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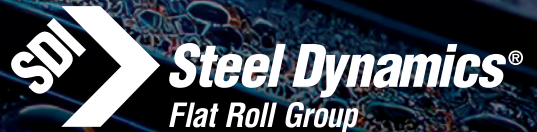
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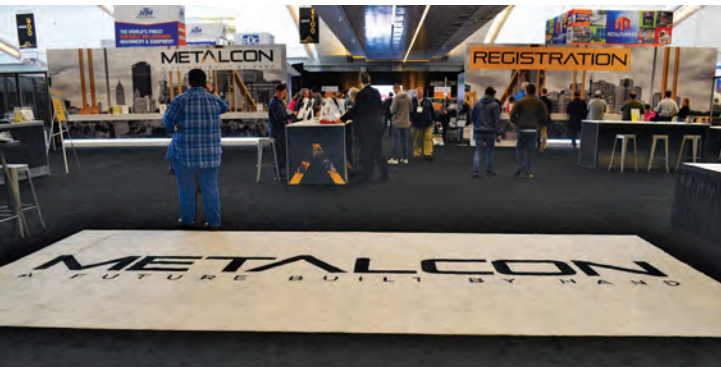
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## EDITOR'S NOTE



Entering METALCON 2019 in Pittsburgh left an impression. SHIELD WALL MEDIA PHOTO.

# Looking Back, Looking Ahead

**A**s I write this, the Shield Wall Media team has just returned to the office from the fifth annual Construction Rollforming Show. Literally, it was a show for the record-books. Attendance was larger than any of its previous iterations, making for an exciting and invigorating experience.

The next big show on the schedule is METALCON 2024 in Atlanta. It'll be my first trip to Atlanta. I can't help but reminisce about my very first METALCON experience. When I joined Shield Wall Media at its founding in 2019, I had never been to a B2B trade show. I feel nothing but fortunate that I had Sharon Thatcher (who is now retired) as a mentor in not only learning the B2B magazine business, but also to show me the ropes at my first construction trade show. Maybe I've told you this before, but I recall walking through the doors and thinking (and telling Sharon), "These are our people!" It's a fond memory that I'll never forget.

Soon we'll be gearing up to head to the Georgia World Congress Center for another exciting affair. The METALCON expo floor has more than 250 exhibitors (some of which are featured in this issue beginning on page 27). What most excites me about walking the trade-show floor is seeing and learning about new products. You'll find preliminary information about a few of the products you'll find at "the only annual tradeshow devoted exclusively to the application of metal in construction and design" beginning on page 18. Be sure to check out the rest of the pre-show information, too ... I'm sure it will have you looking forward to a trip to Atlanta, too.

Until next time — be well.

Karen Knapstein, Managing Editor  
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**Gary Reichert,**  
Publisher, Shield Wall Media

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### ON THE COVER:

Miley Roofing installed a standing-seam roof finished in FX Iron Oxide on the clubhouse of a private golf club in Hailey, Idaho. Courtesy of The Bryer Company.

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# Metal Roofing Gaining Ground

## MRA Reports Rising Demand for Residential Metal Roofing in the U.S.

By The Metal Roofing Alliance

The Metal Roofing Alliance (MRA; [www.metalroofing.com](http://www.metalroofing.com)), the leading nonprofit organization representing the residential metal roofing industry in the U.S. and Canada, recently released new market research showcasing U.S. metal roofing trends for 2023.

Based on data from two independent research sources—FMI and Freedonia—the share for residential metal roofing in the U.S. continues to gain ground. While shipments dipped slightly in 2023 due to a slower housing market, the industry is now capturing roughly 18% of the total residential roofing market. In particular, the re-roofing market is strong for metal roofing, which may also be due to the increasing frequency of weather-related disasters which is growing demand for more resilient, longer-lasting building materials.

In particular, the efforts to increase adoption of metal roofing among homeowners that are being driven by the MRA are proving to be effective. The residential metal roofing market now represents an 84% share of the total amount of metal roof square footage being sold in the U.S.

### Residential Metal Roofing Type and Style

According to Freedonia research, the residential metal roofing market is predominately made up of steel, which captures roughly 82% of the U.S. market. For style, standing seam ranked among the most popular, with metal roofing shingles and through-fasten roofs also capturing a portion of the market. Freedonia research revealed that newer technologies and styles—including stone-coated metal roofing—also are gaining ground.

### Purchase Factors

As FMI's research demonstrates, MRA's efforts to help educate homeowners about the benefits of quality metal roofing continue drive the market. According to this year's findings, factors that most influence the type of material selected by homeowners include lifespan or longevity, personal preferences, appearance, cost and architectural specifications. Given a quality metal roof can last decades longer than asphalt, and comes in more colors, styles and patterns than any other type of residential roofing material on the market, homeowners are gravitating to metal as a highly competitive option.

Research also demonstrates that weather-related factors may be driving interest in quality metal roofing. In comparing the rise of climate-related disasters with the increase in homeowners choosing metal roofing for repair and replacement, Freedonia research indicates a correlation between the two, with the demand for metal roofing rising with the increase in billion-dollar climate disasters from 2015 to 2022. Metal roofing has been proven to be among the best options for regions that face hurricanes, high wind extremes, hail and severe storm damage, heavy snow and ice, and can earn a Class A rating against wildfire dangers (the highest rating possible).

"It makes sense that homeowners who have lived through devastating climate disasters and have experienced costly repairs or the need to re-roof completely would choose stronger, longer lasting, and more durable materials designed to better withstand severe weather extremes," said Renee Ramey, MRA

executive director. "We are seeing this proven out in various market research studies covering the U.S. and Canada."

### Forecasts for U.S. Residential Metal Roofing

FMI research forecasts that metal roofing is anticipated to reach over 4.8 billion square feet in 2028 based on historical and forecasted shipments (square footage). These forecasts also point to a 19% increase in growth for residential metal roofing from 2024 to 2028. For residential metal roofing, re-roofing/replacement will continue to drive the majority of the market.

From an industry perspective, the residential market is experiencing increased awareness and growing interest in building practices that address the needs of a changing climate and a focus on improved sustainability. Ramey predicts this evolution will have a positive impact on the industry overall.

For example, while residential rooftop solar systems may have been a niche market in the past, they are now becoming standard practice for new builds and re-roofing projects as homeowner adoption increases. These types of systems require stronger and longer-lasting roofing material like metal that also allow for ease of installation, which future-forward construction industry businesses are now considering.

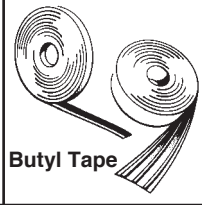
"Education, awareness, and improved building methods in the U.S. will help drive better, longer-lasting solutions," said Ramey. "That naturally leads to an increased preference for quality metal roofing as a better and more sustainable choice." **MR**



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# The mikeroweWORKS Foundation Surpasses \$11M in Trade Scholarships

This year, the mikeroweWORKS Foundation is awarding \$2.4 million in work ethic scholarships to more than 300 aspiring tradespeople. As in past years, 2024 recipients include a broad mix of plumbers, electricians, welders, mechanics, pipe fitters, HVAC specialists, blacksmiths, cosmetologists, and many other skilled workers seeking to enter careers that don't require an expensive four-year degree.

"It's been really gratifying to help train the next generation of skilled tradespeople," said Mike Rowe, CEO of mikeroweWORKS. "The opportunities to prosper in the trades today are astonishing, and shining a light on those opportunities has been a real privilege."

With this latest round of scholarships, Rowe's foundation will have awarded nearly \$12 million in work ethic scholarships to more than 2,000 Americans, making mikeroweWORKS the largest trade school scholarship fund in the country. Along with its scholarship program, mikeroweWORKS is also leading the charge to reinvigorate the trades by challenging the myths and misperceptions that keep so many people from exploring a vocational career.

"It's not enough to simply award scholarships to qualified applicants," said Rowe. "If we really want to close the skills gap, we need to change perceptions in the broadest possible way. That means better PR for the trades. We need to show Americans that lots of skilled tradespeople are making a very comfortable six-figure salary, setting their own schedules, and finding real meaning and fulfillment in their work."

For nearly a decade, the ratio of baby boomers retiring to those entering the workforce has been 5:2, according to Skillwork. The resulting "skills gap"



Scholarship recipient **Zachary White, RHVAC**.  
PHOTOS COURTESY OF MIKEROVEWORKS FOUNDATION



Scholarship recipient **Carlyn McClelland, Construction Estimator**

has widened, and the Bureau of Labor Statistics reported in May that there are 8.1 million open positions—the majority of which do not require a four-year degree—and caused a labor shortage that's left our workforce profoundly out of balance. Meanwhile, the cost of college has soared, leaving nearly 44 million Americans with \$1.6 trillion in student loan debt. And yet, high school graduates are still encouraged—often by well-meaning parents and guidance counselors—to borrow vast sums of money to attend universities that continue to raise their tuition, leaving millions indebted and untrained for the many vocational jobs waiting to be filled.

"Ever since we took shop class out of high school, we've been telling our kids that the best path for the most people is a four-year degree," said Rowe. "And for decades now, we've been lending money we don't have to kids who can never pay it back, so they can buy a diploma that no longer guarantees them a job. That has to stop. At mikeroweWORKS, we're telling an honest story about college debt, and making a persuasive case for the many



Scholarship recipient **Chloe Hudson, Welder**

opportunities that exist in the skilled trades. That's what we've been doing since Labor Day of 2008, and that's what we'll be doing this Labor Day. And hopefully, for many Labor Days to come."

For more information about the mikeroweWORKS Foundation, visit [mikeroweworks.org](http://mikeroweworks.org) or subscribe to Rural Builder magazine, which features the profile of a scholarship recipient in each edition. **MR**



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*This article was originally published in the February/March 2006 edition of Metal Roofing Magazine.*

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

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

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

# Strength Through Retrofitting

Nothing lasts forever, including some metal roofing systems. (But you didn't hear that from us.) Many contractors are finding the best solution for large low-slope projects is another metal roof, and they install that

new metal roof without tearing off the old one. Products like the Roof Hugger make it possible.

Millions of square feet of retrofit metal roofing have been installed over the Roof Hugger in the last 15 years.



*Miller Roofing of Lafayette, La., installed 16,700 square feet of roofing over 9,200 linear feet of The Roof Hugger on the Aviation Maintenance Technology Building at Louisiana Technical College. The panels, manufactured by Architectural Building Components of Houston, were 22 inches wide and 101 feet long.* ARCHITECTURAL BUILDING COMPONENTS PHOTOS







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Austech Roofing Consultants of Austin, Texas, has been a part of several commercial and school projects with the Roof Hugger.

“It’s worked extremely well,” says Ken Olinger of Austech. “Obviously, there are some structural issues you have to deal with. A structural engineer should help determine how the structure is affected when you’re adding weight because the structure has to be strong enough to support it.”

Andy Anderson of Interstate Panels in Hamilton, N.J., has been using the Roof Hugger for almost 10 years and reports no problems. The Roof Hugger is a nesting Z sub-purlin system that attaches to the structure through the existing low slope metal roofing panels. The sub-purlins are custom manufactured to “hug” or fit over that profile. The new roofing panels are attached to the Hugger and to the framing below the old roof.

“The key is documenting the profile, either sending in a piece of the (original) roofing panel or getting real accurate measurements of the roof panels,” Anderson says. “It can be a real problem even if it’s off by 1/8-inch. You can’t stretch those things out on big projects.”

Anderson knows a thing or two about big projects. Interstate Panel is currently installing a retrofit metal roof with the Roof Hugger on a project in Dover, Del. The project calls for about 210,000 square feet of roofing and 51,500 linear feet of Roof Hugger. “It took them a week to make that for us,” Anderson says.

There are less expensive options than the Roof Hugger and Anderson says it has been suggested to him to lay wood slats in the old roofing and attach the new metal roofing to that. He says that simply isn’t as good. “The Huggers add structure to the roof,” Anderson says. “You can feel the difference within the building before and after. We’ve had customers tell us the building feels more solid, it’s tighter. That’s the hidden advantage of this system. If you lay wood down on top of the existing roofing, it will wobble. It’s not an attachment to the structure.”

In 2004, Roof Hugger paid for engineering and testing of its product. Results showed that the notched and nesting sub-purlin enhanced the existing capacities by averages of 1.2 to 1.46 of the rated capacity of 35 pounds per square feet of roof. The average added dead load of a new roof over the Roof Hugger is 1.25 to 2 pounds per square foot; the data showed an increased capacity of 7-15 pounds per square foot, depending on the web height of the notched sub-purlins used in the tests.

David Eglinger is a surveyor and analyst for Crowther Roofing and Sheet Metal in Fort Myers, Fla., and often works in high wind zone areas. His job is to make assessments of the roof structure and wind uplift required for a retrofit project, if a retrofit system is a solution. Eglinger says using The Roof Hugger increases the wind uplift values of the overall roofing system.

“There are two other benefits,” he says. “First, you don’t have to tear the roof off and expose the business underneath to the



**Interstate Panel of Hamilton, N.J., installed 9.75 miles (51,500 linear feet) of the Roof Hugger for a military project in Dover, Del. Roof Hugger spacing in the field of the roof is every 5 feet on center. Spacing on the perimeters is every 2-1/2 feet on center. A 2-inch isocyanurate board insulation was installed between the Roof Huggers. The project called for more than 28.7 miles (210,000 square feet) of 22-gauge Ultra Seam US200 mechanically seamed panels. BALLARD BUILDERS PHOTOS**



elements. Second, you don’t have to tear off part of the roof to replace or add purlins on the perimeters. The economic impact on the business may be greatly reduced if a tear-off of part of the roof is not necessary. Also, the liability involved with the exposure to what’s underneath is almost eliminated.”

So it’s important for the building owner to realize the overall cost of the project, taking into consideration what precautions have to be taken if all or part of the roof is torn off, as well as the potential loss of revenue if the roof is gone.

“The Roof Hugger is a fairly lightweight system, and what I like to do when we’re installing a new metal system over an old one is put insulation in that cavity,” Olinger says. “Adding insulation doesn’t add too much weight and the benefits are obvious.”

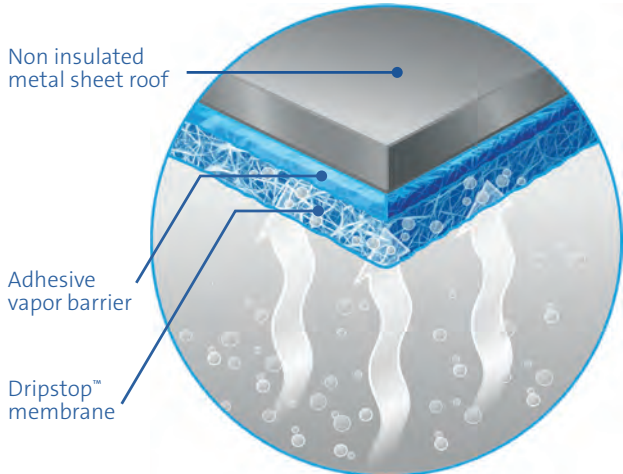
Olinger says there are options to the Roof Hugger or

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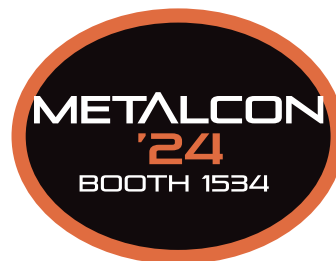
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## FLASHBACK 2006

similar systems, but most have their drawbacks. Covering the metal roof with a membrane roof carries a comparable cost, but changes the aesthetics of the building. "Another option is to take off the metal panels and go back with a new metal panel system," Olinger says. "But with a Roof Hugger, you don't really expose the interior of the building, and that's a benefit."

Olinger says it is important to know why any retrofit system is necessary. In other words, some sort of failure must have occurred to cause the building owner to inquire about a new roof. "You must be diligent about surveying the old roof," he says. "There must be problems. Has the roof allowed water into the building? Is the insulation wet? In most cases, you have to do some demo work, removing and replacing damaged materials."

Architectural Building Components in Houston is one of the largest installers of The Roof Hugger and actually has private labeled it. Charlie Smith of Architectural Building Components says the Roof Hugger offers the option of using fixed and floating clips to direct thermal movement.

"We do a fair amount of re-roofing with the Roof Hugger and intend to do a lot more," Smith says.

Architectural Building Components manufactured 16,700 square feet of ABC Titan 300 panels for the Aviation Maintenance Technology Building at Louisiana Technical College in Lafayette, La. The 24-gauge Regal White panels measured 22 inches wide and 101 feet long. It was installed by Miller Roofing of Lafayette over 9,200 lineal feet of the Roof Hugger. The original roof leaked at the end laps and through the exposed

fasteners. Smith says employing the Roof Hugger with the Titan 300 allowed for no interruption of maintenance on airplanes during installation and added uplift resistance because the existing roof acts as a solid deck. The 22-inch panels also made for a quicker install.

For the contractor as well as the building owner, using the Roof Hugger offers a profitable solution.

"Obviously, I'm trying to make recommendations, taking into consideration what they can afford," Eglinger says. "We can build the Taj Mahal if they want, but it doesn't do them much good if they can't afford it." **MR**



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# METALCON 2024

Show Highlights & Educational Programming in Atlanta

**M**ETALCON announces its program line-up for this year's annual conference and trade-show scheduled from Wednesday, Oct. 30 to Friday, Nov. 1 at the Georgia World Congress Center in Atlanta.

From intensive pre-show workshops beginning on Tuesday, Oct. 29 to 35+ free educational sessions conveniently located inside the exhibit hall to inspiring keynotes, top industry experts will share their knowledge with attendees who are eligible to earn nearly a year's worth of continuing education credits (CEUs), including AIA learning units among others.

The only global event dedicated exclusively to the application of metal in design and construction is brought to you by 2024 sponsors: Mill Steel Company (premier level), Flack Global Metals (diamond level), CIDAN Machinery Inc., (diamond level), and others, along with long-time partner, the Metal Construction Association (MCA).

## Kickstart the mornings with engaging sessions!

On Wednesday at 8:00 a.m., join others for *Building Smarter: The Impact of our Changing Weather & Climate on Construction*. Then on Thursday at the same time, don't miss out on the choice between two compelling sessions: *The New World of Metal: How Technology and AI Can Affect the Metal Industries* or *Metal Composite Material (MCM) Building Code Fire Requirements*.

## Keynote Speakers

Keynotes include former National Football League Most Valuable Player and



Attendees will be able to connect with more than 250 exhibitors at METALCON Oct. 30-Nov. 1 in Atlanta. PHOTO BY NEUBEK PHOTOGRAPHERS.

Super Bowl Champion quarterback, Joe Theismann, who will present his *Game Plan for Success* on Wednesday, Oct. 30 at 9:00 a.m., drawing parallels between winning in football and in business.

On Thursday, Oct. 31 at the same time, Dr. Anirban Basu, Chairman & CEO of Sage Policy Group, Inc., a Baltimore-based economic and policy consulting firm, will present *The Good, The Bad, & The Ugly: Financial Outlook and Trends for Metal Construction*.

On the closing day of the show at 9:00 a.m., Dr. Melissa Furman will present *Relevant Leadership: Navigate, Empower, Transform*. Furman continues to captivate and inspire audiences, building on the phenomenal success of her 2022 session which has garnered over 41,000 views on YouTube. She will empower attendees with

actionable strategies to enhance critical leadership capabilities such as self-awareness, adaptability, and trust-building.

## State of the Industry

Join industry experts and leaders from the MCA for a special State of the Industry panel presentation on Wednesday at 11:45 a.m., to discuss current and future opportunities and challenges facing the metal construction industry such as recent technical developments, upcoming regulatory issues, resiliency in a turbulent building market, the superior sustainability of metal substrates and more.

## Hands-on Training and Demo Area

*New this year – MCA's Metal Mastery*  
As metal continues to gain traction in



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-Michael Matula, project manager, Bignell Watkins Hasser Architects



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the market, it's crucial for contractors and installers to grasp the intricacies and proper techniques for forming panels and installing metal roofing and wall systems. In a series of clinics, experts from the MCA and Metal Roofing Alliance will discuss best practices for installing metal shingles, standing-seam roofing panels, retrofit systems, and metal wall systems, and will demonstrate proper techniques for on-site roll forming and machine maintenance.

### **METALCON Training Zone**

Back by popular demand and proudly sponsored by Sherwin-Williams, the METALCON Training Zone returns to offer hands-on training for roofing contractors. This dedicated area features live demonstrations and education using a variety of mock-ups and materials such as painted steel, aluminum, zinc, copper and other exotic materials. Training will emphasize precise detailing and the use of appropriate tools, equipping contractors, remodelers and other professionals to elevate their skills, ensuring the best, most efficient and cleanest work when installing various metal roof systems (conducted in English and Spanish).

### **For Architectural Design Professionals – The Design District@METALCON**

The Design District@METALCON, sponsored by PPG and produced in partnership with AEC Daily, offers an unmatched opportunity for architectural design professionals to immerse themselves in the world of metal design and construction with curated education, targeted networking, and access to innovations that can elevate their expertise and inspire their approach to the application of metal.

### **METALCON Top Product Awards**

On Thursday at 2:30 p.m., top product award winners recognizing the most innovative products and technologies



PHOTO BY NEUBEK PHOTOGRAPHERS.

shaping the metal construction industry will be announced. .

### **Learning Centers**

Check out METALCON's free education sessions! These 60-minute sessions from 10:15 a.m. to 2:30 p.m. on Wednesday and Thursday are organized into three centers on the show floor: Best Practices, Technical Know-How and the New Building Performance Learning Center. Attendees can earn up to 12 hours of CEUs.

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

- Impact & Utilization of AI on the Construction Industry
- Utilizing MCM in Modern Design Including Fire Prevention
- Metal Roof Installation Training Certificate Program
- Rollforming for the Metal Construction Industry
- Metal Roofing from A (Aluminum) to Z (Zinc)
- Low Slope Detailing Workshop –

Certificate Course

- Mergers & Acquisitions Essential Workshop

Each year, METALCON gives back to the local community where the show takes place. METALCON has announced its ongoing partnership with Semper Fi & America's Fund (The Fund), a non-profit organization dedicated to helping veterans in all branches of the military. On the closing day of the show, a check presentation ceremony will be held at The Deck at 1:00 p.m., together with local representatives of The Fund.

Also at this time, the prestigious Metal Construction Hall of Fame Awards will honor visionary leaders in the metal construction industry. Now in its eighth year, the Hall of Fame identifies contractors, manufacturers and friends of the industry who make a difference each year.

"We eagerly anticipate our return to Atlanta, a premier destination for METALCON," remarked Judy Geller, METALCON Vice President. "We have a host of new networking opportunities, exciting hands-on training sessions, new educational programs and exceptional keynote speakers lined up. Be sure to visit The Deck, conveniently situated near registration, to meet our team, network, or simply unwind." **MR**

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# METALCON 2024

Find product solutions to challenges in Atlanta Oct. 30-Nov. 1

**M**ETALCON, the largest trade show dedicated to designing and building with metal, takes place October 30-November 1 in Atlanta at the Georgia Congress Convention Center. Here, featured exhibitors share some of the new products and highlights they are exhibiting on the expo floor this year.



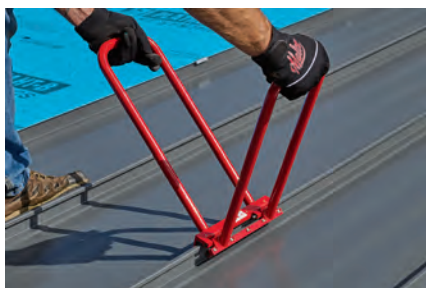
ASC Machine Tools, booth 1634.

also comes with top-tier service, support, and warranty.



SWI Machinery, booth 547.

## Tools & Equipment



Malco Tools, booth 707.

Specialty tool maker **Malco Tools** (booth 707) is exhibiting two new products recently added to its Metal Benders portfolio for metal roofing professionals: Mechanical Lock Hand Seamers and a Progressive Profiling Bender Set. The new Mechanical Lock Hand Seamers in 1-1.5" (FSHS), and 2" (FSHS2) sizes are Malco's recommended seamer for closing mechanical lock panels by hand. Designed for seaming both the first (90°) stage and second (180°) stage locks of a mechanical seam, these are the perfect addition to any job site. The Progressive Profiling Bender Set (FSP1) eliminates the need to use two separate tools to form 1.5" male and female profiles, significantly reducing the time and hassle for the trade pro. Trade pros can create both profiles with precision and consistency, ensuring a perfect fit and a flawless finish.

In booth 1634, ASC Machine Tools will be a can't-miss stop for metal shop professionals. Among the company's offered equipment are ASC's High Speed Purlin & Channel Lines, which offer impressive speed capabilities, with the ability to achieve up to 300 feet per minute (FPM). This is thanks to the flying hydraulic post-cut shear, which allows for continuous processing without slowing down for each cut. The roll former can be designed for manual or fully automatic part changeovers for maximum efficiency. Also, ASC's patented CZ Purlin Stacking System offers the fastest cycle times in the industry. Customers have the flexibility to customize their systems to meet their specific production needs and improve overall efficiency.

**Metal Rollforming Systems**, in booth 1007, is highlighting its Soffit Rollformer, which is a new machine that it has just begun to manufacture. The MRS Soffit Line, developed with customer input, features a versatile design using 20.125" coil stock to reduce costs. Key features include a concealed-fastener "S lock" lap, standard rib height, and a top rib flat for easy fastening. Innovations like nail slots and weep holes support horizontal installation. With production speeds over 150 feet per minute, MRS customers can produce more efficiently. The line

**SWI Machinery** is exhibiting its CX5 – Auto Decoiling and Storage System in booth 547. The system exceeds industry standards in reliability and serviceability as well as increased shop efficiency. The CX5 can be coupled with SWI slitters and most roll-forming machines to produce automatic coil changes with a customizable range of stations and rolls up to 12,000 lbs.

## Components & Materials



Levi's Building Components, booth 738.

Roofers can get an up-close look at the new CoVent exhaust fan vent in booth 738: **Levi's Building Components**. Now available in black, the CoVent is designed for metal roofs and ideal for bathroom



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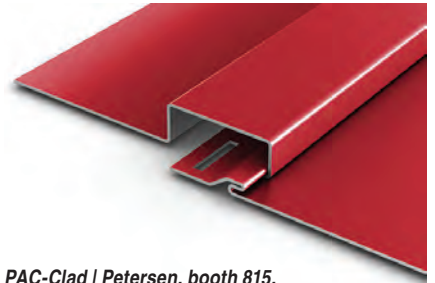


and attic venting with 3" or 4" flex hoses. (Not suitable for dryer vents.) It comes packed and ready to install.



S-5!, booth 1414.

Industry leader S-5! is exhibiting the S-5-S clamp in **booth 1414**. The S-5-S ("S" stands for snap-lock) is a non-penetrating, standing seam metal roof clamp designed for the most popular vertical snap-together profiles—typically with vertical dimensions of 1.5" and 1.75". The S is also the perfect solution for traditional, single-fold (angle-seam) horizontal profiles of 1" and 1.5" seam height dimensions and all similar seam types. Also available as a Mini for light-duty attachments. The S (or its Mini) are used to mount walkways, snow guards, solar panels and other mechanical equipment. These products have earned Florida Product Approvals for High Velocity & Hurricane Zone.



PAC-Clad | Petersen, booth 815.

**Petersen Aluminum** is exhibiting the PAC-CLAD Board and Batten wall cladding system in **booth 815**. The cladding system provides a timeless design aesthetic for commercial and residential applications. It uses a



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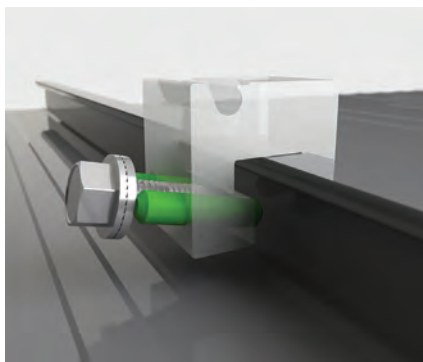
concealed fastener system for clean lines and a rhythmic pattern of alternating wide vertical boards and narrower elevated battens. Board and Batten panels blend smoothly into various architectural styles. Whether creating a cozy and inviting façade or a bold and striking statement, Board and Batten exterior wall panels remain a versatile tool for architectural creativity. Available widths include 12" and 16" in either 24 gauge steel (30-ft. max length) or .032 gauge aluminum (22-ft. max length).



**MFM Building Products, booth 414.**

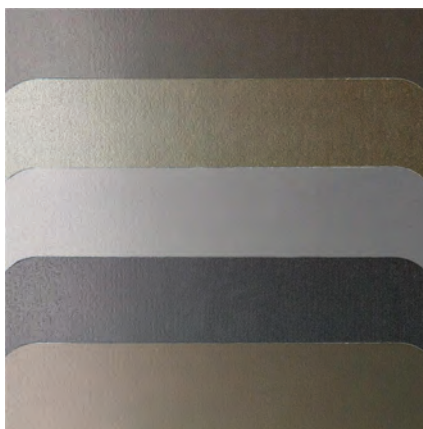
In **booth 414**, **MFM Building Products** will be exhibiting Ultra HT Wind & Water Seal®. This high-temperature rated, self-adhesive underlayment is composed of a cross-laminated, non-slip polymer film laminated to a high temperature rubberized asphalt adhesive rated to 250°F. It is engineered for use with metal roofing system where extreme heat is generated. Ultra HT is a Class A Fire Rated membrane for use with 24-ga. steel UL classified roofing panels. This 45-mil underlayment is 36" x 67" and comes with a 10-year warranty.

**AceClamp**, in **booth 729**, will be exhibiting an alternative to set screws with its patented push-pin design and self-locking mechanism. The push-pin design is engineered to provide a strong and reliable connection, which ensures that the clamps hold firmly in place. The self-locking mechanism ensures the clamp stays secure without back out from seismic vibration or wind flutter.



**AceClamp, booth 729.**

Clamps come pre-assembled, reducing installation time and labor costs while safeguarding metal roof panels from damage.



**Sheffield Metals, booth 1823.**

**Sheffield Metals** is in **booth 1823**. The company's exhibit features its CoreLine material, which brings together the ultra-premium paint system benefits of PVDF like improved color retention, impressive fade characteristics, and brighter colors, while also providing a low-gloss, gritty, textured finish to improve grip retention and walkability. CoreLine features five new textured, low-gloss (TLG) finishes for the company's standard 24-gauge color chart: TLG Black, TLG Dark bronze, TLG Medium Bronze, TLG Charcoal Gray, and TLG Moonstone™, which is a



**AkzoNobel, booth 1515.**

gray, shimmery, slate-looking finish.

**AkzoNobel** is introducing CERAM-A-STAR® Expressions Standard Palette in **booth 1515**. Attendees can see how CERAM-A-STAR® Expressions technology captivates with the visual appeal of a print in a textured finish for added depth and dimension. This tough and durable exterior finish builds on the superior performance of CERAM-A-STAR® 1050. Expressions stands out as the only print product on the market with an authentic wood-grained feel and is backed by a 40-year film integrity warranty. Now available in a standard palette, it features 20 prints inspired by natural and weathered wood and burnished metals, in a range of modern, neutral colors to warm, inviting tones. The Expressions Standard Palette reduces complexity when selecting distinctive prints, enabling users to bring your unique projects to life.

This is just a few of the products you'll find at Georgia Congress Convention Center October 30-November 1. You'll find thousands more on the METALCON 2024 expo floor as it's packed with more than 250 exhibitors. The one thing they all have in common: They are all relevant to the use of metal in design and construction and they'll be ready to provide attendees with the products and services needed to make them more successful. **MR**

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# METALCON : EXHIBITORS



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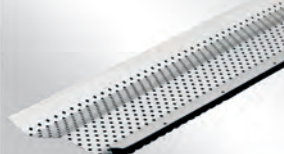
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**MFM Building Products Corp.**

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info@mfbmp.com  
www.mfbmp.com

MFM Building Products manufactures a complete line of self-adhering waterproofing products for metal roofing applications. These products include steep-slope roofing underlayments rated to 250°F, and

specialty flashing tapes engineered to seal metal roof seams and exterior penetrations. These membranes can also be used under vertical applications such as metal wall panels and parapet walls. MFM manufactures all of our products in the USA with a focus on product quality and value. Stop by the MFM booth for more information.



**Mill Steel Company**

**Booth #915**

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# METALCON : EXHIBITORS



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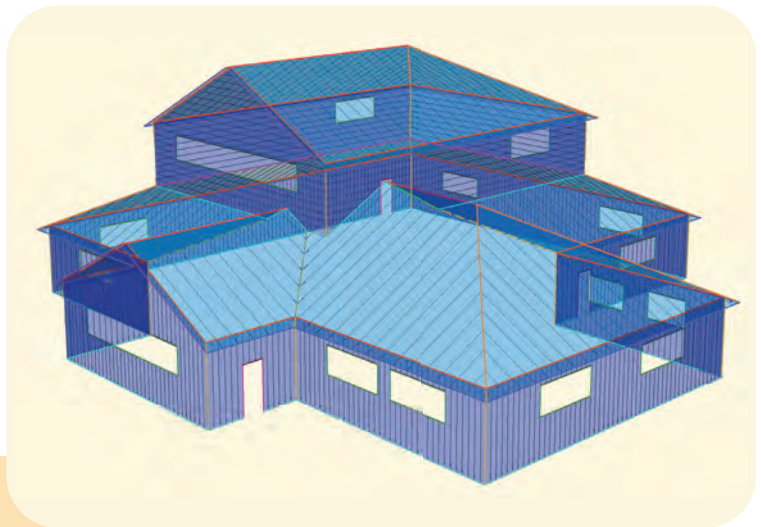
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# METALCON : EXHIBITORS



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Shown (left to right) is David Delcoma, Operations Manager; Tony Reis, President; Paul Bratton, MFM Project Manager.

## MFM Building Products Launches Expansion Project, Achieves Class A Fire Rating

MFM Building Products, a manufacturer of a full envelope of waterproofing and weather barrier products for the building industry, broke ground on a new warehouse expansion project on August 8, which will lead to further expansion in 2025.

The 33,000 square foot expansion is being constructed at the company's Brewer Lane warehouse, also located in Coshocton, Ohio. The new building will adjoin the existing facility that currently houses MFM finished goods. The new space will provide the needed inventory space for raw materials as the company continues to grow. The expansion will also free up space in the company's manufacturing facility for the addition of several new production lines in Q3 of 2025.

The 11-acre Brewer Lane site is located 2.5 miles from the main Corporate Campus and manufacturing operation.

According to Tony Reis, President, "The new warehouse space is essential for the continued growth of MFM in maintaining an ample supply of raw materials to meet our customer's needs, as well as provide us with the needed space for the new production lines coming next year. As an ESOP company, our employee-owners are excited to see MFM continue to grow."

## UL Class A Fire Rating

The company has also announced it recently achieved a UL Class A Fire Rating for its Ultra HT Wind & Water Seal® underlayment.

Ultra HT is a 45-mil, self-adhered roofing underlayment for use in steep-slope roofing and re-roofing installations. The product features a durable cross-laminated polyethylene top film with a traction coating for excellent walkability. The specially formulated mastic is high temperature rated to 250°F for use under metal and tile applications.

In August, Ultra HT received a UL Listing as a Class A fire resistant barrier when used in conjunction with 24-gauge



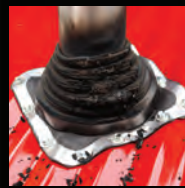
minimum steel or 16 oz. copper UL listed roofing panels per UL 790. For complete details on roof assemblies, refer to the Ultra HT Installation Instructions or the UL Listing TGFU R11672. Typical applications for these types of roof systems include commercial buildings, architectural structures, structural buildings, and some residential projects.

In addition, Ultra HT Wind & Water Seal® is tested to ASTM D 1970, Florida Building Code FL #11842.3, Miami-Dade County Approved, ICC-ES ESR-1737, LA County (LARC/LABC), State of California (CRC/CBC), Texas Department of Insurance

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Listed, Fortified Building Program listed, and Canadian CCM 14048-L. Ultra HT carries a 10-year warranty and is manufactured in the USA.

## Malco Tools Earns MN Manufacturing Award

Malco Tools 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 more than 150 associates at its plant in Annandale, is a 100% employee-owned employee stock ownership plan (ESOP) company. It 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, the company 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 is also a strong advocate for trade careers, donating significant quantities of in-kind products and apparel annually to national skilled trade education programs, competitions and events. Malco has also reached 85,000+ vocational students through its national "Head of the Class" Student Recognition Program, partnering with educators to recognize high-potential students and entire graduating classes in the trades.

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, Malco is transitioning to environmentally-friendly recyclable

packaging materials with significantly less plastic, reducing waste, conserving resources, and lessening its environmental impact.



Mill Steel CFO Scott Haucher.

## Mill Steel Appoints New CFO

Mill Steel Co., one of the nation's largest distributors of flatrolled carbon steel, stainless steel, and aluminum, has announced the appointment of Scott Haucher as its Chief Financial Officer (CFO). Haucher brings over 20 years of experience in financial services and private equity, with a strong background in strategic financial management, mergers and acquisitions, and financial reporting.

Haucher joins Mill Steel from Huron Capital Partners, where he served as Partner and played a pivotal role in managing all aspects of private equity fund investing. His leadership experience includes creating and overseeing strate-



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gic plans that drove significant revenue growth and investment returns across various industries.

Prior to Huron Capital, Haucher held senior positions at Superior Capital Partners and Long Point Capital, where he oversaw multiple industrial and distribution businesses, driving company performance, and executing successful acquisitions. He began his career at Deloitte after graduating with honors from the University of Pennsylvania's Wharton School of Business. He later earned his M.B.A. from Northwestern's Kellogg School of Management, also graduating with honors. Haucher's expertise in strategic planning, financial forecasting, and operational execution will be instrumental as Mill Steel continues to grow and expand its market presence.

In his new role, Haucher will be responsible for overseeing the company's financial operations, driving strategic initiatives, and supporting Mill Steel's long-term growth objectives.



## S-5! Sponsors the Let's Build Construction Camp for Girls

S-5! is thrilled to have sponsored the recent Let's Build Construction Camp (LBCC INC; [www.letsbuild.camp](http://www.letsbuild.camp)) for Girls in Canfield, Ohio. This five-day summer camp is designed for girls ages 12-17 to explore the world of construction and learn a variety of career pathways within the skilled trades.

The LBCC partners with unions and trade associations and is run through the generosity of volunteers, mentors and sponsors, offering the camp free of charge. As a premier sponsor, S-5!

proudly contributed towards essential operating costs, which included insurance, transportation, construction materials, tool bags, signage and food and beverage. Additionally, S-5! donated its PVKIT direct-attach, rail-less solar mounting system for the rooftop solar

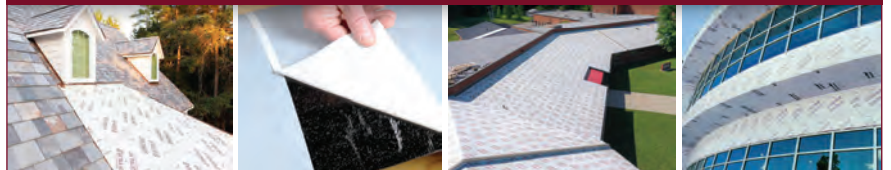
installation workshop.

Shelly Higgins, S-5's Architectural & National Accounts Director is the founder and director of the program. She explains, "Our mission is to encourage young women to consider careers in architecture, engineering, manufactur-



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**Student volunteer.**

ing or construction trades through education, hands-on experiences, interactive discussions, mentoring and field trips.”

Kayla Kushner, a high school

freshman from Springfield, Ohio, spent time on framing, electrical wiring, waterproofing, shingling, welding and installing solar panels. “My favorite part was learning all about construction, meeting other people and working as a team on projects,” said Kushner. “I was most surprised about how easy framing was—once you measure and cut everything—it was easy to put it all together. It’s provided me with skills for later in life. I am thinking about how I can continue learning construction skills through my high school’s program.”

Seventh grader Olivia Vonderau from Youngstown, Ohio, discovered the camp through her math teacher. Olivia enjoys DIY projects around the house. She said, “I really liked nailing the shingles on the roof; it was like a puzzle, taking measurements, placing them in the right order, and nailing them down.”

Lillian (Lew) Clowser, an eighth grader

from Boardman, Ohio, appreciated the hands-on learning opportunities. “Building takes a lot of physical work, but at the end of the day you are left with an end-product, so it is worth it,” said Clowser. “The volunteers are knowledgeable, and it’s easy to ask for help.”

This sponsorship is part of S-5!’s ongoing commitment to giving back, focused on making a positive impact in the industry by leveraging expertise, financial support and quality products for educational initiatives. Last year, S-5! sponsored the University of Kansas School of Architecture & Design students for their annual design-build project.

“We are delighted to support this camp, especially led by one of our own, to provide valuable educational experiences for young women and to encourage them to consider the trades as a viable and rewarding career path,” said Rob Haddock, CEO and founder of S-5!

As LBCC wraps up its third summer, plans are underway for 2025, and Higgins invites other industry professionals to join by volunteering or sponsoring. LBCC INC is a registered 501(c)(3) nonprofit organization.

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**McElroy Metal Northeast Sales Manager Dustin Watkins.**

## McElroy Metal appoints Watkins as Northeast Sales Manager

Dustin Watkins has been appointed as the Northeast Sales Manager for McElroy Metal, working out of the Service Center

and manufacturing facility located in Winchester, Virginia. Watkins' duties include building a positive team culture, product training and managing/motivating the sales team.

Before joining McElroy Metal, Watkins held various sales management positions with Central States Manufacturing for nine years and then with Union Corrugating. When Union Corrugating was purchased by Cornerstone Building Products, he took over as sales manager for ABC, as well.

**Cornerstone Building Brands Completes Acquisition of Mueller Supply Company**

Cornerstone Building Brands, Inc. ("Cornerstone Building Brands"), a manufacturer of exterior building products in North America, has completed its previously announced acquisition of Mueller Supply Company, Inc. ("Mueller"), a leading manufacturer of residential metal roofing and components and steel buildings in Texas and the Southwest. This strategic acquisition further strengthens Cornerstone Buildings Brands' presence in the high-growth residential metal roofing market in key geographies.

"We're excited to add Mueller's deep industry expertise, capabilities and talented team to our business," said Matt Ackley, Shelter Solutions President, Cornerstone Building Brands. "This acquisition doubles our metal building materials footprint and enables us to better serve the widest set of residential metal roofing and simple metal building customers through the most channels. Additionally, we'll leverage Mueller's successful greenfield expansion strategy to further accelerate our organic growth."

Sullivan & Cromwell LLP served as legal counsel to Cornerstone Building Brands for this transaction.



**NEW PRODUCT: MWI Introduces Metal Wrap**

MWI Components ([www.mwicomponents.com](http://www.mwicomponents.com)) is happy to announce the launch of its latest product: Metal Wrap. Designed with customers and the industry in mind, Metal Wrap provides a unique solution for protecting valuable building materials during transportation from the production line to the job site.

Metal Wrap can be easily placed and secured over roofing, siding, or other metal materials. It is crafted from a coated, polybutylene material featuring advanced woven technology, offering enhanced durability. This intricately woven and coated material forms a protective barrier, effectively preventing moisture, dirt, dust, and rocks from penetrating and damaging your materials.

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# Harnessing the Power of Social Media Marketing

An interview with Jessica Haddock, S-5! Marketing Director

In today's digitally driven landscape, social media has become an indispensable tool for businesses aiming to connect with their audience on a deeper level. Few understand this better than Jessica Haddock, the Marketing Director at S-5!, a global leader in metal roof attachment solutions. In a recent interview, she shared invaluable insights into the pivotal role social media plays in their business strategy.

“For S-5!, social media is more than just a platform for broadcasting messages; it’s a conduit for direct customer interaction,” says Haddock. “It provides us with the opportunity to engage with customers in real-time, a practice that not only fosters trust but also positions S-5! as a leading voice in the industry. Through timely responses to queries and concerns on social media, we not only address our customer needs but also showcase our expertise, effectively enhancing brand visibility in the process.”

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## ***When crafting social media posts, simplicity is key.***

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With a global footprint, S-5! leverages social media to transcend geographical barriers and connect with audiences worldwide. Haddock highlights the immediacy of social media as a means to reach global markets.

“In an instant we can reach our target audience; there’s no waiting period,” adds Haddock. “You can also boost a post to expand your audience and ask your fellow teammates to share the posts with their connections. It brings everyone in



your community together and achieves an immediate response.”

## **Strategic Content Curation: A Blend of Informative and Engaging Posts**

At the heart of S-5!'s social media strategy lies a strategic approach to content creation. They follow a well-defined schedule, encompassing a mix of product posts, how-to videos, testimonials, case studies, articles and light-hearted company updates. By striking a balance between informative and engaging content, S-5! maintains a dynamic online presence that caters to the interests of its global audience while reinforcing its brand identity and commitment to customer satisfaction.

When crafting posts, simplicity is key. Haddock advises to keep posts concise, incorporate questions and make statements to encourage audience engagement. By keeping posts succinct

and engaging, businesses can effectively capture the attention of their audience amidst the digital noise.

## **Ensuring Consistency and Timing of Posts**

Consistency is key. Haddock recommends daily posting across various platforms, including X (formerly known as Twitter), Facebook, Instagram, YouTube and Threads. This multi-channel approach enables S-5! to tap into diverse audience demographics, maximizing their reach across different platforms.

Timing matters, and S-5! has honed in on the optimal posting window. With most posts scheduled for later in the afternoon, particularly after 2:00 p.m. mountain time, they ensure maximum visibility and engagement from their audience.

## **Harnessing the Power of Hashtags and Tagging**

Hashtags and tagging play a pivotal

role in augmenting S-5!’s social media presence and fostering collaborative partnerships within the industry. Haddock explains the strategic use of hashtags as a means to curate communities centered around specific topics or interests, thereby amplifying the reach of their posts. Similarly, tagging partner companies not only strengthens brand alliances but also facilitates cross-promotion, enabling S-5! to tap into new audiences and expand its digital footprint organically.

“It’s really important to make sure you know what your partner companies’ social media handles are so that you can tag them in your posts on anything in which you’re collaborating,” continues Haddock. “It builds relationships and drives traffic to your posts—a win-win situation for all.”



**Empowering AI Tools for Streamlined Content Creation**

For businesses looking to venture into social media marketing, Haddock offers practical advice. Leveraging AI tools such as ChatGPT can streamline the content creation process. These tools enable businesses to generate post ideas, tailor messaging, and even automate post scheduling, thereby alleviating the burden of content creation while ensuring consistency and relevance. By leveraging AI-powered insights, businesses can unlock new avenues for engagement and innovation in their social media activities.

Haddock says, “The upgraded version of ChatGPT is very nice because you can add specific information about a product or you can say, I have these topics I’d like to highlight for my next 10 posts, and it will generate 10 posts for you, even with hashtags. Then you can edit the content

as you’d like. ChatGPT is there to make it easier for you. Then, all you have to do is sort your imagery. Additionally, Canva is a great tool for putting it all together in an infographic.”

**Continuous Optimization through Data-driven Insights**

Central to S-5!’s social media strategy is a commitment to continuous optimization based on data and analytics. Haddock underscores the importance of analyzing post-performance metrics and audience engagement data to refine content strategies. By leveraging insights from platforms like HubSpot, the company identifies trends, gauges audience preferences, and adapts its approach accordingly, ensuring that each post resonates effectively with its target audience and drives desired outcomes.

**Best Performing Posts & Main Take Away**

“When it comes to our most successful posts, videos are at the top of the list, particularly concise ones lasting no more than 60 seconds,” says Haddock. “However, what truly holds the greatest value for us are posts centered around providing exceptional customer service. At S-5!, prioritizing customer service isn’t just a practice—it’s a core value ingrained in our ethos.”

“The essence of social media lies in its capacity to facilitate meaningful customer interactions,” concludes Haddock. “By promptly addressing inquiries and concerns on our social channels, we not only enhance our responsiveness but also foster deeper engagement and satisfaction among our audience.” **MR**

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www.sbcacomponents.com/events/bcmc-fs-2024

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Midwest Roofing Contractors Association Conference & Expo, Saint Paul RiverCentre, St. Paul, Minnesota.  
www.mrca.org

### Oct 23-25, 2024

RoofCON, Orange County Convention Center, Orlando, Florida.  
https://roofcon.com

### Oct 30-Nov 1, 2024

METALCON, Atlanta Convention Center, Atlanta, Georgia.  
www.metalcon.com

## NOVEMBER

### Nov 6-8, 2024

2024 Design-Build Conference & Expo, Hilton Anatole, Dallas, Texas.  
https://dbia.org/conferences

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Build Show LIVE, Austin Convention Center, Austin, Texas.  
www.buildshowlive.com/en/home.html

### Nov 10-12, 2024

Special Tools & Fasteners Distributors Association (STAFDA) Annual Convention & Tradeshow, Music City Center, Nashville, Tennessee  
https://stafda.org/conventions

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Offsite Construction Summit, Georgia International Convention Center, Atlanta, Georgia  
https://offsiteconstructionnetwork.com/atlanta-2024

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<https://metalconstruction.org/index.php/events/winter-meeting24/winter-meeting-2025>

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International Roofing Expo (IRE) Henry B. González Convention Center, San Antonio, Texas.  
[www.theroofingexpo.com/en/home.html](http://www.theroofingexpo.com/en/home.html)

### April 2-4, 2025

Frame Building Expo (FBE), Hilton Knoxville, Knoxville, Tennessee.  
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# Always Bring Solutions to the Table

AceClamp Prides Itself on Listening and Resolving Problems

By Linda Schmid

## It Began Nearly a Hundred Years Ago

The parachute ripcord assembly first used by troops in World War II was designed by Arthur Justin Wasley, a Connecticut manufacturer who started off making door knockers and candlesticks. A great innovator, he owned Plainville Metal Works which specialized in the manufacturing of Early American and Colonial lighting fixtures, and custom lighting. As Brad Wasley, Arthur's great grandson, puts it, "He succeeded using good old Yankee ingenuity, setting a tradition and philosophy that has remained with the company to this day."

Arthur got his start with National Marine Lamp Company where he took on special lighting projects that he built in his cellar. His son Justin was a tool and die maker for lighting. Arthur's flair for lighting design was well known. In addition to designing elaborate fixtures for many churches, his largest single chandelier was installed in 1960 in the Old State Capital building in Jackson, Mississippi. The chandelier was 350 pounds, 7 feet in diameter, 8 feet high and made of solid brass with 3,200 sparkling jewels and crystals.

Plainville Metal Works founded in 1926 was incorporated in 1951 to Wasley Products, Inc. With Arthur and Justin Wasley



Sadie, Morale Officer, Marvin Curtis & Jennifer Steinman, Manufacturing



Ray Almodovar, CNC Operator



Natalie Passalugo, Sales Administrator



Dan Burger & Tamas Kovac, Engineering

## BUSINESS PROFILE

at the helm, they evolved the company to meet the needs of the day. One such need was for a new type of bearing seal, a metal stamping to which rubber was bonded. By the mid 1970s bearing seals and the precision rubber molded products line represented over 70% of company sales and they were a tier one supplier to the Big Three automotive and aerospace industries.

Upon Justin's sudden passing in 1980, his son Alan A. Wasley assumed the leadership role of Wasley Products, Inc. Alan continued to respond to growing demands of customers and diversified manufacturing especially as competition from foreign products impacted business. The purchase of Precision Molding Company, Inc. and company restructuring birthed the current company, PMC Industries, Inc.

The 1990s marked the start of the now fourth generation involvement in the family manufacturing arena. Bradford A. Wasley, Alan's son joined PMC Industries, Inc. As with generations prior, Brad gained his experience from the bottom up. He was responsible for the injection molding and seal business. Today he wears many hats as Vice President of PMC Industries, Inc. He is also Director of Total Quality, Quality Management & AceClamp Sales to name a few. PMC Industries, Inc. is an ISO

9002 manufacturer.

The injection molding business produced plastic snow guards for roofs. In the true spirit of innovation and through listening to contractors and installers, it became evident that there was a need for a new kind of clamp for standing seam metal roofs — a non-penetrating clamp. The Wasley team looked at various types of clamps out there and found what they were looking for in the medical field. Operating room table clamps used push-pin technology which they adapted in their design for metal roof clamps. These non-penetrating clamps can be used for attaching snow retention, lightning rods, signs, walkways, HVAC equipment, solar panels and more.

As AceClamp became a leader in the snow retention market, it became clear from listening to customers that they needed to



Brad Wasley



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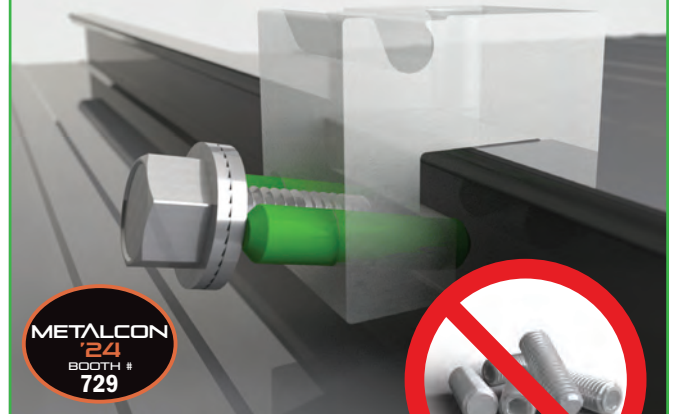
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Today AceClamp offers snow guards for any kind of roof. Powder coating is available to color match snow guards to the roof. Custom solutions are offered in brass for copper roofs and historical buildings.

### Challenges and Opportunities

It wasn't easy bringing a new product into a market dominated by one player; the competition was fierce, but we knew we had something great, and we persevered.

Brad said, "The product speaks for itself; it comes fully assembled, saving time and labor. The patented push-pin design provides equal torque and self-locks avoiding the problem of back out due to thermal expansion, wind flutter or seismic activity causing contractors to go back up on the roof to retighten clamps."

An industry trend that poses a challenge, according to Brad, is metal roof panels becoming a thinner gauge or a short wide seam in the name of economy. If you get much above 26 gauge, the metal panel does not have the strength to hold solar panels and it's hard for clamps to "bite" into them.

Greg Prentiss, the company's sales engineer said, "Pick your roof wisely. If you are looking to put snow retention or solar panels on it, you have to have a decent roof. A clamp is only as effective as the material it clamps."

On the other hand, there are many opportunities in the market. Don Peronace, Marketing, said he has not seen much of a slow-down in new housing. "With the hurricanes and strong weather, we are seeing metal has proven to be a viable choice."

### High Tech Workplace, Family Culture

The company will be celebrating its centennial anniversary in 2026. One hundred years is a long time to be in business, and this company strives to stay true to their founder's business model, using that good old Yankee ingenuity Brad mentioned. That means keeping up with the newest technology and continuing to listen, learn, and innovate, while not forgetting their history. They have a museum on campus showcasing their innovation in manufacturing and nurturing company pride in almost 100 years of manufacturing.

The company mantra is "Always come to the table with solutions, not problems," a mindset verbalized by Brad's dad and referenced in the AceClamp logo, "Innovative Roofing Solutions,"

Peronace added.

PMC Industries, Inc. employs over 60 people. Many employees have a long tenure and there is very low turnover, which speaks volumes to the company culture. Brad attributes this to an employee-centric culture in which everyone is treated with respect. That family feeling is nurtured through events such as cookouts, visits from a variety of food trucks and always a favorite, free ice cream days when the ice cream truck comes to campus. The annual holiday gathering celebrates the contributions each employee has made and an opportunity to express our appreciation, Mary-Jean Wasley said.



Custom brass clamps for use on a copper standing-seam metal roof.

Employees show their appreciation by finding many of the company's new employees, inviting family and friends to apply. There is no rule against family members working together; management makes it clear that any family disagreements are not welcome in the workplace, and people respect that. Hence you have son working for father, cousins working side by side, etc.

Employees are further encouraged to help each other out and work productively together. In the spirit of continuous improvement, there are monthly goal incentives that motivate everyone to work as a team in order to meet and exceed customers' expectations.

### Ace Innovation

The company plans to continue listening to customers and bringing solutions to the table; that is what they do, whether it is saving Disney's "Space Mountain" ride by supplying the bearing seals or finding a solution to the most complex rooftop solar installation. Their newest and most robust clamp recently solved a California solar project installation. **MR**



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# Promote The Possibilities To Grow The Metal Roofing Market

By Karen Knapstein

***The Idea Book offers the chance to show the industry your accomplishments in metal roofing.***

their performance and help move the industry forward.

The Idea Book offers the chance to show the industry your accomplishments in metal roofing. Or, if you are a supplier or manufacturer, what can be achieved with the materials you offer. If you have an outstanding metal roofing project that you'd like to have published, we're looking for finished projects. All you have to do is send us a list of materials/components used, a brief description, and a few other details. We'll take care of the rest.

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If you have any questions or concerns, contact editor Karen Knapstein at [karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com) or 715-513-6767. **MR**



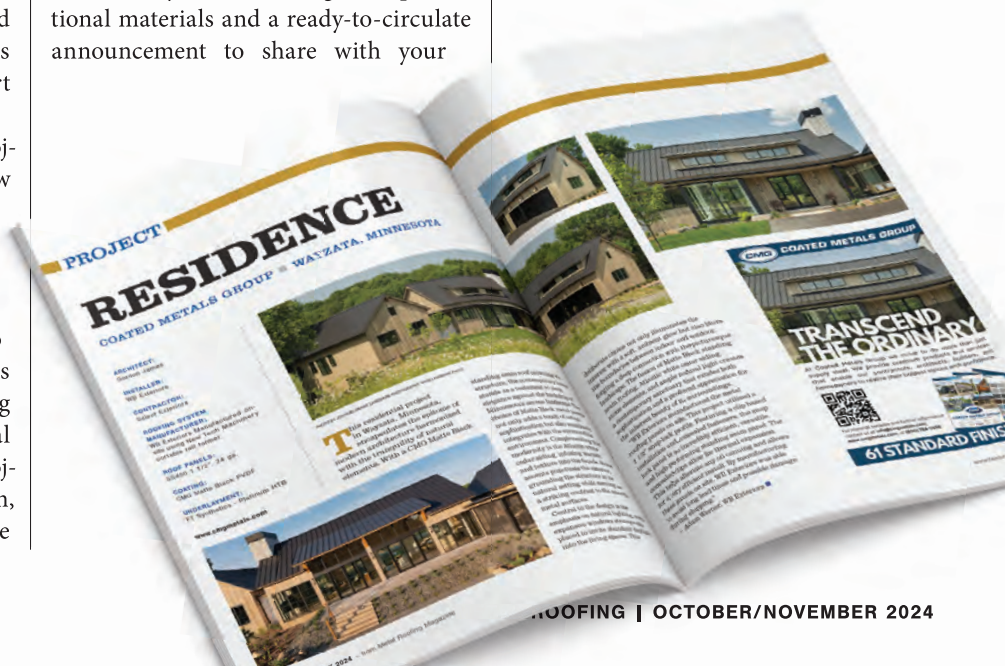
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# project of the month



## Golf Club Opts For Metal

Golf Club Opts For FX Iron Oxide Coated Metal

**T**he Valley Club in Hailey, Idaho, established in 1996, has evolved into “an extraordinary haven for those seeking golfing excellence and unparalleled lifestyle amenities.” To maintain that status and develop a solution for a failing wood shake roofing system, The Club chose to install metal roofing from the Natural FX Coatings palette offered by The Bryer Company.

Replacing the wood shakes with another wood shake roof was not an option because of an ordinance in Blaine County, Idaho, prohibiting the use of wood roof coverings for new construction, additions and re-roofs. The Natural FX Coatings options provided a very pleasing aesthetic and much more durable product.

Miley Roofing of Hailey, Idaho, formed onsite and installed 38,000 sq. ft. of 22-ga. FX Iron Oxide stand-

ing seam roofing panels for the re-roofing project at The Valley Club. Panels are 16” wide with a 1-1/2” seam. The Natural FX Coatings line is a cutting edge PVDF system featuring a multi-coat finish to create patterns and depth. FX Iron Oxide gives the appearance of a rusty metal roof without the rusty stain drippings.

“The original ridge caps and chimney caps were a rusty metal material and the members at The Club liked that look,” says Troy Quesnel, owner of Miley Roofing. “FX Iron Oxide has a unique look and a random pattern, which is important on the 50-foot panels we installed at The Club.”

In the spring of 2023, Miley Roofing was called in to get everything ready to tear off the shake roof and install the standing seam metal roofing. The first order of business was shoveling snow off the roof following a winter

### Project Overview

**Location:** Hailey, Idaho

**Installer:** Miley Roofing

**Roof Panels:** 16"-wide 22-ga. Standing Seam

**Coating:** FX Iron Oxide

**Underlayment:** Grace HT, GAF VersaShield

**Ventilation:** Continuous eave venting and Boston continuous ridge vent

**Fasteners:** Triangle Fastener Corporation 1 1/8" ultra low profile screws

**Snow Retention:** ICE Control Engineering

marked by large snowstorms.

With a tight deadline before the first big golf event of the year, the Miley Roofing crew completed the job in about six weeks. Miley Roofing owns and operates two portable roll formers. Quesnel says they bought the first one about 20 years ago and a second roll former four years ago. The newer machine was used on this project and each day, the Miley crew calculated a plan of attack. Working in constant communication, the ground crew ran the panels needed by the installation crew on a particular day.

"Every successful project is a credit to our crews," Quesnel says. "They truly are craftsmen, so we do our best to take care of them. We have very little turnover. Our employees are invested in the community and so are we."

Quesnel says when they bid a job, they determine the best crew for that job. He takes the crew lead with him, who provides valuable input on cost estimation, considering roofing material, square footage, access, slope as well as removal and disposal of old roofing.



Everything went smoothly on The Valley Club project.

"The members really like it," Quesnel says. "Everyone is happy with the look and the performance. It's received great reviews from the community and it's certainly a signature project for us, because of the size and the FX Iron

Oxide coating. We're already in talks about more work at The Club." **MR**



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MR OCT/NOV 2024

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