

**SPECIAL SECTION**

**FLIP TO METALCON PREVIEW**

OCT/NOV 2023 • Vol. 22 • No. 6

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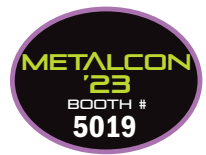
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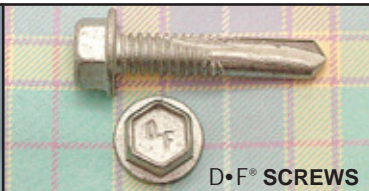
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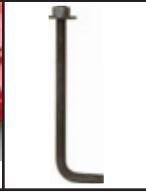
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# Installed any great metal roofs lately?

On pages 44-45, you'll see a residential metal roof project sent to us by Fabral. As this edition's Project of the Month, the project description tells how metal was used to replace a leaky clay tile roof in Florida. The metal roof makes for a striking cover. (By the way, feedback indicates there's a lot more interest in the use of metal for residential roofs in Florida.)

Since we're talking about metal roofing projects, I'll once again invite you to send in your metal roofing projects to be published\* in the 2024 *Metal Roofing IDEA Book*, or as a Project of the Month. Getting a project published in Shield Wall Media magazines is always free; there's no cost to submit a project,

and there's no cost for actually having a project published in our nationally distributed magazines.

The process is easy and simple. You no doubt have records of the materials used in your completed roofing jobs ... you need only send us the details, a brief description of the job, and some high resolution images ... we'll take care of the rest.

So, if you have completed a roof in the last year or two that you're especially proud of (that hasn't been published in a trade magazine before), I hope you'll share it with us so we can show it off to the world for you. It's a great way to display what you can accomplish, thus promote your business — and it won't cost you a cent.

If you want one of your metal roofs to be showcased in this very special edition, don't wait! The deadline for project submissions is March 15. Don't wait — the IDEA Book is only a few editions away and it will be here before you know it!

Impress me. I look forward to seeing all your projects.

*Karen Knapstein, Managing Editor*  
karen@shieldwallmedia.com

*\*Submission is not a guarantee of publication. For the best chance of getting published, send a complete component list, description, and clear, high resolution photos that really make the roof look great.*

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# CONTENTS



## FEATURES

- 8: Portable Roll Forming**  
Open and enclosed trailers
- 20: Malco Products**  
Get to know the maker
- 26: Best Practices**  
How to get a leak-free standing seam
- 30: Next Generation**  
Tool maker works with school
- 32: Business Tools**  
Grow business via text
- 34: Roofing Flashback**  
Historical roof restoration
- 38: Best Practices**  
Moving and handling IMPs
- 49:**  **CONSTRUCTION SURVEY INSIGHTS**



## FLIP SPECIAL SECTION

### METALCON Preview

- Special Show Features
- Training Zone
- Future Leaders
- Exhibitor Profiles

## DEPARTMENTS

- 3 Editor's Note
- 6 MRA Update
- 22 News
- 29 Events Calendar
- 40 Business Connections
- 44 Project of the Month
- 46 New Products
- 48 Products & Services

**GO TO PAGE 15 TO  
SUBSCRIBE  
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## DECEMBER PREVIEW

- Metal Market Share
- Snow & Ice Management
- Scenes from METALCON



### ON THE COVERS:

FRONT: A Fabral metal roof replaces leaky clay tile roof. COURTESY OF FABRAL.  
BACK: The crowd from a previously held METALCON. PHOTO COURTESY OF PSMJ/MCBOAT PHOTOGRAPHY

### ONLINE SERVICES:

- Subscribe FREE to Metal Roofing Magazine
- Archived Stories
- Subscribe to Construction Express e-newsletter

## INDEX OF ADVERTISERS

Company	Page #
AceClamp	Flip 11, Flip 13
Acu-Form	42
Advanced Architectural	18
AkzoNobel	9, Flip 11
AmeriLux International	CVR
AMS Controls	Flip 11
AppliCad Software	17
ASC Machine Tools Inc	42
Atlas Fasteners	23
Aztec Washer Company	25, 41
Bradbury Group	41, Flip 11
Daystar Systems LLC	42
Direct Metals Inc	41, Flip 12
Drexel Metals	11
Dripstop®	Flip 7, Flip 12
DuPont	Flip 2, Flip 12
Dynamic Fastener	IFC, Flip 12
East Coast Fasteners	19
EDCO Products	Flip 12
EPDM Coatings	29
Everlast Metals	40
Fabral	Flip 12
Flack Global Metals	Flip 13
Golden Rule Fasteners	42
Hershey's Metal Meister	40, Flip 16
Hixwood	25
Howick Ltd	CVR, Flip 13
I Beam Sliding Doors	41
JTS Sales	42
Kirsch Building Products - Sharkskin	Flip 5, Flip 14
Leland Industries Inc	40
Levi's Building Components	CVR, 41, Flip 14
Mac-Tech	Flip 14
Malco Products	21
Marco Industries	CVR, Flip 14
Marion Manufacturing	41, Flip 14
Metal Exteriors	40
METAL Rollforming Systems	Flip 14, Flip 15
METALCON	Flip 9
Metalforming LLC	Flip 15
MFM Building Products	Flip 16, Flip 17
Mid South Aluminum	7
Mill Steel Company	Flip 16
MWI Components	3
Novagard	Flip 16
On Top Safety Equipment	43
PAC-CLAD   Petersen	13, Flip 17
Paragon Computing Solutions	Flip 17
Pine Hill Trailers	40
Planet Saver Industries / GreenPost	42
Plyco Corporation	41
Raytec Manufacturing	14
RetroFitClip	40
Roper Whitney	Flip 18, Flip 19
S-51	Flip 19
Samco Machinery	42
SmartBuild Systems	Flip 18
Snow Stoppers LLC	40
ST Fastening Systems	Flip 18
SteelGrip SAMM, Inc	42
SWI Machinery	Flip 18
Triangle Fastener	31, Flip 19
United Steel Supply	41
Universal Tube & Rollform Equipment Company	40
Van Mark Products Corp	Flip 19



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# Climate Extremes Boost Metal Market

Residential metal roofing experiencing record-breaking growth in the U.S.

By The Metal Roofing Alliance

**D**emand for residential metal roofing in the U.S. is making significant gains, according to the latest annual industry report that measures overall roofing demand and activity.

According to the Dodge Report, U.S. metal roofing demand for residential re-roofing jumped to a record-high 18% in 2022, up by 6% in just three years. Gains also were made in the new residential construction market, where metal roofing's market share rose in all but two regions of the U.S. Some of the biggest increases were in the East South Central (Kentucky, Tennessee, Mississippi, Alabama), East North Central (Wisconsin, Michigan, Illinois, Indiana) and New England (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut) regions, correlating with the need for better performance and resiliency in areas hit hard by climate extremes and monster storms. The Dodge Report study has tracked industry growth data annually since 1998.

Metal roofing is beginning to eat away at asphalt roofing's historically dominate share of the U.S. market. According to Renee Ramey, executive director of the Metal Roofing Alliance (MRA; [www.metalroofing.com](http://www.metalroofing.com)), concerns about asphalt's inability to last or hold up under extreme conditions, and serious environmental issues such as the tremendous amount of landfill waste and the air pollution caused by asphalt, are driving homeowners to look for better options.

"Consumers are simply tired of having to replace their roofs after just a few years or worry about whether they have long-lasting protection against monster storms, wildfires and extreme temperatures," said Ramey. "We're finding more homeowners are turning



*An upscale choice is metal that doesn't look like metal. Shown here is Country Manor Shake from Isaiah Industries. Photo courtesy of Isaiah Industries*

to quality metal roofs, not just for better, long-lasting performance, but also for metal's more sustainable and low maintenance attributes."

The Metal Roofing Alliance also is credited for driving significant awareness and understanding to help inform U.S. and Canadian homeowners about how metal roofing compares to other types of roofing materials. The organization offers a wide variety of resources and tools for homeowners.

Other factors, such as greater adoption of residential solar systems, are also helping drive growth. Because quality metal roofs are designed to last even longer than solar panels themselves, and can be installed easily and quickly, they are the perfect roofing choice for the increasing number of homeowners interested in harnessing the power of solar. Additionally, quality metal roofing increases energy efficiency and can be recycled at the end of its long life, making it a sustainable and better performing choice for even the harshest climate conditions, including high winds, heavy

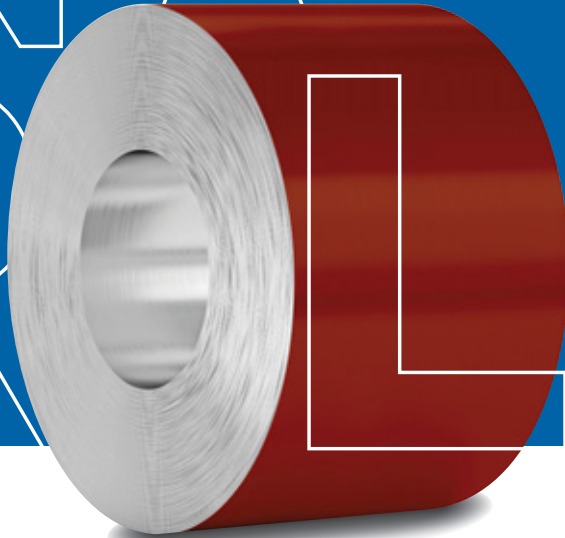
snow and ice loads, and hail storms. For areas prone to wildfires, quality metal roofs protect against ignition and wayward sparks, and most carry the highest possible Class A fire rating.

"It's gratifying to us to know that homeowners are really getting the message that metal roofing is a better choice for a wide variety of compelling reasons," said Ramey. "We believe that as the need for home resiliency continues to grow, so too will the demand for quality metal roofing."

## The Metal Roofing Alliance (MRA)

Representing the residential metal roofing industry in the United States and Canada, the Metal Roofing Alliance (MRA) was formed to help educate consumers about the many benefits of metal roofing. The main objective of MRA is to increase awareness of the beauty, durability, and money-saving advantages of quality metal roofing among homeowners, as well as to provide support to the residential metal roofing industry. **MR**

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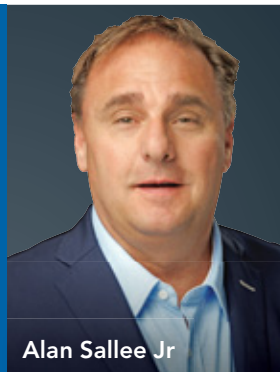
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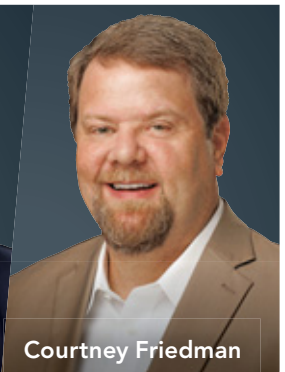
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# An Open and Enclosed Case

## Trailer Tips for Portable Roll Formers

By Sharon Thatcher

Open or enclosed? For companies hauling portable roll formers, that is the question. The decision is not always simple. Here are some pros and cons of each for consideration.

### THE CASE FOR ENCLOSED TRAILERS

Larry Schlabach believes that for most owners of portable roll formers, nothing beats an enclosed trailer. The owner of Formwright (formerly Masterpiece Metal Roofing), LaGrange, Indiana, Schlabach learned first-hand about trailers from his metal roofing business which he started in 2010. Now as a dealer for New Tech Machinery, he occasionally sells an open trailer customized for New Tech portables, but has found that enclosed trailers he has customized for roll formers are more popular in the Midwest. He takes from his own experience to help educate his customer base on making the right choice.

Schlabach started his roofing business with an open trailer. His moment of awakening took place in 2015 when he purchased a second portable and it came in an enclosed trailer. From that point, he never looked back.

“The big thing is the salt up here on the roads in the northern states. Maybe it’s a little slushy and the salt gets all over. Even if you’ve got your machine covered with a tarp, it’s going to come in through the cracks [of] the tarp. ... If you’re on the road every day, traveling from one job site to the next ... you’re going to get that stuff in there.”

Schlabach could simply compare his two machines and tell the difference. “I



Side doors are convenient for loading and unloading coil.  
PHOTO COURTESY OF FORMWRIGHT (FORMERLY MASTERPIECE METAL ROOFING)

could not believe how, in three years, my open-trailer machine looked versus the one I kept in an enclosed trailer. I still have one of the 2015 machines in an enclosed trailer and she’s not nearly as rough as my open-trailer unit.”

Schlabach’s company works with trailer manufacturers ATC and United Trailer to customize enclosed trailers for portables. Standard is a 30-foot gooseneck and an 18-foot bumper-pull unit.

The gooseneck offers 22 feet of floor space, and 8-feet of space on the neck typically used for tools and supplies.

The 18-footers are their best sellers since many customers come from hilly areas where smaller is better when pulling up and around tighter spaces.

Formwright customers also like the fact that an enclosed trailer can carry all their necessary tools. “We sell a lot to the Anabaptists. They’re not going out to the job site, rolling it off and leaving again [the same day] ... with an enclosed trailer you can have your tools, your pouches, your screw guns, the complete unit set up. They don’t have to have two trailers on the job site, one with tools in it and one with the roll former in it.”

When Formwright orders roll former trailers, they specify heavier axles, heavier tires, heavier aluminum exterior skin, 3/4” plywood on the walls for optional shelving, and side doors for loading and unloading coil.

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## METAL FORMING

One client ordered a 20-footer with a 6-foot V-nose.

When buying an enclosed unit, Schlabach cautions the owners of any portable roll former against buying just any off-the-lot trailer; a lesson he learned the hard way. “In 2015, when I bought trailers for my roofing business, I bought them cheap because I didn’t think I could afford expensive good ones that were heavy-duty built,” he said. “Well, they lasted two years. I had to do major repairs within two years. I have a saying now: The good ones will cost you, but they will last you.”

### Setting up an Enclosed Trailer for Efficient Use

John Dumke, Vice President of Sales and Marketing, Roll Former LLC, is also an advocate for enclosed trailers for the company’s typical customer. “I’m not a big proponent of the open flatbed trailer,” he said. For him it’s about investing in the care of the machine and eliminating the hassle of wrestling with tarps and ratcheting straps on an open-bed trailer.

“A guy invests \$40,000 to \$50,000 or more for a roll-forming machine, whether he buys it from us or someone else. That’s a pretty good expense ... The work itself is tough enough compounded by dealing with the weather — cold weather or hot weather. I recommend an enclosed trailer to (A) protect your investment and (B) at the end of the hard workday, you can shut the doors, lock it, and boom, you’re done.”

Although Roll Former LLC does not sell trailers with its machines, they do offer advice when requested (see sidebar, page 12) and Dumke cites two elements to consider when setting up a trailer for use on the job site: one dealing with the ease of access to coil changeovers within an enclosed trailer, and better ergonomics for work crew.

A decoiler on a machine from Roll Former is a separate unit, not top-mounted to the roll former itself. An option is to create a train-on-a-track within the trailer so the decoiler can be easily accessed.



18-foot enclosed bumper-pull roll forming trailer. PHOTO COURTESY OF FORMWRIGHT

A train-on-a-track is created by using two pieces of angle iron with flange mounts that can be through-bolted to the floor of the trailer in the shape of an ‘A’. This is the track. Adding grooved caster wheels to the decoiler creates the train. As long as you have 2-1/2 to 3-foot barn doors on either, or both, sides of the trailer, the decoiler can then be safely accessed at the edge of the door for loading and unloading coil or for removing the decoiler for shop use.

To assure automatic realignment for feeding coil to the guides, also mount ‘set stops’ on the floor.

### For Better Ergonomics

Hunching over panels coming out of an ill-placed roll former every day can prove to be a real pain in the back, so Dumke also suggests taking heed of your pass-line height. This is the height that your panels exit the machine.

To make that height comfortable for all-day use, measure the height of the trailer from ground level, plus the height of the machine and where the panel exits the machine, then adjust the pass line to a comfortable work level by creating a metal frame. The machine can then be bolted to the frame and the frame bolted to the floor of the trailer at a more ideal height.

An option would be to use two wood 4” x 4s” as the frame.

An added benefit to increasing the pass-line height is the usable storage that has been created under the frame.

### Four-Corner Leveling

It may seem like common sense to advise that a roll-forming trailer be kept as level as possible, but French philosopher Voltaire once said, “Common sense is not so common.” So, just as a reminder, Dumke said it is good practice to use four-corner leveling when using a trailer, especially if you are using an off-the-lot trailer that is not customized for precision equipment like a portable roll former. He tells a story of someone a few years back who complained about twisted panels coming out of his machine. “He had an open-bed landscaper-style trailer that didn’t quite have the structural quality of a box trailer. He said ‘all the panels are coming out ugly as heck, and it was fine the other week.’”

Asked to send a photo, the problem was revealed: “one of the tires was on a rock and another one in a gully,” Dumke recalled.

A level trailer will give you level panels, so don’t be surprised if a twisted trailer gives you twisted panels. **MR**



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# Trailer Recommendations

Contributed by Roll Former LLC

**R**oll Former LLC manufactures customized machinery, much of it portable. Popular for panel is their V-150 model. They do not sell trailers with their machines but do offer the following suggestions when a customer is looking for advice on buying a trailer, either open or enclosed. Note that a decoiler on a roll forming machine is a separate unit, not mounted to the roll former itself, so the decoiler advice is tailored around this setup.

First, depending on the length of the roll-forming machine you will want to have at least 4 feet to 6 feet of distance from where your decoiler will sit on the trailer to the front entrance guides on the machinery. With good alignment of the metal coil sitting on the decoiler entering into the machine guides, the 4 feet to 6 feet of distance will allow for the metal to “find center” and more naturally enter into the machine. Also, when buying your trailer, consider the weight of the machine and the weight of the coil stock that you will carry. **MR**



PHOTO COURTESY OF ROLL FORMER CORPORATION

## Option 1: Open Flat Bed Trailer (similar to a landscaper trailer)

- Dual Axle minimum 7,000 lbs. capacity
- In lieu of a back gate, have four (4) corner leveling jacks installed.
- You may consider mounting the given machine onto 4" x 4s" or 6" x 6s" to elevate the “pass line” of the coil / panels for a more ergonomic use of operation. This will also give you storage underneath of the machine for run-out stands or tripods.

## Option 2: Enclosed Box Trailer with Possible Options

- Dual-axle minimum 7,000 lbs. capacity.
- Four (4) corner leveling jacks
- Rear barn doors
- “Double wide” barn doors in the front of trailer for ease and safety when loading decoiler with material.
- Mount upside down angle iron (“A” Shape) with flange mounts to the floor of the trailer and then attach locking V-groove castor wheels to the base of our decoiler (3" x 3" bolt pattern) creating a “train on a track” effect to load your coils onto the decoiler. Establish a safe locking mechanism for the decoiler. This would also give you a self-aligning set up for your coil stock by using “stops” for the decoiler base and the spindle for the coil feeding into the given machine.
- Interior lighting / 110-volt outlets
- Axle / floor capacity upgrades
- You may consider mounting 4" x 4s" or 6" x 6s" to elevate the “pass line” of the coil / panels for a more ergonomic use of operation. This will also give you storage underneath the machine for run-out stands or tripods. **MR**

# Resilient Durable Metal



Photo: hortnorphotoinc.com

## Depend on a Tite-Loc Plus roofing system

**“We decided to use a metal roof due to the long-term reliability and look of the product. We wanted a roof system that will remain intact during the worst weather conditions.”**

-Michael Matula, project manager, Bignell Watkins Hasser Architects



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**THE CASE FOR OPEN TRAILERS**

Certainly, an affordable option is an open trailer for the transportation of portable roll formers, but more than affordability should be used in the decision.

David “Homie” Mulcahy, owner of SaltedMetals in Utah, has a client base of residential customers with multi-million-dollar homes in the mountains. Traversing the mountainous terrain requires a nimble unit, and one that he can hoist up to the roof for roll-out. He uses Maxey Trailers purchased through New Tech. “They’ve been the better ones for us,” he said. “They have built-in pivot points where we can hook a crane to it.



The roll-forming trailer is jacked and stabilized to hover just over the roof so as to not put extra weight on the roof structure. PHOTO COURTESY OF SALTEDMETALS ARCHITECTURAL METALS DESIGN AND CONSULTING

We do a lot of roof run-outs. We run [the roll former] to the edge of the roof using a crane.”

From there, the machine can be further raised near the peak using forklift extensions he’s developed.

He has seen some owners with purpose-built flat beds installed with scissor lifts

to hoist their machines, “but you can only go so high,” he noted. “It’s better to crane the [machine] up rather than trying to do it from the edge of the roof,” he said.

Another advocate for the open trailer is Joe Keene, Owner, Integrity Metals, Vero Beach, Florida.

Like Mulcahy, Keene likes Maxey

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Trailers. He owns three of them. A fourth machine is on a trailer he purchased cheap and came to regret. "I got a good deal on it," he explained, cautioning: "If you get a good deal on something, it's usually worth what you paid for it."

Keene's type of business makes open trailers particularly appealing. His crews roll-form panel for roofing contractors throughout the state of Florida. They also pre-make panel in the shop and transport within state and occasionally surrounding states.

"We run multiple jobs a day," he said of their job-site roll-forming business. Integrity employs 18 workers plus himself and does 80% residential, 20% commercial. "We're pretty high-paced. Sometimes we're running five and six standing seam jobs a day so the quickness of being able to load [the roll formers with coil], is really a big deal for us," he said.

An open trailer offers more access to the machine on all sides with a forklift. "We might run 26 gauge in the morning, 24 gauge in the afternoon, and an .032 or .040 aluminum the next day. We're constantly adjusting our tooling and constantly adjusting the portable roll former, so ... the ability to just walk around the machine very quickly and lean over and make adjustments is a very important deal for us," he said.

He also notes that an open trailer allows the user to more easily hear when trouble arises. "I think for maintenance purposes [an enclosed trailer] muffles the noise a little bit and makes it so you can't quite hear things the way that you need to," he said.

He knows from experience what problems can develop. "I've had it where a bearing seized up and a panel stopped running through ... the tooling. The panel came up and pushed the cover off

my machine ... I was walking panels at the time, so I was 20 feet away from my roll former. When I came back, the panel was sticking out 10 feet between the two coils. If I was in an enclosed trailer, how far would that have gone; would it have gone through the trailer? I don't really know."

It took him 3-1/2 hours to cut the metal out of the roll former, and he wonders how much more time it would have taken had the machine been in an enclosed space.

Despite his own affinity for open trailers, Keene is originally from Michigan and says he understands the appeal of enclosed trailers. "There is an argument for having a customized trailer that's covered to be able to keep your machines out of the weather," he said. "We get a lot of rain here [in Florida], but I have custom-fitted canvas covers, so when we travel you can put them right

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## METAL FORMING

over everything.

“Our machines also don’t live outside,” he continued. “They travel to the job and when they come back they go inside our shop,” he emphasized. “If they were living outside, and we didn’t have room inside my shop, then I’d consider an enclosed trailer.”

He also recognizes that two different worlds exist in the roll-forming industry: roll formers who roll panels and trims for metal roofers on-site and/or off-site (prevalent in his region); and metal roofers who buy portables to roll their own metal. The latter typically go out to a job site and roll panels one at a time as needed during installation, which can take several days before traveling on to the next job site. The type of trailer needed in that circumstance is different than his own.

“I understand the cold winters and being able to close the doors if a snowstorm starts up; close the doors and let it sit,” he said, adding: “It’s completely different worlds when you’re roll forming what you need for today or when you’re trying to roll form as much as you possibly can every single day because you’re a high-paced manufacturer.”

Most trailer manufacturers don’t cater to the roll-forming industry, so there are reasons for why the Maxey Trailer is a



*If needing to lift your machine to roof height you'll want an open flatbed like this Maxey Trailer owned by Homie Mulcahy of SaltedMetals in Utah. PHOTO COURTESY OF SALTEDMETALS ARCHITECTURAL METALS DESIGN AND CONSULTING*

favorite in the trade. “They’re very durable and they’re built in the mind that we’re going to be going on job sites,” Keene said. “They sit up off the ground and you don’t have anything low that will drag.”

They come with double axles; 7,000 pounds capacity on each axle for a total of 14,000 pounds of weight capacity, and there are heavy steel hooks on all four corners for hoisting the trailer-mounted roll former to the roof for running straight onto a roof

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deck.

“And those trailers are tough,” Keene said. “The first Maxey Trailer I got, it’s probably got 500,000 miles on its original axles, maybe more. Everything is steel. Everything is coated with an epoxy paint, so there are no rust issues.”

Trailer length is around 15-16 feet. “The machine itself is 12’ 6”, so you have the flat section of the trailer at about 12’ 6” and you’ve got maybe a 4’ tongue.”

Being short is a critical advantage for where he does business. “We are a beach-front community so a lot of the places have a tiny little driveway for a little beach bungalow, and you’ve got to get into a tight little space ... when you go to an enclosed trailer it has to be long enough to walk all the way around the machine, so you going from a 15-16 foot trailer to having to have like a 20-foot trailer and that’s a huge game changer when you’re going in and out of small spaces all day long.”

Since the machines will be out all day, they need enough coil to last. “We put three coils on the flatbed of our truck, and then there’s a cradle that comes with this machine that mounts to the trailer that holds two coils over top of the machine ... we can do the setup one time and continue to run until they run out of coil. We usually finish every single job without having

to drive back to our shop and then drive back to the job again.”

In addition to his portable roll-former trailers, Integrity has two 37-foot long gooseneck trailers pulled with 3500 series pickup trucks. The trailers are custom-made in Northern Florida with larger torsion tubes underneath to keep the trailer bed from twisting, and I-beams for mounting a knuckle boom crane. Strapping points in the middle of each side, leading to the center of the bed, offer the ability to off-load one package of product at a time without unstrapping the entire trailer.

Even with a cover, weather can be rough on machines exposed to the elements, so Keene is adamant about maintenance. “If they get rained on, we tear the covers off when we get back, and we’re oiling our tooling just to make sure we don’t get any rust. And every set of tooling gets torn down after so many feet and all the bearings replaced.”

### Conclusion

Both open and enclosed trailers are viable options for portable roll formers. Base your decision on the type of work you do and your ability to protect your machine from the elements, then seek out a heavy-duty option that will stand up to long miles and hard work. **MR**

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# Innovating To The Next Level Of Greatness

Malco's New Tools and Enhancements Move the Company—and the Industry—Forward.

By Linda Schmid

## Malco's Innovation-Rich History

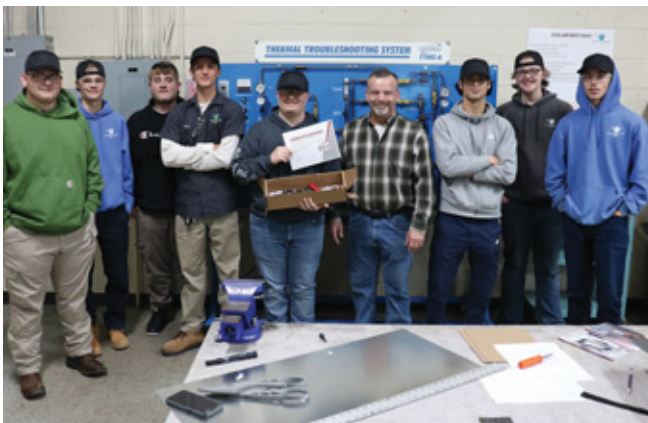
In 1950, Mark Keymer was a sheet supply salesman who used his curiosity and creativity to solve customers' problems. That's how his original Hand Pipe Crimper for installing sheet metal duct work in heating systems came into being. And so Malco Products was begun by Keymer and his partner Al in Al's garage.

In 1954, the company's product line had grown to include half a dozen hand tools with a focus on craftsmanship and the specific needs of the end-user in mind. Keymer's wife Dorothy kept the books while Mark proceeded to hire his first employee and salesperson.

By 1962, Malco had a sales force that Keymer trained personally, and as a big believer in education, he began "Tool School" to provide customers with product knowledge and enhance customer service. New products were being developed and rubber grips were added to tools for greater control and comfort. Trade show attendance helped the company grow.

In 1970, the company moved to Annandale, Minnesota, where it is headquartered today. In 1976 the Zip-In Screws were introduced to the marketplace.

Many product releases later, a new CAD/CAM system was introduced in the early '90s, which revolutionized the way Malco innovated; it laid the groundwork for efficient product development. In 1996 to 1997, more than one new product was introduced *each month* for a 14-month period.



In 1999, the president of Malco, Gerry Keymer, Mark Keymer's son, sold his shares of the company, thereby beginning the process of transferring ownership of the company to the employees through an Employee Stock Ownership Program (ESOP). The family wanted to ensure that the fruits of the company's success were shared by all who contributed to it.

Many new products were introduced during the 2000s, including Aluminum Andy Snips. Malco also began its "Head of the Class" program in 2005 to recognize promising trade program graduates, awarding them with a tool to assist them in getting started in their careers.

Rich Benninghoff became company president in 2021. This was no run-of-the-mill change-over. Previous presidents were accountants who had ensured that the company was financially solid. Benninghoff, on the other hand, has a sales and marketing background, so he brings a new growth-oriented perspective.

## Challenges and Triumphs

Malco has experienced the same kinds of challenges that other companies have faced: COVID, labor shortages, supply chain woes, and the growing demand for sustainability. PVC packaging has been replaced with recycled PET plastics in packaging and virtually everything is recycled. The employees are a very close-knit group who work together to innovate and find solutions to every challenge.

The Star Tribune named the company as a "Top Workplace" in 2018 and 2019. They were awarded the Meritorious

Achievement Award in Occupational Safety by the Minnesota Safety Council for the 11th time since 2004. And, in 2020, their 70th year of service, they were named an All-Star Company by the Great Game of Business®, and received an Outstanding Achievement Award from the Minnesota Safety Council.

In spite of these accolades, employees will tell you that the relationships the company has developed mean more. They have loyal customers, long-term manufacturer relationships, and employees who have worked there for up to 45 years. They are also proud of their product design process and their quality tools that “last a very long time.”

### The Company Today

Of his position as president, Benninghoff said, “When I joined Malco in the spring of 2021, I joined a company that was not only doing well financially, but also had a rich history and reputation of creating very high-caliber, industry-leading tools. And, they had an outstanding culture and a team with deep experience in the industry. Their strategies had worked and kept the company in a good spot for more than 70 years.”

From their Annandale plant, the company supplies customers across the country, in Canada, Mexico, Australia and New Zealand, and will ship anywhere around the globe.

The company is 100% employee owned since 2015, through the ESOP. Management knows that employee ownership makes a difference in motivation and work ownership. Benninghoff, who is now the CEO, believes that the company and their customers benefit when they “make sure that every associate feels valued and recognized, and has opportunities to give back to the community.”

Toward this goal, they have begun a remodel of the Annandale building to modernize and make it more ergonomically friendly for employees, rounded out their work force, appointed new board members with rich experience to guide the way, and, as always, developed new tools to improve the working lives of their customers.

### Into The Future

“Looking ahead at what’s next for the company,” Benninghoff said, “my goal as CEO is to help Malco continue to grow and innovate with new products and offerings that allow us to achieve that next level of success for the next 70 years and beyond.”

The Malco spirit is captured in their motto: Achieving Results, Respecting Others, and Engineering Solutions...Together We Are Malco. **MR**

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## MRA Announces Board of Directors Executive Committee Slate

The Metal Roofing Alliance recently named new board leadership and executive committee positions, including:

### **Todd Miller: MRA President, Isaiah Industries**

As president of Isaiah Industries, Inc., Miller works with homeowners and contractors across the globe, helping them understand the powerful benefits of smarter roofing decisions. Having spent most of his career in residential metal roofing, Miller previously served as MRA vice-president and replaces Dick Bus of ATAS as president of the MRA executive committee. In addition to the MRA, Miller has served on the boards of the Metal Construction Association, Cool Metal Roofing Coalition and numerous nonprofit and religious organizations in his community.

### **Ken Gieseke: MRA Vice-President, McElroy Metal**

As Senior Vice President for McElroy Metal, Ken has spent his working career in sales and marketing positions within the building materials industry. Ken has served on the MRA board of directors for several years, and also has served as a board member of the National Frame Building Association from 2008-2019, including as chairman from 2014-2016.

### **Philippe LaPlante: MRA Secretary, Ideal Roofing**

LaPlante is co-owner and vice president of sales at Ideal Roofing, the biggest independent steel roofing manufacturer and industry leader in Canada. With an active interest in helping educate customers, roofers and homeowners about the many merits of metal roofing, LaPlante also participates in various metal roofing industry associations in addition to the MRA, including Canadian Sheet Steel Building Institute (CSSBI), and Metal Service Center Institute (MSCI).

### **Brian Partyka: MRA Treasurer, Drexel Metals**

President of Drexel Metals and a 23-year industry veteran, Partyka will remain MRA treasurer as a member of

the executive committee. Partyka also chairs and co-chairs multiple boards dedicated to the progression of the metal construction industry, including the Metal Construction Association, National Roofing Contractors Association and more. Recently, he was an honoree of the “Metal Construction Association Industry Champion of the Year Triumph Award,” a peer-nominated award given to an individual that has had a significant overall impact on advancing the metal construction industry.

### **Mark MacDonald: MRA At-Large Member, Sherwin-Williams**

MacDonald manages regional sales and leads new product innovation for Sherwin-Williams Performance Coating Group, Coil Building Products North America. A strong industry advocate, MacDonald has been involved in a leadership role with MRA for more than six years and will continue to serve in his role as at-large member of the MRA executive committee.

“The MRA executive committee has always represented strong, dedicated and experienced leadership,” said Renee Ramey, MRA executive director. “We are thrilled to have this team’s tremendous knowledge and expertise on-board as we continue to drive success and significant growth for the overall residential metal roofing industry.”

## Talbot Joins Malco as Vice President of Marketing

Malco Products, a leading solution developer and manufacturers of high-quality tools for the HVAC and building construction trades, has announced that Rebecca Talbot has joined the company as its new vice president of marketing.

As leader of Malco’s marketing team, Talbot will oversee, develop, and implement Malco’s marketing strategy and efforts to increase brand and market position in order to achieve short-and long-term organizational goals. Talbot comes to Malco with a broad base of marketing accomplishments and professional experience, including positions at DeepRoot Green Infrastructure, Resideo



Rebecca Talbot, Malco Products, SBC

(Honeywell) and Lakeland Companies. She holds a bachelor’s degree from Metro State University and a Master of Business Administration degree from Georgia Southwestern State University.

Talbot will succeed Nancy Gunnerson, Malco’s director of marketing, who recently retired after a 34-year career with Malco. During Gunnerson’s time at Malco, she oversaw several innovative programs, including a new e-commerce tool, customer loyalty program and influencer relations campaigns, that contributed to the company’s current record-breaking growth. She was also recognized by Twin Cities Business Magazine as a Notable Woman in Manufacturing in 2021.



The new Reed’s Metals storefront in Fort Myers, Florida.

## Reed’s Metals Opens Storefront in Fort Myers

Reed’s Metals, part of the Cornerstone Building Brands family, has announced the opening of a new storefront in Fort Myers, Florida.

The Fort Myers location is the second

Reed's Metals location in Florida. Ken Witzeman, vice president for the Reed's Metals brand, expressed his excitement about the addition: "This new location and our existing facility in Horseshoe Beach, Florida, will allow us to better and more efficiently serve our customers throughout Florida with improved lead times and world-class customer service." Witzeman further stated, "our continued strategic geographic growth is driven by our dedicated team members and loyal customers who install our residential, agricultural, commercial, and industrial building and metal roofing products."

The store opening also comes at a time when southwestern Floridians continue to rebuild from the devastation caused by Hurricane Ian and require durable building materials that can help protect against severe weather.

focused on fasteners for roofing, metal building, and mechanical contractors in and around Denver, Colorado.

CSS has been a leading provider of fasteners and products to construction industry professionals since its founding in 1985. This segment of their business is supported by approximately 20 employees in two locations who achieved 15 million in sales in 2022. We offer these individuals a warm welcome into the TFC family.

The acquisition of CSS aligns with TFC's plans for long-term business growth by developing branch locations in the Western United States and expanding its catalog of proprietary TFC-branded products. In addition to the pending opening of a location in San Antonio, Texas, the integration of CSS assets will bring us to a total of 27 US locations, and a marked increase in the company's presence in the central and Western United States.

Triangle Fastener Corporation was founded as a single location in 1977 in Pittsburgh, Pennsylvania, and has successfully established more than two dozen locations and three distribution centers across the US. Through focusing on roofing, metal building, drywall, and acoustical trades, TFC has continually

grown its business portfolio. The company takes pride in its wide array of proprietary TFC Brands, including: CONCEALOR®, BLAZER®, PANEL-TITE®, and APS500®, along with other trademarked and patented products for the construction industry.




Brad Crawford, CEO, Rival Holdings


### TFC Acquires Portion of Connective Systems & Supply Inc.

Triangle Fastener Corporation (TFC) has announced that as of July 1, 2023 it has finalized an acquisition agreement with Connective Systems & Supply, Inc. (CSS). In particular, TFC has acquired the segment of CSS's business primarily


### Rival Holdings Launches Operations

New investment company Rival Holdings launched operations Aug. 1, with a vision to actively transform the real estate, construction and building industry.







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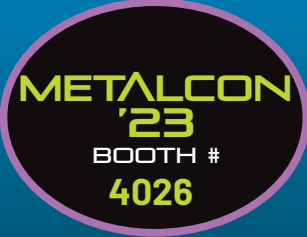
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Rival brings together Ambassador Supply and VIA Developments under one umbrella, while also seeking new investment opportunities. The company will have a strong focus on mergers and acquisitions, real estate acquisition and development, and innovative technologies. As the parent company for Ambassador Supply and VIA, Rival operates 16 companies in 10 states, with over 800 employees, a real estate portfolio value of \$200 million, and 2 million square feet under management.

Rival CEO Brad Crawford explained the idea behind the creation of the venture company, saying, "As our industry grows and evolves, it is critical that we focus on technology, innovation and disruption. Rival is a company that will work to catalyze innovation and growth, through a holistic view of the

real estate and construction industry, and a willingness to take risks and explore possibilities."

Because VIA and Ambassador Supply have reached a growth point through their holdings, increased services, and view of the industry, leadership decided to consolidate their efforts and focus into a parent company, while allowing them to operate independently.

Ambassador Supply is an investment and management company operating across rural, residential, and commercial verticals, focusing on manufactured building products, post-frame building solutions, and building materials.

Commercial real estate development and management firm VIA Developments is dedicated to creating a positive and lasting impact on people, businesses, and communities. VIA's

vision is to achieve long-term capital growth and wealth preservation through diverse real estate activities, including investment, development, management, and ownership.

Rival will look for companies demonstrating high-care, high-trust, and high-performance characteristics with strong next-generation leadership and a competitive mentality. The company will apply these principles to its own operations, as well as the companies in its portfolio. **MR**



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# Leak Prevention

## Tips for a Watertight Standing Seam Roof

By Kathi Miller, Director of Marketing & Sales Training, McElroy Metal

**S**tanding seam roof systems are often recognized as the best metal roofing system available. And without a doubt, they offer unparalleled protection when properly specified, manufactured, and installed. Unfortunately, as long as individuals are involved in the process, the potential for mistakes exists.

Over McElroy Metal's 60-year history, we've seen a lot. Below we share our top tips to ensure a watertight seam for your next standing seam roofing project.

### Follow Manufacturer's Instructions

**Adhere to Minimum Slopes:** For architects and specifiers, following manufacturer instructions starts by adhering to minimum slope guidelines. While it may not make sense why a panel style that looks only slightly different allows lower slopes, there are reasons.

**Recognize Panel Storage is Critical.**

Most standing seam panels arrive at the jobsite with in-seam sealant in the male and/or female legs. Exposure to extreme temperature swings and contamination from dirt and other foreign materials can cause problems during installation and the seaming operation.

**Watch Roof Deck Tolerances.** Ensure the roofing structure is within plane tolerances and debris-free before starting installation. While it seems obvious, we see this one often. It's important to realize that just because you can't "see" deck imperfections and tolerance issues after panel installation, they can still haunt you.

**Follow Placement Guidelines.** Most manufacturers also publish detailed installation manuals addressing each component of their system. From tape sealants to tube caulks and outside closure placement and installation, the weather integrity of the roof system

relies upon following the manufacturer's instructions.

While it may not be the end of the world to have extra parts left over after assembling some things, a standing seam metal roof isn't one of them. For example, many systems require structural plates at the eave and ridge. Since they aren't visible after installation, some contractors find it tempting to skip their use. However, these parts reduce pressure from the crew member standing on the panel during installation. Without these parts, panel deformation and ponding water can occur.

**Monitor Module Width.** Based on the design, standing seam panels can grow or shrink during installation. Yet to function correctly, the finished install width must be correct. When panels are allowed to grow, it can be tricky (if not impossible) to get them properly sealed and seamed at the low and high sides of a



IMAGE 1.

roof, as shown in *Image 1*.

### Respect Panel Style Specifics

In order to achieve a watertight seam, it's essential to recognize the differences between standing seam styles.

**Snap Style Panels:** As the name implies, panels that snap together typically have a male/ female leg that snaps together during installation. Installers often use a rubber mallet on the vertical leg to ensure the panel is fully engaged. It's important to note that this family of panels should be engaged (or snapped) continuously from the eave up to the ridge. Skipping the middle portion of the panel and planning to come back to it later frequently causes panel engagement issues.

**Mechanically Seamed Non-Symmetrical Hooked Panels.** This panel style offers a male/ female leg that hooks (or rolls into place) with the preceding panel during installation. The hook leg must be fully and consistently engaged during panel installation.

Seaming machine issues will likely occur if the hook leg isn't engaged. Also, due to the panel design, these panels typically require left-to-right or right-to-left installation.

**Mechanically Seamed Symmetrical T-Style Panels.** Since T-Style panels are symmetrical, panel installation isn't limited to a left-to-right format. Instead, installers can start anywhere on the roof, skip over sections and even come back to them later. This panel style also simply

pushes together and attaches through the mechanical seaming of a batten cap.

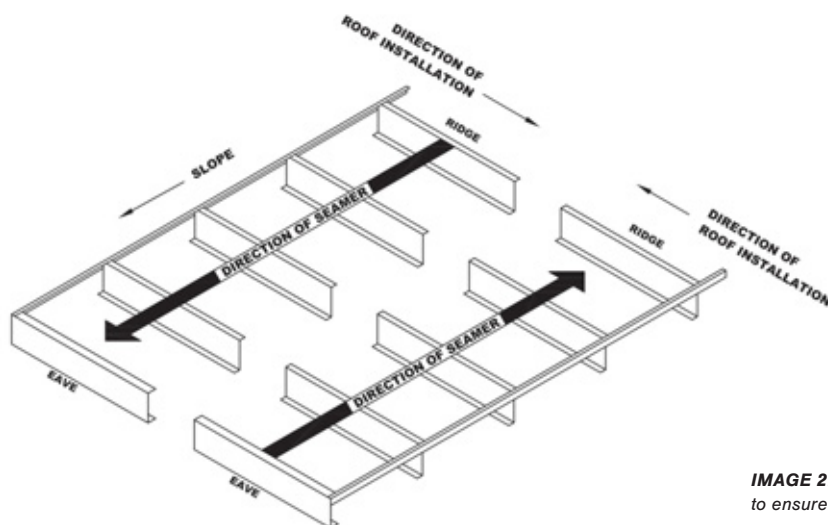
The risk of installer error and seaming machine issues are significantly reduced with T-Style panels. And in rare cases when issues occur, T-Style panels allow for the easy replacement of single panels in the field of the roof. Their non-symmetrical counterparts can't boast the same.

Regardless of the selected panel style, most manufacturers offer in-seam sealant, which is a critical element in creating a watertight seam.

### Seaming Machine Issues

While not every style of standing seam panel requires a mechanical seaming machine, many of the systems used on lower slopes (think 2:12 and below) require mechanical seaming. While seaming machines perform a critical function, it's important to respect the basics below:

**Ensure Seamer Maintenance.** A seaming machine is a mini roll former and does tremendous work to fold the vertical standing seam panel legs together correctly. As a result, proper maintenance is critical. Most manufacturers send seamers out for maintenance and repair between uses; however, if you decide to purchase a seaming machine, just realize that responsibility falls to you. While maintenance might feel like a waste of



**INSTALLER NOTE: IF PANELS ARE INSTALLED RIGHT TO LEFT, STANDARD OUTSIDE CLOSURES WILL NOT WORK. ZEE CLOSURE MUST BE PURCHASED AND FORM OUTSIDE CLOSURE FROM THEM. PLEASE CONTACT THE MCELROY METAL ENGINEERING DEPARTMENT IF YOU HAVE ANY QUESTIONS.**

IMAGE 2. Always read and follow manufacturer instructions to ensure you're seaming the panels as intended.

## INSPECTION OF SEAM

**A visual inspection of the seam should be made to determine if the seam is forming properly. Check seam against the cross section provided. IF THE SEAMER IS NOT PRODUCING A FINISHED SEAM SIMILAR TO THE CROSS SECTION PICTURED, STOP AT ONCE AND CALL THE MCELROY METAL TECHNICAL SERVICE DEPARTMENT.**



**IMAGE 3.** If you encounter issues with seaming — STOP SEAMING and contact the seamer company or the manufacturer.

time, seaming machine difficulties can wreak havoc on a perfectly well-installed metal roof.

**Realize Seamers Aren't Universal.** We mentioned earlier that seaming machines are mini roll formers. As a result, specially designed roll forming wheels fit the male/female legs at specific points as they roll the seam. It's essential to recognize that seamers are unique to each panel profile and typically cannot be interchanged.

**Inspect Before Seaming.** Before starting the seaming operation, clearing any dirt, debris, or excess sealant away that might interfere with the seaming operation is essential.

**Seam in Proper Direction.** Standing seam panels can be either symmetrical or non-symmetrical. As the name implies, non-symmetrical panels look different on each side of the panel, which forces them to install (and seam) in a pre-determined fashion. Always read and follow manufacturer directions to ensure you're seaming the panels in the proper sequence.

**Image 2** is an excerpt from our Maxima installation manual. Yet other systems, like our 238T can be seamed in either direction or even uphill and downhill. Always read and follow manufacturer instructions to ensure you're seaming the panels as intended.

**Recognize Power Supply is Critical.** As mentioned, these machines do significant work in the seaming process,

so an adequate power supply is essential. Bad things can happen quickly when a seaming machine doesn't receive the required power. Always check the power level at the primary power source and the unit's junction to the extension cord before starting any seaming operation.

**Pre-Crimping Tools Aren't Optional.** Some systems require a pre-crimping tool a few inches up from the eave and down from the ridge. Other systems also require pre-crimping at each clip location. Due to the different panel and seaming machine nuances, there is no hard and fast rule on pre-crimping. As a result, reading and following the manufacturer's published information is imperative.

**Ensure Proper Machine Engagement.** Once you've placed the seaming machine on the panel, see if the forming wheels and legs are correctly aligned. Once they are, lock the machine into place. Before powering up the machine, check again to ensure that nothing moved during the locking process.

**Check The Seam Continuously.** Seaming a standing seam roof is not a set it and forget it, autopilot-type operation. The machine may form a seam perfectly for a while only to suddenly stop due to mechanical failure or errors made during panel installation.

**Seaming Problems? Stop Immediately.** If you encounter issues with seaming — STOP SEAMING and contact the seamer company or the

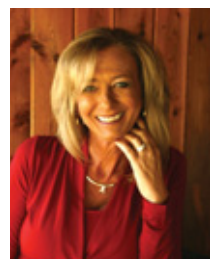
manufacturer. They can likely diagnose and provide a solution to the problem quickly. Seaming additional panels with an incorrectly tuned or broken machine can do irreparable damage to the panel system.

McElroy Metal contracts with Developmental Industries to handle all of the maintenance and troubleshooting for our seamers, so you're always sure to reach an expert who can provide the best input.

## Summary

Mechanically seamed standing seam systems represent one of the best roofing systems currently available. While we've mentioned a list of things that "can" go wrong, installer education makes most of them a moot point. That's why we place great significance on installer training and certification at McElroy Metal. **MR**

**Kathi Miller** is the Director of Marketing & Sales Training at McElroy Metal. Since 1963, McElroy Metal has served the construction industry with quality products



and excellent customer service. The family-owned components manufacturer is headquartered in Bossier City, Louisiana, and has 13 manufacturing facilities across the United States.

# EVENTS CALENDAR

## October

Oct. 4-6

Roofing Contractors Association of Texas (RCAT) Texas Roofing Conference, Marriott Marquis Houston, Houston, Texas. [www.rcat.net](http://www.rcat.net)

Oct. 18-20

METALCON, Las Vegas Convention Center, Las Vegas, Nevada. [www.metalcon.com](http://www.metalcon.com)

Oct. 18-20

Midwest Roofing Contractors Association (MRCA) Fall Conference, CHI Health Center (Convention Center), Omaha, Nebraska. [mrca.org](http://mrca.org)

## January 2024

Jan. 24-25, 2024

Garage, Shed & Carport Builder Show, Knoxville Convention Center, Knoxville, Tennessee.  
<https://garageshedcarportbuilder.com/show-registration/>

## February 2024

Feb. 4

National Women in Roofing (NWiR) Day, Las Vegas, Nevada (just prior to the IRE). [www.NationalWomenInRoofing.org](http://www.NationalWomenInRoofing.org)

Feb. 6-8

International Roofing Expo, Las Vegas Convention Center, Las Vegas, Nevada. [www.theroofingexpo.com](http://www.theroofingexpo.com)

## June 2024

June 19-20

Post-Frame Builders Show, Branson Convention Center, Branson, Missouri. <https://framebuildingnews.com/post-frame-builder-show-registration/> **MR**

*Before making travel arrangements, check with the show producer to confirm there have been no changes to event dates, venue, or show hours. To have metal roofing-related events included here, contact Karen Knapstein, 715.513.6767, [karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com).*

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# Investing in the Next Generation of Trade Leaders

By Rich Benninghoff, Malco Products, SBC

**T**wo years ago, I joined Malco Products, SBC, and from my very first day, I was impressed with the company's commitment to the communities where the company operates and its dedication to supporting the next generation of technical and trade students.

It's not a secret that there is a nationwide shortage of hard-working women and men in the trades, that's why our company is proud to provide support for students pursuing these careers through a number of different initiatives.

As one of the nation's leading solution developers and manufacturers of a variety of high-quality tools for the building trades for more than 70 years, we're in a position to not only provide tools so tradespeople can tackle their jobs effectively, but also to lean into encouraging future industry leaders.

Overall, every year Malco donates more than \$160,000 of in-kind products and apparel to a variety of skilled trade education programs, competitions and events across the country. This includes high school, post-secondary technical and apprenticeship programs, regional apprenticeship contests and SkillsUSA state and national conferences.

We also coordinate our own national recognition program: the "Head of the Class" Student Recognition Program for high-achieving students and entire graduating classes in the HVAC/sheet metal, building construction and autobody repair fields.

Today more than ever, we understand and appreciate the growing need for and importance of qualified and skilled tradesmen and tradeswomen in our workforce. That's why I'm excited to share more about our legacy and new initiatives.

## Supporting our Communities

Malco is based in Annandale, Minnesota, and has always been a strong supporter of our local community. Since our founding, it's been important to keep and create jobs in the United States and to make a positive impact in the communities where we operate — that is literally part of our mandate as a Specific Benefit Corporation (SBC) in the state of Minnesota.

In 2020, longtime associate and CFO Jeannette Rieger-Borer retired after 20 years at Malco. In her honor, Malco created the Jeannette Rieger-Borer Scholarship, which is awarded annually to local high school students pursuing vocational or technical education training in one of the trades the company serves: HVAC, automotive or construction. We are proud that Jeannette was able to see the first student receive this honor in 2021 before she passed away in 2022, and we are humbled and proud to continue recognizing and sharing her legacy with



this annual scholarship. We are excited to have a "hometown" students seeking this type of education and training each year.

A new program we established in 2022 is working alongside Habitat for Humanity. Last summer, Malco employees joined a local Habitat for Humanity home build and our company also donated tools to Sartell-St. Stephen High School for future Habitat for Humanity projects throughout central Minnesota.

This community commitment is part of who we are as a company and has been formally established in our culture as part of our "Look Good, Feel Good, Do Good" initiative that also encourages employees to volunteer with causes that they are passionate about. We plan to continue to identify more opportunities to meaningfully support our local communities!

## Head of the Class

While we're proud of our local programs, our support of education and trade schools extends throughout the United States and Canada as well.

For nearly 20 years, the Malco Head of the Class Student Recognition Program has awarded outstanding graduating students from technical schools, union Joint Apprenticeship Training Committees, and industry association career education programs across North America. The program launched in 2005, and since then has reached more than 85,000 students attending more than 1,000 programs focused on heating, ventilation & air conditioning, building construction and autobody repair.

We're proud of this program and how it's taken off and grown over the years. It comes at no cost to schools or educators, and truly makes an impact for these students as they start their careers.

The program is simple: educators can nominate an outstanding graduating student to receive a Malco tool gift with an average value of \$150, to help them start their careers with a set of high-quality tools. To date, the program has recognized

more than 4,000 Head of the Class honorees.

We know that buying tools is often a significant investment for trade professionals and can be a barrier for young professionals just getting started; helping students get a good start is important to us. Additionally, the entire graduating class at these schools receive a Malco cap.

Our hope is that this award program inspires up-and-coming construction pros across the U.S. to focus on completing high quality, safe work for their customers, and that they continue going above and beyond to ensure a job well done.

**Support of SkillsUSA**

As part of our effort to support the national technical education community, last year, Malco provided \$19,500 in-kind donations to SkillsUSA State Association Sheet Metal Champions.

The SkillsUSA program gives students the opportunity to compete in trade contests. We donated 36 Malco Backpack Tool Kits (\$18,000 in value) to students who won at the state level before heading to nationals.

We plan to continue supporting the important work that SkillsUSA does for the industry.

**Supporting Educators, Celebrating Students**

Malco was proud to return to the 2022 HVAC Excellence Show, also known as the National HVACR Education Conference, last March in Las Vegas. This show is the ultimate training experience for HVAC instructors to learn about new and emerging technologies, hear from industry leaders and exchange ideas with peers. We loved hearing from instructors and students who shared positive feedback about our Head of the Class program.

Every year Malco also exhibits at the SkillsUSA TECHSPO and it's always a highlight for the team. It's an opportunity to meet educators and exceptional students as they compete in hands-on and leadership competitions.

Another way we support schools and students is by offering tool discounts to trade school instructors purchasing tools for the classroom, as well as students in trade programs who show their student ID.

As we look at the future, we're hopeful that many young, bright minds continue to pursue careers in the HVAC, automotive and construction industries. As a company, if we can play even a small role in making these careers possible for the next generation, we can be proud of our work. RF

*Rich Benninghoff is president and CEO of Malco Products, SBC.*

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# Texting for Business

## 5 Ways Roofing Companies Use Texting to Secure More Business

By Jessica Ayre, Text Request

**T**ext messaging should be part of your roofing company's communications. You often need to connect with customers and employees ASAP, and texting has the speed to do that. According to a recent survey of more than 1,000 people, 70% of people say texting is the quickest way to reach them.

Apart from project details, customers expect to be contacted about things like appointment confirmations, customer service needs, and payment requests. Texting works for internal communications too, and helps your team coordinate on the go.

Below, you'll find five benefits of texting that your roofing firm can integrate into your existing communications strategy.

### 1 Generate leads via SMS Chat

Texting for lead generation works for you around the clock, even after business hours. Potential customers are searching for businesses like yours during their free time, often on the weekends or in the evenings.

They're going to have questions about your services before they choose your business, and that's why you need to be available to receive inquiries at any time.

So how do you capture leads after your team has gone home for the day? You get them to text you, via SMS Chat.

#### What is SMS Chat?

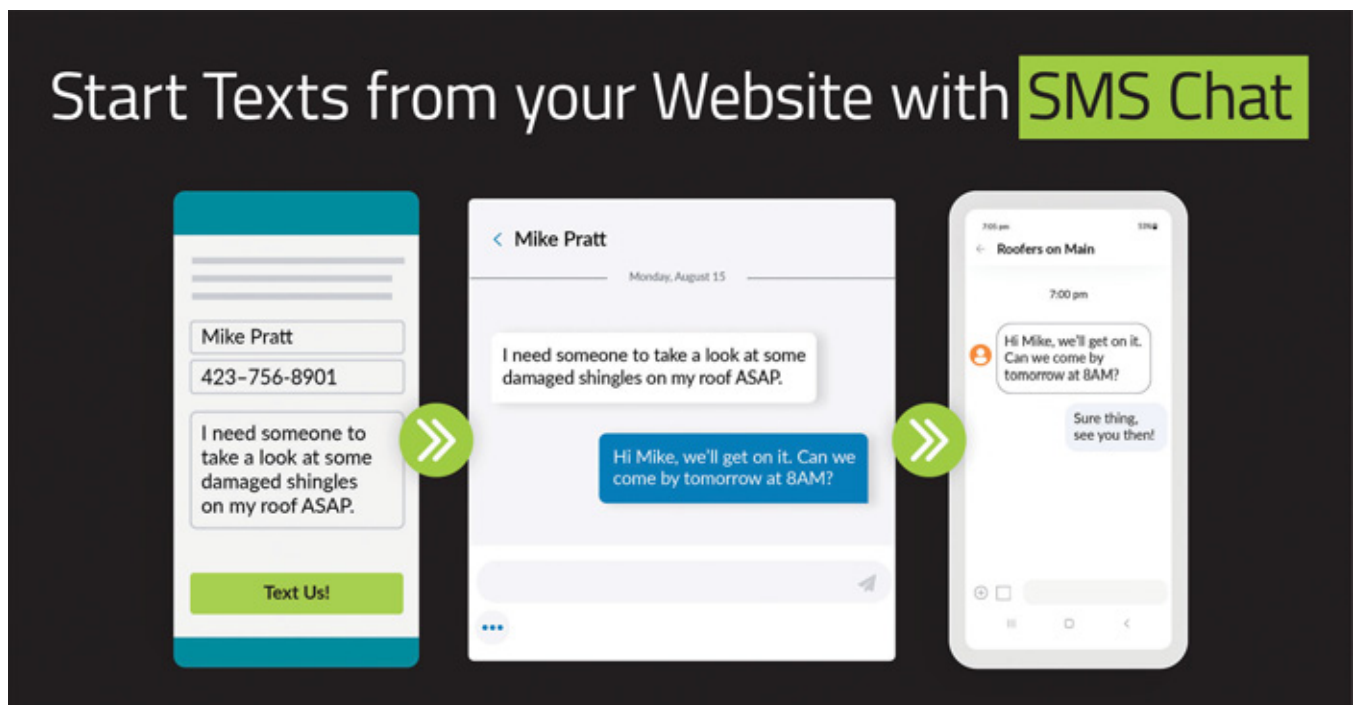
SMS Chat is a website widget that customers can use to start text conversations with you, straight from

your website. From there, they can continue the same conversation on their mobile device.

Visitors can ask questions, book appointments, request a quote, and more. Plus, their contact information is saved for future follow-ups. SMS Chat captures their interest, enables you to give an immediate auto-response, and to follow up personally as soon as possible.

### 2 Make scheduling and rescheduling appointments a breeze

Text appointment reminders help keep your customers accountable. In fact, 88% of consumers say they want to receive texts about appointments, and appointment scheduling is the number one thing consumers want to text





businesses for.

The main reason why people miss appointments is because they simply forgot, but text confirmations help curb that no-show rate. After they've set up their first appointment with you, all you'll need to do is ask the customer if they'd like to receive text updates and reminders of their appointment—or progress updates on your work—so that you can opt them in. Ask them via the sign up form, or directly. Some customers will want confirmation before your team shows up, and some will want confirmation after you've completed the service.

Occasionally, a customer might need to reschedule. All they'll have to do is text you back to let you know they can't accommodate their initial appointment, and to figure out another date and time that works best for them.

### 3 Send important updates via text

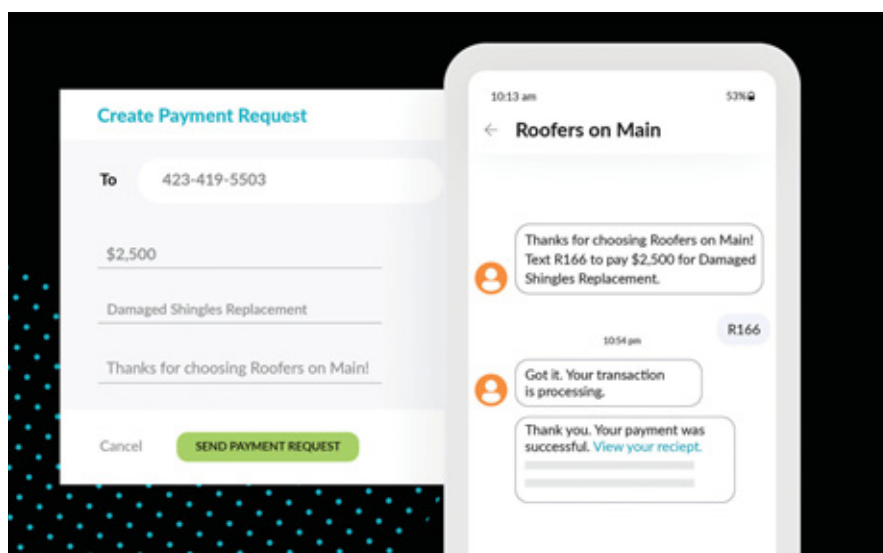
During a roofing project, work progress is often fluid based on countless variables. Your team and your customers need to be on the same page at all times, and texting helps keep your project running smoothly.

Depending on the situation, your office team can send out text alerts regarding project delays or severe weather alerts that'll impact a project timeline.

You can also text customers from the field about:

- Location and property instructions
- Updates on your team's ETA
- A re-stock on supplies, and approval for additional charges

Customers will naturally have questions about these updates, and texting helps you address them quickly without tying all your employees on the phone. They'll want their questions and concerns answered quickly, which is why texting works best when you're in a time crunch.



### 4 Request payments via text

Your team is constantly on the move, and you may not see your customers while on the job, or even after you've completed a project. Giving customers the option to settle their bills via text helps you get paid faster, with less invoicing hassle, and without the customer having to pay over the phone or in person.

#### So how does text to pay work?

- Your texting account gets connected to a payment processor, which connects to your bank account.
- You can then text a payment request prompting customers to pay.
- Customers add their payment info via a secure portal, then reply with a confirmation code to pay. Transactions are processed in real-time.
- Your team can manage and track payments in one place within your text messaging platform for whomever they serve.

Text to pay is a simple way to collect more payments on time, minimizing overhead. You can also just text a link to your online payments portal, if you have one.

### 5 Increase online reviews for your business

A higher number of online reviews tells potential customers they can trust the quality of your services. Reviews build up your local reputation and win you more customers in the long run.

Texting customers to ask for reviews as soon as you complete a job will help you secure more, and your business will only stand out from the competition by increasing your online reviews.

Customers are more likely to leave reviews through text because they will actually read the text, rather than ignoring another email.

### Conclusion

Your roofing company needs to ensure that customers' needs and expectations are met. Texting has the power to take your customer experience to the next level. Ready to start texting? Find a text messaging solution that's right for your business. **MR**

*Jessica Ayre is a content marketing specialist at Text Request ([www.textrequest.com](http://www.textrequest.com)), a business texting solution.*





This article was originally published in the June/July 2004 edition of Metal Roofing Magazine.

*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.

If you have a metal roofing project on a historic building, we'd love to see it, and share it with our readers!

***"The more projects you get, the more people can see what good work you do."***

— Nick Lardas

Contact Karen Knapstein, [karen@shieldwallmedia.com](mailto: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!



NIKO Contracting handled the entire exterior restoration at the Hancock County Courthouse in Findlay, Ohio. The project included a new copper dome, refurbishing the sheet copper statues, new lead-coated copper gutters and flashing, new lead-coated copper standing seam roof, slate with lead-coated copper snow guards fabricated by NIKO, new roof decking, new historic wood windows and doors, and masonry restoration. NIKO CONTRACTING PHOTOS

## Historical Restoration

### Pennsylvania firm grew into restoration

Anyone who guides their business into the world of historic restoration or renovation better be prepared to handle mysteries. Restoring or replacing an old metal roof is challenging enough, but you never know what you're going to find under a roof that's anywhere from 100 to 150 years old. Inevitably, that's where the true challenges lie — because they are unknown at the start.

In the last 30 years, Nick Lardas, president of NIKO Contracting of Pittsburgh, has seen it all. Or so it seems. NIKO's humble beginnings eventually landed the company in the business of restoring and preserving historic

buildings, including their roofs. Lardas has stumbled into all sorts of Band-Aids administered as a quick fix for problems with leaks in roofing and gutters. Those temporary solutions, many times discovered after work begins, can toss a wrench into the timetable for completion.

Fortunately, today's restoration professionals can learn from the experiences of their predecessors. Today's materials, tools, and techniques are all better than they were in the 1800s. So are 21st century architects.

### Summer Job

"When I was in college, I started doing some basic sheet metal work, just trying



to earn money,” Lardas says. “Then it turned into a business and I had to hire people.”

Armed with an engineering degree from Carnegie Mellon University in Pittsburgh, Lardas started up NIKO Contracting.

“The first seven or eight years we did mostly sheet metal work and roofing,” Lardas says. “We got a federal building project and we did a good job because we had some pretty good sheet metal workers. Then we tried to get in on more



*The Cooper-Hewitt National Design Museum in New York City was a project that kept NIKO Contracting busy for almost two years. NIKO replaced all the copper roofing gutters and ornamental copper, along with the wood and concrete decking.*

historic projects because there was less competition for those jobs ... or so we thought.”

“The more projects you get, the more people can see what good work you do. We do some advertising, and we try

to hit at least one trade show, a historic restoration trade show, just to network.”

At the recent Restoration & Renovation Exhibition and Conference in Boston, NIKO displayed an antique copper dormer front, partially restored by their craftsmen and technicians. It showed their abilities at fabricating intricate architectural sheet metal shapes, restoring antique sheet metal objects and artificially inducing copper patina to match that on existing aged copper.

### Planning Stage

The restoration process starts with the architect or owner determining what they want done. They put together a plan for what is salvageable, what can be restored or duplicated, what needs to be replaced, or what can be changed to make it function better.

“There’s no set way to go through a project. It varies from building to building, owner to owner, and architect to architect,” Lardas says. “If it’s a true historical restoration, everyone will want to



*A closer look at the copper batten seam roofing and copper flashing of the chimney during the roof restoration of the Cooper-Hewitt National Design Museum in New York City.*



*NIKO Contracting replaced the traditional batten seam copper roofing, built-in copper gutters, flat lock copper eave covers with faux standing seams, and decorative copper soffit at the Kingswood School at the Cranbrook Educational Community in Bloomfield Hills, Mich.*

preserve as much of the historic fabric as possible.”

The U.S. Department of the Interior has guidelines that apply to buildings classified as historical landmarks or other buildings that have historic relevance.

“Early on, the architect or owner will look first at what can be restored or duplicated,” Lardas says. “They also have to decide what period to restore it to. For example, if a building was built in 1865 and there were many additions or changes to the building through the years, they may decide to restore it to 1903, when a major addition was built.”

“Then they have to make a decision on materials. If they want to go with the original roofing material, generally copper or terne, then the decision is easy. In many cases, the original roof may be gone and a shingle or built-up roof might be in its place. Then they may have to rely on historic photos or some historical evidence of what kind of architecture was used at that time. Once the architect or owner has compiled as much information as possible, they will present their findings to companies for prospective bids.”

Lardas says because of his experience working with historical projects, architects or building owners often

contact him for advice on what type of architectural style may have been employed during a certain era — whether it relates to the roof or another part of the building.

### Bidding Stage

A little guesswork goes into the bidding process — or at least includes an explanation of how a job can be affected by the mysteries yet to be revealed during tear-off.

Historic renovation jobs are typically awarded through public bids, semi-public bids, or bids by invitation only. The number of companies bidding on a historical project can vary, but is 5-6 on average.

Some projects require companies to meet certain qualifications to submit a bid. Those qualifications can range from having a business that’s been operating for a certain number of years to a requirement that the business has successfully completed several historical preservation projects.

“We’ll spec the project, looking for more details, and come up with questions for the architect,” Lardas says. “Usually, there aren’t enough details or conflicting details. A lot of times the architect will copy something that was there originally

that doesn’t work right.”

If it was a bad idea in the 1800s, it’s probably still a bad idea. Lardas says a lot of those bad ideas come from not allowing for thermal expansion of the metal. One example is in the use of standing seam in low-slope applications of 1:12 to 3:12. Transverse seams may have been soldered and eventually failed due to thermal movement and leaked. To tweak a bad idea into a workable (read: waterproof) solution, NIKO Contracting may use a larger cleated lap and not solder the joints.

“In a lot of cases, we can improve on the original detail without changing the look too much. Sometimes we can’t,” he says.

Lardas says his company follows guidelines and recommendations made by organizations like the Sheet Metal and Air Conditioning Contractors’ National Association. One example he cites is the SMACNA recommendation that flashing be 8 inches up from any masonry work. Most historic buildings were designed and constructed prior SMACNA’s creation in 1943, so it’s reasonable to believe better methods of roof installations have evolved.

The relationship between the roofing contractor and the architect evolves during a project. “It helps if you know what you’re talking about, your employees know what they’re doing, and the architect knows that,” Lardas says.

### Preparation

“Once we get a job, we get started with a detailed site investigation and field measuring. Then we create detailed shop drawings and we try to do as much fabricating in the shop as possible. We want to keep the field fabricating to a minimum, we want to be installing, not fabricating on site. But there will always be some fabricating on site.”

Once the project starts, NIKO does all its own tear-off, any necessary lumber replacement, and/or steel and concrete repair. Some problems can be detected during an inspection tour of the inside and outside of the building, including the roof.



The ornamental dormer surrounds were a time-consuming part of the project.

“It’s tough to tell what you’re dealing with until the tear-off, but that’s when you run into unexpected problems to throw you off schedule,” Lardas says. “Some are a lot worse than others — every project has some unforeseen work, but it’s a small percentage that require a lot of work.”

Lardas recalls at least one project where plastic tubes were inserted into interior drainage systems, tubes that ended up being too small to allow for proper drainage. It created more problems than it solved. “A lot of times, we’ll run into problems in the substrate, bad decking, or back structure,” he says. “Certain interior details can be hidden in walls, adding to the mystery.”

Lardas says projects vary in scope — NIKO needed almost two years to restore the Cooper-Hewitt National Design Museum in New York City. The project required a lot of deck and concrete repair, as well as work on an interior drainage system. To top it off, the roof was copper, which required time-consuming soldering.

“We can work on three or four sizable jobs at a time, but if we have some larger projects, we may only work on one or two

at the same time,” says Lardas, who has about 20 employees.

### Staying On Schedule

Like every project, there is a schedule to keep and you can bet someone is monitoring progress. Sticking to the schedule is important, not only to those paying for the project, but also to the contractor who is trying to achieve an acceptable profit margin.

“We try not to let the easy work get way ahead of the hard work,” Lardas says. “We try to balance things out so we can proceed together. We don’t want to get caught holding ourselves up.”

Lardas says large areas of standing seam or batten seam panels install quickly. Among the details that take more time are large flat-lock areas, miters, built-in gutters, and ornamental work like domes or finials.

Lardas says the workers at NIKO are

well trained in dealing with traditional metals like copper, zinc, and terne in all applications. “If anything, they’re over-trained to install a manufactured standing seam,” he says.

### Completion

During the project, NIKO is constantly going through a self-inspection of all its work. “You don’t want to leave anything undone, so there’s a certain number of details we take a look at, especially if there’s a lot of soldering involved,” Lardas says. “Our experience and knowledge of sheet metal installation are superior and we have the professionalism to back it up.”

Lardas says workers will inspect each other’s work to make sure everything is soldered and all seams are completely locked. Some projects are inspected daily or weekly by the architect or a representative of the company. Some architects will go so far as test the soldering. **MR**

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*To ensure optimized performance and aesthetics, insulated metal panel wall and roofing systems must be carefully stored, transported, and lifted. Courtesy of Wood's Powr-Grip*

# Best Practices: Storing, Moving and Lifting IMPs

By properly storing, transporting and lifting panels, contractors can best ensure that insulated metal panels will perform as intended

By the IMP Alliance of the Metal Construction Association

Insulated metal panels offer some of the greatest thermal efficiencies in the industry, a high-performing enclosure and great aesthetics.

But to ensure your project reaps all these great benefits, proper storage, transporting and lifting of the panels are all essential.

IMP panels arrive with triple film wrapping, which should be left on until just before installation. Over time the wrapping begins to stick, becoming more difficult to remove. Consequently, it is recommended to schedule arrival no more than 30 days before installation.

Because the wrapping is not water or vapor tight, condensation can build

up during storage. Therefore, it is best practice to cut slits to allow for some air movement and vapor pressurization. The slits should be made on the bottom to protect the panels from rainwater.

In addition, the IMPs should be stacked no more than two bundles high. Contractors should also be aware that dents, dings and scratches can be caused by careless staging.

## Transporting Panels

When transporting the panels to the installation site, it's important not to hold the panels flat as this can cause oil canning. Instead, they should be handled on the long side, perpendicular to the

ground and the moving of panels should be done by at least two people.

Panels should not be slid across the ground. Instead, they should be lifted, moved and then set back down.

IMP's can be prone to thermal bow. Keeping the packaging on as long as possible can help prevent this, but another strategy is to turn the panel so that the interior is facing the sun. Flipping the panels will help re-straighten them as they typically bow to the warm side.

## Lifting

IMP's can weigh between 500 and 1,000 pounds. While the panels can be moved by two or more individuals by hand, the

use of lighting equipment makes this process much easier.

One option is a wall clamp designed by a local engineer, as clamps are not commercially available. Vacuum lifting is another strategy. The technology is popular in Europe and now commercially available in the U.S. The suction cup lifters easily connect to the panel face, eliminating the need for bolts. This also makes placement easier as it leaves the panel edges free.

Some other means of lifting include spreader beams and Nylon webbed slings, as they are popular and available in many widths. Sling widths of at least 4 inches are recommended to minimize damage to the panel edges. It's also important to ensure that the straps are clean before attaching them to the IMPs.

Another option is two bridled wire ropes, but the ropes should not be used in direct contact with the metal panels.

Contractors should always check the condition of the straps or ropes to ensure that there is no fraying or visible red threads. If the straps or ropes are not fully intact, lifting the panels with them can be very dangerous, potentially causing damage or injury. Always confirm the load limit of any lifting device.

## Lifter Benefits

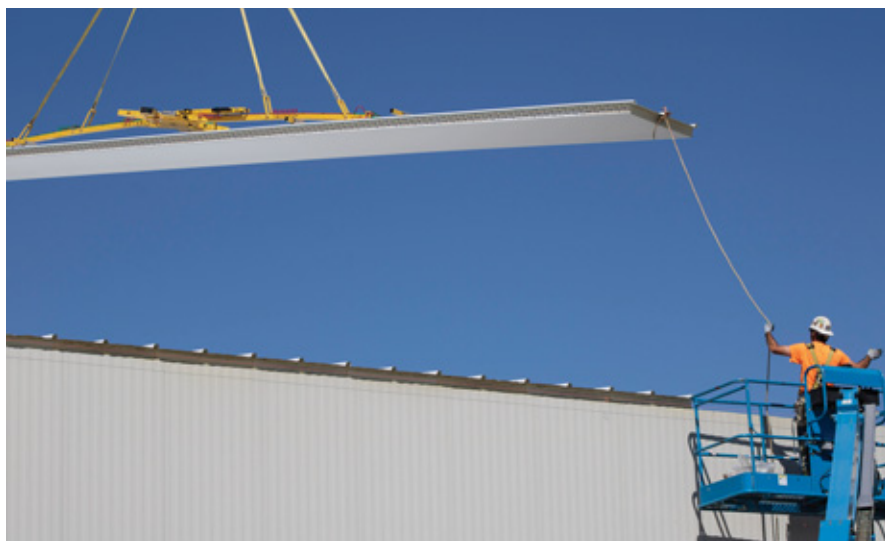
A strong case can be made for using a lifter to transport and erect metal panels as the technology offers a plethora of benefits for IMP wall panel and roofing installations. For starters, most manufacturers invert every other panel within a bundle to optimize shipping space. With a tilt-capable lifter, it is then much easier to flip inverted panels when removing them from the bundles.

Additionally, the lifter easily grabs the edges and sides of the panels, as opposed to other devices, which may require modifications to the IMPs such as drilling holes. This runs the risk of causing delamination or other panel damage, in addition to compromised aesthetics of the drill hole locations.

Every time a set of panels must be moved, even slightly for the purposes



Vacuum suction cup lifting, popular in Europe, is now commercially available in the U.S. Courtesy of Wood's Powr-Grip



IMPs should be handled on the long side, perpendicular to the ground. They should be moved with proper equipment or by at least two people. Courtesy of Wood's Powr-Grip

of connecting them to slings or putting them on a forklift, extra manpower is required. However, when a lifter is on hand, every move is much easier, faster and safer.

Some lifters are available with extensions, enabling more pads to be attached to a panel, thereby reducing overhang and reducing less stress on the panels.

For roofing installations, the process of hanging the panels to match the roof pitch is also much easier with a lifter. By simply adjusting the attachment point, this can be achieved.

While lifters are of great benefit in many cases, there are circumstances where they are not recommended. For

example, in very hot or cold temperatures, at higher elevations or in wet conditions, lifters are not the right option. Consequently, it's important to check with the lifting manufacturer/dealer when in doubt and always read the instruction manual before using.

## Great Results

Ultimately, if care is taken in the transporting and lifting of IMPs, project teams are then set up for smooth, quality installation. Once properly erected, building owners can then begin benefitting from the thermal and energy efficiencies and great aesthetics a well-designed IMP roof and/or cladding system has to offer. **MR**

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# project of the month



## Metal Replaces Clay

Designing Spaces turns to metal to update Mediterranean-style home

**W**hen the Moss family bought their South Florida Mediterranean-style home, they had a few concerns about its existing roof after noticing some leaks. Working with the team at Designing Spaces, an award-winning home design show that travels throughout the country to remodel and revamp homes, Jonelle Moss began to learn about metal roofing and why it might be the ideal replacement.

“I wasn’t really too familiar with metal roofing,” she recalled. “Being an older neighborhood, a ton of roofs were going on, and some of them were metal and some of them were tile, but I wanted to know more — I wanted

to know about the pros and the cons of metal roofing.”

Designing Spaces’ Executive Vice President of Programming connected with Fabral Metal Wall and Roof Systems to help educate the Moss family, as well as the greater Designing Spaces audience, about whether metal was the right fit for the house.

Though clay tile is often a go-to material for Florida homes, metal roofing’s performance properties are an ideal fit for the area. With a life span of up to 40 years or more, this is a crucial benefit to consider for homes in areas like Florida where there is a higher potential for extreme weather and wind. The material is also very low

### Project Overview

**Location:** Lake Worth, Florida

**Installer:** Tim Graboski

**Panels:** Fabral 1 1/2" SSR with shadow lines, 24 ga.

**Flashings & Trims:** Fabral

**Underlayment:** Fabral Roof Seal

**Coating:** Sherwin Williams, Charcoal

**Fasteners:** Atlas Building Products, Charcoal

**Ventilation:** Fabral Goosenecks; Profile Vent

**Sealant(s):** Atlas Building Products Ultibond



maintenance. Secondly, metal roofing can reflect heat, thereby reducing the amount of heat absorbed by the building, which can lead to lower cooling costs and a less energy use environmental impact.

The want for a modern, aesthetically pleasing design has increased tenfold over the past decade — and it's showing no signs of stopping. One crucial aspect needed to achieve a more contemporary look is to include clean, sleek lines in the design, a characteristic of metal roofing. We're also seeing a trend of contrasting looks, in which darker colors are used on the roof alongside white or other lighter colors for the siding.

For this project, Fabral worked alongside the Florida Roofing and Sheet Metal Contractors Association to connect with Tim Graboski, a roofing veteran in the coastal-Florida area.

Moss was able to use Fabral's online visualizer to help

with product selection. She uploaded an image of her home and experimented with different colors and patterns to see how they would look in real time.

Moss and the team eventually selected Fabral's classic 1 1/2" SSR roof. Chosen in a charcoal grey, this panel offers a high-end luxurious profile. It boasts a sleek aesthetic with shadow lines fabricated in the metal to give the illusion of depth.

Constructed of 24-gauge high-strength Galvalume steel, this panel will perform at optimum levels for many years to come. It also features a concealed clip fastening system that ensures a smooth look while allowing thermal movement on the roof deck, meaning the roof will have the flexibility to expand and contract with the outside temperatures.

"We love the way our metal roof turned out," Moss said. "It really adds a modern, sleek look to our home." **MR**

## NEW PRODUCTS



### On Top Safety Life Grab Roof Bracket

On Top Safety's new Life Grab Roof Bracket, suitable for residential and commercial roof use, to the company's knowledge, is the only bracket that can have two people tied off at the same time. Its unique design, with 360-degree swivel top, gives the worker the ability to cover more area safer than a design that only allows the worker to work at a 60-degree angle and one person tied off. The Life Grab Roof Bracket has passed 10,000-pound tie off testing, meaning this bracket can be used for a horizontal lifeline with three people in a fall restraint leading edge tie off.

The bracket's unique, patented design will increase work productivity and keep workers in compliance with OSHA. One roofing company gave the enthusiastic testimonial: The men will actually use it because of its design and it makes their job easier.

The Life Grab Roof Bracket meets and exceeds the ANSI standard and OSHA requirements. It was drop tested at a 90-degree at the peak of the roof which is the strongest bracket to our knowledge on the market today it was tested with 564 pounds again at a 90-degree drop.

The Life Grab Roof Bracket is zinc coated for longer life protection.

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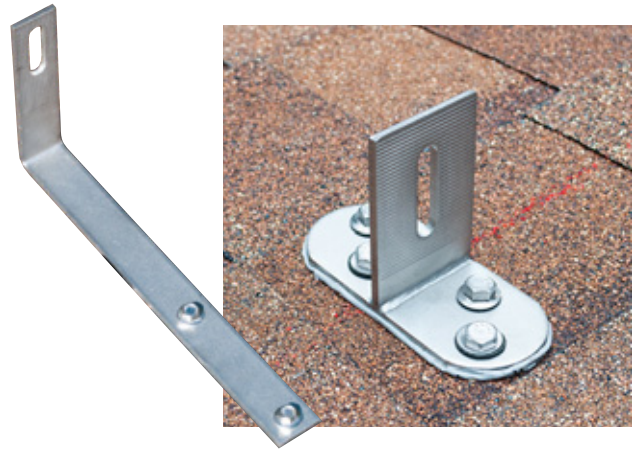
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### EDCO Solar Mounting Brackets

EDCO has announce the launch of two new solar panel mounting products.

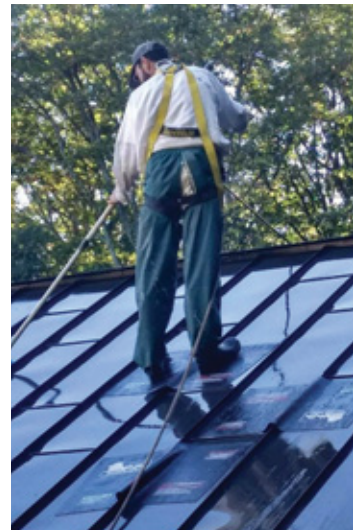
The new roofing bracket has been designed to install like the company's snow and ice retention accessory, Sno Gems. The retrofit bracket has a butyl-backer and washers to create a weathertight seal upon installation. Both brackets, purposefully designed for use with the EDCO roofing, maintains the same performance of EDCO's roofing panels while adding the functionality of mounting solar arrays.

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<https://steelgripsamm.com/>



MR

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May Issue  
**METAL ROOFING**  
MAGAZINE

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715-252-6360

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**March 15, 2024**

The *Idea Book* is published by the team at *Metal Roofing Magazine* and mailed to more than 25,000 subscribers.



# GET MORE INFORMATION ABOUT PRODUCTS & SERVICES SEEN IN THIS ISSUE. HERE'S HOW:



***If you are looking for more information from companies featured in this issue, fill out this form.***

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MR OCT/NOV 2023

**ENGAGED IN THE FOLLOWING APPLICATIONS:**

- Gutters/Accessories  
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 Residential  
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 Commercial  
 Industrial



# CSI: Adding Employees, Products

Our Mid-Year Survey included questions about concerns and additions for the remainder of 2023. Some things remained constant across “All Respondents,” “Roofing Contractors” and “Metal Roofing Contractors,” “Other Roofing (Gutters),” “Residential,” “Commercial” and “Metal Roofing Subscribers,” but there were some interesting differences.

All groups listed three of the top five things being added in 2023 as the same. All were planning to add Support Employees, Construction Employees or New Products. These were numbers 1-3 across all groups.

Numbers 4 and 5 are all either Metal Forming Equipment, Manufacturing Equipment, Jobsite Equipment or Trucks.

The primary noticeable anomaly is the percentage of Metal Roofing Readers looking at adding people, products or equipment. Metal Roofing Subscribers followed the same pattern of what was added, but the number adding was lower across the board.

The Concerns demonstrated more variability. Inflation,

Interest Rates and Finding Employees crossed all categories, but the placement varied. The remaining two places included Cost of Materials, Retaining Employees, Domestic Politics and Cost of Energy and Transportation.

Metal Roofing Subscribers were the only category to list Cost of Transportation and Residential-Single Family were the only category to list Politics.

Some nuggets looking at the data:

- General Supply Chain issues was typically 20-25% but Other Roofing (Gutters) had it at 35%
- Material Availability was listed lower by Metal Roofing Contractors and Metal Roofing Subscribers than all other categories.
- One positive is that a Resurgence of COVID was essentially not a concern for any groups and was listed last across all categories.

**MR**

## Which of the following (if any) do you plan to add or increase in 2023?

All Respondents		Roofing		Metal Roofing		Other Roofing (Gutters)	
Employees (construction)	33%	Employees (construction)	32.35%	Employees (support)	35.42%	Employees (support)	40%
Employees (support)	33%	Employees (support)	26.47%	Employees (construction)	33.33%	Manufacturing equipment	35%
New products or building types	30%	New products or building types	20.59%	New products or building types	33.33%	New products or building types	30%
Manufacturing equipment	28%	Jobsite equipment	20.59%	Metal forming equipment	29.17%	Metal forming equipment	30%
Trucks	25%	Metal forming equipment	20.59%	Manufacturing equipment	29.17%	Employees (construction)	25%

Residential – single family		Residential – multi-family		Commercial		Metal Roofing Subscribers	
Employees (construction)	50%	Employees (construction)	47.83%	Employees (support)	38.30%	Employees (construction)	27.78%
Employees (support)	31.82%	Employees (support)	47.83%	Employees (construction)	36.17%	Employees (support)	27.78%
New products or building types	29.55%	New products or building types	43.48%	New products or building types	34.04%	New products or building types	27.78%
Jobsite equipment	25%	Trucks	39.13%	Manufacturing equipment	31.91%	Manufacturing equipment	25.93%
Trucks	25%	Metal forming equipment	34.78%	Trucks	29.79%	Trucks	24.07%

## Which of the following (if any) do you see as a challenge in 2024?

All Respondents		Roofing		Metal Roofing		Other Roofing (Gutters)	
Inflation	59%	Inflation	61.76%	Inflation	60.42%	Inflation	75%
Interest rates	51%	Finding employees	58.82%	Finding employees	54.17%	Finding employees	65%
Finding employees	49%	Interest rates	50%	Interest rates	52.08%	Cost of materials	50%
Cost of materials	45%	Cost of materials	47.06%	Cost of materials	47.92%	Interest rates	50%
Retaining employees	32%	Retaining employees	35.29%	Retaining employees	31.25%	Retaining employees	45%

Residential – single family		Residential – multi-family		Commercial		Metal Roofing Subscribers	
Finding employees	63.64%	Inflation	60.87%	Inflation	61.70%	Inflation	59.26%
Inflation	54.55%	Finding employees	56.52%	Interest rates	53.19%	Cost of materials	50%
Interest rates	56.82%	Cost of materials	52.17%	Finding employees	51.06%	Interest rates	50%
Cost of materials	50%	Interest rates	52.17%	Cost of materials	42.55%	Finding employees	48.15%
Domestic politics and policy	38.64%	Domestic politics and policy	43.48%	Retaining employees	36.17%	Cost of energy and transportation	33.33%

# METALCON

THE ONLY GLOBAL EVENT DEDICATED TO THE USE OF METAL IN DESIGN & CONSTRUCTION



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## METALCON Highlights & Educational Programming

**M**ETALCON announces its program lineup for this year's annual conference and tradeshow scheduled from Wednesday, Oct. 18 to Friday, Oct. 20 at the Las Vegas Convention Center.

From intensive pre-show workshops beginning on Tuesday, Oct. 16 to 35+ free educational sessions conveniently located inside the exhibit hall to inspiring keynotes, top industry experts will share their knowledge with attendees who are eligible to earn nearly a year's worth of continuing education credits (CEUs), including AIA learning units among others.

The only global event dedicated exclusively to the application of metal in design and construction is brought to you by 2023 sponsors: Mill Steel Company (premier level), CIDAN Machinery Inc., (platinum level), US Steel (diamond level) and others, along with long-time partner, the Metal Construction Association (MCA).

Keynote speakers for this year's show include contractor and Denver business owner Rico León, HGTV host of "Rico to the Rescue," presenting "HGTV's Rico to the Rescue: Real Life Scenarios — From Nightmares to Dreams Come True" on Wednesday, October 18 at 10:00 a.m. He will share some of his most unforgettable experiences and lessons learned from residential construction projects gone wrong and then turned around.

Then, on the following day at the same time, Ken Simonson, chief economist of the Associated General Contractors (AGC) of America, with 40+ years of experience analyzing, advocating and communicating about economic and tax issues, will explore the current state and outlook for construction in his keynote, "Construction Outlook for 2024: Forbidding or Reason for Cheer?"

**A variety of special focus areas are planned, including:**

### The Architect's Experience

Back for a third consecutive year and brought to you by PPG Industries, this "show-within-a-show" over two days is focused on the use of metal as a design and construction component, specifically to help architects, designers, specifiers and engineers solve tough architectural, structural, environmental and building performance challenges.

Offering exclusive education sessions specific to design

professionals, attendees will hear from respected thought leaders, award-winning architects and industry experts, including featured keynote morning kick-off sessions. On Wednesday, October 18 beginning at 8:30 a.m., Christopher Sotiropulos, vice president of stadium operations joins Gary Edgar, manager of architectural specifications and industrial coatings of PPG to present "Designing for Las Vegas: A Full House of Finishes for Allegiant Stadium to Enhance, Protect & Cool." Sotiropulos will share what it took to build — and maintain — this \$1.9 billion stadium as well as its ongoing sustainability initiatives.



**METALCON returns to the Las Vegas Convention Center in October.** COVER PHOTO AND THIS PHOTO COURTESY OF PSMJ AND MCBOT PHOTOGRAPHY

Then, the next day at the same time, architect and author Stefan Al will delve into the world of architectural innovation and its profound impact on skylines worldwide in his keynote, "Steel and Skylines." Drawing from his acclaimed book "Supertall," Al will share insights from the realm of skyscrapers, shedding light on the emergence of a new generation of towering structures that defy conventional limits in terms of height and design. Additionally, he will highlight the unceasing evolution of Las Vegas Boulevard as he explores the developments of resort design contributing to the city's distinctive character. Based on his book "The Strip: Las Vegas and the Architecture of the American Dream," he uncovers the dynamic changes that have shaped this iconic destination while contemplating the importance of sustainability in its ever-evolving architectural landscape. Registrants of the Architect's Experience can stop by the pavilion lounge area.

### METALCON Training Zone (Booth #6071)

New this year and sponsored by Sherwin-Williams,

## METALCON

Wednesday, Oct. 18 to Friday, Oct. 20  
Las Vegas Convention Center • [metalcon.com](http://metalcon.com)

METALCON is the largest international event in the metal construction and design industry. Established in 1991, it's the only annual tradeshow and conference devoted exclusively to the application of metal in design and construction. Each year, contractors, architects, developers, owners, installers, fabricators, manufacturers and suppliers from more than 50 countries attend and 200+ leading companies exhibit. Produced by PSMJ Resources, Inc., in partnership with the Metal Construction Association.

the METALCON Training Zone provides a hands-on demonstration and training area for contractors, remodelers and others who want to sharpen their skills and deliver their best, most efficient and cleanest work when installing various metal roof offerings and systems. Featuring a variety of mock-ups and materials including aluminum, copper, painted steel zinc and even some exotic materials, training will focus on proper detailing and utilization of the right tools (offered in both English and Spanish). See page 6 for more on the METALCON Training Zone.

### Women of Metal Construction!

Also new this year, women of metal construction are welcome to join their peers before the show kicks off on Wednesday for a morning filled with the perfect blend of breakfast, networking and discussion at the ENVY at the Renaissance Hotel. Gather alongside fellow inspiring women and listen and learn from peers who are shaping the industry. "Metal and Mimosas" is sponsored by ATAS International, CIDAN Machinery, MetalCoffeeShop, the Metal Roofing Alliance and METALCON.

### Metl-Span Las Vegas Plant Tour

Metl-Span, a Nucor® company, invites general contractors, installers and architects to an exclusive plant tour at its Las Vegas facility. Learn from this leading North American manufacturer of insulated metal panels (IMP)s just how they are made on Thursday, October 19 from 8:00-10:30 a.m. (transportation provided). This exclusive experience includes breakfast, networking, a plant tour and an education session "Designing with Commercial/Industrial Insulated Metal Wall Panels" presented by industry expert Kira Rogatnik (earn 1 AIA HSW credit). Learn more at [metalcon.com/exclusive-plant-tour](http://metalcon.com/exclusive-plant-tour).

### The IMP Alliance Education Center (Booth #1115)

The MCA IMP Alliance (leading manufacturers, material suppliers, and resellers) presents a special seminar, "Insulated

Metal Panels — Installation and Handling Best Practices," on best practices and common mistakes made during the unloading, staging and storage of bundles.

### NRCA ProCertification® Demo (Booth #7077)

NRCA's engaging demo will introduce what metal panel and metal shingle roof system hands-on assessments look like in its NRCA's national certification initiative, which certifies experienced installers in specific roof system installations. Learn more at [nrca.net/procertification/mc](http://nrca.net/procertification/mc).

### Learning Centers

Check out METALCON's FREE education sessions! These 60-minute sessions from 11:15 a.m. to 5:00 p.m. on Wednesday and Thursday are organized into three centers on the show floor: Best Practices, Technical Know-How and Sustainability. Attendees can earn up to 12 hours of CEUs.

Additionally, METALCON continues to offer in-depth workshops this year on the Tuesday, Wednesday and Thursday of the show to provide cutting-edge education and training, which cannot be found elsewhere. For a small fee, attendees will be armed with new information, fresh ideas and strategic direction to address some of the major issues facing the construction industry today, including:

- Metal Roof Installation Training Certificate Program
- Rollforming for the Metal Construction Industry
- Metal Roofing from A (Aluminum) to Z (Zinc)
- Low Slope Detailing Workshop – Certificate Course
- Mergers & Acquisitions Essentials Workshop
- RaiNA Installer Training for Rainscreen Assemblies

And in the Best Practices Learning Center, a special "State of the Industry" panel presentation led by members of the MCA will take place on Wednesday, October 19 at 3:45 p.m. to discuss current and future opportunities and challenges facing the metal construction industry.

### Giving Back

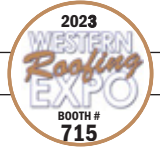
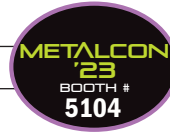
Each year, METALCON gives back to the local community where the show takes place. This year, METALCON is partnering with America's Fund, a non-profit organization dedicated to helping veterans in all branches of the military. The program was created to direct urgently needed resources and financial support to injured and critically ill members of the U.S. Armed Forces along with their families and is a self-funded program of the Semper Fi Fund ([metalcon.com/giving-back](http://metalcon.com/giving-back)).

"We look forward to returning to Las Vegas, a great destination for METALCON. We have a lot of hands-on training opportunities, new educational programming and fabulous keynote speakers," said Judy Geller, METALCON Show Director. "Make sure to stop by The Deck, conveniently located near registration, to meet show management, network or take a break." **MR**



# Kirsch Building Products

METAL OF HONOR AWARDS: 2 ■ WEBSITE: [www.sharkskinroof.com](http://www.sharkskinroof.com) ■ PHONE: 877-742-7507



*"In an eagle, there is all the wisdom of the world."*

Lame Deer,  
19th century Lakota leader

## Eagle Feather Metal Roof Honors Native American Heritage & Culture

Kirsch Building products has a product for every roofing and wall barrier project. Sharkskin Ultra SA® was chosen as the roof and wall underlayment for Montana State University's American Indian Hall, which honors Native American cultures, beliefs, and traditions.

Of special note on the Bozeman, Montana campus building, which has been in the works since 2004, is the metal roof designed as an eagle feather.

Prior to the standing seam roof and metal wall panels being installed, Sharkskin Ultra SA® provided excellent protective qualities, which included long term UV resistance and excellent high wind uplift resistance.

The beautiful eagle feather metal roof detail was designed and specified to last. The roof is comprised of 22-ga. 70% PVDF-coated Galvalume panels that transition from Silver Metallic on the left end to Slate Gray as the middle tone to Dark Bronze on the right end. The Sharkskin Ultra SA® was selected as the roof underlayment beneath the multi-colored feather-shaped metal roof and metal wall panels, as it will provide long term moisture resistance.

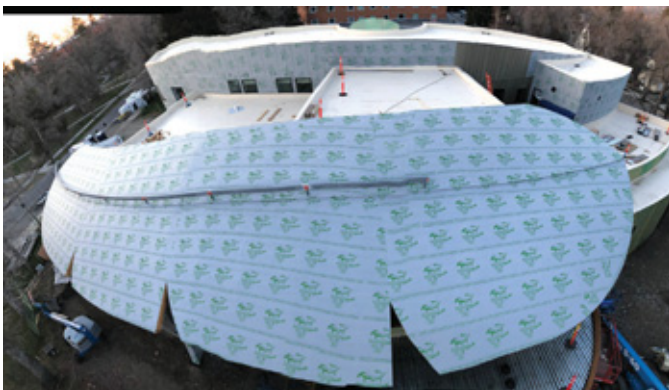
Beneath the standing seam metal roof and wall cladding, Sharkskin Ultra SA® is also providing high-temperature resistance.

In addition to benefitting the roofing system, Sharkskin Ultra SA® has benefits roofers will appreciate. Benefits include its excellent adhesion properties ... it will adhere to the roof and wall substrate, at 10° F and rising, without the need for "primer" which saves the roofer time = labor dollars.

Another important benefit: Sharkskin Ultra SA® is slip-resistant — even when wet — allowing for a safe walking surface no matter the conditions during installation.

Sharkskin Ultra SA® is designed to perform in the most challenging circumstances. It is Miami-Dade County, ICC-ES, Florida Building Code and Texas Department of Insurance approved. The high-performance underlayment also has no VOCs, contributes to LEED, and recyclable.

*Kirsch Building Products offers a Sharkskin product for every roofing and wall barrier project. Visit [www.sharkskin-roof.com](http://www.sharkskin-roof.com) today for more information.*



**Photos, top & middle: Montana State University & Chris Kamman (SkyLab Media House). Bottom: Zach Kilwein, Beartooth Metal Roofing.**

**Metal Roofing Manufacturer:**  
Sheffield Metals International, Sheffield, Ohio

**Roofing Contractor:** Zach Kilwein, Beartooth Metal Roofing, Billings, Montana

## Introducing the METALCON Training Zone

Sherwin-Williams, Sheridan Tools sponsoring opportunity for contractors to get hands-on experience



Working out details in paper at a bilingual VM ProZinc training in Mesa, Arizona.

In an effort to continue metal's decade-long trend of gaining roofing market share, METALCON is doing its part to develop more qualified metal roofing installers. The 2023 METALCON tradeshow floor will include a METALCON Training Zone, offering a hands-on learning opportunity for roofing contractors with any or no level of experience working with metal.

The 2023 show is scheduled for October 18-20 at the Las Vegas Convention Center. Show staff recently announced that booth space is being added again and attendee registration is more than double what it was last year.

"With exhibit and attendee numbers on the rise, this show provides us with a great opportunity to offer installation training to metal roofing installers," says Judy Geller, Vice President of Trade Shows/METALCON. "Even more importantly, this training will be available to those with no experience with metal but are interested in adding metal roofing to their product line."

The METALCON Training Zone will feature demonstrations and education using a variety of mock-ups and materials including painted steel, aluminum, zinc, copper and other natural metals. Training will focus on proper detailing and utilization of the right tools to enhance skills of contractors and remodelers, enabling them to deliver their best, most efficient



Individual advanced 24-gauge painted steel detail training in Reading, Pennsylvania. PHOTOS COURTESY OF JOHN SHERIDAN, SHERIDAN TOOLS.

and cleanest work when installing various metal roofing systems.

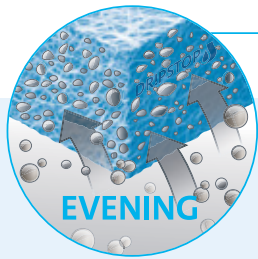
"We're working out the schedule, but we're planning on having continuous training all three days of the convention," says John Sheridan, owner of Sheridan Tools and organizer of the METALCON Training Zone. "We'll have mock-ups with several various details to work on and there will be training in English as well as Spanish. Roofing materials are coming from several generous manufacturers and Sheridan Tools will be providing tools for the METALCON Training Zone."

Among the manufacturers donating metal roofing materials for use in the METALCON Training Zone are Drexel Metals, McElroy Metal, and VMZinc.

The METALCON Training Zone is sponsored by Sherwin-



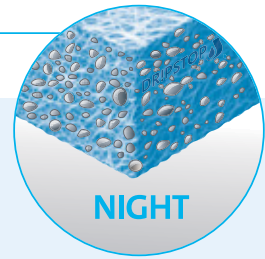
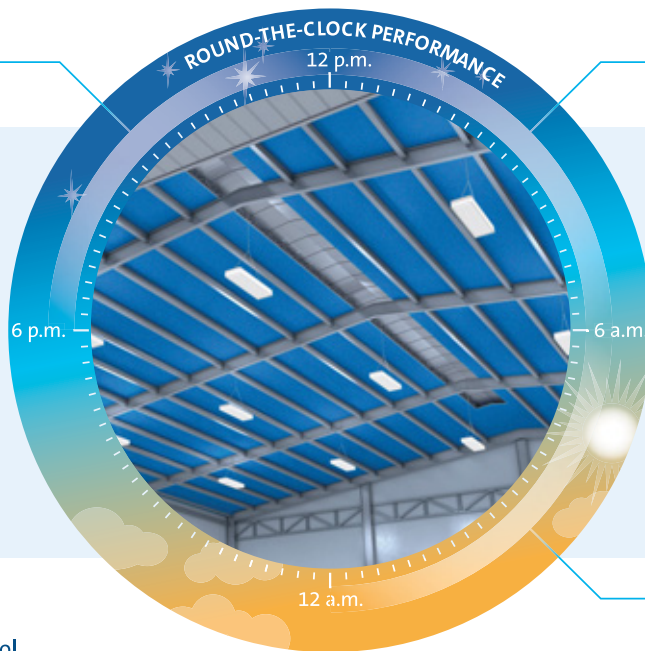
# CONDENSATION CONTROL WHICH INCREASE PROFITS NOT LABOR COSTS



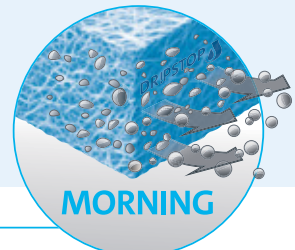
**EVENING**  
Water vapor is absorbed into the fibers



Effective condensation control requires good building ventilation



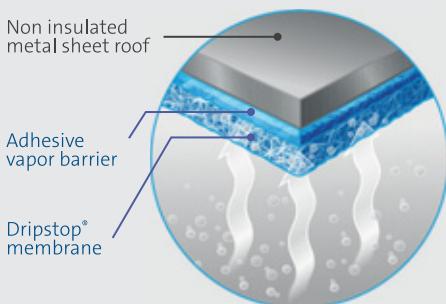
**NIGHT**  
Moisture is trapped in the fibers



**MORNING**  
Water evaporates through the roof opening

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Get more information





Copper advanced detail training in Burlington, North Carolina.



Bilingual VM ProZinc Training in Allentown, Pennsylvania.

Williams, which recently introduced its MetalVue program. The coating manufacturer has invested years in the development of MetalVue, a program that has evolved into an in-depth and comprehensive tool kit for contractors.

“We’re working on finding ways to help contractors grow their business by getting into metal,” says Mark MacDonald, with Sherwin-Williams. “Research shows there is a real opportunity to create a significant share shift from asphalt shingles into metal roofing. MetalVue offers business process change, services and software to help contractors make that transition. It provides the framework for their business to be successful.”

Part of that success is being able to install a watertight metal roofing system, so training is a significant step for contractors. MetalVue is sponsoring the METALCON Training Zone. The mockups will provide some basic details involved in the installation of a watertight metal roofing system. Almost all metal roofing manufacturers offer training specific to their products.

Jim Bush is the Vice President of Sales and Marketing at ATAS International, a leading metal roofing and wall panel manufacturer, located in Allentown, Pennsylvania. Bush has overseen numerous training sessions at METALCON and at various ATAS locations.

“First and foremost is safety,” Bush says. “One should always follow the current OSHA safety practices when installing metal. Following safety, my best advice is to always follow the manufacturer’s standard details. While there are often five right ways to treat individual details, there certainly are details used that may not be appropriate for the system or geographical location of the building. If a contractor deviates from the manufacturer’s recommendations, it is often a reduced level of

liability for the manufacturer in the event a problem does occur in the future.

“As the attention to detail is the greatest challenge when getting involved in any new materials, understanding the basics of the materials and proper tools to be used with the systems is a must. Also, while materials are highly aesthetic in nature, in many cases the functionality of the system is hidden from view. As metal provides some of the longest service life expectations of any roofing material, the proper installation is key to the long-term performance. While not overly complicated to install, they are not easily corrected if something is done improperly.”

## About Sherwin-Williams’ MetalVue Program

The MetalVue program was developed to help metal roofing manufacturers and contractors sell more residential and commercial metal roofs. As an industry leader in metal roof coatings, Sherwin-Williams is dedicated to growing the metal roofing industry and the share of business for its partners faster than the current rate of growth. To achieve this, Sherwin-Williams has designed and developed a suite of services that can be marketed through the customer/value chain, including distributors, contractors and installers.

## About Sheridan Metal Resources

Sheridan Metal Resources is more than tools for sale — it’s training. With the right tools and the proper knowledge about how to use them, metal roofing professionals can improve skill sets and perform more efficiently and effectively. Sheridan training programs are designed with practical applications in mind and cover all necessary skills for metal roofing and cladding. **MR**

REGISTER TODAY!  
OCTOBER 18-20, 2023

# METALCON

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LEARN MORE AT [METALCON.COM](https://www.metalcon.com)

# MCA, METALCON Offer Opportunities for Next Generation

Any industry is only as good as its people. Sustaining success requires experienced industry veterans as well as the ability to attract, educate and develop a younger and more diverse workforce to eventually move into leadership roles within their companies and industry.

Like a lot of industries, the metal construction industry is facing the challenge of retiring leaders with not enough replacements waiting in line to fill that void. Innovative ideas from future leaders have to be a valuable asset when making a difference in the continuing growth of the metal construction industry. That's why the Metal Construction Association (MCA) and METALCON (produced by PSMJ Resources) have launched the Future Leaders Program — to attract, educate, connect and develop those eventual industry leaders.

“The opportunity to leverage METALCON brings great value to the program,” says Jeff Henry, MCA Executive Director. “Our objective is to increase the technical and business acumen of those new to the metal construction industry.”

Henry anticipates the partnership with METALCON will eventually develop into a broad curriculum available to educate industry newcomers about the nuances of doing business in the industry, as well as the use of metal in construction. The METALCON team has hand-picked a selection of education sessions that will be beneficial to future leaders attending METALCON in October. MCA, working with METALCON, offers additional future leaders sessions virtually through METALCONLive! and dedicates webinars several times a year.

“Attracting a diverse variety of people to foster community and open their network will be the key to the success of the Future Leaders Program,” says Bridget Jammoul, Market Manager at Therm-All. “Not only folks from all areas, functions and levels within the industry, but people from all walks of life, too.”

There are opportunities to learn and grow with the industry by being an active association member. Members that continue to learn more about the metal construction industry are more valuable to their own companies.

“What we need, more than anything else, is to get people new to the industry involved,” says Mark Carlisle, Industry Marketing Manager — Construction, U.S. Steel. “This isn't an age-discrimination thing. It's good for anyone new to the industry to become engaged with other member companies. It

## Future Leaders Sessions

Below is a list of METALCON education sessions relevant for Future Leaders.

- Metal Roof Installation Training Certificate Program (1/2-day workshop)
- Rollforming for the Metal Construction Industry (1/2-day workshop)
- RAINA Installer Training for Rainscreen Assemblies (1/2-day workshop)
- Metal Roofing from A (Aluminum) to Z (Zinc) (1/2-day workshop)
- KEYNOTE: Construction Outlook for '24: Forbidding or Reason for Cheer?
- Better Together: Creating Connectivity in a Divided World
- Understanding the Customer Experience & Digital Transformation
- Accounting Doesn't Have to Suck!
- Winners and Losers: Those Who Control Their Metal Prices Versus Those Who Don't
- Assuring the Successful Continuation of Your Company
- Buying MCM: What the Industry Has In Store For You
- Low Slope Metal Roofing Best Practices
- Resilience Buildings, Disaster is a Hazard You Didn't Prepare For
- Sealant and Adhesive Technology for Metal Applications
- AC472 & AC478 Accreditation for the Metal Building Industry

doesn't matter if they are early in their careers or the middle of their careers.

“Company leaders need to bring these people to meetings and trade shows, put them to work learning the industry. The more they know, the more they can help their company and the industry. The goal should be to get these people engaged to keep the MCA relevant.”

The mission of the MCA is to promote the use of metal in the building envelope through marketing, education and action on public policies that affect metal's use. The success of one member becomes the success of all.

PSMJ, the producers of METALCON, partnered with MCA to launch the Future Leaders Program. Online and in-person events are continuing opportunities for metal construction professionals who have the desire to develop skills needed to advance. (More can be learned at [www.metalconstruction.org](http://www.metalconstruction.org))

**MR**

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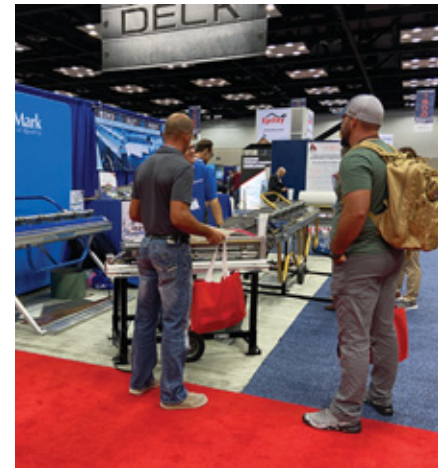
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