

Global Innovation's Endureed become only synthetic thatch to gain Florida Product Approval



LAKE CITY, FL – December 22nd, 2016 – Global Innovation, manufacturer of Endureed Synthetic Thatch Roofing, announced today that they have gained Florida Product Approval. The approval became official on November 15th, 2016, and is an impressive addition to the multiple certifications the Endureed brand has obtained in its nearly two decades of product history.

Amongst other factors, Florida has the most hurricane landfalls in history, making it easy to understand why the state's building codes are some of the most stringent in the United States. With this approval, Global Innovation's full line of synthetic thatch products are now the only synthetic thatch in the world to have gone through this rigorous testing schedule.



Endureed Synthetic Thatch is hurricane wind-rated up to Category 5 strength, and is also Class 'A' fire-rated, giving Global Innovation a leg up on the competition. According to Senior Sales Executive, Luke Sparks, having the Florida Product Approval greatly increases the company's chances of being specified on future projects. Regarding past experiences, Sparks explained that "in most cases, the first question we were asked is 'what's your Florida Product Approval number' so this is a big win for Global Innovation."

As a pioneer in the synthetic thatch industry across the United States and worldwide, Global Innovation has two synthetic thatch product lines, both guaranteed for 20 years. These include the flagship Endureed Regions Series and their most recent innovation, the VIVA Series. Owner of Global Innovation, Abram Huber, created Endureed Regions almost 17 years ago, and it has now grown to contain six authentic designs that recreate native natural thatching from any region in the world.



The original Endureed thatch was installed nearly 17 years ago at a well-known theme park and still looks strikingly similar to the day it was installed. According to Huber, 'VIVA Palm was created with a broad range of consumers in mind, and is engineered to fit any thatching need. From five-star resorts to backyard tiki huts, VIVA Palm is a brilliant thatching solution.' With the recent Florida Product Approval, the company has opened the door to new opportunities and is looking forward to what the future will hold for the Global Innovation brand.