

# The new roof mentality: GEN Z Is coming

That our construction industry is not exactly the Formula 1 of innovation will surprise no one. And that the residential and commercial building sector lags behind civil engineering and infrastructure? Also not shocking. While the rest are eating sushi, we're still having potatoes. And the flat roof market? Feel free to fill that in yourself.

## GEN Z: THE GENERATION THAT LOGS IN

But then there's that new generation: Generation Z (Gen Z: born between 1998–2012). The colleagues of tomorrow. Born with a screen in hand, raised on likes instead of pay slips. How do we get them on board and more importantly, how do we keep them? Gen Z operates via laptop and phone. Instagram, LinkedIn, Reels. Those are their construction sites. They no longer watch linear TV and the 40-hour workweek feels to them like a relic from Roman times. They expect freedom, purpose, a coach instead of a boss and the occasional sabbatical. Sound scary? Not really. You just shouldn't treat them like it's still the 1990s.

## LINKEDIN

And that's where LinkedIn comes in. We, as a manufacturing industry, are all present there: a nice company profile, some reposts from colleagues and occasionally a photo of a green roof. Nicely digital, right? Unfortunately not. The LinkedIn algorithm laughs at us.



LinkedIn constantly changes its rules. Posts with external links or standard marketing lingo? Filtered out. What does work: original content, catchy first sentences, and especially interaction. Ask something, provoke reactions, respond yourself. I was reminded of that recently: my carefully crafted professional post didn't even hit 5,000 views. My son posted a photo of a fridge full of sparkling water with the question "Who actually drinks this stuff?" 60,000 views in a week. Yeah, the algorithm knows what resonates.

The moral? You can post the prettiest Road Show picture, but if the algorithm doesn't like you, no one sees you. Understand the game, play it smart, and then you'll reach Gen Z on their turf. But reach is one thing. Retention is another.

Gen Z sees LinkedIn as a marketplace, not a network. They connect directly with decisionmakers and suppliers, not the awkward rep at the trade show booth. They want impact, flexibility, and an employer who adapts. So: give them room to experiment, focus on results instead of presence, and involve them early on as interns or ambassadors in your marketing teams and especially in your HR department.

Our industry is slow, but that's also our opportunity. Those who dare to let go now, just as Gen Z is entering, will redraw the market. A flat roof remains flat, but the way we sell it is about to change forever. ■

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