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AUG/SEPT 2025
Vol. 24 • No. 5

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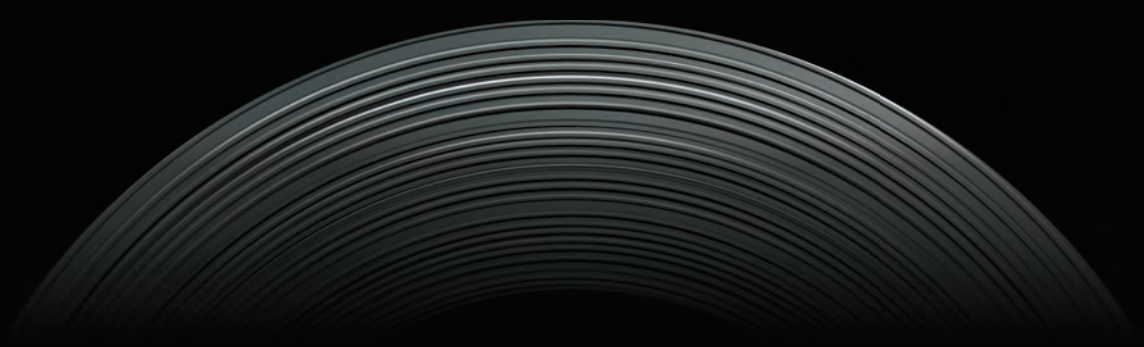

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PUBLISHER'S NOTE

By Gary Reichert, Publisher

Reaching Future Generations

Over the last few years, we've focused a lot of effort on expanding what Shield Wall Media does—new magazines, data collection, new trade shows. Everything we do is rooted in one core purpose: bringing people good information. Now, we're taking that mission one step further and launching something completely different—a children's book.

Yes, really.

The first title in our new Max Builds series is ***Max Builds a Metal Roof,*** and it will be available early this Fall. It's written for kids, but it's grounded in real-world experience. The goal is simple: introduce construction and metal roofing to young readers in a way that's fun, approachable, and accurate. We want to spark curiosity, teach basic principles, and maybe—just maybe—plant the seed for the next generation of skilled tradespeople.

Why are we doing this? Because we've heard from countless readers and industry professionals who want a way to share what they do with their kids and grandkids. There's a gap between the generations, and Max Builds is one way we can help close it.

If you've been in this industry for a while, you know how important it is to get the next generation involved. If we don't, someone else will decide what the future looks like. We'd rather build it ourselves.

Future books in the series will include ***Max Builds a Pole Barn, Max Builds a Barndo*** and ***Max Builds a Metal Building.***

As always, thank you for reading, thank you for supporting what we do—and if you've got ideas for where Max should build next, we're listening.

Gary Reichert, Publisher
gary@shieldwallmedia.com

EDITOR'S NOTE

By Karen Knapstein, Managing Editor

Please Share Your Voice and Projects

Here at *Metal Roofing Magazine,* we're driven by your insights. That's why we're inviting you to recommend the topics you'd like to see covered—whether it's technical guidance on coatings, installation tips, installation best practices, or deep dives into industry trends. Your input will shape upcoming issues and ensure our content remains targeted and valuable for roofers and contractors.

We also encourage you to submit your standout projects for two of our flagship features:

Project of the Month

Our "Project of the Month" spotlights real-world roofing accomplishments—from reroofs and commercial installs to historic restorations. If your crew just completed a challenging project, let it shine and earn recognition across the industry.

Metal Roofing IDEA Book

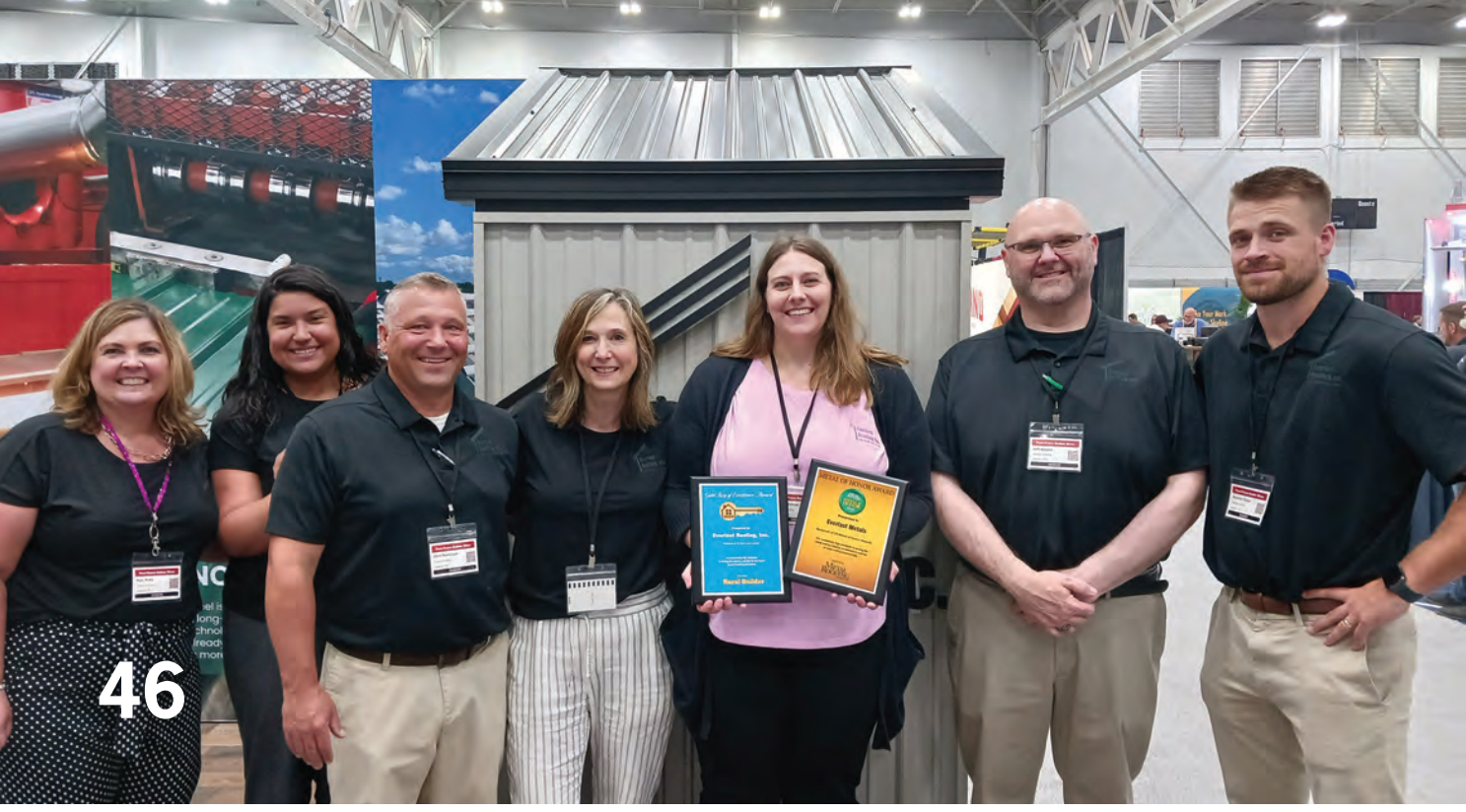
Each May, the IDEA Book highlights unique and inspirational projects—homes, churches, equine facilities, and more. Contributing is simple: submit high-resolution photos, project details, and materials used. If selected, you receive free national exposure, a "As Seen In Metal Roofing Magazine" badge, a pre-written news release for local media, and digital assets to promote the recognition

This is your platform to showcase craftsmanship, innovation, and pride in project execution. Your voice and your work define the metal roofing industry—so let's show the world what we can build together.

Upload projects any time using our convenient online portal at https://readmetalroofing.com/metal-roofing-project-submission-form/.

Email your topic suggestions and project submissions to karen@shieldwallmedia.com. I can't wait to feature your expertise in upcoming issues!

Karen Knapstein, Managing Editor
karen@shieldwallmedia.com



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Grandura introduces snow guards that raise the aesthetic value of standing seam metal roofs. See page 27.
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Gary Reichert,
Publisher, Shield Wall Media

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SHIELD WALL MEDIA LLC

Metal Mastery

Effective Fastener Patterns and Placement

The correct fastener pattern could be the make-or-break factor under wind, snow, and rain loads. *PHOTO COURTESY OF THE METAL CONSTRUCTION ASSOCIATION (MCA)*

By the Metal Construction Association and MCA members McElroy Metal and Metal Sales

While fasteners are the least expensive item on a metal roof, they are also very important. This small part is crucial for maintaining structural integrity and water tightness. Not only is the correct type of fastener necessary, but the spacing and pattern of the fasteners are also essential to get right.

Fastener placement on a roof depends on several key factors—including the strength of the roof panel, its position on the structure, and the wind loads it's expected to endure. Because of these variables, manufacturers typically provide fastening guidelines tailored to their panel designs and backed by how they completed relevant testing. Understanding successful metal roofing installation also involves examining the role of the purlin-bearing leg and side lap sealant. Let's take a closer look at how each of these elements contributes to proper fastening.

Fastener Spacing

The spacing of the fasteners that hold the roof in place can directly determine its load-bearing capacity and resistance to weather and environmental stress, such as snow and wind loads.

While it is logical to think that simply tighter spacing equals more strength and security, it is often not the case in the field. Smaller distances between fasteners are not always the most economical or efficient choice. You do not want to make more holes than necessary in your panels.

Six Factors that Determine Spacing

1 Panel Thickness and Material Type

Metal roofing panels come in different thicknesses or gauges, which impacts the fastener spacing requirements. Thinner panels have less strength to resist bending and require tighter support spacing to prevent buckling, which indirectly increases fastener count. A steel panel will have greater strength than an aluminum panel of the same profile and thickness.

2 Panel Profile

Deeper panel profiles have greater bending and deflection resistance and can span farther than shallower panel profiles. Also, panel profiles with more major ribs tend to be stronger than panel profiles with fewer major ribs.

3 Substrate Type

Roofing substrates for metal roofing attachments can include structural purlins, wood, or even concrete. Each substrate offers distinct physical properties that ultimately impact the fastener pullout strength and spacing. While not always true, steel purlins tend to have a firmer grip than other materials, providing a secure anchor point that allows for wider fastener spacing.

4 Roof Shape

When determining fastener spacing, it is essential to consider the type of roof you have, whether it is a gable, hip, single-sloped, or curved shape. The slope and shape of the roof directly affect wind uplift and snow loads, which in turn impact the recommended fastener spacing. Roof slope, also known as pitch, influences fastener spacings due to differences in how environmental forces, like wind, react to low versus high-sloped roofing systems. This is especially true for areas that experience greater uplift, such as eaves and ridges.

5 Height of the Eave

Wind imposes a greater load on taller buildings than on shorter buildings. Taller buildings are exposed to winds from a higher elevation. Winds from higher up are less affected by the surface roughness surrounding the building. It's

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While not always true, steel purlins tend to have a firmer grip than other materials, providing a secure anchor point that allows for wider fastener spacing. *PHOTO COURTESY OF TRIANGLE FASTENER CORP.*

important to consider height when determining fastener spacing.

6 Geographical Location

Mountainous locations often experience higher wind speeds and snow loads, while coastal locations are more susceptible to hurricanes and onshore winds. Buildings in open grasslands experience greater wind effects than buildings in areas with surrounding hills, buildings, and trees. Greater surface roughness tends to slow the wind and mitigate its impact. These factors are important considerations when installing exposed fastened panels.

Fastener Patterns

Fastener patterns indicate the specific placement of fasteners on metal roofing panels and siding to resist pull-out forces, diaphragm strength, and weather tightness. The correct fastener pattern could be the make-or-break factor under wind, snow, and rain loads.

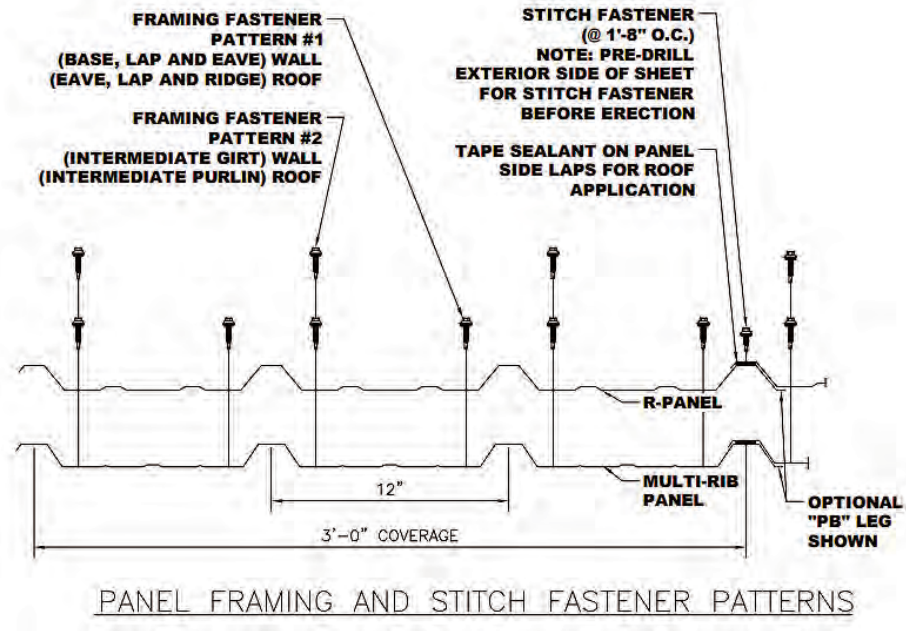
Since different areas of the roof are subjected to varying forces, it is advisable to use a combination of fastener patterns to ensure optimal performance. This includes sealing the edge conditions and compressing the sealants and closures so that the system maintains its integrity against water infiltration. Here are a few guidelines:

1 Use Framing Fasteners at Panel Ends

The framing fastener is essential for securing roof panels to the roof substructure. The placement, number, and spacing of these fasteners are determined by the specific panel style and the manufacturer's recommendations. Many manufacturers include a purlin bearing leg on their R-panel products. This purlin-bearing leg (PB) is an extended lip on one side of the panel that sits on the roof purlin, enhancing support, structural integrity, and the panel's overlap. When installing the fasteners, the PB leg ensures that the leading-edge rib of a metal panel remains aligned and stable, preventing it from bending or shifting downward (also known as ducking out).

2 Use Stitch Fasteners To Connect Panels To One Another

Unlike framing fasteners, stitch fasteners primarily aim to secure two pieces of metal together without penetrating the substructure. Stitch fasteners are often required in open-framed buildings to ensure diaphragm strength. They also help keep the sealant compressed. Common locations for stitch fasteners include panel sidelaps and trim attachments.



When selecting a fastener pattern, it is essential to follow manufacturer specifications to avoid compromising weather tightness or installation failures. It also helps to remain within warranty specifications. *COURTESY OF MCA.*

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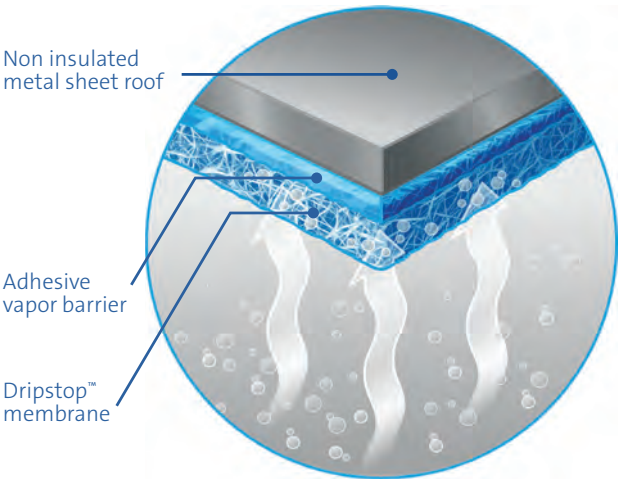

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3 Use Sealant to Minimize Leakage

To minimize the risk of leaks, it is standard practice to apply a sealant to the exposed fastened panel sidelaps when installed on slopes less than 3:12, owing to capillary action.

An example of why the sealant is necessary occurs when you place two microscope slides together with a small amount of moisture between them. You'll observe that water rises between the two surfaces. This effect is known as capillary action. Similarly, this phenomenon allows water to seep into the gaps between panels in construction.

If a storm creates an internal suction (lower pressure) in a building as compared to the external pressure, that pressure difference can draw water into the building along each side lap that does not contain sealant.

The diagram shown for R-Panel and Multi-Rib panels illustrates the manufacturer's recommended fastener spacing. It's essential to obtain this information from your panel manufacturer before starting the installation.

Obtain an Engineering Consultation

The panel manufacturer often has a standard recommended pattern, and building codes prescribe patterns for areas with high-wind and seismic activity. Structural engineers and architects could be considered important players in fastener patterns. You will often need to consult a licensed structural engineer to accurately calculate spacing to avoid legal liability for structural failure or panel blow-off.

According to Josh Krohn, Engineering Services Manager at Triangle Fastener Corporation, the two pieces of information that would interest structural engineers and panel manufacturers that the fastener suppliers may provide are the thread size and head size of the fasteners, as well as the pull-out and pull-over values. The structural engineer will essentially take the load they expect the roof panel to bear and divide it by the pull-out or pull-over values that the fasteners can resist, to determine the number of fasteners needed for a particular panel.

A Factor of Safety typically reduces the ultimate capacity of a fastener to an allowable capacity. The purpose of using a Factor of Safety is to ensure that if the maximum expected load occurs, the fastener retains a reserve of resistance to prevent failure.

Utilization of Section Properties and Load Tables

Your manufacturer will provide section properties and load tables, including information on the maximum pressure a panel can withstand under specific load conditions. As a contractor, you should use these resources, along with your engineer, to determine the best fastener spacing.

Correct spacing of fasteners, proper patterns, and components, such as PBR legs and side lap sealant, are essential for a successful roof installation project. These elements help prevent structural failures and reduce the risk of panel blow-off. For the best outcomes, always consult the manufacturer's specifications and certified professionals. ***MR***

When determining fastener spacing, it is essential to consider the type of roof you have, whether it is a gable, hip, single-sloped, or curved shape.

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The Cautionary Tale of Skype's Rise & Fall

What Other Businesses Can Do to Avoid the Same Fate

By Jason Kocina, Media Relations Agency

Skype, the platform once synonymous with video calls, just shocked the world by shutting down after 22 years. How is it possible that a once-dominant business — with more than 300 million users at its peak — could fail?

"If it can happen to Skype, it can happen to any business that stops innovating or becomes invisible," observes Jason Kocina, Media Relations Agency's president of Digital Marketing, who has been helping businesses build their digital presence since 1995.

The High Cost of Invisibility

Skype became increasingly invisible to its audience as work-from-home-friendly Zoom, Slack and other upstarts gained momentum. By 2020, Skype's user base had plummeted to about 23 million because it didn't adapt to how people were connecting.

"Skype's story underscores why being discoverable and relevant at all times is absolutely critical. When customers' needs change, they look for solutions," says Kocina. "If your brand isn't there to be found, they'll buy from someone else. A brand that isn't routinely seen or heard from can quickly become forgotten."

Brands That Stay in Front of Their Audiences Get Rewarded

Many businesses react to uncertain times by playing it safe and cutting back on marketing. But Kocina cautions: "That only makes them less visible. Competitors who boldly remain present will capture all the interest."

Research shows companies that keep up their marketing during economic downturns often emerge stronger and more competitive. Need proof? Despite the sluggish economy, the world's 500 most valuable brands grew their value by 10% last year according to a report by CMO Council.

The Solution: Stay Visible

Kocina routinely helps businesses implement strategies for securing brand visibility in a shifting marketplace. His advice nearly always includes:

- **Be everywhere your customers look:** "The way to avoid Skype's fate is to proactively maintain a strong presence wherever your customers are searching for information or recommendations."
- **Go beyond SEO:** "It's not sufficient to just focus on SEO and an optimized website. SEO must be paired with steady, high-quality content and outreach. Being findable on Google and AI is an essential piece of the puzzle."
- **Multi-channel presence:** "Build familiarity and trust by being consistently visible in multiple channels, including:
  - **In the news (earned media):** Positive press and expert interviews keep your brand top of mind and add credibility.
  - **Owned content (website and social media):** Give followers a reason to keep paying attention to your brand by regularly sharing industry insights, success stories, tips and other valuable content.
  - **Direct communication (email marketing):** Maintain a direct line to customers through email newsletters. Remind your customers you're there to help. Emails are a proven way to nurture relationships and drive repeat engagement."
- **Be consistent:** "It's not enough to do one or two of these sporadically. Presenting a unified message everywhere will encourage people to recognize and trust you, making your brand familiar and credible."
- **Follow a structured approach:** "A consistent multi-channel presence is attainable with the right plan. Media Relations Agency uses a proven 6-step marketing process (Strategically Aimed Marketing, or SAM6) to orchestrate these efforts. By following a structured approach, you can confidently keep your brand in the spotlight month after month."

Brands that stay visible have the potential to soar. Those that fade from view risk falling like Skype.

Don't Let Your Brand Become the Next Skype

"You have an opportunity right now to ensure your company's story is one of success, not a cautionary tale. Tell your story while people are listening and looking for solutions, and before it's too late to make an impact," Kocina adds. "Be the brand that thrives on this change — not one that fades away. Now is the time to step up, stand out and let your story shine." ***MR***

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Turning a Lead Into a Customer

11 Questions Every Metal Roofing Pro Should Be Ready to Answer

By Karen Knapstein

As professional metal roofing contractors, you know that success in this business depends not only on the quality of your work, but also on the confidence you inspire in potential clients. Homeowners and commercial property owners are doing more research and asking smarter questions before they sign a contract—and they expect you to have clear, knowledgeable answers that they can believe in. Before a lead becomes a client, you'll need to address their concerns about your credentials, experience, products, and warranties. This list of eleven questions will help you prepare thoughtful, honest responses that can set you apart from the competition.

Before you can expect a potential client to become a customer, you should expect to answer these important questions about your business and the products you use:

1. How long have you and your company been in business?

Why it matters: Longevity signals stability, reliability, and experience. A client wants to know you're not a fly-by-night operation and that you'll still be around if issues arise down the line.

2. Are you and your crew licensed, bonded and insured?

Why it matters: These credentials prove that you follow legal requirements, carry proper coverage in case of accidents, and protect both your team and your client from potential liabilities.

3. What is your experience working with the customer's preferred roofing materials?

Why it matters: Not all roofers have experience with every type of metal roofing. Clients want reassurance that you know the specific system and can handle it without a learning curve.

4. Can you provide three project examples and references from recent jobs you've completed?

Why it matters: A good reputation is gold. Sharing recent work and satisfied client contacts builds trust and shows that your quality is consistent and verifiable.

5. What steps will you take to protect my property, home and landscaping during the process?

Why it matters: Damage to landscaping, siding, or driveways can lead to costly repairs—and unhappy clients. Explaining your protective measures shows attention to detail and respect for the entire property, not just the roof.

6. What is the brand/manufacturer of the materials you'll be using and what is their track record?

Why it matters: Brand reputation matters as much as your installation skills. A high-performing product from a trusted manufacturer reassures the customer that their roof will last and that the company stands behind its materials.

7. What kind of product and installation warranties are offered, are they transferrable and how long is the product guaranteed to last?

Why it matters: Warranties are a huge part of a roofing investment. Clients want to know how long they're covered, what's covered, and whether they can pass that warranty to a future buyer if they sell the home.

8. What verifiable safety, performance and environmental standards, testing and regulations does the manufacturer adhere to?

Why it matters: Standards and testing show the product has been independently vetted for safety, durability, and sustainability. That gives the customer peace of mind and supports your credibility as a professional who uses only trusted materials.

9. What type of performance ratings does the product have for conditions such as severe weather and fire protection?

Why it matters: Especially in regions prone to wild weather, customers want roofs that can handle hail, high winds, or fire threats. Knowing the product's ratings (like Class 4 impact resistance or Class A fire rating) lets you address concerns proactively.

10. What customer service support do you and the manufacturer offer should an issue, problem or question arise?

Why it matters: No one wants to chase down answers. When clients know who to call—and that someone will respond—it creates confidence. Your willingness to back up your work makes a strong impression.

11. Does the manufacturer have favorable reviews from other customers and credible, third-party business rating organizations?

Why it matters: Online reviews and third-party ratings like the BBB are often a customer's first stop in researching you and your products. Positive feedback from others reinforces the idea that they're making the right decision with you.

Pro Tip: Joining credible trade organizations can add reach and enhance your reputation, in addition to providing access to accurate information and resources for clients.

Today's customers aren't just buying a roof—they're investing in peace of mind. By confidently and transparently answering these questions, you show that you're not just a skilled installer, but a trustworthy partner in protecting their most valuable asset. Your knowledge of the materials, your commitment to safety, and your track record of satisfied customers all contribute to the kind of reputation that wins jobs and keeps referrals coming. In a competitive market, preparation and professionalism can make all the difference. ***MR***

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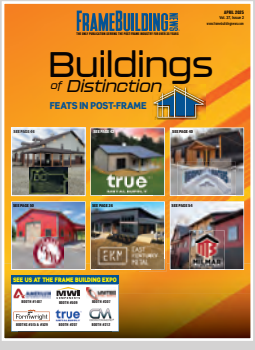

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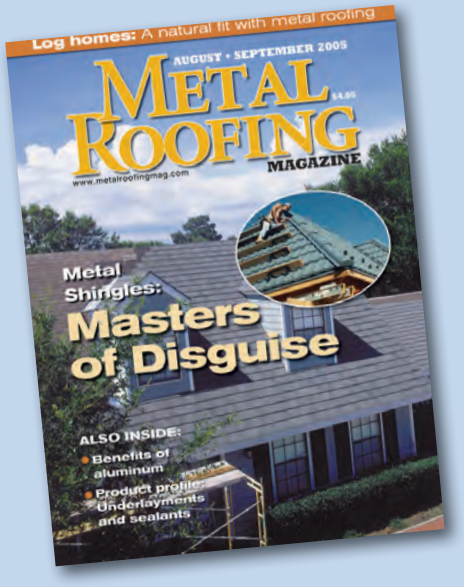


Published exactly 20 years ago, this article was originally printed in the August/ September 2005 edition of Metal Roofing Magazine.

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 recently installed a metal roof on a log home, we'd love to share it with our readers. Contribute your metal roofing projects any time at https://readmetalroofing.com/metal-roofing-project-submission-form/ for free editorial placement as a Project of the Month or in the Metal Roofing IDEA Book.

We hope you enjoy this bit of metal roofing history!

Metal roofs are logging on to

Log Homes

By Mark Ward, Sr.

The building industry "has tried to get away from the term 'log cabin' because it suggests something small and simple," admits Bill Keller, president of Conestoga Log Cabins, Lebanon, Pa. "Today the industry prefers the term 'log home' because the buildings can be pretty big."

Conestoga is a case in point, as the 10-year-old company has manufactured log structures from $10,000 up to

CONESTOGA LOG CABINS PHOTOS

$250,000 in value. The company produces a wide range of pre-engineered log buildings — from small cabins for summer camps, fishing camps, and military recreation facilities; all the way to upscale log homes and even commercial applications.

"The market is growing for larger and larger log buildings," Keller confirms, "and we're also asked a lot of times to supply multiple buildings — as many as 100 at a time."

Nearly all of Conestoga's log structures, from small hunting cabins to luxurious log homes, have metal roofs. Keller says he started with asphalt shingles when the company was founded in 1995 but within three years switched to metal roofs. "They're easy to install, look good, and offer longevity and low maintenance," he says. "So we provide metal roofing as our standard, unless a customer specifically requests another roofing material —

ATAS PHOTOS

which isn't often."

Log home manufacturers and the contractors who erect the structures all agree that metal roofing is broadly accepted by homeowners. Even more than that, the impetus to install metal roofs on log homes is not coming from manufacturers and contractors who must up-sell their customers. "It's the homeowners who are asking for metal roofs," reports Tony Chiovare, president of Custom-Bilt Metals, Chino, Calif., a manufacturer of metal roofing and rain handling systems.

"By the time that people are ready to build a log home, they're already familiar with metal roofing," Chiovare continues. "They've seen metal roofs at home shows. And because metal roofs are becoming more common in suburbia for homes and churches, they see metal roofs when they drive down the street."

When Custom-Bilt exhibits at log home shows, Chiovare notes, "A lot of people approach us and say they're planning to build a log home in two or three years." By implication, he believes, "Someone who's ready to build a log home has already gone through a research process. They've looked at the internet and the homebuilding magazines. They've evaluated the pros and cons, and they're aware that metal is more expensive. But they've made their choice. So it's the customers who are asking for metal roofs."

ATAS PHOTOS

DAN PERKINS CONSTRUCTION PHOTO

Nationwide Popularity

That assessment is shared by manufacturers and builders across the country. Chiovare estimates that in the western United States, where Custom-Bilt is active, a majority of log homes have metal roofs. Ken Gieseke, vice president of marketing for McElroy Metal, a roofing and siding manufacturer based in Bossier City, La., notes that metal roofing is "especially popular for log homes in mountainous regions" because of its appealing aesthetics and superior performance in conditions of heavy snow and wind.

In the Pacific Northwest, president Ron Foster of Foster Roofing & Construction, Oregon City, Ore., agrees that "it's the homeowners who are requesting metal roofs." Typical customers for log homes, he observes, are "people who have disposable income and want a second home, and older couples who don't want to deal with maintenance problems."

When they come to Foster, he often finds these customers have already checked out websites of metal roofing manufacturers and the Metal Roofing Alliance. "They ask for metal because they want a Class-A fire rating and they can see that the cost of metal roofing is getting close to tile and cedar shake," he adds. Foster estimates about 75 percent of the roofs he installs on log homes are metal.

The remainder, Foster reports, choose cedar shake for aesthetic reasons, or asphalt shingles for their lower cost. "But today there are metal roofing products that simulate cedar shake for homeowners who want that look," he points out. And Chiovare of Custom-Bilt adds, "Metal shingles are starting to gain some share in the log home market. They have the traditional look of shingles but are easy to install and offer the benefits of metal."

In the Great Lakes area of the Midwest, where Tom Sands is regional manager for Decra Roofing Systems, "a good percentage of log homes have metal roofs. People who build log homes want them for the long term. Metal roofing provides better ventilation, energy efficiency and longevity, high snow and wind loads, low maintenance, and great aesthetics. And you can even get metal roofing with the look of shingle or shake." When owners of log homes choose other roofing materials, he says, "The main issue is cost."

New England is an area where "by far and away, metal roofing is popular; they've been using metal there for a long time, starting with the old tin roofs," reports Ed Erb, national sales manager for Everlast Roofing of Lebanon,

Pa. Whether for log homes or other structures, he notes, "Homeowners ask for metal because it handles heavy snow loads and it's good for getting the snow off the roof."

In other areas of the Northeast and Midwest where Everlast sells its roofing products, Erb says any reluctance to install metal roofing is usually due to tradition. "The biggest reason people choose shingles is because it's the traditional material," he continues, "and if contractors are new to metal, they may shy away from it. Also, metal roofing initially costs about twice as much as shingles."

But because log homes "have come a long way, from hunting cabins to upscale dwellings," Erb says that homeowners are more willing to consider the life-cycle cost of their investment. "Metal roofs cost more upfront," he explains, "but if you're building an upscale log home, you're willing to pay more so you can save money later on your home maintenance and energy costs."

In the Great Smokies and Appalachians, regional manager Gary Rudman of Englert Inc. agrees the push for metal roofing on log homes originates with homeowners. "Manufacturers of log homes don't furnish the roof," he points out, "and so the choice of roofing material has to come either from the contractor or the end user. Typically, it's the end user."

The reason cited by Rudman is that owners often build log homes as "the last home they ever plan to live in, because it's either their dream home or their retirement home. So they want the best." Based in Alcoa, Tenn., he observes that about 80 percent of log homes in his region feature metal roofs and 20 percent

DAN PERKINS CONSTRUCTION PHOTOS

FOSTER ROOFING & CONSTRUCTION PHOTOS

CARIBOU CREEK LOG HOMES PHOTO

DECRA ROOFING PHOTO

asphalt shingles. "I haven't seen a new cedar shake roof in the Smokies for 10 years," he adds, "because cedar is more expensive than metal and has a poor fire rating that can affect your insurance."

Jerry Green, vice president of Superior Products in Anchorage, Alaska, designs and builds both residential and commercial log buildings. In more than 20 years of business, he says, the company has constructed more than 1,000 log buildings throughout his state. "Less than 20 of those buildings have non-metal roofs," he reports.

With Alaskan snow loads ranging from 50 up to 325 pounds, and winds up to 140 mph a frequent problem, "People come to me and want metal roofs," says Green. "Only metal can handle the snow and wind, and customers like the fact that we can give them a lifetime warranty. Shingles can get damaged or be blown away and need to be replaced." A testament to metal's aesthetic quality, he adds, is that "our company has done log structures with metal roofs for the Alaskan cruise lines and park agencies."

Construction Considerations

Wherever metal roofs are installed on log homes, certain construction considerations may apply. Log homes are often designed, points out Ron Foster of Foster Roofing & Construction, "with roofs that have steeper pitches than other homes." That fact, he says, can exacerbate the usual challenge of doing roofing work on a slippery metal surface.

Foster installs snow guards on metal roofs for log homes because, he notes, "when a metal roof heats, it thaws the snow from the underside. So the snow falls off the roof all at once, like an avalanche, and could take off the gutters or maybe hand railings on a deck."

In addition, he believes "there's a huge difference" in the underlayment required for a log home metal roof, as compared to asphalt or cedar. "Metal roofs have lifetime warranties and will last from 50 to 70 years," Foster says, so that standard 30-pound felt underlayment may not last as long as the roof. The felt can get brittle and crack, he suggests. In that event, condensation can occur due to temperature differences between the substrate, roof, and exterior air. Such moisture may cause older plywoods to delaminate, making it necessary to take off the roof in order to replace the plywood underneath.

For underlayment, Foster uses

FelTex, a fiberglass-based product that is waterproof. "Thirty-pound felt is only water-resistant," he remarks. His company also uses a different type of caulk on log home metal roofs, one that comes with a lifetime guarantee and is made to withstand expansion and contraction. "Metal roofs have more movement than cedar or asphalt," he explains. "We also hide the caulking to minimize exposure to UV rays."

By contrast, Jerry Green of Superior Products uses an upper-grade 30-pound felt for his underlayment, plus an upper-grade ice shield. "Using a higher grade of material costs a lot more, but it's worth it," he advises. Superior Products also puts up snow guards on its log home metal roofs "so that the snows tumbles off rather than dumps off," he adds.

Englert's Rudman also recommends installation of snow guards, in part because "most log homes have front porches that could be damaged if the snow dumps off the roof." He endorses 30-pound felt as an underlayment for log home metal roofs, saying the material "works fine because the felt isn't exposed to the sun."

Because logs are delivered to the homesite and assembled, some homeowners worry that newly assembled logs will eventually settle and cause stresses to the roof. Rudman says he has never observed such a problem, and Green notes that his company uses dry logs so that any settling movement is very slight. "We also use custom screw jacks," he continues, "that allow the roof to move and settle independently." For his part, Foster believes, "Any settling is all in the walls, so that the roof settles all at once as a unit" and therefore is not subjected to stress. Manufacturers and contractors agree that log homes have a classic look that never goes out of style. But because the structures are often second homes or vacation homes, construction activity is more dependent on the economy than is the case with standard homebuilding. "But I'll tell you what," observes Foster. "With the inventory of log homes that have been built over the years, we're starting to get a lot of opportunities to do re-roofing jobs for owners of log homes who want to switch to metal." ***MR***

What is the ROI on a Portable Metal Roof Panel Machine?

By Rick Zand, New Tech Machinery

Before purchasing a portable roll former, many contractors want to know the return on investment (ROI). This article dives into what factors to consider and how to calculate ROI.

Year after year, metal roofing and siding continues its upward trend for its energy efficiency, sustainability, and durability against severe weather and wildfires, along with strong aesthetic appeal. Meanwhile, new technologies—like innovative coil coatings, treatments, and more color and design options—continue to emerge industry-wide.

In any business, as operating and material costs increase, the profit margin thins. With recent increases in tariffs on steel and aluminum, metal roofing contractors are wondering what to expect in rising material costs this year. While it's hard to predict, one thing seems certain—they're slated to increase.

As a contractor you can continue to raise prices by following market changes, but any metal roofing operation must also remain competitive. If you're purchasing factory panels from a national or regional manufacturer, you're competing with contractors forming their own panels at a lesser cost.

In recent years, the opportunity to increase profits has driven contractors and panel manufacturers to invest in portable metal roof and wall panel machines. If you haven't, 2025 may be the year to purchase your own. But is the hefty price tag worth it? How do you calculate its return on investment (ROI)?

Below, we'll break down the major factors—material costs, labor expenses, square footage of the job, and the type of standing seam metal roof—to give you a clearer picture of how a portable roll former can positively impact your bottom line.

ONSITE ROLLFORMING SAVINGS CALCULATION

Prices of coil and factory panels may vary.

Machine model	SSQ II MultiPro
Roof area	4,000 sq ft.
Panel profile type	SS150
Seam loss (material usage to produce profile)	4"
Coil width	20"
Linear footage of coil	3,226
Per ft. coil selling price (delivered)	$1.50
Per sq ft. price for formed panels	$2.02
Total cost of coil (including seam loss)	$8,064.52
Machine speed	75' per min. / 4,500 LF per hr.
Fabrication labor cost per hour	$35
Fabrication labor cost	$0.0078 per LF
Total labor cost	$25.09
Total cost for fabricated panel	$2.02
Comparison: Cost of factory panels delivered	**$3.50 per sq ft.**
Onsite rollforming savings	$1.48 per sq ft.
Onsite rollforming savings (percentage)	42.22%
Total amount saved	**$5,910**

Note: This does not include other incidental factory-made panel costs like panel errors, shipping damage, loading/unloading, crating, transportation, etc.

Material Costs: Savings & Control

Buying Coil vs. Manufactured Panels

One of the most obvious advantages of owning a portable standing seam panel machine is the ability to buy metal coil and run panels yourself. In shipping and crating alone, you could save thousands of dollars on a single job. As one New Tech Machinery (NTM) machine owner explained, if you're paying $4.00 per sq. ft. for a factory-made panel, running that same panel with your own roll former may cost you only $1.75 per sq. ft. That's a savings of $2.25 per sq. ft. and doesn't include what you're saving on transporting panels to the jobsite.

Of course, savings depends on a variety of factors, including the material type and gauge, labor costs, coil price, etc. Shown above is an example using an NTM SSQ II MultiPro Roof and Wall

Panel Machine, but the calculations could apply to any roll former running the same profile and dimensions.

Reduced Waste

If you're buying factory-delivered panels, you'll have to cut them on-site to fit the roof or wall. As a result, you'll end up with a good deal of material landing in the recycling bin. That's money right out of your pocket.

By roll forming panels on site, you're able to cut panels to the exact length needed. So not only does the panel cost less when you're roll forming it yourself, but you also have the benefit of reduced waste.

No Middleman Markup

If you purchase factory metal panels, you know the supplier's markup eats into your profits. With a portable roll former, you control the entire production process, so you're not paying a third party for cutting, packaging, and shipping. Also, you don't have to wait weeks for delivery. The wait time just depends on your coil supplier, which could be a few days or a week, and possibly even less.

Labor Cost: Efficiency & Productivity

Faster Panel Production

Transporting pre-formed panels to the job site can be a logistical challenge, especially if they're excessively long or require special handling. By producing panels on-site, your crew can form the exact panel lengths needed without having to wait on shipments or manage storage and handling.

Some contractors use a crane to raise the machine and run the panels right onto the roof. This way, there's less manual labor and less risk of panel damage. This streamlined process translates into faster install times and keeps labor costs down.

Fewer Installation Errors

Orders aren't always accurate, and once a shipment arrives installers might find mistakes or damaged material. Since the panels can be cut to precise lengths when you're running them yourself, there's less chance of error. If there is an error, you can run another panel right onsite instead of having to reorder and wait for another shipment to arrive.

Minimum Downtime

When you control the production schedule, you're less reliant on external factors like delivery times or stock availability. This means your team can keep

Benefits of roll forming onsite include reduced waste, faster panel production, and minimal downtime. Only you can determine if the investment in a portable roll former is right for your business. *PHOTO COURTESY OF NEW TECH MACHINERY*

working instead of waiting for a delayed shipment or late delivery. Projects that run smoothly generally require fewer labor-hours overall.

Square Footage of the Job: Finding the Break-Even Point

Economies of Scale

Larger roofing projects will naturally generate bigger returns because you're forming and installing more panels. This boosts the total profit margin as the machine's initial cost is spread over more square feet.

However, even smaller or custom jobs benefit from on-site manufacturing. You can produce the exact panel quantity required, eliminating the need to order surplus panels "just in case." Smaller projects will still see a solid ROI because you avoid shipping charges and manufacturer prices.

Payback Timeline

While the exact payback period depends on how often you use the machine and the size of each project, many contractors report recouping their investment within a few years. If your business regularly tackles mid- to large-size metal roofing jobs, this timeline can be even shorter.

For example, if you've paid $160,000 for your roll former and accessories, and you're making $2.25 per square foot, then you'd need to run about 71,000 sq. ft. of panel to pay off the machine. That would break up to about 6,000 sq. ft. per month to pay it off in a year, or 3,000 sq. ft. per month over two years, etc. It just depends on the volume. With a few big jobs, the machine can pay for itself.

According to Todd Andrews, owner of Classic Metals in South Carolina, "It's basically a printing press. You just put coil on top of it, turn it on, and every foot that comes out, you're making money."

Putting it All Together: Calculating Your ROI

When considering the investment in a portable standing seam metal roof panel machine, you'll want to factor in:

Initial Purchase Cost: This can vary widely depending on machine size, features, and brand. A portable roll former with a standard configuration could run anywhere from $60k–$150k on average. A machine that runs one profile will cost less than one that can run seven or eight profiles, or the SSQ II MultiPro, which can run up to 16.

Coil Costs and Testing: Buying coil direct from the supplier saves on material costs per square foot. Sheffield Metals, NTM's sister company, provides free access to testing and engineering to NTM machine owners. Likewise, other reputable suppliers offer testing to their customers.

Labor Savings: Faster production, fewer errors, and minimal downtime can quickly offset labor expenses.

Job Size & Frequency: The more standing seam projects you take on, the faster you'll recoup your initial investment.

Maintenance & Training: Regular maintenance and operator training are crucial to keeping your machine running efficiently. You need to build expertise so that crews know how to operate the machine efficiently, change tooling, and make adjustments when necessary.

Considerations

You'll need to factor in incidental costs against the ROI of owning a portable roll former. First, let's look again at the benefits of owning your own machine:

Revenue Gained from In-House Panels: Includes any cost savings from

not buying prefabricated panels and extra revenue if you supply panels to other contractors.

One longtime NTM customer provides panels to a large distributor who sends him the metal coil to run through his NTM portable roll forming machines. The NTM customer then fabricates the panels and sends them back to the manufacturer who marks up the price and sells them to contractors. This is where contractors lose money. While they could run their own panels for $1.50 per square foot, they're instead paying a distributor $3- $5 per square foot for panels fabricated with a portable roll former.

Weigh This against Incidental Costs:

Material, Labor, & Machine Costs: The ongoing operating expenses plus the initial outlay for the machine (trailer, truck, forklift, etc.).

Machine Purchase + Maintenance Costs: You're going to have maintenance costs, and your machine may occasionally need service. Work these expenses into your budget. Combine the machine cost, financing (if applicable), and estimated long-term upkeep. These expenses can also be included in a bank loan.

While the payoff period will vary, the combination of material savings, control over production, and labor efficiency still makes purchasing a portable machine a profitable long-term strategy.

Tax Credits: Whether you're deducting incrementally or using the Section 179 tax benefit, you're going to have write-offs for your machine that will further reduce the cost and put more money into your pocket.

Worth the Risk?

When you're talking about the level of investment it takes to buy a portable roll former, you must acknowledge risk is a factor.

That said, Jim Averill built a successful metal roofing business in a Colorado resort area with just an NTM SSR MultiPro Jr., a starter machine. He's since moved up to an SSQ II MultiPro, but that initial investment paid for itself many times over. In just the first eight weeks with his new SSQ II, he ran over 30,000 linear feet of panel. At that rate, the machine will quickly pay for itself.

A portable standing seam metal roof panel machine represents more than just a piece of equipment—it's an investment in control over your supply chain, workforce efficiency, and the price and quality of your finished product.

By factoring in bulk material purchases, on-site production convenience, and reduced labor overhead, contractors have found that owning their own roll former significantly boosts their bottom line. ***MR***

FACT SHEET

- It is estimated 1 in 5 adults are living with a mental illness. Less than half are seeking treatment.
- The construction industry has the second-highest suicide rate of all major industries in the U.S.
- Nearly 38,000 people aged 16 – 64 died by suicide in 2017, a 40% rate increase in less than 20 years.
- Male construction workers have a suicide rate 65% higher than all U.S. male workers.

Encourage co-workers to talk about mental health and foster a judgement-free environment.

Why are mental health disorders so prevalent in the construction industry?

- High pressure, competitive and high-risk work environments
- Physical and mental exhaustion from long hours, long commutes and physically demanding work
- Injuries and chronic physical pain
- Seasonal layoffs and financial stress

Know the warning signs

If someone is exhibiting any of these symptoms, they could be struggling:

- Talking about suicide
- Self-loathing, self-hatred
- Withdrawing from others
- Self-destruction
- Hopelessness
- Decreased productivity
- Talking about being a burden
- Extreme mood swings
- Increased tardiness or absenteeism

Take action

- Show your concern
- Respond quickly
- Offer help and support
- Call 988 for ideas to help your co-worker

Every suicide is preventable—even one suicide is too many.

NRCA

CONSTRUCTION INDUSTRY ALLIANCE FOR SUICIDE PREVENTION

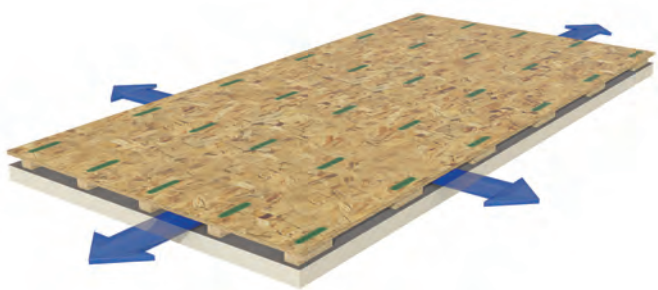
NEW PRODUCTS

Grandura Distribution Snow Guards

Grandura Distribution LLC has announced the release of its new line of snowguards. The product line has been developed, tried and tested, and currently utilized by standing seam roofers. Grandura Snowguard features include durability, easy installation, adaptability, and aesthetics will add a fresh look to enhance the appearance of any roof line. The unique shapes available have not been seen in the standing seam industry before. Along with the standard Grandura shape, a bear, buck, pine tree, maple leaf, and dog shape are currently offered, with others soon to come. Combined with the Grandura Ankyr Clamp, a dual component, completely adaptable snowguard system has been created.

The Ankyr Clamp was developed by the same team of roofers, resulting in a stable, strong, non-penetrative clamp that sits level on the roof line and allows subtle adjustments to center each snowguard. They feature a longer base and a wide-throated design that fits most standing seam profiles and accommodates variances in seam sizes. Ankyr Clamp's set screws are angled and designed to minimize the risk of damaging or compromising the roof while creating an easy and rapid installation. Ankyr Clamp has also been successfully used in solar panel and satellite dish installations.

https://Grandura.com



Petersen PAC-Shield CV Roof Vent

Petersen expands it PAC-CLAD line of architectural metal cladding systems with the launch of its new PAC-Shield CV roof venting system. PAC-Shield CV is a ventilated composite insulation panel that includes a 4x8-ft. layer of closed-cell rigid polyisocyanurate, integrated solid wood spacers that create a standard 1-in. air gap, and a top layer of APA/TECO-rated OSB or plywood. The venting system is designed to improve energy efficiency, prevent ice dams, extend the lifespan of a roof and control moisture in steep-slope roof systems.

PAC-Shield CV is recommended on steep-slope applications of 3:12 or greater. The PAC-Shield CV venting system can be used with a variety of finished roof assemblies including all types and weights of metal roof systems.

PAC-Shield CV venting system provides enhanced passive ventilation, high R-values (polyiso core delivers R-5.7 to R-20.5), ice dam and moisture-related damage prevention.

pac-clad.com *MR*

MFM Building Products Hires New Representation for Oklahoma

MFM Building Products, a manufacturer of a full envelope of waterproofing and weather barrier products for the building industry, is pleased to announce that the firm has reached an agreement with Walco Building Products to represent MFM in Oklahoma.

Kenny Kay

Walco Building Products, led by President, Kenny Kay, was founded in 1986 and serves architects, specifiers, roofing contractors, and building product distributors. The agency will represent MFM's line of self-adhering waterproofing membranes with 1-Step and 2-Step distributors.

Malco Tools Celebrates 75th Anniversary

Malco Tools, one of the nation's leading solution developers and manufacturers of high-quality tools for the HVACR and building construction trades, celebrated its 75th anniversary on May 17, 2025, with a ribbon cutting ceremony and open house at its newly remodeled building in Annandale, Minnesota.

The celebration was attended by Malco employees, Annandale community members, and local dignitaries and representatives from the U.S. Senate, Wright County and the City of Annandale, which officially proclaimed the date "Malco Tools Day."

Malco Tools was founded in 1950 by

Pictured (L to R): The Malco Group CFO Mike Hemmesch, Wright County Commissioner Tina Diedrick, Annandale Mayor Shelly Jonas, The Malco Group CEO Rich Benninghoff, members of the founding Keymer family: Gerry, Dave and Paul Keymer, former Malco executive Don Schmidt, and The Malco Group director of engineering Greg Guse.

Mark W. Keymer, a young steel supply salesman, who invented a pipe crimper for installing sheet metal ductwork used in forced air heating systems. The company started in a small garage in Minneapolis before moving to its current headquarters in Annandale, where the

company now employs 170+ associates. Keymer was later inducted into the Minnesota Inventors' Hall of Fame in 2007.

Malco recently completed a substantial building remodel as part of its "Look Good, Feel Good, Do Good" initiative, and welcomed the community to experience the updated workspaces and see how Malco manufactures and ships its products from Central Minnesota.

"Malco's 75th anniversary serves as a tribute to 75 years of hard work and progress – a true celebration of American manufacturing, rooted in Minnesota and powered by our people," said Rich Benninghoff, CEO of The Malco Group. "This milestone also serves as a celebratory turning point as we look ahead to the future. We are all energized by what's ahead for The Malco Group."

Malco became an employee-owned ESOP in 2015 after the Keymer family sold their final shares back to the company. The company remained employee-owned until late 2024, when Malco Tools was acquired by Aspen Pumps Group.

Now, Malco looks ahead to its next 75 years as part of The Malco Group.

The Bryer Company Celebrates 40th Anniversary

The Bryer Company is celebrating its 40th anniversary in 2025. A growing component panel manufacturer serving the architectural, commercial and residential metal roof, wall and soffit panel markets, Bryer continues to focus on the ever-changing demands of customers discovering the value of metal.

Bryer was started by industry veteran Gary Tuininga as a one-man distribution company in 1985, purchasing metal roof and wall components and accessories from national manufacturers and selling mainly to commercial customers throughout the greater Pacific Northwest region.

Brothers Ryan and Peter Tuininga purchased the company from their father in 2007 and immediately purchased the company's first roll former, making the transition from distribution to manufacturing.

Building off its success, The Bryer

Company added in-house coil and sheet processing capabilities in 2010. Over the following 10 years, inventory was increased and additional roll forming equipment was purchased to meet the demands of the growing metal roofing market.

Today, as a member of the Metal Roofing Alliance and Western States Roofing, The Bryer Company is a leading regional manufacturer, occupying more than 40,000 square feet of shop space. Bryer fabricates 28 different metal roof, wall and soffit profiles to a nationwide market.

American Ladder Institute (ALI) Launches Safety Ambassador Program

Another National Ladder Safety Month has ended with millions reminded that when using ladders, Every Step Matters. Initiated by the American Ladder Institute (ALI, www.americanladderinstitute.org), every March is dedicated to raising awareness about ladder safety and decreasing the number of ladder-related injuries and fatalities.

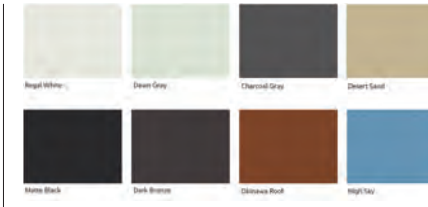
Over the course of Ladder Safety Month, the organization held three safety webinars that had 868 attendees, and ALI president and spokesperson Mike Van Bree participated in a national media tour, which generated 16 million impressions. Participating in 14 interviews with local and nationally syndicated stations, he spoke on the importance of ladder safety.

ALI reminds everyone that ladder safety is a year-round commitment. Reflecting its ongoing dedication to safety, ALI recently released an updated Ladder Safety Training video covering single, extension, and telescoping ladders — the latter addition having been in development for some time.

ALI also unveiled the American Ladder Institute Safety Ambassador Program. The program encourages companies to demonstrate that at least 80% of their ladder-using employees received a passing score in ALI's Ladder Safety Training program. In return, the Safety Ambassador receives access to a robust promotional toolkit to help spread the important message that Every Step Matters. The required training courses include Stepladder Safety, Single, Extension & Telescoping Ladder Safety, Articulated Ladder Safety, and Mobile Ladder Stands Safety.

Mike Van Bree

Founded in 1947, the American Ladder Institute (ALI) is a not-for-profit trade association dedicated to promoting safe ladder use through ladder safety resources, safety training, and the development of ANSI ladder safety standards. ALI also represents the common business interests of its members, who are comprised of the leading ladder and ladder component manufacturers in North America.



DuPont and United States Steel Expand COASTALUME™ Line with New Color Palette

DuPont (NYSE:DD) and U.S. Steel announced the launch of COASTALUME™, a specialized steel solution designed for optimal performance in coastal environments, just over a year ago. The product has garnered interests among roofers facing challenges in sourcing materials suitable for the most demanding conditions, particularly in hurricane and fire-prone coastal regions. COASTALUME™ has proven to meet these critical requirements with exceptional performance and outstanding warranties. The product line is now set to expand its color palette, adding five new vibrant shades.

The expanded color palette of COASTALUME™ showcases a selection of earthy tones that reflected the latest trends in roofing design, perfectly timed for summer. It has introduced three core colors: Dawn Gray, Matte Black, and Dark Bronze, which can be found on roofs from Florida to California and even Missouri. In response to the market needs, DuPont™ Tedlar® and U.S. Steel have expanded the color palette to include crisp whites, warm browns, and peaceful blues just in time for the summer 2025 building season.

DuPont™ Tedlar® and U.S. Steel launched these new colors at the FRSA show in Kissimmee, Florida, in June.

COASTALUME™ is manufactured in the United States and is designed for durability with no maintenance required. It can withstand hurricane-force winds and offers industry-leading warranties on both its steel substrate and Tedlar® finish. Furthermore, the steel is fully recyclable and the Tedlar® coating is a non-PFAS finish, offering long-lasting sustainable solution to commercial building and homeowners alike. ***MR***

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Substrate Materials for Metal Roof Systems

By Courtney Glover

When working with metal roof systems, many decisions and factors come into play. Choosing between plywood and OSB is just one of many considerations. Adjusting thicknesses and grades—along with understanding what your specific building will require based on climate—are other important decisions that need to be handled with care. Doing your research on these choices can make or break a stable building.

Exterior Grade Plywood vs. OSB

When choosing between exterior grade plywood and Oriented Strand Board (OSB) for roof sheathing under metal panels, several factors should be considered. These include cost, moisture resistance, durability, installation, and environmental impact.

Plywood is generally more expensive than OSB. The cost difference can become significant for larger projects. According to the International Association of Certified Home Inspectors, OSB can be manufactured in larger panels than plywood. For a typical 2,400-square-foot home, OSB may cost around $700 less than plywood.

Though more affordable, OSB may not handle moisture as well as plywood. Plywood has superior moisture resistance—it absorbs water faster but dries out much more quickly. This allows it to return to its original dimensions as it dries. OSB, on the other hand, takes longer to dry and is prone to swelling along the edges. This swelling can become permanent and lead to "ghost lines" visible through some roof finishes. Exterior grade plywood is considered more suitable for humid or wet climates.

Plywood also offers greater stability and strength. It shows better resistance to bending, sagging, and impacts. However, OSB provides sufficient strength for most roofing needs. Both plywood and OSB are installed similarly. OSB is available in larger sheets, which can speed up installation.

When comparing the environmental impacts of the two options, OSB is generally more favorable. Plywood requires more intensive harvesting of slower-growing trees, while OSB uses fast-growing trees and maximizes wood usage.

Thicknesses and Grades

A steeper slope may require thicker

decking to ensure resistance to wind and other weather-related forces. Stronger decking helps prevent sagging or failure, and it must withstand increased downward and outward loads. Thicker decking helps combat wind, snow, and impact forces.

When it comes to metal roofing material, Michael Ringler of Hixwood pointed out that some manufacturers measure panel thickness after painting, while others measure before painting. It's a good practice to ask the supplier whether their steel is measured before or after the application of paint.

Local building regulations typically dictate the minimum thicknesses required, based on factors such as roof slope, wind zones, and snow loads. The common thickness for residential and commercial roof plywood is ½ inch, with 5/8 inch being recommended for added strength when installed on a slant or grade. A 7/16-inch OSB panel is the most commonly used thickness for similar buildings.

Ringler recommends that the post-frame industry use at least a 28-gauge, grade 80 steel for roof panels. Because of its hardness, he suggests using this grade for all roofing and siding with exposed fasteners. He further explains that grade 50 steel is softer and more prone to denting or bending, making it better suited for trims or panels requiring extreme bends.

Fastener Pull-Out and Oil Canning

Plywood offers stronger pull-out resistance due to its cross-laminated veneer layers, which provide a better grip for fasteners. Fasteners in plywood perform more consistently, especially when placed near sheet edges. Plywood is particularly effective when using screws or ring-shank nails.

OSB has lower pull-out resistance than plywood, particularly when wet. Under repeated stress or high loads, fasteners can "strip out," preventing a secure connection. OSB is also more likely to split at the edges and experience fastener blow-through if nails are overdriven or placed too close to the edge.


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Oil canning refers to the perceived waviness or distortion of a metal panel. This can happen with any type of metal used in construction. Plywood provides a stiffer, flatter surface that helps resist irregularities. It also undergoes less dimensional movement due to moisture, resulting in a more consistent surface beneath metal panels—helping to reduce oil canning.

In contrast, OSB is more prone to swelling when exposed to moisture. The resulting uneven edges can contribute to oil canning. Even when properly acclimated, OSB can create more visible imperfections in the metal surface.

Purlin Shapes and Spacing

Purlin spacing depends on factors such as panel design, roofing material, load requirements, and building codes. Some professionals recommend a maximum purlin spacing of 24 inches on center. However, with appropriate panel design and stronger purlins, wider spacing may be feasible.

Ringler explains that purlin spacing impacts both walking safety and wind uplift. He would recommend that anything under 4' O.C. using 2x4 2' O.C. laying flat. On anything over 4' O.C. there are several different options you can use, including purlins upright and overlapped using suitable 2x material or purlins dropped in using hangers and suitable 2x material. Some projects recommend the spacing on purlins to be less, such as 1'6" or 1' O.C.

The type and gauge of metal roofing also determine spacing requirements. Buildings located in areas with snow or severe wind loads will require closer purlin spacing than those in milder climates. Properly spaced and sized purlins allow for efficient load distribution across the roof structure. Always consult local building codes and manufacturer recommendations.

The shape of the purlin also matters because it affects the roof's structural performance. Purlin shape influences support, stability, attachment points for roofing materials, and spanning capability. Both C- and Z-shaped purlins are commonly used for 24-gauge metal roof panels, chosen for their structural integrity and contribution to the roof's load-bearing capacity.

Fastening Patterns and Accessories

Specific fastening patterns and accessories are often necessary when roofing directly over rafters or supports without a solid deck. Screws must be driven properly in exposed fastener systems to ensure washers are properly

sealed to prevent leaks. In concealed fastener systems such as those used in standing seam roofs, the proper clips and fasteners must be used. Since metal expands and contracts with temperature changes, proper clips (especially floating or sliding types) allow panels to move without buckling or distorting. Using the wrong clip can restrict movement, leading to oil canning, panel warping, or system failure.

In situations with low-strength decking, fastener density may be increased to compensate for reduced pull-out strength.

Fastening accessories include battens or purlins, underlayment, and specialized clips or fasteners. Battens or purlins provide a fastening surface when a solid deck is not present. Underlayment is generally recommended for added weather protection, though not always required. Specific fasteners or clips may be determined by the type of roofing material and installation method.

IBC / IRC

The **International Building Code (IBC)** for industrial projects includes several relevant sections:

Section 1507: Roof covering material requirements

Section 1504: Performance requirements (e.g., wind uplift resistance)

Section 221: Steel roof decks (fastening, thickness, design)

Section 2304.9: Wood structural panel sheathing (plywood or OSB)

Section 1609: Wind loads

ASCE 7: Structural load calculations and wind uplift pressure zones

The **International Residential Code (IRC)** also provides reference points for substrate specifications and fastening patterns:

Section R803.1: General requirements for plywood and OSB sheathing

Section R803.2: Thicknesses, span ratings, panel orientation, and fastening

Section R803.3: Structural metal panel sheathing

Section R803.4: Cold-formed steel framing for steel-framed homes

Table R502.3(1): Nailing patterns and common fastening types

Section R301: Design criteria

Section R905: Roof covering requirements

Conclusion

The location, climate, size, and slope of a building can greatly influence the selection of proper decking materials for metal roofs. Understanding the benefits and trade-offs between plywood and OSB, as well as proper purlin shapes and spacing, fastening patterns, and the relevant sections of the IBC and IRC, provides a solid foundation for building a durable, high-performance roof system. ***MR***

Residential Roofing Trends

Forecasts for Residential Metal Roofing: Keys to Growth This Year and Beyond

By Renee Ramey, Executive Director, Metal Roofing Alliance

The residential metal roofing market in the U.S. and Canada remains strong, not only driven by increased consumer awareness and building trends, but by market dynamics that are indicating a seismic shift in the market.

The Metal Roofing Alliance's (MRA) latest research indicates that metal roofing is anticipated to reach over 4.8 billion square feet in 2028, based on historical and forecast shipment square footage numbers. It also points to a 19% increase in growth for residential metal roofing from 2024 to 2028.

Metal roofing has become the second most popular residential roofing option, and the residential metal roofing market now represents an 84% share of the total amount of metal roof square footage being sold in the U.S. For residential metal roofing, re-roofing/replacement will continue to drive the majority of the market.

Metal's Time To Shine

Although asphalt roofing still dominates the U.S. residential roofing market, that's changing given serious concerns over performance, especially in regions that experience severe weather. The Florida Office of Insurance Regulation made headlines recently by publicly stating asphalt roof shingles often do not last as long as manufacturers claim. They point to more resilient roofing types such as quality metal that hold up far better in Florida's weather, and have a greater ability to withstand high winds, impact damage and hurricane conditions.

While no one suggests a Florida ban on asphalt is in the immediate future, the Insurance Institute for Business and Safety (IBHS) also is raising questions, saying that "asphalt shingles are failing American homeowners, and their durability has not advanced." (Source: Palm Beach Post, http://bit.ly/3ToBo5d, part of USA Today's Florida network).

In addition, according to Florida officials at this year's hearing of the Senate Banking and Insurance Committee [http://bit.ly/44zIaKx], asphalt shingle roofs only provide full protection against hurricane winds until they are about 10 years old. Counsel for the Insurance Institute for Business & Home Safety also stated that a 10-year-old asphalt shingle roof has a one-in-12 chance of damage from 60 mph winds. That chance goes up 25% against 90 mph winds and against 100 mph winds, the chance of damage rises to "nearly 100 percent."* (For context, Hurricane Katrina had sustained wind speeds averaging around 125 mph at landfall, with top wind speeds clocking in at 175 mph.)

Westlake Royal Building Products and Warrior Village Project provide hands-on technical training for how to install metal roofing to San Diego high school students. *PHOTO COURTESY OF WESTLAKE ROYAL BUILDING PRODUCTS/WARRIOR VILLAGE PROJECT.*

Like the debate happening now in Florida, asphalt roofing also may come under scrutiny in states like California, where the horrors of wildfire have taken a devastating toll. Proper roofing techniques and the use of ignition resistant materials such as metal roofs (which often carry a Class 4 rating for wildfire protection–the highest available) are continuing to gain favor with homeowners desperate to try and protect their home.

U.S. and Canadian homeowners are beginning to understand that quality metal roofing delivers improved performance, reliability and resiliency – and that concept is also being reinforced by the insurance industry.

Scramble for Insurance Has Homeowners Looking for Options

With climate threats increasing, so too are home insurance premiums and even the availability of policies. Many home insurers are demanding that homeowners take increased action to ensure their homes are less susceptible to the threat of costly damage and repairs due to extreme weather. In states like Texas and Florida, insurers are now offering incentives and premium discounts for homeowners who install quality metal roofs.

Traditionally, one of the barriers for homeowners who want to install a more resilient metal roof is its higher upfront cost as compared to cheaper asphalt options. But now, the playing field is starting to level. Metal's advantages—such as not having to repair or replace the roof as often, lower cost of ongoing maintenance, reduced energy costs and the potential for savings on home insurance premiums—make the value proposition better than ever. And increasingly, financing options are available that

can help homeowners spread their initial costs out over time.

Trade Talk: Making the Move to Metal

With all of its potential, there are still industry dynamics that may challenge the residential metal roofing market (along with the rest of the building and repair/replace industry) in the coming months. Tariffs, regional-specific housing slowdowns and talk of recession all contribute to uncertainty, yet the biggest challenges remain the need to bring more and younger workers into the field. The eye-opening facts:

- According to the National Association of Home Builders (NAHB), the industry needs 2.17 million more workers from 2024 to 2026 to overcome the labor shortage in construction. [http://bit.ly/4nxF3vk]
- Nearly 454,000 new workers are needed on top of normal hiring to meet industry demand [http://bit.ly/4lyqZjh]
- More than 1 in 5 construction workers are 55 or older, meaning that the labor need will only increase without new builders as these experienced workers begin to retire.

Training and attracting contractors and installers to help serve the growing market of homeowners looking for more resilient solutions like metal roofing is a challenge and an opportunity for organizations like the MRA and its members. Forward-thinking professional roofers are recognizing that resilient building practices aren't just a nice theory, and they are adjusting their offerings to address this major need ahead of the possibilities of more stringent building codes and insurance requirements.

Helping drive that change is a shift in private construction business ownership now transitioning to Generation Z and millennials owned/managed businesses. New generations of professional roofers will help drive new thinking and methods that break from the traditional ways residential roofing has "always been done" and lead the way to help homeowners find better solutions to protect their home in the face of a changing climate.

Fortunately, forward thinking companies such as MRA member Westlake Royal Building Products (WRBP) are setting an example not only when it comes to training, but how to entice young people to enter the field. For six years running, the company has donated its Unified Steel Coated Roofing product to the Warrior Village Project [https://warriorvillageproject.com/], which builds homes for unhoused San Diego veterans while providing training to the next generation of home builders. What makes this commitment particularly noteworthy is the educational component WRBP provides. The company provides hands-on technical training for how to install metal roofing to San Diego high school students, teaching them real-world skills and opening their eyes to future career opportunities, all while helping serve the community.

These types of programs are particularly important, because as of now, residential metal roofing is an underserved business. For other installers and contractors looking to get started in the field, MRA members recommend reaching out to reputable metal roofing manufacturers, many of whom offer free seminars and classes. Information and training also are available through organizations such as the Metal Construction Association (MCA). Additionally, the NRCA offers a ProCertification program for continuing education and skills development.

To ensure future opportunities and solidify metal roofing's many competitive advantages, it takes the industry working together. It may take some time and effort, but as the industry's rapid growth and success rate have demonstrated, the opportunity is ripe for the taking. ***MR***

Retrofitting Roofs for Solar

Why Metal Makes Sense

By Rob Haddock, CEO and Founder of S-5!

As solar energy adoption continues to rise across the United States, rooftops are emerging as one of the most strategic assets in the transition to clean energy. For the roofing industry, this is not just a passing trend—it's a long-term opportunity to grow alongside the solar sector, particularly in the retrofit and re-roofing market.

From a roofing perspective, the value of the rooftop has never been clearer. It serves its primary function—protecting the structure—but also offers an uncluttered, already-built platform ready to host solar photovoltaic (PV) systems without additional land or new infrastructure.

Rooftop solar is good for the environment and consumers alike. It helps reduce fossil fuel dependence, relieves stress on the electrical grid at a local level, and importantly—is a prudent investment that offsets the electrical bill for more than three decades (provided the roof lasts that long). For aging roofs, it presents a chance to upgrade the roof in tandem with a solar energy investment, delivering both immediate energy savings and a service life that far exceeds the 30-year objective stated.

Rooftop Solar Has Barely Scratched the Surface

Despite these advantages, rooftop solar is still in its infancy. According to *Rooftop Solar on the Rise,* a report by The Frontier Group and the Environment America Research & Policy Center, "America could produce the equivalent of 45% of the electricity we currently use

The 20-year-old roof of the McIndoe Clinic, a purpose-built consultation and day surgery facility for oral and maxillofacial surgery in the Bay of Plenty region in New Zealand, was retrofitted with a trapezoidal metal roof and a 29.5-kilowatt rooftop solar array utilizing the S-5! PVKIT rail-less solar mount.

from rooftop solar, yet, in 2022, rooftop solar provided only 1.5% of America's electricity."

The report also states that small-scale solar—most of which is installed on rooftops—generated only 61 terawatt-hours of electricity out of a possible 1,745 terawatt-hours based on available rooftop space. That's just 3.5% utilization.

Much of this untapped potential lies with existing buildings, many of which are overdue for re-roofing. This positions the metal roofing community for significant growth in retrofits that replace aging roofs with solar-ready systems, enabling solar installation at the time of re-roofing.

Metal Roofing: The Ideal Platform for Retrofits + Solar

Over the past four decades, well over 2 billion square feet of metal roofing has been installed in the U.S. annually, and that number continues to grow. Metal roofs are known for their durability, longevity, and sustainability—and now they are also recognized as the most solar-compatible roofing type.

Metal roofing is a natural choice for mounting solar PV because it provides:

- An ideal mounting surface
- A long service life that outlasts the solar system itself
- Lower installation costs thanks to easier mounting methods
- Sustainability and recyclability unmatched by other roofing materials

In re-roofing scenarios, choosing a metal roof ensures that the building won't require another re-roof halfway through the solar system's life.

Matching Service Lives: Why Metal Makes Sense

In commercial and industrial markets, a field and laboratory study by the Metal Construction Association [https://www.metalconstruction.org] indicates that standing seam coated steel roofing systems have a service life of up to 70 years.

That greatly exceeds the average

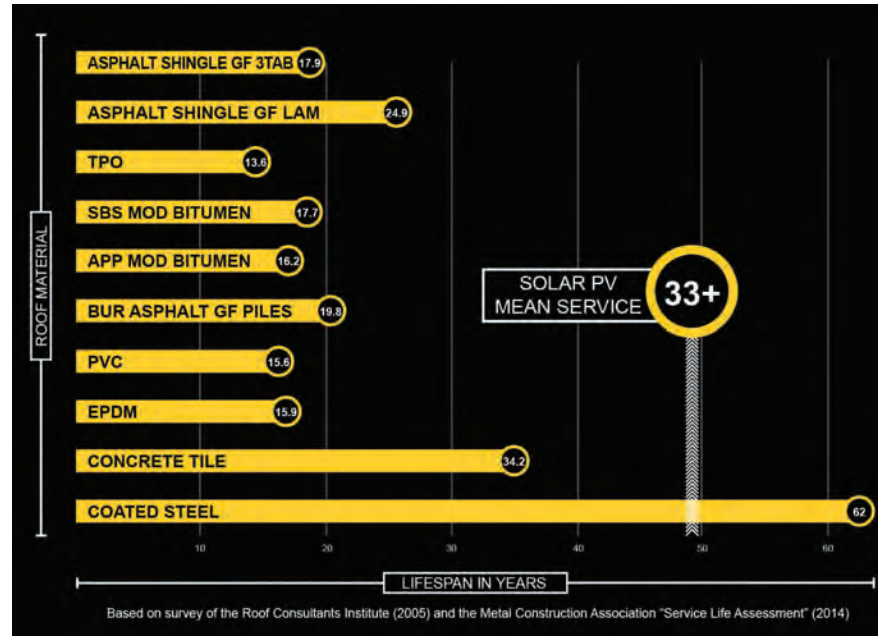


Diagram 1. Copyright S-5! Used with permission.

lifespan of a solar PV system, which ranges from 28 to 37 years, with a median around 32.5 years, according to a Berkeley study. This means a properly installed metal roof will outlive the solar array, avoiding costly and disruptive roof replacements during the lifetime of the solar PV system.

Most traditional roof types—like asphalt shingles or TPO—require replacement every 15 to 20 years. That's often before the solar system reaches even the halfway point of its useful life. High-end tile may be the only exception, but it comes with a high price tag and is also much heavier (1.5 psf vs. 5 to 8). Mounting solar to tile is a bit complex and very tricky to do without breaking tiles so the cost is also much higher than mounting to metal.

Avoid the Cost of Mid-Life Re-Roofing

When solar is installed on a roof with a shorter life expectancy than the solar system itself, it creates an expensive problem mid-life: dismantling the system, re-roofing, and re-installing everything, significantly increasing overall costs. This is why metal is the best choice for any retrofit involving solar installation. *(See diagram 1.)*

A number of exorbitant costs associated with completing a PV system/re-roof for a traditional (non-metal) roof include:

- Removing PV modules and racking system
- Decommissioning and re-commissioning the system
- Re-roofing labor and materials
- Reinstallation of the PV system
- Risk of damage to components or wiring
- System downtime, loss of energy production

With a metal roof, these costs are avoided entirely because the roof will still be going strong long after the solar array reaches the end of its life. *(See Diagram 2.)*

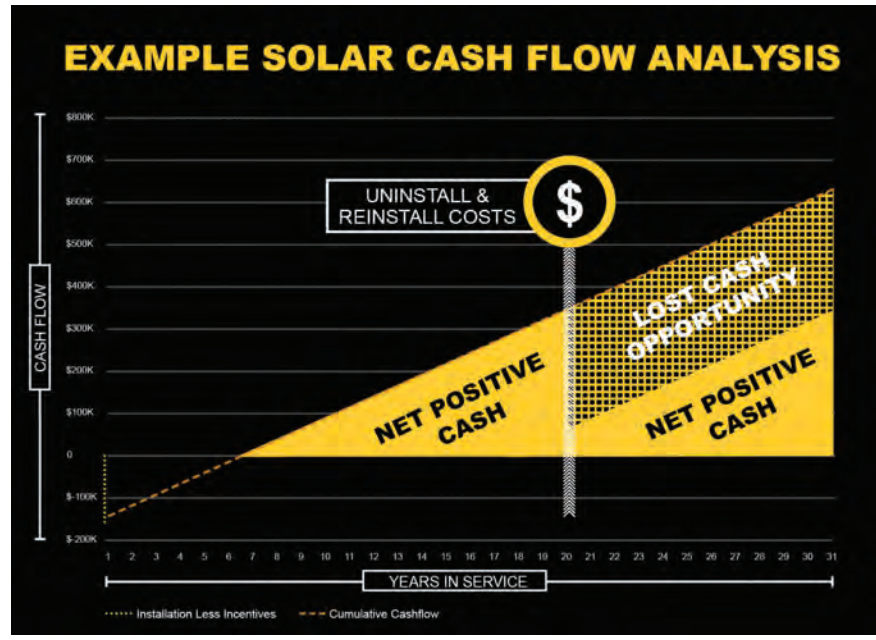


Diagram 2. Copyright S-5! Used with permission. FOR MORE INFORMATION, VIDEOS, AND WEBINARS ON SOLAR MOUNTING BEST PRACTICES ON METAL ROOFS, VISIT WWW.S-5.COM.

Metal Makes Solar Installation Easier

Metal roofing also offers the easiest and most cost-effective mounting method available. Solar modules can be attached directly to the seams or ribs of the roof, which obviates the expensive "railed" systems required to mount PV modules on non-metal roofs.

Standing seam metal roofing provides a distinct advantage as it requires no roof penetrations. This protects the waterproofing integrity and warranty of the roof while eliminating the need for mounting rails or additional structural supports. Other benefits of metal solar mounting include:

- Fewer components
- Lightweight materials—important in retrofits where the structural capacity may be limited
- Better load distribution
- Fast, secure mechanical attachment
- Lower labor costs

Sustainability, ROI & Long-Term Value

Beyond performance, metal is the most sustainable roofing material available. With an average recycle rate of 98% according to *Modern Steel Construction* (EAF statistics, May 2023), steel is one of the most recycled materials in the construction industry. It's also fire-resistant, low-maintenance, and can withstand extreme weather conditions. Pairing metal roofing with solar PV results in a system that is:

- More environmentally responsible
- Lower in lifecycle cost
- Higher return on investment
- Better aligned in service life and durability

The roof and the PV system should be treated as an integrated single asset that delivers the best financial and operational outcome.

A Shift Toward Durable Retrofit Solutions

Today's building owners are increasingly aware of the pitfalls of short-term thinking. The old mentality of "buy it cheap and replace it later" is losing favor, particularly among younger generations, who now demand long-lasting, low-maintenance construction with durability, energy efficiency and

sustainability as a priority.

These trends are especially evident in the re-roofing market, where metal roofing has a significantly larger share than in new construction (within the residential market). That's because more building owners are now choosing durable, future-proof systems—and pairing them with solar.

As the cost of solar has decreased significantly over the past decade, and with additional momentum from federal and local incentives as well as public policy mandates, the combination of metal roofing and solar PV has become even more financially attractive. The breakeven point and long-term ROI improve every year—especially with solar on metal roofs due to lower initial costs—making this pairing a smart and economically sound choice for retrofit projects.

Main Takeaway: Retrofit *The Right Way*™, the First Time

If a building needs a new roof and the owner is considering solar, retrofit it once and do it *The Right Way*. Installing a 30+ year solar system on a 15 or 20-year roof is like mounting a Ferrari engine on a Mini Cooper chassis. It's simply not built to last, and the consequences are expensive.

Building owners and roofing professionals must consider both the roof and solar system as a unified investment. Metal roofing is the most solar-compatible, cost-effective, and sustainable option for retrofit and re-roofing projects. It simplifies installation, avoids future liabilities, and maximizes ROI. ***MR***

About the Author

S-5! CEO and Founder Rob Haddock is a former contractor, an award-winning roof-forensics expert, author, lecturer and building envelope scientist who has worked in various aspects of metal roofing for nearly five decades. He began ground-breaking innovation of penetration-free ancillary S-5! attachment solutions in 1991 and holds 200+ U.S. and foreign patents. Together with his sons, they co-invented a rail-less direct-attach solar solution that provides a simple, secure method to "lay & play" PV modules with tested, engineered, cost-saving attachment to the only roof type that outlasts the solar—the metal roof.

METALCON 2025

METALCON Announces Show Programming and Highlights for Las Vegas

METALCON announces show highlights for this year's anticipated annual conference and tradeshow, taking place Tuesday, Oct. 21 through Thursday, Oct. 23 at the Las Vegas Convention Center.

From intensive pre-show workshops and certification programs beginning on Monday, Oct. 20 to 35+ free educational sessions conveniently located inside the exhibit hall to inspiring keynotes, top industry experts will share their knowledge with attendees who are eligible to earn a year's worth of continuing education credits (CEUs), including AIA and FL CILB learning units.

The only global event dedicated exclusively to the application of metal in design and construction is brought to you by 2025 sponsors: Mill Steel Company (premier level), Flack Global Metals (platinum level), CIDAN Machinery Inc., (diamond level), ABIS (silver level), and many more, along with long-time partner, the Metal Construction Association (MCA).

Morning Kick-Off Sessions will take place on Tuesday, Oct. 21, and Wednesday, Oct. 22, at 8:00 am, including a presentation by California architects Tryggvi Thorsteinsson and Erla Dögg Ingjaldsdóttir on *Breaking the Cycle of Wildfire Destruction: The Urgent Need for Fire-Resilient Construction*.

A standing-room-only audience turned out for the 2024 METALCON Keynote Address, delivered by Joe Theismann. *COURTESY OF NEUBEK PHOTOGRAPHERS*

Keynote Speakers

METALCON welcomes Clint Romesha, Medal of Honor recipient, as keynote speaker on Tuesday, Oct. 21, at 9:00 am. Recognized for his heroism during the Battle of Kamdesh in Afghanistan, Romesha received the Medal of Honor from President Obama in 2013. He's the bestselling author of *Red Platoon* and the inspiration behind the film *The Outpost*, starring Scott Eastwood and Orlando Bloom. Clint's story is one of courage, resilience and leadership under pressure—an inspiration to us all.

Then, on Wednesday, Oct. 22 at 9:00 am, renowned economic advisor, market researcher, and future trends analyst Alex Chausovsky will deliver a highly anticipated keynote address, entitled *Economic and Labor Market Update – What to Expect in 2025 & Beyond*. He will provide an in-depth analysis of construction-related data and offer comprehensive insights into the evolving tariff landscape, examining its implications for key industry players.

State of the Industry

Join industry experts and leaders from the MCA for a special State of the Industry panel presentation on Tuesday, Oct. 21 at 1:30 pm, to discuss current and future opportunities and challenges facing the metal construction industry such as recent technical developments, upcoming regulatory issues, resiliency in a turbulent building market, the superior sustainability of metal substrates and more.

MCA's Metal Mastery Clinics

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

METALCON Training Zone

Back by popular demand, the METALCON Training Zone sponsored by Sherwin-Williams returns to offer hands-on training for roofing contrac-

tors. This dedicated area features live demonstrations and education using a variety of mock-ups and materials such as painted steel, aluminum, zinc, copper and other exotic materials. Training will emphasize precise detailing and the use of appropriate tools, equipping contractors, remodelers and other professionals to elevate their skills, ensuring the best, most efficient and cleanest work when installing various metal roof systems (conducted in English and Spanish).

For Architectural Design Professionals

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

More Networking Than Ever

METALCON is introducing a variety of networking opportunities to foster communication and collaboration among industry peers. From the lively welcome party and happy hours to engaging speed networking, attendees can also unwind at The Back Yard. Metal and Mimosas, one of our signature networking events designed to bring together women in the industry for meaningful connections and conversation, takes place on Tuesday. This year, Jennifer Wilkerson, vice president of innovation and advancement at the National Center for Construction Education and Research, is the featured guest speaker. Back by popular demand, is our Future Leaders young professional program on Thursday. These events offer abundant opportunities for participants to exchange ideas and forge valuable connections.

New This Year!

Attendees are invited to start their Las Vegas experience a day early by connecting with nature and giving back. Join a memorable half-day adventure exploring the awe-inspiring Valley of Fire, led by Corporal Adam Bautz, U.S. Marine Corps (Ret.), founder and lead guide of Outdoor Travel Tours —50% of every participation fee will be donated back to Semper Fi & America's Fund.

METALCON Top Product Awards

On Thursday, Oct. 23 at 2:30 pm., top product award winners recognizing the most innovative products and technologies shaping the metal construction industry will be announced.

Learning Centers

METALCON's free education sessions are 60-minute sessions from 10:15 am to 2:30 pm Tuesday-Thursday, which are organized into four learning centers on the show floor: Installation & Techniques; Building Performance; Business Growth & Innovation; and the Metal Masterclass. Attendees can earn up to 14 hours of CEUs.

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

- Metal Roof Installation Training Certificate Program Parts 1 and 2
- Roll Forming for the Metal Construction Industry Parts 1 and 2
- Metal Roofing from A (Aluminum) to Z (Zinc)
- Low Slope Detailing Workshop – Certificate Course
- Advanced Metal Exterior Installation Techniques for Roofing & Building Contractors
- The Blueprint to Back Office Success: Managing Credit and Collections in Construction

Each year, METALCON gives back to the local community where the show takes place. METALCON is proud to announce its ongoing partnership with Semper Fi & America's Fund (The Fund), a non-profit organization dedicated to helping veterans in all branches of the military. On the closing day of the show, a check presentation ceremony will be held at The Deck at 10:00 am, together with local representatives of The Fund.

"We're excited to return to Las Vegas—one of METALCON's most dynamic host cities," said Judy Geller, Vice President of METALCON. "This year's show is a can't miss experience for anyone in the world of metal construction, with hundreds of exhibits showing the newest innovations, wide-ranging networking opportunities, hands-on training, and targeted education for contractors, installers, architects, designers, engineers, developers and building owners."

www.METALCON.com ***MR***

Suppliers Receive Metal of Honor Awards at Post-Frame Builder Show

Many of the exhibiting companies at the second annual Post-Frame Builder Show were awarded their Metal of Honor awards from Metal Roofing Magazine. Those companies are shown here receiving their Metal of Honor awards and, in some cases, their Gold Key of Excellence awards from Rural Builder magazine.

Please continue to support those companies that support you by casting your vote for the 2026 Metal of Honor awards when the 2026 ballot is announced and published in the December edition of Metal Roofing.

To any Metal of Honor-winning companies who are not pictured here, we invite you to send us a photo of an employee/employees holding the plaque and we'll publish it in a future edition. **MR**

From L-R: Keri Kelly, Shaté Santos, Clint Renninger, Bonnie Beck, Olivia Holmes, Jeff Angelo, and Spencer Davis receive Everlast Roofing's 23rd Gold Key of Excellence award and Everlast Metals' 19th Metal of Honor award. SHIELD WALL MEDIA PHOTOS.

Brad Wasley (L), Sadie - Chief Morale Officer & Lead Generator, and M.J. Wasley are awarded Ace Clamp's 11th Metal of Honor award and third Gold Key of Excellence award.

The Bradbury Group's (L) Ben Schmidt and Joel McAdams receive the company's third Metal of Honor award.

Account Managers Paul Dooge and Blake Burich receive AkzoNobel's 13th Gold Key of Excellence awarded by Rural Builder Magazine.

Dripstop's Chris Davis (L) and Robert Christman accept the company's seventh Gold Key of Excellence award and fifth Metal of Honor award.

Acu-Form's Wayne Troyer (L) and Grant Miller accept the company's third Metal of Honor and fifth Gold Key of Excellence awards.

Graber Post Buildings representatives (L-R) Kevin Fox, Trent Wagler, Matt Meredith, Delmar Wagler, and Tim Fox receive the company's 23rd Gold Key of Excellence award and fourth Metal of Honor award.

Receiving the Metal of Honor (2nd) and Gold Key of Excellence (7th) awards for United Steel Supply were (L-R) Joe Dewes, Peyton Mattis, Kelly Gillmore, and Steve Heberling.

Metal Roofing Magazine editor Karen Knapstein presents Jeremy Henson, ASCO USA, Inc., with the company's first Metal of Honor plaque.

Levi's Building Components staff (L-R) Mike Eshelman, Shannon Zimmerman, Caitlyn McVey, Claudia Conard, Mike O'Hara accept the company's 16th Gold Key of Excellence and fifth Metal of Honor.

Fabral's Michael Vaughn (L) and Brandon Atkins receive the company's 16th Metal of Honor award.

Formwright, which specializes in trailers for portable roll formers, received its second Metal of Honor award in 2025.

MWI Components representatives (L-R) John Knable, Barry Broxterman, and Bob Nelson receive the company's 23rd Gold Key of Excellence and 18th Metal of Honor.

Hixwood's Noah Oberholzer (L) and Matt Wilson accept the company' fourth Gold Key of Excellence and fourth Metal of Honor award.

Chris Glick (L) and Amos Lichtenberger received the Gold Key of Excellence (4th) and Metal of Honor (10th) for Snap-Z.

Dave Quehl holds Direct Metals Inc.'s 11th Gold Key of Excellence award. The company also received its fourth Metal of Honor award in 2025.

Roof Ventilation

Ventilation and Moisture Control in Metal Roofing: Why It Matters

By Metal Roofing Magazine Staff

Proper ventilation and moisture control are essential to the performance, durability, and energy efficiency of metal roofing systems. Overlooking these elements can lead to condensation, mold growth, structural damage, and a shortened roof lifespan. In this article, we explore the critical role of ventilation in metal roofs, drawing on insights from industry experts and established best practices.

The Role of Ventilation

Ventilation is key to regulating temperature and moisture levels by facilitating consistent airflow in and out of the roof system. In metal roofing, a well-designed ventilation system helps prevent the buildup of heat and moisture in the attic or roof cavity.

A proper system includes both intake and exhaust components. Intake vents—usually located at the eaves or in soffits—bring in fresh air, while exhaust vents, such as ridge vents, allow warm, moist air to escape. This continuous airflow reduces the risk of condensation and heat accumulation that can otherwise degrade roof performance over time.

The International Building Code (IBC) and International Residential Code (IRC) require a minimum ventilation ratio of 1:150 (1 square foot of ventilation for every 150 square feet of attic space). When certain conditions are met—such as balanced intake and exhaust—this can be reduced to a 1:300 ratio. Always check local codes for specific requirements. Online ventilation calculators can simplify this process by determining the amount of ventilation needed based on square footage.

Proper ventilation also helps address real-world challenges. In cold climates, everyday activities like cooking and showering generate indoor moisture that can lead to frost forming on the underside of the roof deck. Ventilation helps keep the roof deck temperature closer to that of the outdoors, reducing frost buildup and the risk of ice dams and leaks. In warm weather, ventilation helps expel hot attic air, contributing to occupant comfort and extending the life of roofing materials.

Snap-Z ridge vents fit are hidden in the shadow line of the ridge cap.
PHOTO COURTESY OF SNAP-Z

For ventilation to be effective, it must be balanced. Exhaust vents should make up no more than 50% and no less than 40% of the total ventilation area when using the 1:300 ratio exception. Ridge vents are among the most efficient exhaust options, but they only work well when paired with adequate intake vents, typically installed in the soffits or low on the roof slope. Imbalanced systems—too much exhaust or too little intake—can lead to poor airflow, trapped moisture, and performance issues.

Moisture Control

Moisture control goes hand in hand with ventilation. When warm, humid air encounters cooler surfaces within the roof structure, condensation can form. Left unchecked, this moisture can lead to a range of problems, including mold, rot, corrosion, insulation damage, and unpleasant odors.

To reduce the risk of condensation, consider moisture control early in the design process. Choose underlayments that act as vapor barriers, seal all joints and penetrations properly, and select materials that resist moisture absorption. Regular inspections can help identify early signs of water damage or mold so issues can be addressed before they escalate.

Best Practices

Plan Early: Address ventilation and moisture control in the design phase to integrate solutions efficiently and cost-effectively.

Balance the System: Ensure a balanced ratio of intake and exhaust vents. A slight preference for more intake helps avoid negative pressure.

Choose the Right Materials: Use moisture-resistant underlayments and insulation designed specifically for metal roofing systems.

Inspect Regularly: Conduct routine checks for blocked vents, deteriorated seals, or signs of moisture accumulation.

Adapt to the Climate: Tailor your approach based on regional climate factors like humidity, temperature swings, and seasonal weather patterns.

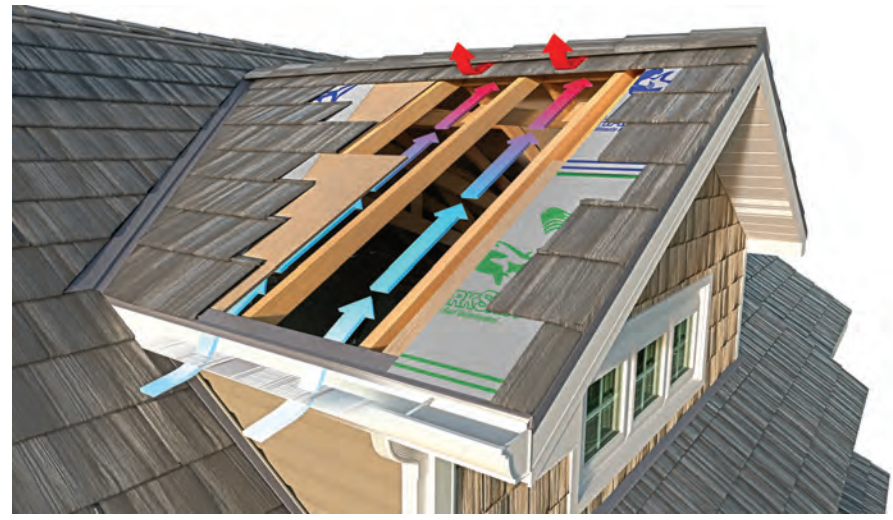
Conclusion

Effective ventilation and moisture control are vital to the long-term success of metal roofing systems. By understanding airflow and moisture dynamics and applying best practices from design through maintenance, building professionals can help ensure that metal roofs perform reliably, remain energy-efficient, and provide a healthy environment for occupants. ***MR***

Importance of a Cool Roof and Attic Ventilation

By ProVia

Protecting up to 60% of a home's exterior surface, the roof plays a crucial role in protecting a home from severe weather, heat and cold. ProVia has engineered a complete metal roofing system with components engineered to work in concert that protect from the elements outside to prevent long-term damage inside. To do that, the roof needs to provide proper attic ventilation.



Proper ventilation allows a metal roofing system to protect a structure from the elements outside and prevent long-term damage inside. *PHOTO COURTESY OF PROVIA*

Why Attic Ventilation Is So Important

Perils of Not Venting

In the winter, the attic air under an unvented roof becomes warmer than the outside air, allowing snow to melt. The melted snow can travel to the eaves, where it can re-freeze and back up under shingles, contributing to ice dams that can ultimately damage a home.

As the ice dams under the roof melt, they can stain and damage ceilings, flooring and walls. The moisture can soak the insulation in the attic, causing it to lose R-value, and turning it into a welcoming environment for mold and mildew.

In the summer, an unvented roof will make the overall home hotter and harder to cool, increasing air conditioning expense.

Year-Round Ventilation Benefits

Proper venting, however, makes all the difference. In winter, it allows the roof to remain cold, which prevents the snow from melting and contributing to ice dams.

In the summer, venting allows hot air to escape, keeping the overall house cooler, lowering energy costs and reducing roof deterioration. Roof system ventilation also reduces indoor temperature extremes in the summer, keeping the upper and lower floors at a more even temperature and increasing a home's overall comfort.

Ventilation provides another important advantage because it allows built-up moisture to escape. This reduces condensation and lessens the risks of mold, mildew and fungus growth. It also minimizes the likelihood of wood rot.

How Metal Roofing Ventilates an Attic

Air enters the roof through soffit vents and rises to the top of the attic as it warms up. Vents at the ridge of the roof allow the warmer air a natural exhaust point.

Proper ventilation is an integral component of ProVia's metal roofing system, which was designed with high performance and long life in mind. Our steel roofing system is comprised of five main elements, each providing important benefits:

Ice and Water Shield – a self-adhesive layer that protects the roof substrate from ice dams

Underlayment – a water-resistant barrier that provides additional protection from condensation and severe weather

Roof Panel – steel panels that deliver the right design touch combined with outstanding resistance to weather hazards

Ridge Vent – where the hot air escapes, preventing snow melt in the winter and decreasing heating costs in the summer

Ridge Cap – a pleasing-looking finish to the metal roofing, installed over the ridge vent itself

Metal Roofing for All Seasons

Whether a residence is in a hot climate or cold climate – or somewhere in between – ProVia's metal roof system provides outstanding value and protection for a home. ***MR***

Retrofit Problem Solvers

How Model T Sub Purlins 'Control the Roll'

By Roof Hugger

Metal roofs move. Expansion and contraction caused by temperature change, as well as loads caused by snow and wind, create engineering issues that need to be solved when installing a metal-over-metal retrofit system.

One consideration during the design of metal framing concerns "roll" or the tendency of a structural member to rotate from its intended axis. Metal building purlins are the members most contractors are familiar with, along with that pesky bridging that manufacturers make you install between the purlins to keep them perpendicular to the frames they attach to.

During a roof retrofit, the sub-purlins have the same roll tendency that can be caused by a variety of stresses:

- Snow drag
- Roof pitch and panel length
- Original roof is mounted on a tall clip or over a compressible material.

In snow country, it's common to have some sort of snow retention system installed on a metal roof. Snow guards and snow fencing or rails are designed and very effective at preventing dangerous avalanches. That means the snow stays on the roof, creating an extra load on the roofing system.

The patented Model T from Roof Hugger has a field bend-out bracket that fastens to the existing roof ribs and helps resist the drag loads caused by snow, wind or thermal expansion. This easy-to-install bracket controls "roll" of the sub-purlin system.

Roof panels mounted on tall clips and roofs installed over decking and rigid insulation present a unique problem for retrofitting. The pan of the original roof sheet is held between 1 to 4 inches above the existing purlins or deck to reduce thermal transfer between the roof and the structure. These systems also achieve a much higher R-value because thermal break can be installed between the roof and existing purlins or deck.

Anti-rotation arm being attached. *PHOTO COURTESY OF ROOF HUGGER*

Tall clip roof systems use a special proprietary standoff fastener that was created by Roof Hugger to properly hold the company's sub-purlins in the correct position on the existing roof panels. Rigid insulation over deck assemblies typically employs sleeves and long fasteners for attachment. Both then use the Model T sub-purlin, with its unique "anti-rotational arm," to prevent the sub-purlin from rolling under load. The roll occurs because the material between the existing purlin and original roof panel is compressible and any Z sub-purlin will roll without something to resist it.

As durable and long-lasting as they are, eventually, all metal roofing systems will need to be replaced or retrofitted with a metal-over-metal system using sub-purlins. When it is necessary to retrofit these roofs, it can be difficult to get a solid connection to support the new roof panels. Roof Hugger pioneered and patented a complete system for these roofs. Like all Roof Hugger sub-purlins, the Model T has been lab tested and delivered to the market as a proven part of a retrofit system.

Understanding this problem led to the innovation of the Model T, creating another simple, structurally correct, easy-to-install solution for retrofitting tall clip standing seam roofs.

Another interesting dimension to this unique part is that it has recently been shown to be capable of adding some strength to an existing purlin system. ***MR***

PHOTOGRAPHY COURTESY OF ARROWHEAD ROOFING & SHEET METAL

PROMOTE THE POSSIBILITIES OF METAL ROOFING

Did you know Metal Roofing Magazine publishes a Project of the Month in every edition to showcase the incredible versatility of metal roofing?

Best of all, this is a free editorial opportunity—meaning YOUR project could be featured in a nationally distributed magazine!

If you design, manufacture, or install metal roofing systems, we'd love to highlight your work and show the world the incredible possibilities of metal roofing. **Submit your project today and get featured in Metal Roofing Magazine!**

Help us showcase what can be achieved with metal.

Upload your project today at **https://readmetalroofing.com/metal-roofing-project-submission-form/**

Submitting is easy! Just send us:

- **A list of materials used**
- **A few great photos**
- **A brief description of the project**

If you have questions about the Project of the Month or any other editorial feature in Metal Roofing Magazine, contact the editor: Karen Knapstein • 715-952-1633 • karen@shieldwallmedia.com

Unlock Media Coverage

Master the Art of the Press Release

By Karen Knapstein

If your organization does not employ a public relations firm or in-house PR specialist, you can still benefit by mastering the basics of media relations. Editors constantly search for compelling stories. Share how you developed a product that solves a common problem, how your company is innovating and transforming the industry, or highlight a special project or notable achievement by your team. When you present an engaging story, you can expect nearly immediate media coverage that justifies your efforts.

For example, Rural Builder and Frame Building News covered the story of Wick Buildings erecting its 75,000th building in 2019. Although the structure was simple, the milestone demonstrated significant progress. Without a press release, this news might not have reached tens of thousands of readers—and the resulting editorial coverage came at no cost.

The Press Release: Your Essential Tool

A press release is the cornerstone of public relations. This simple tool can secure free media coverage when used correctly. A press release is a short, compelling news story that you send directly to targeted media contacts. Although PR professionals often write these releases, you can craft one yourself with a bit of basic guidance.

If you have genuine news, you stand a strong chance of capturing the attention of journalists and editors. To succeed, you must break through the clutter and communicate clearly. Your press release should offer unique, relevant information in a well-written format. The less time an editor needs to spend editing your story, the better your chances of reaching the audience that can help grow your business.

Deliver a concise, newsworthy piece to media professionals, and you will gain free exposure for your business, event, or products.

Making a Great First Impression

Crafting a Compelling Subject Line and Headline

To ensure your press release is read, start with a strong email subject line and headline. Fiona Maguire-O'Shea, a PR consultant in the architecture, engineering, and construction industry, explains that the subject line often determines whether an editor opens your email. With hundreds of press releases landing in inboxes each day, your subject line must stand out. Don't leave your headline as an afterthought—invest time brainstorming ideas with your colleagues. Your headline serves as your second chance to captivate the editor; make both elements compelling.

10 Reasons To Write A Press Release

- Milestone anniversary
- New product, material, technology, or service
- New program for advancement/betterment of the trade
- Outstanding achievement (company or staff member)
- Business location change/expansion
- Accolades/awards
- Staff promotion/staff addition
- Public service work/engagement
- Branding changes
- Merger/acquisition

Writing the Body of Your Press Release

Your press release should present clear facts rather than a hype-filled sales pitch or self-congratulatory puff piece. Follow the principle of "just the facts" and begin by establishing a strong news hook. Immediately address the essential questions: who, what, when, and where. Maguire-O'Shea suggests using a delayed lead approach—first setting the background and tone, then providing specifics. Subsequent paragraphs should answer the why and how while adding compelling details about your story and key players.

Include a brief, relevant direct quote from your company's CEO or another spokesperson. Craft the quote carefully so that it indirectly promotes your product or service without merely praising your business. Finally, conclude with an "About Us" boilerplate that describes your company's operations, target audience, and history, ending with "For more information, visit [website URL]."

Press Release Do's and Don'ts

Avoid marketing jargon, sales hype, and unnecessary fluff, as these diminish an editor's interest and hurt your credibility. Instead, focus on delivering clear, concise information. Research the publications and editors you wish to reach, and tailor your press release to their interests. Maguire-O'Shea advises keeping your press release short—ideally one page, no more than a page and a half—with paragraphs limited to two or three sentences.

Distributing Your Press Release

Press release distribution services can cost anywhere from $100 to several thousand dollars, depending on the service and reach. However, you may achieve better results by building your own media contact list and establishing personal connections. Recognize that each publication may have multiple appropriate contacts, and personalize each email rather than using a blind cc. When sending your press release, paste it directly into the body of the email instead of attaching it as a PDF. This approach reduces the risk of your message ending up in the junk folder and makes it easier for editors to read and publish your story.

Enhancing Your Release with Visuals

Both print and online media thrive on visuals. Include one or two clear, high-resolution images to add visual interest and help your story stand out. Showing your audience a product innovation is far more effective than merely describing it. Provide images up front with photo accreditation so that editors do not need to request them.

The Importance of Following Up

Editors receive countless communications every day, so following up is crucial. Within a few days, send a follow-up email that offers additional relevant information or suggests an interview with your company's CEO or designated spokesperson. Avoid simply asking if the editor received your email—add value to your follow-up.

And Follow Through

Maguire-O'Shea also advises that after securing media coverage, the next critical step is to share it with your staff. "Doing so not only boosts morale and reinforces the positive impact of the company's work, but it also ensures alignment with the company's public image. Sharing media coverage provides employees with valuable insights from experts within the company, including technical knowledge and advice, product updates, and details on special projects—giving them a deeper understanding of the company's initiatives and goals," she said.

Equally important is sharing the coverage with your marketing team and other relevant departments so they can amplify it on social media channels. This extends the company's reach and visibility, helping to increase brand recognition. By doing this, staff gain a clearer perspective on how their contributions fit into the company's larger mission. This knowledge not only informs employees but also empowers them to communicate the company's story more effectively, both internally and externally.

You know your products, services, and industry best. If you are ready to make a significant impact, inform the media. Your proactive approach in sharing news can generate valuable exposure that benefits everyone involved. ***MR***

Editor's Note: *If you're not online, feel free to contact me, Karen Knapstein, via telephone with questions about how to get your construction-related news included in the Metal Roofing Magazine news coverage. Reach me at 715-952-1633.*

Three Keys To Writing An Effective Press Release

By Fiona Maguire-O'Shea

1. Determine if It Is Truly Newsworthy

Make sure your press release is truly newsworthy. As a PR consultant, I have had to push back at times and say to my client, "I'm sorry, but that information does not substantiate a press release." Talk through with your colleagues or PR professional to determine newsworthy content. You will discover you have a real story to tell; it just might need to be told from a different angle than you originally thought. You need to know the difference between what is press release worthy vs. what should be shared in an email with your customers, or a post on your website or social media.

2. Write It, Revise It & Sleep on It

After you are happy with what you have written, make sure at least one other set of eyes reviews it. Revise it and revise it some more. Then, sleep on it. You will always come back with a fresh perspective and new ideas to improve your press release the next day. In my 30 years of writing press releases, I have always found a way to improve a press release the following day.

3. Follow Up

Because editors receive so many press releases, it is imperative you follow up within a few days. And, when you follow up, it is not to say, "Did you receive my email?" Perhaps, provide some further relevant data or ask, "Can I interest you in an interview with our company's CEO (or designated spokesperson)?"

Fiona Maguire-O'Shea *is a PR consultant with 30 years of experience in the A/E/C industry and a regular contributor to Metal Roofing and Rural Builder Magazine. You can find her at www.linkedin.com/in/fionamaguireoshea*

project of the month

Roof Works Hard & Looks Sharp

Project Spotlight: kYodai Residence, Stillwater, Minnesota

The kYodai residence isn't just another custom home—it's a good example of how smart design and durable materials can work together. Located in Stillwater, Minnesota, this house combines clean, modern lines with solid building choices, including a sharp-looking standing seam metal roof in matte black.

The design takes a page from Frank Lloyd Wright's Bear Run-style architecture, but with a modern twist. The home features bold roof angles, wide overhangs, and natural wood siding. The metal roof plays a big role in the home's look and long-term performance.

Roofing That Works—and Lasts

The roof on the kYodai home isn't just there to look good—it was picked for performance and reliability. The standing-seam roof system is a solid choice because:

Sleek Look: The straight lines of standing seam panels pair well with the modern shape of the house.

Bold Color: The Matte Black PVDF finish adds a powerful contrast to the surrounding wood tones, creating both drama and balance in the overall design.

Tough Material: Manufactured from heavy-duty 24-gauge Galvalume steel and finished with a premium PVDF coating, CMG's panels deliver top-tier resistance to fading, chalking, corrosion, and surface wear—even through Minnesota's ever changing weather conditions.

Low Maintenance: Unlike traditional roofing materials, standing seam metal roofing is engineered to eliminate cracking, curling, or deterioration. The snap-lock standing seam system minimizes penetration points, reduces maintenance needs, and protects against wind uplift.

Project Overview
Location: Stillwater, Minnesota
Contractor/Installer: Iconic Construction, LLC
Builder: Hagstrom Builder
Architect: Imprint Architecture & Design, LLC
Photographer: Round Three Photography, LLC
Roof Size: 3,500 sq. ft.
Roof Pitch: 3/12
Roof Panels: CMG 24 ga. 1" Standing Seam
Coating: CMG Matte Black PVDF

Energy Efficient: The reflective coating helps keep the house cooler in summer by bouncing back solar heat.

Built with Sustainability in Mind

More builders are looking for ways to reduce waste and energy use—and metal roofing fits right in. Here's how the kYodai project supports sustainable building:

Recyclable Roofing: CMG uses high percentages of pre and post consumer recycled materials. At the end of its long life, the metal panels can be fully recycled.

Longer Life = Less Waste: With a potential lifespan of 40 to 70 years, this roof won't need replacing any time soon.

Energy Savings: The design and materials help the home use less energy for heating and cooling.

A Word from CMG

"At Coated Metals Group, we don't just supply metal roofing. We partner in architectural vision, and full envelope roofing system solutions," says Max Woodward, General Manager of CMG Minneapolis. "The kYodai residence is a perfect example of how form and function come together when builders, architects, contractors, installers, and suppliers share a commitment to quality, craft, and longevity." ***MR***

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CONSTRUCTION SURVEY INSIGHTS

By Gary Reichert, Publisher

Survey Data: What do you need to know?

One of the nice things about a small company is it provides a degree of flexibility. We do our primary CSI-Survey in the fall. When special circumstances arise, we do additional market sentiment measures. We did one early this year to provide a comparison before and after the election. In past years we would also do a mid-year survey.

We have done surveys on everything from preferred metal roofing colors to what size footer plates builders use for post-frame building projects.

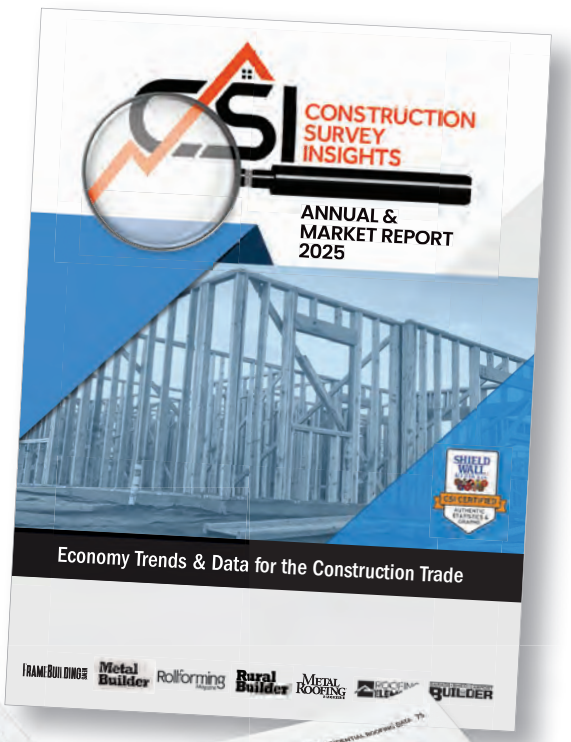
What information would help you?

We are mid-year and have a gap in our schedule. I would like to fill it with a great survey idea. What should it be?

If you have an idea of a simple topic (it should be five questions or less), share it and maybe we will do your survey!

We can write the questions, we just need you to tell us what you want to know.

Thanks for your help. Send suggestions to gary@shieldwallmedia.com. ***MR***



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Metal Roofing Magazine
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