

METAL ROOFING MAGAZINE

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OCTOBER/NOVEMBER 2019
Volume 18 • Number 6

METALCON
2019
PREVIEW

UNCOVER WHAT REALLY MATTERS IN ROOF DESIGN

**TOM HULSEY,
ST FASTENING NAMED
TO METAL ROOFING
HALL OF FAME**

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Niches and New Beginnings

In the last issue of *Metal Roofing Magazine*, we announced our ownership change. Since then, the staff of Shield Wall Media has settled into our new location and already have several issues of our magazines produced and out the door. In addition to *MR*, that includes our related publications: *Rollforming Magazine*, *Rural Builder*, and *Frame Building News*. Preparations also continue for the new Construction Rollforming Show.

We are now part of a small, keenly-focused group who can move quickly and more efficiently to deliver information about the construction niches we serve: low-rise rural construction, post frame,

metal roofing, and construction roll-forming. That's our entire staff pictured below.

You will consequently see some changes in this issue of *MR*. One of our goals is to make content more relatable to all metal roofers, regardless of size. "Peak Performers" is a case in point. We plan to make this an ongoing feature, with roofers and suppliers large and small sharing their stories of how they broke through the challenges to make a living in this industry. We start with Brian McCown. He is a small roofer who has found a niche in his tiny Kentucky town. How he has accomplished that is an interesting

story. He shares his triumphs and tragedies, his tips and tipping points.

We also plan to include more instructional information like that beginning on page 52. This one shows, in simple illustrated detail, how to install a hip cap.

More changes are on the way, so stay tuned. If you have suggestions, please share them with us. We thank you for being part of our journey.

Sharon Thatcher, Editor
Sharon@shieldwallmedia.com



From left to right: Gary Reichert, Publisher and Sales; Max the Malamute, Shield Wall Media mascot; Tom Nelsen, Designer; Kevin Ulrich, Designer; Kathy Budberg, Executive Sales Assistant; Karen Knapstein, Editor; Sharon Thatcher, Editor; Missy Fenn, Circulation Database Manager.

OVER-THE-TOP



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Mid-year Economic Outlook for Nonresidential Construction

Expansion continues, but vulnerabilities pile up

More than 10 years after the end of the most severe financial crisis since the Great Depression, the U.S. economy is again making history by continuing its longest-ever expansion.

Nevertheless, emerging weakness in business investment has been hinting at softening outlays, giving commercial and industrial construction contractors cause for concern, according to a mid-year economic outlook by Anirban Basu, chief economist of Associated Builders and Contractors.

"Given that every expansion in U.S. history has ended in recession, leaders of construction firms are rightly wondering when the record-setting expansion will

end," said Basu. "Looking at conditions on the ground, it likely won't be in 2019, but 2020 could be problematic for the broader economy and 2021 for a significant number of contractors."

Basu cites numerous vulnerabilities that could trigger a recession in 2020, including: trade wars, softening corporate earnings, slowing job growth, elevated levels of household, corporate and government debt, and the 2020 election.

But there are plenty of reasons to remain optimistic. "For the most part, the economy has held up better than anticipated," said Basu. "During the first quarter of 2019, gross domestic product expanded at a smart 3.1 percent annual-

ized rate. The U.S. Bureau of Economic Analysis' initial estimate suggests that the economy slowed to 2.1 percent growth during the second quarter, but that neatly beat economists' expectation that growth had fallen below 2 percent."

"The economy could continue to prove resilient," says Basu. "To date, the economy has navigated ongoing trade disputes and associated tariffs with aplomb. It has also withstood serial interest rate hikes, the longest federal government shutdown in history, extreme weather, shifting immigration policy, ongoing labor market shortages and a lengthy investigation regarding foreign influence in U.S. elections." **MR**

Steel Report: Imports Down 11% YTD Through July, Finished Import Market Share 21%

Based on preliminary Census Bureau data, the American Iron and Steel Institute (AISI) reported that the U.S. imported a total of 3,028,000 net tons (NT) of steel in July 2019, including 1,843,000 net tons (NT) of finished steel (up 48.3 percent and 6.6 percent, respectively, vs. June final data). Through the first seven months of 2019, total and finished steel imports are 18,666,000 and 13,536,000 net tons (NT), down 10.6 percent and 16.4 percent, respectively, vs. the same period in 2018. Annualized total and finished steel imports in 2019 would be 32.0 and 23.2 million NT, down 5.1 percent and 9.7 percent, respectively, vs. 2018. Finished steel import market share was an estimated 19 percent in July and is estimated



at 21 percent over the first seven months of 2019.

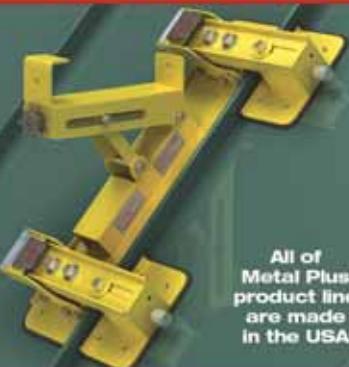
Key finished steel products with a significant import increase in July compared to June were cut lengths plates (up 55%), line pipe (up 29%), hot rolled bars (up 24%), plates in coils (up 23%),

standard pipe (up 21%), hot rolled sheets (up 19%), sheets and strip hot dipped galvanized (18%), wire rods (up 16%), mechanical tubing (up 16%), sheets and strip all other metallic coatings (up 11%), and heavy structural shapes (up 10%). **MR**

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FAA Grants First Waiver to Construction Company For Drone Operations Over People

The action outlines the process for future waivers

Drones have become an increasingly popular and effective way for roofers to show off their work, but are restricted by several FAA rules that define licensing, times of operation, speed, air space, and altitude. Now the Federal Aviation Administration (FAA) has issued a Colorado-based national contractor the first waiver to fly a drone over people. It is expected to pave the way for future waivers to complying companies.

The waiver, issued in July to Hensel Phelps of Greeley, Colorado, allows certified operators to safely fly parachute-equipped sUAS (small Unmanned Aircraft Systems or drones) over people, including populated construction sites.

A press release from Hensel Phelps states that the company was an early adopter of drone technology, having launched its drone program in 2011, and has since worked proactively with the FAA to develop best-practices and safety protocols for the industry.

The Code of Federal Regulations 14, Section 107.39 restricts any sUAS operations over human beings, which include the large majority of Hensel Phelps job sites. By utilizing ParaZero's SafeAir Parachute System, which is compliant with ASTM F3322-18, Standard Specification for sUAS Parachutes, Hensel Phelps was able to pioneer a solution that adequately addressed the safety concerns of the FAA and set a precedent for other operators interested in similar operations.

The FAA stated in a press release that the ParaZero parachute used together with a Phantom 4 drone "is a scalable one and is now available to other applicants." The FAA went on to say that they will require each applicant to undergo the same approval process as Hensel

Phelps, "providing testing, documentation, and statement of compliance listed in ASTM3322-18 in their application."

MBMA Publishes Distilleries and Breweries Case Study

The Metal Building Manufacturers Association (MBMA) has just published a new 12-page case study report called "Distilleries & Breweries." It features six facilities in the booming spirits market and makes the case for metal building systems as an ideal home for these businesses. "Distilleries & Breweries"



is available free of charge at <http://blog.mhma.com>.

"There are over 6,300 breweries and nearly 2,000 distilleries in the U.S. right now, and more are on the way," notes Tony Bouquot, MBMA's general manager. "Metal building systems are cost-effective, great-looking, and versatile, making them an excellent choice to house these businesses and keep up with a growing market."

The "Distilleries & Breweries" case study begins by looking at the requirements of distillers and brewers and describing the specific traits of metal buildings that enable them to meet these needs. It then provides interviews with owners and constructors who explain why their metal building was the right choice for the application.

In addition to this new report, MBMA's website has additional case studies on recreation and fitness buildings, vehicle sales and service facilities, and metal roofing,

along with an array of other useful brochures and fact sheets about metal buildings and the metal building industry. This information is free to download, but extensive technical manuals and other publications are available for purchase at www.mbmamanual.com.

New York 6th State to Mandate Renewable Energy Sources

In July, New York became the sixth state to mandate 100 percent renewable energy sources in the coming decades after Governor Andrew Cuomo signed into law the Climate Leadership and Community Protection Act (CLCPA).

The law is part of Governor Cuomo's Green New Deal which Cuomo states in a press release "puts the state on a path to being entirely carbon-neutral across all sectors of the economy, including power generation, transportation, buildings, industry, and agriculture."

Through regulation and incentives, Gov. Cuomo endeavors to drive an 85 percent reduction in greenhouse gas emissions by 2050, with an interim mandate of 40 percent reduction in emissions by 2030 (both relative to 1990 levels). The new law mandates that at least 70 percent of New York's electricity come from renewable energy sources such as wind and solar by 2030, and the state's power system is 100 percent carbon neutral by 2040.

The state's plan is considered the strongest on climate change enacted, following in the footsteps of Hawaii, Nevada, New Mexico, Washington, and California. It is dependent on renewable, carbon-free sources such as solar, wind, and hydropower. Transportation and building heating systems would rely on clean electricity rather than oil and gas.

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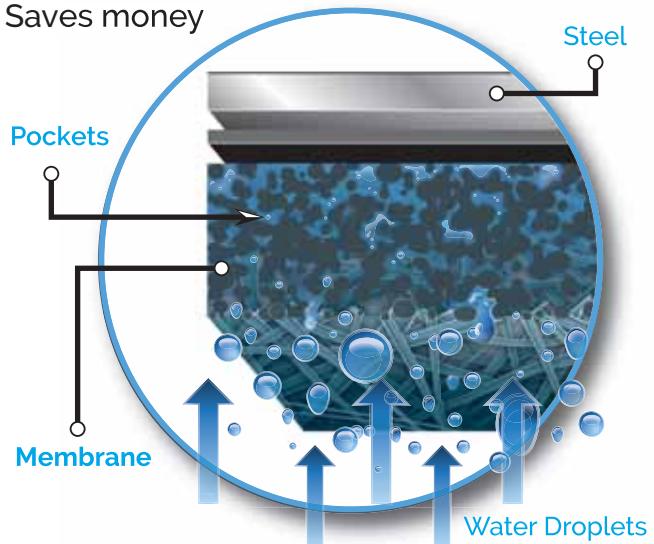
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The Bradbury Co. Names New President



Left to right: Aaron Woods, Senior Manager Customer Service; Ben Bigham, Senior Manager Engineering; Scott Arnold, Controller; Ryan Durst, President; Matt Werner, Senior Manager Global Marketing and Inside Sales; Justin Graber, Senior Manager Manufacturing; Maria Pressnall, Human Resources Director; and Tucker Hageman, Information Systems and Technology Director

The Bradbury Co., Inc., (www.bradburygroup.com) announces the promotion of **Ryan Durst** to President. He has been with Bradbury for 23 years, serving as Vice President – Sales & Marketing since 2002.

As president, Durst will focus on sales, engineering, manufacturing, and service; he brings a vast amount of knowledge and experience to his new role.

"Overall, my focus will be to sell it, engineer it, build it, and service it, on-time and on-budget," he said. "My goal is to advance our Vision & Mission and our overall corporate strategy as the parent company of The Bradbury Group. I want our customers to have an exceptional customer experience in choosing us as their trusted supplier."

Durst will work closely with Bradbury Group CEO **David Cox**, Bradbury leadership teams and all Bradbury employees.

Several other employees have been promoted to the Senior Management team at Bradbury. **Matt Werner**, Senior Manager Global Marketing and Inside Sales, will lead the Bradbury sales

teams to achieve sales goals across various industries. He will support these efforts by working with the marketing team for market development at Bradbury as well as the broader Bradbury Group, driving the One Bradbury Group initiative; **Ben Bigham**, Senior Manager Engineering, will lead efforts in project management, engineering design, and continuous improvement; **Justin Graber**, Senior Manager Manufacturing, will lead Bradbury's production, assembly, and test departments; **Aaron Woods**, Senior Manager Customer Service, will lead the servicing of customers with spare parts, technical trouble shooting, and equipment support.

Additional members of the Bradbury management team include **Scott Arnold**, Controller; **Tucker Hageman**, Information Systems and Technology Director; and **Maria Pressnall**, Human Resources Director. This shared services leadership team supports Bradbury as well as The Bradbury Group.

The Bradbury Co., Inc., is a global leader in the design and manufacture of roll forming and coil processing systems. It is celebrating 60 years of growth and innovation in 2019. **MR**

An advertisement for GSSI Sealants. The top half features the GSSI logo with a target symbol and the text "PREMIER BUTYL SEALANT TAPES". Below this is the headline "RAIN'S WORST ENEMY". A box contains the text: "FOR OVER 30 YEARS, MANUFACTURERS AROUND THE WORLD HAVE ENTRUSTED THEIR BUILDINGS' MOISTURE DEFENSE TO THE MOST RELIABLE BUTYL SEALANT ON THE MARKET, MB10A BUTYL TAPE." At the bottom, the phone number "800.288.9489" and website "GSSISealants.com" are listed, along with a "METALCON 2019 BOOTH #1446" badge.



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Mill Steel Renames Steel Framing Co.

Division rebranded as Mill Steel Framing

Mill Steel Co., one of the nation's largest distributors of flat-rolled carbon steel, recently announced the renaming of its steel framing company, Steel Structural Products, to Mill Steel Framing.

"Since my grandfather founded Mill Steel Company in 1959, superior service and the practice of placing our customers first have been pillars of our success. That same elevated level of service and reputation of expertise will continue to drive our framing business forward," says Mill Steel president Pam Heglund.

The rebranding of its steel framing and accessory operations under the parent trademark is well-timed as this year marks Mill Steel's 60th anniversary.

Mill Steel Framing will continue to supply a full line of metal framing materials, which includes ProStud and Track, structural studs, and a variety of accessories from all three processing and distribution centers located across the Midwest and Southern United States.

With the addition of several roll-forming lines at its Processing and Distribution Center in Houston, Texas, the company continues to diversify its product offerings. Over the last several months, stud production from Mill Steel's Texas facility has increased well over 300 percent. Mill Steel Framing anticipates continued robust growth with this recent extension of product offerings and commercial horsepower.

Mill Steel Framing plans to roll out its new website in the coming months offering a streamlined and user-friendly interface, and additional technical resources.

Founded in 1959 by Harry Samrick, Mill Steel Co. is one of North America's premier flat-rolled steel suppliers. Headquartered in Grand Rapids,

Michigan, it operates six service centers including Grand Rapids and Melvindale, Michigan; Anderson and Jeffersonville, Indiana; Birmingham, Alabama; and now Houston, Texas.

Novagard Sends Building Materials To Tornado-Ravaged Ohio Community

Novagard Solutions, Inc., a Cleveland, Ohio-based company donated 38 skids of their NovaFlex and NovaBond silicone and hybrid construction sealants (caulk) and weather-stripping to tornado-ravaged Dayton, Ohio.

In May, the Dayton area was devastated with more than 15 tornados damaging homes and businesses with rain and high winds. The materials were donated directly to Habitat for Humanity of Greater Dayton to install windows, doors, siding, shutters, and roofs. Two trucks, donated by MDL Logistics, transported the materials worth over \$200,000. With more than 30,000 tubes of caulk, thousands of homes will be able to be repaired and made livable before winter sets in on the damaged community.

"We have many employees from the Dayton area, and we felt this was a great opportunity to step in and address a critical need," states Sarah Nash, CEO of Novagard. "Novagard is in a position to help with the recovery and repair of scores of homes. We also appreciate the partnership with Habitat for Humanity which is coordinating the use of our products directly with contractors."

ASV Stockholders Approve Acquisition By Yanmar

ASV Holdings, Inc., a leading provider of rubber-tracked compact track loaders and wheeled skid steer loaders in the compact construction equipment mar-

ket, announced that its stockholders had voted to adopt a merger agreement with Yanmar America Corporation. ASV will be acquired by Yanmar in an all-cash transaction.

Under the terms of the merger agreement, each share of ASV common stock will be converted into the right to receive \$7.05 in cash, without interest. The transaction was expected to close on September 11. Upon the closing, ASV common stock (NASDAQ: ASV) will be de-listed from the Nasdaq Capital Market.

ABC Supply Opens 44th Location in California, 22nd in New York

ABC Supply Co. Inc., continues its march coast to coast, keeping its foothold as the nation's largest wholesale distributor of roofing, siding, and other exterior building products. It recently opened new branches in both New York and California.

The California branch is located at 14923 Desman Road in La Mirada. It is managed by Sean Cartwright. He joined ABC Supply as a manager candidate in training at the company's Orange, California, location in 2018. Prior to that, he worked in the technology industry.

The new La Mirada branch joins 44 other ABC Supply locations in California.

The new location in New York is located at 7530 County House Road in Auburn. Gabe Montello will manage the branch. He joined ABC Supply's Rochester, New York, branch as an inside sales associate in 2008 and was then promoted to delivery services manager after six years.

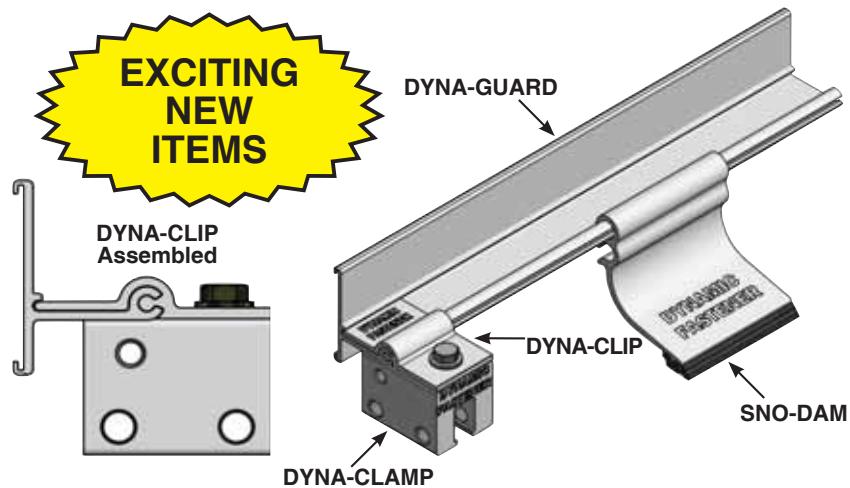
There are now 22 ABC Supply locations in New York with the opening of the Auburn branch. **MR**

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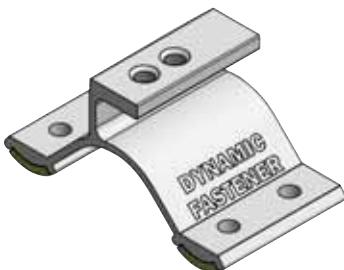
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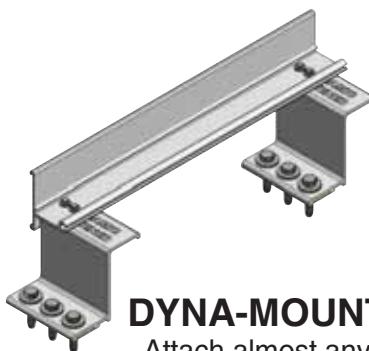
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pressing these onto an
installed system



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Tom Hulsey, ST Fastening Systems, Named to

METAL ROOFING HALL OF FAME

By Sharon Thatcher, Editor

Tom Hulsey, Vice President of Engineering for ST Fastening Systems prior to his retirement, has been named the recipient of the 2019 Metal Roofing Magazine Hall of Fame, sponsored by *Metal Roofing Magazine* and *Rollforming Magazine*. He will be inducted on December 13 at the first annual Construction Rollforming Show in Cincinnati.

Hulsey, 80, retired in 2014 after a 50-plus year history of developing some of the most significant fastening products and systems for the metal industry, approximately 14 of which were patented.

A native of the small town of Ladonia in northeast Texas, Hulsey graduated from the University of Arkansas in 1962 with additional post-graduate studies at Penn State University.

He started his own residential drafting service following graduation, while teaching architectural drafting and design.

"Varco Pruden called and said we would like your help," he says. "They wanted to develop a product manual that illustrated all their products in a graphic form – line drawings – so I developed a product manual for them."

The product manual led to a construction manual, which led to a pricing manual, which led to VP asking Hulsey to join the company full time in its newly formed Research and Development department in the late 1960s.

His career evolution continued while in the R+D department where he devel-



Tom Hulsey

oped fenestration units for windows, doors, and one particular project for a self-drilling fastener.

"They wanted to re-design their fastening system for wall applications," he recalls, adding: "Well, that started the addiction."

There was something about fasteners that called to Hulsey and from that point on he never looked back.

Next came a company called Construction Fasteners, (forerunner of today's SFS intec). He joined the company in 1974 to set up their engineering, quality control, and technical service departments. He also started developing fasteners on a regular basis.

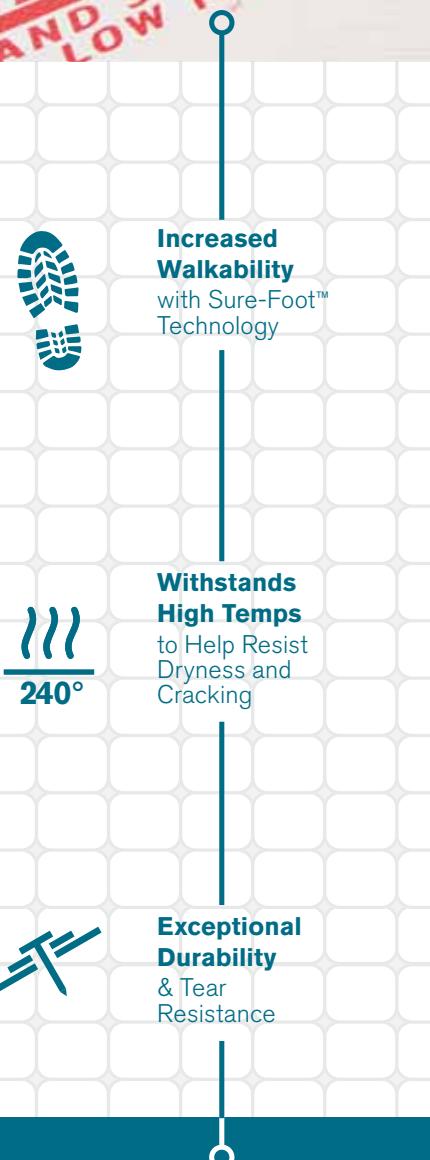
"Construction Fasteners was heavily

involved in metal building fastening and long length fasteners for the single-ply roofing construction industry," he says. "I developed several different fastening plates and screw combinations to secure rigid insulation to steel decking. One was a flexing type fastener for attaching fiberglass roof insulation which led to a patent in the early 1980s."

Another fastener was a bi-metallic screw: a stainless steel upper body that didn't rust, and a carbon steel lower body that could be hardened for drilling. "You could drill steel with it and it wouldn't rust," he explains. "Generally, stainless steel doesn't heat-treat hard enough to drill through steel. However, the union of the stainless steel fastener body and the hardened carbon steel drill point led to another patent in the late 1980s."

Another of his inventions in the early 1990s was a zinc aluminum head fastener on a steel screw that wouldn't red rust. It was self-drilling and self-tapping, and the first of its kind, moving the metal industry away from the traditional carbon screw that did rust.

The screw's self-tapping feature was monumental for saving time. "When I first started in the metal building industry in the mid 1960s, the industry standard was self-tapping fasteners," Hulsey says. "Installation required pre-drilling a hole with a drill then driving the screw with a screw gun. It required two tools on the roof. A self-drilling screw had been introduced in the early 1960s as a hardened steel fastener that required



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METAL ROOFING HALL OF FAME

electroplating to retard red rust formation on the head of the fastener after installation."

Hulsey's self-drilling fastener drilled its own pilot hole and threaded its way into the structure and also had the benefit of an alloy head that would not red rust after installation.

When he moved to ST Fastening Systems (then called Sealite), in 2001 to become Vice President of Engineering, he would develop a similar alloy head screw outside the provisions of his first patent, further solidifying what has become a standard in the metal construction industry.

Later in his career at ST Fastening he did much of his work from a home office, building his fixtures in his shop and then traveling two hours to the office for testing and development. He also traveled around the world in Asia and Europe to visit vendors.

Hulsey says he thoroughly enjoyed his time in the industry. "It was just fun thinking about what you could do to improve certain situations," he says. "Special needs would become apparent in some construction situations where structural performance or economic considerations could be improved. Before you realize it, it's 14 patents later.

"It's been an exciting career all of the way," he adds. "The last 50 years that I worked were very exciting. I didn't really want to retire, but on the other hand, I think I was ready. What do you do? I was caught between two desires: continuing with the work that I loved doing or enjoying more time with the family. The family was the obvious choice."

He was 75 when he retired. Today, his workshop has been converted into a woodworking shop. He lives in the same little Texas town where he was born and raised with his wife of 60 years, Oma, his childhood sweetheart. "I grew up on the same lot that I'm sitting on now," he says. Not far away are his two children, four grandchildren and two great-grandchildren.

THE FUTURE OF FASTENERS

While Hulsey has left the components industry, he sees great growth potential

in the continued developments of fasteners and accessories.

"Mother Nature is always trying to destroy a building, so corrosion is always going to be an issue," he says. "There's weathering and corrosion — those elements that tend to bring steel articles

back to the original iron ore. But there's a lot of work going on with different coatings, paints and finishes, powder coating, etc. to significantly extend the life expectancy of metal buildings.

"The fastener industry investigated powder coatings 40 years ago, but not to any realistic commercial scale. It was very expensive and productivity was poor at that time. Years later, ST Fastening got involved with a design company for a machine that assembles the fastener, powder coats it, cures it, cools it down and puts it in the box all in one motion. As a result, powder coating is state of the art in fastener finishes.

"There's a lot going on, too, with roof and wall panels, various coatings for better corrosion resistance, better thermal resistant insulated panels, and development in those areas will continue. Fasteners for those systems vary in some cases but the need for threaded fasteners will be here for the foreseeable future.

"I have designed several different metal clips for the securement of metal building roof panels to the structural members. The attachment system was designed to conceal the fasteners from the weather so there was no chance of them corroding. That market continues to grow with new panel profiles and new attachment methods.

"We're seeing a lot of new applications in the solar industry. At one time there was work being done to integrate a solar panel into a roofing panel. I would expect to see significant growth in the solar energy arena.

"You see metal building growth in the residential field; not just metal studs that hold dry wall, but the entire structure. I see that moving forward at a rapid rate.

"The roof and wall finishes in the early metal building years only lasted 4 or 5 years and now you have building fasteners that last 20 years plus. That's a big improvement and I would expect even more growth.

"Considerable growth has occurred with sealants and caulk, ventilation, accessories, and it just keeps growing. I am proud to have been a part of this multi-billion-dollar industry." **MR**

History of Metal Roofing Hall of Fame Recipients

2007

Jack Berridge, Berridge Manufacturing
Don Miller, Classic Metal Roof Systems
Tem McElroy, McElroy Metal

2008

A.R. Ginn, MBCI/NCI Buildings
Angelo Borzillo, Bethlehem Steel,
Galvalume Association

2009

D.V. "Red" McConnochie, Roof Hugger
Harold Schroth, Akzo Nobel

2010

Pat Bush, U.S. Steel

2011

Ewald Stellrecht, ESE Machines

2012

Dave Hunt, Revere Copper

2013

Dick Bus, ATAS International

2014

Tom Black, Metal Roofing Alliance
Dave Fulton, Triangle Fastener Corp.
John Kelly, Valspar Corp.

2015

Alfred Dunlop, National Coil Coating
Association & Valspar
Robert Scichili, Robert Scichili
Associates, Inc.

2016

Ken Buchinger, MBCI

2017

Randy Ridenour, Atlas Bolt & Screw

2018

Bill Hippard, Precoat Metals
and later MRA

2019

Tom Hulsey, ST Fastening Systems

CALENDAR OF EVENTS

September

30-Oct. 3, American Architectural Manufacturers Association National Fall Conference, Austin, Texas; <https://aamanet.org>

October

9-11, Construct AEC Education & Expo, National Harbor, Maryland. www.constructshow.com

10-12, Insulation Contractors Association of America (ICAA) Convention & Trade Show, Phoenix, Arizona. www.insulate.org

16-18, METALCON, Pittsburgh. www.metalcon.com

November

6-8, Design-Build Conference & Expo, Las Vegas. www.designbuildexpo.com

December

5-6, Metal Roofing From A (Aluminum)

To Z (zinc) Course, University of Wisconsin-Madison; <https://epd.wisc.edu/course/metal-roofing-systems>

12-13, 1st Annual Construction Rollforming Show, Duke Energy Center, Cincinnati, Ohio. Sponsored by *Rollforming Magazine*. For exhibitor information contact Gary Reichert, 715-252-6360; gary@shieldwallmedia.com

2020

January

13-15 Metal Construction Association (MCA) Winter Meeting 2020. Indian Wells, California; www.metalconstruction.org

21-23 International Builders' Show (IBS) 2020. Las Vegas. www.buildersshow.com

22-23 Northwestern Building Products Expo - North. St. Cloud, Minnesota. www.nlassn.org

February

1-5 ASHRAE Winter Conference 2020, Orlando, Florida. www.ashrae.com

4-6 International Roofing Expo (IRE) 2020. Dallas, Texas; www.theroofingexpo.com

10-13 American Architectural Manufacturers Association (AAMA) Annual Conference 2020. Fort Lauderdale, Florida. www.aamanet.org

26-28 National Frame Building Association (NFBA) Frame Building 2020 Expo, Des Moines, Iowa. www.nfba.org

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Metal roofs offer value, protection, pleasing aesthetics and energy savings to building owners.

Uncovering What Really Matters in Metal Roof Design

Longevity and aesthetic versatility speak to the forward-thinking sensibilities of today's architects

By Tony Bouquot

Metal is a marvelous tool, especially for those design and construction experts with the savvy to wield it optimally. In the roofing industry, the use of metal panels and shingles fuels creative energies while improving safety for installation and maintenance items.

Further, when you consider the future needs of clients, the long service life and low-maintenance attributes of metal roofs just make sense. In this article, subject matter experts share some key reasons why aesthetic versatility and longevity are invaluable to the architectural professionals who crave innovative, forward-thinking roofing solutions.

Aesthetic Versatility Adds Curb Appeal

The design opportunities for metal roofs are abundant. From traditional to contemporary, metal roofing adds distinction to architectural styles and can be stamped into many shapes. Because metal is lightweight and malleable, it can be bent and curved without sacrificing

strength or integrity — a major advantage when working with unique or challenging building forms.

"Metal is a highly refined material that you can get a nice, sharp edge from," says Wayne Jenski, an architect and enclosure specialist at Dekker/Perich/Sabatini. He notes one higher education project where his team blended the metal roof and wall forms so that the entire building is viewed as one uniform object. He adds, "I like having the ability to transition from an exterior wall to a roof assembly fairly seamlessly and cleanly. Contemporary architecture often likes to blend those." The panels typically interlock with hidden fasteners.

While copper, zinc, and aluminum are common choices for roofs, steel is by far the most popular option and can be coated with either zinc (galvanized) or a mixture of aluminum and zinc to increase its durability. Steel is highly recyclable (a big



Standing seam metal roofs have simple, clean lines and can be finished in different styles and configurations.

perk to sustainability enthusiasts) and also noncombustible, with a Class A fire rating that can lower insurance costs and reduce building code restrictions. Paint tones and texture options also provide a canvas for creativity, and high-quality

coatings can help metal panels maintain vibrance for long periods of time. Additionally, specially formulated "cool pigments" can boost the solar reflectance capabilities of metal roof colors (even darker hues) to make buildings

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The complex roof design of this Pennsylvania church features sloping and curved standing seam metal roofing.

more energy efficient.

A standing seam metal roof (SSMR) can be designed with a low slope or be highly visible with a steep slope — adding distinctive property appeal. The roof panels can also be used for mansards, fasciae, and similar applications.

"Standing seam metal roofs are in

great demand right now," explains Eric Vesel, co-owner of Vesel Contractors. "These systems look great because they have simple, clean lines, and they can be finished in different styles and configurations — and the panels have many options for width." In recent years, the Wisconsin-based company has seen an

increase in metal roofing projects in both residential and commercial applications. This trend, Vesel says, is due to the longevity and warranty advantages afforded by metal roofing products, in addition to their modern, stylish appearance.

Metal's Better Return On Investment

With clients' budgets in mind, many design professionals gravitate toward low-maintenance, cost-effective roofing solutions. Metal roofs fit this category because they do not support mold growth, are impervious to insect damage, and will never rust or decay when properly prepped and installed. Advanced coating technologies, in particular, can expand a metal roof's waterproofing, anti-rust, and ultraviolet (UV) protection capabilities.

"Many of our projects are funded with tax dollars — public schools are a good example — so it's critical that we represent the public's interests when making design decisions," Jenski shares. "Long



PHOTO CREDIT: ALL WEATHER INSULATED PANELS

Insulated metal panels were chosen to secure the thermal envelope for the Venge Vineyards winery in Calistoga, California.

service life and low maintenance typically mean a better return on the investment due to a lower life cycle cost. Depending upon the project circumstances, metal roofs could fit that criteria very well."

When considering the life cycle costs of a roof, SSMRs have proven economical, especially when compared to conventional roofing systems. The Metal Building Manufacturers Association's (MBMA's) engineering team, as well as researchers from other leading associations and universities, have extensively studied the extended service life of SSMRs — affirming a life cycle of 60 years or more.

Architects also tell us that SSMRs often are preferred because they are engineered to accommodate contraction and expansion caused by temperature fluctuations. This attribute protects against roof leaks and increases interior comfort levels for building occupants.



Premium cool coatings for metal substrates provide improved reflectivity, which helps reduce energy consumption.

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Metal is one of the most recyclable and durable materials used for roofing.

Today, more than 2 billion square feet of SSMRs are installed annually, underscoring the system's popularity. Furthermore, standing seam roofs provide an excellent platform for solar panels, which can be easily attached to the roof seams using non-penetrating clamps.

Insulated Metal Panels Aren't Just for Metal Buildings

Continuous innovation is essential to improve roof performance. Insulated metal panels (IMPs), often used to construct the walls and roofs of metal building systems, offer extremely high thermal resistance (R-value), particularly when integrated with a closed-cell urethane foam insulation core. IMPs are very popular in Europe, where they are used on about half of all new commercial and industrial structures. They are steadily gaining traction in the U.S. due to a growing awareness of their ability to stabilize and control interior environments.

"We've specified these products on a

number of projects where a metal roof system is appropriate," says architect Gary Henry, a principal at Hunt EAS. "It achieves everything — you get your desired R-value in the system, your air vapor barrier and it's a good material that's going to last for decades." Certain IMPs are capable of performing above R-50, which can amount to up to two-thirds less energy consumption in a typical existing structure. Furthermore, they have significant spanning and load-bearing capabilities, making them easier to integrate into building designs.

Safety's Role in the Evolving Roofing Industry

The wide-ranging benefits of metal are continuing to drive growth in all sectors of the roofing industry. The implementation of tariffs on foreign goods is revitalizing American steel mills, making metal more competitive with the petroleum-based asphalt shingles. Continued advancements in protective finishes and design standards mean that metal roof systems are becoming

more desirable in harsh environments — including caustic factory settings, coastal areas exposed to corrosive saltwater and shearing winds, dry regions susceptible to wildfires, and cold climates subject to heavy snows and ice accumulation.

With metal roofs being constructed more frequently, safety is a chief focus for the professionals who install and maintain them. "Fall hazards, as well as cuts and abrasions, are two main safety issues our industry deals with," says Mike Edgell, metals operations manager for CentiMark Corporation, the largest commercial roofing contractor in North America. Fortunately, roofing safety equipment and gear are continuing to improve. "The advancements in fall protection have come a long way," he adds, "especially in recent years. The harnesses are getting more comfortable, and your tie-off points are getting easier to install. Cut-resistant gloves are also adding comfort for the teams handling metal materials and screws; it's a constant battle to keep their hands protected."

Vesel chimes in: "We like to use stand-

COVER STORY

ing seam metal brackets to make construction safer for our workers. We clamp the brackets onto the sides of standing seam panels, then place wood between them so that the workers can walk up the roof and provide maintenance to specific sections more safely and efficiently. Specialized cutting tools are also a life-saver during installation. They help you notch, cut and hem the metal panels at eaves, hips and valleys with greater precision and ease, and help you avoid certain safety hazards encountered with tools like hand snips."

Many customers are also asking roofing contractors to install permanent fall protection systems for maintenance crews, HVAC specialists, plumbers, and others to use later on. There are a variety of freestanding and non-penetrating fall protection products available — such as freestanding guardrails, skylight screens,



PHOTO CREDIT: ALLWEATHER INSULATED PANELS

The tongue-and-groove joinery of this standing seam metal roof accounted for fast installation on the California Health Care Facility, which in 2013 was the largest public works project in the country.

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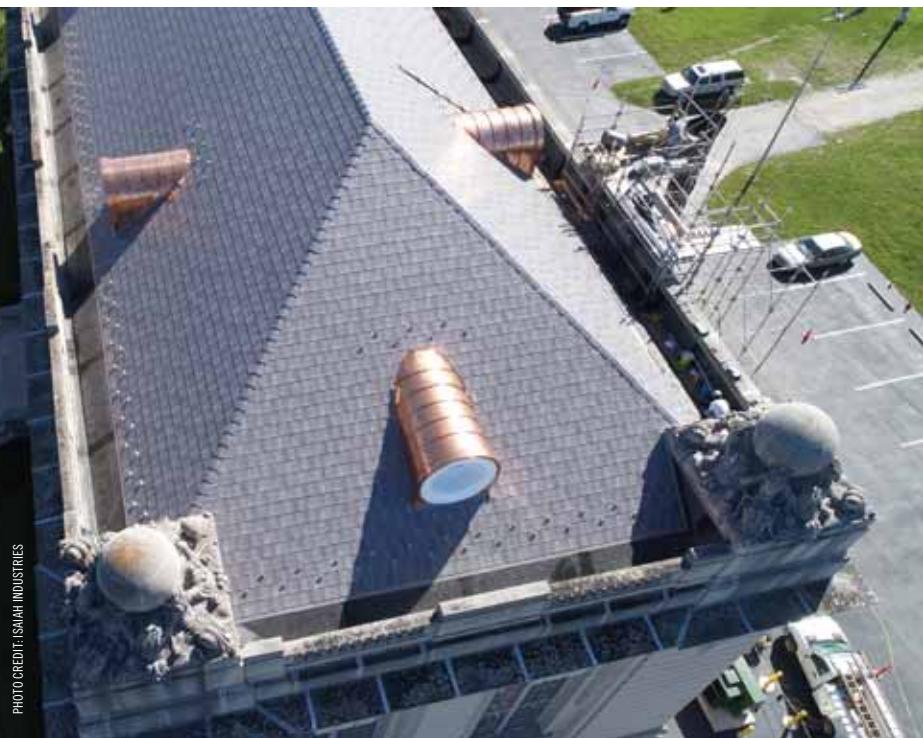


PHOTO CREDIT: ISMAH INDUSTRIES

Metal roofs provide an excellent return on investment due to their extended service life — recently shown to be 60 years or longer.



There are hundreds of color options for metal roofs, as well as highly reflective finishes that can boost energy savings

Advantages of Cool Metal Roofs

Because roofs can have a substantial impact on the energy use of a building, design experts are interested in the heightened solar reflectance and thermal emittance advantages provided by cool metal roofs. A cool metal roof can enhance efficiency in structures by decreasing air conditioning needs, which cuts down on cooling costs and bolsters comfort for building occupants. What's more, these

roof systems can achieve solar reflectance of over 70 percent, meeting the U.S. Environmental Protection Agency's Energy Star Roof Products Program performance criteria. With emittance as high as 90 percent for painted and granular-coated products, cool metal roofs are capable of mitigating the urban heat island effect and can improve air quality by reducing carbon emissions.

platforms that eliminate trip hazards and permanent lifeline systems — all of which can be added to both new and existing roofs.

"Metal roofs are an ideal platform for installing permanent safety systems, especially standing seam," Edgell says. "You can install tie-off points straight to the highs, with clamps that don't affect the longevity of the roof. This is especially important on floating systems where the metal has to expand and contract."

Above all, a company's safety program is vital to ensuring workers stay protect-



PHOTO CREDIT: ISMAH INDUSTRIES

ed. "It's definitely the best tool you can have," Edgell emphasizes. "We have a department full of dedicated safety specialists who are always accessible to the crews, and who work out safety concerns before projects even start. They train our employees on a regular basis — from our laborers all the way up to our executives."

"Preventing falls from heights should always be one of the highest priorities during any roofing project," adds David Weatherford, safety committee chair for MBMA. "There are no excuses for a safety manager to not protect his or her workers, given the easy access to OSHA's 1926 regulations. There are two valuable resources companies can utilize: the OSHA Directives (which inform safety

personnel of the policies and procedures for inspections) and the equally important Letters of Interpretation. The latter are often not directly answered, but they do give valuable advice for questions arising from implementation."

MBMA is strongly committed to every company having a comprehensive safety program and recognizes members annually through its safety awards program. "We are committed to promoting workplace safety and these awards recognize those companies that set an example for all of us," says Jennifer Oblock, account



High-quality coatings can be added to metal roofs to maintain vibrant colors for long periods of time.

executive for MBMA. "For our Building Systems members in 2018, 42 plant facilities participated in MBMA's Quarterly OSHA Injury Statistics Program, logging nearly 12 million hours on the job. Our Associate member awards program, enacted in 2017, extends the focus on safety across the industry to our suppliers' manufacturing facilities as well."

"Safety training is the best insurance for keeping employers and employees safe and in business," Weatherford adds. "To support these initiatives, MBMA offers a variety of safety resources that indus-

try professionals can utilize, including a Metal Roofing Systems Design Manual available in both print and digital format." For access to MBMA's suite of technical design guides, visit www.mbmamanual.com. **MR**

About the Author: Tony Bouquot is the General Manager of the Metal Building Manufacturers Association. He can be reached at 216.241.7333 or mbma@mbma.com.

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OSHA's On-Site Consultation Service

Program Helps Reduce The 'Fatal Four'

By Karen Knapstein

The Occupational Safety and Health Act of 1970 was enacted to help ensure employers act responsibly and provide "safe and healthful workplaces for their employees."

It's no secret that the construction trade is hazardous. After all, building and roof construction involves heavy tools, awkwardly shaped supplies that need to be man-handled, and powerful equipment necessary to get the job done. For those who have chosen to build for a living, serious injuries can occur in an instant.

As an employer, you recognize skilled labor is one of your most valuable assets. Naturally, protecting those assets ranks high on your list of priorities.

When the nature of your business is inherently hazardous and you have "Big Brother" [OSHA] looking over your shoulder to make sure you are compliant with the state or federal safety standards, it's no wonder employers might feel suspicious or perhaps targeted by the entity that is charged with ensuring the safest possible work conditions for America's working men and women.

Just how hazardous is construction? The Bureau of Labor Statistics (BLS) reported that out of 4,674 worker fatalities in private industry in calendar year 2017, 971 (20.7 percent) were in construction. This equates to one in five worker deaths in 2017 were in construction.

The 'Fatal Four'

The leading causes of private sector construction worker deaths (excluding highway collisions) were:

1. **Falls:** 381 deaths in construction in calendar year 2017 (39.2 percent of 971 total deaths)
2. **Struck by an object:** 80 deaths (8.2 percent)
3. **Electrocutions:** 71 deaths (7.3 percent)



OSHA encourages maximum employee participation in its On-Site Consultation Program. Employees can help pinpoint potential hazards during the jobsite walk-through.

4. Caught-in/between: 50 (5.1 percent).

This category includes construction workers killed when caught-in or compressed by equipment or objects, and struck, caught, or crushed in a collapsing structure, equipment, or material.

When totaled, these "Fatal Four" causes were responsible for more than half (59.9 percent) the construction worker deaths in 2017, the BLS reports.

Help For Reducing Jobsite Hazards

With the aim of reducing the number of work-related injuries and deaths, OSHA offers a free On-Site Consultation Program. According to the U.S.

Department of Labor, "OSHA's On-Site Consultation Program is the agency's primary program for providing small business owners no-cost consultation services to address hazards and improve workplace safety and health without fear of citations or monetary penalties. These programs are funded by OSHA and run by state grantees that are knowledgeable about the needs of the small businesses they serve."

The On-Site Consultation Program is a tool employers can use to facilitate a program that suits their own unique needs. An OSHA spokesperson explained: "By using OSHA's expertise to identify hazards and provide training and education

so that small employers may develop their own safety and health management programs, the no-cost On-Site Consultation Program has been able to help these businesses decrease workers' compensation costs, improve worker morale, and increase productivity."

OSHA reported that in federal fiscal year 2018, its On-Site Consultation Program consultants conducted more than 26,000 visits to small business worksites, which covered approximately 1 million workers across the nation.

Where To Find A Consultant

The Consultation Program is available in all 50 states, the District of Columbia, and several U.S. territories. It has demonstrated significant value to small and medium-sized employers. Being a voluntary program, it is up to employers to contact a consultant in their area. (Find a nearby consultant online at <http://bit.ly/OSHAconsult>.)

How The Program Works

There are four basic steps in the On-Site Consultation Program. The first step is an opening conference with the OSHA consultant to review the consultant's role in the process, as well as the obligations the employer incurs by participating in the program.

The second step is the workplace or jobsite walk-through. OSHA encourages as many employees to participate as possible, because better-informed employees can more easily work with employers to identify and correct potential workplace hazards. Talking with employees during the walk-through helps the consultant identify and judge the nature and extent of specific hazards.

The consultant will study the entire workplace or the specific operations the employer designates. Consultants will discuss the applicable OSHA standards and also will point out other safety or health risks that might not be cited under OSHA standards, but may pose risks to employees.

Hazards identified during a walk-through vary, and are dependent upon

the workplace and the work operations performed at that particular site. Potential hazards could be machines that are unguarded, workers not wearing appropriate personal protective equipment, and lack of fall protection.

Hazards that are more common —

and even easier to fix — are blocked or locked exit doors, blocked passageways, and improperly stored materials.

On-site consultants help employers recognize these and other hazards in their workplace and make suggestions for solving safety and health problems.

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The Bradbury Group, companies make a wide range of equipment for the metal building and trim roll formers, Bradbury Long Folders, Panther Cub II Sitter/Shears, uncoilers, recrollers, hemmers, slitters, portable roll forming equipment, metal tile equipment, gutter machines, continuous and coil slitters, coil slitters, coil straightener, embossing and calendaring equipment, and Intelli-Fold, Slat and Cobalt controls.

www.bradburygroup.com



Since 1985, Drexel Metals has provided a full line of sheet metal forming, engineering, metal roofing systems, equipment and custom fabrication services. Drexel Metals operates several sales, fabrication and distribution locations throughout the United States. In addition to our own manufacturing abilities we extend our fabrication capabilities to our local CM-Arm members, who are licensed fabricators, certified installers and distributors that further market Drexel Metals proven-brand products, all site-certified by Drexel Metals' industry-leading warranty programs. It's what we like to call Metal Roofing On-Demand!

www.drexelmetals.com



Known for building the most robust machines on the market, Eastside Machine Company has been manufacturing high-quality roll-forming machines for siding, gutter, soffit, fascia, trim and specialty profiles since 1960. Today, Eastside continues to provide the best in plant and portable job-site roll formers their customers have come to expect while offering unmatched training and product support. All Eastside machines, rollers and stations are made in the USA.

www.eastsidemachine.com



Marion Manufacturing adds value to the metal. Marion Manufacturing designs, fabricates and installs custom manufacturing and production machinery. Marion specializes in metal forming equipment such as: roll formers, uncoilers, shear, slitter, etc. Marion Manufacturing also offers a full-service machine shop and re-tooling/service on other brands of equipment.

www.marionmanufacturing.com



Metal Rollforming Systems (MRS) designs and manufactures industry-leading rollforming equipment and accessories. Our complete in-house design and engineering capability allows us to price the equipment at a very competitive price, making us a leader in rollforming equipment manufacturing. MRS' product lines consist of single and double track rollformers, slitters, sheet stackers and much more. Metal Rollforming Systems take great pride in our customer support both before and after the sale.

www.mrsrollform.com



Since 1991, New Tech Machinery has assisted contractors worldwide gain more control and profitability on their projects by manufacturing the world's finest portable roll forming equipment. Our seamless gutter machines, metal roof panel machines and specialized equipment revolutionized the metal construction industry by bringing versatile, easy-to-use roll forming products right to the job site. Our equipment is also backed by the best warranties in the business! Don't get stuck with an imitation, demand New Tech Machinery!

www.newtechmachinery.com



The Englert Metal Man FP1300 Panel Rollformer is a state-of-the-art roll forming machine that runs the A1300 Panel in various gauges and types of materials with near infinite options for scrap. On-site fabrication eliminates shipping costs and short shipments while reducing sizing errors and providing packaging and freight savings. Available in 16-inch and 20-inch coverage. Financing available.

www.englertinc.com



ESE machines manufactures and sells hand seamers for single-lock and double-lock standing seam metal roofing. ESE Power Seamers run on pre-formed seam widths ranging from 2½-inch to 7½-inches. ESE also supplies tong, dolly and cleat bending tools for specific to single- and double-lock forming.

www.esemachines.com



A compact Malco TSM Double-Cut TurboShear clearly navigates 90° outside angled standing seam panels. It can be paired with a Model DEFT 24-inch or DEFT 18-inch Folding Tool and SG11 Seamer with Vinyl Gripped Jaws, this trio is a complete system for making perfect drip edges in standing seam panels. Add a hand-operated ER3 Edge Roller to make precise trim-edge bends in standing seam and you have an arsenal of labor-saving Malco options from which to choose.

www.malcoproducts.com



Roll Former Corporation's VS-150 Machine is the company's most versatile multiple profile machine forming 1" & 1½" standing seam profiles—complete with hydraulic drive and shear as well as adjustable panel width of 9" to 24". The VS-150 is offered with Optional Panel Dies giving the contractor up to eight (8) different panel profiles. Snap Lock & Tong Board & Batter Panel and Cap profiles. All of this with quick and easy changeover! Call us today at 215-937-2511.

www.rollformercorp.com



Swenson Shear manufacturers tools for the metal roofing industry. Swenson offers its SnapTable Pro, an all-in-one panel preparation system for cutting, curving and hemming capabilities for standing seam. Each component can also be purchased separately. Swenson's newest editions are the Cut Master, which provides consistent notches/cuts and the Eave Master, which notches/heads leading and trailing edges. Swenson's original shears are a must-have for exposed fastener profiles. Additionally, Swenson offers Stone Coat tools.

www.swensonsshear.com



Zimmerman Metals manufactures a complete line of roll form machines for metal roofing and wall / soft side panels. Panels are formed from aluminum, steel and copper for architectural, commercial and residential applications. Machines are available in portable or in-plant models. Roll formers feature welded tubular steel frame, independent drive system always centered on the panel, 304 stainless steel free spinning forming rollers, panel width from 12-24 inches, multiple panel profiles, tooling change in seconds and 100% yield. The L580 Gap-30 rated panels, Zimmerman also offers the Quick-Span Arch Building Machine. Zimmerman Metals has delivered quality workmanship and service since 1936. Made in the USA..

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Sharon Thatcher, editor

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Gary Reichert, sales

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WORKPLACE SAFETY

A closing conference (step three) will follow the jobsite walk-through. During the conference, the consultant will review detailed findings with the employer. Those findings will include aspects the employer can improve upon, as well as pointing out what employers are “doing right.” It is during this closing conference that problems, possible solutions, and abatement periods to remedy any serious hazards that were identified during the walk-through, are discussed.

Some situations prove more pressing than most. The Program Guide explains: “In rare instances, the consultant may find an ‘imminent danger’ situation during the walk-through. If so, you [the employer] must take immediate action to protect all employees. In certain other situations that would be judged a ‘serious violation’ under OSHA criteria, you and the consultant are required to develop and agree to a reasonable plan and schedule to eliminate or control that hazard. The consultants will offer general approaches and options to you. They may also suggest other sources for technical help.”

The fourth and final step of the On-Site Consultation Program is hazard abatement and follow-through. During this step, the consultant sends the employer a detailed written report explaining the findings and confirming any abatement periods agreed upon.

Consultants also provide aid in developing programs in which employers can train their employees in hazard recognition and avoidance. The guidance from qualified experts takes some of the pressure off employers to know it all.

The consultant may contact the employer periodically to check on progress. OSHA requires hazard abatement to ensure that each consultation visit achieves its objective: effective employee protection.

In the event that an employer fails to eliminate or control the identified serious hazards (or an imminent danger) according to the plan and within the limits agreed upon (or an agreed-upon extension), the situation would then be referred from a consultation to an OSHA enforcement office for appropriate action.

An OSHA spokesperson made the assurance: “The consultation is confidential and will not be reported to OSHA inspection staff. No citations or penalties will be issued and your only obligation is to correct serious job safety and health hazards.”

Conclusion

In a 2016 interview with *Safety & Health Magazine*, then-Deputy Assistant Secretary of Labor for Occupational Safety and Health Jordan Barab explained, “Any small employer can essentially get a free visit from a consultant who can point out all the health and safety issues that we [OSHA] might find in a later inspection, and give them an opportunity to correct those.”

The On-Site Consultation Program is OSHA’s equivalent to the answers at the back of the teacher’s textbook. Why not use them before the test? **MR**

Sources: OSHA.gov; safetyandhealthmagazine.com



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See You In Queen City!

Registration Opens For Construction Rollforming Show

The first annual Construction Rollforming Show is open for business. Registrations for trade show admittance and educational programming are now being accepted.

The December 12-13 trade show, which focuses solely on the metal roll-forming industry, will be held at the Duke Energy Convention Center in Cincinnati. Premier show sponsors include Acu-Form Roll Forming Equipment; ASC Machine Tools, Inc.; MWI Components; AMS Controls; and Hershey's Metal Meister, LLC.

Roll-formed metal wall and roof panels comprise a large part of the agricultural, commercial, post-frame, and residential construction markets. It is a rapidly growing — but previously underserved — segment of the metal construction industry.

The event's new owner, Shield Wall Media, remains steadfast and enthusiastic after purchasing the show from F+W Media. Publisher Gary Reichert said, "Less than a year ago, we debuted the premiere issue of *Rollforming Magazine* at METALCON. And now, just a short while later in the grand scheme of things, the registrations are open for the premiere trade show devoted exclusively to roll forming.

"There is strong anecdotal evidence from manufacturers and component suppliers that this specific niche in the construction industry is growing," Reichert continued. The environmental factors also point to growth. As asphalt prices increase, the investment gap between a traditional asphalt shingle roof and a more durable metal roof closes. As various types of metal roofing becomes more competitive, the additional demand results in more manufacturing.

"This segment has been ignored for too long. One of the tasks

facing *Rollforming Magazine* and the Construction Rollforming Show is generating actual market data," he explained.

The Construction Rollforming Show is targeted to an audience of medium to large builders, dealers, distributors, and manufacturers. During this special event, more than 50 exhibitors will fill the 15,000-square-foot show floor. From raw materials to automation software, exhibitors will feature products and information to support all facets of the roll-forming industry.

In addition to a trade show, the Construction Rollforming Show includes educational programming tailored specifically to roll formers. The education package includes presentations on inventory control and management, improving quality and productivity, coil and steel metallurgy and properties, paint and coating technology, business best practices and development, with more sessions yet to be added. Of significant note is a special presentation on Friday, December 13, which focuses on industry metrics on roll forming in the construction industry and its potential for growth.

Two registration options for the Construction Rollforming Show are available. Admission to the trade show is \$45, while trade show admission *plus* admission to all the educational opportunities is \$150. To register, visit <http://bit.ly/RFShow2019>.

The Duke Energy Convention Center is located at 525 Elm Street, Cincinnati, Ohio. Special discounted room rates are available at the Hyatt Regency Cincinnati; to receive the discount, you must mention The Construction Rollforming Show when making your hotel reservation. (Reservations: 513.579.1234)

For more information about the show, including remaining exhibition and sponsorship opportunities, contact Gary Reichert at gary@shieldwallmedia.com or 715.252.6360. **MR**

**Construction
Rollforming
Show**
2019



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Unique Equine Expo Complex Deep In the Heart Of Texas

Numerous roof heights and wall-to-roof conditions made roofing for this 174,000 sq. ft. equine livestock complex a challenge. The framing base of columns are at various elevations throughout the project, with three floor levels at some locations. A lot of care and oversight by all parties was needed to ensure the quality of the installation.

The heart of the facility is a 130 x 300-foot performance arena. The facility also supports a 110 x 200-foot warm-up arena, 136 premium stalls, 12 stock pens (20 x 20 foot), 800

permanent seats, private meeting rooms, dedicated show office, judges' office, first aid room, and new premium RV parking and hookups.

The design and structure of the facility allows for maximum event planning flexibility for the Expo. The air conditioned main arena and bar area offer a unique venue which was non-existing in Central Texas. The structure is a clean, modern appearance and the feedback from event users thus far has been exultant. **MR**

month

www.vp.com

Project Overview

Location: Belton, Texas

Size: 170,440 sq. ft.

Builder: Sure Steel Inc., South Weber, Utah

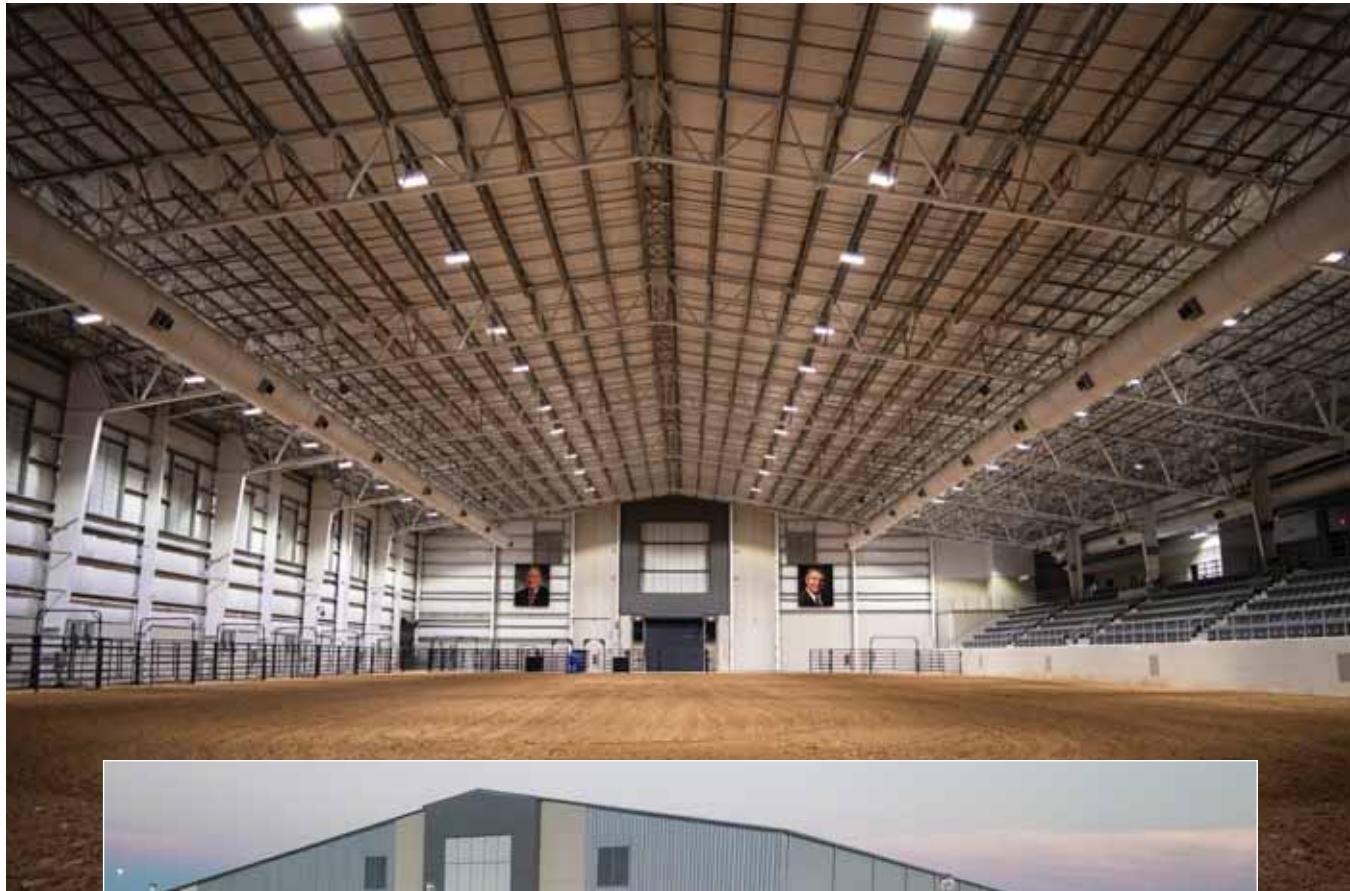
Designer: Hahlfeld, Hoffer, Stanford, Fort Worth, Texas

Building System: Varco Pruden (VP), rigid frame, continuous beam, wide bay

Roofing: SSR with Galvalume in Cool Metallic Silver Straw Gold, from VP

Wall Panel: Vee Rib and Impress Clad from VP

Accessory Suppliers: Priefert Rodeo & Ranch Equipment; Kiser Arena Specialists



Make YOUR Way To STEEL CITY

29th Annual METALCON Offers Opportunity For Growth

The METALCON trade show is the largest event in North America dedicated to metal in design and construction. It is the only all-metal show in the world. At the 29th annual event, this year being held in Pittsburgh, experts from more than 220 companies will be showcasing a diverse range of metal construction products including services, equipment, and technology.

"Multiple factors go into the decision of where the show will take place each year," said Claire Kilcoyne, METALCON Show Director. "Given Pittsburgh's illustrious history in the steel and metal industry, along with its booming development and being home to local long-time partners, PPG and U.S. Steel, selecting Pittsburgh for the 2019 show was easy. With Pittsburgh's two iconic companies serving as METALCON's premier sponsors, we couldn't feel more welcomed in the 'Steel City,' and we can't wait for our home-town title sponsors to show us around."

At the 2019 METALCON, industry specialists will once again present key topics in the show's education programs.

Keynote Speakers

Four-time NFL Super Bowl Champion Rocky Bleier is pre-

WHAT: METALCON 2019

WHO: Designers, builders, developers, contractors, fabricators, and suppliers from more than 50 countries

WHEN: Wednesday, October 16-Friday, October 18

WHERE: The David L. Lawrence Convention Center, 1000 Ft. Duquesne Blvd., Pittsburgh, Pennsylvania

To learn more and to register, visit www.metalcon.com

DELENS/SHUTTERSTOCK

senting the keynote address on Wednesday, October 16 from 11 a.m.-noon. After being drafted by the Pittsburgh Steelers in 1968, Bleier was drafted by the U.S. Army a year later to fight in Vietnam. He was wounded in combat and told he would never walk again. He rehabilitated himself to condition for re-entry into the NFL and — defeating the odds — regained his running back position.

Bleier, who played for the Pittsburgh Steelers, will discuss why some organizations dominate and some lose, and he will define the ingredients for "real" success. He focuses on winning through perseverance, hope, commitment and trust. Bleier's address is sponsored by United States Steel.



PHOTOS COURTESY METALCON

On Thursday, October 17 from 11 a.m.-noon, former Pittsburgh Penguins and New York Islanders player Bryan Trottier will give his keynote address. He grew up in the small, remote town of Val Marie, Saskatchewan, Canada. At the age of 14, Trottier quit school and left home to pursue his hockey career. Experiencing bullying and discrimination, Trottier found strength in being a part of his team.

Sponsored by PPG Industrial Coatings, the seven-time Stanley Cup winner will share his journey, including the life lessons learned, the importance of leadership, the uniqueness of team and how it strengthens an organization, the importance of diversity in an organization—diversity of thought, perspective and experience.

Special Programs

On Tuesday and Wednesday, October 15-16, Jim Bush, Vice President of Sales & Marketing of ATAS International Inc., is presenting the two-part *Metal Roof Installation Training Program* (Session Numbers SP1 and SP2). The eight-hour certification program is based on MCA's *Metal Roof Installation Manual*. Participants can experience quality face-time with industry experts and hands-on training in topics including:



More than 220 companies will showcase their products at the trade show.

substrates, safety, sealants, flashings, panel types and connections, tools, fasteners, maintenance and more. Upon successful completion of the training program, a qualified individual will be presented with MCA's Metal Roofing Certificate of Completion.

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Visitors will have an opportunity to see equipment in operation.

Growing Your Business

Industry experts will present the latest business trends and techniques at METALCON 2019. Returning this year is Danny Kerr, co-founder and managing partner of Breakthrough Academy (BTA). Kerr will present *The 3 Keys to Getting Out of the Day-to-Day in Your Business* in the main PPG Theater on both Wednesday, October 16 and Thursday, October 17 from 2:00-2:45 p.m.

Kerr will also present *Structuring Your Company for Maximum Productivity* in the Learning Center on Wednesday, October 16 and Thursday, October 17 from 3:00-3:30 p.m.

New to the show this year is Sam Beiler, co-founder and CEO of Boostpoint, LLC. Beiler is presenting *How to Build a Local Brand that Generates More Business* in the Learning Center on Wednesday, October 16, from 2:00-2:30 p.m.

Also new to METALCON this year is Ryan Groth, founder of Sales Transformation Group, Inc. Groth is presenting *Predictable Revenue: 5 Steps to Getting off the Revenue Rollercoaster* in the PPG Theater on Thursday, October 17, from 1:00-1:45 p.m.

Additional Presentations

This year's two Learning Centers will offer five 30-minute sessions between 1:00 and 5:30 p.m., on Wednesday and Thursday. The Metal Construction Association will lead sessions on:

- New Testing for Metal Roof Flashings;
- Sealants Types and Application Guidelines for Metal Construction;
- Thermally Broken Attachment Systems;
- Next-Generation Solar Applications;
- The Limitless Applications of MCM; and
- Expanding Your Metal Roofing Business.

Also in the Learning Center, the Metal Roofing Alliance is presenting *Quality Metal Roofing — Why it Matters*.

New Technology

New to the METALCON show floor this year is CONTECH, which showcases the latest in construction technology. Sponsored by US Steel, the CONTECH interactive hub features the hottest trends in wearable monitoring technology, wireless sensors, building information modeling (BIM), robotics, drones, smart building systems, 3D visualization and modeling, and more. METALCON offers attendees the opportunity to discover how this new technology improves productivity standards, creates a more engaged company culture and streamlines business processes. Experts in the industry will demonstrate cutting-edge products and present the latest trends in construction technology.

Cash Prize Drawings

Returning this year are the Innovation Station cash giveaways. To qualify for the cash drawings, METALCON attendees must first download the METALCON app on their mobile device. They then need to visit all of the 10 Innovation Stations on the show floor and scan the QR codes. The Innovation Station participants include ATAS International, ASC Machine Tools, The Bradbury Group, CIDAN Machinery, Metalforming, PPG Industrial Coatings, Roofers Coffee Shop, Sherwin-Williams Coil Coatings, Triangle Fastener Corporation, and United States Steel.



QR codes will be located at 10 Innovation Stations. Scan to be eligible for prizes.

Once all the QR codes have been scanned, visit the Deck, the official METALCON gathering place in the exhibit hall, and listen for your name to be called during the drawings. Drawings will be held Wednesday and Thursday, October 16-17 at 2 p.m. and 5 p.m. each day. Contestants must be present to win.

Metalcon Gives Back

Continuing METALCON's 20-year history of "giving back," this year's fundraising efforts will benefit the Veterans Leadership Program of Western Pennsylvania (VLP), a 501c(3) veteran-centric nonprofit organization headquartered in Pittsburgh. The VLP provides essential housing, employment, and vital supportive services for eligible Pittsburgh-area veter-

ans, active service members, and their families with the goal of improving their self-sufficiency, sustainability, and quality of life. Founded in 1982 as the Vietnam Veterans Leadership Program of Western Pennsylvania, Inc., VLP was born of the socioeconomic crisis created by the collapse of the steel industry throughout Western Pennsylvania.

Oktoberfest: Metalcon Style

Those who enjoy a bit of barley-pop while networking will want to make sure they take advantage of the METALCON Oktoberfest. On October 16-17 between the hours of 1 and 6 p.m., select exhibitors will be serving up beer. Attendees should watch for the "Stop Sign" signage for participating metal industry leaders.

While In Pittsburgh

"Pittsburgh has so much to offer our attendees," Kilcoyne noted. "Carnegie Science Center, Carnegie Museum of Natural History, Pittsburgh Zoo, PPG Aquarium and Andy Warhol Museum are truly worth a visit. And, if folks feel like walking around the city, be sure to check out Pittsburgh's Strip District, featuring local food vendors, unique restaurants



Celebrate Oktoberfest with some barley-pop at participating exhibitor displays. Watch for the "Stop" signs.

and Pittsburgh-themed shops. Also, the Duquesne Incline Observation Deck offers a great view of the city skyline, and Point State Park is a great spot to see where the Allegheny and Monongahela rivers meet to form the Ohio River." **MR**

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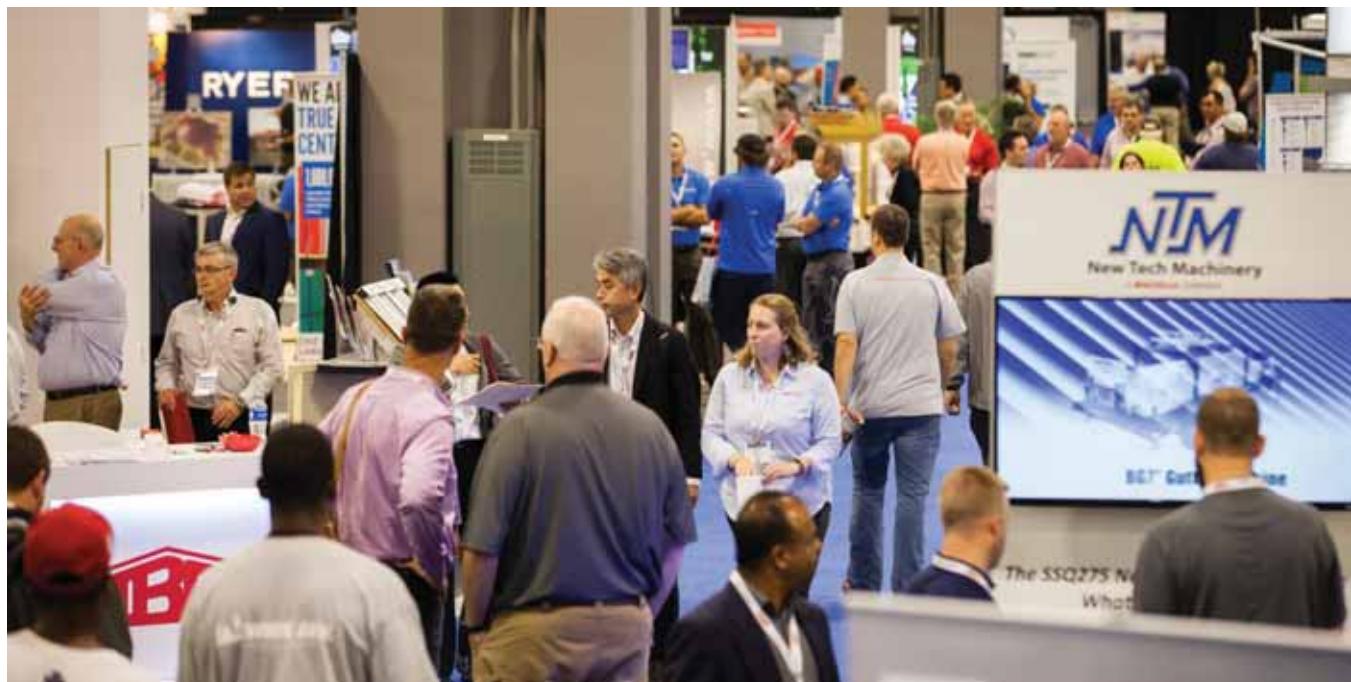
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METALCON EXHIBITORS



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The Bradbury Group (The)

BOOTH 817

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Since 1985, Drexel Metals Inc. has provided a full range of superior-quality engineered metal roofing systems, equipment and custom fabrication services. Drexel Metals operates several sales, fabrication and distribution locations throughout the U.S. In addition to its own manufacturing abilities, fabrication capacities are extended to local DM-ARM members, who are authorized fabricators, certified Installers and distributors that further market Drexel Metals proven-brand products. They are all site-certified by Drexel Metals' industry-leading warranty programs. It's Metal Roofing On-Demand!



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METALCON EXHIBITORS



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Rollforming Magazine is a quarterly magazine devoted to the construction roll-forming industry. Its sister publication, *Metal Roofing Magazine*, follows the professional metal roofing industry and is published 7 times a year. They are published by Shield Wall Media LLC, which also publishes *Rural Builder* and *Frame Building News*. Ad and editorial staff will be on hand at METALCON.



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From Coal Mines To Rooftops

After a long hard journey, this former miner has found his success topside

By Sharon Thatcher

According to former coal miner, Brian McCown, there is an old saying about work opportunities in his area of eastern Kentucky: "the old saying is: coal mine, moonshine, or move on down the line," he said.

But McCown has added one of his own: metal roofing.

McCown's operation, Brian McCown Construction, Eolia, Kentucky, is not huge: just himself and two employees. His work doesn't include huge copper steeples or fancy architectural shapes. It does include many challenges, however, and ample opportunities to make a living at what he enjoys in a hardscrabble area devastated by the decline of coal.

McCown tells his own story best.

"We all started out around the coal fields," he said. "My dad worked his whole life in the coal mines and I just thought that was the direction I was supposed to go. I had about 11 years around coal mines."

He worked four 12-hour shifts, followed by four days off. During his off hours he found other employment.

"I've always done something with my hands," he said. "My dad was one of these guys who built everything we had. We didn't buy much, we made it. He could build and do anything. He drove into me to be all I could be; get out and make it by yourself. When I was younger, I was mad at him because I wanted to play, but he drove into me how to make it."

The type of part-time jobs McCown was picking up included home repair. People in his rural area recognized the value of metal panel, often using it for underpinning mobile homes. "We took a job one time on a place; we built some things, and while we were there [the owner] tried to talk us into doing a metal roof," he recalled.



Brian McCown, owner of Brian McCown Construction, Eolia, Kentucky.

Inexperience was no excuse. "We got into it and it turned out ok," he said. "We got it looking nice."

"Then we done another one or two [metal roofs] by word of mouth, and after we had done four or five of them we thought, well, maybe this is something to get into. We started making a few business cards and doing our homework."

The work kept coming.

"At times I was doing better on my four days off doing this type of work than on the days at my regular job. I got so busy that I was working every single day," he said.

McCown decided to go full time into the roofing business in 2008. His decision coincided with the arrival of the Great Recession, but his options were limited. Times in the coal mines were getting tough. The country was being encouraged to move away from coal, and demand was diminishing.

McCown's father, who worked up through the mines to be a supervisor,

was nicknamed "Work Work" because of his commitment to his job. "When he took that management position it was like the mines were his. I remember as a kid, he would come home from his shift, eat a bite and turn right around and go back. He drove into me, if you want it, Son, you gotta' work for it; go out and get it ... I always looked up to him. He always said, you can be a little or you can be a lot, it's up to you."

Although his dad died early, the values he instilled in Brian did not. "When I got into [the business], I decided that I'm going to fight this battle and I'm going to fight it until I can't no more, and if I lose, I'm going to stand back and say I gave it my best."

It was a struggle, he admitted. "I had to go through some hard times ... In the beginning, I didn't really get connected with anybody to help me, I didn't have any work to show for it. I come in hoping I could make it, with no good way of showing I could make it."

"If you'd seen how I got started, gosh I was struggling. I bought this van, it was like a passenger van, and I just jerked the seats out the back of it and threw me a ladder rack on top of it, and I was trying to make it. If you'd seen over the years how we advanced, and where we came from, as small as we are, and as poor as we started, I'm just proud of where I am today."

"One thing that got us through," he added, "was being able to do other things. We'd go build decks or porches or porch roofs or vinyl siding, do some interior work, remodeling, new additions. We had to be able to do other things or we would have gotten really hungry."

Another sideline was making rustic furniture from old barn board and pallet wood. He also loved to work on hot rods, and would buy an old one, fix it up and sell it for a profit.

"My No. 1 priority was still my business. Once I started it, I was going to push it until I couldn't see no more light at the end of the tunnel. Whenever I could see that the day was done, that I couldn't do nothing else with it, it was nothing for me to open up my garage doors and start working on cars or build furniture."

BETTER TIMES AHEAD

The hard times of getting established are behind him and the metal roofing business has never been better. "I'd say in the past 5 years we've been really, really busy; this year in particular has been a record-setting year. We are leaps and bounds ahead of where we were last year," he reported.

A lot of McCown's work involves reroofing older homes. The challenges are often complicated by houses that started out small and grew in contorted roofing directions as families grew. They were originally roofed with asphalt that could bend and slash easily around the contortions, but didn't last. "The weather we have here is pretty tough on shingles sometimes and they just don't hold up. They'll develop issues and people will call us up and wonder what some options are," McCown said. Metal has become a



This home has seen many additions over the years as a family has grown. The resulting roof can challenge metal roofers like Brian McCown who has learned through experience the tricks of dealing with the twists and turns.

popular option.

Once working only within a small home range, McCown has branched out. "Now we travel into Virginia, and we've worked in Tennessee, Kentucky. We've gone up to 200 miles. Most are customers who live here locally, and they have a house or a little cabin in Tennessee where they hunt or vacation."

McCown said about 75 percent of what he does is metal roofing, with an increasing number of new post-frame metal buildings on his list. His crew does everything from laying the concrete, to framing, to electrical and plumbing.

He is hoping to add more new buildings since they are quick to build and

easier to roof than older, patched-together houses. Hobby shops are particularly popular with his car-collecting friends. "I've built six of those metal buildings so far this year and I have two more to build. I know that work don't sound huge, but in a small little community where there's not a lot of money rolling through, its huge for us," he said.

THE VALUE OF A TRUSTED SUPPLIER

McCown considers his metal supplier an important ally. He buys from Taylor Metal Roofing & Siding (www.taylormetalsales.com), which has locations in both Prestonsburg and Jenkins.

He likes having a local supplier for his metal panel because service is quick. "Any time we need material it's no more than 15 minutes to half-an-hour away," he said, "and the staff is always ready to help us."

MARKETING HIS BUSINESS

McCown relies a lot on word-of-mouth advertising for his marketing. "Word of mouth they say, whether it's good or bad, it's going to follow you. That's probably the biggest thing that's kept us working," he said.

He estimates that 8 out of 10 calls are from people who were referred by previous customers.

Some people may review his Facebook page as well. "We post all of our work, so that gives everybody a good view of what we do, and they can read the comments of the previous customer, what kind of job they got," he said.

HIS CREW

McCown's crew includes himself, plus a 30-year construction veteran, and a young newcomer, all with strong work ethics. There are times when McCown considers adding a second crew or at least another crew member to his 3-man team. "We could stand another guy, but we've talked about it amongst ourselves and to find somebody that would fit into with what we're looking for ... we're pretty particular and pretty much like family."

He added: "I've got a crew right now that I think I could split into 10 directions and they'd be as good as anybody. Right now, it's just us and we work like clockwork. We know what each other's thinking. When we get out of the van in the morning, everybody's got a job to do and you don't have to say a word to nobody. All you have to do is head up

the ladder and get busy. These guys are just down-to-earth country people who want to go out and make an honest living, go home, rest up and do it all over again."

PRICING CHALLENGES

Pricing a job for reroofing in particular can get complicated.

"You never know what you're getting into," McCown noted. "You can get into a really old house, and it's so rotten and so damaged and you're in a mess. You can't hardly price a job like that at the beginning because you never know what you're going to get into. This is what I tell people: I can price this roof to you, but if once we get up there and start putting it on, if there's nothing for it to bite into, we've got to pull this up and see what's going on."

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ADVICE TO NEW ROOFERS

"If I had to tell anybody something about wanting to get into something like this, I'd say, you've got to be determined," McCown advised. "Be able to make it in the beginning knowing that you're not going into it wide open and at the top."

Also, be prepared for slow times; "because it's going to come, so be able to make it through that," and try to find someone you can depend on for advice. "Not only try to be financially prepared, but try to find somebody [a mentor] that is willing to help, and don't hesitate to say thank you or to pay them back.

"It's a team that makes any of this happen," he emphasized, pointing to his own business experience. "It's not all about Taylor Metals, it's not all about me, and it's not all about my workers, it's also about the customer. And I never fail to thank the customer for giving us an

opportunity to earn their business."

He hesitates over the word 'customer'. "They're not really classified as a customer to us," he said. "When we leave there, we make friends of these people. I stand behind our work. I tell them straight up, if you ever have trouble, call me and I'll be back."

McCown finds it hard to turn anyone away, especially someone on a small-town budget with a leaky roof. He has been there himself and concedes that life can take some unexpected turns and he could land there again one day. At the same time, he doesn't want to downgrade his materials, which in turn could downgrade his own business. "One question I get asked a lot, is do you have a #2 grade metal available, but the look just doesn't hold up, so we try to get them the best quality of materials we can at a budget cost," he said.



McCown has added the construction of new post-frame metal buildings to his business. Popular in his area are hobby shops, sheds and garages. The simple roof lines are a welcome respite from standard roofing projects.

"Things like that keep us working," he added, "because people know that we're not out there to just rake in every penny we can, but we are compassionate about what we do and have a heart for people who can't do as they'd like to because of a health condition or the money they have."

Still, the roofing business is "hard, hard work. I'm just happy to be where I am today," he said. "Financially I'm doing good, but it's backbreaking work. ... When you get home, you know where you've been all day."

As McCown looks back on his journey, he is amazed at how far he's traveled. It's been a long, hard road and a rough hill to climb. "It's really emotional to look back at the bottom of that hill and wonder how in the world did I climb it," he said, "and I don't think I could go back to the boy and get back up it, honestly, because of how dang tough it has been, and you wouldn't believe how many [people] had tried it and failed. I feel so fortunate and thankful, you just don't know!" **MR**

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Editor's Note: This article is the first in an ongoing feature column called "Peak Performers" looking at successful metal roofing companies and suppliers, big and small, throughout the country. If you have a business in the metal roofing industry and are willing to share information about your journey, or your journey to complete a particularly challenging project, contact sharon@shieldwallmedia.com. We don't charge anything, we don't pay anything, but you can use the nationally published article as bragging rights in your own marketing efforts.

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Marco delivers the most tested and certified metal roofing products on the market.

Marco On The Move

The Marco Industries website states “We make the best roofing ventilation and accessories for metal roofs—period.”

That's a bold claim. Especially since the company is owned by a man who had no real experience in the industry when he invested in the company.

It was 1991 when a small company called Marco Industries retained Blake Atkins to handle their tax and legal matters. Atkins, an attorney and CPA, had numerous successful businesses as clients at the time and he recognized potential when he saw it. So he invested in his client. Again and again. Finally, in 2015, he found himself sole owner of the company. But even though Atkins had no prior experience in metal roofing, he does know how successful businesses work, and he's put that knowledge to good use at Marco.

“From watching and working with many successful clients, I understand and appreciate good business practices and I saw real potential in the market for Marco,” Atkins said. “The real secret, though, is that I always endeavor-



Recent promotions include Rodney Harrison to Manufacturing Operations Manager, Brenda Smoot to Supply Chain Operations Manager, Heath Tiefenauer to Director of Operations, and Marlene Gomez to Quality Control Manager.

or to surround myself with smart people. I always say I want to have somebody smarter than me in every position at Marco, point them in the right direction, and let them do their job.”

That philosophy has paid off. Through improvements in production, logistics, purchasing, training and more, Marco expanded its product line from closure to a full Weather-Tite™ System of solutions shipped from six distribution centers across North America. You could say, Marco was on the move.

“Marco started with a great product—closure,” said Atkins. “Then came a real breakthrough, our patented LP2™ Ridge Vent. That really put Marco on the map.”

LP2 is a custom-cut vent strip made from Python™ polyester vent material inserts. This durable, modified polyester is a non-woven, non-wicking, fiber-based matting that provides a snug fit and optimum ventilation at a lower cost than traditional fans and louvers. The patented product offers a superior

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net-free ventilation area that reduces condensation and helps lower utility costs.

LP2 was such a success, the company did something not typical in their industry. While their competitors were simply buying materials and assembling ventilation products, Marco invested in capabilities to manufacture its non-woven material in-house; they now manage the entire process, start-to-finish, on all their non-woven venti-

owing and operating his own roofing and scaffolding installation company. His in-depth knowledge of the metal roofing industry is key to the company's future strategy and has been instrumental in its recent success.

Jill Porter, Marco's very first office employee, was promoted to Vice President of Administration. Porter has been with the company 25 years and has served in various capacities. Her expertise keeps the back office run-

company into its next phase of success.

"We're very proud of our history of innovation and service," said Westgarth. "We've built a robust line of solutions, unbeatable product quality, and lean, efficient, in-house manufacturing capabilities. Now, our primary focus is getting our solutions to market in new, innovative ways through strategic partnerships, expanded distribution models and other avenues perhaps not typically associated with this industry."

You could say Marco is on the move again. And once again it's with the same out-of-the-box approach that brought their manufacturing capabilities in-house when nobody else would consider such a thing. Today, the company is determined to go beyond being an old-school provider of products. According to Atkins, they want to do things differently and better for the company, its employees, and its customers. From a cost and timing standpoint, he is determined to deliver Marco's quality products to customers more efficiently than ever before.

Westgarth agrees. "It's the future of the company; new alliances, new directions, but the same passionate commitment to superior quality across all our product lines."

Make no mistake, Marco won't abandon its strict policy of never sacrificing quality to get a sale. But it's also embracing fresh, out-of-the-box thinking on finding ways to get those quality products to customers across North America. In fact, Atkins says the company likely has more opportunity today than in the last five years combined. Yes, Marco is on the move once again.



Blake Atkins
Owner of Marco Industries



Neil Pierre Westgarth
President of Marco Industries



Jill Porter
Vice President of Administration

lation products. That gives the Marco team total control over both product quality and manufacturing efficiency.

"In the last four years, there's not one piece of our production process that hasn't been changed for the better," Atkins said. "Improvements in those processes have helped us deliver superior products and service, and the market recognizes that. Even in a year where the entire construction industry has been off due to weather and other issues, our business has been up year over year."

Those improvements have been directed by an experienced leadership team that has been fine-tuned over the last few years. Just recently, several more changes were announced that will set the direction for the company in the future.

Neil Westgarth, who has worked with Marco since 2008, was named company President. This former police officer and rugby player from Wales has 20 years of industry experience, from sales and management positions to

ning smoothly and efficiently which, in turn, helps the company focus on its excellent customer service.

Heath Tiefenauer was named Director of Operations after 14 years with the company. Having started as a shipper/receiver, Tiefenauer understands every logistical detail of operations within the company and has been an invaluable leader in helping transform the company's processes.

According to Westgarth, these promotions and others are deliberate, strategic moves that place a great deal of experience in positions to lead the



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METALCON Discount Offered To MRA Members, Workshops Planned

Metal Roofing Alliance (MRA) is offering more opportunities to save and learn during METALCON 2019, held in Pittsburgh, October 16-18.

MRA members and non-members can now register for the event for the discounted price of \$55 using promo code: MRA2019. That represents a \$40 savings off regular METALCON registration prices (manufacturers, suppliers, and distributors are excluded).

MRA also is hosting two expert seminars during METALCON, exploring topics designed to help attendees capitalize on the booming metal roofing business, including:



YOUNG INSTALLERS THE NEW LABOR FORCE

DATE: Wednesday, Oct. 16, 2019

TIME: 4-4:30 p.m.

ROOM: PPG theater

It may be one of the biggest issues impacting the industry today: How to attract, recruit, and retain a young workforce. This MRA session will explore tips, tools and inexpensive techniques for how to create an engaging workplace that will appeal to an up-and-coming labor force.

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DATE: Wednesday, Oct. 16, 2019

TIME: 5-5:30 p.m.

ROOM: Learning Center #1947

Sub-par materials that do not perform to consumer expectations give the metal roofing business a bad rap. Through test-

ing, research and experience, the industry has developed an agreed-upon set of product specifications to ensure residential metal roofs meet or exceed expectations for durability, aesthetics, longev-

ity, and overall performance. Learn how quality metal roofing helps build long-term customer satisfaction, reduces callbacks, and increases referrals.

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Threat Of Freak Hailstorms Rising, Homeowners Taking Cover Under Impact-Resistant Metal Roofs

Hail can be extremely damaging and costly to homes, and roofs take the brunt of the beating. To protect homes from damage and the increasing threat of freak hailstorms, insurance and home improvement experts advise homeowners to select an impact-resistant roof.

Quality metal roofs often earn a Class 4 impact-resistance rating — the highest level of protection against hail damage available — based on the insurance industry Underwriters Laboratory ranking called the UL 2218 standard. That means, installing a metal roof can help reduce hailstorm damage and prevent costly repairs and replacement.

That's important because recent reports show that hailstorm costs are increasing in the United States, averaging \$8 billion to \$10 billion in damage annually and accounting for 70 percent of insured loss from severe storms. In studies conducted by the Insurance Institute for Business & Home Safety (IBHS), while all roof types can sustain some cosmetic damage depending on hailstorm severity, metal roofing performed best and was much less likely to puncture as compared to asphalt, withstanding even large hail stones without compromising performance.

Metal roofs are extremely strong and durable. For homeowners in hailstorm-

prone areas, it's a wise investment to go with a material that will better protect their home against damage that can be caused by severe hail impact.

Hail is especially hard on asphalt roofs and the damage to them can be difficult to detect. Unbeknownst to a homeowner, hail damage can cause a small weakness, crack, or penetration in an asphalt roof, which may allow water to intrude and ultimately damage a home's interior. Before a homeowner even realizes there's a problem, it can result in costly issues that are much more expensive to fix or repair.

For hailstorm-prone areas, including Colorado, Texas, Phoenix, and the Midwest, metal roofs solve a multitude of other challenges caused by Mother Nature. Metal roofing is wind-resistant, able to withstand winds in excess of 140 mph (equal to an F2 tornado). They also are strong enough to hold up under heavy snow and ice loads, are wildfire resistant, and can better reflect solar radiation, making them more energy efficient in hotter climates.

To help your potential customers compare materials and choose the right roof based on regional climate conditions and threats, a good source is MRA's comprehensive "Residential Metal Roofing Buyer's Guide." It's available as a free download from the MRA website (www.metalroofing.com).



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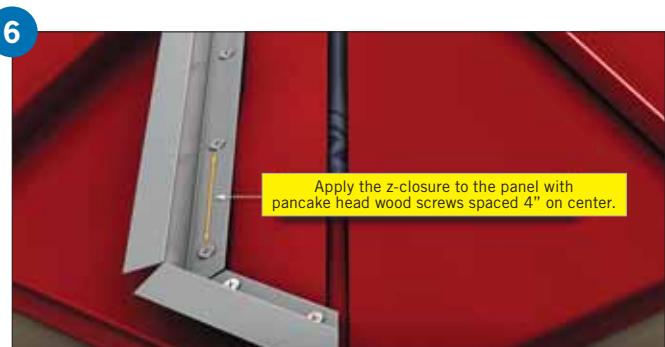
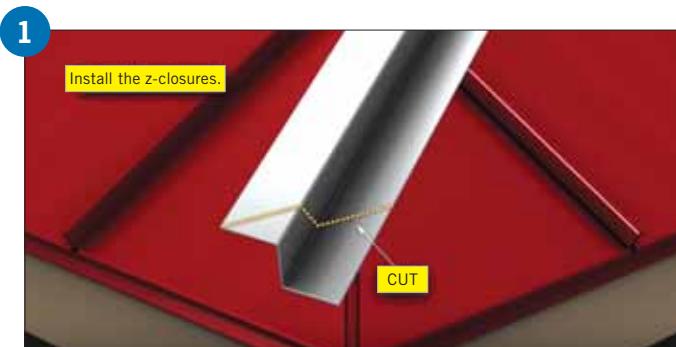
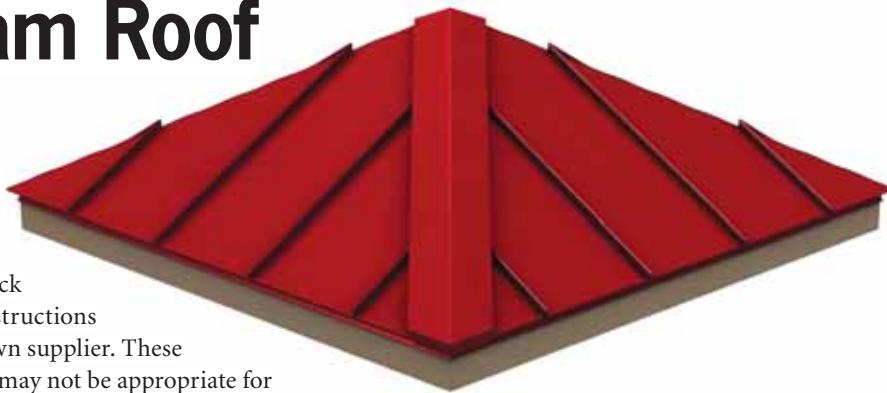
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Installing A Hip Cap On A Standing Seam Roof

This series of slides shows how to properly install a hip cap on a standing seam metal roof. It is from a popular video series compiled by Union Corrugating, and while the company's own product line for a 16" wide snap lock nail flange panel is used here, you may find the instructions helpful for comparable panels. Check with your own supplier. These instructions are for illustrative purposes only and may not be appropriate for all applications. For the video version visit <https://www.youtube.com/watch?v=leQ1-167TGw>. Product-specific installation videos are also available at www.unioncorrugating.com **MR**



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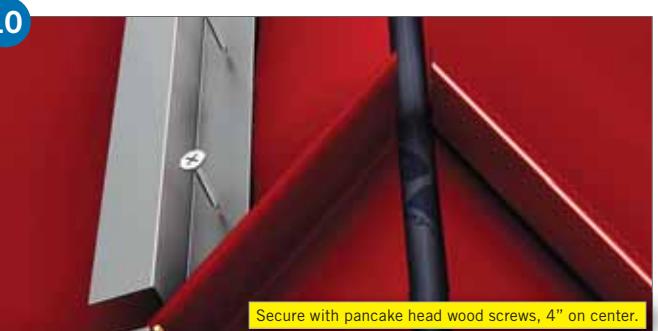
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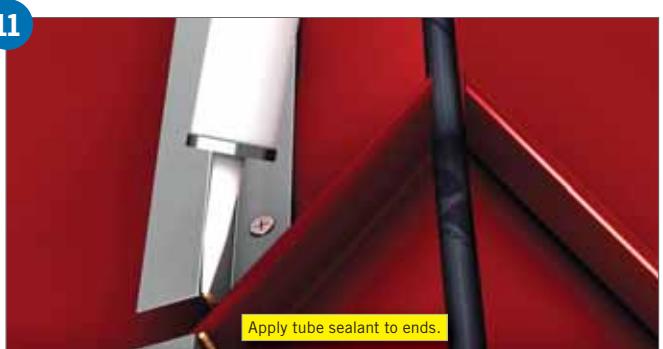
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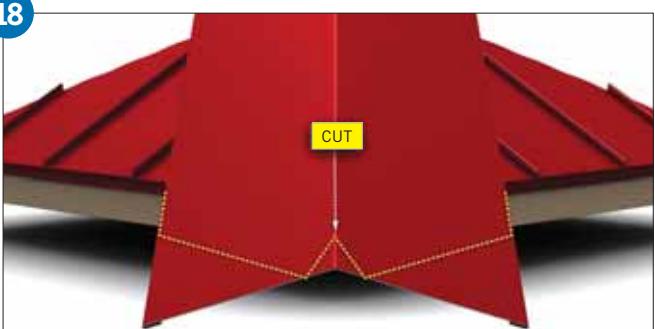
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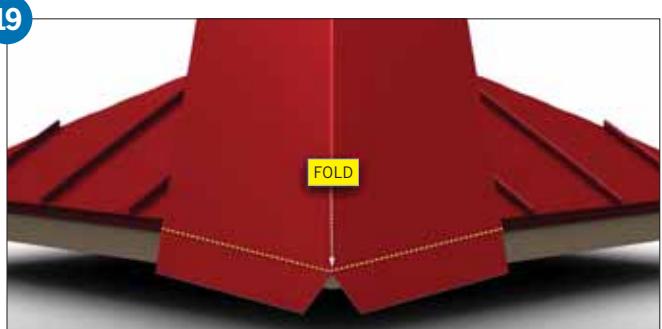
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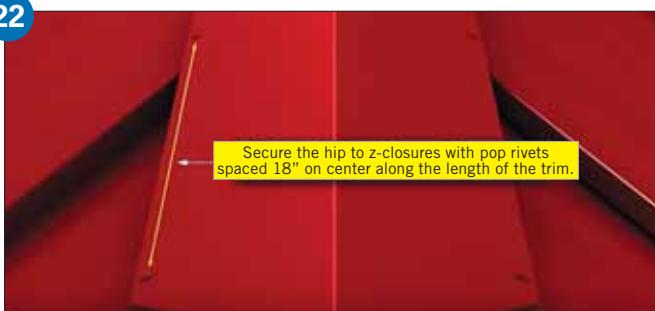
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HSAs

They offer a tax savings and an inexpensive worker benefit

To remain competitive in today's job market, almost half of U.S. employers provide health insurance. Still others, including many builders and roofers, worry about shouldering the expense of offering health insurance. One health care option for small businesses — and owners — that is increasing in popularity and affordability are Health Savings Accounts or HSAs.

Since they were created in 2004, tax-advantaged HSAs have grown into a successful multi-faceted tool for employers as well as for small business owners seeking self-only healthcare plans. Used in combination with a high-deductible health plan (HDHP), HSAs have proven to be a free-market option that does not rely on mandates or cash subsidies.

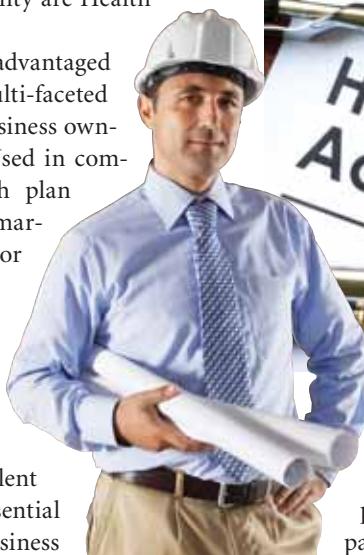
Although the Affordable Care Act's (ACA's) individual mandate was eliminated beginning in 2019, the employer mandate remains in place requiring large employers (ALEs) to provide a certain percentage of their full-time-equivalent (FTE) employees with minimum essential coverage. ALEs are defined as any business employing a combination of 50 or more FTE employees.

Small building businesses not falling within this definition aren't subject to the employer mandate and, thus, are not required to offer health insurance coverage to their workers — but should they? After all, today, 25 million American families and individuals save and spend their own money tax-free on a variety of healthcare expenses — more than double the number of individuals using the Obamacare exchanges.

The concept of HSAs is both simple and elegant. Give individuals generous tax breaks to put aside money to help pay for their health care. In theory, the combination of HSAs and high-deductible insurance would encourage patients to reduce their medical spending. That, in turn, would make it easier for employers to offer those employees high-deductible health plans. The high-deductible plan puts more of the burden on consumers, rather than insurance companies, to pay those first-dollar costs, eventually lowering the nation's overall healthcare costs.

Much like an IRA, HSAs benefit from three tax breaks. Both contributions and investment income earned on the accounts are tax-free. Withdrawals are also tax-free as long as they are used for qualified health-related expenses.

After age 65, participants can choose to treat an HSA as a



retirement account. If HSA funds are withdrawn for other than qualified medical expenses before the participant turns 65, income tax — plus a 20 percent penalty must be paid. However, after the participant turns 65, that 20 percent penalty no longer applies and withdrawals are treated as ordinary income.

Funds in an HSA can be used to pay deductibles and other qualified health care expenses (including dental, vision, or other health services not covered by insurance). Money remaining in the savings account can be invested just as with a 401(k) plan. Best of all, the tax-advantaged money in the HSA plan can grow, year-after-year, even if workers change jobs.

HSAs provide a good deal for participants — both workers and employers. And, best of all, HSAs provide a health insurance option for the self-employed or small business owner reluctant to offer — or unable to afford — healthcare coverage for other than themselves.

Participants in HSA plans can't contribute more than they earned for the year from the employer sponsoring the HDHP. A self-employed builder or contractor can't contribute more than their net self-employment income.

HSA participants or "owners" must have a health insurance policy with a deductible of at least \$1,350 for single coverage or \$2,700 for family coverage. Contributions of up to \$3,500 are permitted during 2019. Those with family coverage can contribute up to \$7,000. Planning ahead, in 2020, participants can contribute \$3,550 for individual coverage, up from \$3,500 in 2019, or \$7,100 for family coverage, an increase of \$100.

For those 55 years and older, the HSA "catch-up" contribution

remains level at \$1,000 because it wasn't indexed for inflation. With a catch-up contribution, those with self-only coverage can contribute up to \$4,500, while those with family coverage can contribute a maximum of \$8,000.

An option that should not be ignored is the small business health care tax credit (SBHCTC) that is available to employers with fewer than 25 employees, paying annual wages of less than \$50,000 and that contribute a uniform percentage of at least 50 percent of the premium cost for employee health insurance coverage obtained through a Small Business Health Options Program (SHOP) Exchange. The maximum tax credit has been extended through 2019 and is generally 50 percent of employer-paid premiums. It can be taken for only two years, which must be consecutive.

Smaller building businesses with lower average salaries can qualify for an even higher tax credit. For example, a contractor employing fewer than 10 people and paying average salaries of less than \$25,000 qualify for the most in credits. These credits can make the purchase of small business health insurance much more affordable, because they can be used to defray the cost of premiums in the year they are earned, or saved, to be applied against a tax bill.

Anyone can contribute to an HSA. For an employee's HSA, the employee, the employee's employer, or both may contribute to the HSA in the same year. For an HSA established by a self-employed (or unemployed individual), the individual contributes. Family members or any other person may also make contributions on behalf of an eligible individual.

HSA tax breaks have proven popular. Enrollment in HSAs has increased year-after-year and account balances have grown from an estimated \$6 billion to \$55 billion. As a result, those with high-deductible plans and low HSA balances may use fewer health care services. For those who can put aside enough to generate high balances, HSAs are a nice tax-free savings vehicle.

While they may fall short of their promise to reduce medical costs, health savings accounts are an excellent tax-free investment account. That's because the money is shielded from taxes

going into the account, as it grows, and when the amounts are withdrawn — so long as it is used to pay for medical expenses.

According to the Employee Benefit Research Institute, a savvy HSA participant could accumulate up to \$360,000 after contributing for 40 years to an account with a rate of return of only 2.5 percent. Naturally, growth at this or any other rate is only possible if the HSA account is not being used for health care expenses prior to retirement. Regardless, it is little wonder that HSAs are considered a good tax shelter.

"HSAs provide a good deal for participants — both workers and employers. And, best of all, HSAs provide a health insurance option for the self-employed or small business owner reluctant to offer — or unable to afford — healthcare coverage for other than themselves."

For those who may have already "maxed out" their 401(k) and IRA contributions, a health savings account is yet another place to save cash in a tax-advantaged way. But, whether an employer, a business owner, or self-employed, it is time to think about HSAs, the contribution limits, and the many benefits they offer.

Eligible employees must decide how much to contribute through payroll deductions. Throughout the year employees can then use these funds to pay qualified medical expenses, including co-pays, deductibles, and a variety of medical products and services ranging from dental and eye care, eyeglasses and hearing aids. It is a similar story for small building business owners and the self-employed, the "owners" of their own HSA plans.

As always, advice from a tax professional and/or plan administrator, usually a bank, financial institution, or insurance company, is obviously a necessity. **MR**

Mark Battersby has more than 35 years' experience in small business issues, tax, and financial matters. Contact him at 610-789-2480 or MCBatt12@Earthlink.net.

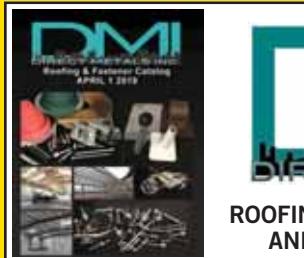
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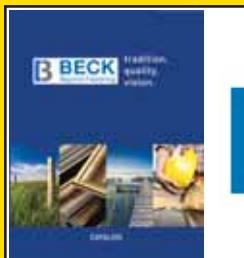
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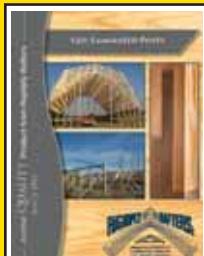
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ST Fastening Systems



ST Fastening Systems offers Snow Trax snow-retention guards for exposed fastener roofs, and the MRC Snow Trax roof clamp for standing seam roofs. The Snow Trax is 16 gauge 304 stainless steel available in more than 20 powder coated colors. Its adhered rubber gasket eliminates the need for additional sealant. The MRC is extruded aluminum and a colored rail slices through the clamp grooves to provide maximum protection from snow and ice.

www.stfasteningsystems.com

Dynamic Fastener



Dynamic Fastener's Dyna-Guard snow-retention system is designed to be used on virtually any style metal roof. Dyna-Guard is an 8-foot long extruded aluminum rail with a T-shape profile. Dyna-Guard is installed by attaching non-ferrous clamps or mounts to a metal roof and bolting or screwing the system to clamps or mounts. Eight Dyna-Clamps with round-point stainless steel set screws and Sno-Dams are also offered. Sno-Dams attach to the back of Dyna-Guard and inhibit snow and ice from sliding underneath. Dyna-Clips are available as a Dyna-Guard to Dyna-Clamp connection device when using unpunched Dyna-Guard. A 2-inch wide painted strip of metal from the same material as the roof is inserted in the Dyna-Guard for aesthetics.

www.dynamicfastener.com

AceClamp



The AceClamp Snow Titan is AceClamp's strongest and easiest snap-together snow-retention system on the market. The cantilever "gripping claw" offers the latest in clamping mechanisms for easy installs with confident gripping power. The triangular rail handles extreme snow loads with confidence. The patented "sliding-pin" design Ace clamps help protect the panel and warranty and come standard with any of A2 style Snow Titan snow-retention systems.

www.aceclamp.com

Isaiah Industries



Isaiah Industries' Ice Dam Cutter gets to the root of troublesome ice problems on roofs by cutting vertical relief channels in the snow load, which allow any ponding water to drain off the roof. This easy-to-install system is a very affordable solution to ice dam issues, which can't be addressed by ventilation and insulation. It can be applied to most metal roofs as well as other materials. This system requires no special wiring and includes heat cables for gutters and downspouts. Available in several roof colors.

www.isaiahindustries.com

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www.sobar.com

SnoBlox-Snojax



SnoBlox-Snojax pioneered the use of polycarbonate in the snow-guard industry in 1976 and continues to innovate and develop new products each year. SnoBlox-Snojax carries a complete line of polycarbonate and 304 stainless steel snow guards and SnowBreakers. Every product is professionally tested, American-made, and ready to ship. SnoBlox-Snojax also offers the premiere rail type snow-retention system with its SnoBar and ColorBar products. SnoBlox-Snojax can custom design snow-guard systems for glue down, screw down, or non-penetrating clamp-on attachment. Additionally, the company's RoofClamp secures roof accessories on metal roofs by clamping to the seams without penetrating the roof.

www.snoblox-snojax.com

S-5!

S-5! offers a variety of snow-retention systems for standing seam metal roofing, using clamps that do not penetrate the roof seam or damage the finish. The DualGard snow-retention system uses two 1-inch pipes to keep snow and ice in place while it melts safely. Designed to preserve the coveted look of the metal roof, DualGard can be painted, powder coated, or anodized to match virtually any metal roofing system. Mounted with S-5! mini clamps, this versatile system comes with two sizes of snow clips for every roof type and can fit virtually any seam profile. ColorGard maintains the clean colorful appearance of the roof with perfect color and finish matching, which lasts as long as the roof itself.

www.s-5.com

Levi's Building Components

The Snow Defender series is your quality choice for 'Made in the USA' snow retention, with more than 40 quick-ship color choices in four styles: 4500 (shown) and 1500 for exposed fastener panels, 6500 for standing seam roofing, and 55RF for vertical seam profiles using S-5! Clamps — all with 15-year warranties. Contact Levi's Building Components for quick service and expert advice. Levi's handy snow-guard calculator is available online.

www.levisbuildingcomponents.com

Tips to Successful Snow-Guard Installation

Selecting the right snow-retention system for a particular job is critical, but the work doesn't stop there. It has to be installed properly to work properly. Always refer to your installation instructions, and talk to your supplier if you have questions. In the meantime here are some suggestions offered by some of the experts themselves.

Snow-Guard Placement

Having a clear understanding of roof geometries, how snow accumulates, and how snow behaves on a metal roof are all important things to consider in properly locating and spacing snow-retention systems. Before that scares you away, find relief in knowing that the Metal Construction Association (www.metalconstruction.org) and manufacturing engineers have already taken some of the scientific mystery away.

Bottom line, snow-guard placement is not just a decision based on pure science, but also aesthetics, and there are guidelines to aid in the placement. The MCA points to them in their "Qualifying Snow Retention Systems for Metal Roofing" technical bulletin.

"As a general guideline, the entire eave line of a building should be protected rather than focusing on an isolated area of the roof," the MCA notes. The reason: "The amount of force acting on a short section of snow-guards on a large roof is very difficult to accurately estimate."

It makes for a dangerous practice, then, to focus on smaller, limited areas such as doorways. Instead, pro-

tect the entire eave and leave shorter sections of snow-guard for upslope roof elements, such as flues and other ancillaries, which are sometimes overlooked.

More than one row of snow retention may be necessary. You will need to refer to design and spacing calculators to arrive at the proper answer. Many suppliers now have them available online. You may also want to refer to another MCA technical bulletin called "Metal Roof Design for Cold Climates."

Levi's Building Components (www.levisbuildingcomponents.com) and S-5! (www.s-5.com) are among those companies that provide placement calculators online. Levi's Building Components' snow-guard calculator is designed to calculate the number of Snow Defender snow guards needed for any given metal roof profile. The S-5! Calculator is for the S-5! rail systems. Both are designed to be product-specific, and should not be used when trying to calculate other brands.

Here's how Levi's calculator works: "These calculators use what is called the tributary force, and compares this to the allowable snowload for a given device," notes Levi's Building Components in their publication, "Complete Guide to Snow Retention."

The publication continues: "The tributary force is determined by taking into account the snow load for a geographical region, the slope of the metal roof and the length of the roof. This number essentially gives the potential force that a snow-retention system may be up against. Dividing

PRODUCT FEATURE

this force into the allowable load for each device, the length of the roof and the spacing between panel ribs will provide the number of devices needed per panel."

As an additional safety measure, the Levi's calculator slightly overestimates the number of guards needed, the reason given: "This additional safety measure is important, because the snow load for a given region is based on the average snowfall for the area, but snowfall can always exceed the average."

Chris Ray, National Sales Manager for Levi's Building Components, notes that Levi's Snow Defender snow guards are designed to be installed in a staggered pattern. "We have a range of Snow Defenders, from those designed for exposed fastener panels, to ones designed for standing seam applications (set-screw type) and even polycarbonate guards," he said. "Our calculator is designed to customer-tailor a retention system utilizing any of these guards."

Another company that offers an online product-specific spacing tool is SnoBlox-Snojax for their polycarbonate snow guards and metal snow guards. Instead of just along the edge, their systems are designed to be spaced throughout the entire roof. Contact them directly for more specific placement information about their Snobar rail systems.

According to Howie Scarboro, SnoBlox-Snojax and Snobar (www.snoblox.com), "Our approach to snow-guard placement involves placing snow guards throughout the entire area of the

roof to keep snow and ice from initially shifting. If you hold snow and ice in place with an effective snow-guard layout, you are able to evenly distribute the load on the roof and snow guards, virtually eliminating the threat of an avalanche. An evenly-distributed snow load will preserve the long-term integrity of the structure and snow-guard pattern."

He continues: "Finding the correct local Ground Snow Load is important to making sure the layout has the correct number of rows. Once frozen, precipitation loses its grip on a metal roof and begins a downhill slide. A row of guards placed along the eave or gutter edge of the roof is not always enough protection against these dangers."

Snow-Guard Installation

The MCA offers several instructional guidelines for proper installation.

"To ensure straight rows of snow retention, determine a reference point at either end of the intended row by measuring from the eave. Attach a string line – one end to each reference point – mount the remaining clamps along this line.

When installing seam clamps, ensure that the manufacturer's prescribed set screw torque is met. Tightening to the recommended torque is critical when relying on published load values. This is normally accomplished by calibrating the tightening tool to the desired screw tension. Periodic checks must be completed to be sure the tool remains correctly calibrated."

Levi's weighs in on the issue of fasteners. "When it comes to exposed fastener snow guards, choosing the right fasteners is just as important as putting the right number of guards and having the correct placement. The reason for this is that the quality and size of the screw is going to determine what is known as the *pullout strength*, which is the amount of force it takes to lift a fastener out of the metal panels and purlins to which they are fastened.

"The screw size (usually ranging from #9 to #14), and also the thread type is what effects pullout strength. The larger the screw (#12's or #14's) the greater the pullout strength. For this reason, when it comes to holding snow guards in place, as those guards retain heavy loads of snow, it is recommended that the larger size screws are used."

For clamp snow-guard systems, using the correct clamps is critical.

"There are a variety of clamps available for the differing types of standing seam panels, making it likely that there exists a clamp to match a given panel profile," says Levi's. "Finding the right one doesn't have to be challenging, as long as the right information is provided. Knowing the exact manufacturer and panel type that is being used is essentially all that is needed."

S-5! utilizes clamps for its snow guards and can quickly provide you details on the correct one to use for your panel profile. A word of caution: "Clamps should not need to be forced to fit any profile, and set screws should be able to secure the clamp tightly."

For exposed fastener applications, ensure that the fasteners used to secure the system to the roof are equal or superior (in terms of expected service life), to the fasteners used/recommended by the roof system manufacturer, notes MCA. "Load values published for exposed fastener products are only relevant if the same fastener is used both in testing and on the job."

Fasteners are also substrate specific: The ideal fastener for attachment to a steel purlin is different than the fastener used for dimensional timber or wood

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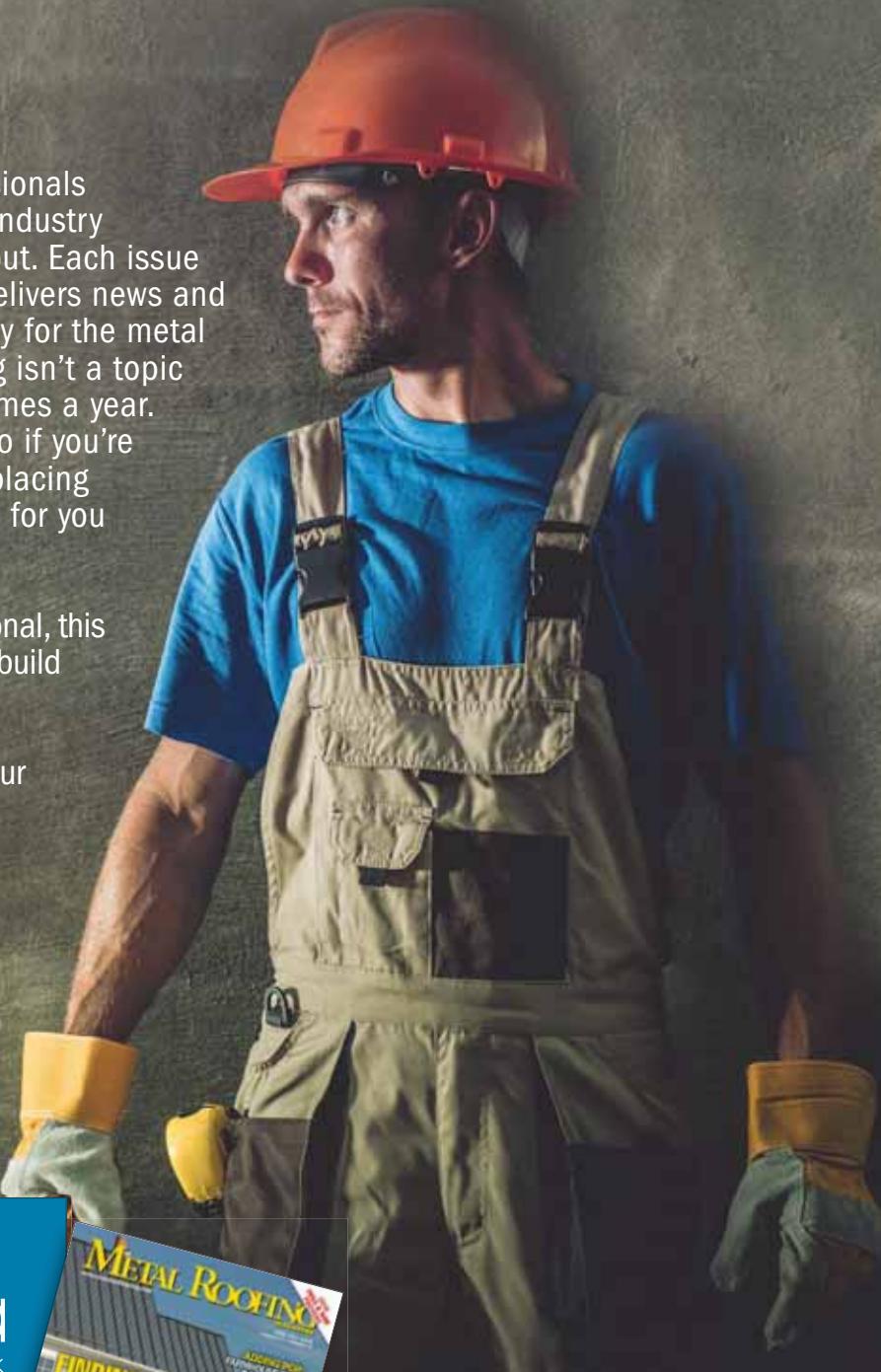
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deck construction. If the snow-guard manufacturer cannot provide specific substrate testing using a particular fastener, the data is not applicable to the project.

"Install cross-members to complete a continuous snow-guard system. If a multiple cross-member system is used, make sure to offset splices; e.g. the top cross-member should not be spliced over the same span that the bottom cross-member is spliced. Be sure to install secondary components such as end caps, collars, and snow clips per manufacturer's installation recommendations. These components are often critical to the function of the system and should not be overlooked."

Choosing the Right Tools

Another word of caution is offered on the choice of tools. The MCA recommends a dial-indicating torque wrench for installing snow-retention systems on standing seam, whether for a single snow-retention device with its own set screws, or one using clamps. They explain that most applications are "soft joint" and the clicker torque wrenches commonly available on the market are not generally suitable for soft joint applications.

A dial-indicating torque wrench "will allow for easily reaching the recommended inch pounds for the set screws," they note, adding: "It is important to abide by manufacturer recommendations for inch pounds since failing to do so can void warranties, and result in

system failures that can cause extensive damage to a metal roof."

Also be sure to use the manufacturer's tested fasteners only.

For an exposed fastener roof many contractors will use impact drivers for installation of snow-retention devices, but Levi's cautions against them, instead advocating for a drill driver. "Impact drivers tend to have too much torque and can cause damage to fasteners, or result in over-driving, which can over-expand the EPDM washer, or even cause the fastener itself to break," Levi's notes.

Chris Ray from Levi's adds one final rule to follow for proper installation of snow-retention devices: "Don't cut corners, or you are ultimately buying yourself an unhappy customer, and a second visit." **MR**

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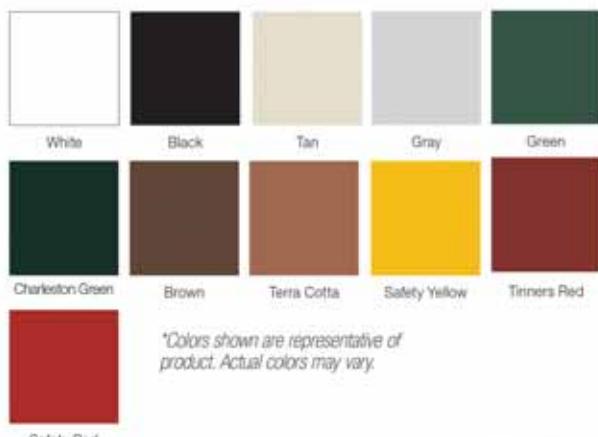
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www.mulehide.com



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GreenWeld PVB is available in roll widths of 10", 20", and 39" by 19.5' length rolls. Some applications require GreenWeld adhesive/sealant, which is also available from the company.

www.mfmbp.com

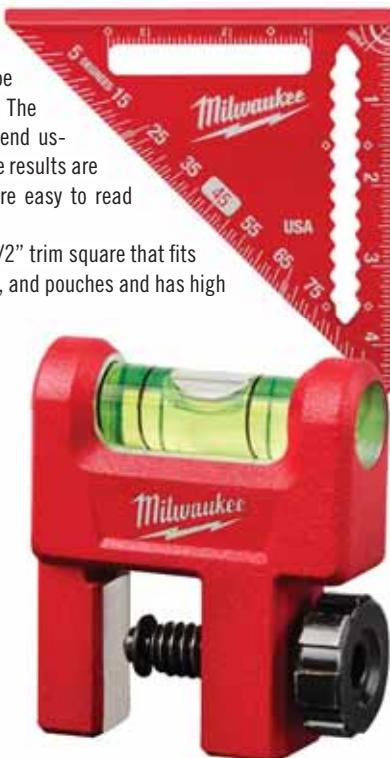
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Each are backed by the company's limited lifetime warranty.

www.milwaukeetool.com



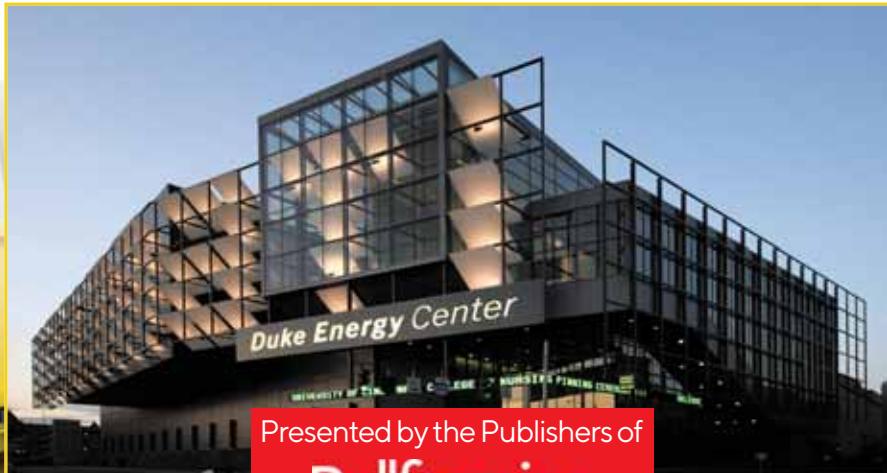
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