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MAGAZINE

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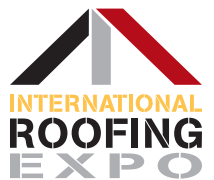
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Try to avoid publisher's letters when possible. Sometimes they are unavoidable because there is so much going on.

Last month we added audio to our magazine website, so you can listen to the articles. The next step is our content will be listed in podcasts on Apple, Spotify, YouTube and other locations. Where video is available, you will see the magazine pages so you will see pictures, graphics and the display ads within the print version of that article.

When you read this, the 2024-2025 CSI Survey will be closed and we will be working on the 2025 CSI-Annual & Market Report. The objective of the CSI is to provide actionable business data. Sometimes we use our proprietary data to make strategic decisions for our maga-

zines and shows.

We are making a huge change to the Garage, Shed & Carport Builder Show for 2026.

The 2026 show will be in Gatlinburg, Tennessee, on January 20-21, 2026.

We partner our magazines and shows. The Construction Rollforming Show is partnered with Rollforming Magazine. The Post-Frame Builder Show is partnered with Frame Building News.

The 2026 show will be two shows in one. The Rural Builder Show, which will be partnered with Rural Builder magazine. And, The Garage, Shed & Carport Builder Show is partnered with its namesake magazine. The logo and branding will change to the Rural Builder & Shed Show.

A significant number of Rural Builder subscribers report that they also build sheds and portable buildings (53%). Many companies building with post frame or metal frame include sheds and/or portable buildings in their portfolio.

Combining the shows will benefit both exhibitors and attendees. Exhibitors and attendees will gain access to a larger and more varied spectrum of potential customers while we maintain the quality and value for everyone.

The data we analyzed regarding who builds what type of construction is detailed in the CSI column on page 51 in this magazine.

Have a fantastic 2025.

— Gary Reichert, Publisher

EDITOR'S NOTE

Metal Roofers: We Need You

Now that this edition is wrapped up and you hold it in your hands, it's time to knuckle down and focus on some "extra-special" issues heading your way. The next issue is the Metal of Honor edition. In it, you'll learn about the companies that you — the subscribers to Metal Roofing and other metal roofing industry professionals — have voted to be industry leaders because of the quality of their products and services, timely delivery, great customer service, and other factors that are important to customers.

Following close behind is the Metal Roofing IDEA Book. As you know, we feature a Project of the Month in every edition of *Metal Roofing*. But that only gives us six opportunities to shine a spotlight on a handful of roofing projects throughout the year. Since the IDEA Book is filled from cover-to-cover with projects, it gives us the

opportunity to really showcase what can be achieved with metal roof systems.

Is there any roof more beautiful than a perfectly installed metal roof? And the beauty goes far beyond the aesthetics. Knowing that roof will last for decades and may be the last roof the building owner needs to install is very satisfying.

We'd like to include them all — all uses and types — from exotics to natural to steel, in metal shingles, metal shakes, standing seam, through-fastened.

I'd be honored to bring you the biggest and most impressive project edition that is packed with previously unpublished metal roofs. If you've had a hand in a project, either as a manufacturer, supplier or an installer, that you think shows metal roofing in its best light, please send it my way. I only need a handful of photos, a list of materials used, and a brief description

of the project. The easiest way is to upload your roofing projects with our convenient online form at <https://readmetalroofing.com/metal-roofing-project-submission-form/>.

If published, you'll receive a special Metal Roofing IDEA Book badge to publicize your achievement. Plus, we'll provide you with a press release announcing that your company's project was published in nationally circulated *Metal Roofing Magazine*. You can send it to your local media outlets, which will maximize your business exposure. So not only will your work be recognized among your peers, you'll be able to promote your company as earning national attention for your work ... that's a powerful message for potential customers in your area. **Don't wait to send in your projects — the deadline is March 20!**

— Karen Knapstein, Editor



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ON THE COVER:

Contribute a project for the 2025 Metal Roofing IDEA Book (<https://bit.ly/3BwkMg7>). Submitted by PAC-CLAD | Petersen, this project was published in the 2023 IDEA Book.



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Gary Reichert,
Publisher, Shield Wall Media

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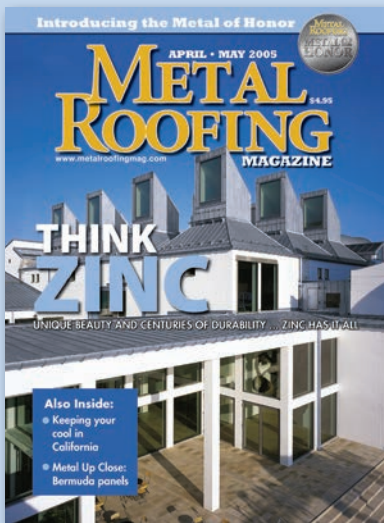
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Written by then-editor Jim Austin, this article was originally published in the April 2005 edition of Metal Roofing Magazine.

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 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, forwarding all the information you have about the materials used, challenges faced, and a few hi-resolution photos. In the meantime, enjoy a bit of metal roofing history!



This private residence, *Montana del Socorro*, is located in Tafira Baja, Spain. The roof is 250 square meters of RHEINZINK's pre-weathered blue-grey angled standing seam. Architect Samuel Steiger Ritvo of Las Palmas Gran Canaria, Spain was in charge of design. RHEINZINK PHOTO

Zinc... Simply Appealing

Zinc has a rich history in construction, having been used as a building material in Europe since the 1700s. Its use as roofing dates back to the early 1800s when it was first rolled as sheets. Zinc roofing in Europe is big, growing to an industry that installs 250,000 tons per year. And while its use in the United States is still catching on, it is growing.

There are basically two reasons zinc is being used as a roofing material. One is its long-term durability and resistance to corrosion. The other is its appearance.

Zinc offers resistance to corrosion, low-maintenance durability, and recyclability. In fact, for more than 100 years,

zinc has been used to coat and galvanize steel roofing. Thin layers of zinc are able to protect steel for dozens of years. As a roofing material, zinc can last more than 100 years, and as a façade, it can last up to 300 years.

More and more, architects are choosing zinc. They appreciate the durability and versatility. "The beauty of zinc is that it can be used for modern projects, projects that are cutting edge, as well as traditional projects, say 100-year-old churches," says Lisa Colaianni, marketing manager for RHEINZINK America. "The same system can be applied to different buildings and look completely dif-



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ferent. It can look modern or traditional; in that sense, it's like a chameleon, it adapts to any situation."

RHEINZINK America and VM Zinc (a subsidiary of Umicore Building Products) are the two largest zinc roofing manufacturers in North America. Both have roots in Europe, as well as an understanding that it's architects who drive the use of zinc. "You'll have an occasional

client who will ask for it specifically, but 99 percent of it comes from architects," says Jonathan Lowy, technical marketing manager at VM Zinc.

Lowy says 10 years ago, the use of zinc roofing in the United States was very limited. During the last five years, zinc has appeared on prestigious projects around the country, always with clients after a different look. "Now, I'd say there

are zinc roofing projects in every state of the union, some with dozens," Lowy says. "And it's not regionally popular, it's becoming popular everywhere."

RHEINZINK's success has been in roofing for institutional and educational facilities. "That's where they're thinking long-term and low maintenance," says RHEINZINK president Amir Massihzadeh. "And it's aesthetically very pleasing for high schools, colleges, or universities."

Massihzadeh believes the introduction of zinc in North America as a roofing material for institutional and educational buildings has had a ripple effect in the industry — more and more zinc is being used in residential and commercial applications.

Zinc history

Rolled sheet zinc appeared in the United States in 1816, as roofing in New York and as downspouts and gutters in Baltimore. Though more than 70 houses in New York had zinc roofs by 1837, it was out of favor by 1840. The popularity of the material was cyclical in ensuing decades, never matching iron and steel with their various coatings.

Source: From Asbestos to Zinc, Roofing for Historic Buildings, National Park Service

Jim Dallman, a VM Zinc representative and owner of Rocky Mountain Architectural Metals and the installation company Pacific Sheet Metal, Inc., says one of the first zinc roofing installations his company was a part of was on a Colorado residence, for a homeowner with a European background — Czechoslovakia-born tennis great Martina Navratilova. "Architects saw that and had to have it," Dallman says. "Not long after that, Umicore moved into North America and it's going crazy now."

Dallman annually installs about six residential zinc roofs in western Colorado. His company uses an underlayment from Grace Construction Products, Ultra, with Roofshield by Proctor as a separation sheet. He says almost all of the zinc he installs is for homes, including a current \$400,000



The appeal of zinc as a roofing product is due in part to its aesthetic versatility — it looks great on all buildings, old and new. VM ZINC PHOTO

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Because zinc is an even more malleable than steel or aluminum, it can be curved and formed easily while still providing a watertight roofing system. VM ZINC PHOTO

project, which also features some wall cladding.

Dallman's company installs all sorts of metal roofing, including copper and titanium, as well as the more common aluminum and steel. "I enjoy working with the specialty metals because it takes a little care and knowledge," he says.

Although zinc may never be the dominant player in residential roofing, it has been able to catch the eye of those who desire a unique look. Lowy says it's the more subtle look of zinc that appeals to architects.

Call it unique or call it subtle, but zinc is finding its place in North America.

Working with Zinc

Because zinc is a softer metal than painted steel or aluminum, it requires more of a craftsman's touch. Zinc, in coil or sheet form, must be stored in a dry

environment where it will not be exposed to rain or humid conditions. It has to be handled with care — avoid contact with greasy hands and make sure all tools and roll forming equipment are cleaned before coming in contact with zinc. The corrosion of zinc increases when it comes in contact with some metals, especially copper and non-galvanized steel. "Basically, you have to be a little bit more gentle with zinc," Massihzadeh says.

Like copper, another soft metal, zinc is easy to fold, solder, profile, and cut. Lowy says VM Zinc insists contractors pay special attention to details, ensuring a watertight product. "Details are important," he says. "A zinc roof will last a long time, so what's the point of having lousy details that will leak? But that's not just a zinc issue."

Both RHEINZINK and VM Zinc offer extensive training for contractors

interested in working with zinc (see sidebar). It's not rocket science, but there are some things to be aware of. "You have to be careful," Dallman says. "It's easy to install if you've been trained."

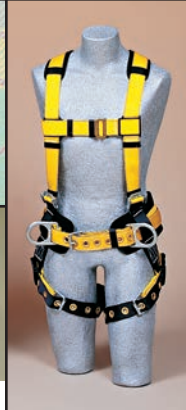
The inherent softness of zinc and its ductility allows it to be shaped into almost any form.

Massihzadeh says RHEINZINK's basic product line is six to eight different styles, but all can be roll formed, bent, or shaped into an endless array of profiles — zinc can respond to an architect's every whim. "There is no limit to what you can do," Massihzadeh says. "In interior applications, it's used as art."

Because zinc is a soft metal, it can't span between purlins. It needs a continuous substrate because it lacks sufficient tensile strength. "Still, zinc is a metal that likes to have air around it," Lowy says. "If you put zinc on a permanently damp

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substrate, you'll get backside corrosion."

For that reason, ventilation considerations are important. Inadequate attic and rafter ventilation can result in excess heat buildup in the summer, as well as water vapor condensation and mold, which damage roofing and roof structures.

Umicore manufactures VM Zinc Plus to combat this problem. VM Zinc Plus, introduced by Umicore about 15 years ago, contains a protective barrier on its underside. RHEINZINK also offers coated material to protect against corrosion caused by unvented moisture. Other methods of fighting against backside corrosion include using a compatible substrate or a separating membrane, which allows air to circulate.

All metals become more brittle when cold. If the temperature of zinc is not at least 45 degrees when it is installed it may be subject to brittle fracturing. It's important to note that this is the temperature of the material itself, not the air temperature of the site. "Temperature may influence how a craftsman works with the material, but once installed, zinc is as comfortable at high altitudes in extreme cold as it is in hot desert or wet maritime environments," Colaianni says.

According to Massihzadeh, the lower the temperature gets, the more rigid zinc becomes. To avoid these problems, it is strongly suggested the metal be preheated, preferably to more than 50 degrees, for bending or forming. If the zinc is stored in a warm place, it may stay warm long enough to work with. A bright sunny day may provide enough warmth to heat the panels, even if the air temperature is below 40 degrees. "When working in cold conditions, we recommend our contractors do as much shop fabrication as possible," Massihzadeh says.

Like any material, zinc contracts and expands, so for every 10 feet of zinc, installers should allow for 1/2 to 3/8 inches of movement. Zinc expands more than copper and about the same as or less than aluminum. Panels are fastened with



A very complex roof combining double lock standing seam and the batten cap method was used on McCormick and Schmick Seafood Restaurant in Birmingham, Ala. It was specified by Boora Architects and installed by Ornametals. Zinc roofing by Umicore was used not only due to its appealing aspect, but also because it is very flexible metal.

a fixed clip at the ridge and two-piece sliding clips.

In 1992, RHEINZINK was the first to introduce zinc to the marketplace in the United States and Canada. Massihzadeh says RHEINZINK could triple its sales if it wanted to, but instead has cautiously increased its market share to ensure proper installation techniques are being adhered to. Massihzadeh believes if the company overextended itself, it could lead to less than acceptable craftsmanship, which is destructive to the industry.

Friends with the Environment

Because architects were among the first to embrace environmentally friendly products — and many contractors have followed suit — it's important to note zinc is environmentally sound. In fact, it exists naturally in the air, water, and soil. Zinc requires less energy to refine than aluminum, copper, or stainless steel, according to Umicore. VM Zinc and RHEINZINK roofing materials are all natural, and have no paint or coatings to wear off and adversely affect surrounding materials.

According to RHEINZINK's Web site,

"energy consumption for zinc extraction and processing is extremely low. Emissions during smelting and processing are kept to a minimum by using state of the art production equipment. The high value of scrap metal and problem-free re-smelting of the metal provide economic reasons for recycling as well. The recycling rate of zinc is more than 90 percent."

The Sheet Metal and Air Conditioning Contractors' National Association agree about zinc's environmental benefits. According to the SMACNA architectural metals Web site, "architects are specifying zinc out of environmental concerns. Zinc is available globally in large quantities. Finished goods have a low primary energy content. The material is UV and temperature resistant and non-combustible. In addition, it is easily recycled, consuming as little as five percent of its primary energy content."

All that and it looks good, too. **MR**

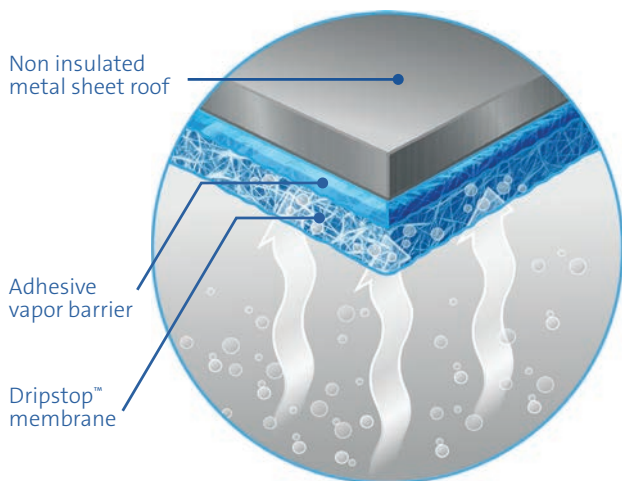


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International Roofing Expo 2025

Reid Ribble Returns To Deliver IRE 2025 Keynote Address in San Antonio

The International Roofing Expo (IRE) is the largest roofing and exteriors event in North America, and it's the must-attend gathering for professionals in the industry. Slated for February 19-21, 2025, at the Henry B. González Convention Center in San Antonio, Texas, this event is designed to help roofing pros sharpen their skills, discover new products, and expand their networks.

Keynote Address with Reid Ribble

A highlight of IRE 2025 is the keynote address, which is included with all registrations. This year, the keynote is sponsored by Malarkey and will feature Reid Ribble, a true icon in the roofing industry. With a career that spans decades, Reid has invaluable insights into the future of roofing and the American Dream.

His talk, *The Future of Roofing and the American Dream*, will explore the current state of the American Dream—no political spin, just a candid view of what's happening and why it still matters to so many people.

Reid's influence in the industry started with his family's roofing business in Wisconsin. By 1977, he was leading the company as President, a role he held until retiring in 2009. After serving in Congress, Reid returned to the roofing world as the CEO of the National Roofing Contractors Association (NRCA), advocating for the future of the industry until his retirement in 2022. His previous keynote at IRE was a highlight, and his talk this year is sure to be just as impactful.

Extensive Exhibition Hall

With over 600 suppliers and vendors, the IRE expo is massive, offering an



Find Pac-Clad / Petersen in IRE Booth 15095 February 19-21.

impressive selection of products and services. From metal roof panels and shingles to single-ply roofing, coatings, solar solutions, and everything in between, attendees will have the chance to see the latest innovations firsthand. Some of the key exhibitors include AceClamp, ZIP System sheathing by Huber Engineered Woods, and many more.

Since you're into metal roofing, don't

miss the Metal Marketplace pavilion, where you'll find top companies like United Steel Supply, Triangle Fastener Corporation, Englert, and Progressive Metals showcasing their products.

Besides the exhibitor booths, there will be live product demonstrations and seminars right on the show floor. These seminars offer an in-depth look at the latest products and solutions, giving you

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Project: St. Peters Cathedral, Erie, PA

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

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

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

Project Manager: Randy Pace

Assistant Project Manager: Tony Lazarony

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

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

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

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

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



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

With the top of the Cathedral steeple at 300' and the distance to the top of the gutters at 80'-100', it was important that the project ran smoothly. Every pallet of slate had to be "ring tested," which means a hammer is used to test the slate, to make sure there are no cracks. The slate will ping in just the right way to confirm, soundness. In addition, slate was pulled from three separate pallets onto one, to maintain even color dispersion across the roof plane, to eliminate blotches of lighter and darker slates.

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

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

valuable insights from the people who know them best.

Educational Sessions

IRE 2025 offers more than 45 educational sessions led by experts who will cover a variety of important topics, from emerging trends and best practices to business growth strategies. The conference program is designed specifically for the roofing industry and includes sessions across several tracks: General Business, Leadership, Legal/HR, Money Matters, Sales/Service, Sustainable Building, Technical, Exteriors, and Workplace Safety. These sessions are tailored to help you stay ahead in today's competitive roofing market.

Innovative Product Showcase and Awards

The Innovative Product Showcase and Awards Program (IPSA) highlights the cutting-edge materials, tools, and services that are pushing the boundaries of the roofing industry. Attendees will have the opportunity to submit products for recognition, with awards being determined by a panel of industry professionals and experts.

Networking Opportunities and Special Events

Networking is a huge part of IRE 2025, and there will be plenty of opportunities to connect with industry leaders, peers, and mentors. There are several exciting events planned, including the Welcome Party, SRS Tailgate, and the 16th Annual Community Service Day. The Community Service Day, held on February 18 in partnership with Rebuilding Together, will bring roofing professionals together to make critical home repairs for local families in need. You can volunteer, donate, or simply spread the word to support this great cause.

Focus on Community and Hands-on Education

One of the core goals of IRE is to emphasize community engagement



Find New Tech Machinery in IRE Booth 10054.

and hands-on learning. There will be plenty of opportunities for attendees to improve their skills and grow their businesses through practical, on-the-ground education. The show floor will feature areas dedicated to education, with small-group sessions designed to help you expand your technical expertise and apply real-world solutions to your business challenges.

Sessions will cover a wide range of topics, including digital marketing, employee training, customer service, sales techniques, and more. Best of all, these educational sessions are included with your registration at no extra cost. Just note that seating is limited and available on a first-come, first-served basis.

Though the event is geared toward trade professionals, students studying in construction-related fields are also welcome to attend.

Commitment to Diversity and Inclusion

IRE 2025 is deeply committed to fostering a diverse and inclusive environment. One exciting new initiative for 2025 is the launch of the Hispanic

Contractor Clinic. This initiative will feature bilingual conference sessions, Spanish-translated content, and collaborations with leading organizations and individuals to support the Hispanic community's contributions to the roofing industry.

Why Attend IRE 2025?

Attending IRE 2025 is a fantastic opportunity for roofing professionals to gain valuable insights, discover cutting-edge products, and build relationships that will help advance their careers and businesses. Show hours will be:

- Wednesday, February 19: 11 a.m.–5 p.m.
- Thursday, February 20: 11 a.m.–5 p.m.
- Friday, February 21: 11 a.m.–3 p.m.

Mark your calendars now. And if you can't make it this year, don't worry—the next IRE will take place January 20-22, 2026, at the Las Vegas Convention Center.

IRE 2025 is set to be a game-changer for anyone in the roofing industry, and it's an event you definitely won't want to miss. **MR**

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A protective, durable high-quality metal roof may qualify homeowners for a home insurance discount. IMAGE COURTESY OF MRA MEMBER KASSEL & IRONS.

Pocketbook Protection

Homeowners Hit The Roof As Costs For Home Insurance Coverage Skyrocket

Millions of homeowners are experiencing sticker shock when it comes to increases in home insurance costs. And that is if they can get home insurance at all. In places like Florida and California where claims resulting from climate change disasters have skyrocketed in recent years, some homeowners are finding it near impossible to get affordable coverage to protect their home.

That's why making improvement decisions that could help lower the cost of insurance premiums is more essential than ever. According to experts at the Metal Roofing Alliance (MRA), the largest nonprofit organization representing the residential metal roofing industry in the U.S. and Canada, this is particularly true when it comes to

re-roofing decisions.

Using more durable materials like metal can reduce a homeowner's insurance costs because it helps protect against damage and costly repairs. Many home insurance companies prefer quality metal roofs and will offer discounts to homeowners who install them.

Why?

Because most quality metal roofing systems are more resilient against high winds, offer a Class A rating (the highest possible) for wildfire, and provide a Class 4 rating for hail damage protection (according to UL Standard 2218 classification system). Metal roofing also is stronger and lighter, making them better able to withstand heavy snow and ice buildup loads — severe winter conditions that could cause inferior or

worn-out roofs to collapse.

Depending on the region, it's important to know that insurance companies evaluate not only the age, condition and shape of the roof when determining costs, but also the material used. To understand how a roof plays a role in home insurance premium costs, consider it from an insurer's point of view. In general, here are five things insurers look for when it comes to evaluating how protective a roof is (hence, how it may help guard against costly damage and repairs):

1 Is the roof made from quality, highly durable materials?

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oftentimes the most favored by insurance companies when they consider potential discounts. Slate and tile are also strong against fire, rotting and insects but they can crack and are heavy. Asphalt is often short-lived and can be easily damaged by severe weather extremes, and it also wears out faster. Wood roofs are least favored by insurance companies due to fire danger and the threat of displaced, rotten or worn out shingles, which can cause damage. In some areas, homeowners may be required to apply a fire retardant to get coverage, or they may be denied coverage altogether. Especially in hurricane and hail regions where flying debris and severe impacts cause millions of dollars in rooftop damage every year.

States like Florida and Texas use ratings for rebate programs such as UL Standard 2218 classification. UL 2218 is a rating system that assesses the impact resistance of shingles. Underwriters Laboratories (UL) tests shingles by dropping steel balls of various sizes onto them from different heights to simulate hail strikes. The shingles are then graded on a scale of Class 1 to 4, with Class 4 being the highest rating and the most impact resistant.

2 What shape is the roofline?

Many homeowners don't realize the shape of their roof can affect performance. For example, hip roofs have inclines on all sides, so to an insurance carrier, this means they can hold up against higher winds without being blown off. Gable roofs are the most common in the U.S. and look like an upside-down V. These roofs can be more vulnerable to high winds, but they can shed water and debris easily. Flat roofs have no pitch or slope and typically aren't favored by insurance companies because flat roofs pool water easily. Again, the type of material and installation methods chosen can help up the durability and protection of your roof, no matter what the shape.

3 How was it installed?

Insurance companies prefer that roof repairs and new roof installations be performed by a certified, licensed professional. If for whatever reason homeowners need to file a claim, the insurance company could deny the claim because the roof was not handled by a professional. As you may know, experienced installers can help building owners navigate proper local building codes and recommend ways to further increase the protection and longevity of the roof through methods such as choosing the proper underlayment, using the right attachments and clips, and making sure the roof is weather-tight.

4 How old is the roof?

Generally, insurance companies charge homeowners more on their home insurance premium for older roofs. However, with your help, homeowners can take into account that quality roofing materials like metal can last three times longer than other types with no compromises in performance.

That could impact the policy they end up choosing. Typically, the roof will be covered by either actual cash value or replacement cash value. If the home insurance policy is for actual cash value, then the insurance carrier will pay the actual cash value of the roof at the time of covered loss (ex: hurricane). The insurer calculates the actual cash value of the roof, minus the depreciation cost according to the roof's age, and of course, minus the deductible. The older the roof, the higher the depreciation value.

If a home insurance policy is for replacement cash value, then the insurance carrier will pay for the replacement cost value of the roof, which means the replacement cost value minus the deductible. Under replacement cost value, there

is no deduction for depreciation, which makes sense for more durable roofs like metal, which should not be subject to standard depreciation evaluations given the fact they last far longer than other roof types.

5 How well is the roof maintained?

To help extend the longevity of any roof, and reduce the risk of filing a claim, proper maintenance and upkeep are essential. Advise your clients to be sure to keep gutters clean, replace damaged or broken shingles, remove any debris (branches, leaves, moss, and mold), prune back any overhanging branches, have the roof routinely inspected every two to three years, and check for pests.

To make sure homeowners and their homes are protected, MRA encourages them to carefully review their policies to know if they have the right coverage for potential perils particular to their region, such as hurricanes and hailstorms. They should document everything, including upgrades made to the roof, making sure to keep a paper trail. If they do decide to install a more reliable roof, remind them to let their insurance agent know. They could qualify for even more cost savings.

The MRA offers consumers a free Residential Metal Roofing Buyer's Guide that can be downloaded at www.metal-roofing.com. **MR**

About Metal Roofing Alliance (MRA)

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

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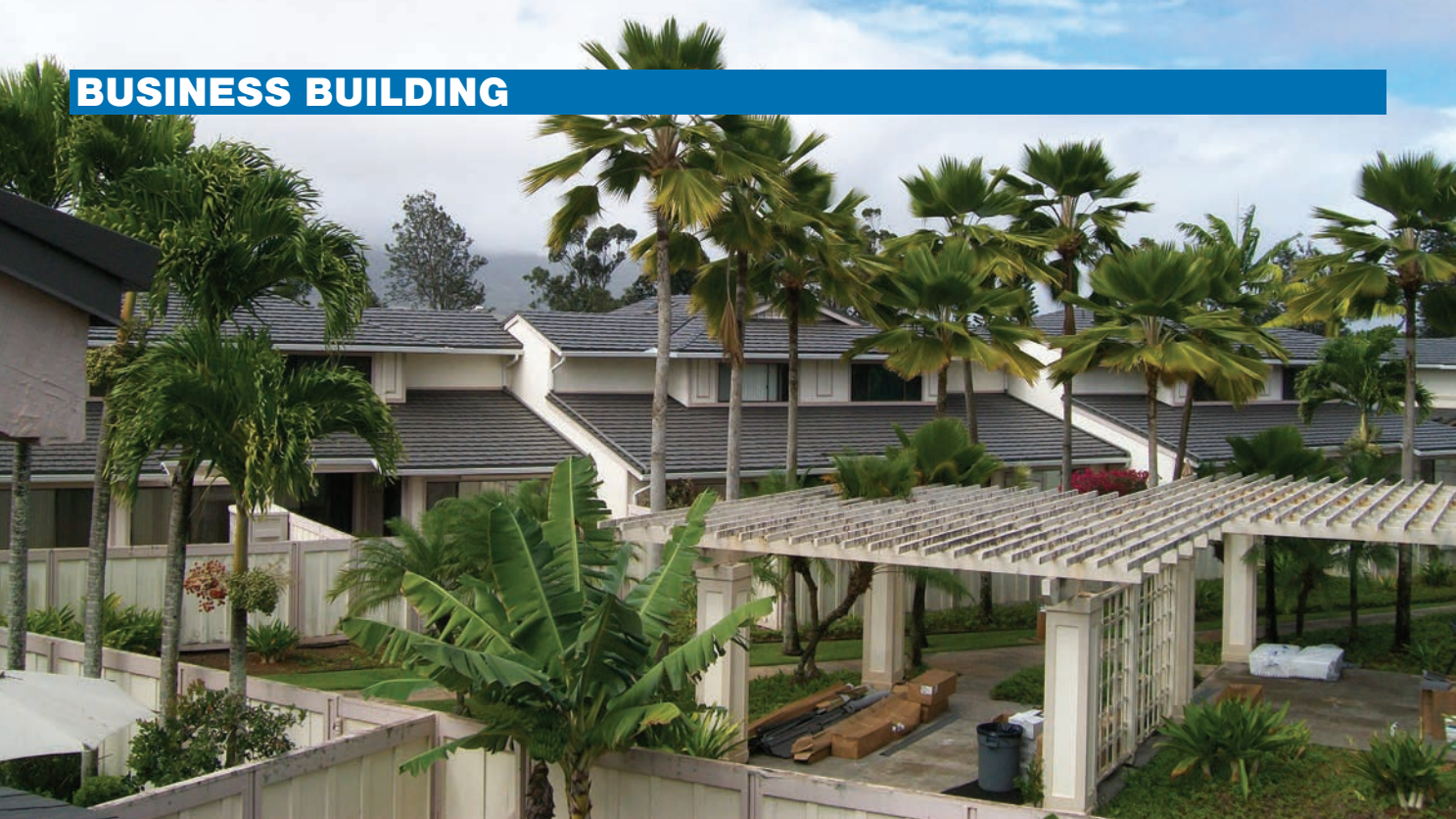
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Maximizing Profitability with Metal Roofing

By Todd Miller, Isaiah Industries

Over the last 20 years, metal products have dramatically increased their share of the roofing industry. Recently, there have even been indications that future insurance industry regulations and legislation may further fuel the growth of metal roofing.

While many metal projects are still carried out by contractors who specialize in metal, the industry is seeing more and more “full line” roofing contractors also offering metal options. In order to continue the growth and reputation of metal roofing, we need contractors who are profitable and anxious to continue to install metal roofs and service their past installations.

Successful metal roofing contractors share a number of common attributes amongst their businesses. Those attributes break down into these five areas: Business Strategy, Marketing and Positioning, Numbers, Systemization, Installation, Pricing, and Exit Strategy. In each of these areas, there are particular key strategies to command.

Business Strategy

First of all, success in this industry requires guidance from accounting, banking, legal, and insurance professionals. Trying to cut corners in any of these areas by relying on your sister-in-

Trusted professionals will help you establish a solid foundation for your business.

law or favorite childhood cousin puts a business at risk. On the other hand, trusted professionals will help you establish a solid foundation for your business as well as ensure that you have the proper licensing and insurances to do business in your area.

Next, be sure to have written Core Values for your business that are frequently communicated to your team members as well as to any sub-contractors you use. Core Values establish the banks of the river for your company’s actions. Combined with a thoughtfully crafted Mission Statement, these items become litmus tests for all major (and minor!) decisions that are made by your company.

Finally, be sure to choose quality products that will not put your company at future risk due to their own poor performance. Build positive relationships with suppliers who support your business with leads and referrals as well as with training for the critical areas of marketing, sales, and installation.

Marketing and Positioning

Be sure to identify your target customer. This is the customer that your Marketing efforts will be directed to. You certainly may sell to other customers but your target is the customer that you want to sell to the most. This will be based upon a combination of the demographics of your area and the products you're promoting. For example, you may be promoting lower cost products to an "entry level" customer or you may promote premium products to a more mature customer. Choose the customer that your company will be most appealing to.

Position your company as your area's metal roofing expert.

Position your company as your area's metal roofing expert. This can be done through your marketing messaging, social media posts, or perhaps by hosting a home improvement show on the local radio station or writing a regular column in the local newspaper. There is always some mystery to metal roofing – establish yourself as the consultative expert who can guide consumers through that mystery to the right decisions for themselves and their homes.



A properly trained sales team is essential for business success.
PHOTO COURTESY OF ISAIAH INDUSTRIES

Be sure to always sell to benefit your customer – not yourself. Know your competition well and be able to explain what makes you different from them. This needs to be part of your consistent, carefully scripted sales presentation. Many metal roofing manufacturers will have templated presentations to get you started.

Work to maximize the referral business your company obtains. Reserve part of your Marketing budget for touches with past customers. And, as your business matures, make

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changes or additions to your product line only for increased profitability. Growing for growth's sake will increase your headaches without increasing the reward.

Know Your Numbers

Careful analysis of your lead generation numbers will guide your Marketing efforts and also provide the information you need to properly price your projects and allow for the necessary Marketing

cost on every job you sell. These numbers will help you identify your raw lead cost and your Marketing cost per sale.

Producing monthly financial statements, supplemented by careful cost analysis of each completed project, is critical and a step that is skipped by many contractors. It is very important to know when and where you're making (or losing) money. This is where that trusted financial advisor comes into play along with a skilled bookkeeper.

Finally, analyze all expenditures very carefully. All that glitters will not necessarily make you gold! Many contractors have gone out of business by loading themselves up with debt for vehicles, equipment, and technology that they really could have gotten along just fine without. Practice "Zero Base Budgeting" – don't spend a dime unless you're certain of its return on investment.

Systemization

McDonald's has ridiculously high employee turnover yet they deliver a very consistent customer experience. You can expect that Quarter Pounder With Cheese to smell and taste the same no matter which location you visit. (Is your mouth watering yet?) McDonald's does this through systemization and training.

By building defined and documented systems into your business, you remove the guesswork from your team members, reduce your own time putting out fires, and deliver a consistent customer experience that stays within the banks of your Core Value river.

A great place to start systematizing your business is by reading *The E-Myth* or *The E-Myth For Contractors*, both by Michael Gerber. You will find that younger generation team members especially appreciate this approach to

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Offering financing options to your customer will also help you close more deals.

business. If you've ever wondered how some business owners can take time off and still have things go just fine within their business, systemization is the answer.

An additional bit of advice along these lines is to hire team members based upon their fit to your company culture and Core Values. You can train on skills but basic behavior and personal integrity are either in keeping with your culture or not – there is usually nothing you can do to change those things.



Hands-on installation training will aid your company's positive reputation and professionalism.
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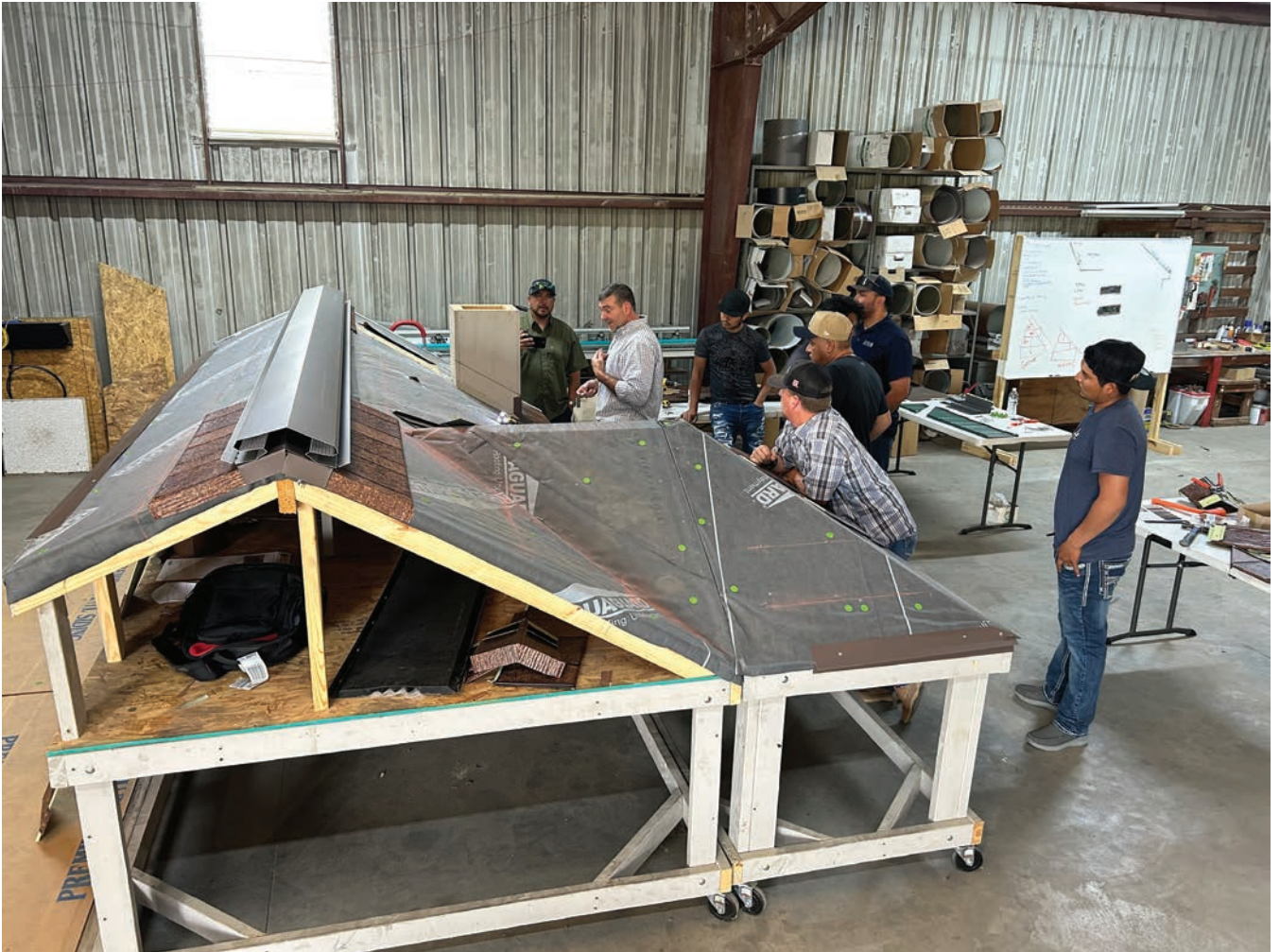
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Take advantage of any training and credentialing offered by your suppliers or other industry members. PHOTO COURTESY OF ISAIAH INDUSTRIES

Installation

Ensure that your company has a solid Safety Program that meets OSHA guidelines and regulations. Obtaining the help of a safety consultant can be very beneficial in this area.

It is also important to maintain positive relationships with your installation crews, whether they are W-2 employees or 1099 sub-contractors. Never think of yourself as finding your profitability by short-changing your installers. Installation will either break your company or propel it to successful growth.

Be sure to take advantage of any training and credentialing offered by your suppliers or other industry members. This training will carry your company far in terms of reputation and professionalism while also becoming an important part of selling your business to prospective customers.

Finally, be very careful to minimize jobsite waste. A 20% materials waste factor rather than 5% will eat your profitability and your lunch!

Job Pricing

We touched on this earlier but it's critical enough to touch on it again. Know all of your costs so that you can price jobs properly. This can often start by having your materials supplier help with quotations for each individual project, including their estimate of expected jobsite waste.

In addition to your actual project costs, you must know your overhead costs and build those into the project cost as well. This can be done based upon a consistent percent of sales price or based upon a consistent percent of your direct labor costs.

Marketing costs will usually be attributed as a percent of the sales price. An industry benchmark for many successful contracting companies is 15-18% of your selling price. If your percent runs less than this, you're either very lucky or not maximizing your potential.

Offering financing options to your customer will also help you close more deals. In fact, here's a pro tip for you: When selling residential metal roofing, think of your competition as

being that customer's next new car. The cost of their roof will likely be similar to what they might pay for their next new car. So, especially when offering financing, you're asking them to put off that next new vehicle purchase in favor of a new roof – be sure to point out that the roof will hold and even increase its value over time, something in stark contrast to that new car!

Exit Strategy

It may seem odd to base your business in part upon your eventual exit strategy but this is a hallmark of profitable and successful business owners. It's a sad fact that, when many owners of construction businesses reach retirement age, they find that their business value is little more than the value of some used equipment and vehicles.

Successful and profitable business owners instead build businesses based on systems and other things that result in a business with considerable value when they go to sell it, giving them money to live out their dreams after retirement as well as before.

By holding these key things as key practices and attributes of your metal roofing business, you will find profitability for years to come. **MR**



Quality materials will stand as a testament to the quality of your work. PHOTO COURTESY OF ISAIAH INDUSTRIES

Todd Miller is president of Isaiah Industries, a leading manufacturer of residential metal roofing. Over his 40+ year career, Todd has worked with thousands of contractors, helping them achieve ever-greater levels of success.

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Curb Placement and Rainwater Management

As Associated With Standing Seam Metal Roof Systems

By Kent Childers, EnSpec LLC Roofing Consultants

The ability of a hydrokinetic standing seam metal roof system to effectively manage rainwater with downslope obstructions, is absolutely vital to the system's integrity and watertightness.

HVAC units, roof curbs and other rooftop modules "even when installed correctly and per manufacturer's instructions" will impede rainwater flow and, in some cases, will allow for water to collect or back-up during active rain events, potentially compromising flashing joints, roof panel end terminations and most importantly the side-seams on hydrokinetic (i.e. snap lock and batten cap) systems. This rainwater collection (back-up area) is increased the further downslope the unit or obstruction resides.

Consider a 5' wide roof curb installed on a system with 16" wide panels. Assuming the unit is centered over the panels, this will leave only 2" on each side of the unit to carry all the upslope rainwater (see Fig. #1). Essentially, the curb obstruction is causing the rainwater to be funneled down to an area almost

90% smaller than originally intended. If the unit is installed significantly upslope (next to the ridge) the concern will be minimized, as the amount of rainwater to be channeled around the obstruction is reduced.

Conversely, if the unit is 10' to 20' or even 30'+ downslope, the concern obviously becomes greater due to the increased amount of rainwater to be handled, or in this case funneled. It's like trying to connect a garden hose to a fire truck with the pump running, the surroundings and in this case the roofing components, quickly become overwhelmed and effectively submerged.

The first item to take under consideration is "unit/curb placement and location." The curb placement itself has the greatest bearing when considering the rainwater handling capabilities of the standing seam metal roof (SSMR) panels. As stated in the preamble, obstructions located close to the uppermost area of the roof present the least concern. However, curbs located further downslope present issues that

must be addressed to assure the roof system's intended performance. For the purpose of this paper, we will assume that the units, curbs, etc., to be discussed are a minimum of 20' downslope from the ridge or high eave.

One should think of an SSMR panel to be much like a rain gutter. Just like a gutter, the SSMR panel is a channel or trough that carries rainwater. Just like a rainwater gutter, its particular size (height and width) determine the amount of water it can successfully carry without overflowing. When obstructions are introduced to a SSMR system, the roof panel's width often may be effectively reduced to the point it will overflow and allow for rainwater to penetrate into the side-seam of the roof panel.

To accurately determine the volume of rainwater a roof panel can carry, we must apply the same rainwater management calculations utilized for typical gutter and downspout systems. Albeit we can determine the rainwater volume via this method we remain limited as to managing such a condition. This is to say,



Remaining area to carry rainwater from above



System installed with consideration for the obstruction

Fig. #1

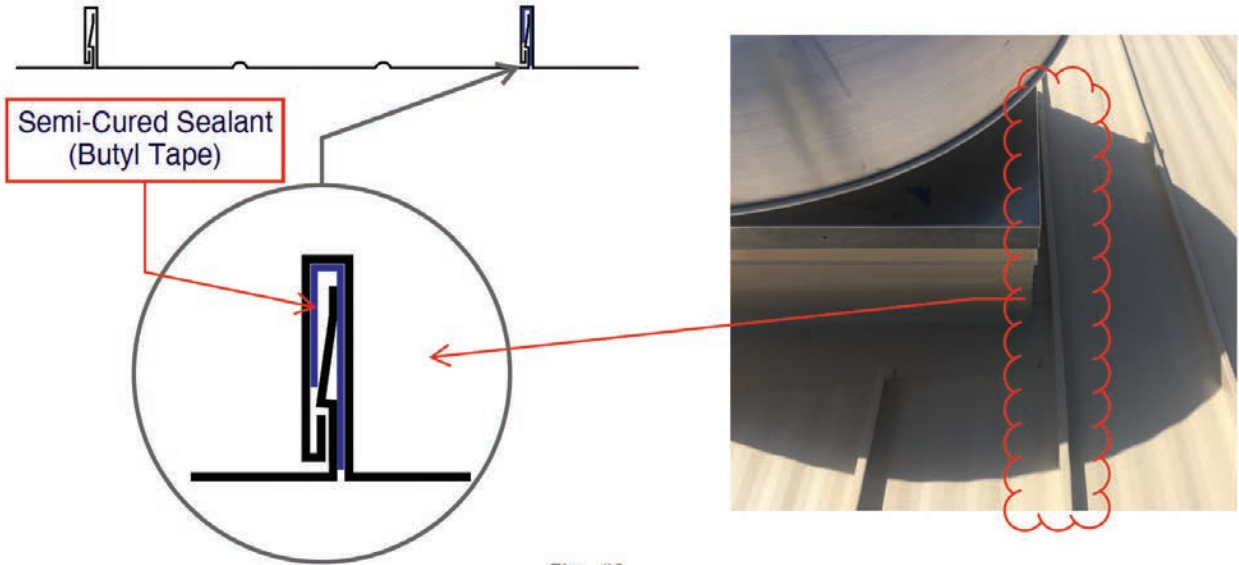


Fig. #2

that the roof panel cannot be modified to receive more rainwater without significant and aesthetically displeasing modifications.

Alternatively, perhaps the easiest solution is to anticipate submerged side-seams and modify the panel installation to successfully manage such an occurrence. This can be accomplished via double-locking of the side-seams on mechanically locked systems and by installing a semi-cured gasket material within the side-seams during the installation on snap-lock systems (see Fig. #2). Regardless of the kinetic abilities of the roof system, this modification is intended to create more of a hydrostatic seam configuration specifically where

the restricted rainwater flow location exist and adjacent areas.

Additionally, designers should take under consideration of the physical restrictions along with the proximity of the adjacent roof panel side-seam(s) created via the roof curb, unit, etc. As seen above, crimping of the highlighted roof panel side-seam is physically impossible via hand or automatic crimping devices. Thus, field modifications of the seam configuration must be accomplished in order to achieve a watertight seal. In situations such as this, the necessary modifications noted above may be applied but are sometimes limited and the application of a field applied sealant and/or caulk must be considered.

Understandably, surface applied sealants become weakened over time and will require periodic maintenance yet given the anticipated rainwater flow in areas such as this, these alternative solutions are certainly worthy of consideration.

As roofing professionals, we should be aware that all roof-top obstructions restrict rainwater flow in some way or another and we must be prepared to make the necessary modifications, when needed. **MR**

Kent Childers, *President of EnSpec LLC, Hiddenite, North Carolina, is an IIBEC member, consultant and frequent installation trainer and speaker with over 30 years metal and low-slope roofing experience.*

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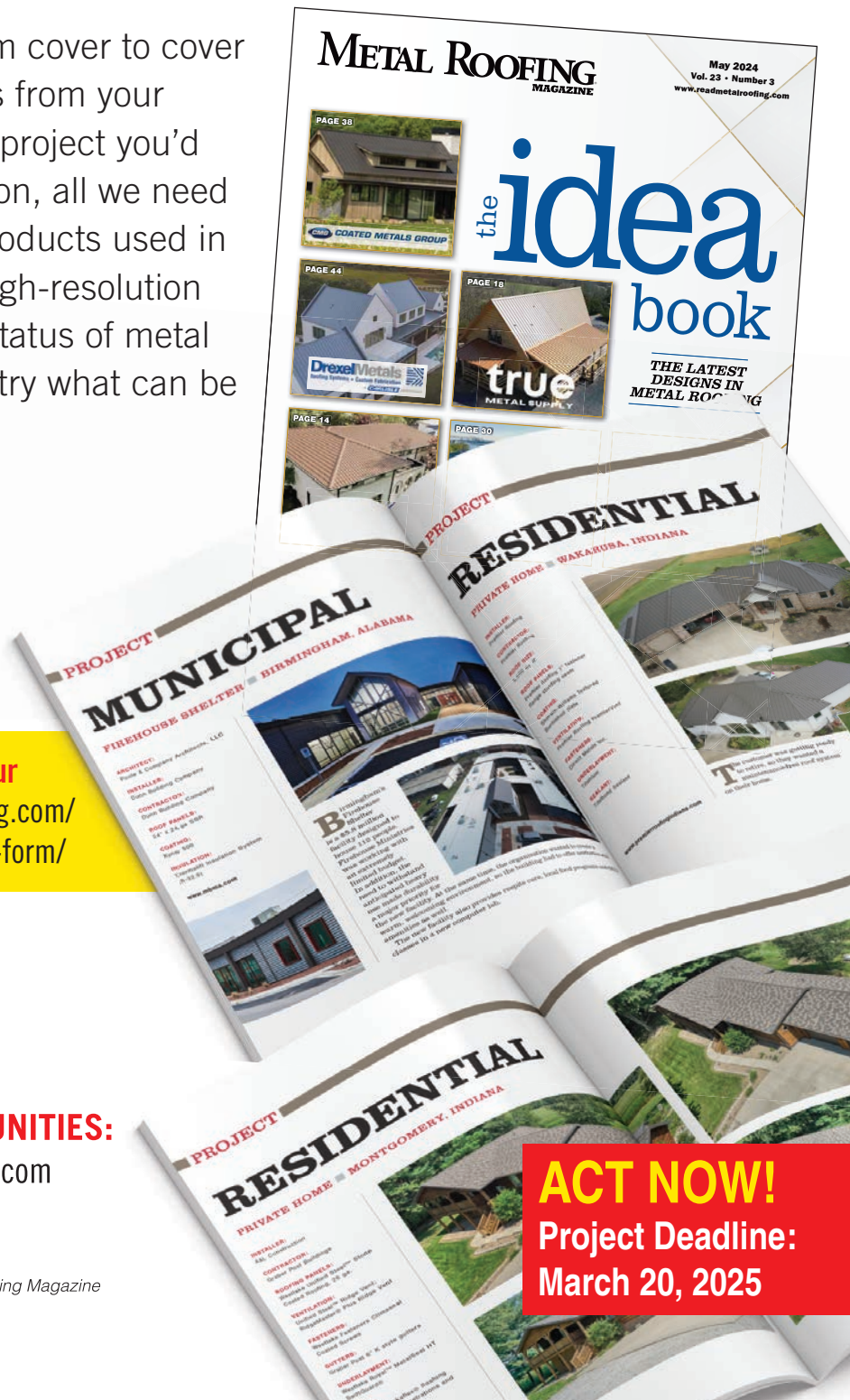
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EVENTS CALENDAR

FEBRUARY

Feb 18-19, BLD BizCon South, The Meadows, Altoona, Iowa.
www.bldconnection.org

Feb 19-21, International Roofing Expo (IRE) Henry B. González Convention Center, San Antonio, Texas.
www.theroofingexpo.com

Feb 25-27, National Association of Homebuilders (NAHB) — International Builders' Show (IBS) 2025, Las Vegas Convention Center (LVCC), Las Vegas, Nevada. www.buildersshow.com

Feb 25-27, ABC Convention 2025, Mandalay Bay Resort & Casino, Las Vegas, Nevada. <https://abcconvention.abc.org>

MARCH

Mar 6-9, 2025 IIBEC International

Convention & Trade Show, Rosen Shingle Creek, Orlando, Florida.
<https://iibecconvention.org>

APRIL

April 2-4, Frame Building Expo (FBE), Knoxville, Tennessee. <https://nfba.org/>

April 2-4, NASCC: The Steel Conference, Kentucky International Convention Center, Louisville, Kentucky.
www.nascc.aisc.org/

Apr 8-10, AGC Annual Convention, Hilton Columbus Downtown, Hyatt Regency Columbus, and Greater Columbus Convention Center, Columbus, Ohio.
<https://convention.agc.org>

JUNE

June 4-6, Florida Roofing & Sheet Metal Expo, Gaylord Palms Convention Center,

Kissimmee, Florida.
www.floridarooft.com

June 25-26, Post-Frame Builder Show, Spooky Nook Sports Lancaster, Manheim, Pennsylvania.
www.postframebuildersshow.com

SEPTEMBER

Sept 28-30, WSRCA Western Roofing Expo Convention & Trade Show, Paris Las Vegas Hotel & Casino, Las Vegas, Nevada. www.wsrca.com

OCTOBER

Oct 1-2, Construction Rollforming Show, Dayton Convention Center, Dayton, Ohio. www.constructionrollformingshow.com

Oct 21-23, METALCON, Las Vegas Convention Center, Las Vegas, Nevada, www.metalcon.com **MR**

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Roofing Website Tips

Common Design Mistakes Roofing Companies Make

By Chemene Phillips, BRIXbranding

For roofing contractors, a website is no longer just a digital upgrade for your easy-to-lose business card. It's your digital handshake, your first impression, and sometimes, your only chance to convince people that you're the right roofer for them.

Essentially, your roofing company's website now needs to work as hard as your team does.

But here's the catch: from cluttered navigation to a lack of individuality, many roofing businesses overlook simple website details that could help them stand out and build trust online.

So, what does your website need to avoid to set itself apart and *really* connect with the audience you want?

I'm here to fill you in!

1. Not Prioritizing Customer-Centricity

A strong roofing website is more than just a place to house your business details; it's a chance to speak directly to potential clients. If your website doesn't address the real-life pain points clients face — like the high cost of a new roof, concerns about quality, or worries about weather durability — it risks sounding generic, like so many others out there.

A website that empathizes with your clients' challenges and addresses their unique needs can make all the difference.

Here's how to connect more meaningfully:

- **Use relatable language:** Instead of just listing services, talk about the benefits they offer and the specific problems they solve.

- **Acknowledge the investment:** Roofing projects can be a significant expense, so be sure your content shows understanding and provides reassurance about quality, durability, and overall value.

- **Guide clients through the process:** Include educational content like FAQs, cost breakdowns, and "what to expect" sections to ease concerns and set clear expectations.

Tip: To connect with your ideal client, it's also important for your website to differentiate itself from competitors with a great brand story and visuals. To do this, prioritize relevant content and make sure your graphics and photos are all original — prospective customers tend to remember authentic details that reflect the quality and professionalism of your roofing business.

2. Overlooking the Value of SEO

Whether your roofing services cover residential or commer-

cial projects, it's worth remembering that a well-designed website is an investment. Luckily though, with the right approach — and a skilled web designer on hand — that investment will always pay off.

Integrated extras like an effective Search Engine Optimization (SEO) strategy can be just as vital to your website's success as the main design elements.

While it might feel like an extra cost upfront, a well-optimized website means your business can be found by the right people, at the perfect time.

Wondering where to start?

To maximize the impact of your roofing website, design agency specialists will be able to help you with:

- **Keyword research & optimization:** An agency that specializes in roofing web design can help you pinpoint the terms your target clients are typing into search engines. By incorporating these terms into your website's content (particularly in page titles and headings), you'll improve your ranking on search engine results pages and increase your online visibility.

- **Quality content creation:** Fresh, relevant content signals to both clients and search engines that your roofing site is active and up-to-date; additionally it elevates your credibility. Top web design agencies often offer content creation services, like blog posts, FAQs, and project galleries, that boost SEO — while also showcasing your expertise and keeping visitors engaged.

- **Local SEO:** Local clients want local roofers. A dedicated web agency can ensure your business shows up in regional searches by implementing location-specific keywords and managing your Google Business Profile.

Tip: Today, over 60% of all website traffic comes from mobile devices — which means in order to rank well in search engines, your website also needs to be mobile-friendly.

3. Failing to Include Strong Calls to Action

Even if visitors to your website are interested in your services, a website without effective Calls to Action (CTAs) is like a sales pitch that just...ends with a shrug.

Effective CTAs are *crucial* for guiding visitors toward making contact. Whether it's scheduling a consultation or requesting a free quote, your CTAs should encourage potential clients to take that next step with confidence.

Here's how to strengthen your CTAs:

- **Clear, action-oriented language:** Use action-oriented words like "Get a Free Estimate" or "Schedule Your Consultation" to

encourage action without being too forceful.

Visible placement: Place CTAs in easy-to-find spots on every page. For example, CTAs work particularly well near valuable information like service descriptions and client testimonials.

Consistent messaging: Keep CTAs aligned with the content on each page. If a visitor is reading about your roofing repair services, the CTA should guide them to a repair consultation — not a page about your company’s history.

4. Using Low-Quality or Irrelevant Images

Roofing is a highly visual trade, so relying on stock images or low-quality photos may not convey the level of expertise, professionalism and reliability you want your work to reflect.

Prospective clients want to see *real* results: completed roofing projects, happy homeowners, and before-and-after shots. While stock or AI-generated images may save time, they’re unlikely to instill the level of confidence your customers need to make an informed decision.

My advice?

- **Invest in professional photography:** As well as enhancing the overall look of your website, high-quality images of your team and the roofing work you do can help humanize your brand and establish trust from the moment a new user lands on your website.

- **Show the “before and after” difference:** By giving potential clients a preview of the impact your work can make, you can help them visualize the end results of their own project.

- **Keep images optimized for speed:** Web-friendly images, with proper alt tags for SEO, should always load quickly, keeping visitors on your site and giving them a smooth browsing experience.

Tip: If you don’t have the budget for professional photography, consider using User-Generated Content (UGC). For example, high-quality images that previous clients have shared on social media or sent to you directly can really motivate potential customers to trust your services and reach out.

5. Neglecting Testimonials and Case Studies

As you know, trust is everything in the roofing industry. Ideally, a homeowner or commercial client is looking for someone they feel confident will get the job done right the first time — and that’s where real-life testimonials and case studies come in.

These authentic stories not only highlight the quality of your work, they can also showcase other benefits of your service, including your commitment to quality work and customer satisfaction.

Here’s what makes a difference:

- **Publish genuine testimonials:** Share honest feedback from happy customers to give visitors a true sense of what it’s like to work with you. Consider embedding Google or Yelp reviews directly on your site; these reviews are authentic, directly sourced, and even give a boost to your SEO rankings!

- **Include specifics:** Highlight key details in your case studies, such as project types, materials used, and any unique challenges you overcame. When potential clients see concrete examples of your reliability and expertise, they’ll trust you know what you’re doing.

- **Add visuals:** Pair testimonials with before-and-after images to provide visual proof of your capabilities. This combination can be a powerful motivator for visitors who want reassurance.

Ready to make your website as solid as the roofs you build?

If you want to keep up with the top roofing websites in your area, avoiding these common design mistakes is a great start! From keeping things mobile-friendly to showcasing real results, you can create a site that not only attracts visitors — but also makes them feel confident in choosing you! **MR**

Chemene Phillips is the President of **BRIXbranding** (BRIXbranding.com), helping professional services and AEC companies grow their brand, double their profits, attract the right prospects, and stay top-of-mind with their audience. *BRIXbranding is full-service branding with a no-nonsense approach, delivering undeniable long-term growth results for clients.*



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2025 Color Trends

What Will Customers Be Looking For Next?

By Linda Schmid

Shield Wall Media surveys our partners in the industry on various topics of interest. Recently we sent out a color survey for 2025 and we are ready to share the results with you. We will also check with some industry professionals to see what they are seeing, also the color experts have provided their Colors of the Year for 2025. We hope this will help you prepare for your customers' needs throughout the year.

The survey was answered by 95% roofers and manufacturers. As you can see below, the popular roofing colors are lead by black, followed closely by gray, and brown in third. Interestingly, green, white, and Galvalume or galvanized are close behind.

Tan, red and blue are pretty close contenders for the bottom rung. Approximately 11% of respondents added "Other" colors (Copper? Taupe?) as popular choices. This breakdown does not, however, take geography into consideration.

Colors by Geographical Location

Looking at it area by area, a general rule seems to be that the further west an area is, the fewer responses we had with only a handful in the Northwest and Southwest, though the Northeast also had a lower response. With that in mind, let's look at what the survey said.

The data for the Northeast shows that the most popular color is gray, then black, then brown while tan, white and

unpainted Galvalume/galvanized are the least popular on the list.

In the Southeast, brown is the number one color with Galvalume/galvanized second, and black not far behind. Gray is fourth after a large gap, then green. The other colors are all about equal at the bottom of the list.

The North-Midwest area prefers black then gray. The third choice, white, is far behind the first two. Green is close behind white and the other colors all hang around the bottom rung.

Gray is number one in the South-Midwest with a three-way split for second: black, white, and Galvalume/galvanized. Tan takes third, and with a large gap between third and fourth, brown and green share fourth place. The others cluster at the bottom.

The Northwest area has red, brown, gray, and green in a 4-way split for the most popular. Galvalume/galvanized is solidly at the bottom, while white, tan, blue, and black are tied in the middle.

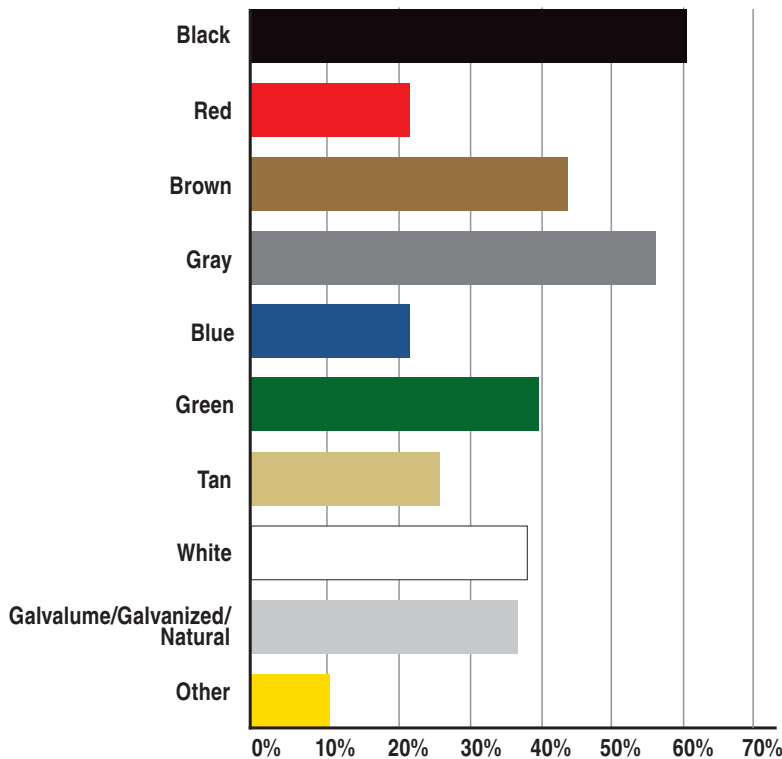
Perhaps unsurprisingly, white shows up as the most popular color in the Southwest, with green in second and brown in third. The other colors at the bottom are pretty even in the ranking.

Color's Importance in Selling Metal Roofing










Half of the survey respondents said that color is very important to their metal roof customers, about 42% said that color is extremely important, and about 7% said that it is somewhat important. No one said that it was not so important or not at all important. The conclusion is easily drawn that roof color matters to most customers.

When asked if most customers who come to talk about their new roof have a specific color in mind, 45% of respondents said yes, and 52% said that it was about

Current Popular Colors



Popular Colors with Customers by Region

Region of Operation	Northeast (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	Southeast (AL, FL, GA, KY, MS, NC, SC, TN, VA, WV)	North-Midwest (IA, IL, IN, MI, MN, ND, NE, OH, SD, WI)	South-Midwest (AR, KS, LA, MO, OK, TX)	Northwest (AK, ID, MT, OR, WA, WY)	Southwest (AZ, CA, CO, HI, NM, NV, UT)
Black 	67%	56%	68%	63%	50%	20%
Red 	11%	17%	20%	13%	75%	20%
Brown 	56%	67%	24%	38%	75%	40%
Gray 	78%	39%	60%	78%	75%	20%
Blue 	44%	22%	16%	13%	50%	0%
Green 	44%	33%	32%	38%	75%	60%
Tan 	22%	22%	24%	50%	50%	20%
White 	22%	22%	36%	63%	50%	80%
Galvalume/ Galvanized/ Natural 	22%	61%	16%	63%	25%	20%

50/50. Only about 3% answered no. So, while many may know from the start what color they want (they may be trying to match other buildings on the property or they may be concerned about fitting in with the neighborhood aesthetics), there are also many who consult with their roofer when deciding.

Fifty-five percent of respondents said that when they helped a customer they showed them more than 10 color options, generally every choice they offer, but nearly 30% showed only 3-5 choices.

Approximately 75% said that matching the soffit to the roof was somewhat important to extremely important.

A Few Words From the Metal Industry

How do suppliers decide what colors to provide for their customers in a new year?

Scott Steele said their purchasing team looks at the trends in their sales to deter-

mine if their lineup of the most popular colors will change.

“Black is always popular, matte and high gloss, and high definition with textured coatings to add depth to the metal” Steele said. “So those will always be in the lineup as well as white and bronze. For bronze it could be a dark bronze or medium bronze and again that depends on recent performance. An interesting note is that there is a current trend among consumers choosing products like the ULG (ultra low gloss) versus the HD product. Both of these have a matte finish but ULG does not incorporate a texture while HD does. In some cases there is also a change in gauge that is trending and affects our orders for heavier or more standard weights for coil.”

He expects to see more of the same colors dominating sales this year, namely black, bronze, and also gray. In some coastal areas, blue is becoming popular.

Some building owners will opt for something different, like terra cotta for tiles, and textured tiles in a stone or sand color.

Kathi Miller at McElroy Metal said, “In 2024, black and gray hues continued to dominate residential and light commercial color choices. However, color selection can vary by market segment. For instance, industrial facilities often prioritize lighter colors to enhance energy efficiency, while residential projects may lean towards darker shades based on owner preference and curb appeal. Interestingly, regional location doesn’t seem to play a significant role in color choices,” Miller added.

Miller said her team anticipates that black shades will continue in popularity. They also see a growing interest in natural colors and wood grain patterns, reflecting a trend towards an organic, earthy aesthetic.

Miller added, “One important point to consider when helping a customer is the impact of color selection on warranty coverage. Certain colors, particularly vibrant shades like bright blues, reds, and oranges, may offer a reduced warranty. This is primarily due to the stability of the pigments used in their manufacturing process, which can affect their long-term performance.”

Carly Green of EDCO Products said that neutrals such as gray and sand tones dominate their roofing orders, though more unconventional residential homeowners may choose forest green or burgundy.

“There are some colors that have a very short season, but typically high-trend colors last for several years,” Green said. “Building owners often choose timeless shades that are compatible with their existing structure or neighborhood. With that said, we are not expecting any major changes in color trends for 2025.”

Green said they are constantly analyzing demand through sales data, regional trends and forecasts, and gathering feedback from customers and vendors. In addition, they watch media trends to help identify what is coming in the near future. **MR**

2025 Color of the Year

A look at what coating companies are forecasting for this year can be helpful in predicting what colors you should consider for your product lineup. Paint and finish companies generally have color teams that watch societal concerns, gauge the “collective head-space,” follow the trends and develop predictions of what consumers will be looking for in colors. This year their respective “Colors of the Year” appear to have one thing in common: They are bold.

BEHR Paint Company

BEHR Paint Company’s Color of the Year is called “Rumors,” a ruby red that adds a little drama while feeling warm and elegant. Behr’s research has shown that Americans feel that red can have a positive, energizing impact on their home. More than half of people surveyed felt that Rumors reminds them of a luxurious hospitality space, such as a high-end hotel.

Rumors is part of BEHR’s new palette, an annual selection of forward-looking colors, ranging from warm tones to cooler shades, coordinated to simplify the color selection process.



Behr's Rumors

AkzoNobel

AkzoNobel has introduced three inspiring color stories — Bold, Human, and Proud — designed to empower customers in the construction and domestic appliance markets to assist in setting their projects apart with style and creativity. The Bold Palette sparks courage to go beyond the ordinary, with bright, uplifting shades that inspire adventure. ‘Human’ embraces grounded, earthy tones, ideal for creating warm and natural backdrops that highlight craftsmanship and natural materials. ‘Proud’ celebrates individuality, offering confident, expressive colors that create spaces as unique as their creators.

These palettes are anchored by AkzoNobel’s Color of the Year 2025, True Joy™, a vibrant sunny yellow that brings optimism, pride and a splash of vibrant color to metal architecture and domestic appliance markets.



AkzoNobel’s True Joy.
PHOTO COURTESY OF AKZONOBEL



PPG’s Purple Basil. PHOTO COURTESY OF PPG

PPG

The PPG 2025 Color of the Year is Purple Basil, a dusty violet hue that is warm and inviting, yet cool and mysterious. It is part of PPG’s Kinetic line.

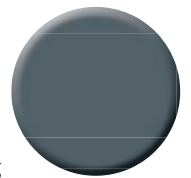
“As consumers embrace an unprecedented period of newness, movement is a distinct global theme shaping design trends in numerous industries,” said Vanessa Peterson, PPG Color Design Manager, Industrial Coatings, US.

“The Kinetic color theme reflects the need for self-reliance in a fast-paced world. It also highlights the interplay between nature and science that is driving innovation, and the influence of new tools like artificial intelligence that are fostering boundless creativity... We’re seeing color trends reflect the need for dynamic colors, moving past the soft, more banal, safe color choices in favor of rich jewel tones, deeper earthen pastels and ancestral-inspired midtones.”

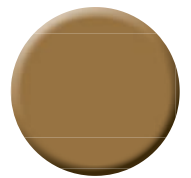
Sherwin-Williams

Sherwin-Williams had a hard time choosing just one color for 2025, and so they went to a “color capsule” of six shades. Including neutrals that work with the bolder colors, the capsule facilitates color mixing and matching.

“We wanted a modern, fresh take on color while creating a usable palette,” said Sherwin-Williams’ Senior Architectural Color Designer Brynn Wildenauer. “Our color experts curated six hues for the building products market that create stunning combinations and push the expectations of color in this industry.” **MR**



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The image shows a laptop screen displaying the Shield Wall Media website. The website features several advertisements, including one for 'Golden Rule' steel products, 'Green Post' ground post decay solutions, and 'rFOIL' insulation. A red circle highlights a specific advertisement on the laptop screen.

S-5! Changed the Game

and continues to do so!

By Linda Schmid

There was a time when metal roof manufacturers were totally against attaching anything to their standing seam roofs; everything from attaching snow guards to solar panels to satellite dishes was taboo in their eyes. The industry worked hard to create roofs without piercings of any kind. Then, after they put all that care into ensuring the roof was unpenetrated and completely sealed, other trade workers found a need to drill holes in these virgin roofs. It truly made no sense.

Enter Rob Haddock. Haddock worked in metal roofing as a contractor, a consultant and business owner constructing metal buildings and roofs all over the United States. He founded the Metal Roof Advisory



Rob Haddock, Founder and CEO

Group, Ltd., and developed a reputation as a metal roofing expert. People sought his expertise to examine failed roofs and determine why they failed; he was a “roofing forensics expert.”

At the time, there were only two ways to attach ancillaries to the roof: either screw it or glue it. The screws put holes in the roof; holes leaked, and glue failed within a few years. After years of studying roofs and ascertaining what went wrong, the innovator in him thought about new possibilities. Haddock developed a third way. He invented a clamp that straddled the top of the seam and would hold rooftop accessories in place. The application to patent his invention was submitted in 1991; the patent was issued in 1992, and the rest is history. S-5! was founded.

Through strength testing and proof of manufacturability,

Haddock thought he'd allow another company to bring the product to market, and he would move on to the next patent. However, after four different companies turned it down, claiming there was no market for it, Haddock realized he'd have to do it himself.

Getting Started

How do you get started in this market where the very people who you want as customers for clamps are dead set against the very idea of mounting things to their roofs? In roofers' minds, attaching anything to their standing seam roofs meant destroying the roofs. Haddock had to find a way to prove to them that this product was different; he had to show them they were opposed to attaching things to the roof because everyone had been doing it the wrong way, and now they could do it “the right way” without penetrating the roof or voiding the roof warranty.



The original prototype of the first standing seam clamp

He started out with testing. The interesting thing about developing a whole new way of doing something is that there is no testing protocol in place for it. So, Haddock developed one.

“I invented a test protocol to establish the clamp's tensile strength,” Haddock said. “Anything fails at some point. You need to find the environmental forces, from wind, snow or seismic that makes it fail, then test and populate the system to resist those forces, so no failure ever occurs.”

“Early on, it would have been great to do one test on one roof and be done. But there are different materials—aluminum, copper, zinc, steel and a variety of gauges and profiles, providing



The S-5! team on Sales Training Day 2024. ALL PHOTOS COURTESY OF S-5!



The S-5! manufacturing facility in Iowa Park, Texas

almost an infinite number of combinations, and we had to test our clamp on all of them to populate our load tables. That meant finding the failure load for each specific roof in each specific material and panel seam geometry,” Haddock added.

The International Code Council (ICC) has now accepted the testing protocol that Haddock first developed as the best way to test for failure load. His application engineering protocols were also approved by the council.

The S-5! company tests and certifies products for water penetration and corrosion resistance to ASTM standards. The production facility is ISO 9001 certified and the International Code Council, Underwriters Laboratories, Factory Mutual and other certification organizations often drop in unannounced for quality assurance compliance checks.

Once satisfied with test results, Haddock began presenting the clamp to contractors, giving them the opportunity to try it out. Once they tried it and saw that it left the roof undamaged, they were hooked. Initially, Petersen Aluminum and ATAS International were the first two distributors. Soon, LMCurbs joined the ranks. “All three are still on board after 33 years,” he says, “and we have many other channel partners that have carried our brand for more than 20 years.”

These clamps became an industry disruptor. “Disruptive innovations” are those that fundamentally change the way people think—and this innovation did just that. It was a game-changer because the industry that had made it taboo to mount anything to a metal roof now recognized it could be done without compromising the integrity of the roof. The company grew organically year-over-year as industry insiders spread the word.

Initially, out of necessity, Haddock and his team outsourced the manufacturing of their products, but over time, they became dissatisfied with the inconsistency of product quality delivered by the external manufacturers. In 2012, S-5! brought manufacturing in-house for better control. Since then, they have repeated that model (for the same reasons) for every function of the enterprise—from accounting to marketing to testing, engineering and R&D. “That’s how we achieve excellence in every area of the business,” said Haddock.

Today

While S-5! clamps first made non-penetrating, reliable snow guards possible, they also led the way for mounting roof lighting, solar modules, piping, conduits, satellite dishes, service walkways and more, as Haddock knew they would. The company’s customer base includes roof manufacturers, building contractors, roofing, solar and HVAC contractors, and producers of roof walkways and fall protection systems.

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S-5! corporate headquarters in Colorado Springs, Colorado

With nearly 200 patents and more than 100 application-specific products, the company's goal is to provide a way to attach anything a building owner could possibly want while preserving the integrity of their metal roof. The company has projects and more than 150 channel partners across the globe, with its clamps or brackets on more than 2.5 million metal roofs to date. S-5! products are on Apple, Google, NATO and IBM world headquarters, every Costco store worldwide and even the highest hotel in Sydney Harbor, Australia.

Employees are well-compensated. The company offers attractive benefits, and employees know that upward mobility is possible if they strive for it. Some people have worked there for 20-25 years and worked their way up to key positions. The team believes in giving back to the community, participating in charitable work, and The Haddock Family Foundation supports more than 20 global organizations and charities.

Keys to Business Success

Haddock outlined what he believes to be the 5 keys to business success:

1. Be the BEST at what you do.
2. Be transparent and fair in all your dealings.
3. Create a culture of trust within and outside the organization.
4. Give back to your staff, community and industry.
5. Build a team of professionals.

"A sixth (albeit a personal one) is to live by your faith in and guidance by something or someone greater than yourself," said Haddock. "Let your actions and values be governed by that faith. For me that is the God of the universe."

He says, "Part of team building is acknowledging members and what they bring to the table, so if a team member knows more on a subject than you do, encourage him or her to share their knowledge with the team. Continue to educate team members, and you build a stronger team."

Company Culture

Haddock believes that the greatest asset they have is their culture. The company is medium-sized, and they have chosen not to adopt big-company bureaucratic models, instead working and collaborating to treat vendors, coworkers and customers like they

are all one big family.

"A mistake that many people make when they start their own enterprise," Haddock said, "is thinking that they must start acting and talking in a different way. Leaders should be themselves; you can't be one person at home and someone else when you walk in the door at work. Bring your values with you and that authenticity is what people will respond to."

The company's values are encapsulated in their tagline: The Right Way™; it doesn't just refer to the best way to attach things to the roof; it's also the rule of conduct for everything they do. That includes innovation, problem-solving, improving, contributing and educating teammates, serving customers and the industry. "Hold people accountable," Haddock added, "yourself as well as teammates."

An important part of the company culture is their innovative spirit; they have a dozen patents pending at any given time.

"Don't ever be satisfied with the status quo," Haddock said. "Whatever your lot is...build on it! That is good advice for business, your plot of land, your family...wherever you are; make it better."

Business Climate

Haddock said they are still seeing their business grow and are expanding their export markets, so they have to work harder at it than they have in the past couple of years. As for the future... "my crystal ball is busted." He believes it is unpredictable, largely because of sociological, economic and geopolitical instabilities. However, he sees more and more designers and building owners opting for metal roofs.

"My generation (the Boomers)," Haddock said, "has learned that cheap isn't necessarily smart in the long run, and so that aligns well with metal roofing. But who knows what will happen with future generations?"

He notes, though, that codes, standards and public policies seem more focused on sustainability, and he believes that is a continuing trend, so that bodes well for the future of metal construction, including siding and roofing.

Legacies

Haddock's future plans are all about preserving his life's work, his legacies of family, the business and charitable work. His three adult children work at the company, and he has grandchildren who may come on board. He is working to ensure that all his legacies can not only survive, but thrive, when he retires (which he acknowledges will not be soon).

Knowledge and history are important to preserve; Haddock is sharing what he has learned with the S-5! team and the 501(c)(3) family foundation he established 15 years ago, so they don't have to learn everything the hard way. Always forward-thinking, he has a three-year strategic plan in place as well as a long-term plan to ensure that S-5! will continue to grow—innovating and manufacturing products to serve the global roofing industry the right way for a long time to come. **MR**

Finding Skilled Workers

Hiring and Retaining Employees Starts with Attracting the Right Candidates

Hiring and retaining good construction employees, and finding skilled, reliable workers is an important focus point, but also a real challenge for employers. Turnover rates remain high, job seekers have increased expectations, labor shortages persist, and the employers feel the pressure to meet project deadlines with a weakened workforce.

Organizational development veteran Dr. Larry Kokkelenberg has more than 40 years of experience coordinating workforce efforts with employers. He trained more than 200,000 leaders, authored two books, and has witnessed firsthand the costly consequences of hiring mistakes. During the CONEXPO-CON/AGG trade show in 2023, he shared valuable insights and strategies to attract top talent and build a resilient workforce. Those insights are available in a free downloadable e-book from CONEXPO-CON/AGG [<https://www.conexpoconagg.com/>].

The Cost of the Wrong Hire

Recruiting the wrong person for a skilled construction role can bring long-term challenges, including high turnover, increased training costs, and project delays. According to Dr. Kokkelenberg, effective hiring starts with identifying the traits and habits of successful employees to create a framework for interviewing and selecting ideal candidates.

This backward approach to recruitment, outlined in the free online e-book, *Hiring and Retaining Good Employees*, helps companies attract individuals with the right technical skills, safety competencies, and a mindset for teamwork. When companies hire the right people, they not only reduce turnover, but also foster programs where existing employees recommend candidates from their networks.

“When employees communicate to their friends and family about good pay, great management and growth opportunities, they help develop referral programs,” said Dr. Kokkelenberg. “This method of getting the word out to local candidates is particularly useful and fills open employment opportunities with quality candidates.”

Leveraging Outreach and Training

Dr. Kokkelenberg stressed the importance of proactive outreach to find qualified talent. Initiatives such as summer internships, partnerships with community colleges, soliciting the Department of Labor, and working with the Department of Defense SkillBridge Program for transitioning service members, helps employers build pipelines of skilled workers. Digital platforms, local job fairs and community partnerships also play a role.

However, the construction industry saw extraordinary labor

shortages throughout 2024. According to the U.S. Bureau of Labor Statistics, in September 2024 the unemployment rate was 3.7%, and the construction industry had 288 thousand open positions.

In a recent Workforce Survey Analysis by the Associated General Contractors of America (AGC), 94% of respondents reported having openings for skilled labor positions in the construction industry, a 9% increase from 2023.

“It’s hard to get the exact experience you want today,” Dr. Kokkelenberg said. “More organizations will need to invest in training, once they hire the right person.”

Further, the AGC survey noted that 42% of respondents increased spending on training and development. While 61% reported increased pay rates for hourly skilled labor, just within the last year. These workforce strategies developed while 62% reported that available labor is simply not qualified to fill skilled roles in the competitive construction industry.

Employee Retention and Employer Accountability

Once the right people are hired, retention becomes a shared responsibility. Dr. Kokkelenberg argued that salaries, work-life balance, job security and leadership opportunities are critical to keeping employees engaged.

“If employees see no growth opportunities or feel undervalued, they’ll look elsewhere,” he said.

Retention also requires investment in training that goes beyond basic requirements. Employees who feel valued and see that their employer is invested in their development are more likely to stay.

“Training should show employees they are part of the company’s future,” Dr. Kokkelenberg added. “It’s not just about compliance; it’s about demonstrating their worth.”

Continuous Recruitment: A Strategy for Stability

Even with positions filled, Dr. Kokkelenberg advised companies to maintain an ongoing recruitment strategy to prepare for unexpected turnover.

“You are hiring and looking for good people all year long,” he said. “Even when all your crews are together, you’re still looking for good people.”

Employers must also address internal factors, such as pay scales, work environments, and opportunities for advancement, to minimize turnover and build a stable workforce.

The construction industry’s labor shortages remain a pressing issue, but the right strategies can make all the difference. From effective interviewing practices to strong onboarding programs, employers can create a workforce that not only meets today’s demands but drives long-term success. **MR**



Personal Protection

The Essentials of Personal Protective Equipment in the Construction Industry

By Nick Warrick, All Seasons Uniforms

The construction industry is one of the most hazardous sectors, with workers constantly exposed to various risks and hazards. PPE plays a vital role in ensuring the safety of construction workers, and its proper use can significantly reduce the risk of accidents and injuries. Unfortunately, not all workers in the construction industry wear PPE.

According to the Bureau of Labor Statistics, about 60% of workers in the construction industry use PPE during work, while the remaining 40% do not. This lack of PPE use can be dangerous, as it leaves workers vulnerable to injuries and fatalities. This guide aims to provide a comprehensive overview of the essential aspects of PPE in the metal roofing industry, focusing on best practices, common risks, and challenges in implementing effective PPE.

Common Risks and Hazards In the Metal Roofing Industry

The metal roofing industry is fraught with risks and hazards that can result in serious injuries or fatalities. Construction sites are inherently hazardous due to the nature of the work involved, heavy machinery, and hazardous materials. Metal roofing workers face specific risks unique to their line of work.

Falls and Heights: Steep roofs and uneven surfaces make

falls a significant hazard. Workers may slip or trip on slippery surfaces, or lose their footing on uneven terrain. Falls from heights can result in severe injuries or fatalities if proper fall protection measures are not taken.

Electrical Hazards: Exposure to electrical wiring and equipment can cause serious injury or death. Electrical shock, burns, and fires are all potential hazards when working with electrical systems. Proper electrical safety measures are necessary to prevent these risks.

Heavy Machinery and Equipment: Operating heavy machinery like cranes and forklifts can lead to accidents. These machines can cause serious injury or death if not operated properly. Proper training and maintenance are essential to ensure safe operation.

Chemical Hazards: Exposure to chemicals and solvents used in roofing materials can cause health issues. These chemicals can be toxic, flammable, or corrosive, and proper handling and storage are crucial to prevent accidents.

Weather Conditions: Inclement weather like strong winds, heavy rain, and extreme temperatures can make the work environment hazardous. Workers must be prepared to work in these conditions and take necessary precautions to prevent accidents.

Other Hazards: Other hazards include unsecured construction materials or debris, which can cause tripping hazards or falls. Housekeeping is essential to prevent these risks. Additionally, workers must be aware of all trades on the job site and their actions that may create slip/trip hazards.

Best Practices for Selecting and Using PPE

Proper selection, use, and maintenance of PPE can significantly reduce the risk of workplace injuries and fatalities.

Conducting a Thorough Hazard Assessment

The first step in selecting appropriate PPE is to conduct a comprehensive hazard assessment of the metal roofing worksite. This involves identifying potential risks, such as falling objects, sharp edges, electrical hazards, and exposure to harmful substances. Understanding the specific hazards present will guide the selection of the most effective PPE.

Choosing the Right PPE

When selecting PPE, it's essential to consider the specific tasks and environmental conditions. PPE should be OSHA-compliant, durable, and suitable for the job at hand. This may include hard hats, safety glasses, gloves, non-slip footwear, and respiratory protection, among other equipment.

Proper Fit and Maintenance

Ensuring a proper fit is crucial for the effectiveness of PPE. Workers should be trained on how to correctly wear and adjust their equipment. Additionally, a regular inspection and maintenance schedule is necessary to ensure PPE remains in good condition and continues to provide the necessary protection.

Training and Education

Comprehensive training on selecting, using, and caring for PPE is essential for metal roofing workers. Employers should provide ongoing education on the importance of PPE, the specific hazards present, and the proper techniques for utilizing the equipment.

Fostering a Safety Culture

Promoting a strong safety culture within the metal roofing industry is key to the effective implementation of PPE best practices. Employers should encourage open communication, encourage worker feedback, and demonstrate a commitment to safety at all levels of the organization.

Challenges of Implementing PPE in the Metal Roofing Industry

Implementing Personal Protective Equipment (PPE) effectively in the roofing industry involves not just acquiring the right gear but also ensuring proper use.

Financial Constraints and Cost Management

A common obstacle in effectively implementing PPE in the metal roofing industry is the initial cost associated with purchasing high-quality equipment. Employers may hesitate due to the up-front expense, not considering the long-term savings from reduced injuries and compliance fines. Viewing PPE as an investment rather than an expense is crucial. Purchasing durable PPE that withstands daily wear and tear proves more cost-effective in the long run due to lower replacement costs and fewer injuries. Employers can also explore bulk purchasing or negotiating better rates with suppliers to reduce costs.

Compliance with Safety Standards

Ensuring that all protective equipment meets industry safety standards can be daunting, especially when dealing with a variety of risks on metal roofing projects. Regular audits and adherence to safety certifications are vital. Employers should only purchase from suppliers with verified quality standards and proven track records. Implementing a system for routine checks and maintenance of PPE can help maintain its effectiveness and compliance.

Training and Proper Usage

Another significant challenge is the improper use of PPE due to a lack of training or understanding among workers. Comprehensive and ongoing training programs are essential to ensure that workers understand how to properly use PPE. Regular training refreshers, engaging safety meetings, and practical demonstrations can enhance compliance and correct usage. These sessions should cover everything from the basic donning and doffing of gear to the specific applications of each piece of equipment for different tasks.

Cultural Resistance to PPE

In some cases, there is a cultural resistance within teams that undervalues the use of PPE, either due to discomfort, a perceived decrease in efficiency, or skepticism about its effectiveness. Building a strong safety culture is critical. This involves leadership consistently demonstrating a commitment to safety, integrating PPE use into daily routines, and actively participating in safety training alongside their teams. Recognizing and rewarding compliance can also reinforce the importance of PPE and encourage its consistent use.

Ensuring a Safe Work Environment Through Effective PPE Use

In the construction industry, particularly in metal roofing, effective use of Personal Protective Equipment (PPE) is not just a regulatory requirement—it's a crucial safeguard against workplace hazards. Committing to rigorous PPE protocols not only minimizes the risk of injuries but also underscores a company's dedication to the well-being of its workforce. By investing in proper PPE, training, and a culture of safety, employers can ensure a safer, more productive environment for all. **MR**

Residential Seaming

A closer look at mechanical roof seaming



When the runner switch at the front of this seaming machine extends, it cuts power to the wheels, ensuring the seamer doesn't run off the roof. PHOTO COURTESY OF ROLLFORMER LLC

By Karen Knapstein

Standing seam metal roofs are a premium choice for homeowners, offering unmatched durability and weather resistance. While the cost of these roofs is significantly higher than asphalt shingles, affluent homeowners and those in specific regions find them a worthwhile investment. Coastal areas demand corrosion resistance and strong uplift ratings, often achieved with aluminum panels and mechanical seaming. Mountainous regions benefit from their ability to withstand harsh weather while blending into rustic surroundings.

For roofers, installing a mechanically seamed metal roof system requires precision, expertise, and a commitment to best practices. This guide will walk you through the essential considerations and techniques to ensure success.

Understanding Mechanical Seaming

Mechanical seaming involves using specialized machines and hand tools to join the edges of metal panels, creating a weathertight and secure connection. Unlike snap-lock systems that

Resources

- DI Roof Seamers • www.diroof.com
- ESE Machines • www.esemachines.com
- Malco Tools, Inc. • www.malcotools.com
- Quality Roof Seamers • www.qualityroofseamers.com
- Rollformer LLC • www.rollformerllc.com
- Wuko Inc. • www.wukoinc.com

simply snap together, mechanical seaming bends and locks the panel seams, delivering superior structural integrity and resistance to environmental forces.

Every roof system comes with its own specifications, and failing to adhere to these can void warranties and compromise performance. Before beginning, verify that the panels are roll-formed to the correct dimensions for the power seamer you're using. Most residential standing seam panels are made from 26- or 24-gauge painted steel or .032" thick painted aluminum. Dimensions are critical—typical residential panels feature a 1" or 1.5" seam height, with a ½" wide web.

Types of Residential Mechanical Seaming

1. Single-Lock Seaming

- Easier and faster to install.
- Allows bidirectional seaming (uphill and downhill) on 95% of panels.
- Produces less visible clip bleed-through.

2. Double-Lock Seaming

- Requires more time and effort as it operates in only one direction.
- Offers enhanced durability and resistance, ideal for extreme conditions.

Signs of Installation Issues

Improper seaming can lead to leaks, reduced uplift resistance, and failed warranties. Here's what to watch for:

- **Panel Misalignment:** If the seamer rides off the seam or folds it incorrectly, check that the panels are properly installed and meet dimensional specifications.
- **Loose Modulation:** The male and female vertical legs of the panels should fit tightly. Spread-out legs will cause seaming issues.
- **Distorted Seams:** If the seam isn't rolled over cleanly or

When Is Hand Seaming Necessary?

- To prepare a seam for a power seamer. Power seamers need a properly seamed section to latch on and operate as it is designed.
- On short runs, power seaming is impractical.
- Sometimes the situation or materials prevent the use of a power seamer.

appears uneven, stop immediately. Replacing one bad panel is far better than dealing with an entire roof of defective panels.

Best Practices for Seaming

1. Safety First

Pay close attention to where you and the seamer are in relation to the end of the roof panel. Safety should always be at the forefront of any roofers mind while seaming standing seam panels.

2. Practice

Create test panels and practice both hand and power seaming in your shop. Mastering the technique beforehand saves time and prevents costly mistakes on the job site.

3. Ensure Adequate Power Supply

Use a 10-gauge extension cord no longer than 100 feet to prevent power loss. If using a generator, ensure it produces at least 2500 watts and has a 20-amp plug. Inconsistent power can damage the seamer's motor and brushes.

4. Panel Placement

Install panels in modulation and crimp tightly at laps. End laps contain double the material and need extra attention to prevent seaming issues.

5. Proper Crimping

Hand-crimp thicker seam locations near clip positions to help the seamer glide smoothly over these areas.

6. Loading the Seamer

When aligning the seamer, ensure the locking handle pushes down easily. If it doesn't, identify and fix the issue before proceeding. Forcing the handle can distort panels and damage the machine.

7. Maintain Cleanliness

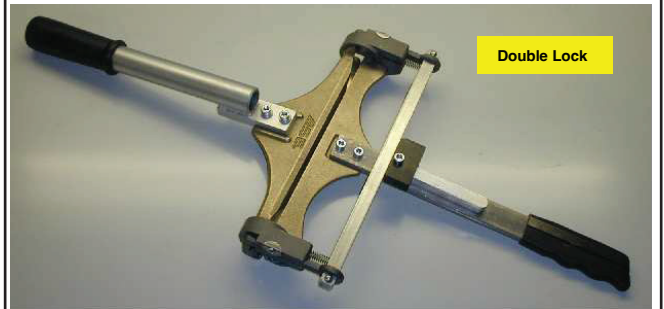
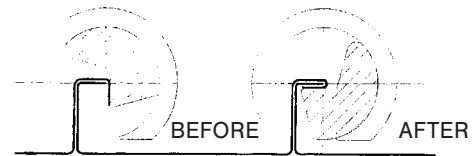
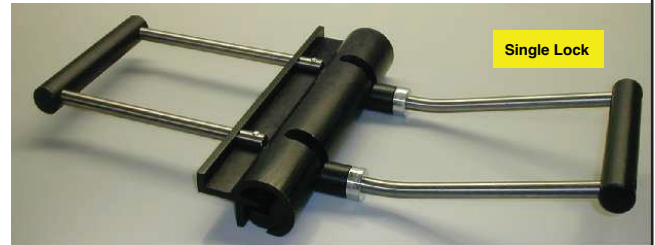
Keep panels free of dirt during seaming to avoid damaging the tooling. Walk on adjacent panels rather than those being seamed to minimize disruptions.

Machine Maintenance

Treat your power seamer like the investment it is. Regular maintenance ensures optimal performance and longevity:

- **Clean Build-Up:** Remove butyl caulk residue and other debris as recommended by the manufacturer.
- **Follow Guidelines:** Adhere to the manufacturer's instructions for cleaning and maintenance. Neglecting this can shorten the machine's lifespan and lead to operational issues.
- **Proper Storage:** Properly store the seamer in a heavy-duty case to prevent damage when traveling to and from the jobsite.

Hand Tools for 1-1/2" Standing Seam



Before using this tool prepare seam up to position 2 with above single lock hand tool.

Hand-seam the beginning of the run to ensure the power seamer locks on properly. PHOTO COURTESY OF ROLLFORMER LLC

Managing Client Expectations

Educate building owners about the finished look of a mechanically seamed roof. Unlike snap-lock systems, mechanically seamed roofs often show slight clip bleed-through. While this trade-off affects aesthetics, it results in a stronger and more resilient roof. Ensure clients understand this balance before installation begins.

Conclusion

Mechanically seamed metal roofs offer unparalleled durability and performance when installed correctly. By following best practices, maintaining equipment, and continuously honing your skills, you can deliver high-quality results and build a reputation in this lucrative segment of the roofing industry. Many panel manufacturers provide training—take advantage of these resources to stay ahead and succeed in mechanical seaming. **MR**

Marketing Tactics That Work

By ABC Supply

There's no shortage of marketing tactics that you can choose for your business. Here are some of the most popular — and successful — tactics for contractors, broken down into three categories: proof-of value, digital, and traditional/in-person marketing. This article will discuss the first two of those categories.

Proof-of-Value Marketing

Before you start to choose marketing tactics to be part of your overall plan, you'll want to think about how you can prove the value your business provides. Here are two ways to start:

Create a Value Proposition

Your business's value proposition — the promise of the value your company delivers to your customers — is the most important element of your marketing efforts. It tells your prospects why they should do business with you and makes the benefits of your services crystal clear. To create a value proposition, you'll need to think about four pieces of information your customers need to know:

1. What services do you offer, and how do they solve your customers' problems or improve their situations? Don't be too literal when thinking about your services. You're selling more than a new roof or siding — you're selling a solution, feeling, or outcome.

2. How does your business benefit your customers? Emotions are tied to purchasing decisions. Think about the emotions your customers experience when they receive your services, and factor them into your benefit.

3. What differentiates your business from your competitors? If you understand what your competitors offer, it will be easier to talk about how you're different or better. Even if a competitor's services are similar, you might have



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more experience or use higher-quality materials.

4. Who is your target customer? Think beyond age, gender, or income level — consider what they do for fun, what makes them happy and what their goals are. Then think about how the answers to these questions can factor into their experience with a contractor.

With this information, you can write your value proposition: a brief sentence about what you offer, how you stand out and the outcomes your customers can expect from working with you. To inform your customers about the value of working with you, you can include your value proposition on your website and social media profiles, as well as on your business cards and in your email signature.

Ask for Case Studies and Referrals

One of the most powerful ways to prove you can do the job is to share examples of success stories from satisfied customers. After you finish a job, ask them the following questions and see if they'd be comfortable with you sharing their review with prospects:

- What problem or challenge were you looking to solve with this project?
- Why did you choose our business?
- Were you satisfied with our work? Why or why not?
- How would you describe your experience working with my team?
- Was my team responsive and accommodating?
- Is there anything else you'd like to share?

These case studies and referrals can be used in multiple ways: in a presentation where you're pitching a similar type of job, as a regular part of your social media or featured on your website with a brief writeup of your customer's answers.

Digital Marketing Tips

Give Your Website a Tune-Up

Most consumers research before they buy — and in our digital-first world, that often means they're searching for a potential contractor online. For that reason, a website is a must — it provides a window into your business, ensuring your customers can learn more about

you, the services you provide and how to contact you.

No matter if you have a fully built-out site with eye-catching photos of past projects and customer testimonials or a simple website with a brief description of services and your contact information, it's critical to always make sure you have the most up-to-date website possible.

Be sure to think about search engine optimization (SEO) when adding pages to your site. SEO is a way to ensure that your website (and business) gets more visits and ranks higher in search engine results. You can increase your website's SEO value and traffic over time by including relevant keywords that your prospects are searching for. Learn more in an SEO guide. [Ed. Note: ABC Supply has one. There are others online.]

Dive Into Social Media

Social media usage has exploded in recent years, with U.S. adults spending on average more than two hours per day on social networks. That's why it's more important than ever for contractors to be active on social media — it's one of the best places to reach prospective customers in an efficient and inexpensive way.

Once you've established the social media accounts you'll use, you'll want to make a plan for what you'll post and how often. Post ideas for contractors could include:

- In-progress project shots
- Photos of completed projects
- Testimonials from satisfied customers
- Relevant industry trends
- Company news, including any community volunteering or support efforts.

You'll also want to establish how you'll interact with followers on your accounts and what you'll say when someone posts a positive — or negative — comment.

In addition to the organic content — the free posts, photos, and videos you can share with your customers on your social media platforms — there are also opportunities to engage in paid promotion for your posts. Paid promotion is becoming increasingly important as social media algorithms make it harder and harder

for non-paid posts to show up in people's newsfeeds. Paid promotion allows you to pay — similar to an online or print ad — for a specific audience to see your post.

Embrace Review Sites

Review sites like Nextdoor, HomeAdvisor, Yelp, Angi, and Google Business. Profiles can help you keep a pulse on the public perception of your business. Second to personal referrals from friends and family, they're likely one of the first places homeowners and commercial property owners go to learn about and hire potential contractors. It goes without saying, but customers are much more likely to hire a contractor who has positive reviews. Review sites build trust, and in a crowded marketplace, that matters.

Getting started with review sites is easy — most of them are free to use, and they only take a few minutes to set up:

- Edit your profile with your contact information, photos, and any existing testimonials you already have permission to use.
- When you receive a new review, do your best to respond within one to two business days.
- Make a plan to monitor reviews twice a week, so you don't miss anything.
- Ask for reviews by directing satisfied customers to the sites you have set up.

Tips for Managing Negative Reviews

Reading online reviews can feel a bit like riding a roller coaster, especially if you receive a negative review. Here are five tips to help you manage less-than-impressive online customer reviews:

1. Respond promptly and thank the customer for sharing their concern or experience.
2. Take the conversation offline by either asking for their contact information and following up by email/phone or directing them to an email/phone number they can reach you at.
3. Listen — even if you don't agree. Listening can alert you to issues you need to address in your business.
4. Stay poised and professional. Know

how you respond will be seen by future customers.

5. Share how the issue will be resolved. If you offer to redo or fix the work, follow through on that promise.

Consider Email Marketing

Email marketing seems like it's exactly that — marketing conducted by email — but at its core, it's another way to build relationships. It gives you a chance to speak directly to potential and past customers, in their inbox, at their convenience.

You can gather emails from customers who contact you online. Another great way to build your email list is by offering a newsletter and deals to visitors who fill out a form on your website.

Here are just a few of the ways email can help small businesses:

- Most subscriptions to email marketing platforms are inexpensive compared with other marketing initiatives, making it big on return — and little on investment.
- Email marketing platforms make it possible to personalize and segment messages based on characteristics — types of customers, geographic locations and more.

• The data available within email marketing platforms creates an opportunity to draw useful data about how your audiences are interacting with your emails. This makes it possible to measure your campaigns and replicate what's working.

Opening an email signals a personal commitment: Someone who clicks on your email wants to know about your business. If you focus on having well-written, visually appealing email campaigns, there's no limit to how you can use this channel. **MR**

ABC Supply is the largest wholesale distributor of roofing and other select exterior and interior building products in North America. The company also offers marketing and website services for builders and contractors through its Freedom Programs.

DOL Finalizes Rule On Proper PPE Fit Requirements

The U.S. Department of Labor has announced that its Occupational Safety and Health Administration has finalized a revision to the personal protective equipment standard for construction. The final rule explicitly requires the equipment to properly fit any construction worker who needs it, improving protections from hazardous conditions.

“I’ve talked to workers in construction, particularly women, who have spoken of personal protective equipment that didn’t fit or was simply unavailable at the jobsite in their size,” said Assistant Secretary for Occupational Safety and Health Doug Parker. “PPE must fit properly to work. I’m proud of the broad support from both employers and unions for OSHA’s efforts to make clear that employers must provide the right PPE for each worker who needs it.”

The revision to the standard adds specific language requiring that employers provide PPE that properly fits construction industry workers. The change aligns the construction industry standard with the standard already in place for general industry.

Many types of personal protective equipment must be sized to fit a worker properly. Improperly sized PPE can be ineffective in protecting workers; create new hazards for the worker, such as oversized gloves or protective clothing being caught in machinery; and discourage use because of discomfort or poor fit. The matter has been a longstanding industry safety concern, particularly among some women as well as among physically smaller or larger workers.

Learn more about personal protective equipment use in construction at <https://www.osha.gov/personal-protective-equipment/construction>.

METALCON Founder Inducted Into the Metal Construction Hall of Fame

Frank A. Stasiowski, founder of METALCON, has been inducted into the Metal Construction Hall of Fame,



Shown with the METALCON team, Frank Stasiowski (center, holding award) was inducted into the Metal Construction Hall of Fame.

PHOTO COURTESY OF NEUBEK PHOTOGRAPHERS.

an honor reserved for individuals whose contributions to the metal construction industry have had a transformative and lasting impact. This recognition celebrates his visionary leadership, innovation, and ongoing efforts to advance the industry.

In 1991, Stasiowski established METALCON, the only global event dedicated to the application of metal in design and construction. The annual trade show and conference, which is produced by PSMJ Resources and sponsored by the Metal Construction Association, has become the industry’s premier gathering, showcasing the latest products, solutions, innovations and game-changing technologies.

He is also the founder, owner and CEO of PSMJ Resources, the world’s premier authority, publisher and consultant on the effective management of architecture, engineering and construction (A/E/C) firms—serving more than 33,000 firms in 23 countries over the past 50 years.

Throughout his career, Stasiowski has founded and led multiple tradeshow and conferences, but METALCON stands as his signature achievement. The event has brought together thousands of people each year, offering a critical platform for networking, education and business development.

Under his leadership, the METALCON team works hard every year to deliver new programming. It also provides an invaluable service as the number one networking event for the metal construction industry. During the off-season, Stasiowski and his team host

METALCON Online to continue to provide year-round educational programming and networking opportunities, ensuring the industry remains connected and informed.

Stasiowski is part of the 12th class of inductees to the Metal Construction Hall of Fame, which was established in 2012 to recognize those who have made exceptional contributions to the metal construction industry. His leadership has provided a vital venue for thousands of industry professionals to gather, exchange ideas, discover new products and solutions, train and educate staff (often attaining required continuing education credits to maintain accreditation), and foster relationships that drive business success.

In his cornerstone position at PSMJ, Stasiowski serves as a trusted advisor, strategist and counselor to A/E/C firms. He is actively involved on the boards of prominent A/E/C firms and serves as a personal advisor to CEOs, helping them navigate long-term growth strategies and overcome organizational challenges.

As an author of hundreds of articles and numerous books on the management of A/E/C firms, he is a respected thought leader and frequent speaker at industry events, often addressing audiences of up to 5,000+. As a licensed architect and fellow with the American Institute of Architects, Stasiowski was one of the first to be named a fellow for his work in educating architects on the business side of architecture.

“Frank’s visionary yet pragmatic leadership, accomplishments and contributions to society have placed him in a category all by himself,” says Dusty Rood, president and CEO of Rodgers Consulting. “He is a legend who has moved individuals, organizations and industries to be better than they even realized was possible; he certainly did that for me and my organization.”

Beyond his professional accomplishments, he is deeply committed to philanthropy. He and his team support numerous charitable efforts, including METALCON’s annual “Giving Back”

program, which raised \$5000 in 2024 for the Semper Fi & America's Fund, a non-profit organization dedicated to helping service members in all branches of the United States Armed Forces.

Stasiowski also co-founded the Gulf Coast Rebuilding Fund with his wife Joan, in the aftermath of Hurricane Katrina. This non-profit raised significant funds to help design and rebuild community centers in the hardest-hit communities, including the Bay St. Louis Community Center in Mississippi.

"It is a great honor to be inducted into the Metal Construction Hall of Fame," said Stasiowski. "However, this achievement is truly a reflection of the hard work and dedication of my team. The success would not have been possible without the leadership of Claire Kilcoyne, our former show director and Judy Geller our current vice president of trade shows, who has taken the event to new heights. I truly believe that a leader's true strength lies in the talent, passion and commitment of their team, and I am deeply grateful for and incredibly proud of the exceptional people who have made this journey possible."

Triangle Fastener Acquires Pro Fastening Systems

Triangle Fastener Corporation (TFC) has announced that it has finalized an acquisition agreement with Pro Fastening Systems, Inc. (PFS).

Since its founding in 1980, Pro Fastening Systems has been a leading provider of specialty fasteners and products to construction industry professionals across the USA with special emphasis in the Midwest. In 2012, PFS Acquired Ink Smith, a wholesale distributor of sealants and waterproofing products. TFC will retain all 42 PFS employees with Don Egan remaining in a senior management role.

With the addition of the PFS business, TFC will now have 31 branch locations and three distribution centers across the United States. The company will leverage PFS's existing sales infrastructure, as well as the expertise of knowledge-

able personnel to provide a strengthened market position and allow it to better serve its customers. The acquisition of PFS fits well with the company's long-term plans to grow its business through acquisitions of successful fastener distributors in large markets not currently serviced by Triangle Fastener Corp.

The Triangle Fastener Corporation was started in 1977 in Pittsburgh, Pennsylvania, and has since grown to 27 branch locations and three distribution centers. Through focusing on roofing, metal building as well as the drywall and acoustical trades, TFC has been able to continually grow its portfolio of business.

Aspen Pumps Group Acquires Malco Tools

Malco Tools, Inc., one of the nation's top manufacturers of high-quality tools for the HVAC and building construction industries, has announced that it has been acquired by Aspen Pumps Group.

Aspen Pumps Group (Aspen) was founded by three air conditioning engineers in 1992, and now sells to over 100 countries worldwide. The United Kingdom-headquartered company has expanded globally to become an award-winning leader in products and solutions for the heating, ventilation, air conditioning and refrigeration (HVAC/R) industry, including condensate removal pumps, tools, cleaning chemicals, support systems, and accessories.

With deep experience and capabilities in the HVAC/R aftermarket, Aspen has a strong portfolio of products and brands that strategically align with Malco, which will allow both brands to continue to grow and serve new markets. Malco Tools will continue to operate from its headquarters in Annandale, Minnesota, and will become the North American headquarters for Aspen, bringing on new tools and product lines that will serve a larger HVAC/R market. As part of this strategic expansion, Malco Tools President and CEO Rich Benninghoff will take on the new role of CEO of Aspen Pumps Group North America, effective immediately.

"Malco has built an extremely strong, and reputable business over the past 75 years and this agreement with Aspen Pumps Group will allow us to grow our business in ways that will allow us to be a successful, trusted brand for the next 75 years," said Benninghoff. "Aspen Pumps Group is a strong partner for us from not only a business and opportunity perspective, but also from a mission and values standpoint as well. They've proven to us that they do what they say and focus on people first, which is important to what we do, and will continue to do at Malco."

"We are very excited to welcome Malco Tools to the Aspen Pumps Group family," said Adrian Thompson, CEO of Aspen Pumps Group. "Malco is an industry leader and has built a strong reputation among the HVAC and roofing/siding trades. We are looking forward to working with their talented team as we continue to grow the business and serve even more markets in the future."



S-5! PVKIT HUR 2.0

S-5! Receives 50 New Patents in 2024, Adds New Partnership

S-5! the original inventor of engineered metal roof attachments, was issued 50 new patents in 2024, bringing the total number of patents issued to 194 since its first patent application in 1991.

These patents are issued by global patent agencies across multiple regions, including the European Union (12), the United States (8), China (9), India (6), Australia (4), New Zealand (2), the United Kingdom (2), South Africa (2), Costa Rica (1), Kuwait (1), Mexico (1), Saudi Arabia (1), and Turkey (1).

As the global demand for solar energy surges, fueled by clean energy initiatives

and decreasing solar capital costs, S-5! is experiencing increased demand for its solar attachment solutions, particularly in the Asia-Pacific, Latin American and the European Union regions.

Most recently, the Indian Patent Office granted S-5! patent #423672-001 for its new Protea™ PV rail-less solar mounting solution, designed for mounting framed solar modules to trapezoidal metal roofs, while providing certified electrical bonding and grounding.

“We are seeing increasing demand for certifiably tested, engineered and affordable lifetime components that allow easy attachment of rooftop accessories to metal roofs while maintaining roof integrity,” said Rob Haddock, founder and CEO of S-5! “In 2024, we prioritized certifications through third-party testing agencies to ensure the reliability and holding strength of our attachment solutions.”

Notable achievements include FM Approvals listings to FM 4478 for the Ensolro System, which includes the S-5! PVKIT HUR 2.0 rail-less, direct-attach, solar mounting solution for metal roofs. It can withstand wind uplift forces of up to 150 psf in high-wind and hurricane zones. Additionally, S-5! standing seam clamps earned Florida Product Approvals (FPA) for High Velocity and Hurricane Zone (HVHZ)—a rigorous approval for high wind zones. These achievements further establish S-5!’s leadership in product testing, certifications and standards, extending the reliability of its solutions worldwide.

S-5! is the first metal roof mounting system manufacturer – in the distinctive product category it originally invented – to achieve these industry-defining accreditations.

“Issued patents are the proof of innovation,” added Haddock. “S-5! is not just a manufacturer; we are an innovation-driven company dedicated to our core principles—innovate, improve, and re-innovate—all while staying true to our commitment to do things The Right Way!™”

S-5! has also announced its new

partnership with Oregon-based company, Metallion Industries, a metal roofing and siding manufacturer for residential, commercial and agricultural markets. As an authorized distributor, the company will offer the complete range of S-5! mounting solutions throughout the Pacific Northwest.

“Our customers need products they can count on, and we need products that we can sell with confidence,” said Loren Good of Metallion Industries. “The folks at S-5! have been very supportive in helping us to understand their products as well as helping us develop product packages that are engineered to withstand alpine conditions. Additionally, the price points fit the market well and provide excellent value. We are happy to be a distributor of S-5! products and look forward to showcasing their innovations in the future.”



AkzoNobel Launches CERAM-A-STAR® Expressions Standard Color Palette

AkzoNobel Coil and Extrusion Coatings has announced the launch of CERAM-A-STAR® Expressions Standard Color Palette program. This unique, high-performance silicone-modified polyester textured print coating achieves a wood grain effect finish and is exclusively available from AkzoNobel.

This product was developed with the advanced CERAM-A-STAR® 1050 platform, showcasing industry-leading technology. It utilizes AkzoNobel’s

proprietary resins and additives, to deliver excellent performance backed by an industry leading warranty. The innovative technology is applied through a traditional print roll process, to deliver natural looking prints with a wood grain texture in the final film. This convincingly mimics natural materials like wood, slate, or granite for versatile aesthetics in lap siding and board and batten applications. Beyond its appealing appearance, CERAM-A-STAR® Expressions, it boasts superior performance, providing outstanding durability, moisture and UV resistance, flexibility, and abrasion resistance.

CERAM-A-STAR® Expressions is available in a standard color palette program, providing readily accessible print materials to simplify the ordering process. This program ensures selected prints are ready when needed, improving stock availability, enabling quicker project turns, and reducing complexity.

“The CERAM-A-STAR® Expressions standard color palette program enhances the ordering process by providing readily accessible materials,” states Manoel Rodrigues, Commercial Director, Metal Coatings, AkzoNobel. “This ensures that selected prints are readily available when needed, enhancing stock availability, speeding up project timelines, and reducing overall complexity. We are excited to offer our customers a solution that combines beauty with unmatched quality.”

Combilift Earns ‘Company of the Year’ Award

Combilift, a provider of material handling solutions, has been awarded Company of the Year at the prestigious Business & Finance Awards 2024, in association with KPMG Ireland. This achievement marks Combilift’s ninth major win in the past three months, solidifying its position as an industry leader.

The Company of the Year award, presented to Combilift’s CEO Martin McVicar by Seamus Hand of KPMG at the 50th Business & Finance Awards ceremony held in Dublin, is a testament



From left to right: Ian Hyland, Business & Finance; Martin McVicar, Combilift; Seamus Hand, KPMG.

to the company’s significant impact on both the Irish economy and the global market. Combilift, with annual revenue exceeding €500 million, has continued to thrive with its export-focused business model, with 98% of its operations serving international markets.

Since its founding in 1998, Combilift has built a global reputation as the largest manufacturer of multi-directional, articulated, and sideloading forklifts, as well as large material handling equipment such as straddle carriers, with over 85,000 units in operation across 85 countries. The company’s commitment to innovation, sustainability, and research and development has been pivotal to its exceptional growth, making it a true leader in the material handling industry.

Martin McVicar, CEO of Combilift, said: “This award reflects the bold vision and relentless drive that has been at the heart of Combilift since Robert Moffett and I started in 1998. Every forklift, every innovation, and every milestone reflects our commitment to pushing boundaries and transforming material handling worldwide. This moment belongs to our employees, our dealers, and our customers who rely on us to deliver quality material handling solutions to optimize their warehouse space.”

Joining a Legacy of Excellence

Winning this award places Combilift among an elite group of previous winners,

including industry giants Glen Dimplex, Kingspan, Primark, Google, and Intel. As a homegrown Irish business with a global footprint, this latest recognition serves as a powerful reminder of the company’s ongoing success and its critical role in shaping the future of the material handling industry.

Palram Americas Announces Key Sales Leadership Transitions

Palram Americas, a global leader in the manufacture of polycarbonate and PVC sheets, has announced strategic leadership changes within its Sales and Marketing division. These changes, effective January 1, 2025, are designed to support the company’s continued growth, enhance customer service, and expand its presence in key markets.

Phillip Lahr has been appointed as the new Vice President of Sales and Marketing. With more than two decades of experience at Palram, Lahr has held leadership roles across various sectors, most recently serving as Business Unit Manager for Retail Mass Merchant, Ecommerce, and Architecture. His deep understanding of the retail home improvement, building products, and construction markets positions him to lead the Sales and Marketing division into its next phase of growth.

“We are confident that Phillip’s expertise and vision will drive continued success for Palram and strengthen our relationships with key customers in the U.S. and Canada,” said Amon Wirthiem, CEO of Palram Americas.

After years of exemplary service as

Senior Vice President of Sales and Marketing, Mike Howser will transition into the role of Business Unit Manager for Construction Products. In this capacity, Howser will oversee the strategic direction and management of the product portfolio for the commercial, agricultural, and building products sectors in both the U.S. and Canada. His extensive knowledge and leadership will continue to support Palram’s efforts in cultivating new opportunities and reinforcing existing partnerships.

“Mike’s leadership has been instrumental in our success, and we’re excited to see him take on this new challenge where he will focus on advancing our construction products offering,” said Wirthiem.

Palram is also excited to announce that Jeramy Albert will take on the role of Retail Business Unit Manager. In his new position, Albert will be responsible for shaping the strategic direction and product portfolio for the Retail Channel, including big box, independent home improvement, and distribution channels throughout the U.S. and Canada. His expertise and forward-thinking approach will help drive innovation and customer satisfaction in this important sector.

“We are thrilled to see Jeramy bring his strategic insight to the Retail Business Unit and continue enhancing Palram’s leadership in the retail space,” said Lahr.

These leadership changes reinforce Palram Americas’ commitment to providing superior products and solutions across its diverse market sectors while continuing to expand its reach in North America.



From left to right: Phillip Lahr, Mike Howser, Jeramy Albert. PHOTOS COURTESY OF PALRAM AMERICAS

ProVia Announces Key Promotions on Leadership Team

ProVia announces two key promotions within the company's Corporate Leadership Team (CLT), a distinguished group of senior executives representing disciplines across the organization. Both appointments were effective January 1, 2025.



Jake Calhoun



Phil Wengerd

Phil Wengerd is stepping into the role of Vice President of Innovation and Strategy and will lead ProVia's newly created Innovation Team. This team will be responsible for identifying, developing, and launching new products and services, along with building and growing innovation capabilities that support ProVia's position as a leader in home exterior solutions.

Previously Phil held the position of Vice President of Market Strategies for ProVia and has served more than 35 years with the company.

Brian Miller, President & CEO of ProVia, stated, "Phil's gifts, skillset, and decades of experience at ProVia make him the perfect person to jumpstart our new Innovation Team. ProVia's value of Continuous Improvement states, 'We have a relentless discomfort with the status quo.' This exciting new endeavor will undoubtedly launch us into a new frontier of building products innovation, that will further position ProVia as the premier building products manufacturer, providing unmatched quality and service."

Jake Calhoun is being promoted to Vice President of Marketing and will lead the Product Management and Creative and Design teams along with product marketing, content development, social

media, advertising, public relations, and oversight of the ProVia brand and positioning in the marketplace. Jake joined ProVia in 2021 as Group Product Manager before being promoted to Director of Product Marketing, then to his current role as Executive Director of Marketing in 2023.

Jake has an extensive marketing background with two nationally recognized food companies. Prior to joining ProVia he served as Director of Brand Strategy for Jif Peanut Butter at the J.M. Smucker Company. Prior roles that Jake held at Smucker include Sr. Brand Manager of K-Cups and Director of Marketing for Smucker Natural Foods. Before working at Smucker, Jake gained experience in marketing, consumer research, and sales at Hormel Foods.

According to Miller, "Jake came to ProVia with a wealth of experience with major consumer brands, and quickly proved to be an expert marketer and professional leader. During his tenure with ProVia to-date he has expanded the capabilities of and grown our marketing team substantially. We look forward to his continued leadership as he moves forward in evolving our strategic marketing programs to support company growth."

PPG Announces Industrial Coatings Leadership Changes

PPG has announced the following leadership changes within industrial coatings, effective Jan. 1, 2025:

Juliane Hefel, currently vice president, specialty coatings and materials (SCM), has been appointed senior vice presi-

dent of industrial coatings in addition to her strategic and operational leadership of the global SCM business. Hefel will report to Tim Knavish, PPG Chairman and CEO, and will also become a member of PPG's operating committee. Hefel joined PPG in September 2022 from Henkel, a multinational chemical and consumer goods company, where she held various leadership roles of increasing responsibility. Hefel replaces Irene Tasi, currently PPG senior vice president, industrial coatings, who will become senior vice president and chief transformation officer. Tasi will continue to report to Knavish and remain on the company's operating committee.

Xiaobing Nie, currently vice president, industrial coatings, China and global consumer products, and president, PPG Asia Pacific, will expand her leadership responsibilities with industrial coatings to now include all of Asia Pacific. Nie will remain based in Shanghai and report to Juliane Hefel, senior vice president, industrial coatings and SCM. Nie joined PPG in 2021 from DuPont where she held several commercial and marketing positions including Asia-Pacific leader for the company's Shelter division.

PPG works to develop and deliver the paints, coatings, and specialty materials that its customers have trusted for more than 140 years. With headquarters in Pittsburgh, the company operates and innovates in more than 70 countries and reported net sales of \$18.2 billion in 2023. It serves customers in construction, consumer products, industrial and transportation markets, and aftermarkets. **MR**



Irene Tasi, PPG



Juliane Hefel, PPG



Xiaobing Nie, PPG

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project of the month



Reroofing Without Interruption

Reroofing with sub-purlins was the right solution for busy Fishkill Recreation center

When you visit the calendar page of the Town of Fishkill (New York) Recreation building, it's easy to see that there is a lot going on every day. Each date has four of that day's events listed, but at the bottom of each date is a link to drop down the entire list – some days, the link says “+14 more.” Now that's busy!

Reoccurring roof leaks were becoming a problem with the original standing seam metal roof at this hub of activity. A typical July day at the Fishkill Recreation building

will include basketball, cheerleading, senior bingo, soccer camp and Zumba workouts. Removing the roof and installing a new one was not an option where visitors of all ages are coming and going from 8 a.m. until 9 p.m.

Ultimately, the town opted for a Roof Hugger sub-framing system, where the original roofing panels stay in place. The sub-purlins fit over the seams of the 25-year-old metal panels and are attached through the old roof and into the original roof structural framing system. The

new standing seam panels were attached to those sub-purlins, providing a durable, weathertight, wind-resistant system that should serve the community for decades.

The re-roofing of this rec center with a 5:12 slope roof was completed by R.K. Roofing of Wingdale, New York, without interrupting activities within the building.

“The town was great to work with,” says Jon Vitolo, Sales Manager for R.K. Roofing. “They gave us plenty of room in parking lots to work. We had a staging area and a stor-

Project Overview

Location: Fishkill, New York

General Contractor: A & J Construction, West Nyack, New York

Roofing Installer: R.K. Roofing, Wingdale, New York

Roof Size: 20,000 sq. ft.

Panels: Drexel Metals 450SL 1 1/2" Snap Lock, 24 ga., made onsite by New Castle Metals

Coating: PVDF, Medium Bronze

Sub-purlins: Roof Hugger

Fasteners: Triangle Fastener Corp.



age area. We needed a lot of room because some of the panels were 110' long. That's longer than any of our guys have ever worked with."

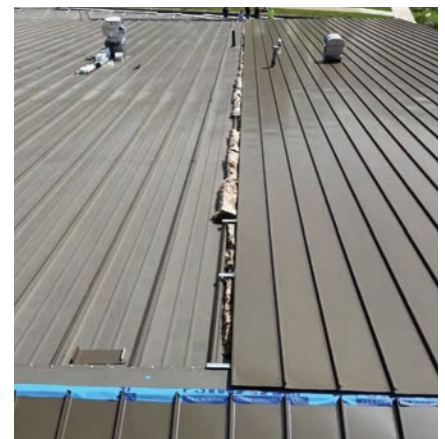
Vitolo says the decision to use the Roof Hugger system was predetermined with the general Contractor, A & J Construction of West Nyack, New York, before his team was brought onto the project.

"This was our first time working with the Roof Hugger and it was super easy," Vitolo says. "We worked with some guys from Roof Hugger. We actually suggested one profile and explained what we were doing with insulation, Roof Hugger sug-

gested an alternate profile that would work better, and they made it pretty easy for us.

The sub-purlins and roofing panels were installed over the original trapezoidal roof. The structure is an "out-of-the box metal building package."

The project required 4,600 linear feet of Roof Hugger's Model T, a 4 1/2" tall sub-purlin for typical 24" on-center rib trapezoidal standing seam panel. R.K. Roofing also installed more than 20,000 square feet of roofing panels. New Castle Metals of Hicksville, New York, manufactured the panels onsite, the Drexel Metals 450SL, a 1 1/2" snap lock pro-



file. Medium Bronze was the color selected for the 15" wide 24-gauge panels. **MR**



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Trends In Building Types

One of the trends that crosses our magazine titles is small contractors trying to do what they need to be successful. That often includes multiple types of construction.

The industry data shows some interesting trends.

One is that it appears easier to migrate from larger buildings or general construction to smaller buildings and sheds than the other way.

Some examples:

Of the respondents listing Post-Frame as their primary business, 32% build sheds.

Of the respondents listing Cold-Formed Metal Buildings as their primary business, 29% build sheds.

Of the respondents listing Pre-Engineered Metal Buildings as their primary business, 23% build sheds.

Of the respondents listing General Roofing as their primary

business, 12% build sheds.

Conversely of the respondents listing Sheds as their primary business:

- 11% build post-frame
- 0% build cold-formed metal buildings
- 0% build pre-engineered metal buildings
- 0% do general roofing.

The one construction method that bucks the trend is Wood Framed (stick built) construction; 16% of the respondents listing Wood Framed as their primary business build sheds. While 33% of the respondents listing Sheds as their primary business build wood-framed construction.

It will be interesting to watch how these trends develop over time with the increasing market share and new applications for post-frame and cold-formed metal construction. [MR](#)

Which of these building types do you participate in?

Which of these best describes your primary area of construction?	General Roofing	Metal Roofing	Other Roofing (Gutters)	Post-Frame	Metal Building (Cold-Formed)
General Roofing		53%	28%	20%	19%
Metal Roofing	21%		30%	23%	19%
Other Roofing (gutters)	25%	33%		17%	8%
Post Frame	16%	44%	8%		8%
Metal Building (cold-formed)	29%	57%	29%	14%	
Metal Building (Pre-engineered)	31%	23%	31%	8%	54%
Roll forming or metal forming	14%	64%	29%	36%	36%
Wood framed (stick built)	39%	29%	21%	32%	13%
Other Building (sheds and carports)	0%	22%	0%	11%	0%

Which of these best describes your primary area of construction?	Metal Building (pre-engineered)	Roll forming or metal forming	Wood framed (stick built)	Other Building (sheds and carports)
General Roofing	22%	19%	18%	12%
Metal Roofing	19%	26%	2%	9%
Other Roofing (gutters)	8%	8%	0%	0%
Post Frame	16%	16%	40%	32%
Metal Building (cold-formed)	57%	29%	43%	29%
Metal Building (Pre-engineered)		38%	8%	23%
Roll forming or metal forming	29%		14%	14%
Wood framed (stick built)	13%	5%		16%
Other Building (sheds and carports)	0%	0%	33%	



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