours, that may come from Europe, or South America, or the United States.” Nonetheless, Danosa’s products represent more than 70 percent of the Puerto Rican market, largely because of the company’s commitment to quality, price, and maximizing client satisfaction. “We are a family-owned company but we work like a multi-national as far as productivity, efficiency, and service,” she says. “And if somebody needs service, it’s very easy to find us after being in the same place since 1978.”

In addition, Danosa continues to stay abreast of the industry’s technological advancements and, over the years, its products have evolved to meet the changing needs of the marketplace. “We have new products that have been developed in the last four or five years, such as self-adhesive products, products for underlayment, products for green roofs, and products with a finish that are Energy Star-rated, as well as, expanding our

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