

FLIP THIS ISSUE

SPECIAL SECTION: METALCON PREVIEW

OCT/NOV 2021  
Vol. 20 • No. 6

# METAL ROOFING

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MAGAZINE

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# Mill closure will cause paper variation

**D**ear Readers, it seems too many of my publisher's letters start with the words, or the thought, "What an interesting world." I am certain we all would like the opportunity to return to a business climate resembling normalcy. Well, we ain't there yet.

Because of supply chain disruptions, I know many manufacturers are working hard to find solutions to deliver their products. We are no exception.

The Evergreen paper mill [Pactiv Evergreen Inc.] closed, which represents a 13% market share of the type of paper used in publishing short run magazines like ours. This will result in the expected changes impacting delivery and pricing for that specific product. The good news is since your subscriptions are requested and free, you *won't* see a price increase. In the current situation, neither will our advertisers.

What you *will* see is a possible variance

in paper weight and coating type. We will do everything within our power to continue offering a quality product and meeting the higher standards we have endeavored to uphold over the last two years and get issues out on time.

As with all challenges, this also creates opportunity. We are in the process of launching the improved digital versions of our magazines and our new websites. The articles are formatted to be read on smartphones and tablets, not in the flip book (let's pretend we are a magazine because we have no imagination) style. We are also working on ways to incorporate the printed ads into the digital issues and unveiling improved versions of the Buyers' Guides.

We will continue to innovate and grow. If the paper seems different temporarily, it is what we needed to do to get the magazines to you on time. When the paper market returns to normal we will go back

to the heavier and higher-quality paper we moved to two years ago.

Lastly, please see this as an example of what happens when the labor force is reduced and shut downs disrupt the supply chain. The paper cost between the Source Book and the September issue of Rural Builder increased by 14% in just two weeks. This is the same situation all industries have been facing for the last 18 months. It is time to open up and get back to normal.

Whether you believe in masks and vaccines is unimportant. What is critical is we find a way to open and get people back to work. Hiding has never been and never will be an actual solution to any challenge.

Regardless of the destination, life is a one-way street and the direction is forward.



Gary Reichert, Publisher

# Befriending Online Marketing

**W**ithin this issue of *Metal Roofing Magazine*, you'll find an article about using basic online marketing techniques to promote your business. If the concept of delving into online marketing makes your head swim or brings forth a bit of anxiety, rest assured, it's something that is a friend to your business. In fact, you may find you are already doing or have done some of the things that author Brian Horwitz recommends.

One of the most important aspects of online marketing is understanding the audience you want to reach. Once you know more about the audience, you can promote your business where they spend their time online and clearly address ways your company can meet their needs.

Another option to be where prospective clients can find you is by signing on to be part of the new Metal Roofing Buyers' Guide. The expanded business

directory will live on the soon-to-be launched *Metal Roofing Magazine* website [www.readmetalroofing.com]. Not only is the site dedicated to metal roofing, but it will also appear high on Google rankings (the platform many people use to search for topics on the internet) because it's filled with relevant, quality content, information is updated regularly, and it's optimized to be easily visible using various devices (phone, tablet, computer). Within the Buyers' Guide, your business information appears on an individual "microsite," where you provide contact details, a general description of your business, and add photos and videos, depending on the type of listing option you select. Plus, a contact feature allows visitors to connect with you directly from your microsite.

Another way to be seen and connect with potential customers is by attending shows. In this issue, you'll also find a spe-

cial flip section devoted to METALCON 2021 in the back of the magazine.

Now that we've covered the important matters, I'd like to introduce myself. My name is Toni Rahn and I've joined the *Metal Roofing* team as managing editor. Being new to this industry, I am excited to join you on this journey of metal roofing news, information, and inspiration. In fact, as part of my learning process, we are currently working on our editorial calendar for 2022. With that, I invite you to consider sharing your thoughts about the topics you'd like to see covered in the pages of *Metal Roofing* throughout the coming year. Drop me a line via email or mail or give me a call. I look forward to hearing from you.

Toni Rahn, Managing Editor  
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See how a metal re-roofing project transformed an Austin home, beginning on page 36. Photo courtesy of Green Knight Metal Roofing. Cover design by Kevin Ulrich.

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- Annual Buyers' Guide ■ Product Profiles
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### ONLINE SERVICES:

- Metal Roofing Buyers' Guide
- Subscribe FREE to Metal Roofing Magazine
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## Industry Partners



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## SUPPLIER NEWS

### Steel Dynamics Expanding Flat Roll Steel Operations

Steel Dynamics, Inc. (NASDAQ/GS: STLD) continues to progress on its ongoing and new flat roll steel growth initiatives.

“We are incredibly excited about the

progress being made at our Sinton Texas EAF Flat Roll Steel Mill,” stated Mark D. Millett, President and Chief Executive Officer. “Sinton represents transformational growth for Steel Dynamics and long-term value creation for our teams, communities, customers, and invest-

tors. Given the success of our Sinton construction team, we are planning to add two additional value-added flat roll coating lines more quickly than originally planned. The site is located in the Southern U.S. to provide Sinton with similar diversification and higher-margin product capabilities as our Butler and Columbus Flat Roll Steel divisions.”

Millett went on to say, “We also plan to construct two more value-added flat roll coating lines to be located in the Midwest U.S. to support the growing demand for coated flat roll steel products and to further increase the diversification and cash generation capability of our Midwest flat roll steel operations. Our unique operating culture, coupled with our considerable experience in successfully constructing and operating highly-profitable EAF steel mills and flat roll steel coating lines, positions us well to execute these strategic initiatives and continue to grow,” said Millett.

The company plans to invest \$225 million in two new flat roll steel coating lines to be located in the Southern U.S. to support its Sinton Steel Mill that is beginning production. The lines will include a 300,000-ton flat roll galvanizing line with Galvalume® coating capability and a 240,000-ton paint line. Galvalume® products represent the fastest-growing flat roll steel market in the United States, primarily serving the metal building industry. This market has historically sourced as much as 45 percent of its needs from foreign imports. Customers prefer the company’s differentiated supply-chain. This has resulted in the company’s existing lines consistently running at full capacity, through increased consumption and market share gain.

The company currently expects the new Southern U.S. coating lines to begin production in the second half of 2022.

In addition, the company also plans to invest between \$175 million and \$200 million in two new flat roll steel coating lines to be located in the Midwest to support its regional flat roll steel operations, providing them with more value-added

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product diversification to serve customer needs and increase through-cycle cash generation.

Site location selection and engineering specifications are underway. The company currently expects the new Midwest coating lines to begin production in the second half of 2022.

Additionally, the company previously announced a goal to be carbon neutral by 2050 for its electric arc furnace steel mill operations. To achieve this goal, the company set interim emissions reduction and renewable energy milestones to be achieved by 2025 and 2030.

[www.steeldynamics.com](http://www.steeldynamics.com)

## Union Corrugating Launches Visualizer Tool

Union Corrugating Company (UCC) recently launched an updated website and new visualizer tool.

UCC's primary goal during the redesign process was to create a more valuable, user-centric and responsive resource across all platforms and devices. The updated website allows customers to browse metal options by a particular application or industry, making it easier to locate information about various metal products.

"We understand our customers have choices when it comes to purchasing metal roofing, wall panels and metal building solutions," said Keith Medick, President and CEO of Union Corrugating Company Holding, Inc. As a result, we want to provide the best options and the best service to our customers so there really isn't a choice other than UCC. Updating our website was a necessary step in providing our customers with excellent customer service."

Additionally, the new website ([www.unioncorrugating.com](http://www.unioncorrugating.com)) features a visualizer tool. This tool allows users to upload their own pictures to the website and view UCC's products and colors instantly on their projects.

This year also marks UCC's 75th anniversary.

[www.unioncorrugating.com](http://www.unioncorrugating.com)



## S-5! Unveils Solar Calculator

S-5!, in collaboration with software developer PVCComplete, launched its new web-based solar calculator. The system is designed to create sophisticated solar project layouts for standing seam and exposed fastened metal roofs.

The S-5! Solar Calculator (patent pending) is an intuitive web app that makes it easy for sales professionals and project developers to create advanced solar project layouts with little or no training. Users can create a solar project design packed with valuable information, including 8760-production data in as few as five clicks. The design tool is also the first to integrate ASCE-16 structural requirements.

Users enter project data into S-5!'s Solar Calculator, including metal roof type and manufacturer, roof measurements, module size, module manufacturer and seam spacing. Based on the selected job location, the fully engineered calculator computes the forces in the upward (uplift), downward, lateral (seismic), and downslope/parallel force according to ASCE 7. It also uses Google maps to assist with rooftop placement of modules.

The calculator provides module spacing recommendations to align standing seams with the module manufacturers' mounting zones. It also provides an energy output summary detailing how much energy the array will produce, the timeframe to achieve a return on investment (ROI), a bill of materials and a full report available for an authority having jurisdiction (AHJ).

[www.s-5.com](http://www.s-5.com)

## Tennsmith Acquires Roll Former Corporation

Tennsmith recently added Roll Former Corporation to its family of brands, joining Roper Whitney. Roll Former Corporation, based in Chalfont, Pennsylvania, has supplied the metal forming industry with roll forming equipment since 1982, including serving as the first company to produce and market portable roll forming machines to the standing seam metal roof industry.

"This acquisition made a lot of sense for Tennsmith as roll forming equipment is a natural extension and complement to the sheet metal forming equipment our company manufactures. With this product line, our organization can provide one of the most comprehensive lines of forming equipment and solutions to the metal forming industry," remarks Mike Smith, one of the Tennsmith owners.

Tennsmith, which is based in McMinnville, Tennessee, along with Roper Whitney offer an extensive line of metal-forming tools and machinery. The product lines include automatic folders, hand brakes, shears, slip rolls, cleat benders, notchers, and rotary machines, among others.

[www.tennsmith.com](http://www.tennsmith.com)

## Triangle Fastener Corp. Acquires GLR Fasteners

Triangle Fastener Corp. recently acquired San Francisco-based GLR Fasteners, Inc. GLR, a distributor of fasteners used in roofing and glazing applications, is now a Triangle Fastener Corp. branch, continuing to operate out of its San Jose, CA location. The acquisition expands Triangle Fastener Corp.'s service coverage in the San Francisco Bay area,

Triangle Fastener Corp. has been in business since 1977 and operates out of 24 locations.

[www.trianglefastener.com](http://www.trianglefastener.com)

**MR**

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# Snow Retention

## Roof Design, Region Affect Snow Retention Plan

By Tim Martin, Levi's Building Components

If a building is in a region of the country that gets snow, the metal roof is not complete until you have a snow retention system installed.

Snow retention systems are individual snow guards or rail systems that keep the snow from sliding off roofs all at once, which protects the roof and objects below from damage. The systems work by creating friction between the often-smooth and slippery metal roof and the snow that accumulates on it. This article points out some of the basic principles about snow guard or rail placement so the roof and property are protected.

Installing a proper snow retention system is mostly science and partly art. The science part is calculating the potential weight of the snow on the roof and the force pushing on the snow retention. You must have enough snow retention on the roof to handle the weight of the snow for which the building is designed. Snow retention systems are designed to hold the weight of the snow; if the proper amount is not used on the roof, damage can occur to the snow retention or the roof itself. Many companies that manufacture snow retention offer calculators to determine how many snow guards are needed, based on the designed snow load for the region of the country, the slope of the roof, and the size of the roof.

The art of snow retention placement involves location. Just putting some snow retention at the eave is not always enough to protect the roof and what lies below. It is also not wise to place snow retention over doors alone. The rail or snow guards placed just over doors are being asked to carry a much larger load than simply the area covered.

### Installation Along Eaves

It's best to install snow guards or rail between 12" and 18" up from the eave. When installing individual snow guards, they are usually staggered. If you have a straight roof with few or no other roof sections, placement along the eave would be enough. If a second row is called for, the practice is to move just less than half of the way up the roof and install the second row.



Snow guards should be placed 12-18" above the eaves. PHOTOS COURTESY OF LEVI'S BUILDING COMPONENTS



Installing snow retention part way up the valleys keeps snow from packing down in the valley when it begins to melt.

### Protecting the Valleys

It is also a good idea to install snow retention part of the way up the valleys. This practice keeps the snow from packing down into the valley when it starts to melt. It also helps keep the valley clear so the melt water can easily drain off the roof.

### Planning For Roof Areas of Different Heights

If there is a roof section beneath another part of the roof, you need to plan for more snow accumulation in that area. It is best to place an extra row of snow retention in these sections. Snow retention will be supporting more weight in the lower section and without the proper amount of snow guards, it can suffer



**Illustration 1:** The installer made the mistake of using snow guards designed for a through-fastened roof on this standing-seam roof. Note the bent over snow guards [circled].

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damage. Illustration 1 shows what can result from not planning for that extra snow build-up on a lower roof section. The installer used snow guards designed for a through-fastened roof on a standing seam roof.

Also, the amount used on the lower roof was correct *if* there had not been a higher roof section off to the left. The extra snow that drifted down on the lower roof was more weight than the snow guards were designed to handle. A second row of snow guards should have been added in the area just out from the upper roof.

### Treat Roof Sections Separately

When a roof transitions into a porch or lean-to, you want to use snow retention on each section. If the retention system is only placed on the lower section, there's a possibility that snow will pack into the transition or fall from the upper level to the lower section, causing damage to the roof. The photos in this article illustrate good snow retention placement for various roof types. Upper and lower roof sections all have snow retention. Valleys are protected. The installer used a mix of rail on the main roof and individual snow guards on the carport area.



Note the upper and lower roof sections on this roof all have snow retention. Snow retention should be planned for each roof section.

### Do's and Don'ts

Always fasten snow retention mechanically using clamps or screws. Using adhesives alone to fasten snow retention will not last the life of the roof. Adhesives eventually lose their holding strength and the snow retention will come off the roof. Illustration 2 shows where an adhesive system was used and then after they came off the roof a clamp on rail system was used to replace it.

Another essential tip is to use the type of snow retention designed for your roof. With standing seam (hidden fastener) systems, it's advised to use snow retention that clamp on to the roof. When torquing down the clamp on snow guards, be sure to follow the manufacturer's guidelines. Leaving the set screws-



**Illustration 2:** On this roof, you can see the remains of the adhesive that was used to apply snow guards in a failed snow retention system. The failed system was replaced by a clamp-on rail system that should last the life of the roof.

too loose will allow the snow guards to move or come off.

Exposed fastener roofs, like Ag Panel or PBR panel, can use snow retention that fasten through the roof. Be sure to run manufacturer-recommended screws into solid wood. Plywood or OSB will not allow for the screws to hold as much. If individual polycarbonate snow guards are used, they should be fastened with screws for long-term use on the roof.

Snow retention systems are necessary with all metal roofs to protect the gutter. This is especially true when any gutter protection is used. Any snow load is transferred horizontally to the gutter guard overloading most guards and if the gutter guard is installed with spring tension, there is a good chance the guard will pop out.

*Jim Ealer Jr., Midwest Enterprises*

Snow retention is an essential part of a complete metal roof system. It is important to use tested products so calculations can be done to determine how many are needed to safely hold back the snow. It is also best to select a system from a manufacturer that has a proven track record. Additionally, snow retention can be a nice architectural touch on a building. The type of building can determine the style of snow retention you may want to use. A commercial building with a rail system may look better, while a traditional house or barn may look more correct with individual snow guards. **MR**

**Tim Martin** lives in Lancaster County, Pennsylvania, and has been in the metal roofing and snow retention world for the last 15 years. He has seen a lot of what works and what doesn't in the field. Tim represents several reputable accessories companies in the metal building and metal roofing markets. He covers Pennsylvania, Maryland, Delaware, New Jersey, and Virginia.

# Be Different



**"I'm always looking to do something different. When I saw the cupped metal tiles, I said, 'Wow, I want to use this on my residence!'"**

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Private Residence, PA Contractor: Mount Vernon Roofing Architect: 3GHC Architects  
GC: Amicus Construction Photo: hortonphotoinc.com

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# Standing Seam Clamps

Endless applications with proper installation

**W**hen using clamps to attach accessories to a standing seam roof the applications are virtually endless. From snow retention and solar panels to signage, HVAC units and even stabilizing gas piping, standing seam clamps are used to keep the units in place.

However, knowing which clamp to use for a specific accessory and how the clamps carry the load is critical to durable performance. For example, the Dyna-Clamps used for snow retention have two attachment setscrews that, when properly installed and torqued, keep the clamp from migrating down the seam when under a load, according to Jerod Webber, with Dynamic Fastener [www.dynamic-fastener.com]. Testing of clamps for snow retention should be done on a variety of panel types and manufacturers. This testing information will aid in calculating how many clamps are needed and the pattern in which the clamps need to be installed to properly handle the loads required for a specific project.

When planning for roof-top attachment of accessories such as solar panels, the clamps used are a “mini style,” which involves only one setscrew for attaching the clamp to the standing seam. A word

of caution: this type of clamp should not be used for snow retention management systems. Mini-style clamps, as explained by Webber, are used for mounting applications where the load from the accessory

650 pounds ultimate all the way to 3,000 pounds ultimate. Additional determining factors in clamp load values include panel type, profile, and thickness.

As discussed, using the proper clamp specific to the standing seam profile is imperative. If the selected clamp doesn't fit the configuration of the standing seam appropriately, the holding capacity of the clamp will be compromised. Installing the wrong clamp can also cause extensive damage to the roof panel.



being mounted on the roof transfers to the structural members of the roof system.

In both instances, the clamps described here will also have accessory mounting holes that will allow multiple options for attachment.

## Maximum Loads

When it comes to testing clamps on various panels, there's a wide range of ultimate load values. The weak link/failure of the system being tested is typically the panel seam itself. Steve Butler, with Dynamic Fastener, explained that concerning the multitude of various 24-gauge panel seams tested in third-party independent labs, Dyna-Clamp values range anywhere from

## Do's and Don'ts

- When installing the two setscrews both should be installed on the same side. The setscrew tightening should alternate between each setscrew to work out the play in the seam.
- Panel configuration will determine which side the setscrews should be installed. Contact the clamp manufacturer for details.
- Be sure to use proper setscrew torque when installing. This technique is critical to achieving required/tested load values.
- Using a calibrated torque wrench for installation helps to ensure that correct torque is applied. **MR**

## Green Knight Metal Roofing Makes Inc.'s 5000 List

**G**reen Knight® Metal Roofing is ranked number 2268 on Inc. magazine's recently released annual Inc. 5000 list. The list reflects the nation's fastest-growing independent small businesses, ranking companies according to the percentage of revenue growth from 2017 to 2020. Green Knight® Metal Roofing's ranking comes on the heels of three-year revenue growth of 188 percent.

“Green Knight is thrilled and honored to have made the Inc. 5000 List. This is a testament to our focus on providing

an outstanding product and service delivery experience. We thank our customers and our amazing staff for making this possible,” said Joel Kenty, Partner of Green Knight® Metal Roofing.

All told, the companies that appear on Inc.'s 5000 list added more than 610,000 jobs over the past three years.

Complete results of Inc.'s 5000, including company profiles, appear on [www.inc.com/inc5000](http://www.inc.com/inc5000). The site also allows for sorting the listings by industry and region, among other criteria.

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# Standing Seam Roof Clamps

Ensuring sound and durable accessory attachment

By Rob Haddock, CEO and Founder, S-5!

**S**tanding seam metal roofing provides the perfect platform for mounting rooftop accessories. The uniqueness of metal roofing is that the structural seams can be used as inherent (and cost-free) mounting points via reliable mechanical attachments for a myriad of rooftop services and accessories.

Accessories can include snow retention, fall protection and wind performance systems, satellite dishes, solar arrays, signs/banners, light fixtures, stack/flue bracing, service walkways, HVAC, lightning protection, equipment screens, conduit, condensate lines and more.

Determining the appropriate clamps 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 for a metal roof's specific gauge, profile and manufacturer.

Bottom line — utilize clamps specifically designed and engi-



DualGard is a complete, two-pipe aluminum, snow guard system. PHOTOS COURTESY OF S-5!



The WindClamp2X dramatically improves a roof system's wind uplift performance.



S-5's universal GripperFix utility mounting system secures the baseball pitching speedometer at Appalachian State University's stadium in North Carolina.

neered for the loads they will see in service and evidenced by certified test results to prove it. Check for metallurgical compatibility and clamp durability that last the life of the roof, etc.

The Metal Construction Association technical bulletin on *Fastener Compatibility with Profiled Metal Roof and Wall Panels* is a great resource for additional information on compatibility and durability. [Editor's Note: Turn to page 22 to read this bulletin.]

## What's the Difference Between One Clamp vs. Another?

Let's look at the design difference between a clamp used for snow retention vs. a clamp used for solar mounting. The primary load directions are different: snow is a vector force parallel to the slope of the roof; wind acting on a solar module is a "negative normal" load (perpendicular to the slope and pulling up). This is why holding strength must be tested in both load directions and compared with actual job-specific design loads for either — or both. Seismic is a third-acting in lateral direction. Test reports should identify the same roof material, profile and manufacturer as used on the project.

## Testing Clamp Capacity

Clamps transfer loads (forces) into the roof panels and from there into the structure. This is why seam and roof panel profile-specific testing is vital. The holding strength on one seam profile, material and gauge thickness is not the same as the next. And, the holding strength is not the same in all load directions.

Each clamp should be tested for load capacity in different load directions on the same seam profile from

## COVER STORY

the same roof manufacturer. Still, in different materials and gauge thicknesses, those values vary widely and will produce different results. So, it is a matrix of many possible combinations. One size may fit all, but doesn't render the same holding strength. That's why S-5! has conducted more than 3,000 individual load tests on every conceivable load direction, material type, gauge thickness and brand of manufacture.

Our test results range from 600# ultimate to 4,000# ultimate, depending on all the aforementioned variables. Ultimate loads must be reduced by a factor of safety when engineering the application to ensure the connection doesn't fail in service.

### Using the Wrong Clamp

A lot of folks (including vendors) focus on "fit": Does the clamp "fit" the seam?" Fit is only a first-step criterion, and there are many others of greater significance. Metallurgical compatibility is one issue. Adequate, appropriate and certified testing is another. Measuring these other factors enables competent engineering of the attachment to do what it is supposed to. Certified manufacturing ensures that the product tested is the product actually shipped. Uncertified manufacturing doesn't.

### Do's & Don'ts

Do use products that are:

- Installed in strict accordance with manufacturer's instructions, then the monkey is on his back (not yours) if the attachment fails.
- Proven through certified testing to withstand intended design loads.
- Engineered and designed in accordance with project specifics.
- Produced in an audited facility with quality standards to assure product consistency.
- Proven to perform for the entire anticipated roof service life.
- Limiting your liability with proof of all the above from the vendor.

Don't believe sales claims without requesting the proof of claim: a copy of

the warranty, a copy of the test results, a copy of the ISO-9001-15 certificate, etc.

If the installer is involved with product selection, the forgoing tips are also vital because you are now liable not only for correct installation but for correct product selection as well. **MR**

**Rob Haddock, S-5! CEO and Founder,** is a former contractor, award-winning roof-forensics expert, author, lecturer and building envelope scientist who has worked in various aspects of metal roofing for five decades.

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# Securely Handling the Load

Turn to test results and manufacturer specs for proper installation

By Carroll Marston, Sales and Engineering, ACE Clamps

**S**tanding seam metal roofs are an ideal roofing material that lets you install various accessories without penetrating the roof surface. The interlocking ribs of the roof panels provide vertical support for the seam clamps without the need to drill through the roof panel to screw to the joists. Most metal roof clamps are designed to attach a variety of accessories to a standing seam panel rib without penetrating through the metal. Some examples of accessories you might attach to a metal roof would be signage, security cameras, lighting, lightning rods, antennas, and most frequently, snow retention systems and photo-voltaic (PV) panels.

Whether you're using clamps for snow retention or a PV panel, the clamps are generally identical regardless of the attached accessory. The only differences you may see are additional holes drilled into the clamp body to secure a special bracket. For instance, solar panels attach with mechanisms that bolt directly to the top surface of the clamp, where some snow retention systems require a bracket that may fasten to the face or one side of the clamp. This bracket might support one or more 8–10 foot round or square tubes that help prevent snow from sliding off the edge of the roof, damaging the gutters and anything on the ground, such as shrubbery, parked cars, or people entering or exiting the building.



Whether its for snow retention, a solar panel, or various other accessories, clamps are in many ways the same. PHOTOS COURTESY OF ACE CLAMP

## Location Impacts Clamp Choice

Frequently, snow retention systems are used in conjunction with solar arrays to slow the sliding off of melting snow accumulated on the panels. Depending on the space left on the roof below the PV array, unique snow rail configurations may be required. There are many clamp designs and materials available, and the contractor should choose the best options based on the project needs—for example, location. One of the most critical locations is near the ocean shore. In this case, you would choose a clamp comprised of materials to avoid galvanic corrosion or degradation due to salt or acidic environmental conditions. Most clamp bodies are manufactured from an aluminum alloy or, in special cases, brass (for copper roofs) or stainless steel (areas right next to the saltwater). Aluminum is the most common clamp material. The screws, bolts, and washers, if any, are generally stainless steel. Check the galvanic corrosion tables and contact the clamp manufacturers for their recommendations. [Read the article on page 22 to learn about galvanic action.]

## Addressing Load

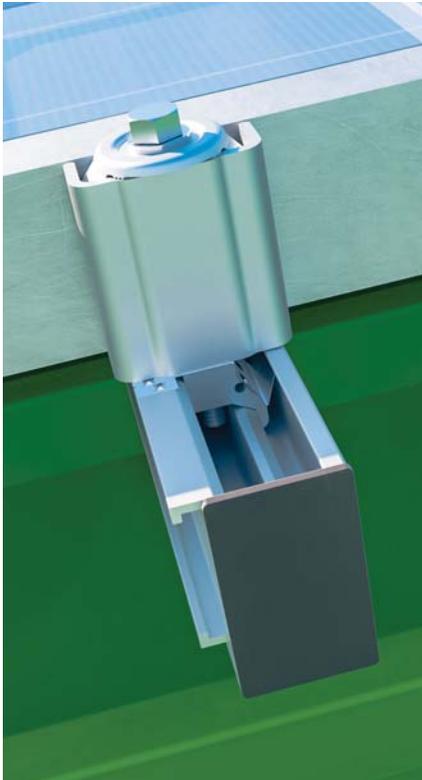
Now let's talk holding power. Clamps employ a variety of methods to grip the vertical rib on the standing seam roof. Some clamps use one or more setscrews that fasten across the rib. New designs have replaced setscrews with stainless-steel pins that add pressure across the rib with a hex bolt and a special washer. The washer acts as a lock washer, preventing the clamp from loosening under vibration loads due to wind flutter on the roof. The body of the clamp supports the accessory; the setscrews or pin assembly provides the holding force.

The actual holding force can be controlled by tightening the setscrews or pins to a specific torque range developed through testing by each clamp manufacturer. Although there aren't any solely accepted industry test standards, most manufacturers rely on accredited test laboratories to evaluate their clamps on multiple roof system configurations, including varying material and thickness. This is achieved by taking a section of the roof panel and securing it to a plate mounted on the base of a testing system, such as an Instron. The clamp is then mounted to the roof rib and torqued to the manufacturer's specification. The movable component of the Instron is attached to the clamp sample. The vertical load required to dislodge the clamp is recorded. That becomes the "ultimate" load.

Most engineers and code officials will require that the ulti-

## COVER STORY

mate load be divided by a “safety factor” to determine the “design” load to use in the specific project. Typically, the safety factors will be 1.5, 2.0, and, in some critical cases, 3.0. For example, a 24 ga. steel roof panel with the appropriate clamp, installed correctly, will achieve an ultimate vertical load of 1570 lbs. before the clamp slips on the rib. Using a 2.0 safety factor results in a conservative design



Torque range of a clamp is a key part of addressing the holding force.

load of 785 lbs. That load can be used in the equations that determine the number of clamps that would be required to secure an array of PV panels in a given location. If the roof panel was 0.04" thick aluminum, the installed torque would likely be reduced to avoid roof panel damage, and the vertical design load would be lower than for the same steel panel. Therefore more clamps would be required to meet the exact design requirements by the building code.

Some applications will require that the manufacturer provide design loads for clamps subjected to vertical loading (per-

pendicular to the roof surface), lateral loading (loads pushing the clamp along the rib parallel to the roof), and also parallel to the roof but perpendicular to the roof rib.

Manufacturers provide various styles of clamps to fit specific SSMR rib designs. Roof panels are available in several configurations: single lock, double lock, quad lock, Zip Rib, Tee panel, 1.5" snap-lock, and a wide 1" snap lock. Contact the clamp manufacturer and let them know what specific panel is on your roof. If you are unsure, a photograph of the panel taken at the eave along with the dimensions measuring from rib to rib and the height of the rib itself may be sufficient to identify the correct clamp for your application. The "right" clamp is the one that the manufacturer tested with the roof panel. Anything else might be sacrificing design load capacity or result in roof damage.

### Do's and Don'ts

- The recommended tool for installation is the drill driver. Impact guns can result in roof panel damage and over-torqued clamps.
- On long runs, 100 feet or more, contact the manufacturer and ask how to compensate for the thermal expansion of the aluminum rails or tubing. Failing to allow for thermal expansion can result in roof damage or system failure.
- Recheck the installed torque after severe wind events.
- Always ask the clamp manufacturer if you have any questions about the clamp or its installation.
- The installer/end-user is responsible for assuring that all engineering studies and data are complete for the installation and that all structural and electrical code requirements have been met.

Remember, the last person on the roof owns it! **MR**

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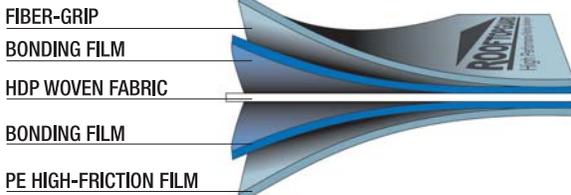
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## BUSINESS SENSE

# Boost Your Business with Online Marketing

By Brian Horwitz

Since we now live in a “digital-first” world, it’s critical for roofing businesses of all sizes to establish an online presence that generates leads on autopilot. In fact, according to the Pew Research Center, 81% of people in the United States go online daily, and 63% of shopping occasions begin online, according to Think With Google.

Online marketing may seem like a complex topic, but in actuality the concept is pretty simple. For the last several decades, the fundamentals of marketing that have served successful roofing businesses, large and small, have not changed. The only real complexity in today’s digital marketing world is that there are many more marketing and advertising “channels” available now compared to what’s been available historically.

### Understanding Your Audience

Understanding your target audience is the number one fundamental aspect of online marketing. The more details you can understand about your perfect customer, the easier it will be to show up where they get their information online, speak their language and answer key objections in order to get the conversion (the lead).

When your message is on-point with what your target customer is thinking, then you’ll have a much better chance of converting a website visitor to an actual lead requesting an estimate for service. Remember, online marketing has the same “marketing fundamentals” as any other kind of marketing – TV ads, radio ads, direct mail marketing, billboard advertising, etc. It’s best to not overthink it.

### 5 Digital Strategies to Get More Leads Today

#### 1. Getting More Leads from Your Website

There’s a good chance there’s an opportunity to improve how well your website converts a visitor into an actual lead.

One simple action item is to make sure your phone number is visible in the header of your site on all different device sizes (desktop, laptop, and mobile). You also want to make sure your phone number is visible on a mobile device, and it is “clickable” so visitors can “click-to-call” with ease.

Next, when you increase your company’s trustworthiness on your website, you will also increase your chances of converting more visitors into leads. Using elements like testimonials, customer reviews, and service award information makes your company look more trustworthy to your target audience. When you add certifications, affiliations and partner logos to your site as well, you’re helping to bridge the trust gap even more.

#### 2. Getting Leads from Google My Business

Formerly known as Google Places, Google My Business is critical to local, targeted lead generation. Your Google My Business listing is your company's most important online business listing by far. Be sure to claim your listing by going through the verification process if you have not done so already.

The next step in the process is telling Google about your business. Do your best to maximize all of the criteria in your listing. When you fill out your Google My Business listing completely with all of the business information requested, you're giving Google the details it needs to index your business appropriately in its online business directory.

### 3. Getting Leads from Google Ads

Since we know that Google is one of the most direct ways to reach your target customers online, then using Google Ads is a great place to get in front of them quickly, if your budget permits.

Google Ads is a pay-per-click strategy where you can buy placement on keywords like "roofing contractors near me" through an auction-based platform. After a quick search, I saw that "roofing contractors near me" is currently going for \$18.45 per click, so, for the sake of this example, if I were working with a \$2,000 budget, then I would be able to get around 108 clicks to my offer for a \$2,000 spend. If you want to take your Google Ads efforts to the next level, be sure to work with a certified Google Ads professional to create a better chance of generating more leads at a lower cost per lead.

### 4. Getting Leads from an Email Newsletter

One of the best ways to generate leads for your business is through your existing customer list, especially since your customers know, like, and trust you already. And arguably, the easiest way to connect with your complete customer list is through email.

An email newsletter that deploys to your customer list once a month to update them about your business and any special offers you may have is a great way to generate more quality leads for your business. Keep in mind, that you will need to send more than one email newsletter to get results. Try a six-month series.

### 5. More 5-Star Reviews Online = More Leads

You will convert a higher percentage of website and brand visitors into actual leads when you get more five-star reviews for your roofing business. But it's essential to get reviews on more than just Google. You want to get five-star reviews on the review sites that matter most for the roofing industry, specifically Yelp, BBB, YP.com, Facebook, Home Advisor, Thumbtack, Buildzoom, Superpages, and Angi's to name a few.

The internet has leveled the playing field for roofing companies competing for the same prospects. Whoever takes the most action in the right places wins. Do everything you can to get in the game. It will be well worth it in the long run. **MR**

*Brian Horwitz is an online lead generation expert and co-founder of Online Visibility Pros [onlinevisibilitypros.com / info@onlinevisibilitypros.com], a certified digital marketing firm that specializes in building online lead generation funnels for home service businesses, trade contractors and construction companies. He is also a former Major League Baseball player.*

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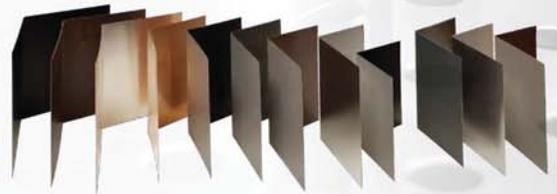
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# Fastener Compatibility

## with Profiled Metal Roof and Wall Panels

Proper Selection Leads to Secure Attachment

*Editor's Note: This technical bulletin was published by the Metal Construction Association [www.metalconstruction.org], and is reprinted with permission.*

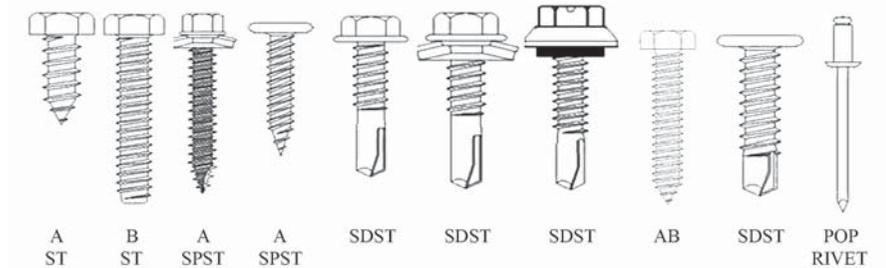
Profiled metal roof or wall panels rely upon mechanical fasteners to secure the components to a structure. It is very important to select the correct type of fastener for metal construction in order to ensure a strong and weather-tight attachment. This Technical Bulletin serves as a guide for the selection of exposed fasteners used with metal roof and wall panels.

### Discussion

Fasteners are either primary or secondary in nature. Primary fasteners are used to transfer loads from one design element to another. These loads can be dead, design, imposed and wind loads. Where used externally, these fasteners must provide a weather-tight seal under all load conditions. They are also often required to be coated or colored in some way to match the material they are securing.

There are many different types of fasteners. These fastener types include “self-drilling,” “self-tapping,” or both. Self-drilling (SD) screws have a drill point in the tip of the fastener. Self-tapping (ST) screws do not have a drill point but are able to tap their own threads into the attachment material. Self-piercing (SP) screws “pierce” through light gauge metals then self-tap (ST) into the material below.

For example, type A, B or AB screws are self-tapping. The fasteners commonly used for attaching to light gage framing are self-drilling self-tapping screws (SDST). These threaded fasteners have the ability to drill their own



hole and form their own internal mating threads. Another type of tapping screw can be “self-piercing,” which has the ability to pierce metallic material 33 mils (0.033”) or less in thickness and tap their own mating threads when driven. Self-piercing tapping screws have a sharp point angle not more than 30 degrees and are often used to secure metal panels to wood substrates.

Secondary fasteners must maintain a secure attachment. They can be used to provide lateral resistance such as part of a diaphragm. They are typically used for stitching of sidewall and roofing laps or securing flashing or other components to sheeting. These types of fasteners are often used with sealants or washers to draw the joint tight. Secondary fasteners may be coated or colored to match the surrounding material. Examples of these types of fasteners may be self-drilling or self-tapping screws, or rivet type products.

### Durability

Any type of fastener must be designed to be as durable as the metal wall or roof cladding system itself. Fasteners are available in a variety of substrates and materials with different levels of corrosion resistance and/or durability when exposed to the harsh conditions of weather for years. The metal roof or wall panel manufacturers can provide specific

recommendations for selecting fasteners for a specific system.

### Compatibility

A potential risk to the integrity and aesthetics of a building exists when the wrong type of fastener is used with a metal roof or wall cladding system. Under certain conditions, premature corrosion of the metal panel and/or the fastener may occur. This effect is known as galvanic corrosion and is often a result of corrosion between the dissimilar metals that are in contact with each other. When selecting fasteners, the relative surface area of the contact points as well as the acidity of the rainfall in the environment need to be considered.

To prevent dissimilar metal corrosion at the connection point, fasteners should be made of the same material as the roof or wall systems whenever possible. At the very least, the fastener should display equivalent corrosion resistance to the material being fastened into. As an example, the use of galvanized steel fasteners with aluminum metal wall cladding systems is not recommended.

To assist designers and installers with the selection of proper fastener types, the table shown on page 24 was developed by the Metal Construction Association to serve as a guideline for compatibility with different types of materials. The intent is

## TECHNICAL BULLETIN

to show equivalent corrosion resistance between the fasteners and cladding material.

### Load Resistance

Fasteners of any type or material are used to resist an applied load. Some connections are critical components in the structural design of the building while others are not. When an attachment involves design critical elements, the use and frequency of any fastening device shall be considered carefully and proven by testing and/or engineering analysis.

### SPECIAL NOTE A: Use of Seam Clamps and Brackets

It is common practice to utilize aluminum seam clamps (for standing seam profiles) and specialty brackets (for face-attached profiles) to facilitate the attachment of rooftop ancillaries such as service walkways, solar collectors, snow

retention devices and other roof accessories. Seam clamps pinch the seam by some mechanical means, but without penetrating the seam material. In such applications, aluminum clamps are suitable for use with all cladding types tabled with the exception of "Copper and Copper Alloys," provided that accompanying hardware is 300 series stainless steel. Stainless setscrews or other nodes that engage the cladding material should have rounded tips so as not to abrade metallic coatings on steel, or cause fracture points to other metals listed. Avoid sharp edges or points on fasteners or clamps engaging the seam.

Specialty brackets for use on face-attached cladding profiles when constructed of aluminum are suitable for use with all cladding types in the table with the exception of "Copper and Copper Alloys." Screws or bolts that attach these brackets should be selected in accordance

with the guide table.

### SPECIAL NOTE B: Preservative-Treated Lumber Applications

Preservative-treated lumber can be incompatible with certain types of fasteners. In those cases where any type of metal roof or wall cladding materials are being attached to preservative treated lumber, the following fasteners are not compatible: zinc plated screws, zinc-alloy headed screws, stainless capped screws, and aluminum. When attaching metal panels to preservative-treated lumber, a moisture barrier may be used between the lumber and the panel material. Metal panel fasteners that are compatible with preservative-treated lumber are stainless steel fasteners, or hot dip galvanized nails manufactured to ASTM A153 Class D or heavier. Other types of fasteners coated with proprietary anti-corrosive technol-

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ogies are also available for use with preservative-treated lumber.

- Copper fasteners may be used with preservative treated wood as allowed by code.
- If panels are coated on both sides, a moisture barrier may not be needed.
- Zinc plated fasteners and bolts should not be used with any preservative treated wood. Especially with waterborne treatments.

## About the Metal Construction Association

Founded in 1983, the Metal Construction Association [www.

metalconstruction.org] brings together the diverse metal construction industry for the purpose of expanding the use of all metals used in construction. MCA promotes the benefits of metal in construction through:

- Technical guidance and product certification.
- Educational and awareness programs.
- Recognition of industry-achievement awards
- Monitoring of industry issues, such as codes and standards.
- Research to develop improved metal construction products.
- Promotional support for the industry.
- Publications to promote use of metal products. **MR**

Metal Roof or Wall Cladding Material	Fastener Material								
	Zinc Plated Steel Screws	Organic Coated Plated Steel Screws <sup>1</sup>	Hot-Dip Galvanized Steel Nails <sup>2</sup>	Zinc-Alloy Head Steel Screws	Stainless Head Steel Screws	Aluminum Screws & Rivets <sup>4</sup>	Copper & Copper Alloys	300 Series Stainless Steel	Organic Coated 400 Series Stainless Steel <sup>1</sup>
Unpainted Galvanized Steel <sup>3</sup>	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Painted Galvanized Steel <sup>3</sup>	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Unpainted Galvalume Steel <sup>3</sup>	No	Yes	No	Yes	Yes	Yes	No	Yes	Yes
Painted Galvalume Steel <sup>3</sup>	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Aluminum	No	Yes <sup>5</sup>	No	Yes <sup>5</sup>	Yes <sup>5</sup>	Yes	No	Yes	No
Uncoated Copper & Copper Alloys	No	No	No	No	No	No	Yes	Yes	No
300 Stainless Steel	No	No	No	Yes	Yes	No	No	Yes	Yes
Zinc Sheet	No	No	No	No	No	No	No	Yes	No

## Recommended Fastener Guide

The included table serves as a guideline for the selection of fasteners used with metal roofing and wall panels. The performance of compatible fasteners shown in this table matches the expected life of the metal roof or wall cladding materials. However, in highly corrosive environments such as heavy industrial, coastal marine (within 1,500 feet from a salt water body), high levels of airborne pollutants, preservative-treated lumber or fire-retardant lumber, the compatibility of certain fasteners with metal roofing or wall cladding materials may be affected. Additionally, corrosive sources on the inside of the building or for buildings where the interior is also exposed to the elements must be taken into consideration when selecting the fasteners. In these types of applications, the manufacturers of the fastener and metal panel will have specific and unique recommendations and should be consulted regarding suitability for use. In addition, in the event that certain coating barriers are damaged or scratched through to the substrate there is increased potential for premature corrosion. Care should be taken during installation and during routine maintenance of the panels in order to protect the integrity of the coatings used for metal panels.

The table shows recommendations based on various cladding material and fastener combinations. Whenever a cladding material is painted, the

guidance in the table is based on the assumption that the fastener will also be painted.

Notes:

1. Organic coated fasteners should have corrosion resistance equal to or better than no red rust after 500 hours in ASTM B117 salt spray test.
2. Nails should be galvanized per ASTM A153.
3. The performance of base metal may be impaired by coastal and heavy industrial environments. Consult with the respective manufacturer of any building material or component whenever carbon steel panels and/or carbon steel fasteners are used in coastal and/or heavy industrial environments as these applications may or may not void available product warranties.
4. Commercial availability of threaded aluminum fasteners is very limited due to their lower torsional, tensile, and shear properties. However, aluminum bodied pop-rivets are commercially available and should be used according to the recommended fastener guide. Note that pop-rivets may use different materials for the body and the mandrel.
5. Recommend 300 series stainless steel but manufacturers of the fastener and metal panel should be consulted regarding suitability for use.

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# Trade Show Reflections

Making the Most of Exhibiting at Trade Shows

By Gary Reichert

*[Editor's Note: Trade shows have started to reboot after more than a year of cancellations due to Covid. Are you prepared to take full advantage of what these valuable opportunities provide? How you approach them, either as an exhibitor, or a visitor can make the difference between success or a big waste of time. Publisher Gary Reichert weighs in on the topic, starting with tips for exhibitors.]*

**O**n June 3-4, 2021, we put on the second annual Construction Rollforming Show. The exhibitor booth space was down, mostly from manufacturers' concerns about Covid liability and the late lifting of travel restrictions. The actual attendance for the show was almost equal to the first, which was great considering the circumstances.

Most of the exhibitors seemed to be actually writing business at the show and giving positive feedback. A very few were less thrilled about the outcome. This was fascinating because businesses that were successful and ones that were not were selling comparable products. In one

specific instance, the exhibitor with less success had a much better location on the show floor. If companies sell similar products, and have wildly different success rates, the obvious question is: "What are they doing different?"

My background is coming from the commercial fitness industry. When I was 21, I was selling gym memberships, which, at the time, was more like used car sales than anything else. From that, I furthered my education, went into coaching and then into commercial fitness equipment sales. I ended my stint in that industry as a VP of Sales and Marketing for a small company.

My first steps into professional sales, as opposed to hard-closing retail sales, occurred when I was 29 and took a regional sales position with Universal Gym Equipment covering several Great Lakes states. My first National Sales Manager was Gene Calender; he was the closest thing to a sales version of Yoda I have ever seen.

A year's worth of magazines is not enough to cover everything I learned from him. But there are some things relative to working trade shows that seem to

be completely forgotten in the last few decades. I will neglect to mention exactly how many, but writing that makes me feel very old.

## 5 TIPS FOR EXHIBITOR SUCCESS

Here are a few things that were drilled into me by "Yoda." These will proceed from most important to least important.

### 1 ESTABLISH OBJECTIVES AND REMEMBER WHY YOU ARE THERE.

Different shows and different situations will have desired outcomes that require a different strategy. Are you there to:

- Meet new prospects.
- Close business.
- Maintain relationships with existing clients.
- Introduce a new product.

## BUSINESS BUILDING

What you are hoping for in an outcome will determine your strategy and actions while you are at the show. Anything else is a distraction. Trade shows are a condensed opportunity to meet face to face with more people than you would typically see in months. Everything except meeting your objectives needs to be completely forgotten during the two or three days of the show. Coming to the last morning of the show hung over counts as a distraction.

### **2** YOUR BEHAVIOR NEEDS TO MAKE YOU APPROACHABLE.

This is the single biggest difference I noticed between successful and non-successful exhibitors at the Construction Rollforming Show.

To show you how much has changed: In the “old days” we were not allowed chairs in the show booths. Sitting can create an impression that the potential customer is disturbing you. Most people are by nature polite. You will never know how many people were too nice to buy from you.

Other behaviors in the same category are cell phones and eating.

Eating in a booth is a tough decision. If you are the only person in the booth, you need to make a choice. You have to choose between missing clients by not being in the booth, eating in the booth and not being approachable, or just going hungry for a little while.

Cell phones are even worse. Put them on silent for the duration of the show. And there is almost no reason for texting or answering emails from the booth. Remember why you are exhibiting; you can answer emails in your hotel room after the exhibit floor closes.

### **3** YOU NEED TO APPROACH.

Zig Ziglar once said, “Nothing happens until someone sells something.” Making an introduction is a sale. If you

wait for someone to ask you a question, you have relinquished control of your ability to meet your objectives. Waiting for them to ask a question, you are making the assumption they know who you are or what you offer.

Have a way to introduce yourself. Your company provides you with SWAG. It may be lost now, but the purpose of SWAG at a trade show is to create introductions. It is as simple as saying, “You look like someone in desperate need of a hat. My name is Gary, and you are?”

### **4** ALWAYS HAVE A PEN AND BUSINESS CARDS.

In today’s digital age this may seem like a primitive statement, but it applies to every day (not just at trade shows). Scanners and software do not and cannot fill the same gap. Business cards provide a visual impression. Many people will remember what they see. A scanner takes that important connection out of the equation and your name and business never have the opportunity to imprint on the potential customer.

The backs of business cards should be blank; and always have a pen. (I put some business cards and clip a pen in the badge holder.) When cell phones were new, we only put the main office number on the business card. Then when we gave out a cell number by writing it on the card, this indicated that the prospect was important enough for us to do something we did not typically do — give out our cell number.

Times are different now, but the impression is the same: If you make a note on a business card, it is specific to that person. It’s not the same thing that everyone receives.

The blank space on the back of a card is also a place you can make notes about potential customers for later reference. Writing a note for you to keep creates the same impression for the prospective customer: They are special and it is important for you to remember who they are

and what they need.

### **5** FOLLOW UP AFTER THE SHOW.

Until now, the numbers were in decreasing order of importance. This last could easily be the most important.

At most shows, companies collect more leads and usually close business later. The Construction Rollforming Show seems different. I saw customers giving exhibitors checks and providing spec sheets on exactly what they were looking to buy. But, in most cases it is about warming existing relationships or generating leads to close in the future.

Either way — follow up. You cannot close future business if you never hear from them again. For existing relationships, the follow-up can be as simple as saying, “It was great to chat. The next time you’re in town, I owe you lunch.”

If you are intent on “doing it right,” it is good to save a small announcement for after the show or have a prepared Frequently Asked Questions sheet. “Hi Bob, Great seeing you at the Rollforming Show last week. This wasn’t official then, so I couldn’t say anything. But now I can, and I thought you would like to know...”

### CONCLUSION

I have always been fascinated by the way sales people think. Often, sales people will say, “I didn’t get anything from the show” or “these leads are worthless.” I always wonder what effort and process was put into them. In cases where similar companies have wildly different reactions to a show, the answer may be in looking at expectations and what was done in and around the booth.

Like most situations in the real world, the largest portion of your success or failure is in your own hands. That makes success a choice. To misquote the Most Interesting Man in the Universe, “Choose wisely, my friend.”

Now that we’ve covered exhibitors, in the next issue I’ll ramble incoherently about what it takes for an attendee to have a successful show. **MR**

## NEW PRODUCTS



### Light, Thin and Flexible Access to Solar Energy

Sunflare PowerFit 20 is a light, thin, flexible, and nearly invisible solar panel. The new model lies flat, nestling between the seams of metal standing seam roofs. It couples the power of the sun with the power of aesthetics.

Traditional solar cells are made with silicon, while Sunflare modules start with a flexible, stainless steel substrate and micron layer of semiconductors. A polymer top sheet follows. The combination of the two cre-

ates a durable panel producing 90% efficiency output for 10 years and 80% efficiency output for 11-25 years.

Additional features:

- Lightweight - 75% lighter than c-Si panels.
- Thin - 95% thinner than c-Si panels.
- Flexible - The .127mm stainless steel substrate allows for curvature.
- Durable - Withstands high impact, is resistant to heat, wind, and cold.

Sunflare PowerFit 20 modules come with a butyl adhesive backing for a peel and stick installation process. For best fit on the roof panel, the standing seam "flat" must be at least 15.5" to accommodate wire management.

[www.sunflaresolar.com](http://www.sunflaresolar.com)

### Green-Beam Technology Aids in Accuracy

The Bosch BLAZE™ GLM165-27CGL uses green-beam technology, which generates a point/dot up to 4X brighter than standard red beams.

The inclinometer shows the tilt angle up to 360° for easy angle and indirect measurements. The laser has accuracy up to  $\pm 1/16"$ , plus it includes a rounding button that figures the measurement to the fraction that best suits the application and haptic feedback for loud jobsites. The digital laser measure also offers Bluetooth® functionality, so users can digitally transfer measurements to a smartphone or tablet through the free MeasureOn app. 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. It 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](http://www.boschtools.com)



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### Work Boot With FLEX

KEEN Utility introduces an innovative boot to the worksite with its Troy workboot. At its core, the Troy workboot aims to offer multidirectional flexibility, courtesy of the KEEN.BELLOWS FLEX technology, whether that involves bending, crawling, squatting, kneeling, or any other knee-down work.

The Troy boot is part of the American Built collection of boots and

shoes assembled in KEEN's Portland, Oregon facility. The boot is manufactured using a lightweight LuftCell air-infused PU midsole for weightless comfort, and a Luft Core air-injected heel for expanded cushioning and shock absorption to reduce impact on the body.

Another key feature of the Troy workboot is the waterproof, breathable membrane that allows for water vapor to escape without letting water in. It meets ASTM EH standards and MARK II non-slip standards and features an oil – and slip-resistant – rubber outsole. Additionally, the boot offers ASTM-rated toe protection with left and right asymmetrical carbon-fiber safety toes that are non-metallic, and 15% lighter than steel.

[www.keeneutility.com](http://www.keeneutility.com)

### Combat Cold and Maintain Performance

With winter rapidly approaching, Ergodyne offers eight new items of clothing and gear to combat the cold while preserving performance capability on the worksite.

“Cold stress injuries are largely preventable with the right gear,” said Alsie Nelson, Ergodyne Product Director. “The challenge is finding a way to deliver warmth while also prioritizing performance. When gear is too bulky, it slows workers down — making them choose between protection or productivity. These new solutions provide the best of both worlds.”

The new products build on Egodyne's line of warming solutions with an affordable jacket and bibs, lightweight base layers, a duck canvas work jacket, and adhesive body warmers. Also included in the release is



an enhanced visibility jacket (black with black reflective), a three-layer balaclava made with Polartec® Power Grid™ fleece, and a hi-vis lime neck gaiter.

“As weather patterns push to new extremes and Polar Vortexes unexpectedly pop up all over North America, its critical crews are prepared with gear that allows work to continue safely and productively,” said Tom Votel, Ergodyne President & CEO. “Our goal with this launch is to provide accessible solutions that workers actually want to wear.”

[www.ergodyne.com](http://www.ergodyne.com)

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# NEW PRODUCTS

## Extension Ladder Helps Alleviate Fatigue

Werner recently announced an easy-operating extension ladder with a breakthrough innovation: a patent-pending lift-assist technology that helps the end user comfortably raise and lower the ladder's fly section. The Werner GLIDESAFE™ Extension Ladder features Werner's patent-pending technology, which provides up to 50% assistance to "raise" the ladder in addition to speed-controlled lowering.

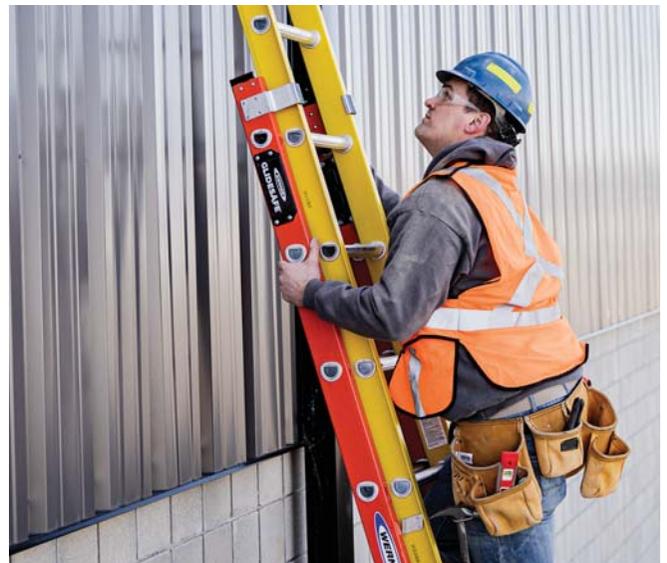
"This first-to-world innovation helps prevent fatigue on the jobsite," said Carla Ramalho, Werner's senior product manager over climbing products. "During field visits, our team recognized that extending fiberglass ladders all day, and being able to control the tall and heavy ladders took a toll on ladder users. We quickly went to the drawing board to find ways to solve these pain points. Our team is excited to announce we've created an extension ladder that not only addresses these concerns but improves the comfort of our end users!"

Within the lift-assist technology the internal spring mechanism operates like a garage door system providing assistance to raise it when it's needed most. As the user pulls the internal lift cable, the spring releases tension and helps lift the extension ladder's fly section with less effort required. When the fly section is lowered, it reloads tension on the spring, providing resistance that keeps the ladder's fly section from slamming to the ground.

The lift assist mechanism is connected through an ultra-high-molecular-weight polyethylene rope, the same material used for lines on sport parachutes and in the marine industry. The result of the lift-assist technology is a pro-grade fiberglass extension ladder that slides up and down smoothly and with less effort, removing common pain points caused by free-moving fly sections.

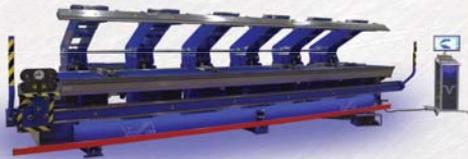
In terms of added safety, a built-in auto-lock automatically engages when the extension ladder is fully collapsed. A yellow tab must be pressed to unlock the ladder and allow it to extend. The GLIDESAFE extension ladder also comes with built-in transportation latches that can be buckled around the rungs of both ladder sections. The latches help ensure safe transportation of the ladder, keeping it from extending during travel.

[www.wernerco.com](http://www.wernerco.com)



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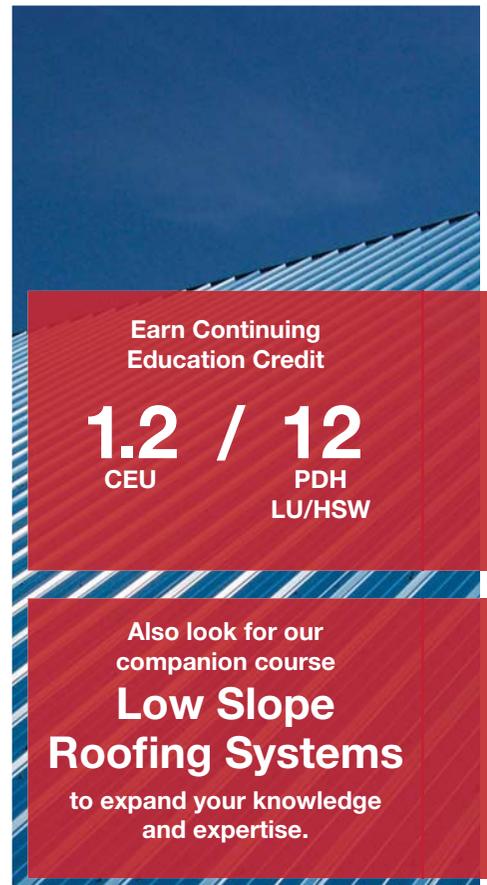
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# project of the month



## Re-Roof Update and Upgrade

A black ore matte caps this 8,000-square foot residence

**W**hen purchasing this home in Austin, Texas, the new owners knew a re-roofing project was in order. The previous roof was a concrete tile Spanish barrel roof, which suffered from cracked and moldy tiles as well as multiple spots where the roof leaked. The new owners also knew the choice replacement for the previous roof would be a more permanent and more modern appearing metal roof.

Given that the roof is largely visible from the backyard pool area, the color and style of roof panels were important. While the owners initially preferred flat-style panels, roofing contractor Green Knight® Metal Roofing explained the potential risks

involving oil-canning and demonstrated this risk by installing a few flat panels next to the striated panels. This led the owners to choose striated panels in black-ore matte.

Another item of discussion involved the gutters. With the owners preferring something different from the look of aluminum K-style gutters, the roofing contractors fabricated and installed custom box gutters out of the same material to achieve the preferred modern appearance.

The Green Knight® Metal Roofing team completed the new roof installation across the 8,000 square foot structure in about two weeks.

### Project Overview

**Location:** Austin, TX

**Building size:** 8,000 square feet

**Roofing Contractor and Installer:** Green Knight® Metal Roofing

### Products Used

**Manufacturer/Supplier:** Western States Metal Roofing

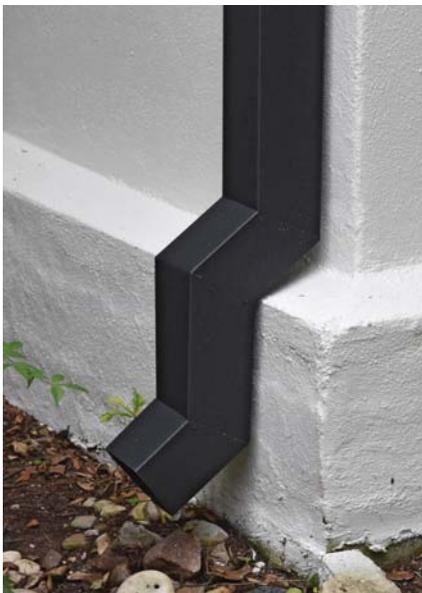
**Coil Color:** Black Ore Matte

**Roof Profile:** Black Ore Matte Snap-Lock Standing Seam Metal Roof with 12" Striated Panels

**Snow and Rain Management:** Custom Box Gutters

**Underlayment:** Viking

**Other:** Panels Rolled On-Site with a Zimmerman Metals Roll Former by Green Knight® Metal Roofing



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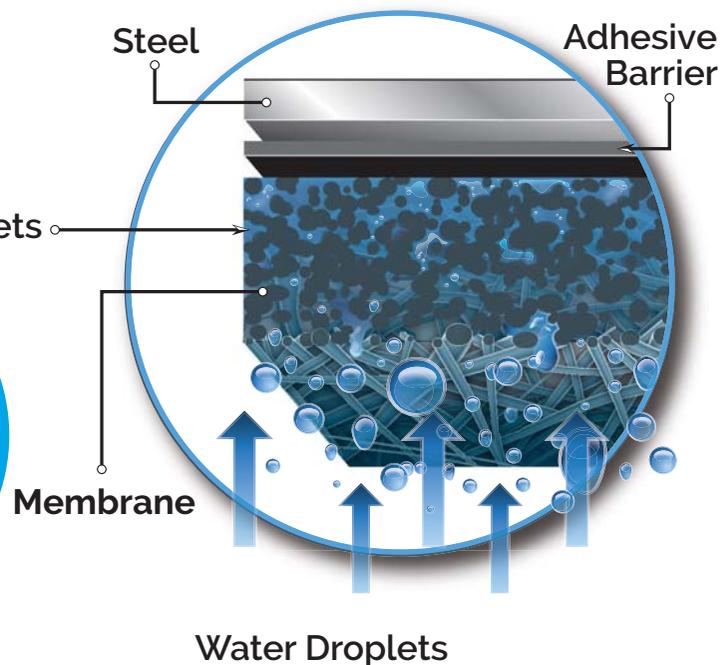
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# METALCON

## Back to Tampa

Exploring Show Highlights, Super Sessions, Keynote Speakers and Special Events



The Tampa Convention Center will host METALCON 2021 from October 6-8, 2021.

### METALCON 2021 OCTOBER 6-8 TAMPA CONVENTION CENTER

333 S. Franklin St., Tampa, FL 33602  
Produced by PSMJ Resources, Inc.

**M**ETALCON, the only global event dedicated exclusively to the application of metal in design and construction, announces its program line-up for this year's annual conference and trade show, which takes place at the Tampa Convention Center from Wednesday, Oct. 6-Friday, Oct. 8.

From intensive pre-show workshops to more than 40 free educational sessions located inside the exhibit hall to inspiring keynotes and Super Sessions, top industry experts will share their knowledge with attendees who are eligible to earn more continuing education credits than ever before, including AIA, CSI, NABCEP and ICC learning units among others.

"We are extremely grateful to our 2021 sponsors, without them the show would not be possible: Mill Steel Company (platinum level), Sherwin-Williams (gold level), CIDAN Machinery Inc., and Flack Global Metals (silver level) along with long-time partner, the Metal Construction Association," said METALCON Show Director, Judy Geller.

### Keynote Speakers

Keynote speakers for this year's show include Keith Colburn star of the Discovery Channel's hit show *Deadliest Catch* and captain of the Alaska king crab fishing boat, *Wizard* along with Ken Simonson, chief economist of the Associated General Contractors of America.

On Wednesday, October 6 at 10 a.m., Colburn will share his insights on leadership, teamwork, safety and being successful in today's hyper-competitive business environment by providing parallels between his life as a captain and the high stress, highly competitive construction industry in *Words of Advice from the*



On Wednesday, October 6, Keith Colburn, captain of the 155-foot Wizard, one of the fishing vessels featured on the *Deadliest Catch* television series, will give the presentation, *Words of Advice from the Captain of the Wizard: It's Not Magic, It's Hard Work!*

### *Captain of the Wizard: It's Not Magic, It's Hard Work!*

Then, on Thursday at 10 a.m., Simonson who has more than 40 years of experience analyzing, advocating and communicating about economic and tax issues will present the *U.S. Construction Outlook: Pandemic Impacts, Policy Initiatives, Project Implications*. Simonson serves as liaison to the Census Bureau's Construction Data Modernization Working Group. He is a Fellow and past president of the National Association for Business Economics, and co-director of the Tax Economists Forum, which he co-founded.

A variety of special focus areas are planned, including:

## The Architect's Experience

Featuring a series of events over two days focused on the use of metal as a design and construction component, this new "show-within-a-show" is for architects, designers, specifiers and engineers to breathe new life into projects and solve a wide variety of architectural, structural, environmental and building performance challenges — all through the use of metal. Also offered is an optional off-site tour of the Salvador Dalí Museum



The new Architect's Experience component of METALCON 2021 focuses on the use of metal as a design and construction component. PHOTO COURTESY OF BRENNAN PHOTO VIDEO



Acclaimed architect Yann Weymouth will present a keynote presentation for the Architect's Experience, which will inspire architects, designers, specifiers and engineers.

and a special keynote presentation by acclaimed architect Yann Weymouth.

## The Insulated Metal Panel Pavilion

For the first time ever, at METALCON, the IMP Alliance (leading manufacturers, material suppliers, and resellers) brings together the six major independent brands of leading insulated metal wall and roof panels that produce 85%-90% of all IMPs shipped in the U.S. and Canada, all in one location: ATAS International, Inc.; All Weather Insulated Panels; CENTRIA; GreenSpan Profiles; Metl-Span; and True Core Insulated Panels.

Each will display their newest products and visual illustrations of various projects while offering on-site product and technical guidance. Understand why IMP roof panels are being described as "tomorrow's roof panels today."

## The New Solar Center

Business owners, designers, contractors, EPCs, solar developers and installers discover how solar can expand their business-



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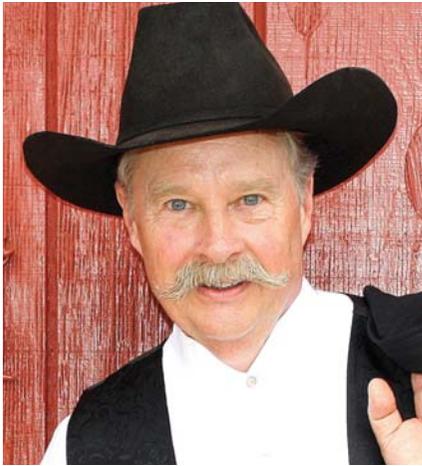
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S-5! founder Rob Haddock will present the popular “Metal Roofing 101” course at METALCON 2021.

UNLESS OTHERWISE INDICATED, PHOTOS COURTESY OF PSMJ RESOURCES, INC.

es in a variety of educational sessions and live demonstrations in the solar center sponsored by S-5! Don't forget to sign up for the METALCON Solar Trivia Games!

Additional Learning Centers offer five 45-minute sessions from 11:30 a.m.-5 p.m. on Wednesday and Thursday, and from 10:15 a.m.-1 p.m. on Friday. Sessions include the **Business Development Learning Center** that covers best practices and need-to-know information to take your business to the next level. And it includes the **Technical Know-How Learning Center** that offers the latest construction technology products and solutions.

## Super Sessions

Also, new this year is METALCON's Super Sessions to address some of the major issues facing the construction industry today. Whether it's post-COVID strategic planning, the ownership transition process, materials, supply chain and labor woes, or growth opportunities to consider, each Super Session will arm attendees with new information, fresh ideas, and strategic direction.

Super Sessions include:

- Find Your Focus for 2022 & Beat the Competition.
- Creating an Exit Strategy: How to Successfully Transition Ownership and Leadership.
- Disrupting Construction – Trends in Modular Building & Shipping Container-Based Structures.
- Stop the Insanity: Why Construction Needs Workforce Diversity.
- Federal Update – Solar Trade & Manufacturing.
- Perspectives: What Contractors & Architects Wish the Other Understood About Their Process.
- The Roaring '20s Are Here! METALCON Live!... LIVE at METALCON!
- How to Recruit & Retain Women in Construction.
- Using Technology Automation to Work Smarter.
- Metal Architecture Design Awards Seminar.



On Thursday, October 7, Ken Simonson, who has more than 40 years of experience analyzing, advocating, and communicating about economic and tax issues, will present the talk, U.S. Construction Outlook: Pandemic Impacts, Policy Initiatives, Project Implications.

METALCON continues to offer in-depth workshops, which take place on Tuesday, Wednesday, and Thursday and aim to provide cutting-edge education and training.

## METALCON Gives Back

Each year, METALCON gives back to the local community where the show takes place. METALCON is partnering with Feeding Tampa Bay for this year's giving back program, which will raise money to help provide food to more than 1 million families in the 10-county area of West Central Florida.



As in past years, the 2021 METALCON show floor will be filled with various vendors from company's across the nation and around the world. More than 180 exhibitors are slated to be present.

“We couldn’t be more excited to bring METALCON back to you for the first time in two years,” said Geller. “Like many, we took advantage of the ‘year of the pivot’ and reached out to those who we serve – past and present – to map out the next chapter for an event that humbly began 31 years ago. The result is METALCON 2021, packed with opportunities to connect and to share ideas, solutions and information, along with the education you need to take your business to new heights — all in the beautiful city of Tampa, Florida.”

### About METALCON

METALCON is the largest international event in the metal construction and design industry. Established in 1991, it’s the only annual trade show and conference devoted exclusively to the application of metal in design and construction. Contractors, architects, developers,



METALCON was last held in Tampa, Florida, in 2015, when it marked its 25th anniversary. PHOTO BY MCOBAT PHOTOGRAPHY

owners, fabricators, manufacturers and suppliers from more than 50 countries attend each year. Industry experts from 200 leading companies exhibit the latest products, solutions and game-changing

technologies, while sharing their knowledge with attendees. METALCON’S success is based on a dynamic exhibit hall, extensive educational programs and interactive learning opportunities. **MR**



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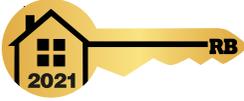
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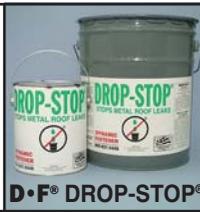
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Welcome to United Steel Supply, your first choice for steel. United Steel Supply provides high quality flat rolled steel coils. We offer superior customer service, competitive pricing and just-in-time delivery, allowing us to achieve the highest level of customer satisfaction. United Steel Supply furnishes Galvalume®, galvanized

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Van Mark Products 20' 1137	Service Partners 20' 1236	Red Bud Industries 20' 1235	Sno-Gem, inc. 20' 1334	FT Synthetics 20' 1335	Precoat Metals-a 20' 1434	Trianglo Fastener 20' 1435	1534	The Porce 1638 20' 1537	bo- mat 1535	1634	Parag on 1736 20' 1734	20' Mac- Tech/Erben d 1733	20' AutoMAK Assembly Inc. 1835	TECHNICAL KNOW-HOW LEARNING CENTER											
20' AMS Controls, Inc. 1129	20' PAC-CLAD   Petersen 1229	50' <b>SWI Machinery</b> 50'		1500 aisle		Zanasi USA 1630 20' 1527	1626	CEI Materi 1631 20' 1629	1728	RHEIN ZINK 1729 20' 1727	Accur ate 1830 20' 1828	20' IMP Alliance 1821	2000 / 2100 aisle		META LCON 2130										
20' Drexel Metals Inc. 1123	20' Bradbury Group, The 1223	1400 aisle		1500 aisle		Schweiss doors 20' 1523	1622	Arktich Advanced 20' 1625	1724	RHEIN ZINK 1729 20' 1723	Accur ate 1830 20' 1824	20' IMP Alliance 1821	Break throu 1931 2031	FRSA 1929 2029	Metal Roofi 1927 2027	Metal Const 1925 2025	MBC/EA 1921 2021	Const ructio 2023 2021	Metal Roofin 2021	META LCON 2130	The Assoc 2128	Steel Frami 2126	IIBEC 2124	2122	Sales Transf 2120
40' Tech hinery 30'	GSSI Seala 1219 20' 1316	Manak sia 1319 20' 1418	P.S. Data 1418	RAS Systems, 20' 1315	Excel Stamping & 20' 1414	20' 1415	GMC MACHINE TOOLS CORP 30' 1515	Carlisle WIP 1618 20' 1614	20' Beck 1619	Quality Roof 20' 1615	1716	Gulf Atlanti 1719 20' 1715	DMD Buildi 1818 20' 1821	BUSINESS DEVELOPMENT LEARNING CENTER											
ITW Polym 1109	Roofi ngGift 1208	20' Casadei Industria 1201	50'		ELVAL COLOUR 20' 1307	20' 1301	20' Akzo Nobel Coatings, Inc. 1407	20' METALHOUSE LLC 1401	Quality 1608	ICC- ES 1609	Fulcrum 1708	20' Behlen 1605	20' Metal Construction Association 1715												
True Blue 1107	Titanium & RhinoRoof 20' 1204					Mathews Marking 20' 1507	Quality 1606	20' Behlen 1605	1603	1702	The Deck														
Innov ative 1105	Equipier, LLC 20' 1200					Flick Global 20' 1503	Malco Produ 1600	RED HORS 1601	1700																
Adfast 20' 1101							Intern ationa 1501	1602	1603	1702															

**EXIT**

Updated as of 8/25/2021

# METAL ON: EXHIBITORS

**Editor's Note:** It always helps to make a game plan of who to visit and where before you attend a trade show. To help you make the most of your planning we've gathered the exhibitor list and the show floor map. The list of exhibitors was the most current as of Aug. 24.

<b>Company</b>	<b>Booth</b>
ABIS Inc.	635
Accurate Perforating	1830
AceClamp	735
Adfast	1101
Aerocompact Inc.	1842
Akzo Nobel Coatings, Inc.	1407
All Weather Insulated Panels	1821
AMS Controls, Inc.	1129
Argos Systems	637
Arkitech Advanced Construction Technologies	1625
ASC Machine Tools	730
ATAS International, Inc.	502
ATAS International, Inc.	1215
Atlas Bolt & Screw	620
AutoMAK Assembly Inc.	1835
Bay Insulation	535
Beck Automation, LLC	1619
Behlen Building Systems	1605
Berridge Manufacturing Company	824
BETCO Inc	1732
BOLLHOFF	323
bo-mar Industries Custom Metal Fabrication	1535
BPD, Inc.	514
Bradbury Group, The	1223
Breakthrough Academy	1931
Carbon-Core Corp	333
Carlisle WIP Products	1618
Casadei Industria	1201
CED Greentech Tampa Bay	1741
CEI Materials	1631
CENTRIA	1821
CIDAN Machinery	501
Classic Gutter Systems LLC	429
Construction Specifications Institute	2023
Continental Materials, Inc	434
Controlled Automation Inc.	1100
Cotney Attorneys & Consultants	1130
Cougar Paws	418
Covertch Flexible Packaging /rFoil insulation	536
D.I. Roof Seamers	532
DAY GLOW INDUSTRIAL CO., LTD	319
DB Building Fasteners, Inc.	822
Direct Metals Inc.	315
DMD Building Systems	1818
Drexel Metals Inc.	1123
Drip Stop	333
DroneDeploy	342
DuPont	1714
Dynamic Fastener	1029
Eagle Business Software	816
EcoFasten	1743
EDCO Products, Inc.	731
ELVAL COLOUR	1307
Epilay Inc.	801
Equipter, LLC	1200
Excel Stamping & Mfg., Inc./FYCO Tool and Die	1414

<b>Company</b>	<b>Booth</b>
Expi-Door Systems	535
FALK Panel	717
FARO Technologies Inc	343
Flack Global Metals	1503
FRSA - Florida Roofing & Sheet Metal Contractors Association	1929
FT Synthetics Inc	1335
Fulcrum	1708
GCP Applied Technologies	633
GMC MACHINE TOOLS CORP	1515
Green Span Profiles	1821
GSSI Sealants, Inc.	1219
Hershey's Metal Meister	1043
Hot Melt Technologies, Inc.	1007
ICC-ES	1609
IIBEC	2124
IMETCO	1728
IMP Alliance	1821
Innovative Energy, Inc.	1003
Innovative Insulation, Inc.	1105
Interlock Roofing Of America	425
International Accreditation Service (IAS)	1501
International Steel Framing LLC	528
Isaiah Industries, Inc.	1314
ITW Polymers Sealants / Tacky Tape	1109
Jura Films North America	337
Leland Industries, Inc.	631
Levi's Building Components	619
Liberty Seamless Enterprises, Inc.	526
Logan Stampings, Inc.	514
Mac-Tech/Erbend	1733
Malco Products, SBC	1600
Manaksia Aluminium Company Limited	1319
Marco Industries	1633
Marion Manufacturing, Inc.	337
Material Sciences Corporation	714
Mathews Marking Systems	1507
MBCEA	1921
MBMA	1921
MD Direct Inc.	719
Metal Architecture	1925
Metal Construction Association	1715
Metal Construction News	1925
Metal Plus LLC	836
Metal Rollforming Systems	515
Metal Roofing Alliance	1927
Metal Roofing Magazine & Rollforming	2021
METALCON Sales Office	2130
METALFORMING, Inc.	825
METALHOUSE LLC	1401
Metallic Products Corp	818
Metl-Span	1821
MFM Building Products	1108
Mill Steel Company	907
Milspec Industries	424
Mirror Metals, Inc.	1724
NB Handy	1023
New Tech Machinery	1015
NexFrame Building Solutions, Inc.	444
Norbec Architectural	1723
Novagard	518
P.S. Data Services, Inc.	1418
PAC-CLAD   Petersen	1229
Paragon Computing Solutions, LLC	1736
PHI	814
PINNACLE LGS DMCC	415
PPG	1037

<b>Company</b>	<b>Booth</b>
Precoat Metals- a division of SEQUA	1434
Preformed Line Products	723
Presto Tape	417
Primeline Tools inc	422
Quality Metal Stamping	1608
Quality Roof Seamers, Inc.	1615
RAS Systems, LLC	1315
Red Bud Industries	1235
Red Dot Products	432
RED HORSE	1601
Reed's Metals of Horseshoe Beach, FL	1241
RHEINZINK America, Inc.	1729
Roll Former Corporation	725
Roof Hugger LLC	514
RoofersCoffeeShop	841
RoofingGifts.com	1208
S-5!	527
Sales Transformation Group	2120
SAMCO Machinery, Ltd.	625
Schulmeister Metal Products inc	1245
Schweiss Doors	1523
Service Partners	1236
Sheffield Metals International	901
Sherwin-Williams	506
Sherwin-Williams Coil Coatings	807
Silvercote - A Distribution International Company	419
Sno-Gem, inc.	1334
SOUTHERN STRETCH FORMING	1128
ST Fastening Systems	1122
Stainless Structural America	718
Steel Dynamics	443
Steel Framing Industry Association	2126
SteelPro Solutions	508
Sunoptics	1340
Suntuity Solar	715
Suntuity Solar	1441
SWI Machinery	1323
Syndego LLC	1443
Taylor Steel, Inc.	1622
Tennsmith/ Roper Whitney	815
The Association for Iron & Steel Technology	2128
The LeverEdge	1840
The Porcelain Standard	1638
Titanium - InterWrap Inc.	1204
Titebond	428
Triangle Fastener Corp.	1435
Trimble Solutions USA Inc.	442
Trimble Solutions USA, Inc.	615
Triple Crown Products	524
True Blue Products	1107
TrueCore, a Nucor Company	1821
TRUMPF Inc.	1009
Tuftex	1001
United States Steel Corporation	830
United Steel Supply	414
Van Mark Products Corp.	1137
VaproShield, LLC	941
Woods Powr-Grip Co. Inc.	1824
Worthouse Inc.	500
Wuko, Inc.	614
Würth Industry North America	1614
Zanasi USA	1630



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## ASC Machine: New TKR-X line

ASC's innovative design of the all-new TKR-X™ Rollformer offers a high level of flexibility in the purlin market.

The TKR-X™ Modular Punch Press uses a combination of 4-Post and CEE-frame die sets to guarantee highest throughput speeds. All servo-adjustable Cee-frames automatically move in and out to position the punch in the desired location on the web.

The new modular construction system of the TKR-X™ Rollformer makes it possible to add 3 levels of automation:

- 1) Auto Assist: Auto change over C/Z and web and flange
- 2) Auto Gauge: Auto set up drive rolls and fixtures
- 3) Full Auto: Auto fixture and eave strut set up

The valuable eave strut feature (up to 5:12 pitch) is now included on all TKR-X™ Rollformer units. ASC customers can also expand their product portfolio and enter new markets by adding the new S-WEB (min 3") and XL-WEB (max 24") option.

[www.ascmt.com](http://www.ascmt.com)



## DMI SCAMP 304 Stainless Steel Fastener

As painted metal roofing systems continue to improve in quality and longevity, it is important for the fasteners that are installed on these roofs to match the warranties of the panels and "complete the roof system". The DMI #12 diameter SCAMP 304 Stainless Steel cap metal to wood screw and self-drill for all steel

applications accomplishes this objective. Assembled with a 304 Stainless Steel Bonded sealing washer and the shank coated with DMG85 corrosion coating, this fastener will match the paint warranties on all metal panels.

It is available with high quality powder coating to match most panel manufacturers and meets the rigid requirements set by Dade County to be listed as an acceptable choice for high corrosion coastal areas. The #12 SCAMP metal to wood can be used on new construction or can double as a replacement fastener for #10 diameter screws that have backed out.

[www.directmetalsinc.com](http://www.directmetalsinc.com)



## Dynamic Fastener Two-Piece Clamps

Dynamic Fastener introduces our new 2-piece clamps, the DC-TS2 and DC-ZR2. Mini versions of these 2 clamps are also in stock for same-day shipping. 2-piece clamps are designed so that the insert can be removed prior to installation allowing the clamp to be fitted at virtually any location on the roof panel seam. That feature eliminates the need for the installer to slide the clamp up the seam from the eave to the required clamp location. These clamps are designed to be used on panels such as Centria SRS3 (See DC-TS2) and Merchant & Evans Zip Rib (See DC-ZR2).

[www.dynamicfastener.com](http://www.dynamicfastener.com)

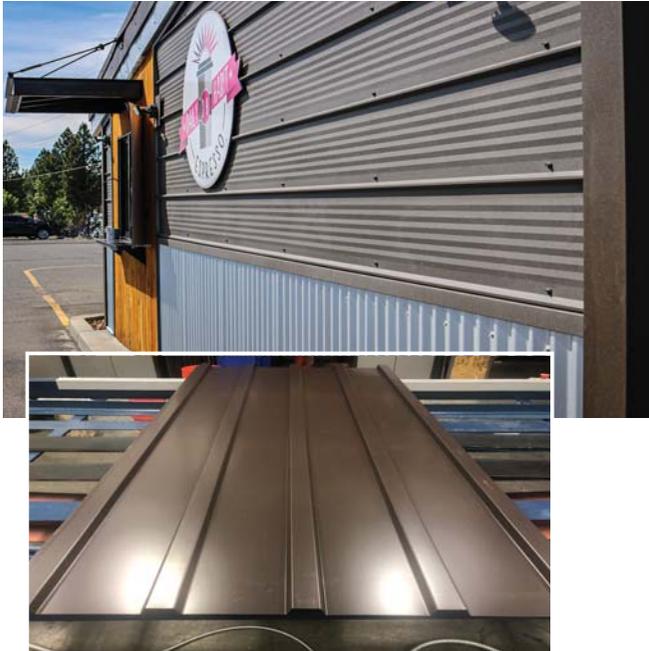


## Fisher Hand Tools Caulk Gun

The Fisher Hand Tools™ caulk gun is the newest product offering from Levi's Building Components. Quickly handle caulking jobs with ease thanks to its variety of carefully thought-out features, created and tested by industry experts! The powder-coated 360° rotary steel riveted carriage has a dripless design and is

equipped with a built-in puncture tool and easy-to-use-squeeze grip. With each trigger pull, a 12:1 thrust ratio is applied to the tube piston, allowing thicker caulk to move through the gun faster – meaning the job gets done faster.

[www.levisbuildingcomponents.com](http://www.levisbuildingcomponents.com)



### Metal Rollforming Systems' Board and Batten Panel Profiles

Metal Rollforming Systems continues to pioneer new and innovative panel designs to help customers succeed. We offer a number of custom panels; corrugated's, box ribs, snap locks, multi rib, through fastened, and hidden fastener designs. These panels come in a wide range of designs, from through fastened snap-lock look-a-like panels, concealed fastener board and batten profiles, and many more. These specialty panels open up new areas and avenues for metal increasing margins and differentiating your product offerings from your competition. The board and batten profile has been one of the more popular profiles as of late. It combines a clean hidden fastener look with the timeless style of the vertical board and batt look. Combine this with some of the newer textured or wood-grained finishes and the resulting product can be found in everything from mixed-use construction to high-end custom homes.

[www.mrsrollform.com](http://www.mrsrollform.com)

### New Schweiss Doors phone app

Schweiss SMART Doors allows customers to remotely connect to their buildings or hangars inside and out, regardless of location, using a Smartphone cellphone app.

The newly marketed Schweiss SMART Door app allows opening or closing a new or existing Schweiss Bifold or Hydraulic Door and is also compatible for use on other manufacturers' doors.



Utilizing 4G inside and outside camera links it can be used to adjust temperature, view security footage and turn on engine/cabin pre-heat. You can control what is going on in and outside your building 24/7.

[www.schweissdoors.com](http://www.schweissdoors.com)



### S-5! WindClamp2x

S-5! expanded its WindClamps™ line, with the addition of the new WindClamp2X. The design of WindClamp™ products increases wind resistance for standing seam and other concealed-fastened metal roofs.

The new WindClamp2X are small aluminum clamps placed over the roof's seam at designated intervals to prevent male-to-female seam separation and/or seam separation from the roof's mounting clip. Attaching these highly-tested clamps to a roof's seams have proven to dramatically improve wind uplift performance and increase strength by more than 200%. WindClamps increase – and often double – wind resistance, preventing various forms of failure, including seam separation and clip disengagement when used at roof clip locations. WindClamps are also a highly cost-effective solution to preserving rooftops in some geographic regions and/or "zones" with increased probability of extreme wind uplift conditions.

The WindClamp™ line of products also includes WindClamp DL (designed for MBCI Double-Lok and licenses) and WindClamp UD (designed for MBCI Ultra-Dek and licensees).

s-5.com

View of the Tampa Convention Center, located in downtown Tampa.



## TURNING AN EYE TO TAMPA

In addition to serving as the host city for METALCON 2021, Tampa is home to a multitude of exciting opportunities to enjoy events, adventures, great food and beverages, unique communities, and to relax. So, plan today to make the most of your time in “The Big Guava.”



Marine life is an abundant element of the Sunshine State, and equally plentiful are aquariums and related facilities perfect for visitors of every age.



With a variety of community neighborhoods and cultures, the dining options in Tampa are well-known for diverse and delicious treats. PHOTO BY KEIR MAGOULAS, VISIT TAMPA BAY



*With dozens of golf courses in the Tampa Bay area, spending time on picturesque greens, like those of Streamsong Resort pictured here, is a grand idea. PHOTO COURTESY VISIT TAMPA BAY*



*The coastal city of Tampa provides a wide variety of opportunities to enjoy waterfront activities, both adventurous and relaxing. PHOTO OF CANOE ESCAPE, BY KEIR MAGOULAS, VISIT TAMPA BAY*

## ART & CULTURE

With a rich mix of cultures and traditions, Tampa offers an eclectic selection of locations devoted to artistry, living history, and a celebration of community.

- The Dali Museum (off-site tour destination of METALCON's Architect's Experience)
- Tampa Museum of Art (including Art on the House – free admission from 4 p.m. – 8 p.m. on Thursdays)
- Florida Museum of Photographic Arts
- Tampa Bay History Center
- American Victory Ship Mariners Museum
- Florida Air Museum
- The Ringling (enjoy a robust review of art and circus history)
- Museum of Science & Industry (MOSI)

## SPORTS & RECREATION

In addition to being home to the NFL Champion Tampa Bay Buccaneers, Tampa lays claim to professional baseball, soccer, and hockey teams, miles of beaches, and golf courses galore.

- Nearly a dozen golf courses
- Laser OPS Extreme Gaming Arcade
- Pirate Water Taxi
- Axe Throwing Tampa
- Grand Prix Tampa
- Canoe Escape
- Charter fishing

## NATURE & ADVENTURE

The bounty of coastal scenery in Tampa is second-to-none. The area showcases a variety of destinations highlighting science and nature. In addition, opportunities to enjoy adventures and thrill-seeking experiences are also plentiful.

- Busch Gardens Tampa (including Busch Gardens Bier Fest – Fridays, Saturdays, and Sundays during October)
- Zip lining (Empower Adventures Tampa Bay — with a stunning view of Tampa Bay)
- Cypress Creek Nature Preserve
- Bok Tower Gardens
- Safari Wilderness Ranch
- Big Cat Rescue
- Adventure Island (30-acre waterpark)
- The Dinner Detective (Mystery dinner show, Oct. 7)

## DRINKS & DINING

With METAL CON taking place at the Tampa Convention Center, located at the mouth of the Hillsborough River and in the heart of downtown Tampa, the options for delicious meals and choice beverages are abundant. Additionally, if craft beer makes your mouth water, there are nearly 60 breweries in and around Tampa.

Below are some of the establishments named “Best Of” in 2021 by TAMPA Magazine:

- Mission BBQ
- Cigar City Brewing
- Mama's Kitchen (Best Diner)
- Bern's Steak House
- Buddy Brew Coffee
- Noble Crust (Best Southern Restaurant)
- Hattricks (Best Pub)