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SPECIAL SECTION: ROOFING TECHNOLOGIES

FEB/MAR 2021
Vol. 20 • No. 1

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A Plea: Help Open Up the Country

Dear readers, advertisers, exhibitors, and attendees:

Regulations issued by the State of Indiana forced us to postpone our Garage, Shed and Carport Builder Show until November 4 to 5. We will be at the same venue, with the same hotel; the Century Center and Hilton DoubleTree have both been extremely supportive.

Several decrees were a challenge. Besides the now-common ridiculous limits on occupancy, the forms required the names and contact information of either myself or my staff so Indiana and St. Joseph County would have an individual to hold accountable for violations. I personally have had enough of these arbitrary and baseless restrictions.

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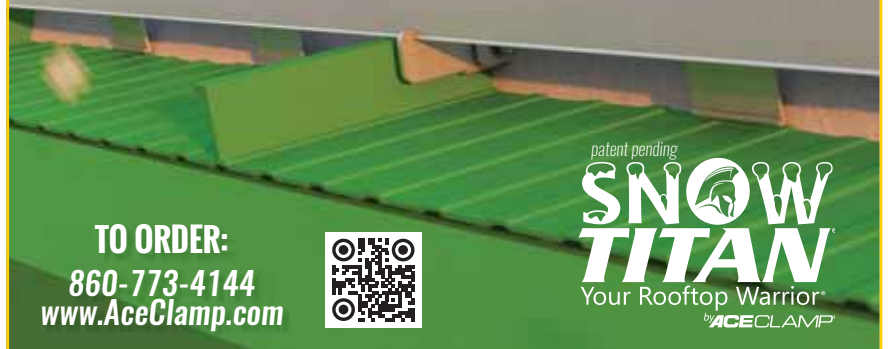
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METAL ROOFING MAGAZINE (ISSN: 1533-8711) (Volume 20, Issue 1) is published seven times annually in February, April, May, June, August, October, and December by Shield Wall Media LLC, 150 Depot St, Iola, WI 54945. Periodical postage paid at Iola, WI, and at additional mailing offices. Canadian Agreement Number: 40665675. POSTMASTER: Send address changes to Metal Roofing Magazine, Barb Prill, PO BOX 255, Iola, WI 54945. Copyright 2021 Shield Wall Media LLC. Metal Roofing Magazine and its logo are registered trademarks. Other names and logos referred to or displayed in editorial or advertising content may be trademarked or copyright. Metal Roofing Magazine assumes no responsibility for unsolicited materials sent to it. Publisher and advertisers are not liable for typographical errors that may appear in prices or descriptions in advertisements. Mailed free to roofing contractors and their suppliers throughout North America. Others may subscribe: \$29.98 for 1 year, \$56.98 for 2 years, and \$80.98 for 3 years.



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EDITOR'S NOTE

By Jessica Franchuk,
Managing Editor

Send Us Your Projects!

Have you installed a showstopping metal roof in the past year or two? We'd love to see it! We may even select it as a Project of the Month to appear in a future issue, or we may include it in this year's Idea Book (the May 2021 issue).

As a reminder, the final deadline to submit metal roofing projects for our annual Idea Book is fast approaching! To have your projects considered for inclusion, please email (or mail) your submissions to me by March 26. We need three to five high-resolution photos—basically glamour shots of the project—as well as a brief write-up of the job and a list of components used. Feel free to contact me with any questions you may have!

To see last year's Idea Book for an example of what project types are included, visit: tinyurl.com/2020IdeaBook. Last year's projects ranged from private homes to event venues, from restaurants to childcare centers, from woodworking barns to subway stations, and everything in between. We look forward to seeing what you are most proud of!

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Building Progress Award

New award recognizes individuals' impact on construction trade

The Shield Wall Media Building Progress Award is a brand-new award that will recognize those who have made significant impacts on the growth and/or development of the construction trade.

Before we press forward with taking a look at the nomination and election process, let's take a brief step back and recognize the final recipients of the Hall of Fame awards that the new award is replacing. The *Metal Roofing Magazine* Hall of Fame and the *Rural Builder* Hall of Fame awards were both long-standing programs.

The *Metal Roofing Magazine* Hall of Fame ran from 2007 to 2019, with the final award being presented to Tom Hulsey, who was Vice President of Engineering for ST Fastening Systems prior to his retirement. Bruce Crouch, President of ST Fastening Systems, accepted the award on Hulsey's behalf at the first Construction Rollforming Show in December 2019.

The *Rural Builder* Hall of Fame ran from 1982 to 2020, with the final, 2020 awards being presented to Curt A. Gooch, Cornell University; Randy Ridenour, who retired from Atlas Bolt & Screw Co.; and Michael J. Dunipace, owner of Dunipace Buildings.

What the New Building Progress Award Is About

Both of the Shield Wall Media Hall of Fame programs have now come to a close and have been replaced by the Building Progress Award program. In this program, one award will be presented each year, beginning in 2022. Anyone can nominate one or more individuals who have had a significant impact on some facet of the construction trades serving the town and country market.

As the name implies, the Building



Shield Wall Media BUILDING PROGRESS AWARD

Progress Award will be bestowed upon someone who has spent their career bettering and advancing the low-rise construction industry. Those advancements may include innovating products or processes, developing solutions to significant problems in the trade, influencing young people entering the workforce or people from other professions to join the construction trades, supporting trade education efforts, or any number of other ways to positively influence the construction industry.

The Nomination and Voting Process

The nomination process is non-exclusive; anyone who has a vested interest in the construction trade may nominate a candidate who has made an impact on the low-rise construction industry. Builders, manufacturers, public relations and media professionals, and anyone else who comes in frequent and close contact with construction trade leaders and influencers are in an excellent position to make nominations.

Candidates must have made exceptional, enduring contributions to the success of the industry and must have been active in the industry for a minimum of 10 years. Individuals who have received entry into the *Metal Roofing Magazine* Hall of Fame or *Rural Builder* Hall of Fame are eligible for the Building Progress Award.

Once a nominee's qualifications have been reviewed and vetted, the candidate's professional profile will be published online and in all Shield Wall Media titles (time permitting).

The Nomination Period for the Building Progress Award cycle closes December 31 each year. Voting for the first award cycle will commence January 1, 2022. Ballots will be published in each of our magazines and distributed via email, with voting also available online.

Voting for the inaugural award will continue through the final day of the 2022 Construction Rollforming Show, which will be held in August. (Exact dates will be announced as the 2022 show plans develop.) Voting is open to everyone 18 years of age or older, but is limited to one vote per person.

The candidate with the most votes will be announced as the winner, with the announcement live-streamed from the Garage, Shed & Carport Builder Show in November 2022. This person will have the distinction of being honored with the inaugural Shield Wall Media Building Progress Award. Additionally, Shield Wall Media will donate \$1,000 to the charity of the recipient's choice. The charity is subject to approval and must be a 501(c)(3) organization.

All non-winning candidates will be rolled over and included on the following year's ballot, making repeat nominations unnecessary. **MR**

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SUPPLIER NEWS

Trachte Building Systems Acquisitions

Trachte Building Systems, Inc. has announced the acquisition of three related businesses located in Vernon, Alabama: Roof Mart, LLC; Made Right, LLC; and Metal Land, LLC. This acquisition will provide Trachte with a new operating platform that will improve its position as the leading resource for self-storage building systems, steel curtain doors, refurbishment services, and public safety training systems. We are also pleased to announce that Joe McNees, current COO of the Roof Mart companies, will be joining the Trachte organization as General Manager for the new Roof Mart division of Trachte Building Systems. Visit www.trachte.com for more information.

S-5! Expands State-of-the-Art Manufacturing Facility

S-5! recently announced a 20,000+ square foot expansion of its state-of-the-art manufacturing facility in Iowa Park, Texas, driven by global market growth in both solar and snow retention markets.

“Steel erection has begun and the ‘skeleton’ will take shape over the next few days,” said Harry Carner, S-5! Vice President of Manufacturing. “The expansion will house a raw material warehouse and manufacturing. It’s designed to allow us to continue our growth and actually free up room for current production.”

Current plans include expanding S-5!’s 43,000-square-foot facility to 63,000 square feet and increasing its solar power generation 60%. Visit www.s-5.com for more information.

Garland Anniversary Initiatives Conclude With Donations

The Garland Company, Inc. rounded off its 125th year anniversary charitable initiatives with a donation to Cityview Healthcare & Rehabilitation in its Cleveland neighborhood. The recipients of Garland’s charitable initiatives throughout the historic year were chosen based on unique needs and community impact, and Cityview exhibited many qualities that made it the well-deserved bookend to these initiatives.

For Garland, this year was categorized by historic celebration and historic change. Among the global hardships of the pandemic, there was no better year than this to fund these charitable initiatives. Visit www.garlandco.com for more information. **MR**

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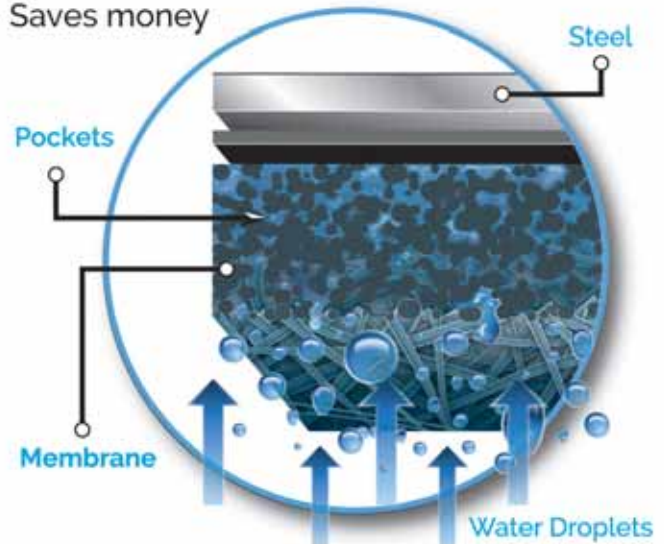
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Twenty years sounds like a long time, yet “2001” feels like just yesterday. This issue marks two solid decades of *Metal Roofing Magazine*, which began with the February 2001 issue. Flipping through the first edition, you can see a lot has changed in the industry. However, we are pleased to share that numerous companies showed us their support through advertising back then and are still with us today. See the following pages for their updates.

We asked Kyler Pope, former Advertising Sales Manager for *Metal Roofing Magazine's* initial parent company, for his take on what led to the creation of the magazine. He had a lot to share:

“We were in a unique position in those early days; the publication grew out of a noticeable void. There were great trade magazines reaching the metal construction, general roofing, and low-rise rural construction markets, but nobody focused specifically on metal roofing. Metal roofs were nothing new; metal is possibly one of the oldest materials used for roofing. We saw it for years in agricultural markets, but who was covering its use for residential and commercial roofing? At the time, nobody.

“Many of the companies we were already talking to were growing their market reach in the roofing market. They were offering a higher quality metal roofing product, they were demanding better paint systems to reduce chalk and fading, and there was a call for better materials that would not show rust. Basically, the metal roofing industry was facing a stereotype that the product was only good for agricultural construction. Yet, looking at some of the best architectural projects in the world, you could see its longevity. Jumping ahead, we saw agricultural buildings with metal roofs that lasted for 40 to 50 years and were still fully functional.

“In the early days of the magazine, there were a lot of myths that needed to be addressed. I recall working architecture and roofing trade shows, talking to attendees who were convinced metal roofs attracted lightning, that they were loud when it rained, or that they were much more expensive than the alternative. In the early days, we saw little industry adoption. Metal roofing installers were few and asphalt was not letting its market share go without a fight.

“I think one issue of the magazine helped shift some thoughts. In the early 2000s, southern California wildfires were all over the news—nearly the largest and most destructive series of wildfires in the state’s history. There were photos of charred land...entire neighborhoods destroyed. A photo came in from Decra that showed the decimated landscape with one home left standing—a

METAL ROOFING® MAGAZINE

Celebrates

20 YEARS

2001-2021

home with a metal roof. We ran it on the cover of *Metal Roofing Magazine* (August/September 2002), and it was picked up everywhere. We had numerous calls for reprints, and I think that story gave us a seat at the table. Suddenly we saw more presence of metal roofing at trade shows. The old NRCA show (now IRE) set aside a space specifically for metal roofing and we saw a discussion start about its value. That launched a series of articles that dealt with the forces of nature and how metal roofing stood up to the elements. In 2004, four hurricanes hit Florida. There were reports of concrete tiles becoming missiles in the wind, while many correctly installed metal roofs withstood the attacks of Charley, Frances, Ivan, and Jeanne. This is where we saw a real jump.

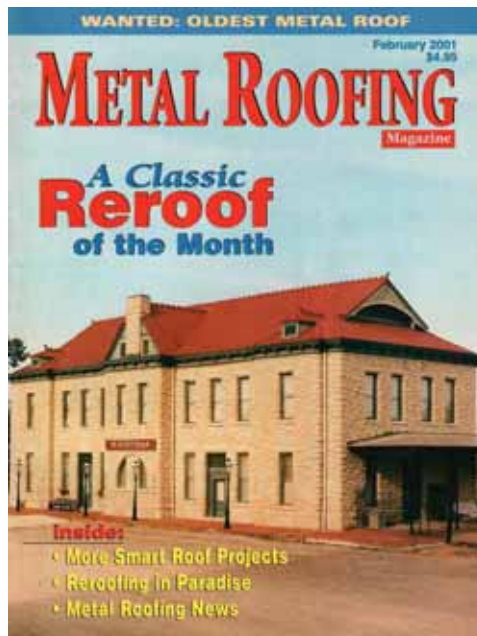
More companies offered higher end metal roofing products and paint systems were improved.

“The style of metal roofing that I saw gain the most acceptance early on was stone-coated metal shingles. It made sense; this style looked similar to asphalt shingles. The stone-coated companies marketed their products aggressively and invested in testing. They recognized an opportunity to grow in the residential market and focused on that. Standing seam holds the largest share of the metal roofing market, but the more unique styles have always had the opportunity for growth. Stone-coated shingles grabbed market share quickly, and more products with the look of slate, clay, or wood shake were introduced.

Next, we saw more improvements...warranties went from 20 years, to 40 years, to Lifetime. We saw advancements in silicized polyester paints and PVDF coatings. Better training became something that all companies got behind.

“I think metal roofing is becoming more acceptable every year. You can see it in all regions; every subdivision seems to have one or two homes with a metal roof. Associations like the Metal Roofing Alliance have been key in getting the word out and helping to increase homeowners’ acceptance. *Metal Roofing Magazine* (I hope) was an instrumental part of the growth. We were the voice of the industry. We *lived* the industry. The editors were constantly talking to contractors and manufacturers. We all felt we were involved with the best product on the market and our job was to tell the world.

“The overall message: *Metal Roofing Magazine* and the metal roofing industry are what they are because of key people who rolled up their sleeves in the early 2000s: the folks from all the companies featured over the years and the magazine team itself. I had some of the best editors I could have ever asked to work with. And I got to talk to people about an industry I absolutely bonded with. I made lifelong friends in this market—people all over the world who would talk to me about their lives and, once in a while, we would talk about metal roofing.” **MR**





Ventco® Inc. Keeps Growing With Metal Roofing Industry

The metal roofing industry continues to grow and Ventco Inc., the manufacturers of ProfileVent® and other roof ventilation products, keeps growing with the industry.

The folks at Ventco hope their products are helping metal roofing manufacturers win a greater share of the market, in the same manner that *Metal Roofing Magazine* has helped the industry and deserves to celebrate its 20th anniversary. Congratulations to *Metal Roofing Magazine*!

Ventco's specially designed manufacturing equipment precisely cuts the panel profile into the surface of the ventilation material. Working at optimum performance when installed with equal amounts of soffit ventilation within varied roof pitches from 2:2 to 20:12, ProfileVent is custom cut to fit the individual panel profile. ProfileVent's compatibility with a steep roof pitch makes it uniquely suitable for these applications, without sacrificing ventilation performance. Installers can maintain the ridge line appearance without the need to raise the ridge cap to accommodate the vent.



Ad that appeared in the first issue of *Metal Roofing Magazine*.

"It's a unique product and it's very effective," said Martin Rotter, Owner of Ventco. "ProfileVent is available in 47 profiles to perfectly match a variety of roofing profiles. It fits under any ridge cap and pitch ranging from 2:12 to 20:12. It won't crack, dent, or rust during shipping or installation and, best of all, it can be rolled out and installed by one person."

ProfileVent is a single-layer ridge vent on a roll so, as noted by Rotter, it can be installed by just one person. It's a strong, durable, modified polyester, non-woven, non-wicking, fiber-based matting, designed specifically for metal roofs. During the last 20 years, Ventco has developed ProfileVent to fit 47 unique metal roofing profiles, more than any other ventilation system manufacturer.

Ventco now manufactures a variety of ventilating systems for varying roof types, including ProfileVent. The company's Hip & Ridge Vent is designed as a ventilation for screw-down metal panels.

"We have invested more than \$8 million in facilities and equipment at our 118-acre facility," said Rotter, who owns the rights to more than 70 domestic and international patents and patents pending. "We're committed to providing ProfileVent and other products for the long haul. We have loyal customers who have been with us from the start.

"And all of our highly skilled employees are cross-trained in all production activities. Our employees have from 18 to 35 years of experience working with non-woven products," he added.

Industry proven for more than 20 years with no failures or callbacks, ProfileVent is still the only ventilation system in its category with a Class A Fire Rating and more testing behind it than any other in the industry.

During 2018, Ventco announced that ProfileVent achieved the milestone of being a part of one million installations, still with no callbacks! "It's really mind-boggling when you think about it...1 million installations," Rotter said. "We're as excited about this as we were about our very first installation. We've come a long way and we're looking forward to the next million installations!" **MR**



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In the 20 years since our ad ran in the first-ever issue of *Metal Roofing Magazine*, we have been busy! (See below to see what our 2001 ad looked like.) Our most significant accomplishments from the past two decades are listed here:

- Expanded our Toronto plant by 50,000 square feet to 205,000 square feet
- Purchased Canadian Threadall Limited, and moved it to a new 50,000-square-foot facility
- Opened a warehouse in Tulsa, Oklahoma
- Purchased Westland Steel Products assets and now produce bolt products up to 7/8" diameter x 6", including A325 bolts, Culvert bolts, etc.
- Added 10 Nut Formers (bringing the grand total to 22) in 1/4 (20) through 7/8" diameters
- Added in long length screws to 12" in length
- Installed our own Zinc Flake lines (NZF3000® Series) with up to 3,000 hours in Salt Spray Tests
- Quadrupled our powder coating capacity
- And more!

Leland manufactures fasteners that will meet your building



design requirements for *any* application. We offer many options—whatever is best for you! In these difficult times, we need to work together to eliminate as many supply challenges as possible. Product availability is paramount for contractors. Leland Industries brings the fasteners, bolts, and nuts business back home. **MR**

Demand COLOR COATED FASTENERS that last the life of your panels

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Manufactured and warehoused in seven locations across Canada and U.S.A.

Ad that appeared in the first issue of *Metal Roofing Magazine*.

MWI Components

Just five short years after our first appearance in *Metal Roofing Magazine's* premier issue, MWI Components purchased the Lawrence Hardware line. This allowed us to offer a complete selection of slide door and hardware components. We soon made our own additions to the category, such as aluminum rail, numerous steel hardware track components, and an entirely new round track line.

This purchase was a pivotal point for the company, as it continued to inspire a tremendous amount of complementary products. Once the Lawrence line was updated and rebranded under the MWI name, we took additional steps to include a complete equine category (Arcadian), which included horse stalls, Dutch doors, and giant decorative slide door components. All of this expansion required a new powder coat facility, allowing us to match all of the applicable components. In the last 20 years, there has been a continual movement toward all-color-matched components, which has also helped us to grow our business.

Another area where we have experienced significant growth is the ventilation department. Two decades ago, ridge vents were starting



Ad that appeared in the first issue of *Metal Roofing Magazine*.

to be replaced with “less expensive,” lower-profile, “under ridge” options. Although only ideal for attic ventilation in smaller buildings, these products were viewed as a solution for any size structure. Once builders had experience with these low-profile options, they soon realized that traditional ridge vents were still needed in many other building applications, such as animal confinement and bigger storage buildings. MWI was able to jump in and complement the industry with both (Uni-Vent® and RV100, RV35, etc).

Since 2001, we have tripled our square footage and recently opened a second location in Spencer, Iowa, where we produce our own foil insulation, Infinity Shield™. Foil insulation hit a tipping point 20 years ago, making it much more widely accepted. In short, the products that were starting to become hot 20 years ago are still looking that way today!

We have been fortunate enough to experience steady growth and weather the economic challenges (2008-2010, and now 2020) while adding more products and a higher level of service. We are grateful to have retained 99% of the same highly regarded customers from 20 years ago, and we are proud of the tremendous team we have built. **MR**



20 years

MWI has grown a great deal since our first ad in *Metal Roofing* 20 years ago. From expanding our product lines to providing useful information to those on the job site, we have continued to develop as a leading manufacturer in the post frame industry.

Visit our virtual trade show booth March 1-31st of 2021.

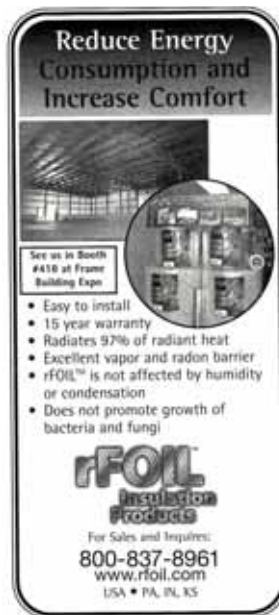
mwicomponents.com/virtualbooth

rFOIL Insulation Products

rFOIL Reflective Insulation is an outstanding insulation option for metal and post-frame buildings, as well as a great thermal addition to residential metal roofing systems. The use of reflective insulation in these applications has grown significantly, primarily due to its outstanding thermal performance compared to thin fiberglass blanket products. The product is also easy to handle and install, and is nontoxic and non-itch.

We have seen a dramatic increase in usage for residential metal roofing systems, providing an opportunity to significantly reduce heat gain in attics and interiors. Another effective application for rFOIL is portable buildings and mini-storage. Due to the small size of these units, radiant heat gain can be excessive, which can lead to interior condensation when the outside temperature cools. Reflective insulation is very effective at reducing heat gain and controlling interior condensation.

The key to rFOIL performance is the aluminum foil layer(s). Aluminum has outstanding thermal properties and can significantly reduce heat gain/loss in metal building and metal roofing applications. It is comprised of one or two layers of high-strength polyethylene bubble, sandwiched



Ad that appeared in the first issue of *Metal Roofing Magazine*.

between outer layers of 99.9% pure aluminum metalized facings.

Metal roofing can reach extremely high temperatures under the sun. As the metal takes on heat, that energy continues inward; the temperature inside a metal building can be far hotter than outside temperatures in the summer. rFOIL's aluminum layers reflect and redirect 96% of this heat energy, sending it away from the building interior. rFOIL also helps keep heat *in* a building during the cold, as foil has very low emittance properties.

Another benefit of our rFOIL Reflective Insulation is outstanding condensation control resulting from the bubble layer(s). The bubble creates a thermal break between the interior facing and the metal exterior cladding, resulting in a warmer interior facing surface where condensation is far less likely to accumulate.

We recently introduced our Ultra White MBI product, which has a white interior facing. rFOIL Ultra White MBI is the only reflective insulation with a warranty that includes labor coverage if the facing material ever cracks, peels, or flakes. **MR**



ULTRA WHITE MBI

METAL BUILDING INSULATION

(2600 Series)

EXCLUSIVE:

10 - Year

UV Degradation
Warranty also covers
LABOR COST !



- Blocks 96% of Radiant Heat Transfer
- Prevents Interior Condensation
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- Puncture and Tear-Resistant
- Unaffected by Humidity
- Will not Promote Mold and Mildew
- Safe, Non-Toxic and Non-Carcinogenic
- Easy to Handle and Install
- UV-Resistant

The rFOIL-2600 is the first reflective bubble insulation to come with an unmatched 10 Year Guarantee against ultraviolet light degradation, delamination, cracking, peeling or flaking.

The guarantee includes new material and up to \$0.75 / sqft for any labor replacement costs.





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Patented Product

East Coast Fasteners

Since its founding in 1988, East Coast Fasteners & Closures has taken great pride in being the leader in providing the post-frame industry with time-saving, quality-driven, and innovative new products. For over 30 years, we have aimed to offer superior service along with a strong commitment to assist each and every industry member to grow their own individual businesses.

East Coast is proud to stand at the forefront in providing market firsts to the post-frame industry:

- The introduction of longer life fastener coatings
- The first to offer a 40-year warranty against rust
- Moving from nails to install light gauge metal to sharp point fasteners to high-lo threaded cut point parts to our recently patented Ply-Lo Driller

A combination of our in-house and third-party testing ensures a stan-

"Still Making a World of Difference"

East Coast
FASTENERS & CLOSURES, INC.

- Hundreds of Custom Fastener Colors
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dard in corrosion resistance, drill speed, sharpness, and pull-out values, enabling our customers to build with confidence.

Besides post-frame fasteners, East Coast provides self-drilling tek screws in both steel and stainless steel for red iron or metal-to-metal buildings, as well as flashings and closure strips to match most any panel configuration.

Painting over 300 different colors and expanding, East Coast has grown along with a wide array of customers from 20 years ago. Our commitment to providing quality products at a fair price, then standing behind those products, has ensured East Coast will remain a preferred supplier to the industry-leading companies for many years to come. **MR**

Ad that appeared in the first issue of *Metal Roofing Magazine*.

BUILDING CONNECTIONS



East Coast Fasteners produces durable, long lasting fasteners for all combinations of building materials.

- Quick Ship Program
- Extended Warranties
- Colors to match any rollformed steel
- High quality products for any application

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Stainless Steel • Ply-Lo Low Profile • Flashers • Closures • Wood Deck



Marco Industries

Marco Industries was in the very first issue of *Metal Roofing Magazine* in 2001. The Marco you see today, however, is a very different company than the simple operation it was then. Operating out of a small facility in Tulsa—a “shoebox” as President Neil Westgarth jokingly described it—we built a reputation for high-quality foam closure products. Today, we offer the Marco Weather-Tite™ System, a comprehensive line of metal roofing ventilation and accessories offering easy installation, remarkable building ventilation, lower utility costs, extreme durability, and outstanding warranties.

Cutting-edge products like LP2, a superior low-profile ridge vent designed for metal roofs, and Flex-O-Vent, the flexible foam ridge vent material for all roof types, have put Marco on top. Because we manufacture these products, customers receive consistent, reliable workmanship combined with the remarkable performance of our exclusive non-wicking, recycled polyester material (which keeps out dust, insects, and pests while ventilating better than traditional fans, turbines, and louvers).

And what about that shoebox? “Today, our Tulsa manufacturing and warehouse facility is nearly 250,000 square feet,” said Westgarth, “Plus, we have a 45,000-square-foot facility in Canada and three addi-



Ad that appeared in the first issue of *Metal Roofing Magazine*.

tional supporting distribution locations.”

With decades of industry-leading customer service and award-winning products, Marco’s growth and success are no surprise. We have focused on design and innovation, developing many proprietary products that are considered the best in the industry. In recent years, we have invested heavily in our long-term goal of being recognized as the leading manufacturer of ventilation products for the metal roofing industry for all roofing genres.

Like Marco, the metal roofing industry looks very different today than it did 20 years ago. The market has seen a disproportionate increase in demand for metal roofing products across the agricultural, residential, and commercial segments. The choice of materials and styles has exploded. Warranties in excess of 40 years are now available. It’s no wonder metal roofing has become recog-

nized as the better investment.

Of course, some things remain the same. Not only is Marco still appearing in *Metal Roofing Magazine*, we are also still serving many of the same customers we had 20 years ago—more than 100 of them, in fact. But that’s no surprise. *Metal Roofing Magazine* and Marco both continue to grow and improve—true industry success stories ready to lead for the next 20 years. **MR**



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INDUSTRIES**

Roofing Ventilation & Accessories



THE BEST **ROOFING**
VENTILATION AND
ACCESSORIES
FOR METAL ROOFS

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- ▲ Flashing
- ▲ Sealants
- ▲ Underlayments
- ▲ Accessories

For rapid delivery from a local dealer, contact Marco Industries at
800.800.8590 / MarcoIndustries.com



CALENDAR

NOTE: Due to the pandemic, many events have been rescheduled or cancelled. We recommend contacting the show before planning travel arrangements.

2021 March

ADDED VIRTUAL EVENT. 2-4.

International Roofing Expo.

www.theroofingexpo.com.

CANCELLED. 3-5. Frame Building Expo.

Nashville, Tennessee. www.nfba.org.

9-10. Associated Builders and Contractors Convention. Grapevine, Texas. www.abccconvention.abc.org.

16-18. National Insulation Association Virtual Spring Summit.

www.insulation.org.

BEING RESCHEDULED. 29-30.

Associated General Contractors of America Convention. Orlando, Florida.

convention.agc.org.

2021 April

19-21. National Coil Coating Association Annual Meeting. Austin, Texas. www.coilcoating.org.

2021 May

11-12. New York Build Expo. New York, New York. www.newyorkbuildexpo.com.

2021 June

NEW DATES. 3-4. 2nd Annual Construction Rollforming Show. Duke Energy Convention Center. Cincinnati, Ohio. www.constructionmagnet.com/construction-rollforming-registration.

NEW DATES. 8-10. World of Concrete. Las Vegas, Nevada.

www.worldofconcrete.com.

NEW DATES. 16-18. The International Surface Event. Las Vegas, Nevada.

www.intlsurfaceevent.com.

2021 August

NEW DATES. 10-12. International Roofing Expo. Las Vegas, Nevada. www.theroofingexpo.com.

2021 September

NEW DATES. 15-20. International Institute of Building Enclosure Consultants International Convention and Trade Show. Phoenix, Arizona. www.iibec.org.

2021 October

6-8. METALCON. Tampa, Florida. www.metalcon.com.

2021 November


4-5. Garage, Shed & Carport Builder Show. South Bend, Indiana. www.constructionmagnet.com/garage-carport-shed-builder-show-home-page.

MR

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MAGAZINE

Manufacturers & Suppliers Share Trends and What They Have In Store

AkzoNobel (www.akzonobel.com)

We take pride in our thorough color research and expertise. Design and color specialists across the company use trends to produce colors and finishes that meet customer needs in all our markets. We're seeing a trend in exterior architectural coatings toward pearlescent matte finishes, bright metallics, and special textures such as frost or wrinkles.

Another trend we are seeing is digitalization of product offerings, as well as digital visualization of colors and textures. AkzoNobel is responding to the needs of architects and specifiers to have an easy-to-use coatings offer and visualization at their fingertips via digital platforms. Our Canopy app helps customers not only see colors, but also experience textures and shadows through 3D visualization.

Direct Metals Inc. (www.directmetalsinc.com)

Although business started out a little slow in 2020 and despite the impact of COVID-19, the second half of the year came in strong, allowing Direct Metals Inc. to eclipse our yearly goal by more than 15%. We expect 2021 to be strong for residential construction due to increased demand and low interest rates, though we do expect challenges with the continued impact of COVID-19 and material and labor shortages.

Our biggest concern for 2021 is the timely supply of raw materials. We're working diligently to increase stocking positions in all accessories used in residential and commercial construction to avoid shortages of our own. However, we have heard from our customers that the availability of steel coil to manufacture metal roofing has become an issue as we move into 2021.

Product-wise, we expanded our line of SCAMP Stainless Cap and Metal Point fasteners to meet the needs of 40- and 50-year warrantied residential metal roofing installations. And our Bullet Boot Pipe Flashings for residential roofing applications continue to have exponential growth as the residential roofing market continues to grow.

EDCO Products (www.edcoproducts.com)

As a whole, metal roofing continues to be a growing choice for home and business owners. Consumers want exterior building products that require very little maintenance and will last for many years, and we do not see this changing anytime soon. With the development of new styles and coating technologies, metal roofs are going to continue to gain in popularity.

We are constantly researching which colors are trending with home and business owners for all exterior building products. In roofing, darker colors continue to remain very popular in



PHOTO COURTESY OF EDCO PRODUCTS

earthy tones, including grays and browns. As a company, we are constantly working on the next new product innovation and color palette and you can be sure our product pipeline is full!

Despite early concerns, 2020 turned out to be a great year for EDCO, as consumers, who were spending significantly more time at home, put energy into improving the look of their residence. We experienced growth across the entire company and our metal roofing continued to be on the top of consumers' lists of desired roofing products.

MWI Components (www.mwicomponents.com)

What could have been a terrible year for our industry turned into an extremely busy year at MWI. Overall, we're truly blessed. One thing we noticed in 2020 is: Time savings is key. Products to simplify processes and speed up builds are invaluable in today's workforce. Continuing to engineer innovative, new products geared toward this mindset will be important to stay relevant.

We've seen an increase in requests for dramatic, large cupolas: 48" and 66" Square, and 48" and 84" Octagon. We're seeing more cupolas with windows—classing up projects. We're also seeing



PHOTO COURTESY OF MWI COMPONENTS

STATE OF THE INDUSTRY

more cupolas ordered with Universal Bases, which saves time on-site. Black was the leading color trend in our cupolas over the last 1 to 2 years. Along with this, full-on Galvalume®/galvanized or monochromatic color schemes seem to have had an uptick in popularity.



PHOTO COURTESY OF PETERSEN ALUMINUM

PAC-CLAD | Petersen Aluminum (www.pac-clad.com)

According to Rob Heselbarth, Director of Communications, “Interest in Petersen’s PAC-CLAD products was healthy throughout 2020. We’re grateful that our customers remained relatively busy, despite the pandemic. Our mechanically seamed roof panel systems were the most commonly specified PAC-CLAD products of the year. The needs of buildings located in high-wind zones drove demand for these wind-resistant products. Demand also increased in the Western states for metal roofs, partially driven by the devastation created by the numerous wildfires and the fire-resistant qualities of metal roof systems.

“Because color popularity varies from region to region across the country, it’s difficult to identify one color as the most popular, but grays and black dominated color choices in 2020, followed closely by shades of blue. We also introduced 16 Wood Grain PVDF color patterns this year, which we expect to be applied mostly to wall panels. The realistic wood grain patterns are difficult to distinguish from real wood, and are proving popular only a few months after their introduction.”

Plyco Corporation (www.plyco.com)

We owe a tremendous thank-you to our customers (and suppliers). As crazy as the year was, their patience, partnership, and demand made 2020 better than anyone would have expected when the year started and the pandemic hit. The silver lining for Plyco is we are stronger as an organization because of what we all had to go through. Now at the start of 2021, there is some “normalcy” in our operations. We do have concerns and questions in the short term about various material availability and supply and corresponding costs, but that won’t stop us from being optimistic about the new year.

Regarding color trends, Plyco has always had a large selection of stock colors and we also paint special colors, so we are used to demands changing from year to year. But using black and gray

monochromatic colors as part of the product (if not for all of it) seems to be a hot trend for many post-frame products.



PHOTO COURTESY OF PPG COIL COATINGS

PPG Coil Coatings (www.ppgmetalcoatings.com)

PPG works with builders, designers, and architects to identify our 2021 roofing color palettes that complement our architectural exterior colors and reflect the trends we are seeing across the industry. We offer customized color matching, so we are constantly offering new and exciting colors based on demand.

If we look at the current trend of simplicity, we see interest in modern neutrals and paring down the number of colors used in the full home color scheme to reduce visual clutter. Classic, yet modern colors for the exterior body and metal roof include clean whites, inky blacks, smoky grays, concrete grays, and beige grays. These tried-and-true colors can be used as one colorway from roof to body, creating a seamless, simplistic design that embraces current trends. One of the stunning examples we see more and more in residential homes, borrowed from urban builds, is inky black being used on both the body and roof of the house. It sounds like it could be too severe, but it’s not. It’s quiet and unimposing, especially if the house is on a lot with many trees and lots of nature surrounding it.



PHOTO COURTESY OF S-5!

S-5! (www.s-5.com)

According to S-5! Founder and CEO Rob Haddock, “2020 was a phenomenal year for S-5! We are in the process of a significant expansion at our state-of-the-art manufacturing facility in Iowa Park, Texas. During the COVID-19 pandemic, we have had no layoffs, no furloughs, and have added staff.

STATE OF THE INDUSTRY

S-5! continues to grow and expand and remains future-forward-thinking, focused on constant development, improvement, and growth.”

Greg Cowlshaw, Director of Sales for S-5!, commented, “There is a trend upward of continuous fence [snow retention] systems like ColorGard being installed on exposed fastened roofs versus the unitized type parts.” We surveyed a couple of

our key distributors on the most popular colors of ColorGard, and we are hearing that earth tones are hot. According to Adam Mazzella with Sheffield Metals, “Dark colors are ‘in’ right now. Matte Black used to be one of our slower moving colors 10 years ago.” And Ken McLauchlan of Drexel Metals shared, “The Colorado market has definitely leaned to Black, Dark Gray, and Dark Green for ColorGard.” **MR**



PHOTO COURTESY OF IDEAL ROOFING

On Trend: MRA Announces Most Popular Exterior Home Colors for 2021

By the Metal Roofing Alliance

Color trend predictions reflect the current mood of consumers, and it's clear that for 2021, homeowners are in a more serious state of mind. For exteriors, subtle and subdued colors will be particularly popular in 2021. With more color options available than any other roofing type, metal roofing color trends set the tone for the latest in homeowner style preferences, and MRA members report that modern takes on natural earth tones will be in vogue among homeowners for the coming year. “We’re definitely seeing a desire for serene, calming colors that reflect a sense of peace, security, and grounding. After the turmoil of 2020, it’s no wonder homeowners are gravitating toward earth tone colors that feel both solid and natural,” said Renee Ramey, MRA Executive Director.

For example, MRA member and coil coating manufacturer Sherwin-Williams recently unveiled its new Fluropon® Metal Trends Color Collection, featuring eight curated color

families created to mimic the classic aesthetic of natural and anodized metals. These achieve the desired look of natural metal roofing materials while delivering a long-lasting, consistent appearance.

Stamped, stone-coated, and patterned metal roofing designed to look like shake, shingles, slate, and tile are also booming in popularity and represent another trend stemming from a turbulent 2020. Unprecedented hurricane and wildfire seasons have homeowners clamoring for more protective materials that reflect a traditional look but are much more durable. MRA member Ideal Roofing of Canada reports huge interest in metal roofing slate look-alike styles that can add curb appeal while withstanding severe storms.

“The importance of the natural world and the idea of home as a safe and secure sanctuary were some of the essential truths in 2020. In many ways, this year’s residential exterior color trends are a beautiful reflection of the priorities homeowners hold most dear,” said Ramey. **MR**

Residential Growth and a Positive Business Climate

By Jessica Franchuk

The last year might have felt like a bust, but if you ask contractors and manufacturers how business was in 2020, the majority will say it was their best year in a long time. We conducted a survey of our readers toward the end of last year, with one question being: “What do you expect your firm’s final contract volume to be at the end of 2020 compared to 2019?” Over 50% of respondents shared they had between a moderate and significant increase in year-over-year volume.

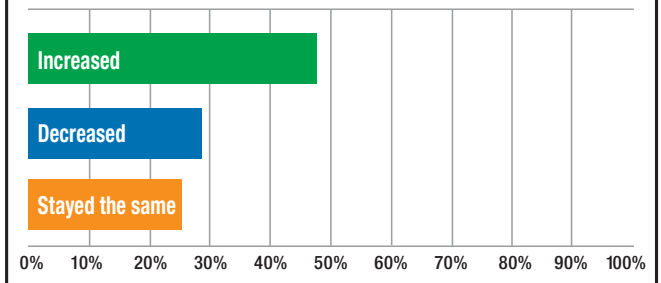
This increase in business volume might be due to the apparent growth of metal roofing in the residential market. For another survey question, 47% of respondents shared that their residential volume increased in 2020. According to an August 2020 industry research report from the Metal Roofing Alliance (MRA), a nonprofit industry trade group that represents metal roofing manufacturers and installers in the U.S. and Canada, “metal roofing for new home construction has doubled in the past year, and continues to enjoy an ongoing steady demand among the repair/remodel market segment.”

The MRA attributes this increased demand to the “adoption of more resilient building products that deliver better, long-lasting performance in climate extremes.” This is great news for those already in the metal roofing industry, and will likely lead to growth for many. In fact, 54% of those surveyed are planning to expand their products or services in the coming year, another sign that 2020 was successful for the metal roofing industry.

While the industry is experiencing considerable growth, that does not mean it’s without challenges. A shortage of new blood in the workforce continues to be at the top of business owners’ minds. The vast majority of survey respondents (74%) said they have trouble finding good help. A follow-up question ranked

what they believe the issue to be, with most feeling there is a lack of experience or technical expertise in the applicants received. Additional concerns, from highest to lowest ranking, were: work ethic, attendance, or punctuality once hired; an overall lack of applicants; unrealistic salary or job expectations; and the inability of applicants to pass the screening process. To combat this seemingly never-ending issue, associations like the MRA and the Metal Building Manufacturers Association are ramping up their educational programs. In addition, METALCON has launched new certificate courses and an expanded collection of virtual resources.

What happened to your volume of residential business in 2020?



Beyond the problem of finding good workers and despite having an overall “good” year in 2020, a number of legitimate problems still face the industry. Mandated COVID-19 restrictions, raw material costs, freight and delivery prices, supply chain issues, and general economic recovery were all listed as top concerns by our survey respondents. Most of these are out of our control, but they do remain on the list of important issues to keep an eye on as the year continues. **MR**

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2020 METAL ROOFING[®]

TOP ~~10~~ 12 PRODUCT WINNERS

Congratulations to all of the 2020 *Metal Roofing Magazine* Top Product winners! Of the more than 150 products for metal roofing that were featured throughout the last year in the magazine's pages, 66 made the final ballot. You, our readers, were given a chance to vote and ultimately chose the 12 winners shown here (we have 12 winners this year due to a tie).

Hats off to the winning companies and products. We offered the winners an opportunity to tell you more about their companies and winning products:

#1 WINNING PRODUCT:



ColorGard Snow Retention System by S-5![®]

Year after year, rooftop avalanches cause hundreds of millions of dollars in property damage, personal injury, and even death. Snowpack can suddenly release and dump tons of snow below the eaves in a matter of seconds—endangering building elements, adjacent roofs, landscaping, vehicles, property, and even worse, pedestrians.

Inadequate snow guard systems (or none at all) create a life-



safety issue and potential liability for building owners, designers, and contractors. Since 1992, S-5! has mastered the art and science of mitigating this hazard with a variety of fully engineered snow guard systems.

ColorGard by S-5! is the ultimate snow guard solution for any metal roof when perfect color and finish matching to the roof is desired. It is the only system on the market designed and engineered on a site-specific basis. Manufactured in the U.S. from 100% non-corrosive metals—all designed to last the life of the roof—in our ISO 9001-15 audited plant, ColorGard's prefabricated components are simple and easy to install with surprising speed and affordability.

ColorGard provides the safety and serviceability you need while complementing the look of the roof with a clean, non-conspicuous appearance. Load-tested on more than 500 roof profiles, all S-5! products come with an industry-leading and cost-free lifetime product warranty (see the S-5! website for warranty details).

ColorGard features include: non-corrosive, maintenance-free, high-tensile aluminum; prefabricated components—providing simple, easy installation, even for DIY; plus perfect color and finish matching for the life of the roof, utilizing a strip of actual roof material. Benefits of the ColorGard snow reten-

tion system include: compatible with all standing seam and exposed-fastened metal roof profiles; eliminates the need for painting or powder-coating; optional limited lifetime system-performance warranty; optional job-specific, low-cost P.E. wet stamp available; easy-to-use online project calculator for job-specific engineering; proven performance since 1995—4,000+ miles of installations without a single documented failure; readily available from 40+ locations in the U.S. and Canada; and it is endorsed by every major metal roof manufacturer in North America.

www.s-5.com



**rFOIL 2200 Reflective Insulation
by Covertech**

rFOIL Reflective Insulation is an outstanding insulation option for metal and post-frame buildings, as well as a great thermal addition to residential metal roofing systems.

The key to rFOIL's performance is the aluminum foil layer(s). Foil has excellent thermal properties and can significantly reduce heat gain/loss in metal building and metal roofing applications. rFOIL is comprised of one or two layers of high-strength polyethylene bubble, sandwiched between outer layers



**Ultra-Vent
by A.B. Martin Roofing Supply**

Meet the Ultra-Vent: the universal ventilation system that will conform to virtually any roof panel configuration. Stock just one product and have the ability to match any panel configuration. Comprised of pure polyurethane foam with a vinyl coating, Ultra-Vent is UV-stabilized and fire retardant. Plus, the ultimate in vent closures is now tested in up to 90 mph wind-driven rain with no measurable leakage.



Ultra-Vent compresses and fills every void between the ridge cap and panel. The factory-applied, continuous double glue strips allow you to roll out Ultra-Vent and apply it to the roof panel even in windy conditions. Use the 1" x 1½" x 20' material between panels with a gable overlap or with a ridge cap system, on any roof pitch from 2/12 to 20/12.

When installing, allow a minimum 1½"-wide opening at the peak of the roof. For proper airflow, the downhill edge of the Ultra-Vent should be no more than ½" above the lower edge of the ridge cap. Roll out Ultra-Vent over the high ribs with a slight droop in the middle. Ultra-Vent should stick initially at the high ribs and at the low point in between them. After the Ultra-Vent is rolled out over the high ribs, press it down between them for full adhesion. Ultra-Vent will compress at the major and minor ribs to fill all gaps. You can then utilize the same fasteners that would be used for a normal ridge cap installation.

www.abmartin.net

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CONFORMS TO ANY ROOF PANEL

- Compresses and fills every void
- Factory applied glue strips for easy installation
- In stock for fast shipment nation-wide

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2020 TOP PRODUCT WINNERS

of 99.9% pure aluminum metalized facings. A white interior facing is also an option.

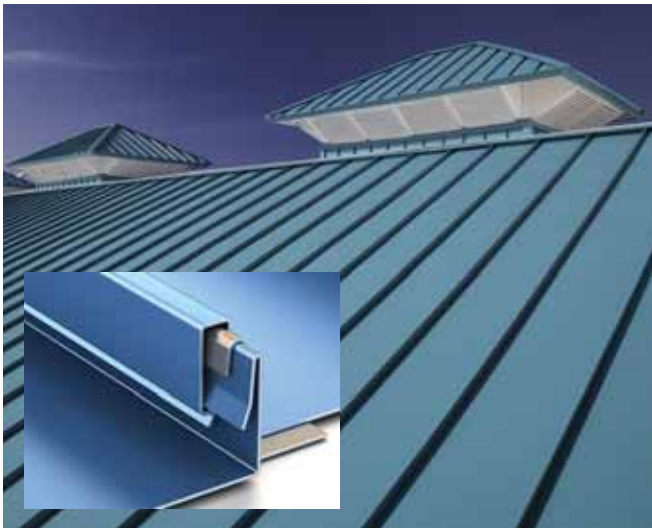
Metal roofing and siding can reach extremely high temperatures under the summer sun. As the metal takes on this added heat, that energy continues inward, radiating from the hot metal to the building's interior. For this reason, the temperature inside a metal building can be far hotter than outside air temperatures in the summer. rFOIL's aluminum layers reflect and redirect 96% of this radiating heat energy, sending that heat away from the interior of the building. The result is significantly lower inside temperatures.

rFOIL also helps keep heat *in* a building during the cold season. This is due to foil's very low emittance properties. rFOIL's aluminum layer can only emit (or cast off) about 4% of heat energy away from its top foil surfaces. This results in reduced heat loss from the ceiling outward in colder seasons.

Another benefit of rFOIL Reflective Insulation is outstanding condensation control, resulting from the bubble layer(s). The bubble creates a thermal break between the interior facing and the metal exterior cladding. This results in a warmer interior facing surface, where condensation is far less likely to accumulate.

rFOIL Reflective Insulation has earned RIMA verification, a third-party program that validates product performance and consistency, as well as marketing, claims, and literature.

www.rfoil.com



175S Snap Lock Metal Roofing Panel by Drexel Metals

Installing Drexel Metals' 175S Snap Lock Metal Roofing Panel is simple and quick, which makes it an ideal solution for residential, institutional, and structural applications. Our 175S is distinctive for its broad seam width, impressive structural capabilities, and easy Snap Lock installation. Featuring a 1¾" seam height, this continuous interlocking engineered roof system has a concealed fastener and clip application that allows

thermal movement and requires no mechanical seaming to ensure weathertight integrity.

The 175S Snap Lock Metal Roofing Panel is available in the following widths: 12", 14", 16", and 18". It can be installed over open-frame steel purlins, steel decking, steel decking with Polyiso, or plywood decking. Design pressures, wind uplifts, and test reports are for specific deck attachments, material gauges, clip spacing, and panel widths. A complete specification and listing are available on our website.

Drexel Metals operates several manufacturing, sales, fabrication, and distribution locations throughout the U.S. Drexel also extends its fabrication capacities to our local DM-ARM members, who are authorized fabricators, certified installers, and distributors. Projects are site-certified and protected by Drexel Metals' industry-leading warranty programs.

www.drexmet.com



4350™ Metal Roof & Siding Construction Sealant by Geocel

Geocel's 4350 Metal Roof & Siding Construction Sealant is a high-performance, chemically curing (reacts to moisture in the atmosphere to cure) hybrid sealant that provides a strong, long-lasting bond to a wide variety of roofing and building material substrates. These include PVDF, SMP, and polyester-coated steel, bare galvanized, Galvalume® metal panels, aluminum, copper, skylights, glass, brick, block, wood, and vinyl siding. Geocel 4350 is permanently flexible to move with the substrates through challenging weather conditions, passing ASTM C-920 Class 50 (expands and compresses 50%). Geocel 4350 can be applied in extreme wet conditions, even down to 0°F.

Geocel 4350 is available in 23 colors to span the wide variety of colors available in today's metal roofing market. If needed, 4350 is paintable with high quality acrylic or latex paints.

In addition to metal roof joints and lap seams, 4350 is an outstanding choice for sealing through-roof penetrations, flashings, gutters, solar panel installations, underdecking installation, windows, and doors, and as a trim sealant for

metal components.

For over 40 years, the Geocel brand of caulks and sealants has given professional contractors an advantage with every job they finish. They know the performance they expect will be there every time, and every product will deliver solid results that support their goals of saving time, lowering costs, and, most importantly, no callbacks. Enjoy peace of mind and pride in realizing the workmanship of a job well done. Whether it's for tough construction or repair applications, Geocel products perform as promised and as expected. We work side by side with professional contractors to develop products they enjoy working with and ensure that each product has the performance characteristics they need and want.

Look to the one who is setting the standard in caulk and sealant solutions. Look to Geocel.

www.geocelusa.com

**Roloshield™ Underlayments
by Levi's Building Components**

Contractor-friendly Roloshield™ is lightweight and stronger than felt, and is faster to install. This 100% synthetic line of underlayments far outperforms conventional 15# and 30# felt. Use less rolls to cover more roof and lower your installed cost by using this 100% polypropylene synthetic roofing underlayment.

Roloshield™ lays flat and is water-resistant with superior drapability in valleys and on ridges and hips. Speedy installation is achieved by using the



Roloshield™ pre-printed nailing pattern. Extended UV resistance provides installation opportunities on hot, sunny days and provides a cooler working surface. Roloshield™ is Class A fire-rated and code-approved.

The new-and-improved Roloshield™ lineup has an added slip-resistant layer for every product level. With all four products having ICC and Miami-Dade approvals, the new Roloshield™ lineup offers a range of economical to high-end options with code-compliant quality for every product, from Plus to Extreme.

www.levisbuildingcomponents.com



**Double-Deck Roll Formers
by Metal Rollforming Systems**

Metal Rollforming Systems (MRS) is privileged and honored to have our Titan II line selected as one of the Top Products of the year by readers of *Metal Roofing Magazine*. Our customers and industry professionals continue to recognize the value, versatility, and reliability that we at MRS have worked so hard to instill into not just our Titan line, but into every piece of equipment that we design, manufacture, and sell.

Our Titan line is the pinnacle of our rollforming equipment offering. Offering line speed options exceeding 200 feet per minute, the ability to run multiple profiles plus process flat sheets to length for your trim, and an extended service inter-

New & Improved



- Stronger and lighter than felt
- UV resistant
- Pre-printed nailing pattern
- Slip Resistant







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val to accommodate the highest production requirements, the Titan line stands tall above its peers.

Our modular design elements allow the Titan to be designed and built with a single profile, and have a second profile field installed. This keeps the price point and barrier to entry low, while simultaneously giving our customers the ability to grow and add products and features as their needs evolve. Many of these new products and features are focused on new panel profiles. Profiles such as a Quad Rib and Tri Rib, which gives the simulated look of standing seam but installs with exposed fasteners, drastically reducing the cost for the end user; corrugated profiles adding design elements for both interior and exterior buildings; and many more. These profiles are ideal for our Titan line.

Thank you to all of our loyal customers and industry professionals who continue to recognize the hard work and effort our team puts in on a regular basis to ensure MRS equipment continues to be a leader in the industry.

www.mrsrollform.com

Ultra HT Wind & Water Seal® Underlayment by MFM Building Products

MFM Building Products offers the metal roofing contractor Ultra HT Wind & Water Seal®, a premium, self-adhering, high-temperature underlayment designed for use under all roofing systems, including metal and tile where high heat is generated.

This 45-mil product is composed of a unique cross-laminated film, which rolls out flat and is extremely durable to foot traf-



fic. Other features include a special traction surface and a split release liner that makes installation easy, especially in valley applications.

Ultra HT Wind & Water Seal® can be used in a multitude of applications, including whole roof covering for secondary water protection, as a flashing membrane around exterior penetrations, on parapet walls capped with metal, or in sidewall applications under metal building panels.

Advantages of Ultra HT include: it has a tough, cross-laminated polymer film surface; it is high-temperature-rated to 250°F; it features a nonslip traction top film; it aggressively adheres to the roof deck; it self-seals around fasteners; it is accompanied by a 10-year warranty; plus it is made in the U.S.

Ultra HT Wind & Water Seal® complies with ASTM D 1970, ASTM E 108, Florida Building Code FL 11842, Miami-Dade County Approval, ICC-ES AC188, and AC48 (ICC-ES ESR-2783) and CSA 123.22-08 Type II (CCMC 14048-L). These approvals ensure that Ultra HT meets today's rigorous standards for self-adhered underlayments.

As part of our Ultra HT Co-Branding Program, MFM is proud to offer custom printing on Ultra HT with your company's logo and contact information for increased company awareness on the job site. MFM carries the 10-year warranty and you gain valuable marketing exposure. Contact your local MFM sales representative for more details.

Visit our website to view all of our technical information or to request your free sample of Ultra HT Wind & Water Seal®.

www.mfmbp.com

2.0" Mechanical Seam Metal Roofing Panel by Sheffield Metals International

The Sheffield Metals International (SMI) 2.0" Mechanical Seam panel profile is one of Sheffield Metals' most popular profile options, especially for commercial applications that require extra protection and performance.



There are many benefits to installing the SMI 2.0" Mechanical Seam profile, including:

- **Engineering availability and panel testing:** This profile has been tested and engineered for multiple materials (steel and aluminum) and deck assemblies (plywood, b-deck, b-deck with ISO, and open framing), which means we know it will perform to high standards in stressful weather conditions.
- **Available to use on low-slope roof applications:** Mechanical lock systems are the preferred choice for use on low-slope roofs. For the SMI 2.0" Mechanical Seam profile, it can be installed on a 2/12 roof and even lower (down to .5/12) if in-seam sealant is applied between the steel panels.
- **Weathertight warranty-approved:** The SMI 2.0" Mechanical Seam profile qualifies for Sheffield Metals' weathertight warranties on commercial structures.
- **Thinner, sleek seamed profile:** Some snap-lock profiles are considered "bulky" because of the larger seam top, but the SMI 2.0" Mechanical Seam profile features a narrow seam and delivers a sleek look while maintaining its structural integrity.

www.sheffieldmetals.com



ZXL™ MB™ WoodBinder® by ST Fastening Systems

ST Fastening Systems' premier metal-to-wood building fastener, the ZXL™ MB™ WoodBinder®, offers the professional builder a better, stronger, long-life option to match the warranty

on premium Galvalume® metal panels. First offered in 2001 as a long-life solution to the already popular Kwikseal™ WoodBinder fastening system, the long-life ZXL is the only molded ZAMAC head with an encapsulated EPDM sealing system featuring a multi-layer barrier coating.

This Dual Solution Engineering process created a new benchmark in long-life head design. The ZXL MB WoodBinder features all of the proprietary technologies, engineered to focus on the reduction of corrosion and the advancement of the slotting thermal expansion, moisture control, and the overall structural integrity of the building envelope.

ZXL is the most corrosive-resistant head in the industry. When combined with the exceptionally fade-resistant Powerful™ coating, the no red rust ZXL die-cast molded integral cupped head has no equal. It's perfect for long-life metal roof panels and comes with a matching 40-year warranty.

ZXL isn't a capped head that contains voids where corrosion can start; there are no voids on a ZXL. Manufactured in an automated and proprietary die-cast molding process, the ZXL is formed as a solid one-piece fastener. ZXL is the only ZAMAC molded powder-coated head made in the U.S. and guaranteed not to red rust.

Powderful powder coating is an innovative process that adds decades to a structure's aesthetic appearance. This helps retain its value over the long run. Powderful coating continues to match metal panels long after wet painted fasteners have faded. Buildings with wet painted fasteners diminish in value over time as their appearance degrades, but structures with UV-resistant Powderful fasteners retain their appearance and show the importance and value of quality. The DurasealPlus® clear and Powderful powder coating deliver three times the UV/rust protection of wet paint.

ZXL MB WoodBinder comes with the KS Lo-Root thread technology, originally developed for the Kwikseal fastener, with thread transitions from fine to coarse. The low root design provides excellent pullout strength. The Micro-Bit™ point on the ZXL MB WoodBinder reduces metal shavings that can embed themselves in the rubber washer. The combination of the MB point and transition thread from fine to coarse generates superior drill speed in metal and holding strength in wood substrates.

The MB point is excellent for penetrating multiple thicknesses of steel (often found in ridge cap or trim applications). Point strength provides consistent drilling not found in traditional sharp point screws. Slow drill or no drill screws are eliminated. Total in-place cost is reduced with no dropped screws due to dull points.

The founders of ST Fastening Systems envisioned a company where ideas and technology would be advanced into a constant endeavor to produce better and better solutions in the metal building industry. It is this commitment and tenacity that have brought some of the greatest products to the industry.

www.stfasteningsystems.com



R-Mer® Force Flashless Edge Metal System by The Garland Company

The Garland Company's R-Mer® Force flashless edge metal system saves time and money while offering unparalleled protection. By eliminating the need for flashing plies, R-Mer Force cuts down the installation time and saves significant costs on labor and material. The system is uniform in strength and customizable in look, so you know this edge will fit your building in more ways than one.

R-Mer Force reengineers the way flashing is installed, without complicating the process or leaving the building envelope vulnerable to the elements. Strong aluminum base anchors secure the edge metal to the exterior wall, leaving no penetrations on the roof surface. Prepunched slots make the installation even easier and more accurate. Fascia covers then complete the easy installation by simply snapping onto the installed anchors. Unlike other systems that use metal springs to mount the system, R-Mer Force's unique thermoplastic elastomer extrusions use the perfect amount of tension so each fascia cover fits like a glove.

While the edge of the roof is most vulnerable to wind damage and moisture intrusion, this patented metal edge system maintains its strength and watertightness. R-Mer Force is tested in accordance with the ANSI/SPRI/FM 4435 ES-1 standard for structural integrity and wind resistance. The integrity also lives on in R-Mer Force's designed resistance to thermal expansion and contraction. This adds security against the elements that

would typically threaten a roof system, resulting in longer service life and building integrity. And the system is reinforced even further with our extensive line of accessories, including inside and outside corners, fascia extenders, downspouts and elbows, and scuppers.

R-Mer Force is fully customizable and engineered to fit your building's design needs and your aesthetic preferences. Find your versatile metal solution and your Energy Star®-approved colors in one powerful product. The strong design also carries into the attractive finish of an R-Mer Force system; the thermoplastic elastomer compression seal inserts keep surface tension perfectly balanced for a level surface unaffected by oil canning.

With R-Mer Force's strong design and striking curb appeal, you'll have an edge on the competition.

www.garlandco.com



Galvalume® Steel Coil by United Steel Supply

United Steel Supply is the country's largest distributor of Galvalume steel coil. We work hard to ensure that we have exactly what our customers need: high quality products, outstanding service, and competitive pricing.

United Steel Supply relies on several domestic partners for its steel, but our primary partner is Steel Dynamics, Inc. (SDI). SDI provides a consistent level of licensed Tier One Galvalume, Tier One being the highest quality, followed by Tier Two and Tier Three. Tier One is optimum for residential roofing applications.

Galvalume is a licensed product, produced using strict manufacturing procedures. By buying your steel from a quality, reputable source like United Steel Supply, you're assured of fewer rejections and a higher yield for your panel. In addition to Galvalume, United Steel Supply offers galvanized and pre-painted steel coils of the highest quality possible.

Whatever your building project, our process can be customized to fit. We keep a stock of Just In Time (JIT) inventory to deliver coil in most cases within 24 hours of ordering, as well as transportation and slitting services to suit your needs.

unitedsteelsupply.com

MR

Construction Connections

How three young friends created success from a common history

By Kelly Plummer/Keeney Home Services

How many of us can say the high school summer job where we worked with our buddies turned into the business we own and operate today? Three friends, Andy Lindus, Joe Smith, and Josh Keeney, run very successful home improvement companies serving three different states, and are connected by those summer memories. To this day, they continue to build their businesses, lean on each other during the pandemic, and even promote a little healthy competition from time to time.

Andy Lindus: Lindus Construction

It all started with Andy Lindus. Lindus' parents, Emily and Kevin of Baldwin, Wisconsin, started Lindus Construction back in 1982 after Kevin, a hog farmer, fell out of a tree he was trimming and broke his back. "We were broke," Andy Lindus recalled. "My dad was already doing handyman jobs here and there. So he ended up leaning on that." Within a year, Kevin was bringing in more money than he ever made with hog farming.



Andy Lindus

Soon Lindus Construction was born and, while it served mostly western Wisconsin in those early years, the company quickly began its expansion into the Twin Cities of Minnesota. By 1995, Lindus Construction started opening franchises throughout the Midwest, which brings us back to the story of the three friends. More specifically, Lindus' friend Joe.

Joe Smith: Home Solutions of Iowa

Back in the 1990s, Lindus Construction focused primarily on roof construction and a new type of gutter called LeafGuard®. As a teenager, Lindus worked on a roofing and gutter installation crew with his cousin (and best bud), Joe Smith. The two recall long days. "I was staying at Lindus' parents' place back then," Smith remembered. "We worked so hard that first year. I remember at the end of the day, one of us would shower and the other one would fall asleep while waiting for his turn. We were the first ones



Joe Smith

out on the job and the last ones in," he added. Lindus said it was about 70 to 80 hours of work per week. Not only did they work hard, but Smith and Lindus also created some of the terms, checklists, and processes still in use today by their companies, top LeafGuard installers in Des Moines, Iowa, and the Twin Cities of Minnesota, respectively.

Throughout their college years, Smith and Lindus began dabbling in the sales side of the business. When Smith was a junior in college, Lindus' parents offered him the opportunity to open a franchise of Lindus Construction in Rochester, Minnesota. Smith, only 21 years old at the time, accepted. "It was a great opportunity. But, I did learn quickly (after about a year) that Rochester wasn't my gig," said Smith. "I needed a bigger city, a bigger opportunity." So he did his own research and asked Emily and Kevin Lindus if he could start his own franchise in Des Moines, Iowa. They agreed and, after setting up a booth for the company at the Iowa State Fair in 2003, business began to boom. "When we moved to Des Moines, my wife Liz and I didn't know a soul," Smith shared, adding, "I built the business and enough equity to buy [the franchise] outright from Emily and Kevin in 2007." At the time, Smith was just 29 years old. Today, he considers Des Moines home. His company, Home Solutions of Iowa, has served more than 27,000 homeowners and is a local leader in gutter systems, roofing, insulation, rain barrels, windows, doors, siding, and more. Smith said he learned so much from the Lindus family, including the simple concept of hard work. "Kevin is probably the hardest working human I have ever met."

Josh Keeney: Keeney Home Services

Another friend in the group, Josh Keeney, has a similar success story. He and Lindus were good friends outside of work and eventually, Lindus recognized a drive and work ethic in Keeney. He decided to hire him on as a sales rep, despite his mom Emily's concerns. "At the time, Keeney was young but had a lot of experience. He was my third interview for the sales job and was so nervous he was stuttering through it. I remember my mom asking, 'Are you sure you want to hire this guy?'"



Josh Keeney

Lindus admitted. "I was sure and hired him. Little did we all know what a performer he would become." In fact, Lindus recalls a couple months after hiring Keeney, his parents drove

PEAK PERFORMERS



From left: Josh Keeney, Nick Huebner, Rich Haring, Amy Keeney, Darlene Pluger, Emma Niemi, Ronnie Evans, and Jeff Peters. Photo by Mitch Zehr.

past Lindus Construction at 3 a.m. in the morning on the way to the airport, only to find Keeney's vehicle in the lot.

It was about that time that Kevin wanted to move Lindus Construction away from roofing. Andy Lindus and Keeney stepped in and asked if they could take on that part of the business. They did, and with great success. Eventually the two were installing eight asphalt and two metal roofs every single day, and had catapulted Lindus Construction to the status of #1 GAF distributor nationwide.

By the year 2000, Lindus Construction was pulling in \$6 million in revenue. The company opened offices in Des Moines, Iowa; Omaha, Nebraska; Green Bay, Madison, and Milwaukee, Wisconsin; Grand Rapids, Michigan; and Cincinnati, Ohio. Emily and Kevin wanted to allow key employees to become business owners and essentially duplicated the franchise opportunity offered to Joe Smith.

Keeney had worked with Smith, too, and had seen the success Smith had in both the Rochester and Des Moines markets. While he wanted to stay on at Lindus, he needed to return to Green Bay, Wisconsin. That's where his parents had lived, both tragically passing away at just 50 and 52 years old from heart attacks. Once he returned to northeastern Wisconsin, Keeney decided he wanted to stay and try to replicate the success of Lindus in the Green Bay, Appleton, and Neenah, Wisconsin, market. So, in 2008, he opened a Neenah-based franchise, Keeney Home Services. Today, the company is a GAF Master Elite® Roofer and also provides LeafGuard® gutters and Dr. Energy Saver Services. Keeney remembered one quote from Emily Lindus that always rang true for him: Do what works and don't do what



From left: Josh Keeney, Chad Williams, and Amy Keeney.

doesn't. "It seems so simple, but it's powerfully effective and overlooked by too many businesses," said Keeney. "I'm so grateful to have learned that lesson and to be able to apply it every day."

Meanwhile, Andy Lindus continued to build Lindus Construction. He and his brothers, Adam and Alex, were given the opportunity to expand and eventually run the family business. The brothers purchased Lindus Construction outright from their parents in 2016.

For the Lindus family, some things never change. That couldn't be more true of the respect and value placed on the company's employees. "I love what I get to do," Lindus said. "I'm only afforded that because of our employees. They're our great-



The entire Lindus family, including Lindus Construction founders Kevin and Emily.

PEAK PERFORMERS



(ABOVE) Company photo of Joe Smith's Home Solutions of Iowa.

(RIGHT) An example of "the Lindus picnic," a portable table brought to client meetings to facilitate social distancing.

est asset. I learned that fact from my parents."

Lindus is also a big proponent of millennials. "I'm so tired of people talking poorly about millennials. They're no different. Give them direction and a chance to be on a team that wins," Lindus explained. "They're not as motivated monetarily as previous generations. But they *are* motivated. In fact, I've employed kids who I once coached in high school."

Getting By With a Little Help From Their Friends

Today, years into running their own businesses, Lindus, Smith, and Keeney remain friends. They even vacation together with their spouses and children. "It's really one big family," said Lindus with a smile.

That's why when COVID-19 hit in 2020, the men didn't hesitate to lean on each other. "Call it a support group or whatever," said Keeney, "But we were on nightly Zoom calls just counseling each other and brainstorming on how to keep our businesses alive."

Together the group came up with safety protocol and procedures to implement during the pandemic, including what Lindus called "the Lindus picnic," which was a portable table sales personnel brought to homes to socially distance with customers while discussing a project and reviewing materials.

"We're constantly bouncing ideas off of each other," shared Keeney. "Not being in the same markets means we don't compete with each other. It's really made us a great team." The constant



communication has helped all three buy in bulk, hone best practices, and learn from failures. "One of us decides to hire a human resources representative or an IT specialist and then we share whether the hire was beneficial with the other two," said Keeney.

The friends also engage in healthy competition away from work from time to time. For example, the men and some of their wives, along with staff, have started CrossFit. The group collectively lost 400 pounds.

Lindus, Smith, and Keeney also all reported exceptional sales for the spring and summer months of 2020, not at all what they expected when the pandemic hit. One thing that *is* expected is the constant support the ongoing friendship offers the men in business and in life, no matter what comes their way. "Through the highs and the lows and the worst of the worst, these are the people I know are going to be there," said Lindus. **MR**

Machine Maintenance & Safety

Industry experts share how to get the most out of roll formers and keep workers safe



www.ascmt.com

With each piece of equipment, we supply a detailed manual with clear instructions and tips on safety, operation, maintenance, troubleshooting, and more. The manual also contains a schedule of daily, weekly, monthly, and yearly maintenance routines. Unfortunately, not all customers follow the recommended schedules, which can result in equipment failure, repairs, and downtime. Two of the most important maintenance routines:

- Keep all power transmission products lubricated. This includes bearings, bushings, sprockets, chains, and gears. This particularly pertains to those customers running high volume production.
- Keep up on intervals for your hydraulic power unit maintenance. This includes the change of the return line filters and the hydraulic oil.

And please, read the manual to prevent serious injury!

- Only individuals who have read the manual thoroughly and comply with all the recommended safety guidelines are qualified to use, maintain, and operate the equipment. Please THINK FIRST, ACT SECOND!



www.bradburygroup.com

There are more than a handful of maintenance tasks that need to be routinely done, but a few general ones for roll formers are:

- Inspect the roll tooling gaps or clearances to make sure they are set properly for the material being ran. This needs to be done daily or whenever the gauge is changed. This can be done with a set of feeler gauges or an inspection mirror. It also serves two purposes: it will help prevent damage to the roll tooling and will help you run a quality product.
- The next one is lubrication. This covers several areas on the roll former like the tooling (if lubrication is required), the bearings, gears, and chains. If this task falls behind, it can

cause premature wear on parts, ending in a breakdown of the machine. The intervals for this task can vary greatly, so it is best practice to follow the OEM recommendations for the lubrication schedule on the roll former. The ultimate goal of preventative maintenance is to prevent costly breakdowns of machinery and reduce unscheduled downtime.

When it comes to safety, it should be a conscientious priority for everyone to follow their company's guidelines when operating or performing maintenance on a roll former. A few tips that will help keep everyone safe are:

- Keep it clean and organized. This includes the roll former and the work area around the machine. A machine that is well kept is a lot easier to operate safely and to maintain. It makes it easier to detect problems like a hydraulic leak or a seal going out. This should be a daily or weekly routine (depending on the production schedule) and will promote safety.
- Keep the machine guarding and barriers in place. These were designed to keep you safe and avoid injury. We have been to too many places where the guarding has been removed or bypassed to do repair work or to make adjustments to the roll former and then these protective devices were just simply left off. Keep the guards in place and you get to keep your fingers and hands to go home with!



www.cidanmachinery-america.com

- Proper PPE should always be worn when operating or working near a roll former. Gloves, protective eyewear, and steel-toe boots are a must.
- Never operate a machine without safety cages and other safety features enabled. The machine should also be well-maintained and a visual inspection done before each use with more in-depth maintenance performed weekly, monthly, or yearly depending on the manufacturer of your machine. See your operator's manual for these schedules.

This is a perfect segue for maintenance. Before performing any maintenance on your machine, activate your emergency stop button(s) and turn off the power. This will prevent electrical shock as well as prevent the machine from being turned on. Once the machine is off, here are two key maintenance tasks:

PRODUCT FEATURE

- Inspect and lubricate all chains or worm-drives weekly (or as recommended by your machine manufacturer). Failure to do so will make a failure more likely to occur and cause your machine to be down.
- Wipe down and clean tooling weekly (or as recommended), especially when running galvanized panels. If your rollers become dirty or damaged, it will show in your finished product. Regularly cleaning the rollers will prevent small imperfections from becoming major problems.



www.marionmanufacturing.com

Our top two maintenance tips involve relying on one's senses:

- Visual: Taking five minutes at the beginning of every shift to make a visual sweep of the die gapping is a quick way of catching a costly mistake before it happens. You will need a

simple inspection mirror and a white piece of paper. Hold the mirror so you can see the gap in the top and bottom dies, and hold the paper on the opposite side to illuminate the gap. Move across each pass, making sure the gap is consistent. If something has come out of adjustment, you may notice an inconsistent or closed gap.

- Hearing: Roll formers are not the quietest pieces of equipment, but if you hear something that stands out to you, stop the machine and check it out. Squeaking might be a bearing going out, or a grinding sound or vibration could mean sprockets or gears having abnormal wear. These could be easy fixes unless you let them go for too long.

Important safety considerations for operating a roll former:

- Get to know the E-stop. Knowing the location of the emergency stop buttons on a roll former is sometimes taken for granted. Mentally preparing yourself to hit that E-stop is key to avoiding disaster. We've seen this happen and have been guilty of it ourselves, but when material crashes or something unexpected goes wrong, it's easy to be surprised and move toward the commotion. The only control you have is getting to that big red button as quickly as you can.
- If working around roll forming equipment is your liveli-

Your Single Source Equipment Provider

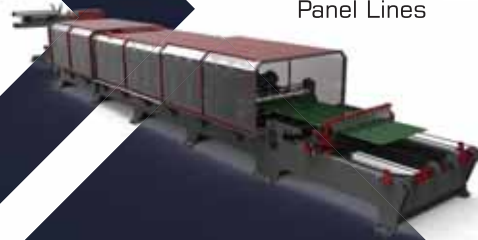
Folders



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On the Other Side of Chapter 11

Navigating through a supplier/customer's financial and legal woes

By Gary Reichert, Publisher, Shield Wall Media

2020 was an interesting year. Even if everything goes smoothly for the next few months and the world transitions back to “normal,” there will be long-term changes to the business climate and society in general. Anyone who has ever spoken to me knows I am not bright enough to predict what those

changes will be, but smarter people have predicted a future that makes sense.

According to the Wall Street Journal, companies borrowed heavily to survive the stress from COVID-19 and will start to feel the pressure of the increased debt load in mid-2021.

A lot can happen between now and six months from now, but experts are predicting an increase of up to 25% in

Chapter 11 filings. Having witnessed two such filings recently, both on opposite sides of the filing, there is some real-world insight I would like to share.

Obligatory disclaimer: I am not and never wanted to be a lawyer. The following are reflections from my recent personal experiences, nothing more. This does not constitute legal advice. All situations are unique, and my experiences may or may not apply to your situation. Any decisions you make are yours, and you assume all the risks and benefits associated with them. Maybe I should have been a lawyer...

Bankruptcy: One Size Does Not Fit All

Before discussing my personal experiences, we should explain the differences in types of filings commonly referred to as Bankruptcy.

Chapter 7 is a liquidation of assets by the court. This most often applies to individuals, but can be applied to businesses when the business has no future



prospects or chances of viability.

Chapter 11 is a reorganization. Reorganization can take many different forms. Debt facilities may be renegotiated, nonperforming divisions or assets may be disposed of, or sometimes divisions are pieced out and sold at auction.

The Small Business Reorganization Act relaxed standards for Chapter 11 so that small businesses would be better able to maintain their equity and some operational control of their business. The Subchapter V of Chapter 11 originally only applied to businesses with under \$2,725,625 in debt. The Cares Act temporarily expanded that to \$7,500,000 to help deal with COVID-19 stress. The Cares Act provision is currently set to expire on March 27, 2021, so some larger companies may find Chapter 11 more attractive. If you are dealing with a business bankruptcy, the majority of cases will be Chapter 11.

Variables to Consider

The outlook and circumstances of a business associate's bankruptcy are vast-

ly different based on your relationship with the company. If you buy products or services from the company, there is an excellent possibility you won't notice any changes in operation. If you sell product to the company and they pay you, the differences can be striking.

In many instances of Chapter 11, the end result is the acquisition of the company or part of the company by new owners. That is what happened when Shield Wall Media acquired the Construction Division from F+W Media.

When the change in ownership occurs, one of the documents that must be approved by the court is the Assignment and Assumption Agreement. This agreement details everything that will be transferred (or not transferred) to the new owners.

The Assignment and Assumption Agreement will have schedules including physical assets, inventory, real estate, and intellectual property. It also includes the agreements the old company had in place with existing vendors and customers. Typically, the new own-

ers will keep the agreements that generate revenue, leave, or attempt to renegotiate the debt obligations.

If you sell products or services to the company, there are two basic considerations: recouping what you are owed from the old company, and maintaining the relationship with the new company.

Being owed money you cannot collect can be emotional. There are feelings of being cheated and it is not fair for someone to not honor their obligations. If the business going through Chapter 11 owes you money, watch the court filings closely. It is critical that you comply with the dates provided by the court. Typically, the company will continue operations during the Chapter 11 process. Ceasing operations decreases the cash flow and value of the company, which benefits no one.

If you know the filing dates are coming, you may want to evaluate the orders the company is placing with you. Once the filing takes effect, the court will often allow the business to pay for goods and

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services for ongoing operations. If an invoice arrives before the date, it will be included in the settlement and payment will probably be delayed until the filing is resolved. If the invoice goes in after the filing date and is considered necessary for continuing operation, it should be paid promptly, as payment is overseen by the court. Monitoring invoice dates may be the difference between getting paid promptly and not getting paid at all.

When deciding if you will maintain a relationship with the new owners, the first decision is based on whether you believe the business will be viable in the future. If any operational challenges are fixed with the new ownership, it may be worthwhile to continue. Remember, you both have the option to renegotiate pricing and payment terms for the ongoing relationship. As a vendor, this is a great opportunity to develop that relationship. A business has many moving parts. All of the vendors need to be confirmed or replaced.

Staff, resources, and real estate all need to be evaluated in a Chapter 11. This often has a timeline of 30 to 60 days. Those tasks are in addition to maintaining operations and working through the legal maze surrounding Chapter 11 and buying a business. If it is a small company, they will want to—or need to—maintain many of the existing relationships for expediency. If you want to keep their business, the best thing you can do is make the transition simple. The new owners will probably be grateful to check items off of their lengthy to-do list.

If you buy from the company negotiating Chapter 11, you can mostly disregard the court notices. The dates and updates are mostly insignificant. One item to consider is: Everyone doing business with the company filing Chapter 11 receives the court notices. They are also a matter of public record, so the company's competitors receive them as well. Often competitors will call and try to put their own spin on the process. One of Shield Wall Media's largest and most critical vendors recently went through a Chapter 11 process. I received calls from more competitors than I knew existed. I filed them away in case I needed them in the future, but otherwise gave them little time and attention.



One reason the competitors were dismissed was the company working through Chapter 11 helped us negotiate the tasks required when we bought the Construction Division that became Shield Wall Media. They took that opportunity to be a resource, and it benefited them in the future.

Negotiating Terms and Commitments

If you buy from the company, one area of legitimate concern is their ability to meet their commitments. There are two primary aspects to this risk: their ability to deliver in a timely manner, and your payments for products or services.

If you have net 30 or other payment terms, the money is a nonissue. Since payment isn't due until after delivery, if they do not deliver, you do not pay. There is no downside risk to you based on nonperformance. I dealt with this on a daily basis with advertisers asking what would happen if we went out of business. The answer was simple: Advertising is not considered as revenue until the issue prints and mails. If the issue you advertised in never mailed, there is nothing earned and nothing owed. It would be the same with products. If it's never delivered, you would never owe anything.

I would be extremely hesitant to pre-pay or put a deposit on an order from a company going through Chapter 11. Operation is overseen by the courts, yet even in the best-case scenarios, if they cannot deliver product, your money is

tied up for a while. You will probably get your deposit back someday, but personally, I would not take the chance.

Timing is a different consideration, and requires some research. The ability to pay bills can affect any company's relationship with their vendors and suppliers. Suppliers will often change terms for customers who pay slowly or present collection challenges. If a company cannot get raw materials, it obviously will disrupt their supply chain and create delays. A delay in their production becomes a delay in your production.

Usually that is not the case, and that is one of the reasons the court allows and oversees payments of invoices after the filing. In my personal experiences, this has not been a concern. But for critical components, I would have a backup in the wings.

The one thing to remember is Chapter 11 does not mean the company is being liquidated and going away. The end result could be something that the outside world would never notice, or it can end in a complete change of management or ownership. The new owners could decide to liquidate, or they could grow like we have at Shield Wall Media. When we went through the acquisition of a company from Chapter 11, we did not miss a single issue. We came out of the process launching a new show and new magazines.

In any result, caution is appropriate and redundancy is good, but a critical partner going through Chapter 11 is not a reason to panic. **MR**

NEW PRODUCTS

S-5! Introduces New Bracket Technology for Trapezoidal Rib Metal Roof Profiles

S-5!, the leading authority on metal roof attachment technology, introduces the newest addition to its line of RibBrackets for mounting solar panels to a variety of trapezoidal rib metal roofs.

The RibBracket V is a sheeting-only solar attachment that can be placed anywhere along the roof's ribs and is designed specifically for Ternium TR 72, TR 101 (R-72 and R-101), and similar roof profiles commonly found in North and Latin America. With flex-to-fit legs, the design of the bracket ensures proper fit and places the fasteners in shear rather than pullout, providing a substantially stronger attachment.



Its compatible top rib dimension range is 3/4" +/- to 1" (19 mm to 25 mm), and its elevated profile provides 4" (100 mm) of air space above the rib to maximize airflow under the solar panels and a large channel for wire management. "RibBracket V provides a secure, dependable, and economical solution that is quick and easy to install," said S-5! CEO and Founder Rob Haddock. "Our S-5! Research & Development team spent months in concept and prototyping to come up with another versatile, cost-effective, and state-of-the-art solar mounting addition to our RibBracket line."

"At S-5!, we continue to innovate new and better solutions in a constant product improvement and invention/reinvention mode," continued Haddock. "It is the very foundation of our business. We are always evaluating ways to bring competitive advantages to our customers and distributors, and to ensure our products remain 'user-friendly' to both."

www.s-5.com



ProVia Launches Metal Roofing Product Line

ProVia introduces a unique new metal roof system, made in America from domestic recycled steel, with natural-looking wood shake and slate styles and a lifetime limited warranty. ProVia's metal roofing panels are 26-gauge G90 galvanized steel—manufactured with 10% more steel than the industry average—creating a thicker panel for better protection against extreme weather, yet it is three times lighter than asphalt panels.

ProVia metal roofing is third-party tested to meet or exceed ASTM and UL industry standards for tensile strength and resistance to wind, hail, rain, and corrosion. Our metal roofing panels are hurricane certified and can endure 180 mph winds. Our specially engineered four-way locking system, with bottom WaveLock™ and enhanced water dam, provides superior protection against water penetration from wind-driven rain.

The hardened, resin-based surface of ProVia's GalvaTec™ finish sys-

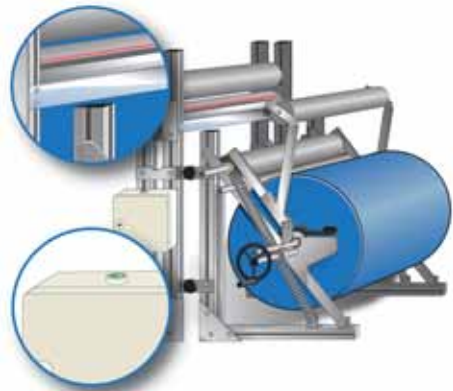


tem protects against algae formation and black streaks that can deteriorate granular and porous roofing materials like asphalt, slate, and wood shake. GalvaTec provides a highly reflective and emissive finish that keeps the metal roof cool, reduces energy consumption, and re-emits absorbed solar radiation. The durable finishes are fade- and chalk-resistant, with energy-saving, solar-reflective pigments.

ProVia's shake and slate profiles and colors preserve the unique characteristics of these classic, natural roofing materials. Our state-of-the-art steel stamping process creates a unique panel texture, and the natural hues accentuate the authentic look of hand-split wood shake or quarried slate. Pepperwood, Shadewood, Briarwood, and Saddlewood shake hues resemble real timber shingles, and Ironstone, Baystone, Larkstone, and Lodgestone colors embody the look of rustic stone. Each color comes with solid or decorative coordinating trim.

Most roofing manufacturers warrant the quality of their product, but not damage caused by faulty installation. ProVia has made a significant investment to ensure installation quality by creating its own Certified Installer program, with a Workmanship Warranty that ensures the installation of our metal roofing provides a professional result.

www.provia.com/metal-roofing



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Filc USA is happy to announce a new accessory that makes cutting DripStop as simple as pushing a button. The E-Z cutter will be available on future applicators, and available as an accessory that can be retrofitted to all 3rd generation (approximately 2015) applicators. Contact us for pricing and availability.

www.dripstop.com **MR**

8

Building Projects Receive Copper Architecture Award

The North American Copper in Architecture Awards program recognizes excellent uses of copper and copper alloys in residential, commercial, institutional, and government buildings

The Copper Development Association (CDA) awarded eight innovative copper building projects in the U.S. and Canada as part of its annual North American Copper in Architecture (NACIA) awards program. With a newfound consideration for healthy design in the wake of the COVID-19 pandemic, designers are turning to the timeless metal for its sustainable and antimicrobial properties.

Launched in 2008, the NACIA awards program recognizes copper's versatile use in building construction and promotes its innovative applications. Winning projects represent a wide variety of design styles and buildings, including residential structures, government facilities, and museums—all of which were executed with remarkable detail, creativity, and craftsmanship.

"The future is bright for copper innovation," said Stephen Knapp, Director of the Strip, Sheet, & Plate Council for the CDA, continuing, "The 2020 winners demonstrate the versatility and great natural beauty of copper, and showcase the skill and vision of their installers and specifiers in bringing these designs to fruition."

The eight winning projects were selected by leading experts in the use of copper in architecture. Judges make their selections based on the presence and use of copper and technique throughout the project, the quality of copper installation and function, and, when applicable, the significance of the project at hand—whether historic, modern, or otherwise. A complete list of winners can be found on the following pages. [MR](#)



Antiquarian Hall

Location: Worcester, Massachusetts

Architect: Samuel Anderson Architects

Sheet Metal Contractor: Cold Hollow Contraction

Patina Artist: DLSS Manufacturing



Ballet Memphis

Location: Memphis, Tennessee

Architect: Archimania

General Contractor: Grinder, Taber, & Grinder, Inc.

Manufacturer: Petersen Aluminum Corporation



Boat Barn Beach House

Location: Bay Head, New Jersey
Architect: Brandes Maselli Architects
Roofing Contractor: Schuler Roofing of Point Pleasant, New Jersey



Cascade County Courthouse

Location: Great Falls, Montana
Architect: A&E Architects, PC
Consulting Architect and Sheet Metal Contact: Wiss, Janney, Elstner Associates, Inc.
General Contractor: Renaissance Roofing, Inc.



Dallas Holocaust and Human Rights Museum

Location: Dallas, Texas
Architect: OMNIPLAN Architects
Sheet Metal Contractor: Baker Triangle
General Contractor: Austin Commercial
Structural Engineer: Datum Architects
Civil Engineer: Walter P. Moore
Exterior Copper Manufacturer: Hussey Copper
Interior Copper Manufacturer: Arubis
Exhibit Designer: Berenbaum, Jacobs & Associates
MEP Engineer: Blum Consulting Engineers



McGill University, Macdonald-Harrington Building Restoration

Location: Montreal, Quebec

Architect: EVOQ Architecture, Inc.

General Contractor: Saint-Denis Thompson, Inc.

Sheet Metal Contractor: Les Couvertures St-Léonard

Tinsmith: Perron et fils



Ottawa Residence

Location: Rockcliffe Park, Ontario

Architect: Barry J. Hobin & Associates

Sheet Metal Contractor: Raymond Group

General Contractor: Roca Homes

Structural Engineer: WSP

Civil Engineer: D.B. Gray Engineering, Inc.

Interior Designer: Danielle Hannah

Landscape Designer: Sharanne Paquette



Starbucks Reserve Roastery

Location: New York City, New York

Sheet Metal Contractor: A. Zahner Company



Canadian Equestrian Multipurpose Barn

Vernon, British Columbia, Canada

The Project: Bruce Goode, a retired cattle-ranch owner and airline pilot, recently downsized and purchased a small 8-acre equestrian estate with spectacular mountain and lake views of the Okanagan Valley area of British Columbia, Canada. The property features a new 3,500-square-foot multipurpose barn with a 24-gauge Cascadia Metals Black SMP Standing Seam Metal Roof.

The spacious main floor will be used as a workshop

area with a tack room and riders' lounge. The upper floor's open loft area will be used as a "hunting lodge/cowboy shack" themed retreat and entertainment area complete with taxidermy mounts, in addition to a hobby/work area for gunsmithing and another area for exercising.

The Challenge: The owner's goal was to construct a multipurpose building that would also serve as a mounting platform for a 28.35 kilowatt PV solar system, which



would provide 100% of the electricity needs for the entire equestrian ranch property. He also needed a roof that would meet the expected 25- to 30-year service life of the PV system. Because the barn is located in the northern hemisphere, he needed to orient the roof and the solar panels for maximum solar gain.

Additionally, the property is located within a forest interface area, so a building constructed of fire-resistant materials was preferred. Furthermore, he wanted to reduce the risk of sudden and unexpected release of snow on his new slick metal roof, potentially posing a serious threat to property and visiting guests below.

The Solution: The owner specified a standing seam metal roof for its sustainability and durability, since it is

the only roof type with a service life that actually exceeds the service life of a solar PV system. This enables him to avoid potential costly disassembly of the PV array, reroofing, and reassembly further down the road.

The ridge line of the barn roof was oriented exactly due East/West to afford maximum solar gain for the 90-panel system mounted on the South-facing upper roof and lower roof surfaces.

The S-5-PVKIT® 2.0 solar solution (in black to match the black anodized PV frames) enabled solar installers to direct-attach PV modules to the standing seams, eliminating the need for a traditional rail mounting system and provided a simple, secure, economical, and penetration-free method for attaching the solar modules.

Project Overview

Location: Vernon, British Columbia, Canada

Project Size: 28.35 kilowatts of PV, mounted using the S-5-PVKIT® 2.0 solar attachment solution and the S-5-S clamp

Roof Measured: 6,000 square feet

Roof Pitch: 8/12 upper roof

Architect: Timber frame engineering and design by

Marcus Weiss and Daniel Kilchenmann of European Timberframe Corporation

General Contractor: Woodstyle Homes

Roofing Contractor: Artisan Roofing Ltd.

Roof Profile: 24-gauge Cascadia Metals Black SMP Standing Seam Metal Roof, 20" on center, 1½" high rib, from New Tech Machinery SSH

Solar Installer: Roost Solar, Inc.

Module Manufacturer: Canadian Solar 315W mono-crystalline modules

Inverter Manufacturer: Three SolarEdge HD Wave inverters 7600W each and P340 optimizers under each panel

Solar & Snow Retention Attachment Manufacturer: S-5!



Additionally, in the event of a nearby wildfire, a metal roof was chosen for its non-flammable, non-combustible properties, since it will not spark and ignite into flames during a wildfire or lightning strike, which also helps the owner save on insurance premiums.

S-5!'s X-Gard™ 2.0 snow retention pipe system was selected for its compatibility with the project's standing seam metal roof, providing a penetration-free snow retention solution.

"Our multipurpose barn was designed and constructed to withstand time and elements in a challenging Western Canadian environment. The barn was built with the exclusive use of durable, weatherproof, fireproof, and low-maintenance materials. To maximize the longevity potential of the barn's roof, we chose a standing seam metal roof, which achieved our sustainability goals. The metal roof is performing exceedingly well, easily withstanding the heavy snow loads expected in British Columbia, and it

provides an excellent platform for mounting the 90 solar panels, which are directly attached using the S-5-PVKIT 2.0 rail-less solar attachment solution on the entire South-facing surface of the roof. I am confident the barn will provide trouble-free enjoyment for our family today and for many generations to come," shared Bruce Goode, the property owner.

"In British Columbia, our public utility offers full credit for any excess energy produced through a net-metering program for grid-tied systems. Essentially, this means our customers can 'store' all excess solar energy for use at night or during the winter when solar generation is reduced. This 90-module, high-efficiency array is anticipated to produce more than 30,000 kWh per year and cover 100% of the property's annual electricity usage. The system has been operational for a little over 5 months now and, to date, the system has outperformed our expectations," said Stephen Russell, Owner of Roost Solar. **MR**

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EDITOR'S NOTE

Satellites, Drones, and Safety

When I attended the International Roofing Expo (IRE) way back in February 2020, I was surprised and pleased to see a rather large section of the show floor devoted to the Business & Technology Pavilion. Thirty exhibitors filled those booths with products ranging from drone imagery for quoting to comprehensive business software for day-to-day management. This sparked our interest in a big way, as we'd been noticing for some time how technology products and services have exploded with roofing-specific offerings. And so, here we are with our first-ever special section devoted to Roofing Technologies.

These first few pages focus primarily on software and imagery technology that can be used for roofing quotes, cut lists, and more. We have an entire plan to incorporate Roofing Technologies in the next year's worth of issues, covering everything from wearable safety technology to Forward-Looking

Infrared (FLIR) cameras for prospecting, from virtual training to inventory management software.

If you have a topic related to roofing *and* technology that you'd like to see covered, feel free to drop me a line! Roofing contractors know best what they are looking for, and we strive to provide the proper information. This special section will appear in every 2021 issue of *Metal Roofing Magazine* and will aim to encompass all of the ways the roofing industry is advancing with the help of technology. Plus, we will include any new products in the tech world that we find, along with supplier and/or industry news. We hope you like this special section as much as we do! **RT**

Jessica Franchuk
Managing Editor
jessica@shieldwallmedia.com

Imagery + Software for Roofing Quotes

By Ray Smith, Founder/Managing Director, AppliCad

OK guys, let's get something straight right out of the box. As a general rule, satellite imagery is not a high enough resolution for accurate material takeoffs. Hmm, that's a big statement since everyone wants to use "satellite imagery" for estimating. The issue is, you cannot improve the resolution of an image, just like you cannot remove a tree that overhangs and covers half the roof, making it impossible to extract a useful dimension. This limitation is a function of the resolution or image quality, and satellite images are generally not as high resolution as aerial images from specialized survey aircraft. If you rely on satellite imagery, these issues cannot be overcome; instead you must use the information provided and do the best job you can with it. Sometimes, you will have to drive out and do a site measure.

Most services that use imagery for estimating will typically use aerial imagery taken by aircraft at relatively low altitude (compared with satellites). This provides more precise imagery that can be used to do an initial takeoff and from which a client proposal can be prepared. But, depending on your roofing material, you will always have the clause "Subject to confirmation by site inspection" boldly printed on the quotation. You must keep in mind that an estimate is not a material takeoff—ask any quantity surveyor who takes pride in their profession.

Not all roofing jobs can take advantage of the use of aerial images. Most obvious of course is new construction, so if the bulk of your work is new construction, then you will be working from architects' plans (usually a PDF document sent to you via email or downloaded from a file sharing site). In this case, you need a

program that allows you to use the PDF as a guide to re-create the roof geometry so that a detailed material takeoff can be extracted. A 3D CAD-based software is the best solution, as it has the built-in tools needed to ensure accuracy and repeatability using imagery, PDFs, or field measurements.

Integration With Portable Roll Formers

AppliCad's Roof Wizard program not only generates a panel cutting list for all panels, trim, and accessories so that your quotation is spot-on, it also has an export option so you can pass the panel cutting list directly to your roll former controller (though you must have the right controller), thus speeding up the process and removing transcription errors. In fact, we have been doing this in Australia and New Zealand for over 20 years, so it is not a new idea. It is a well-tested and proven process that improves accuracy and reliability for you and your customers.

If you are using smaller format roofing products such as shingles, tiles, or slate, then a takeoff from an aerial image will usually work OK. This is generally enabled by the fact that unused material can be sent back to your supplier for a credit against the next job. Bear in mind that if your quote includes a lot of material that is subsequently not used, then you run the risk of overpricing and missing jobs because you are too expensive. Instead,

it is better to use tools that allow you to generate a quotation for the job that is reliable and exactly right each and every time. Good software assists in this objective.

If a lot of your work is metal roofing or you plan to get into metal roofing installation, then the only place for quotations generated from aerial images (satellite or aircraft) is to get your foot in the door. Your quotation will always be "Subject to confirmation by site inspection." In my experience, there are no aerial images accurate enough to extract an accurate cutting list for a metal roof.

Having said this, quotation software is still an extremely valuable tool, especially if you want to get a bunch of quotations out there—the more quotations done, the more chance you have of winning new work. However, this is not productive if you have to spend hours at a time doing site visits to measure each job. You must be trying to bang out as many quotations as you can, "Subject to confirmation by site inspection." Then, when the job is confirmed and the deposit paid, visit the site to confirm the exact requirements.

With the right software tools, I know it is possible to knock out 10 to 15 residential quotations a day using aerial images.

There is a caveat on these comments for metal roofing guys: It depends on how you work. Some contractors order their metal roof panels from a manufacturer who fabricates them off-site. In this instance, the cutting list has to be perfect and with the right software, this can be achieved. Other roofers have portable roll formers and fabricate the panels on the job site, which simplifies the quoting process. As long as you order enough coil, you don't have to be so precise with your takeoff—just order the correct amount of coil. Once again, good software tools

assist with this and ensure that you do not have excessive waste.

For metal roofers, not only do you need accurate information so you win the job, you need accurate information so you have the right materials on the job site (not just the panels, but the clips, screws, sealants, underlayment, etc.). This will make the job easier to install, result in minimum waste, and help you achieve a nice profit. Software can help roofers achieve all of these objectives by creating the most accurate panel layout on a 3D model of the roof, optimizing the reuse of offcuts (if appropriate), and itemizing every single nut, bolt, and screw—all from the 3D model. It will even account for the overhang into the gutter. This is one important aspect you gain from the use of such software—a detailed quotation is not just panels, it is everything else that goes into a job: fasteners, clips,

ridges, hips, valleys, gutters, drip edges, downspouts, sealant, insulation, underlayment, penetrations, boots, flashing, maybe even solar panels... This specialized software does a complete job based on how each item of inventory is supplied and utilized. If you need 112 special clips, you get 112 special clips.

By now someone will be yelling, “What about drones?” Well, they are just another source of aerial images from an “aircraft.” However, take care—drones have their own issues if you wish to use them to assist in quoting. First and most obvious is the fact that you are now back to doing a site visit and with setup, etc., you may only get a couple of jobs done a day. The real issue with drone images is more insidious—something that sneaks up on you if you do not pay attention—parallax error. To fit the whole property into the shot and not fly so high that the FAA

comes visiting, the cameras on most drones have a very wide-angle lens. This lens can turn a square-shaped roof into a “cushion pad” shape. If you do not get sufficient altitude to take the picture of your roof, the edges are not square and this compromises the measurements that re-create the roof model that you will use to extract your material list and quotation.

To be clear, if you quote jobs by sticking your thumb in the air and quoting “X” dollars per square, labor, and materials, then none of what I am saying here matters. If you are seeking fair, accurate, reliable, and repeatable quotations that enhance the reputation of your business, you need the best software tools and appreciate the shortcomings of each process you employ to generate said quotation.

*If you have any questions at all, drop me a line: ray@applicad.com. **RT***



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Today's Aerial Image Technology: Reducing the Time, Cost, and Risk of Winning New Business

By Piers Dormeyer, President, Construction and Utilities for EagleView

Let's begin with a simple fact: Today's technology makes routinely climbing a ladder and hand measuring the roof for a prospective job an unnecessary drag on your sales process and your business. Switching to remote, aerial measurement and imagery is an easy change that can save any roofing business meaningful time and money and improve the quality of your bids.

Depending on the distance you must travel and the size and complexity of the roof, rolling a truck to a pre-bid site visit can cost anywhere from \$200 to \$400. Regularly making these visits also siphons off your precious time, limiting the number of prospects you can quote and your focus on existing, paying work.

Routine pre-bid site visits and hand measurements also create an easy opportunity for human error. Maybe you're in a rush, or maybe the customer is distracting you with questions from the ladder base. It's not hard to miss a dormer or transpose a measurement. But, particularly in the metal roofing industry, a measurement error can lead to poor, margin-busting estimates, expensive bad cuts, additional site visits, and delays in job scheduling and payment.

Last on many minds, but perhaps most treacherous of all to your business, are the health and safety risks of climbing onto roofs when it isn't necessary, and the potential liability associated with virus exposure to you or your salespeople.

The good news is that today's aerial image technology can help you win business and avoid margin-chomping errors (for an example, see www.eagleview.com/newsroom/2020/10/waste-factor-forty-percent-dodecagon-roof). It can help you



More than 100 EagleView planes routinely “mow the sky,” covering upward of 98% of the population.

put your best foot forward without ever setting that foot on the property, much less on the roof.

Which technology you choose—measurements derived from detailed images captured by specially equipped airplanes such as EagleView reports or lower resolution satellite images—will definitely impact the size and quality of your business gains.

Years ago, satellites offered some hope, but in reality, freely available, consumer-grade satellite imagery does not deliver critical benefits: resolution and timeliness. Having current, ultra-high-resolution images, captured by planes and readily available to roofers, is critical to deriving accurate measurements. Building changes happen all the time, and an older image may lead to inaccur-

rate measurements that can mean hundreds or even thousands of dollars lost on a job, especially in metal roofing.

While satellites capture overhead (orthogonal) images, they do not offer true oblique or angled images from the North, South, East, and West. In short, you're not going to get a 360-degree view of a property from a free satellite image. They also do not come with the creation of a 3D model to ensure that the measurements are correct and that each part of the structure is accounted for in detail. (See another example at www.eagleview.com/casestudy/proven-accuracy-outdated-imagery-inaccuracies.)

Satellite imagery can widely range in age, and 3+ years (which is not uncommon) is a large window of time for changes to occur, not only to the struc-



A comparison of roof reports generated using different measurement processes and image sources prove how crucial it is to use up-to-date, high-resolution imagery and 3D modeling technologies. Measurements based on satellite imagery (right) did not account for any changes the structure had undergone within the past year, rendering the measurements and official report useless for that contractor in the end.



ture, but to what surrounds it. While satellite imagery offers 45-degree views that may appear similar to true oblique imagery, the building's features cannot be measured using these views. Instead, that imagery is augmented by parallel projection, which distorts features in the distance, compromising the ability to measure. These distortions can throw off measurements by as much as 20%, which makes relying on this type of imagery for correct measurements of a structure another unnecessary risk.

Your measurements are the basis for your bid, and for material you order. Getting either wrong—especially in metal roofing endeavors—endangers your chances to win the job or have the correct materials on the job site, and your ability to make a fair profit and grow a healthy, thriving business.

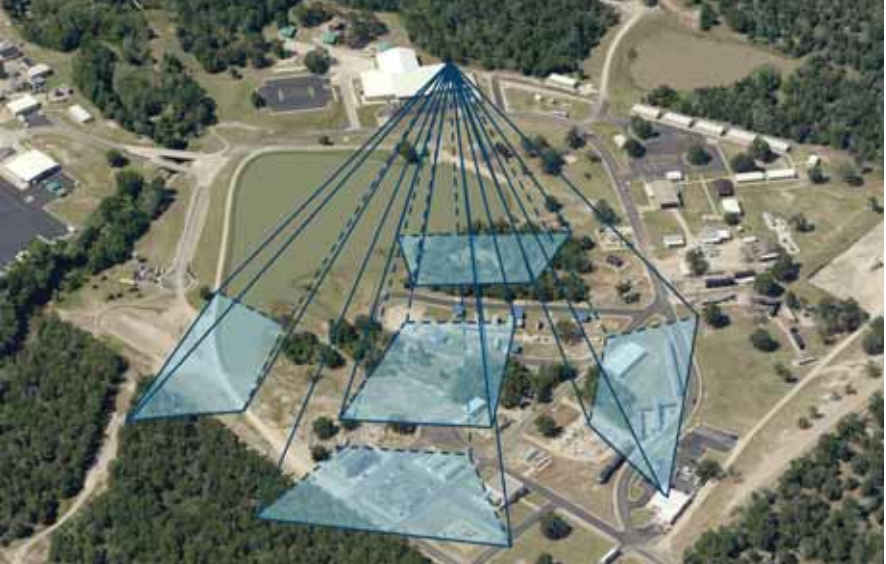
EagleView invented and pioneered the capture of intelligent aerial oblique imagery, and is the leading provider of imagery for local, county, and state governments. With more than 100 airplanes outfitted with extraordinary image-capture capabilities, EagleView routinely “mows the

sky,” flying routes back and forth over upward of 98% of the population. These flights generate images, which we process with computer vision technology to create a constantly growing and refreshing library of hundreds of millions of oblique and orthogonal images.

These are then “stitched together” in patented processes to provide customers with incredibly detailed images that are 70 times more precise than satellite images with a 5 cm or better ground sample distance. Seriously, you could count the blades of grass if you had the spare time!

Metal roofs are valued for their strength and durability, from hurricane coastlines to hail alley to northern snow country. Despite the pandemic, the metal roof marketplace grew about 7% during 2020. A higher end roofing product, metal roofs are more environmentally friendly than asphalt roofs, last twice as long (or longer) and require little ongoing maintenance. And even though they can successfully be installed during all 12 months—allowing roofers four full seasons of business and better potential for keeping valued employees busy all winter—they remain a niche market. Many roofers shy away due to start-up costs and installation challenges.

Aerial imagery offers dramatic and proven suppression of the costs of acquiring work. In turn, roofers can make metal roofs less expensive and spur growth in this industry segment. As a higher end roofing product, it's also worth meeting customer expectations of working with cutting edge professionals on the significant investment they are making in their home. **RT**



Hundreds of millions of oblique and orthogonal images are “stitched together” to provide detailed images that are 70 times more precise than satellite images.



Boral Roofing Introduces Virtual Design Center

Boral Roofing LLC launched an all-new Virtual Design Center in late 2020. The online offering allows visitors to enter through the Boral Roofing website and take a self-guided journey through a showroom designed to visually mimic the company’s popular physical design centers. Available now to explore, the Virtual Design Center showcases Boral Roofing’s complete suite of roofing solutions in the categories of Clay, Concrete, Steel, Composite, and Components within a virtual reality setting.

“Our new Virtual Design Center is built to provide architects, builders, remodelers, contractors, and consumers a self-guided experience through our complete roofing systems and solutions,” said Ann Iten, Director of Marketing for Boral Roofing. “With so much of our lives changed by current events, including many face-to-face events being cancelled, we believe this offering is a natural solution for our customers who are still actively researching roofing options for their homes and current projects.”

The Virtual Design Center includes a number of clickable features including roofing product walls, company and product installation videos, the custom Design-A-Blend app, brochures, blogs, news, and resource links.

To explore Boral Roofing’s Virtual Design Center and for additional information, visit www.boralroof.com.

Union Corrugating Launches Bilingual Website Functionality

Union Corrugating is pleased to announce the launch of their new mobile-friendly bilingual English/Spanish website at www.unioncorrugating.com!

This exciting resource further differentiates and diversifies the company and their offerings in the industry to better service their customers, partners, vendors, and employees.

Did you know an estimated 59.8 million Hispanic people in the U.S. comprise over 18.3% of the population? Union Corrugating is proud to be leading the way to serve them, by helping break down communication barriers. Users who visit Union’s website can now navigate in both English and Spanish and can toggle back and forth with ease as needed to view the complete product portfolio and service offerings.



Learn With Linetec Offers Online Course and Educational Opportunities

Supporting architects and design professionals, “Learn with Linetec” is a new, online, on-demand continuing education platform from Linetec, the nation’s largest single-source solution for architectural aluminum finishing.

The first available course is “Architectural Coatings: Weathering, Performance, and Application of High-Performance Coatings.” As an approved American Institute of Architects Continuing Education Series provider, those who successfully complete Linetec’s one-hour, self-guided course can earn 1.0 Learning Unit for Health/Safety/Welfare. The “Architectural Coatings” course provides architects, architectural specifiers, and others with the knowledge necessary to understand: the anodizing process, specifications, and performance; the paint process, specifications, and performance; and the powder coat process. The course concludes with a comparison of all coating types.

Watch for future online courses and educational content to be added at Learn with Linetec. Visit www.linetec.com.



Cutting-Edge Sheet Metal Folding Technology Comes to North America

Roper Whitney proudly announced a new partnership with EvoBend GmbH to bring the next generation of sheet metal folding equipment to the metal fabrication marketplace in North America (see www.roperwhitney.com/evobend).

As of August 2020, Roper Whitney is the exclusive sales, distribution, and service centers for EvoBend up/down folders in the North American market. The product line features patented technology for the folding system as well as patented features for operator safety, making EvoBend a one-of-a-kind folding machine. Additionally, EvoBend will offer: 300-degree bending capabilities, dramatically less energy consumption, increased operator safety, and easier and less-frequent maintenance. **RT**

Sena MeshPort Adapters Deliver Greater Network Capabilities at Job Sites

Sena Industrial, leader in advanced wireless communications for team-work environments, announced the availability of its MeshPort adapters, which allow almost any device, whether Sena branded or otherwise, to realize the full capabilities of multiplex Mesh networks for more efficient, effective, and safe team communication at construction job sites. With the MeshPort Red adapter, tablets and smartphones can be integrated into a Mesh network as well.

With Sena's MeshPort adapters, companies can avoid the costs of replacing existing Bluetooth headsets regardless of the brand, as well as allow team members to use their own devices in Mesh network team communication environments. This is particularly appealing given the need for social distancing and avoiding the same use of headsets by multiple workers at a job site.

"We understand that not every work environment is going to have a Sena inventory of communications devices and may have workers who would prefer using their own equipment to communicate," said Tae Kim, Chief Executive Officer of Sena Technologies, Inc.

"With our MeshPort adapters, our goal is to help customers better outfit their teams to communicate more effectively and safely while maximizing their investments."

www.senaindustrial.com



Hilti Unveils Wearable Exoskeleton

Hilti North America announced a new innovation that is more connected to its customers than any tool of its time, the EXO-01 wearable exoskeleton. This new human augmentation device will help commercial contractors, tradesmen, and management alike tackle health and safety as well as labor shortage challenges. Wearable systems like exoskeletons will help reduce strain and fatigue for both experienced and novice users, at a time when the industry is managing a workforce shortage challenge.

To create the EXO-01, Hilti Group partnered with Ottobock, the global leader in prosthetics, orthotics, and exoskeletons that help people increase and retain their physical independence. Hilti is currently in real-world job site testing and will be bringing the exoskeleton to the market later this year.

"We want to improve the health and safety of our customers, directly impacting job site productivity—so they can stay on time and on budget,"



said Johannes Huber, Head of Business Unit Diamond Systems at Hilti Group, parent company of Hilti North America. "Customers that embrace innovation and invest in the latest health and safety technology will be better able to attract and retain the best people as well as keep their job sites productive."

www.hilti.com

Milwaukee USB Rechargeable Green 3-Point Laser

Milwaukee Tool's USB Rechargeable Green 3-Point Laser is powered by REDLITHIUM™ USB, delivering all-day runtime and uncompromised visibility. The high-intensity laser beams allow the green points to be visible up to 150' for fast, accurate point transfer. The Integrated Adjustable Clearance Bracket enables this three-point laser level to easily fit over steel stud track or create clearance for marking the floor.

The green laser level features amplified rare earth magnets, providing a strong hold onto metal surfaces. The integrated screw and nail hang holes allow easy and efficient setup in any environment. The REDLITHIUM USB Batteries can be charged inside the laser via a micro-USB, or swap them out with additional REDLITHIUM USB Batteries for virtually no downtime. Additionally, the USB Rechargeable Green 3-Point Laser is covered by a two-year warranty.

www.milwaukeetool.com



Use Your Full Truck Bed With Truckslide™ XT1200

With the Truckslide XT1200 by Highway Products, never crawl into your truck bed again! The innovative work truck accessory easily pulls out to create full bed access to hard-to-reach cargo areas common in trucks that have a canopy, tonneau cover, truck cap, or topper.

Use your truck bed more efficiently and eliminate trips in and out of your truck by sliding the rugged all-aluminum tray out at waist height. Immediately add organization to your day by accessing your entire truck bed with your feet safely on the ground. Whether you're heading to the job site, enjoy camping or hunting, need to pick up groceries or load up on project supplies, the XT1200 will carry your load from work to the weekend.

The XT1200 has a fully formed weatherproof tray with a 1,200-pound capacity. Quickly secure cargo with hex hole tie-down points or add accessories with integrated E-Track slots. Truckslide sliding trays have been revolutionizing the pickup truck accessory market since 1989. These all-aluminum fully formed bed slides are compatible with a wide range of pickup truck makes and models. Trucksides are weatherproof, made in the U.S., and come with a lifetime warranty.

www.highwayproducts.com RT

