

# METAL ROOFING

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**MAGAZINE**

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JUNE/JULY 2022 • Vol. 21 • No. 4

## REGIONAL COLOR TRENDS

## VISUALIZERS IN THE SALES PROCESS

## SAFETY UPDATE: FALL PREVENTION

## HIGH-TEMP UNDERLAYMENT

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# Happy 100th to the FRSA!

As you well know, construction-related trade shows and conventions held in 2021 were hit and miss. I can only hope you are as excited as I am about the way 2022 events are shaping up so far. The Frame Building Expo was a hit in January. IRE in February was exciting and well-attended, too. To help you plan out your travel schedule for the rest of the year, you'll find an updated Events Calendar on page 11. (I'm a bit of a worrier, so, while things are looking up, I'd still recommend you check with show producers before booking flights and hotels.)

Speaking of events, I'd like to congratulate the FRSA on its centennial celebration coming up in July. For an organization to last 100 years is a feat — say nothing about evolving and staying relevant and valuable to its members. You'll find information about the show, including a show floor map and list of exhibitors, plus educational sessions that qualify for continuing education credits, beginning on page 26.

More exciting news ... Shield Wall Media, the publisher of Metal Roofing, is re-launching yet another magazine. We're bringing *Metal Builder* back to life



The staff at Levi's Building Components, standing in front of their "honors wall," receive their 2022 Metal of Honor Award. Submitted photo.

as a print and digital magazine. *Metal Builder* is a resource for construction professionals who work in metal; it will provide information about the newest products, resources, tips and tricks, and insider insights on everything from metal frameworks to metal roofs.

This new (old) magazine will initially be available as a special section within Rural Builder magazine. The plan is to then grow *Metal Builder* into a separate publication next year.

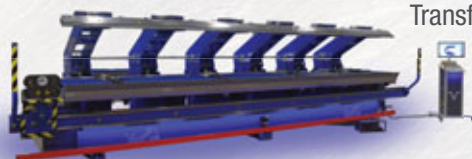
Shown above is some of the crew at Levi's Building Components. They're holding their 2022 Metal of Honor Award — which is the company's second. I'll take this opportunity to again congratulate Levi's and the rest of the Metal of Honor Award recipients ... Being recognized as a company that roofers trust and depend on is worthy of applause.

Keep up the great work, everyone!

*Karen*

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# METAL ROOFING MAGAZINE

## Managing Editor

Karen Knapstein  
karen@shieldwallmedia.com  
715-513-6767

## Editors

Linda Schmid, Anthony Brass

## Circulation/Subscriptions

Barb Prill  
barb@shieldwallmedia.com  
920.471.4846

## Digital Product and Data Engineer

For help with online Classified Ads & the Business Directory contact:  
Steve Duberstein:  
steve@shieldwallmedia.com

## Publisher

Gary Reichert  
gary@shieldwallmedia.com  
715.252.6360

## Director of Sales

Missy Beyer  
missy@shieldwallmedia.com  
920-216-3007

## Executive/Advertising Assistant

Kathy Budsberg  
kathy@shieldwallmedia.com

## Sales Assistant

Kathy Welk  
kathyw@shieldwallmedia.com

## Graphic Designers

Tom Nelsen, Kevin Ulrich

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The Cypress Cove Residential Complex needed more than a half million square feet of roofing materials. PHOTO COURTESY OF ENGLERT.

COVER DESIGN BY KEVIN ULRICH.

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E-MAIL THE EDITOR AT  
karen@shieldwallmedia.com



## Steel Dynamics Announces Leadership Appointments

Steel Dynamics, Inc., one of the largest domestic steel producers and metals recyclers in the United States, has announced the transition of Miguel Alvarez to lead the company's North American Metals Recycling platform effective March 31, 2022, which precedes the July 2022 retirement of Russell B. Rinn, the company's Executive Vice President of Metals Recycling since July 2011. Rinn will remain a valuable resource to the company in a consulting role until his retirement, continuing to report to the company's Chief Executive Officer. The company is also promoting James Anderson from his current position as Vice President of the company's steel fabrication operations to a Senior Vice President retaining the same responsibilities, also effective March 31, 2022.

"Since joining Steel Dynamics over ten years ago, Russ has played a key role as part of our senior leadership team, and has been instrumental in our metals recycling strategy," said Mark D. Millett, Chairman, President, and Chief Executive Officer. "Russ came to us with an already impressive resume within the steel industry, with over 30 years of leadership. I, along with our board of directors and the entire senior leadership team, recognize and appreciate his contributions to Steel Dynamics and our success. During his tenure, Russ contributed to the overall leadership of our company, and also further optimized and rationalized our recycling operations, including our strategic recycling growth in Mexico. We wish Russ the very best with his next endeavors within retirement."

Steel Dynamics produces steel products, including hot roll, cold roll, and coated sheet steel, structural steel beams and shapes, rail, engineered special-bar-quality steel, cold finished steel, merchant bar products, specialty steel sections and steel joists and deck. In addition, the company produces liquid pig iron and processes and sells ferrous and nonferrous scrap.



## Dynamic Fastener Releases New 2022 Hand Guide

Dynamic Fastener [tel. 800-821-5448] has released a new version of its popular Tool and Fastener Hand Guide. This free, 140-page, full-color gem provides concise answers to questions pertaining to fastener applications, engineering data, availability of types, size ranges and fastener materials specific to the metal building and roofing 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. The 2022 publication includes details on the Dyna-Guard snow retention system for metal roofs. It also includes information about the company's new rivet initiative that resulted in a stock level of 100 million rivets with 75 million pre-painted in more than 100 different colors.

## Hy-Brid Lifts Announces Dave Wanta as VP of Sales

Hy-Brid Lifts, a global scissor lift manufacturer, announces Dave Wanta's promotion from Director of Sales to Vice President of Sales. His new responsibilities include spearheading the sales team strategy, developing customer experience initiatives, and improving on and executing the company's growth strategy.

"I'm excited about the progress and



Hy-Brid Lifts by Custom Equipment announces Dave Wanta as its new Vice President of Sales.

innovations that Hy-Brid Lifts has made over the past few years," said Wanta. "I'm looking forward to contributing to the company's continued momentum by optimizing our sales processes to ensure customer and end-user satisfaction."

Wanta is an industry veteran with more than 25 years of experience in the construction and agriculture sectors. He spent the last two years leading the Hy-Brid Lifts sales team and expanding its customer base as the Director of Sales. Prior to that position, Wanta held a National Account Manager role at Skyjack, where he worked with both key accounts and independent dealers to nurture relationships and ensure that all products and services met the increasingly stringent standards of his customers. He will continue acting as the primary representative for Hy-Brid Lifts in the Fort Mill, South Carolina, area.

"We're thrilled to have Dave transition into the Vice President of Sales role," said Jay Sugar, Hy-Brid Lifts CEO and President. "Dave has been a tremendous asset in building relationships with our customers, understanding their needs, and identifying solutions for those challenges. He has the necessary experience to help us pivot and respond to market changes. We're excited for him to continue the company's successful growth." **MR**



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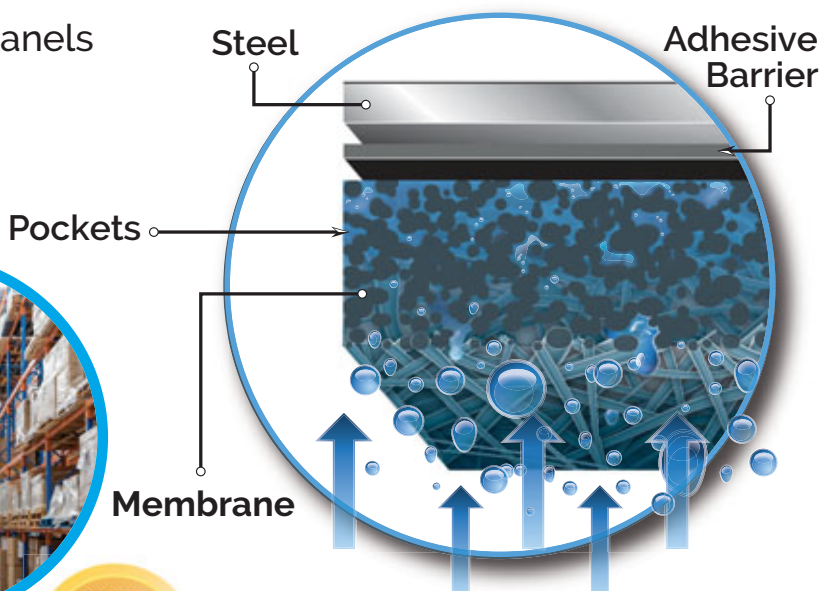
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# Prevent Underlayment Woes

## Things to Consider When Selecting, Installing High-Temp Underlayment

By Mark Strait, Kirsch/Sharkskin

**H**igh-Temp rated roof underlayments for use under standing seam metal, metal shingle, metal tile and metal shake roofing systems, in direct to deck applications can be both mechanically applied (MA) and self-adhered (SA).

Areas in the U.S. that experience seasonal snow and ice may require “ice dam” protection at the eave, valleys, and roof perimeter. In this case a self-adhered roof underlayment meeting ICC-ES AC48 or ASTM 1970 is normally required. In the case of metal roofing systems, it’s best to specify a High-Temp (HT) rated self-adhered roof underlayment.

Some jurisdictions require the entire roof deck be covered with a self-adhered roof underlayment under metal roof systems. When it comes to choosing the right self-adhered roof underlayment, the following features and benefits should be considered.

### Low Temp Adhesion

Proper adhesion in low temperatures can be a problem for contractors/installers when installing “HT” self-adhered roof underlayments in temperatures below 40-50 degrees. Improper adhesion can lead to “blow-off” of the roof underlayment unless the roof underlayment is nailed in place. Which depending upon the type of fastener used can lead to dimpling in a standing seam metal roof and/or “electrolysis dissimilar metals” if for example a galvanized fastener is used instead of copper or stainless steel.

### Slip Resistance

Slip resistance is a problem with many underlayments, especially when there is morning dew, snow or it just rained on the roof underlayment. Selecting a high-temp underlayment that addresses slip is highly recommended in

### Exposure Limitations

With the metal supply chain issues of late, having a product that can be left exposed to the elements for extended periods can be critical. Many HT self-adhered roof underlayments only provide a few months protection, while some can be left exposed for up to 12 months before installing the final roof covering.

### Ease of Installation

A multi-directional self-adhered roof underlayment will take less time to install and there will be less waste than a self-adhered underlayment with a selvage edge. A selvage edge is necessary when the surface of the SA doesn’t allow for proper



More than 30,000 sq. ft. of natural copper covers Denver University’s new Dimond Family Residential Village. Underlayment by Kirsch/Sharkskin. Photo courtesy of Schafer and Co., Denver, Colorado.

adhesion with the adhesive side of the SA. The selvage allows for proper adhesion at the horizontal overlap from one course to the next. Self-adhered roof underlayments that require a selvage edge most often require a caulking/mastic at the vertical laps for the same reason mentioned above.

**Width** — Consider the width of SA roof underlayments. Wider rolls — 48” vs. 36” — allow for quicker coverage, thus reducing labor costs. In addition, a 48”-wide SA roof underlayment, in most cases, will provide the code required “ice dam” protection (2 feet inside the warm wall) with one course, whereas 36” SA roof underlayment will require two courses up from the eave of the roof to provide the ice dam protection required.

**Priming** — Be aware that manufacturers of some high-temp self-adhered roof underlayments require priming metal and certain substrates, while others require no primer. Most asphalt-based SA roof underlayments fall into the primer-needed category. In most cases, a synthetic butyl/butyl SA roof underlayment does not require a primer.

### Mil Thickness Perspective

For some time, mil thickness has been considered most important for nail/screw sealability. For years many building codes have required a 40-mil thickness as a minimum for self-adhered roof underlayments. Some manufacturers have gone to even thicker mil thicknesses of 50 to 60 mil. The reality is there are non-asphalt-based adhesives (with no added fillers as used



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with asphalt adhesives) in self-adhered underlayments that will perform as well or better. In addition, the available asphalt on the market today from the oil industry is different from what it was in the past. Oil industry manufacturers have refined more of the tar out of asphalt than in years past, which causes some asphalt-based self-adhered roof underlayments to dry out and become brittle over time.

### Wind Uplift Resistance/Design Uplift Pressure

“High Temp” roof underlayments that provide “Design Uplift Pressure” (DUP) vs. those that do not. Wind uplift resistance has always been important regarding both self-adhered and mechanically adhered roof underlayments. Building codes in Florida, for example, have continued to increase the DUP requirement of the primary roof covering. Building departments are also asking for DUP resistance of the roof underlayments in the event the primary roof covering is lost. For this reason, it’s important to specify roof underlayments with a posted DUP number. The posted number is normally 50% of what the roof underlayment was tested to. Not all high-temp self-adhered and mechanically adhered roof underlayments provide the same wind uplift rating.

### Mechanically Applied

High-temp mechanically applied roof underlayments can also provide extended UV protection, slip-resistance (even when wet), and superior abrasion resistance. I can also provide the necessary wind uplift resistance — in some cases exceeding that of self-adhered roof underlayments — as well as matching the long-term performance and warranty of self-adhered roof underlayments, all while helping to reduce overall installation costs. **MR**

**METAL ROOFING MAGAZINE EXTENDS ITS THANKS TO THE FOLLOWING MANUFACTURERS FOR CONTRIBUTING THEIR EXPERTISE TO EDUCATE METAL ROOFERS:**

- |                               |  |
|-------------------------------|--|
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| • MFM Building Products Corp. | <a href="http://www.mfmbp.com">www.mfmbp.com</a>                 |



## Pay attention to temp, UV ratings

**T**he tech department addresses two top concerns for one manufacturer: The #1 key to choosing an underlayment for metal roofing is having a product that is rated for high-temperature applications. Many contractors try to cut corners with an inferior product – the end result is that the heat will liquefy the mastic if it’s not rated to at least 225°F. The mastic will break down, possibly leaking out onto the shingles themselves, and in some cases, down the side of the home’s exterior.

Ranked closely behind the number one concern is the exposure limitations. Contractors need to pay attention to the UV rating on underlayments. Most metal roofing underlayments are UV-rated for 60, 90, or 120 days. What often happens is that the contractor will install the underlayment, but the metal will be backordered or delayed, leaving the underlayment exposed past its UV rating. When that happens, the top surface will break down causing the mastic to be exposed to the elements. Or the film will start to severely wrinkle or tear when walked on. All these situations are not good for the waterproofing properties of the underlayment. The contractor needs to keep this in mind when working on a project. **MR**

## Self-Adhesive Underlayment Installation & Storage Tips

- Self-adhesive underlayment may not fully adhere when temperatures are under 40°F (5°C). When installing in cold weather, store the SA underlayment at room temperature prior to installation to warm the adhesive to a workable temperature.

- If applied in temperatures above 100°F (38°C), or exposed to direct sunlight, the release backing on self-adhesive underlayments may become difficult to remove. If this happens, move

the underlayment into a shaded area to cool. Once cooled, the backing should release easily.

- Store self-adhesive underlayment upright in a dry, well-ventilated area. Underlayment should not be stored at 90°F (32°C) or above for extended periods of time.

- Do not store self-adhesive underlayment in direct sunlight.

**MR**



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# Regional Color Trends

How does your experience compare with the regional report?

*Courtesy of Hixwood.*

By Metal Roofing Staff

**A**re you ever curious about construction trends in areas with which you are unfamiliar? We've begun gathering industry data to not only satisfy your curiosity but to help you prepare for the material and service requests that may come your way.

Metal Roofing Magazine recently concluded a survey of roofers and manufacturers; we polled them about the importance of color selection and about which colors are most frequently installed in various regions of the U.S. We asked survey participants to identify the region in which they operate: Northeast, Southeast, North-Midwest, South-Midwest, Northwest, or Southwest.

We then asked them to rank nine metal colors from most to least popular. The metal colors on the list included: Black, Red, Brown, Grey, Blue, Green, Tan, White, Galvalume/ Galvanized/ Natural. (There were no "light," "medium," or "dark" designations.)

The overall results closed out with Black and Grey coming in tied for the No. 1 spot. Black scored the No. 1 spot in the North-Midwest and the Northwest, and a No. 2 spot in the Southeast. Grey scored the No. 2 spot in the Southeast, North-Midwest, and Northwest, in addition to claiming the No. 1 spot in the South-Midwest.

We found several statistically significant variances between regions. For example, while Galvalume/ Galvanized/ Natural finishes rank No. 6 overall, the color group ranks No. 1 in the



*Texas-based Green Knight Metal Roofing installed this matte black roof on an Austin residence. PHOTO COURTESY GREEN KNIGHT METAL ROOFING.*

Southeast region. Tied at No. 2 in the Southeast are Black and Grey. For whatever reason(s), Brown ranks No. 3 overall, but comes in at way down at No. 7 in the Southeast.

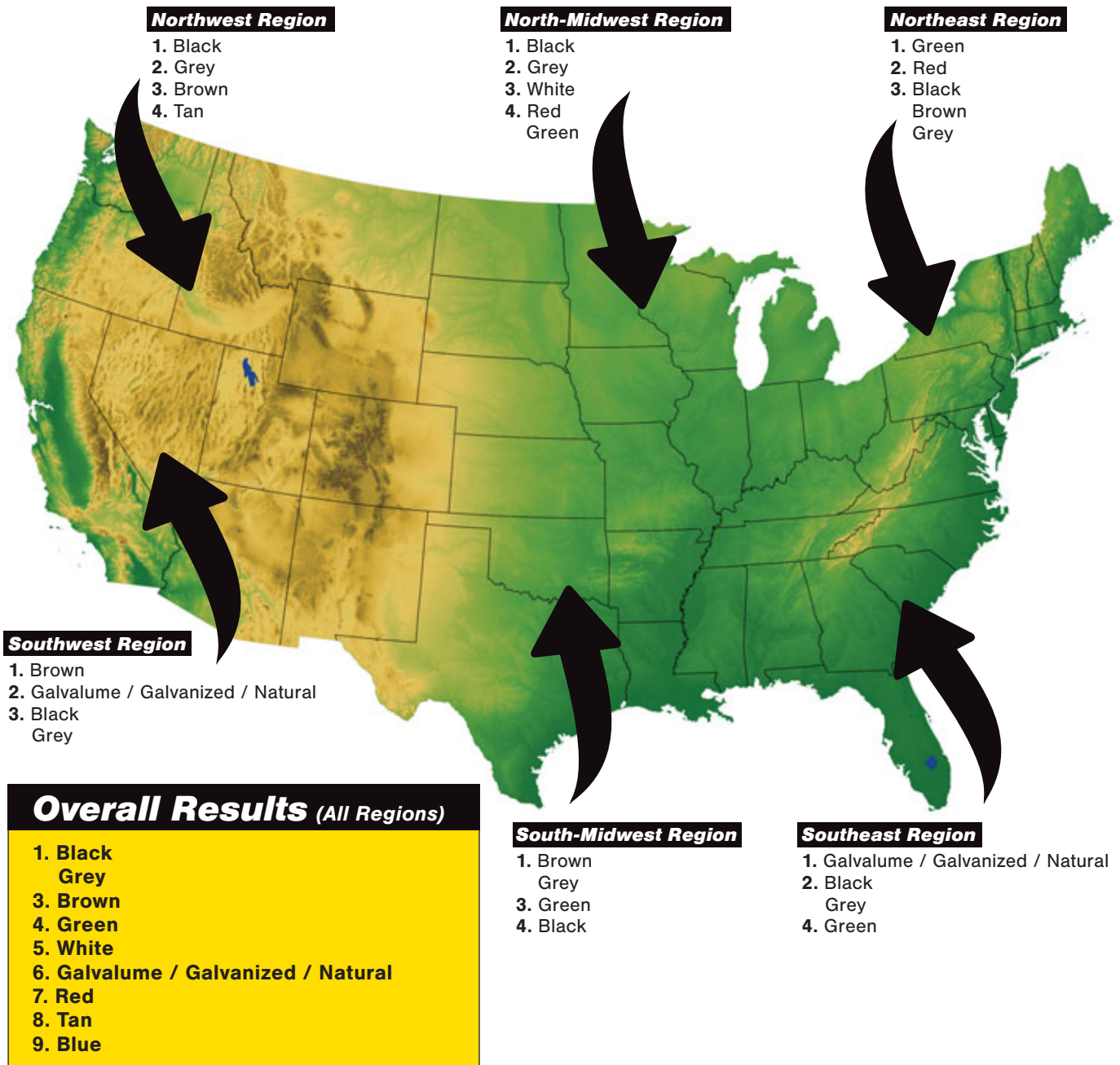
In the North-Midwest, Galvalume/ Galvanized/ Natural finishes rank near the bottom, at No. 8, and White ranks higher than the national average, at No. 3 regionally versus No. 5 overall.

The Northeast is a bit of an anomaly when compared to the rest of the regions. It is the only region where Green ranked No. 1. The Northeast region is also where Red saw its highest ranking, at No. 2; in all other regions, Red placed at No. 4 or lower.

The highest Blue ranked among all regions was No. 6 (in both



## COVER STORY



the Northeast and Northwest). It ranked in at No. 9 in three regions: Southeast, North-Midwest, and Southwest.

Another quirk is the appearance of Tan at the No. 4 spot in the Northwest, which is the highest the color ranked in any region. (We can only speculate why; perhaps it mimics the look of cedar or tile.)

### How Many Choices Are Too Many?

Moving on to the importance of the color selection offered to customers, a greater percentage of manufacturers (those who

don't install metal roofs) said color was "Extremely Important." For comparison, a greater percentage of installers said color was "Very Important" (i.e. slightly less important). The survey results indicate the perception color importance between manufacturers and roofers aren't quite in alignment.

The survey results show customers usually arrive with a specific color in mind. However, those who don't are offered (possibly too) many choices. Sixty percent of survey respondents report offering potential customers "10+ (everything they have)" choices. Which is interesting, since statistics prove if customers

are offered too many choices, they abandon the decision. (It's the Paradox of Choice: More options attract more potential customers, but too many options can overwhelm them. They may either abandon the decision to buy or be dissatisfied with their purchase if they actually go through with it.)

### Apples & Oranges: Metal Roof vs. Metal Building

Let's compare metal roof colors to metal building colors. Building manufacturer Wick Buildings, headquartered in Mazomanie, Wisconsin, operates throughout the Midwest, Great Lakes and Great Plains. The company recently posted the results of its annual color survey in January. In a blog post reporting the results [<https://www.wickbuildings.com/blog/>], Wick reports Charcoal Gray as the most popular color for 2022. Coming in at Nos. 2-10, in descending order, are White, Burnished Slate, Beige, Smoke Gray, Alpine White, Red, Hunter

Green, Black, and Brown. (Actual survey colors are Wick's AkzoNobel's CERAM-A-STAR® 1050 coatings.)

The post reports: "Black broke into the top 10 two years ago and appears to have a foothold," while "Hunter green, which was parked at No. 6 for three years straight, dropped to No. 8."

When comparing the two surveys, there are both discrepancies and similarities. The Wick survey reports White is a popular color for a metal building. The metal roofing survey results show White as one of the least popular colors for a metal roof. Blue has a poor showing on the metal roofing survey, and doesn't appear at all in Wick's Top 10 metal building colors.

If anything, the metal roofing color survey prompts us to ask even more questions:

- To what degree do HOAs or zoning impact metal roof colors?
- Are the roofs in the survey new construction or reroofs?

# Colors of the Year 2022

Ruthann Hanlon of PPG gave a color presentation at the Garage, Shed and Carport Builder Show in South Bend, Indiana in November. The psychological aspects involved with the color of siding your client chooses are interesting. For instance, did you know that gray is out because people's mood and outlook are lifting; they're becoming more hopeful. So goodbye safe, neutral, not-very-cheerful gray. No offense to gray intended...it can be used to stunning effect, but it was hanging out around the top of the colors-used chart for years. Many homeowners are moving on. And here is what the color experts say they are moving to.

### PPG Color of The Year

After a year of stay-at-home orders and too few IRL (in-real-life) moments in 2020 and 2021, homeowners, designers, architects and facility managers are craving authenticity, nature and meaningful human interaction after living in a mostly digital world. Our 2022 Color of the Year is Olive Sprig (PPG1125-4), an elegant, grounded, versatile and highly-adaptable grey-green. This color

represents regrowth in a post-pandemic world and mimics nature's resiliency.

Olive Sprig is a relaxed, but enticing green that emulates the feeling of soothing aloe vera or a fragrant plant – brightening any space with organic liveliness. A versatile color that lives well inside or outside, Olive Sprig blends in with nearly any environment.

"As many of us know following a year of lockdown, the easiest way to shift your mindset is to change your environment. While we begin to trade sweatpants for strappy shoes, recipes for reservations, and a night in for a night out, our paint color preferences are shifting too, in both residential and commercial spaces," said Amy Donato, senior color marketing manager, PPG paint.

Lending itself to be paired with natural materials, Olive Sprig looks beautiful alongside unique architectural elements and furniture with curved forms to create a comfortable and grounded space. The color can help create a sanctuary in a bedroom, encourage focus in an office,



*Olive Sprig from PPG.  
(Duramar Coil - BN2G147B)*

offer the perfect neutral backdrop in a retail or restaurant, and create a grounded getaway in hotels. Olive Sprig also pairs beautifully with brass accents and wood tones on an island or lower kitchen cabinets. Homeowners, designers, architects, and other customers of professional painters can also gather inspiration from this color through the use of floor-to-ceiling emerald tiles in a bathroom, incorporating a luxe velvet green couch in the living room, or immersing the home in plants in a variety of shapes, colors and sizes.

In addition, after the rise of working from home and remote learning, homeowners have shifted away from open concept living spaces to individual rooms in order to create privacy and compartmentalize working life from personal. For those in need of a little more separation, painting a wall or nook a different color from the rest of the room is a simple, affordable project that can instantly



## COVER STORY

- Does the purpose of the building have an impact on the selected roof color?
- How does the siding color correlate to the roof color?
- Are Black, Grey, and Brown popular metal roof colors because they mimic the color of traditional roofing materials like wood, terra-cotta, tiles, and asphalt shingles?
- What colors are absent in the survey that should have been included?
- Did survey respondents have to contend with zoning laws or restrictive covenants for color choices?

Watch for more follow-up surveys and articles here in *Metal Roofing Magazine*. If there are questions you think we should ask, but haven't, drop me a line at [karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com). As always, we welcome your feedback about popular materials and colors in your region. We'd love to hear from you. **MR**



Photo courtesy of Hixwood.

transform a space and help create boundaries in your home that will change and adapt as our lives do.

As part of PPG's annual Global Color Forecasting Workshop, the company's experts uncovered that consumers are more inclined to adopt more colorful selections after difficult inflection points throughout history, often seen during the Roaring Twenties or after the Great Depression. As part of this cyclical history, PPG is seeing post-pandemic optimism infiltrating commercial and residential design spaces so many can create a sense of escapism. Just as trends in the 1920s were marked by opulence, metallics, rich woods, layers, moody colors and angular shapes, today's home décor is drawing inspiration from the Antiquity, Baroque and Renaissance eras of art, sculpture and architectural forms. This colorful embrace is thought to reflect an optimistic rebellion, a sign of personal expression or soothing self-care.

### Sherwin-Williams Color of the Year

Easily hit the refresh button on any residential, commercial or architectural space with Evergreen Fog, a simple, sophisticated color that is both calming and composed with just a touch of organic lushness.



Evergreen Fog from Sherwin-Williams.

Our 2022 Color of the Year is a versatile and calming hue of gorgeous green-meets-gray, with just a bit of blue, depending on the light. It's a simple but sophisticated wash of beautiful color for any exterior space. It allows you to truly discover the balance between the familiar and the fantastical—between seeking sun and rooting deeply. In the soft organic shade of Evergreen Fog, we find meaning, a place to heal, a lasting peace.

### AkzoNobel Color of the Year

The forecast calls for Bright Skies™ in 2022, with the reveal of AkzoNobel's Color of the Year. The airy, light blue feels like the breath of fresh air we all need.

After a spell of feeling shut in, people are craving expansion. Extensive global trend research conducted by a team of in-house paints and coatings color experts



Bright Skies from AkzoNobel.

and international design professionals reveals that we want open air, connections to the great outdoors and a fresh approach to everything.

Many events over the past two years have thrown the social, economic and environmental aspects of our lives into sharper focus. We're reassessing what really matters: family, friends, home and the world around us.

"In 2022, Bright Skies will help us embrace new ideas and shape a new future," says Heleen van Gent, Creative Director of AkzoNobel's Global Aesthetic Center. "The color reflects the limitless skies above us, giving us the space to redefine the role of our homes, nature, the arts and new voices in our lives. As consumers look to express themselves and transform their spaces, our aim as color experts is to inspire their color confidence." **MR**

## CALENDAR

### JUNE

**June 13-15**

Metal Construction Association (MCA)  
Summer Meeting, Rosemont, Illinois;  
[www.metalconstruction.org](http://www.metalconstruction.org)

### JULY

**July 20-22**

Florida Roofing & Sheet Metal Expo  
(FRSA), Ocean Center and Hilton  
Daytona Beach, Daytona Beach, Florida;  
[floridarroof.com](http://floridarroof.com). (See pages 25-29.)

### AUGUST

**Aug. 16-20**

National Association of Women in  
Construction's (NAWIC) Annual  
Meeting and Educational Conference;  
[www.nawic.org](http://www.nawic.org)

### SEPTEMBER

**Sep. 12-16**

Building Component Manufacturers

Conference, Greater Columbus  
Convention Center, Columbus, Ohio;  
[bcmcshow.com](http://bcmcshow.com)

**Sep. 24-26**

Western Roofing Expo (WSRCA), Paris,  
Las Vegas, Nevada; [westernroofingexpo.com](http://westernroofingexpo.com)

**Sep. 27-29**

RCAT / MRCA Roofing Conference, Fort  
Worth Convention Center, Fort Worth,  
Texas; [www.roofingcontractors-texas.com](http://www.roofingcontractors-texas.com)

### OCTOBER

**Oct. 12-14**

METALCON, Indiana Convention  
Center, Indianapolis, Indiana; [www.metalcon.com](http://www.metalcon.com)

**Oct. 26-27**

Construction Rollforming Show, Ernest

N. Morial Convention Center, New  
Orleans, Louisiana; [www.construction-rollformingshow.com](http://www.construction-rollformingshow.com)

### NOVEMBER

**Nov. 6-8**

RoofCON Roofing & Solar Conference,  
Orange County Convention Center,  
Orlando, Florida; [roofcon.com](http://roofcon.com)

**Nov. 8-10**

FABTECH, Georgia World Congress  
Center, Atlanta; [www.fabtechexpo.com](http://www.fabtechexpo.com)  
**MR**

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# Employee Handbooks

## Profitable Tools for Small Businesses

By Phillip Perry

**W**hat commonly neglected business tool can help your workplace run more smoothly, orient new employees quickly, and reduce your risk of costly legal battles? If you guessed “the employee handbook,” you’re right. Too often given short shrift, this vital document can play a vital role by communicating workplace policies and employee responsibilities. The result can be a more productive organization and a more profitable business.

in landing the best employees,” says Richard Avdoian, an employee development consultant in Metropolitan St. Louis (MidwestBusinessInstitute.com). “Many times the ideal candidate has multiple offers, and your handbook can tip the balance in your favor by communicating the benefits of joining your team.”

The employee handbook, along with the job description, can set the framework for inducting new people into your business, adds Avdoian. “It communi-

written handbook: reduced legal risk. Suppose, for example, one of your customers is harmed by an employee impaired by alcohol or drugs. Having a record of an anti-drug policy can help mitigate liability. “When you get sued, the first question an attorney will ask is ‘Did you have a policy covering this?’” says Bob Gregg, co-chair of the employment practice law group at Boardman and Clark LLC, Madison, Wisconsin (boardmanclark.com).

At smaller businesses, where supervisors have limited time to communicate all the vital information employees need, handbooks can help fill the gap. At the same time, they communicate a valuable business image. “Like a website, an employee handbook is an expected part of today’s business operation,” says Avdoian. “It tells everyone you are serious about your organization.”

### Cover These Topics

The employee handbook is not a “one size fits all” affair. Every organization has its own requirements, and only your attorney can tell you what you should include (and omit) to be in compliance with the law. Nevertheless, there are some topics common to many handbooks. For a rundown, see the sidebar, “What Goes in the Employee Handbook?” page 21.

Here are some remarks about the more sensitive topics:

- **Email.** Even if allowed to use personal devices for business purposes, employees have no right to privacy regarding any business emails that go through those devices, or any personal emails that go through the business system.

“Your policy should state that your business owns all emails that go over your business system, even personal ones,” says Gregg. “Employees should



“Employee handbooks are extremely important for businesses of all sizes,” says James W. Potts, J.D., Chief Executive Officer of the Pasadena, California-based human resources consulting firm of Potts and Associates (pottsandassociates.com). “They can help everyone work more efficiently.”

The same handbooks that help veteran workers understand your business policies can be especially valuable for recruits. “Giving your handbook to selected applicants can be beneficial

in landing the best employees,” says Richard Avdoian, an employee development consultant in Metropolitan St. Louis (MidwestBusinessInstitute.com). “Many times the ideal candidate has multiple offers, and your handbook can tip the balance in your favor by communicating the benefits of joining your team.”

Once aboard, the new employee should receive a handbook as part of a thoughtful orientation. “The new employee should be given a tour of departments and be introduced to their managers,” says Avdoian. “This communicates idea that each individual is part of a larger organization and is equally important in the success of the company.”

There’s one more benefit of a well-

## BUSINESS BUILDING

not use the system for anything they do not want company management to see. They should also be informed that even if they hit the delete key the emails will be retained on the company hard drive or in the cloud.”

- **Overtime.** The 2004 revisions to the Fair Labor Standards Act created a “safe harbor” from liability for unpaid overtime when employers have adequate policies granting employees the opportunity to request wage corrections. “If you do not have such a policy employees can sue you for unpaid overtime without telling you first,” says Gregg. “On the other hand, if you have a clear, correctly worded policy, you can win the case.”

- **Privacy statement.** “Include a statement of your right to inspect computers, desks, and telephones,” advises Gregg. “If you don’t have it you can be sued for invasion of privacy for looking through

what you considered company property.”

- **Compliance with the Genetic Information Nondiscrimination Act (GINA).** State that your business will not collect any genetic or family medical history information from employees. This will give your organization a “safe harbor” against a lawsuit for discrimination based on such knowledge.

“You should also tell medical providers you do not want information about your employee’s family medical history,” says Gregg. When communicating with your business about medical topics, the providers should use general language. For example, the physician might state “Mary has a serious medical condition” rather than “Mary is absent for a heart condition that is common to her family.”

### What to Omit

Handbooks can be a two-edged sword.

While they can help protect you from charges of discrimination or other illegal personnel acts, they can also create legal problems of their own. “Handbooks can be dangerous if you don’t know what you are doing,” cautions Gregg. He gives one example: Including poorly written statements in your handbook can affect the “employment at will” status normally enjoyed by businesses. “It’s easy to fall into the trap of creating a contract of employment.”

For example, you may be tempted to include morale-boosting statements such as “You will always be treated fairly here” or “We know you will enjoy your long-term employment” or “Our policy is to promote from within.” These can end up coming back to haunt you later when disgruntled worker sues for a perceived violation of promises that he or she considers contractual.



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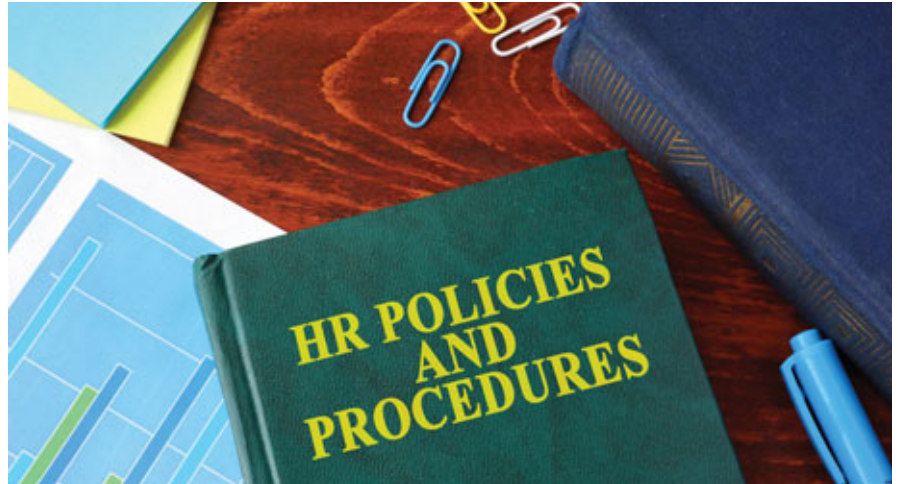
There's more. "Avoid falling into the trap of including policies that are not required by law," says Gregg. "Suppose, for example, your business has only 30 employees. You are not required to comply with the Federal Family and Medical Leave Act (FMLA), which only applies to businesses with 50 or more employees. Including a page about compliance with the FMLA can create a condition in which you are covered by that law even if you normally would not be."

And watch out for seemingly innocuous requirements that can land a business in hot water. "Some policies that seem good on their surface can violate federal, state or local laws," says Potts. "For example, an employer might state that departing employees must turn in company property such as cell phones or laptops before a final check is cut. That can be illegal in some states." Employers

with operations in more than one state face special hurdles, he adds. "A policy that is legal in one state may violate the law in another."

In a related area, be aware of city and state laws and regulations that

can require you to follow specific policies and prohibit others. "Many cities have laws covering such areas as family and sick leave," says Beth Brascugli De Lima, president and principal of HRM Consulting, Inc., Murphys, California



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(hrmconsulting.com). “We are seeing this trend grow very quickly, especially in the larger urban areas.”

Some policies are best left out of the manual altogether. Suppose an employee will be late coming to work. Whom should they call? And how far in advance? These are specifics that you might want to communicate orally, to avoid tying down your operations to procedures you might want to change later in response to changing conditions.

That last point suggests a larger issue: A handbook can end up creating too many restrictions for the business. Indeed, that is precisely the reason why some companies eye them with suspicion. “Many employers fear getting locked in to the handbook’s wording,” says Potts. “But that problem can be avoided if the handbook is written correctly.”

As the above comments suggest, writing an employee handbook can be a

challenging task. “It’s a mistake to try to write the handout on your own,” says Avdoian. “If you haven’t a human resources professional on your staff you need to consult an HR expert and make sure an attorney reviews the document so you are in compliance with federal, state and local laws.”

### All Aboard

The employee handbook does not have to be a big glossy production. It can be as simple as a half-inch thick three-ring binder of pages covering the core issues. But once that document is completed, make sure everyone reads it and signs a document stating so. Then make sure everyone understands the policies must be followed consistently.

“The most common mistake is creating an employee handbook and then not following it,” says De Lima. “Often this is because supervisors are not well trained

and do not understand the importance of consistency.”

The result, says De Lima, can be a costly lawsuit. “Suppose Employee A is treated one way when violating a policy and Employee B is treated another way,” she says. “If Employee B is a protected class under equal opportunity laws, he or she may have a cause for action.” Laws on the federal level, and often on the state and local levels, prohibit discrimination by such characteristics as race, religion, sex, and national origin.

### Smart Roll Out

Has your business operated for years without any handbook at all? If so, introducing a new one can create a morale issue when employees feel as though they are being force-fed a whole new slew of workplace rules. To avoid this, introduce the handbook as a tool for enhancing the working environment. “I would intro-





duce a new employee handbook as part of a morale-boosting celebration of the progress being made by the business,” says Avdoian. He suggests distributing the handbook at a company luncheon, for example, using words such as these:

“Thanks to everyone in this room we have grown to the point where we can further fine tune our business. We are now distributing an employee handbook. Most of you already know about our benefits, but perhaps you have forgotten some of them. This handbook includes all of them in one place and outlines the company’s expectations for the future.”

### Update Regularly

Researched, written, published, distributed, and signed off on. Once you have completed the employee handbook cycle you have positioned your business to operate more efficiently and profit-

ably. But the handbook is not a “set it and forget it” affair. Laws, regulations, and workplace conditions undergo constant change. Keep asking this question: Does our handbook wording need to be altered to reflect new realities?

“It’s critical to review your handbook

on a regular basis,” advises Gregg. Add policies that reflect new challenges and opportunities. And toss those no longer valid. “Clean out your policies like you would old clothes from your closet,” he says. “Handbooks should not be designed by hoarders.” **MR**

## What Goes in the Employee Handbook?

Employee handbook policies will be as varied as businesses themselves. You should consult with your attorney to understand what should (and should not) be included. Here are some questions that handbooks often answer:

What is your policy on sick leave and vacation? On attendance and tardiness?

May employees drink alcohol at lunch? Will you be testing for drug use?

Will the employer be inspecting desks, email and voicemail messages?

What insurance and other benefits will employees enjoy?

How can employees ask for pay corrections related to overtime?

In addition to the above, many handbooks clearly lay out policies prohibiting workplace harassment, as well as the gathering of any genetic or family medical information. **MR**

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# Visualizing the Sale

## 7 Benefits of Using Visualization Technology in the Sales Process

By Renee Kopp, Hyphen Solutions™



**V**isualization technology is an extremely effective bridge between the initial “shopping and thinking about a project” to the final decision to buy. In particular, this is a game changer for metal roofing and building projects with a 40–70-year lifespan. The life-like views and virtual design approach instill confidence that the customer will love living with the project for decades.

How does this happen? For the customer, they enjoy an interactive way to select and instantly view photographic outcomes of every color, material and design option with a few clicks. It engages the customer in a self-serve manner from any device and simplifies selections and design all in a convenient experience. For the Supplier, sales convert more often and faster as critical purchase decisions are expedited and design center time is reduced by 2/3. Utilizing virtual design tools and digital product catalogs and samples also means less investment in physical samples and models, which saves money while actually giving an enhanced customer experience.

In fact, visualizers can help bring a project to life in more ways than imagined. For example, you can adjust time-of-day lighting to see how shadows fall on the project. And, you can see how metal roofing and material color will fade over the years. Do you want to see what it will look like on the project and property? Just upload a photo to see selections come to life in your project image and view it in 3D from every angle. Are you building a new structure? Upload the site photo, place it on the property, and start decorating.

Here's the bottom line: Visualization software offers an extremely effective approach to help buyers understand and fall in love with your offerings while moving quickly down the path of purchase. The benefits are significant with more leads, an expedited sales cycle, faster design and integrations to connect every step of the sales cycle.

How does it work? Here are a few key takeaways on the benefits of visualization technology to any sales approach:

### 1 Reach More Buyers Anytime and Anyplace with Visualization Technology.

Gain more visibility for your metal roofing and buildings with a strong online presence with photographic visualization. Not only do visualizers put all of your products in front of more eyes, but they also enable buyers to actively select and see their choice of metal roofing and building projects instantly. This is all conveniently done on any device at your website whenever and wherever the customer wants. However, you market to gain new prospects and capitalize on prized word-of-mouth referrals, make the most of your customer experience with visualization technology to effectively engage and convert your prospects with an interactive experience.

Visualizers provide a proven 300% increase in website time and it becomes the most trafficked area of the site.



### 2 Give Wow Moments with an Interactive Visualization Experience.

Photographic visualization puts every option in every combination at the buyer's fingertips in a very effective visual and interactive format. With a try-and-see approach done in a few clicks, you can showcase every product, color and design option to quickly see exactly what products look like. With



instant life-like views of options in a scene or applied to their uploaded project photo, it's easy to help buyers understand how your products fit their needs and personal style and deliver their dream project.

### 3 Capture and Convert More Leads.

Now that you have their attention and they have invested time to create their ideal project with your products, they can save, share and take the next steps to make the project real. It's



easy to request a quote, schedule an appointment, drop items into a shopping cart, request a home visit and more. This gives a qualified lead with contact information, detailed selections and a vision of their dream project already established.

More than 75% of identified Visualization users BUY.



### 4 Build Project Confidence and Close More Sales.

Customers using virtual design tools are more willing to

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Using visualizers, you can show your customers how metal roofing and material color will fade over the years.

buy. Bringing a project to life in an interactive 2D, 3D or VR/AR experience gives the “project vision” and peace of mind with views from every angle, comparison views and designer packages applied in one click. This takes another huge leap forward with AI-based photo-upload technology when users can upload a photo and see options applied to their image. You can even upload a site photo and use 3D to nest and decorate a building while viewing it in the actual environment. Then add the bonuses of time-of-daylighting and views of color fading over 10, 30 or 50 years, and the buyer has more information on the look and feel of a project than ever available before.

This is even more crucial to the decades-long life span of metal roofing and building projects. Seeing the photographic outcome of the project before it starts builds confidence and motivates the purchase decision.

### 5 Shorten the Selection and Design Process.

Customers using visualization tools are more willing to buy the options and customizations they fall in love with. With visualizers, the sales discovery process is enjoyable and faster when buyers can try options virtually. This expedites the entire process, and the conversation with your sales team quickly turns from options to how to make the project a reality.

**Selection and design time REDUCES by 2/3.**

### 6 Increase Profit with Virtual Design.

Customers using visualization tools are more likely to fall in love with the dream project and spend more for options they fall in love with. Instant photographic visualization and the self-serve aspect of this digital approach cuts down the time spent making the purchase decisions.

Not only will your team spend less time on selection and design, but you will also invest less in physical product samples, build fewer models and spend

*Customers using visualization tools are more willing to buy the options and customizations they fall in love with.*



less time lugging around samples. Less investment in physical assets and a shorter sales cycle decrease sales/design center costs. This delivers real opportunities to increase profits, and refocus sales efforts all while lowering the cost of sales.

### 7 Integrated Technology Streamlines Back-Office Processes.

Visualization technology can be integrated into the leading CRM, ERP, eCommerce and custom systems. From the moment the prospect is identified to the final delivery of the project, integration lets data entry happen once and flow all the way through the systems for easier management and tracking of every step of the process.

What does all of this mean? Customers get an incredible customer experience and suppliers get a faster, leaner and more integrated sales process. With 2D, 3D, VR/AR and AI-based technologies, there are visualization solutions to attain these significant benefits for metal roofing and building businesses. **MR**

**Renee Kopp** is Director of Marketing for Chameleon Power (<https://chameleonpower.com/>), which is now a part of Hyphen Solutions (<https://www.hyphensolutions.com/>), and has worked to deliver the value of innovative technology to businesses over the past two decades.



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Epilay.....	519	Metal Alliance.....	915	Tile Roofing Industry Alliance (TRI).....	850
Equipter.....	919	Metal Roofing Systems.....	840	Titanium & RhinoRoof.....	216
Erbend - Sierra Victor Ind.....	1031	The Metal Maniacs.....	754	Titebond.....	607
The Estimating Edge.....	408	Metal Sales Manufacturing Corp.....	401	Tri County Metals.....	731
Everest Systems.....	719	MetalForming Inc.....	501	Triangle Fastener Corp.....	220
EVERROOF.....	653	MFM Building Products.....	213	Tropical Roofing Products.....	742
Exceptional Metals.....	824	Mid-Atlantic Roofing Supply.....	842	TRUFAST.....	346
Extreme Metal Fabricators.....	343	Mid-States Asphalt.....	533	Union Corrugating.....	410
FastenMaster.....	610	Millennium Metals Inc.....	315	USG Securock.....	432
FiberTite Roof Solutions.....	418	Mule-Hide Products.....	309	VELUX Skylights.....	125
Firestone Building Products.....	314	National Adhesive.....	543	Verea Roof Tile Co.....	705
FL. Equipter Rental LLC.....	1027	National Gypsum.....	810	Versico Roofing Systems.....	329
FLAMCO.....	340	NB Handy Company.....	805	Volatile Free Inc.....	238
FlashCo.....	428	Next Level Metal Sales.....	643	Westlake Royal Roofing Solutions.....	601
Flex Membrane International.....	240	NPC Colored Sealants.....	215	Worhouse Inc.....	548
FRSA Association.....	841	O'Hagin.....	539	Warrior Roofing Manufacturing.....	243
FRSA Self Insurers Fund.....	945	Ocean Breezes Design.....	846	WUKO Inc.....	647
FT Synthetics.....	120	OMG National.....	829	Zgraph.....	814
Furman Insurance.....	721	OMG Roofing Products.....	616		
F-Wave.....	955	OnSite Seamless Inc.....	246		
		Overholt Metal Roofing Supply.....	515		

2022 Exhibitor Listing as of 03/30/22



## School is in Session at FRSA

The 2022 Florida Roofing & Sheet Metal Expo ([www.floridarroof.com](http://www.floridarroof.com)), will be held July 20-22 in conjunction with FRSA's 100th Anniversary Convention at the Ocean Center in Daytona Beach, Florida, July 19-22.

The Expo features more than 230 exhibiting companies that will display the latest products and services, making the Expo the largest regional roofing show of its kind in the country. It's a strategic event for professional roofing and sheet metal contractors.

The State of Florida requires every licensed contractor operating in the state

to earn 14 hours of continuing education (C.E.) credit during a two-year cycle. FRSA's Convention will be offering 22 hours of C.E. credit, along with 11 hours of non-C.E. business courses. "It's important that we offer a variety of educational topics, including business courses that are valuable to contractors but carry no credit," stated FRSA Executive Director Lisa Pate. "With the addition of so many new roofing companies and licensed professionals, basic business training is essential to help ensure these companies remain solvent for years to come."

In addition to educational offerings,

the Convention includes two luncheons, a Welcome Reception and the Officer Installation Dinner – perfect opportunities for networking.

Expo hours are Wednesday, July 20, 11 a.m.-4 p.m.; Thursday, July 21, 11 a.m.-4 p.m. and Friday, July 22, 10 a.m.-2 p.m. The Expo is free to all contractors.

To show their appreciation to the industry, FRSA is giving back by offering free seminars on Friday, July 22. In addition to free seminars, this package includes refreshment breaks, free lunch (sponsored by SOPREMA) and free admission to the Florida Roofing & Sheet Metal Expo. **MR**



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## FRSA offers more than 20 classes with continuing education credits

### WEDNESDAY, JULY 20, 2022

#### Seminar #1: 7-8 am

Advanced FRSA-TRI Tile Manual  
6th Edition Review  
Manny Oyola, Jr. and Mike Silvers,  
CPRC  
1.0 Hour ADV – CILB-0613892

#### Seminar #2: 7-8 am

Ethics in Construction, Trent Cotney  
1.0 Hour L&R – CILB-0612137

#### Seminar #3: 7-8 am

Preventing Falls Using a Deck  
Inspection Program  
Brad Mang  
1.0 Hour WPS – CILB-0612175

#### Seminar #4: 8:15-9:15 am

Collecting Payment on  
Construction Contracts  
Trent Cotney  
1.0 Hour BSP – CILB-0612537

#### Seminar #5: 8:15-9:15 am

Underlayment Requirements,  
Greg Keeler  
1.0 Hour G – CILB-0613850

#### Seminar #6: 8:15-9:15 am

Estimating the Right Way

John Kenney

1.0 Hour BSP – CILB-0614145

#### Seminar #8: 9:30-10:30 am

Advanced FBC and Major Changes in  
Low Slope Roofing, Riku Ylipelkonen  
1.0 Hour ADV – CILB-0613887

#### Seminar #9: 9:30-10:30 am

Update to Florida's Licensing  
Requirements, Trent Cotney  
1.0 Hour L&R – CILB-0613780

### THURSDAY, JULY 20, 2022

#### Seminar #10: 7-8 am

The History of Roofing, John Kenney  
1.0 Hour G – CILB-0613779

#### Seminar #11: 7-8 am

Understanding Your Workers' Comp  
Insurance  
Debbie Guidry and Alexis Ayala  
1.0 Hour WC – CILB-0610698

#### Seminar #12: 7-8 am

The OSHA Inspection & Citation  
Process, Trent Cotney  
1.0 Hour WPS – CILB-0609669

#### Seminar #13: 8-11:00 am

Architects & Building

Officials Program

Advanced FRSA-TRI Tile Manual  
6th Edition Review  
Manny Oyola, Jr. and Mike Silvers,  
CPRC  
1.0 Hour ADV – CILB-0613892  
1.0 Hour – OPT-ARCH-9878862,  
G-BCAIB-5008602  
Advanced FBC and  
Major Changes in Low Slope Roofing  
Riku Ylipelkonen  
1.0 Hour ADV – CILB-0613887  
1.0 Hour – OPT-ARCH, G-BCAIB  
Underlayment Requirements  
Greg Keeler  
1.0 Hour G – CILB-0613850  
1.0 Hour – OPT-ARCH, G-BCAIB

#### Seminar #14: 8:15-9:15 am

Vehicle Safety, Kevin Lindley  
1.0 Hour G – CILB-0610080

#### Seminar #16: 9:30-10:30 am

Wind Mitigation Methods, the Law!  
Rob Irion  
1.0 Hour WMM – CILB- 0609669

#### Seminar #17: 9:30-10:30 am

Contract Negotiations, Trent Cotney  
1.0 Hour BSP – CILB-0614146

### FRIDAY, JULY 22, 2022

#### Seminar #19: 7-8 am

Understanding Your Workers' Comp  
Insurance  
Debbie Guidry and Alexis Ayala  
1.0 Hour WC – CILB-0610698

#### Seminar #20: 7-8 am

Vehicle Safety, Kevin Lindley  
1.0 Hour G – CILB-0610080

#### Seminar #21: 7-8 am

Estimating the Right Way,  
John Kenney  
1.0 Hour BSP – CILB-0614145

#### Seminar #22: 8:15-9:15 am

Underlayment Requirements,  
Greg Keeler  
1.0 Hour G – CILB-0613850

#### Seminar #23: 8:15-9:15 am

Preventing Falls Using a  
Deck Inspection Program  
Brad Mang  
1.0 Hour WPS – CILB-1612175

#### Seminar #25: 8:15-9:15 am

Wind Mitigation Methods, the Law!  
Rob Irion  
1.0 Hour WMM – CILB- 0609669

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# Roofing • Relationships • Readiness

Isaiah Industries 'faithful' leader to industry

By Anthony Brass

**T**he transition from commercial aluminum siding and shingles to residential metal roofing is a necessary process for some companies – Isaiah Industries is the perfect example how to accomplish this move, beginning three decades ago by Don Miller.

“It started out with a couple of product lines acquired from Kaiser aluminum,” says current Vice President of Sales Seth Heckaman, “with the bulk of that busi-

ness being aluminum shingles being sold to a number of franchise businesses popping up: Pizza Hut, Dairy Queen, Dunkin’ Donuts, IHOP, 7-Eleven.

“That business slowed down and we understood that we needed to get into residential re-roofing, as the next opportunity,” Todd Miller and business partner Kelly Joseph now own the company from Piqua, Ohio, making it a second-generation industry leader. “That coincided

with Todd coming into the business after he graduated. He led that transition for us of learning the home improvement industry, the home consultative sales process, and took our products and married it with that.” He added they primarily go to market through a network of independent dealers and home improvement companies selling and installing their products throughout the country.

“What we learned from the huge alu-

## BUSINESS PROFILE

minum siding companies that developed our products, back in the '50s, '60s and '70s – metal shingles date back to Alcoa, Kaiser and Reynolds – they thought that if they were selling aluminium for the sides of houses they could sell it for the tops of houses as well.” Heckaman adds premium specialty metal roofing isn’t a commodity like aluminum siding and can’t just sit on the shelf of a distributor in a box and sell itself.

“All those companies exited the roofing space and we started with the acquisition of Kaiser and over the years acquired the products from Alcoa and Reynolds,” he says.

They use these products and integrate their unique market strategy, building a relationship with contractors, who in turn market the product in their local area and generate leads. “They have a process and system for sitting down at the kitchen table and letting homeowners see the value. That’s what our model looks like.”

By purchasing companies over the years, they now have 11 metal shingle products, including Classic Metal Roofing Systems, Kassel and Irons and Green American Home.

“Metal building project space is all that we do. We have a great team here with the average team member [tenure] of



over 15 years.” Heckaman stresses the importance of their culture: “We are not successful unless our customers are successful.”

### What's in a Name?

A company that changes the direction and branding can certainly change their name. “We started under the name Classic Products.” Heckaman reiterates the acquisitions and expansion over the years, and brings up the aforementioned brand they still use, Classic Metal Roofing Systems. “As we added additional brands we needed a clear distinction between the corporate name versus the brand names.” Heckaman says they did not opt to change their name because of any ownership changes or brand purchases, but to reflect what their company represents and strives for.

There’s scripture in the Bible Seth points to: “The Biblical Book of Isaiah we often point to imagery of being a refreshing stream in the wilderness [‘... I will even make a way in the wilderness, and rivers in the desert’] and ‘Be just and fair to all, do what is right and good, for I am coming to rescue you,’” [Isaiah 56:1 NLT] Heckaman repeats, citing his faith and the connections to their business practices. “There are a few scriptures we use frequently that reflect that.” Heckaman recalls joining Isaiah 13 years ago, and the origins of how he joined. “I knew

Todd through church connections and I was looking for work while going to school.”

### Selling Points to Technical

His marketing roles and, in particular, sales background with product knowledge serves the company well. “Having that first-hand relationship and connection to learn what can make that more successful and come alongside in support of that certainty helps drive strategy and direction across the rest; the entire organization has to be working toward that end,” he says. “A big part of what we do is trying to learn as much as we can from our successful dealers. Then, we can replicate them in other markets.” He adds those best practices and getting in the trenches and building relationships just “snowballs” success for sales elsewhere, and he repeats the company mantra: “We need our customers to be successful for our ultimate success.”

They stress not compromising on any aspect of neither the technical side of products nor process. “That firmly positions us as one of the premium solutions on the market.” Heckaman recognizes the importance of communications with clients on products. “The key technical differentiators there – fully interlocking panels, concealed fastening panels, premium PVDF coatings – those are consistent across our product lines. We’re



‘beating those drums’ constantly in our marketing efforts.” He adds their sales team needs a passing knowledge and articulates those differences and benefits “over the lunch table.”

### Historical Efforts

“We’ve been blessed recently with some unique historical restoration projects across the country: We were part of the restoration in Ft. Wainwright in Alaska last year; we’re part of a prominent building restoration in Yosemite this year. We have a number beyond that.”

He adds it’s the opening themselves up to get their company in the conversation for these types of “one-off” opportunities as key.

“We’re willing to be flexible, we’re willing to do things that are custom, whatever we can do to make the project as unique as the customer wants it to be and as tailored to that property and their set of goals.”

Another company project involved a historical building in California, where the company utilized their ThermoBond powder coating line to customize and match their 100-year-old shakes.

“We went back and forth in the color-approval process in order to meet their needs. We had another project we were able to come up with the perfect custom orange for a restoration in Joshua Tree National Park for an old Jellystone campground.” Heckaman says sometimes it’s color, sometimes it’s unique trims or technical details.

“The previous roof system there [campground building] had special hip cap and copper flashings they wanted to maintain while going with a more permanent roofing product with the rest of the roof. They were willing to garner all the feedback and come up with custom solutions.”

He added they were able to accomplish maintaining the aesthetics without compromising the longevity of the finished product. Their detailed discussions with the client on the project ensures both their cosmetic and long-term functional goals.

### Build It and They Will Come

The company utilizes in-house marketing, design and lead-generation strategies to retain and gain more clients, but also partner with new technologies out in “the industry space.”

“Ingage, a new presentation software, new visualization software from Renoworks and others – we’re able to support and make that as compelling of a value proposition in the house as well. We really view our role as more than just crunching up pieces of metal and shipping it off.”

Isaiah also builds a networking base for other industry colleagues. They host an annual metal roofing summit each spring in Ohio [metalroofingsummit.com].

“We invite the leading metal roofing contractors from across the country for a few days of incredible training and also

an opportunity to network and share best practices with each other.”

He says they strive to make the event a benefit for those within the industry so they can all be successful the following year. Those who aren’t in the same region have much to say to each other in this setting, facilitating conversations.

“They get to see their friends from the other side of the country and share what they’ve learned. A rising tide certainly raises all ships,” Heckaman says, adding they understand the value of those relationships and staying on the leading edge. “If we’re not growing we’re dying.”

Their networking coupled with work they offer only allows the right kind of exposure with growth. He concludes that opportunities to establish partnerships with contractors and other clients is always at the forefront. “We’re working as best we can toward that end.” **MR**

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# Fall Prevention

Don't Let Your Employees Take the Fall – or Leave Them Hanging



By Dennis Sachs, SESCO Safety

One of the biggest stumbling blocks to your business thriving can be employee accidents. They can be very expensive, time-consuming, and even fatal. The Bureau of Labor Statistics show that over 35% of construction fatalities are from falls.

## The Hierarchy of Fall Protection Solutions

According to SESCO Safety, when assessing a job and deciding on an appropriate fall protection plan, there is a Hierarchy of Fall Protection Solutions which should be evaluated in order to find the safety, most effective solution for the job. This applies to temporary protection used for safety during construction and that which is permanently installed.

- **Level 1: Elimination of Hazards** – Find a way to change the situation so that a worker doesn't have to work at height or construct a protection system to access a necessary location. If this is not feasible due to cost or other impediment, move to level 2.

- **Level 2: Collective Solutions** – These fall prevention techniques are solutions that require little or no thought, such as railings, barriers, and netting and are in place for all workers rather than requiring a separate solution for each person. These are known as passive systems.

- **Level 3: Work Restraint** – This type of restraint involves “tying-off” so that personal fall arrest equipment (harness, lanyard, and anchor point) prevents the worker from reaching the edge. The system needs to be designed for safety and to facilitate necessary work, which can be restraining. Level 3 and Level 4 are active type systems requiring user participation, the use of personal protection equipment, and corresponding training.

- **Level 4: Fall Arrest** – When the first three levels have proven unfeasible, then fall arrest should be employed. Fall arrest equipment is the same equipment used for work restraint, however it is set up so that it does not engage until a person has fallen. That makes fall arrest a less desirable solution for a couple of reasons: the faller could suffer internal trauma or hit something on the way down. If you employ this method, you must have a rescue plan in case of these circumstances. Still, the faller has a much better chance with fall arrest protection than without it.

## Using Protection That Meets Standards

All fall protection solutions must be engineered to OSHA and ANSI mandated standards. Although a guardrail is passive, it needs to meet weight force requirements of 200 lbs. in each direction. Netting needs to meet a 5,000 lb. breaking strength. Anchorages, PPE hooks and lanyards need 5,000 lb. breaking strength. Particular devices have different dynamic and static test forces.

Active fall protection systems need to be checked regularly for wear and compliance by trained and qualified personnel.

It is recognized that certain employees engaged in leading edge work may demonstrate conventional fall protection to be unfeasible or create a greater hazard to use. OSHA reserves this for precast construction erection and certain residential construction. In these cases a required element of work activities is a Fall Protection Plan. This is prepared by a qualified person, explains why conventional fall protection cannot be used, and includes measures to reduce or eliminate fall hazards, similar to Level 1 above. **MR**

**Dennis Sachs** is General Manager at SESCO Safety, The Fall Prevention Experts, [www.sescosafety.com](http://www.sescosafety.com).



# LADDER SAFETY

Ladders are often an indispensable part of construction, but they can also be a danger. 43% of fatal falls in construction involve ladders while approximately 81% of construction falls treated in U.S. emergency rooms involve a ladder.

One problem with ladders is that when the ladder is extended, a gap is left between the ladder sections and your foot can easily miss a step because it doesn't line up with the other steps.

Sten Step is a collective solution (helpful to all and not requiring any thought on the part of the individual user) that can resolve that problem.

The Sten Step is a heavy-duty aluminum gadget that easily attaches to your extension ladder. It's easy to use; you simply extend the

ladder, begin ascending and 4 steps below the extension, hook it onto the ladder. It locks in place and basically works as an extension to the rungs so there is no gap to remember.

"A person could go up and down the ladder blindfolded without noticing any difference in the rungs," according to Paul Stentiford.

This remarkable safety tool was developed and twice patented by Paul Stentiford based on his father's idea occasioned by a near fall. Robert Stentiford Sr. missed his footing and nearly fell off his extension ladder. This safety device is the result.

Stentiford heard from a contractor that the device helpful when workers are running up and down ladders all day; it is easy fall prevention.

<https://stenstep.com/>



*The Sten Step makes ladders safer.*  
PHOTO COURTESY OF STENTIFORD SAFETY SERVICES, LLC

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*Metal Roofing Magazine* was born as a supplement to *Rural Builder* magazine in 1999. A few more supplements were published in 2000. In 2001 it was elevated to a stand-alone magazine, and today it is over 20 years old.

Reprinted here, in this edition's "Flashback" feature, is a historical article originally published in the September 2001 edition of *Metal Roofing* magazine.

*If you have a metal roofing project on an historic building, we'd love to see it, and share it with our readers! Contact Karen Knapstein, karen@shieldwallmedia.com, forwarding all the information you have about the materials used, challenges faced, and a few hi-res photos. In the meantime, enjoy a bit of metal roofing history!*

# Big Wooden Plane Gets A Big Metal Roof

## 'Spruce Goose' Sheltered in Oregon

It seems appropriate that the airplane famous for being made of wood rather than metal should be sheltered by a roof of metal formed to look like wood.

The Evergreen Aviation Museum in McMinnville, Oregon, southwest of Portland, opened this June [2001] as the new home of the Spruce Goose, the mammoth flying boat built by eccentric billionaire Howard Hughes in the 1940s. The building housing the largest plane ever flown is a 121,000 sq. ft. clear-spanned gabled structure with 40,000 sq. ft. of glass. And it's all decked with the world's largest installation of Gerard Roofing Technologies' stone-coated shake: 1,400 squares of it.

"It's about 4 acres of roofing," laughs Jacob Horn of Horn Bros. Roofing, which spent four months to complete the job. "We do a lot of roofing, but I've never measured a project in acres." It can take 15 minutes to walk to the roof's peak, he

says, which rises 130 ft. above grade at a 5:12 pitch.

The museum was designed to accommodate the Spruce Goose's 320-ft. wingspan (by comparison, a 747's wingspan measures a puny 195 ft.), as well as an entire wall of glass. Steel trusses span the main area, and side annexes were added to allow room around the wingtips. The building has many fine design touches, including tilt-up walls with exposed river-washed aggregate and fine woodwork in the entryway. The massive windows were specified for transparency, so the plane could be seen from a distance even during the day.

A metal roof seems like a natural choice, given the area's wet weather and the difficulty of maintenance. But why metal shakes instead of long vertical panels, which would have gone on more quickly? "The owner wanted a lodge-style building, and he dislikes the look of standing seam," says project architect



The huge structure rises like a green mountain from the surrounding vineyards. (GERARD PHOTO)



Charlie Matschek of Ankrom Moisan Associated Architects, Portland. “We looked into other options, including tile, but the cost of reinforcing the structure for that much weight added millions to the cost.”

Matschek had a solution — he lived in Australia and New Zealand for several years and is well acquainted with the stone-coated steel roofing commonly used Down Under. He recommended the Gerard Shake, at 140 lbs. per square the lightest panel he knew of. The owner liked the look of the panels, which feature varying width and grain patterns that, when staggered, provide a random pattern akin to wood shake. He chose a deep green color, subsequently named Evergreen just for the project.

Local fire officials, anxious about what they considered a 120-ton piece of bone-dry kindling, demanded extensive fire

precautions, including an elaborate Type 1 roof assembly. Steel decking was first topped with an SBS modified bitumen layer, followed by two layers of iso insulation board and two layers of 30-lb.

felt (Grace Ice and Water Shield®) in the valleys. Both the 1x4 vertical battens and the 2x2 cross battens had to be kiln-dried, then impregnated with a chemical fire retardant. They were fastened to the



*With the roof still going up, the big plane arrives at its new home. No, that's not a toy truck pulling it.*  
(GERARD PHOTO)



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## FLASHBACK: 2001

purlins with special 6-in. coated screws. The interlocking, 44-3/4-in. x 15-1/2-in. shake panels were then screwed through their noses into the battens with Hilti's special "Black 9" 8d. nail — "the best nail for stone-coated panels," says Horn.

A Gerard roof is walkable if weight is put near the battens, but stepping dead center on a panel can leave a dent. At Horn's request, Gerard created a Styrofoam insert to create specially designated walkways. "We knew there'd be window washers stomping around on the roof for the next hundred years," says Horn, so we created 8-ft. wide paths around the perimeters and marked them with granules." Gerard has since added the insert to its product line and it is now available for anyone concerned about roof traffic on a metal shake roof.

In addition to the annex roofs, the gable also features a pop-top clerestory roof with side windows and a 10,000-sq.-ft. skylight. Gerard also custom-built a 21-in.-deep stone-coated steel fascia at its manufacturing plant in Brea, California. Stainless steel crickets were initially installed behind the annex roofs, but their stability clashed with the building's considerable thermal movement; they have since been replaced with PVC sheeting.

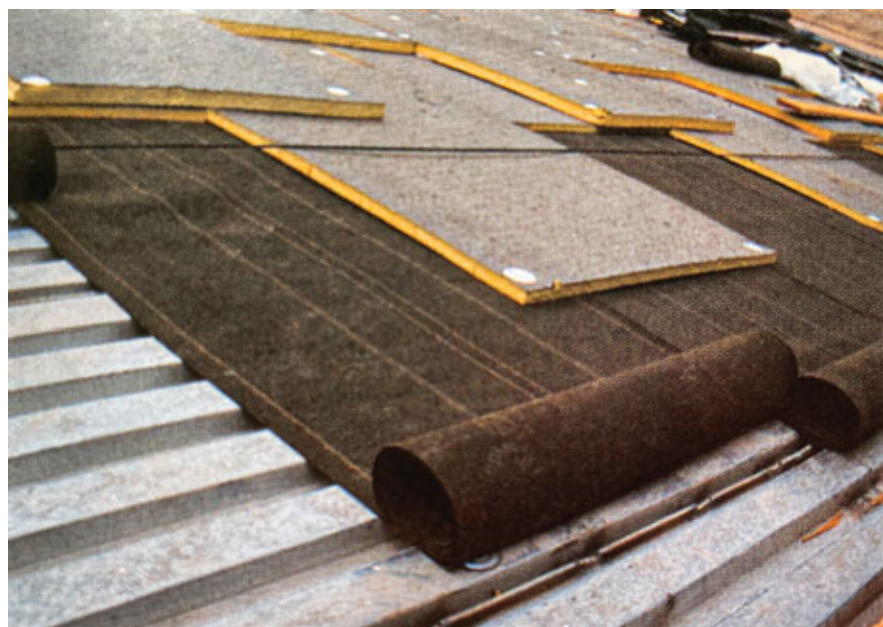
The Horn Bros. crew had no problems with the huge project. It helps that the company is Gerard's largest installer and works exclusively with the company's products. With offices in Denver, Dallas, Kansas City, and Atlanta, Horn Bros. installs a staggering 32,000 squares of Gerard roofing every year. (For those counting, that's about 73 acres.)

The roof has already turned a lot of heads. "People didn't really notice the building from the highway until the roof went up," says Matschek. "But when the green metal started going on, people came to me saying, 'Hey, have you seen what they're building in McMinnville?'"

Officially called the Captain Michael King Smith Evergreen Aviation Educational Institute [<https://www.evergreenmuseum.org/>], the museum will feature a variety of exhibits, most



*The Gerard Shake went on over a vast latticework of fire-proofed battens. (HORN BROS. PHOTO)*



*Over a steel deck, Horn Bros. crews layered modified roofing felt, two sheets of isoboard then two layers of 30-lb. felt, with ice and water shield in the valleys. (HORN BROS. PHOTO)*

highlighting military aviation history. But the big wood plane is the centerpiece. Designed as a troop carrier, the eight-engine propeller seaplane flew only once, in 1947, but it remains a landmark in aeronautical engineering. And the wood construction — more birch than spruce, in fact — has fascinated aviation buffs for decades.

The plane was exhibited for 10 years in

Long Beach, California, before Evergreen secured the plane and brought it north in 1993. The museum had its initial opening on June 6 [2001] and drew more than 10,000 visitors in its first week, says associate curator Katherine Huit.

So if you stop by to admire what may be the world's biggest stone-coated steel roof, be sure to check out the plane, too.

**MR**



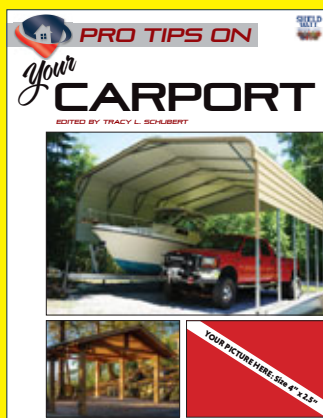
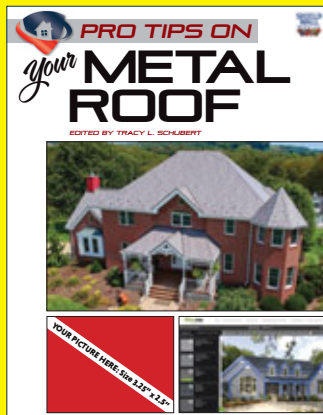
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# Be Mindful of HOAs, Permits, & Zoning

By Tracy Schubert

**C**ontractors know the terms HOA, permit and zoning very well. Customers count on installers to network and follow the rules adopted in their best interests. It's important to have a good understanding of what can be built before materials are ordered in an HOA-involved situation. No one can afford to have money tied up in unusable, delivered inventory.

Becoming a go-to contractor within a growing HOA can be a great business advantage. Creating a strong group of customer referrals within an HOA will help you network to other HOA clients and demonstrates your ability to get things done. Word of mouth about quality of workmanship, materials used, and the ability to complete jobs on time pays off in jobs gained.

Homeowner's Association requirements known as covenants, conditions and restrictions (CC&Rs) function as the rules agreed to within the community. Obtaining a copy of those CC&Rs before doing any work is important. There can be rules about what materials and colors are allowed for roof.

If there are rules for the HOA, and what your client wants to select is not on the pre-approved list, permission must be obtained. The person contracted to pursue the approval, the contractor or the client, will need to find out what forms must be filled out to get said approval and when they are due to make the agenda for the next meeting, since HOA's often only meet once a month. Find out what samples and plans you may be required to submit for approval and how long it will take for the HOA to decide about your proposal. Timeline impacts are significant for both you and your client to understand because they may impact the materials they are considering. The time involved to step out of the HOA CC&Rs might not be worth the impact to the project. Also important to remember:

HOAs need work done to maintain areas of common interest within the community.

Zoning requirements can contain pretty specific detail and are something to keep current on to avoid corrective delays during inspections. Some of the standards are based on old thinking and may surprise builders familiar with current industry thinking so adjustments may need to be requested. Building codes are updated by the ICC every three years, but those recommendations do not always trickle down to all localities. Again, time considerations that can negatively impact a project and ending up with unusable materials that have to be removed for not being in code benefit no one.

The following list contains the 2021 metal roofing requirements in a northern Wisconsin city. There are some very specific exclusions and required use elements:

- Metal shingles that mimic traditional roofing products such as clay tile and wood shakes will be permitted.
- Architectural flat panel standing seam or flat panel batten systems are required; corrugated panels are not allowed.
- Concealed fasteners are required; exposed fasteners are not permitted. (WMC 23.70.10(4)(c)(1))
- Mechanically attached snow guards are required (multiple systems are available) to prevent or minimize snow and ice slides around perimeters and all eaves. Consideration shall be given to protection of utilities (away from gas meters, vents dryer, furnace, hot water heater, other gas appliances, etc.).
- Metal to be either intrinsically weather-resistant (copper, zinc, terne, or other known metals) or coated with factory applied, proven anticorrosion coatings/paints.
- Colors must be earth tones or compatible with colors of traditional roofing products with a Kynar or equivalent fade-

resistant coating, or base metal if exposed weather-resistant metals are used.

- All old roofing materials must be removed and the metal roof installed in accordance with manufacturer specifications. A minimum 15-pound roofing felt shall be used as required by the Uniform Dwelling Code.

In this particular city, it is good to make sure your client understands that snow guards are required and what options are available. There will be cost impacts to the job because of these requirements.

This city allows for manufacturer specifications to be used for the installation but requires all old roofing materials be removed. That is not always needed for an environmentally friendly installation of a metal roof and is also an additional expense to be considered. There are color requirements in this city for earth tones or compatibility with colors of traditional roofing products with a Kynar or equivalent fade-resistant coating, or base metal. Very important to make sure the desired look is considered to adhere to those requirements if you are considering a bright lipstick red roof, cobalt blue or a purple mica/metallic paint.

Make sure to have a clear understanding with your client about who is obtaining any needed permits and who is scheduling inspections. Building permits are authorizations issued by a city or county and often reflect regional needs, such as fireproofing, heat and humidity. They are also needed for special system permits, like plumbing and electrical work. Find out what is needed by contacting the local office and checking for information online.

Demonstrating adept knowledge of HOA requirements, zoning and permit pulling areas in tandem with using quality materials, being licensed and insured and having a catalog of happy customers and truly fair, detailed contracts will put you a step above others bidding a job. **MR**



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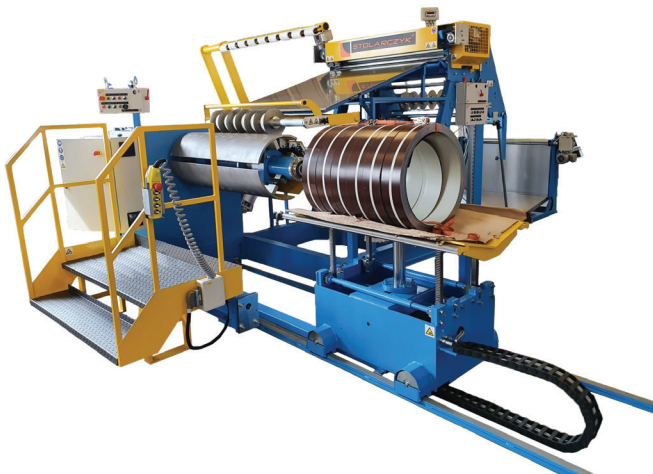
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## NEW PRODUCTS



### MetalForming Tension Stand and Recoiler

MetalForming, Inc. recently announced the addition of the Stolarczyk Tension Stand and Recoiler to its product line. The Stolarczyk Tension Stand and Recoiler is efficient, easy to use, and reduces cost and lead time on custom coil widths. The tensioner clamps the material via pneumatic pressure with felt pads. The pressure gauge is fully adjustable for accurate clamping of material, while the loop is controlled utilizing a dancer arm. Shafts with separating disks ensure the material is guided to the tensioner and recoiler. Separating disks are included in the basic price for a total of six slits.

The recoiler is open-frame cantilevered design for easy load/unload of coil, and has overhead guide with a separating disk to ensure alignment of coil. The recoil speed is controlled via dancer arm control but is fully adjustable via a rotary potentiometer.

The Stolarczyk Tension Stand and Recoiler can be customized. Additional options include coil cart for the recoiler, quick-change felt, rotary exit shear, pneumatic clamp for recoiler, and in-feed lifting table.

[www.metalforming-usa.com](http://www.metalforming-usa.com)



### Aqua Defender Condensation Control

Isaiah Industries introduces Aqua Defender, a condensation solution for agricultural metal roofing and siding. Aqua Defender is a self-laminating felt applied during manufacturing to the underside of each metal panel.

Pole barns are increasingly popular as outbuildings, hobby farms, storage units, and garages. While they offer versatility and cost savings, their single-skin metal roofing accumulates condensation as temperatures change.

Aqua Defender creates a lasting barrier between metal roofing and condensation. It not only absorbs moisture and prevents rust, but it also keeps buildings dry and your livestock, equipment, and property free from damage.

Aqua Defender is a synthetic fleece with pressure-sensitive adhesive and easy-release vinyl backer. It absorbs water quickly and prevents moisture from collecting on the underside of the roof.

Aqua Defender was developed specifically for smooth application and is compatible with leading third-party applicators.

Aqua Defender is available in rolls measuring 39.25" by 1968"6", each weighing 256 lbs. and covering 6,439 sq. ft.

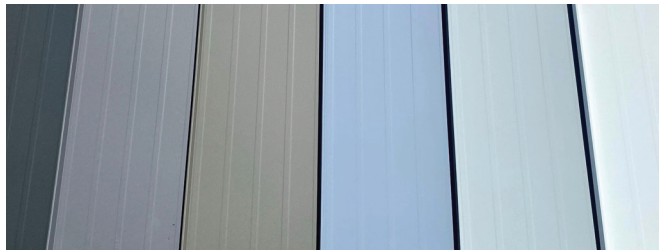
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### Black Beauty® Platinum™ Abrasive Grit

Harsco Corporation (NYSE: HSC) announced recently that Harsco Environmental's Reed Minerals division launched a new BLACK BEAUTY® media abrasives product, PLATINUM. Available in the U.S., Canada and Mexico, it has a low consumption rate while increasing productivity relative to a traditional abrasive media.

The new abrasive is an environmentally friendly product for the industrial, marine, oil, and gas industries for removing surface coatings such as rust, paint and scale from a variety of substrates, including structural steel and metal panels. PLATINUM is comprised of high-quality calcium iron silicate with aggressive angular cutting performance and engineered for job economies.

<https://blackbeautyabrasives.com/>



### Steelscape Ultra-Matte Colors

Subtle, refined, and revolutionary, Steelscape has launched Natural Matte, an innovative range of ultra-matte exterior finishes for metal roofing and siding. Inspired by the organic matte surfaces that are all around us, this range of six refined colors delivers a balanced, non-reflective light interaction for design flexibility.

Natural Matte uses microscopic light-disruptive paint technology to create the new benchmark for ultra-matte metal finishes. Exclusive to Steelscape, Natural Matte eliminates unwanted shine and glare without sacrificing color depth or finish durability. "Natural Matte enables building designers and homeowners to use metal roofing and siding in entirely new environments," states Richard King, Product Manager, Steelscape. "Including those that have traditionally restricted the use of metal." From new custom builds to home re-roofs, Natural Matte promotes the optimum integration of metal with other materials and environmental features.

Based on proven paint technology, Natural Matte offers a delicate satin texture, a 40-year finish warranty and a 30-year warranty against color fade. Combining a refined aesthetic with lifelong performance, Natural Matte is the ideal finish for metal roof and siding products including standing seam roof panels and flush architectural wall profiles.

[www.steelscape.com/natural-matte](http://www.steelscape.com/natural-matte) **MR**



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10 GARAGE • SHED • CARPORT BUILDER / OCTOBER/NOVEMBER 2021

# Is it Stone? Cedar? Tile?

Rising Popularity in Options that Mimic Traditional Materials

**T**his April Fool's Day, a tight supply chain and the search for better performing options that can deliver strong return on the investment have homeowners weighing their choices and pursuing work-arounds more than ever before.

Leading industry experts at the Metal Roofing Alliance (MRA, [www.metalroofing.com](http://www.metalroofing.com)) report that includes roofing materials. As the spring home improvement season heats up this year, traditional materials such as wood shake, clay tiles, slate and asphalt have experienced market fluctuations and as many homeowners are starting to realize, they also come with major disadvantages and hidden costs.

Thankfully, there are more options available than ever, including metal roofing styles that mimic some of these classic looks, yet offer much better performance, reduce long-term maintenance hassles and up the ante on durability and reliability. With the ability to fool the eye, many of these options look so good, it's a challenge for even the experts to tell the difference.

Look-alike metal roofing styles include those that mimic real stone, wood, shake and tiles. And materials like stone-coated



Stone coated metal roofing from MRA member Unified Steel™, a Westlake company, looks so much like shake, it can fool even the most discerning eye. Submitted photo.

metal offer serious performance advantages, such as improved energy efficiency and durability in extreme conditions. No matter what the style, quality metal roofs offer better sustainability, reduced maintenance and serious benefits like best-in-class hurricane and wildfire protection.

"Most people know that metal roofing is extremely durable, strong and long-lasting, but they may not realize it also offers more style and design variety than any other type of roofing material," said Renee Ramey, MRA executive director.

Increasing the durability of homes throughout the country is no joke. Last year's devastating storms and wildfires are still top of mind for many homeowners and forecasts are calling for more climate extremes this year. Yet beyond practicality, appearance and styles that

enhance a home's architecture also remain paramount.

"That's what makes these look-alike options so exciting," said Ramey. "The wide variety of colors, shapes, styles and metals that are available open up creative possibilities that many homeowners never before imagined."

Greater awareness for look-alike metal roofing styles and options also are helping break down outdated homeowners' association guidelines that limited homeowners to only certain roofing material options. According to Ramey, when considering the performance advantages of metal roofing in addition to the wide variety of architectural styles available, even the most restrictive HOAs are updating their guidelines to include metal roofing styles. **MR**

"The wide variety of colors, shapes, styles and metals that are available open up creative possibilities that many homeowners never before imagined."

— Renee Ramey,  
MRA Executive Director



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The general description can include details about what the customer wanted, special elements, any other features that make the project noteworthy.

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## WHAT WE NEED:

- Component List
- Brief Description
- Three to five attractive high resolution images (at least one must be the entire roof).



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**If you have any questions about the Project of the Month, contact:**

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# project of the month



## Snap Lock Selected For Florida's Cypress Cove Residential Complex

Massive Project Adds Up To More than 500,000 Sq. Ft.

**E**nglert was contracted to provide roofing materials for most of the buildings in the Cypress Cove complex including the Harbor Building, Cypress Villas, the Club House, The Inn, Car Ports, The Lodge, the Yacht Club, mail kiosks, the Lakeside Café, and the Dog Park and Garden. The total square footage of roof surface covered was 525,530 square feet.

They chose Englert's S2000 series snap lock roof panel system. The S2000 metal roof panel is a 1 3/4" integral snap-lock

metal roof system.

Englert worked directly with the roofing contractor, CFS Roofing Services in Fort Meyers, who already had an established relationship with Englert and has utilized the products in the past. This project was massive in scale and the construction team had to fight through COVID and supply chain issues to complete it. The project was so enormous that Englert had to continue operations around the clock to produce enough clips for the panels. Everything had to be staged down to the



### Project Overview

**Location:** Fort Myers, Florida

**Contractor:** Christel Construction

**Installer(s):** CFS Roofing Services, LLC. Department Manager: Aaron Manuel, Operations; Manager: James Admire; Superintendent: Gabriel Lopez; Foreman: Jeremias Elias Castro Garcia

**Manufacturer:** Englert, Inc.

**Underlayment:** Polyglass MTS Plus

**Fasteners:** Triangle Fastener ULP Pancake Screws

**Roofing panel(s):** Englert S2000 W/Striations, 24 ga.

**Coating:** Bone White Kynar

**Ventilation:** Vented Ridge

**Rain Management:** Shop Fabricated 8" Box Gutter w/Englert 24 ga. Bone White sheets

**Sealant:** Tite Bond Metal Roofing Sealant

minute detail to make sure that both material and labor were appropriated in a timely manner.

In addition to the magnitude of the project, the team had to deal with the architectural complexities of the design. There were cupolas, turrets, hexagonal and circular areas, and overhangs that needed to be covered. And it all had to be coordinated building by building. It took 12 months and 20 days to complete this massive undertaking, but the results speak for themselves. Additionally, Englert Inc. provided a weathertightness warranty on this project for the next 20 years. The structural durability along with the engineered beauty of the roof is impressive. This complex will be a safe and welcome home for residents for decades to come. **MR**



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☐ Owner  
☐ Partner  
☐ General Manager  
☐ Sales Manager/Rep  
☐ Engineer/Architect  
☐ Vice President  
☐ Foreman  
☐ Installer  
☐ Other \_\_\_\_\_

## **PLEASE CHECK THE PRIMARY CATEGORY THAT DESCRIBES YOUR BUSINESS:**

- ☐ Builder, Dealer, Remodeler  
or Installer  
☐ Roofing Contractor  
☐ Metal Roofing Contractor  
☐ Building Material Dealer/Distributor  
☐ General Contractor/Remodeler  
☐ Manufacturer/Rep of Manufacturer  
☐ Architect/Specifier  
☐ Construction Consultant/Engineer  
☐ Building Owner/Developer  
☐ Other (Please Specify) \_\_\_\_\_

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☐ Industrial



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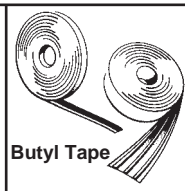
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