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February/March 2020
Volume 19 • Number 1

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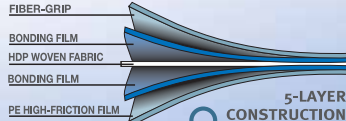
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On the Cover: A complex, modern design and a tricky location challenged roofers on this mountain home (page 56). Photo by Eric Haggart, courtesy of Highlander Roofing Services. Cover design by Kevin Ulrich.

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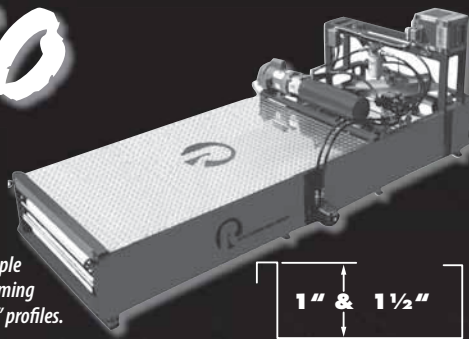
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EDITOR'S NOTE

New Editor Joins Shield Wall Media

We didn't have a metal roof growing up, but I always wished for one. The neighboring farmhouses and barns held a certain charm with their shining metal roofs; now an increasing trend on modern properties.

When my husband and I built a monitor-style barn for our home business, we instantly gravitated toward a metal structure. We loved the color options and the longevity of the materials. We chose barn-red walls to blend into our country neighborhood, and did much of the build ourselves. We later installed 28 windows and doors, added utilities, and finished the interior. This project was large—the full building is 64' x 70', with future plans to add a central loft. With its unique features, I'm sure you'll hear more about it from me in future issues.

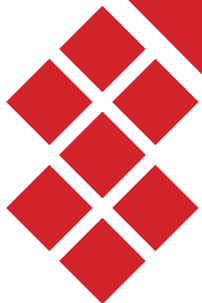


While I'm new to the industry, I've dabbled in building over the years and can't wait to learn all the details! And while I'm also new to the magazine, I'm not new to publishing, with nearly 12 years of magazine editorial under my belt. I love finding the best products and researching the latest trends to share with our readers, and I can't wait to do that for you. Is there a topic you'd like to see covered? A specific product you're looking for? Send me a note and I'll see what I can do—I'm here to learn and here to help!

Sincerely,
Jessica Franchuk
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Lack of Safety in the Industry

[Response to "OSHA's On-Site Consultation Service Program Helps Reduce The 'Fatal Four'" by Karen Knapstein, October/November 2019 Metal Roofing Magazine]

As summer wanes hereabouts, the onset of Chamber of Commerce weather turbocharges the roofing business, even

without a big blow.

If the Occupational Safety and Health Administration (OSHA) were to suddenly en masse show up after lunch today on every roofing job underway in our area, the roofing business would paralyze. I am coming up on 50 years of structural

engineering, [and I'm] always tempted to say, "I have seen it all," but roofing and underground utilities projects frustrate any semblance of [the phrase].

Construction in general, but especially roofing and underground, inspired the inclusion of a [job site safety section] in my standard services agreement about 25 years ago. Also, in my base agreement is language irrespective of the extent to which my firm has provided professional engineering services to a client (directly or indirectly, as through a general contractor, architect, or whatever), I have full power to not allow a party to use my firm's work products without explicit cause, at which point, if the client insists on the services of the entity, I will refund one-half of the fee paid to date and incur no residual liability for professional services to the date of the severance. This language and the [job site safety section] put in front of every construction entity intending to use my work products clears the air very early in the project. As scary as all of this sounds, four of five clients are on board with such an extreme and atypical approach to the expectations of constructors.

The OSHA [On-Site Consultation] Program has set precedence, coming and going, since the beginning of OSHA. If OSHA sustains the funding to support this program, it will be one of the best safety efforts since canaries were brought into the coal mines. In reading the article, I observed no mention of initiation of the consultant by request of a construction site owner/party in responsible control, building official, design professional-at-risk, sub-constructor, or an employee of the primary constructor or sub. Within the next month or two, I may be at a roofing project on which I have professional involvement and, which happens more often than it should, the owner or architect will have pivoted from roofing sub A to roofing sub B upon my structural work, totally unknown to me until I arrive at the job site. Also, more often than not in this situation, I become very unpopular very fast, because on my clipboard is a copy of the [job site safety section] that gets shoved



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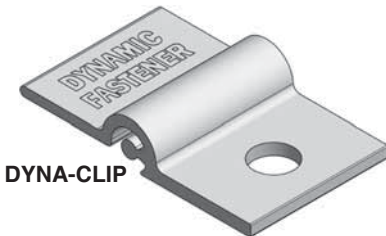


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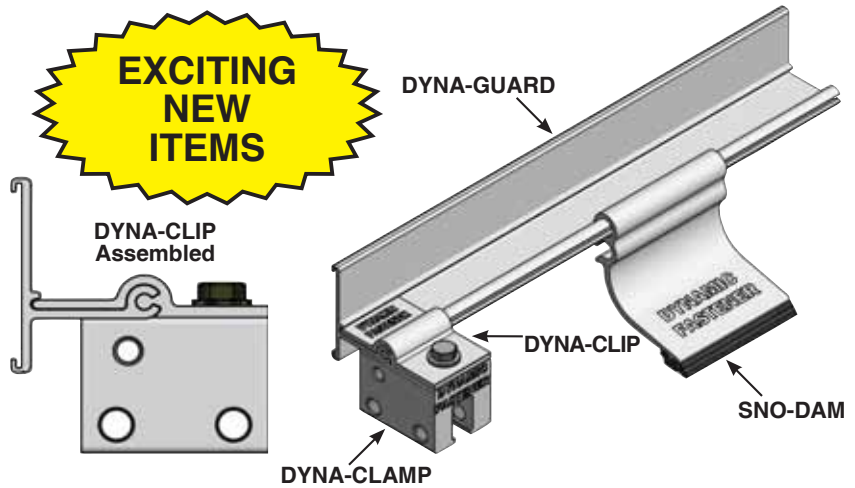
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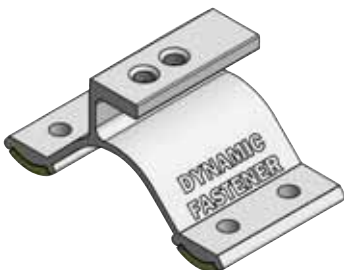


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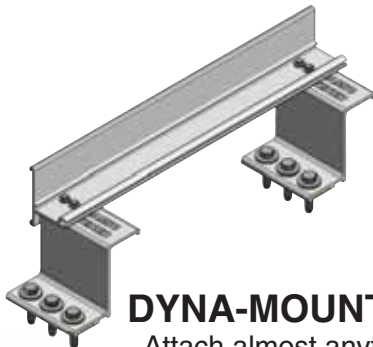
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in everyone's faces.

To the extent the OSHA consultant program exists as described in Karen Knapstein's article, it represents a good start, but the rest of us in the construction picture who can be hauled into court when the constructor vanishes into the night

need to have a role in the safety thing on a major job site injury or death. I don't want a wife, daughter, son, mother, or father to look at me with teary eyes and say, "But you were there and you saw what could happen. Why did you not do something?"

Here is what I am asking you to do:

1. Advocate putting the rest of us in the OSHA consultant loop, including the submission of date/time-stamped photos and videos to the specific (by name) OSHA consultant(s) related to a concern we have that justifies a non-enforcement consultation on a triage basis (e.g. 20 stories up with no fall restraint at all, or one installed so there would be a 20-foot drop before restraint engagement, versus a slip and fall on an avoidable slippery flat surface where electrocution is not likely).

2. All documentation, photos, etc., of the OSHA consultant [should be] retained by the consultant, the constructor, and the party initiating the consultation if the constructor does not do so. Certainly, constraints on access, use, durability, etc., of the preservation of the record must be applied.

3. At the very least, post two or three articles per year of a real live consultant event in which one or more of your crew are along. In each article, put a condensed version of Knapstein's article in a sidebar. You may even want to consider an incognito article on a project where the consultant approach did not come together as expected. I mean, even you guys are entitled to some investigative journalism, which will amp up the attention of the industry toward enhancing safety. (I wish I could say most roofers are exemplary in regard to safety, but the reverse is true.)

—Name Withheld,
Structural Engineer, Florida

Correction

In the show guide for the December 2019 Construction Rollforming Show, the contact information for Fasteners Direct was incorrect. The correct information is listed below. We apologize for any inconvenience.

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CertainTeed Becomes Gold Sponsor for National Women in Roofing

CertainTeed, a leading North American brand of building products, has announced its commitment as a Gold-Level Sponsor of National Women in Roofing (NWIR), a volunteer-based organization that supports the careers of women roofing professionals and focuses on connecting and empowering women so they can promote change and improve best practices within the industry.

“Through recruiting, networking, educating, and mentoring women in roofing, NWIR is making valuable strides to further strengthen our industry,” said Barb McDonough, general

manager of CertainTeed’s commercial roofing division. “Not only does the organization shine visibility on new opportunities for women, it also champions the accomplishments and dedication of those already established in the industry. This is why CertainTeed is proud to support NWIR as a Gold-Level Sponsor.”

Sponsorships serve a critical role for NWIR, as they support the organization as a whole and fund critical program initiatives. In addition to its Gold-Level Sponsorship, CertainTeed collaborated with NWIR to establish the Philadelphia chapter, which serves as a vehicle for members to connect regularly

to exchange ideas, attend educational events, and develop relationships.

“We at NWIR are proud to be sponsored by CertainTeed,” said NWIR immediate past chair Shari Carlozzi. “This sponsorship is so important for us because it allows women to network with others in the roofing profession while forming bonds that can lead to greater opportunities for women and the industry as a whole.” **MR**

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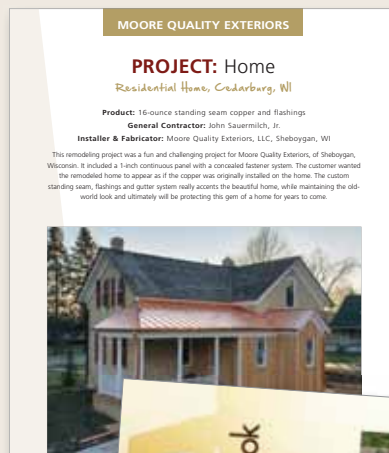
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S-5! Receives Industry Advocate Award

S-5! Attachment Solutions, an authority on metal roof attachment solutions, was awarded the 2019 Gold Level Industry Advocate Award for outstanding service, participation, and support of the Metal Building Manufacturers Association (MBMA).

Accepting on behalf of the S-5! team was CEO and founder Rob Haddock at the MBMA annual meeting and awards presentation on Dec. 3, 2019, in Scottsdale, Arizona.

Haddock, a well-known metal roof consultant, author, speaker, and inventor of the non-invasive clamps for fastening accessories to standing seam metal roofs, was awarded for his time, expertise, and advocacy of MBMA and the entire metal building industry.



S-5! CEO and founder Rob Haddock (second from left) accepts the Gold Level Award at the MBMA annual meeting and awards presentation on Dec. 3, 2019, in Scottsdale, Arizona.

Among the seven companies who were presented with Gold, Silver and Bronze Level Awards, S-5! Attachment Solutions earned Gold recognition and was recognized for exceptional commitment to promoting and enhancing MBMA initia-

tives, including participation in MBMA committees, advocacy efforts to enhance the metal building systems industry, attendance at MBMA educational and promotional events, and safety program participation.

Haddock is no stranger to the metal construction industry, with now 48 years in the business.

"I am honored to receive this award and to be part of such a great community of industry specialists and an organization that provides incredible resources to those who work in metal building systems," said Haddock. "I am a big believer in participating in industry associations like MBMA where you can meet others who will mentor and encourage you along the way." **MR**



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EVENTS CALENDAR

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27-30. The International Surface Event. Las Vegas, Nev. www.intlsurfaceevent.com.

FEBRUARY

1-5. ASHRAE Winter Conference & AHR Expo. Orlando, Fla. www.ashrae.org.

3-7. World of Concrete. Las Vegas, Nev. www.worldofconcrete.com.

4. Wisconsin Lumber Dealers Leadership Conference. Wisconsin Dells, Wis. www.nlassn.org.

4-6. International Roofing Expo. Dallas, Texas. www.theroofingexpo.com.

10-13. American Architectural Manufacturers Association Annual Conference. Fort Lauderdale, Fla. www.aamanet.org.

13-14. Fenestration and Glazing Industry Alliance Southeast Region Winter Meeting. Fort Lauderdale, Fla. www.aamanet.org.

20-22. Construction Institute Summit. Los Angeles, Calif. www.cisummit.org.

26-28. National Frame Builders Association Frame Building Expo. Des Moines, Iowa. www.nfba.org.

27-28. Northwestern Lumber Association Expo South. Council Bluffs, Iowa. www.nlassn.org.

MARCH

3-4. New York Build Expo. New York City, N.Y. www.newyorkbuildexpo.com.

8-10. North American Wholesale Lumber Association Leadership Summit. Palm Desert, Calif. www.nawla.org.

9-12. Associated General Contractors of America Convention. Las Vegas, Nev. www.agc.org.

9-12. World of Modular Annual Convention & Tradeshow. Orlando, Fla. www.modular.org.

10-14. CONEXPO-CON/AGG. Las Vegas, Nev. www.conexpoconagg.com.

21-22. Globalcon Conference & Expo. Boston, Mass. www.globalconevent.com.

22-26. Association of the Wall and Ceilings Industry Convention & INTEX Expo. Las Vegas, Nev. www.awci.org.

23-27. Associated Builders and Contractors Convention. Nashville, Tenn. www.abconvention.abc.org.

26-31. International Institute of Building Enclosure Consultants International Convention and Trade Show. Houston, Texas. www.rci-online.org.

APRIL

1-3. Steel Erectors Association of America Annual Convention & Trade Show. Charleston, S.C. www.seaa.net. **MR**

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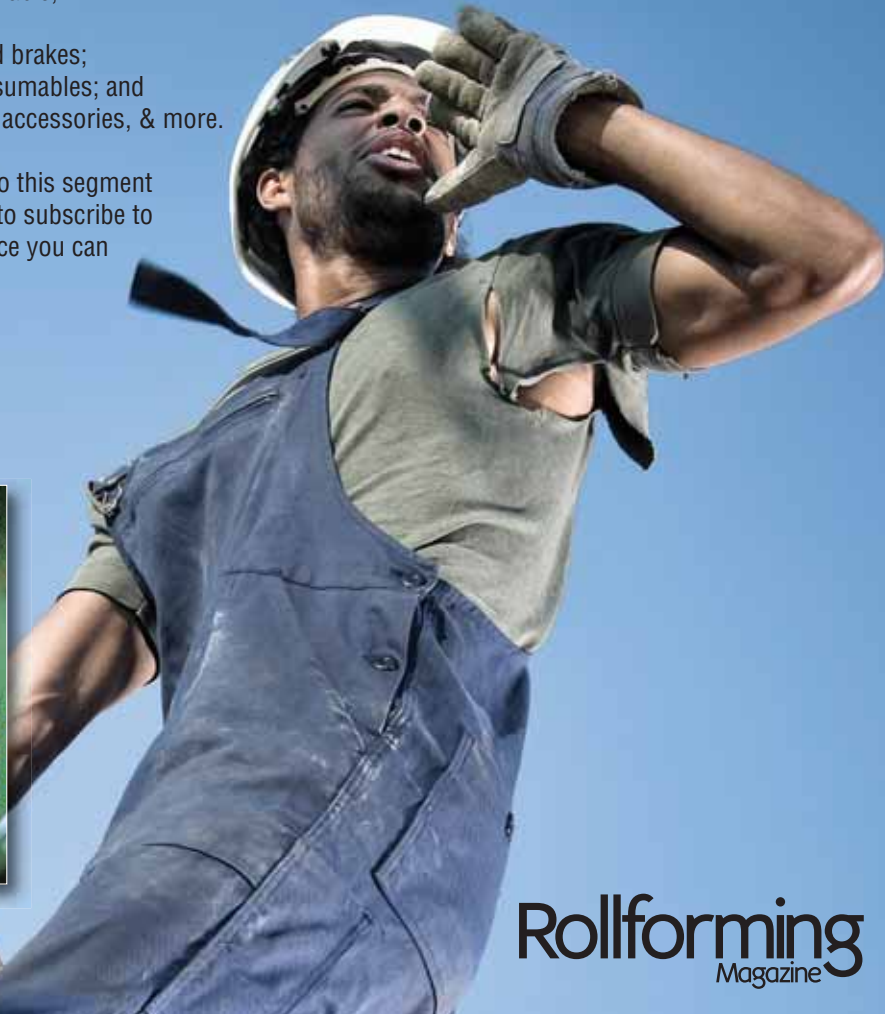
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PEOPLE IN THE NEWS

MFM Building Products Hires New Northern Texas Sales Firm

MFM Building Products, a manufacturer of a full envelope of waterproofing and weather barrier products for the building industry, has announced that the firm has reached an agreement with Summit Sales & Marketing to represent MFM in northern Texas.

Summit Sales & Marketing was founded in 2010 and will serve one-step and two-step building products and roofing distributors, with support through customer promotions, training, and marketing support. The organization has a successful history in establishing markets and creating sales growth for residential and commercial building product manufacturers.

Mike Scott, principal, brings 25 years of experience as an independent sales representative. He oversees all business



Mike Scott

aspects and management of the agency's sales efforts, while bringing a wealth of experience in servicing customer needs. He resides in Addison, Texas, with his wife.

Metl-Span's Franz Achieves Building Enclosure Certification

Kevin Franz, AIA, LEED AP BD+C, CSI, CDT, of Metl-Span, earned certification as an accredited Building Enclosure Commissioning Process Provider and Commissioning Authority+Building Enclosure with the designation of BECxP and CxA+BE from the College of Engineering at the University of Wisconsin. The three-day course includes a two-part exam. Franz is the SE business development manager at Metl-Span. **MR**



Kevin Franz



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Circle Reader Service #073

Ten U.S. And Five Canadian Projects Receive Copper Architecture Award

The North American Copper in Architecture Awards program recognizes excellent uses of copper in residential, educational, and government buildings.

From a new copper-clad university building to a restored 100-year-old copper roof, 15 unique and creative buildings from the U.S. and Canada earned a spot among the 2019 North American Copper in Architecture (NACIA) award winners.


The NACIA awards program, organized by the Copper Development Association (CDA) and the Canadian Copper & Brass Development Association (CCBDA), recognizes and promotes building projects in the U.S.

and Canada for their outstanding use of architectural copper and copper alloys.

“The 2019 winners display a great balance of innovative wall cladding structures and historical restoration projects, which is very indicative of the architectural trends we’re seeing across North America,” said Stephen Knapp, the director of the Strip, Sheet, & Plate Council for the CDA. “Copper is truly one of the most versatile and sustainable building materials available. As the Green building trend continues, we

expect to see the material increasingly utilized to achieve various certifications and environmental goals.”

For example, the design team for Arizona State University’s LEED Platinum-seeking building, the Biodesign Institute C, specified the metal specifically for its eco-friendly properties. The 2019 NACIA award winner is wrapped in a screen of thousands of perforated, naturally finished copper panels that contribute to the building’s energy efficiency and sustainability targets.




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BUILDING CONNECTIONS

Additionally, tens of thousands of pounds of copper were used by the award-winning firms to complete nine wall-cladding projects, five roofing restoration projects, and one interior ornamental application; these include five educational buildings, four government facilities, two residences, a museum, a performing and visual arts center, a retail complex, and a community center. In total, five Canadian and 10 U.S.-based projects received an award in 2019.

Since its launch in 2008, the NACIA awards program has awarded 144 projects across three categories: New Construction, Restoration, and Ornamental Applications. All submissions are judged and reviewed by a panel of copper and architectural experts based on building design, use of copper and technique throughout the project, copper installation, and when applicable, historic renovation. This year's award-winners include the following projects:

NEW CONSTRUCTION

Arizona State University, Bidesign Institute C —Tempe, Arizona

Application: Wall cladding

Architect: ZGF

Exterior Envelope Subcontractor:
Kovach Building Enclosures

Coolidge Corner School—Brookline, Massachusetts

Application: Wall cladding

Architect: HMFH Architects, Inc.

Roofing Contractor: Stanley Roofing Company, Inc.



PHOTO CREDIT: CHRIS BECKER

Gap Cove House—Rockport, Massachusetts (above)

Application: Wall cladding

Architect: Ruhl Studio Architects

Sheet Metal Contractor: Paul John and Son

Hidden Path Residence—Shelter Island, New York

Application: Wall cladding

Architect: Bohlin Cywinski Jackson

Roofing Contractor: TRM Enterprises

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Indian Residential School History and Dialogue Centre—Vancouver, British Columbia

Application: Wall cladding
Architect: Formline Architecture

Lamplighter School Innovation Lab—Fayetteville, Arkansas

Application: Wall cladding
Architect: Marlon Blackwell Architects
Sheet Metal Contractor: Sterling Roof System

Midtown Center—Washington, D.C.

Application: Wall cladding
PR Manager: SHoP Architects
Façade Contractor (Fabricator and Installer): Oldcastle Building Envelope



PHOTO CREDIT: JOA KESSLER

Pablo Center at the Confluence—Eau Claire, Wisconsin (above)

Application: Roof construction; wall cladding
Architect: Holzman Moss Bottino Architecture
Sheet Metal Contractor: Division V Sheet Metal

RESTORATION



PHOTO CREDIT: ARTUR SOLOMINSKI

Dartmouth College Baker Tower Renovations—Hanover, New Hampshire (above)

Application: Roofing; bell tower restoration
Sheet Metal Contractor: Mahan Slate Roofing Co., Inc.



PHOTO CREDIT: WESTERMAN CONSTRUCTION COMPANY

The Hispanic Society of America Museum and Library—New York, New York (above)

Application: Roof replacement
Consulting Architect: WJE Engineers & Architects, P.C.
Sheet Metal Fabricator: Gotham Metalworks



PHOTO CREDIT: SHIRMA

Postal Station B—Ottawa, Ontario (above)

Application: Roofing
Architect: Joint venture between Schoeler Heaton Architects and Robertson Martin Architects
Sheet Metal Contractor: Heather and Little Ltd.

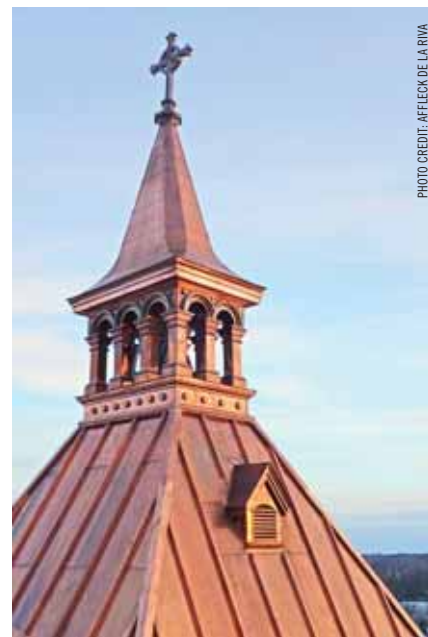


PHOTO CREDIT: AFFLECK DE LA RIVA

Saint Roch de l'Achigan City Hall—Saint Roch de l'Achigan, Quebec (above)

Application: Roofing; façade; exterior ornamentals restoration
Architect: Affleck de la Riva Architects
Sheet Metal Contractor: Historic Building: Couverture Montréal Nord



PHOTO CREDIT: DURABLE RESTORATION

Steeple Square—Dubuque, Iowa (above)

Application: Exterior ornamentals;

roof restoration

Architect: Jeffrey Morton Associated

Sheet Metal Contractor:

The Durable Restoration Company



PHOTO CREDIT: STÉPHANE GROLEAU

Voltigeurs de Québec Armoury—Québec, Quebec (above)

Application: Roofing

Architect: Joint venture between Architecture49, DFS Inc. Architecture & Design, and STGM Architectes

Sheet Metal Contractor:

Toitures Falardeau

Ornamental Applications

Senate of Canada—Ottawa, Ontario

Application: Interior applications

Architect: Joint venture between Diamond Schmitt Architects and KWC Architects

Bronze Fabrication: MCM 2001

MR

The Copper Development Association is the information, education, market, and technical development arm of the copper, brass, and bronze industries in the U.S. Learn more at www.thinkcopper.org.

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Circle Reader Service #180



Beware of Lost Tax Savings

Don't overlook these important write-offs

Every metal roofing professional has a number of options when preparing the dreaded annual tax return: Prepare the return yourself, use one of the many software programs or Internet tax preparation sites, or place everything in the hands of a professional? Regardless of the path chosen, however, there are developments in the tax arena that might impact or, worse, be overlooked as the tax return is prepared.

With the IRS admittedly targeting smaller businesses because of more positive audit results, their increased scrutiny of those calling themselves “independent contractors” combined with continued attempts to label money-losing small businesses as hobbies, review is necessary before beginning to prepare the annual tax return—by any method.

Do You Have a Hobby or a Business?

Will the IRS consider your money-losing activities to be a business? The Tax Cuts and Jobs Act (TCJA), passed late in 2017, eliminated many itemized deductions formerly claimed on personal income tax returns, including losses from “hobbies.” Fortunately, those operating their activity as a business can generally use the full amount of the activity’s losses to offset income from other sources.

Profits in three out of five consecutive tax years leaves it up to the IRS to prove an activity is a hobby. Fortunately, profits are not always necessary so long as there is a “reasonable expectation of profits”—not necessarily actual profits, only profit motivation.

Depreciation Final Rules

Regardless of how much or how little tools, equipment, or other assets are used in the metal roofing operation, the TCJA’s newly increased “bonus” depreciation can offset the operation’s taxable income by a full 100% of the amount spent. Making this deduction even more attractive, it now applies to both new and used business assets.

Because they were so late in releasing the guidelines for using the 100% write-off, in a related move, the IRS announced they will now allow anyone who failed to claim the 100% bonus depreciation for any tax year after the law’s passage, to retroactively claim it—or not.

Under the rules, bonus depreciation is something that must be opted out of. The metal roofing operation may not have the current income or, if future income looks higher, opting out might be in order. Ignoring bonus depreciation requires opting out on the annual tax return or on the amended return, and using the smaller annual depreciation deduction to offset



income down the road.

Section 179 as Alternative

The Section 179 write-off for deducting similar expenditures for the tools, equipment, or other business assets placed in service during the tax year has been around for a while. The TCJA increased amount of the Section 179, first-year expensing write-off to \$1 million (up from an inflation-adjusted \$510,000). What’s more, the ceiling after which the write-off is reduced (dollar-for-dollar) now kicks in only when expenditures for expensing-eligible property exceed \$2.5 million (up from \$2,030,000).

Is it better to take the Section 179 write-off or the bonus depreciation deduction? Remember, unlike bonus depreciation, the Section 179 first-year expensing deduction cannot result in a loss for the metal roofing operation.

Record Keeping Essentials

Good records can help every metal roofing professional generate an accurate tax bill and ward off zealous IRS auditors. Although just what records a metal roofing business needs to keep, what records it should retain, and for how long, is unclear, as long as the records produce an accurate accounting of income and expenses, any system, whether manual, computer, or bookkeeper’s record, is acceptable.

Using Those Records for Write-Offs

One place where records are invaluable is with the deduction by the business of a metal roofing professional using part

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of their home as an office, shop, or for other business-related purposes. The home office expense is no longer an itemized personal deduction, but when claiming it on the business's tax return, there are two options:

The first option, the “regular” method, requires figuring the business usage by dividing the expenses between business and personal use of the home. Direct expenses are, of course, fully deductible, while the amount of floor space devoted to the operation of the business determines the deductible portion of the other home expenses.

The second option, a “safe harbor” method, reduces the paperwork and record keeping burden by using a flat rate of \$5 per square foot for the portion of the home used by the metal roofing operation. There is a maximum allowable deduction (based on up to 300 square feet) that places a ceiling on the total amount deductible as a home office expense at \$1,500.

Do-It-Yourself Online or With Software

Among the benefits of using one of the many software programs on online-based tax preparation sites, are the reminders and prompts for deductions that might be missed or overlooked. But which program is right for your business?

www.taxact.com/business-returns: A metal roofing professional in need of an affordable solution might turn to a software program called TaxAct. TaxAct for Business Income Tax Returns, a web-based program, is one of the less expensive options available, although it offers fewer bells and whistles than other programs. Tax returns handled include self-employment as well as investment income.

turbotax.intuit.com: For sole proprietors (the Schedule C filers), TurboTax offers several options based on the type of business and whether online or a downloaded/CD version is needed. Because TurboTax and its developer, Intuit, are so popular, they are somewhat expensive. However, paying top dollar means you get a program that can search more than 350 tax deductions and credits.

www.hrblock.com/tax-software: Another staple, H&R Block's Premium version, does almost everything that TurboTax does, but at a slightly lower price tag. H&R Block offers online tax preparation for small businesses with their “Self-Employment Online” version, including Schedules C and SE (self-employment income tax).

www.jacksonhewitt.com/file-taxes-online: Less expensive than H&R Block and TurboTax is Jackson Hewitt's tax software. Jackson Hewitt's Premium program can handle complex tax situations, but with fewer prompts and explanations.

Among other software programs, online, downloadable, or on CD (in no particular order) are:

www.creditkarma.com/tax: Credit Karma can handle all major IRS schedules and forms.

www.libertytax.com/online: Liberty Tax Online is suitable for more experienced filers.

www.freetaxusa.com: FreeTaxUSA has thousands of top-rated reviews.

Or, Find a Pro

Despite the availability of software programs to accomplish tax return preparation, a metal roofing professional might prefer more hands-on assistance. That might mean enlisting the help of a tax professional, hopefully one familiar with the business or industry as well as the more complex business transactions of S corporations, Limited Liability Companies (LLCs), partnerships, or regular “C” corporations.

Many of those offering tax preparation software also have advisors. H&R Block and Jackson Hewitt, for example, have hundreds of offices around the country.



When it comes to help with tax preparation or tax questions, the Internal Revenue Service offers free advice—but all too often it is free advice at a price. The IRS will not advocate aggressive tax solutions, nor can their answers be taken as gospel. In fact, the IRS will not stand behind incorrect advice or even its own erroneous interpretation of its own rules.

Generally, the experts suggest that it is best to find a professional focusing on clients that mirror your situation. Smaller tax return preparers and national chains such as H&R Block tend to focus on individuals, professionalism and smaller-size businesses. Medium-size CPA firms usually specialize in mid-to-large scale regional businesses and high-income individuals. National CPA firms are geared to servicing very large companies and their top employees.

Typically, attorneys specializing in tax law are not ardent disciples of tax return preparation. Such legal professionals are most often confined to complex transaction issues and document preparation.

The best way to find someone to prepare the metal roofing operation's tax returns or to render needed tax advice is a referral from business associates, the business's banker, or the business's attorney. If more options are needed, every state has professional associations or branches of national organizations, such as the American Institute of Certified Public Accountants.

Find Out More on the Web

www.irs.gov: As mentioned, the IRS provides free guidance. They also publish many of their guides, rulings, and regulations that can be accessed by anyone with a computer and internet.

Other reference sources, in addition to Google, include:

turbotax.intuit.com/tax-tips/small-business-taxes: Articles from TurboTax related to small businesses and taxes.

www.hrblock.com/tax-center/small-business: A compilation of H&R Block's news, tips, and articles for small businesses.

www.sba.gov/business-guide/manage-your-business/pay-taxes: Business management and tax info from the U.S. Small Business Administration.

www.nfib.com/business-resources: The National Federation of Independent Business offers resources and guides.

www.justanswer.com/sip/tax: Chat online with a tax professional at Just Answer (this one is fee-based).

www.1800accountant.com/learning-center: Resources and tax tips from 1-800Accountant.

Finally, Those Deadlines

We're all familiar with the April 15 deadline for filing tax returns, but it's not a date that applies to everyone—or every business. Partnerships and S corporations are, for example, required to file their tax returns (Form 1065) and (Form 1020S) by March 16, 2020. Sole proprietors and regular “C” corporations must file by the April 15 deadline.

So-called “pass-through” entities such as partnerships and S corporations don't pay taxes, instead passing income and losses to owners, partners, and shareholders. Thus, when the pass-through entity files its tax return, income and losses are passed on via a Schedule K-1 for each owner, partner, or shareholder for them to report those amounts on their personal returns. **MR**

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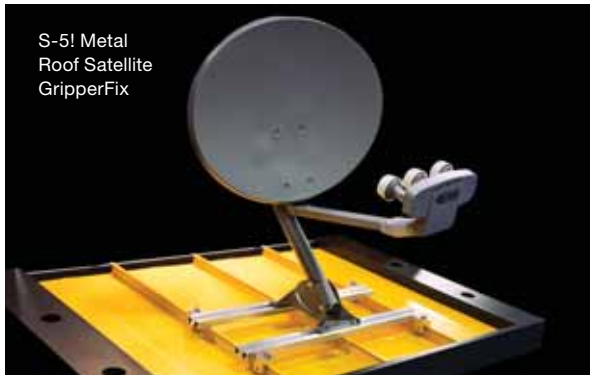
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11 Product Winners



S-5! Metal Roof Satellite GripperFix

Congratulations to all of the 2019 Metal Roofing Top Product winners! You, our readers, selected your favorites from over 55 products that appeared on the pages of *Metal Roofing Magazine* throughout 2019. This year, due to a tie, we actually have 11 winners. Hats off to the winning companies and products! We offered the winners an opportunity to tell us more about their companies and winning products below.

#1 Winning Product: S-5! Metal Roof Ancillary Attachment Solutions

Remaining innovative in the ever-changing metal roofing industry is both a passion and an honor for S-5! The confidence consumers hold in our products means the highest level of expectations for our brand. But, it is those who use our products every day who know best—trusting our track record, reliable testing, and quality control over every one of our utility attachment solutions.

The Liability of Installing Non-Engineered Systems: The market is inundated with attachment solution systems for metal roofs, each claiming to be the “first” or “best.” When it comes to a rooftop utility attachment, it is critical that only engineered products lasting the life of the roof are released to the market. Everyone, from business owners to homeowners, faces serious safety and liability issues when that promise is unfulfilled.

Tested, Trusted, Engineered: S-5!’s metal roof ancillary attachment solutions don’t reach the marketplace before being thoroughly vetted with extensive laboratory load testing, proven service life, and performance in real-world settings.

Every Roof Is Different: S-5!’s versatile line of aluminum, stainless, and brass attachment products suit all of today’s standing seam and exposed-fastener metal roof profiles. Our

clamps are zero-penetration and our brackets don’t require field-applied sealants or adhesives.

Snow Retention Solutions—Unmatched Strength, Reliable Protection: Our line of seven unique snow guard systems are designed for attachment to standing seam and exposed-fastener metal roofs. All S-5! snow guards dramatically reduce the risks associated with rooftop avalanches, while still maintaining the clean lines of the roof.

Just as no two snowflakes are alike, each roof is different from the next. It is critical that each system be engineered on a project-specific basis to ensure all snow load and roof conditions accounted for. Engineer your snow guard projects at www.s-5.com/calculator. Our online calculator is simple: Enter a few key points of data and our system will calculate the exact clamp/bracket spacing and number of snow guards required for your specific engineered application.

Solar Solutions—Built-In Rails Save Time and Money: Metal roofs already come with free rails—the seams or ribs. Mount PV directly to the roof panels themselves with the PVKIT™ 2.0. This “direct-attach” method works with any metal roof profile, saving the customer big bucks. Make solar mounting quick and convenient by utilizing clamps or brackets and a grab system to marry the module to the clamp/bracket directly to the built-in rails.

Utility Solutions—A System to Last the Life of the Roof: Maintain roof warranties while avoiding destructive corrosion with the GripperFix® Universal Utility Mounting System. Mount microinverters, conduits, junction boxes, HVAC, satellite dishes, walkways, and more securely to standing seam and exposed-fastener roofs while still allowing free flow of water.

The S-5! Difference: The extensive testing S-5! performs on all products combined with a lengthy track record that dates back to 1992 provides a level of unmatched assurance. Under-



S-5! ColorGard Snow Retention Solution

2019 TOP PRODUCT WINNERS

designed and untested systems can fail without warning, so protect yourself and your roof from potential dangers.

Experience the difference with S-5!—with genuine metal roof expertise, a 25-year warranty on all products, industry endorsements, rigorous testing, third-party certifications, and our extensive quality control. Walk confidently under that metal roof and trust the engineering behind the S-5! attachments.

The Metal Roof Experts: S-5! has been the leading authority on metal roof attachment solutions since 1992. 100% U.S.-manufactured in our own plant, our products are now installed on over 2 million metal roofs worldwide. Architects, metal roof manufacturers, and contractors endorse S-5! as the safest engineered products and most trusted name in the metal construction industry.

www.s-5.com



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www.atas.com



Berridge Manufacturing Co. Metal Roof and Wall Panels

Berridge Manufacturing Company has provided more than 45 years of service while establishing our role as the most innovative manufacturer in the architectural metal panel industry. We offer more than 30 products including popular standing seam options, wall panels, shingles, and metal framing. These products are offered in more than 30 Kynar 500/ Hylar 5000 standard, premium, and metallic colors (and custom colors).

We provide a unique comprehensive approach to supplying our superior products and services to customers around the world through the Total Program. The Total Program offers a full range of precision-tolerance, factory-set, non-adjustable portable roll-forming machines, painted coil, and flat sheets and over 30 panel styles, all backed by tech/marketing support.

Whether you are a contractor or an architect, Berridge offers extensive programs to provide customer service and support through 14 locations, and architectural, technical, and marketing departments. Coupled with the industry's broadest selection of panels and shingles for every application, on-site forming equipment, and our superior warranties, you will find that Berridge meets all of your needs.

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Englert MetalMan Gutter Machines

Since 1966, Englert has been the professional's choice in residential rain ware with a program of high-quality products and value-added roll-forming equipment backed by a high level of technical and marketing support.

Englert offers a full line of roll-forming equipment for 5" and 6" K-style gutter products, 7" Box Gutters, and machines for the revolutionary Series 56X gutter system.

A factory-trained staff of service technicians supports every gutter machine purchased from Englert. Both in our headquarters and in our many Field Service Centers, these technicians help



2019 TOP PRODUCT WINNERS

contractors and dealers keep their Englert machines running properly and efficiently. All of our gutter machines are warranted for five years. And we offer the most comprehensive contractor and machine training programs in the gutter industry today.

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Logan Stampings Clips and Accessories

Logan Stampings and Building Products Development (BPD), Logansport, Indiana, are divisions of LSI Group, Inc. They are two of the most well-known names in the metal building and metal roofing markets. Our products include standing seam roof clips and accessories for a multitude of metal roof systems, and our services include developing state-of-the-art metal construction products, ASTM testing, and accessories.



While BPD is the ideal resource for any contractor who roll forms panels at the job site, Logan Stampings is the premier source for metal building and metal roofing manufacturers who supply complete roof system packages. Manufacturing facilities are ISO9001-2015 Certified. Because of our large inventory levels, we are readily available to offer same-day shipping with most stock orders.

LSI Group, Inc., also owns Logan Fabrication and Roof Hugger, LLC.

www.loganstampings.com; www.wegotclips.com

New Tech SSQ II Roof Panel Machine and the MACH II 7"/8" Combo Gutter Machine

New Tech Machinery's SSQ II™ Roof Panel Machine is an upgraded version of the legendary SSQ machine that was first introduced in 2008. This latest iteration offers:

Notching Capabilities: Notches are punched before the legs are formed for a clean cut, and are available in squared and profiled notching.

Angled Slitting: This new feature allows panels to be cut at any angle from 90 to 35 degrees.

NTM200 Computer Controller: This 12" color touchscreen machine controller provides customers with the ability to do automatic notching and other functions not previously available. Cut lists can be easily transferred from a flash drive straight onto the controller.

This versatile standing seam roofing machine features 15 different quick-change profiles, including FWQ Flush Wall/Soffit/

New Tech MACH II
7"/8" Combo
Gutter
Machine and
the SSQ II
Roof Panel
Machine



Underdeck panel profiles, TRQ250 Trapezoid Panel Profile, and SSQ275 Proprietary Snap-Lock/Seamed Panel Profile.

After New Tech Machinery saw such success with the Mach II 5", 6", and 5"/6" Combo Mach II Machines, we saw the opportunity to bring a larger gutter machine option to the forefront of the industry. The new Mach II™ 7"/8" Combo Gutter Machine, which roll forms 7" and 8" K-style panel profiles, gives gutter installers and suppliers the opportunity to capture a broader market for larger commercial and residential gutter applications. This award-winning machine includes such features as: K-style profile options (7" and 8" Straight Back Gutter), polyurethane drive rollers, stainless steel forming rollers, fixed dual overhead reel stand, and push button RUN/JOG controls at entry and exit ends.

www.newtechmachinery.com



Petersen Aluminum
Snap-Clad PAC-CLAD

Petersen Aluminum Snap-Clad PAC-CLAD

Snap-Clad metal roof panels feature aesthetic and structural performance, are available in steel or aluminum, and come in 45 standard colors. Snap-Clad panels feature a 1¾" leg height and a continuous interlock for improved structural performance and wind resistance. A concealed fastener clip system allows for thermal expansion/contraction while providing hold-down strength. The panels are produced in continuous lengths, are corrective leveled for superior flatness, and feature an optional factory-applied sealant bead for improved weather resistance. Maximum length is 64' and minimum length is 4'.

www.pac-clad.com



Roof Hugger Retrofit
Roofing System

Roof Hugger Retrofit Roofing System

Roof Hugger, a division of LSI Group, Inc., of Logansport, Indiana, was founded in 1991. We have provided over 90 million square feet of retrofit framing systems for metal roofs on municipal, commercial, industrial, and military projects throughout the U.S., Canada, the Caribbean, and beyond. These unique retrofit sub-purlin systems allow any new metal roof to be installed over any existing metal roof without its removal; saving time and money while upgrading the new overall roof assembly to current code requirements for wind, snow, and thermal resistance. The Z-shaped sub-purlins are 10' to 12' long, highly tested per ASTM E1592, FM and Florida Product approved as structurally correct, and manufactured in high strength 0.060" minimum thickness

2019 TOP PRODUCT WINNERS



Triangle Fastener Specialty Fasteners, Tools, and Sealants

16 GA, 50 KSI, G-90 galvanized. They are specifically notched to allow any existing metal roof panel's major ribs to pass through the vertical leg of the Hugger, making a low-profile retrofit roof assembly. www.roofhugger.com

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MRA Touts Top Five Home Improvement Trends for 2020

From climate uncertainty to creative customized looks, homeowners are raising the roof this year on style and performance features.

What's on the home improvement horizon for 2020? Coping with climate extremes, getting creative, and achieving better, longer-lasting performance that adds more ROI for the home improvement dollar are all top of mind for U.S. and Canadian homeowners this year, according to the Metal Roofing Alliance (MRA).

As the leading nonprofit organization representing the residential metal roofing industry, the MRA has a strong pulse on what's driving major exterior home improvement purchasing decisions for today's homeowners. In 2020, the MRA reports that the top five key style and performance trends in the U.S. and Canada will include:

Trend #1: Show of Strength

Toughening up a home's exterior to prepare for climate extremes isn't just a necessity, it's a trending style for 2020. Delicate detailing is out, while the use of heartier exterior features that offer an almost "fortress-like" feel and are meant to show off a home's rugged resiliency are more popular than ever. That includes hefty exterior accents like columns and the use of strong natural materials such as stone, concrete, and metal roofs. Metal roofs designed to mimic slate are especially on

trend, helping homes achieve a substantial, natural look while delivering serious, low-maintenance and reliable performance.



Trend #2: Mix & Match

For a one-of-a-kind, custom look, homeowners are looking to their roofs as a canvas for creativity. The use of mixed metal colors, styles, and even mixed mediums is trending this year. That includes metal roofing accents, such as using metal to accentu-



ate dormers or porch overhangs, and choosing not just one solid color, but mixing and matching from the huge range of shades available for metal.

Trend #3: Save by Zero

Net Zero homes are those deemed so energy efficient, they produce as much renewable energy as they consume. And for 2020, they are all the rage. Their ability to save and produce energy savings isn't the only thing driving the demand: Net Zero homes also are typically designed to be more protected and durable. Quality metal roofs are ideal for homeowners who want to go Net Zero, because they offer a longer-lasting and more secure base for solar systems, are exceptionally energy efficient, and they reduce waste and/or are recyclable at the end of their long life. Using metal roofs designed to reduce environmental impacts and stand up to climate extremes such as wildfires and damage from hail and high winds also makes them a better long-term investment.

Trend #4: Hi-Fi Contrast

Bland roofs designed to simply blend in are so early 2000s. Today's homeowners are utilizing bold metal colors to help boost the curb appeal of their home and accentuate unique styles. According to the latest MRA homeowner survey, metal is the second most popular roofing choice, highly prized for its style and design. Homeowners are highlighting their beloved metal roofs with colors that call attention rather than camouflage them.

Trend #5: Sky's the Limit

Natural light is a major selling point for today's homes. With their ability to capture up to 30% more light than standard windows, skylights help brighten up spaces that feel dark or cramped. Contrary to some myths, metal roofs can easily



accommodate skylights, just as well as or even better than other types of roofs, given that metal is a strong, durable material that inherently protects against leaks when properly installed. But since a quality metal roof can last up to 50+ years and skylights can't be added as an afterthought, it's important to plan ahead and consider whether or not to incorporate skylights well before a new roof goes on.

According to the MRA, metal roofing is an idea whose time has finally come in the U.S. and Canada. Having been used historically and adopted by homeowners in many other parts of the globe for hundreds of years, metal is now very much a trending North America style as one of the most popular roofing materials.

"These days, homeowners are interested in how to avoid disposable, throwaway features that are only designed to last for a few years," said Renee Ramey, executive director of the MRA. "Metal roofing is now very much in fashion not only for the timeless design and style it offers, but for its lasting value when it comes to home protection, reducing environmental impacts, and reliable performance." **MR**



Prepare For Whatever Comes Your Way

The popularity of metal roofing continues to grow, and roofers have been busy the past few years keeping up with the demand. A U.S. presidential election year always causes some uncertainty and concern, but most years do have high points and low points and this year will likely be no exception.

The ABC Supply Pro Council offers ideas for how your company can plan ahead no matter the political whims:

Increase Your Business's Profitability Through Diversification

Many experts are forecasting home building and renovation to decrease slightly in 2020. As spending slows, you can make sure you're still getting enough business to stay profitable by diversifying your offerings. For example, if you already offer roofing services, consider adding gutter installation to pull in some extra (and new) business. Create a value proposition to help communicate the value of your diversified offerings to potential customers and ensure you're getting as much business from them as possible.



Get to Know Sustainable Building Materials and Energy-Efficient Products

Since climate change has become a mainstay topic in today's news, many homeowners are looking for options to make their homes more sustainable. Having suggestions at the ready for these environmentally conscious customers will only help your business. Get to know which building materials are more sustainable, like metal siding or shingles

made from recycled materials. Also consider which products (like energy-efficient windows or solar panels) can help homeowners save energy—and money.

Combat the Skilled Labor Shortage With Easy-to-Install Products

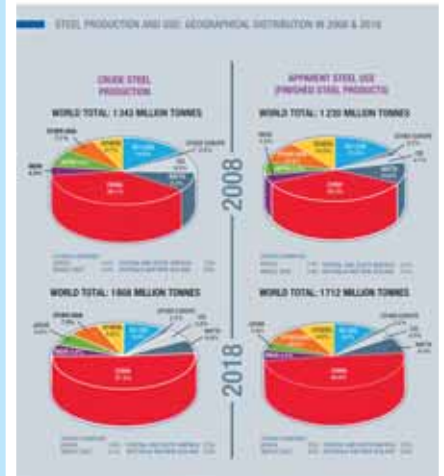
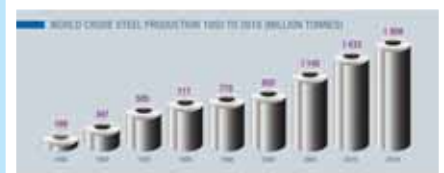
Manufacturers are stepping up to help alleviate the skilled labor shortage by creating products that require less work (and hours) to install.

Attend Building Trade Shows and Events

Off-season is the perfect time to brush up on your skills and think about how you can improve your business in the

year to come. Consider attending an industry event or building trade show, like the International Builders' Show or the International Roofing Expo. Conventions and trade shows offer a great opportunity to learn from manufacturers about the latest products, discover business-building tips, and network with other contractors. Your state or local building association likely also hosts training events or building trade shows on a smaller scale, closer to home.

MR



World Steel Market Snapshot

After a wild ride in steel pricing brought on by tariff wars, 2019 saw prices settle into a less volatile norm. It was good news for buyers of steel, but less so for domestic steel companies hoping for a rally for U.S. steel products. Some steel companies cancelled expansion plans or had layoffs due to the lower prices.

Above is a look at the world steel market provided by the World Steel Association, showing where the world's steel comes from.

Through the Valley

Downturns and Recoveries All Part of the Mix in the Year Ahead

By Alan Beaulieu, President, ITR Economics

[Editor's note: The following is from a blog post dated December 30, 2019; reprinted here with permission from ITR Economics, www.itreconomics.com]

There are some absolutes in life—one is that economic downturns are inevitable and another is that economic recoveries and growth follow.

The global economy is moving lower into an economic valley. The World Industrial Production Index 12-month growth rate (12/12) has slowed to 1.3%,

which is the slowest growth in over nine years. The quarterly production index (3MMA) is a thin 0.5% above the year-ago level, and the 3MMA declined from June to September for the first time since the Great Recession. Global demand pressures for industrial goods from the U.S. and other countries is weakening, and the related supply chain is now feeling the strain.

The economic stress has been occurring around the world, with Germany posting the most significant year-over-year decline of included countries.

The U.S. Industrial Production Index is 1.1% above the year-ago level on a 12MMA basis, but the 3MMA slipped to 0.7% below this time last year.

Still, the U.S. is in a better position than most of the world with a 12MMA that has just recently begun to edge lower as compared to declines in Germany, Japan, and the U.K. that began over a year ago.

It is worth noting that China's 12MMA is rising and the rates-of-change look relatively healthy, but they are not. The 12/12 and 3/12 values are the lowest reported by China in roughly 23 years.

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The June-to-September increase in the 3MMA was the mildest in 25 years, and the September-to-October decline was the steepest in 25 years. That is all after a host of stimulus measures and what might be deemed as interesting reporting practices. Do not be misled—China is also feeling the pain.

The important thing to do now is to remember that [the

economies of Canada, China, Europe, Germany, Japan, Mexico, and the U.K.], and others, will be experiencing recovery or growth in the latter half of 2020. [There is] compelling evidence that the world economy is set to accelerate in the second half of the year, and the nations listed above will participate in the improved rate of growth. We encourage you to take maximum advantage of the developing improvement with these Management Objectives™:

- Assess and project cash needs based on increased levels of activity
- Project and increase inventory as applicable
- Relax credit requirements as the economy improves
- Drive fulfillment time efficiencies of both products and services to avoid customer frustration and potential loss of market share
- Sell products and services that sell best when the economy accelerates
- Craft marketing messages commensurate with economic growth
- Budget for increased costs in labor and materials

Developing your own rates-of-change and comparing them to leading indicators and industry trends is the most important step you can take to maximize your upside potential in the coming year. **MR**

Red or Blue, You Can Still Make Green

Also from ITR Economics, Alex Chausovsky cautions not to let election year jitters cloud your business perspective.

While political actions can potentially affect the economy, the impact is often both smaller than people think and short-term in nature. Evidence of the economy's inherent independence from politics is clearly visible in the most recent four-year span. Notice that the last GDP 3/12 rising trend occurred from mid-2016 through mid-2018, during both the Obama and Trump administrations.

As a business leader and decision maker, what do you do when faced with this information? Here is some advice that will help you make better-quality decisions, no matter what's going on in the political world:

1. Focus on the business cycle, and not on the political cycle. Develop your own rates-of-change so you will know where you are in your company's business cycle.
2. Identify when you are transitioning from one phase of the cycle to another phase. Changes to your actions and decisions should be based on the business cycle phase, not on

political developments [Editor's note: Economists can help you determine your business's own phases. ITR does so for its customers using what it calls *Checking Points*™]

3. Understand your timing relationship to the overall economy, as well as to your markets, so you know if you lead or lag various economic metrics.

4. Identify and closely track your own leading indicators. They are windows into the future and can help you see around the corner and make better strategic planning decisions.

5. Don't lose sleep over what's going on in the political domain. Focus on the things you can control: Invest in your people, continue to develop new products, look for new markets in order to grow your business, and focus on being profitable.

If you concentrate on these things, you can have a successful 2020 no matter what happens in the political domain."

-Alex Chausovsky, ITR Economics,
Excerpts from December 20, 2019, blog,
reprinted with permission

2020 Trends as Viewed by the Rental Industry

More and more companies are opting to rent equipment rather than own, so it stands to reason that the rental industry has a good pulse on what is happening in the construction industry. The American Rental Association (ARA) in its outlook for 2020 is expecting slightly slower growth, but no major deviations. Following are excerpts from the ARA's annual report provided by *Rental Management Magazine* that looks at regional construction trends effecting the rental market:

“Manufacturing is a leading indicator and as manufacturing slows down, it makes people nervous. As we look toward 2020, it is safe to say we are cautiously optimistic. However, after a few years of strong growth, some people are starting to anticipate a downturn, thinking the market can't continue to grow at the same rates. As a result, some plan to make more investments in new equipment now that can be kept longer than current inventory, should the economy soften.”

Steve Mau, Brainerd General Rental, Brainerd, Minnesota, ARA chair

Texas, Oklahoma, and Louisiana: “The economy in Texas is booming as a result of businesses moving into the state. Toyota, Frito-Lay, and Pizza Hut have [recently] moved headquarters to Texas. PGA of America plans to move its headquarters to Texas in 2022. Apple is expanding. Home construction and road/bridge expansions and construction are increasing the need for more and bigger schools and a retail industry to serve an increasing population as all have been exploding in the state's metropolitan and suburban areas....”

“However, one area—oil and gas—is contracting. The Permian Basin and West Texas still is busy, but not as busy as before. Oil and gas in Oklahoma is much slower, which means the diversification of inventory becomes more important as local economies evolve.”

With the 2020 elections, the outlook for the area includes political forces that may threaten profitability, Southard said. “Texas and Louisiana both face battles in taxation wars. Tariffs and trade wars are affecting the price and availability of new equipment. Trade issues also are affecting the agricultural industry in some Region Four states, thus dampening some local economies.”

Trish Southard, D.J.'s Rentals & Sales, Elk City, Oklahoma, ARA Region Four director

Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia: “The unemployment rate is a bit lower than the national average, which has put increased pressure on wages. In Virginia, the Port of Virginia recently completed a \$320 million expansion enabling them to increase container capacity by 40%. The outlook for 2020 is positive as we expect federal dollars to continue pumping into the region over the next several quarters.”

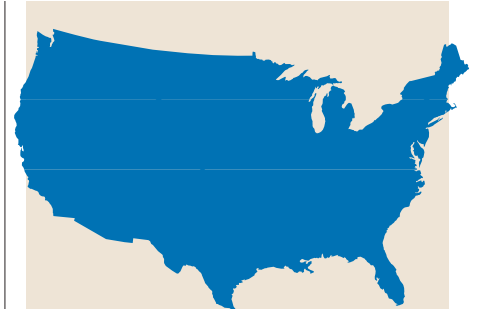
Another factor that can benefit the region as well as the country in 2020, he said, will be the expected increase in political spending as the U.S. prepares for the November 2020 national election.

Mike Fitzwater, Special Events Virginia, Portsmouth, Virginia, ARA Region Two director

Alaska, Idaho, Montana, Oregon, and Washington: “Operators are growing operations, increasing fleet size, continuing reinvestment into facilities, and opening new locations. The one thing stopping some growth is a lack of available workforce,” McDaniel said. “Labor costs are increasing and the labor pool is very tight. Operators I talk to are not doing new cold starts unless staff is in place.”

Michael McDaniel, Ideal Rent-All, Mount Vernon, Washington, ARA Region Eight director

Source: www.rentalmanagementmag.com



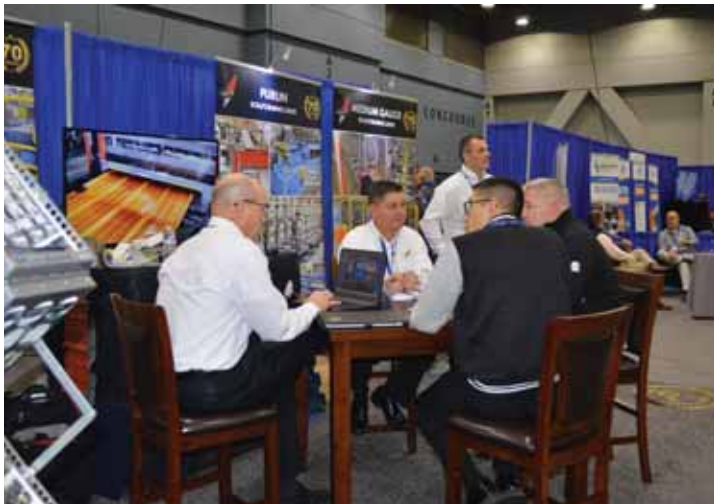
U.S. Regional Economic Outlook

- Slower growth in manufacturing will continue, at least until demand catches up with supplies.
- Import tariffs make planning more difficult for firms with extensive global supply chains.
- Rising borrowing costs, tight labor markets, decelerating global demand, and trade uncertainty will curb economic growth in the medium term.
- Escalation of tariffs between the U.S. and China, coupled with investor fear over the inverted yield curve, are raising concerns about near-term recession risks.
- Migration patterns point to a population shift toward suburban and ex-urban areas.
- Financial constraints are easing as the economy improves, particularly for younger households.
- Housing starts remain lower than expected in many areas.
- High home prices should be spurring more building, especially in high-growth regions.
- Several states are at or approaching full employment, which would limit future job gains.
- Increased labor-force participation could help ease tightness in state labor markets.

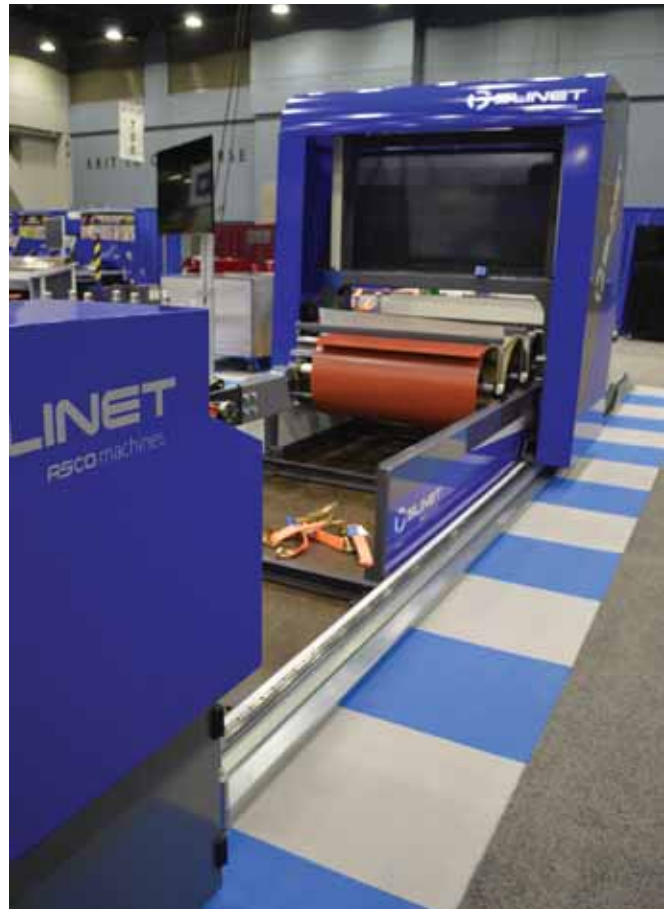
Source: IHS Markit, ARA 2020 Report



Show floor entrance and registration



ASC Machine Tools



Hershey's Metal Meister



Ventco/ProfileVent

First Construction Rollforming Show a SUCCESS

An enthusiastic audience attended the inaugural Construction Rollforming Show in Cincinnati, Ohio, Dec. 12-13, 2019. Show owner and coordinator Gary Reichert, publisher of Shield Wall Media LLC, defined it as a successful show, with many exhibitors of metal panel and metal trim roll-forming machines reporting solid leads and sales on the show floor.

“For a first show I think we did very well,” Reichert said. “There were some first-time glitches, but those are to be expected. Visitors were willing to overlook the hiccups after seeing the quality of exhibitors and educational speakers, all targeted to their niches as roll formers. Based on feedback, I expect next year’s show will be significantly better and larger.”

The 2020 show will return to the Duke Energy Convention Center in Cincinnati on December 10-11. “This seems to be the heart and geographic center of roll forming,” Reichert explained. Information about the show will be provided online at www.constructionrollformingshow.com in the months ahead.

The idea of the Construction Rollforming Show was born from feedback Reichert received over the years as an ad salesman in the construction trades. Other shows were failing to capture the true needs of small- to mid-size panel roll formers. “The people who know the industry told me about gaps where needs were not being met. All I did was listen,” said Reichert.



Gary Reichert, publisher of Shield Wall Media, presents a plaque honoring the induction of Tom Hulsey of ST Fastening Systems into the Metal Roofing Hall of Fame. Bruce Crouch (right), president of ST Fastening Systems, accepted the plaque on Hulsey’s behalf.

CONSTRUCTION ROLLFORMING SHOW



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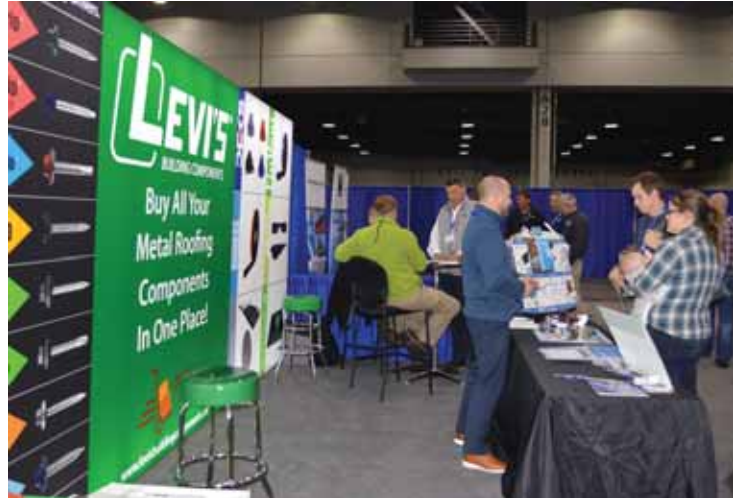


Metal Rollforming Systems

CONSTRUCTION ROLLFORMING SHOW

When Reichert formed Shield Wall Media in mid-2019, the Construction Rollforming Show became one of his priorities.

As a result of the show, a trade association is being formed to assure continued input from the businesses and individuals involved the roll-forming industry. *Rollforming Magazine*, published by Shield Wall Media, will become the voice of the association as it continues to help advance the safety and productivity of the industry. Still in the formation stage, more information about the association will be announced as it becomes available. **MR**



Levi's Building Components



CIDAN Machinery



(ABOVE) Palram Americas



(LEFT) New Tech Machinery (foreground) and Sheffield Metals (background)



If you are interested in becoming involved with the Construction Rollforming Association, contact: gary@shieldwallmedia.com.

Strategic Marketing

The Key to Scaling Your Business

The first annual Construction Rollforming Show, reviewed on the previous pages, offered a full schedule of educational sessions. Those who purchased this expanded ticket could learn detailed aspects of running a rollforming business, from paint 101 to capitalizing new equipment.

The information below is shared from the course on Strategic Marketing and Advertising, led by Josiah Martin of Crossbridge Marketing & Media.

What Is Strategic Marketing?

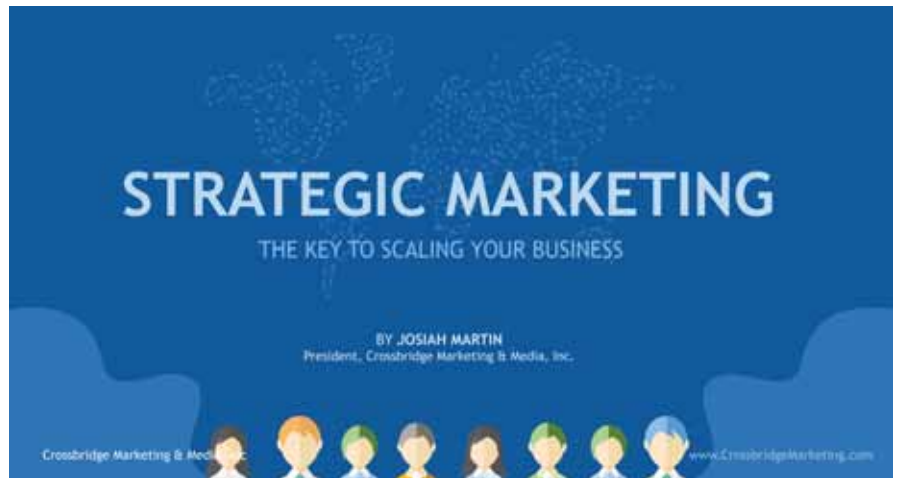
The difference between traditional marketing and strategic marketing is like the difference between having just a few eggs and using those eggs to cook an omelet—while the former is fine, there’s no comparison when they’re used as part of an overall plan. A strategic marketing plan integrates selected, targeted marketing tactics all with common goals (while marketing alone is often just activity without purpose).

Strategic marketing ensures that every one of your marketing efforts (printed materials, advertising, billboards, newsletters, websites, direct mailers, and more) aligns with your overall plan to connect the right information with the right audience.

The key to creating an effective strategic marketing campaign is developing a comprehensive strategic marketing plan that allows everyone in your organization to understand what your marketing goals are and your plan for accomplishing them. This needs to include every touch point within your business, from start to finish, with no exceptions.

Getting Started

Marketing today has become very complex—between hundreds of advertising channels, intense competition, and audiences who have become numb



to advertising, along with increasingly shorter attention spans. Important aspects to consider early on are:

- A clear prioritization of target industries, regions, and audiences
- Definition of both goals and KPIs (Key Performance Indicators)
- Selection of the right software platforms and tools (based on your needs) that can work seamlessly together
- Planning for resources, a timeline, and talent to execute across writing, design, programming, data analysis, systems integration, and marketing

The Four Principles—Focus on What Matters

1. Specialization: What’s Your Niche?

This is your corner of the marketplace. This could be a product, a service, or a combination of the two.

You must know where your business exists within the marketplace of the area you service. Your product or service is a cog that fits into a larger machine. What is that machine? A business? A home? A family? A life? If you can’t define this, you will waste many marketing dollars and hours of effort.



2. Differentiation: What Sets You Apart? This is what makes you different, makes heads turn, and causes eyebrows to raise. It is what makes your competition nervous.

You need to be able to quickly and efficiently communicate what makes your business unique. It should not take an essay and an hour of reading to get your customers' attention and encourage them to take the next step. If you can't do this, then you know your product but don't know your customer.



Josiah Martin

3. Segmentation: Who Exactly Is Your Ideal Customer? This is drilling down into who the perfect customer is for your business. They're easy to sell to, because they understand their need for

your product.

You need to understand who your perfect customer is—define them without talking about your product or service. Where do they live? How old are they? What matters to them? How do they think? If you can't define your ideal customer, you will waste marketing dollars on people who just do not care. You must know your customer better than you know your products, services, and business.

4. Concentration: Focus the Message on the Right People. If you are going to grow revenue and build lasting success, you have to stop wasting time, money, and effort marketing to people who are

not your ideal customer. Focus on the right people with the right message.

Once you have defined what your business offers and how it fits into the big picture of society, you can define what sets your business apart from other businesses in the same industry. Only then can you create a clear and simple message that impacts your ideal customer, and effectively and affordably reach your target market. This is the power of strategic marketing. **MR**

This information was presented at the 2019 Construction Rollforming Show by Josiah Martin, president of Crossbridge Marketing & Media. For more information, visit www.crossbridgemarketing.com.

Visit Shield Wall Media's YouTube channel for videos of additional education sessions: <https://tinyurl.com/r68aun6>.

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County Line Concepts



Better and safer tools for contractors is the aim of County Line Concepts. The Ridge Line and Ridge Line 9 were introduced in 2019. They are oversized protractors for making precise cuts of large building materials, such as metal and wood. Manufactured in the U.S., the Ridge Line 9 is mounted on a HDPE body and used to mark angles on 9" on-center metal panels, with extendable arms capable of "0" to 12/12 pitch, rotating left or right. The Ridge Line is used to mark angles from "0" to 12/12 pitch on any flat material, also rotating left or right. **RS# 054**

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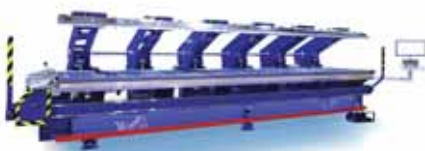
Roll Former Corporation



Roll Former Corporation now offers two perf units: the Stand Alone Perf Unit with two sets of perf dies for up to 24"-wide flat stock, and the Ag Panel Perforator for ventilation needed on your 3/4" x 5-rib-wide ag panels. Complete with four sets of perf dies for this 38"-wide popular panel, it can also perforate "flat stock" so you can post process the rest of your ventilated trim products; 26- to 29-gauge ag panels or 24-gauge max flat stock. **RS# 242**

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IRE 2020

Dallas

BIG PAST. BIGGER FUTURE.



This year's International Roofing Expo (IRE) will be held Feb. 4-6, 2020, at the Kay Bailey Hutchison Convention Center in Dallas, Texas. It is a must-attend event for commercial and residential metal roofing professionals to stay abreast of market directions, trends, and cutting-edge technology. Here are just some of the show's highlights offered this year:

Education

IRE Conference Sessions: The program features more than 40 sessions covering technical skills, workplace safety, leadership, legal/human resources, money matters, sales/service, general business, siding, and more.

Every year, the expo offers new topics

presented by more than 65 high-profile industry speakers. Through the exceptional educational conference, attendees can choose from knowledge-building sessions in eight tracks, where they will learn the best practices and the latest technologies designed to improve skills and grow their businesses.

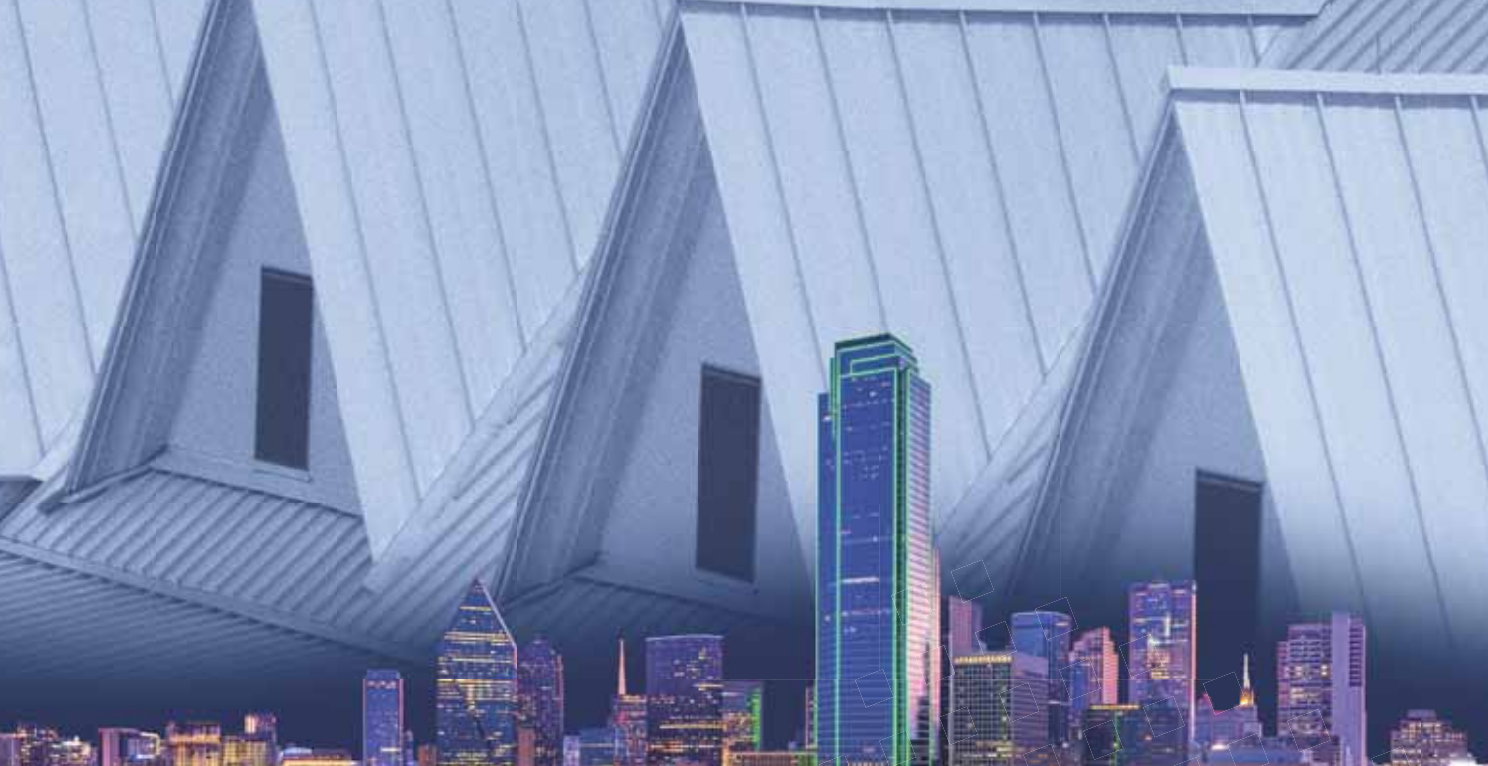
Educational Classes from the National Roofing Contractors Association (NRCA): These classes focus on roofing safety, fall protection, and torch safety, as well as leadership, communication, and management skills.

National Women in Roofing (NWIR) Education Day: NWIR is hosting the third annual NWIR Education Day in

conjunction with the IRE. It's the premiere conference for multidisciplinary women professionals in the roofing industry to get together and learn about the latest business strategies and tactics while sharing their secrets to success.

The Roofing Industry Alliance Construction Management Student Competition: The Alliance's Construction Management Student Competition is a hallmark competition that promotes careers in roofing industry management. The competition is designed to challenge the students' roofing knowledge, construction management skills, time management, and organizational and presentation skills.

Each team was presented with a problem



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IRE 2020 DALLAS

statement. They had to research the project, review the plans and specifications, and assemble a full estimate and proposal to submit a qualified bid package.

Exhibit Hall

With more than 500 exhibiting companies and 16 hours of exhibit time, you'll find thousands of innovative products and services on display that can help keep your business in the forefront of the industry. The IRE hall brings together longtime industry leaders showcasing their latest products with new, up-and-coming innovators debuting unique, must-have items.

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

Metal Marketplace—Sponsored by Metal Roofing Magazine: Stop by Metal Marketplace pavilion on the show floor to find leading manufacturers supplying creative and innovative metal products, designs, building concepts, tools,



and services. If metal is your specialty, you will find what you need in the Metal Marketplace, sponsored by *Metal Roofing Magazine*.

Exhibitor Product Clinics and Education: Experience live demonstrations of products, equipment, and materials from some of the industry's top companies. Meet with exhibitors in a small group setting and learn tricks, tips, and detailed instruction on the products and services they offer. This year's Exhibitor Product Clinics and Education include: IKO, MBCI, OMG, and Soprema.

The Roofing Institute—Sponsored

by Johns Manville: Participate in small group business trainings with executives from the roofing industry. They will deliver content to help you increase profits and streamline your business processes. Refine your technical skills, learn top marketing and sales strategies, and sharpen your leadership skills.

GAF Education Center—Sponsored by GAF: Dedicated exclusively to roofing education, this series of 45-minute sessions will help build your skills to think critically and work smarter. From coatings and solar rooftops to commercial rooftop maintenance and tips from the field, there are sessions for everyone on your team.

Exhibitor-Presented Seminars: From the industry, for the industry. These 45-minute, exhibitor-presented seminars include educational content that gives attendees innovative ideas and practical solutions to the problems they face today. The sessions are ideal for all levels of experience in the roofing industry. Topics will include:

- Contractor Supplement Solutions
- Digital Transformation Is Here: Ways to Stay Ahead of the Curve
- Next Generation Insulation Solutions for Roofing
- Automating the Roofing Take-Off & Business Management Process Using Customized Solutions
- How to Make More Money With Metal Roofing



METAL ROOFING MAGAZINE UPCOMING ISSUES

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The only publication exclusively for metal roofers in the construction industry.

APRIL 2020

- 16th Annual Metal of Honor Awards
- **Cover Story:** How roofing storm chasers are changing the industry
- **Product Feature/Profiles:** Ventilation/Moisture Control/Vapor Barriers/Insulation
- **Project of the Month**
- **Poll Question**
- **Bonus Distribution:** American Institute of Architects
- **Advertising Deadline:** February 25, 2020



MAY 2020

- **The Idea Book (16th) Metal Building Design Resource**
- **Bonus Distribution:** METALCON
- **Advertising Deadline:** March 26, 2020

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IRE 2020 DALLAS

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

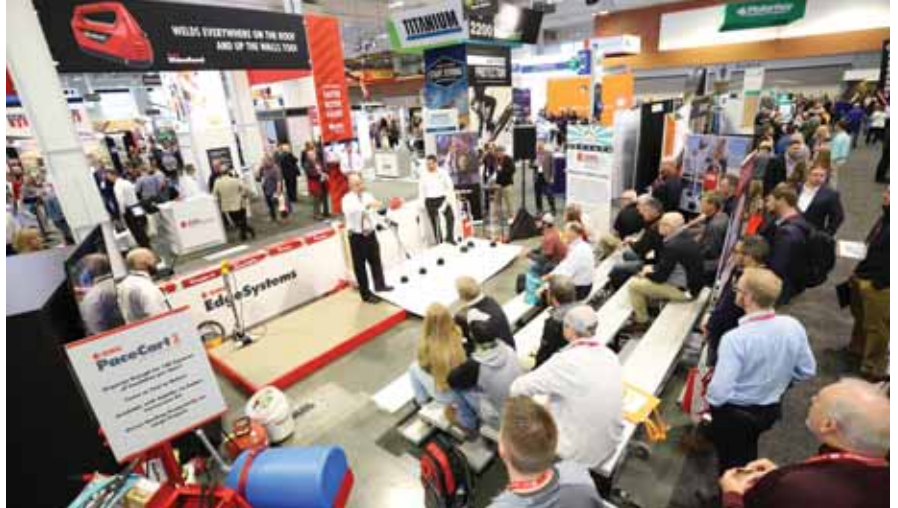
Special Events

11th Annual Community Service Day: Pay it forward and help those less fortunate by participating in the Annual Community Service Day, the show's home repair and revitalization project. By volunteering for this heartwarming cause, you will help repair and rebuild the homes of well-deserving Dallas families. Tax-deductible monetary donations are needed as well as volunteers who can perform a variety of construction disciplines.

The event is primarily sponsored by Sika Sarnafil with additional contributing sponsors including: K Post Roofing & Waterproofing, Carlisle Construction Materials, Centimark Innovative Roofing and Flooring Solutions, ICP Building Solutions Group, and OMG Roofing Products.

Keynote Speaker, Charlotte Jones: Join us for our first female keynote speaker, Charlotte Jones, executive vice president and chief brand officer for the Dallas Cowboys. She will share strategies about setting high expectations, the pressure to deliver, and continuing to raise the bar. She will also share the new fan engagement initiatives and innovations the Dallas Cowboys Football Club is spearheading. Come and learn how Charlotte Jones became the most powerful woman in sports!

Welcome Party—Sponsored by Tremco Roofing and Building Maintenance: Kick your night off by attending this year's Welcome Party sponsored by Tremco Roofing and Building Maintenance. Relax, unwind, and get to know your industry colleagues



as you enjoy complimentary beer, wine, soda, and hors d'oeuvres while listening to The Rich Girls at The Bomb Factory in Deep Ellum.

First-Time Attendee Reception—Sponsored by RoofersCoffeeShop.com: The First-Time Attendee Reception was created for roofing professionals who have never attended the IRE so they can make the most of all the networking events, education, exhibits, and resources at the show. Join other first-time attendees and get prepared for the big event. You'll hear from others in the industry—NRCA, other attendees, manufacturers, and the IRE show organizers—so you know what to expect when the doors open.

Outdoor Events

Step outside the expo hall and join us in the parking lot for some outdoor fun.

SRS Extreme Tailgate Party—Sponsored by SRS Distribution, Inc.: This is your opportunity to enjoy a beverage and cigar while meeting the entire SRS Distribution Senior Management team in a relaxed and inviting atmosphere while checking out the customized tailgating RV.

Crane Demo—Sponsored by Lifting Equipment Solutions: Experience large equipment in action with a live crane demo by Lifting Equipment Solutions.

Roofing Competition—Sponsored by DuroLast: Watch as various teams compete against each other in a sponsored roofing competition while working on 8' x 12' decks.

NRCA ProCertification™ Exams: Roof system installers could sign up to take their NRCA ProCertification™ hands-on performance exams during the IRE. This unique opportunity was available on a first-come, first-served basis, and space was limited.

NRCA Events

NRCA's 133rd Annual Convention will be held in conjunction with the 2020 IRE, including the following:

- NRCA/CERTA Train-the-Trainer Authorization Program
- NRCA Foreman Leadership Training, Level 1 (Previously for Foremen Only)—Available in English and Spanish
- NRCA/NRCA Roofing Industry Fall Protection From A to Z
- NRCA/ Roofing Alliance Construction Management Student Competition
- NRCA/Industry Awards Ceremony and Cocktail Reception
- NRCA ROOFPAC/NWIR "An Evening in the Lone Star State" **MR**

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Spring 2020:

- **Cover Story:** Help diversify your business with custom panels
- **Secondary Article:** What determines the thickness or type of metal in any given application?
- **Product Profiles:** Snips, Shears, Seamers
- Roll-former Company Feature
- **Bonus Distribution:** Florida Roofing & Sheet Metal Expo & Western Roofing Expo
- **Advertising Deadline:** April 24, 2020
- **Issue Mailing Date:** May

Summer 2020:

- **Cover Story:** Roll-forming gutters and accessory items
- **Secondary Article:** Gauging the roll-forming needs in your area
- **Product Profiles:** Sealants, Closures, Ventilation, Moisture Barriers
- Roll-former Company Feature
- **Advertising Deadline:** June 19, 2020
- **Issue Mailing Date:** July



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Dallas EXHIBITORS

The International Roofing Expo in Dallas, Texas, is a gathering of world-class goods and service providers in the roofing industry. Shown below are just a few of the exhibitors committed to the show as of early January 2020.



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BOOTH 4004/RS# 043

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2020-2021

Tips for Proper Machine Maintenance

A Pathway to Both Productivity and Safety

By Sharon Thatcher

A growing number of metal roofers have added job site or stationary panel roll formers to their equipment inventory. Seasonal slowdowns—occurring in winter for most of the country—are a great time to inspect your equipment and make any repairs or upgrades in preparation for the upcoming prime roofing season.

Frank Schiene, Vice President of Support for Metal Rollforming Systems (MRS), spends his days fielding phone calls to help owners keep equipment running smoothly and trouble-free. He advocates for a routine schedule for maintenance on a daily, weekly, monthly, and annual basis. He offered his insights



Monthly maintenance should include checking shear blades for wear and proper adjustment. Photo provided by Metal Rollforming Systems

in a presentation, “Maintaining Roll Formers and Optimizing Performance,” at the 2019 Construction Rollforming Show in December. We later caught up with him for additional tips.

One of the common oversights is not

checking chain tension, he noted. “The more slack you get in the chain, the more it jerks the roll former,” he said.

He likened it to pulling a car out of the snow: With the rope taut, you can accelerate and pull the car out. Keep the rope



Part of weekly maintenance includes inspecting chain tension and lubricating with recommended lubricant. It’s clear why the chain on the left is going to provide more optimum performance than the one on the right. Don’t forget to use safety equipment when working with chains, however. Many accidents occur in this area of the machine. Photos provided by Metal Rollforming Systems

loose, and when you accelerate you are likely to pull the bumper off the car.

“Allowing chains to remain loose ends up ruining shafts, keyways, and sprockets, and stretching chains. ...It snowballs literally into major overhauls,” he explained.

Improperly adjusting shear blades is another common error, leaving burrs on the metal and creating rough edges that run the risk of cutting handlers.

The last error points to what really bothers Schiene the most in the industry. Beyond his concerns for keeping roll formers in peak condition for productivity, he is a huge advocate for keeping operators in peak condition through strict protocols for safety during the maintenance process. He spent more than a dozen years out in the field as a technician and has seen his share of missing fingers and torn flesh caused by often preventable accidents.

“One of the biggest things I find is that when people get done doing maintenance, they’re not replacing guards; they’re taping down limit switches to look at a problem, then not removing the tape; or they bypass the safety circuit to adjust the shear and don’t realize the machine is still live and they can get shocked. Any time you bypass safety equipment guards, safety switches, or emergency stops, you’re posing a safety hazard.



Frank Schiene

“I was a technician,” Schiene continued. “I’ve built, overhauled, set up, done troubleshooting, that’s why I am so passionate about safety because I’ve seen things that shouldn’t happen.”

Things he has witnessed: “People cleaning tooling while the machine is running. They think they’re doing good by trying to clean the tooling to get a good panel. They’ll clean it with their hand and then their hand gets sucked into the roll former, losing fingers, or worse.”

Be extra cautious when wearing gloves and loose clothing while doing machine maintenance. “Handling metal with gloves is OK, but people get carried away and try to do things within the roll former, especially on the chain side. That’s where I get nervous,” he said.

The same applies to loose-fitting clothes like jackets and untucked shirts.

Bottom line, Schiene advocates for taking time for safety—carefully assessing the situation before making repairs or conducting routine maintenance.

“The biggest thing is people trying to do it in a hurry,” he said. “If you don’t use the proper procedures, that gets people hurt. I’ve done just about everything on a roll former you can do and I still have all my fingers. ...I’m a lot more passionate about safety than maintenance.” **MR**

Maintenance Schedule

Below is a basic maintenance schedule all roll-forming machine owners are encouraged to follow as provided by Metal Rollforming Systems:

Daily Maintenance

Items that should be checked or maintained on a daily basis:

- Visually check to make sure the tooling is not touching each other by using a mirror
- Lubricate the roll-forming tooling
- Check hydraulic and pneumatic systems for leaks
- Service pneumatic system; drain water from traps and reservoirs
- Check lubricator level on pneumatic system
- Visually inspect shaft nuts
- Check all pneumatic components for proper function and settings

Weekly Maintenance

Items that should be checked or maintained on a weekly basis:

- Check hydraulic and oil levels on all items
- Lubricate all chains on equipment

Monthly Maintenance

Items that should be checked or maintained on a monthly basis:

- Grease bearings
- Check shear blades
- Check chain tension
- Check encoder to sheet tension
- Check belt roller tension

Annual Maintenance

Items that should be checked or maintained on a yearly basis:

- Change gearbox oil
- Change hydraulic oil
- Check infeed rolls and drive rolls

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1. How are you involved in the roll-forming industry?

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project of the

Mountainside Home, Highlands, North Carolina



New Roof for a Mountainside Home

Complex, Modern Design and a Tricky Location Pose Installation Challenges

By Deena C. Bouknight

For a few years while visiting the area, Curtis Gunn and Tana Kelch often walked by and admired the interesting, multi-angled, contemporary house overlooking Highlands, North Carolina, before they finally purchased it in July 2015. They quickly learned that the home, built in 1985, was a James Fox design. Fox (who passed away in 2017) was a native of Indiana who designed and built creative, modern homes throughout the U.S. before starting his own architectural firm in 1969. His firm would be the Highlands' first modernist design/build company. Each Fox home is dramatic and distinct—attributes that posed especially challenging when it came time last summer for Gunn and Kelch to consider a new roof for their mountainside home.

Gunn and Kelch's home has massive custom windows, various steep-pitched roofs, flying gables, and a bridge-like foundation due to its cliff side location. They reached out to several area roofers for advice and quotes, but most did not respond. Many of those who did reply took one look at the 35-year-old home and the elevation of the site and were dissuaded. Luke Smith, owner of Highlander Roofing Services in Franklin, North Carolina, decided his crew could handle the task. This decision was made after he learned the exact specifications of the roof through EagleView Roof Measurement & Aerial Measurement Services, a technology provider of aerial imagery data analytics based in Bellevue, Washington.

"They take multiple angles and take photographs of the house, and then their computer modeling [program] shows comparisons and dimensions," explained Smith. He met with the owners and looked

at the house first, then pulled up the EagleView report. "We used EagleView to assist with the quantity takeoff. Field measurements were verified prior to the final estimate. Basically, it is because of this service that we knew what we were getting into with the project."

Further, he stated: "Because of the EagleView report, no one from the sales force had to get on the roof to check the measurements. We did have to check it from the eaves, however."



The couple expressed to Smith that the original cedar shake roof was difficult to maintain due to its height and the necessity of replacing shingles to prevent leakage. "[The owners'] first inclination was to go back to cedar shakes because they didn't know about the current alternatives," said Smith. "But the problem with cedar shakes, even though they look nice, is that they wear out too fast in [the area's] moist climate—and no one wanted to have to tackle that roof again for a long, long time."

Smith discussed with Gunn and Kelch the attributes of a heavy-duty standing seam metal roof. "For example, there

is longevity with the roof system," said Smith. "Because they wanted something that would last longer than the cedar product, due to the location and the high moisture level, I felt the standing seam metal roof would work to best protect their structure. Plus, the house is a contemporary design and this type of roof has a look that would blend well."

"I also told them that on a standing seam roof, the steel fasteners are concealed, which is a plus," he added.

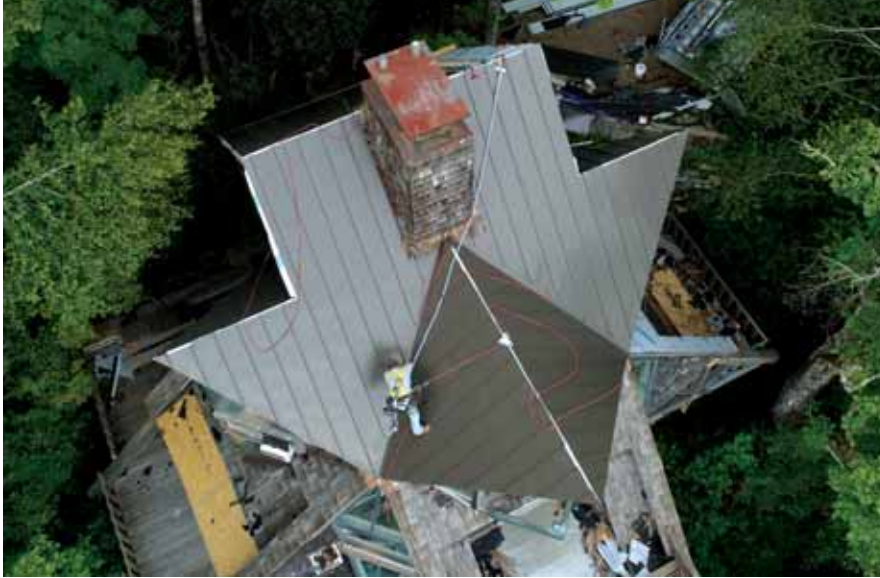
Because the area of Highlands, elevation of 4,100 feet, experiences bouts of high wind and excessive rain year-round and freezing temperatures and significant snowfall in the winter, Smith felt that weather hardiness was a top priority.

"Our decision to move forward with a metal roof was kind of a no-brainer," said Kelch. "Our roof is so unique and challenging, so the outcome of never really having to deal with roof work in our lifetime was incredibly appealing. It also adds a more modern look to the house."

They chose a Georgia Metals product: 1", snap-lock, no striations standing seam panels that were 26-gauge, 16" on center. "The metal roof was fastened directly into the roof deck using a fastener flange incorporated in the roof panel," shared Smith.

The roofing project required 2,500 square feet of panels. The longest panels were 22' long, with the bulk of the panels at 16' in length.

The cost was about 40% higher than an average roof, but many roofs in the region are considered above average because of their height and mountain locations. "A lot of jobs in this area are difficult and steep-pitched. In Highlands especially, homes are not quite average for the nation. Many are distinct resort



homes," said Smith. "The installation of standing seam metal roofing is challenging, but it's the right long-term solution for a high-maintenance location like this Fox house. The fasteners expand and contract to prevent leakage, and it won't wear from direct sun and weather like the cedar shakes did."

Smith explained that because of the extreme height of the cliff side home, his skilled roofing team were sure to use ropes and harnesses for safety on the roof. In addition to the height, the roof has three different steep pitches, "and the distance from the ground level to the top of the roof is over 50 linear feet."

The three-story, 2,400-square-foot home with four bedrooms, four and a half baths, and four decks is constructed essentially around a massive central cinder block chimney, which is decorated with stone on the main floor. The other difficulty for the crew was making sure none of the custom 8- to 10-foot windows were damaged when dropping cedar shake shingles and debris from the old roof.

"The goal was to keep my workers safe, but also the house safe," said Smith. "The flying gables, the amount of glass, and of course, the height of the roof and the drop-off of the cliff meant we had to not only be extra cautious, but do things a little differently."

Workers were tied off, but instead of dropping debris around the base of the house's foundation, they needed to drop it in specific zones on the cliff below or gingerly "small-hand" carry each piece to a designated dump site on the property.

"It was tedious, certainly, and all these details added to the cost of the project," said Smith, "But the ultimate goal was to get a long-term

roof." After the roof was torn off, the workers scaled down the cliff to pull up any remaining debris.

Adding to the durability of the product, Smith recommended the strongest paint finish available: a Patrician Bronze Kynar 500 finish.

"I learned that this finish resists the chemical breakdown as the coating ages," said Smith. "I wanted to suggest something to the owners that would keep its color for as long as possible."

Smith pointed out that custom trims had to be created—a common occurrence with standing seam roofs: "We used 10 41" x 120" flat sheets, the same material as the roof, to make various custom trims, necessary due to the intersection of walls. We also had to create new chimney flashings on the job." Stainless steel screws were chosen as well.

On a difficulty scale of one to 10, Smith said the Fox-designed home roofing project was definitely a 10. "It doesn't get any



tougher than this one, due to the angle, the difficulty, the pitch, the hard-to-access location, and the limited access at the site," said Smith. "Those are all things we knew we would deal with. And there were no real surprises. And it came in at the right time frame."

However, he said an aspect he did not entirely expect was the effect on his crew. "The mental challenge of the job...it was taxing mentally and physically for the guys actually doing it. On the roof and attached to the ropes all day...for hours. I had to play cheerleader sometimes to keep them mentally focused."

To lift their spirits, he gave each worker a photograph of themselves working on the roof, taken by a drone service. "The photos were so dramatic," said Smith. "I think it gave them a sense of pride to see themselves up there."

Each roofing project provides lessons to learn, said Smith, and the Fox home was no different. "The only heads-up I would give other roofers is to budget more for cleanup of the debris because the shake tear-off was time-consuming and retrieving debris below the house, down the steep cliff, proved to be difficult."

Gunn and Kelch said they appreciated Highlander Roofing Services' willingness to take on the tough project. "We had a wonderful experience with Highlander," said Kelch. "The project did take a little longer than we all anticipated, but it was such an extreme challenge. All the roofers were wonderful, respectful, and honestly quite courageous for taking on such a complicated project. Smith was great to work with and made sure we were in the loop when needed. We love how the finished product looks...such a nice upgrade to the house. And we also appreciate that we will never have to deal with shingles again!"

"Yes, the project ended up costing the homeowners about twice the amount of a 'normal' home design, [normal] height, or [normal] roof pitches...but in the long run it might last 40 years or more and need no maintenance in this couple's lifetime," said Smith.

He indicated that he has been consistently pleased with the results of metal roof projects, no matter the size. "We are just continuing to grow our standing seam business," said Smith. "At least 20% of the work we do is standing seam metal roofing on both large and small projects. Some customers don't know that's an option because all they know is asphalt shingles." **MR**

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Capitalize on Gutter Protection

Don't Miss Out on This High-Margin Add-On

By Sharon Thatcher

Are you a roofer looking to add a high-margin product to your offering of add-ons? Jim Ealer, Midwest Enterprises, maker of the E-Z-Gutter Guards brand (www.e-zgutter.com), says gutter protection is the most profitable install product in the building envelope, and one often missed by roofers.

“A lot of roofers are missing out when they don’t add gutter protection onto their estimates,” he said. “Roofing and gutters are getting to be commodities, but gutter protection is still a high-margin item.”

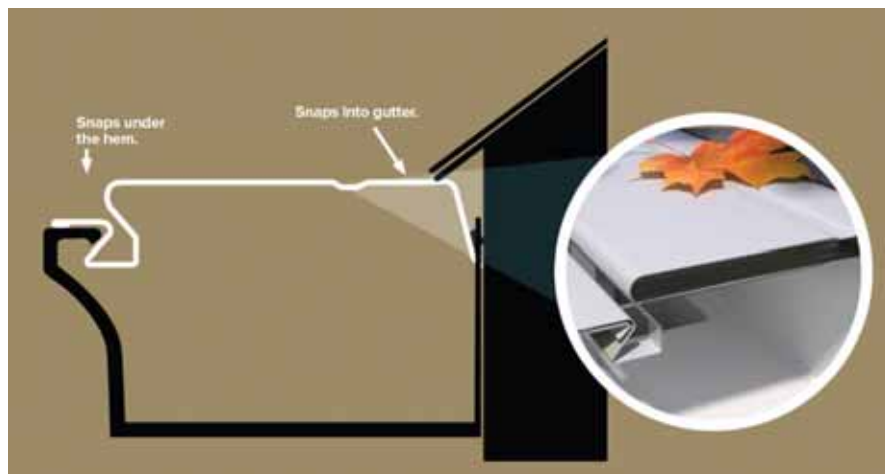
The field of gutter protection has come a long way since it gained attention back in the 1980s. Ealer credits a product called Gutter Helmet for changing the market with its high-profile TV ads. Suddenly, consumers understood the benefits of covering their gutters to avoid the tiresome task of cleaning them of debris.

Ealer’s father, Jim Sr., was already aware of the importance of gutter protection having been a gutter installer. In fact, he developed his own brand of gutter screen.

“We were the largest gutter installer in the St. Louis region,” recalls Ealer. “We were doing 75% of all housing starts. We put a lot of gutters up in the 1980s.”

Ealer is 14 years old when his father started the business and, by the time it was transitioned into manufacturing gutter guards, he spent 20 years himself as an installer. “I was crew chief, so with my crews I was responsible for over a million-and-a-half feet of gutter. In ’83, my father designed Easy Lock, the very first powder-coated screen.”

In 1999, the Ealer family moved out of gutter installation and went full time into manufacturing a growing list of gut-



A newer style of gutter protection developed by Midwest Enterprises offers a snap-in system that makes for easier installation without disturbing the roof. Pictured is the E-Z-HydroClean. Graphic from Midwest Enterprises

ter protection products. They installed their first powder-coat line in 2000, and added a second powder-coat line in 2010. Today, they manufacture and sell more than 20 varieties of gutter protection.

Gutter Protection for Metal Roofs

As a metal roofer, you are not likely to want to add gutter installation to your repertoire of services, but will instead contract that work out to an installer who has the necessary tools and machines. But when you are selling a roof to a customer, you are typically the first person that customer approaches about roofing-related issues. That gives you prime opportunity to sell them on the need for gutters and gutter protection. It behooves you to have some basic knowledge about why it is important and what types of each are needed based on regional conditions.

Gutter Size: First is understanding gutter size (measured from the outside of the fascia board to the outside of the

gutter). For residential use, 5" gutters are standard for traditional shingle applications. For most metal roofs, a 6" gutter is considered standard.

“No matter what part of the country you are in, you need to go with the 6" gutters,” Ealer noted. “Heavier gutters, [and] thicker, stronger gutters hold a bigger volume of water.”

A special note: Tile and metal tile roofs require at least a 6" or 7" gutter. With tile roofs, Ealer noted: “Water will roll off the top and in between the tile ridges, so instead of spreading the water all the way across the roof, it’s concentrating it, narrowing it down to little troughs. You’re effectively cutting the size of your roof in half or more, so it’s very important to use wider gutters.”

The most trouble-free option for the building owner is a metal seamless gutter, made as one continuous gutter on a job site gutter machine.

Proper Gutter Placement: One point that is often overlooked by metal roofers who do attempt gutter installation

GUTTER OPPORTUNITIES

themselves, or who are assessing a problem area for a re-cover estimate, is proper placement of the gutters. On metal roofs, the gutter needs to be installed below the roofline. This can be particularly important in certain regions where heavy rain or snow can damage gutters.

“You want your gutter a little lower than if you were installing [it] on a regular shingle roof,” Ealer said. In areas with heavy snow, the reason is more obvious.

“If the ice and snow comes off the metal roof, it’s going to be frozen straight, so it is going to come off the roof at the same plane as your roof. If the gutter is installed above that line, then the snow is going to catch on the front of your gutter. If you install below the roof plane, you stand a better chance of the snow or ice missing your gutter and gutter cover.”

A word on stone-coated metal: it’s better than standing seam at slowing down water and keeping ice at bay, but should also have gutters installed below the roofline.

Hangers and Spacing: Strong, well-placed gutter hangers will aid in controlling gutter damage.

“Any good gutter installer is going to use heavy duty hangers and space them more often,” Ealer said. “You want to make sure you use really strong hangers; standard spacing is 24”...On a metal roof, you want to make sure you have them at a maximum of 24” apart, and better yet 20”. And that’s true whether you’re working in the northern climates with snow, or in the southern climates with rain. The water comes off the metal roof so fast, it’s going to fill up the gutters faster, so there’s more weight involved.”

Also, make sure the hidden hangers are screwed very securely.

Snow Retention: In snow and ice areas, snow retention for metal roofs is essential.

“The thing you have to remember, whether it’s snow or rain, the metal roofing is so much slicker and faster than standard shingles so it’s really necessary in cold areas to use snow brakes. That is

one of the most important things to do,” he said.

Gutter Cover Options: On metal roofs, (after the snow retention is installed and the gutters are placed lower than the roofline with ample strong hangers spaced correctly), the icing on the cake is the placement of gutter covers. Regional conditions again play a role in the best selection. Covers, in fact, don’t just help with keeping debris out of gutters and eliminating routine cleaning, they also help control rain and snow.

A solid gutter cover is best in heavy snow areas. “If it’s a solid aluminum gutter cover on top of the gutter, that will help shed the snow and ice off the gutters,” Ealer explained.

“In the South, where heavy rains are more prevalent, the best choice is a screen. Those accept more water (the big downpours they have), but they’re not really good for holding up snow,” he added.

A general rule of thumb: Use gutter covers where it snows, and screens where it rains.

More than a year ago, Midwest introduced the first gutter cover that is particularly good for metal roofs.

“We came out with E-Z-HydroClean and E-Z-HydroClean High Capacity,” he said. “It’s the only solid gutter cover in the country that just snaps into the gutter; you don’t need to fasten it with any screws to the gutter or the roof. It’s very low-profile.”

The High Capacity version is considered the company’s “Cadillac” of gutter protection styles.

De-Icing Systems: If you are in an area where freezing and thawing occurs throughout the winter, the building owner may wish to invest in a roof de-icing, or radiant heat, system to keep damaging icicles at bay, particularly on the north-facing side of the roof where icing problems are typically more prevalent.

“A lot of times it depends on the freeze and thaw cycle, and which directions your gutters are pointing, as to whether

the roof is more susceptible to icicles,” Ealer noted. De-icing systems are not common on most roofs, and Ealer is not familiar with the options, but realizes that it can be an effective solution for some problem roofs and can avoid gutter and cover damage.

The Trouble With Trees: What type of trees are near the roof can make a huge difference in the type of gutter protection you should select.

“If you just have oak trees, then a standard type of screen is fine,” Ealer said. “But if you have trees with smaller leaves, like a poplar, you need a screen with smaller holes.”

The most difficult of all, however, are evergreen trees. “That’s the most difficult debris to combat,” he said. “A large volume of pine needles comes off a pine tree and fills up your gutters in the matter of no time. That takes a specialized gutter protection.”

Give 'em What They Want

In his own arsenal of gutter protection, Ealer said Midwest Enterprises has developed just about every type of gutter cover for every situation, but admits that part of its inventory is to appease installers who are devoted to a particular style.

“Once a gutter installer has success with a product, it’s really hard to get them to change. They’re very loyal to that type of product,” Ealer said. “They may change brands but they won’t change types. So the reason we have so many different types of gutter protection is so the distributor can combine sales with all the different gutter protection they offer. Even though they might sell most of one particular screen or cover, they can also take care of the installer who might want an oddball type. There’s a competitor to all those types of screens, we’re just the only one that can provide them all.”

If you decide to offer gutter protection as an add-on, Ealer reminds you that knowledge is power, and knowing what can work best in your own area is half of the battle of upselling to your customer.

MR



Drip edge helps to keep eaves and rakes dry and free of water damage. Photo courtesy of CertainTeed

Drip Edge: Is It Really Important on a Metal Roof?

Drip edge is a no-brainer for asphalt roofs, and is now required by most building codes. But what about the use of drip edge on a metal roof? We asked CertainTeed (www.certainteed.com), which now makes a metal roofing system called Matterhorn, for their recommendations in this question-and-answer sequence:

Q: I can understand why an asphalt roof needs drip edge, but why does a metal roof need drip edge?

A: A drip edge is not always required by local building codes, but installing a drip edge is a good idea—especially if the home is in an area that experiences a lot of wind-driven rain. This applies whether you are working with asphalt or metal because a drip edge allows water to fall away from the fascia. This helps keep areas like eaves and rakes dry and free of water damage. The rake is more visually exposed, so it's easy to spot water damage to a

rake without a drip edge. Furthermore, a drip edge helps seal any gaps that may exist between the roof deck and the fascia board and prevents unnecessary movement between the two.

Q: One might assume that a metal roof doesn't need gutters, especially if you use drip edge—is that correct?

A: Many standing seam metal roofs are designed to divert water without the use of gutters. However, it's incorrect to say all homes with metal roofs or a drip edge don't need gutters. Panel metal roofing, such as CertainTeed's Matterhorn product, installs much like asphalt roofing, so gutters may be desirable based on local weather patterns, roof pitch, the placement of hips and valleys, etc. The most important thing is that the system keeps water away from the fascia and even more importantly, the foundation. Drip edges can assist the gutters in diverting water away from important systems and structures.

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RS #081

GUTTER OPPORTUNITIES

Q: Does CertainTeed always include a drip edge with the Matterhorn system or does it need to be ordered separately? Is that standard with most competitors?

A: Matterhorn metal roofing systems come with a drip edge designed to be installed on up to 12/12 pitch without modification. On steeper roofs, the drip edge can be bent in a siding brake for easier installation and tighter fit. We can't speak to it being a standard feature of other systems, but we believe the drip edge complements the look and functionality of our system.



CertainTeed offers drip edge with its metal roofing system called Matterhorn, which offers the look of tile, shake, and slate. Photo courtesy of CertainTeed

Q: Some contractors bend their own metal. Are there any precautionary tips that should be provided to those who bend their own drip edge for use under the Matterhorn system?

A: The drip edge is designed to hold down the bottom of the first row of metal panels. When installing, be sure the drip edge is straight and square to the roof plane and does not follow any wave in the fascia (this may require a chalk line). Cut and bend drip edge trim on the outside to conform to the rake edge and the inner and outer gable. When adjoining sections of drip edge, cut the front nose on an angle to allow for a tight overlap and good fit. Sometimes the bottom hem will also need to be cut to make sure there is a tight fit. After the drip edge is completely installed on the eaves, install a synthetic, high-quality waterproofing shingle underlayment such as WinterGuard HT over

the drip edge in accordance with local building codes to ensure a watertight system.

Q: Drip edge looks like it would be fairly standard in how it is made. Are there differences in types of drip edge—quality or type of metal used, depth size, etc.?

A: Roof drip edges are generally sold in 10½' lengths (and occasionally in smaller lengths). The length of the overhang typically is 2" to 5". Drip edges can be made from various plastics, vinyl, fiberglass, or corrosion-resistant metals. Aluminum, galvanized steel, and copper drip edges are the most common. Aluminum is often the metal of choice because it's pliable, corrosion-resistant, and comes in a variety of colors. Steel is stronger, but it must be galvanized since drip edges are designed to come in contact with water. The three basic types of drip edges are the classic "L-shape" (called "L-style" or "Type-C"), the "T-shape" ("T-style" or "D-metal"), and the "Gutter Apron" or "F-style." The T-shape keeps water further away from the fascia and is typically what Matterhorn systems utilize for eaves. Gutter aprons are typically used when installing new drip edges over existing shingles or rake edges.

Q: What mistakes do installers usually make? What are the correct installation methods?

A: Valleys, eave/drip edges, rakes, end wall, and side wall flashing must be installed before putting down the metal panels. For contractors who install asphalt, this can be counterintuitive, but it's necessary when installing metal panels. When cutting panels to length, begin cutting from the top of the panel, cutting down toward the preformed bend at the bottom. This ensures the cleanest shear and keeps the rolled edge intact for optimal locking. For Matterhorn systems, always install panels from right to left, then bottom to top, beginning with the bottom right corner of the roof deck. When handling metal panels, carry the panels on their edge instead of resting flat to keep them from bending or warping in transport. Try to minimize foot traffic as much as possible and wear clean, soft soled, non-marking shoes when walking on installed roof panels.

Q: Do some installers make the wrong tool selections? And what are the correct tools to use?

A: The tools for installing metal roofing, including drip edges, are pretty straightforward. Your most basic tools will be a cordless driver to drill down components, tin snips and a hand seamer to cut and manipulate the metal, a chalk line to ensure accuracy, sheet metal gloves for protection, and a foam pad for safety. A sheet metal brake, power shears, table saw, or circular saw can make installation easier but are not necessarily required. With a modest tool investment, a skilled contractor can accomplish most metal roofing installations. **MR**

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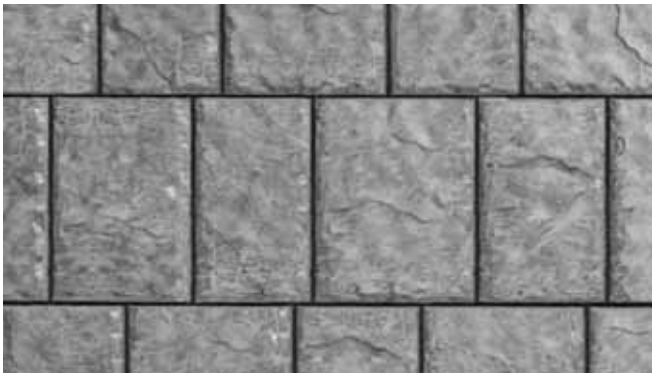
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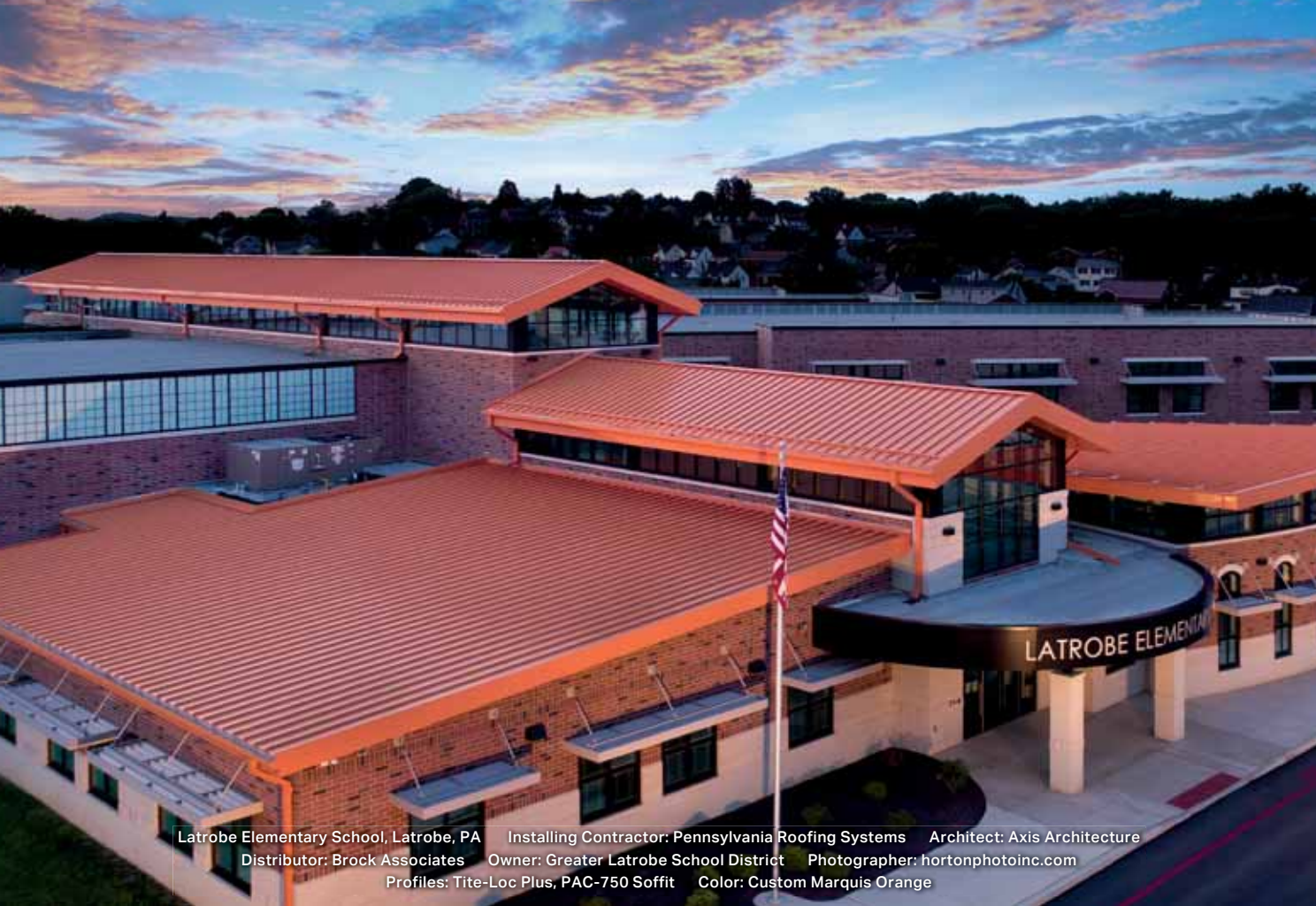




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Latrobe Elementary School, Latrobe, PA Installing Contractor: Pennsylvania Roofing Systems Architect: Axis Architecture
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TITE-LOC PLUS
 METAL ROOFING SYSTEM
 Custom color: Marquis Orange

Bright Future

Petersen's Tite-Loc Plus metal roofing system in a distinctive Marquis Orange finish brightens the vision of the new Latrobe Elementary School. The 22-gauge panels complement the classic terra cotta-toned brick that clads the upper two-thirds of the school's façade.



For more information visit PAC-CLAD.COM/LATROBE

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