

# METAL ROOFING

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Advancing the Metal Roofing Industry Since 2001

**2024  
COLORS  
OF THE  
YEAR**

DECEMBER 2023  
Vol. 22 • No. 7

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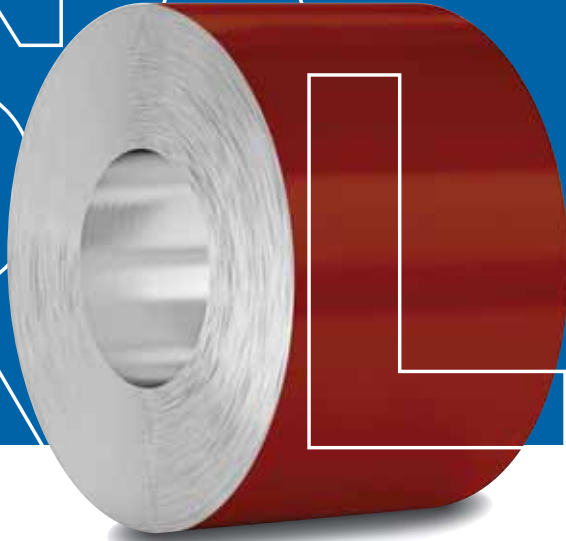


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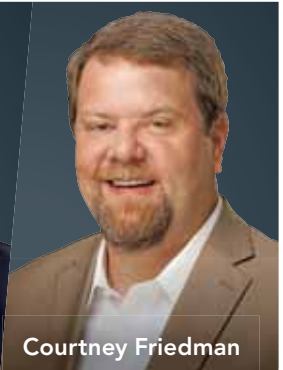
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**Alan Sallee Jr**  
Senior Vice President  
731.736.4844

**Courtney Friedman**  
Inside Sales  
205.292.5697



Alan Sallee Jr



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# Experts Wanted

It is December, which usually results in looking back at the year. 2023 has been exciting at Shield Wall Media. We announced a new annual the Construction Survey Insights — Annual, from our data collection efforts (sending in April). We announced the Post Frame Builder Show this coming June in Branson, Missouri. And as I write this we are putting the final touches on BuildMyBarndo.com, our first digital consumer publication. It only seems fitting to end the year by announcing one more new project.

Too many business owners don't understand the actual nature of their business. The purpose of all business and most human interaction is to solve a problem or help solve a problem. The purpose of our magazines, shows,

surveys and books is to help our readers by providing the information you need to solve the challenges yourself. Some of this comes in the form of knowledge about products and procedures. The survey and data generation helps you predict challenges coming in the future.

There is a saying "You don't know what you don't know." To remedy that, we are announcing the formation of the Shield Wall Media Advisory Board. What we don't know, our readers do. I have done this unofficially for years. Some of you have received calls or emails from me saying, "I am thinking of doing this; tell me why it is a bad idea." My editors have their sources and routinely ask subject matter experts to write or review articles. We have grown to the point we want to make the Advisory Board official.

A corollary to "not knowing what you don't know" is "not knowing *who* you don't know." With 100,000+ subscriptions, it is impossible to know every individual. Whether a builder, roofer, roll former, engineer or manufacturer there is a wealth of knowledge and expertise who know us, but we don't know you.

If you would like to have input into the editorial and strategic future of Shield Wall Media, this could be your chance. We are looking for 12 board members (two from each of the markets we serve). Details on how to apply, the benefits and responsibilities are available on page 34.

Thank you for helping Shield Wall Media continue to grow.

Gary Reichert, Publisher  
gary@shieldwallmedia.com

## EDITOR'S NOTE

By Karen Knapstein, Managing Editor

# Are you missing Roofing Elements?

Dear Readers, Roofing Elements Magazine, a magazine dedicated investigating how the elements impact roofers and roofing systems, premiered in 2021.

If you've dealt with challenges like heavy snowfall, ice dams, severe heat, hurricanes, tornadoes, wildfires, or severe winds, among others, you know there's a lot of power behind these natural and man-made conditions. Roofing Elements is a source for better understanding how these factors affect roofs and their installers.

This business-to-business publication discusses the impact these conditions can have on various roof types, explore options for avoiding damage, saving money, examine technical tips and best practices for installation and maintenance of roofs

considering these conditions, and review requirements and regulations influenced by the impact of varying elements.

Since its inception, we've delivered Roofing Elements directly into the hands of roofers by packaging it with Metal Roofing Magazine. Even though all Shield Wall Media magazines are free to anyone involved in the industries we serve, we routinely provide readers the opportunity to try our magazines before subscribing to make sure that only those who are interested and qualified continue to receive them.

So, the time has come to send it out on its own: Roofing Elements will now only be distributed to subscribers who have requested it.

If you haven't requested a subscription,

you have received your last edition of Roofing Elements. If you would like to continue to receive Roofing Elements for free, you need to either fill out the subscription form in this magazine or subscribe online: <https://shieldwallmedia.com/subscribe/> (or scan the QR code).

So, long story short: You've already missed one issue. If you want to continue to read Roofing Elements Magazine, you need to sign up for it today.

As always, if you have any feedback or suggestions, please don't hesitate to reach out.

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Unrelated third parties often attempt to sell mailing lists for what they say are our publications. You can be assured that WE DO NOT, HAVE NOT, AND WILL NOT EVER SELL OUR SUBSCRIBER LISTS. We will also NOT sell the attendee or exhibitor lists from our shows. We do provide attendee lists to the exhibitors free of charge and as a courtesy for their support, but we NEVER provide this or any other information to independent vendors.

**Gary Reichert,**  
*Publisher, Shield Wall Media*

## ON THE COVER:

APEX Roofing, Georgetown, Texas, installed this low-slope residential roof in just four days.  
PHOTO COURTESY OF APEX ROOFING.

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# METAL ROOFING MAGAZINE

## Managing Editor

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

## Editorial Staff

Rocky Landsverk, Mark Robins,  
Linda Schmid

## Circulation/Subscriptions

Barb Prill  
barb@shieldwallmedia.com  
920-471-4846

## Publisher/CEO

Gary Reichert  
gary@shieldwallmedia.com  
715-252-6360

## Director of Events

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

## Executive/Advertising Assistant

Kathy Budsberg  
kathy@shieldwallmedia.com

## Advertising/Show Assistant

Cari Ullom  
cari@shieldwallmedia.com

## Graphic Designers

Tom Nelsen, Kevin Ulrich

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E-MAIL THE EDITOR AT  
karen@shieldwallmedia.com



# Metal Roofing Making Big Gains ... Is The Industry Ready?

By Renee Ramey, Metal Roofing Alliance (MRA) Executive Director

*Metal Roofing Alliance (MRA) named this copper roof installation by Istueta Roofing (<https://www.istuetaroofing.com/>) as the winner of its Best Metal Roofing Project competition for the first quarter of 2023. The materials were manufactured by Metal Master Shop. Located in Coral Gables, Florida where the oceanfront home is exposed to a variety of harsh conditions including wind, saltwater and intense sun exposure, the new copper roof provides maximum durability and protection for this nearly 20 year-old home and elevates its elegance and curb appeal. PHOTO COURTESY OF ISTUETA ROOFING/MRA.*

**T**he residential metal roofing market in the United States and Canada is evolving rapidly, moving from what used to be a niche market to one with serious mass appeal. That's good news for those searching to take advantage of business opportunities within a steadily growing, profitable area of the home improvement sector.

According to MRA's annual market research study (Dodge Report), U.S. metal roofing demand for residential re-roofing jumped to a record-high 18 percent in 2022, up by six percent 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 regions are growing more quickly than others and for good reason. The Dodge Report shows the biggest increases for metal roofing 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. The jump in growth in those regions correlates with the need for better performance and resiliency in areas hit hard by climate extremes and monster storms.

Metal roofing is beginning to eat away at asphalt roofing's historically-dominant share of the U.S. market. There are ongoing 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. That's causing homeowners to look for better options, and metal roofing has become an increasingly popular alternative.

The benefits of quality metal roofing are winning over U.S. and Canadian

homeowners who appreciate its long-lasting protection against monster storms, wildfires and extreme temperatures. Homeowners are turning to quality metal roofs, not just for better, more reliable performance, but also for metal's more sustainable and low maintenance attributes.

Factors such as greater availability and adoption of residential solar systems are also helping drive growth. Because quality metal roofs offer easy installation and are designed to last even longer than solar panels themselves, they are the perfect roofing choice for the increasing number of homeowners interested in harnessing the power of solar.

## Is the industry prepared?

It's clear there are big business opportunities within the metal roofing market, but the question remains whether the industry is ready to seize them.

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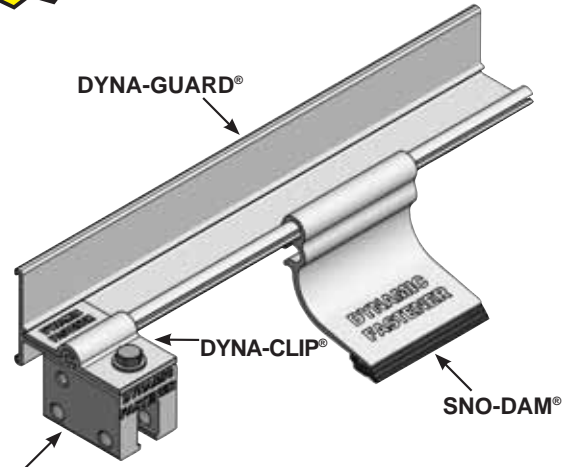
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In 2024, issues such as labor shortages and lack of qualified installers are predicted to continue to plague the market. MRA has been participating in an industry-wide effort to capture the interest and attention of laborers, encouraging them to consider a career in the metal roofing industry. The MRA also has participated in the development of training materials specific to metal roofing that are being developed by the National Roofing Contractors Association (NRCA). This program, once completed, will provide a great resource for individuals seeking installation training of various metal roofing styles. It's encouraging to see these industry-wide efforts being implemented — from training programs to development and outreach — in support of increasing the number of quality metal roofing installers.

As Todd Miller, MRA board president and president of Isaiah Industries puts it, “We still have a shortage of construction workers in the United States. This includes metal roof installers. People who choose metal roof installation as a career find it rewarding both financially and mentally compared to many other types of outside, hands-on work. Most manufacturers offer training programs and can help installers get started with minimal out-of-pocket costs. The new NRCA ProCertification program also gives great recognition to those installers who stay in the industry and reach a level of mastery.”



**APEX Roofing of Georgetown, Texas, was able to complete the job in just four days, overcoming challenges presented by the low slope of the roof by adding winter guard underlayment.** PHOTO COURTESY APEX ROOFING/MRA

And it's not just installers, as Miller points out. There are opportunities available across the board when it comes to pushing the envelope on innovation, from research and development, to manufacturing and more. “On the manufacturing end, I think our industry has the calling to design products that install faster and more intuitively,” Miller says. “One way to address the skilled labor shortage is to produce products that require less installation time. We need some great, creative minds working on this end of things. On an even more technical level, we have opportunities in our industry to develop metal roofing coatings that have superior performance and perhaps other attributes such as smog reduction or solar collection. For many years, our industry has had very little development on the coatings



**This coastal home features Unified Steel Stone Coated Pine Crest Shake.** PHOTO COURTESY OF UNIFIED STEEL/MRA

end of things. Now is the time to re-invigorate that spirit of engineering and ingenuity.”

### Spreading the word

Accelerating the growth of the residential metal roofing market isn't just a matter of more suppliers and workers entering the field, however. Marketing and branding — earning homeowners' trust and building the industry's credibility — are essential moving forward.

The MRA and its members are working hard to educate and provide robust resources and information to help U.S. and Canadian homeowners make informed decisions and wise investments when it comes to metal roofing. We're also reinforcing the message of quality to help not only ensure long term satisfaction among homeowners, but to protect the industry's reputation and guard against unscrupulous manufacturers and installers who try to pass off inferior products, which can potentially tarnish the industry's sterling reputation and prospects for growth.

Along these lines, MRA plays an essential role as a credible, trustworthy source representing the best in the business for homeowners looking to take advantage of the incredible value and benefits that quality metal roofing offers. We showcase a wide variety resources and tools for homeowners, including the industry's most comprehensive Metal Roofing Buyer's Guide, available for free at <https://bit.ly/3FLgqGG>. MRA also works to demystify the metal roofing process, provide specifications covering metal roofing options, and information for what to look for or ask when replacing a roof. Testimonials, case studies and showcasing the great work happening in the industry also have helped build credibility.

2024 spells good news for the metal roofing industry, with global supply chain issues starting to ease and an increasing number of homeowners becoming familiar with the many benefits of quality metal roofing. The opportunity is right in front of us, but the real question is whether we are ready to capitalize on it. **MR**



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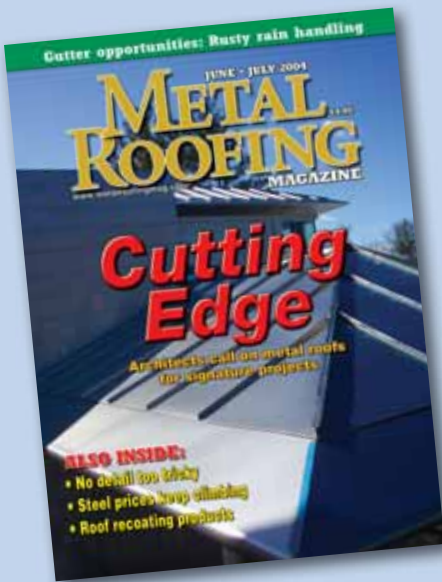
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June/July 2004 edition of Metal Roofing Magazine.

*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.

This article, originally published in the June/July 2004 edition of *Metal Roofing*, dives into the metal roofing survey results from 20 years ago.

Watch for Shield Wall Media's *Construction Survey Insights Annual*, which will be published and delivered to all subscribers in early 2024. (See page 59 for more information.)

# Metal Roofing Survey

## Big Things Expected in 2004

Optimism abounds in the metal roofing industry, according to a survey of *Metal Roofing* readers conducted earlier this year.

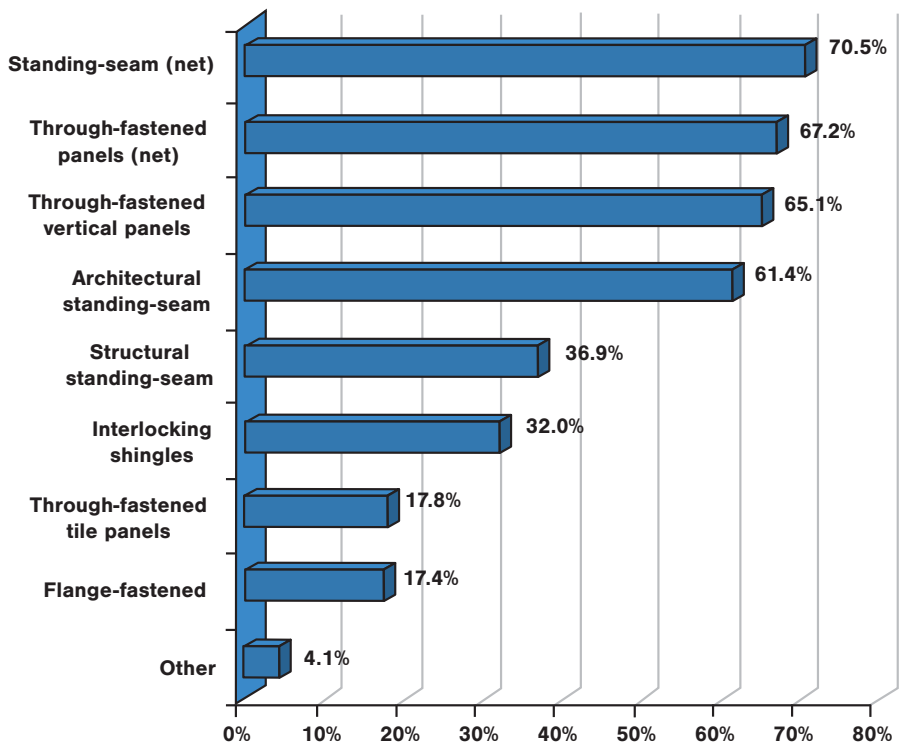
Roughly two-thirds of *Metal Roofing* readers believe the metal roofing industry will grow and their business will increase during the next year. Those figures from the 2004 *Metal Roofing* reader survey are 4 percent higher than from the 2002 survey.

That's the kind of attitude that could make 2004 the type of exciting year of growth the industry hopes for. The

average gross annual sales of metal roofing business for respondents was just more than \$900,000.

Of the 2004 respondents that specify or install metal roofing, approximately two-thirds work on commercial and residential buildings, approximately the same as in 2002. Increases were substantial in the percentage of companies installing or specifying metal roofing in agricultural and institutional applications. Agricultural metal roofing increased 7.7 percent to 43.6 percent, while institutional metal roofing

### STYLES OF METAL ROOFING INSTALLED OR SPECIFIED



PERCENT OF COMPANIES WHO INSTALL OR SPECIFY THESE TYPES OF ROOFING



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increased 6.8 percent to 34.9 percent.

Among those readers who specify or install metal roofing (holding steady at around 70 percent), 65.1 percent install through-fastened vertical panels, an increase of 7.5 percent. The percentage of readers installing or specifying interlocking shingles increased from 27.6 to 32, while those installing or specifying through-fastened tile panels went from 11.1 to 17.8. The readers installing or specifying architectural standing seam dropped from 65.4 to 61.4 percent, while those installing or specifying flange-fastened fell from 22.1 to 17.4 percent.

Overall, the number of metal roofing projects readers are involved with increased from 36.6 to 41.0 percent. The 2004 survey also shows readers are becoming more committed to metal as 11.7 percent install and specify only metal, an increase of 1.4 percent, while those who install or specify metal 80-99 percent of the time increased from 10.4 to 13.8 percent.

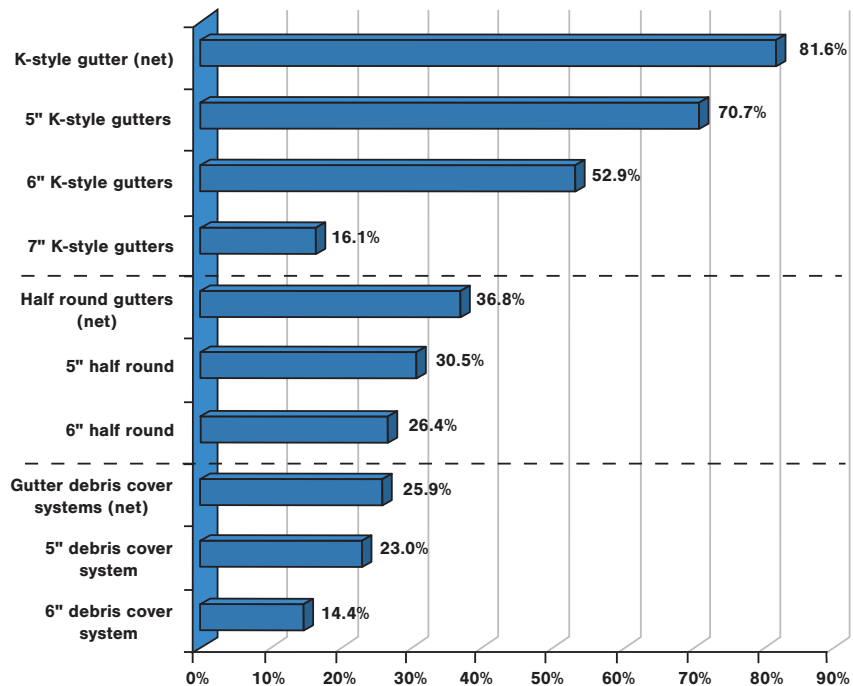
The 2004 survey revealed readers installed/specified an average of 7,044 squares (1 square equals 10 feet by 10 feet). Nine percent of the respondents installed 10,000 or more squares, while more than one-fourth installed between 500 and 2,500 squares.

The survey shows readers are branching out and installing/specifying a wider variety of metal roofing materials. Those working with painted Galvalume or galvanized steel increased 2.2 percent; unpainted Galvalume or galvanized steel increased 2.3 percent; aluminum increased 6.5 percent; stone-coated metal increased 4.5 percent; terne, zinc, or stainless steel increased 7.3 percent; and lead-coated copper went up 5.5 percent.

The only decrease, and it was slight, was in those installing/specifying copper, which dropped 1.3 percent.

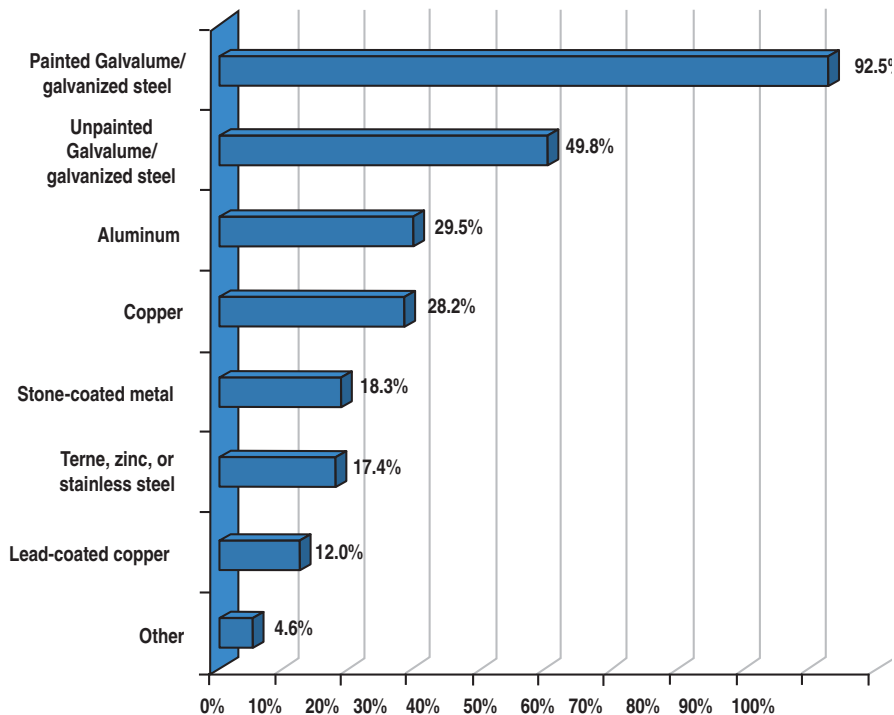
Of the companies that install or specify metal roofing, 92.5 percent install painted Galvalume or galvanized steel. Of the painted metals these companies installed, 42.4 percent of the panels had a fluoropolymer (Kynar/Hylar) finish, down more than 10 percent

## STYLES GUTTERS INSTALLED



PERCENT OF COMPANIES WHO INSTALL THESE STYLES OF GUTTERS

## TYPES OF METAL ROOFING MATERIALS INSTALLED OR SPECIFIED



PERCENT OF COMPANIES WHO INSTALL OR SPECIFY THESE TYPES OF MATERIALS



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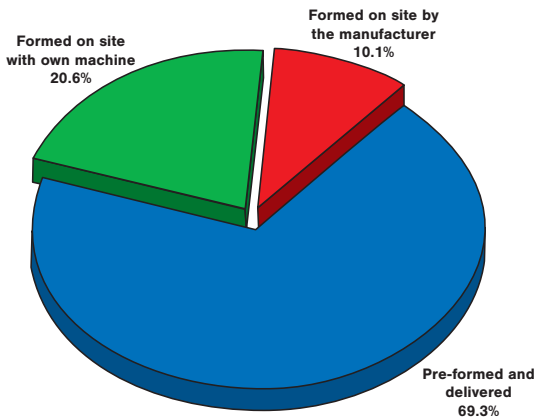
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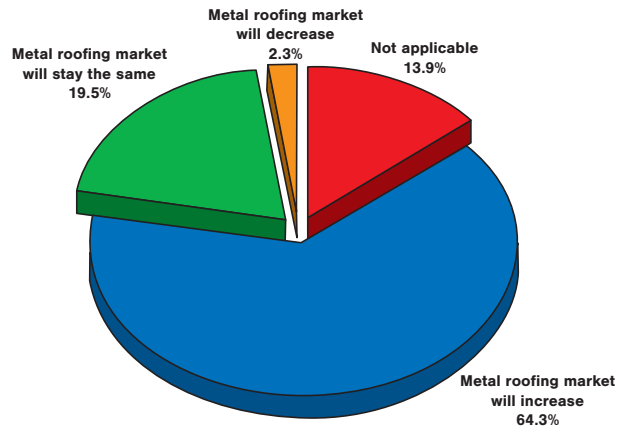
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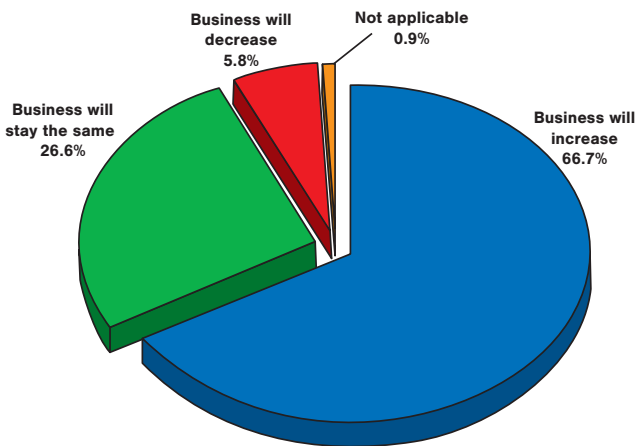
## HOW COMPANIES OBTAIN THEIR ROLL-FORMED PANELS



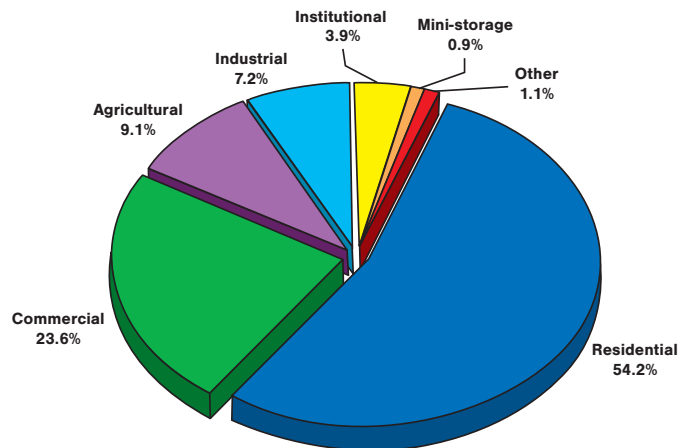
## METAL ROOFING MARKET OUTLOOK FOR 2004



## BUSINESS OUTLOOK FOR THE NEXT 12 MONTHS



## TYPES OF ROOFING PROJECTS COMPANIES ARE INVOLVED IN



from 2002. A total of 18.8 percent of those companies always install panels with a fluoropolymer finish and 43.2 percent install such panels at least 80 percent of the time. At the opposite end, 31.8 percent installed no panels with a fluoropolymer finish.

Of all the residential roofing jobs responding companies install, an average of 54.5 percent are re-roofing jobs, an increase of 3.4 percent. For half of the 2004 respondents, at least 60 percent of their work was with re-roofing projects.

Metal Roofing readers still tend to buy materials from distributors and manufacturers (83.4 percent, up from 78.8

percent). The increase is almost entirely related to those buying from manufacturers (40.7 percent, up from 36), as opposed to lumberyards (13.3 percent, down from 17.7).

Almost 40 percent of respondents installed roll-formed panels during 2004. Of those, 69.3 percent used pre-formed panels delivered to the site, an increase of almost 8 percent from 2002. More than 20 percent form panels with their own roll former, an increase of 5 percent. About 10 percent have panels formed on site by the manufacturer, a decrease of 5.7 percent.

The top five customer considerations

for installing a metal roof remain unchanged from 2002. Readers say customers are considering, in order, durability/warranty, color, cost/price, wind/weathertightness, and ease of maintenance. All five were mentioned by at least 48 percent of the readers, with durability/warranty ranking first with 84.6 percent.

This year's survey showed that more than half of our readers install or specify gutters. Of those, 77 percent install aluminum gutters, 46 percent install steel, 27.6 percent install Kynar/Hylar painted steel, and 14.9 percent install terne, zinc, or stainless steel. **MR**

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# IRE 2024

International Roofing Expo Heads To Vegas Feb. 6-8, Launches Metal Roofing Clinic

The International Roofing Expo (IRE; [www.theroofingexpo.com](http://www.theroofingexpo.com)), the largest and most comprehensive event dedicated to the roofing and exteriors industries, returns February 6-8, 2024, at the Las Vegas Convention Center, fueling the industry and meeting demand for new materials and innovations.

The expo opens on February 6 with a keynote presentation, sponsored by Malarkey. The three-day event is expected to cover more than 180,000 square feet of exhibit space, hosting over 600 companies including Carlise, Polyglass, Holcim and IKO. Eight educational tracks will be available covering 45 topics across over 100 sessions providing critical conversation and training toward challenges and opportunities facing the ever-changing landscape of roofing.

Multiple Building Clinic demonstrations highlight roofing and metals installation, as well as the inclusion of innovative materials ethylene propylene diene terpolymer (EPDM) and thermoplastic polyolefin (TPO). The Exterior Pavilion, first launched in 2022 and continuing to grow, features demonstrations and practices for exterior replacement projects.

IRE continues to expand on cultural initiatives that further support the roofing and exteriors networks. The International Roofing Expo now offers registration capabilities in Spanish as well as on-site bilingual staff and signage for a more inclusive experience. Each year, IRE drives engagement through initiatives such as the designated SRS Para Latinos lounge on the expo floor. This space recognizes the significant contributions of Hispanic professionals in the industry, in addition to specific feature learning sessions designed to service Hispanic contractors. In partnership



S-5! always has an impressive — yet welcoming — exhibit. They can be found in booth 7320. PHOTOS BY SHIELD WALL MEDIA STAFF

with the National Roofing Contractor Association’s Diversity and Inclusion Committee, IRE provides designated space within the Welcome Party for the Hispanic community.

In a session titled Diversity and Inclusion for the Hispanic Community, Teresa Ramirez, CEO and Founder of Southeast Contracting Services, discusses the resources available to the roofing community, including tools to further career advancement. In the session, How to Start with Commercial Projects, hosted in Spanish and presented by Sergio Terreros, President and CEO of the National Hispanic Contractors Association, speaks to small and medium-sized roofing companies interested in expanding from residential roofing to commercial roofing. In continued partnership with National Hispanic Contractors Association, Latinos En Roofing, Labor Central and Southeast Contracting Services, IRE is committed

to facilitating conversations to Hispanic groups.

“The International Roofing Expo serves as the meeting place to not only discover new products and materials to grow individual skillsets and knowledge, but also to build connections that inspire and unite the growing sector,” says Rich Russo, Show Director, International Roofing Expo. “Through the multitude of specialized conference and training dedicated to all groups that power the field, our community can learn from one another and gain new perspectives that ultimately drive business forward together.”

A key pillar of the International Roofing Expo, the 15th Annual Community Service Day takes place February 5, gathering suppliers and contractors to give back to the region through hands-on restoration in Las Vegas residential housing. Rebuilding Together and IRE partner for a full day to



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volunteer to make critical home repairs for displaced neighbors, assisting with roof replacements, exterior maintenance and various renovations. Attendees may participate in the Give Back Program to celebrate and positively impact the local municipality. If not able to volunteer in person, attendees can donate to Rebuilding Together during the registration process.

NRCA will host multiple events throughout the week including The Annual NRCA ROOFPAC Fundraising Reception, with food and refreshment, as donors bid at the live auction to support ROOFPAC, the only political action committee dedicated to advancing roofing in Washington, D.C. The NRCA awards ceremony formally recognizes the roofing industry's most prestigious companies and individuals. In addition, NRCA's Roofing Alliance hosts a construction management student competition promoting careers in roofing. (See page 38 for a list of competitors.)

Additional networking includes the sixth annual National Women in Roofing Day conference (February 4), the First-Time Attendee Reception (February 6) followed by the IRE Welcome Party and lastly the SRS Distribution Extreme Tailgate Party, with outdoor entertainment and activities.

## New Partnership For Metal Roofing Clinic

IRE has also announced its partnership with the Metal Construction Association and the Metal Roofing Alliance to debut the all-new Metal Roofing Clinic, presented by the Metal Construction Association and Metal Roofing Alliance, at the February 6-8, 2024 expo in the Las Vegas Convention Center.

The Metal Roofing Clinic will offer three days of hands-on learning as well as demonstrative activities in metal roof installation and repairs, where industry experts will walk attendees through the benefits, methods and types of materials used in metal roofing installation.

The metal roofing segment is projected to experience the most rapid pace of

annual growth as demand for metal shake, shingle and tile roofing is forecast to expand as the demand for durable materials increases and homeowners gravitate towards more sustainable options with better performance.

"The International Roofing Expo prioritizes discovery through connection and we strive to provide the most up-to-date resources for traditional and innovative roofing methods available with our strategic leading partners," says Rich Russo, Show Director, International Roofing Expo. "Our new partnership with the Metal Construction Association and Metal Roofing Alliance offers the ever-expanding roofing industry the tools they need to increase efficiency and longevity in roofing practices."

"The Metal Roofing Alliance (MRA) and Metal Construction Association (MCA) are excited to be leading on-floor installation training at IRE 2024. The use of metal roofing in both residential and non-residential buildings is on the rise; the MRA has seen growth in residential metal roofing year over year for the last several years...putting metal roofing at 18% market share in 2022, second only to asphalt," says Renee Ramey, Executive Director, Metal Roofing Alliance. "As the market continues to grow, we are seeing more and more installers interested in learning about metal roofing...the products, market and installation. In partnering with IRE for on-floor training, MRA and MCA will help answer questions, showcase the install process and help ready more installers for metal roofing."

"MCA is excited to partner with MRA in hosting the Metal Clinics at IRE," says Jeff Henry, Executive Director, Metal Construction Association. "Interest in metal roofing has soared and MCA together with MRA are proud to share our insights into proper manufacturing and installation techniques. Metal's sustainability attributes and its resiliency will continue to drive increased interest and use of metal as a primary cladding material. We look forward to an exciting 2024 show."

IRE continues to innovate and adapt



*Petersen manufactures PAC-CLAD architectural metal cladding systems in multiple gauges of steel and aluminum. Find them in booth 4913.*



*Portable gutter and standing seam roll forming specialists New Tech Machinery can be found in booth 4625.*

to serve the growing needs of the construction industries, where consumer trends are visible. As the roofing industry is projected to generate \$56.7 billion in revenue in 2023, new roofing materials continue to develop, further advancing the industry.

Registration is now open for the 2024 event, with supplemental housing options available during the busy February Las Vegas season. Attendees are encouraged to plan and register in advance. **MR**



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# Metal Roofs of the United States vs. Australia

## 33 Years in the Roofing Industry: A Unique Perspective

By Ray Smith, AppliCad

I have been asked to write a few words about differences I have observed between roofing in North America and roofing in Australia. By way of background, I am not a roofer. I run a software company in Australia.

### Software in Roofing: A Global Viewpoint

I have been developing software for the roofing industry for over 33 years, and my company currently has software in 148 countries. I have travelled the world looking at roofing and discussing issues with roofers and roofing manufacturers. I have helped them develop solutions that make their businesses run more efficiently.

### Comparing the Roofing Landscapes: US vs. Australia

Setting the scene, especially in residential roofing – the biggest difference is that about 75% of residential properties in Australia and New Zealand have metal roofs. This varies a bit depending on the region. Also interesting is the fact that most commercial buildings have pitched roofs with metal panels. Water doesn't run off a flat roof. My best guess is that about 90-95% of all commercial/industrial buildings have metal on the roof. All you have to do is fly into any Australian city and look out the window to confirm this! In regional areas, all commercial/industrial buildings have metal roofing installed.

### From Tiles to Metal: The Evolution of Australian Roofs

The majority of roofing projects are



About 75% of residential properties in Australia and New Zealand have metal roofs. PHOTOS COURTESY OF APPLICAD.

new construction rather than re-roofing, as quality metal roofing materials last longer and look better for longer, even given the harsh Australian climate.

### The Efficiency of Metal Roofing Software Solutions

Most of our clients measure the roof frame, do the take-off, and then order materials directly from the software. All the major manufacturers in Australia and New Zealand use the AppliCad Roof Wizard software for estimating, quoting, and ordering, and hundreds of their respective customers do the same.

### Material Choices

It seems to me that in an attempt to compete with the shingle roof market, manufacturers in North America have used a thinner gauge to, in part, get the cost down, but may also be due to the

capabilities of the roll-forming equipment in use, especially onsite roll-forming machines that form the panels over such a short distance as compared to factory machines that create the shapes over many more roller dies, and form the panel more gradually. This has contributed to issues in forming the panel such as 'oil canning' that detracts from the appearance of a standing seam metal roof, giving metal a 'bad rap.'

### Australian Roofing Profiles: The Benefits of Corrugation

Another big difference that may amuse local readers is that the vast majority of metal roofs in Australia and New Zealand use a corrugated profile (aka 'sinusoidal' profile) — "a barn profile." The panels are typically 762mm or 30" wide and through-fastened on the high side of the profile or the top of the corrugation. Being a wider

panel, it is very quick to finish a roof.

**Efficient Installation Practices: The Australian Approach**

Using a wide corrugated profile also allows for the re-use of the offcuts on complicated roof geometry with many hips and valleys. Clever planning allows the waste factor on a corrugated profile roof to be virtually zero, and software can be used to prepare the installation guide for your crew to realize this advantage, reducing errors and improving profitability.

Another significant difference is that the roof frame is typically an open rafter instead of a plywood deck. So, battens (aka purlins) are laid over the rafters, then insulation and moisture barrier are rolled out and the panels installed. Overall, a very efficient and cost-effective method of installation.

**Custom vs. Roll-Formed Flashing: A Matter of Cost**

The next major difference that roofers in North America might learn from is how Aussie roofers install their flashing or ‘trim’. Most Aussie trim is fabricated to a range of standard shapes in a roll-forming machine from coil stock. Trim fabrication is cents per foot versus fabrication in a press-break or auto-break from flat stock at dollars per foot. A further benefit of roll formed trim is that there are fewer joints which speeds up installation and enhances the finished job appearance.

**Certification and Quality: The Australian Standard**

I also note that, to install roofing of any type, a roofer must be qualified. They must do a ‘roof plumber’ apprenticeship and be approved by the appropriate registration authorities.

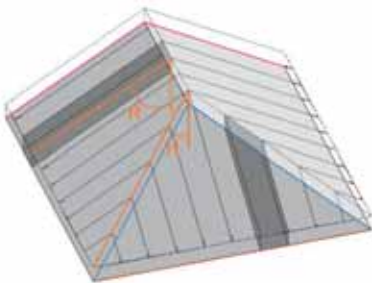
With professionally trained competent staff the final result is always going to be the best you can get, regardless of the roof system being installed.

**Final Thoughts: Lessons for North American Roofers**

There are lots of other things that I am sure will come to mind as I reflect on my learning as I travel the world. However, I think there are many useful bits of information described above that might help roofers in North America review their own methods and perhaps make metal roofing the preferred, cost-effective option for home owners and HOAs. I truly hope they do and I’m happy to discuss at any time. **MR**

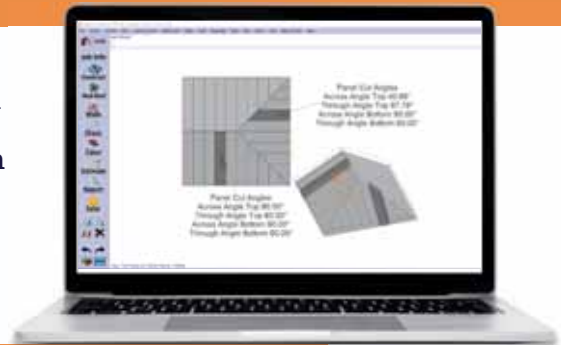
*Ray Smith is the founder and managing director of AppliCad Software, [www.applicad.com](http://www.applicad.com).*

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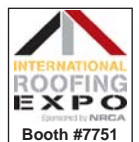
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Registration was abuzz at METALCON 2023. SHIELD WALL MEDIA PHOTO.

# Viva Las METALCON!

## Hands-on training, diverse education, new products star in Las Vegas event

By Metal Roofing Staff

**M**ETALCON 2023, held October 18-20 at the Las Vegas Convention Center, hosted more than 225 exhibiting companies plus offered interactive demonstrations and hands-on training. There were 35+ immersive workshops, free learning sessions, and keynotes and panels providing access to expertise most attendees couldn't get anywhere else.

Kicking off day one of the show was keynote speaker, contractor, and Denver business owner Rico León, HGTV host of "Rico to the Rescue," who shared experiences and lessons learned from managing conflicts between emotionally and financially stressed homeowners and their contractors.

His advice to contractors was, "The best way to avoid problems is having systems and processes in place; having work authorization that actually protects you; communication about the good, bad, ugly; and how you are going to combat that with a solution vs. an excuse."

### New Products

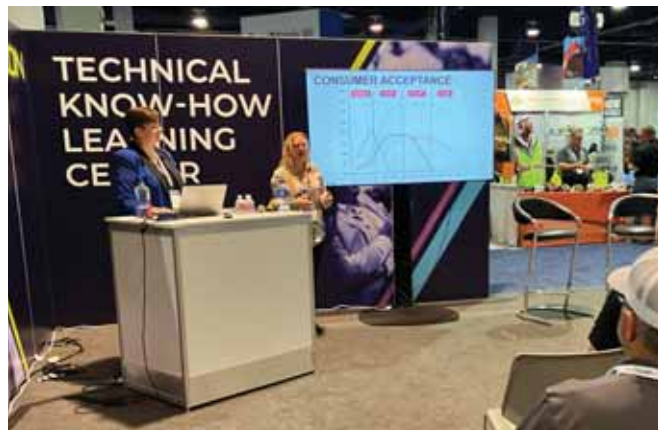
Malco Products was prominent at the show from a new products standpoint, unveiling several problem-solving tools for metal roofers. New products on exhibit included:

- Power Assisted Seamers: With a maximum speed of 98 fpm, this is the fastest seaming machine in the world. It's powered by a cordless drill and operated from a standing position for ergonomic seaming of single and double mechanical lock standing-lock panels.
- Power Assisted Cutters: Demo single or double mechanically locked standing-seam metal roofing panels, also operated with a cordless drill from a standing position.
- 1-Station and 2-Station Metal Disc Benders: Finish custom

straight or curved metal roofing details like open hems and HVAC ductwork. Available in both large and small models.

- 2-Station Benders: Form 0-100° bends in standing seam roofing. Best for long, continuous straight bends of infinite lengths. Available in 150mm, 200mm and 350mm models. These new benders join Malco's Modular 1-Station Metal Bender, which launched in spring 2023.

**AkzoNobel CERAM-A-STAR Frost** is a tough and durable two-coat exterior finish based on the superior performance of CERAM-A-STAR 1050, the company's silicone-modified polyester (SMP) paint systems in North America. This unique chemistry, using AkzoNobel proprietary resins and special additives, creates a textured coating surface that is not only



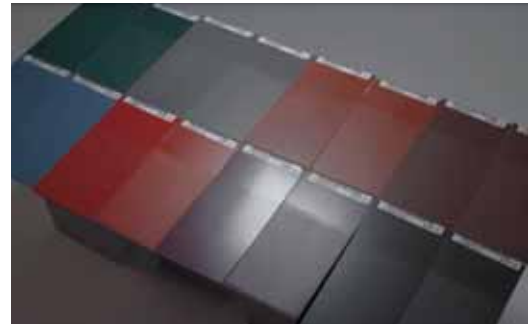
Sherwin-Williams' Kiki Redhead and Brynn Wildenauer presented the company's color forecast in the Technical Know-How Learning Center on the Expo floor.

durable, but easy to apply, fabricate and install. It was formulated in North America and is designed to endure the extreme North American climates.

**Select Frost** will soon be part of the company's CERAM-A-STAR® 1050 Select program, which means it's part of a standardized color palette, allowing for quicker delivery.

AkzoNobel also announced it is upgrading the Canopy App (its dealer app). It's currently available for Apple devices, and will soon be available for Android devices.

United States Steel Corp. and DuPont teamed up to develop what could turn out to be a game-changer: **COASTALUME™**, which was unveiled at METALCON. COASTALUME™ is North America's first Galvalume® material steel designed and warranted for coastal environments. It combines the strength and self-healing characteristics of U. S. Steel's Galvalume®



*AkzoNobel brought part of this test fence to exhibit as testimony to CERAM-A-STAR 1050 panel performance. "The study included our panels and a comparable (non-Akzo) product in the market, aged for the same period of time," explains AkzoNobel Marketing Manager Amanda Paterline. "Our panel is always at left in the sets of like color panels. Example: In the bottom row, the red panel 160917 is AkzoNobel and its counterpart red panel 1602919 is not AkzoNobel. You can visibly see the color and gloss retention is superior to the non-Akzo system at right. "The top portion of each panel is unexposed, to compare to bottom ~2/3 of the panel that is exposed," she continues. "Additionally, the test method calls for half of the panel to be cleaned after exposure, so you can see a slight difference in each half of the panels washed vs. unwashed."* PHOTOS COURTESY OF AKZONOBEL.

material with DuPont™ Tedlar® PVF film barrier that withstands saltwater corrosion, UV damage, cracking, impact, and more.

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**CoreLine** of five finishes of textured low-gloss PVDF, thereby tapping into the market's demand for texture and muted colors. Coil colors, which are suitable for both residential and commercial use, include TLG Dark Bronze, TLG Moonstone, TLG Charcoal Gray, TLG Black, and TLG Medium Bronze.

## Training Zone

New this year was the hands-on Training Zone operated by Sheridan Metal Resources, which is currently the training resource for the Sherwin-Williams MetalVue program. Owner John Sheridan explains, "The Training Zone was set up to provide an inclusive environment for a variety of metal roof systems from entry level to advanced. Attendees were encouraged to participate in the presentation and installation of several different metal roof systems from a representative group of manufacturers, including McElroy Metal, Drexel Metal, and Vic West, among others.

"The training zone had steady traffic throughout the entire event," reports Sheridan. "Several hundred people were able to engage and interact with our team of trainers on three mockups and at the tool demonstration area.

"There was overwhelming audience interest and participation," he continues. "It was a great experience for an attendees to actually participate and interact with our staff, rather than just watch a presentation."



Malco's introduced new benders to its tool lineup. PHOTO BY SHIELD WALL MEDIA.

## Economic Outlook

Ken Simonson, chief economist for Associated General Contractors of America (AGC), gave a keynote speech on day two, titled "Construction '24: Forbidding or Reason for Cheer?" In summary, he said, construction is in transition and a slowing economy and rising interest rates are threatening private investment. He also predicted that construction companies are going to need to continue to raise wages. Overall, he wasn't predicting gloom and doom, though he couldn't rule it out, either.

Simonson said the medium-term outlook is that the economic recovery should continue but the risk of recession remains. Homebuilding appears poised for slow recovery. Multi-family, warehouse, retail, office, and lodging may face a slowdown due to rising rates. Data center and manufacturing construction should remain good; he particularly likes the data center outlook.



Hands-on training was available in the Training Zone. PHOTO BY SHIELD WALL MEDIA.

The long-term outlook for construction is as follows.

- Finding workers will be a challenge for much longer than materials costs or supply. He added that there's been a surge in immigrants, but many do not have work papers.
  - Slowing demand for K-12 and higher education construction.
  - There will be a permanent shift from retail to e-commerce/distribution structures.
  - There will be more specialized and online healthcare facilities; meaning few hospitals and nursing homes.
- Some of Simonson's other key takeaways, forecasts and predictions regarding construction trends included:
- Existing home sales have fallen to a 13-year low.
  - New home sales have fallen to a 13-year low.
  - In terms of state-by-state employment, 45 states are up from August 2022 to August 2023.
  - The construction unemployment rate fell below 4% between September 2022 and September 2023; it's now 3.8%.
  - The industry continues to see job growth.
  - Wages are going up faster than inflation. "The hourly annual earnings figure in construction has gone up more than 5% on a year-over-year basis for two straight years," said Simonson.
- "I remain optimistic about the economy; I confess to being a serial optimist,"

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United States Steel Corp. and DuPont teamed up to introduce COASTALUME™, which is North America's first Galvalume® material steel designed and warranted for coastal environments. PHOTO COURTESY OF U.S. STEEL/DUPONT

said Simonson. “By and large, businesses are still increasing, many showing profits, certainly investing more, and governments at all levels are putting lots of money into different kinds of spending, so I think we will continue to see job

growth. We are seeing wages go up faster than inflation, so things are looking healthier in terms of consuming spending power and other parts of the economy. There are risks, but I think overall the balance of risk is for further growth.”



Ken Simonson, AGC, delivers his keynote address, “Construction ‘24: Forbidding or Reason for Cheer?” PHOTO BY NEUBEK PHOTOGRAPHERS.

**Giving Back**

Continuing its long-standing tradition of “giving back” to its local host community, METALCON once again partnered with Semper Fi & America’s Fund to help benefit Las Vegas area veterans.



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Semper Fi & America's Fund, a non-profit organization dedicated to helping all military veterans, directs urgently needed resources and financial support to critically wounded, ill, and injured members of the U.S. Armed Forces alongside their families.

Donations were gathered before and during the show. A check presentation with members of the organization was held Oct. 19 at The Deck located on the show floor, during which METALCON presented a check for \$3,500 to Corp. Adam Bautz, U.S. Marine Corps (Ret.), who represented The Fund.

**Conclusion**

Attending METALCON is beneficial to anyone involved in the metal construction industry. Quality and Product Development Manager, Drelis Crossley of Steel Dynamics, Inc.,



S-5! exhibited attachment solutions. Shown here are utility mounting (left) and snow retention solutions. SHIELD WALL MEDIA PHOTOS.

said, "We are here to see some of our customers, see what innovations are out there and different applications. It is a great opportunity to interact with new products, customers and suppliers—all under one roof at one time."

METALCON 2024 takes place at

the Georgia World Congress Center in Atlanta, Georgia. Mark your calendars: Show dates are October 30-November 1, although some workshops begin on Tuesday, October 29 (the day before the Expo Hall opens). Visit [www.metalcon.com](http://www.metalcon.com) for updates. **MR**

**Printed Steel** is gaining popularity in the metal siding industry. Graber Post Buildings is now stocking 4 different prints in woodgrain printed coils. We offer roll-formed board and batten panels or coil stock for your siding machine. The picture below shows another great use for the printed material. This back porch features Hickory Natural printed steel trim custom bent for the posts, beams, and truss. Giving the homeowner the attractive look of wood without the labor intensive upkeep of real wood!

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# Snow Guards

When installed correctly, the right snow guard can protect people and roofs

By Mark Robins

**W**hen used as a snow and ice management tool, snow guards on rooftops prevent giant sheets of snow from sliding off at once, potentially causing damage to items and people below. Snow guards are designed to allow snow and ice to drift off roofs in small amounts rather than all at once. Without snow guards, a snow avalanche could cause damage roof vents and gutters.

## Various Designs and Types

Snow guards come in various designs, primarily pad style, and bar or rail style. The type of snow guard impacts installation as each design may have specific requirements for spacing and attachment. “Some may be better suited for certain roof profiles or climates than others,” said Howie Scarborough, national sales manager, Snoblox-Snojax-Snobar. “Consulting with a professional snow guard designer or manufacturer is the best way to determine the best system to solve your issues. Of the numerous styles of guards, the most popular are pad-style guards made of polycarbonate



*A continuous snow guard system keeps heavy, wet snow from sliding down onto whatever — or whomever — is beneath the eaves. PHOTO COURTESY OF S-5!*

or stainless steel. Another great option is a bar system that can use various screw-down brackets for mounting or can be attached to standing seam roofs with clamps.”

Rob Haddock, CEO and Founder of S-5 said there are two popular snow guard designs. One utilizes continuous horizontal components, assembled

laterally across the roof in the style of a fence or rail and often referenced as continuous snow guard systems. “They are always mechanically attached, either by seam clamping methods — on standing seam profiles — or by attachment through the roof and into the structure (on face-attached roof profiles). “Such assemblies are usually



*Snow guards are attached using the roof panel fasteners on through-fastened panels. PHOTO COURTESY LEVI'S BUILDING COMPONENTS*

## PRODUCT FEATURE

installed at or near the eaves. Depending on specific job conditions and load-to-failure characteristics of the devices, they may also be repeated in parallel rows up the slope of the roof, but with greater concentration near the eave area.”

The other design consists of small, individual units used as cleats and often called continuous snow retention. “These systems are also mechanically attached and spot-located at or near the eave or repeated in a pattern progressing up the slope of the roof, again with a greater concentration near the eaves,” Haddock said. “This style also relies upon the shear strength within a snowbank to bridge between the individual units.”

Both styles of snow guards (fence and cleat) have demonstrated satisfactory performance when tested, engineered and installed properly and adequately. “Seam-clamping systems, in particular,



*Snow guards are attached to the standing seams on these roofs. PHOTO COURTESY LEVI'S BUILDING COMPONENTS*

require extensive testing for holding strength as the material type, gauge thickness and seam profiling vary widely across the industry,” Haddock said. “Minute differences in these variables

can result in substantial differences in holding strength. At S-5!, we have tested and re-tested our clamps with almost every metal roof profile — more than 3,000 tensile load tests on 500 profiles.”

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Greg Prentiss and Carol Marston, engineering estimators at AceClamp/PMC Industries, said snow guards can range from light-duty adhesive-mounted single units up to heavy-duty, four-to-five bar fences. “Adhesive-applied snow guards require intensive cleaning of the roof surface and can be limited to dry roof conditions and a narrow temperature window for good adhesion. Exposure to

the elements like sun, can degrade the adhesive and plastic over time causing failure. A non-penetrating roof clamp designed for your specific type of seam that comes fully assembled is a quick installation. A snow guard system should be designed with your specific roof in mind. Meaning the load should be a determining factor as to how many rows of snow retention are adequate for your

roof’s pitch, run distance and snow fall amount.”

Regardless of the type of guard, Nathan Libbey, director of IT and corporate development at Best Buy Metals said each system requires varied numbers of rows, depending on snow load, roof slope, length from ridge to eave, type of guard, and for direct-fastened guards the fastener and deck it’s installed into.

## Snow Guard Resources

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Rows of Color Bar installed on a through-fastened metal roof. PHOTO COURTESY OF SNOBLOX-SNOJAX-SNOBAR

## A Heated Metal Roof System

An effective component in snow and ice management is a heated metal roof system. To create a heated metal roof, a series of heated cables are installed along the perimeter of the roof. The metal roof heat cable will work to melt snow and ice upon contact, preventing ice damming. Heated gutter cables for metal roofs will not only improve the integrity of the structure, but they will make it a safer place for everyone.

When it comes to choosing a metal roof heat cable, there are two options available:

- Self-regulating deicing elements
- Constant wattage deicing cable

It’s important to note that constant wattage deicing cables are not recommended for use on metal roofs, so the best choice is the self-regulating deicing element. The heating cable has a specialized core that becomes conductive in response to fluctuating temperatures. Not only is this the most effective metal roof heat cable, but it is also the most energy-efficient option.

For installation, roof hangers or roof clips secure the heat cable on a roof on roof edges and throughout. For metal roofs, they clip onto the standing seam part of the metal roof. Often, there are snow fences or snow retention; these serve double duty. They prevent snow from sliding off because there is often valuable property below. The snow fence can secure the cable when it goes in a serpentine design or zig-zag, up-and-down pattern from the roof edge between the roof edge and the snow fence.

— Allison Crosby, technical support manager, FloTrace

## Snow Guard Install

Begin by determining the appropriate type and spacing of snow guards based on factors like roof pitch, ground snow load, and local climate conditions.

There are two different types of installations for metal roofs: clamp to seam, and through fastened. The clamp-to-seam installation happens on standing seam metal roofs. “This is where a clamp will attach to the standing seam with two stainless steel set screws,” said Brian Cross, manager of sales and marketing at Rocky Mountain Snow Guards. “These do not penetrate the panel. A cross member, whether single bar or two pipe will be added to complete a snow fence.”

Through-fastened snow fences are used on through-fastened and corrugated roofs. This would consist of a bracket being attached to the metal with screws. “Some brackets come with butyl tape, other need exterior grade sealant to ensure water proofing,” Cross said. “The cross members would then attach to complete the snow fence. On through-fasten and corrugated roofs there are the options for individual snow guards. These would attach with fasteners and would be arranged in a pattern that would keep the snow on the roof. The pattern will vary from roof to roof.”

A drill driver is the primary tool used to install a snow retention system on a roof with exposed fasteners. But Christian Rios, marketing manager at Levi’s Building Components said in order to install snow retention systems, many contractors will utilize impact drivers. “[Impact drivers] frequently have too much force, which can break fasteners, damage them, or lead to over-driving, which can overextend the EPDM washer. When it comes to exposed fastener snow guards, picking the right fasteners is just as crucial as installing the appropriate number of guards and placing them in the correct location. The quality and size of the screw will determine the pullout strength, or how much power is required to remove a fastener from the metal panels and purlins to which it is fastened.

The pullout strength depends on the screw size, which is typically between #9 and #14, as well as the type of thread. The pullout strength increases with the size of the screw (#12 or #14).”

Adhesive-mounted guards can be used with either through-fastened roofing or standing seam. “The disadvantage of these guards is that their effectiveness and snow loads are much more difficult to determine with precision,” Libbey said. “Many factors including paint systems, adhesive types, cure time, roof age, and more make it much harder to determine the number of guards with consistency.”

Libbey said direct-fastened snow guards are the easiest to install, especially those with built in EPDM seals. “Clamp fastener guards are likely the next easiest to install; pay special attention to the proper clamp as well as the proper pressure required on the fasteners.”



Snow fence installed on a metal shake roof. COURTESY OF ROCKY MOUNTAIN SNOW GUARDS

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## PRODUCT FEATURE

### Snow Guard Quantity

A snow retention calculator can be a simple way to determine how many snow retention devices are required for a metal roof. "These calculators compare the permissible snow load for a particular device to what is known as the tributary force," Rios said. "The slope of the metal roof, the length of the roof, and the snow load for a certain geographic area are used to calculate the tributary force. This figure effectively indicates the maximum force that a snow retention system might encounter. The number of devices required per panel can be calculated by dividing this force by the maximum load that each device can support, considering the length of the roof and the distance between panel ribs."

*Metal Roofing Magazine expresses its sincere appreciation to the following companies for sharing their expertise:*

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### Snow Guard Spacing

Proper snow guard population and spacing is critical to their effectiveness. Spacing is determined by factors like roof pitch, snow load, eave-to-pitch, the type of snow guard used and a careful review of the latest established building codes.

"It's essential to follow manufacturer guidelines and consult with a professional to ensure the correct spacing to prevent snow and ice buildup while maintaining the roof's integrity,"

Scarboro said. "Decades of field and lab testing have been performed by the U.S. Army Corp of Engineers and established snow guard manufacturers to determine the correct row spacing and staggering of certain products."

Libbey said many manufacturers offer a calculation tool or calculation service that assists in determining the spacing requirements to properly handle snow. "Alternatively, one can determine the amount of weight each fastener/guard

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will support and work with an engineer for special calculations.”

For snow fences the mounting distance will determine how many rows are needed. Spacing is determined based on several factors: pitch, eave-to-peak distance, snow load and load capabilities of mounting. There is no one-size-fits-all solution.

Because of this, “At Rocky Mountain Snow Guards we always recommend sending your roof information to us to review,” Cross said. “This way our experts can create a snow retention plan that we can provide, free of charge, that we guarantee holds the snow on your roof project. [With] individual snow guards, spacing is even more important. Some snow guards have tremendous load ratings, but one snow guard on a roof will never be able to hold the entire roof deck. Snow guards spaced too far apart will not hold snow. The snows will just slide between the snow guards. If you place the snow guards too close it is a waste of money for the property owner. There is a sweet spot that needs to be hit.”

### Overcoming Problems

A common problem Haddock says is to use a product that has not been tested adequately or correctly — or not at all. “This is ‘rolling the dice’ and leaves the contractor (or designer) in a

dangerous position of liability should the system fail. A second problem is to ‘guess’ at a system’s design or holding strength or guess at the service loads to which it will be exposed. Such guesswork amounts to ‘luck of the draw’ often resulting in system failure and/or roof damage, on the one hand, and over-spending on the other. Aside from adequate testing for holding capacity, other design considerations include verifying metals’ compatibility, matching the corrosion resistance of the device to that of the panel material and color matching. On penetrative applications, knowledge and consideration of sealant chemistry, performance and longevity is paramount. The objective, in all cases, is serviceability that lasts as long as the roof”

Prentiss and Marston cautioned that metal roofs, when wet, are very slippery and often installed at steep angles. “Follow safety precautions including fall protection equipment when needed. Occasionally if snow is expected during the project, if multiple fences on a slope are required, they must be installed from the top down to prevent overloading. Seam penetration and damage to the finish from rotational motion of some setscrews is never good. Using a non-penetrating clamp and a push-pin designed clamp help preserve the finish and protect the seam from puncture damage.” **MR**

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# Swita Roofing

Work Hard, Communicate Well, Earn Trust, Support Small Business.

By Linda Schmid

Some people have entrepreneurialship in their blood; they may work happily for others, but sooner or later they feel the urge to strike out on their own. Meet Mike Swita. Swita (pronounced SWEE-ta) has owned several businesses over the years and he comes from a family of small business owners, so although he was doing well at his roofing job in 2018, he decided he wanted to start his own roofing company.

The first step was getting his wife Mary on board with this venture. The couple had worked together before and she knew they could do it again, so she agreed to the endeavor. A crew was easy to come by; Mike just talked to subcontractors he had worked with in the past and several agreed to work with him. With his previous small business experience, he knew how to get the company up and running. Now all he had to do was get the word out. They began working with Midwest Family Marketing, creating radio ad campaigns.

## Operations

The company does 99% residential jobs and some sheds and barns, too. Their business model is that of contractor: subcontractor. Mike is the sole salesperson and project manager; he runs all the jobs. His crews — six now instead of the single crew he began with — are all subcontractors.

“Subcontractors are entrepreneurs, too. We are small businesses working together and helping each other,” Mary said.

Madison, Wisconsin is the geographical center of their range and they cover a large area to accommodate their customers, approximately a 90-mile radius, radiating out in all directions. The crews are made up mainly of young men with families and though they cover such a wide area,



they can still make it home at night.

Swita offers standing seam from United Steel or metal shingles from Isaiah Industries, Ohio, Vicwest in Canada or EDCO out of Minnesota.

## Sales

Many referrals come from solar companies who advise customers to put their new metal roof on before getting solar installed. “Talk to Swita,” they say. They get sales leads through their advertising and they have some great

reviews out on Google.

Mary believes that people like dealing with them because they are a small, family-owned company. It’s a friendly operation where they work mainly with Mike and Mary. Mary’s piece of the business is handling the marketing, setting sales appointments, pulling permits, and communicating with clients when the project is about to begin or relaying other information. They employ a part-time bookkeeper and their son William serves as the IT assistant.

### Educating People About Metal

At times a representative of an asphalt shingle company may get to a customer before Mike can get back to them only to discover that the customer is now convinced that metal is unaffordable for them although they have not even seen an estimate. Mary says that as a small company they have lower overhead and more freedom with their pricing structure.

Many still have no understanding of the difference in longevity between an asphalt and metal roof. Their website explains that a metal roof can last 50 years or more, so hopefully the roof will be the last one they ever need. Of course, Mary said they can talk about longevity, not only because of the metal, but because of their experience. All Swita does is hidden fastener metal roofing and their crews are all experienced.

“It’s like piano,” Mary said, “if you practice a lot you get better. We have replaced roofs that have been incorrectly installed; flashing incorrectly placed so the water seeped under it and the roof is now rotting. Sometimes the venting is improperly done. Sometimes roofers have mistakenly put agricultural metal on a house.”

### Marketing

Mary has tapped into a variety of channels to market the business. They have ads on Angie’s list, ads on three radio stations, the oldies, a country station, and a Christian music station as they capture a range of demographics. The radio ad is used as a voice-over for a drone video of some of their roofing projects for TV ads, which ensures a consistent message. They have also worked on developing a website that is search engine optimized (SEO) and helps generate leads.

### Philosophy And Advice


This work is gratifying, Mary said, because you are helping people, literally putting a roof over their heads to protect them and the things they own.

The Switas enjoy giving back, too. They volunteer for Meals On Wheels and Sleep In Heavenly Peace (a group that builds beds for children who haven’t any).

Mary said the keys to good business are to earn people’s trust with great

products and service at great prices. Put in a good day’s work so you can lay down your head at night and sleep well.

“You don’t have repeat customers with metal roofing,” Mary stated, “so you need to earn references from word of mouth.” **MR**




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# Component Production

## Roll-forming Machines Offer Efficiency and Versatility

By Amanda Johnson, Roper Whitney

**R**oll-forming machines are becoming increasingly popular in the manufacturing industry due to their numerous benefits. They are an excellent investment for companies as they help to save money in the long run. In this article, we will discuss the reasons why roll-forming machines save money.

### Efficient Material Usage:

One of the main benefits of roll-forming machines is their efficient material usage. These machines can produce parts with very little waste material. The process involves feeding a strip of material into a series of rollers, which progressively shape the material into the desired profile. The use of continuous coils minimizes waste, resulting in significant material savings.

### Reduced Labor Costs:

Roll-forming machines are highly automated, meaning that they require minimal labor to operate. Once set up, they can produce a large volume of parts with little intervention from workers. This reduces labor costs significantly, as fewer workers are required to operate the machines, and the production process is faster.

### Faster Production:

Roll-forming machines are designed to produce parts quickly and efficiently. Once the machine is set up, it can produce parts at a high rate, reducing lead times and increasing production volume. The faster production rates translate into cost savings for the company, as it allows for more parts to be produced in less time.

### Versatility:

Roll-forming machines can produce a wide range of parts with different profiles, shapes, and sizes. This versatility means that companies can use the same machine to produce various parts, eliminating the need for multiple machines. The cost savings from this are significant, as the company only needs to invest in one machine instead of several.

### Reduced Maintenance Costs:

Roll-forming machines are designed for high-volume production and are built to last. These machines require minimal maintenance, reducing maintenance costs significantly. The use of durable components and the machine's high level of automation means that the machines are less prone to breakdowns, reducing downtime and repair costs.



**Fast production rates and efficient material usage translate into significant cost savings.** PHOTOS COURTESY OF ROPER WHITNEY.

In conclusion, roll-forming machines are an excellent investment for companies in the manufacturing industry. They help to save money in the long run by reducing material waste, labor costs, and maintenance costs. Roll-forming machines are also versatile and can produce a wide range of parts, eliminating the need for multiple machines. The faster production rates and efficient material usage translate into significant cost savings for companies, making roll-forming machines an ideal choice for those looking to improve their manufacturing processes.

**MR**



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# It's A Match!

## Panel Color and Style in Roof Renovations and Additions

By Linda Schmid

### The Panel Is Discontinued

The roof has damage in one small area and the customer wants just that piece replaced, or an addition is going on the building. Before you can begin the job, you have to figure out how to match the existing roof panels.

Where do you begin?

Dave Thomas of Englert said that sourcing material from the same supplier/manufacturer as originally installed is preferable. However, sometimes that information is unknown; the building may have changed hands in the interim. Still, you may be able to figure out where the panels came from.

Todd Miller of Isaiah Industries suggests starting from the geographical angle; if the building is in Kansas City, find out what manufacturers operate in that area. You might also try talking to someone who has a long history in the business.

Dave Landis of Petersen | PAC-CLAD said that in his experience manufacturers hold onto discontinued stock for maybe 15 months and after that it is sent for recycling. So, it is worth checking but the older the style, the less likely finding matching panels becomes.

“Of course, if the panels are old,” Miller said, “you will need to evaluate the roof; it may be that there isn’t much life left in the roof and the best alternative would be to install a whole new roof.”

You may not be likely to persuade the owner to redo the whole roof if it is not quite at the end of its life, unless the old roof is not as energy efficient as it could be, and the customer could glean some benefit from bringing it up to its potential.

According to Landis, if the roof’s insulation and its R-value is not up to the



*Smith Roofing & Exteriors worked with Kingston, Tennessee, and True Metal Supply to authentically replicate roofing on historic buildings at Fort Southwest Point. (Kasselwood Metal Shingles from True Metal Supply.) PHOTO COURTESY OF SMITH ROOFING & EXTERIORS.*

building code, the owner may be required to redo the whole roof. It depends on the state requirements; sometimes if you are redoing a certain percentage of the roof, then the whole roof has to be redone to bring it up to code. It is important to know the local code before embarking on any plan.

Shannon Clark of True Metal Supply offered these alternatives when you cannot seem to find a suitable match:

1. Custom Fabrication: Roofers can work with metal fabrication shops to manufacture custom metal roofing panels that match the desired style and color.

2. Special Orders: There are a wide variety of custom coatings available that mimic the look of aged, rusted and/or weathered metal roofing panels. This may be an option in some cases.

3. Newer Alternatives: If an exact match cannot be found, roofers can

suggest new alternative roofing styles and colors. For example, at True Metal Supply we offer metal roofing materials designed to mimic the appearance of other roofing styles such as shakes, shingles, slate or tiles. Plus, these materials are often offered in a variety of patterns and colors.

4. Color Matching: In some cases, it may be possible to have custom paint or coatings applied to standard metal roofing materials to achieve the desired color. Roofers can work with their metal manufacturer to ensure a close match,” Clark concluded.

### Looking For Complementary Styles

As far as aesthetics are concerned, the customer has several options.

In the case of standing seam, Thomas said, “This metal roofing has been around since the 1800s and while today’s styles are primarily roll formed, the look is similar to that from years past.”

Clark said, “Customers can choose a standing seam panel that mimics the look of traditional standing seam roofs while benefiting from modern materials and installation techniques. They may also opt to select metal shingles that are designed to replicate the appearance of traditional roofing materials like shingles, slate, wood shakes, or clay tiles. Another option would be corrugated panels with a weathered or aged finish to give them an antique look that complements older structures. Finally, some manufacturers offer stamped metal roofing panels that mimic the appearance of historic roofing materials such as copper, tin, or ornate metal designs,” Clark continued. “Generally speaking, new metal roofing can be used to match the style of older roofs. However, these solutions will only work if both old and new panels are the



If roof areas requiring replacement can be easily sectioned, standing seam metal roofing provides a beautiful accent. It complements many roofing styles and textures, making it an excellent option for renovations. DuraLock™ Standing Seam (shown) manufactured by True Metal Supply. PHOTOS COURTESY OF FLOW ROOFING.



exact same profile.”

“The way panels are designed and interlocked, it is hard to mix styles,” Miller added. “The style should be squared away first, then talk about color needs,” he advised.

Landis said that most exposed fastener panels can be substituted for other brands on the majority of pre-engineered commercial metal buildings with 36” wide panels x 1.25” or 1.5” tall rib panels, where ribs are typically 12” o/c spacing. The same is true with standing seam on these metal buildings, using a 24” wide x 3” tall standing seam panel or a 2” tall x 16” or 18” wide x 180” seamed standing seam commercial panel. On the residential side, 2’ or 3’ wide exposed fastener panels, typically in an unpainted Galvalume plus unpainted finish and lighter gauge style can usually be matched.

more slowly, so in 2-5 years it will not match any more.”

Landis adds that manufacturers will ask for a minimum order to do a custom match; they are not going to make four panels in a custom color. Add to that the lead times and cost, and custom color matching just may not make sense for a small repair.

Perhaps applying a “roof coating,” either silicone or elastomeric that will perform well over the life of a roof is the solution, Landis suggested.

Miller said, “Sometimes repainting the whole roof is the only answer. Insurance may not cover that, so it’s best to check with them.”

Clark said, “Applying specialized coatings or paint to match the color of the existing roof will void any warranty still existent on the original roof, and it is often more economical to replace the roof in its entirety.”

### Refreshing Original Colors

Before you give up on trying to closely match the colors, you may want to try restoring the panel to its original color as much as possible.

Miller said washing the panels with a pressure washer or soft pressure washer with detergent or even cleaning by hand depending on the size of the install and complexity can help. Further, there are products that remove oxidation or chalk on the panels, thereby revealing more of the original color.

### Working With Complementary Colors

Miller said that depending on how much new panel is needed, you may be able to move panels around strategically. For instance, you might move the panel from the gables to the roof for the repair and get new panels in a complementary color to replace the gable panels. Miller suggested this solution for a project and the copper colored gables became the customers’ trademark look on all his buildings.

Landis said that he has seen people move to complementary colors to avoid panels that don’t quite match.

“Currently there is a resurgence of earth tones, whites, bronzes, gray, silver, and mica metallic,” Landis said. “So if a new wing is roofed in white to complement the existing building’s



Colors may come close, but it is difficult to get exact matches without ordering custom. PHOTO COURTESY OF PAC-CLAD | PETERSEN

### It's The Same Panel, Yet It Doesn't Match

You may be ordering the same panel, but you find that the colors don’t match. Maybe it’s a difference in the dye lot; maybe the older panels have weathered or faded. Either way, you have a problem.

Thomas said that your best bet in this circumstance is having a manufacturer match the color in a custom order.

Landis said that they can do that, so the customer will be happy with the way the building looks initially.

“We will match it, but the 15 year old panel will continue to fade at its rate,” Landis said, “while the new material will fade

red roof, the building owner is likely to get a bonus in the form of energy savings because the reds, blues, and greens from years ago do not have the solar reflectivity of the current colors.”

Miller said that oftentimes it works well to use contrasting colors so that the difference doesn't look like a mistake. “For example, gray with black or green with copper,” he added.

Charcoal is a timeless and versatile color according to Clark. She advised pairing it with white, black, clay, light gray, or even red, dark bronze or burnished slate. Other combinations she advised are forest green and brown, clay (terra cotta) and stone, barn or bright red with bright white, true blue and bright white, black and bright white, and burnished slate and stone.

Clark also suggested that if the building's trim is a complementary color, matching that with the new roof panels can help maintain a cohesive aesthetic.

### What About Fasteners?

“When installing newer panels with an existing roof, it's essential to ensure that the fasteners used are compatible with both the new panels and the existing roof,” Clark said. “The fasteners play a critical role in securing the panels to the roof structure and preventing leaks, damage and premature deterioration,” she added.

Ensure that the fasteners are appropriate for both new and existing panels in fastener type, material compatibility, and length and size. “The length and size of the fasteners should be appropriate for the thickness of both the new panels and the existing roof,” Clark said. “Using fasteners that are too short can result in inadequate attachment and potential leaks. Metal manufacturers can provide oversized screws that are used to replace old fasteners on an aged roof.”

Landis said that when repairing or adding on to a roof, fasteners should be brought up to the current code requirements.

### Final Words

Considerations that Miller said need to be addressed include the warranty: How will it be impacted by the chosen solution? What will insurance pay for? What will the mortgage company, if applicable, approve? Will they demand an exact match even if the insurance won't cover it?

Still, Miller said that 80% of the time a better solution can be found than just advising the client they have to re-roof the whole building because the old panel is not available. Some metal businesses will even help you track down the original panel, he said. **MR**



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# Color Matters

## Black Proves Popular as Modern Metal Roof Color

By Metal Roofing Staff

**A**pppearance matters. Metal Roofing Magazine recently wrapped up its annual Color Survey of roofers and manufacturers; we polled them about the importance of color selection and about which colors are most frequently installed in their region of the U.S. We asked survey participants to identify the region in which they operate: Northeast, Southeast, North-Midwest, South-Midwest, Northwest, or Southwest.

The consensus of those who took the survey is color matters. In fact, 89% of respondents report that color is either “Extremely Important” or “Very Important” to their customers. Interestingly enough, according to the Survey, only about half of customers arrive with a specific color in mind. When those customers show up, 67% of roofers show those customers everything they have available.

Nine color groups were listed as options in the 2023 Color Survey: Black, Grey, Galvalume/Galvanized/Natural, Brown, Green, Red, White, Tan, and Blue. There seem to be distinct regional color preferences; however, it should be mentioned that price is not included in the equation.

According to the Survey, galvanized/Galvalume rules in the South; it was reported as the most popular color in the Southeast, South-Midwest, and Southwest.

Blue ranks at the top in the Northeast and North-Midwest, while it sits at the very bottom in the South-Midwest, Northwest, and Southwest.

Tan ranks in the top five in all regions except the Northeast and Southeast; in those two regions, it lands in the bottom spot.

Overall, Black — once again — ranks

as the most popular color installed by survey respondents, with Grey coming in at a close second. Last year, Black and Grey were tied for the number one spot. Galvalume/Galvanized/Natural lands in the third slot, overall.

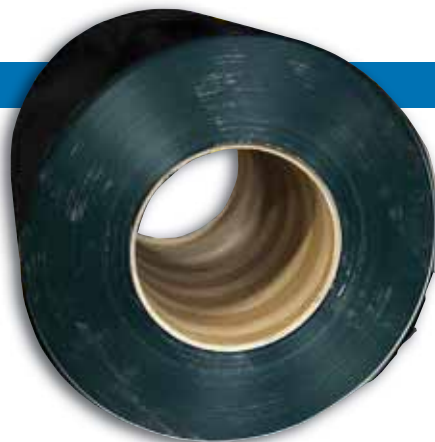
### A Supplier Says ...

The metal roofing market is growing, in part, due to coatings that appeal to consumers’ sensibilities. Scott Steele, Digital Marketing Specialist at nationally distributed Best Buy Metals, a metal roofing manufacturer which supplies commercial and residential roofers, gives insights about his company’s most-requested colors. Steele reviewed their sales data, by region, for the time period spanning Sept. 30, 2022 through Sept. 30, 2023 and shared the most popular colors for each region. In all, seven colors showed up in Best Buy Metals’ top five color rankings across the US: Black, Bronze, Galvalume, Green, Red, Tan, and White.

According to the BBM data, Black is either in the number one or number two spot for all regions. Interestingly, Tan is also either in the number one or number two spot for all regions. (Black and Tan tied for second in the Mountain region, where Red claimed the top spot, and Red and Tan tied for the second spot in the Pacific Northwest, where Black ended up at the top.)

Galvalume landed in the top five ranking in every region except the Pacific Northwest. Bronze ranked in the top five in all regions except the Northeast and Mountain regions.

Steele reveals: “The colors are, in general, a spread across our most popular profiles (Tuff-Rib, 5V Crimp, R/PBR Panel, Titan Loc 100 and 150) as well as Stile which is a trademarked product of



*Stile, installed here, is a replacement for traditional Spanish style clay roofing, is 90% lighter and meets guidelines for Miami-Dade Hurricane Approval #23-0207.05 and the Florida Building Code Approval #FL42103. PHOTOS THIS PAGE COURTESY OF BEST BUY METALS*

Best Buy Metals. Stile is a replacement for traditional Spanish style clay roofing, is 90% lighter and meets guidelines for Miami-Dade Hurricane Approval #23-0207.05 and the Florida Building Code Approval #FL42103. It also comes with a 50 year warranty.”

### Colors of the Year

Each Fall, paint and coating companies announce their Color of the Year selections. This year, AkzoNobel, Sherwin-Williams, and PPG each selected dissimilar hues. They are, however, all pastels. All three coating manufacturers indicated consumer tastes are shifting to more subdued colors.

AkzoNobel’s Color of the Year 2024 is Sweet Embrace™, which is a “pastel pink inspired by soft feathers and evening

clouds,” according to the company’s official announcement. “Choosing Sweet Embrace as our Color of the Year 2024 reflects our extensive research into global social, design and consumer trends for 2024. This research found that, in a changing environment, we’re on a quest to belong. We need places that make us feel calm, but which also provide moments of joy. Identified by our in-house paints and coatings color experts and international design professionals, these trends will influence how we choose our colors,” explains Henri Bijsterbosch, Color Marketing Manager for AkzoNobel’s Industrial Coatings business.

Sherwin-Williams selected Upward SW 6239 as its 2024 Color of the Year. The company describes it as “A breezy and blissful shade of blue that evokes the ever-present sense of peace found when slowing down, taking a breath and allowing the mind to clear.”

Lead by Director of Color Marketing Sue Wadden, the Sherwin-Williams global color and design team researches and identifies key trends that influence the way we interact with color. From those findings, the team turns emerging trends into the annual Colormix® Forecast, which features trending palettes for the year to come. The team

**Best Buy Metals Data Regional Definitions**

**South East** (AL, TN, GA, KY, MS, SC, NC, VA, WV, DC)

**North East** (CT, VT, ME, RI, NY, MA, DE, NH, PA, NJ)

**Mid West** (MI, IL, NE, OH, MN, MO, OK, KS, IA, WI, ND, SD, LA, TX)

**Mountain** (MT, ID, WY, CO, UT, AZ, NM, NV)

**Pacific Northwest** (WA, OR)

**Pacific** (CA, HI, AK)

then chooses the Color of the Year from that forecast.

Wadden explains in the company’s Color of the Year announcement: “Upward SW 6239 represents the gentle forward momentum in all of our lives. It brings to life that carefree, sunny day energy that elicits a notion of contentment and peace. With this color, we invite our consumers to take a pause and infuse a new sense of ease and possibility into their spaces – one that doesn’t overwhelm, but rather establishes meditation and tranquility.”

PPG announced Limitless (PPG1091-3) as its 2024 Color of the Year. It is a honey beige shade that “offers infinite design and styling possibilities for residential and commercial interiors and exteriors,” says the PPG announcement.



Building facade featuring PPG’s 2024 Color of the Year: **Limitless**. PHOTO COURTESY OF PPG/GETTY IMAGES

“Subdued, sophisticated and calming, Limitless reflects a shift in consumer preferences towards warmer, less saturated colors for everything from automobiles to architectural elements.”

“Limitless is bold enough to serve as a leading, primary color, yet has the essence of a neutral to act in a supporting role,” said Ashley McCollum, PPG marketing manager and global color expert, Architectural Coatings. “In the architectural space, we anticipate that it will rapidly become one of the newest neutrals due to its versatility.”

The important thing is suppliers and manufacturers continue to develop products that appeal to consumers, which, in turn, will continue to support the growth of the metal roofing market. **MR**

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# Construction Rollforming Show 2023

Business gets done at Sept. 27-28 metal forming event in Cincinnati

Story & Images By Metal Roofing Magazine Staff

The 2023 Construction Rollforming Show closed with many happy attendees and exhibitors. It was held once again at the Duke Energy Convention Center in Cincinnati, Ohio, which many attendees and exhibitors expressed was their favorite location. The September 27-28 event saw attending roll forming professionals keeping more than 60 industry suppliers extremely busy.

Shield Wall Media Show Director Missy Beyer explains, “The goal of the Construction Rollforming Show, much

like all of our shows, is to put qualified buyers in the room with the industry professionals that are there to sell. The key is we’re bringing qualified buyers into the space so they can make connections and build their businesses. Attendees can see everyone they need to see in one room, and the exhibitors can expand their footprint by seeing buyers from all over the US.”

For the 2023 show, exhibitors and attendees came out in force. “It is great to see the Construction Rollforming Show mature,” said Gary Reichert, Publisher/CEO of Shield Wall Media. “This year, attendance and exhibitors increased by more than 20%. Multiple exhibitors stated they did not have a second on the first day when they were not engaged with a legitimate prospect. We are going to have to add hours to the first day of next year’s show to accommodate the growth.”

## ATTENDEE BENEFITS

Hundreds of roll-forming professionals who attended the Construction Rollforming Show recognize the benefits to be gained by attending. For the

price of admission, attendees received personal, one-on-one connections with leading industry manufacturers and suppliers, relevant educational presentations, a five-star social event that included an authentic German food buffet and drinks galore. The event even included an “oompah” band, the Trans Am Euro Mutts, which performed while attendees and exhibitors enjoyed the catered dinner buffet.

They also had the opportunity to see first-hand new products and developments. New products unveiled included the Ridge RAT (Roof Access Tool) ladder tool that provides a new and unique way to work on a roof, which was introduced in the Formwright booth; the new Plyco window that has a scratch-free acrylic finish; and new Firm Grip gloves that are cut-free not only on the palm side but also on the back, which were at the ST Fastening Systems booth. Northern Building Components introduced a new door that has a fiberglass panel that doesn’t need to be painted, and a new door jamb that can be painted.



Darin Westhoff mans the SpeedLap booth. The company offers cut-to-order steel soffit panels.



The Trans Am Euro Mutts played music while exhibitors and attendees had a complimentary buffet dinner.



The new Ridge RAT (Roof Access Tool) ladder was on display at the Formwright booth.



Educational presentations were given by industry insiders. Topics included, but were not limited to: roll former maintenance, presented by Frank Schiene of Metal Rollforming Systems, followed by Thomas Schwarzer, ASC Machine Tools, who spoke about considerations when choosing a panel roll former. Ryan King of CIDAN Machinery gave presentations on the benefits of professional associations and making the right buying decisions on trim bakes and folders. Additional sessions included Building Wins podcaster and Source One Marketing product rep Randy Chaffee, who spoke about working trade shows from both sides of the aisle and hybrid selling; Brad Shreve of AkzoNobel, who spoke about coatings and warranties; Royden Wagler and Keith Dietzen of SmartBuild, who lead a session about the pros and cons of automated versus manual material take-offs; and Adam Buck, 3GM, who educated the audience about coil basics.

A brand new and unique show feature this year was the Rest Stop Retreat, which was sponsored in part by Acu-Form. “The Rest Stop was a big hit,” Beyer recalls. This unique show feature included a dedicated rest area, complete with seating and activities for families. “Our show management recognizes that families attend this show together, and often families need a



*ST Fastening Systems offers solid and vented closure strip systems, pipe flashings, and other accessories in addition to fasteners.*







*Hershey's Metal Meister held demonstrations of the Variobend folder and other equipment.*

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timeout from walking the show floor.

“Also new this year is the mother’s room,” she continues. “The mother’s room was a quiet, private place for mothers with infants. Although some industry shows make an effort to discourage family members under the age of 18, likely due to liability, Shield Wall Media shows strive to be family friendly and to occur in locales that are also conducive to wholesome family fun.”

### THE MEASURE OF SUCCESS

When asked how she measures the success of a show, Beyer explains, “I measure the success of a show by the feedback from exhibitors and attendees. I want it to be a positive experience for all involved, whether that be from the standpoint of business done on the show floor or simply contacts made for future business. Feedback from the show was more positive than any previous Shield Wall Media shows, with increased attendance for exhibitors and more booths on the show floor for the attendees to do business with.”

### EXHIBITOR FEEDBACK

There were more than 60 exhibitors from whom attendees could get the information they needed to make educated buying decisions. Meaningful connections were made throughout the duration of the show. “I cannot speak highly enough about this year’s Construction Rollforming Show,” enthuses Randy Chaffee, Source One Marketing, who sells components throughout the construction industry and did live webcasts over the course of the event. “First class all the way! Great attendance with outstanding networking opportunities. The Shield Wall Media folks were spot on in every aspect. This show is a real winner and one that I will be thrilled to attend every year.”

ASC Machine Tools’ Thomas Schwarzer was equally pleased. “The attendance of the show on Day 1 was really great,” he says. “At times we hardly had enough time to talk to every customer that stopped by our booth.”



*DayStar Systems specializes in natural lighting systems.*



*A wooden miniature of a portable roll forming rig captured attention at the Formwright booth.*



*Rob Bowlin of AmeriPak (right) discusses preparing materials for safe transport and delivery.*

Hershey's Metal Meister, which offers metal-shop machines, has exhibited at all four Construction Rollforming Shows. Spokesman Zach Harvey was also enthusiastic about the most recent show in Cincinnati: "We really enjoy the way we are treated at [Shield Wall Media] shows; the hospitality is unmatched compared to other expos we attend, as well as not being nickel-and-dimed for

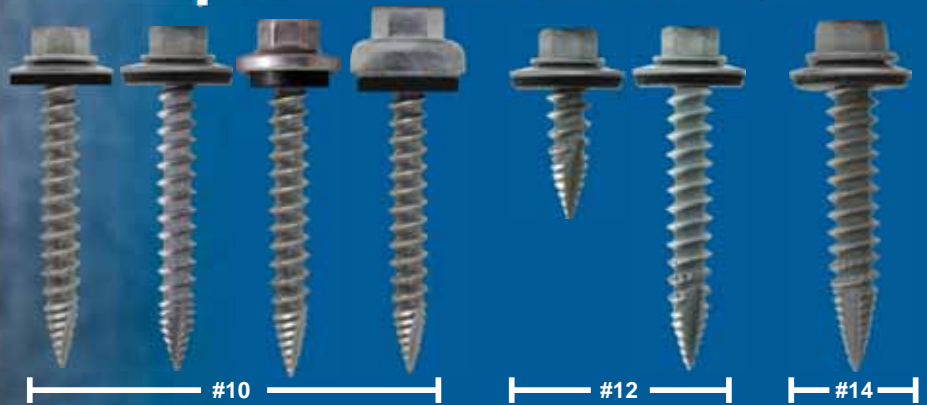
every service you offer with your event ... We're looking forward to next year!" Building material supplier Graber Post Buildings, too, has exhibited at every Construction Rollforming Show. "The 2023 CRS show in Cincinnati was a well attended event for the metal rollforming industry," GPB's Trent Wagler recalls. "It's always great putting faces to names and making connections. The

floor traffic was great both days and the exhibitors displayed a wide range of machines, products, and services that added a nice variety. We look forward to the show next year in Grand Rapids and highly recommend that each of you put this one on your radar."

**ATTENDEE FEEDBACK**

Attendees appreciated the ability to

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speak directly with vendors, get the information they needed, and not be rushed through the process. Albert Schrock, owner of Cherry Fork Metals, said he's been to all three of the Construction Rollforming Shows that were held in Cincinnati. Schrock said the shows were all wonderful, but he really enjoyed this one. "It's close to home and it's a nice central location; it's a good location for a lot of people."

Anthony Heggie, Customer Service Representative for coil distributor Mid-

South Aluminum, states: "This was my first industry trade show, and I was impressed with the number of attendees and exhibitors for such a focused show. I also really enjoyed getting to meet all of the various Shield Wall Media members that I have previously only had email interaction with. It was easy to see how the entire team was dedicated to this show being a success. Wednesday was the day that I got to walk the floor the most, and I was also impressed with the rollforming machines that were on dis-

play. Thursday was when I got to attend a few of the sessions, and I brought that information back and shared it with members of our upper management. The session on the importance of associations was eye opening as far as just how important various trade associations are for the industry. The session on how to get free media coverage was also an avenue that I had not previously thought of, but I am very glad that I attended that session as well and was able to get very valuable information."

### GIVING BACK

Wildfires ravaged portions of Maui and Hawaii from August 8-11. Moved by the devastation, Reichert made the decision to donate all admission fees received from Sept. 1-28 to help those in need. That record-setting, increased attendance meant putting a record number of buyers in front of sellers ... It also made it possible for Shield Wall Media to donate \$11,000 for Hawaiian wildfire relief.

### FUTURE SHOWS

Shield Wall Media events are produced like none other; they are about connecting buyers with the supplies and services they need to operate successful businesses. If a company is not relevant to the industry that the show serves, it is not allowed to exhibit. (You won't find a consumer knife company exhibiting at a Shield Wall Media show.)

"What makes our shows unique is the specific focus on a qualified audience," emphasizes Reichert. "We are growing our shows but we will never have a show with 400 exhibitors and 10,000 attendees. We will maintain the focus and quality of the audience over sheer numbers. Shows are not about the number of exhibitors or attendees – they are about the number of people there you actually want to talk to."

**Save the Date:** Next year's Construction Rollforming Show will take place September 18-19, 2024, at DeVos Place in Grand Rapids Michigan. Visit [www.constructionrollformingshow.com](http://www.constructionrollformingshow.com) to stay up to date on event updates. **MR**



*These before (above) and after (below) photos from EagleView show a small part of the devastation caused by wildfires in Hawaii. PHOTOS COURTESY OF EAGLEVIEW TECHNOLOGY CORPORATION*



# EVENTS CALENDAR

## January

### Jan 17-19

Chicago Roofing Show, Drury Lane Conference Center, Oakbrook Terrace. [www.crca.org](http://www.crca.org)

### Jan 24-25

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

### Jan 29-31

Metal Construction Association (MCA) Winter Meeting, Scottsdale Plaza Resort & Villas, Scottsdale, Arizona. [metalconstruction.org](http://metalconstruction.org)

## February

### Feb 6-8

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

### Feb 27-29

International Builders Show (IBS), Las Vegas Convention Center, Las Vegas, Nevada. [www.buildersshow.com](http://www.buildersshow.com)

## March

### March 3-6

SprayFoam 2024 Convention & Expo, Westgate Resort, Las Vegas, Nevada. [www.sprayfoam.org/sprayfoam24](http://www.sprayfoam.org/sprayfoam24)

### March 6-8

Frame Building Expo (FBE), Iowa Events Center, Des Moines, Iowa. [www.nfba.org](http://www.nfba.org)

### March 12-14

North East Roofing Contractors Association (NERCA) Annual Convention & Trade Show, Encore Boston Harbor, Everett, Massachusetts. [nerca.org](http://nerca.org)

## April

### April 16-17

Roofing Day in D.C., Washington, D.C. [www.nrca.net](http://www.nrca.net)

## April 24-26

Metal Building Contractors & Erectors Association (MBCEA) Annual Conference, Rancho Bernardo Inn, San Diego, California. [mbcea.org](http://mbcea.org)

## June

### June 5-7

Florida Roofing & Sheet Metal Expo, Gaylord Palms Convention Center, Kissimmee, Florida. [www.floridarooft.com](http://www.floridarooft.com)

### June 5-8

AIA Conference on Architecture 2024, Walter E. Washington Convention Center, Washington, D.C. [conferenceonarchitecture.com](http://conferenceonarchitecture.com)

### June 11-12

Metal Construction Association (MCA) Summer Meeting, Hilton Rosemont/Chicago. [metalconstruction.org](http://metalconstruction.org)

## June 19-20

Pacific Coast Builders Conference (PCBC), Anaheim Convention Center, Anaheim, California. [pcbc.com](http://pcbc.com)

## June 19-20

Post-Frame Builder Show, Branson Convention Center, Branson, Missouri. [framebuildingnews.com/postframe-builder-show-registration/](http://framebuildingnews.com/postframe-builder-show-registration/)

## September

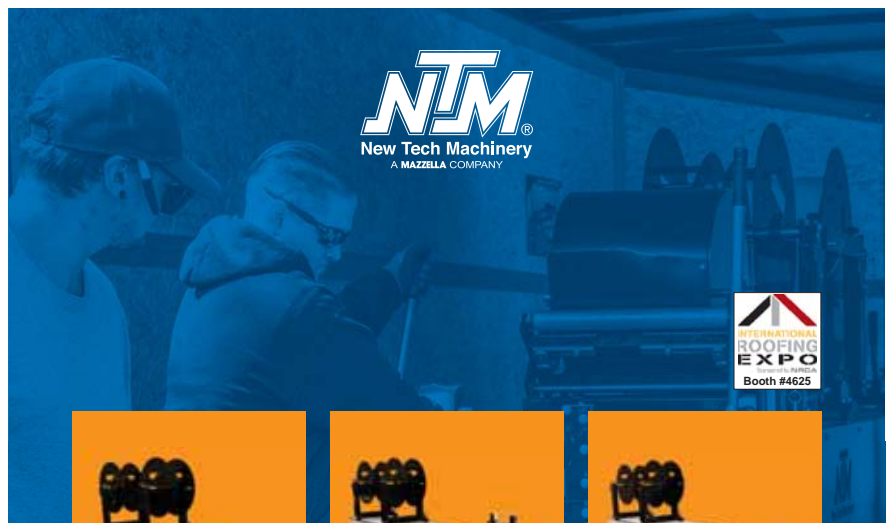
### Sept 18-19

Construction Rollforming Show, DeVos Place, Grand Rapids, Michigan. [constructionrollformingshow.com](http://constructionrollformingshow.com)

### Sept 29-Oct 1

Western Roofing Expo Convention & Trade Show (WRE), Paris Las Vegas Hotel & Casino, Las Vegas, Nevada. [www.westernroofingexpo.com](http://www.westernroofingexpo.com)

**MR**



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# Cutting Edge

## Company Looks To Improve Metal Shearing

By Karen Knapstein

**W**hile Integrity Sales & Service as a company hasn't been around long, its owners and signature product have been. And they've also been closely connected since the beginning. When the opportunity to purchase and manufacture the Dyna-Cut Shear came up, they "hit the ground running."

The metal shear is the new company's star performer, but it has been around for more than 20 years.

Owner Wil Hostetler relays that in the early 2000s a customer came to his brothers-in-law Nathan and Norman Miller, who owned fabrication shop Dyna Products, and asked if they would consider making a better shear since he was dissatisfied with the metal shears that were on the market. "It worked, but the shear would pull the metal or leave a burr." He really needed one that would make a clean cut.

"We sat down together and came up with some designs. The first shear had a fixed blade. But the down side with this design was, the blades were not replaceable. Now the shear has a replaceable blade design. This allows you to cut straight cuts or angle cuts with the same shear, with a simple change of the blades. It can also accommodate many different metal profiles.

Dyna Products began manufacturing the shears and sold them at big box retailers. After the manual shear was out for a while, demand grew for a power shear so they developed an air-powered shear. "It worked fine but was noisy and a little bit cumbersome," Wil says.

After a time, the Dyna Products shop got busy with other products and the Dyna-Cut fell by the wayside. So they decided to sell the rights.

Dyna Products sold the manufacturing rights to Reuben



*Dyna-Cut electric shear.*



*The Dyna-Cut manual shear is a solid seller for Integrity Sales & Service. PHOTOS COURTESY OF INTEGRITY SALES & SERVICE*

Hostetler, who further developed the shears. "When Reuben Hostetler bought it," recalls Wil, "he took the power shear to the next level. He focused on a very precise cut. He redesigned the power shear so it was a smooth, quiet operation. He also developed an electric shear."

In early 2022 Reuben decided to sell his business; Integrity Sales & Service bought the rights to the shears and brought the Dyna-Cut "back to the family where it started."

Wil's son Jeff has a lot of experience with the shears; he was just out of school and working at the Dyna Products shop when the shears were first developed. Jeff now manages the business with his father and younger brother, Justin, at Integrity.

Recently, in early November, another of Wil's sons joined the company. He has several years of engineering and Research & Development experience, which was earned while working for another company. His primary role is developing new products for Dyna-Cut. Having several new product ideas already, adding another person to the team will enable them to dedicate more time and resources so they can bring the new products to the roll forming and construction industries.

Another recent development: The company has purchased another facility where they do all their painting and powder coating. They purchased the fully operational business with all the equipment. This enables them to control the quality and it helps shorten lead times.

"We also do custom powder coating and painting in addition to our own products," says Jeff. "All our products are media blasted before being coated to ensure the coating will not flake or peel even after many years of use."

Integrity Sales also offers manual or power-driven flat-stock shears. The blade can be changed out to cut shingles, vinyl siding, or flat stock.

**Three Keys to Good Business**

- 1** Top priority is to practice integrity in all business practices.
- 2** Quality and service. If you don't have those two things, it doesn't matter what you make – you don't have anything.
- 3** Kingdom-focused. Our goal is to advance God's or Christ's kingdom through our business interactions.

The family is focused on developing shear solutions to meet the needs of manufacturers and roofers. For example, the air-powered shear now has a camshaft design versus a guillotine design. "The cam shaft takes less air to cut the same amount of material in the same amount of time," explains Wil. "It's smoother and quieter, too." If you don't have a camshaft design, the shear needs a larger air cylinder, which causes more vibration and force and results in more wear and tear, and more noise.

Although power options are available, Wil doesn't see the demand for manual shears waning. "We actually produce quite a lot of those. Sales have picked up and are increasing on that

end of the spectrum. The main reason metal shop owners buy manual shears is they can rent them out to their customers." And, of course, they will always have them on hand when they need them.

"It saves a lot of time," he continues. "Oftentimes, contractors use the shears on the jobsite. You can cut the entire sheet with one swift stroke. It minimizes the time it takes to cut metal and you can cut angles quickly. You can set the shears to cut gabled angles and cut panels as opposed to using tin snips or nippers. The best part is you get a factory cut edge and it's not jagged. It gives the work a much higher quality."

He also adds that standalone shears fix a problem that pre-cut shears can't: "A pre-cut shear can't cut panels shorter than 3 feet," Wil explains. "If customers order panels shorter than 3 feet, a standalone shear can come into play. With a standalone shear you can cut the panels to whatever size the customer orders."

Integrity Sales & Service is a family owned and operated business; Wil and his sons and their employees work hard to develop the tools metal panel manufacturers and roofers need and also to grow the business. "It's relatively small, but we do things together," Wil says. Working as a family has its challenges and rewards, but it's not all work. "We like to fish and hunt together, as well. **MR**



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# project of the month



## The Power of Partnership

Metal roofer, metal roofing manufacturer work together to help local family with “We’ve Got You Covered” event

On Friday, April 23, 2023, Knoxville businesses: FLOW Roofing, a roofing company, and True Metal Supply, a metal roofing manufacturer, surprised a local family with a new metal roof.

A few weeks prior, Phil Fries, owner of FLOW Roofing, received a call from Cheryl Hatfield with Realty Executives regarding a homeowner who was experiencing roof leakage. Upon further inspection from numerous roofing companies, the only solution was a full roof replacement. A new roof was an unexpected, large expense for the homeowner, Tracie Gamble, who had purchased the home in 2022.

Fries, having done a roof giveaway in the past, was excited about the opportunity to help another local community member. He immediately reached out to Mason Burchette and Adam Clark, co-owners of True Metal Supply to explore a partnership on the giveaway. Burchette and Clark happily teamed up with Fries, and the two companies got to work

planning the “We’ve Got You Covered” event.

On April 23, Burchette and Fries headed to the home to meet the family, announce the good news, and inspect the property for work ahead. During the evaluation, the team decided to also tear down the existing, dangerous carport





## Project Overview

**Location:** Seymour, Tennessee

**Building Type:** Residence

**Roof Size:** 1,800 sq. ft.

**Installer:** FLOW Roofing, Knoxville, Tennessee; <https://flowroofing.com>

**Roof Panels:** True Metal Supply Tuff-Rib Panels, 29 ga.

**Coating:** Sherwin Williams WeatherXL®

**Ventilation:** Marco Industries LP2

**Fasteners:** Atlas Bolt & Screw Wood Ultimate® Fasteners

**Underlayment:** True Metal Supply True Synthetic (Marco Industries Hydrashell)



*Before: Leaky roof needed replacement.* PHOTOS COURTESY OF FLOW ROOFING AND TRUE METAL SUPPLY.

and build a new one. Additionally, after visiting with Gamble and her son, Francis ("Frankie") Gamble, the business owners were motivated to add landscaping details and remove the existing, unstable fence. Burchette and Fries were elated as the Gamble family happily began choosing their new, Barn Red metal roof from True Metal Supply's color chart.

On Saturday, April 24, FLOW Roofing and True Metal Supply were joined by local realtors and other volunteers to assist with building the carport, removing weeds, spreading mulch and planting flowers, as well as adding bushes and trees. Tracie Gamble got involved in the fun, as well, and even took the first swing in knocking down the existing fence.

After a weekend of emotions, hard work and community support, FLOW Roofing and True Metal Supply were reminded why they started their businesses, as they put a new, Barn Red, Tuff-Rib metal roof on a worthy, local community family's home. **MR**



*Roof panels ready for delivery from True Metal Supply.* PHOTO COURTESY OF TRUE METAL SUPPLY.



*A crew from FLOW Roofing and True Metal Supply also worked together to rebuild the carport and landscape the property.*

# 20TH ANNUAL METAL OF HONOR AWARDS

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# Construction Survey Insights – The Annual

**T**his November, Shield Wall Media will release our third State of the Industry Survey.

The markets our magazines serve are notoriously difficult to quantify and generally overlooked. The data itself is typically questionable, from sample bias and small sample sizes. We have been working with the Metal Construction Association, METALCON, and several manufacturers to improve the scope and quality of the metrics available.

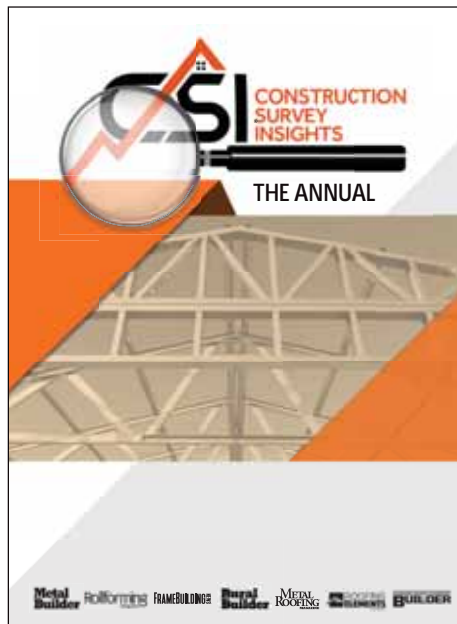
We will continue the CSI columns in our issues throughout the year, but we have an announcement.

In April 2024, Shield Wall Media will launch our first CSI: Construction Survey Insights Annual. This annual will print 80,000 copies and mail free of charge to all subscribers of our publications.

We have engaged Paul Deffenbaugh to help us launch the first CSI Annual. His extensive industry experience uniquely suits him for this task. His knowledge will be instrumental for our next step in data generation.

The Annual will cover the macro-economic factors affecting construction

in general and take a deep dive into the survey data and expert opinions related to the specific markets we serve.



A rough outline of the content follows.

**Section 1** – General economy trends and data

**Section 2** – Construction-specific trends and data

**Section 3** – Rural Builder target audience  
Low-rise construction outlook and data including but not limited to:

- Agricultural
- Residential
- Light commercial

**Section 4** – Frame Building News audience target (post-frame construction)

**Section 5** – Metal Roofing and Roofing Elements audience target

- Primarily residential, some commercial
- Metal roofing specific including metal market share and market forces

**Section 6** – Rollforming audience target

- Metal and manufacturing focus, including steel and aluminum forecasts, etc.

**Section 7** – Garage, Shed & Carport Builder target audience

- Portable sheds and small buildings
- Include consumer financing data and rent-to-own stats

**Section 8** – Metal Builder target audience

- Primarily light-gauge, cold-form metal buildings

**MR**



**Paul Deffenbaugh**  
*Founder, Chief Content Officer*  
*Deep Brook Media LLC*

Paul Deffenbaugh has more than 30 years of experience in construction as both a contractor and an industry thought leader. He is founder and chief content officer for Deep Brook Media, which provides editorial and marketing services to the construction industry.

In his unique career, he has led media covering both the residential and com-

mercial design and construction industries. Among the titles he has directed are Metal Construction News, Metal Architecture, Professional Builder, Custom Builder, Housing Giants, and Remodeling.

An award-winning writer and editor, Deffenbaugh has witnessed firsthand the birth and growth of digital media, and he is clear-eyed about its strengths and weaknesses in serving a trade audience. He also is a strong advocate for encouraging young people to find careers in the trades. **MR**

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