

London's Armour Shield Roofing wins business Integrity Award



By Hank Daniszewski, The London Free Press
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Assaad Eldik of Armour Shield Roofing holds the Better Business Bureau Business Integrity award he won during their breakfast meeting at the Hilton in London, Ont Wednesday Nov 7. 2012. (MIKE HENSEN, The London Free Press)

Armour Shield Roofing, www.armourshieldroofing.ca, of London is the winner of this year's Integrity Award from the Better Business Bureau of Western Ontario.

It was third time lucky for the company that has twice been a finalist in previous years.

The company has seven employees and install various types of residential roofing.

The firm was founded in 1996 by Assad Eldik. Eldik emigrated from Lebanon and attended Western University and the University of Guelph graduating with a degree in biology.

His father was a contractor in Lebanon and Eldik tried his hand at home construction before going into the roofing business.

The other finalists were Campbell Bros. Movers Ltd. and Gauthier Roofing and Siding.

A three judge panel chooses the winner based on consistent high ethical standards in marketing, service and customer and employee relations.

Along with the award, the winning business gets to the \$2,500 Ross Emery scholarship donated by the Rotary Club of London to a student of their choice.

The retirement of BBB President Jan Delaney was also announced at the breakfast. Delaney has headed the operation since the London branch was founded 29 years ago and will step down at the end of the year.

