

FLIP THIS ISSUE

SPECIAL SECTION: ROOFING TECHNOLOGIES

JUNE/JULY 2021
Vol. 20 • No. 4

METAL ROOFING

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MAGAZINE

20 YEARS
2001-2021

**RETURN
OF THE
TRADE
SHOWS!**
.....
**IRE & FRSA
PREVIEWS**

PRODUCT FEATURE

**CLIPS, CLAMPS,
& CLEATS**

*Advice From
the Experts*

WORKING WITH NATURAL METALS

**TOP 10 TIPS FOR
ZINC & COPPER**

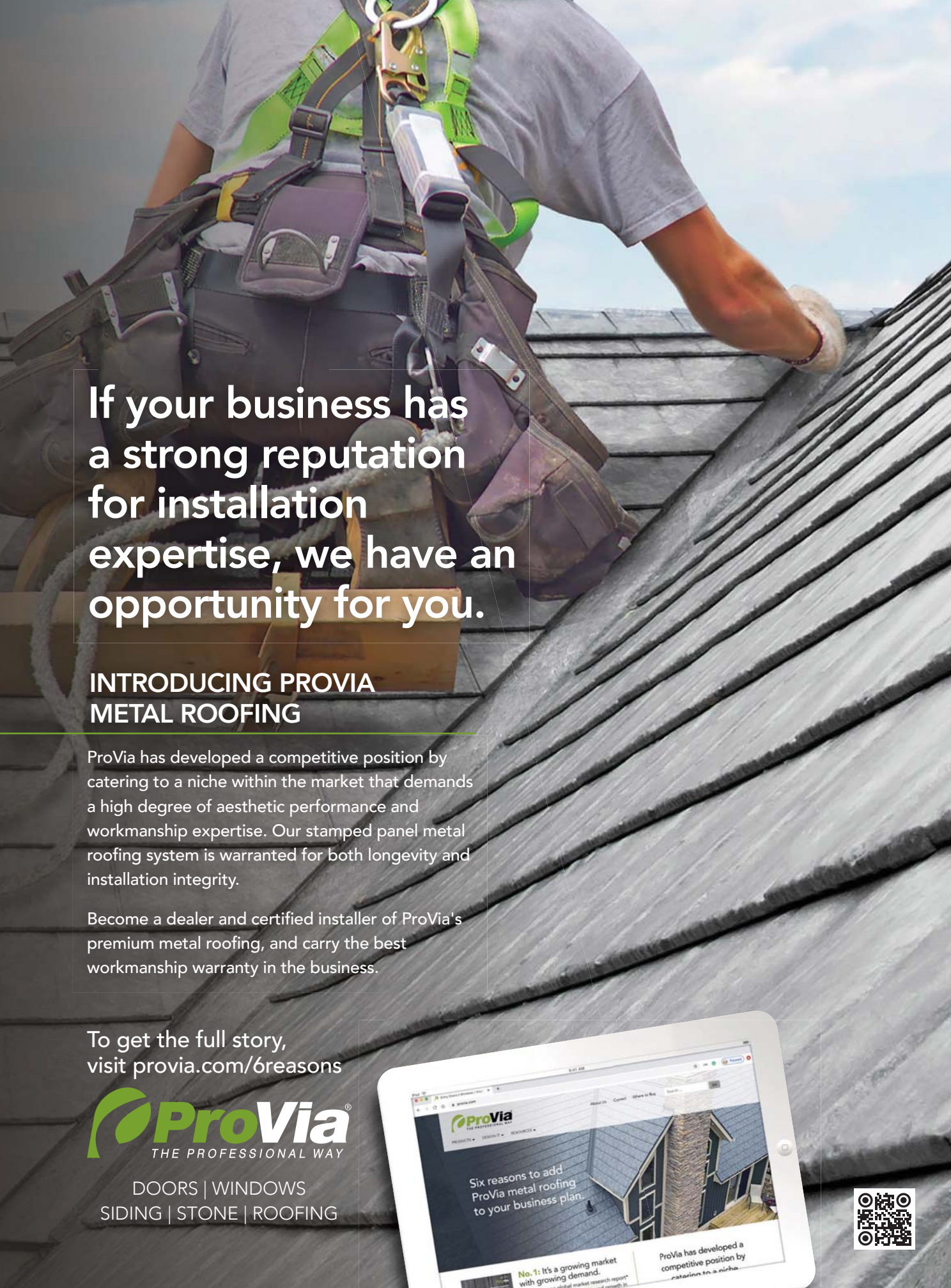
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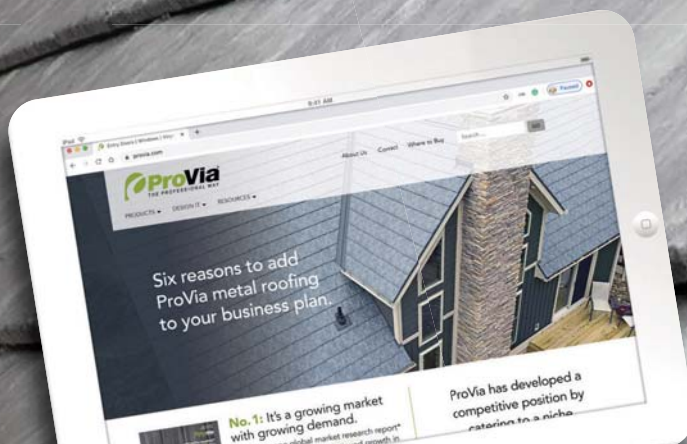
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A Return to Normal

As you read this, I am settling in back at the office after hosting our second Construction Rollforming Show in Cincinnati, Ohio.

You have no idea how gratified I am to type that sentence.

The last Construction Rollforming Show occurred in 2019. In that time, how the world has changed. Events in the last two years have included entire continents shutting down, widespread fear, riots, and a contested presidential election.

The construction industry did fare better than most, but now we are dealing with some of the long-term consequences of living in interesting times; "interesting times" as interpreted as a curse of disorder and uncertainty attributed to Aesop, Confucius, and Sir Austen Chamberlain.

The one thing we all seek more than anything now is a return to a state resembling normalcy. At least, I know I do.

I am happy to be hosting (and attending) trade shows once again as we all begin a return to normal.

One final piece of information—interesting in a good way—is that we have just recently finalized the dates and location for



the 2022 Construction Rollforming Show. Mark your calendars: November 9 and 10, 2022, at the Ernest N. Morial Convention Center, New Orleans, Louisiana. Rollforming, pralines, beignets, and etouffee—sounds like a great combination!

Gary Reichert, Publisher
gary@shieldwallmedia.com

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FEATURES

- 17: Working With Natural Metals**
Top 10 considerations to remember when working with zinc and copper roofing
- 20: Clips, Clamps, & Cleats Product Feature**
Industry experts share their tips and tricks for selection and installation
- 24: Testing of Coil Coatings**
Improving performance and durability through research and development
- 28: Summer Trade Shows: IRE**
Live in Las Vegas—August 2021
- 32: Summer Trade Shows: FRSA**
99th Annual Convention & Expo
- 37: Growing Your Gutter Business**
Add product lines and increase profits
- 40: Project of the Month**
Charcoal roof gives new build a farmhouse feel

FLIP ISSUE/SPECIAL SECTION

ROOFING

technologies

- 3 Technology News
- 4 Wearable Technology for Safety in Roofing
- 7 Social Media Marketing



ON THE COVER:

Companies constantly develop products to protect roofers

AUGUST/SEPTEMBER PREVIEW

- Fall Prevention & Safety
- WRE Show Preview
- Coil Composition & Sourcing

DEPARTMENTS

- 3 Publisher's Note
- 6 Editor's Note
- 8 Events Calendar
- 12 Business Connections
- 14 Shield Wall Media News
- 15 Supplier News
- 16 Supplier and Industry News
- 35 New Products
- 43 Ad Index/Classified Ads

35



ON THE COVER:

Learn the ins and outs of working with zinc and copper, beginning on page 17. Photo courtesy of IMETCO. Cover design by Kevin Ulrich.

ONLINE SERVICES:

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Trade Shows—Live and in Person!

As Gary Reichert mentioned in his Publisher's Note on page 3, we have just returned from our 2nd annual Construction Rollforming Show. What a breath of fresh air to be able to meet, converse, and socialize—in person. Sure, Zoom calls may have earned their place in day-to-day business, but nothing beats the real, live thing.

What shows are on your calendar for 2021 and 2022? Two big ones for the roofing world are approaching quickly. See page 28 for a preview of all things IRE (the International Roofing Expo). I attended my first educational seminars on roofing at last year's IRE in Dallas, and I can't wait to learn more at this August's event.

Just prior to IRE is the Florida Roofing & Sheet Metal Expo,



held in late July. Show floor details and programming information can be found starting on page 32 of this issue. I've never attended this show, but they are celebrating their 99th year and must be doing something right!

If you aren't traveling quite yet or can't make it to these shows, stay busy with this latest issue and its articles on working with natural metals, testing of coil coatings, and a product feature on clips, clamps, and cleats. I'm sure you will find something useful within these pages.

Hope to see you (in person) soon!

Jessica Franchuk, Managing Editor
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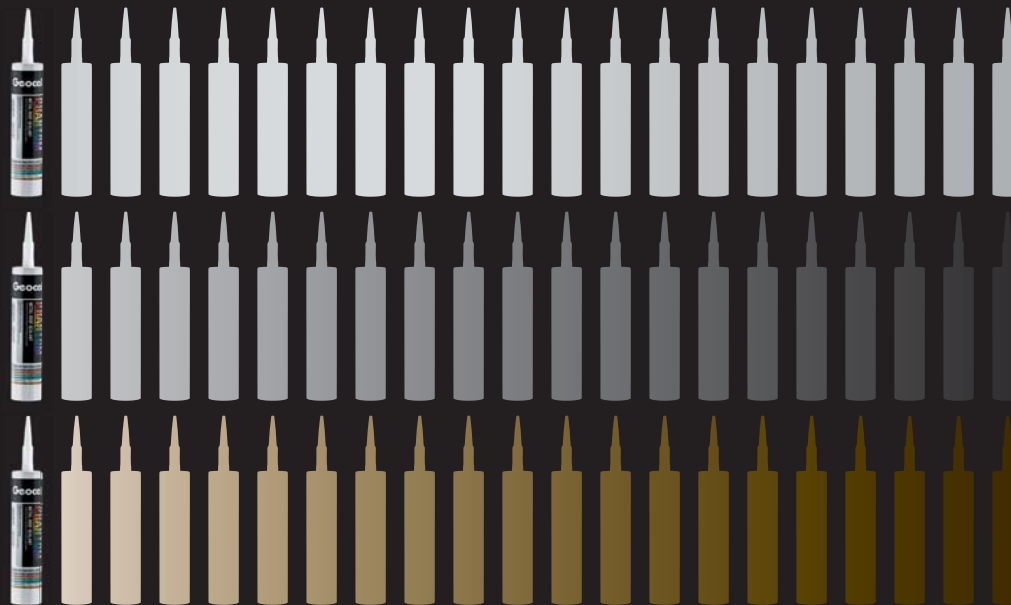
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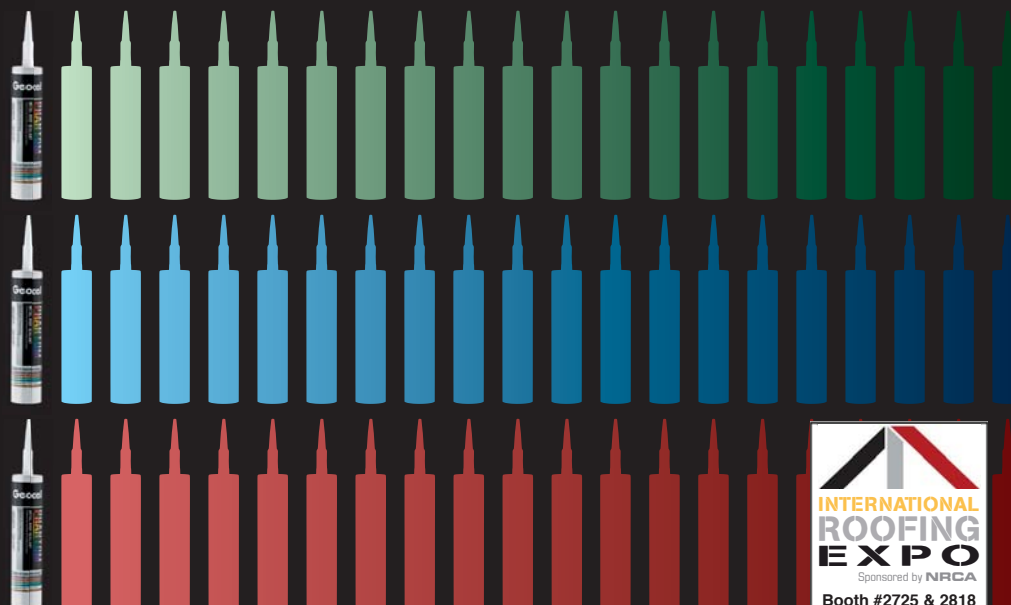


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EVENTS CALENDAR

NOTE: Due to the pandemic and state or local restrictions, many events have been rescheduled or cancelled. We recommend contacting show coordinators prior to making travel arrangements.

2021 June

16-18. Roofing Contractors Association of Texas (RCAT) Annual Roofing Conference. San Antonio, Texas.
www.roofingcontractors-texas.com.

17. A'21 American Institute of Architects (AIA) Virtual Conference on Architecture (part 1 of 4).
www.conferenceonarchitecture.com.

2021 July

8. A'21 American Institute of Architects (AIA) Virtual Conference on Architecture (part 2 of 4).
www.conferenceonarchitecture.com.

21-23. Florida Roofing & Sheet Metal Expo and FRSA Annual Convention. Kissimmee, Florida.
www.floridarroof.com.

29. A'21 American Institute of Architects (AIA) Virtual Conference on Architecture (part 3 of 4).
www.conferenceonarchitecture.com.

2021 August

10-12. International Roofing Expo (IRE). Las Vegas, Nevada.
www.theroofingexpo.com.

19. A'21 American Institute of Architects (AIA) Virtual Conference on Architecture (part 4 of 4).
www.conferenceonarchitecture.com.

2021 September

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

21-23. Greenbuild Expo. San Diego, California. greenbuild.usgbc.org.

21-23. Western Roofing Expo. Las Vegas, Nevada.
www.westernroofingexpo.com.

2021 October

5-8. Building Component Manufacturers Conference (BCMC). Omaha, Nebraska. www.bcmshow.com.

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

2021 November

4-5. Garage, Shed & Carport Builder Show. South Bend, Indiana. www.

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EVENTS CALENDAR

constructionmagnet.com/garage-carport-shed-builder-show-home-page.

9-11. Midwest Roofing Contractors Association (MRCA) Con Expo. Milwaukee, Wisconsin. www.mrca.org.

2022 February

1-3. International Roofing Expo. New Orleans, Louisiana. www.theroofingexpo.com.

8-10. National Association of Home Builders (NAHB) International Builders' Show (IBS). Orlando, Florida. www.buildersshow.com.

2022 March

10. National Roofing Contractors Association (NRCA) LEGALCon. Rosemont, Illinois. www.nrca.net.

2022 November

9-10. 3rd Annual Construction Rollforming Show. Ernest N. Morial Convention Center. New Orleans, Louisiana. Details to come at www.constructionmagnet.com. [MR](#)



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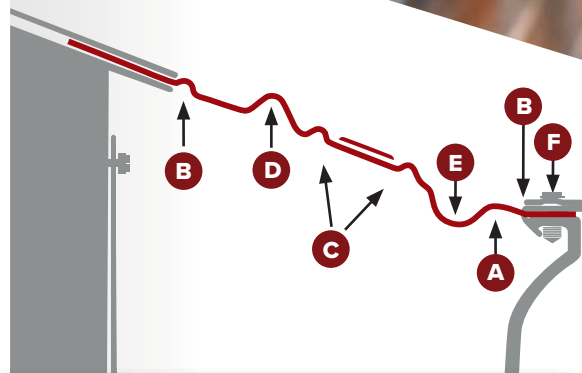
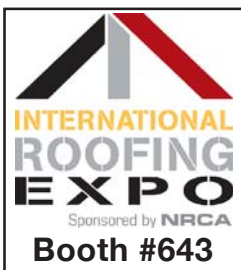
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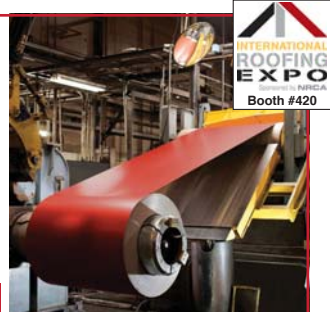


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New Website Exclusively for Rollformers

Shield Wall Media, publisher of *Rollforming Magazine* and owner of the Construction Rollforming Show, is proud to announce that a website devoted exclusively to the roll-forming industry is up and running! The launch in early May of www.rollformingmagazine.com is part of ongoing changes we're

making to bring information relevant to the everyday challenges of construction rollformers front and center.

"The launch of the new Rollforming website is the first step in an exciting new direction for Shield Wall Media. Growing our digital presence in the specific niches related to our individual magazines will open many doors. In addition to growing our newsletter and digital subscriber lists, it will create a mechanism for us to generate data and conduct market research. This has been painfully lacking in our little corner of the construction industry. Some of the information will remain proprietary, but my intent is to make the majority freely available to our readers and advertisers. Accurate information is one of the keys to helping our industry out-compete other building sectors. Wait until you see what's next," said Gary Reichert, Owner and Publisher of Shield Wall Media.

"Since launching *Rollforming Magazine* in 2018, one of our ultimate goals was to create a website that was equally devoted to construction rollformers. Once sharing a website with other construction titles in our company, the new website stands alone to give undivided attention to the unique goals and challenges of the industry. It's a great time for the roll-forming industry, and on www.rollformingmagazine.com, we wish to bring you the information you need to operate successfully," said Sharon Thatcher, Managing Editor of *Rollforming Magazine*.

The website has been streamlined to be straightforward and user-friendly on smartphones and tablets as well as desktop computers, so you can access helpful information anywhere you go. Search articles from each issue of *Rollforming Magazine* and browse by category from a convenient drop-down menu or through populated sections on the home page. Users will find articles about Equipment Management, Market Trends, Businesses Management, and Products and Purchasing, to name just a few. Years of compiled wisdom are at your fingertips 24/7 in one easily searchable website. No more pages of confusing tabs where you can't find what you're looking for!

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www.rollformingmagazine.com

MFM Building Products Celebrates 60th Anniversary

MFM Building Products is celebrating the company's 60th Anniversary in 2021. Founded in 1961, the company initially manufactured products used for wrapping underground pipe. Over the years, MFM expanded this technology to develop sealing and waterproofing products for use within the building envelope. In July 2017, MFM became an ESOP company and still holds true to its original core values. Today, MFM manufactures a wide array of weather barrier products. These exterior waterproofing membranes are self-adhering and self-sealing for ease of installation and complete waterproofing protection. MFM products are manufactured in the United States and sold through an extensive distributor network around the globe.

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ABC Supply Co. Inc. Opens New Location

ABC Supply Co. Inc. has opened a new location in Port St. Lucie, Florida. The location's manager, Dylan Zweifel, began his ABC Supply career in Kenosha, Wisconsin, in 2018 as an inside sales associate. Later that same year, Zweifel transitioned to the company's National Response Team to help the Tallahassee, Florida, area with the increased demand for materials that happens after a storm event. In 2019, he became the Delivery Services Manager at the Punta Gorda, Florida, location and later assumed purchasing duties.

"The Port St. Lucie location will allow us to meet the growing demands for building products and support in south-

eastern Florida," said Frank Marcoccio, Vice President of ABC Supply's Southeast Region. "Dylan and his team are ready to deliver the materials, tools, and support that contractors need to make their jobs easier and grow their businesses."

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Garland Named ESOP Association Company of the Year

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award is given annually to a company that demonstrates clear communication with its employees and a commitment to The ESOP Association's vision of endorsing employee participation, wealth creation, and individual dignity and worth. Garland is now qualified for the National ESOP Company of the Year competition, to be held June 21, 2021, in Washington, D.C. Garland initiated its ESOP in 1985 and became 100% employee-owned in 2004. "This is an incredible honor to share with our employee owners," said David Sokol, President of Garland Industries, Inc. "We have long embraced the culture of our employee owners and the tremendous benefit they provide to our organization. It has been a beautiful process to witness everyone benefit from our continued success."

www.garlandco.com

ET&F® Fastening Systems Announces Retirement of Owner/General Manager

It's with mixed emotions that we announce Dave Nolan, longtime Owner and General Manager of ET&F® Fastening Systems, Inc., will retire in June 2021.

Nolan has had a long and successful career. He has worked as an on-site coordinator for a \$55 million factory expansion, managed the development, design, and manufacturing of pneumatic nailing

tools and fasteners, and developed product and market strategies for the light gauge steel construction market.

Until his retirement, Nolan will remain available to share his knowledge of our product line with the staff, to enable them to continue serving our customers and selling our products with confidence.

Current staff will remain in place, with Nolan's daughter, Ashley Nolan, assuming a more prominent role. Brett McCutcheon, General Manager of BECK America, will assume responsibility for the general management of ET&F®, with Ashley's assistance in day-to-day operations.

Nolan commented on this occasion, saying, "There is no perfect time to announce one's future retirement, but I believe the time for me to do that is now. I have been with ET&F® in various capacities for almost 37 years. I have thoroughly enjoyed my time here and will miss the friends I have made and the construction industry."

www.etf-fastening.com

Western Roofing Expo Moves to the Mirage

The Western States Roofing Contractors Association (WSRCA) announced that the Western Roofing Expo (WRE) will be moving back to the heart of the Las Vegas Strip, and the breathtaking Mirage will be the host of the event. The WSRCA Board of

Directors—along with the support from key exhibitors—has decided to relocate the WRE to September 21 to 23, 2021, at the Mirage-Las Vegas.

WSRCA turned a challenging situation—the World Series of Poker taking over the Rio in the fall—into a wonderful opportunity, moving the WRE to a new venue back on the popular Las Vegas Strip. The Mirage boasts an 89,000-square-foot trade show floor, the largest we have ever held at the expo. The WRE will also offer 24 educational seminars, two keynote luncheons, and the Davis Memorial Foundation's Welcome Event & Live Auction.

WSRCA President Leo Ibarra said, "I am very excited that we have the opportunity to have an expo this year. The staff have done an amazing job battling adversity over the last year to bring you the best Western Roofing Expo possible. I understand that over the past year, we did not get the same networking experiences that we are typically lucky enough to enjoy. With that said, I genuinely cannot wait to see you all in person at the Mirage, as well as at some of the great educational seminars that WSRCA will be providing."

WSRCA leadership has also decided to move future Western Roofing Expo events to the fall, through 2026. Starting in 2022, the WRE will be back to its familiar home—the Paris-Las Vegas.

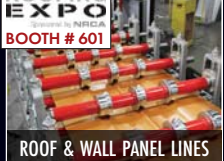
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Working With Natural Metals

Top 10 tips for roofing with zinc and copper

By Jessica Franchuk

Visually appealing, durable, and low-maintenance—all are words used to describe natural metals like zinc and copper in the roofing world. Often found on curved areas like domes, steeples, cupolas, and more, these “premium” materials are labeled as such because they essentially last forever (and thus have a high cost). Zinc roofs have been specified by European architects since the late 1800s, with the gray patina still covering over 80% of Paris’ rooftops. With today’s standing seam options, gone are the days of soldering and sealing every seam. If you can install a steel standing seam roof, you can install zinc or copper roll-formed panels just as easily.

John Sheridan, Owner of Sheridan Metal Resources (www.sheridantools.com), also trains and consults for VM Building Solutions (www.vmbuildingsolutions.com) and WUKO Tools (www.wukoinc.com). When asked about the popularity of natural metals for roofing, he shared, “It has definitely increased. As the knowledge base expands and the tools required become more accessible, more contractors seem to be willing to expand their product offerings to include natural materials, like zinc and copper, as well as some of the more exotic stainless steels and titanium.”

Thinking of adding these materials to your repertoire? Read on for 10 important points before you begin.

1. Proper Training

Consider bringing in a professional trainer to teach your crew the ins and outs of working with these new-to-you metals. As a skilled professional in this field, Sheridan was recently hired to train,



Thermal expansion needs to be carefully planned when installing a copper roof. Photo courtesy of McElroy Metal

consult, and help manage a large copper project—the “Red House” Parliament Building in Port of Spain, the capital of Trinidad and Tobago.

He offers an introductory one-day wall class or a two-day roof class, as well as a three-day advanced class (for those who have been through the introduction and want to add to their skillset). There is also the option of a “tuneup,” a re-certification class for those who haven’t done a zinc project in a while or need to bring other members of their company up to speed. Sheridan said, “We (VM Building Solutions) provide a certificate to all participants who complete either the roof or wall training to certify they have been introduced to the material and been given the basic information needed to move forward with their project.”

He continued, “I personally have trained groups from three students to 28 students. If we’re at our training facility, we provide everything needed as far as tools and mockups. On-site trainings require the location to build a few mockups for their team and provide us with a space adequate for the PowerPoint presentation and our hands-on portion of the program.” While he doesn’t currently offer any virtual training programs, he is in the process of developing a few information modules for installers, architects, and project managers.

2. Component Considerations

When working with zinc and copper, there are specific system requirements for both roof and wall systems. This includes underlayments, fasteners,



A training course on zinc or copper is a good way to keep your team working during bad weather. Photo courtesy of Dan Perkins Construction

and other components like sliding or expansion clips. Andrew Mullen, President of Direct Metals, Inc., advised, "It is important to understand the differences between metal alloys and how bare dissimilar metals in certain environmental conditions can have serious reactions that promote premature corrosion and degradation. When working with copper panels, it is particularly important to understand the exposure to agitating factors such as proximity to saltwater fallout, moisture, and air movement. An example would be when working with copper panels to only use copper rivets for exposed fastening points to avoid dissimilar metal reactions."

The Copper Development Association (CDA) added, "In selecting the substrate, a key consideration is the method of attachment of the copper. All applications that rely on nails or screws to attach the copper or cleats to the underlying structure require a nailable deck, nailing strips within the deck, or wood blocking at specific locations. Such applications include standing seam roofs, batten seam roofs, flat seam roofs, continuous edge strips and cleats, and flashings around roof penetrations."

3. Ventilation Needs

Moisture on the underside of the metal panels can cause erosion and eventual failure. You will need to select products that create the necessary venting space between the deck and the roof panel. Manufacturers of zinc roofing specifically recommend venting the roof, using zinc panels with a protective coating on the underside, or using a drainage layer directly under

the roofing to allow moisture to escape.

4. Thermal Expansion and Contraction

Like all metal roofing, zinc and copper expand and contract due to changes in weather and temperature. Joe Wells of Wells Roofing in Charleston, South Carolina, explained, "You have to understand thermal shock. Zinc will move almost twice as much as copper and you really have to accommodate for that thermal shock. When I stand outside on a hot summer day and a cool shower comes through, I can hear the (copper) roof pop from the thermal shock, the expansion and contraction."

Sheridan added, "Zinc will expand an entire inch for every 30' of panel when exposed to a temperature shift of 160°F," while copper expands approximately $\frac{3}{8}$ " per 30' of panel length per 100°F temperature shift.

5. Minimum Slope and Drainage

Moisture is a top concern with every roof covering. To combat this, Sheridan's training course specifies a minimum slope of 1:12 for zinc. He said, "Water must drain or white rust and corrosion will begin [on zinc]. It is a soft metal, with no memory. Over time if it is not appropriately supported, it can grow 'tired' and develop low areas that collect moisture."

When working with copper products, the CDA advised, "In roof and wall systems where watertight seams are required, soldering is specified. A soldered seam will join two pieces of copper into a cohesive, watertight unit that will expand and contract as one piece. Well soldered seams are, in many cases, stronger than the original base material and will provide many years of satisfactory service."

6. Patina

Part of zinc and copper's appeal is their natural patina that changes the roof's look over time. Zinc develops a layer of zinc hydroxy-carbonate over the course of two to five years. Sheridan noted that roofs will patina faster than walls clad in the same material.

The natural weathering of copper is a direct consequence of the corrosive attack of airborne sulfur compounds, per the CDA. This ultimately leads to a change in the surface color until equilibrium is reached and the material stabilizes. The final color will depend on the location of the project and the local weather. Salt, moisture, sunlight, and orientation can all affect the final color.

If desired, chemical solutions can be applied to accelerate the patina of copper, though the CDA warns that results from these field patination applications can be influenced by humidity, temperature, time, and surface preparation. Some manufacturers are also offering pre-patinated copper as a part of their product lines.

7. Corrosion

Mullen briefly touched on premature corrosion in the



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Achieving the Look (in Steel and Aluminum)

Poet and playwright Oscar Wilde once wrote that “imitation is the sincerest form of flattery...” When it comes to metal roofing, it’s no different. Many manufacturers offer steel and aluminum panels in finishes that provide the visual appeal of copper and zinc, without the high cost to the customer or the change in skillset for the installer. Check out the photos above for beautiful projects that emulate the look of natural metals.

“Component Considerations” section above. The CDA stated, “Metals are rated according to their nobility ratings. When dissimilar metals are in contact with each other in the presence of oxygen and moisture, the more noble metal will corrode the less noble. Copper is one of the most noble of metals and must be separated from other less noble metals. Contact between dissimilar metals should always be avoided.”

Sheridan added, as part of his training course, “Aluminum has a similar protective coating as zinc, eliminating risk of corrosion. Galvanized steel is coated with a fine film of zinc, so this zinc-zinc contact poses no threats. Copper and zinc don’t play nicely together. Copper runoff will stain the zinc. Steel that is non-galvanized should also be avoided, as the similar electron transfers between the metals will result in corrosion and deterioration. In addition, zinc is not compatible with oak, chestnut, red or white cedar, Douglas fir, and any woods with a pH less than 5.”

8. Cold Weather Installs

Depending on your team’s physical location, you may be installing metal roofing during colder months. Sheridan advised, “Zinc is ‘cold brittle’ and can micro-fissure when folded at temperatures lower than 45°F (referring to the metal temp,

not the air temp). Systems that are fabricated and engineered in a shop are better suited for winter installs, as they require minimal alteration on-site.”

9. Handling and Storage

When not being actively installed, zinc sheets and coil need to be stored in a well-ventilated, dry warehouse with a constant temperature. Avoid the buildup of condensation, separating the products from the ground and allowing sufficient airflow between the rolls and sheets.

When installing copper, limit fingerprints and staining by wearing gloves and proper gear. Keep a rag handy. If drops of perspiration hit the copper on hot days, wipe them off quickly to keep the surface clean. This easy process will ensure the copper looks great when the job is finished.

10. Customer Education

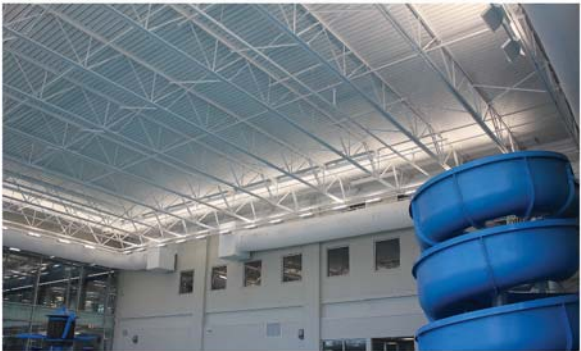
One more benefit of zinc and copper is they require little customer education. According to Sheridan, “Generally speaking, once the zinc material is installed and has a chance to develop a protective patina, it is good for the life of the material. No maintenance or upkeep is required.” **MR**



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Clips, Clamps, & Cleats

Industry experts share their tips and tricks for the selection and installation of panel and accessory attachment solutions for metal roofing assemblies

We asked manufacturers and suppliers of roofing clip and clamp products to share their top recommendations for choosing and sourcing these items, as well as for general tips regarding their installation. Here is the information they provided:



Two important considerations to factor in when selecting the proper clamp:

- Choose a clamp that has been designed and load tested for the specific application. Ask the following questions: Is the clamp being used to support a snow retention system where most of the load will be downward and parallel to the roofline? Is the clamp required to attach a PV panel or array where the load will consist of a combination of vertical (uplift) or downward (snow) loading? Is the clamp being used to support roof-top units subject to a combination of loads from the wind direction and dead weight?

Verify that the clamp manufacturer has third-party test data showing design loads that meet the load requirements for the applications described above. Keep in mind that roof panels are available in a variety of materials and thicknesses. Each of those characteristics can affect the design load and installed torque level for the clamp. Be thorough in your clamp selection to avoid problems later.

- Can the clamp be installed to the designated torque level without damaging the finish on the roof panel, which could cause warranty issues with the roof system manufacturer? Non-penetrating clamps are secured to the vertical roof seams in a variety of ways. Some clamps require the use of setscrews, which can cause damage to the finish, especially if there is a coating of dirt where the clamp is to be attached or the setscrew is spun in too fast. Other clamps use sliding pins that squeeze across the roof ribs without any rotational motion, therefore not damaging the panel finish.

Two tips regarding proper clamp installation:

- Use the correct tools recommended by the clamp manufacturer. The speed on a driver-drill can be controlled as not to strip threaded components or damage the roof rib surface. Impact drivers are often too aggressive and result in over-torqued fasteners. Anti-back-out features can be damaged by too much vibration during installation, and the roof panel can be over-crimped. Regardless of the tool recommended by the clamp manufacturer, it's the installer's responsibility to be sure the clamp has been tightened to the recommended torque value (usually specified on the manufacturer's website or installation instructions).

- The orientation of the clamp must match the roof seam. Most roof panels are not symmetrical, and the clamps have been designed and load tested with a specific orientation on each seam. A clamp improperly mounted may not have the load-carrying capacity to do the job it's intended to do.



www.wegotclips.com

Our suggested considerations when sourcing and installing clips for metal roofing:

- Testing is critical for metal roof clips—select a manufacturer who is certified and can produce proof of regular audits of their materials and workmanship. ASTM testing data and testing reports should be available (either for purchase or for free).

- Choose clips that are made from ASTM specified prime steel. These will perform better than those made from material seconds or coil leftovers.

- Don't be limited by what you can find readily available in the market. If you need a specific clip for your roofing profile and can't find it, you can always request that a new clip be developed and designed.

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- Clamps, the component commonly used to fasten snow retention and solar systems, are an effective mechanism to fasten such products to standing seam roofs. Clamps that don't pierce the roof are especially important, as they do not violate the warranty from the roof manufacturer. Knowing what to look for in a clamp is a basic place to start. Ideally, clamps should be versatile, made in the U.S., and aesthetically pleasing. The clamps must be sturdy and made with high-quality materials.

- The quality of the clamp needs to be considered because the metal roof will be around for 50+ years. Some factors to consider are the amount and quality of the independent testing that has been performed on the clamps, as well as the warranty provided by the manufacturer.

- If a series of many clamps are going to be secured to the roof, and if these clamps must stay linear across the roof, then first you must secure a taut string in the area that the clamps will be set. Then place the clamps along the string to achieve the linear necessity. Once the clamps are in their proper position, use a screw gun and an Allen bit to tighten the setscrews.

- For the majority of clamps with two setscrews, alternate tightening each one. Alternating the tightening between the two setscrews will best work out the extra space in the standing seam. Keep alternating and tightening until both setscrews have torque settings at the recommended requirement for the steel thickness of the panel.

- When fastening a clamp to a double-fold SSR profile, always place the setscrews on the flat side of the double-fold. Notice the protruding lip at the bottom of the opening. Position this protruding lip directly under the double-fold of the panel, so that the lip is in direct contact with the lowest part of the actual fold. Then drive the setscrews such that they are driven against the thickest part of the double-fold in the panel seam.

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Panel Clips and Cleats 101

By Andrew Mullen, Direct Metals

Metal Roofing Panel Clips... What Are They?

A panel clip is the common way that many concealed fastener metal roofing panels are secured to a roofing system substrate. The selection and installation of the proper panel clip and screws have a direct effect on the performance of these systems. Understanding how a panel clip is chosen and performs within the roofing system is an important component of being a professional installer. It is important to have the correct fit for the panel with adequate fastener relief and enough clamping surface to provide the holding powers that the installation environment requires.

Many factors affect the performance of a panel clip, including width of the clamping surface and the gauge of the metal. Development of light-duty and heavy-duty choices have given installers and manufacturers many options to find the right mix between budget and performance. Nail strip concealed panel fastener metal roofing systems have become popular—these use a nailing flange and extra low-profile wafer head fasteners to install without the use of a panel clip. Most of the other concealed fastener panel clip systems require panels clips and fall under the categories listed below.

Snap-Lock Standing Seam Systems: Popular with on-site rollformers, snap-lock panel systems provide continuous thermal expansion and suit applications from awnings and residential homes up to 1¼" tall commercial applications. Snap-lock panel clips range in thickness from 24 gauge up to 18 gauge and are ⅞" to 1½" in height. Snap-lock panel clips are typically available in light-duty parts that are 2" in width or heavy-duty parts that are 3" or 3½" in width (increasing the clamping area on the panel and allowing for higher per-



formance or wider clip spacing). Because the snap-lock clip is not "seamed" to the actual panel and instead hooks over the male leg and supports the underside of the panel with a tongue, it provides infinite thermal expansion while at the same time being a fixed clip.

Mechanical Lock Standing Seam Systems: Mechanical lock panel systems use four different types of panel clip or cleat systems: a fixed panel clip, an expansion panel clip, a continuous cleat system, or a batten seam clip system.

1. Mechanical lock fixed clips: A fixed clip mechanical lock system such as the popular 1½" mechanical lock panel can be hand- or machine-seamed to a 90- or 180-degree seam. This creates a system similar to a one-piece continuous monolithic roof. It is very strong and delivers excellent value. Fixed panel clips for these systems range from 26 gauge to 22 gauge in thickness and 2" to 6¼" in width. Fixed panel clips are typically used in runs of less than 25', due to the challenges that thermal expansion can present to a fixed panel system.

2. Mechanical lock expansion clips: Expansion panel clips are known by many names: sliding clips, slider clips, expansion clips, two-piece clips, and float or floating clips. These panel clips are comprised of a base and a top section that work together to allow for expansion and contraction (thermal movement) of the panel system. These clips are quite a bit more expensive than a fixed clip and typically involve a heavy base such as 16 or 18 gauge and tops in 26, 24, or 22 gauge. Some of these clips may come as two parts that need to be assembled on-

site, while others are one-piece expansion clips that come assembled.

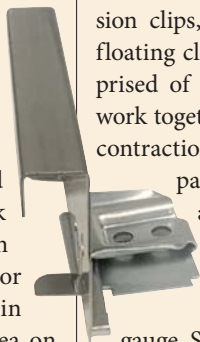
3. Mechanical lock continuous cleat system: This system is not a popular method, but you do see the use of a continuous cleat in edge zones in high wind areas. A continuous cleat is typically formed with a hand brake and is not punched in a press as most of the panel clips mentioned above are.

4. Batten seam panel clips systems: These batten seam systems, also known as snap cap or snap-on batten systems, use a fixed "batten" clip that secures two 90-degree male leg seam panels together and at the same time, secures the separate snap-on cap with the wings or ears integral to the clip. This system is typically used on mansards, fascia, or other architectural details and can be curved into a radius panel. Batten panel clips are typically found in light gauge metals such as 26 and 24 gauge in 2" widths.

What Regulations Are There on Panel Clips?

The regulations are mostly governed by the panel clips that were tested with the manufacturers' panel system. Many testing reports will clearly identify the size and gauge of the panel clip to be used. Some systems are UL Classified and fall under those ratings, and some building codes spell out specific requirements for panel clips and panel clip fasteners. One such example is the 2017 Florida Building Code 1506.7 and the 2020 Florida Building Code R904.5.3 requirement for metal roofing panel clips that sets standards for minimum corrosion resistance of the panel clip materials.

These requirements have promoted the manufacturing of specification-specific panel clips made from virgin steel coil. This is contrary to some previous practices of using drop or secondary excess coil to produce panel clips in regulated areas or states. **MR**



PRODUCT FEATURE



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- Depending on the required holding strength, contractors can install clips, brackets, or clamps to the side of the rib or seam using setscrews or self-tapping screws, or install them into the structural element of the roof using lag screws with roof penetration. Attaching to the side of the rib or seam is easier to install and better for waterproofing. Waterproofing is very important. Water doesn't stay on the top or side of the rib for long, but may stay on the flat or valley areas.

- Most clips, brackets, and clamps are strong themselves and stronger than the metal roof. The weak area is the connection between these products and the metal roof panels. When securing to the metal roof, make sure to use appropriate screws and do not overtighten them.



Roofing Ventilation & Accessories

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- Clips should be approved by the metal roofing manufacturer for the panel they are to be used with. The gauge of the clip as well as the vertical spacing of the clips should also be considered, which will affect the measurements of the wind loads.

- A level roof deck is very important for the proper function of clips. Uneven decks can cause the clips to put the roofing in a bind, which can lead to panel distortion or improper snapping or seaming of the panels at the sidelap.



www.s-5.com

- Determining the appropriate clamps or brackets required for your project is math- and science-based—not guesswork. It is contingent on the specific application of the product on

a given project. The load (or force) that any connection experiences in service must be matched to the allowable strength of the clamp or bracket for your metal roof's specific gauge, profile, and manufacturer. There are no codes or standards for design, manufacture, use, or testing of attachments, so it is a "buyer-beware" scenario. Without proper testing/engineering, you are rolling the dice.

- Use products that are: proven through ISO 17025 certified testing to withstand intended design loads; engineered and designed in accordance with project specifics; produced in an ISO 9001-15 audited facility with quality standards to assure product consistency; proven to perform for the entire anticipated roof service life; and limiting your liability with a written lifetime warranty. Seek a manufacturer that offers web-based tools and calculators to assist with matching clamps or brackets to specific roof profiles and gauges.



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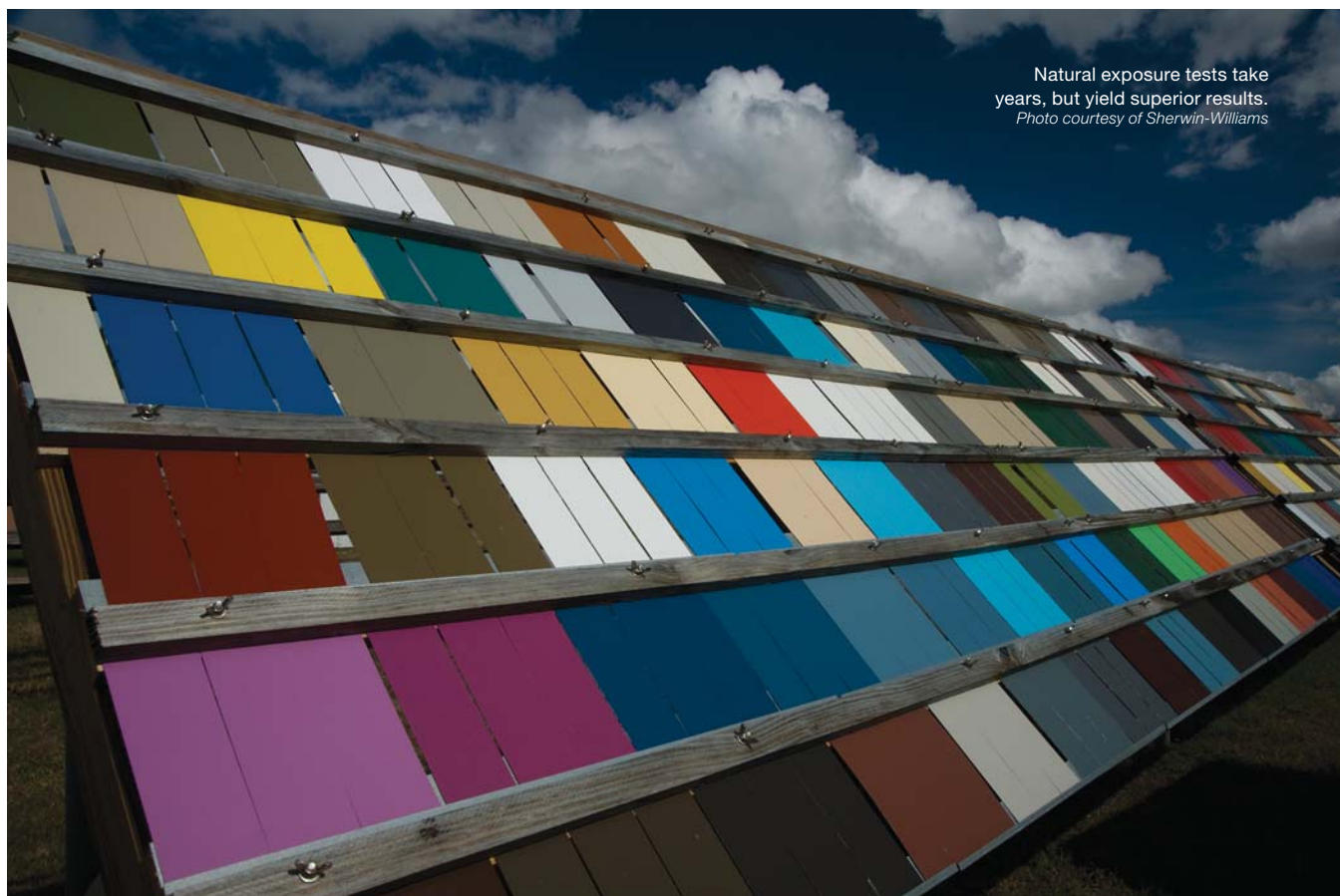
Important considerations to keep in mind when selecting the proper clip or clamp:

- It's a simple concept really: if you play with fire, you will be burned. So as it is with considering what clips or clamps to use. If your roof is steel, use steel clip or clamp devices. Do not put copper or aluminum on a steel roof and vice versa. By mixing the metals with snow retention devices, you risk galvanic action (corrosion).

- When considering a snow retention device, do not assume that you can place one or two rows near the roof eave. This is a common mistake and can result in snow fence failure due to using a system that was not engineered. When the snow releases on this type of amateur design, it can damage penetrations, gutters, and the snow retention devices themselves. Sometimes whole panels slide off. Various factors must be considered when safely laying out your snow retention. Also, avoid penetrating the roof system! This will void the manufacturer's warranty on the metal roof.

A general tip regarding the proper installation of these metal roof accessory products:

- Words cannot express the importance of an engineered layout! Do not be afraid of the word "engineering." Some reputable roof attachment companies provide this service for free. All it takes is gathering a few facts. **MR**



Natural exposure tests take years, but yield superior results.
Photo courtesy of Sherwin-Williams

Testing of Coil Coatings

Improving performance and durability through research and development

By Jessica Franchuk
Information Provided by Sherwin-Williams Coil Coatings, AkzoNobel, and PPG Industrial Coatings

It's a simple fact—every roof that is installed will be impacted by external factors—with weather and sun exposure at the top of the list. Of course, the impact of the region's specific weather varies greatly depending upon the location of the roofing project. Drew Waldroup, Account Manager for Sherwin-Williams Coil Coatings, explained: "This is because the coatings must be formulated with the local environment at top of mind. Is it a northern climate with excessive thermal variations? Is it in a coastal zone and subject

to salt spray? The right coating formulation is of great importance to coating performance."

Standard Testing Processes

In order for coatings manufacturers to know how their products will perform over time when exposed to the elements, they must follow a testing procedure. Sherwin-Williams Coil Coatings conducts their own weather testing, which has become critical in preventing product failures.

Innovation matters to the company, which continues to improve the performance and durability of their coating systems through research and develop-

ment: "A well-planned weathering test program could identify coating failure risks in advance. With this, new formulations are created and need to be tested to failure." From their *Weatherability Matters* literature, the potential failures they test for include:

- **Gloss Retention:** Gloss refers to a coating's ability to reflect light without it scattering. Direct UV exposure can degrade the luster of the topcoat. While all types of coatings will lose some degree of gloss over time, lower quality paints will generally lose gloss much earlier than superior coatings.
- **Chalking:** Chalking is caused by degradation of the resin system at the sur-

COVER STORY

face of the finish due to exposure to UV rays. As the resin system breaks down, resin particles take on a white appearance and embedded pigment particles lose their adhesion to the film. Chalking is tested by transferring the chalk to fabric or adhesive tape, then comparing it to a photographic reference standard (ASTM D4214 Standard Test Methods of Evaluating the Degree of Chalking of Exterior Paint Films). The range is from 10 to 1, with 10 showing the least amount of chalking and 1 showing the presence of extreme chalking.

- **Fading/Delta E:** Delta E (dE) is a single number that represents the distance between two colors. One color is always the standard—the starting point for the calculation. The second color is the weathered panel. The Delta E number will provide the color change that is expected due to fade and loss of gloss after exterior exposure. The lower the number, the lower the amount of color change. The higher the number, the higher the amount of fading.

- **Blistering:** Blistering represents a localized loss of adhesion and the lifting of the coating film from the underlying surface. This is caused by heat, moisture, or a combination of the two. This condition eventually leads to peeling and corrosion. Surface blistering can sometimes be caused by improper drying or curing of the coated material.

- **Cracking/Flaking:** Hairline fractures occur in the coating that then splits and eventually peels away from the substrate to cause cracking and flaking. Improper application, spreading paint too thin, poor surface preparation, or improper paint selection for the environmental conditions can all cause cracking or flaking in a coating system.

Regarding the overall process of testing coil coatings, Sarah Mueller, Coil Technical Manager for PPG Industrial Coatings, shared, “The continuous process of coil coating dictates the need for quick testing to confirm properly applied and cured paint film on the metal sheet. The tests run at the time of application include physical perfor-

mance, appearance, and evaluation of proper cure with solvent resistance. Many of these standard test specifications were developed, documented, and standardized by ASTM International many years ago. The test methods used regularly include some wet paint property testing, which allows for standardization of properties needed for best wet paint application. Once the paint is coated and cured to a dried film onto the metal sheet, there are a variety of methods used to evaluate color, gloss, and physical properties like hardness, flexibility, adhesion, and solvent and chemical resistance. Additionally, there are also standardized methods for testing and evaluation when the metal sheets are exposed to accelerated weathering cabinets and outdoor weathering sites.”

Sherwin-Williams takes the same two approaches to weather testing: long-term natural exterior weather exposure and laboratory accelerated weathering. Each approach verifies performance, application, weathering, and appearance of sample panels. For natural exposure tests, panels are placed on inclined open racks oriented toward the sun. Waldroup shared, “Sherwin-Williams Coil Coatings’ A2LA testing facility in Ft. Myers, Florida, is home to 150,000 panels over 2.5 acres that are exposed at a 45-degree angle facing the harsh south Florida sun. This is an ideal location because the high UV exposure, humidity, temperature, and salt-spray conditions are so extreme. The panels are routinely monitored over time to ensure performance, including color and gloss retention. This test fence has been in place since 1968, so there is plenty of data to support their performance findings.”

He continued, “But new, innovative coatings couldn’t be introduced if we had to wait 53 years for complete testing. So, special environmental cabinets and instruments are used to speed up the weathering process and measure its effects under extreme conditions: heat, cold salt-spray, and humidity. The accelerated weathering cabinets duplicate



Durastar Smooth
500 Cycles



Durastar Steel
Humidity 1000 hrs

Top and Above: Laboratory tests show how a finish will perform in various environments. Photos courtesy of PPG Industrial Coatings

the results of long-term outdoor environmental tests using chemicals and laboratory tools to see in just hours what years of exposure would do in the field. This testing is most useful in the development states of coatings to test various ingredients when formulating to see which ones will be the best choice for a particular coating.”

While these laboratory accelerated weathering cabinets are important for the development of coil coatings, they

can't compare to the results from natural weather exposure over the course of a multi-year test. No matter the testing process, "Sherwin-Williams focuses on what matters—a coating system that can last the test of time. The result is better coating formulas, better color retention, and longer life," said Waldroup.

Developing New Products

Weeks, months, or even years of testing means it can take ages for a new product to be developed before it hits the market. Mueller said, "Development test cycles usually involve a scoping session and a test drill phase, which tests a variety of concepts to meet the key project objectives. The product is then developed to the needed criteria, tested, validated, and then launched with the applicators and end users."

She added, "Changes to an existing product or technology can take between 3 and 12 months to develop, where new product technology can take many years to certify that the product will meet necessary specifications. New product technology timelines are longer, due to the need to gain data on the outdoor performance of a painted part. Project timelines can be narrowed down with the use of accelerated testing cabinets, which simulate weather conditions that the painted parts will be exposed to when installed outside, like saltwater exposure, ultraviolet light, and humidity conditions."

AkzoNobel's Brent Fletcher, Regional Segment Manager of Coil & Extrusion, explained their process of modifying an existing product or adding something new: "Some new products are modifications to existing technology that add a desired benefit (e.g. aesthetic or functional property). Under this case, the core chemistry isn't changed and key understanding of performance is known. The development path under this scenario can be much quicker due to a certain level of understanding and confidence in the system. Short-term lab-simulated testing could be deemed appropriate to deliver this type of development.

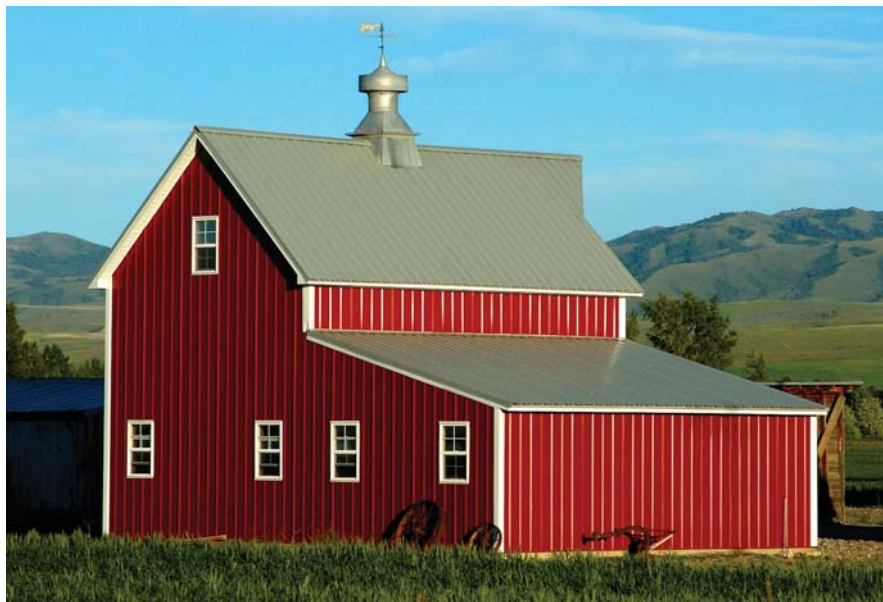


PHOTO COURTESY OF PPG INDUSTRIAL COATINGS

"Technology completely new to the market containing unknown variables takes much longer to develop. This is especially true for premium products with strict performance and warranty needs. Testing for entirely new products includes a combination of short-term and long-term testing. Research often includes examining the entire system as a whole for performance. This includes substrate, pre-treatment, and all coating layers (primer, topcoat, backer). As mentioned above, time to deliver a new coil coating product to the market depends on the type of development, product specification, and warranty needs. The time frame to deliver new products could range from months to years for products with strict performance specifications and extended warranties."

Sustainability of Today's Coatings

With the ever-increasing concerns about the environment and our affect on it, industries across the world are considering their impact during product development and testing. Mueller stated, "The coil coating process itself can be considered sustainable, as many coil coating lines have a thermal oxidizer unit, which cleans the gaseous burn off (volatilized

solvents) of the coil bake process and reuses the clean heated air to power other plant operations.

"Many coil-painted materials are used in the building products market. Third-party organizations like LEED and the Living Building Challenge provide guidelines to designing sustainable buildings. Using these guidelines occasionally also allows for governmental benefits for building projects. One regularly used coating technology used for sustainable builds is 'Cool' coating technology. These coatings have also been commercially available for many years and are paint systems that are designed to reflect or refract sunlight away from the painted material, allowing for decreased energy consumption for the structure. These coatings can be used on roofing, side walls, and entryway structures," she continued.

In conclusion, Mueller said, "Over the past few years, many end users and customers have transitioned to more sustainable materials. Certain heavy metals and additive chemicals have begun to be banned from use across the industry, which is cause for more innovation in the way we use available technology and materials and evaluate new raw materials being available in the market." **MR**



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INTERNATIONAL ROOFING EXPO

Live in Las Vegas in August 2021!

Excitement has been building in anticipation of the in-person event in Las Vegas for the International Roofing Expo® (IRE), an Informa Markets event. The show is taking place August 10 to 12, 2021, at the Mandalay Bay Convention Center and registration for the event is now open.

Those wishing to attend the event are encouraged to register by June 15 to take advantage of early bird pricing. An expo hall pass starts at \$65 (\$85 after June 15) and a conference super pass starts at \$400 (\$505 after June 15). NRCA members and NWiR members are eligible for discounts on select packages and/or events. Visit www.theroofingexpo.com/register to register for the show.

Las Vegas and Informa Markets are partnering to bring meetings and conventions back to Las Vegas, signaling the start of a safe economic recovery for the many industries and communities their platforms serve, and MGM Resorts International/Mandalay Bay is playing a significant part in the industry's return. As industries and economies like the roofing and exte-



PHOTOS COURTESY OF IRE

rior construction communities look for opportunities to reconnect in the wake of the COVID-19 pandemic, their platforms provide the ideal setting to rebuild communities and revive local economies.

Foundational to Informa Markets' return to the show floor is its commitment to safety. Informa Markets is working with the Mandalay Bay Convention Center on a thorough health and safety plan, largely based on the framework of Informa AllSecure, a set of rigorous health and safety measures to prioritize guest safety at trade events. Through this plan, the International Roofing Expo has set specific operational protocols and communication strategies surrounding the event.

"We understand how important the International Roofing Expo is to the industry and the need to stay informed and connected," said Ray Giovine, Group Director for Informa Markets and the International Roofing Expo. "We are hearing from the



2021

LIVE IN LAS VEGAS
AUGUST 10-12

MANDALAY BAY CONVENTION CENTER

CONNECTING THE INDUSTRY

THE PREMIER EVENT FOR THE INDUSTRY

The International Roofing Expo is where contractors, remodelers, and builders connect with manufacturers to discover the latest products, technologies, and services on the market while further developing their professional and technical skills.

Content is curated, vetted, and presented by trailblazers in the roofing and exterior construction industries. **Our goal is to help professionals improve their business through education, exhibitions, and networking.**

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Visit our COVID-19 Resource Page at www.theroofingexpo.com for the latest information on your on-site experience.



industry they are ready to get together in-person, and we're looking forward to providing them with a safe and secure way to interact with each other."

Over the years, the IRE has become the premier annual event for education, exhibitions, and networking. Commercial and residential roofing and exterior construction professionals from across the country come together to experience the newest innovations, participate in cutting-edge educational sessions, and build strong business relationships.

Here are just some of the show's highlights offered this year:

Education

- **IRE Conference Sessions:** At the IRE, thought-leaders come together to share their knowledge and deliver exceptional educational sessions. Participants can enhance their skills that will help them gain a competitive edge in their field. The program features over 40 sessions covering a variety of topics organized by tracks that include: General Business, Leadership, Legal/HR, Money Matters, Sales/Service, Sustainable Building, Technical, Windows & Siding, and Workplace Safety.

- **Educational Classes From the National Roofing Contractors Association (NRCA):** This year, the NRCA will hold two of their most popular classes: "Roofing Industry Fall Protection from A to Z" and "Foreman Leadership Training



Level 1." The classes will be held on Monday, August 9.

- **National Women in Roofing (NWIR) Day:** NWIR is hosting their fourth annual NWIR Day in conjunction with the IRE. It's the premier conference for multidisciplinary women professionals in the roofing industry to get together to learn about the latest business strategies and tactics and share their secrets to success.

Exhibit Hall

With hundreds of exhibiting companies and 16 hours of exhibit time, you'll find thousands of innovative products and services on display that can help keep your business in the forefront of the industry. The IRE expo hall brings together long-time industry leaders showcasing their latest products with new, up-and-coming innovators debuting unique, must-have items.

- **Business & Technology Pavilion:** In the Business & Technology Pavilion, you will find the latest business and technology products and services that will help your business run more efficiently and effectively. You can meet with the suppliers who are changing the face of this segment of the industry and can assist you in selecting the right products to help you manage your business.

- **Metal Marketplace—sponsored by Metal Roofing**



Magazine: Stop by the Metal Marketplace pavilion on the show floor to find leading manufacturers supplying creative and innovative metal products, designs, building concepts, tools, and services. If metal is your specialty, you will find what you need in the Metal Marketplace.

• **Windows & Siding Pavilion—sponsored by ProRemodeler and Building Design + Construction:** Whether you already have windows and siding as core business areas or are looking to expand into new-to-you markets, the new Windows & Siding Pavilion features companies providing the latest products and services.

• **Exhibitor Product Clinics:** Experience live demonstrations of products, equipment, and materials from some of the industry's top companies. You will learn tricks, tips, and detailed instruction on the products and services they offer. This year's Exhibitor Product Clinics and Education include IKO and Soprema.

• **Exhibitor-Presented Seminars:** From the industry, for the industry. The 45-minute, exhibitor-presented seminars include educational content that gives attendees innovative ideas and practical solutions to the problems they face today. The sessions

are ideal for all levels of experience in the roofing industry.

• **Windows & Siding Education:** Learn from experts in the windows and siding industry how you can expand your business and hone your skills. These 45-minute sessions will broaden your knowledge and provide you with innovative solutions to common challenges.

• **New Product Showcase:** See some of the latest products that hit the market in the past year, all in one place! Visit the New Product Showcase and find new products for residential and commercial roofing, as well as the latest tools/equipment and business services. Attendees will get the chance to vote on the best new product in four categories during the show.

Special Events

• **12th Annual Community Service Day:** Each year we partner with the local chapter of Rebuilding Together to help make critical home repairs for those in need, including low-income seniors, veterans, and individuals with disabilities. Normally

volunteers arrive at the IRE early and pitch in to help make the repairs and improvements, but this year our Community Service Day Project has gone digital! We can't physically work on the projects this year, but we can still make a major impact. You can participate in our 12th Annual Community Service Day Project by donating to help us reach our goal of \$10,000. In addition to your donations, the IRE will donate a portion of all paid registration fees to our Project.



• **Welcome Party and First-Time Attendee Reception:** This year we will celebrate the first day of the IRE in true Vegas summer style outside at the Daylight Beach Club at Mandalay Bay. The party will kick off at 6 p.m. and will feature a fun atmosphere, live music, and complimentary drinks and appetizers. The Welcome Party provides you with an excellent opportunity to network with colleagues, meet up with old friends, and make new connections. New for August, all first-time attendees are invited to join us poolside at the Daylight Beach Club. Bring your business cards and sunscreen! The First-Time Attendee Reception is sponsored by RoofersCoffeeShop.

• **NRCA ROOFPAC Reception and Live Auction:** Presented by NRCA ROOFPAC in partnership with NWiR. Don't miss this Las Vegas experience! Join your roofing industry colleagues for this special event while supporting ROOFPAC, the voice of the roofing industry in Washington, D.C. **MR**

To learn more about Informa AllSecure and the IRE's health and safety measures, visit www.theroofingexpo.com/health.

ONE ROOF

FRSA 2021

Gather under one roof at the 99th Annual Convention & Expo

FRSA is ready to gather under “ONE ROOF” this summer! After the cancellation of the 2020 Convention and Expo, the Florida roofing industry is excited for the educational and networking opportunities that will take place in-person during the 2021 event. Now is the perfect time to make plans to join your industry peers in Kissimmee, Florida.

FRSA's 99th Annual Convention and the Florida Roofing & Sheet Metal Expo will return to the Gaylord Palms Resort & Convention Center, July 21 to 23, 2021. The event will start with a day packed with educational seminars on Wednesday. FRSA's Educational & Research Foundation will offer a full slate of Florida-based, roofing-specific seminars. With the new Florida Building Code (FBC) 2020 now in effect and the inclusion of ASCE 7-16 in the FBC, there are many technical changes to the way roofing systems are installed. FRSA has 10 seminars focusing on these changes at this year's event.

The Foundation has also planned many educational seminars for Thursday and Friday, including 2020 Advanced Florida Building Code 7th Edition; Top 5 Immigration Issues/E-Verify, Safety, and Housekeeping—The Perfect Combination; Advanced FRSA-TRI Tile Manual 6th Edition Review; 2020 FBC Underlayment Requirements; Best Practices for Preventing Cybersecurity Breaches; Update to Florida's Licensing Requirements; 2020 Advanced FBC and Major Changes in Metal Roofing; and Wind Mitigation Methods, the Law!

FRSA's carefully planned seminar schedule still provides plenty of opportunities for great networking events. On Wednesday, bring your crew and treat them to one of our competitive sports tournaments. Enjoy golfing at Celebration Golf Club, fishing in Port Canaveral, or pistol and clay shooting at Tenoroc Public Shooting Range.

The Florida Roofing & Sheet Metal Expo, the



It's been too long!
FRSA is ready to gather under



ROOF

JULY 21-23, 2021

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largest regional roofing expo in the country, will be open on Thursday from 11 a.m. to 5 p.m. and on Friday from 10 a.m. to 3 p.m. Join roofing contractors, architects, building officials, and industry suppliers as they gather at the expo to learn about the latest products and services from more than 230 industry exhibitors. The expo will offer complimentary lunch in the food court, cash prizes, daily beer busts, the FRSA Affiliate Pinball Competition benefiting the Gulf Coast Kid's House, and the FRSA 25 Square Challenge—a unique expo game that can be accessed by downloading the FRSA event app. Simply visit the app store on your smartphone and search “FRSA” to create your profile and join in the Square Challenge fun.

While exploring everything the expo has to offer, be sure to stop by the Foundation Auction and place the highest bid to head home with great getaway vacations, sporting event tickets, unique baskets, and, of course, roofing products and services. New this year, you can bid from anywhere! Text FRSA to 243725 or visit www.bidpal.net/frsa to register and bid online. Bidding starts on July 16 at 8 a.m. and concludes on July 23 at 2 p.m. All proceeds benefit the industry through the FRSA Educational and Research Foundation.

Additional networking opportunities include the National Women in Roofing Mentorship Session, an insight-filled session where you will hear from women in the industry about their career experiences in roofing, and the Young Professionals Panel Discussion, an open discussion with roofing professionals under the age of 40, featuring a panel of industry experts and focusing on current issues impacting the industry.

On Thursday night, make plans to attend the FRSA Officer Installation Dinner and celebrate Florida roofing professionals at this important industry event. Elections for new FRSA Officers and Directors will be held, Life and Honorary Memberships and prestigious industry awards will be presented, and FRSA's highest honor, the Campanella Award, will be unveiled during a unique display of artistry. Then support the individuals that will lead FRSA into our 100th year as they are installed as the new FRSA Executive Committee.

As part of FRSA's commitment to put health and safety first, all events have been carefully reviewed and restructured to meet the health and safety challenges of COVID-19. FRSA is working closely with the event venue and all vendors. As part of Marriott International's family, the Gaylord Palms Resort & Convention Center has implemented a multi-pronged approach, including a mandatory face mask policy, physical distancing guidelines, food safety protocols, and an increased emphasis on hygiene and cleanliness, as well as several other initiatives. For more information on what you can expect at the event, please visit www.floridarooft.com/healthandsafety.

Ready to book? Registration and hotel booking instructions are available on FRSA's website, www.floridarooft.com, by clicking “Register Now.” Be sure to stay up to date on the latest FRSA news by liking FRSA on Facebook and following the FRSA Expo on Twitter, Instagram, and LinkedIn. **MR**



NEW PRODUCTS



Malco Products Launches American-Made Eagle Grip Locking Handle Tools

Malco Products recently announced the launch of Eagle Grip, its new line of professional-grade locking handle tools. Eagle Grip tools are the first full line manufactured at Malco's plant in DeWitt, Nebraska, the birthplace of the locking pliers.

Forged from fine-grade American steel, Eagle Grip tools deliver strong, reliable performance on the job and are backed by Malco's 70-year heritage of innovation, quality, and safety. The first nine products in the Eagle Grip line include locking pliers, clamps, and seamers.

"Since 1950, Malco has built its reputation on manufacturing the highest quality tools for trade professionals," said Eric Peterson, Director of Sales & Marketing for Malco. "We look forward to offering that same standard of quality to consumers, to inspire them to take as much pride in their projects as professionals do in their work."

www.eaglegripusa.com



Fully Automated Metal Roof Bidding in Just 5 Minutes

SmartBuild Systems, along with its partners Sherwin-Williams Coil Coatings and EagleView, announced the launch of a new service available for customers of Sherwin-Williams. Roofing Passport is an integrated platform that completely automates the process of bidding on the reroofing of residential and commercial roofs using metal panels.

Roofing Passport is a joint effort that marries EagleView's patented 3D roof geometry generation with the metal and trim specifying capability that SmartBuild built for its industry-leading post frame applications.

Once a user enters a street address into Roofing Passport, a 3D model

of the roof populates in SmartBuild. The user selects a metal panel from a manufacturer's inventory and SmartBuild automatically does all the rest.

According to Keith Dietzen, SmartBuild's CEO, "Roofing Passport is truly a game-changer. Without ever leaving home or the office, a contractor can generate the most accurate bid of their life with less than 5 minutes of work. Unlike other systems that require users to manipulate geometry, or tell the software which pieces to use where, SmartBuild does all that thinking for you. Bid backlogs become a thing of the past."

www.smartbuildsystems.com/roofing-passport



New PACKOUT™ Racking Kit From Milwaukee

Milwaukee has launched their latest addition to the PACKOUT™ Modular Storage System. The Racking Kit includes two PACKOUT™ racking shelves and two 20" lengths of E-Track that allow you to attach and mount the racking system to a wide variety of surfaces, including walls in vans, trucks, trailers, garages, and shops. Featuring a metal reinforced frame and impact-resistant body, these tool storage racks have a 50-pound weight capacity per shelf and allow you to customize and build a PACKOUT™ System that fits your needs.

www.milwaukeetool.com

Connected Green-Beam 165' Laser Measure

The new Bosch BLAZE™ GLM165-27CGL uses green-beam technology, which generates a point up to four times brighter than standard red beams. The inclinometer shows the tilt angle up to 360 degrees for easy angle and indirect measurements. The laser has accuracy up to $\pm 1/16"$, plus it includes a rounding button that rounds the measurement to the fraction that best suits the application, and haptic feedback for loud job sites. The digital laser measure also offers Bluetooth® functionality, so users can digitally transfer measurements to a smartphone or tablet. It also has full rubber overmold housing, designed to be similar to a roll cage. It has a rechargeable Li-ion battery for extended runtime, is IP65 rated, and has an ergonomic design for better grip. It includes 11 different measuring functions, including real-time length, length, area, volume and indirect functions, and addition/subtraction capability.

www.boschtools.com



NEW PRODUCTS



Temporary Shrink-Wrapped Roofing System Lasts One Year

With new Shur-Gard Roof Wrap from Mule-Hide Products Co., contractors can put away the tarps, ropes, and sandbags and instead install a temporary roof that can protect the roofing structure and the building's interior for a full year.

The 12mil-thick polyethylene film is heated to shrink to the roof, securely wrapping it to create a fully functioning, leak-free roof that can stay in place for up to 12 months, resisting water and wind and preventing further damage. Designed for use on steep-slope roofing systems, it can be used to cover an entire roof or to protect only damaged areas, such as around a broken skylight.

"It lasts five to ten times longer than a traditional tarp," said Mark Wessinger, Product Category Manager, Liquid-Applied Systems for Mule-Hide Products Co. "Contractors have plenty of time to make permanent repairs or replace the roof. And in the meantime, there are no return trips to the job site to replace a torn tarp or broken sandbag."

Shur-Gard Roof Wrap is exceptionally strong and resistant to tears and punctures. The white film is highly reflective and resists damage from the sun's ultraviolet radiation for up to a year. And when its job is done, the film is 100% recyclable.

www.mulehide.com

STANLEY Adds New Utility Knives

STANLEY announced new additions to the brand's portfolio of innovative cutting solutions. These knives are ideal for heavy duty cutting of a variety of building materials, from drywall and shingles to flooring and packaging.

Additional features and benefits of each model include:

STANLEY Control-Grip Retractable Utility Knife: optimized shape and size for precise applications; recessed blade slider and two-step blade release process engineered for safe blade change; offset knife nose to easily guide blade change; convenient belt clip for portability; and tether loop for lanyard attachments.

STANLEY Utility Knife With 10-Blade Storage: slip-resistant, bi-material handle; offset knife nose to easily guide blade change; curved de-



sign for challenging cuts; and integrated 10-blade storage in the handle.

"STANLEY has been a well-known leader in the utility knife category since the early 1900s. We take great pride in creating a legacy of tools known for their reliability," said Michelle Knapp, Product Manager at STANLEY Tools. "The new line of STANLEY utility knives has something for every customer, ensuring precise cuts no matter the job," she added.

www.stanleytools.com



Crescent Wiss Tinner Snips Won't Quit

Surpassing 100,000 cuts on your tinner snips deserves a lifetime achievement award. All you need is a pair of snips that can actually make it that long. Crescent Wiss has you covered with a new lineup of Crescent Wiss Tinner Snips, designed for maximum cut life and minimal force-to-cut ratio. The team at Crescent tackled common pain points to make Crescent Wiss Tinner Snips the most comfortable, most durable snips available.

The new Crescent Wiss Tinner Snips are available in eight different styles, seven of which feature drop-forged steel blades that provide strength, durability, and cutting performance with precision-ground cutting edges. A through-broached bolt allows for a cut life more than three times the ASME specification. Optimized handles allow for a comfortable grip with maximum control with or without gloves.

www.crescenttool.com

MR

GROWING Your Gutter Business

Add seamless gutter to your line of services and turn a profit

By Bill Frazier, Austin Gutterman

Many roofing/remodeling companies are looking for ways to expand or enhance their businesses by adding seamless gutter, with the goal of increasing sales and profit.

Over the years, this add-on is expected to increase profit, but many companies find more expense, effort, focus, and frustration instead. The driving force for many has been to attempt to yield a faster roof completion order to complete jobs faster for payoff.

It is difficult for those not in a particular trade to add a mix of products not in their expertise and to realize increased profit. This action, many times, causes a “core conflict” to what the company normally does and it becomes a drag on the company and its culture.

My advice to those who want to expand is to write a business plan for that add-on product, whether it's seamless gutter or another product, and determine a dollar investment that will include personnel who are properly trained and focused on this venture. Don't let “core conflicts” lead to less—not more—profit and sales.

In order to succeed in the gutter business, a contractor must be willing to focus on training, sales, and production personnel. Don't treat the product as “it's just a gutter.”

Today's gutter companies, whether they focus on seamless or specialty gutters, are usually started or formed by someone who previously worked in the gutter industry—but worked for someone else.



The individuals who take the leap to branch out on their own are usually very good technicians, skilled with their hands, and have the ability to install gutters with care, quality, and precision. They also want to have a share of the American dream of owning their own business.

The gutter business is a wonderful business, and one that is quite easy to get into. The hard part comes when an individual wants to grow the business to be better and larger.

Unfortunately, growth takes money and profitability to fund that business growth, while still having a life outside work. Over the years I have seen so many companies come and go. They end up selling their machines and equipment to the next guy, and eventually he ends up

selling his machines and equipment to the next guy for the same reasons—not enough profit, the lack of business skills to manage others, the lack of sales skills to sell for a profit (at a price that is not the “other guy's price”), and the list goes on.

The battle over the cheapest price, cheapest materials, and cheapest labor leads to poor quality in both installation and service. And when that happens, no one is happy—not the supplier, the business owner, or the customer—and no one is making a profit.

We have found over the years that there are two categories that exist in profitable gutter companies. One is the commercial customer, i.e., production builder, custom builder/remodeler, or multifamily builder. The other is the residential customer.



A TOP 10 ARTICLE

the new hires' strengths and weaknesses, their personalities, and their familiarity with the local network of potential commercial accounts. Based on those assessments, a good gutter company will split its sales force into commercial and residential sales teams, which will increase sales in both areas.

No matter whether the customer focus is commercial or residential or both, the contractor (you) business must make an effort to sell 1. yourself (how you look, what you drive); 2. your company (differentiation); and 3. your product (exclusivity in material and installation) before you ever give a price.

Justifying a higher price is essential. Many times your competitors will have the same products, so it's imperative that you differentiate the installation and service to be provided by your company.

All gutter contractors have similar leads and customers. A typical customer wants to know right away how much it will cost them—by the foot. They're just interested in getting a price first without knowing why your company is their best choice. Giving them a price right away is *not* what you want to do.

Kinds of Leads

We can identify four distinct kinds of leads:

1. Drive by

- Leave price;
- Fax price;
- Email price.

I suggest you *never* do this, because:

- A competitor will take your "bid" off the front door;
- You never meet the customer to show them how much better you are, and;

The production or multifamily builder is usually very price-driven and therefore leaves little room for profit to be made by the gutter company. The custom builder/remodeler is more conscious of quality and is not as price-driven. The residential customer can be the most profitable and responsive to a good sales presentation.

When a gutter company hires sales personnel, the company is smart to assess

From the Archives Top 10 Articles of 2020

Several of the magazines in Shield Wall Media's collection have lengthy histories, some even spanning more than 50 years. Our website hosts thousands of articles from our expansive archives (with plans to revamp the site in the near future for easier browsing). We combed through the data of our most frequently read and searched-for web articles in 2020 to find those that are likely to contain the most useful, timeless information.

We share one article here, with others featured in previous issues. If you have your own set of print archives from the Construction Magazine Network titles, add the Top 10 Articles of 2020 below to your reading list.

1. "Laminated Columns: What Every Post-Frame Builder Should Know," *Frame Building News*, June 2015, page 82

2. "Drip Edge: Is It Really Important on a Metal Roof?," *Metal Roofing Magazine*, February/March 2020, page 62

3. "Post-Frame Buildings and the International Building Code,"



Frame Building News, August 2015, page 20

4. "Going Residential: Market for Post Frame Starts to Build," *Frame Building News*, August 2017, page 30

5. "Don't Get Snowed: Top Four Snow Retention Mistakes—and How to Avoid Them," *Rural Builder*, December 2011, page 18

6. "Gutter Opportunities: Size Still Matters—Two Installers Share Their Thoughts on 5", 6", and 7" Gutters," Special flip section of *Metal Roofing Magazine*, July 2013, page 4

7. "Special Touches for Horse Barns: Ideas to Spur Your Imagination," *Frame Building News*, August 2018, page 24

8. "Are You Ready to Roll Your Own? Metal Roofing Panels, That Is," *Metal Roofing Magazine*, June/July 2014, page 26

9. "Gutter Opportunities: Growing Your Gutter Business—Selling Seamless Gutter and Turning a Profit," *Rural Builder*, May 2010, page 49

10. "Sealant: A Critical Step in Metal Roofing," *Rural Builder*, March 2015, page 10

- You *want* to get a personal appointment with the customer.

2. One Legger—Meeting with one person

- Usually this means meeting with just the wife because her husband asked her to “get a bid on gutters;”
- This is not a good lead because not all interested parties are present to hear the presentation, so no decision can be made;
- However, you can convert this scenario to the “Two Legger.”

3. Two Legger—All interested parties are present

- Set an appointment time;
 - Make a 10-step selling presentation;
 - Ask for the business.
- ## 4. The Commercial
- Drive by—call with the proposal (not so good);

- Do plan take offs and could be a three-bid proposal (not so good);
- The best is to build a relationship and comfort level, which will lead to repeat business at a better profit.

The Details Do Matter

We have also found the need to show the customer (especially the residential customer) that you can provide a lower price (“good”), a medium price with better options (“better”), and also a product with an extended warranty and superior installation (“best”)—all in writing.

10-Step Sales Process

In selling to the residential customer, all these steps are important:

1. The phone and setting an appointment—use a live person;
2. The confirmation call—one day

prior to the appointment;

3. The approach to the customer’s house;
4. The warmup with the customer;
5. The walk-around with a camera;
6. The kitchen table meeting;
7. The “every time” presentation (about you);
8. The “company” sale (who you are);
9. The presentation of product (Good/Better/Best);
10. The “ask for the sale”—“If I could... would you?” Finish every time.

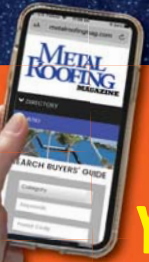
It’s important to train yourself and your salespeople to follow a system every time, taking no shortcuts. Find a system that works and stick to it.

Be so good the customer cannot ignore you and is ready to meet you in the driveway, pen in hand to sign the contract!

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project of the month



Classic Farmhouse Style—in a New Build

A charcoal metal roof tops
the two-story stunner



When the owners of this new construction farmhouse were still in the design phase, they knew they wanted a metal roof to match the overall look of the residence. But which panel profile would fit their needs the best? After consulting with their architects and choosing a roofing contractor, they ultimately decided on the Mac Rib panel manufactured by MAC Metal Sales of Somerset, Kentucky, in a classic Charcoal

finish by Sherwin-Williams.

The 5 Star Roofing team was able to install the complete roof—requiring 54 squares—in a single day. The resilient metal panels sprawl across the 4,200-square-foot home, topping the attached garage and both the front and back covered porches. Subtle blue-gray siding complements the roof nicely along with pops of bright white trim.



Project Overview

Location: Woodford County, Kentucky

Architect: David Waters and Terry Waters

Roofing Contractor: 5 Star Roofing, Winchester, Kentucky

Roofing Panels: MAC Metal Sales Mac Rib panels in Sherwin-Williams WeatherXL Charcoal finish

Underlayment: RhinoRoof Synthetic Underlayment

Fasteners: Seal Tite

Sealants & Moisture Control: Aztec Washer Company pipe flashings; Geocel 2300 Sealant

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or Installer
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☐ Metal Roofing Contractor
☐ Building Material Dealer/Distributor
☐ General Contractor/Remodeler
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Ace Clamp.....	21	International Roofing Expo.....	29	Union Corrugating.....	13
Acu-Form	12	Kevmar Mfg.....	12	United Steel Supply	13
Ames Research Laboratories Inc..	12	Leland Industries Inc.....	12	Universal Tube & Rollform	
ASC Machine Tools.....	13,16	Levi's Building Components	13,14	Equipment Company	13
Aztec Washer Company.....	41	Marion Manufacturing	43		
Best Products.....	12	MFM Building Products	8		
Bradbury Group.The.....	12	Michiana Quality Roofing.....	12		
Building Products Development ..	14	Midwest Enterprises.....	CVR, 11		
Direct Metals	12	Titanium/RhinoRoof.....	CVR		
Dynamic Fastener	9	Planet Saver Industries	13		
East Coast Fasteners	3	ProVia	IFC		
EPDM	15	Raytec Manufacturing	10		
FRSA	33	Roll Former Corporation.....	21		
Garland Company,The	CVR	Safeway Door.....	13		
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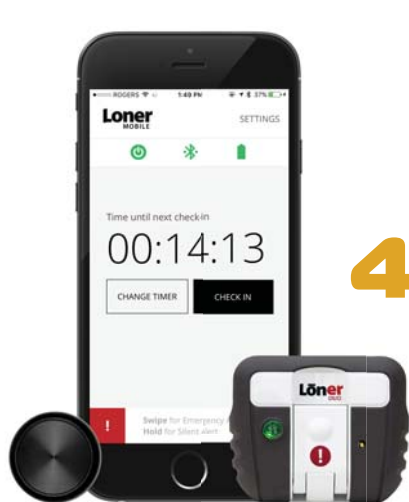
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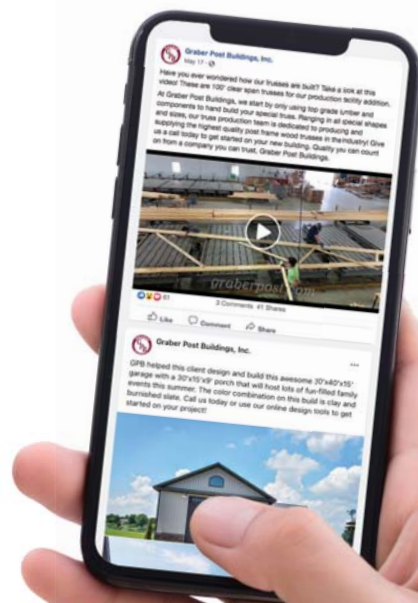
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TABLE OF CONTENTS



4



7

- 3 Technology News
- 4 Wearable Technology for Safety in Roofing
- 7 Social Media Marketing

TECHNOLOGY NEWS

ProVia Earns 2021 ENERGY STAR® Award

ProVia recently announced it received the 2021 ENERGY STAR Partner of the Year—Sustained Excellence Award from the U.S. Environmental Protection Agency and the U.S. Department of Energy. This is the 14th year ProVia has been recognized for protecting the environment through energy efficiency.

The Sustained Excellence award is the highest honor bestowed by the ENERGY STAR program. Winners are part of a distinguished group that has made a long-term commitment to fighting climate change and protecting public health through energy efficiency. They are among the nation's leaders in driving value for the environment, the economy, and the American people.

"At ProVia, we consistently raise the bar in our engineering

and manufacturing processes to bring top-performing products to market as evidenced by this, our 14th ENERGY STAR award. We're honored to help American families and businesses save energy and money every day," said ProVia President & CEO Brian Miller.

"ENERGY STAR award-winning partners are showing the world that delivering real climate solutions makes good business sense and promotes job growth," said EPA Administrator Michael S. Regan. "Many of them have been doing it for years, inspiring all of us who are committed to tackling the climate crisis and leading the way to a clean energy economy."

www.provia.com/energystar

RT



Wearable Technology for Safety in Roofing

It's common knowledge that roofing and other types of construction present a high risk of injury and death, especially due to falls. According to OSHA and the Census of Fatal Occupational Injuries prepared by the U.S. Bureau of Statistics, the second highest reason for injury at work is falls, slips, and trips, which increased 11% in 2019. Not only is the injury or death of a worker a terrible event for the crew, it also has high costs for the business owner. According to estimates by the National Safety Council, in 2017 the average cost per workplace injury that required medical attention was \$39,000. And for a fatality? That average cost rose to \$1,150,000 (including wage losses, medical and administrative expenses, and employer costs). This doesn't even include potential fines if

the employer is found negligent.

Standard safety methods of tie-off points, harnesses, and secure ladder mounts are important, but many companies have also developed high-tech products in recent years to protect the lives of roofers and other construction professionals. See a handful of options on the market here, developed for all-around worker safety:

Spot-r Clip®

Triax's flagship wearable device provides a direct line of communication for workers to report injuries, safety incidents, and hazards with the quick push of a button. The rugged, compact Clip detects worker free falls, and sounds an evacuation alarm



in the event of a job site emergency. A crew outfitted with these devices can benefit from zone-based worker location identification, which Triax states can improve injury and fall response time by over 90%. The lightweight device only weighs 2 ounces and can go months between recharging.

www.triaxtec.com/spot-r-clip



Body Heat Sensor System

Kenzen, a smart PPE innovator focused on physiological monitoring and the prevention of heat injury and death among workers, offers a real-time worker heat monitoring system. The Cloud-based Software as a Service (SaaS) system includes a wearable device worn by roofers on their arm, which alerts both the worker and their supervisor when their core body temperature is too high. Real-time alerts allow for immediate intervention and worker safety from heat injuries.

The wearable device monitors multiple physiological and environmental metrics, including heart rate, activity, skin temperature, and ambient temperature. Together, this sensor data allows for the real-time prediction of core body temperature, providing alerts to workers and supervisors when temperatures approach unsafe levels.

Multi-level alerts are sent to workers via device vibration and iOS or Android app notification, and to supervisors via a web dashboard alert signaling that the worker should take a break and allow his/her temperature to return to safe levels. Alerts are accompanied by actionable recommendations to decrease body heat. A second “back to work” alert then indicates when the worker’s core body temperature has returned to a safe level.

www.kenzen.com

FlowTech LTE® Belted Full Body Harness

This high-tech, lightweight, breathable full body harness by FallTech has been designed with exclusive aluminum camlock torso adjusters to provide a simple and secure upper-body fit. The harness has undergone thorough testing and complies with ANSI Z359.11-2014 Safety Requirements for Full Body Harnesses and OSHA 1926.502 Fall Protection Systems Criteria and Practices. A lightweight Flowscape® shoulder yoke, sub-pelvic leg, and 7" waist support positioning pads deliver evaporative breathability, while a proprietary dorsal attachment sleeve supports the addition of personal self-retracting devices (SRLs).



www.falltech.com

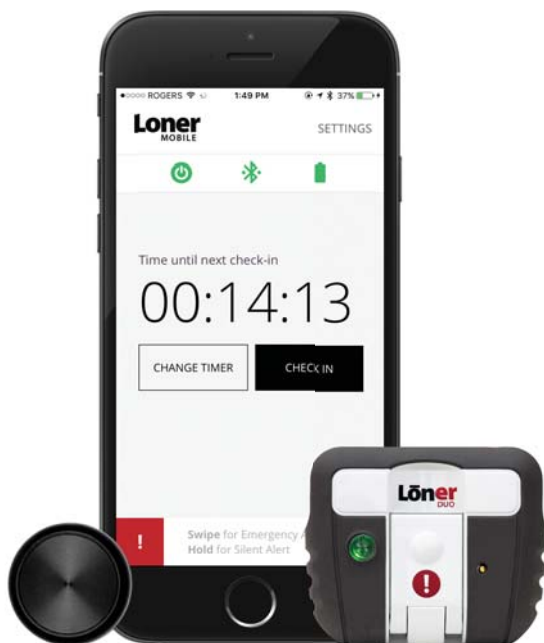


WakeCap Smart Hard Hat

This unique smart hard hat is engineered to provide time, location, and motion analytics for all site activity. The WakeCap connects with the purpose-built, scalable Site-Mesh-Network

to enable accurate and consistent reporting for project management action as well as worker safety on industrial and construction sites. The standard ratchet on the back of a hard hat is replaced with the integrated chip system that has a battery life of at least 1½ years. Additional anchors are placed throughout the job site, which help determine the location of each worker's helmet. An accompanying analysis platform and customizable dashboards offer detailed insight into job site operations such as work flow and safety.

www.wakecap.com



Loner Mobile Worker App & Accessories

Blackline's Loner Mobile lone worker app turns a smartphone into a simple and non-intrusive safety monitoring platform. Loner Mobile uses the Loner Duo and SOS Button accessories, which feature Bluetooth communications to pair with the app.

To request help manually, all safety monitoring apps (including Loner Mobile) require the user to access their smartphone, unlock it, access the app, and trigger an emergency request. This all takes time the employee may not have. Loner Duo or the SOS Button provide a physical interface to instantly call for help with both automatic and manual triggers. Safety incidents are communicated to live monitoring personnel through Loner Mobile; Duo and the SOS Button automatically communicate falls with Loner Mobile, which then initiates contact with monitoring personnel.

www.blacklinesafety.com

WorkerSafety Pro App

Designed for individuals and teams large or small, the WorkerSafety Pro app provides a comprehensive safety solu-



tion for iPhone and Apple Watch users. Already trusted by the construction, energy, aerospace, and agriculture trades, the app includes advanced detection that proactively prevents false alarms. It automatically notifies emergency contacts according to established safety protocols, and has a safety dashboard that enables centralized monitoring and response.

www.fallsafetyapp.com



Proximity Trace Solutions

Developed in the time of COVID-19, the Triax TraceTag is a proximity alert system and contact tracing solution. Affixed to a hard hat or worn on the body, it is designed to emit an alert when workers are in close proximity, allowing them to comply with social distancing requirements of the specific job site. The device offers active feedback to the worker in the form of a visual and audible alarm, as well as the passive collection of worker interactions for contact tracing (should an individual test positive).

www.triaxtec.com/social-distancing-contact-tracing

RT

Social Media Marketing

Using online platforms to promote your business

By Karen Knapstein

According to the findings of the Pew Research Center (PRC), in 2005, only 5% of American adults were using at least one social media platform. As of April 2021, that figure has climbed to an astounding 72%.

Young adults were early adopters of social media technology, but older adults have also come on board in recent years. According to the PRC's most recent study, an impressive 73% of adults aged 50 to 64 use social media on a regular basis.

The actual numbers of social media users are staggering. According to each platform's performance reports: LinkedIn has more than 750 million users; Snapchat reported it had 265 million active daily users; Twitter estimated its monthly active users at 68 million in the United States; in early 2021, Pinterest reported it had 459 million monthly active users; Instagram had 1 billion monthly active users in its latest report; and the granddaddy of them all: as of 2020, Facebook reported its daily active users at an estimated 2.7 billion. That's right—billion... with a "b."

Millions of businesses recognize the potential for connecting with new customers via social media platforms. The ABC Supply Pro Council offered valuable advice for competing on social media: "There are 90 million small and medium-size businesses on Facebook, and one in three internet users go to social media to learn information about businesses, so Facebook and Instagram are great options for contractors looking to connect with potential customers," the Pro Council said.

With so many potential customers actively using social media

every day, if you don't have some sort of presence on the social platforms, you may be inadvertently taking yourself out of the running for roofing projects.

"Social media is a great way to raise awareness of your business," the Pro Council continued. "You can share photos from the job site of completed projects to show potential customers the work your team is capable of doing. Homeowners do a lot of research before choosing a contractor, and one of the first things they often do is go to social media to learn about the experiences of others."

Getting Started: Social Media Do's and Don'ts

All you need to create a Facebook business page is a personal Facebook account. Fill out all the relevant information (Facebook provides prompts for every-

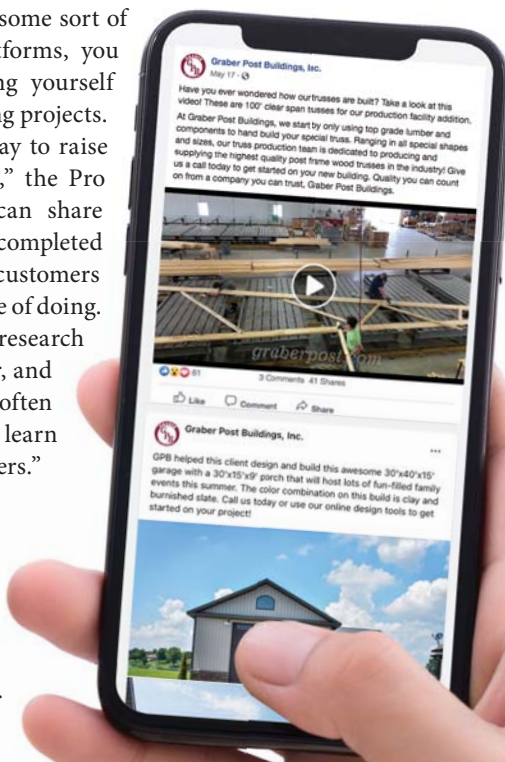
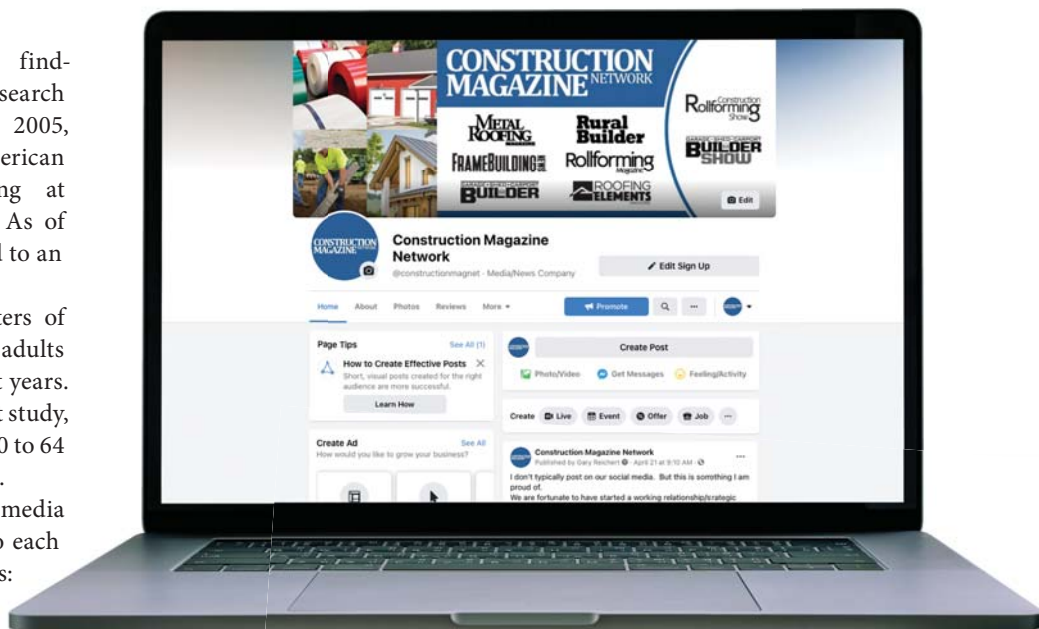




PHOTO COURTESY OF GRABER POST BUILDINGS



PHOTO COURTESY OF WICK BUILDINGS

thing that is needed), making sure to link back to your website if you have one. You want your page to be engaging and look professional.

Keep in mind you can always start out slow, adding content and information as you go. Be sure to include a cover photo (a good spot for a product photo or marketing message and a profile picture (which can be your logo). From there, start posting!

“A common mistake that companies make is starting a page but never posting,” said the ABC Supply Pro Council.

“While you don’t have to post every day, it’s important to post regularly to build awareness and credibility for your company. Have a plan for what you’ll post, so you’re not scrambling to come up with a post at the last second. Decide who will be in charge of posting to your social media pages, and make a schedule for what topics you’ll post about and when,” they advised.

Creating compelling social media posts can be tricky. You have to remember people on social media aren’t there to be hit up with sales pitches. Your social

media presence should be genuine and engaging, without being overly commercial. “Social media channels help drive potential customers to your website,” said the Pro Council. “Social media is also an easy place to share your website’s content, like photos, information about your services, and customer testimonials. When sharing a link from your website on social media, be sure it’s visually appealing by including a photo.”

Pictures Are Perfect

The experts are all in agreement that including images and video in social media posts results in the best engagement. “In today’s world, it seems people would rather see a nice picture or watch an informative video before reading a bunch of text,” said Trent Wagler, Graber Post Buildings, Inc. Facebook, Pinterest, and Instagram are all ideal visual platforms to show off what you can do. “Images and videos are 40 times more likely to get shared on social media than content without a visual,” the ABC Supply Pro Council reported.

While making regular posts is recommended, don’t overdo it. “Don’t wear your audience out,” recommended Wagler.

To keep track of who is posting what, when, create a simple calendar. You’ll also want to assign the task of monitoring the page and its comments. If a customer posts negative feedback, address it. Honesty and transparency are crucial for online marketing.

Bret Buelo, Wick Buildings, added, “Don’t underestimate the time doing good social media takes, and don’t get hung up on the number of ‘fans’ your social accounts have—the research says that the interaction is key, not the number of fans your advertising has bought.”

Marketing on Social Media

Sam Beiler, co-founder of Boostpoint, a company that specializes in helping small- and medium-size roofing companies not get lost or left behind in the digital space, had his professional start working for his family’s roofing business

when he was just a teenager. The family developed a self-propelled trailer for handling debris (the Equipter). Once the Equipter was ready for serious marketing efforts, Beiler switched from swinging a hammer to marketing the innovative trailer that remedies the roofing debris issue.

Beiler explained, “Equipter was a solid product, but we needed to figure out marketing and getting it out into the world.” Social media played a large part in helping them grow the Equipter Company. Founded in late 2017 as the roofing company’s marketing division, Boostpoint helped grow Equipter from a 12-person company to a company that now employs more than 50. “Our business growth was fueled by social media marketing and trade shows,” Beiler said.

In talking with fellow roofing companies, Beiler discovered that the companies knew they needed to be on social media, but didn’t know where to begin. “Everyone knew about the social media opportunity, but when I actually asked them, they weren’t leveraging it. What I found was the ‘how’ was missing,” Beiler said. “There wasn’t an easy way for most roofing companies to figure out how to leverage the ad platforms themselves or go to a marketing agency to figure it out for them.”

In January 2019, Boostpoint split off to become its own company, independent from Equipter. Boostpoint’s mission is to help small businesses grow with the macro shift to digital so they’re not left behind. It developed a templated digital service that small companies can use to target potential customers and generate leads.

In the current social media landscape, Beiler said Facebook is the place where any sort of contractor would get the most return on investment (ROI) out of their advertising dollars. He said if contractors can master two things, they will be happy with their Facebook marketing efforts. The first thing is targeting. If a company can get themselves in front of

the right target audience, they will be satisfied with the results. Facebook is capable of targeting an audience down to a one-mile radius; you just need to tell it where you would like your post shown. (Imagine if your next three jobs were within a mile or two of the job you’re currently working on!)

“the real fact of the matter is that nobody reads ads. people read what interests them, and sometimes it’s an ad.”

— howard luck gossage

When it comes to specific ways roofing companies can use social media platforms, Beiler suggested running engaging Facebook ads that will appear in the neighborhoods in which the roofing companies are currently working. For example, if a company is doing a roofing job in a neighborhood, people are seeing their trucks in that area; they already have some degree of familiarity. Beiler explained there’s an easy way to create a connection between your company and potential customers: “Create a 15-second video with a smartphone or a drone, saying something like, ‘We’re working in your neighborhood and offering free roof inspections over the next two weeks.’” He said by posting it on Facebook and targeting that specific area (the neighborhood), you’re creating a post relevant to potential customers. “It’s relevant to the viewer and the contractor,” Beiler explained. “You’re building urgency with an offer like that without offering a discount.”

The second thing is creating engaging content that doesn’t feel like an ad. Billboard-type posts, TV- and postcard-type ads don’t work well on social media because Facebook users aren’t on the platform to look at commercials.

However, simple videos created with a smartphone that tell the audience how you can solve a problem for them are engaging and can elicit action from that audience. Facebook marketing is an extension of your sales effort, he said, but it’s more personal. “To create engaging content, add action photos of people working, close-up photos, or videos. You can use selfie-style videos to provide valuable pieces of information to customers while out on a job. You don’t have to hire a professional to do this. Use a smartphone to take photos or videos at different jobs your roofing business has,” suggested Beiler.

What About YouTube?

While in a different class of social media platform, having a presence on YouTube can also be beneficial to construction companies. Anyone can launch their own channel; it’s easy, and it’s free. Once your videos are uploaded to YouTube, you can easily distribute them through other social media platforms.

Not on the Web? You Can Still Benefit

Word of mouth is a powerful thing that businesses on the web and off will benefit from. A good word from customers who are happy with your services and products goes a long way. Beiler explained, “If I’m a company with no digital presence, there’s still some value you can get out of social media. Your customers are still on those platforms and your potential customers are still on those platforms.” People are always asking for recommendations on social media. “They could ask their customers, if they’re happy with their service, to recommend their company on Facebook or on the Nextdoor platform,” he said.

Howie Scarborough of SnoBlox-Snojax summed up the need for a social media presence: “I think most suppliers have learned that they have to compete in the digital space as well as in print, it’s just finding the right balance to effectively engage your demographic.” **RT**