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Trade Show Season Is Upon Us

It has barely turned into June and we're already knee-deep in the busy trade-show season. After IRE early in the year, there's a lull. By the time FRSA rolls around, which, as I write this is just days away, I'm suffering a bit from withdrawals.

I freely admit that participating in trade shows is probably my favorite job requirement. In fact, I consider it a perk; I feel fortunate that I get to participate in so many different ways — as an attendee, as an exhibitor, and even as part of a trade show production crew.

Shield Wall Media now produces three B2B trade shows. We're just a few weeks away from holding the first Post-Frame Builder Show in Branson, Missouri. In September, we'll hold the fifth Construction Rollforming Show (this time in Grand Rapids, Michigan). And

in January, the Garage, Shed, Carport Builder Show returns to Greenville, South Carolina. It's SWM staff that mans the registration, introduces and presents educational sessions, and generally makes sure that attendees and exhibitors are taken care of. It's hard work, but it's a great experience since we get to meet face-to-face with so many people across the industry.

Until I joined Shield Wall Media 5 years ago, I had never even attended a trade show. My first trade show experience was attending METALCON in Pittsburgh. I recall walking through the expo hall doors with co-editor Sharon Thatcher and musing aloud, "These are our people!"

That first show was exciting, but awkward. I didn't yet have real relationships with anyone; I had only been an editor with SWM for a few months and was

still learning who the players are. I didn't know who I should speak with or even what to say. What I found was this industry — the metal roofing industry and the construction industry as a whole — is very welcoming. Everyone is always helpful and willing to share what they know. Trade show educational sessions and the expo floor are filled with subject matter experts. I'm convinced that there's no better place to find information about best practices and products than at an industry trade show.

In this and in upcoming editions, you'll find updates about METALCON (Atlanta Oct. 30-Nov. 1). I was excited to learn the keynote speakers this year are Joe Theismann and Dr. Anirban Basu. Why do you attend trade shows and what do you hope to accomplish when you do? **MR**



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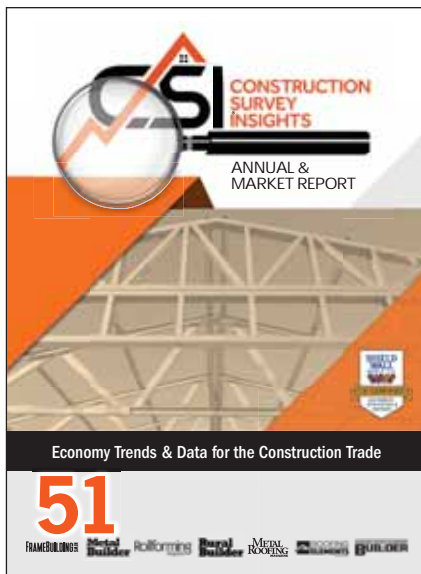
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Tustin Legacy Magnet School in Tustin, California, is finished in the Dri-Design® roof and wall panel system. Photo courtesy of Dri-Design, A Kingspan Group Company.

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Gary Reichert,
Publisher, Shield Wall Media

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Environmental Benefits of Metal Roofing

Practical Points To Discuss With Potential Customers

By Rick Zand, New Tech Machinery

Metal roofing is becoming well known for its environmental benefits that include recyclability, energy efficiency, and long life.

While asphalt shingles have been the go-to for consumers due to their low price, the environmental benefits of metal are starting to catch on as it becomes a popular choice among home and business owners.

Unlike traditional asphalt shingles, metal roofs can withstand extreme weather conditions and last 50 years or more with minimal maintenance. This longer life minimizes waste and conserves resources, which is essential in sustainable building practices.

In this article, we'll look at:

- Asphalt shingles
- Metal Panels
- Energy efficiency and cost savings
- Lifespan of metal roofs
- Metal siding

Asphalt Shingles

Asphalt, first produced in the U.S. in 1893, is a byproduct of crude oil. Refining crude oil is a dirty process involving a sobering list of toxins released into the atmosphere. Anyone who's been around a refinery has witnessed black smoke and scorching flames pouring out of smokestacks as excess gases and impurities burn off.

Asphalt shingles are also composed of fiberglass. Petroleum refinement releases greenhouse gases into the atmosphere,



Metal roofs reflect heat, last longer, and require less maintenance.

and fiberglass production releases various toxins as well.

Further, while asphalt roofs are inlaid on one side with mineral pebbles, they don't contain the reflectivity of metal to keep the structure cooler. Researchers at Yale University¹ found that asphalt, including roofs, emits hazardous pollutants on warm, sunny days, affecting air quality. In fact, not only warmth but solar radiation increases asphalt emissions at a steady rate. Comparatively, the American Iron and Steel Institute [www.steel.org] reports that producing steel today requires less than half the energy as 40 years ago, resulting in a 50% decrease in greenhouse emissions.

Asphalt doesn't naturally provide fire resistance, although it can be treated and tested to Class A. However, it's

vulnerable to strong winds and wind gusts, requires more maintenance than metal, and doesn't last nearly as long. While metal costs more, it can save the consumer money in the long run due to tax rebates, reduced energy bills, less maintenance, and longer life.

Metal Roof Panels

The manufacturing of metal roof panels is significantly more eco-friendly than asphalt. Plus, metal is 100% recyclable, whereas recycling shingles hasn't really gotten off the ground yet. The 2030 goal is to have about 1% of shingles currently going to landfills each year rerouted to recycling centers. This means that out of the 12 million tons of discarded asphalt shingles, only 120,000 tons will be recycled. Factor in that it

¹ Asphalt adds to air pollution, especially on hot, sunny days, <https://news.yale.edu/2020/09/02/asphalt-adds-air-pollution-especially-hot-sunny-days>

² Technical Bulletin: Recycled Metal Content of Metal Roofing and Siding Panels, <https://metalconstruction.org/view/download.php/online-education/education-materials/edp-educational-files/recycled-content-of-metal-roofing-and-siding-panels>

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takes about 300 years for asphalt shingles to decompose and you get an idea of how they're piling up in landfills at an unsustainable rate.

Conversely, according to the Metal Construction Association (MCA)², 60-80 million tons of steel are recycled annually in the U.S. Some steel products are 100% recycled. MCA cites a 2008 survey stating that aluminum used for flat-rolled construction products, like roof and wall panels, is comprised of 85% recycled material. Further, the process of producing aluminum from recycled materials takes up only 5% of the energy compared to producing it from new material. Copper is, on average, comprised of about 45% recycled material, while over 30% of zinc comes from recycled products.

Metal panels are fabricated from at least 25% recycled material and remain 100% recyclable, even decades later. Metal can be recycled repeatedly, so its use never ends.

Moreover, metal is cleaner and produces less waste, especially with a portable roll former that runs panels on-site. While shingles must be cut, leaving the shavings to pile up, metal is fabricated according to custom measurements, reducing the waste produced.

Energy Efficiency and Cost Savings of Metal Roofing

Metal roofs reflect solar radiant heat instead of absorbing it, which can reduce cooling costs by 10% to 25%. This not only promises significant energy savings but also decreases the strain on HVAC systems, increasing a building's overall energy efficiency. Over time, these savings contribute not only to a lower carbon footprint but also to impressive cost savings.

Metal roofs' energy efficiency makes them a perfect match for sustainable and net-zero-energy homes and buildings. Net-zero energy (NZE) homes produce as much or more energy as they consume annually, and a metal roof would be one component. NZE homes and

buildings would also include energy-efficient appliances, renewable energy sources, continuous insulation, Energy Star doors and windows, and more.

While not popular with everyone, NZE homes will appeal to a demographic that's willing to invest in building green. The sticker price may scare some off, but federal and state tax incentives may be available. Check the University of North Carolina's Database of Incentives for Renewables & Efficiency[®] [<https://www.dsireusa.org/>] to check the benefits in your state.

Lifespan of Metal Roofs

Not only is metal 100% recyclable but metal roofs last an average 50 to 70 years, whereas shingle roofs average 15 to 30 years, depending on the climate and type of shingles used. Many homeowners opt for cheaper shingle roofs to save money but end up paying more over time as the roofs need more frequent maintenance and replacement. Premium shingles can last as long as 30 years, but they are two or three times as costly as their less expensive counterparts.

Wood shingles need annual maintenance and are at least as expensive as premium asphalt. Wood shingles can be treated for fire resistance but are nonetheless naturally susceptible to fire, which could cause problems with zoning ordinances and insurance coverage. Depending on the area, some insurers may refuse coverage for structures with wood shingle roofs. Also, wood tends to dry out and crack, and shingles may warp and need replacing.

With standing seam metal roofs, the thicker the gauge, the stronger the roof. The 22 to 24 gauge is sturdy enough for cold climates with a lot of snow. While steel is stronger than aluminum, it costs more and isn't necessary in most areas.

Metal Siding

Metal siding carries the same environmental benefits as roofing—it's 100% recyclable and, with an R-value of

.61, offers resistance against hot and cold air.

Moreover, metal siding has made huge leaps in styles and designs. With weathered farmhouse patterns, various wood grains, and specialty colors and designs, metal siding offers nearly unlimited options. Like metal roofs, siding is low-maintenance, long-lasting, and durable.

From barndominiums to rural structures to contemporary homes and apartment buildings, the demand for metal siding is surging. Not only is it environmentally friendly, but also compliments the appearance of any structure, whether it's all metal or mixed materials.

What Customers Should Know

Here are some talking points about the environmental benefits of metal:

Metal is the world's most recycled material. The ability to completely reuse it helps to limit the reliance on raw resources and reduces landfill waste.

Life cycle assessments of metal roofs consistently show metal as a leading sustainable material for roofs and siding.

Metal reflects solar radiant heat, keeping structures cooler on hot days and reducing energy costs by 10% to 25%.

Metal lasts 50 to 70 years on average—decades longer than standard shingle roofs.

Metal is naturally fire-resistant and requires very little maintenance.

Metal is cleaner to produce, and doesn't leave the carbon footprint of asphalt which, as a petroleum product, has very limited recycling capacity.

While asphalt shingle roofs are undoubtedly cheaper, we hope that your customers begin to value metal for its many environmental benefits and how it will serve them in the long run with less maintenance costs, increased reflective properties, energy efficiency, and longer life. **MR**



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Peel & Seal® features an embossed aluminum surface that can be exposed to the elements indefinitely without the use of specialty coatings.

By Linda Schmid

Making Construction Better

In 1961, Robert E. Simpson, an entrepreneur with an engineering background, saw a need for a product that would keep underground pipes contaminant-free, and he developed one. Mineral Fiber Manufacturing (later changed to MFM Building Products) began manufacturing pipe wrap for below-grade applications. The pipe wrap was composed of an asphalt-saturated felt that had excellent waterproofing properties.

Building upon this experience and success, the company expanded this technology to develop self-adhering (self-stick) waterproofing products. Mr. Simpson was an innovator in the industry, receiving several patents throughout the years as the company's product line grew.

What started as a single product grew throughout the '80s and '90s. In 1997, the company's website touted five products. Today, the company boasts more than 30 different brands of waterproofing products for every application from the rooftop to the foundation.

Self-adhering waterproofing products are the company's niche and specialty. Each product uses a rubberized asphalt



Roof Deck Tape® adds another layer of waterproofing protection to plywood and OSB roof panels.

BUSINESS PROFILE

adhesive system which offers excellent waterproofing properties and is compatible with most building materials. The other advantage is these products are also self-sealing around construction fasteners to maintain a complete waterproof barrier.

In 2014, the company patented a specialty PowerBond® adhesive system which aggressively adheres to the substrate and can be used in low-temperature installations down to 25°F. This two-part adhesive also remains stable at elevated temperatures unlike other products on the market. The adhesive system has been incorporated into a number of key products.

Catering to the Customer

Putting the customer first has always been the philosophy of MFM. The company's minimum order quantity on stocked items is only a single carton. They encourage customers to mix and match products on a pallet or on truckload orders. By offering a complete envelope of solutions, customers can benefit by ordering all their waterproofing products from a single source. No order is too big or too small.

The company sells their products through distribution only, primarily in North America, but also internationally. All products are manufactured and shipped from Coshocton, Ohio.

Signature Product

Peel and Seal® is the signature product according to David Delcoma, Operations Manager. He said they are the most versatile membranes they offer. It was the first patented low-slope roll roofing membrane on the market. There are hundreds of applications for the product because it is designed to be left exposed to the elements indefinitely. Used primarily as a low-slope roofing membrane, the company also provides different slit sizes for flashing applications. It can be used on farm buildings, garages, sunrooms, commercial buildings, sheds, garages, trailers, RVs, mobile homes, or any roofs with a slight slope. It is also excellent as flashing around chimneys, vents gutters, exterior penetrations or any hard to waterproof area.

Culture

MFM is a small company with a family-like feeling Delcoma said. They enjoy lots of employee events, family events and barbeques. They are located in a relatively isolated area, so when a new person joins the team, someone usually knows them. The team is comfortable together; they work well together. They extend that family feeling to customers through their focus on service.



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“We help customers in any way we can,” Delcoma said. “From our quality control standards on the line to our independent sales team out on the road, every employee knows the customer is #1. We look for consistency in all of their products so that our customers do not have to deal with calls from their customers about callbacks and leaky roofs. Our products are designed to offer our customers peace of mind.”

In 2017, the company became a 100% employee-owned ESOP company. This has further strengthened our culture because our employees have an ownership stake in the company. There is a different mindset when you become an employee-owner.

Business Climate

Delcoma sees the construction industry turning more and more to green practices as it moves ahead. There is an emphasis on limiting carbon emissions and on recycling. Customers seem to be more conscious of the environmental impact of products used in construction.

MFM’s response will be to continue looking at different technologies and systems to lower their environmental impact. They are always looking for better processes. Several recent



MFM products are self-sealing around construction fasteners to maintain a complete waterproof barrier.

examples have been replacing all the lighting to LED technology to significantly reduce our energy consumption. The company has also installed a closed-looped chilling system, which dramatically decreased the amount of water used to cool our production lines.

MFM plans to continue growing through the introduction of new products. “Our R&D team is always looking for different ways to make new products or innovations to make our existing products perform even better. We will grow in our niche to better serve the construction industry,” Delcoma said. “That’s what we do.” **MR**



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Fastening Tips

Points To Remember For Fastening Metal Panels

In a perfect world, a roofer shouldn't have to determine the correct fasteners for a project. They should be properly specified in the project plans, drawings or instructions for the project. If the plans are not as complete as hoped for or plans change, there are four questions you can ask that lead you to the best fastener for the situation:

- What does the fastener go through?
- What does the fastener go into?
- What environment will the fastener live in?
- And what forces does the fastener need to resist?

The answers to these questions along with the technical data typically provided by fastener suppliers help determine the point style and size, the length of the fastener, the head style, the material, the finish of the fastener and the size or diameter. Here are some tips and tricks provided by suppliers and manufacturers regarding fastener selection and installation.

Fastener Choice

In most applications, the ultimate substrate and/or what is being attached to the ultimate substrate will help determine the type of fastener required. Key things to keep in mind when selecting an appropriate fastener for the job are composition, point, thread pattern, shank size, washer, and warranty.

Using incompatible materials or components is one of the most common mistakes made while attaching metal roof panels.



Screw guns with an adjustable clutch are the preferred installation tool for self-drilling fasteners. IMAGES COURTESY OF MCELROY METAL.

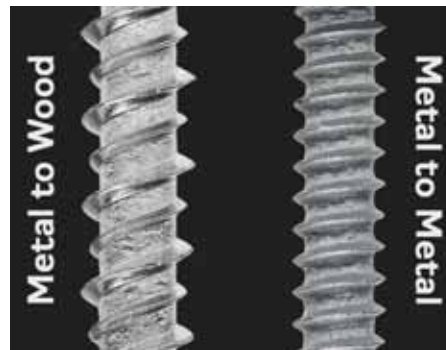


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Metal-to-metal fastener.
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Metal-to-wood fastener.
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Using mismatched fasteners or sealants can compromise the performance and longevity of the metal roof system. In applications where dissimilar metals are being attached, whether aluminum to steel or steel to aluminum, the use of standard carbon steel fasteners should be avoided. In these applications, a bimetal or 300 series stainless steel self-driller should be used instead of carbon steel.

For all-steel buildings (metal-to-metal applications), the fastener should have a self-drilling point that completely drills the steel panel and purlin before any threads engage in the metal. Fasteners with a hex washer head for both wood and steel applications will be assembled with a bonded EPDM sealing washer. The thickness of the substrate will dictate the type of point and diameter that is correct.

For exposed fastener metal-to-wood applications, the most common point style is a sharp point that will penetrate the steel and hold securely in the wood. For less dense wood substrates like OSB or thin plywood, a fastener with a larger diameter and coarse thread will hold better and is less susceptible to strip out than one with a fine thread, which is most commonly used in structural lumber. Go bigger than the standard #10 shank when replacing screws or using them for plywood or OSB applications.

Some screws have oversized washers for replacement applications. Two washer options are available for metal-to-metal screws: bonded and cup head. (This is primarily based on user preference.) Ensure all fastener holes are sealed with compatible sealant to maintain a watertight seal.

Other considerations include the environment, which dictates the level of corrosion resistance needed. If a carbon steel fastener is sufficient, then specify carbon steel fasteners with a 1,000-hour salt spray coating. Discern if a premium head style such as

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zinc or stainless steel is required, or if a full stainless-steel head and body are necessary. Premium fasteners are available with a long-life coating, which adds to the corrosion resistance. Some manufacturers cut corners by providing an inferior zinc-plated screw body, even in conjunction with their premium, expensive capped-head. Although an inferior zinc-plated screw will save the contractor on the initial cost, a feeble zinc-plated body will perform poorly in a salt chamber and — far too often — on the jobsite. Mechanical galvanizing is usually a thicker zinc layer than electroplating, which makes for a more durable coating.

Another quality concern is about “hydrogen embrittlement relief.” If a supplier says their screws are manufactured with that quality enhancement, get it in writing.

Furthermore, the longevity of the fastener should match the longevity of the roof panel. A long-life fastener that will not rust is recommended for coastal or heavy industrial environments and for roof panels that carry a 40-year (or more) paint warranty against red rust.

METAL FASTENERS



Installation

When installing self-drilling fasteners, it’s critical to use a proper installation tool. Use a screw gun, either battery-operated or corded, with torque control or a depth-sensing nosepiece to prevent over-torqued and under-torqued screws. A drill, while not ideal, can be used if it has a clutch mechanism. On through-fastened panels, over-torqued fasteners can break, damage the washers, deform or damage the panels and lead to potential leaks and stress points. If the rubber washer is bulging out from beneath the screw head, the screw is over driven.

Control is king. Screws should be driven straight and with a proper amount of torque. Install fasteners perpendicular to the work surface. No fastener is installed perfectly straight and they tend to follow the angle of the thread, but excessive angles can cause issues and look sloppy. Don’t stab the fastener into the surface or apply too much pressure. Don’t spin the fastener too fast; let the drill point do the work. Sometimes on tougher or thicker materials, pulsing the trigger of the screw gun a few times helps the drill point cool off or clear metal chips allowing the drill point to cut better.

5 Tips for Fastening Metal to Metal

1 If using a nutsetter magnet, be certain that it is properly set for the screws you will be using. If the screws have sealing washers, take care to snug the washers against the panel but not crush them.

2 Let the screw gun and the screw do the work. Start the drilling process slowly to let the point start to drill and then proceed to an appropriate RPM. If using longer length self-drilling screws, it is helpful to seat the screw against the panel, then turn the screw gun RPM up, stabilizing the screw and gun like a gyroscope. Then start the drilling process.

3 Good constant air pressure and volume are critical for ensuring pin installation is done properly. Use sequential fire versus bump and locate the pin near the web of the steel or the strong side of the stud to minimize deflection.

4 Self-drilling screws for metal are designed to drill, tap and install in a one-step operation. Using a screw gun with a clutch that can run slow enough so that the tip can cut through the substrate is key. Using impact drivers and high-speed screw guns can cause failure of the fastener and cause delays or issues with job completion.

5 A proper installation tool should have a torque setting or depth setting feature that allows for the fastener to be installed to a consistent depth every time. Battery drills and corded electric screw guns have this capability. A clean magnetic socket (or spring loaded socket for non-magnetic fasteners) will help prevent fracturing paint coatings on fastener heads. **MR**

Don’t use impact tools to install fasteners. Using impact tools to install screws can cause the head to separate from the body due to the high torque and impulse generated by the tool. Impact guns may also spin at a higher RPM which causes the screw’s drill point to heat up and not cut as well. Although impact guns are becoming more compact and lighter, a dedicated screw gun is designed with better balance and positions your hand and arm in line with the screw to help you get just the right amount of pressure and control on the screw, reducing slips and misaligned fasteners.

Have plenty of bits or drivers available. Hex head drivers with magnets can collect metal chips and shavings; clean them out (or change them) as needed. Star and square drive bits can wear out quickly. A fresh driver or bit makes for a more solid connection with the fastener and more control when driving. Having the depth of the magnet set correctly in the magnetic

PRODUCT FEATURE

hex drivers helps a lot too.

It's also important to use a bit or socket that matches the size and type of screw being used; using an incorrect bit can lead to stripped screws or improper fastening. A magnetic or spring retainer socket can also help. It should be free of metal shavings from previous jobs, which will help the fastener complete its job and can help prevent over-tightening. A quality socket will also help prevent damage to painted fasteners.

The opposite of over-driving, under-driven fasteners may not provide the clamping force needed to hold the panel securely, resulting in loose panels that are prone to wind uplift and water infiltration. Under-torqued and angled fasteners don't properly seal the washer to the panel and can lead to leaks.

On panels that use clips, over-torqued fasteners can break, damage the clip or cause the panel to bind or deform. Angled fasteners may not have enough clearance and show-through on the panel above. Under-driven fasteners may allow too much movement. Use a tool with a clutch or depth-sensing nosepiece and take the time in the beginning to set them correctly. Take care and be deliberate when installing fasteners. Pay attention to how the tool sets the fastener and adjust as needed.

Resources:

Atlas Building Products • www.atlasfasteners.com
DB Building Fasteners • www.selfdrillers.com
Direct Metals, Inc. • www.directmetalsinc.com
Dynamic Fastener • www.dynamicfastener.com
Everlast Roofing • www.everlastroofing.com
Fasteners Direct • fastenersdirectllc.com
Levi's Building Components • www.levisbuildingcomponents.com
ST Fastening Systems • www.stfasteningsystems.com
Triangle Fastener Corp. • www.trianglefastener.com
Wildcat • www.wildcatcompany.com

Conclusion

Ultimately, the best practice is to lean on the information provided by fastener suppliers to follow best practices and avoid mistakes. Attention to detail and following manufacturer guidelines are essential for the installation of a high-quality, secure, and long-lasting metal roof system. After all, a subpar installation of a metal roof can give metal roofing in general a bad name and can have a negative impact on the industry as a whole. **MR**

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Roofing in Education

The View From the Architect's Desk



St. Augustine, Florida's Pine Island Academy is roofed primarily in low-rise membrane. However, sloped metal accents of PAC-CLAD metal roof panels help break up the façade and add interest to the roofline. PHOTO BY HORTONPHOTOINC.COM



Tustin Legacy Magnet School in Tustin, California, is a TIDE (technology, innovation, design, entrepreneurship) focused 6-12th grade campus. The exterior is finished in Dri-Design Painted Aluminum Panels. PHOTO COURTESY @RMA PHOTOGRAPHY INC.

By Linda Schmid

A person might think that all educational buildings would automatically be roofed or re-roofed in metal or similarly durable material nowadays. After all, school buildings are usually used over many decades, so wouldn't the architect specify material that would last a very long time?

Chris Harrison, a Senior Associate at Quinn Evans Architects said that this is not really how the process works. Since educational projects are generally put out to bid, the architect may not have a lot of sway.

Often the customer will have decided from the start what the roofing materials will be, or they will let the architect know what they are looking for, then based on the architect's recommendations and their budget, the customer will decide what material to use.

Re-roofs

Almost without exception, schools will stay with the original material for re-roofing whether the roof was originally a flat membrane roof, a traditional asphalt roof, or a metal roof. Harrison recalls only one case where a school decided to change from a flat membrane roof, adding trusses and metal roofing because they felt it would be more durable. That was in the 1990s.

New Roofing

New projects are where people are more likely to be open to material suggestions from the architect. When making such recommendations, here are the project details the architect takes into consideration:

- Access to the roof
- Anything that is going to be placed on the roof...mechanical systems, vents,

solar panels, or anything else

- Snow loads
- The roof's slope
- Equipment that is needed for each type of roofing and how well it can be accommodated.
- Edges of roof treatment, length of panels and how everything will come together
- Thermal expansion of the material
- Color and resistance to fading
- Availability of roofers who are experienced in roofing with the material in question.

For a sloped roof, metal is the first thing they consider, Harrison said. Metal shingles can have a slightly shorter life than standing seam, but it depends upon the project.

“Membrane roofs have a similar life expectancy as metal roofs,” Harrison said, “but sometimes standing water can end



Metal Sales Manufacturing Magna Lock 180 / Flush Seam tops the Woodlands Stewardship Education Center in Chantilly, Virginia. PHOTO COURTESY OF QUINN EVANS ARCHITECTS.

up being a problem. Also, you have maintenance people walking around on it, and if they drop a tool a tear in the membrane can result requiring repair to the roof.

For a very low pitch, synthetic roofing can be a great option.

Some manufacturers have developed special coatings for metal, though the continuous salt spray may still limit the roof's longevity. In some of these cases, metal and asphalt roofing may handle the elements equally well.

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Pine Island Academy, St. Augustine, Florida. PHOTO BY HORTONPHOTOINC.COM

Metal Roofing Choices

Harrison said that standing seam metal roofing is the most commonly chosen roofing on his projects. It is easy for roofers to install as there are many experienced standing seam roofers in most of the areas they work. Usually it is crimped standing

seam rather than batten. This is more in keeping with the East Coast aesthetic that they work in, so many of these choices are simply about what is popular in a given region.

Usually exposed fastener panels are not specified for these roofing projects, Harrison said. His team prefers standing



Students and staff travel on elevated pedestrian walkways that connect the buildings. The site also has an outdoor amphitheater, cafeteria, administration building, and play and sports fields. PHOTO COURTESY @RMA PHOTOGRAPHY INC.

seam for the mechanical crimping as a first line of defense against rainwater. He said he would not rule it out, though, if a customer wanted metal but didn't have the budget for standing seam.

Copper is another option, though that is usually reserved for schools based on historical considerations. A beautiful old building that was originally topped in copper may be re-roofed in copper.

In a situation where hail is a strong consideration, they might specify powder-coated metal, which uses electrical charge to lock in the coating.

Differences that Lead to Greater Longevity

On one job Harrison said there were some very old buildings and some of the standing seam roofs were good; they had outlasted their life expectancy. What causes one roof to last while another gives way?

Harrison said that it depends on the quality of the material and the attention to detail. The gauge of the metal, the crimping detail on the ridge lines and the roof's edges, detail of the eaves and the underside above the soffit, the quality of the hips and valleys, all of these details add up to a roof that lasts he said. **MR**



Rain is collected off the metal roof of the Woodlands Stewardship Education Center in Chantilly, Virginia.. PHOTO COURTESY OF QUINN EVANS ARCHITECTS.



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Team Rubicon: Helping People In Crisis

Working Toward More Resilient Communities

By Linda Schmid



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

Shield Wall Media donated the admission receipts from the 2023 Construction Rollforming Show to Team Rubicon. Here is an opportunity for you to become familiar with the organization and its efforts.

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 organizing 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 in 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 services, 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

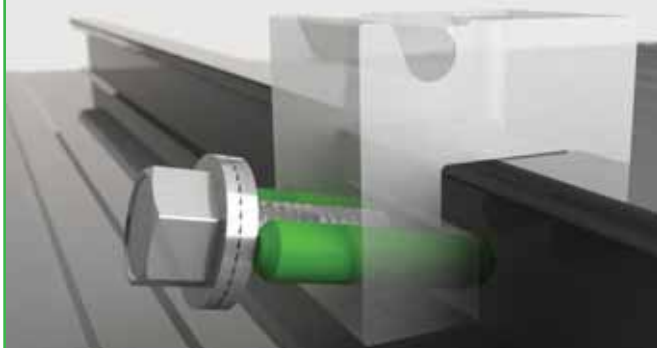
Team Rubicon was fortunate enough to be part of the initial response to the devastating wildfires on Maui in August 2023. Erin O'Rourke, Operations Manager, said they operated in the up-country region of Kula which was attacked by the same fire that did so much damage in Lahaina. Their operation consisted 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.



Hawaii wildfire recovery.

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Rebuilding in Selma, Alabama. PHOTOS COURTESY OF TEAM RUBICON.



Flood response in San Diego.



Hurricane response in Florida.

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 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 generally experienced before.

"Working with Team Rubicon often gives veterans a sense of purpose that they may be missing after they leave the [military] 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 opportunities, 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."



Hurricane response in Florida.



Donations management in Hawaii.

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 around the globe. If you would like to support Team Rubicon, visit teamrubiconusa.org/give. RF



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Georgia Metals Buys Watson Metals (Manchester, Tenn.)

Watson Metals has been sold to Georgia Metals (a portfolio company of CID Capital). The deal closed on February 5, 2024.

Headquartered in Manchester, Tennessee, Watson Metals is a provider of metal roofing, pole barns, and pre-engineered steel buildings in the Southern U.S. Founded in 1997 by Michael Watson, the company has grown to become one of the largest in the region. The company offers a wide range of products and services for residential, agricultural, commercial, and industrial customers.

Georgia Metals, headquartered in Danielsville, Georgia, is a value-added distributor of metal roofing and other related metal building products and accessories.

Located in Carmel, Indiana, CID

Capital is a private equity group that makes control investments in high-quality, lower-middle-market companies that have shown a consistent track record of success and that have reached a performance level that finds them transitioning beyond being an entrepreneurial business.

Generational Capital Markets’ Sr. Managing Director—M&A, Chris Heckert, with the support of Vice President, M&A, Nydia Blanco closed the transaction.

“The fit between Watson Metals and Georgia Metals is incredible. I can’t wait to see what these two groups can accomplish going forward,” said Heckert.

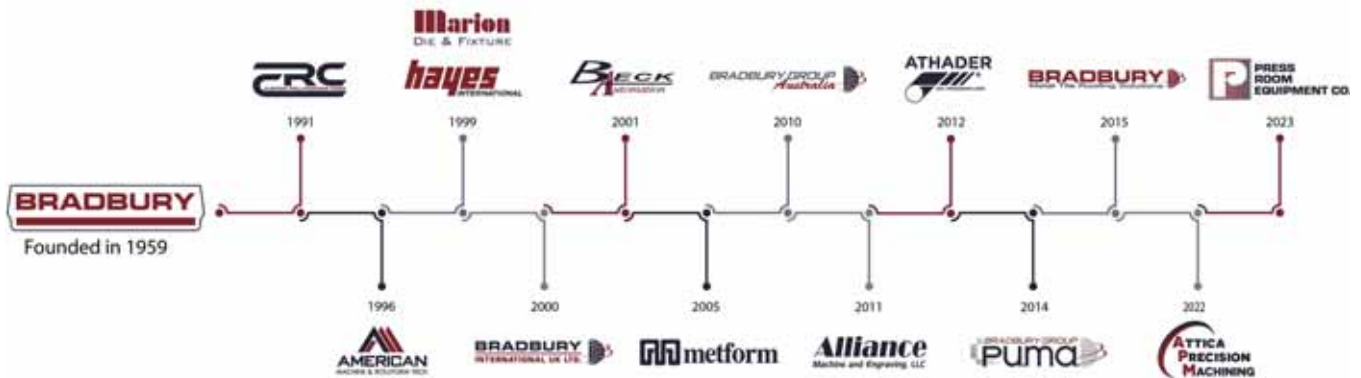
Nationwide Protective Coatings Marks 60 Years

Nationwide Protective Coatings is commemorating its 60th anniversary in 2024. Established in 1964, the company

has dedicated itself to supplying quality paints and coatings that safeguard infrastructure and assets across various industries. It has evolved over the years to meet the dynamic needs of its clients while demonstrating its dedication to quality and customer satisfaction.

One of the key pillars of Nationwide Protective Coatings’ success has been its focus on innovation. Over the past 60 years, the company has continuously invested in research and development, staying at the forefront of technological advancements in protective coatings. This commitment has ensured the longevity and durability of its products and has allowed the company to address emerging challenges in various industries.

With an eye on the future, Nationwide Protective Coatings remains committed to innovation, sustainability, and meeting the evolving needs of clients.



The Bradbury Company marks 65th anniversary in 2024

The Bradbury Company, a global family of companies dedicated to the manufacturing of industry-leading metal processing equipment, is celebrating its 65th anniversary this year.

Founded in 1959, the Bradbury Company has expanded its global presence and diversified its product portfolio through several acquisitions and ventures to create The Bradbury Group. With a focus on innovation and customer satisfaction, The Bradbury Group caters to a wide range of industries

worldwide.

“At the Bradbury Group, we are dedicated to upholding our values, leveraging our core competencies and continuously enhancing our range of solutions,” says David Cox, CEO at The Bradbury Group. “We strive to live by these principles, allowing us to consistently meet the evolving needs of our customers and drive innovation in the industries we serve. We are open to new ideas that help our companies, employees, equipment and customers grow and evolve.”

The companies that make up the group include Alliance Machine and Engraving, American Machine and Rollform Tech, Athader Slitting Lines, Attica Precision Machining, Beck Automation, The Bradbury Co., Inc., Bradbury Group Australia, Bradbury Group PU.MA., Bradbury Metal Tile Roofing Solutions, Bradbury UK, Custom Rollforming Corporation, Hayes International, Marion Die & Fixture, Metform International and Press Room Equipment Company. [MR](#)

Envisioning the next 60 years as an opportunity to continue this legacy of excellence, further impacting the protective coatings industry, and contributing to the longevity of critical infrastructure around the world.

Ambassador Supply Names Joel Usina As Marketing Director

Ambassador Supply has named Joel Usina as the company's marketing director, effective immediately.

"Joel will elevate Ambassador Supply's brand and marketing strategies to new heights as the company gears up for serious growth," said Randy Carman, president of Ambassador Supply. "With his extensive marketing background and his diverse experiences from working as an independent contractor, Joel is well-equipped to drive advancements for our companies. Plus, Joel's community involvement aligns with Ambassador's values."

Usina's career includes over 12 years of marketing experience working as a website and graphic designer and as a director of marketing for Redfli Electronics / Redfli Design Build. In addition, Usina has held the role of director of operations and director of family services for Genesis Outreach.

"I'm excited to work with Ambassador Supply, and I look forward to leveraging my experience and expertise to propel the company's marketing efforts," said Usina. "Having spent over a decade engaged in marketing strategies for a variety of industries, I feel confident in my ability to collaborate with the team and lead the development and execution of our marketing vision."



Tedlar® Scholarship Recipients

DuPont™ Tedlar® Scholarship Awarded to STEM Students

DuPont™ Tedlar® and the SPE (Society of Plastic Engineers) Foundation announced that two students have been awarded the DuPont™ Tedlar® Scholarship for academic study focused on plastics engineering. Each scholarship recipient received \$2,500 to support their studies in STEM. The scholarships are part of a year-long partnership between DuPont™ Tedlar® and SPE to support the Foundation's three-pronged approach to enrich and develop the future workforce for plastics industry.

"It's extremely rewarding to support these two very deserving students in their academic pursuits of making an impact in the plastics industry," said Corynn Sheridan, Global Marketing

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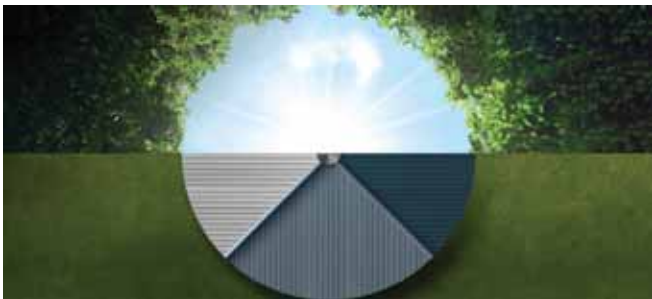
Director, DuPont™ Tedlar®. “I’m inspired by the passion and dedication of the recipients and hope that our DuPont™ Tedlar® scholarship will continue to play a positive role in supporting the next generation of STEM workers for years to come.”

The two scholarship recipients are Cameron Sawicki, a junior at Ferris State University majoring in Plastics and Polymer Engineering Technology and Michael Quinn Jr., a senior at Penn State Behrend majoring in plastics engineering technology.

“I’m passionate about plastics engineering and am committed to making a positive contribution to the industry,” said Cameron Sawicki. “With this scholarship I can focus more on my studies and research, allowing me to explore innovative solutions and sustainable practices in the field of plastics.”

“Receiving this scholarship is a significant milestone in my academic journey,” said Michael Quinn Jr. “I’m determined to give back to the community and make a positive impact, just as DuPont™ Tedlar® has done through this scholarship program.”

DuPont™ Tedlar® and the SPE Foundation partnered in 2023 to enable these scholarships, as well as developing a PlastiVan® curriculum to travel to schools for STEM educational days. Furthermore, Tedlar® sponsored the Girl Scouts of America event in Orlando, Florida, providing demonstration material and support. This collaboration has been extended through 2024, with Tedlar® helping to expand the PlastiVan® program as well as continued work with the Girl Scouts of America. Tedlar® and the SPE Foundation are focusing on classrooms and STEM education in Buffalo, New York, and Circleville, Ohio, two locations where Tedlar® is manufactured.



AkzoNobel White Paper Explains Role Of Coil Coatings In Building Sustainably

Modern coatings and digital technologies can help significantly reduce carbon dioxide (CO₂) emissions and increase circularity (i.e., reduce, reuse, and recycle) within the built environment, but the pace with which they can be introduced and the detail of future regulation will decide who wins and who loses future building contracts.

This is one of the key themes explored in a new white paper from AkzoNobel that also examines traditional PVDF and FEVE coatings and their future use as protective metal coatings.

As governmental bodies around the world increase regulation to push the industry towards achieving net zero by 2050, coil manufacturers, along with their customers and suppliers are

likely to be affected. Both have a business imperative to improve the sustainability of the built environment.

Amanda Paterline, Americas Commercial Marketing Manager, Coil and Extrusion Coatings at AkzoNobel, says that coatings contribute to the circularity of the built environment in two ways: “On the one hand they insulate buildings against the cold and the heat, and on the other they protect metal building components from corrosion for years so that they can be recovered and reused.”

“Modern cool chemistry coatings can reduce the temperature of a building’s roof by around 20°C/36°F,” Amanda adds, “which significantly lowers energy consumption, and consequently, Scope 3 downstream emissions.”

Amanda says that even though metal substrates can be infinitely recycled, there are many ways that coating manufacturers can help contribute to circularity: “Our focus is reducing the amount of coating used and wasted and striving for a ‘right first time’ approach, using accurate dosing units, reusing excess paint, and implementing digital tools which assess and improve production efficiencies.

“The tools support coil coaters with just-in-time delivery to reduce over-ordering, storing and waste, and enable us to move to digital color sampling and matching instead of traditional painted panels, which also reduces waste and emissions.”

AkzoNobel’s white paper, *The Role of Coil Coatings in Building a Sustainable Environment* [download: <https://bit.ly/3wmjYxS>], is part of the company’s ongoing campaign to help its partners and coatings customers navigate the changing sustainability landscape and the reporting requirements, and help them make more informed decisions about how best to contribute to achieving net zero.

Marc Kermisch Joins Malco Tools Board of Directors; Winners of Trade Pro of the Year Award Announced; Earns Award of Its Own

Malco Tools, one of the nation’s leading solution developers and manufacturers of a variety of high-quality tools for the building construction and HVAC trades, has announced that Marc Kermisch, chief digital and information officer at CNH Industrial, has joined its board of directors.

Kermisch brings over 25 years of leadership expertise and experience with a variety of leading U.S. companies, where he has led corporate IT functions, driven technology strategy and architecture, and enabled e-commerce platforms. He will be instrumental in advising Malco on how to best leverage its technology investments to deliver value and improve



customers' digital journeys.

2nd Annual Trade Pro of the Year

In further Malco news, the company has announced the winners of its second annual Building Exterior Trade-Pro of the Year Award program. The contest recognizes five of the top U.S. construction professionals committed to excellent work, supporting their communities and working safely in the field.

The following winners will receive \$1,000 in Malco tools of their choosing:

- BJ Tippman, Owner of ABC Seamless, Fort Wayne, Indiana
- Z.L. Sharp, Carpenter, Park Hills, Missouri
- Jeffrey Tassinari, Shop Manager & Fabricator at Snow and Jones, Middleboro, Massachusetts
- Gary Gahler, Senior Project Manager at McAllen Valley Roofing, McAllen, Texas
- Gary Valencia, Owner of Kasa Builders/Wood Design, Vadito, New Mexico

“Malco is proud to continue to recognize and uplift Building Exterior Trade-Pro of the Year winners for their professional achievements, safety excellence and contributions within their communities,” said Rebecca Talbot, vice president of marketing at Malco. “These

building professionals represent hard work and an admirable dedication to their trade. We are excited to have the opportunity to continue this program and spotlight this exceptional group of award recipients.”

Furthermore, Malco Tools was recently honored with an award of its own. The company has been named a 2024 Minnesota Manufacturing Award winner from the Minneapolis/St. Paul Business Journal.

For the second time since 2018, Malco has been named Manufacturer of the Year in the medium-sized business category. The awards celebrate the successes and contributions of leading manufacturers to the region's economy.

Malco, which employs 150+ associates at its plant in Annandale, is a 100% employee-owned employee stock ownership plan (ESOP) company. Malco aims to be a destination company in central Minnesota and has made many significant positive changes to the business to achieve this goal, including setting new company core values and an internal “Look Good, Feel Good, Do Good” campaign to renovate workspaces, promote employee collaboration and wellbeing, and give back to the community.

Since its last Manufacturer of the

Year award win, Malco has welcomed a new leadership team and strategic board members focused on driving measured and strategic growth, and strengthening the brand as it expands its product lines.

“Earning this recognition is such an honor, and an amazing way to celebrate the entire team's work over the years to strengthen our internal culture, improve processes and bring in strategic experts to help guide our growth, all while maintaining our commitment to developing and manufacturing the highest quality tools for skilled trade pros,” said Rich Benninghoff, president and CEO at Malco. “We are immensely proud to once again be recognized among the leading manufacturers in the state of Minnesota who are doing fantastic work and promoting our local manufacturing industry.”

Malco celebrates a safety-first culture, continuously maintaining its OSHA Safety and Health Achievement Recognition Program (MNSHARP) recognition since 2004, and earning the Minnesota Safety Council's Governor's Safety Award 13 times in the last 20 years.

Additionally, the company is transitioning to environmentally friendly recyclable packaging materials with significantly less plastic, reducing waste, conserving resources, and lessening its environmental impact.

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Joe Theismann



Dr. Anirban Basu

METALCON Announces 2024 Keynote Lineup

METALCON, the only global event dedicated exclusively to the application of metal in design and construction, announces its keynote speakers for this year's annual conference and tradeshow in Atlanta from Wednesday, Oct 30.–Friday, Nov. 1, 2024.

Former National Football League Most Valuable Player and Super Bowl Champion quarterback, Joe Theismann, joins METALCON this year as the keynote speaker on Wednesday, October 30 at 9:00 a.m.

In his keynote, Theismann outlines the game plan that brought him success, both on and off the field. As an entrepreneur and the former star quarterback for the Washington Redskins, he reveals his Game Plan for Success by drawing parallels between winning in football and in business.

Theismann's career ended abruptly after sustaining a badly broken leg during a Monday Night Football game against the New York Giants on national television. An Emmy award winning analyst, entrepreneur, and athlete, he utilizes his gifts, talent and high energy to share his strategies with attendees for handling unforeseen change.

He focuses on how to succeed under pressure and how to adapt quickly to unexpected situations. He urges individuals and organizations to set goals and correct errors each step of the way, an approach that builds momentum...which once on your side, would be hard for the best "defense" to stop.

Then, on Thursday, October 31 at 9:00 a.m., Dr. Anirban Basu, Chairman & CEO of Sage Policy Group, Inc., a Baltimore-based economic and policy consulting firm, presents *The Good, The Bad, & The Ugly: Financial Outlook and Trends for Metal Construction*.

Named one of Maryland's 50 most influential people by Maryland newspaper, The Daily Record and one of the region's 20 most powerful business leaders by the Baltimore Business Journal, Basu will provide an in-depth analysis of major factors shaping economic outcomes, including interest rates, global geopolitical conflict, wage dynamics, business confidence, demographics, rising consumer debt levels and a presidential election — all conspiring to produce an economic downturn in 2025. He will provide a forecast for the coming year, highlighting the major risks that construction industry stakeholders will likely encounter and if 2025 should be a good year for the metal construction and design industry.

In 2014, Maryland Governor Larry Hogan appointed Basu Chair of the Maryland Economic Development Commission (2014-2021). Currently, he serves as Chairman of the Baltimore County Economic Advisory Committee. He also serves the chief economist function for the Associated Builders and Contractors, the Construction Financial Management Association, the Modular Building Institute, the Maryland Bankers Association, the International Food Distributors Association, and several others.

"We are thrilled to welcome Joe Theismann, a distinguished sports figure, and esteemed economist, Dr. Basu, as our keynote speakers this year," said METALCON Show Director, Judy Geller. "Joe's captivating life journey promises to ignite inspiration among attendees, while Dr. Basu's profound insights into the economic landscape will provide invaluable foresight for the future of the metal construction and design industry."

Gulf Coast Supply Announces Leadership Changes

Metal roofing supplier Gulf Coast Supply & Manufacturing has announced the promotion of three company executives.

Shawn Kirk, who has served as vice president of operations and played a pivotal role in the company's operations since June 2018, has been promoted to the position of executive vice president of operations. Kirk's deep understanding of manufacturing processes will continue to drive efficiency and innovation across operations.

Craig Mohr, who has served as director of sales and marketing, has been promoted to vice president of sales and marketing. Mohr's strategic vision and leadership have been key factors in the company's sales growth since he joined in January 2021.

Jordan Graham, who has served as manager of accounting and finance since July 2021, has been promoted to vice president of finance. Graham's financial acumen and leadership have been vital to improving the company's financial processes and performance.



Stone-Coated Steel 'Shingles' Win Honor From International Roofing Expo

WeatherLok Metal Roofing was named a 2024 Experts' Choice Innovative Product Awards winner at the 2024 International Roofing Expo in Las Vegas.

"This award proves what we've known all along," says Peter Northcott, President of WeatherLok. "We have an innovative metal roofing system that is easy to install and offers end-users a durable, long-lasting and attractive solution to their roofing needs."

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WeatherLok Metal Roofing won the Experts' Choice Award for its stone-coated metal roofing shingle. The Experts' Choice award winners were selected by a panel of IRE360 editors and industry experts.

In reference to the WeatherLok shingles, judges said: "This is going to be great for hail, wind, fire and ice. It has no exposed screws, which is a huge benefit. And it has an easy interlocking system, which will really help out the labor install. From a cost point and the lack of possible leaks from exposed fasteners, this one looks like a winner."

The awards program, powered by the International Roofing Expo, is an industry recognition program that celebrates cutting-edge solutions that are available in the roofing and exteriors industry.



Left to right: Chris Yoder, Jeff Schlabach, and Tim Gingerich. PHOTO COURTESY OF PROVIA

ProVia Truck Drivers Inducted Into Million Mile Club

ProVia announces it has inducted three of the company's truck drivers into the newly-formed Million Mile Club, a prestigious group of extremely high-performing, professional drivers. This inaugural group of inductees includes Chris Yoder, Jeff Schlabach, and Tim Gingerich. Chris was inducted after accomplishing 1 million consecutive miles, while Jeff and Tim were inducted

after accomplishing 1.5 million consecutive miles.

The criteria for being considered for induction into the Million Mile Club includes driving at least one million consecutive miles without a preventable incident. This achievement represents a high level of consistent performance given that, if the driver maintains a pace of 100,000 miles per year, it takes 10 years to drive one million consecutive miles. In their cases, Chris, Jeff and Tim's streaks include nearly 12, 14 and 13 consecutive years of driving, respectively. ProVia has several other drivers who are approaching the million mile mark.

"We are honored and grateful that these drivers represent ProVia across the U.S.," said TJ Mummert, Director of Logistics, Siding Fleet for ProVia. "They exemplify a high standard of professionalism and protect the safety of the general public. We're thankful to have professional drivers like Chris, Jeff and Tim on the road."

ABC Supply Co. Acquires Multiple Building Supply Companies In US And Canada

ABC Supply Co., Inc., the largest wholesale distributor of roofing and other select exterior and interior products in North America is getting bigger. It has announced several acquisitions in the United States and Canada.

The Beloit, Wisconsin-based company recently announced the acquisition of

Herman's Supply Company, a supplier of both residential and commercial roofing products, siding and related accessories.

Herman's Supply Company was founded by Herman and Anne Schrompf in 1969 in St. Catharines, Ontario. Since then, the company expanded to 11 branches across Ontario and added a 12th location in West Seneca, New York, serving the Buffalo market. This acquisition marks ABC Supply's introduction to the Ontario, Canada, market and growth in its New York market.

The company has also acquired the assets of All Canadian Building Products in Surrey, British Columbia, Canada, which has been a partner to area contractors since its establishment in 2004 by owner Kulwaren "Kal" Johal. The company specializes in the distribution of quality residential and commercial roofing products and accessories.

The company has also acquired the assets of United Roofing Supply in Katy, Texas. Since it was established in 2020 by owner Andres Blanco, the acquired United Roofing Supply location has been a provider of residential roofing products and related accessories to area contractors.

"In a short amount of time, Andres has built an admirable company in the greater Houston market," said Southwest Region Vice President Jonathan Shepard. "We are excited for him and his team to join the ABC Supply family." **MR**

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Steelscape Rustic Metal Roofing

Steelscape, LLC has announced the expansion of its Textured Rustics colors. This expansion includes introducing Sedona Rawhide™, a finish that looks like oxidized metal.

Textured Rustics is comprised of Rustic Rawhide® and Sedona Rawhide™. Both offer a combination of texture and multi-tone colors to achieve the look and feel of traditional oxidized metal without compromising performance or longevity. Each finish is suited for residential and commercial applications, offering a functional yet distinctive appearance.

The Sedona Rawhide color embodies the look of freshly aged metal but with the performance and durability expected from modern prepainted metal. Its wrinkled texture interacts with light to reduce glare. Additionally, its textured finish offers improved grip during installation.

www.steelscape.com



Sherwin-Williams Coil Coatings Printed Metal Coatings

The Coil Coatings division of Sherwin-Williams has released a collection of printed metal coatings colorways, Emulate, for product and design professionals. The collection derives inspiration from mimicking the beauty of nature and aims to bring an enhanced look of natural building materials in wood, stone and metal to enable architects and product manufacturers to complete their vision in a new way.

The collection highlights new prints and a fresh take on classic looks by using a solid base coat and layers of ink that can be created with unique patterns and rich multi-layer effects. By utilizing a rotogravure printing process, these coatings are applied with an impression roller for the desired look of nature to the metal substrate.

The latest offering includes 30 total colorways across specific collections for wood, stone and metal. The metal print colorways add beauty to a project without stripping the world of finite natural resources – part of Sherwin-Williams sustainability commitment to preserving the environment with recyclable metal substrates.

“For example, in a very intentional way, we’ve been able to mimic the

beauty and detail of wood while providing design flexibility and durability,” said Brynn Wildenauer, Architectural Color Designer for Sherwin-Williams Coil Coatings. “Similarly, by mimicking the finishes of natural metals such as zinc and copper and heavy stone, architects can achieve the desired look these precious building materials offers, but in a much more efficient way.”

coil.sherwin.com

McElroy Metal Nostalgia Board & Batten

McElroy Metal recently announced the release of the Nostalgia Board & Batten panel, a durable and low-maintenance alternative to wood siding. Made of 24-gauge Galvalume®, this panel mimics the classic wooden board and batten look without the hassle of continuous upkeep.

Covering 12” and the built-in batten feature standing 0.75” tall, the Nostalgia Board & Batten panel is a versatile choice for residential and light commercial applications. This panel is available in all of McElroy Metal’s architectural colors and three new woodgrain colors, allowing easy project customization.

Originating in Sweden and Norway, the traditional board and batten, also known as barn siding, was intended to be practical. Thin strips of wood were used to cover the gaps in the wide wood planks to better protect those gaps against the elements. Nostalgia Board & Batten is a throwback to the original design but offers resistance to fire, rot, and insects, ensuring longevity and peace of mind.

www.mcelroymetal.com



Progressive Materials Ready Patch (RP 300)

Progressive Materials (PM Silicone) has announced the introduction of its latest product Ready Patch (RP 300), a versatile, fibered sealant that’s designed to stop leaks instantly — even under water. This new product from Progressive Materials, a leading manufacturer of silicone roof coatings, can be applied on flat or vertical surfaces and stops water penetration instantly. RP 300 will cure out completely in wet or dry locations and will result in a flexible patch over holes, cracks, or splits, as well as around flashings, vents, metal edging, and more.

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Stop Neglecting WordPress Security

You're Only as Strong as Your Weakest Link

By Dotan Nahum

WordPress is one of the most popular Content Management Systems (CMS) available to roofing contractors, meaning that a single vulnerability can trigger a chain reaction across millions of sites. The big draw of WordPress is its customization options and plugins, but they are as appealing to hackers as they are to contractors and other eager website owners.

Like any site, WordPress can be vulnerable to attacks such as hacking, data breaches, and malware infections, putting user information and financial details at risk. Of course, compliance always looms overhead and is an

enduring motivation for prioritizing security. Depending on the nature of your website and the data it handles, you might be subject to privacy laws and regulations like GDPR or CCPA, and restoring your site in the aftermath of an attack can be costly.

If that isn't enough to push security up your priority list, the risk of damaging your reputation should be. Visitors and customers who find that their data has been compromised due to poor security on your website are less likely to return or trust your brand. Security breaches can also lead to site defacement or even complete site takeovers, which will garner penalties from regulators and

customers. Even Google. Search engines tend to penalize affected websites, tarnishing your hard-earned SEO efforts and impacting your site's organic traffic.

What's New in the World of WordPress

Recent trends and threats in WordPress security highlight several key challenges. WordPress, being a database-driven platform, is susceptible to SQL injection attacks (hackers' old favorite). SQL and cross-site scripting (XSS) are still rampant, recently appearing in the LiteSpeed Cache Plugin, affecting over 4 million sites. Malware and remote access trojans (RATs) are also rife, and

NetSupport RAT recently targeted sectors like education, government, and business services through deceptive websites and fake browser updates.

One of WordPress' strengths — its extensive ecosystem of plugins and themes — is also its greatest weakness. Although WordPress regularly releases security and maintenance updates (most recently WordPress 6.5.3), outdated versions of WordPress, plugins, or themes are common attack vectors, especially if site owners do not properly manage them. Custom coding is also a popular WordPress feature, but doing so without proper security knowledge can introduce vulnerabilities.

Another lesser-known attack aims to take down your site's credibility: SEO spam. It involves the injection of spammy keywords and fake ads into top-ranking pages, aiming to undercut your position in search results.

13 Essential Strategies: WordPress Security 101

To protect your WordPress site, you should follow these best practices:

1. Keep WordPress, Plugins, and Themes Updated: Regularly update your WordPress core, plugins, and themes, and enable automatic updates where possible to ensure you're always running the latest versions.

2. Choose Plugins and Themes Wisely: Only use plugins and themes from reputable sources, such as the official WordPress repository, or from well-known and trusted developers. Check the ratings, reviews, and update history to assess their reliability.

3. Limit the Number of Plugins and Themes: Minimize the number of plugins and themes installed on your site. More extensions mean more potential vulnerabilities, so you should delete any plugins or themes you're not using.

4. Regular Backups: In case of a security breach, having a recent backup allows you to restore your site to a pre-attack state.

5. Strong Passwords and User Permissions: Use strong, unique



passwords for your WordPress admin area, limit the number of users with administrator access, and regularly audit user roles and permissions.

6. Web Application Firewall (WAF): A Web Application Firewall can help protect your site from common threats by filtering and monitoring HTTP traffic between your site and the internet.

7. SSL/TLS Certificate: Use an SSL/TLS certificate to encrypt data transmitted between your site and its visitors, adding a layer of security to prevent data interception.

8. Use an Automated Vulnerability Scanner: You can automate continuous vulnerability monitoring to stay protected without investing employees' time.

9. Hosting Environment Security: Many WordPress sites are hosted on shared hosting platforms, which can pose risks if one website on the server is compromised. Choose a hosting provider known for its strong security features, such as regular backups, firewalls, and malware scanning.

10. Customize the Login URL: Changing the default WordPress login URL can help protect against brute-force attacks. WordPress's default admin login URL is well-known, making it easier for attackers to get started.

11. Disable File Editing: Disable the


ability to edit plugin and theme files directly from the WordPress admin panel.

12. Enable Two-Factor Authentication: Add an extra layer of security to your login process with two-factor authentication.

13. Limit Login Attempts: To prevent brute force attacks, use a plugin to limit the number of login attempts from a single IP address.

Compared to other platforms, the extensive use of third-party add-ons and the platform's popularity significantly amplify these risks for WordPress sites. WordPress administrators must be proactive about security, regularly update their systems, use strong credentials, and employ security best practices to mitigate as many risks as possible. **MR**

Dotan Nahum is the Head of Developer-First Security at Check Point Software Technologies. Dotan is an experienced hands-on technological guru & code ninja.

 For more titles, check out Shield Wall Media online: www.shieldwallmedia.com

Aerial Imagery

AI Helps Find Prospective Customers

By Karen Knapstein

Nearmap has been providing businesses and organizations with aerial data since 2007. Founded in Australia as a small online startup, the company has grown into an international leader in location intelligence and aerial technology, at first only offering aerial surveys and captures; but now providing over 128 AI data layers that automate the identification of 500+ insights.

Nearmap utilizes artificial intelligence (AI) to improve its data, resulting in even better service to users. Kit Revell, Senior Vice President of Sales, explains, “We’re able to leverage machine learning technology to extract data and attributes from our imagery.”

For example, factors such as missing shingles or panels, a temporary repair like a tarp, ponding, or staining. Quickly and accurately identifying condition issues translates into identifying potential re-roofing opportunities for the roofing industry.

Using current information is critical to the roof proposal process if using aerial imagery. To assure accurate and up-to-date data, Nearmap captures images three times per year (usually in spring, summer and fall) in major metro areas. The frequent image captures allow customers the ability to view a building with leaves on and leaves off in tree-canopied areas. Having frequently captured images is important because if you’re looking at images taken during the summer, when trees were in bloom, you can’t see through the canopy to understand what the structure is like underneath, which forces a customer to go onsite and see with their own eyes rather than viewing imagery,” explains Revell. “The reason why customers select Nearmap as an aerial imagery or AI provider is because of our frequent captures. Having an image from 2015 isn’t as relevant to what they’re



Cape Coral image before damage-causing weather event. PHOTOS COURTESY OF NEARMAP



Cape Coral image after damage-causing weather event, showing temporary roof repairs.

needing to do today.”

Accuracy is also a critical feature. Newly developed cameras can see incredibly close detail allowing for enhanced data. The cameras can capture sub-1” imagery; Revell clarifies: “Meaning you can accurately measure the roof from Point A to Point B and be accurate within +/- 1” from the start point and +/- 1” from the endpoint to get an accurate measurement. Customers will leverage accuracy to ensure the quotes they’re creating for their customers are correct, which then will avoid change fees and inaccurate proposals.”

Revell explains the improvements that AI affords in aerial attributes and data. “As we’re flying over the entire city of Dallas, it’s a needle in a haystack trying to find what building a roofer should target as an opportunity to create a proposal,” he continues. “Customers leverage AI to find that needle in a haystack by leveraging the MapBrowser online platform to show all the roofs that have temporary roof repair.” The result is customers can pinpoint which buildings have temporary repairs, thus targeting which roofs need repairs and focusing on those prospective customers. “Speed is the game.

Customers come to us to have a leg up on their competition.”

In addition to the tri-annual imagery updates, Nearmap captures post-catastrophe image data through its ImpactResponse service. “We have a plane in the air usually within less than 24 hours, provided that it’s safe and clear enough to fly,” says Revell. “We’ll process the imagery within hours of the capture and typically have this imagery available to customers who subscribe to

EagleView Launches RapidSOS Integration

EagleView and RapidSOS have announced an integration of EagleView’s high-resolution orthogonal imagery into RapidSOS Premium. EagleView is a provider of aerial imagery, software and analytics, and RapidSOS is the intelligent safety platform securely linking over 500 million devices to more than 16,000 first responder and 9-1-1 agencies.

EagleView’s proprietary camera systems capture superior quality imagery compared to standard satellite images. These detailed images offer higher resolution, greater spatial accuracy, and a clear date stamp, providing critical context in emergency situations.

“Our collaboration is dedicated to one crucial goal, and that’s keeping field responders safe and saving lives,” said Joe Oddi, Director of Partner Strategies at EagleView. “By integrating EagleView imagery with RapidSOS Premium, we help public safety professionals respond in the most accurate and efficient way to citizens in distress.”

RapidSOS Premium enhances the 9-1-1 response system by consolidating critical data such as real-time location, local GIS data, and caller profiles into a single, comprehensive mapping solution. This integration with EagleView will enable RapidSOS users to access high-resolution aerial imagery directly in their workflow, offering unparalleled insights into emergency locations and streamlining decision-making for telecommunicators and field responders.

“Through this alliance with EagleView, telecommunicators can provide more accurate intelligence and directions to support their field responders,” said Karin Marquez, Chief Public Safety Brand Officer at RapidSOS. “With high-resolution aerial imagery in RapidSOS, public safety officials can make faster, smarter, and safer decisions to aid those in the field.” **MR**

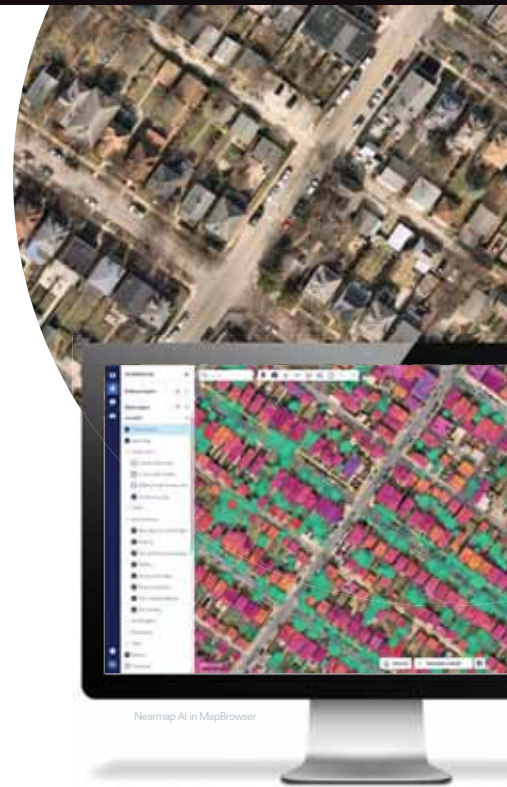
ImpactResponse within days of the event.

For example, on Saturday, December 9, 2023, tornadoes ripped through Tennessee, damaging and destroying hundreds of structures. Nearmap had a flight in the air the next day. The imagery was available to Impact Response subscribers on Monday, December 11, and the AI was available on Tuesday, December 12.

The company has a team of about 20 people, who are part of the Nearmap Survey Operations team, and are constantly monitoring the national weather system and all known public sources of weather data to discern weather events and their severity through the Proactive Capture Program. Once they are aware of an event, they start deploying resources around the country to capture the imagery and process the data. “We have about two dozen people who are dedicated to capturing the information that’s important to our customers,” Revell reveals.

Generally, Nearmap focuses on capturing imagery in heavily populated areas. However, if an event is severe enough, they will also cover rural areas. For example, a year or two ago, a tornado tore its way through four states, with much of the path being rural. Since it was such a significant event, they covered the entire destruction path.

While AI plays a role in the data process, it’s not fully automated. They’re



constantly making improvements to their AI. Currently in its fifth generation, the sixth generation is due to be available this summer. It will focus more on commercial properties with enhancements made for residential properties.

Relevance, speed and accuracy: Because it provides up-to-date, accurate imaging, data, and AI-driven analysis, Nearmap can help roofing companies identify locations in need of their services. **MR**

How AI Can Help In The Quoting Process

By Rick Zand, Content Specialist, New Tech Machinery

Artificial Intelligence (AI) can produce job quotes for customers by calculating multiple aspects of a roofing project. AI analysis can consider material costs, detailed roof measurements, weather and climate conditions, labor costs, and other factors to produce near-exact customer pricing. It can even predict future maintenance costs based on the given information, such as environment, roofing systems, and panel type.

Further, AI can analyze worker productivity based on previous jobs as indicators of future performance. This biometric can help factor in job time and labor hours needed to complete a project. Also, it can factor in transportation, incidentals, and other expenses to better inform the estimate.

Emerging AI systems can diagram roof slopes, including pitch, ridges, eaves, valleys, and other variables via drone footage or satellite imagery. Already, start-up roofing service companies have begun providing drone services with roof analysis, measurements, and detailed schematics. For one service, the contractor captures the drone footage and feeds it into a proprietary software system, which then identifies roof characteristics and highlights any points of damage. These measurements can provide precise panel measurements for reliable quotes.

AI technology saves time by providing exact measurements so the contractor can provide an accurate, detailed quote and arrive at the job site ready to install the new roofing system. **MR**

Be Aware of BOI

5 Fast Facts About Beneficial Ownership Information Reporting

By CliftonLarsonAllen

Key Insights

The Corporate Transparency Tax Act is designed to help the U.S. government collect information to prevent use of the U.S. financial system for illicit activities.

All domestic entities and any foreign entity registered to

do business in the United States must report beneficial ownership information.

The reporting is complex and there are penalties for non-compliance. Be aware of your BOI reporting requirements.

Many businesses must soon report new beneficial ownership information (BOI) to the U.S. government. Our earlier article covered a high-level overview of BOI reporting requirements, and now we're sharing important updates to help you clarify your responsibilities. Read on for five fast facts.

Background

In 2021, Congress enacted the Corporate Transparency Tax Act (CTA), which establishes uniform BOI reporting requirements for certain types of corporations, limited liability companies, and other similar entities created in or registered to do business in the United States.

The CTA is designed to help the U.S. government collect information necessary to prevent bad actors from using the U.S. financial system to facilitate money laundering, tax evasion, human and drug trafficking, and other illicit activities.

The CTA authorizes the Financial Crimes Enforcement Network (FinCEN), a bureau of the U.S. Treasury, to collect and disclose BOI information to authorized government authorities and financial institutions. Since CTA's enactment, FinCEN has issued implementing regula-

tions — the basics of which are discussed briefly below.

CliftonLarsonAllen will not advise on or assist with BOI reporting preparation. We recommend that you reach out to your attorney for assistance in complying with these filings.

Reporting companies created or registered to do business before January 1, 2024, must file initial BOI reports with FinCEN on or before January 1, 2025.

5 fast BOI reporting FAQs

1. What companies will be required to report BOI to FinCEN?

All domestic entities and any foreign entity registered to do business in the United States. Entities subject to BOI reporting include a corporation, limited liability company, or any other entity created by the filing of a document with

the secretary of state or similar office in the United States.

2. Are there exemptions from BOI reporting?

Yes, FinCEN notes 23 BOI reporting exemptions.

Perhaps the most common exception to BOI reporting is the large operating company exemption. Generally, a company meets this exemption if it has at least 20 full-time employees, more than \$5 million in gross receipts or sales, and an operating presence at a physical office within the United States. For purposes of the \$5 million threshold, the threshold is measured as gross receipts or sales net



of allowances on Forms 1120, 1120-S, 1065, or other equivalent tax return. It should be noted, however, that the 20-employee threshold is not applied on a consolidated basis. As a result, a parent company filer of a consolidated C corporation tax return must itself have 20 or more full-time employees to meet the large operating company exception.

Other exemptions apply to Section 501(c)(3) tax-exempt entities and certain types of regulated financial companies.

3. When does BOI reporting start?

Reporting companies created or registered to do business before January 1, 2024, must file initial BOI reports with FinCEN on or before January 1, 2025. Reporting companies created or registered to do business on or after January 1, 2024, will have 90 days from creation or registration to file their initial BOI reports. Any changes to previously reported BOI must be reported to FinCEN within 30 days.

4. What information does a reporting company disclose to FinCEN?

A reporting company must report:

- Legal name
- Any trade, doing business as, or trading as names
- The current street address of its U.S. place of business, jurisdiction of formation or registration
- IRS taxpayer identification number
- Type of BOI filing (i.e., initial report, a correction of a prior report, or an update to a prior report).

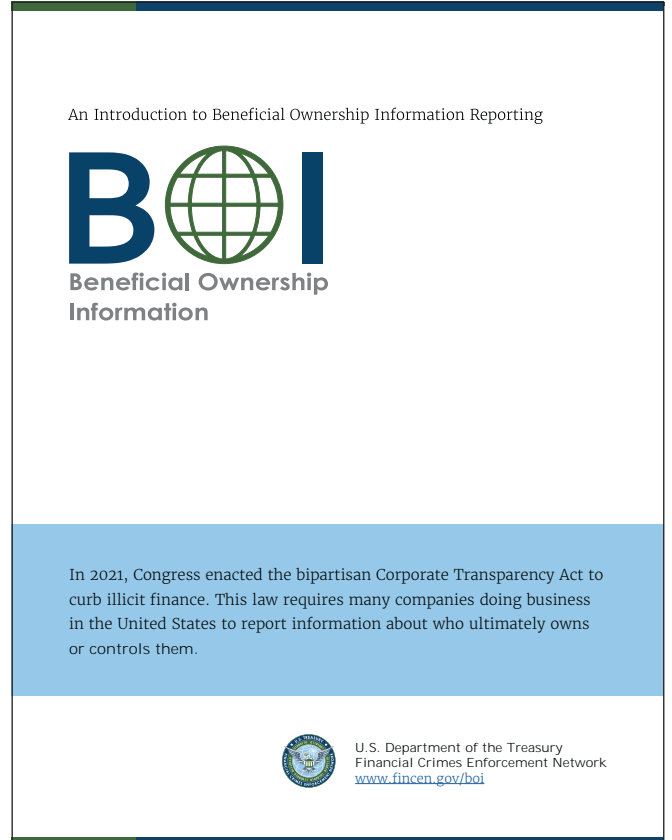
In addition, for each individual who is a beneficial owner or company applicant, the reporting company must report:

- Individual’s name
- Date of birth
- Address
- Unique identifying number from an acceptable identification document (e.g., driver’s license, passport, etc.)
- Name of the state or jurisdiction that issued the identification document.

A beneficial owner is an individual who either directly or indirectly (1) exercises substantial control over the reporting company (e.g., a senior officer or key decision-maker), or (2) owns or controls at least 25% of the reporting company’s ownership interests. A corporate entity owner is “looked through” to its ultimate owners for purposes of determining the 25% owner-

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The Financial Crimes Enforcement Network has published the brochure “An Introduction to Beneficial Ownership Information Reporting,” which can be downloaded at <http://tinyurl.com/3und37eh>.

ship test.

Although not required, many filers are encouraged to obtain FinCEN identifiers to help facilitate filing this information.

There is no fee to file BOI reports with FinCEN.

5. Are there penalties for failing to file BOI reports with FinCEN?

Yes, be aware of BOI filing penalties. A person who willfully fails to comply with BOI reporting may be subject to civil penalties of \$500 per day and criminal penalties including a \$10,000 fine and/or up to two years of imprisonment. **MR**

our communities through our industry-focused wealth advisory, digital, audit, tax, consulting, and outsourcing services. CLA (CliftonLarsonAllen LLP) is an independent network member of CLA Global. See CLAGlobal.com/disclaimer. Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor.



This article was originally published in the December 2004/January 2005 edition of Metal Roofing Magazine.

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

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

Contact Karen Knapstein, karen@shieldwallmedia.com, forwarding all the information you have about the materials used, challenges faced, and a few hi-res photos. In the meantime, enjoy this bit of metal roofing history!



Rain water harvesting is an ancient practice making a resurgence in many areas, and modern systems work best with metal roofing systems. JIM RYAN PHOTOS

Rain Harvesting Loves Metal Roofs

A marriage made in Heaven ... or at least in the clouds above

By Jim Ryan

Some products seem to be just made for each other, and when “married” together, provide homeowners and businesses alike with benefits, both aesthetic and functional. Think of roofs and skylights, or roofs and gutters.

But even more complementary are roofs and rain water harvesting systems, especially when that roof is a metal roof, — the ideal catchment medium for rainwater harvesting (RWH). Rainwater is nature’s source of pure water, and like metal roofing systems, RWH systems have been refined with modern materials, engineering, and manufacturing techniques to make them an outstanding source of pure water for

everyday domestic use. It’s not just for the garden anymore.

RWH is actually an ancient practice, used in India and the Middle East more than 2,000 years ago, then later by the Romans, and more recently by 19th century settlers as they cultivated the Midwest. After years of decline, rainwater harvesting today is enjoying a resurgence — though most is occurring outside the U.S. For instance, in Germany there are more than 400,000 systems installed; across the Caribbean 500,000 people depend upon rainwater harvesting systems; and in Australia more than 82 percent of people in rural areas rely on RWH systems for all their domestic water supplies.

Within the U.S., more and more

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Submission is not a guarantee of publication. We reserve the right to edit all submissions for content, length, and clarity.



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NEW PRODUCTS

S-51 Unveils 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 roofing 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, Clearable, 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 5/16" 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 pulls 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 1.5/18" Rotary Hammer (GBH18V-40C) and outperforms its corded counterpart, the Bosch 11264EVs, according to Bosch. Features listed:

- Cordless Design: Delivers corded hammer performance, with 6.7 Ft.-lbs. of impact energy (EPTA) powered by a single 18V CORE18V 8 Ah or 12Ah battery, making concrete work easier.
- 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.



The introduction of EnergyShield XR, a new polyiso insulation product specifically engineered to provide continuous insulation for foundation walls and under-slab use. EnergyShield XR expands upon their polyiso wall solutions to create a versatile, commercial and residential applications. "EnergyShield XR effectively insulates the building foundation to help improve energy efficiency and interior comfort for occupants," said Jen Frey, Senior Product Manager at Atlas. "It actively reduce energy loss through walls with exceptional loads from soil pressure."



product has a very 5-yr thermal warranty. The amount of power to tackle some of the toughest applications on the jobsite without being connected to a cord," stated the press release. "Plus, the graphene battery provides four times the amount of life cycles, which translates to 1200 charges on stand behind it." All cordless tools on the Cat 18-volt platform are compatible with the 18V, 5.0Ah graphene battery. Cat also said the Hammer Drill features "25 percent more power, provides 50 percent longer runtime, and adds 10 percent longer life, compared to traditional brushed motors." RB



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Get Free Business Exposure Here!

We publish a Project of the Month in each edition of our magazines to promote best design and construction practices. We have received feedback from readers that it's one of their favorite features in our magazines.

If you're a roofer or contractor, you can receive **FREE NATIONAL EXPOSURE** for your business (free PR!) by sending roof details, a component list, and a brief description. The component list should identify manufacturers and models so we can give them proper credit, too!

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

These editorial placements are absolutely free!

WHAT WE NEED:

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



Submission is not a guarantee of publication. We reserve the right to edit content.

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

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

TO SUBMIT ONLINE: shieldwallmedia.com/submissions

people are installing systems, ranging from locations as diverse as Washington and Montana in the Northwest, and from Los Angeles to Texas, Florida and the U.S. Virgin Islands, where in fact RWH is required by law on all new construction. Some of these locations have very wet climates (Washington and Florida), while others have arid climates with more seasonal rains (Texas and Montana), but whether you're in a wet or dry climate, a metal roof is the largest and best single investment one can make toward establishing a rainwater harvesting system.

What is driving this resurgence? There are actually multiple reasons. Sometimes it is a matter of water scarcity, sometimes it is due to poor water quality or even contamination, and sometimes it is just a striving for a sustainable and self-sufficient source of pure water. But one thing is certain: as populations grow and our demands for water continue to increase, the growing pressures upon our water resources will make scarcity, purity, and price more and more important issues for homeowners as they think about their water and their roof material — two things which until now they haven't typically linked

Metal roofs are ideal for rainwater harvesting because:

- They are impervious, meaning that all the rain easily runs off without being absorbed.
- They generally have smooth surfaces, which the initial rainfall will easily clean of dust, bird droppings, and other potential contaminants (the RWH system uses a “first flush” water diverter to automatically exclude this “roof cleaning water” from going into a tank for storage).
- In dry or sunny regions the heat of the metal roof helps warm the initial rainwater to better clean the roof and gutters before water is diverted to storage.
- In areas prone to brush or forest fires, the combination of a metal roof and a cistern full of water can be easily used to protect homes at risk by reversing the



flow, i.e. pumping water from storage to the downspouts until the gutters overflow, and thereby surrounding the home with a veil of water. The residents can even evacuate the home and allow the veil of water and metal roof to continue to protect the home while they escape to safety, as long as electricity and water are available to the pump.

- Metal roofs are tough. In areas where flooding or hurricanes are a threat (where there is too much rain?), rainwater harvesting systems can continue to provide sustainable pure water even when traditional sources of water are knocked out or contaminated. RWH systems can provide pure water even after residents lose electricity, or after groundwater and public systems are threatened by flooding and contamination.

I was in Tampa, Fla., recently on business, just in time to observe hurricane Frances and shortly after Hurricane Charley. I took advantage of the closed airport and my canceled business appointments to tour the coastal town of Punta Gorda where Charley suddenly veered east and hit with a vengeance. Now I understood the practicality of the 40-year guarantees offered by many metal roofers — because the majority of metal roofed

structures were virtually untouched, while adjacent buildings with shingle and concrete tile roofs suffered significant damage or were destroyed. (A number of home owners associations have since removed their restrictions requiring all homes to have inferior roofing materials). In fact, much of the dangerous debris flying through the air during the storm's high winds were these roof tiles and shingles — moving at 100-plus miles per hour.

Whether you are building, rebuilding or renovating, a metal roof is often the best option for achieving both aesthetics and functionality — especially when your home or business could also benefit from a rain water harvesting system. Metal roofs and RWH are two products which can be perfectly “married” to bring beautiful, safe, and sustainable living to their owners.

Remember, we are all downstream from someone! **MR**

Jim Ryan is a resident of Scottsdale, Ariz., and became an advocate for RWH systems after having purchased land along the Pacific coast of southern Nicaragua, where abundant rainfall and limited groundwater are the norm. He represents Rain Water Harvesting USA Pty Ltd. www.rainharvesting.com.

project of the month



Metal Stars On Roof & Walls

Metal wall cladding adds to superstar quality of new Texas home

Custom home builder Laurel Haven Homes contracted Green Knight® Metal Roofing on this Austin, Texas, build due to the fact that we are metal roofing specialists. The homeowner was very particular about the aesthetics of their final product and significant skilled labor was required for this installation, specifically on the installation of the wall cladding. The end result was absolutely beautiful and the home builder and homeowners were thrilled! [MR](#)



Project Overview

Location: Austin, Texas

Roof Size: 11,200 sq. ft.; 4,400 sq. ft. for wall area

Installer: Green Knight® Metal Roofing

Roof Panels: Western States Metal Roofing

Coating: PVDF Black Zinc Matte®

Other Components: Western States Metal Roofing
T-Groove® Panels wall cladding,
PVDF Speckled Blackened Rust®

PHOTOS COURTESY OF GREEN KNIGHT® METAL ROOFING



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MR JUNE/JULY 2024

Inaugural CSI-Annual & Market Report Is On Its Way

As of writing this, the first *CSI-Annual & Market Report* is sending to the printer. Because of the timing the Annual may be included with this issue.

July 2 will be the fifth Anniversary of our acquiring the “Construction Division” from the previous owner, F+W Media. In that time, we have expanded into multiple related markets. These include roll forming, sheds and portable buildings, and cold-formed metal. Adding these to the audiences from our legacy magazines, there seemed to be one frustrating point spread across the markets: a lack of actionable data.

We were asked to participate in market surveys by sharing our lists. At that time, the combined subscription list for our magazines was almost 60,000. Performing the due diligence revealed that some of the surveys had contact lists of under 100 people. Not 100 responses, but under 100 people on the list to receive the survey. Our experience told us there had to be a better way.

We experience about a 6% completion rate for the recipients of the survey; naturally, the more the better. Our surveys are still growing, and we are refining our best practices regarding survey content and generating responses.

This year we received 302 responses to our survey. That’s not earth shattering, but enough to generate data with a reasonable confidence level.

Typically, market reports are sold as proprietary and cost recipients several hundred to several thousand dollars. We are providing it to all our subscribers free of charge.

If you see value in data for our markets and use this information in any way, please help us improve for the 2025 CSI Annual. There are a few simple things you can do:

First and foremost, take the survey. The more responses we have the more complete the data. The 2024 Annual is admittedly weaker in some geographic regions and some market segments. More responses solve this concern.

Second, tell people and share this information. The more people who know about this, the more people can benefit from the information and take the survey. We are publishing and distributing the report free to subscribers so the information can be shared and help grow our corner of the construction industry.

Third, suggest topic areas or questions we should add to the survey. My email and phone number are all over our publications and I appreciate feedback.

Last, but certainly not least, consider sponsoring a section. If you look at the metrics (cost per thousand) this is the most cost-effective product we have to reach our audience.

Collecting, curating, printing, and distributing the data is expensive. I personally want to express sincere gratitude to the sponsors who helped us make this possible and our advertisers. Without your support, we could not make this type of investment in the

industries we all serve. Thank you for your confidence and support as we continue to grow and support our industries. **MR**

If you like the CSI columns or find the information useful, help us help you.

Please complete the Shield Wall Media construction industry survey and share it with your colleagues. A larger survey sample generates more reliable data.

