

METAL OF HONOR AWARDS



APRIL 2024 • Vol. 23 • No. 2

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ADMIT 1

For More Information Contact Missy Beyer:
missy@shieldwallmedia.com ■ PH 920-216-3007

20 Years of Acknowledging The Best

This year marks the 20th anniversary of the Metal Roofing Metal of Honor Awards. For the last 20 years, you and metal roofing professionals like you have stepped up and voted for your preferred suppliers and service providers. In doing so, you've taken the lead in awarding some of the industry's most valued providers with the Metal of Honor.

This special edition acknowledges those suppliers and service providers. As I've said in the past, the Metal of Honor is a big deal. It's an "industry's choice" award; all the winners are determined by you and your fellow metal roofing industry professionals.

Once again, if your favorite suppliers didn't show up on the winner's list, be

sure to vote for them in December when the next voting cycle begins. If they are not included on the ballot, feel free to nominate them with a write-in vote.

You've no doubt noticed this edition is much heftier than usual. In addition to the significant amount of space dedicated to the Metal of Honor Awards, we've turned Roofing Elements Magazine into a flip section in this edition. You'll see three more Roofing Elements "flips" this year; they will be in the June, October, and December editions. (Read more about it in the publisher's message on page 2 of the flip section.)

The next edition is the annual Metal Roofing IDEA Book. Once again it will be filled with outstanding metal roofing projects. In it, you'll find inspiration

for your customers and new ideas to add to your portfolio of roofing design options. Consider this an invitation for you to submit your own projects for consideration for the 2025 Metal Roofing Idea Book; keep us in mind as you complete metal roofing jobs this year.

We accept project submissions all year for the Idea Book, as well as for each issue's Project of the Month. There are plenty of opportunities to share your skill and efforts with your peers.

Until next time — be well.



Karen Knapstein, Managing Editor
karen@shieldwallmedia.com



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Correction:

In the February/March 2024 edition of Metal Roofing Magazine (page 26), there was an error in the Resources section of the Retrofitting Metal Roofs feature. The correct location for McElroy Metal is 1500 Hamilton Road, Bossier City, LA 71111. Metal Roofing Magazine regrets the error.

MAY PREVIEW

■ Metal Roofing IDEA Book:
Outstanding Metal Roofs

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Congratulations to all
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Gary Reichert,
Publisher, Shield Wall Media

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WINNERS

Congratulations to all of the 2024 Metal of Honor winners! The Metal of Honor awards were created to allow metal roofing installers an opportunity to honor those who help them most by providing quality products and excellent service.

- ABC Supply Co., Inc.
- AceClamp
- Acu-Form
- Advanced Architectural Sheet Metal & Supply
- Applcad Software
- ASC Machine Tools, Inc.
- Atlas Building Products
- Aztec Washer Company
- Drexel Metals, Inc.
- Dripstop®
- Dynamic Fastener
- East Coast Fasteners
- Englert, Inc.
- EPDM Coatings
- Everlast Metals
- Fabral
- Formwright
- Golden Rule Fasteners
- Graber Post Buildings, Inc.
- Hershey's Metal Meister
- Hixwood
- Kirsch Building Products
- Lakeside Construction Fasteners
- Levi's Building Components
- Logan Stampings
- Malco Products
- Marco Industries
- Maze Nails
- McElroy Metal
- Metal Rollforming Systems
- MFM Building Products
- MWI Components
- PAC-CLAD / Petersen
- Palram Americas
- PPG Coatings
- ProVia
- rFOIL Reflective Insulation
- Roof Hugger
- S-5!
- Sherwin-Williams Coil Coatings
- Snap-Z
- SWI Machinery
- Roper Whitney/Tennsmith/Roll Former LLC
- The Bradbury Group
- Titanium / Owens Corning
- Triangle Fastener Corporation
- United Steel Supply
- Ventco by Lakeside

These companies have been selected by the readers of *Metal Roofing Magazine* as a top supplier in the industry. You, the readers, nominated who you believe has the most:

- **Quality products**
 - **Excellent service**
 - **Dependable delivery**
 - **Competitive prices**
-

Many companies were nominated by our readers and the top percent of vote recipients—48 in all—make up the 20th class of honorees.

Congratulations to all of the 2024 winners!

Drexel Metals

METAL OF HONOR AWARDS: 18 ■ WEBSITE: www.drexelmetals.com ■ PHONE: 888-321-9630

Drexel Metals Lends a Hand

Regional roll formers and metal roofing installers are good at what they do: manufacturing and installing long-lasting metal roofing. But even the best of the best need back-office support to keep projects running smoothly. That's why Drexel Metals created the Drexel Metals Plus program. Since 2011, Drexel Metals has assisted manufacturers and installers with critical details that make a metal roof roll forming business or installing operation successful. Far more than supplying premium products, the Drexel Metals Plus program provides local controls, efficiency and freight savings to installers and manufacturers.

Putting the program into practice, one such installer, RLS Metal Systems (RLS), saw the opportunity to alleviate ongoing sales disruptions with another supplier and expand into metal roof manufacturing. RLS partnered with Drexel Metals a decade ago and has since seen the following benefits: seamless transition into manufacturing, quality backed by industry-leading warranties and steady growth bolstered by high customer retention.



Seamless Transition Into Manufacturing

Joining the Drexel Metals Plus program, RLS delved into manufacturing with lower overhead and startup costs than they would have had independently. In addition to supplying metals, Drexel Metals conducts warranty specification, system backing and systems testing to sideline substantial costs that RLS members would otherwise incur. With these aspects of the business taken care of, the transition into manufacturing was uncomplicated for the RLS team.

Now able to fabricate coil into metal roofing systems, RLS has increased their business capacities, boasting hundreds of thousands of square feet of aluminum and steel roofing sold and installed. They have also continued to provide their customers with ongoing support and service from Drexel Metals.



Quality Assurance Backed By Industry-leading Warranties

RLS further gained access to a more stable supply of premium materials and time-tested roofing systems —enjoying on-time delivery even for urgent needs. These systems are also backed by Drexel Metals' full array of warranties, including the 35-Year Gold Standard Warranty that covers the entire metal roofing system deck and is transferable from owner to owner during the course of the warranty.

In addition to strong warranties that cover labor, adhesion, chalking and fading, RLS can now depend on the Drexel Metals inspection team to ensure quality installation. This allows RLS to back their work with Weather Tightness Warranties to provide peace of mind from the seams to eaves. Starting with high caliber materials installed with superior tools and backed by leading warranties, RLS can make their contractors' lives easier and deliver excellent results to their customers.

Customer Retention and Steady Growth

A testament to Drexel Metals' ability to keep the supply chain moving even in difficult times, RLS has experienced a high customer retention rate since joining Drexel Metals Plus. Similarly, the team saw a steady growth of 50 – 60 percent annually (pre-pandemic) and has achieved a 30-40 percent growth rate during the ongoing pandemic.

While RLS has always been a first-rate roofing installer, their partnership with Drexel Metals has increased their business capacities, making it possible for them to quickly fabricate quality metal roofing systems.

Ask About Drexel Metals Plus

RLS is just one of the more than 60 Authorized Fabricators throughout the U.S. benefitting from the Drexel Metals Plus program. Drexel Metals has expanded across the country, allowing more opportunities to join the Drexel Metals Plus program.

For more information, call 888.321.9630 or visit www.drexelmetals.com. **MOH**



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Year after year, we stand by our commitment to support the growth of installers, manufacturers and fabricators. With metal roofing on-demand, we offer better local control, greater profits, larger freight savings and less scrap.

As a back-office partner, we allow our certified installers more time in the local market, which gives them an advantage over the competition. As a recognized industry leader, we will continue to set the bar in the roofing industry by equipping our valued partners with the best products backed by the best service.

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Dripstop®

METAL OF HONOR AWARDS: 4 ■ WEBSITE: www.dripstop.com ■ PHONE: 937-660-6646

As a builder or building owner, you may have received a call that began with: **“It’s raining inside my building!”**

It’s probably condensation. Once the building is up, the remedies are fewer, less effective, and more expensive. *The key is to install panels with a condensation control membrane like Dripstop® during construction.*

The reason you might not think about condensation until it is too late is... *You can’t see, touch, or feel it, until it’s already a problem.* Understanding what causes condensation and the solutions can be confusing.

However, builders who educate their customers about condensation before starting the job can avoid angry phone calls and problems after the build.

It is a simple scientific fact that just as a glass of ice water sweats on a hot day, bare metal roofing sweats under similar conditions.

When warm, wet air meets a cold surface, condensation forms water droplets.

In most parts of the country, dripping is almost unavoidable due to seasonal climate changes. There are two different ways builders have typically combatted moisture inside metal buildings. Historically, a layer of insulation has been used to minimize the change in temperature—this helps stop humidity from forming water droplets. More recently, builders have found a new, more efficient way to “control” condensation using a felt membrane to “catch” the moisture as it forms overnight, then “release it” as the sun and air move across the metal roofing panels during the day. Dripstop® is the world’s most trusted and used condensation control membrane.



When insulation is installed to specifications, it can be an effective solution. A condensation control membrane like Dripstop® offers numerous advantages for both the builders and building owners. As the building is erected, Dripstop® arrives already installed on the metal panels. Therefore, there is no time spent installing insulation. This increases job site safety for the builder by eliminating blind steps to purlins covered with insulation. It also saves labor typically spent tacking that insulation down and taping the seams. Since no insulation is being used, windy days become much less of a challenge.

Our membrane will not require cleaning or maintenance. Birds will not peck holes in it and it will not sag or fall off. Dripstop® is virtually worry-free.

Most condensation control membranes like Dripstop® offer noise reduction to cut down on both impact noise and echoes from inside the building.

Dripstop®’s specially designed adhesive barrier also helps protect the steel from corrosion. Dripstop® on a properly installed and vented metal roof will perform exceptionally 20-plus years down the road!

Ventilation

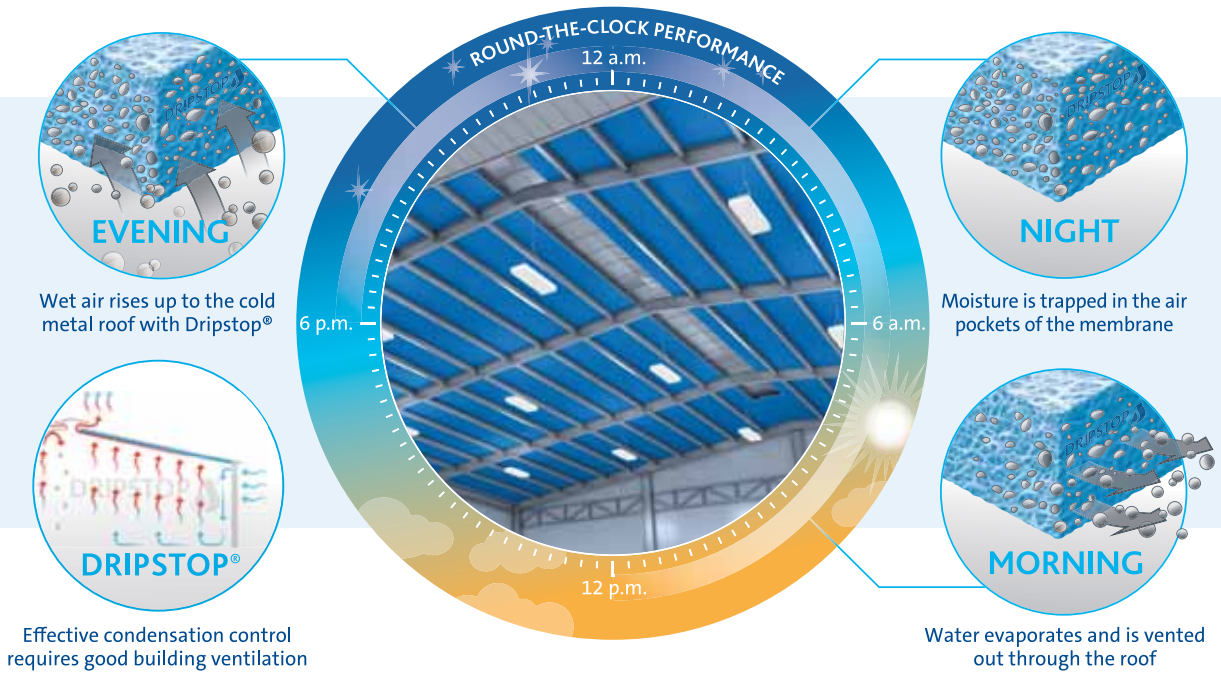
There are many potential sources of moisture in a metal building:

- Fill dirt/gravel
- Concrete
- Livestock
- Poor drainage
- High ground water table
- Use of heaters, propane, kerosene, etc.
- Snow melt from vehicles, or moisture from washing vehicles
- Washing down floor areas
- Storage of firewood, green lumber, or fresh-cut timber
- Hay storage or other farm commodities

Whatever condensation control option you choose, ensure proper ventilation.

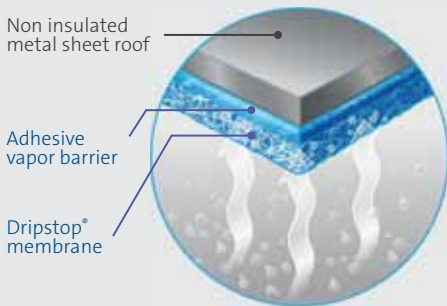
We want to thank our partners and customers for their continued trust and service. Dripstop® has served our customers for over 25 years and we look forward to serving for another 25.

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Get more information

Dynamic Fastener

METAL OF HONOR AWARDS: 15 ■ WEBSITE: www.dynamicfastener.com ■ PHONE: 800-821-5448

What is the definition of long life? The answer would vary greatly depending upon the subject. For instance, the life expectancy of an African elephant on the Serengeti would be substantially different than that of a mosquito on your forearm.

Unfortunately for the metal roofer, the same nebulous and misleading signals are sent when some of Dynamic Fastener's competitors claim their fasteners have a long life coating. Once again, "long life" is just a relative phrase.

To eliminate unnecessary concerns on behalf of its valued customers, Dynamic Fastener quantifies the meaning of "long life." Since Dyna-Coat premium coating passes the 1,000-hour salt spray test, the company proudly proclaims "1,000 Hour" right next to the word Dyna-Coat. Rarely, if ever, does Dynamic Fastener see its competitors touting the tests that their screws pass. That is a suspicious omission.

To paraphrase the famous commercial, "What's on your fastener?" Removing the uncertainty on this very important topic is easy. Specify Dyna-Coat 1,000-hour salt spray premium coating on all screw requirements.

Dyna-Coat is a premium organic polymer coating designed to provide corrosion resistance for metal fasteners. Fasteners coated with Dyna-Coat exhibit excellent resistance to marring, chipping, and abrasion. The color of the coated fastener is metallic silver. Dyna-Coat employs several forms of corrosion resistance, such as replacement, inhibition, envelopment, and electrochemistry. These coated fasteners also have a strong resistance against acid and alkaline chemicals.

Service

Dynamic Fastener is proud to have been chosen to receive the 2024 Metal of Honor Award by the readers of *Metal Roofing Magazine*. That devotion from readers is not an accident.

The company's success rests on its dedication to service, evident in the following areas:

- Standard orders received by 4 p.m. CST will ship that day more than 99% of the time.
- Dynamic Fastener's buying power enables it to competitively and successfully sell nationwide. The company has more than 45,000 customers representing all 50 states and 15 foreign countries.
- Our E-commerce site has full online ordering capabilities allowing for 24-hour access.

Catalog

Dynamic Fastener's free 140-page full-color Tool and Fastener Hand Guide (shown at right) covers fastener appli-

cations, engineering data, availability of types, size ranges, and fastener materials.

The Hand Guide also features Dynamic Fastener's flagship products: D•F® screws, Dyna-Guard® snow retention system for metal roofs, Dyna-Clamps® to accommodate many different profiles of standing seam roofs, and 100 million D•F® rivets in stock, of which over 70 million are prepainted and stocked in bags of 250 pieces.

In addition to discussing screws and anchors, the Guide provides prices and other information relating to flashings, sealants, insulation tapes, safety equipment, hand tools, power tools, and more.

"There are eight Dynamic Fastener locations: Kansas City, Missouri (Main wrhs); Kansas City, Missouri (Annex wrhs); Chicago, Illinois; Houston, Texas; Las Vegas, Nevada; Memphis, Tennessee; St. Louis, Missouri; and St. Paul, Minnesota. **MOH**

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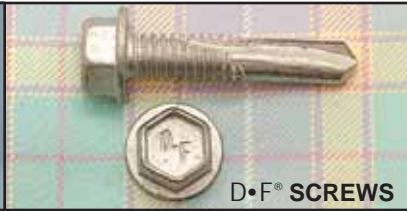
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Formwright

METAL OF HONOR AWARDS: 1 ■ PHONE: 260-463-4010 ■ FAX: 260-463-4011

If you're in the metal roofing industry—or considering starting your own business—looking for high-quality roll-forming machinery can feel overwhelming. Finding equipment that's guaranteed to last, plus providing industry-leading results is the goal, right? But where do you look for that ideal?

Founded out of 10+ years of experience in metal roofing, Formwright began in 2019 with a singular idea – to provide a solution that combines high-quality roll-forming machines and enclosed trailers tailored to each customer's needs.

Industry-Leading Machinery

Not all rollforming machinery is created equal. That's why Formwright only supplies industry-leading rollforming machinery built by New Tech Machinery (NTM). Versatility, durability, and easy maintenance are just a few qualities of NTM. Whether you're a beginner or a pro, NTM rollforming machines are straightforward to use with the "easiest tooling to change out", according to Formwright salesman Levi Stoltzfus.

With countless configurations for roofing panels and long-lasting results, you can't go wrong when you choose New Tech Machinery enclosed in a custom Formwright trailer.



Customized Enclosed Trailers

When Formwright began, there was a demand for high-quality rollforming machinery but a lack of proper trailers to transport this high-dollar equipment. Instead of settling for transporting machinery through the rain, snow, and dust that the Midwest climate brings, Formwright co-founder Larry Schlabach started brainstorming up a solution—custom trailers built specifically for NTM machines.

The best part about these enclosed trailers? Constant protection for the machinery inside plus limitless customization. In Levi's words, "We have a standard trailer model—18' box trailer with machine and control panel that's easy to use...[but] very rarely are there two trailers the same". Custom options include a pegboard and bin system for organization and a 3-coil rack that mounts above the rollforming machine. Formwright trailers are also designed to reduce the hassle of moving equipment in and out—with or without a forklift.

Whether you're looking for a basic trailer model, or something suited specifically for your line of metal roofing, Formwright has the equipment, trailer, and accessories for you.

The Roll Forming Solution

Six years later, the solution remains the same – fully outfitted custom trailers for metal roofing customers across the country. With demand for metal roofing at an all-time high, Formwright takes the pres-

sure off finding the best equipment by supplying an all-in-one solution.

Founded by metal roofing experts, Formwright understands what makes the difference in rollforming machinery. Instead of wasting hours searching for solutions, let Formwright answer those stressful metal roofing questions for you—plus get you fully outfitted with rollforming equipment and a custom trailer.



Additionally, talking to Formwright means you're working with experts who understand the highs and lows of the metal roofing industry. Don't settle for low-quality machinery and poor communication. They understand that you want your business to leave a legacy and can help you every step of the way. From general questions to maintenance, Formwright offers follow-up service as long as you're a customer.

Start the Conversation with Formwright

Still questioning if Formwright is the best option for you? Instead of guessing which step to take next, give them a call at (260) 463-4010 to talk to one of their metal roofing experts—and take the stress out of finding industry-leading options. **MOH**

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2024 METAL OF HONOR WINNER

Kirsch Building Products

METAL OF HONOR AWARDS: 3 ■ WEBSITE: www.sharkskinroof.com ■ PHONE: 877-742-7507

Project: St. Peters Cathedral, Erie, PA

Scope of works: Slate Re-Roof, Standing Seam Copper Roof, and Gutters Replacement

Contractor: A.W. Farrell & Son, Inc. Erie, Pennsylvania

Copper Roof and Gutters: Armor Fab, LLC, Erie, Pennsylvania. 30-SQ of Copper Roofing. 750' feet of gutter

Project Manager: Randy Pace

Assistant Project Manager: Tony Lazarony

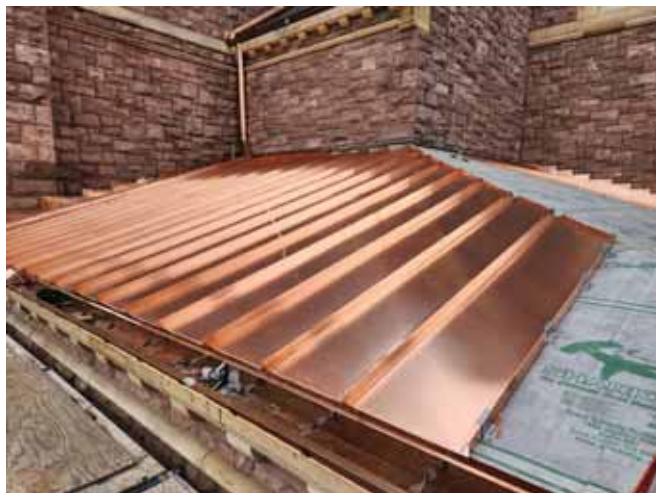
Slate Foremen: Sean Irwin and Gary Fish, and Journeyman Paul Gibbs from Roofer's Local 210. 230-SQ of Slate

Copper Work Foremen: Kody Pace and Chris Hogue from Sheetmetal Local 12

In 1873 ground was broken to begin the building of the St. Peters Cathedral in Erie, Pennsylvania. A slate roof was installed on the steep pitches, along with a standing seam copper roof at lower pitches, and copper gutters set-into the stone perimeter of the roof.

Prior to the re-roof \$2 million in "gold leaf" was applied to the walls and ceilings inside the church. This meant the winter prior to the new roof installation the existing roof had to be protected. The re-roof began in the Spring of 2023, with the 150-year-old slate being removed first, as Sharkskin Ultra SA® was installed to protect the Cathedral.

Sharkskin Ultra SA® was chosen for the re-roof of the St.



Peters Cathedral, in Erie, Pennsylvania, for its long term 50-year warranty and High-Temp rating under the new Greenstone Slate roof and Standing Seam Copper Roof. In addition, the Cathedral is approximately a little more than a mile from Lake Erie. Lake Erie is known for its strong "lake breeze" winds. The men from A.W. Farrell & Son, Inc., have experience with Sharkskin Ultra SA® and know once installed properly, it's not going to blow off.

In addition, the walking surface of the Sharkskin Ultra SA® provided the men setting the roof scaffolding, and roof jacks with a safe walking surface. The scaffolding set directly on top of the Sharkskin Ultra SA® was leak-free during the roof installation. Sharkskin Ultra SA provided leak-free protection on the entire project from start to finish, as well as providing 12-Month UV Protection.

With the top of the Cathedral steeple at 300' and the distance to the top of the gutters at 80'-100', it was important that the project ran smoothly. Every pallet of slate had to be "ring tested," which means a hammer is used to test the slate, to make

2024 METAL OF HONOR WINNER



sure there are no cracks. The slate will ping in just the right way to confirm, soundness. In addition, slate was pulled from three separate pallets onto one, to maintain even color dispersion across the roof plane, to eliminate blotches of lighter and darker slates.

The standing seam copper roof panels and copper gutters were fabricated locally by Armor Fab, LLC, owned by Robert Pace. The copper gutters were made in 20' lengths and craned up to the roof. The on-site crane was invaluable for the installation of both the Copper Sheetmetal work and slate roof installation.

Another beautiful roof installation from the men at A.W. Farrell & Son, Inc. **MOH**



2024 METAL OF HONOR WINNER

Malco Tools

METAL OF HONOR AWARDS: 9 ■ WEBSITE: www.malcotools.com ■ PHONE: 320-274-7387



Malco Tools is a 70+ year leading solution developer and manufacturer of high-quality tools for the building construction trades that set the standard for efficiency and safety on the job.

Malco offers a wide range of versatile and built-tough tools for metal roofing, including a new portfolio of metal bending hand tools and power-assisted solutions, a new size of the bestselling C-RHEX® cleanable, reversible hex drivers and the award-winning Andy™ Offset Left Snips.

Innovative Metal Roofing Tools

Malco's modular Metal Benders form 0°-100° bends on straight or curved panels of any length on the jobsite. Use them for bends on flashing, roofing details, standing seam and exposed fastener metal roofing. Available in both narrow bearing stance and wide bearing stance models, both variations pair with a connector for a modular experience to create a 2-Station configuration.

Additionally, 1-Station and 2-Station Disc Benders allow trade pros to finish custom straight or curved metal roofing details like open hems, and HVAC ductwork. Available in both large and small models.



According to internal testing, Malco's Power Assisted Seamer is the fastest seaming machine on the market (max speed of 98 feet per minute), making it the perfect hand-held equipment for effortless seaming of 1" or 1.5" single and/or double mechanical lock standing-seam panels in one efficient operation.

The Power Assisted Cutters demo single or double mechanically locked standing-seam metal roofing panels, operated with a cordless drill from a standing position.

C-RHEX® 3/8" & 7/16"

The 3/8" & 7/16" C-RHEX® driver is the latest addition to Malco's pro-favorite line of cleanable, reversible hex drivers. The new models offer trade professionals more options to quickly and easily install and remove fasteners commonly used on commercial sites.

C-RHEX drivers allows trade pros to quickly change between popular hex sizes while the driver shank remains installed in the drill chuck, and eliminate the troublesome buildup of sheet metal shavings with a quick swipe of a glove or towel. The new hex reversible sockets in the 3/8" and 7/16" sizes ensure trade pros have the right size without the need for additional tools.

Andy™ Offset Left Snips

Malco recently launched the Andy™ Aluminum Handled Offset Left Snips, which provide up to 60% faster cutting speeds and up to 45% longer cuts when operating one-handed for superior material flow and maneuverability, verified by internal testing.

These Andy snips are built with incredibly strong, lightweight aluminum for ease of use and durability, and the ergonomic offset handle provides a safer and more comfortable angle for cutting to reduce hand fatigue.

Malco prides itself on product innovation and continually develops new solutions based on feedback from end-users in the field.

For more information, visit www.malcotools.com. **MOH**



Metal Benders

by *Malco*[®]



FSXC



FSXS



FS2DL



FS2F150



FS1DL



FS1W165



Malco's Metal Benders. The latest in a long line of **#DamnGoodTools[™]**

Metal Benders by Malco will quickly become your jobsite go-to. Durable, precise, and versatile, Malco's modular metal benders are built for tough bending brilliance on metal roofing. Customizable to each jobsite, your one or two station set-ups allow you to get the job done quickly and efficiently.

2024 METAL OF HONOR WINNER

Maze Nails

METAL OF HONOR AWARDS: 8 ■ WEBSITE: www.mazenails.com ■ PHONE: 800-435-5949 ■ FAX: 815-223-7585



Founded in 1848, Maze Company is celebrating 176 Years in business in 2024! There's only one way to achieve that kind of longevity in the building materials industry...and that is with UNSURPASSED QUALITY. In addition, Maze is one of the very few remaining mills committed to manufacturing nails in the United States of America. Located in Peru, Illinois — Maze is preserving valued manufacturing jobs right here at home.

Maze had worked closely with the post-frame construction industry for many decades. Every facet of a Maze Nail is designed with the builder in mind — with dozens of improvements due to direct feedback from contractors.

HIGH CARBON STEEL — Nails are made from different grades of carbon steel. A short roofing nail does not need the same high grade of steel required by an 8" ring shank pole barn nail. The Maze engineers worked closely with their steel suppliers to ensure that builders would not be high in the air — nailing purlins to trusses — only to have bending and snapping nail frustrations.

THREADED NAILS — Maze Co. (and their old division known as Independent Nail) invented spiral shank nails in 1930 and then ring shank nails in 1934. The concern at the time was that smooth shank nails tended to back out — and couldn't give the high holding power needed when buildings racked and twisted as the lumber dried — or when the building was challenged by high winds. Many different thread forms were tried and tested — and in the end — ring shank was the winner.

RUST PROTECTION — Starting in 1916, Maze has been

using the Hot-Dip Galvanizing process for putting a thick, uniform coating of zinc on nails for the ultimate in corrosion-protection. This was done by hand until 1955 — at which time Maze created the first automated process for actually DOUBLE Dipping nails to ensure a more uniform coating. Our competitors tried every galvanizing and coating method they could think of — but the Double Hot-Dipping quality was not duplicated. Even the clever foreigners have pulled out their hair trying to emulate the Maze method. Bottom line — the MADE IN USA Maze **STORMGUARD**® coating works the best for ensuring no rust in treated wood and all other parts of post frame buildings nationwide.

AVAILABILITY AND DELIVERY — Top-quality building products are only truly valuable if you can get them — and get them fast. The Maze Nail plant prides itself on keeping extraordinary stocks of Hot-Dipped Post Frame nails, Rubber and Silicone washer nails, Gutter spikes, Connector nails, Oil-Quench Hardened nails (and many other types!) IN STOCK FOR IMMEDIATE SHIPMENT. Even during the pandemic — Maze kept up with the industry demand — so that nails would be the least of your worries.

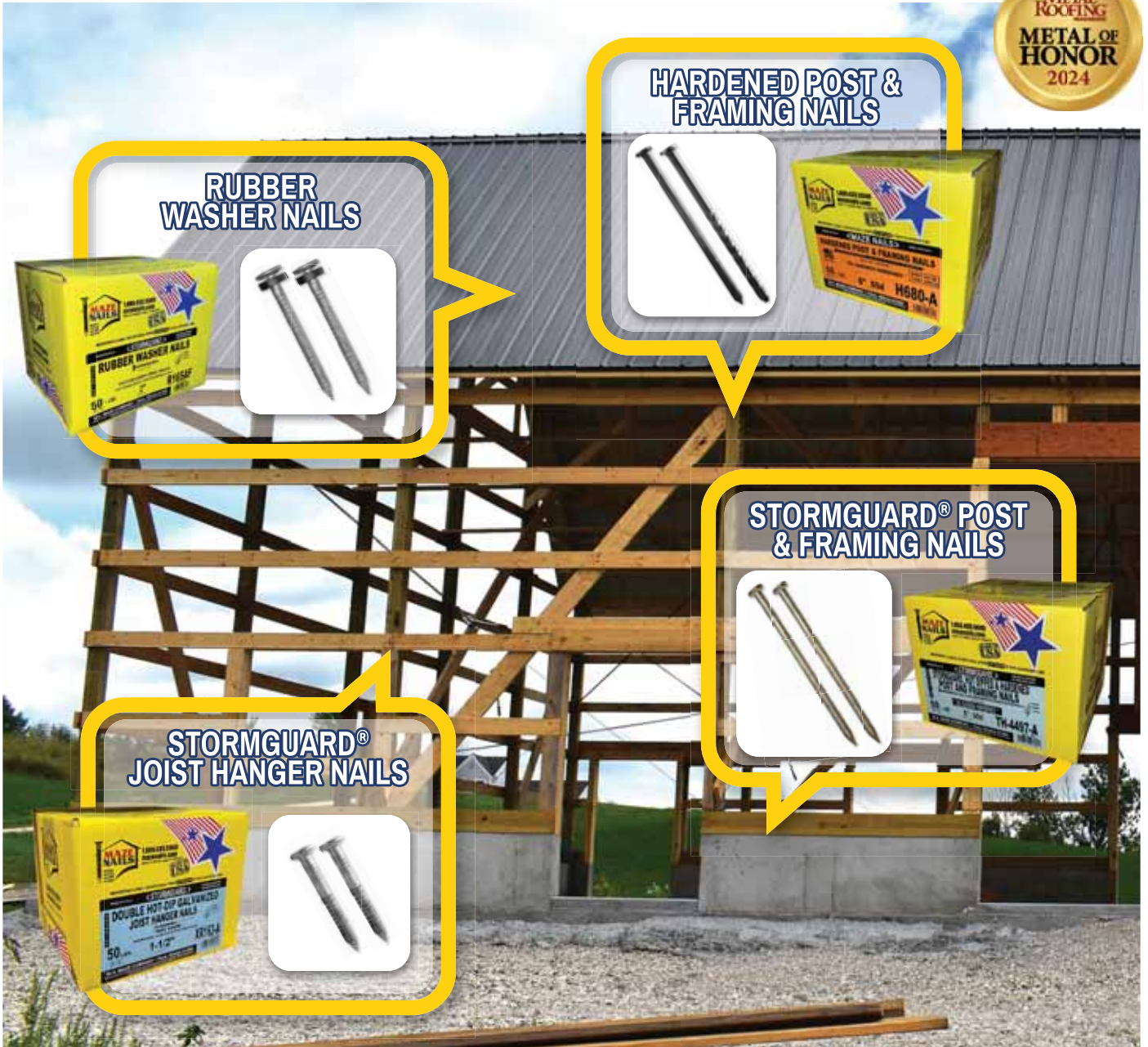
The Maze family continues to run the operations — with the fifth and sixth generations actively involved with the company. President Roelif Loveland acknowledges, "It is because of our customers' great support and enthusiasm for our carefully engineered and manufactured line of 100% Made in the USA nails that we're still in business today." **MOH**



NAIL IT RIGHT EVERY TIME



Maze Premium Post Frame Nails



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MFM Building Products

METAL OF HONOR AWARDS: 10 ■ WEBSITE: www.mfmbp.com ■ PHONE: 800-882-7663



Peel & Seal® is the original, self-adhering low-slope roofing membrane designed that can be left exposed to the elements indefinitely. Ideal for repairing or sealing seams on metal roofing systems for a watertight seal.

Committed to the Roofing Industry

MFM remains committed to the roofing industry as we head into 2024. After our major expansion project in 2022, we have since added additional production equipment to keep our customers stocked with high quality, cost-effective waterproofing products.

At MFM, we specialize in only self-adhered waterproofing membranes. We do not do synthetics, torch down or built-up roofing systems. By specializing in one area, we've honed our craft to give our customers peace of mind, reduce call backs, and the ability to sell at a competitive price.

Look to MFM for:

- Granulated ice & water underlayments
- High-temperature underlayments
- Tile and metal underlayments
- Shingle starter membranes
- Low-slope roofing membranes
- Specialty roofing and construction tapes
- And so much more!



MFM offers a number of high-temperature rated steep-slope roofing underlayments that are rated to 250°F to take the heat of metal roofing systems.

Fortified™ Performance

MFM is proud that most of our underlayments conform with the Fortified™ Building Program which is growing across the United States. Being Fortified

means that the products we manufacture have to be third-party tested to help against storm damage to potentially give homeowners reduced insurance rates and other incentives.



MFM Roof Deck Tape™ is designed to effectively seal the seams on plywood and OSB roofing panels. Cover with any of MFM's underlayment products for complete waterproofing protection! Watch the video on our website.

Employee-Owned

MFM is an Employee-Owned ESOP company and takes great pride in the quality of our work. Our products are manufactured in the United States and come with a rock-solid warranty to back it up. It's the way we've been doing business since 1961.

Need a Sample?

Check us out at www.mfmbp.com or email info@mfmbp.com to learn more about our products or to request a FREE sample to see the quality for yourself. **MOH**



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Ultra HT Wind & Water Seal® is engineered to roll out smooth, lay flat and protect your project from the harshest environments. Suitable for both commercial and residential projects, count on Ultra HT for complete piece of mind on your next project!

Ultra HT Wind & Water Seal® Features:

- Durable cross-laminated, cool white, non-slip surface
- Self-adhering and self-sealing around fasteners
- High temperature rated to 250°F
- Suitable for vertical applications under metal wall panels

mfm® BUILDING PRODUCTS CORP.

Request a free sample at mfmbp.com or call 800.882.7663.



PAC-CLAD | Petersen

METAL OF HONOR AWARDS: 19 ■ WEBSITE: PAC-CLAD.com ■ PHONE: 800-PAC-CLAD

Back-to-back category 5 hurricanes, Irma and Maria, devastated properties across the U.S. Virgin Islands (USVI) a few years ago, including the former Bluebeard Beach Club on St. Thomas. The resort lost the roofs on all seven of its guestroom buildings, and several smaller structures were so badly damaged they needed to be demolished. Club Wyndham, operators of the timeshare property, along with its homeowners association, rebuilt and rebranded the development with a more upscale appearance. Three years later, the resort reopened as the Limetree Beach Club, with upgraded metal roofs featuring a signature blue finish that make the resort easy to spot, by land or by sea.

After the storms' devastation, general contractor J. Benton Construction, based in St. Croix, put together a design-build including architect Silverberg Associates, St. Croix and Princeton, N.J., and roofing contractor Central Roofing, Jackson, Miss.

"This project was very similar to a total rehab project," says Dave Rutberg, Silverberg Associates' project manager on the job, describing the interior and exterior damage suffered by the buildings that survived the storm. "We had to basically gut everything to the structural



members, so we were left with a blank canvas. We tried to be sympathetic to the original buildings on the site."

The new roof features PAC-CLAD Tite-Loc Plus panels from Petersen in the company's Interstate Blue finish. Central Roofing specified the panels in .032-gauge aluminum to better withstand the salt spray prevalent at the coastal location. Chris Creely, Central Roofing's manager, says the choice was an easy one for him to make.

"I've always had a good relationship

with Petersen," he says. "They provide a quality product and they understand unique projects — for example, in the middle of the ocean."

With his previous experience working in the Caribbean, Creely was familiar with the challenges the remote location can pose, but those experiences also put the roofing pro in a good place when it came to the Limetree Beach Club project. He's licensed in the USVI, which makes working with the local building authorities easier. And he has assembled a team of installers over multiple assignments in the region, which helped work move along on schedule.

With construction complete, the resort has been happily accepting guests again to the reimagined Limetree Beach Resort. Creely says he's proud of the part his team played in getting the popular vacation spot back in business. "I think we did an excellent job, and the general contractor was more than pleased."

For more information on Petersen and PAC-CLAD products, please visit www.PAC-CLAD.com. **MOH**

Photos: brianadamsphoto.com



Building Character



Photo: hortonphotoinc.com

Add interest with a Snap-Clad roofing system

A Snap-Clad metal roof system highlights entrances, interior stairwells and light wells to break up the façade and develop a unique character to set it apart from other schools in the area.



View the case study and video



PAC-CLAD.COM | 800 PAC CLAD

ProVia

METAL OF HONOR AWARDS: 3 ■ WEBSITE: www.provia.com ■ PHONE: 800-669-4711 ■ FAX: 877-735-2057

ProVia metal roofing is a smart choice for roofing contractors, dealers, builders, and installers. Homeowners love its beauty, durability, and long-term value, and building pros appreciate its strength, installation integrity, and return on investment.

Eight Advantages of the ProVia Metal Roofing System:

1. It's a premium metal roofing product, manufactured with 26-gauge G-90 galvanized steel — up to 30% more than the industry average, but three times lighter than asphalt shingles.

2. The GalvaTec™ finish reflects UV rays, resists extreme temperatures, and protects against fading and corrosion.

3. The metal shake and slate panels use a 4-point locking installation system and built-in screw flange to provide superior edge-to-edge protection against wind uplift, wind-driven rain and snow; the barrel tile profile uses tongue-and-groove panel attachment and hidden fasteners for a clean look.

4. The system is third-party tested and certified for tensile strength, fire, wind, rain, and corrosion protection.

5. The shake and slate profiles are certified to withstand wind speeds up to 180 mph and are approved for High Velocity Hurricane Zones (HVHZ) within Florida, including Broward and Miami-Dade counties; the barrel tile profile is certified to endure winds up to 130 mph.

6. The system was developed with the installer in mind and reduces jobsite labor — the preformed starter panels are ready to install right out of the box, and the trim / accessory package is custom engineered for ease of use.

7. The embossed panels provide the authentic look of cedar shake, quarried slate, and Spanish barrel tile, offering great curb appeal that homeowners love.

8. The system has a limited lifetime non-prorated transferrable warranty and a 50+ year lifespan.



Homeowners want metal roofing systems that aren't so industrial looking, like most exposed fastener and standing seam systems on the market today; they prefer a more elegant and traditional looking roof that makes their home stand out. ProVia's handsome embossed and variegated panels, in natural earthtone shades and the texture and look of shake, slate, and clay tile, complement any style of home.

Partner with ProVia

ProVia is a nationally known manufacturer of professional-class entry door systems, vinyl replacement windows, vinyl siding, manufactured stone, and metal roofing. ProVia stands for "The Professional Way," and that means we hold ourselves to a higher standard of integrity, accountability, and quality.

Customers count on ProVia for premium quality products, manufactured using progressive technologies combined with old world craftsmanship. Professionals and homeowners trust in the durability, energy efficiency, security, and long-lasting beauty of our products.

ProVia customers also benefit from resources like our Installer Certification Programs, online design and visualizer tools, how-to video library, and prompt, industry-leading customer service and sales support.

Learn more about ProVia metal roofing by visiting www.provia.com/6reasons or email metalroofing@provia.com.

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ProVia metal roofing is constructed of highly durable 26-gauge galvanized steel—up to 30% more than the industry average. It's also 3x lighter than asphalt shingles, so it's easier to work with.

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SIDING | STONE | ROOFING



6 Reasons to
Partner with
ProVia Metal
Roofing



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At Tennsmith, Roper Whitney, and Roll Former LLC, our united goal transcends mere manufacturing; we strive to equip you with the finest sheet metal equipment the industry has to offer. Through our collaborative efforts, we leverage a century-spanning legacy of innovation, quality, and expertise, ensuring that each product we deliver not only meets but exceeds your expectations. Together, we're setting new standards in the fabrication world, committed to providing solutions that enhance your craftsmanship and productivity.



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To further expand our offerings and bring you the forefront of global innovation, we are proud to be the official US distributor of the highly advanced Evobend Double Folder. This partnership brings unparalleled folding capabilities to your workshop, setting new standards in precision and versatility. Additionally, our role as a US distributor for the Eckold brand of machinery, including the revolutionary Kraftformers, ensures that we can meet a wider range of fabrication needs with equipment that leads the industry in innovation and reliability.

2024 METAL OF HONOR WINNER



AutoKut

This compact powerhouse is designed to handle coiled metal with ease, delivering precise slit-to-width and cut-to-length functions. Equipped with a strong guillotine-type shear and 5 pairs of slitting blades, it ensures top-notch performance for any fabrication project. We offer a range of decoilers to complement the AutoKut. From manual decoilers to powered decoilers for high-volume production, we have the solution to fit your needs.



Evobend

Experience the pinnacle of sheet metal fabrication with the Evobend - the ultimate dual-folder designed for precision, safety, and efficiency. With its unique bending principle and 300-degree bending freedom, the Evobend offers unparalleled versatility for complex and automatic bends. What sets it apart is its fully electric operation, ensuring minimal maintenance and maximum safety for operators. Choose from a range of machine lengths to suit your specific needs. Revolutionize your fabrication process with the Evobend and elevate your productivity to new heights.



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Our Integral Board and Batten machine revolutionizes wall panel production for residential and commercial use. With no need for clips or seaming, it ensures a seamless profile. Equipped with hydraulic drive, front hydraulic scissors shear, and a Digital Controller, it offers precise and easy operation. Adjustable panel width capability from 6" to 24" adds versatility. Experience the future of wall panel production with our Integral Board and Batten machine.

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2024 METAL OF HONOR WINNER

SWI Machinery

METAL OF HONOR AWARDS: 2 ■ WEBSITE: www.swimachinery.com ■ PHONE: 770-766-0880



Now more than ever, efficiency and waste minimization are imperative to the success of any sheet metal operation. SWI has proudly established a solid reputation as an international leader in sheet metal machinery with an ongoing focus on providing the utmost productivity for our customers, large or small. Those customers include many of the world's largest roofing companies as well as hundreds of family-owned enterprises across the globe.

Our state-of-the-art machines offer extremely dependable solutions for operations throughout the industry. With manufacturing capabilities like robot welding and autonomous CNC machining centers, these machines are intricately designed and manufactured in house with only the best electrical and hydraulic hardware available. They are easy to operate without the need for a lot of manpower.

With more than 2,000 machines in operation today worldwide and still going strong, SWI continually strives to meet virtually any construction need. Our range of machines include Simplex folders, Duplex folders, Marxman manual and automatic slitters, Uncoilers, and Recoilers.



Our line of Uncoilers includes the CX5 – Auto Decoiling and Storage System, which can be coupled to most rollformers and all SWI automatic slitting machines for fast, automatic coil changes. SWI coil farms have amassed over 300,000 hours of service, collectively performed nearly 1 million coil changes, and are still in use today with their original owners.

Though our customers find our machines to be among the pinnacle of reliability in the industry, the occasion for servicing does present itself from time to time. During those infrequent instances, our knowledgeable technicians are readily available with all the tools and parts needed to get you back up and running in no time. You can rest assured that any needed maintenance is not far away, and we'll always have exactly what you need when you need it.

Whether our customers have recently purchased their first SWI machine or they've acquired a fleet of our machines over the years, we maintain an unwavering commitment to impeccable service. Such a commitment has led to approximately 60% of our customers being repeat buyers.

It's easy to see why the reliable, state-of-the-art technology of our machines is in such high demand. We invite you to experience the efficiency our machines can bring to your operation.

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Marxman Pro

The Marxman Pro is one of the most advanced sheet metal blanking systems on the market. **Automatic knife setup and auto nesting** ensure all jobs are processed quickly and with minimal material waste. Plus, with the Pro's part cut system, you can part cut ANY slit, even in the middle of a sheet, with no damage to adjacent parts. Or, when all parts are the same length, simply use the guillotine shear to cut them all to length.

The Marxman Pro also comes standard with an **automatic labeling system**, which applies custom printed barcodes to each part, allowing you to move, scan, and load projects between slitter and folder with minimal downtime and reduced risk of operator error.

SWI Marxman Pro Automatic Slitter

Twin Mandrel Capstan Uncoilers

These rugged uncoilers (available in capacities of 12,000lbs and 5,000lbs) have the capability of safely loading or unloading one coil while running a job on another and quickly switching between the two to maximize production time.

We've been manufacturing our Twin Mandrel Uncoilers for more than 20 years, with many in high-volume, double-shift operations. Another amazing perk is that they can be paired with any preexisting rollforming machines your business already utilizes making them the perfect economical solution where fast coil changeover is required with minimal fuss.

For Full Catalog or Quote:

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12,000lbs Twin Mandrel Capstan Uncoiler



5,000lbs Twin Mandrel Capstan Uncoiler

2024 METAL OF HONOR WINNER

United Steel Supply

METAL OF HONOR AWARDS: 1 ■ WEBSITE: www.unitedsteelsupply.com ■ PHONE: 512-263-0954



America's largest distributor of painted steel and Galvalume®, United Steel Supply is a company built on solid, dependable relationships combined with superior service. Conrad Farley, United Steel Supply Sales Manager, said those relationships are what makes this award so meaningful.

"The fact that this award came from our customers means a lot to us," he said. "We believe in long-term partnerships and in building value into every step of the process. We are so incredibly fortunate to be a part of our customers' business and thankful they allow us to help them."

Helping them means listening, supplying them with highest quality products, and putting their needs first, whether they are looking for steel coil products for agricultural, residential, or commercial construction.

"Our dedicated employees are knowledgeable and friendly and combined with our JIT inventory, our service is second to none," Farley said. "We can usually supply you with coil within 24 hours. Our customers are our friends and partners in business, and we feel very blessed they trust us. Thank you to the customers who nominated us and to all who voted for United Steel Supply. We are truly humbled by your confidence."



Farley said the last few years have been challenging for everyone, making it even more important to have great partners.

"We appreciate that our customers recognized the difficulties and chose to travel the road with us," he said. "To the readers of Metal Roofing who haven't partnered with us yet, we hope you will give us the opportunity to be part of your company's future and have a chance to understand our commitment to quality and service." **MOH**



BUILDING FOR TOMORROW.

At United Steel Supply, our commitment to the metal roofing industry is second to none because it's the only segment we serve. We're dedicated to championing our industry's recovery — offering nationwide distribution, full slitting capabilities, just-in-time delivery and the highest quality Galvalume[®], galvanized and prepainted steel coils in the nation.

The future is bright in our industry and we will be here to grow with you.

To learn more, contact your USS sales representative.



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2024 METAL OF HONOR WINNER

Acu-Form

METAL OF HONOR AWARDS: 2 ■ WEBSITE: www.acuformequipment.com ■ PHONE: 330-674-4003 ■ FAX: 330-674-4035

For the last decade, Acu-Form has provided nothing less than the highest quality roll formers, implementing a tried-and-true manufacturing production process that prioritizes quality control checks, systems, and customer support.

The Acu-Form Promise includes:

On-Time Delivery: Your timeline matters. The timeline we promise is the timeline we deliver.

Pre-Tested Machines: Your machine will be pre-tested with your materials so when your machine arrives on-site it will be ready to put into production.

Versatile Growth Opportunities: Beyond your initial investment in the roll former, you have the ability to add and create new equipment to match your profile to expand your product offerings.

Exclusive Through-Hardened D2 Tool Steel: Our machines are manufactured with higher quality materials to ensure durability and performance at costs our competitors can't match.

Power Options: We offer hydraulic, mechanical, or electrical power sources according to your needs. With options to do full automation.



Shipping, Delivery, and Installation Available: Once your product is ready, we can provide full-service shipping, delivery, and installation for you, including arranging for an electrician to match the specs of your project.

Customer Service: We are here to support you beyond delivery and installation. If you have a breakdown, we have parts in stock, in house, and can ship the same day. **MOH**



ACU-FORM

Manufacturer Of Roll Forming Equipment
Millersburg, OH

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2024 METAL OF HONOR WINNER

Advanced Architectural Sheet Metal & Supply

METAL OF HONOR AWARDS: 1 ■ WEBSITE: www.advarchsm.com ■ PHONE: 231-861-0050

It means the world to us that our loyal customers have nominated us for the Metal of Honor. Our mission is to meet their needs, and we are proud to provide commercial-sized gutters, downspouts, accessories, and other roof related sheet metal products at reasonable prices. We manufacture 98% of our products in-house and to order.

The years of combined experience our workforce represents are set on the tasks of creating quality, commercial strength products that are user-friendly and easy to install while providing outstanding customer service. We do everything we can to make business a pleasure while positively impacting our customer's profitability. **MOH**



ADVANCED ARCHITECTURAL

SHEET METAL & SUPPLY

We service your needs with consistent quality, workmanship and knowledge

It's part of the reason customers come back to us time after time.

Maximize your profits by decreasing your inventory.

Reduce man hours - let us fabricate, you install.

98% of our American-made products are made-to-order and are manufactured inhouse. Our products are made from domestic metal and custom crafted to your specifications.

Contact us today to see how we can streamline your process and maximize your profits!

(231) 861-0050 | info@advarchsm.com | www.advarchsm.com



2024 METAL OF HONOR WINNER

AppliCad Software

METAL OF HONOR AWARDS: 3 ■ WEBSITE: www.applicad.com ■ PHONE: 561-748-0545

Leading the Charge with AppliCad's Roof Wizard: The Ultimate Metal Roofing Estimation Software

AppliCad's ground-breaking journey began over three decades ago as the pioneer in 3D CAD-based estimation tools for the metal roofing industry. Our innovations empowered roofing professionals to precisely model roof structures and accurately apply material simulations. As the industry evolved, so did our solutions. We devised sophisticated algorithms to optimize offcut material, mirroring the resourcefulness of skilled roofers.

Our advancements led to the creation of a cohesive 'map' – a detailed panel layout accompanied by a comprehensive cutting list, synchronizing the workflow

of all parties involved. Further enhancing precision and productivity, AppliCad introduced a revolutionary system capable of relaying cutting lists directly to roll-forming machine controllers. This integration streamlines processes, minimizing errors, and ensures each piece is clearly marked for its specific placement. This methodology has bolstered efficiency in production and on-site application for over two decades.

The Roof Wizard software is AppliCad's flagship offering, embodying the most extensive suite of tools available for metal roofing estimators and quantity surveyors globally. This comprehen-

sive toolkit delivers unrivaled accuracy and efficiency, enabling professionals to swiftly compile detailed job estimations, including labor, material costs, and production documentation. Skilled users of Roof Wizard can adeptly handle between 10 to 15 residential estimations daily.

At AppliCad, we take pride in our continuous innovation, expanding our software's capabilities to address the complexities of roofing and siding estimations. Our commitment is to ensure that our partners in the roofing industry are equipped with the finest tools to excel in their craft. Roof Wizard Version 11 is available now. **MOH**



DOWNLOAD ROOF WIZARD V11 TODAY
www.applicad.com

CHOOSING THE MOST POWERFUL TAKEOFF SOFTWARE MATTERS TO YOUR BOTTOM-LINE.



2024 METAL OF HONOR WINNER

ASC Machine Tools

METAL OF HONOR AWARDS: 3 ■ WEBSITE: www.ascmt.com ■ PHONE: 509-534-6600

WHICH PANEL ROLLFORMING LINE FITS MY NEEDS?

The decision to purchase the right Panel Rollforming Line for your current and future needs is not easy! Each configuration has advantages and disadvantages depending on the application and existing setup in your plant.

ASC is proud to offer three Panel Rollforming Lines, which all feature High Quality Cast Rollformer Stands and multiple Pre- and Post-Cut Options. All Lines come with a Touchscreen Controller with optional Upload/Download of Orders, and Remote Support.

1. The ALPHA SERIES™ is a feed-to-stop Rollforming Line and the lower-cost option for customers with reduced production volumes. The Line features a close-coupled front end or a hydraulic Post-Cut Shear, both keeping the line footprint under 40'!



2. The SELECT SERIES™ is designed for customers with increased production needs and offers a variety of additional features to improve throughput and efficiency. Depending on the product and Cut-Off System, the Line offers production speeds between 150 and 250 FPM!



3. The CLASSIC SERIES™ has been the strongest workhorse in the industry for decades! Paired with ASC's Mechanical Press, the line offers the highest Net Throughput speed in the Industry with up to 400 FPM on 10' panel lengths!



All of these lines are proudly designed and manufactured in the U.S. in Spokane, Washington, since 1949. **MOH**



PREMIUM QUALITY ROLLFORMING MACHINERY

MADE IN THE USA SINCE 1949



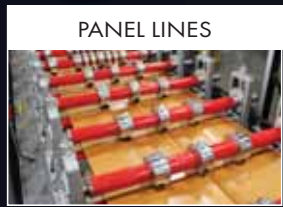
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SEP 18 & 19, 2024
DeVos Place
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BOOTH 512



PANEL LINES



TRIM LINES



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CHANNEL LINES



CZ PURLIN LINES



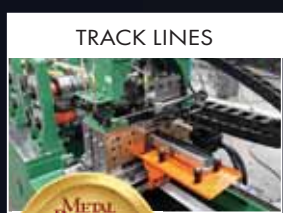
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COIL HANDLING



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ROLL UP DOOR LINES



BOTTOM BAR LINES



ROLL-UP STATIONS



ASC MACHINE TOOLS, SPOKANE, WA USA



WWW.ASCMT.COM

TEL: (509) 534-6600

2024 METAL OF HONOR WINNER

Atlas Building Products

METAL OF HONOR AWARDS: 3 ■ WEBSITE: www.atlasfasteners.com

We are incredibly proud to announce that Atlas Fasteners has once again been presented with the Metal of Honor Award by Metal Roofing Magazine. Being recognized for another year from the industry's leading publication underscores our unwavering dedication to excellence and innovation in the realm of metal roofing fasteners and accessories.

For years Atlas Building Products has paid attention to the unique needs of the metal building industry and responded by providing not just best in class fasteners for metal-to-metal and metal-to-wood construction, but also the highest quality closures, venting, boots, and sealants. Our line of Ultimate Screws, Ultibond Sealant and our new Ultivent ridge venting system show our drive to being the number one provider for all your metal construction needs.

We extend our deepest gratitude to the readers of Metal Roofing Magazine for bestowing this honor upon us. Your trust and confidence in Atlas Fasteners drive us to continually raise the bar and set new standards of excellence in the industry.

To our valued customers and partners, thank you for your unwavering support and loyalty. It is your trust in our products and services that fuels our relentless pursuit of excellence. We are deeply honored to be your preferred choice for all your metal roofing fastening needs.

As we celebrate this achievement, we renew our commitment to delivering unmatched quality, innovation, and service. Join us on this journey to even greater success in the future. **MOH**



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2024 METAL OF HONOR WINNER

Aztec Washer Company

METAL OF HONOR AWARDS: 2
WEBSITE: www.aztecwasher.com ■ PHONE: 858-513-4350

Aztec Washer Company, Inc., established in 1968, has served the building and construction industries for over 50 years. Aztec is an industry leader with two primary sealing products: Master Seal® bonded sealing washers and the Master Flash® pipe flashing product lines.

Aztec has its corporate headquarters in Poway, California, with independent operations in Mexico, the United Kingdom, Poland, Finland, and Australia.

Master Seal® bonded sealing washers are vulcanized together through a unique process that allows the metal & rubber portion to maintain optimal weathering resistance from ozone, ultraviolet light, and most standard environment agents. Master Seal® bonded washers are designed to provide sealing, cushioning, and vibration resistance for applications where expansion and contraction occur, such as metal roofing or siding, electrical installations, automotive, heavy equipment, aerospace, marine, and many other applications.

Master Seal® Bonded Washers are designed with a wide range of diameters and various backing and facing materials to suit common and unique applications. Our in-house design and stamping capabilities have allowed us to create custom washers.

Master Flash® Pipe Boots provide a weatherproof seal around pipes penetrating the roof. They're typically used in the construction and roofing industries to prevent leaks and water damage. Made from silicone or EPDM, they can accommodate various pipe diameters and roof pitches, offering durability and resistance to extreme temperatures, UV rays, and ozone. The pipe boot creates a tight compression seal and has a flexible base that molds to most panel configurations and roof pitches regardless of pipe location. **MOH**

SEAL IT RIGHT, SEAL IT TIGHT!
MASTER FLASH® MASTER SEAL®

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Aztec Washer Company

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FIRE-BLOX Master Flash®

UEL-5058

12 SIZES • High Fire Black Polymer

Fits: Closed to 28-1/2" Pipes

Base: 2-1/4" to 34"

Passes the UL 94-5VA Flammability Test

PATENT PENDING

UNIVERSAL Master Flash®

20 YEAR WARRANTY

10 SIZES

EPDM or High Temp Silicone

Fits: 1/8" to 20" Pipes

Base: 4" to 25-1/4"

STANDARD Master Flash®

20 YEAR WARRANTY

15 SIZES

EPDM or High Temp Silicone

Fits: Closed to 39-1/2" Pipes

Base: 2-1/4" to 44"

ROOF PITCH CALCULATOR

WILL THE PIPE FLASHING YOU HAVE HANDLE THE CORRECT PITCH?

TAKE THE GUESSING OUT OF THE INSTALLATION.

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2024 METAL OF HONOR WINNER

The Bradbury Group

METAL OF HONOR AWARDS: 2 ■ WEBSITE: www.bradburygroup.com ■ PHONE: 620-345-6394

Elevate Your Manufacturing Process with The Bradbury Group

The Bradbury Group is your trusted partner in the manufacturing industry for roll forming and coil processing equipment. With a legacy of reliability spanning six decades, we prioritize trust and integrity in every aspect of our business.

We offer complete, innovative roll forming production lines, coil processing lines, individual components, and controls — engineered to streamline your production, enhance efficiency, and deliver superior quality results. Bradbury provides innovative solutions tailored to meet your specific manufacturing needs.

Count on The Bradbury Group for industry-leading expertise and unwavering commitment to your success. Join the satisfied clients who rely on us for top-notch equipment and unparalleled customer service. Contact us today to explore our comprehensive range of manufacturing solutions. **MOH**



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Metal Panel & Standing Seam Roll Formers

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2024 METAL OF HONOR WINNER

East Coast Fasteners

METAL OF HONOR AWARDS: 10 ■ WEBSITE: www.plyco.com ■ PHONE: 800-558-5895

East Coast Fasteners Wins Tenth Metal of Honor

This is getting to be a regular occurrence and that's a good thing. East Coast Fasteners is proud and excited about being recognized by the readers of *Metal Roofing Magazine* as one of the top suppliers in the industry for the tenth time.

It's satisfying to know we're keeping our customers happy. We're committed to providing the highest quality products and service to the commercial construction and post-frame industries with a growing variety of fasteners designed to deliver the best product for each specific project.

Introduced in 2019, East Coast Fasteners received our patent in 2020 for the Ply-Lo Driller design intended to

be more forgiving than other fasteners when installing at a slight angle. The Ply-Lo Driller is available in colors to match virtually any panel as a #10 fastener in lengths of 1", 1½", 2", 2½", and 3".

The Driller is getting great reviews from our customers. Its design drills quickly as well as minimizes dust and pigtails. The Driller has also been designed to reduce the likelihood of "walking," thereby reducing the chance of ruining your panel during installation.

East Coast Fasteners constantly tests and improves its products to ensure we are delivering the best products available in the market. This attention to detail provides the strongest and most effective building components for fastening wood,

aluminum, steel, roof deck, and plywood.

Another recent innovation from the company, introduced in 2018, is its 40-year Ply-Lo fastener, The Ply-Lo EXTREME, a fastener designed for extreme environments. Ply-Lo EXTREME has all the features and benefits of the original Ply-Lo and has a 40-year warranty. Ply-Lo EXTREME is available in #10, #12, and #14 diameters.

East Coast Fasteners has also upgraded the original Ply-Lo fastener—the Ply-Lo EXTENDED is the fastener designed exclusively for the post-frame industry and now has a 12-year warranty.

To find the best fastener or closure for your project, contact an East Coast/Plyco territory manager. **MOH**

BUILDING CONNECTIONS

East Coast Fasteners produces durable, long lasting fasteners for all combinations of building materials.

- Quick Ship Program
- Extended Warranties
- Colors to match any rollformed steel
- High quality products for any application

East Coast Fasteners...**Building Connections** for the construction industry.



800.558.5895 ■ www.plyco.com

The FASTEST, SHARPEST, CLEANEST Drilling Fasteners Available!!
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2024 METAL OF HONOR WINNER

EPDM Roof Coatings

METAL OF HONOR AWARDS: 4

WEBSITE: www.epdmcoatings.com ■ PHONE: 855-281-0940

A big thank you to all who voted for us this year. Your vote tells us we are doing our job and providing the level of customer service and technical advice you expect. We continue to strive to exceed your expectations. We have been busy in 2023 getting marketing efforts underway by hiring a new affiliate manager so please welcome Ally Tria! She comes to us with years of experience in developing marketing affiliate programs and managing social media platforms.

Our Newest Distributor

Innovative Building Systems represents the Bahamas and Turks Caicos Aruba, Bonaire and St. Martin. If you are looking for product in either country please contact them directly: Guilden Gilbert. Phone: 242-424-6103.

EPDM Coatings manufactures the only Liquid BUTYL Rubber in the world. With over 30-yr. history of success. Get another 18-20 years out of our one-coat system. Re-coat and save thousands!

Key Benefits

- No primer needed.
- One coat.
- 5-year shelf life.
- ASTM Certified.
- Liquid Butyl Rubber works for virtually any surface.
- Our proprietary solvent allows for a unique chemical cross-link to occur; whereby the Liquid Butyl Rubber and the surface chemically fuse together to become one.
- It is a rust inhibitor-adhesion promoter-UV stabilizer and has built in mildewcides.
- Over time it will not lose reflectivity meaning it will continue to reduce thermal heat from entering the building.

For additional information, or a sales packet,
e-mail ivan@epdmcoatings.com

EPDM Coatings
494 Bridgeport Ave, Suite 101-342
Shelton CT 06484

Phone: 855-281-0940 ext. 7011

Skype: [epdmcoatings](https://www.skype.com/name/epdmcoatings)

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Liquid BUTYL Rubber
in the World!



Key Benefits

- One Coat and NEVER needs a primer.
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- Can be applied directly to virtually all roof types except silicone and PVC.
- Rust inhibitor-adhesion promoter-UV inhibitor
- Available in 12 colors
- Forms a 100% seamless membrane.
- ASTM Certified-Coor Roof Rated



 **855-281-0940**

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coatings
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Toll Free: 855-281-0940



2024 METAL OF HONOR WINNER

Everlast Metals

METAL OF HONOR AWARDS: 18 ■ WEBSITE: www.everlastmetals.com ■ PHONE: 800-418-5057

Setting The Bar for Excellence

Everlast Metals understands the performance demands of your customers. We offer a comprehensive selection of limited weather tightness warranties, providing another valuable service option for your customers. When looking for uncompromising quality Everlast Metals is a logical choice for those looking for a trustworthy partner of architectural roof and wall systems.

Everlast Metals maintains one of the largest inventories of coil and flat stock in the industry. We have warehouses strategically located in the Mid-Atlantic, Midwest, and New England making Everlast Metals capable of ensuring our



customers get the products they need as quickly as possible.

We carry 24 gauge steel, .032, and .040 aluminum, coated with high-performance Fluropon® 70% PVDF paint system. (In addition, up to 18-gauge steel and .063 aluminum are also available as special orders.) Inventory of 26-gauge

steel is available and painted with the strongest SMP coating available in the industry.

Coil and flat sheet widths up to 48" are available. And Everlast Metals' manufacturing capabilities allow customers to slit coil and flat sheet to their specifications. Substrates include G-90 Galvanized Steel, Galvalume® steel, and Aluminum. In addition, we provide profiles of concealed fastener roof panels and custom wall and soffit panels.

At A Glance

Phone: 800.418.5057 toll-free

Web: www.everlastmetals.com

MOH

PLANT LOCATIONS: LEBANON, PA · ORWELL, OH · BRIDGTON, ME · HOWE, IN

SLIT COIL AND FLAT SHEETS



CONTACT EVERLAST METALS FOR QUICK SERVICE ON SLIT COIL, FLAT SHEETS AND ALL OF YOUR EXTERIOR METAL BUILDING COMPONENT NEEDS.

Everlast Metals maintains one of the largest inventories of coil and flat sheet stock in the industry. Our slitting capabilities enable us to provide quick and accurate order completion. Our goal is to deliver the quality service you expect, with fast professional delivery and no damage to your order.

OFFERING:

- 35-Year Fluropon® paint warranty
- 40-Year Synergy™ paint warranty
- .032 Aluminum & .040 Aluminum painted Fluropon® 70% PVDF and Mill Finish
- 24 gauge Fluropon® 70% PVDF, 26 gauge painted Synergy™ and Bare Galvalume® and G90
- Standard slit coils in stock 16", 20", 24"
- Custom coil widths available to slit from 48", 43", 40.875" master coils
- Cut to length availability
- Strippable film option available



Everlast Metals

FOR MORE INFORMATION: 800-418-5057

VISIT US AT: EVERLASTMETALS.COM

2024 METAL OF HONOR WINNER

Golden Rule Fasteners

METAL OF HONOR AWARDS: 1 ■ WEBSITE: www.goldenrulefastenersinc.com ■ PHONE: 334-283-4030

Golden Rule Fasteners has been serving the metal construction industry for more than 30 years. We understand our customers' needs. We have more than 20,000 square feet of warehouse space with top quality products filling our racks all the way to the ceiling. With our huge inventory on hand and an amazing staff who are determined to provide the best service in our industry, we continue year after year to ship almost every order the same day that it is placed. We stock metal roofing screws, steel building screws, deck screws, pipe flashings, butyl tape, closure strips, ridge ventilation, and more. We ship all across the USA and into Canada. When you need it fast call Golden Rule Fasteners! **MOH**



- ◆Roofing Screws
- ◆Deck Screws
- ◆Metal Building Screws
- ◆Rivets
- ◆Butyl Tape
- ◆Caulk
- ◆Pipe Flashings
- ◆Solid Foam Closure Strips
- ◆Vented Closure
- ◆Ridge Vent Material
- ◆Nutsetters & Bits
- ◆Peel & Seal



Ph: (334) 283-4030

Fax: (334) 283-4032

WEB: www.goldenrulefastenersinc.com

Email: info@goldenrulefastenersinc.com

2024 METAL OF HONOR WINNER

Graber Post Buildings, Inc.

METAL OF HONOR AWARDS: 3 ■ WEBSITE: www.graberpost.com ■ PHONE: 800-264-5013

Graber Post Buildings continues to be a leading material supplier for contractors and wholesalers across the Midwest, Southeast, Mid-Atlantic and Northeast portions of the United States. GPB has seen great success in the last century and has continued to make improvements to handle even more growth in the upcoming years. In the last two years, GPB has built a completely new facility for our truss and laminated column productions. This facility includes the latest equipment and technology available in the industry. This has helped us increase efficiency in production and keep our lead times as low as possible. This expansion also featured 6 buildings to house the lumber for dry storage. Graber Post also added a new



roll-former in 2019 for our Board and Batten metal panel. This has been a huge hit for the residential side of business and has offered our customers more options than just a standard ag style look.

In 2003 Glen Graber (founder of GPB) purchased a similar company to Graber Post in Versailles, Missouri, by the name of Martin Metal. Martin Metal has a very similar business strategy and does most of its business in the Midwest and

Southwest. Together Graber and Martin Metal cover a very wide footprint of the United States and over 85 years of experience in the metal manufacturing and post frame supply business. Each company has its own fleet of delivery trucks for timely and convenient yard deliveries.

Graber Post still operates by a practice that Glen started many years ago, offering the best product at a fair price and providing the best customer service possible. We plan to use this strategy for many years to come and we believe it will work. GPB is always open to new contractors and wholesalers to add to our dealer network. If you have any questions about becoming a partner of GPB, give us a call or visit us online. **MOH**



**Post Frame
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Get all of your supplies on one delivery!

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C.H.I.
OVERHEAD DOORS



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www.graberpost.com

2024 METAL OF HONOR WINNER

Levi's Building Components

METAL OF HONOR AWARDS: 4 ■ WEBSITE: www.levisbuildingcomponents.com ■ PHONE: 877-897-7020

Levi's Building Components® originated as a small operation in Bird-in-Hand, Pennsylvania. Its founder, Levi Fisher, pioneered inventive solutions for prevalent challenges in the metal roofing industry. Among his innovations were the Snow Defender® snow guards and the ReGrip™ screw, engineered to supplant unreliable nails.

Levi's ingenuity extended to time-saving and cost-effective techniques for custom painting and color matching roofing fasteners. As the business flourished, Levi's son, Steve Fisher, assumed ownership and CEO responsibilities, steering the company into an era of expansion.

Now guided by Steve's direction, Levi's Building Components® underwent swift



expansion, broadening its product portfolio and establishing a state-of-the-art facility in 2021. Presently, Levi's Building Components® products adorn residences and structures across the nation.

Suppliers nationwide rely on the company's unwavering commitment to product

excellence, exceptional customer service, and prompt delivery. With an extensive and ever-expanding product lineup, Levi's Building Components® stands as the go-to destination for dependable metal roofing and post frame accessories.

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METAL ROOFING
METAL OF HONOR
2024

2024 METAL OF HONOR WINNER

Logan Stampings

METAL OF HONOR AWARDS: 7 ■ WEBSITE: www.loganstampings.com ■ PHONE: 547-722-3101

Providing You With All of Your Precision Metal Products

For over 50 years, Logan Stampings has been providing the highest quality metal building components, clips, parts, and assemblies worldwide. We proudly combine our history in the industry with new technology to allow us the versatility to grow with the ever-changing needs of today's customers.

Our commitment to exceeding our customers' expectations is what makes us a leader in the metal stamping and fabrication industry.

With an impressive 170,000+ square feet of state-of-the-art equipped facilities, we supply metal building components to

everyone from the large metal building manufacturers to the independent, on-site roll-formers.

Logan Stampings manufactures roof clips and accessories for BPD, which offers a full line of clips for standing-seam (roll-formed) panels, including those produced by New Tech Machinery, Englert, Knudson, Quadro Pro, Ultra Seam, and Zimmerman Metals roll-forming machines.

We are very pleased to have been chosen once again as a Metal of Honor award recipient by the readers of *Metal Roofing Magazine*.

The employees of Logan Stampings believe that our success is a direct result

of our personalized service that we give to each and every client—something that can easily be taken for granted in today's fast-paced world. We are problem-solvers and take great pride in using our wealth of knowledge, cultivated over the past 50+ years, to satisfy each client's individual needs.

Proud to Provide Material Manufactured in the USA

Logan Stampings believes in the importance of keeping materials manufactured in the United States. This value is and has always been a central focus of our company and our clients.

MOH

METAL ROOFING MAGAZINE
METAL OF HONOR
2024

Thank You

Supplying clips and accessories for the Metal Roofing industry!

From our entire team - Thank you for awarding us with the Metal of Honor!

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LoganStampings.com

LOGAN STAMPINGS

LSI GROUP INC.
METAL BUILDING COMPONENTS

ROOF HUGGER

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LOGAN STAMPINGS

2024 METAL OF HONOR WINNER

Marco Industries

METAL OF HONOR AWARDS: 6 ■ WEBSITE: www.marcoindustries.com ■ PHONE: 800-800-8590

We make the best roofing ventilation and accessories for metal roofs — period. With the most tested and certified products on the market, you can trust our solutions to perform in even the harshest conditions, protecting your roof and everything underneath.

Investing in Quality

For more than 30 years, we've assembled the best people and capabilities in order to deliver superior quality and performance. But earning multiple Top 10 Product awards, *Metal Roofing's* Metal of Honor awards and more aren't the goal. Customer satisfaction is. That's why, in addition to industry-leading testing and certifications, we invest in inno-

vative design and manufacturing, including the only specialized non-woven material manufacturing capabilities in the industry. This competitive advantage allows us to use specially formulated polyester in our ventilation products — manufactured from recycled material — to prevent moisture absorption and hold together to help keep out pests. (Polyurethane products soak up water, causing them to constantly expand and contract, eventually disintegrating.)

Perfectly Positioned To Deliver

Our corporate headquarters and almost 220,000 square feet of made-in-the-USA manufacturing and warehousing are centrally located in Tulsa, Oklahoma. From

here, and through five distribution facilities across North America, we deliver Marco quality coast to coast.

The Weather-Tite™ System

Only Marco offers the Weather-Tite™ System, a comprehensive line of metal roofing solutions that offers easy installation, remarkable building ventilation, lower utility costs, extreme durability and outstanding warranties. In short, quality metal roofing products that are economically and ecologically smart. That's why customers trust Marco products to deliver the industry standard in performance and reliability, time after time, through all kinds of weather. **MOH**

The Best VENTILATION & ACCESSORIES for All Roofs



VENTILATION • CLOSURE • FLASHING • SEALANTS • UNDERLAYMENT • ACCESSORIES



2024 METAL OF HONOR WINNER

Metal Rollforming Systems

METAL OF HONOR AWARDS: 3 ■ WEBSITE: www.mrsrollform.com ■ PHONE: 888-284-6794

Metal Rollforming Systems (MRS) is proud and honored to receive our second Metal of Honor award. MRS has been designing, manufacturing, and selling roll formers and accessories since 1993. We constantly strive to create the best quality roll forming equipment possible. Metal Rollforming Systems aims to be your one-stop shop for all your roll forming needs, allowing you to save time and money when purchasing a roll former. Along with our complete selection of panel roll formers, we also specialize in custom trim profiles along with all the needed accessories to complete your metal panel needs.

As a leader in the light gauge panel roll forming market we continue to press

the boundaries of what is possible with cutting edge panel design and industry leading innovations. Some of our newer-to-market profiles include the Quad Rib, Board and Batten, and F&J trims. These have all generated great interest in the marketplace and have helped our customers continue to raise the bar and differentiate themselves.

We pride ourselves on helping our customers both before and after the sale. We believe this is a major reason why our customers and the industry continue to praise and commend us with awards like the Metal of Honor. Our customers' success is our success and our business is based largely on repeat customers and referrals. We are honored that our

customers speak so highly of us. We strive to make the best experience for our customers and to make them confident they've purchased the right roll former from the right company.

Metal Rollforming Systems has grown from a single man building roll formers to a 100-person crew. Our complete in-house design and production allows our team to keep precision control over each aspect of the manufacturing process. This assures that each roll former is done right and will be reliable for our customers for many years to come. From our family to yours, thank you for the honor of this award and for the privilege of serving the industry for over three decades! **MOH**



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2024 METAL OF HONOR WINNER

MWI Components

METAL OF HONOR AWARDS: 17 ■ WEBSITE: www.mwicomponents.com ■ PHONE: 800-360-6467

MWI Components is grateful to receive the Metal of Honor award this year. We would like to thank our continued customers for their on-going support. Since MWI Components started in 1985, we have come a long way. We have always valued our returning customers and exceptional staff in order for us to continue doing what we love, helping customers find dependable, high-quality, American-made products that they can rely on for their post-frame building needs. We are steadily growing our product lines with the goal of being a one-stop shop for all your post-frame needs within the industry.

Recently, MWI has launched a couple new products called Pipe Boots and Underlayment! These building accessories will help assist customers in finding more roofing materials needed for their next build! The Pipe Boots are offered in various selections to help aid in the assurance of finding the correct fit for your roof! Underlayment is a newer item that has been added to assist in the roof assembly process. We are offering three mechanically fastened Underlayment options: Plafelt, Superior, and Platinum. We also offer a peel/stick Underlayment option as well called Epistik™ SA-250, a high-temperature underlayment

which provides for a cooler working surface. Lastly, be on the outlook for a new product launch for our Closed Cell Closures as well! We are thrilled to expand our building accessories product line with these amazing products!

Thanks to our outstanding customers, we have been able to support the industry for over 35 years while becoming a leading manufacturer/supplier of cupolas, Ridg-Vents®, steel & aluminum soffits, trim, horse stalls, dutch doors, sliding doors & accessories, polycarbonate skylight panels, foil insulation and more.

Once again, thank you for awarding us a 2024 Metal of Honor! **MOH**



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2024 METAL OF HONOR WINNER

rFOIL Reflective Insulation

METAL OF HONOR AWARDS: 2 ■ WEBSITE: www.rfoil.com ■ PHONE: 800-837-8961

rFOIL Reflective Insulation has been a leading manufacturer of thermal insulation for the metal building and metal roofing markets for more than 35 years. Manufactured by Covertech Inc., rFOIL has earned a reputation for quality, performance, and durability.

rFOIL is excited to introduce rFOIL Max-NT, a new insulation product for the post-frame industry. Max-NT is the first reflective bubble insulation made with a woven scrim mesh. This provides outstanding tear-resistance, helping the insulation stay in place when stapled to wood purlins. rFOIL Max-NT is available in 4' and 6' widths, white/foil or foil/foil facings, and various edge tab options.

The use of rFOIL Reflective Insulation

has grown in metal buildings and metal roofing systems across North America, for its ability to control heat transfer and prevent interior condensation.

Metal building and metal roofing systems are challenging to insulate. In the summer, heat radiates from the hot, sun-heated metal into the structure, easily raising the interior temperatures well above ambient outside air temperatures. In cold seasons, containing interior heat is a challenge as well.

The key to rFOIL's thermal performance is the reflective aluminum surface. Metalized aluminum film has outstanding thermal properties and reflects up to 96% of the heat that is radiating inward from the hot metal, dramatically reducing

interior heat gain. Conventional mass insulations do virtually nothing to stop radiant heat gain. In cold seasons, rFOIL reduces heat loss due to its low-emittance properties, which makes it difficult for heat to radiate away from its reflective surface, thereby helping keep heat inside.

rFOIL Reflective insulation is composed of one or two highly reflective aluminum surfaces and an inner core of high-strength bubble. The bubble core reduces interior condensation by providing a thermal break between the exterior metal and the building interior. A white interior facing is also a popular option.

We thank Metal Roofing readers for this award and are honored by your confidence in rFOIL insulation products. **MOH**



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2024 METAL OF HONOR WINNER

S-5!

METAL OF HONOR AWARDS: 14 ■ WEBSITE: www.S-5.com ■ PHONE: 888-825-3432

The Right Way™ is not just our slogan — it is our credo and rule of conduct. Having served the industry since 1992 as the original inventor of an all-new and distinctive product category, we have the knowledge, research, engineering, testing, production capability, ingenuity, and expertise to develop and manufacture our products like no other.

Simple Solutions: With 100+ issued patents and a track record of 30+ years as the industry's leading provider of metal roof attachment technologies, S-5! is dedicated to offering permanent solutions for the life of the metal roof. It's our only business.

Continuous Innovation: S-5! continues

to innovate new and better solutions and is in a constant improvement, invention/reinvention mode within the space we originally created.

100% Made in the U.S.A.: Made in our own automated facility, S-5! products are sold in 70+ countries and installed on 2.5 million metal roofs worldwide with never a single documented product or system failure.

Certified Material; Certified Manufacturing: Our manufacturing plant represents state-of-the-art equipment and automation, certified to ISO 9001-15 quality assurance standards. We use only certified raw material and are regularly audited.

Certified Testing: We use only ISO 17025 accredited testing labs following strict ASTM standards. Accepted by the International Code Council, S-5! established the industry's testing protocols and has conducted 5,000 individual load tests on every conceivable metal roof profile in numerous gauges and materials.

S-5! is the only manufacturer to have achieved the new industry standard for testing and certifying snow retention devices, *IAPMO EC 029-2018*.

Warranties: S-5! confidently stands behind its quality assurances with the industry's only lifetime product and performance warranties on all goods sold.
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2024 METAL OF HONOR WINNER

Snap-Z

METAL OF HONOR AWARDS: 9 ■ WEBSITE: www.snapzvent.com ■ PHONE: 717-572-0910

The journey began in 2014 when a customer requested an alternative ridge vent. Since what they were looking for did not yet exist, this sparked our desire to engineer and manufacture a revolutionized ridge vent. The new product needed to satisfy the demands of the market and speed up the installation process on a standing seam roof.

Our goal has always been to simplify the installation process for standing seam ridge vents. We make it our highest priority to deliver a quality product that not only meets, but exceeds, the standard expectations in the standing seam roofing industry. We strive to provide innovative, time-efficient products to ease the difficulty of installing standing seam ridge ventilation systems.

Our simple commitment: We follow the commands of Christ and commit to treating you like we want to be treated. We will do our best to deliver fast, quality service, every time you need it.

The Snap-Z product allows installers to vent the peak of a standing seam metal roof in a way that air is allowed to flow, yet water and snow infiltration are restricted. The design of the Snap-Z is unique in the marketplace, a new product designed in-house by Snap-Z to work with 1" open-hem metal ridge caps. It fits between the ribs of standing seam roof panels.

A simple, unique, two-step process makes installation of the Snap-Z a breeze, and saves both time and money with its speed and efficiency: 1. Using

screws, install one Snap-Z on each side of the ridge of the roof. 2. Take the ridge cap and slide it onto the Snap-Z. Then fasten the ridge cap to the Snap-Z with a minimum of three pairs of pop rivets per 10' of ridge cap.

Snap-Z is cut to the length desired by each customer. Product specifications include:

- Net Free Area: Up to 15 square inches per 1 linear foot of ridge
- Snow Infiltration: 0
- Withstands 120mph wind-driven rain
- Withstands winds up to 110mph
- Air Flow: 730 cubic feet per min (per 10' ridge)
- Rib Height: 1", 1-1/2", 1-3/4", 2"

For more information, call us at 717.572.0910 **MOH**



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2024 METAL OF HONOR WINNER

Triangle Fastener Corporation

METAL OF HONOR AWARDS: 20 ■ WEBSITE: www.trianglefastener.com ■ PHONE: 800-486-1832

Triangle Fastener Corporation has been supplying a full line of fasteners, sealants, tools, and accessories for the commercial construction industry since 1977. From our 24 locations and 7 paint shops, we specialize in high-performance standard and specialty products used in a wide range of roofing applications.

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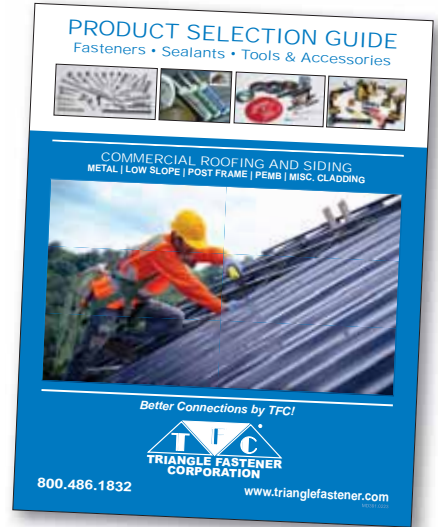
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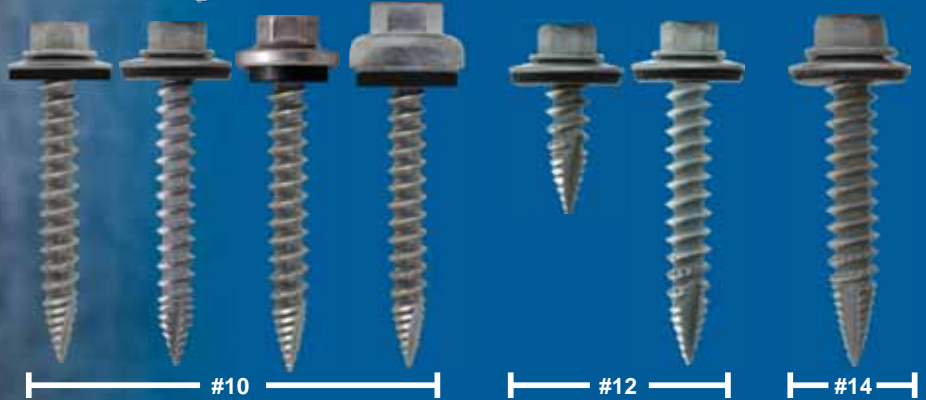
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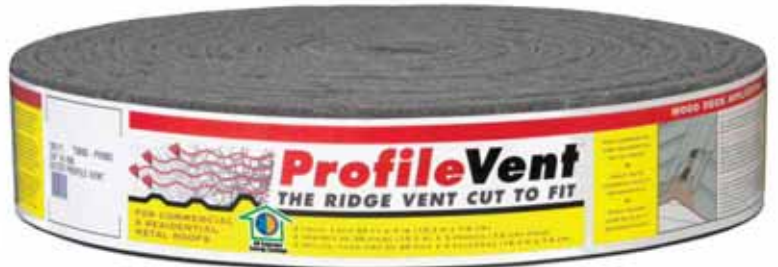
Ventco by Lakeside

METAL OF HONOR AWARDS: 5 ■ WEBSITE: www.profilevent.com ■ PHONE: 706-547-9011

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ProfileVent is a durable, non-wicking, modified polyester matting designed for over 50 metal roofing profiles. Ventco relaunched its website to improve user experience and regularly updates content. The company has invested millions in its facilities and holds multiple patents. ProfileVent is praised for its ease of installation, compatibility with various pitches, and durability. Ventco, established in 1986, specializes in ventilation solutions for both commercial and residential metal roofs,



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2024 METAL OF HONOR WINNER

Hixwood

METAL OF HONOR AWARDS: 3 ■ WEBSITE: www.hixwood.com ■ PHONE: 715-644-0765 ■ FAX: 715-644-0994

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NEW PRODUCTS

S-51 Unwells New Clamp for Riverlock Profiles

S-51, the inventor of engineered, manufactured, metal roof attachments, introduced its new S-5-RC™ clamp for attaching a wide range of rooftop accessories to the Riverlock™ metal roof profile. The two-piece design of the S-5-RC interfaces with the rib geometry and creates a mechanical interlock strong enough to mount most rooftop applications with certified holding strength, protecting the roof from corrosion and preserving the metal panels' thermal cycling characteristics. Applicable for small- and large-scale industrial, commercial and institutional projects, the clamp can be installed anywhere along the seam for placement flexibility. Installers can utilize the S-5-RC with rails or pair the clamp with the S-51 PVKIT™ solar solution for streamlined rail-less and penetration-free solar mounting to save time and money. Made of high-tensile structural aluminum to match Riverlock's long-lasting performance, the S-5-RC requires no maintenance or reinspection and is warranted for the life of the roof.

New Stanley's Control-Lock™ Tape Measures

Stanley has released the new Control-Lock tape measures that feature an integrated finger brake, providing users with maximum control and protection when extending and retracting the blade. Coming in lengths of 12, 16, 25, 26, and 30 feet, they're made to reach out to 12 feet. Features listed:

- An integrated finger brake that provides improved control of the blade when measuring and retracting

Malco Products Expands Line of C-RHEX Drivers

Malco Products, SBC, one of the nation's leading solution developers and manufacturers of a variety of high-quality tools for the building trades, today launched an extension of its line of award-winning, Cleasable, Reversible Magnetic Hex Drivers: the Building Construction Series, which features deeper sockets for installing fasteners with higher head heights such as concrete anchors, pole barn screws and other common fasteners for roofing, siding and gutter applications. The C-RHEX Building Construction Series models are available in six lengths from 2" through 12". Reversible 1/4" and 3/16" hex sockets allow for quick changes between sizes, and the Building Construction Series drivers are designed to work effectively with painted fasteners, as well as specialized polishes in the internal sockets prevents fastener sticking. End-users can save valuable time and effort by having access to two reversible hex sizes in one driver with color-coded grooves for easy identification. These drivers are built with S2 hardened steel

Bosch: New Cordless Rotary Hammer Has Corded Power

Bosch has released a new cordless rotary hammer that it says has the power of a corded tool. The concrete rotary hammer is called the Proxactar 18V SDS-max 1-5/8" Rotary Hammer (GBH18V-40C) and outperforms its corded counterpart, the Bosch 11264EVS, according to Bosch. Features listed:

- Cordless Design: Delivers corded hammer performance (EPTA) powered by a 4.0 Ah lithium-ion battery pack.
- KickBack Control: Reduces the risk of sudden tool reactions in binding conditions.
- Soft Start and Controlled RPM: Adjusts the tool rpm and bpm for more controlled drilling and chiseling applications when working with softer materials like brick and tile.
- Anti-Vibration System: Helps to reduce tool vibration due to the longer air cushion built into the hammer tube and dampers added in the handle.
- Lock-On/Off Button: Keeps the tool running when locked on (hammer mode only) and helps prevent accidental activation of the tool trigger when locked off.

Thermography

DIY or Hire It Out?

By Karen Knapstein

Thermography, also known as infrared (IR) imaging, can be a valuable tool for roofers. It can be used to assess the condition of roofs, diagnose problems, and aid in finding appropriate solutions for the property owners.

However, since it requires specialized equipment and knowledge, it leads to the question: Should it be done by a thermographer (hired out), or can roofing company personnel do it themselves?

Jeff Carrillo, certified thermographer and owner of building enclosure consultant Structura View, which specializes in performing moisture surveys on commercial low-sloped roof systems, says there are circumstances in which each would be an appropriate course of action.

When To DIY

Roofing companies can either buy or rent the equipment needed to perform the IR scans. “The cost depends on the quality that you want to get,” Carrillo explains. The highest resolution you’d need for handheld rooftop testing is 640 x 512. Lower resolution is available, but he doesn’t recommend anything less than 320 x 240 resolution for handheld, on-roof testing. “You can get lower resolution, but, in my opinion, you really start to sacrifice quality and feasibility of studying the roof system very well.”

If looking to perform drone-based imaging, he recommends not less than 640 x 512 resolution since the camera is further away from the area to be scanned. “It’s essentially the same concept. You can rent or buy. But I typically don’t recommend a resolution lower than 640 x 512 because it will be a big blurry mess.”



Carrillo said he can think of three main reasons for a roofing company to do their own thermography.

The first is if a roofing contractor is hired to fix a leak that proves to be difficult to repair. When there is a leak, “The roofer always gets the blame,” Carrillo says. The problem could actually be moisture in the walls – not the roof – so it would be to the roofer’s benefit to use thermal imagery to help identify the source of the leak, even if it proves to not be roof related.

The second situation is if the roofer offers routine inspections in correlation with routine maintenance programs. An annual thermal scan can act as an additional quality control check to help spot

leaks before they are experienced in the building, preventing more extensive damage.

The third is if a roofing contractor has a lead for a roof, but isn’t sure if they should recommend repairs, remediation (roof recover or coating, for example) or full replacement, thermal imaging can aid in assessing the overall condition of the roof. Providing a property owner or manager with data that backs up your recommendations carries a lot of weight in the sales process.

When To Hire It Out

Three situations that warrant hiring a thermography consultant immediately come to mind.

The first is any time insurance claims are involved. A roofing contractor can present a conflict of interest if they do the thermography evaluation themselves when an insurance claim is involved.

The second is any time there's a necessity for an unbiased report. If the roofer is trying to sell a new roof that will be paid by an insurance company, the roofer's condition report may be seen as biased.

The third is any situation in which the report needs to be certified (i.e. stamped by a licensed thermographer). And if the roofer doesn't have a thermographer certification, the report can be discredited.

Additionally, regulatory agencies like Broward County and Dade County in South Florida require moisture surveys to show that less than 25% of the roof contains moisture to qualify for a re-cover or coating, explains Carrillo. To

determine the moisture content in these cases, it requires a certified third-party professional.

The Value of IR Imaging

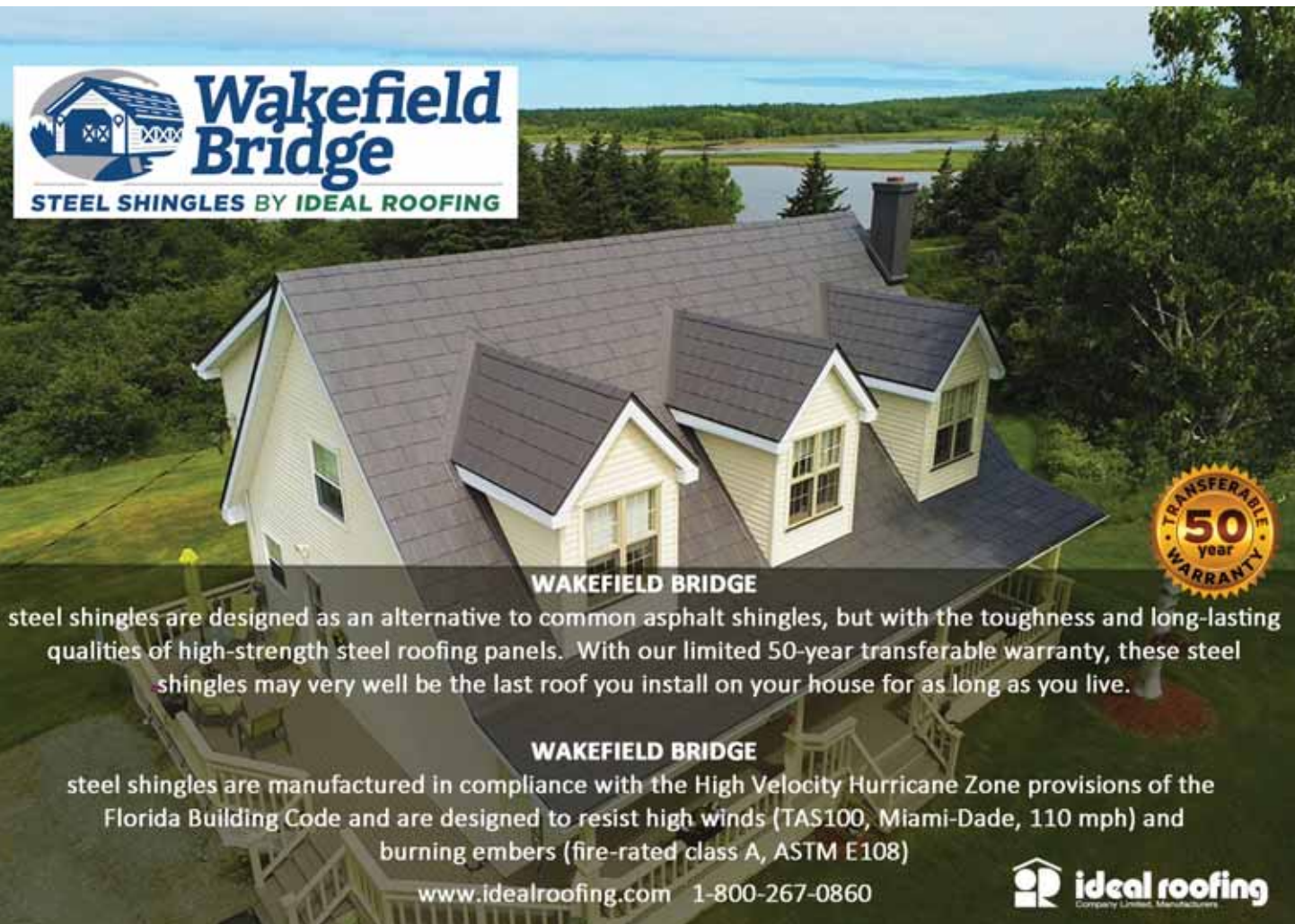
Many times roofers bring Structura View in to help with thermal and moisture scans on roofs that they're trying to sell. "The roofer wants to show clients the condition of their roof in an unbiased way, rather than the contractor coming in and saying 'This is what we think is going on.'" If the contractor puts in an estimate that doesn't include any cost to replace materials because of moisture in the system, if they find moisture, then they must put in a change order. "Then they have to go back to the building owner and say, 'You have to pay more because we found wet insulation.'" If the thermographer comes in from the

beginning, the contractor can tell the client, 'Based on the moisture survey, this is what the whole remediation will cost.' There won't be any major change orders unless there's a delay and the situation changes."

Carrillo believes thermography is a helpful tool in landing more commercial work. "Any time you can give a commercial building owner an estimate based on actual conditions rather than speculation can help you land the job." Additionally, disclosing all the details at the front makes the roofing contractor look a lot better than having change orders and added costs at the end. **MR**



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EPDM Coatings: Problem Solvers

Egos Checked at the Door; Everyone's Input is Valuable.

By Linda Schmid

Greg Kazmierczak had a unique background for someone founding a roof coating company. With a degree in International Business, he began his career at an auto loan company; they created the first online auto-loan decisioning software. This made him curious, and he began learning all he could about internet marketing, banner ads, SEO, pay-per-click, and more. He went to work for a roof coating company, expanding his online marketing skills and ramping up sales. Then he purchased the company in 1996.

Eventually he and his team realized there was an unfilled niche; a new roof coating was needed. Companies they worked with had to use primer or multiple coats which was labor and cost intensive, so they were looking for something new. Kazmierczak's team couldn't find what they were looking for on the market, so they began looking at developing a new coating. While they were at it, they wanted this coating to be usable on 90% of roofs with a mildewcide incorporated, a good tensile strength, and longevity with just one application required. That was 25 years ago, and EPDM Coatings has been marketing this winning formula ever since!

Early Challenges

In the beginning, the question was, do we raise capital or try and move the company forward on a shoestring? They opted for the shoestring; once you bring others' money into the process you can find that they have a seat at the conference table, and you may not have much to say about how the company operates.

A second important decision was, do we go commercial or residential? They opted for both.

"It's better not to put all your eggs in one basket," Kazmierczak said. "You don't want to end up with 80% of your sales coming from one company."

With this in mind, the company is happy to deal with businesses of all sizes. Some are small and just transitioning into technology. EPDM Coatings helps those small companies with their marketing and SEO efforts through its subsidiary company, CTWebMarketing.com.



Taking Care of Business

Kazmierczak, Senior Vice-President of Sales, runs his company like a think tank. "It's a lean machine without a lot of layers and we don't do politics. Everyone checks their ego at the door. We listen to our customers and each other, evaluate ideas based on common sense and then we can easily incorporate those ideas that pass the test into our system."

To ensure that they are in touch with what their customers want, think, and need, the company does an annual customer survey.

One way the team exhibits the benefits of being lean and agile is their shipping; whether a customer orders five or five hundred items, it is turned around within three business days. That came in handy during the Covid pandemic. When many companies had difficulty getting the supplies they needed to make roof coatings, EPDM continued to go strong because its

components are not shipped across the ocean; they are from within the United States and Canada. Many roofing companies tried EPDM's liquid butyl coating at that time simply because it was available. The company gained a lot of customers during that period.



Greg Kazmierczak

Further, it's not just about selling its roof coating to someone and saying goodbye. Kazmierczak said their product has an expected lifetime of 18 to 20 years, and the company wants the building owner and/or contractor to recommend the product to their friends and colleagues. Employees do not look at their work in the light of selling roof coating; they believe they are solving problems, important problems. When people call for help with their leaky roof, employees are understanding and do what they can to solve the problem as empathetically and as quickly as possible. When contractors come to them because they want a product and customer service they can rely on, employees deliver.

Working It Out

Recent challenges have included the rising cost of supplies, equipment, insurance; the price of everything is going up. Kazmierczak is thankful that they did not have to raise their prices during the covid challenges, but more recently they have had to decide whether to raise prices or allow expenses to consume profits. The solution: raise prices a little, but don't make customers absorb all of the rising cost. Work with your partners so you can both be successful.

They're Not Just Employees, They're Partners

When a company operates like a think tank, it helps level the playing field when it comes to offering ideas and making group decisions. That makes it important to hire good people.

"Hire smarter people than yourself," Kazmierczak advised. "When you are looking at things for years, like your company processes, you begin to think they are perfected; you need someone to challenge you. It is okay to have more than one chief," he added.

In that light, Kazmierczak started round-table brainstorming sessions. "We have made decisions on everything from the office coffee to our internet-based tracking system."

When it comes to how to get those smart employees, Kazmierczak said, "Ask open-ended questions in interviews. Offer hypothetical situations and ask the prospective employee how they would solve it."

The candidate may not have the perfect solution immediately he said, but they should have a plan regarding how to use the resources at their disposal to find the solution. Everyone you hire needs to understand the ramifications of how their work will affect the company and its employees, Kazmierczak continued. And everyone must have a healthy appreciation of each person and their contribution to the team's success.

Where Employee Relations Intersect With Customer Relations

If the guy in your warehouse makes a mistake or the company you hired to deliver the order is in error, you need to take responsibility for it, according to Kazmierczak. Apologize and

make it right. On the flip side, when things go well, pat everyone on the back for a job well done. This is what a leader does, and this mind-set will make both employees and customers want to work with you.

Giving Back

Every December EPDM donates products to non-profits, and they receive letters of thanks in return. Last year they donated Pond Pro, another of their products, to a nearby school and they received a video of the students enjoying the pond that they built using Pond Pro for the liner. Kazmierczak said it is always heartwarming to see the impact these donations make.

Looking Forward

Kazmierczak said that furthering EPDM Coating's international presence is his goal. He sees a lot of potential in Central America and the Caribbean where people tend to use roof coatings that only last a few years. The company is looking for new distributorships in Canada and South America as well. And with new growth, Kazmierczak is looking forward to expanding his staff in 2024. May the company experience the success and longevity that their coating brings to roofs. **MR**

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Team Rubicon:

Helping People In Crisis

Working Toward More Resilient Communities

By Linda Schmid

You may have heard of Team Rubicon, a humanitarian organization with local volunteers, or Greyshirts as they call them, in every state. The organization has grown from its inception 14 years ago when Jacob Wood, a Marine, pitched in to help Haiti after the 2010 hurricane that devastated the island. He met eight other volunteers during this mission, and they banded together to start a volunteer organization. Today Team Rubicon includes 160,000 Greyshirts. Once you find out a bit about Team Rubicon, you will understand how they manage to recruit so many volunteers!

Team Goals

Devon Miller, Sr. Communications Associate, explained that Team Rubicon engages in three phases of relief: mitigation, response, and recovery. Response is the part of their work that people are likely to hear about, it's the part that the media reports on, but all three phases are important.

Mitigation is about helping people to become prepared and even avoid problems when disasters strike. For example, clearing away the brush and flammable items from yards where wildfires are a threat and sandbagging in areas that suffer from flooding.

Response is about showing up when disaster strikes and doing what needs to be done. This often means clearing the route so first responders can get to the people who need attention and organiz-



Flooding response in San Diego. PHOTOS COURTESY OF TEAM RUBICON.

ing volunteers.

Recovery is about helping people get back into their homes. Sometimes that entails repairs and sometimes that requires rebuilding. The organization employs local tradespeople for these projects with the mindset that the money spent is invested into the local economy.

Domestic & International Services

The goal of the domestic services is to develop a bank of volunteers across the US that can jump into action when

needed. Local volunteers who know the area and work to develop connections with local leaders and communities is invaluable. In times of crisis, they can help the team to find the areas where they are most needed, as well as helping them with places to shelter. Besides the local people, they have about 40,000 Greyshirts who will deploy to crisis areas as needed.

The international operation has many of the same goals as the domestic team, but there is greater focus on medical ser-

vices, water, and hygiene. This is because these items are often scarce in the environment even before the disaster or crisis hit. Team Rubicon deploys mobile medical units, type 1, which means they are small and able to reach remote areas, and they are self-sustaining so the volunteers are not using resources that the locals need.

Team Rubicon In Hawaii

Team Rubicon was fortunate enough to be part of the initial response to the recent, devastating wildfires on Maui. Erin O'Rourke, Operations Manager, said they operated in the up-country region of Kula which was attacked by the same fire that did so much damage in Lahaina. Their operation consisted of clearing the access route to the area, managing local volunteers, and handling the donations that came in. Post-disaster work is continuing in the region.

The Veteran Connection

With labor shortages what they are, especially in hands-on work like the trades, one might think that it would be hard to find workers and volunteers to fulfill the team's mission. One great resource is veterans.

The organization was developed by a veteran, and O'Rourke said, "We have



Hurricane response in Florida.

found that military people are especially suited to do this work. They have the grit and determination we need."

She explained that their volunteer activities depend on what is needed in each individual case, but often Greyshirts use power saws to cut up trees and remove them from the access route and perform other manual labor. They work in grim circumstances and may be subjected to stark living conditions, and these are things that veterans have gener-

ally experienced before.

"Working with Team Rubicon often gives veterans a sense of purpose that they may be missing after they leave the service," O'Rourke said.

Miller estimates that about half of their volunteers are veterans. Training is provided to Greyshirts for such things as using power tools and leadership training, and some veterans have taken the skills they have developed with the organization and found employment oppor-

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tunities, such as firefighting, working for FEMA, or as EMTs.

The Trades Academy

Team Rubicon is working on a new initiative; they are developing a Trades Academy. The mission is to train people in skills such as carpentry, HVAC, and electrical work so they will be able to better help with recovery, getting people back in their homes.

The Academy's goal is to provide tuition-free training with the help of generous sponsors and partners like the A. James & Alice B. Clark Foundation. The academy will be open to all, as O'Rourke said, it's for "people who want to give their time and make the world a better place."

Supporting The Mission

During a natural disaster, war, or a pandemic, people need many things. Miller quoted founder, Jake Wood, "There are a thousand things that are more important than money, and all of them cost money."

The team needs funds and volunteers, or "kick-ass civilians" who are willing to help, so they can continue coming to the aid of people in need across the country and the globe. If you would like to support Team Rubicon, visit teamrubiconusa.org/give. **MR**



Hurricane response in Florida.



Flooding response in San Diego.



Hawaii wildfire recovery.



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SEO: What It Is — Why It's Important

Why Search Engine Optimization Is Important for Your Website

By Greg Kazmierczak, EPDM

SEO is the abbreviation for search engine optimization. SEO is the process of enabling your website to rank high in the search engine results. Simply put, you type in the keyword “roofer” and depending on how SEO-friendly your site is, you rank higher than your competition. It may also be defined as enabling search engine crawlers to find a web page. Google and Bing are the most-used search engines and account for approximately 95% of all searches conducted. SEO is not to be confused with PPC or paid search where you (bid) or pay per click to be at the top of the search results. Those results are at the very top of a search result page and are noted as “Sponsored Listings.” Search engines may differ in how they collect information from indexing pages.

4 Benefits of SEO

1 It Increases Visibility and Traffic To Your Website:

One of the main objectives of SEO is to increase the overall presence of your website on search engines. When potential customers search for “roof repair,” “roof replacement,” or similar terms, a well-optimized website is more likely to appear on the first page of search results. This increased visibility converts into increased visitors to your website and increased call volume, thus providing your business with more opportunities to convert visitors into customers.

2 It Creates Credibility and Trust:

Websites that consistently rank on page one from month to month in search engine results are perceived as more credible by users. The search engines not only focus on content optimization



but also a better user experience for their customers. If you have a user-friendly site that is well developed and has proper SEO code on the pages, it will be rewarded by the search engines by showing up higher in the results.

3 Minimal Marketing Cost:

Compared to traditional advertising methods, SEO is a cost-effective marketing strategy. Organic traffic generated through SEO is essentially free, and the long-term benefits certainly outweigh the initial investment of a successful campaign. SEO allows your company to target keywords relevant to your business and visitors will click on your listings after searching for your service. Also, if you hire a company to manage your SEO you are able to determine your overall

cost per sale and/or cost per call by keyword with the reporting they provide. Regardless of hiring a SEO company, at the very minimum you should have Google Analytics installed on your site. It is a free tool that provides real-time reports on your visitor behavior. It reports on what they are doing on your website, their demographic makeup along with their interests and the particular keywords they typed into the search engine to name a few.

4 Competitive Advantage:

In today's competitive business landscape, staying ahead of the competition is crucial. A comprehensive SEO strategy can give your business a competitive edge. By outranking competitors in search engine results, you increase the likelihood that a customer

will click on *your* listing and not your competitors' listings.

How Search Engines Work

Imagine search engines as global databases for information. The search engines are engineered to recognize information from each and every website page that they index and relate it to other websites whose contents are similar. Considering that the databases hold an enormous amount of information and that search engines have to pore through every page indexed for searches, this is a nearly impossible task. Almost impossible — unless the search engine is powerful enough to have a system of organizing, linking, associating and finally producing results that answer the search query entered in the system by the user.

This is why powerful search engines like Google and Bing are popular. Their systems have the ability to give precise answers that satisfy a person's search query. However, the web is a universe of information which has not been completely analyzed by search engines. Even the most powerful search engine only covers about 67% of the web. The other 33% of web content is uncovered.

In order for such powerful search engines to work efficiently, they need to be constantly monitored for faults, loopholes, inefficiencies and any other factors that compromise the quality of the search results. This monitoring and evaluation are done by the engineers of the company through algorithm updates.

For search engines to effectively rank your website it must offer the ingredients needed for search engine recipes. This is the definition of search engine optimization (SEO). Here is where a company like ours has been using <http://ctwebmarketing.com> for years. It is a great partnership and open communication is paramount for success. Small to medium-size companies need to hire a company to manage their SEO as it is quite involved and requires not only a special skill set but the search engines are constantly changing the way they display their search results. These companies

are on top of those technical changes and know how to monitor and change your website according to the changes made by the search engines. Many of these companies also have to go through certification programs by the search engines.

Some of the more common Search Engine Optimization Strategies are:

- Backlinks
- Keywords
- Title Words
- Link words
- Reputation of the website.



Types of SEO

There are several types of SEO that companies like yours should be focused on.

On-Page SEO:

On-page SEO specifically relates to optimizing your web pages to rank higher and increase overall traffic. This is accomplished by reviewing pages and optimizing content, the meta tags, images optimization, header tags, internal linking to other relevant pages of your site and URL structures that include relevant keywords easy for the search engines to understand.

Off-Page SEO:

Off-page SEO refers to efforts outside the actual website such as link building, engaging in social media and developing a strong presence. Content marketing where you share articles or participate in

blog and/or forum discussions.

Local SEO:

Local businesses operating in a town or city can take advantage of local search results for businesses with a physical location. Optimizing Google in “My Business profiles” local citations and asking customers to review your business are all great and worthwhile efforts for local SEO.

Mobile SEO:

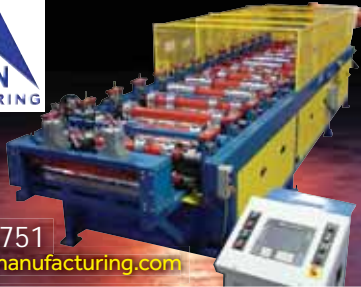
There is a distinction between effectively optimizing your main website and your mobile website for search engine purposes. Special consideration needs to be taken into account for the mobile user experience. Factors like developing a mobile-friendly design, responsive layouts, and fast loading times on the customer mobile device all are key in the rankings. In many cases testing is done across numerous cell phone carriers to ensure acceptable load times.

Tasks such as search engine optimization can be overwhelming to those new to the world of website design and internet marketing. Search engine optimization is a technical skill that is not easy to master. It is more experience-dependent rather than knowledge garnered. However, as pointed out, it is a necessary evil and an outstanding tool that will enable countless people to find your website. Without it you are going to struggle. We all have businesses to run and sparing time to learn the art of search engine optimization may be a luxury we do not have. That is why we recommend a local business to consider outsourcing their SEO to a company that already has trained personnel. These companies are also able to effectively use marketing tools such as pay per click, Google AdSense and Webmaster Tools to optimize your website for success. **MR**

Greg Kazmierczak is the Senior Vice President of Sales for EPDM Coatings [www.epdmcoatings.com; 855-281-0940], manufacturers of liquid butyl rubber for roof leaks.

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Stone-Coated Steel Shingles

The Metal Roofing Industry's "Best Kept Secret"

By Metal Roofing Magazine Staff

Stone-coated steel shingles can help provide customers with a roof that is durable, attractive, and long-lasting. However, many metal roofers are still unfamiliar with these systems. Mike Kilty, president of Ontario, Canada's METSTAR M.I.T. Inc., says, "The thing that may surprise most people about stone coated steel (SCS) shingles is that they have been around for 67 years (1957) and are still the roofing industry's best kept secret. There was a great commercial back in the day that a couple heading to a dinner party were looking for the house with the 'metal roof' and couldn't find it (because it was stone-coated and blended so well). Most people do not know that SCS roofing is even a thing, even though they probably drive by one every day."

Familiarity with — and attraction to — SCS is growing. "Generally speaking, stone coated metal roofing is growing tremendously in popularity because of its durability, weather resistance and lighter weight," says Robin Anderson, Technical



Stone-coated steel mimics more "traditional" roofing materials. SHOWN HERE: PINE-CREST SHAKE UNIFIED STEEL STONE COATED ROOFING COURTESY OF WESTLAKE ROYAL ROOFING SOLUTIONS.

and Strategy Development Manager of Westlake Royal Roofing Solutions. "Unified Steel Stone Coated Roofing, for example, demonstrates how lightweight the product can be, coming in at just 1.5

pounds per square foot while still benefiting from the structural strength of steel. These attributes make the product ideal and widely sought for both new construction and retrofit applications."

Stone-coated steel mimics the look of many types of traditional roofing materials while having the added benefit of longevity and durability. "Builders now have at their fingertips SCS panels that look like slate, shakes, shingles, many forms of tiles in such a myriad of colors and profiles that they can offer their clients every option in the roofing repertoire all while enjoying the strength and longevity of the steel," Kilty says.

"All of these options give customers the ability to match the product to the project, so it complements all types of home architecture styles," contributes Anderson. "Additionally, consider that, unlike painted metal roofing, the granule surface of a stone coated metal shingle provides greater texture and reduces



Installation of Metstar M.I.T. stone-coated steel shingles. COURTESY OF METSTAR M.I.T.

Closer Look:

There are a few things to consider that will make the difference when installing a stone coated metal shingle on any given project. These include:

- Environmental performance
- High wind needs
- Fire awareness
- Impact resistance
- Snow and ice build-up
- Weight concerns
- Service life

Each point will help you determine the profile, fastening, and accessories that you will need for the best results to the end user.

-- Robin Anderson, Technical and Strategy Development Manager, Westlake Royal Roofing Solutions

the glare commonly attributed to other metal roofing products.

“Stone coated metal shingles are designed for longevity. For example, Westlake Royal Roofing Solutions Unified Steel™ Stone Coated Roofing boasts a warranted lifespan of 50 years ... When compared with asphalt shingles, Unified Steel will last almost three times as long on the roof as determined from data on reroofs that is based on the average lifespan of asphalt shingle roofing at 19.5 years. (The source for this data is 3M Economic Forecast for the Asphalt Shingle Industry 2020 – F.W. Dodge-Pre-2003, NAHB-Post-2003.)

“Longevity also relates to durability,” Anderson continues. “The durable nature of a stone coated metal shingle means that a properly installed system will stand up to the forces of nature to provide protection from some of the harshest conditions.”

In addition to the long-lasting performance and pleasing aesthetics, because of the coarse texture, stone-coated steel roofs also offer built-in snow retention; they may not need an added snow retention system.

Further benefits include the highest standards in fire, wind, and impact resistance. Plus, SCS roofing systems can be installed in all seasons. They are made



Unified Steel Stone Coated Roofing. COURTESY OF WESTLAKE ROYAL ROOFING SOLUTIONS.



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with recycled content and are fully recyclable at the end of their service life.

Installation Tips

Proper installation requires precision and attention to detail. Regarding attachment, which like other metal roofing systems is critical to the roof’s performance, Anderson says, “The primary means for fastening a stone coated metal shingle is by use of screws specifically designed to the job. This is common for both direct-to-deck and batten systems. The use of screws helps to provide the overall performance levels that are achieved by such

systems.

“Most stone coated metal manufacturers have similar details on how to install their products,” he continues. “The biggest determiner is whether to install direct-to-deck or use a batten system. Most manufacturers also have the option of exposed or concealed fastener systems. Of course, product installation will vary somewhat from manufacturer to manufacturer. Roofing contractors should always follow the installation guidance provided by the manufacturer of the product being installed.”

Using the right underlayment is

critical in the protection against water infiltration and to ensure the roof performs as designed. Kilty adds, “The use of a high-quality underlayment system (details of which would be considerate of geography/weather systems and roof pitch) is essential to ensure the roof system installed is the last one ever needed for the project.”

Value Over Price

If installed properly, SCS roof systems may be the last roof a structure will ever need. These systems are designed to survive the elements: “It is a great roofing option for customers looking to withstand numerous types of inclement weather events including snow, hail, fire and wind,” explains Anderson. “As these weather events become more common and more severe, they pose substantial risk to homeowners whose roofs can be damaged by them. Homeowners are becoming more and more educated about this and are playing a much greater role in the decision of which roof product to choose. We are seeing them increasingly choose roofing systems like stone coated metal, not just for its beauty, but for its ability to last and withstand inclement weather.

“With stone coated metal roofing, its modular design and fastening patterns help it withstand severe wind events,” he offers. “Some options even meet codes for the most stringent wind regions, including in Miami Dade County, where requirements reach as high as 180 mph. The material also helps protect the structure from fire spread. Some options are shown by testing results to meet ASTM-E108. Additionally, with its



Stone-coated roof panels convincingly mimic other roofing materials. PHOTOS COURTESY OF METSTAR M.I.T.



Installation of Metstar M.I.T. stone-coated steel panels. COURTESY OF METSTAR M.I.T.

steel composition, panel profile and installation methods, the material can carry more snow load weight than other roofing options.

“Some stone coated steel roofing options also meet the ASTM Class 4 Impact rating for hail resistance. Some go beyond that, offering a rating for FM-VSH (very severe hail).”

Kilty summarizes the appeal: “Stone Coated panels are in a nutshell the most rugged and long-term the most economical roof system on the market, they just come with a higher upfront cost.”

By following best practices, roofers can achieve a high-quality installation of SCS roofs, delivering superior durability, weather resistance, and aesthetic appeal. Proper planning, meticulous attention to detail, and adherence to manufacturer guidelines are essential to successful installation. By selecting appropriate materials and following industry best practices, roofers can provide building owners with peace of mind knowing that their investment is protected for years to come. **MR**



An up-close look at stone-coated steel slate. COURTESY OF METSTAR M.I.T.

project of the month



Performance & Aesthetics

Metal Shake Roof Protects New Home From Extreme Weather While Looking Great

This handsome new build in Sugarcreek, Ohio, is situated in a wooded area in farm country, amongst rolling hills and vast fields. The dark color scheme and sharp lines of this Craftsman-style residence, set against a grove of maple, oak, and hickory trees, offer amazing curb appeal.

Intense rainstorms blow through the area in spring and early summer, bringing heavy downpours and powerful wind. The owners had their minds set on a metal roof, knowing their hillside home would be subjected to extreme seasonal weather. The couple's prior residence was an older home with asphalt shingle roofing, which they eventually replaced with a standing seam metal roof. They liked the security and protection of metal but wanted something that would complement the aesthetic of their new home.

The owners wanted a quality roof that would be dependable, durable, and long-lasting. ProVia metal roofing

in Shadewood Shake fit the bill perfectly. The ProVia metal roof system features embossed and variegated metal panels that have the rich, authentic look and texture of cedar shake. Homeowners love the natural aesthetic of shake panels and the eye-catching earth-tone shades.

Builders and remodelers appreciate the outstanding features and advantages of the ProVia metal shake roof: the 26-gauge galvanized metal panels that protect against surface damage; the 4-Point Locking System that provides secure panel placement; the Class-90 wind uplift certification and capacity to withstand 180 mph windspeeds in high velocity hurricane zones; the comprehensive trim and accessory package that makes installation easier; and the lifetime limited warranty that provides peace of mind. It's also more profitable per square than asphalt roofing and generates energy-cost savings for the homeowner. **MR**

Project Overview

Location: Sugarcreek, Ohio

Installer: Wayne H. Miller & Sons Roofing

Roof Panels: ProVia Shadewood Shake, 26 ga.

Underlayment: Sharkskin Ultra SA and Sharkskin Ultra

Fasteners: #10 x 1" galvanized hex-head screws for panels

#10 x 1" self-sealing galvanized hex-head screws for trim

#10 x 2" galvanized hex-head screws for ridge trims



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- Builder, Dealer, Remodeler or Installer
- Roofing Contractor
- Metal Roofing Contractor
- Building Material Dealer/Distributor
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- Institutional
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SELECT A MAXIMUM OF 5 COMPANIES TO REQUEST INFORMATION FROM:

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I understand that by providing the above information I hereby consent to receive communication regarding my subscription via US Mail, telephone, and e-mail sent by *Metal Roofing Magazine*.

MR APRIL 2024



CSI: Good News

We are currently wrapping up the *CSI-Annual & Market Report*. We are running a little behind (new projects always do) but look for the report to land, free of charge, in your mailbox in late May or early June.

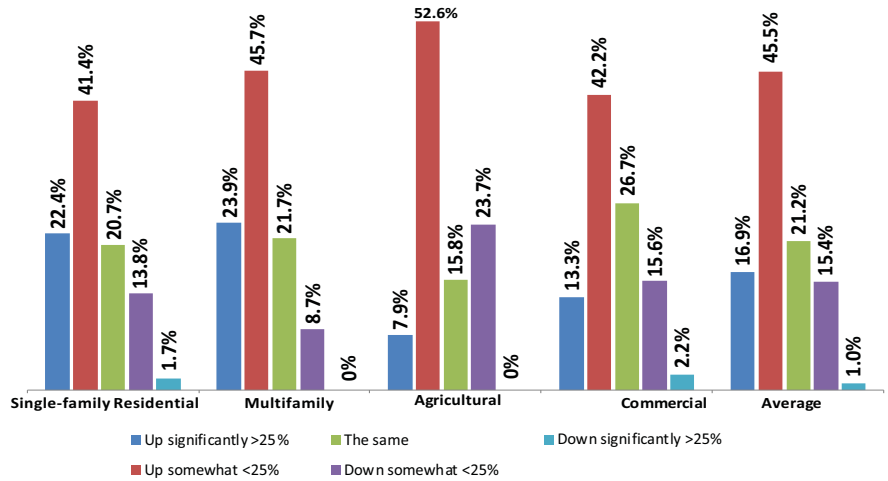
One of the hallmarks of our magazines is we make sure to include good news. The future of metal roofing appears to fall into that category.

2024 is looking to be a good year. Single Family Residential and Multi Family Residential both predict gross sales going up. For both, over 22% anticipate sales being up by 25% or more according to our survey.

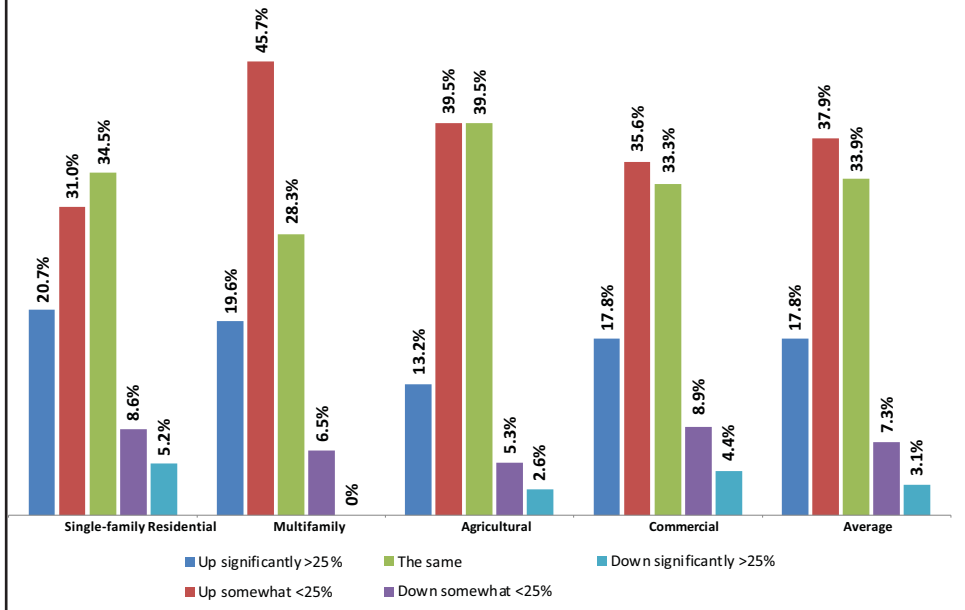
In some market segments this increase in gross sales is not accompanied by a corresponding increase in net profit. The metal roofing market bucks this trend and is showing an increase in profitability from 2022 to 2023 and then again from 2023 to predictions for 2024.

Look for a more detailed look in the *CSI-Annual and Market Report* mailing to you in Q2. [MR](#)

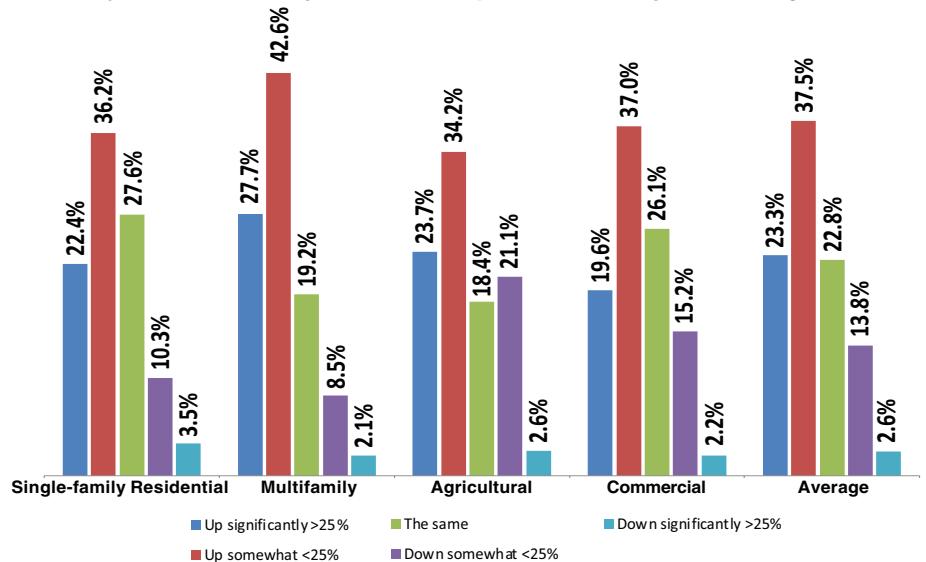
Projected Gross Sales 2024 Compared to 2023 by Market Segment



Profitability for 2023 Compared to 2022 by Market Segment



Projected Profitability for 2024 Compared to 2023 by Market Segment



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SPRING 2024
Vol. 4, Issue 1

IRE 2024

WHAT'S NEW & NOTEWORTHY

AN
INTRO TO
LIVING
ROOF
SYSTEMS

WHAT ROOFERS NEED TO KNOW ABOUT LIGHTNING PROTECTION

**ARMA
BULLETIN**
ALGAE DISCOLORATION
OF ASPHALT ROOFS

STEP BACK TO MOVE AHEAD

You may have noticed that most of our magazines do not include a publisher's letter. Shield Wall Media's magazines are about the subscribers and advertisers — not me or Shield Wall staff. My publisher letters typically announce new objectives or initiatives. This letter is somewhat different.

We launch new magazines as a section in an existing publication as Step One. Step Two is it is delivered as a separate magazine that we poly bag with the existing magazine; and finally the new magazine is registered with the US Postal Service as a publication and mails on its own. We have a benchmark number of subscriptions to transition from Step One and Step Two to the next step.

As a Business to Business free/requested publication we have two audiences: the subscriber and the advertiser. Roofing Elements moved from a section to a magazine based on the

number of subscribers.

The reception by potential advertisers was not as warm as by subscribers. The advertising revenue did not support continuing printing a full magazine. We are scaling back Roofing Elements to a quarterly section in Metal Roofing.

The number of subscribers validates the audience for the editorial content. We will continue to explore advertising business models until we find a match for the audience.

No business or endeavor ever progresses according to plan in every aspect. Taking a step back allows us to continue delivering popular content while providing the time necessary to reconfigure the business model.

Thank you for your continued support to help Shield Wall Media continue growing our magazines, shows and data generation segments.

— Gary Reichert, Publisher

Download Your Copy Of The Shield Wall Media Business Directory 2024: www.shieldwallmedia.com/directory



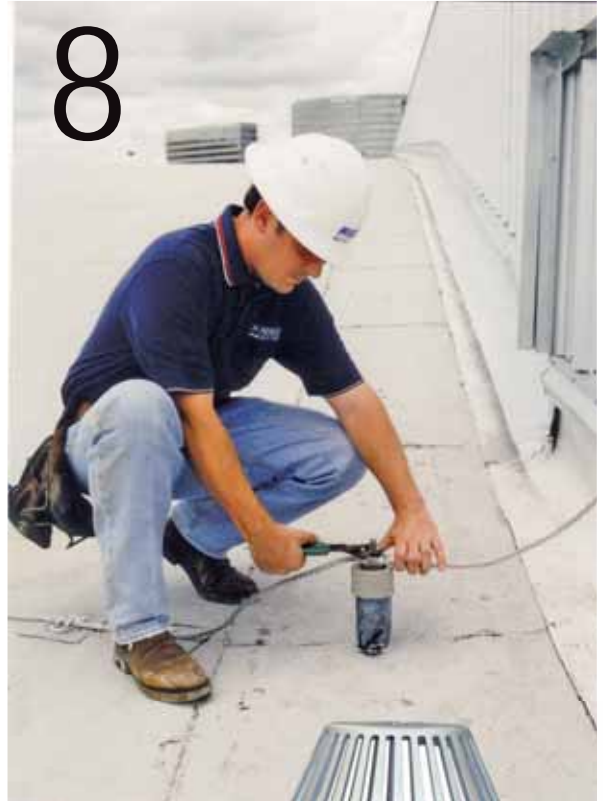
To get your company into the 2025 Directory, use our online form or contact:

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

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Sign up today for free Shield Wall Media subscriptions



ON THE COVER: *The International Roofing Expo was bustling with activity February 6-8 in Las Vegas. Cover photo courtesy Informa Markets.*



More than 15,000 roofing industry professionals attended the International Roofing Expo in Las Vegas. Photo courtesy of Informa Markets

IRE 2024

WHAT'S NEW & NOTEWORTHY AT NORTH AMERICA'S LARGEST ROOFING SHOW

By Roofing Elements Staff



TRUFast EasySeal™ Retrofit Roof Drain. Photo courtesy of TRUFast/Allenloh, Brinck & Co.

The International Roofing Expo (IRE), which was held in Las Vegas from February 6-8, saw 15,000 roofing industry professionals in attendance. Spanning more than 200,000 sq. ft. of exhibition and show floor educational space, the event hosted nearly 600 suppliers and manufacturers, with 167 companies making a debut appearance.

“This year’s expo was nothing short of exceptional, exceeding our expectations in every way,” states Rich Russo, Show Director of International Roofing Expo.

“With packed exhibit halls, standing-room-only keynote sessions, and an overwhelming enthusiasm to learn and connect, IRE has solidified itself as the most impactful event in the roofing and exteriors industries.”

In addition to the exhibition, IRE provided an extensive range of educational opportunities, offering more than 45 sessions on cutting-edge topics such as artificial intelligence, sustainable materials and solar energy, rebuilding and regulatory changes affecting the industry.



Maze Nails promoted its zinc-diffused coil ring shank roofing nails at IRE 2024.

Photo courtesy of Maze Nails.

IRE 2024 also embraced inclusivity and diversity throughout the event. To ensure a welcoming environment for Hispanic contractors, initiatives such as bilingual signage, staff and dedicated information kiosks were implemented.

WHAT'S NEW

Many new products were debuted at the Las Vegas event. Here are just a few of them ...

“Just getting back from the IRE show in Vegas and it was a great show!” enthuses Lisa Martin, Marketing Director, Maze Nails. “The new item we are promoting is our zinc-diffused coil ring shank roofing nails. The same great Double Hot-Dipped coating but the zinc is heated to smooth out the zinc-coating allowing the nails to run smoother through pneumatic roofing guns. We also were promoting our Copper Slating & Flashing Nails which drew quite a few attendees into the booth. Overall, this was a great show to promote our American-made roofing nails and connect with our current customers and vendors.”

Combilift showcased its Combi CB6000 multidirectional forklift. The Combi-CB is more compact than a conventional forklift and can be used as both a side loader as well as a counterbalance truck, which can increase the storage density of a customer’s site by up to 50%. “It is the perfect solution for anyone who needs to carry long loads through narrow doorways or racking in sideway mode, or for block stacking products in counterbalance mode, making operations much safer and more



AkzoNobel's CERAM-A-STAR® Select Frost. *Photo courtesy of Graber Post.*



Combilift exhibited its Combi CB6000 multidirectional forklift at IRE 2024. The multi-directional capability can increase the storage density of a customer’s site by up to 50%. *Photo courtesy of Combilift.*

efficient,” says Maria Sanchez, Marketing Team Combilift. “The multidirectional concept was conceived when a customer wanted to take long lengths of steel straight from inside production to trucks and outside racking without double handling or damaging products, while keeping the product at a safe driving height. This multidirectional feature is especially beneficial for applications involving metal roofing and siding materials since these can often be

awkward and bulky loads to handle, as they come in different shapes, sizes, and weights.”

AkzoNobel presented several products that are set to enhance the metal coating industry. One such highlight is the introduction of CERAM-A-STAR® Select Frost standard color program, which is designed to support coil coaters, service centers, distributors, OEMs, and regional roll formers. These programs aim to improve product availability, minimize



Unified Steel's Pine-Crest Shake in Stirling Gray.
Photo courtesy of Westlake Royal™ Roofing Components.

inventory expenses, reduce lead times, and ensure consistent color volume for maximum impact.

AkzoNobel also unveiled the Canopy App for Android at IRE 2024. The mobile app is a tool for accessing metal coating product information. It includes features such as 3D visualization and simplifies the color selection process, offering users the ability to search through the product database. The app also provides tools like calculators and a document library, contributing to a streamlined and efficient customer experience.

Westlake Royal Roofing Solutions launched two products at IRE 2024. The first was the Unified Steel™ Material List Generator, an interactive tool that auto-generates a roofing product list¹, which simplifies the estimating process for both

Unified Steel Stone Coated Roofing and Westlake Royal™ Roofing Components. “The Material List Generator integrates seamlessly with roof measurements acquired traditionally or through 3D and geospatial measurement generating software solutions,” explained Ann Iten, Director of Marketing for Westlake Royal Roofing Solutions. “There is also no cost to builders and contractors who use it.”

The company also unveiled its new Unified Steel Cool Roof Colors, two hues rated by the Cool Roof Rating Council (CRRC), at IRE. “Each color provides high solar reflectivity and high thermal emittance when solar energy hits the roof surface, detracting sunlight and radiating heat off the roof surface. The colors exceed California Energy Code (CEC) Title 24 Part 6 Cool Roof Requirements and, with a Solar Reflective Index (SRI) greater than 20, also meet Los Angeles County’s more stringent SRI requirements. The new colors, Harborwood™ and Stirling Gray™, are offered in both Pine-Crest Shake and Pacific Tile® profiles.”

Additionally, Westlake said it has expanded its capacity to manufacture Newpoint™ Concrete Roof Tile in Florida, which is a strong market for this product and one that has struggled in the past to meet customer demand. The added capacity and various production improvements are all coming online in Q1 of this year.

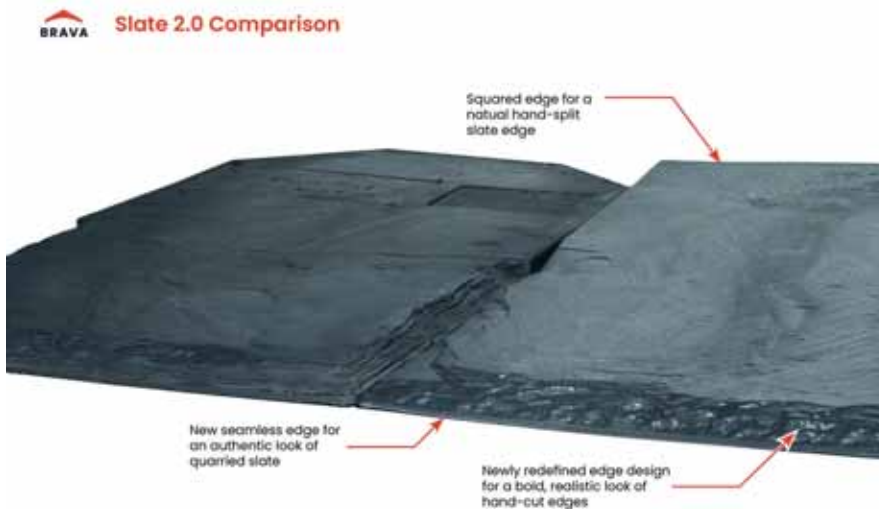


Huntsman Building Solutions unveiled its Ultralok closed cell spray polyurethane foam.
Photo courtesy of Huntsman Building Solutions.

PABCO Roofing Products showcased its Prestige shingle line, which was recently certified with a UL 2218 Class 4 impact rating, the highest rating possible for impact resistance. “Achieving UL 2218 Class 4 impact-resistance for our Prestige roofing shingles demonstrates the exceptional quality of our product and our manufacturing processes,” said Gerry Kilian, Director, Sales and Marketing, PABCO Roofing Products.

TRUFAST offered roofing industry professionals an up-close look at its latest product innovations, including the EasySeal™ Retrofit Roof Drain, which features a unique mechanical seal and custom tool. Unlike other retrofit drains, EasySeal doesn’t have a sealant tape or multiple screws that can only be accessed with a long screwdriver. Every EasySeal drain comes with a special tool to tighten the drain into place, so contractors will always have the right tool for the job.

“At TRUFAST, we have long prided ourselves in advancing the industry with fastening solutions for every surface. IRE is a perfect venue for connecting with customers and demonstrating our commitment to solving their challenges,” said Derek Fielding, VP strategic marketing, Altenloh, Brinck & Co. US, Inc. “We’re excited to showcase some of our latest innovations, including product offerings that have evolved beyond



Brava has updated several colors across its slate, shake, and Spanish product lines. It also debuted its updated Slate Roof Tile profile. Photo courtesy of Brava.

mechanical fasteners.”

Brava Roof Tile and Aspire Pavers both had products news to share. Aspire Pavers showcased its new 16” x 16” composite pavers, which offer a larger format paver option for faster installation. The brand also showed the recently launched Designer Series Color Collections including nine new paver colors in three color families. “We were also thrilled to debut Brava’s updated Slate Roof Tile profile at the show; this is an upgrade to our existing composite slate roofing solution that features a brand-new redesigned edge.” Brava has also updated several colors across its Shake, Slate, and Spanish product lines to fit modern trends and better ensure consistent color.

Huntsman Building Solutions unveiled its Ultralok closed cell spray polyurethane foam, an all-new spray foam roofing system. It is a one-step, 2.8-pound solution designed to deliver a high-performance, fully adhered roofing system that insulates, waterproofs and protects over a variety of roof deck substrates. “Ultralok creates a monolithic membrane, eliminating the need for mechanical fasteners, and is ideal for low-slope roofing applications in new and retrofit construction.” The product is manufactured using recycled plastic water bottle waste and boasts the incredibly low Global



Tapered insulation systems give roofing contractors the ability to create slope in any direction to control the flow of water and direct it toward drainage devices. Photo courtesy of PIMA, www.polyiso.org



IKO’s Armourshake in Weathered Stone. Photo courtesy of IKO.

Warming Potential (GWP) value of 1.

IKO debuted its premium Armourshake Designer roofing shingles, which are designed for upscale homes and have a Class 3 Impact Resistance rating², potentially reducing home insurance premiums. They’re crafted with two laminated fiberglass mats for durability and dimensional thickness. The new shingles are available in four color blends: Chalet Wood, Greystone, Weathered Stone and Shadow Black (also available in Class 4 Impact Resistance rating²). Features like algae resistance, UV-protective granules and a strong bonding sealant provide added longevity and performance.

CHANGING PERSPECTIVES

Polyisocyanurate Insulation Manufacturers Association (PIMA) had a strong presence at the show. Organization president Justin Koscher said that there’s a growing interest among contractors to understand tapered insulation systems and how they can be a benefit on existing buildings. Those benefits include design flexibility and the means to correct roof deficiencies. For example, if a roof is experiencing ponding water, tapered insulation is an excellent option to correct the slope of the roof and manage the water flow.

“One thing we see as PIMA is the accelerating momentum in improving building performance,” he said. Performance has been noticeable on the

new construction side for some time, and people are now increasingly aware of the need to improve existing buildings to operate more efficiently.

“Roof replacements are most common alteration on commercial buildings,” he explains. It’s not always the best way to think about a roof only when it’s leaking. PIMA is trying to help change the way commercial building owners view their roofs. On a typical commercial building, when the roof is replaced with an energy-efficient system, the building performance improves and the energy savings start immediately. “It’s a huge opportunity for building owners. Hopefully we’re changing the perspective of a roof being an asset rather than a headache.”

CONCLUSION

The overwhelming consensus from exhibitors polled is that IRE 2024 was a resounding success. Looking ahead, International Roofing Expo 2025 will take place at the Henry B. Gonzalez Convention Center in San Antonio, Texas, from February 19-21, 2025. ●

¹The statements made herein are subject to the Legal Disclaimer outlined on the Material List Generator website.

²This impact rating is solely for the purpose of enabling residential property owners to obtain a reduction in their residential insurance premium, if available. It is not to be construed as any type of express or implied warranty or guarantee of the impact performance against hail, of this shingle by the manufacturer, supplier or installer. Damage from hail is not covered under the limited warranty. For further details concerning the FM 4473 standards, visit the FM Approvals website.

ROOFERS & LIGHTNING

INSTALLING, DISCONNECTING LIGHTNING PROTECTION A JOB BETTER LEFT TO SPECIALISTS

By Jennifer Morgan, Director, East Coast Lightning Equipment Inc.



Lightning protection standards contain specific requirements for conductor coursings, fastener placement and interconnection methods for joining conductors and building systems. Photos courtesy of East Coast Lightning Equipment, Inc.



Rooftop lightning protection components correctly installed along the inside of the parapet.

Roofers deal with new challenges on every job. Installing a watertight roofing system requires attention to every detail from exhaust penetrations and skylights to snow retention and gutters. No matter how good you are at providing your customers with a watertight roofing — or re-roofing — system, installing, connecting and/or disconnecting a lightning protection system is a task better left to specialists.

The greater part of any lightning protection system is actually installed below roof level, requiring plenty of cooperation and communication between those installing the roof, those installing rooftop equipment and the lightning protection systems contractor. Various components of lightning protection systems are installed before, during and after the roof installation, meaning everyone should be included in the project schedule. Lightning protection system installers are often times one of the first and last trades on the jobsite.

As with all other aspects of erecting a building there are guidelines and standards that must be followed. Installing a lightning protection system is no different. The National Fire Protection Association (NFPA) publishes a document governing lightning protection systems: NFPA 780, which is more than 100 pages. It provides lightning protection system installation requirements to safeguard people and property from the risk of fire and related hazards associated with lightning strikes and has specific requirements for the placement of fasteners, air terminals, conductors and grounding systems.

Those who install metal roofing will be familiar — or should be familiar — with problems caused by the use of dissimilar metals. It's important to know what metal materials you're working with to prevent galvanic corrosion. This is especially true for lightning protection systems, which utilize components constructed from either copper, aluminum or



Lightning protection conductors must be securely fastened and bends must be gradual to ensure that the lightning current can travel easily within the lightning protection system.



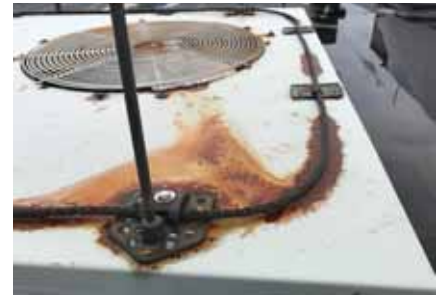
This is a properly installed lightning protection system through-roof penetration.



All sorts of problems become possible when lightning protection cables are not properly fastened.



A neatly installed, standard-compliant lightning protection system roof network.



Anyone working with a lightning protection system must be aware of the problems caused by the contact of dissimilar metals, like copper components on an aluminum air conditioning unit.



Re-installing a lightning protection system requires special attention and the knowledge of a certified installer. After completing some roofing work on this project, this system is reinstalled correctly: the conductors are straight, no sharp bends in the coil and it's fastened correctly.



An installer correctly connects and fastens a lightning protection system in this through-roof application.



This lightning protection system was apparently "re-installed" after some roofing work, but it was not installed correctly as the cables are not fastened to the roof and the air terminals are incorrectly located.

some combination of both metals. When dissimilar metals come into contact with electrolytes, including condensation, rainwater or other sources such as oil, dirt and airborne particles, it can produce an electrochemical reaction, leading to the corrosion of one or more metals. This can produce staining or even degrade the integrity of the metal itself.

The Lightning Protection Institute (LPI) promotes lightning protection education, awareness and safety, including certifying the installation of lightning protection systems. Underwriters Laboratories (UL) oversees product testing for lightning protection

material components in the factory prior to shipment for listing and labeling. UL Standard 96 addresses the minimum requirements for construction of air terminals, cable conductors, fittings, connectors and fasteners used in lightning protection systems.

UL visits the East Coast Lightning Equipment manufacturing facility and other production plants quarterly to verify continued compliance.

Since lightning protection systems fall outside the scope of what is typically inspected by local officials, it is common for project specifications to call for a third-party field inspection and certification of the lightning protection system. These field inspections of completed installations can be arranged by the Lightning Protection Institute — Inspection Program (LPI-IP) through certified installing contractors.

Needless to say, requirements and standards are stringent and necessitate a specific knowledge to install, uninstall or work around a lightning protection system if you want the system to meet standards. Anyone working on the roof also must be sure not to inadvertently disconnect the lightning protection system, possibly rendering the system nonfunctional or voiding the third-party inspection. ●

TECH REPORT

ALGAE DISCOLORATION OF ROOFS

By The Asphalt Roofing Manufacturers Association (ARMA)

Editor's Note: *The Asphalt Roofing Manufacturers Association (ARMA) has prepared many technical reports to aid roofers in the proper installation of various asphalt roofing systems. ARMA [<https://www.asphaltroofing.org/>] has granted permission to publish this report for the benefit of roofers.*

For many years, roof discoloration caused by algae has been observed throughout the United States and Canada. The discoloration usually has a brown to black appearance, and may be mistaken for fungus growth, soot, dirt, moss, or tree droppings.

Gloeocapsa magma is probably the most prevalent of several algae species that contribute to discoloration. All species are transported through the air, and tend to collect and grow upon roofing structures. Natural pigments produced by these algae may cause a white or light colored roof to gradually turn dark brown or black. Discoloration may appear as uniform discolorations or streaks. The algae discolorations should not be confused with moss or tree droppings, which typically produce only localized discolorations.

This type of roof discoloration has been most widespread in the Gulf States and along the Northwest and Eastern Seaboards. It is not, however, confined exclusively to these regions. Algae growth occurs to varying degrees in all regions of the country, especially those subjected to warm, humid conditions. It should be noted that almost all types of roofing systems are susceptible to algae discoloration. It is, of course, most readily visible upon light colored roofs, while it is not so visible upon darker shades of roofing.

Algae discolorations are difficult to remove from roofing surfaces, but may be lightened by applying a solution of liquid

household chlorine bleach (sodium hypochlorite) and water. Directions for mixing solutions of these ingredients may vary among shingle manufacturers and depend on the amount of discoloration. A typical solution should be one part chlorine bleach and one part water. Other cleaning chemicals or methods should not be used without approval of the shingle manufacturer.

First, gently disperse this solution on the roofing surface. Use normal precautions for handling bleach including eye protection and rubber gloves. Be sure to apply it carefully to avoid damage to other parts of the building and the surrounding landscape. Avoid scrubbing the surface, as this friction may loosen and remove granules. If possible, always work from a ladder and/or walkboards to avoid direct contact with the roof surface. Observe all possible safety precautions when working on or near the roof. The solution should be left on the roof for at least 15 minutes but for no more than 20 minutes. Finally, rinse the solution from the roof by gently spraying the surface with water. Be warned that this solution application and rinse process will make the roof surface slippery and potentially hazardous to walk on during treatment.

The effectiveness of a cleaning technique is only temporary, and discoloration will likely reoccur. However, several types of algae resistant roofing products have been developed and are now commercially available. These asphalt roofing products are specifically designed to inhibit algae growth for extended periods of time.

Caution! High pressure washing systems are likely to damage asphalt roofing and should not be used on asphalt roofing for removing algae or for any other purpose. ●

*DISCLAIMER OF LIABILITY: This document was prepared by the Asphalt Roofing Manufacturers Association and is disseminated for informational purposes only. Nothing contained herein is intended to revoke or change the requirements or specifications of the individual roofing material manufacturers or local, state and federal building officials that have jurisdiction in your area. Any question, or inquiry, as to the requirements or specifications of a manufacturer, should be directed to the roofing manufacturer concerned. THE USER IS RESPONSIBLE FOR ASSURING COMPLIANCE WITH ALL APPLICABLE LAWS AND REGULATIONS.

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Gaco's GacoFlex LM60 has waterproofed millions of square feet of horizontal and vertical surfaces on some of the most sophisticated and aesthetically demanding structures. GacoFlex LM60 is a cold-applied, one-coat, monolithic waterproofing membrane for various surfaces, including the underlayment for vegetative roofs. A 100% polyurethane, solvent-free, liquid-applied, two-component coating, GacoFlex LM60 requires a single application with a squeegee, trowel, spray or brush. Since the LM60 polyurethane waterproof coating is NSF P151 Certified, it is safe for biodiversity and won't impart contaminants into the water draining from a garden roof. Photo courtesy of Gaco

GREEN ROOFS

A CLOSER LOOK AT VEGETATIVE ROOF SYSTEMS

BY JACOB PRATER

A vegetative roof can be a beautiful thing, but it might seem like an unwanted headache without some context. Certainly, building owners might like the look, but there are more reasons that a vegetative roof can be a beneficial thing. Most of the benefits of vegetative roofs center on water and cooling costs with some ancillary benefits to the surroundings such as evaporative cooling of the air. Let's dig in a bit!

Vegetative roofs intercept rainwater that would otherwise hit a hot (likely) roof surface and runoff either to the

area around a building or to a gutter and probably over a parking lot or road to a storm drain. Within this sort of landscape where there might be concrete, asphalt, and storm drains, there is an ever-growing issue dealing with stormwater. Vegetative roofs present an option to slow that water down (reducing peak flows and flooding) and divert some of it to plant uptake and transpiration (water the plant uses that goes back into the atmosphere). So, in that context where there are a lot of impervious surfaces a vegetative roof can help quite a bit with reducing flooding and total stormwater.

Cooling costs of buildings are going up

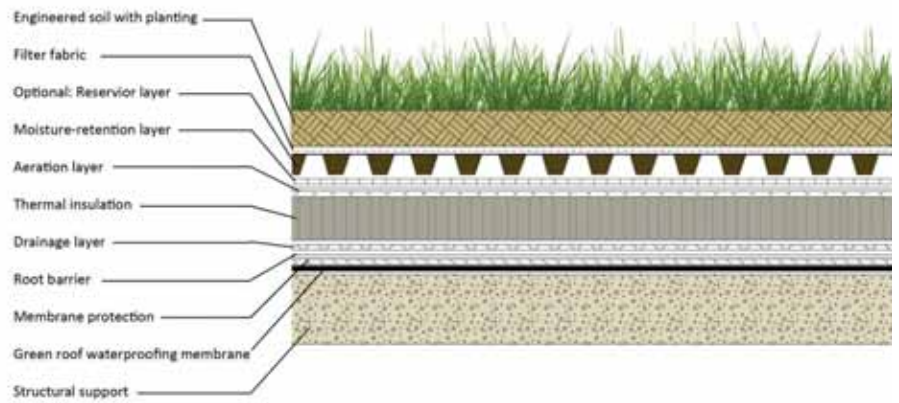
as energy costs rise and a vegetative roof can help here as well. The vegetative roof soil material acts as an insulating blanket and, more than that, the water retained and used by plants is going to contribute to evaporative cooling of the roof top. These things together can reduce overall cooling costs and potentially heating costs due to the insulating factor of the vegetative roof in the winter.

With all those benefits: pretty, hydrology, cooling cost; why not put these everywhere? Well, at the beginning I suggested that vegetative roofs might seem like a headache, but let's call them a *challenge* instead. If you want to do this

for any of the aforementioned reasons, then you should keep several things in mind: water, load, and plants.

Most roofs are designed to shed water as fast as possible. That is not what a vegetative roof does. Instead, it is designed to retain some water. Given this retention of water, it becomes very important that the roof does not leak and is water-tight. This is very different from a standard metal or asphalt shingle roof. Those standard roofs are water-tight so long as the water moves downward off of them. Even a flat rubber membrane roof is going to have drains to rapidly decrease the amount of water on the roof. So, with a vegetative roof we are going to be leery of leaks and we have to use different materials and techniques for construction. Also, water is heavy which leads to the next consideration: load.

Not only is water heavy, but we are going to have soil on the roof, too! How much does soil weigh? Your standard topsoil is going to be about 2 million pounds for an acre of it 6" deep (that got drilled into me in introductory soil science so I am sharing it). And that is dry weight! Basically, this amounts to about 92 lbs. per cubic foot of dry soil. That soil wet can pick up 20-30 lbs. per cubic foot making this wet soil potentially as much as 120+ lbs. per cubic foot! That's going to quickly exceed the standard for a residential roof at 20 lbs. per square foot for a load rating. Even the top end of 100 lbs. per square foot on residential is going to be exceeded and we didn't even add any snow! There is good news here though. You don't have to use regular topsoil and I would argue that you shouldn't even if you wanted to build out the structure to handle it. Instead, there are lighter materials and engineered green roof soils that use things like peat, perlite, and other fluffy materials that will support plant growth and retain some moisture without being so heavy on their own. These engineered vegetative roof soils can reduce the weight by about 50%. Even so you will need to build to handle a much larger load than normal. And we didn't even touch on securing that load... Flat roofs



are easier, but there are ways to secure vegetative roofs on sloping surfaces too.

The last thing to keep in mind is the plants. Previously I wrote an article about elements that degrade an asphalt shingle roof, and now here I am writing an article about vegetative roofs where you are going to do the exact opposite. If you read that previous article (in *Roofing Elements*, Fall, 2022), the basic premise was that you wanted to shed water, keep the roof clear of debris, and kill anything that might grow on the roof. Well, we are doing the exact opposite now ... but I digress. Plant roots explore and expand cracks and break stuff. We mow landfill caps so that tree and shrub roots won't penetrate the



High Line in New York City. Photo courtesy Holcim/ZinCo.

cover of the landfill. Herbaceous plants may not be as aggressive as shrubs and trees, but they will try to do the same so we have to control those roots and at the same time give them what they need to grow or else we won't have the vegetation on the vegetative roof. For this reason a root barrier is part of the design of a

vegetative roof.

Building a vegetative roof has challenges, but those challenges can be overcome. Here's how: Building codes still apply so check those out for load bearing requirements. This is especially important if there is to be open public access to the vegetative roof as a green space or public garden.

Let's stay on the simpler side for now and focus on a private property scenario. In this case, as mentioned above, you need to have an idea of the load on the roof. And this includes the soil material, water, plants, and potential snow. The plants and amount of soil material or growing media go together. Plants that need more moisture and root deeper will need a deeper rooting depth and thus more soil; the opposite is also true. Depending on the climate and ability to "over-build" for a large load, one could opt for something that looks more like a xeriscape or desert-type environment that can still be quite green and vegetated, but won't require much soil and can handle extended dry periods without irrigation (yes, some people irrigate green roofs; no, I don't think it's a great idea because it seems to defeat the purpose). Building a green roof to have 6" of growing media and plants would likely require your design to be able to handle an additional load of 50-60 lbs. per square foot above the regular load requirements (including potential snow load).

There is another factor yet that must be considered and that is wind. If you have an appreciable amount of plant

material or taller plants on this roof then there is going to be significantly larger windshear forces on the roof as compared to regular roofing materials. The good news is that failure is mostly going to be loss of the plants, but this should still be considered. If you are in an area with lots of wind or intense wind, I would consider shorter plants. Additionally, the plants themselves are their own anchoring system and depending on their rooting density and development they will be able to handle stronger winds. In the event that you have very well-established tall plants, it may be important for there to be ballast (usually rocks or gravel) as part of the green roof system. Because the plants act like a sail, you may need additional weight to hold the roof system down. This ballast does add weight and must be considered in the load requirements. If there will be a large green roof area and/or taller plants, it is quite reasonable to consider having a wall (or parapet) around the outside edge to block most of the wind. This might be desirable anyway as a railing of sorts if people are going to regularly access the vegetative roof. Design parameters for handling wind are based on risk or probability that a particular intensity of wind event happens in a particular time frame. These and other wind design factors can be found at [ANSI_SPRI-RP-14-2016-Wind-Design-Standard-for-Vegetative-Roofing-Systems.pdf](#) and elsewhere.

The load requirements make retrofits pretty tricky as it might

be difficult to add to an existing structure in order to handle the additional load of a vegetative roof. This has gone poorly in some cases that I have seen where people simply started adding green roof elements (essentially large trays of plants) over an existing rubber membrane roof topped with gravel. You might get away with a little bit of this, but if significant loads are added to the non-engineered un-reinforced roof, given enough time, problems will develop.

Is this all rather daunting? You bet. Consultation with a vegetative roof organization and/or training is probably a good idea. There are a lot of helpful websites with information on how to start, as well as design considerations. Accessing these materials will help you determine whether a green roof fits a building, location, and client's budget. Alternatively, you could massively over-build and use some of the modular vegetative roof products to accomplish your goals (I would still investigate all the information I could and set myself up for success). Either way, you should be cognizant of local building codes and requirements for vegetative roof installations and retrofits. ●

Jacob Prater is a Soil Scientist and Associate Professor in Wisconsin. His passion is natural resource management along with the wise and effective use of those resources to improve human life.



Western Specialty Contractors workers installing new Hydropack roof garden system. Photo courtesy of Western Specialty Contractors.

MINISTRY HQ GETS NEW ROOF GARDEN

Western Specialty Contractors—Peoria, IL, Branch was part of the team that painstakingly transformed a seven-story historic building in downtown Peoria, Illinois, into OSF HealthCare's new Ministry Headquarters.

Western replaced the building's old roof with a low-maintenance roof garden system designed to alleviate stormwater runoff, extend the life of the roof, and add aesthetic value.

The building for OSF HealthCare's new Ministry Headquarters, located at the corner of Adams and Fulton Streets, was originally constructed in 1904 for the Schipper & Block department store, which later became Block & Kuhl. Most recently owned by Caterpillar, the building along with the Peoria Professional Building and an adjacent parking lot were donated to OSF HealthCare in January 2018. The building had been slated for demolition and was in various stages of disrepair.

The building's \$150 million, four-year restoration, with two years occurring during the global pandemic, was completed in January 2021 and consolidates 500 OSF HealthCare employees sharing 275,000 square feet of historically restored space. (OSF HealthCare is an integrated health system owned and operated by The Sisters of the Third Order of St. Francis, Peoria, Illinois.)



Hydropack roof garden system. Photo courtesy of Western Specialty Contractors.

The project general contractor CORE Construction hired Western's Peoria branch to replace the building's existing roof with a vegetative roof system and IPE wood patio pavers specified by Dewberry Architects.

Western started the project by removing the building's existing modified roof and flashings down to the deck. During the roof's removal, it was discovered that the cementitious topping on the existing terra cotta roof was crumbling and unusable. Western was instructed to remove all the topping on the 13,000-sq.-ft. main roof and temp it to prevent water intrusion into the interior finishings nearing completion on the seven floors below.

Western crews then installed a vapor barrier of R-30 Polyiso insulation and Carlisle SynTec 115 mil Fleece-back EPDM membrane, all set in a low-rise adhesive, then fabricated and installed new copings, counterflashing and soffits at the canopies.

Western then installed 3,000 sq. ft. of IPE wood patio pavers on the roof, plus a 4,800-sq.-ft. Hydropack Roof Garden System manufactured by Carlisle which consisted of modules of pre-planted and established Sedums — a perennial plant (commonly known as stonecrops) with succulent green foliage, shallow roots and clusters of star-shaped flowers that bloom from midsummer to fall. The easy-to-grow and hardy foliage is a favorite of pollinators and ideally suited for green roofs.

The Hydropack modules are pre-grown for at least a year prior to shipment, providing a fully vegetated product with a

HOLCIM ACQUIRES ZINCO TO ADVANCE GREEN ROOFING SYSTEMS

Holcim has acquired ZinCo, a leader in advanced green roofing systems based in Germany with global operations across Europe, Asia and the Americas. With its integrated green and solar roofing systems ZinCo is expanding Holcim's specification selling approach. Working with partners across the value chain, ZinCo's tailored solutions are able to bring more nature into cities, improving urban wellbeing from reducing heat island effects to improving air quality.

ZinCo's roofing expertise, from urban farming to stormwater management and biodiversity, is complementary to Holcim's existing roofing business and its overall mission to lead the transition to sustainable building. ZinCo, which will retain its brand name post-acquisition, has provided sustainable roofing solutions for a wide variety of projects, including the High Line in New York City and the Stavros Niarchos Foundation Cultural Center in Athens.

With this acquisition, Holcim is advancing its goal of expanding its Solutions & Products business to 30% of Group netsales by 2025, entering the most attractive segments of construction, from roofing systems to insulation and renovation. ●

two-week lead time for standard plant mixes. The modules are shipped on a flatbed truck containing up to 3,100 sq. ft. of product and arrive on pallets that are easy for the contractor to handle and raise to the roof.

Hydropack Roof Garden Systems have several benefits, which include:

Stormwater Management: Roof gardens help to alleviate stormwater runoff through absorption and retention of precipitation. The Hydropack system is designed to maximize stormwater retention using an intelligent reservoir system. The reservoirs contain expanded aggregates that allow wicking of stored stormwater to the plants' root systems.

Extends Roof Life: Hydropack modules protect roof membranes from ultraviolet radiation, extreme temperature fluctuations, punctures, and other physical damage which can improve the long-term performance of the roofing system.

Adds Aesthetic Value: Hydropack Roof Garden systems provide visually pleasing landscapes in urban environments and add value by converting unused rooftops into amenity space for building occupants and wildlife.

Low Maintenance: Low-maintenance Hydropack modules arrive at the jobsite fully vegetated with established plantings. Maintenance requirements vary based on the system installed.

To complete the roof project, Western installed cold applied waterproofing on the roof's elevated sidewalk, followed by a pedestrian deck coating in the roof's penthouse and carbon fiber on its interior beams. ●

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