

November 12, 2025 | Ed 3

First, a warm welcome to our new readers. You're receiving this either because you're already a subscriber, or because we've crossed paths on Central Florida building and construction issues over the past humpteen years and I took a chance to include you. Either way, thank you. This newsletter is for you—property owners, managers, and service professionals who care about building smarter, more resilient, and more sustainable communities. If it doesn't work for you please feel free to unsubscribe; no hard feelings! Also, you're receiving this a couple of days later than I'd hoped. Between platform development, client work, and a stubborn little cold that refused to be ignored, this edition of *PalClub Connections* got pushed back a little. But it's here—and packed with updates I hope you'll appreciate.

To start with some exciting news...PalClub has officially partnered with Corey Heutter and his team at Exclusive Business Builders. Corey's platform is a powerhouse for high-quality print and digital media services, and this collaboration means better pricing and faster turnaround for all PalClub Contractor Partners and business-owning members. I'll be migrating PalClub.pro to their platform shortly, and I can already tell it's going to elevate our outreach game. If you're planning to sharpen your marketing in 2026, I strongly encourage you to connect with Corey. He gets it.

This week's feature article introduces ISONEM Coatings—a global leader in moisture, thermal insulation, and surface protection solutions. Their products are engineered for tough environments, which makes them a natural fit for Florida's climate. From thermal roof coatings to slip-resistant flooring and waterproofing systems, moisture mitigation and protection, anti-sound, anti-fire, and anti-radiation solutions, their lineup is impressive. We're also including a short profile on Kojo Danso, the dynamic leader of ISONEM USA, whose vision and energy are helping bring these solutions to the U.S. market. I think you'll enjoy learning more about both the products and the people behind them.

Looking ahead to coming issues, we'll be diving into the Central Florida roofing landscape. What's trending? What's changing? And what should you expect in terms of pricing, materials, and service quality over the next 12–24 months? Roofing is one of the most critical and costly components of any building, and we want to help you make informed decisions.

We're also beginning to gather credible insights on the ever-shifting insurance market. If you've had a recent experience—good or bad—with residential or commercial property insurance, I'd love to hear about it. Your stories help us surface patterns and advocate for smarter, more transparent solutions.

Finally, I'm working on a simple way to gather your feedback. I know surveys aren't everyone's favorite, but your input will shape the future of this publication. What topics matter most to you? What building systems issues need solutions NOW? Separately but equally important, what challenges facing our community can we all work on together to solve, using common sense and budget-saving sustainable thinking? Let's find out together.

Thanks again for being part of this growing community. We'll be back next week—on time, God willing—with more insights, updates, and practical tools to help you thrive.

Until then, stay well and stay connected.

—Paul

Partner Spotlight: Isonem USA

From Izmir to Maryland: The Evolution of ISONEM into ISONEM-USA

ISONEM was founded in Izmir, Turkey in 2004 and quickly became a pioneer in the field of waterproofing, insulation, and specialty coatings. With an unwavering commitment to research and development as well as sustainability, ISONEM developed solutions that addressed critical challenges related to thermal, sound, fire, and water protection.

Within just a decade, the company experienced rapid expansion, exporting its products to nearly 100 countries and building a dealer network of over 6,000 partners. ISONEM also established distributors in more than 20 nations and delivered products for prestigious global projects across the defense, energy, and infrastructure sectors.

This impressive global footprint solidified ISONEM's reputation as a company defined by quality, innovation, and technical excellence.

The U.S. Chapter: Establishing ISONEM-USA

Recognizing the increasing demand for eco-conscious and high-performance coatings in North America, ISONEM established ISONEM-USA as its exclusive distributor for the United States and Canada. Headquartered in Maryland, ISONEM-USA is dedicated to introducing advanced waterproofing, roofing, and specialty paints to the American market. The company aligns its offerings with U.S. compliance, bonding, and Request for Proposal (RFP) standards, ensuring that products and services meet the rigorous requirements of the region. ISONEM-USA also provides scalable distributor programs, empowering partners with branded, modular tools designed to support growth and efficiency. By combining Turkish

Kojo Danso serves as the President of ISONEM-USA, steering the company's mission to provide cutting-edge

waterproofing, insulation, and specialty coating technologies to the North American market. His extensive career encompasses both government service and private sector leadership, offering a distinct combination of discipline, technical acumen, and entrepreneurial insight.

Veteran & Public Service Background

As a U.S. military veteran, Kojo has developed a strong sense of discipline, resilience, and dedication to service. He spent more than ten years in federal government positions, including roles as Branch Chief (A) for the Enterprise Management Branch at the U.S. Department of Health and Human Services (HHS) and IT Program Manager at U.S. Immigration and Customs Enforcement (ICE). These experiences refined his abilities in program management, compliance, and organizational leadership, equipping him for the complexities of leading a growing enterprise.

Entrepreneurial Journey

Kojo assumed the role of President at ISONEM-USA in 2019, guiding the company as the exclusive distributor of ISONEM products in the United States. He transformed the business from humble beginnings as a garage startup



innovation with American business rigor, ISONEM-USA has positioned itself as a strategic partner for contractors, government agencies, and distributors.

Evolution and Expansion: Bridging

Innovation and Infrastructure

ISONEM-USA is more than just a distributor; it serves as a bridge between global innovation and local infrastructure needs. The company's evolution is marked by strategic expansion into Prince George's County, Maryland, which has strengthened its credibility for government contracts and regional development.

Additionally, ISONEM-USA has deployed modular compliance trackers and branded workflow systems to streamline operations, ensuring efficiency and transparency for its partners. The company highlights flagship products such as the MS Polymer Roofing System, which combines technical durability with client-ready messaging to appeal to a broad range of customers.

This dual focus on technical excellence and branded communication allows ISONEM-USA to not only deliver high-quality products but also build trust and foster long-term partnerships throughout the industry.

Conclusion: Global Ambition, Local Impact

The journey of ISONEM is a story of global ambition coming together with local impact. From its origins in Izmir to its expansion into Maryland, ISONEM has consistently demonstrated that innovation, sustainability, and credibility can transcend borders.

ISONEM-USA represents the next chapter in this legacy, bringing world-class coatings to American infrastructure while empowering distributors and contractors with the tools they need to succeed.

into a 6,000 sq. ft. facility located in Odenton, Maryland. His determination and strategic approach have enabled ISONEM-USA to expand its influence in roofing systems, epoxy flooring, waterproofing, and specialty coatings, while maintaining alignment with U.S. compliance standards and building credibility for government contracts and distributor programs.

Education & Training

He holds a Master's degree in Management Information Systems from Bowie State University. In addition, Kojo is recognized for his industry expertise as an epoxy floor trainer and waterproofing distributor, blending technical knowledge with practical, hands-on experience.

Leadership Philosophy

Kojo's leadership is grounded in faith, perseverance, and trust in people. He advocates that opportunities often arise unexpectedly, but it is through effort, discipline, and belief that they are transformed into meaningful accomplishments.

Impact at ISONEM-USA

Under Kojo's guidance, the company has expanded its operations to serve contractors, distributors, and government agencies across the United States. He has introduced flagship products such as the MS Polymer Roofing System and ISONEM Liquid Glass, underscoring the company's commitment to innovation in coatings and flooring solutions. Kojo has established ISONEM-USA as a reputable provider known for quality, compliance, and customer-oriented service in the construction and infrastructure sectors.

Summary

Kojo Danso is a veteran, entrepreneur, and visionary leader whose blend of government experience, technical expertise, and entrepreneurial drive has propelled ISONEM-USA's growth in advanced coatings and waterproofing technologies. His influence continues to shape the company's expansion and reputation in the U.S. market.



What's Next for PalClub We're building contractor-powered content to help homeowners stay resilient—without breaking the bank. If you're a tradesperson, vendor, or service provider who wants to contribute tips, guides, or training modules, we want to hear from you.

Final Word

PalClub is more than a platform—it's a support system. We work with building owners and services professionals, and we stand with families facing serious financial challenges. Our aim is to bring together partners committed to practical solutions and hope. If you see what we see, join us.

- Become a Founding Supporter
- Submit your trade tips or vendor offers
- Refer a family who needs help

We are completely rebuilding our website to facilitate this level of enhanced cooperation and participation and will be making a major announcement as soon as we're ready to GO LIVE. Until then, feel free to reach out to me directly at 407-399-5081, or Paul@Bardane.net. You can also see our current profile at www.PalClub.pro.

See you again next week!

Paul Johnson
Founding Pal



[Our Company](#) | [Contact Us](#) | [FAQs](#) | [Privacy Policy](#)



Bardane, Inc. dba PalClub | 10471 Hart Branch Cir | Orlando, FL 32832-5915 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)