

METAL 20 YEARS 2001-2021 ROOFING MAGAZINE

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Vol. 20 • No. 7

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Good Things in '21 – Great Things in '22

Dear Readers, Advertisers, Friends and Competitors, 2021 is finally coming to a close. In many ways, throughout the year we all felt like Charlie Brown and Lucy was holding the football. It was 100% an interesting year, and I doubt any of us are sad to see it disappear in the rear view mirror.

Looking back, it wasn't all bad. Sure, there were challenges; many (including a general labor shortage and increased material and energy costs) will continue into the foreseeable future. But there were also many bright spots. A huge one was our industry was spared many of the more dire effects from COVID and the associated regulation. I would like to share a few of the good things we have experienced this year here at Shield Wall Media.

We had the second Construction Rollforming Show, and were one of the very first live shows when the pandemic lessened. Cincinnati lifted its mask man-

date on June 2nd and our show started June 4th. We also held the inaugural Garage, Shed & Carport Builder Show.

We completely rebuilt all of our websites from scratch and added a corporate website: www.shieldwallmedia.com. Now our sites are searchable, articles are formatted to read comfortably on a phone or device, and they can be translated into different languages, including Spanish.

We added a book division, with a series called "Pro Tips On." We will offer books in the areas of construction we have written about for decades that are designed to educate consumers and grow the market share for our corner of the construction industry. The first book, *Pro Tips On: Your Metal Roof*, will be available in January and is 144 pages. Roofers can include their own contact information, pictures and a brief history to use this as personalized sales literature. Subsequent books will be *Pro Tips On: Your Carport*,

Pro Tips On: Your Post Frame Home, *Pro Tips On: Your Horse Barn*, and *Pro Tips On: Your Portable Shed*.

We also are officially no longer tiny. We surpassed 100,000 active subscriptions in November. To all of our subscribers: Thank you.

The world remains "interesting," but we keep moving forward. I am sure you are moving forward, too. If you have had any successes you would like to share, and have us share, please send them to me at gary@shieldwallmedia.com. Your hard work and creativity deserve recognition and will serve as an inspiration to us here at Shield Wall Media and our family of readers and advertisers. Let's all go into 2022 together and keep pushing forward.

Merry Christmas, happy anything else you choose to celebrate, and we will make 2022 our year.

Gary Reichert
gary@shieldwallmedia.com

EDITOR'S LOG

By Karen Knapstein

Hunting for Outstanding Metal Roofs

Greetings! It's hard to believe this is the final edition of Metal Roofing Magazine for 2021. It's been a whirlwind year. I truly hope you had more ups than downs ... and I don't mean just up a ladder.

We're finishing out the year with the Metal Roofing Buyers' Guide. In it, you'll find dozens of suppliers and loads of material profiles to inspire you and fill some gaps in your supply chain. The Buyers' Guide section begins on page 24.

As you're reading through these pages, make sure you take in the snow retention white paper written by The Metal Roof Advisory Group's Rob Haddock (page 12). If you can, sit in on Haddock's abbreviated Metal Roofing Systems course when they're offered at trade shows. You'll find

it's time well invested!

Looking forward to 2022, we've got a busy year planned — as always! I truly hope you will take advantage of some of our free editorial opportunities that are coming up. The May edition is our annual Idea Book. You may recall it is the issue that is filled with metal roofing projects. If you have recently completed a roof that you're especially proud of, I hope you'll share it with us so we can share it with the rest of the Metal Roofing Magazine readers. It's a great way to show off what you can accomplish, thus promote your business, and it won't cost you a cent. You only need to email (or mail) me the details (components used, location, etc.). You can download a form from the new Metal Roofing Magazine website at

<https://bit.ly/MetalROOF22>. Fill out the form and email the case study back to me with a few clear, high resolution images, and we'll take care of the rest. (Your project may even be published as a Project of the Month. As an example, check out this edition's Project of the Month on page 50.)

If space allows, we'll publish a project form in the next edition. We will also have project forms available at the Frame Building Expo in Nashville (Jan. 18-20, Booth #706) and at the International Roofing Expo in New Orleans (Feb. 1-3, Booth #3528). I hope to hear from you soon!

Until next time — be well.
Karen Knapstein
karen@shieldwallmedia.com

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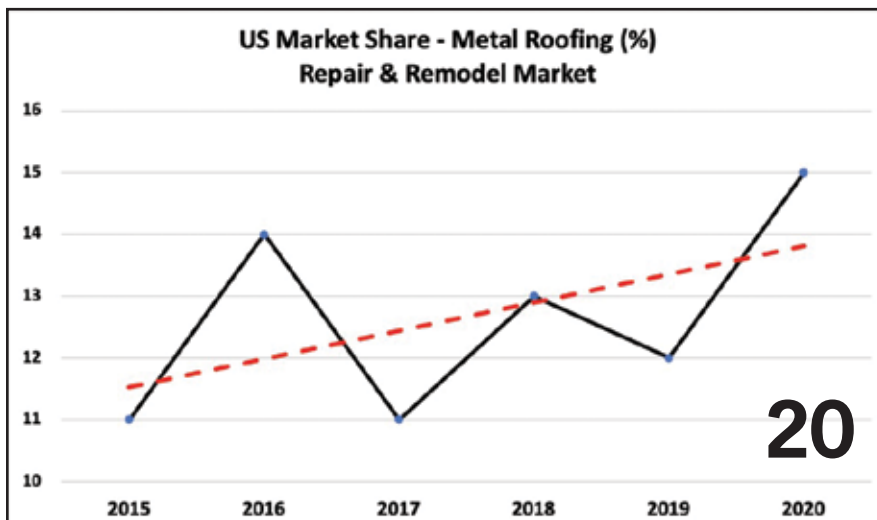
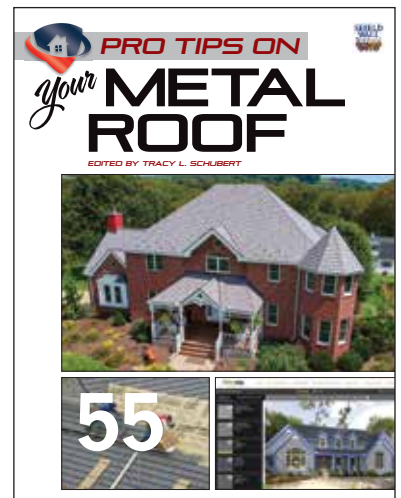
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ON THE COVER:

Don't miss the Product Profiles from these featured companies, beginning on page 35: Beck America, ASC Machine Tools, Leland Industries, Marco Industries, Palram Americas, The Bradbury Group.

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SUPPLIER NEWS

Cornerstone Building Brands Acquiring Union Corrugating Holdings

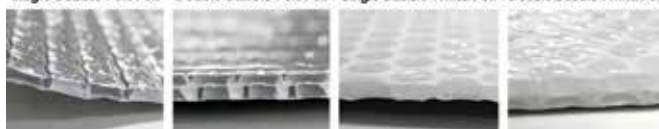
Union Corrugating Company Holdings, Inc. an industry leader serving the residential, commercial, and agricultural roofing and siding markets, announced Nov. 10 that it has entered into a definitive agreement to be acquired by Cornerstone Building Brands, Inc. (NYSE: CNR). Cornerstone Building Brands is the largest manufacturer of exterior building products for residential and low-rise non-residential buildings in North America.

"We're excited that Cornerstone Buildings Brands is acquiring Union Corrugating Company and the Reed's Metals brands," said Keith Medick, President and Chief Executive Officer. "We are confident that this acquisition will benefit our existing customers with access to an unmatched portfolio of products and services. We've seen a lot of positive changes over the years, and one thing remains the same, we are focused on delivering quality products, superior service and value for our customers. We're excited to become a part of the successful Cornerstone Building Brands team."

The acquisition is subject to regulatory approval and customary closing conditions and is expected to be finalized later this year.



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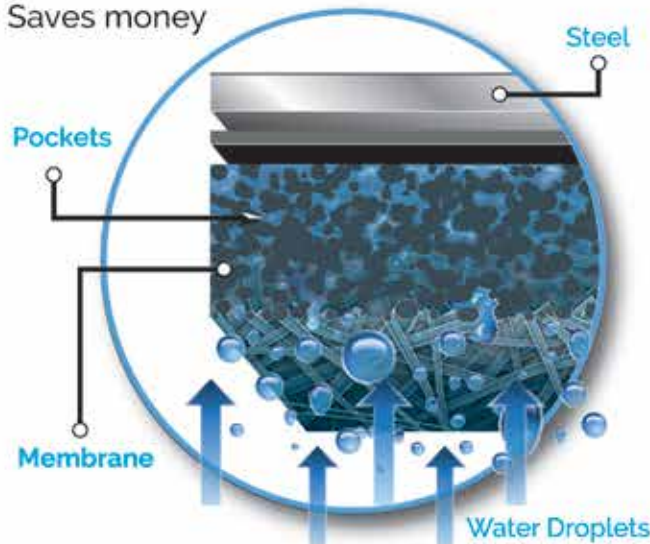
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SUPPLIER NEWS

Sheet Metal Supply Marks 30th Anniversary

Sheet Metal Supply Ltd. [www.sheetmetalsupplyltd.com] recently celebrated its 30th anniversary with an employee gathering at the plant. “It’s been an exciting 30 years, no doubt about that,” said Phil Kewton, Founder of Sheet Metal Supply. “Through the years, we’ve increased our product offerings, added staff and recently, we moved into a state-of-the-art 80,000 square foot facility in Grayslake [Illinois]. We succeeded by using a very simple formula — Customer First.”

Ben Kweton, CSI-EP, Vice President of Sheet Metal Supply, says the company’s first 30 years have been analogous to a tree putting down solid roots and providing a strong foundation upon which to grow stronger, branch out, and have an occasional offshoot.

“We certainly hope to see most of the

current trends in our industry continue, with metal being a very viable choice for both roofing and walls from both a cost standpoint, and more importantly, an aesthetic and environmental/LEED position as well,” Ben Kweton said.

ABC Supply Co. and GAF Collaborate

ABC Supply Co. Inc. [www.abcsupply.com] and GAF are joining forces to give contractors easy access to aerial roof measurements through the myABCsupply app account. The collaboration allows ABC Supply customers to order a GAF QuickMeasure report, retrieve past reports, and place materials orders with ABC Supply directly through the myABCsupply app.

“Contractors are looking for tools that help streamline processes and gather accurate information quickly and easily to meet customer needs,” said Vishal

Laddha, director, marketing — partner programs at GAF. “We’re thrilled to partner with ABC Supply to provide an integrated solution where contractors can access everything they need for a roofing job at their fingertips, including a QuickMeasure roof report.”

Majestic Steel USA Acquires Merit Steel

Majestic Steel USA [www.majesticsteel.com], a Cleveland, Ohio-based distributor and processor of flat-rolled steel, recently announced the acquisition of Merit Steel USA. The company is a West Coast-based steel service center.

The acquisition expands Majestic Steel’s footprint in the Western United States.

“We are happy to welcome Merit Steel USA to the Majestic family,” said Todd Leebow, Majestic Steel President and CEO. “Merit has a strong reputation as



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SUPPLIER NEWS

a West Coast service center. This acquisition enhances our position in the Western region of the country and is a natural extension to our current business model.”

Triangle Fastener Granted Patent Protection for BURR BUSTER

The US Patent and Trademark Office has granted Triangle Fastener Corporation [www.triangle-fastener.com]

patent protection on screws that utilize its BURR BUSTER®

thread and point design like the PANEL-TITE® metal-to-wood self-piercing screws.

The company reports its patented design produces exceptional performance and value.

The point greatly reduces the amount of burrs/chips (swarfs) that are caused when the screw penetrates the steel. These chips can damage the sealing washer, and rust on the panel.

Also, the low-angle thread helps eliminate over-driving and improves the resistance to back-out.

Triangle Fastener Corporation, a member of SFS, has 24 locations servicing the commercial construction markets since 1977. The company provides a full line of high-performance fasteners, sealants, flashings, and tools used to construct the building envelope, along with interior applications like steel framing and sheet metal.

DuPont Brings New PVF Film to Market

DuPont (www.dupont.com) recently debuted Tedlar® polyvinyl fluoride (PVF) film for metal roofing. Among the key attributes of Tedlar® laminated metal is resistance to harsh chemicals and corrosion. For example, even for


projects within 1,500 feet of the ocean, roofing laminated with Tedlar® film will provide greater resistance to corrosion from seawater and salt spray. Additionally, Tedlar® film provides resistance to fading, chalking, cracking, and


blistering caused by UV exposure.

DuPont Tedlar® PVF film was recently introduced to the market and is sold by Titan Steel and its affiliated company, Metal Alliance in North America and the Caribbean. **MR**




Triangle Fastener's Panel-Tite fastener.
COURTESY OF TRIANGLE FASTENER

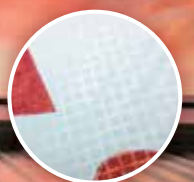
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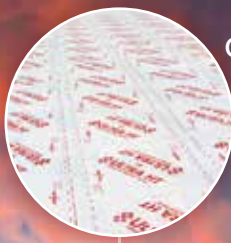
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The Science of Snow Retention

Understanding Calculations & Patterns for Snow Guard Applications on Metal Rooftops

By Rob Haddock, CEO and Founder of S-51

Metal roofs are known for their durability, sustainability and versatility. However, metal roofs are slippery and snowpack can suddenly release dumping tons of snow below the eaves in a matter of seconds – endangering building elements, adjacent roofs, landscape, vehicles, property and even worse – pedestrians.

A scientifically tested and engineered snow retention system increases the friction between the roof and the snow, so the buildup of snow and ice on the roof evacuates in a predictable and controlled fashion rather than by a sudden release of sliding snow.

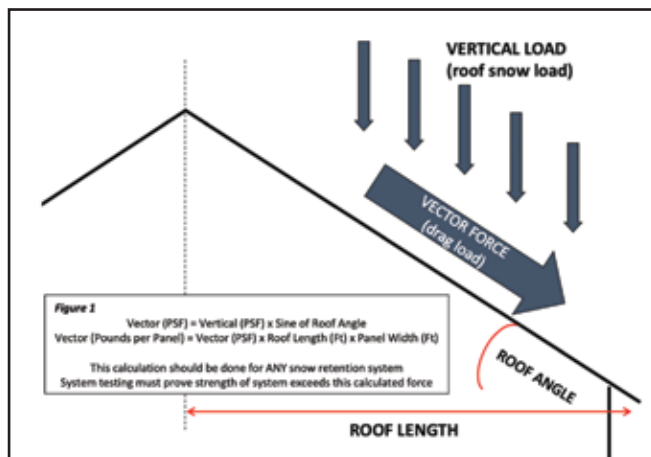
To properly determine the snow guard system for a metal roof, it is critical to:

#1 Understand the math and science that goes into calculating service loads; and

#2 Match the tested load capacity of the snow retention system to the particular roof project.

Calculating the Service Load

The forces of snow on a rooftop *can and should be* mathematically calculated... *for any snow guard system.* (See Figure 1.)



The service loads applied to a snow guard system vary with several site specifics, all of which are known to the design team: 1) the design roof snow load, 2) roof slope, and 3) rafter length (eave-to-ridge). These three factors determine the sliding (vector) force that a system must resist for any roof surface and should be included in specifications requiring an engineered system proving adequate resistance to those forces.

Vector force: The vertical weight of snow is reduced by the sine of the roof angle determining the force parallel to the roof

surface that acts on a snow guard. Simply multiply the vertical load (psf) by the sine of the roof angle. The loads for the entire length of each roof panel from eave to ridge are tributary to the snow guard(s) restraining it. That tributary force is determined by multiplying vector force (in psf) by the rafter length (in feet) and the panel width (in feet).

A number of factors should be considered when calculating this force:

1. The roof design snow load (not ground snow) should be used in these calculations. The roof snow (vertical) load is usually reduced from ground snow by some factor, but it may also be increased depending on project-specific variables. This is all dictated by engineering standards.

Caution should be exercised when roof and wall geometries create aerodynamic shade, resulting in drift loads on roof areas. This occurs on roofs adjacent to parapet or other wall conditions that extend above lower rooflines and may increase roof loads significantly. When a lower roof has a roof above not protected by snow guards, the discharge of sliding snow can also cause increased loading (and impact factors) to the lower roof.

A determination must also be made with respect to using uniform or non-uniform loads in design. Building codes should be consulted and appropriate engineering standards and calculations used to determine the actual in-service roof loads in all cases.

2. The coefficient of friction between the roof material and snowbank is so minimal for metal it is not considered in these calculations.

3. Factors of safety (FS) are used when matching the product's load limitations to the service load. "Ultimate" load is the point at which failure occurs by prudent testing. "Allowable" load is the load used in design to ensure the failure point is never reached in service. The appropriate FS is subject to designer/engineer discretion. The Metal Construction Association (MCA) recommends a FS no less than 2.0 for mechanically attached snow guards.

There are no ASTM standards for the use or testing of snow guards, so the buyer must consider the repetition, appropriateness and credibility of any testing presented to validate the frequency of placement as well as expected performance life (which should be equivalent to the roof life). After determining the service loads to be resisted and matching them to the snow retention system, it is important to determine population and placement for the specific metal roof. This is one more step of simple math: divide the tested allowable load of the device into the service load to determine the required frequency

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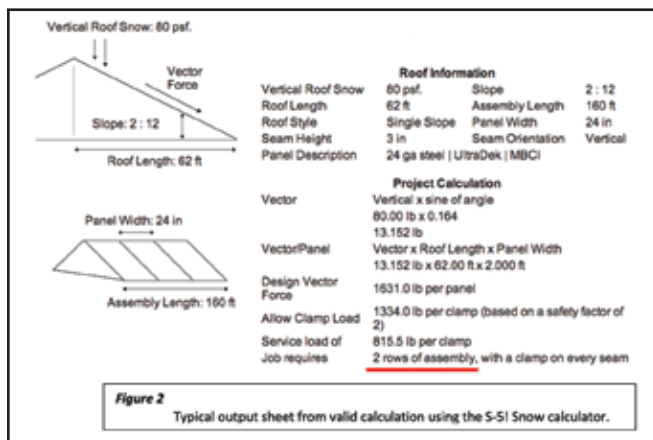
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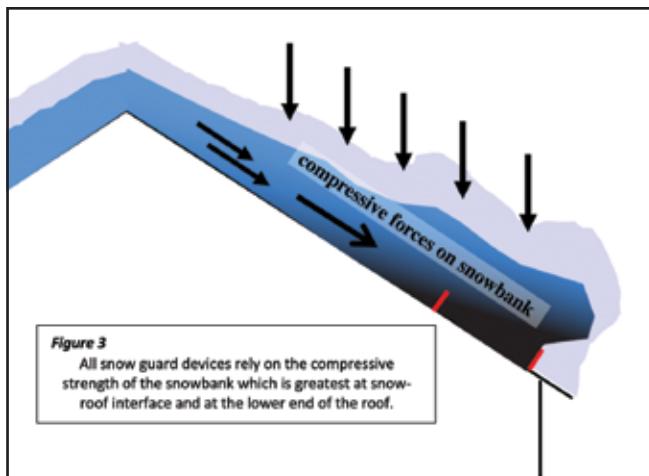


(population) and spacing of the device(s) for any given project. (See Figure 2.)

Snow Retention System Design Considerations

Snow Retention Population and Placement

Snowbanks typically accumulate and densify in a cross-sectional wedge pattern. All snow guards rely on the snow's own



compressive strength to restrain its movement. Gravitational forces compress the snowbank the most at its interface with the roof surface, especially toward its lower (eave) end—so this is where compressive strength is greatest. (See Figure 3.)

The interface of snow retention devices at this location has proven to be strongly preferred worldwide and considered to

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be most effective. Because the compressive strength is so great at the base of the snowbank, snow guard devices only a few inches in height have proven to be successful even when snowbanks are many feet deep.

System Design

Two snow guard concepts are quite common. One utilizes **continuous** horizontal components, assembled laterally across the roof in the style of a “fence.” Such assemblies are usually installed at or near the eaves. Depending on specific job conditions and load-to-failure characteristics of the devices, they may also be repeated in parallel rows up the slope of the roof, but with greater concentration near the eave area.

The other design consists of small, **discontinuous** individual units used as “cleats,” generally spot-located at or near the eave or repeated in a pattern progressing up the slope of the roof, again with a greater concentration near the eaves. This style also relies upon the shear strength within a snow bank to “bridge” between the individual units.

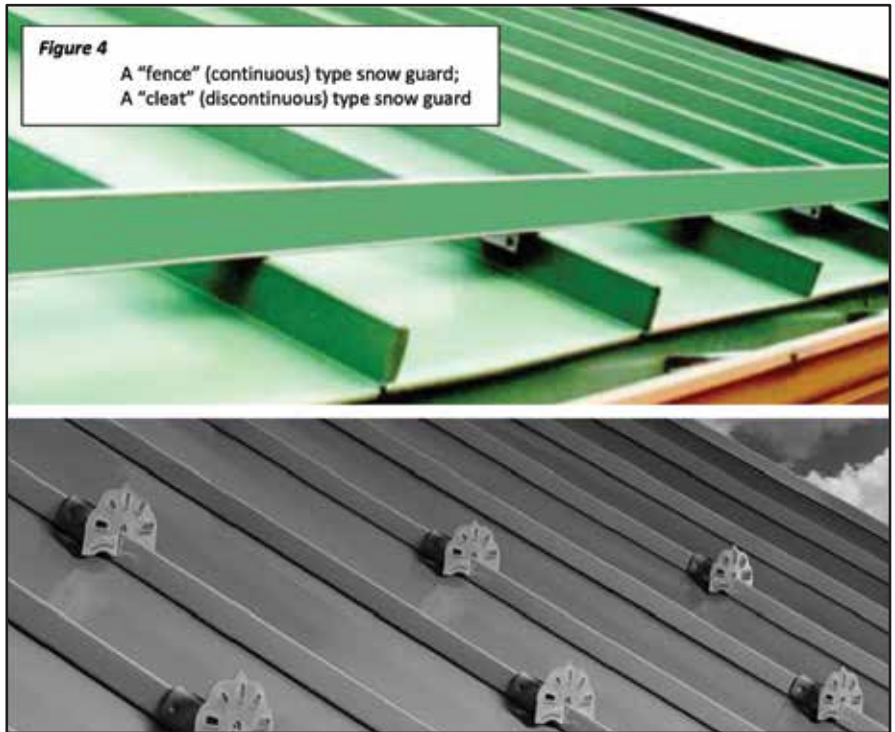
Both styles of snow guards (fence and cleat) have demonstrated satisfactory performance when tested, engineered and installed properly and adequately.

Additional Considerations

Aside from adequate testing for holding capacity, other design considerations include verifying metals’ compatibility, matching corrosion resistance of the device with that of the panel material, and color matching. The objective is serviceability that lasts as long as the roof.

More information, videos and webinars on this topic are available at www.s-5.com and www.metalconstruction.org. [MR](#)

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



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Pads and Rails

Things to consider when selecting a snow-retention system

By AceClamp

Unlike the rough surface of a typical shingled roof, most forms of metal roofs, when wet, exhibit a very low coefficient of friction. In other words, a buildup of snow can become an avalanche as it cascades off the roof. Starting with the gutters, it will work its way down, damaging anything or anyone below.

The purpose of a snow retention system is to hold snow on the roof surface while allowing it to melt slowly, rather than cascade all at once off the roof onto whatever or whoever is on the ground below.

Snow retention systems include bars, tubes, round and square, as well as individual pads of all sizes, shapes, and materials. Here are some of the things to consider when deciding which system best suits a customer's needs.

Pads, adhered or fastened to the roof surface, are most effective in areas with light snow and residential roofs with relatively low slope or pitch. Pads are installed on canopies, or short overhangs where snow buildup will be minimal but sliding snow will be more of a nuisance than a danger. Unless carefully installed, a small percentage of adhesive-applied pads will likely need to be re-adhered to the roof within a couple of years. Steeper slope roofs and low slope roofs in high snow areas would best benefit from the bar types or multiple tube snow retention systems. We'll look at the different criteria for deciding which to choose later on.

The type of roof — standing seam or through fastened — is the first consideration when determining which type of snow retention system should be used. If the roof is through-fastened, one can choose either an adhered pad system or



Snow rails are installed directly above a structural wall. PHOTO COURTESY ACECLAMP

a system comprised of pads or brackets that fasten through the roof into the structure below the metal panels. If the roof has standing-seam panels, either pads that adhere to the surface of the panel can be used or a system that attaches to the standing seams using non-penetrating clamps designed to fit the seam type. It is better to secure a system without penetrating the roof whenever possible for obvious reasons.

Things to consider when choosing a snow retention system:

- Local building code snow loads
- Roof pitch
- The aesthetics of the roof. (Does the customer want the snow retention system to blend in with their roof, matching the roof panel color, etc.?)
- If the customer lives in a governed community, the HOA or POA may have guidelines that must be followed.

As a professional roofer, you should

consider contacting a few manufacturers of snow retention systems. Their engineers will recommend the best method for you, prioritizing the local building code required for that snow load. They will assess the pitch of the roof, the specific type and material of the roof panel, the potential for drifting snow, and the areas around the building that need to be protected from sliding snow (i.e. entrances, walkways, parking areas, prized shrubbery, decking, etc.).

The engineer will then recommend the position and placement of the pads or snow rail system based on all of the above conditions. They will have access to testing data showing the strength of the bars or rails and the design loads for the clamps/brackets attached to the roof panels.

That information goes into the calculations to determine if a single rail near the eave will be sufficient or if multiple rails are necessary. The calculations will show

PRODUCT FEATURE

the most effective placement if multiple rails are required. Steep roofs, generally in excess of a 6:12 pitch, may require a system that consists of two or more bars mounted on the brackets, especially to handle the higher snow loads. The higher snow loads may also require multiple two- or three-bar systems to meet the building code requirements.

If there will be vent pipes or other accessories on the roof that could be damaged by sliding snow, consider installing a short section of rails or tubes above the accessory. Suppose you have an intermediate rail spaced close to the A/C unit or a vent. In that case, it might be possible to install that rail right above the unit to protect it instead of adding an additional section.

Snow guards have improved in recent years to attach securely to the proliferation of different standing seam roof panel configurations without damaging the roof panel. In response to the addition of PV arrays on metal roofs, manufacturers have created new systems to keep the snow from sliding from the slick surface of the PV arrays. At the same time, keeping the PV panels clear of snow increases the panels' effectiveness in creating electricity for the home. If you plan to add solar to a customer's roof, consider the roof, the solar array, and the snow rails as a complete system.

Do's and Don'ts:

- Do involve the snow rail manufacturer at the beginning of the search.
- Do go with a manufacturer who has a proven track record and will answer your questions during the proposal stage and if problems arise during installation.
- Do (if the recommendation is to install two or more rails located between the eave and the ridge) begin with the uppermost rail first. If you install the lower rail and it snows before rail #2 or #3 are installed, the lone rail down by the eave may be overloaded by all the accumulating snow sliding down from the ridge. Roof and gutter damage can be expensive! **MR**



Allow space between the PV array and the eave so that snow can begin to slide off the panels before it contacts the snow rails. Plan ahead if solar will be added to a roof in snow country. PHOTO COURTESY ACECLAMP

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Residential Metal Roofing On the Rise

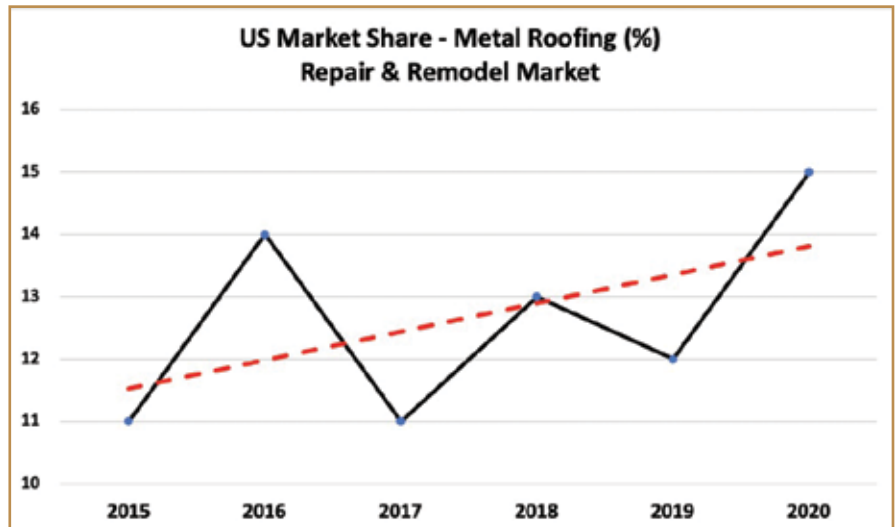
2020 Dodge Roofing Industry Report Shows Increase in Metal Roofing Use for U.S. Residential Re-roofing Market

The numbers are in and it's good news for metal roofing. More homeowners are choosing sustainable, resilient metal for their re-roofing projects, according to the latest 2020 Dodge Report that measures overall roofing demand and activity on an annual basis. The report reveals that the share of metal roofing used for residential re-roofing in the U.S. rose from 12 percent in 2019 to 15 percent in 2020.

"There's no doubt homeowners are getting the message: Durable, stronger and longer-lasting quality materials are a much better investment for your home over the long run, especially in light of climate extremes," said Renee Ramey, executive director of the Metal Roofing Alliance (MRA, www.metalroofing.com). "That mindset is reflected in the latest numbers and overall growth of the metal roofing industry."

The Dodge Report also reveals that while traditional metal roofing styles such as standing seam remain popular, homeowners also are gravitating to the wide variety of designs that metal roofing offers, including shingle, shake, tile and slate. Steel remains the most common type of metal roofing for re-roofing projects, due in part to its affordability and strength. Like other metal alloys, steel also increases energy efficiency and can be 100 percent recycled at the end of its long life, making it a sustainable and better performing choice for even the harshest climate conditions, including high winds and hail, heavy snow and ice loads.

Importantly, the adoption of metal roofing rose in regions that suffered severe impacts from climate extremes in recent years, including the Mountain and Atlantic areas. Hurricanes and wildfires have intensified in those regions

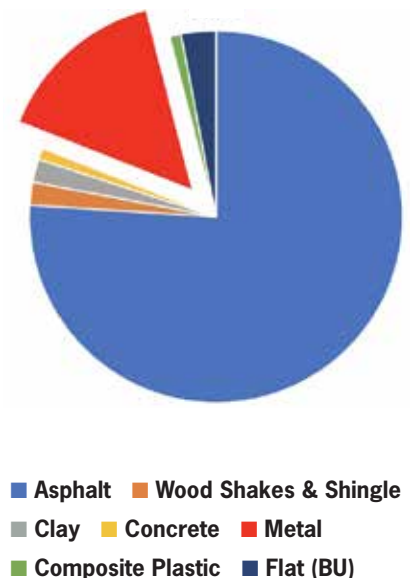


and affected more homeowners, causing them to gravitate towards resilient and protective products that can help better safeguard their homes. Quality metal roofs, which carry the highest possible Class A fire rating and can withstand hurricane force winds, are an essential component in fortifying homes against the worst that Mother Nature can throw at them.

While not measured by the Dodge Report, the MRA also theorizes that homeowners are increasingly attracted to metal roofing's low maintenance and easy care benefits, based on the organization's own data and web site that receives hundreds of thousands of visits from homeowners looking to learn more about metal roofing every year.

"It's clear homeowners don't need one more thing in their lives to worry about, and the fact that metal is exceptionally easy to care for and will outlast other types of materials while offering great peace of mind is undoubtedly a very strong selling point these days," said Ramey. **MR**

US Market Share by Roofing Product Repair & Remodel Segment 2020



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YOUR COMPREHENSIVE SOURCE FOR PRODUCTS AND SERVICES IN THE METAL ROOFING INDUSTRY

HOW TO USE THIS RESOURCE:

The index below is a guide to help you find companies, suppliers, manufacturers, and associations that provide specific products or services for the metal roofing industry. It is followed by an alphabetical listing in which many companies have included logos and/or descriptions to explain their offerings. Companies that have won the 2021 Metal of Honor Awards are marked with the Metal of Honor seal.

Companies that advertised separately in this issue can be found in the advertising index on page 59. As an added convenience, the Buyers' Guide is also available online at www.read-metalroofing.com. The online version contains a more comprehensive list of suppliers for each category.



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Hixwood

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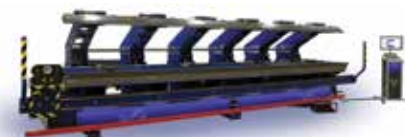


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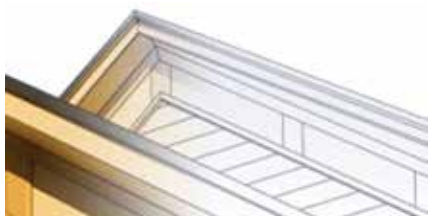
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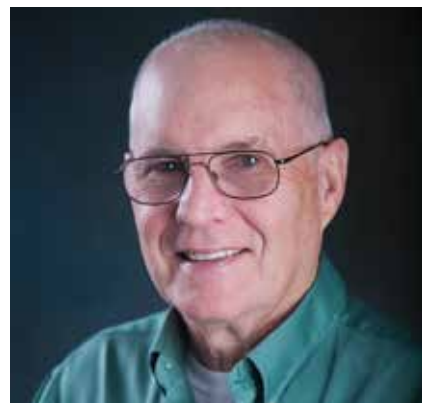
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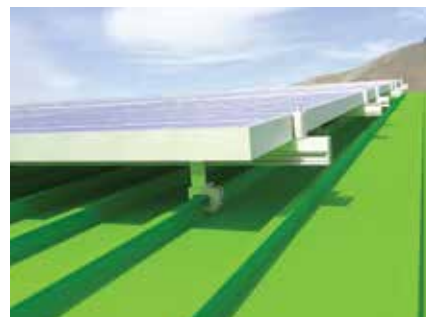
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770-891-4388

TOOLS & EQUIPMENT

SUPPLIES & SOLUTIONS



Metal Plus LLC

Metal Plus, LLC continues to create and develop metal roofing tools in order to create a safer and better workplace for our industry. We now offer three brackets which are second to none: The Ultimate Bracket, The Big Boys and The Roofer's Helper. Installation of Standing Seam Metal Roofing has never been so fast, efficient and comfortable. We've also revolutionized the industry of anchor points with our newest product the Universal Safety Anchor (USA)!

www.metalplusllc.com
860-379-1327



Dynamic Fastener

The 2021 Dynamic Fastener Tool and Fastener Hand Guide is a free, 140-page Guide that provides concise answers to questions pertaining to fastener applications; engineering data; and availability of types, size ranges, and fastener materials specific to the metal building industry. In addition to discussing screws and anchors, the Guide provides prices and other useful information relating to flashings, sealants, insulation tapes, safety equipment, hand tools, power tools, and more.

www.dynamicfastener.com
800-821-5448



Roll Former LLC

Since 1978, Roll Former seamers have a history of quality and durability. Our seamers produce perfect seams on all materials from 12 oz copper to 24-gauge Kynar-finished Galvanize/Galvalume at 30 fpm without damage to the material. They can seam NTM, Knudson, and ESE profiles! The Model SSX will form a complete double-lock standing seam with a single pass. Our exclusive nose switch cuts the unit off if it comes to the edge of the roof, eliminating expensive and time-consuming accidents.

www.rollformercorp.com
215-997-2511

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www.pac-clad.com
847-981-4707



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Graber Post Buildings

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www.GraberPost.com
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Everlast Metals

A leader in the high-performing metal architectural roof and wall systems, Everlast Metals builds on a foundation of uncompromising product quality. Servicing the New England, Mid-Atlantic, and Midwest markets, Everlast Metals offers an extensive color selection of 24- and 26-gauge steel and .032 and .040 aluminum while maintaining its industry-leading structural and performance testing and commitment to continuous improvement.

www.everlastmetals.com
800-418-5057



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www.provia.com/metal-roofing
800-669-4711



McElroy Metal

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www.mcelroymetal.com
800-950-6531



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www.drexmet.com
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www.hixwood.com
715-644-0765



Metal Panels Inc.

Metal Panels Inc. offers builders, contractors and weekend warriors a one-stop shop where you can find everything you need for your garage, shed or metal building projects. MPI offers a wide range of metal panels with an extensive selection of colors, profiles and gauges to match your specifications. Matching trim, fasteners and accessories are available.

www.metalpanelsinc.com
860-379-1327



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For 75 years, Union Corrugating Company has been an "award winning" industry leader serving the residential, commercial, and agricultural metal roofing, building and siding markets from 10 manufacturing facilities throughout the US. We manufacture metal roofing and metal panels that are durable, efficient, and sustainable. Our unique distribution system allowed us to provide the fastest and most reliable deliveries in the industry. Our support network ensures our customers get what they need when they need it!

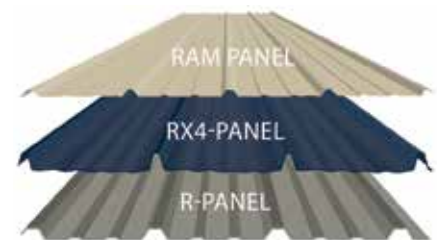
www.unioncorrugating.com
888-685-7663



EDCO Products

EDCO's metal roofing and siding offers unmatched beauty and durability. It can withstand the most extreme weather conditions while maintaining its original look for years to come. Home and business owners alike have peace of mind knowing the benefits that come with installing EDCO products, including an unmatched lifetime non-prorated warranty that includes material and labor, as well as hail and fade protection. Made in the USA for 75 years.

www.edcoproducts.com
952-945-2680



Ramco Supply

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www.ramcosupply.com
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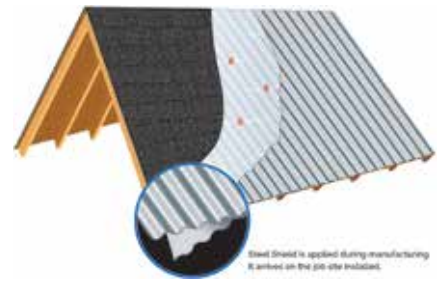
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www.dripstop.com
937-660-6646



Ames Research Laboratories, Inc.

Maximum-Stretch is a white, elastomeric, acrylic, rubberized roof coating & sealant with 650% elongation to resist cracking & peeling. With 88% light reflectivity, the bright white finish reduces surface temperatures resulting in lowered cooling costs.

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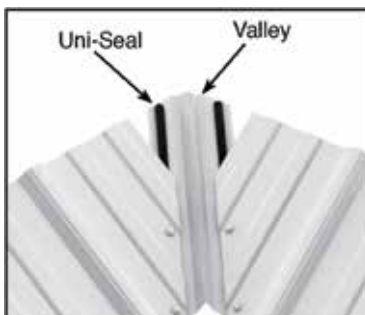
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www.mwicomponents.com
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NovaFlex Metal Roof Adhesive/Sealant, a neutral cure silicone sealant, has excellent adhesion to all types of metal, provides permanent flexibility, and does not shrink or crack. It is a low-odor material and cures to a medium modulus, flexible, and durable rubber-like solid. It can be used on metal roofs, panels, and gutters. It is used most frequently as a seam sealant or joint filler in metal roof systems.

www.novagard.com
800-380-0138

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HangTite and HangFast hidden gutter hangers, manufactured by Raytec Manufacturing, are exceptionally strong. Both have proven records of performance, strength, and ease of use in the field. Raytec engineers designed the Hangtite to be strong. Hangfast hangers, with the integrated screw, add speed to the installation without compromising performance. Both hangers are available in 5" and 6" sizes in aluminum, galvanized, and copper.

www.raytecllc.com
877-800-2500



Advanced Architectural Sheet Metal and Supply

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www.advarchsm.com
231-861-0050



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' 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. Thirteen 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" wide painted strip of metal from the same material as the roof is inserted in the Dyna-Guard for aesthetics.

www.dynamicfastener.com
800-821-5448



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ColorGard by S-5! with Versabacket 47, designed specifically for exposed-fastened metal roofs, is the only snow retention system on the market designed and engineered on a site-specific basis. ColorGard provides the safety you need while complementing the look of your roof, with a clean appearance and perfect color and finish-matching, designed to last the life of the roof. Extensively tested for load-to-failure results, ColorGard comes with an industry-leading, limited lifetime manufacturer's warranty.

www.s-5.com
888-825-3432



SS Snow Stoppers

SS Snow Stoppers acts as a restraining system that holds ice and snow in place, allowing it to melt away without the fear of sliding off of your roof. When installed properly, a barrier is created that does not distract from the aesthetics of your roof, but is still very effective at stopping an avalanche. RMG Premium and SS G Classic Snow Stoppers are 14-gauge stainless steel and come in 28 powder coated colors to match your roof.

www.sssnowstoppersllc.com
717-598-0312



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 slides through the clamp grooves to provide maximum protection from snow and ice.

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Palram Americas

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www.palram.com/us
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us.onduline.com/en/diy
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www.mfmbp.com
800-882-7663



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Titanium® Synthetic and Self-Adhered Underlayment: the premium choice for protection that lasts. Contractors trust Titanium Synthetic and Self-Adhered Underlayment for roofing projects that demand performance. Sure-Foot® Technology creates a safer nodular walking surface that resists tearing and keeps working to help prevent moisture damage and cracking under tough conditions. Choose one of the most preferred premium synthetic underlayment brands—and the ideal choice for asphalt and metal roofing systems. Discover all the benefits of premium synthetic and self-adhered underlayment.

www.ChooseTitanium.com
800-567-9727



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RoloShield™ covers more roof with less roll—lowering your installed cost. This water-resistant 100% polypropylene synthetic roofing underlayment is lightweight, stronger than felt, and easily installed thanks to its pre-printed nailing pattern. With extended UV resistance and an added slip-resistant layer, the new and improved RoloShield™ lineup offers a range of economical to high-end options with code-compliant quality.

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Marco Industries

As North America's leading ventilation manufacturer, Marco Industries offers superior roof ventilation your way, with products tailored to fit specific performance requirements and budgets. Our ventilation products feature an exclusive nonwoven polyester material that delivers extreme durability and breathes to help prevent moisture absorption. All ventilation products offer a 40-year limited warranty, easy one-person installations, and two full beads of M63, Marco's proprietary adhesive, for superior hold.

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MWI Components

Infinity Shield™ is offered in standard rolls of 4'x125' Single Bubble Foil/Foil, Double Bubble Foil/Foil, Single Bubble White/Foil and Double Bubble White/Foil. We also manufacture a no seam 6'x125' and 8'x125' roll version of all the available SKUs. Infinity Shield™ is cost efficient and hassle-free. Additionally, the standard crushed edge tab (2") will result in simplified overlapping. Our ultra-white bubble has a more opaque finish — a result of additives throughout all layers of the bubble.

www.mwicomponents.com
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www.nofp.com
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project of the month



Hurricane-safe Solution Applied to North Carolina Municipal Complex

When the Town of Surf City, North Carolina, made plans to construct a building that would consolidate the police department and other emergency services operations, durability was a main consideration for an area that sees high winds and hurricanes on a regular basis. To meet the high-wind requirements of the coast, the architectural roof-

ing choice was McElroy Metal's Maxima standing seam metal roofing.

Highland Roofing of Wilmington, North Carolina, installed approximately 20,000 square feet of mechanically seamed Maxima panel with a 3-coat Sherwin-Williams Fluoropon PVDF finish in Bone White. The official ribbon cutting of the

McElroy Metal

<https://www.mcelroymetal.com>

complex was held May 21, 2021.

"We selected a metal roof to add resilience to the new structure," says Kyle Breuer, town manager. "Our previous building was lost to water damage during Hurricane Florence (in 2019) and that damage occurred because of water penetration through the roof."

Breuer says aesthetics played a role in the selection of metal roofing as well.

"Metal helped us keep with our coastal theme," he says. "Maintaining a community aesthetic consistency was an important consideration. Metal helped us achieve that."

Maxima panels from McElroy Metal meet requirements for fire rating (Class A), wind uplift (UL 580, FM 4471, ASTM E1592), air infiltration (ASTM E1680), water infiltration (ASTM E1646) and impact resistance (UL 2218).

"There were a lot of hips and valleys, some transitions from steep slope to a lower slope, but they were all just standard details," says Rickey Miller, Construction Manager at Highland Roofing. "We have our own shop so we fabricated everything we needed: valleys, roof caps, trims, gutters and downspouts. The three-coat finish is durable. We didn't scratch it up, which can happen with some other coatings."

"This is one of those projects that everyone will see coming into Surf City. It's close to the road and that white just 'pops.' It really catches the eye and looks great in a beach community." **MR**

Project Overview

Location: Surf City, North Carolina

Building: Surf City Municipal Complex

Architect: Eric Jabaley, AIA, LEED AP,
Dogwood Architecture, Wilmington,
North Carolina

Roofing Contractor: Highland Roofing,
Wilmington, North Carolina

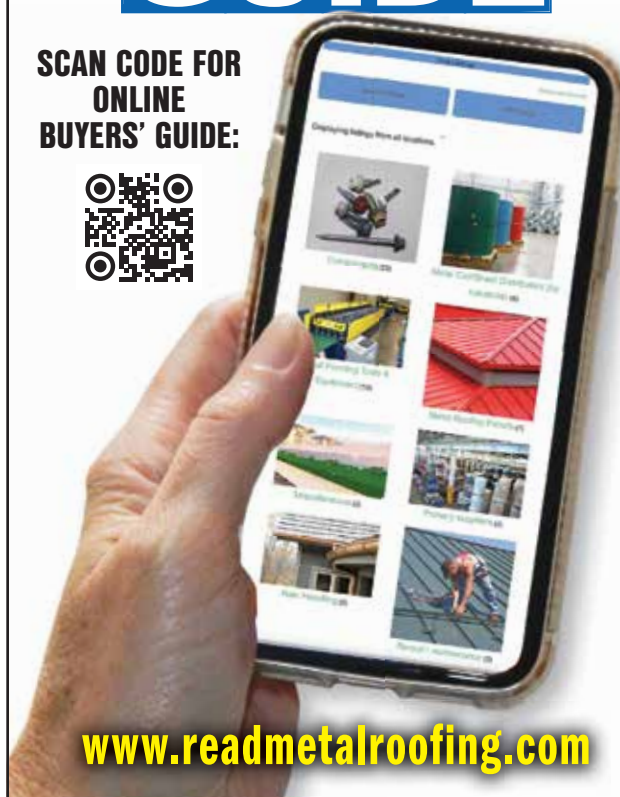
Roofing Panel: McElroy Metal Maxima
Panel, mechanically seamed

Coating: Sherwin-Williams Fluoropon PVDF in
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COMING SOON!**

Pro Tips On: Your Metal Roof is a 144-page book designed to teach consumers the benefits of installing a metal roof. Effective communication with their contractor about their roof will result in a quality experience for all involved and result in the roof of a lifetime.

Chapters include: *Metal Roofing Essentials, Climate, Facts, Factors, Fashion & Financing, Look Before You Leap and an Inspirational Gallery* full of the gorgeous, quality completed-project images that motivate serious customers to buy.

Our Affiliate Program allows you to customize the book to include content specific to your business. One of your pictures will even be on the cover. Use **Pro Tips On: Your Metal Roof** to educate your prospects and build you own credibility as a renowned and reputable metal roofing company.



**Available
January
2022**

- 144 Pages
- Written by industry experts
- Checklist for customers to evaluate their roof needs
- Gallery of beautiful, completed metal roof installations
- Coverage of need-to-know basics, climate factors, myth fact from fiction
- Warranties protections explained
- Beneficial contract inclusions

Introducing ... PRO TIPS ON

We are excited to share some great news with you. Shield Wall Media LLC is launching a new line of books tailored to help both you and your customers build a great foundation for working together. Knowledge is a profitable advantage. It creates great results that develop from mutual understandings and constructive conversation. *Pro Tips On* is a series designed to be exactly that—the educational conduit you need to work with your customers effectively and efficiently. They will understand the benefits of affordable quality, impacts of quality on longevity and what questions they need to ask about the installation process. Being the contractor sharing the information that makes customers comfortable will help you be a deal maker. Upcoming *Pro Tips On* topics include *Your Post Frame Home*, *Your Carport*, *Your Portable Shed* and *Your Horse Barn*. Look for several of these to be released in 2022.

Pro Tips On: Your Metal Roof

Must-know information for customers considering purchasing a metal roof is compiled into this visually stunning, comprehensive 144-page book. Five sections full of inspiration and explanation geared toward building prolific customer/contractor relationships is at your fingertips. Readers will know what to ask their contractors—and contractors can anticipate what they will be asked. A win-win for all looking forward to putting another fabulous metal roof into existence.

The content is segmented into six uniquely focused areas. The book opens with *Section One: Metal Roofing Essentials*, which covers exactly that. Consumer-minded coverage includes:

- Assessing the need for replacement
- Style-Type Picture Guide

- Metal Substrate Options
- Venting
- Environmental Friendliness
- Solar Friendliness

Metal roof enthusiasts will learn how to evaluate when a replacement roof is needed. They will see many of the style options available in the marketplace. Noted experts explain metal substrate options for a quality result and how proper venting is critical for a truly healthy home.

Consumers learn about how putting a metal roof on a home is truly an environmentally friendly decision. Industry respected expertise is shared about great rooftop solar setups for self-sufficient customers choosing to make their dream home more energy friendly and cost-effective.

Pro Tips On: Your Metal Roof next moves on to *Section Two: Climate Zones*. Learning about weather so readers can understand the conditions that impact their local county enables them to learn what environmental stressors their roof is likely to face—a big advantage. Climate knowledge helps readers understand why it is better to invest in affordable solid construction such as metal type and thickness in tandem with certain coatings. It makes all the difference in overall happiness in the way your roof not only works, but appears, when a consumer is seeking a long-term positive result by choosing to install a new roof. The section is organized for ease of use with the zones ordered having the largest number of counties first and the least at the end. That is not to say that all Shield Zones are not significant.

Customers will want to know more about the topics in *Section Three: Facts, Factors, Fashion & Financing*. Consumers learn the need-to-know items people should ask about metal roofing including the benefits of choosing a particular

metal and thickness. Experience-rich installation tactics are shared by a professional installer. *Top Myths Dispelled* separates the truth from the misconceptions to help overcome common unfounded objections. Factors that influence cost and financing options are covered to help readers make informed decisions about their roofing selections.

Heading to *Section Four: Look Before You Leap* content shares questions to ask and warning signs to be aware of when selecting a contractor. Warranty coverage loopholes to consider and setting up a work contract are shared so both homeowners and contractors have an understanding that provides both parties the protection they deserve. Additional coverage includes writeups by the Better Business Bureau (BBB), International Code Council (ICC) and UL to help customers understand their function in the industry and benefits the add to consumer protection and clear product quality advantages. Additional coverage includes:

- Pre-hire Installer Questions
- HOAs
- Zoning Requirements
- Building Codes

The book concludes with an Inspirational Gallery that showcases the amazing projects contractors have completed for their clients. Many different looks for many fabulous settings will leave customers eager to create and share their own inspired dream. The Appendix has a glossary to help avid learners become familiar with the terminology of roof construction.

Pro Tips On: Your Metal Roof is a one-stop-reference for fast facts and innovative inspiration. Consumers will be eager to effectively communicate with their contractors about their options. Putting a metal roof on a home is a long-term commitment and knowing what you need, what you like and the result quality delivers is only an advantage. **MR**

Available
January
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PRO TIPS ON

The Series That Helps Solidify Success

Contractors who are successful have satisfied customers. The Pro Tips On series of online and print option books is designed to make the relationship you build with customers solid. Educating consumers about construction is a mutual gain for both contractors and their clients. It is an investment in time that results in positive endings and job-generating, community word of mouth. The program as is delivers a view of the best and you now have the opportunity to represent your great work in the books.

The affiliate program will help you with the basic sales process:

Market and advertise to generate leads. Builders will be able to add finished project photos to the gallery section and manufacturers can represent product options in our style guide area.

When an inquiry comes in and you direct them to the book to purchase online through Shield Wall Media (www.shieldwallmedia.com), you will make money on those leads. A person willing to buy a book is a good prospect for your business.

If you purchase print copies to sell you will make money on those sold copies. To create a beneficial relationship with potential customers, you may choose to purchase books and give them away. There are lots of ways the affiliate program can benefit your business.

For example, a serious inquiry about your area of construction comes into your business. You begin to talk about their needs, wants and limiting factors. You present the **features and benefits** of what you are able to provide. The customer leaves trying to process a lot of information and has time to then develop additional questions. They leave and you put a book in their hand and they have many answers at their fingertips. The book series is designed to keep customers engaged...and inspired to want what you can provide. Utilizing the three “C”s by controlling the story, providing a solid basis for comparison with other contractors and conversing meaningfully is certain to leave an impression.

Your customers will then call you with their thoughts and questions. Knowing their educational resource helps your business, because you can anticipate what they are going to ask. It provides a mutual reference for discussion. Someone might say,



COURTESY OF SNOBLOX-SNOJAX SNOW GUARDS

“I see on page 47 that raw cut metal edges can rust. How do you avoid that in your installation?” You can talk about what they read and provide them the answer. The series helps you overcome unfounded objections upfront with the dispelling myths content.

Part of selling product is properly understanding needs and wants. Once the customer understands what they want, you will be able to provide it to them. This series of titles will help customers expand their knowledge base to better understand the scope of what they are contemplating and ask you targeted questions. Establishing you as credible and responsive to their needs, puts you above the competition.

The books reinforce the benefits of quality so you are able to be better prepared to go against lower price options and sell folks what they can best afford for long-term gain.

This *Pro Tips On* is designed to act as a pass-along resource and referral standard. To learn more about our affiliate program options visit www.protipson.com. **MR**

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DO YOU HAVE A PROJECT TO SHOW OFF IN THE 2022 METAL ROOFING IDEA BOOK?

In addition to advertising opportunities, **The Idea Book** offers the chance to show everyone what you can do as a roofer or supplier. If you have a nice project you'd like considered for inclusion, we're looking for finished metal roofing projects, with information about the building, the roof, and the products used in its construction. If your project or product makes it into the magazine, you'll have bragging rights for all your promotional materials!

Mark Your Calendar!
Project Deadline:
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