

Molson Coors Brewery

Contractor: Douglass Colony Group

Interviewed: Aaron Harvey, Construction Executive

Project Duration: Feb. 2023 — Aug. 2024

Region: Golden, Colorado, U.S.A.



PROJECT OVERVIEW

Located in the heart of Golden, Colorado, the new Molson Coors Brewery—nicknamed “G150” to commemorate 150 years of brewing—is a forward-looking, high-performance facility built from the ground up. This brewery includes production areas, fermentation halls, cold storage, and administrative offices, all designed and built for energy efficiency, operational scalability, and durability.

Installed by a licensed Elevate applicator, Douglass Colony Group, the brewery’s roofing system was designed for long-term durability and performance. This project earned Douglass Colony the 2025 Elevate Excellence Award in the “Durability” category, recognizing exceptional, robust roofing systems that stand up to the toughest conditions. Their expert installation delivered a resilient, high-performing system that meets the demands of an ambitious design and challenging project environment.



INSTALLATION CHALLENGES

At nearly 150,000 square feet and spanning 18 distinct roof areas, this project demanded precise sequencing and expert coordination. Each zone varied in elevation and purpose, with unique requirements for different parts of the facility—offices, production areas, and cold storage. The design was further complicated by the presence of over 100 fermentation tanks, each attached to a roof-mounted concrete curb approximately 35 feet in diameter. To seal these curved penetrations, Douglass Colony Group used Elevate UltraPly™ TPO XR fleece-backed membrane, creating a watertight bond with the roof where typical flashing methods wouldn't suffice.

Roofing work began in the middle of winter against sub-freezing temperatures and adhesive limitations. As a result, the team relied on heated storage solutions and nightly tie-ins. Access was another hurdle—many roof sections couldn't accommodate standard adhesive carts—so the Douglass Colony crew adapted by retrofitting equipment with 150-foot heated hoses, allowing them to reach all areas and keep the project on schedule.

THE SOLUTION

ROOFING SYSTEM SOLUTION

Midway through the planning phase, an Elevate UltraPly™ TPO system was selected for its balance of long-term durability and cost-effectiveness. The crew installed an 80-mil XR Platinum fleece-backed membrane adhered with an Elevate bonding adhesive. This combination delivers reliable protection from wind and precipitation with clean, single-weld seams measuring 1.5 inches wide.

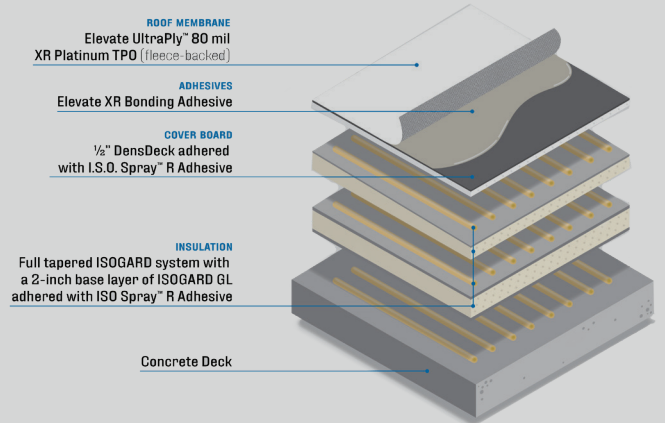
The insulation includes a fully tapered ISOGARD system, starting with a 2-inch base layer, a tapered layer, and custom-sloped variations to promote drainage. A 0.5-inch DensDeck® Prime coverboard is then applied on top, securely bonded with I.S.O. Spray™ R.

With weather a factor throughout the installation, the Douglass Colony Group team followed strict protocols for staging, temperature management, and sequencing. The result is a seamless, high-performance roofing system that reflects both the technical demands of the brewery and the craftsmanship of the team that installed it.

PROJECT HIGHLIGHTS

The roofing system installed at Molson Coors G150 is backed by a 20-year Elevate Red Shield™ Warranty with 120 mph wind speed coverage, providing long-term confidence for a facility designed to run 24/7. Its white, reflective UltraPly™ TPO membrane contributes to the brewery's sustainability goals, supporting energy efficiency while standing up to Colorado's strong UV exposure.

"This project had everything—scale, complexity, winter conditions, and curved tanks everywhere you looked. It took some improvising, and definitely the right people," said Aaron Harvey, Construction Executive at Douglass Colony Group. "I'm just proud to see it finished and performing the way we knew it could. The performance of Elevate products made it that much easier to deliver."



MATERIAL CHOICES

Membrane and Attachment Membrane

- Membrane: UltraPly™ Platinum TPO XR Membrane Specs: 80 mil TPO Fleece-Backed
- Adhesive: Elevate XR Bonding Adhesive

Cover Board

- 1/2" DensDeck adhered with I.S.O. Spray™ R; Bonding Adhesive

Insulation

- Full tapered ISOGARD system with a mechanically fastened 2-inch base layer of ISOGARD GL adhered with ISO Spray R

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*The thermal performance of ISOGARD polyiso insulation is up to 40% better than major competitors when tested by an independent third party in cold temperature 40°F (4°C) applications according to ASTM C1289 standards. The increased R-value per inch means better thermal performance from the same roofing systems using the same amount of insulation compared to leading competitive products on the market today.
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