

METAL ROOFING® MAGAZINE

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Vol. 25 • No. 1

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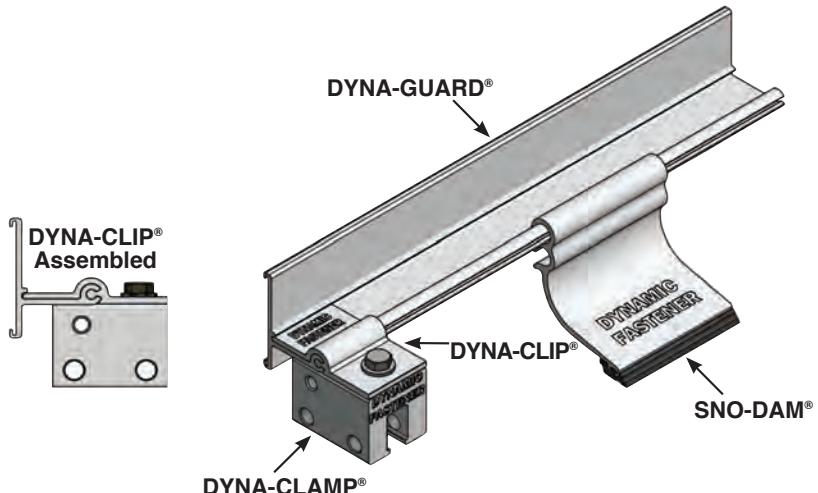
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Welcome To 2026

The year is starting with a bang. The reception for *Max Builds a Metal Roof* was off the charts. We offer a huge thank you to the sponsors and others who helped. If you would like a copy or copies, they are available by emailing max@shieldwallmedia.com. Just send us the address and we will mail the books.

We would also like to welcome Tim Bentley as our new Director of Sales. Over the next few months, Tim will be assuming advertising sales responsibilities. His background is in the construction trades so he understands the industry. Our objective

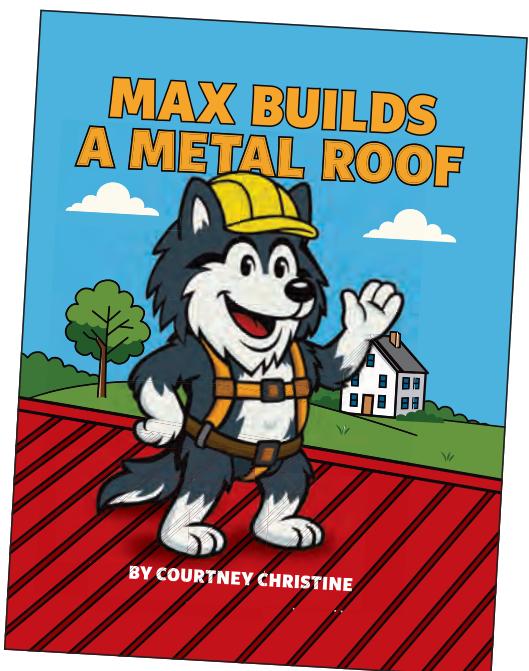
remains the same: Our job is to help you succeed.

The easiest way to reach Tim is via email at tim@shieldwallmedia.com.

I am still here and this will free me up to develop other initiatives and expand on the Max Builds concept to bring more young people into the construction trades.

Thanks for 25 years of *Metal Roofing* and have a happy, healthy and profitable 2026.

Gary Reichert, Publisher
gary@shieldwallmedia.com



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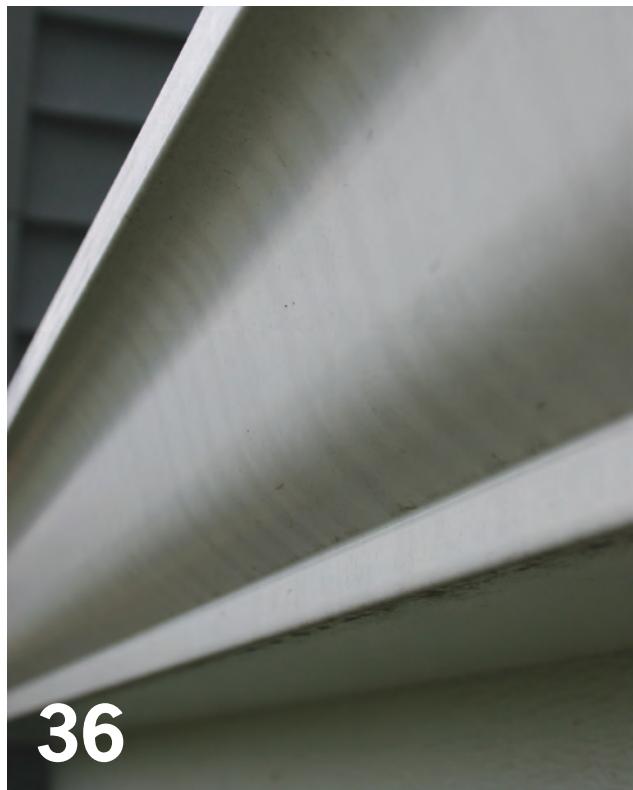
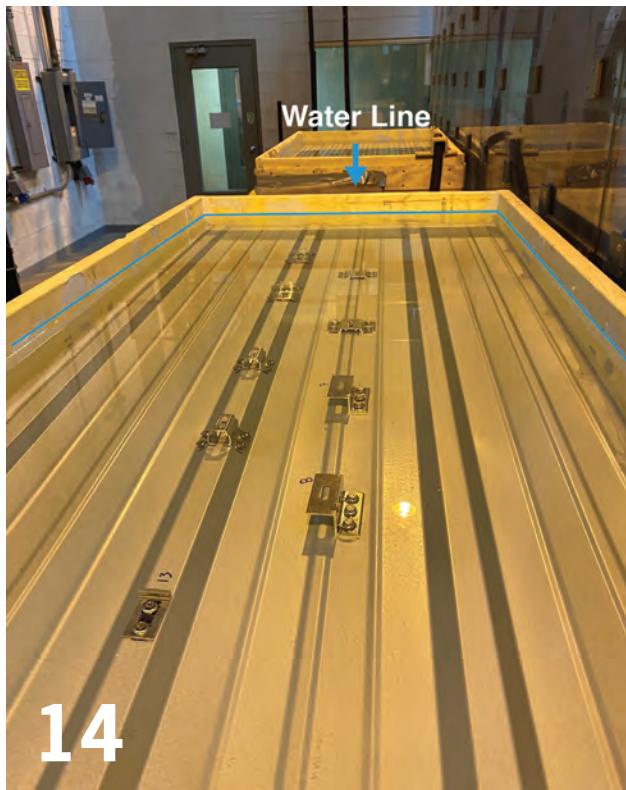
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This edition's Project of the Month (page 48) was contributed by Green Knight® Metal Roofing. Upload your own project for publication at <https://readmetalroofing.com/metal-roofing-project-submission-form/>, or contact the editor for more information.

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karen@shieldwallmedia.com**

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*Gary Reichert,
Publisher, Shield Wall Media*





MFM Building Products to Celebrate 65th Anniversary

MFM Building Products, a manufacturer of a full envelope of waterproofing and weather barrier products for the building industry, will be celebrating the company's 65th Anniversary in 2026.

MFM Building Products was founded in 1961 in Coshocton, Ohio. Initially, the company manufactured products used for wrapping underground pipe to protect from water penetration and pipe

contents becoming contaminated. Over the years, MFM expanded this technology to develop sealing and waterproofing products for use within the building envelope. In July 2017, MFM became a 100% employee-owned ESOP company that still holds true to its original core values.

Today, MFM manufactures a wide array of self-adhered weather barrier products that include low-slope roofing membranes, roofing underlays, window and door flashing tapes, multi-purpose waterproofing membranes, specialized waterproofing tapes, and HVAC duct and pipe wrap. These exterior, waterproofing membranes are self-adhering and self-sealing for ease of installation and complete waterproofing protection.

MFM products are manufactured in the United States and sold through an

extensive distributor network around the globe. The company's products qualify for the Buy American Act (BAA) and Build America Buy American Act (BABAA).

According to Tony Reis, President, "MFM can offer our customers a complete envelope of waterproofing solutions – everything from the rooftop to the foundation. This single-source option gives our customers several competitive advantages."

Steel Dynamics Acquires New Process Steel

Steel Dynamics, Inc. has announced its completion of the acquisition of the remaining 55% equity interest in New Process Steel, L.P. ("New Process Steel" or "New Process"). New Process Steel is a metals solutions and distribution supply-chain management company headquartered in Houston, Texas, with



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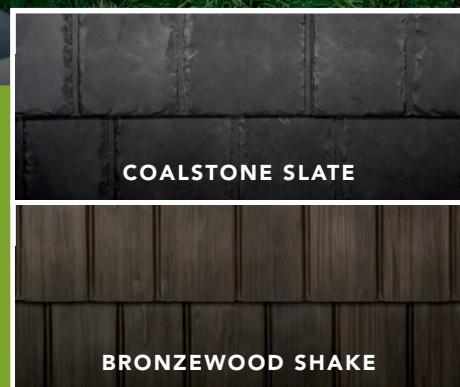
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ProVia metal roofing in Coalstone Slate

Introducing Coalstone Slate and Bronzewood Shake, bold new metal roofing colors from ProVia. Coalstone is an intense charcoal gray, and Bronzewood is a deep, brindled brown – both shades offering dramatic ambience to any exterior color scheme, and the crowning touch to a stylish aesthetic. ProVia combines the strength and durability of 26-gauge steel with the contemporary curb appeal of deep, dark shades to deliver the long-lasting metal roofing your customers want.



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a focus toward growing its value-added manufacturing applications.

New Process Steel is a prominent North American metal products manufacturer and supply-chain solutions provider, headquartered in Houston, Texas, with two manufacturing locations in Mexico and four manufacturing locations in the U.S., two of which are located at Steel Dynamics' Butler, Indiana, and Columbus, Mississippi, divisions. New Process Steel was purchased in 1952 by Gene Fant, the father of New Process' Chief Executive Officer, Richard Fant. Richard Fant has significantly grown, modernized, and diversified New Process during his over 25-year tenure as CEO. New Process employs approximately 1,275 individuals and is currently Steel Dynamics' single largest flat roll steel customer.

Steel Dynamics has facilities located throughout the United States and in Mexico. The company operates using a circular manufacturing model, producing lower-carbon-emission, quality products with recycled scrap as the primary input. The company is one of the largest domestic steel producers and metal recyclers in North America, combined with a meaningful downstream steel fabrication platform. It is also currently investing in aluminum operations to further diversify its product offerings, with plans to supply aluminum flat rolled products with high recycled content to the countercyclical sustainable beverage can industry, in addition to the automotive and industrial sectors.



Roof Hugger is an LSI Group brand.

Worthington Enterprises To Acquire LSI Group

Worthington Enterprises Inc., a designer and manufacturer of brands that improve everyday life by elevating spaces and experiences, has announced it has signed a definitive agreement

to acquire LSI Group, LLC (LSI) of Logansport, Indiana. LSI, which includes the brands BPD, Logan Stampings, LSI Metal Fabrication and Roof Hugger®, is one of the largest U.S. manufacturers of standing seam metal roof clips and retrofit components in the commercial metal roof market.

Worthington Enterprises plans to purchase LSI Group for approximately \$205 million with cash on hand and borrowings under the company's revolving credit facility. The transaction is expected to close in January 2026, subject to regulatory approval and other customary closing conditions.

Demand for resilient, energy-efficient and durable roofing systems is expected to continue growing as building owners prioritize stronger, code-compliant structures in response to evolving weather patterns and manage rising energy costs and aging commercial building infrastructure, especially as roofs built during the construction boom of the early 2000s are now reaching the end of their service life. Common applications are industrial and manufacturing facilities, retail buildings, academic and municipal structures, hospitality, data centers, and recreation and mixed-use spaces. Standing seam metal roof clips, which act as concealed anchors, secure each metal roof panel to the underlying roof substrate. (A new 10,000-square-foot roof requires approximately 8,000-10,000 metal roof clips.)

LSI serves the retrofit market with the Roof Hugger brand of metal sub-purlins used to attach a new roof on top of an existing roof. Compared to full replacements, retrofitting with a metal roof lowers installation costs, improves energy efficiency, enhances code compliance, minimizes disruption during installation and increases sustainability.

LSI has two manufacturing locations in Logansport where it was founded in 1968 as Logan Stampings. Robert Baker, owner and president, LSI Group, LLC, purchased Logan Stampings in 2004 and grew the business through innovation, acquisition and prioritizing relationships. He will

continue as a leader of the LSI business as part of Worthington Enterprises.



Combilift Co-Founder Martin McVicar presents a check for €100,000 to Owen Buckley of UNICEF and Michaela Plunkett, Business Development Manager. PHOTOS COURTESY OF COMBILIFT.



Winner Karen Farrell travelled to Combilift's headquarters in Monaghan to receive the one-of-a-kind 100,000th Combi-CBE "Golden Forklift."

Combilift's 100,000th Forklift Raises €100,000 for Global Children's Charity

Global materials handling provider Combilift has celebrated a major manufacturing milestone by transforming its 100,000th forklift into a powerful force for good, raising and donating €100,000 (US \$117,745) to the United Nations International Children's Emergency Fund to support children in crisis worldwide.

To mark the production of its 100,000th forklift, Combilift launched its largest-ever worldwide competition, offering the exclusive 100,000th "Golden Prize" multidirectional Combi-CBE. All proceeds raised were donated to UNICEF Ireland's Children's Emergency Fund.

The campaign generated €56,500 (US \$66,526) in ticket sales, and at a check presentation ceremony, Combilift announced it had topped up the total contribution to an impressive €100,000, underlining the company's long-standing commitment to corporate social responsibility.

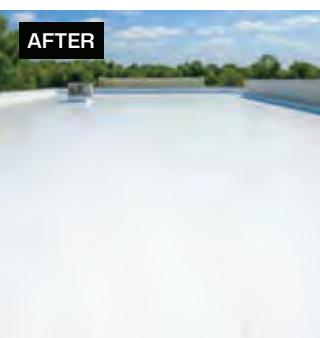
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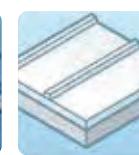


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A momentous occasion, Kären Farrell receives her "Golden Forklift" as the Combilift team looks on.

Speaking at the handover, Combilift CEO and Co-Founder Martin McVicar said: "This campaign was designed not only to celebrate a major manufacturing achievement for Combilift, but also to make a meaningful difference beyond the factory floor. By supporting UNICEF, we are supporting one of the world's most effective humanitarian organisations and helping children who need it most."

The check was formally presented by Martin McVicar to Owen Buckley, UNICEF Ireland's Head of Corporate Partnerships, and Michaela Plunkett, Business Development Manager, in Monaghan.

Owen Buckley welcomed the donation, saying: "As we enter the winter season, our priority is ensuring children affected by war and natural disasters have access to warm clothing, safe shelter and continued education. This generous contribution from Combilift will help UNICEF respond quickly to urgent needs."

The winning ticket was purchased by Kären Farrell, who travelled to Combilift's headquarters in Monaghan to receive the one-of-a-kind 100,000th Combi-CBE "Golden Forklift."

Reacting to her win, Kären Farrell said: "I was absolutely delighted when I heard I had won, as I'm never lucky. My dad shared the competition details and bought a ticket to support UNICEF because it's a children's charity that helps children all over the world, so winning the forklift was an incredible bonus."

The Golden Forklift was first unveiled at the IMHX Exhibition in the UK before embarking on a European trade show tour, attracting strong international interest and reflecting Combilift's global

customer base and shared commitment to positive social impact.

RefrigiWear® Supports Western Alaska Flood Recovery with Gear Donation

RefrigiWear, a manufacturer of insulated industrial workwear and personal protective equipment for extreme cold, is supporting recovery efforts in Western Alaska following the devastation caused by Typhoon Halong. Typhoon Halong left widespread flooding across Alaska's western coastline, destroying homes and displacing hundreds of families just weeks before freezing temperatures arrived. With cleanup underway and recovery crews facing months of difficult work, properly insulated gear is vital to ensure safety and comfort in harsh conditions.

The company has donated more than \$18,000 in high-performance insulated gear to help protect recovery workers and displaced families as winter conditions set in. RefrigiWear's contribution is being coordinated through 6th Avenue Outfitters, a Native Alaskan-owned cooperative in Anchorage that is leading the on-the-ground effort to collect, prepare, and distribute critical cold-weather supplies in partnership with the Alaska Federation of Natives (AFN) and the Association of Village Council Presidents (AVCP).

6th Avenue Outfitters has organized a \$30,000 donation of outdoor clothing and equipment, including \$25,000 in winter boots and jackets, to assist families and workers displaced by the storm. RefrigiWear's gear donation adds to that effort, helping recovery teams

stay safe and warm while they rebuild flood-damaged homes and infrastructure across the Yukon-Kuskokwim Delta and other coastal communities.

The first shipment of gear is being distributed through 6th Avenue Outfitters and AVCP to recovery crews in Western Alaska. RefrigiWear's donation has also been sent to Calista Corporation to support additional workers assisting with cleanup and rebuilding efforts throughout the region. All of the donated gear was sized specifically for the individual workers receiving it, ensuring proper fit and full protection in severe winter conditions. AVCP was selected as a partner because of its established network of 56 village councils throughout the Yukon-Kuskokwim Delta. This network will help donated supplies reach the communities most directly impacted by the storm quickly and efficiently.

Additional deliveries are planned as families are relocated to Bethel, Fairbanks, and Anchorage. In Anchorage, several hundred displaced residents have already received more than \$5,000 in donated gloves, hats, and neck warmers through 6th Avenue Outfitters' relief center.

Leigh Stadelmeier, Vice President of B2B Outdoor Sales for RefrigiWear, says the company is proud to play a part in protecting those doing difficult recovery work. "In disaster recovery, the work is demanding, and the conditions are unforgiving," explains Stadelmeier. "Our mission is to protect those who show up to do the hardest work, whether they are rebuilding their own community or helping their neighbors recover. Partnering with 6th Avenue Outfitters allows us to get this gear directly to the people who need it most."

CMG Announces New Location in Dallas-Fort Worth

Coated Metals Group (CMG), a manufacturer of high-quality metal coils, sheets, and roofing accessories, has announced the opening of its 13th location, a new stocking and distribution hub in the Dallas-Fort Worth (DFW) area.

This opening comes on the heels of

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CMG's recent expansion into Austin, which has been met with enthusiasm and strong demand from contractors, architects, and distributors throughout Central Texas. Recognizing the region's rapid growth and robust metal roofing market, CMG continues its commitment to geographic expansion that supports local inventory, faster delivery times, and stronger customer partnerships.

"Texas has become one of the most dynamic markets for metal roofing," said Matt Johannsen, Director of Strategic Expansion. "With a growing population, increased construction activity, and a strong interest in durable, high-performance materials, the Dallas-Fort Worth area is a natural next step in CMG's expansion strategy."

The DFW branch will be led by Graham Jeske, General Manager, and Brock Baker, Outside Sales Representative. Both bring years of experience with Coated Metals Group and the metal roofing industry, ensuring customers receive knowledgeable service, dependable lead times, and the industry expertise CMG is known for.

As a stocking distribution center, the new facility will provide locally available coil, flat sheets, and roofing accessories, enabling faster turnaround times and reduced freight costs for customers across North Texas and surrounding regions.

"Our focus has always been to meet our customers where they are," added Matt.

"By investing in key markets like Dallas-Fort Worth, we're not only expanding our footprint but strengthening the service and support our customers rely on."

Finalist Teams Announced for Roofing Alliance 12th Annual Student Competition

The Roofing Alliance has announced the four finalist teams selected to compete in its 12th Annual Construction Management Student Competition. The teams will present their project proposals live during the International Roofing Expo® (IRE) on Wednesday, January 21, 2026, beginning at 8 a.m. in room W211-W212 at the Las Vegas Convention Center, where they will be evaluated by a panel of industry judges.

The schools participating in the competition are:

- Auburn University – Team members: Madi Goodwin, Heather Henderson, Patrick Johnson, Graham Roh (team captain) and Ashwin Varadhan; faculty advisor: Dr. Kenneth Sands; team mentor: Paige Harvill, Nations Roof

- Clemson University – Team members: Drake Hamlin, Sean Linnane, Remi Nguyen (team captain), Ben Reynolds and Grant Thomas; faculty advisor: Dr. Dhaval Gajjar; team mentor: Will Fort, Bone Dry Roofing

- Colorado State University – Team members: Brandon Gallis (team captain), Kathleen Henneuse, Thomas Parrott and Rafael Serrano-Talavera; faculty advisor: Professor Nick Rubino; team mentor: Kent Nelson, Front Range Roofing Systems

- University of Florida – Team members: Nicholas Fredette, Tyler Isaacson, Sophia Petrandis, Rylee Rauktis (team captain) and Christian Walker; faculty advisor: Professor James Sullivan; team mentor: Caleb Stauss, Big D Roofing

The competition project, provided by Commercial Roofers Inc., Las Vegas, challenges teams to create a comprehensive bid proposal for the Cannery Casino and Hotel. Teams researched the chosen project, submitted a qualified bid package proposal and will provide an oral

presentation to illustrate their roofing, project management, estimating and safety knowledge. The winning teams and presenters will be recognized on stage during the NRCA Industry Awards and Reception on January 21 from 5-7:00 p.m.

McElroy Metal Announces Leadership Transition

After an extraordinary 36-year career, Jeff Harrington will be retiring from McElroy Metal effective January 30, 2026.

Jeff began his journey with McElroy Metal Mill in 1989, and over the years, he has served in numerous positions across multiple locations. His deep knowledge of McElroy Metal's operations, commitment to excellence, and willingness to take on any challenge have made him an invaluable leader and a respected colleague. Known for his enthusiasm, optimism, and dedication to his team, Jeff's positive spirit has been a driving force in creating a culture of collaboration and pride across the company. "Jeff's dedication and steady leadership have played a significant role in our company's success, and his legacy will be felt for years to come," said Amanda Haskins, Chief Financial Officer.

McElroy Metal has announced that Mark Rollins will assume the role of General Manager of Service Centers, replacing Jeff upon his retirement. Mark began his career with McElroy Metal Mill in 1996 and, like Jeff, has held many roles across several locations. With a long and successful history in Operations and Service Centers, Mark brings a wealth of experience, insight, and leadership to his new role. Haskins added, "We are confident that under Mark's guidance, the Service Centers will continue to grow and thrive."

McElroy Metal's Service Center Division operates a nationwide network of 29 stocking locations that provide contractors, architects, and homeowners with convenient access to metal roofing, siding, trim, metal building components, and accessories. **MR**

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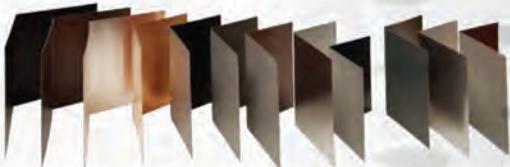
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Figure 1: Webbing, elasticity and adhesion of a proven butyl formulation within a joint after 33.5 years of service. PHOTO COURTESY OF ROB HADDOCK, METAL ROOF ADVISORY GROUP, LTD.

Sealant Performance

Butyl Sealants on Metal Roofs: Not All Are Created Equal

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

Butyl sealants were first introduced to the U.S. metal roofing industry more than 60 years ago. It wasn't unique even at that time but became the standard practice within the entire metal roofing trade and has been utilized in more than a billion square feet of metal roofing each year since.

With the need to mount various rooftop accessories—snow retention, fall protection, HVAC and solar PV—understanding which "butyl" you're

getting matters more than ever.

But, What is Butyl?

Initially developed in 1937, "butyl" is a copolymer of isobutylene with isoprene. While the early compounds contained some butylene polymer, many products offered consisted largely of fillers. So, keep in mind, the term "butyl" is a very broad category of mixtures that include some portion of butylene. Products varied not only in the quantity of fillers but also in the chemistry of the copolymer but always sold as "butyl."

Fast Forward

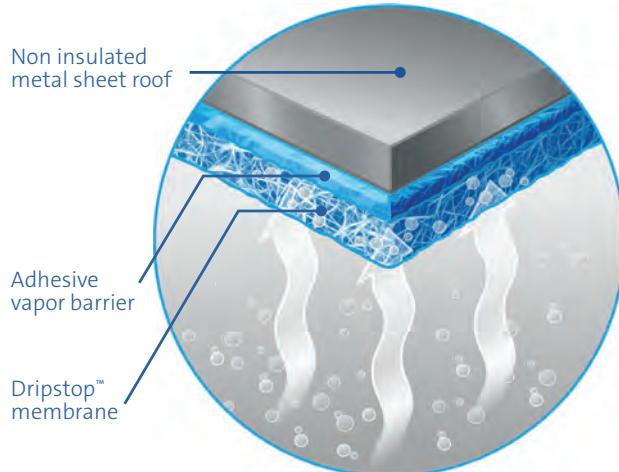
It gained traction as a lap sealant within the EPDM rubber roofing industry in the mid-80s and quickly became the standard practice in that trade segment as well. Butyl is now surging again, driven by rooftop accessories that rely on penetrative roof attachments. So, using butyl for waterproofing related to roofing is not a new idea.

I was in the metal construction contracting business back in those early days. I remember the evolution of these polymers from the mid-70s and have



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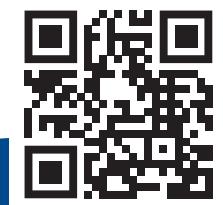
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Figure 2: A “Brand X” butyl sealant failure at 5-7 years’ service. PHOTO COURTESY OF ROB HADDOCK, METAL ROOF ADVISORY GROUP, LTD

used them ever since on many thousands of roofs for five decades.

Background

Prior to 1975 or so, the longevity of most of these sealants was... let's just say “questionable.” The “secret sauce” has



Figure 3: Factory-applied butyl tape encapsulated in the base of an S-5!® SolarFoot metal roof attachment. (PHOTO COURTESY OF S-5!)

always been proprietary. However, by the late '70s, additional research and development of two or three producers resulted in new formulations. A key refinement optimized the cross-linking of isoprene, resulting in a non-curing, non-hardening rubber polymer that maintains a chewy, gum-like consistency throughout its service life. I am grateful to at least one of those chemists who mentored me and developed these proprietary cross-linked polymers, still known by their shortened name,

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Figure 4: Tacking of butyl tape to a threaded fastener of an S-5!® VersaBracket metal roof attachment.
PHOTO COURTESY OF S-5!

“butyl.” These selective polymers have continued to perform reliably for 45 years and are still on roofs and in the market.

As an industry expert and director of the Metal Roof Advisory Group, Ltd., since 1984, I have forensically investigated numerous “butyl” sealant failures within as few as seven years

of service, leading to costly lawsuits. Such products are also still in the marketplace—also called “butyl,” but clearly, they are not all the same. “Butyl” is not magic. (Figs 1, 2)

Meanwhile, when I started my company in 1991, I had all that history in my “back pocket” from decades in metal construction. I knew the difference

in “butyl” sealants. In 1995, with the introduction of our first penetrative attachment solution, it was only fitting to pair them with nothing less than state-of-the-art sealants that had proven their reliability through previous decades of my personal experience. I didn’t leave the critical selection of proper sealant to chance in the field. Instead, I determined it should be integral to the part and factory applied so it would be the right stuff, done The Right Way!® (Fig 3)

Sealant Characteristics and Performance

Non-curing butyl co-polymer sealants are popular because they are easy to apply in either cold or hot temperatures. The “right” formulations are sustainable, non-toxic and environmentally friendly. They require no maintenance and little, if any, surface preparation—just cleaning of any visible dirt and surface debris. The sealant “tacks” (clings/ bonds) to surfaces, including threaded fasteners, which provide secondary weather protection (Fig 4). That adhesion and elastic recovery are especially critical on metal roofs, where thermal cycling and panel movement can challenge lesser sealants.

Although pumpable grades ($75\% \pm$ solids) are available, extruded tapes ($98\% \pm$ solids) are strongly preferred, where practical, due to their dimensional consistency rather than the discretion of a guy squeezing a caulking gun and guessing the correct amount. Over or under-application can both be detrimental to performance. However, tapes and tube grades generally consist of the same chemistry. Tube grades simply contain evaporating solvents in them to make them “pumpable.”

In 2010, I initiated and directed an industry-wide roof Service Life Study conducted by the Metal Construction Association, which shows that certain brand-specific butyls continue to demonstrate exceptional elasticity, adhesion, cohesive tensile strength and webbing properties (that’s the chewing

Property	Customer Requirement (Original Material)	33-Year Material
Specific gravity, g/cm ³	1.20-1.34	1.37
Cohesive tensile strength, psi	≥ 17	33
Cone penetration w/ 330g load, tenths of mm		
at -3 to 0° F	45 min; 50-60 desired	48
at -3 to 0° F	120 max; 100 desired	90
at -3 to 0° F	150 max; 135 desired	131
Color	Off-white	Off-white
Appearance	Smooth, uniform	Conforms

Figure 5: Mechanical testing of a proven formulation after 33.5 years of service

gum thing) after 35 years of service (Figs 1, 5, 6). Based on lab studies of those specimens taken from 14 aged roofs across the U.S., these sealant chemistries are estimated to last more than 66 years.

Design Considerations and Testing

Butyl formulations have evolved, and many have improved over the years, but it is important to note that all butyl polymers are not created equal, and there are no standards governing their composition. Typically, butylene rubber content is lower than 20% of the formulation. Beyond a certain threshold ratio, higher butylene rubber



Figure 6: Webbing and cohesion of a proven formulation after 35 years of service. PHOTO COURTESY OF ROB HADDOCK, METAL ROOF ADVISORY GROUP, LTD

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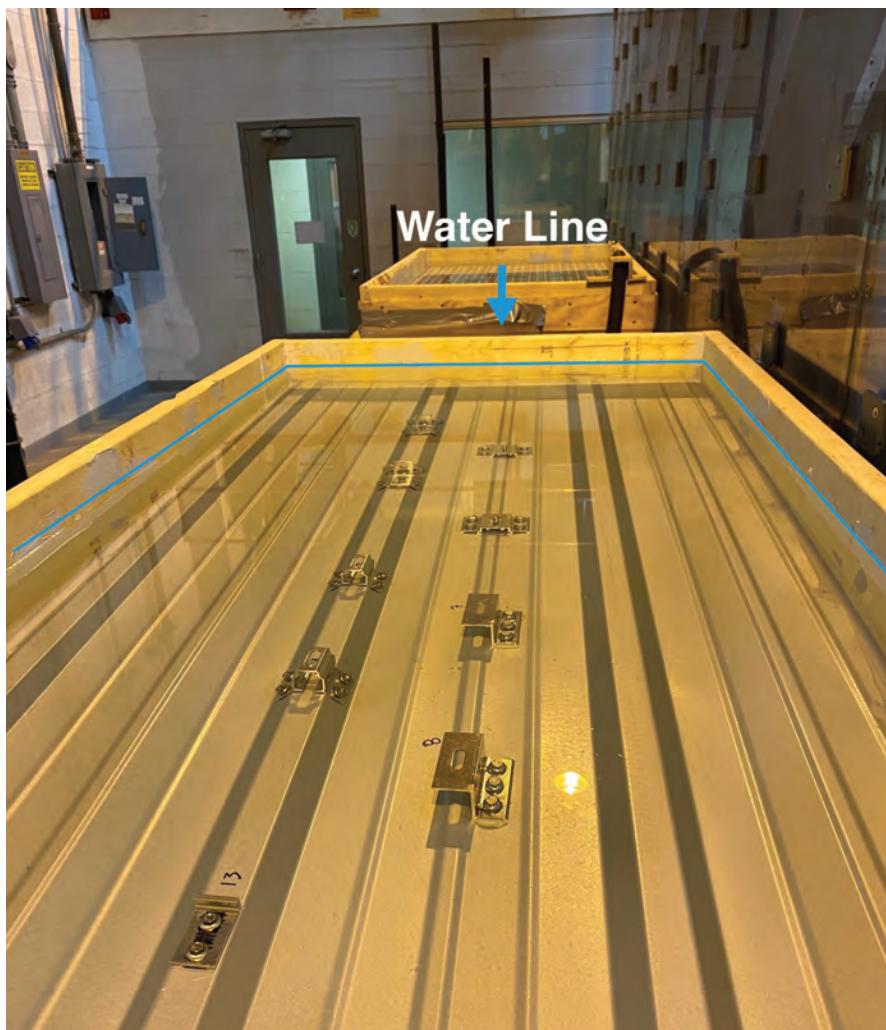


Figure 7: ASTM E2140 test of S-5!® components (Water Penetration of Metal Roof Panel Systems by Static Water Pressure Head). The joint is submersed under a 6" static water head for 6 hours. If it leaks a single drop, it fails. PHOTO COURTESY OF S-5!

content does not necessarily mean a better sealant polymer. Ultraviolet (UV) inhibitors and insect and fungal repellents are often additives, but exact formulations are all proprietary trade secrets and vary widely.

An experienced lab chemist who fully understands sealant types may conduct some tests for cone penetration, tensile strength, adhesion, accelerated weathering and ASTM E-2140 tests, but these tests are merely early life indicators. The only definitive measure of aged performance for butyl polymer sealants is its aged inspection, the same testing and the documented

history of brand-specific long-term performance on actual roofs over decades. Formulations that cannot withstand the test of time can harden, lose adhesion or exhibit compound breakdown (de-polymerization) in a much shorter timeframe than their superior counterparts.

Application Trends and Industry Adoption

As more roof-attachment manufacturers recognize the advantages of butyl sealants, an increasing number are now incorporating pre-applied "butyl" sealants in production rather

than leaving the choice to installers who might default to whatever is readily available. This is a big leap forward and a step in the right direction.

Caution Notes on Sourcing

It is critical to source attachment products that use only brand-specific sealants with a minimum track record of 40 years, with empirically proven chemistries. This is vital to ensure optimal performance of the highest quality and durability formulation. Developing the right product design to pre-apply the sealant is equally important as sourcing a proven butyl product. Applying the correct amount with the appropriate part and mating sealant geometries while preventing over-compression and exposure to harmful UV, are all critical design elements. Direct exposure to the elements of these co-polymers is their greatest weakness. Exposed material that is "squeezed out" may diminish the integrity of the remaining material beneath the part.

Next, to substantiate a proper design and product selection, it is also necessary to leak-test attachment products with pre-applied sealants in their specific application. The most demanding, yet the most relevant for roof attachments, is ASTM E2140, Penetration...by Static Water Pressure, the submersion water test that I initiated with ASTM 40 years ago. (Fig 7)

Best Practices for Application

In addition to selecting a butyl sealant with a proven track record of reliable performance and designing attachments properly to pre-apply butyl tape, here are some best practices for using butyl sealants to leak-proof roof attachments (including PV):

Avoid using sealant as a surface-applied fix. Surface applications are prone to degradation from UV, ozone, mechanical abrasion, dirt and other contaminants. Butyl polymers are especially susceptible to UV exposure. If

sealants lack proper protection, multiple factors can break down their chemical bonds (especially at laps, endlaps and fastener penetrations on metal roofs).

Application of butyl in a gasket fashion will aid in shielding the sealant from these threats. However, even when applied as a gasket, the best sealants still have vulnerabilities. Look for installations where the sealant is concealed from exposure and is minimally extruded at the outward edges of the part when installed.

Do not assume that there is any significant difference among the terms "sealant," "flashing" and "gasket" despite what you may read. There is no magic associated with any of those terms.

Avoid over-compression. When driving the screw(s), ensure the assembly is well seated, but don't over-tighten.

Otherwise, you could thin and displace the sealing material, reducing its life and effectiveness. The best practice is to utilize a part design featuring a built-in recess to encapsulate the material and inhibit over-compression.

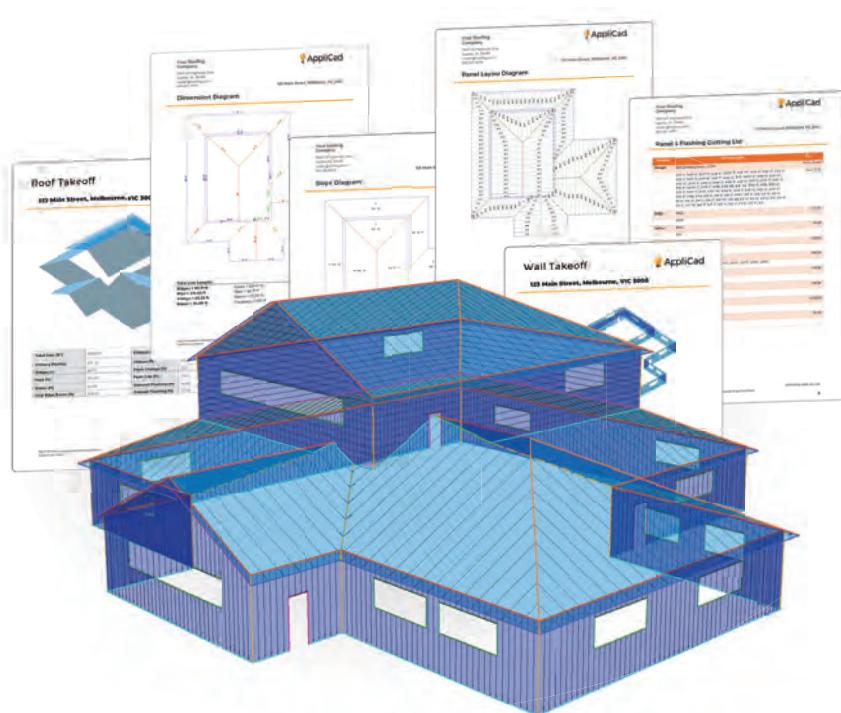
The Bottom Line: Don't Fall for All the Sales "Hype"

Often dismissed as mere "puffery" in advertising, these claims can sometimes border on misinformation or disinformation. Using superlatives like "best," "original" or "first" is surprisingly legally permissible even when factually erroneous. So, it is important to rely on your own experience or consult a trusted expert whose proven track record speaks for itself—beyond simple "puffery." Claims must be substantiated with proven data.

Remember: The nickname "Butyl" alone is not magical and does not ensure quality or longevity of a sealant!

For metal roof professionals, the takeaway is simple: specify proven, brand-specific butyls and attachment designs that keep them protected for the life of the roof. **MR**

Rob Haddock is the CEO and founder of S-5! and the inventor of metal roof attachment solutions. A former contractor turned building-envelope scientist, Haddock has dedicated more than five decades to advancing the metal roofing industry. He is an award-winning roof-forensics expert, author, lecturer and educator, as well as the director of the Metal Roof Advisory Group, Ltd., a consulting firm specializing in metal roof design, installation and performance.



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Coil & Extrusion Coatings

Longevity, Sustainability, and the Future

By Linda Schmid

The coatings world has never been more complex—or more promising—than it is today. With the rapidly expanding residential metal roofing market, evolving sustainability expectations, and tougher demands on aesthetics and performance, manufacturers are pushing the boundaries of what a coil or extrusion coating can do.

The industry's largest innovators in the metal coatings space, like Sherwin-Williams Coil Coatings, say the mindset today is no longer "Can we make this color?" Instead, it's "Can we make this color last for decades, perform under stress, fit modern trends, bend during forming, retain gloss, and do all of it sustainably?" And the answer, increasingly, is yes.

Innovating With Every Resin System Available

The major resin technologies – PVDF, SMP, polyester, electron-beam-cured, and more – are manufactured to meet the diverse needs of panel manufacturers, builders, and roof system designers. Every resin system brings its own balance of flexibility, corrosion resistance, UV durability, colorfastness, and cost, and each is engineered, not mixed like opaque house paint.

A finished coating is a composite of resin chemistry (which determines corrosion resistance, chalking, and physical durability) and pigment chemistry (which determines color, fading behavior, and brightness). Since every color is a different chemistry, each has to be tested, validated, and proven before it ever reaches a roof panel.

"Just because a color can be made that doesn't guarantee it will perform the way you want it to," said Todd Weiss of Sherwin-Williams, "resin and pigment interaction determine everything."

Aesthetics And Metal Coatings

Longevity is important to all consumers, but in residential

RESOURCES

- Central States Manufacturing, <https://centralstatesco.com/>
- Sherwin-Williams Coil Coatings, <https://industrial.sherwin-williams.com/na/us/en/coil-extrusion.html>
- U.S. Environmental Protection Agency (EPA). Transfer Efficiency and Coating Application Methods. EPA Air Pollution Control and MACT guidance documents addressing coating operations and material utilization efficiency.
- U.S. Environmental Protection Agency (EPA). Pollution Prevention in the Coatings and Finishing Industry. EPA Office of Air Quality Planning and Standards (OAQPS) case studies and technical background documents.
- National Coil Coating Association (NCCA). Technical Primer on Coil Coating Processes. NCCA educational and training materials describing roll-coating application, material recovery, and process efficiency.
- National Coil Coating Association (NCCA). Sustainability and Process Efficiency in Coil Coating. NCCA technical literature addressing closed-loop coating application and minimized material loss.
- ASTM International. Terminology and Test Methods for Coating Application and Transfer Efficiency. ASTM standards referenced by EPA for defining and evaluating coating transfer efficiency.

applications, appearance can be just as important to homeowners.

- More customers are selecting PVDF for maximum color stability and durability.

- Standing seam panels are now commonly offered in PVDF, blending architectural aesthetics with long-term performance.

Trend cycles are shifting:

- Metallic and mica-based pigments are growing in popularity in roofing applications.
- High-sheen effects are moving into mainstream building products.
- At the same time, ultra-low-gloss matte finishes have become a strong trend for modern residential design – and



Sherwin-Williams tests for weatherability. PHOTO COURTESY OF SHERWIN-WILLIAMS COIL COATINGS

these matte systems can now achieve extremely low gloss without sacrificing UV resistance—something that was not possible just a decade ago.

Even coatings decades old can still surprise builders with their appearance and performance. Central States, a nationwide metal manufacturer, said builders sometimes encounter old metal structures and are concerned they may be fading. However, when they wipe the initial chalking away from the surface, the original color returns over top of an intact metal substrate, an indication of how deeply the pigment package and resin chemistry are integrated.

SMP vs. PVDF: Why Both Still Matter

While some markets are increasingly moving toward PVDF systems for longevity and color retention, SMP remains in high demand due to its:

- abrasion resistance
- strong performance for many climates
- ability to deliver bright, bold colors at accessible price points

PVDF stands out for:

- UV resistance

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Galvalume roofing delivers exceptional corrosion resistance, especially with an SMP coating. PHOTO COURTESY OF CENTRAL STATES MANUFACTURING

- Chemical resistance
- Gloss retention
- Weatherability under combined stressors

Chemists work to achieve the best balance between durability and flexibility, especially as bending tolerances tighten in all coating systems. Today, manufacturers continue to improve T-bend performance, coating softness (to resist cracking during forming), and abrasion resistance (particularly important during shipping and installation).

Choosing the right coating is ultimately about the application—not all systems are designed to perform equally in all environments.

Substrate and Pretreatment: The Hidden Side of Corrosion Resistance

Pretreatment systems and the metal substrates themselves do much of the heavy lifting for corrosion resistance. Beneath the coating itself, the combination of galvanized, Galvalume®, or other alloyed substrates provide the first layer of defense. Coatings add a secondary weathering shield and long-term color durability, creating a multi-layered system that protects metal in aggressive environments.

Thinner Film Builds, Same Performance

The industry is seeing growing demand for thinner film builds with equal longevity, a key driver of material use reduction and cost control.

Today's average coil coating thickness is around 15-25 microns, roughly one-quarter the thickness of a human hair. Yet that unbelievably thin layer is expected to deliver decades of

UV stability, corrosion resistance, and weather protection.

PVDF systems are the leaders in long-term performance of thin films, although pigment chemistry plays a significant role as well.

Where Solar-Reflective Coatings Are Heading

White remains the most reflective roof color overall, but pigment chemistry has advanced to the point where even black coatings can be engineered with an increased solar reflectance compared to non-solar reflective coatings in the infrared spectrum. These “cool” pigments work by reflecting IR energy while still appearing visually dark. Reflectivity is a spectrum, not a binary option.

Metal's natural emissivity and ability to release heat quickly also provide inherent energy advantages, and these benefits remain even when coatings are applied.

According to Sherwin-Williams experts, one of the next steps in paint technology is exploring coating systems that can reflect heat when needed yet absorb it when advantageous, aiming for dynamic energy performance the industry has never seen before. CRRC ratings (<https://coolroofs.org/directory/roof>) for dark colors continue to improve, with some products reaching 25-30% reflectivity, an impressive leap forward from a decade ago.

Where Research Is Going Next

The next wave of coatings innovation will be focusing on:

- High-performance matte finishes with no UV penalties
- Dynamic solar coatings that can reflect or absorb energy based on conditions
- Even thinner film builds with longer life
- Improved flexibility for increasingly complex forming

PRODUCT FEATURE

ZAM® Metal Coating

ZAM is a zinc-aluminum-magnesium metallic coating applied to steel through a hot-dip process and is suitable for use in roofing and agricultural construction. Understanding how this coating performs will help contractors match the product to the correct project, adding a helpful new option to their paint box.

In corrosion testing, ZAM showed strong resistance in certain demanding conditions, which will allow some manufacturers to use lower coating weights while still meeting performance requirements according to Paul Zimmerman of Hixwood, a ZAM® user. The coating is a strong contender for projects where corrosion loads are unusually high. The durable surface helps minimize minor handling damage, providing added confidence during installation—even though the overall experience remains familiar to contractors accustomed to working with other coated steels.

Agricultural buildings are one environment where this coating has shown particular durability. Ammonia from livestock operations and fertilizer storage can be aggressive toward traditional zinc coatings, so it can be a good option in these locations. Likewise, in coastal or high-rainfall regions, this coating has demonstrated slower, more controlled sacrificial corrosion rates and good performance at cut edges.

Service life is influenced by factors such as coating weight, panel design, local weather patterns, and installation details. When specified appropriately, ZAM® has performed well in high-salt and industrial settings.

In the field, its slower, more controlled sacrificial corrosion behavior – combined with a reduced coating mass delivering equal or better performance – results in reduced run-off in any environment.

Recyclability at end of life is similar to other coated steels. Current information indicates that this coating moves through scrap and electric-arc furnace systems in much the same way as traditional galvanized products.

For designers and builders, this coating may offer added flexibility when selecting base-metal thickness for certain applications. ZAM® is a highly durable and useful addition to the range of coatings available to the roofing industry. **MR**

demands

- More durable waterborne systems that approach PVDF longevity
- Enhanced effect pigments (mica, metallics, and hybrid technologies) moving into mainstream building envelopes

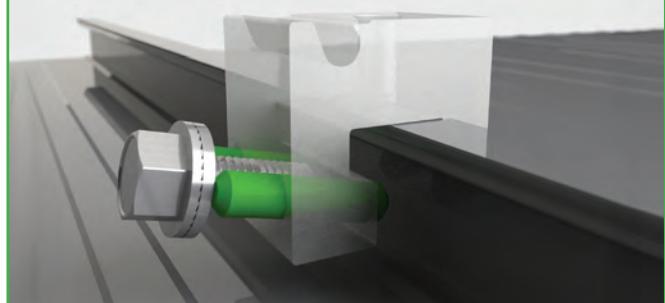
The industry's central challenge remains balancing durability, flexibility, and sustainability while delivering the aesthetic variety people demand.

The Bottom Line

Coil and extrusion coatings today are the result of extraordinary scientific investment. They must maintain color, protect against corrosion, flex during forming, resist abrasion, reflect heat, meet environmental regulations, and satisfy aesthetic preferences – all in a layer thinner than a quarter of a human hair.

As the demand for metal continues to rise, these technologies will only accelerate. For roofers, builders, and architects, understanding a coating's performance is key to guiding clients toward systems that will deliver the longevity and performance they expect. **MR**

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Local SEO for Roofers and Builders

Being Found When It Matters Most

By James Charles, E-Impact Marketing

Your website is perfect. The design is flawless. Pictures of your most recent projects cycle across your home page, and your contact form is set up and ready. Your crew is well-seasoned, your materials expertly vetted, and everything seems set for the leads to start rolling in.

But then you wait.

And wait.

And wait some more.

You've forgotten one key ingredient to your website's online success: Local SEO. You've told the internet what you do, but not where you do it. If you want your website to show up where it matters most, then it's time to invest in some Local SEO.

What is Local SEO?

Local SEO is a subset of SEO, or search engine optimization. Both refer to the work of optimizing website content to make it more understandable to search engines. Local SEO specifically addresses topics, searches, queries, and service types that are inherently local.

Most construction services are performed in a local area. If you need a new roof or a new deck, then you need someone to come to you with building materials to build. For roofers, builders, and any other service-based business, Local SEO is the lifeblood of your website's traffic.

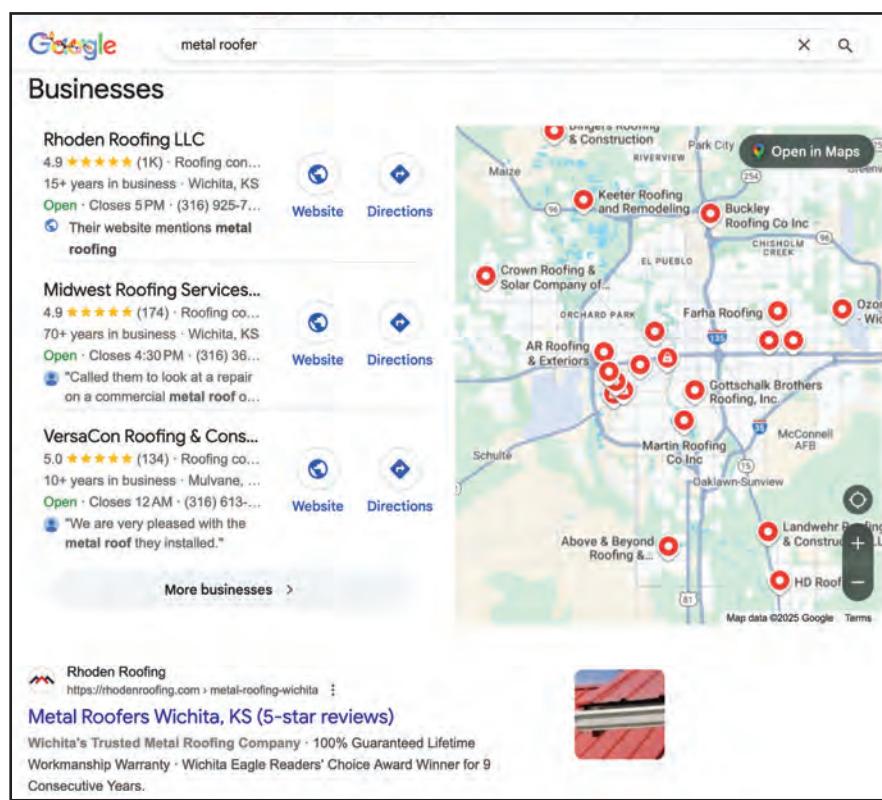
To think about it from a user perspective, if you're a customer searching for "metal roofer" in Kansas and your search

engine shows you a metal roofer in Washington, another roofer in Alabama, and a third in North Carolina, then those results are practically useless to you. However, search engines are smart enough to know that if you're searching "metal roofer" in Wichita, Kansas, you're looking only for or primarily for metal roofers in or serving Wichita. Search engines have ways of finding out which searches are likely to have local intent and will favor local results in those searches in order to best serve a searcher's intent.

Local SEO Ranking Factors

There are different types of Local SEO. To keep it simple, we'll discuss two main types: the Local SEO work that happens on your website, and the Local SEO work that happens beyond your website, on places like your Google Business Profile (GBP).

According to Whitespark's 2026 Local



Google search results for "metal roofer" showing local SEO results for roofers in Wichita, KS. The results include:

- Rhoden Roofing LLC**: 4.9 stars (1K) - Roofing company, 15+ years in business in Wichita, KS. Open, closes 5 PM, (316) 925-7... Their website mentions metal roofing.
- Midwest Roofing Services...**: 4.9 stars (174) - Roofing company, 70+ years in business in Wichita, KS. Open, closes 4:30 PM, (316) 36... Called them to look at a repair on a commercial metal roof o...
- VersaCon Roofing & Cons...**: 5.0 stars (134) - Roofing company, 10+ years in business in Mulvane, KS. Open, closes 12 AM, (316) 613-... We are very pleased with the metal roof they installed.

Below the list is a map of Wichita, KS, showing the locations of various roofing companies marked with red pins. The map includes labels for Maize, Riverview, El Pueblo, Orchard Park, Farha Roofing, Ozor, AR Roofing & Exteriors, Gottschalk Brothers Roofing, Inc., Martin Roofing Co. Inc., McConnell AFB, and HD Roof. At the bottom of the map is a note: "Map data ©2025 Google. Terms".

At the bottom of the search results, there is a section for "More businesses" with a link to "metal-roofing-wichita".

At the very bottom, there is a snippet for "Rhoden Roofing" with a link to "https://rhodenroofing.com/metal-roofing-wichita".

Metal Roofers Wichita, KS (5-star reviews)

Wichita's Trusted Metal Roofing Company · 100% Guaranteed Lifetime Workmanship Warranty · Wichita Eagle Readers' Choice Award Winner for 9 Consecutive Years.



Google Business Profile for Elmer's Roofing in Lancaster, PA. The profile includes:

- Elmer's Roofing**
- 4.8 stars (53 Google reviews)
- Roofing contractor in Lancaster County, Pennsylvania
- Website, Directions, Reviews buttons
- Save, Share, Call buttons
- A snippet of a roof repair image with the text "See photos" and a snippet of a roof with the text "See outside".
- A note: "Amish firm offering roof replacement and installation for residential and commercial buildings, as well as gutters."
- Address: 139 Bowman Rd, Lancaster, PA 17602
- Phone: (717) 209-1263
- Hours: Open · Closes 5 PM
- Suggest an edit · Own this business?

Search Ranking Factors study [<https://whitespark.ca/local-search-ranking-factors/>], there are 187 distinct elements that influence local search performance.

The most influential factors involve your business's GBP. To optimize your GBP's Local SEO, the most important thing you'll want to do is ensure your primary business category reflects the work that you do. If you're a roofer but your category is listed as "general contractor," then every roofing business in your area whose primary category on their GBP is "roofing" is going to beat you out for local roofing searches.

The factor that Whitespark found to have the second most impact on local search results is the proximity of a business to its searcher. Having a physical address in the city or area where a person is searching plays a huge role in

your visibility.

The third most important factor is keywords in the business name. This is where it gets tricky. You can't keyword-stuff your business name in your GBP; Google will penalize or suspend you for that. I would recommend that if you are in the early stages of establishing your business, to naturally include what it is you do in the name. So, instead of "Steve and Sons," go for "Steve and Sons Roofing." For my team and me, we are E-Impact Marketing, and we do marketing. If we were just "E-Impact," we would lose some visibility for searchers looking for marketing services.

Those are the main factors that influence your Local SEO on your GBP. On the flip side, there are factors on your own website that you can control to improve your Local SEO.

It's important to have a dedicated page for every service you offer. You should think about all the categories and subcategories of the products or services you offer and work to have them clearly listed on your site. For example, if you do commercial roofing, you'll want to have a page about commercial offerings, and then subcategory pages for offerings like commercial metal roofing, commercial EPDM roofing, and so on. Think logically about how to sort and group the different services you offer and set up your page structure accordingly.

Next, geographic keywords have a big impact on your local visibility. You want your website to clearly address and list the areas you serve. If you're a really large company, maybe you can target an entire state or section of a state, but for most companies, that's wishful thinking.



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POLE BARN KITS IN ALEXANDRIA, KY

POLE BARN KITS IN MADISON MILLS, OH

If you're serving a county or a couple of counties, list those clearly along with specific cities or metro areas you serve.

The third most influential factor on your site is the quality and authority of links that point back to your website. It's well known that having other websites link to yours is an indication that your website is trustworthy. Links from high-quality websites are more valuable than

links from low-quality sites. Similarly, links that are from websites of a similar industry are worth more than links that are from generic or unrelated sites.

Next, having keywords in the landing page that your GBP links to affects your local visibility as well. If you only have one business location, your GBP will likely link to your home page. In that

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case, your homepage should clearly state exactly what it is you do and where you do it. For example, if you do commercial metal roofing in Southern Georgia, then list that word-for-word on the page. The more specific you can be on each page while still accurately reflecting the scope of work that you do, the better.

Finally, the quantity of inbound links to your site, especially from industry-relevant domains, affects your local visibility as well. Similar to the quality factor, you're going to want the links that are coming to you to be highly relevant to the work you do.

There are other factors to consider, of course, but this is what the most recent data shows, and these GBP and owned website factors are the ones I encourage you to look at and address first.

Quick Wins: Where to Start With Local SEO

I know this is a lot to consider, so here's a quick list of the fastest, most impactful wins to focus on:

1) Optimize Your Google Business Profile (GBP)

Your GBP is one of the strongest signals that Google uses for local rankings. Make sure that your business is listed with the correct primary category, that every available field, including business description, services, hours, and service areas, is filled out, that you regularly upload high-quality photos, and that your name, address, and phone number are 100% consistent with what appears on your website.

If Google can clearly understand who you are, what you do, and where you do it, you're likely already ahead of a lot of your competitors.

2) Reviews: Aim for Volume and Quality

Reviews are one of the few ranking signals that you can influence quickly.

You want a 4 to 5-star rating. Google will not show businesses with fewer than four stars for "best" or "top" searches. To get good reviews, give customers an

easy way to write reviews. Set up an automated email or text with bullet points or question prompts to encourage customers to respond with relevant keywords or the specific service they receive. Have your team take photos of the project on-site and share those with your customer to increase your number of reviews with photos.

3) Local Citations

Local citations are mentions of your business across online directories. Make sure your name, address, and phone number (or NAP) match exactly across your site, business profiles, and citations. Target quality directories to help Google confirm your business's legitimacy and to reinforce your local presence.

4) Local Keywords

Ensure your website reflects the reality

of what you do and where you do it. Use location-specific keywords naturally, keep the homepage broad, and then build supporting pages for specific services and specific locations or service areas. Accuracy matters; don't claim a location or services that you don't actually work in.

This will help you match "near me" searches, city-based queries, and general searches that return local results.

5) Local SEO and Ads

Slightly separate from the two types of Local SEO we've discussed thus far are paid channels. While not technically "Local SEO," they still can help support a strong local presence. Google Ads can target specific towns, zip codes, and service areas. Settings should be set up very specifically to stay geographically focused.

To dominate local search, your organic and paid efforts should support each other.

How to Measure Local SEO

Before you do any of that, you'll want to set up a way to measure your work. After all, you can't fix what you don't measure.

The simplest way to measure Local SEO is directly through Google. Your GBP will have analytics tied to it, so that when you're logged in, you can see how many calls, website clicks, and direction requests that your GBP generated. If you pay attention to that over time, you'll know what you need to address.

On the website side, you'll want to pay attention to the keywords that are driving traffic to your website. You can do this through Google Search Console. You'll want to see that you are appearing

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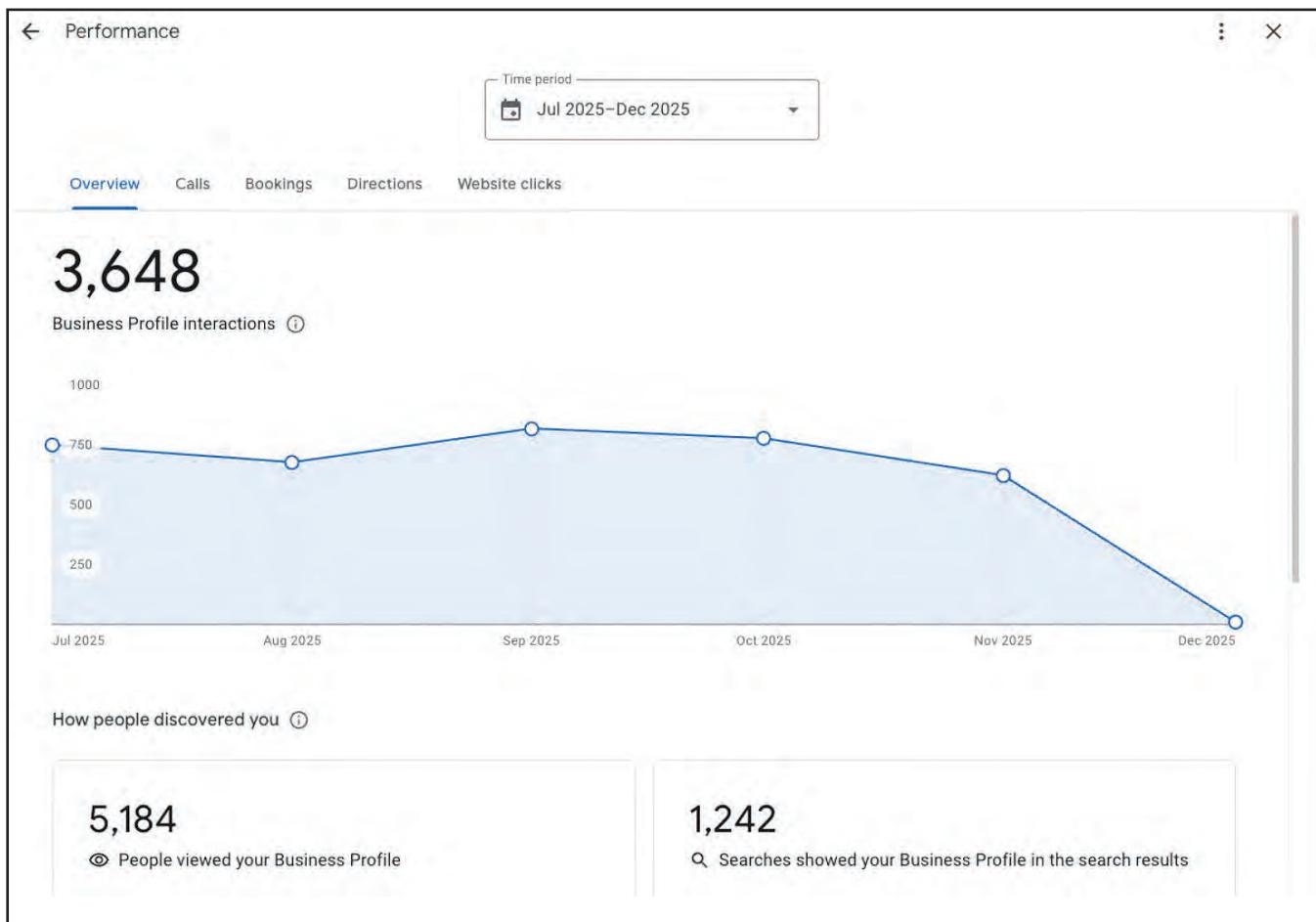
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for “near me” searches and for searches with a location in them, as well as any other searches that Google treats as local. As you work on and improve your Local SEO, you’re going to want to start to see an increase in performance for those searches and keywords.

In order to measure your work most accurately, get those tools set up early on so you can see how your rankings are affected over time.

From the Roof to the Search Results

As a former roofer myself, I know that the last thing you want to do after climbing off a roof is to log on to your website and make edits. I work with small brands every day that have a million irons in the fire. It’s really easy to let things like Local SEO slip if you’re not

intentionally thinking about them.

However, Local SEO has to be one of those things that you’re thinking about if you want to run a local service business long-term. It can make or break a business. If people in your service area can’t find you online, then as far as they’re concerned, you don’t exist. As a roofer or builder, your potential customers are searching right where you work. If they go to Google with a problem you can solve and your business doesn’t show up, you lose the opportunity long before you ever get the chance to bid on a job.

Having worked on both sides of the business, I know just how much hard work goes into every build, but I also know that in today’s world, quality craftsmanship alone isn’t enough to keep your business growing. You need to make sure the people who need you can

find you.

By focusing on Local SEO fundamentals, you can improve your visibility in local search. These are practical steps that any roofer or builder can take, and they compound over time.

When your Local SEO is working, that’s when the waiting ends, and the leads start coming in. **MR**

James Charles is the co-owner and COO of E-Impact Marketing, an internet marketing company based in Lancaster, PA that specializes in serving small- to medium-sized businesses. A former Pennsylvania-based roofer, he transitioned into web design and digital marketing in 2019 and has since helped trades-focused companies grow through effective online strategies.

Metal in the Mountains

Top Considerations for Design & Installation in Snowy Mountainous Regions

By Metal Roofing Magazine Staff

Harsh weather, challenging terrain, and long-term performance all must be considered when designing and installing metal roofs in mountainous regions. While every project is different, ten key factors consistently rise to the top—each with its own challenges and practical, proven solutions.

1. Heavy Snow Loads

Mountainous areas often experience significant snow accumulation. High elevations in the Rockies, for example, can receive 300–500 inches of snow each year. These heavy loads can stress roof structures, deform panels, or even lead to failure if systems are poorly supported. To reduce risk, roofers should verify local ground snow load requirements, specify stronger framing members, and select metal panels with high structural ratings. Steeper roof pitches also help shed snow naturally, limiting excessive buildup.

2. Ice Dams and Freeze-Thaw Cycles

Frequent temperature swings cause snowmelt to refreeze at the eaves, forming ice dams that can force water beneath roofing materials. While metal roofs resist water intrusion better than many alternatives, proper ventilation, continuous underlayment, and extended drip edges are essential. Heated cable systems and carefully designed insulation can further minimize problems associated with freeze-thaw cycles.

3. Snow Sliding and Avalanche Control

Metal roofing sheds snow efficiently—until sliding snow becomes a safety concern. In regions with heavy snowfall, sudden snow slides can damage gutters, landscaping, and walkways below. Engineered snow-retention systems, such as snow guards or bar systems, help hold snow in place and allow it to release gradually. Proper placement, following manufacturer guidelines, is critical to performance.

4. High Winds and Uplift Forces

Mountain passes and ridgelines often channel wind, increasing uplift pressures on roofing systems. Panels may rattle, loosen, or detach if they're not designed for local wind conditions. Roofers can address this by specifying high-wind-rated panels, using appropriate fasteners at increased frequencies, and ensuring clips and seams are engineered for uplift resistance. A securely fastened underlayment adds another layer of protection.



Although the region received only a moderate 57" of snow each year, On Point Contracting solved the snow avalanching problem at the WoodSpring® Suites Hotel in Littleton, Colorado, by installing a snow retention system designed by Rocky Mountain Snow Guards. PHOTO COURTESY OF ROCKY MOUNTAIN SNOW GUARDS.

5. Temperature Extremes and Thermal Movement

Hot summers and very cold winters cause metal panels to expand and contract. Over time, this movement can stress seams or loosen fasteners if it's not properly accommodated. Using floating clip systems, durable fasteners, slotted holes where appropriate, and roofing systems designed for movement helps maintain long-term performance.

6. Moisture Management and Condensation

Cold climates often create warm-interior, cold-exterior conditions that lead to condensation on the underside of the roof. Left unmanaged, this moisture can contribute to mold or rot in roof framing. Adequate ventilation, vapor barriers, and condensation-control underlayment allow moisture to exit the system before it causes damage.

7. Roof Access and Installation Challenges

Mountain terrain can limit equipment access and make installation slower and more hazardous. Sloped sites may restrict

Continued on page 33

Battling the Ice: Melt Away Worries of Potential Damage

By Metal Roofing Magazine Staff

Pitched roofs are designed to shed water one way: down. Problems arise when the conditions exist that allow ice to build up and trap water in a reservoir, which then finds its way under roofing materials and into the building below.

"Most freeze risks are on roof edges and in roof valleys," says Allison Crosby, Technical Support Manager at FloTrace, which supplies professionals with deicing heat trace cables and accessories for roofs and gutters.

When water from melting snow runs below the snow pack to the roof edge or valleys, and the edges or valley surface temperatures are below freezing, the water re-freezes into ice before it can leave the roof. More ice will continue to grow, as a mass on the roof and as icicles through repeated freeze and thaw cycles, causing an ice dam that will trap even more water on the roof and/or icicles grow as heavy hazardous spears. "Trapped water leads to leaking problems since roofs were never designed to hold water!" cautions Crosby. Trapped water follows the path of least resistance, which means if there is any possible way, it will



A heated cable system assists with roof and gutter de-icing. PHOTO COURTESY OF FLOTRACE

find its way into a structure and cause costly damage.

Additionally, the snow melt water that flows into gutters and downspouts can re-freeze and build up an enormous amount of heavy expanding ice which disrupts snow melt water flow, causing water to leak into soffits and enter the building. It could even cause the gutters to collapse under the weight. Most rain gutters are not built to hold excessive weight, so there is added potential for significant injury and structure damage.

To prevent the formation of ice in the first place, a heated cable system can be installed on roof edges, in valleys, and in gutters and downspouts. The heating cable is designed to prevent re-freezing and allowing snowmelt water to exit off roofs, gutters and downspouts. These systems can be installed on new and existing roofs made from standard roofing materials, including metal.

To use the least amount of energy while still being effective, as ambient temperatures get warmer, self-regulating heating cables reduce their power output to the lowest possible point. It's designed to continue to provide protection against ice formation as it decreases energy consumption.

The system installation and requirements vary, depending on the conditions and the roof materials, but the result is the same: Water isn't given the chance to re-freeze on the roof or in the gutters. (Remember: Gutters and downspouts need to be large enough to handle all the water runoff.)

One can't ignore what goes on above the edges and valleys. In heavy snowfall areas, a lot of snow can build up on a roof in a short amount of time.

Icicles will develop on most unheated roof edges. A heated metal panel system heats a roof edge (and/or valleys) on a continuous basis, which assists with ice and snow management. It's another tool to be used to prevent damage caused by ice dams and icicles. **MR**

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Continued from page 31

crane placement, while snow or mud can complicate material delivery. Planning staged deliveries, using lighter panel options when possible, and scheduling work during favorable weather windows all help overcome access challenges.

8. Drainage and Water Runoff Control

Rapid snowmelt can overwhelm gutters or cause erosion around buildings. Oversized gutters, downspouts located away from high-traffic areas, and ground-level drainage solutions—such as splash blocks or French drains—help manage runoff. Proper eave overhangs and tight panel seams also support effective drainage.

9. Impact Resistance from Falling Ice and Branches

At higher elevations, falling ice and wind-blown debris are common concerns. Thicker-gauge metal panels with higher impact ratings are better suited to withstand these hazards. Reinforced ridge caps and valley flashings also perform better than lighter alternatives. Advising building owners to keep nearby branches trimmed further reduces risk and shows a long-term commitment to their building's performance.

10. Long-Term Maintenance in Hard-to-Reach Locations

Mountain buildings are often remote, making routine inspections more challenging. Roofers can support owners by selecting corrosion-resistant fasteners, high-quality coatings, and durable flashing systems that require minimal maintenance. Designing roofs with safe ladder access points or walkable service paths also helps protect long-term roof health.

Conclusion

Designing and installing metal roofs in mountainous regions is a complex challenge that demands a thoughtful blend of structural engineering, product selection, and installation expertise. By addressing these ten key considerations



Combining snow guards and a heated cable system provides an efficient snow and ice management system on metal roofs. PHOTO COURTESY OF FLOTRACE

with solutions drawn from real industry practice and tested technologies, roofing professionals can deliver systems that not only withstand extreme conditions but perform reliably over the long term. The

result isn't just a roof that resists snow and wind—it's a durable, weather-responsive system that protects occupants and enhances the reputation of the contractors who install it. **MR**

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Reap the Rewards

How You Can Benefit By Inspiring the Industry

By Karen Knapstein

Each May, *Metal Roofing Magazine* dedicates an entire issue to celebrating exceptional metal roofing projects from across the industry. This annual *Metal Roofing IDEA Book* showcases standout installations that demonstrate creative design, quality materials, and skilled craftsmanship. More importantly, it serves as a source of inspiration for roofing professionals looking to better understand market demands and elevate their own work.

Metal roofing continues to prove its versatility across residential, commercial, agricultural, and industrial applications. By highlighting real-world projects, the *IDEA Book* illustrates what's possible with thoughtful design and expert installation—and helps move the industry forward by sharing proven solutions and fresh ideas.

Contributing a project offers meaningful benefits for roofing professionals.

If your project is selected, your company will receive free exposure in a nationally circulated magazine devoted exclusively to metal roofing. Even for contractors who primarily serve regional markets, inclusion in the *IDEA Book* provides national visibility and positions your business among respected peers.

Selected companies also receive an "As Seen in the Metal Roofing IDEA Book" digital badge. This mark of recognition signals credibility and distinction and can be used on your website, social media channels, proposals, and other marketing materials to help your company stand out

in a competitive marketplace.

As an added benefit, all project contributors will receive a complimentary subscription to *Metal Roofing Magazine*. This ensures you'll receive the issue in which your project appears—whether it is published in the annual *Metal Roofing*

ward. Visit the Metal Roofing project submission page at readmetalroofing.com/metal-roofing-project-submission-form (or scan the QR code below). You'll be asked to provide basic company and project information, list key materials and components used, and upload clear, high-resolution photos. Once your submission is received, you'll get confirmation, and if your project is selected, you'll have the opportunity to review the layout prior to publication.

Selected contributors will also receive high-resolution files of their published pages for use in their own marketing efforts, making participation even more valuable.

The *Metal Roofing IDEA Book* is built by roofing professionals for roofing professionals. By sharing your work, you help raise the bar for the entire industry while gaining well-earned recognition for your craftsmanship.

For questions about submitting a project, or to contribute project details without using the online portal, contact editor Karen Knapstein at karen@shieldwallmedia.com or call/fax 715-952-1633.



IDEA Book or selected as a featured Project of the Month when space limitations apply. If you are already a subscriber, your existing subscription will be extended at no cost. Either way, you won't miss seeing your work in print or

sharing the recognition with your team and customers.

Founded in 2001, *Metal Roofing Magazine* reaches more than 25,000 readers throughout the metal roofing supply chain. Being featured allows you to present your project as a solution to real-world challenges—whether related to design, performance, installation, or durability—and helps fellow professionals improve outcomes on future jobs.

Submitting a project is straightfor-



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About Metal Roofing Magazine

Metal Roofing Magazine is a business-to-business publication dedicated exclusively to the metal roofing industry. It covers the full metal roofing process—from coil and coatings to manufacturing, installation, maintenance, repair, and replacement. The magazine delivers expert insights, technical guidance, and coverage of emerging technologies and best practices to help professionals succeed in an ever-changing market. **MR**

No Stars In Stripes

Industry experts share their thoughts on preventing tiger striping

Gutter Opportunities: Spring 2006 FLASHBACK

This article was originally published in the Spring 2006 edition of Gutter Opportunities, a supplement to Metal Roofing Magazine. We're re-publishing it here, as a Flashback article, because it cuts through confusion around a common but often misunderstood gutter issue. By presenting multiple expert viewpoints, the article explains that tiger striping rarely has a single cause and is typically the result of airborne contaminants, roof debris, paint finishes, and environmental conditions working together. This balanced perspective helps readers avoid oversimplified explanations and misplaced blame.

The article also equips contractors with practical insight they can use when talking with homeowners. It clarifies why tiger striping often leads to callbacks, highlights the role of coating quality and color choice, and reinforces the importance of setting realistic expectations about maintenance. Although the article was written years ago, the problem it addresses has not gone away. The causes, challenges, and solutions discussed remain relevant today, making the piece a valuable reference for roofing and gutter professionals looking to reduce callbacks and improve customer communication.

By Mark Ward Sr.

Type in "tiger striping" and "gutters" on an Internet search engine and you'll come up with some seemingly contradictory theories. Among them:

- Tiger striping is caused by oil leaching out of shingles and from oily pollutants in the air running over the gutters during rain.
- Unsightly stains known as "tiger striping" [are] caused by rainwater and debris dripping down the face of the gutter.
- Excess water [can] run down the front of your gutter and create tiger striping stains.
- Tiger striping [is] common in the gutter industry, particularly with high-gloss white finishes.
- Tiger striping ... happens primarily because of the roll form design of some gutter machines ... [so that] pollution and dirt continually build up on the top lip of a rain gutter.

• By channeling the water into your gutters and keeping debris out, [gutter] guards help prevent tiger stripes from appearing on the front surface of your gutters.

• The only way we are aware of removing the tiger striping is to use a harsh degreaser and brush and physically scrub the gutters.

So what causes tiger striping — asphalt oil, leaves and debris, excess water, glossy paint finishes, or a poorly designed gutter lip? And what's the best way to deal with the problem — using gutters with resistant paint finishes, or those with a properly designed lip? By installing gutter guards to divert debris? Or by scrubbing the gutters with a degreaser?

Ask the experts and, again, some different opinions emerge. "People have different theories about what causes tiger striping," allows Fred Gutowski, an industry veteran in the specialty sales and service division of Englert Inc., a gutter supplies manufacturer based in



SCOTT TAPPA PHOTOS



This article was originally published in the Spring 2006 edition of Gutter Opportunities, a supplement to Metal Roofing Magazine.

Perth Amboy, N.J.

As for Gutowski, "I've always thought tiger striping is caused by dirt from the roof that lies on the top lip of the gutter," he explains. "Especially in the spring when you get a dew, that will make the dirt run down the face of the gutter. I don't know how you can prevent that from happening."

Just as homeowners are told they need to periodically wash their vinyl siding, Gutowski believes homeowners should also clean off dirt from their gutters. "It just takes a little pressure and a little brushing," he suggests. "The same thing happens with your windows. There's a lot of dirt in the air and so you have to wash them off now and then." Though Englert offers a 20-year warranty, the document also informs consumers how gutters should be cleaned and maintained.

Gutowski recalls once visiting a homeowner who complained about dirty gutters "and so I just took a hankie, wetted it, and wiped off the gutters." He concedes that high-gloss white gutters will show dirt more than brown or other darker colors. And though Englert gutters use a paint finish that resists dirt and is formulated for easy cleaning, he adds, "the problem of tiger striping isn't



with the paint, it's with the dirt when you don't clean it off."

Homeowners who fail to deal with dirt, Gutowski says, may find that ultraviolet rays eventually bake the dirt into the gutter surface. In cases where consumers are unable to maintain their gutters, he suggests that gutter companies who provide leaf cleaning services also can clean off dirt from the gutter itself.

At Ryan Seamless Gutter Systems of Westwood, Mass., president Frank Ryan believes tiger striping is "caused by contaminants in the air that eat at the gutter's paint surface" such as leaves, pine needles, acid rain, pollen, shingle grit, general dirt, and pollutants from a chimney or furnace. In his view, however, the real culprit in tiger striping "is when the gutters don't have enough paint coating."

Because the gutter industry is a competitive business, Ryan continues, "Not all manufacturers use the highest quality coatings. After all, consumers don't demand a high-quality finish like they would on a car." He notes that gutter manufacturers can add wax into the paint in order to help coil run more smoothly through a seamless gutter

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Ryan's company, which distributes gutter supplies to contractors, sells coil painted with a tough two-step polyester finish. He believes the choice is a good solution at a price homeowners can afford. "Kynar paint finish is the best," he explains, "but it's expensive. The gutter market is so competitive that if we marked up our products even 10 percent then we'd price ourselves out of the market."

Once gutters are installed and exposed to airborne contaminants, what can be done to keep tiger stripes from happening? Ryan agrees that the high-gloss white gutters, favored by large numbers of consumers, can show dirt "and have the most problem with striping." But he sees a problem in telling a customer that tiger stripes are basically the homeowner's problem.

"The whole concept in selling

somebody a new gutter system," Ryan points out, "is that the homeowner can buy your product and never have to worry about gutters again. So people buy new gutters with the expectation that they'll be maintenance-free."

For that reason, if tiger striping occurs then it's the gutter contractor who is going to get a phone call. "But I don't know a single gutter installer," Ryan notes, "who will go back and re-clean a new gutter when it gets stripes." That's one reason why Ryan Seamless Gutter Supply switched to the two-step polyester paint finish. "Tiger striping was an ongoing problem with gutters we used to sell," he reports, "but now we have a lot fewer call-backs."

Daniel Hawk, business development and metal marketing manager for Pittsburgh-based Alcoa Home Exteriors, has his own opinion about tiger striping. "It's caused by airborne dirt and debris that's sitting on the front lip of the gutter," he believes. But then he adds that striping "is most prevalent when people replace their asphalt shingles."

The problem with tiger striping, Hawk continues, is not in the gutter itself. "Roofers start removing asphalt shingles and the paper underlayment," he explains, "and you kick up a lot of carbon in the air. The dust and debris get on the gutter lip, and when you get a dew then striping occurs." One answer to tiger striping, therefore, "is for the homeowners to ask the roofer to clean the gutter once the new roof is completed," he says.

Another answer, Hawk suggests, is to install gutters with a superior paint finish. "Dirt and striping is worst on white, polyester-finish gutters," he believes. "Some polyester coatings stain a lot. But at Alcoa we use an acrylic



waterborne paint system on our sectional gutters which cuts down significantly on tiger striping."

No matter how you explain it, tiger striping is a problem in the gutter business. But the onus for providing a solution lies with the installer. "It just isn't practical," Hawk contends, "for you to recommend to homeowners that they get up on a ladder and clean the gutter lip. A lot of people who replace their gutters are in the older demographic. They're tired of dealing with gutter problems. So their expectation is, 'I never want to clean my gutter again!'" **MR**

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Planning to Sell?

What Buyers Really See in Your Financial Statements—And How to Make Them Count

By Sean Shapiro, Axia Advisors

When it's time to sell your construction business, your financial statements become more than just spreadsheets—they are your story. And whether that story commands a premium price or scares buyers away depends on how well you've prepared the numbers.

Sellers often underestimate how closely buyers scrutinize financial statements. The good news is you can use this to your advantage.

Here's what buyers really look for in financials and how to turn them into a strategic asset that drives up the value of your business.

1. Profit & Loss (P&L): Proving Repeatable Profitability

Purpose: Shows earnings performance over time. It's the first place a buyer goes to evaluate whether your business is profitable and how predictable those profits are.

What Buyers Look For:

- Revenue consistency and trends (monthly/quarterly/yearly)
- Gross and net margins by business line or service type
- Customer and job mix (repair vs. replacement, residential vs. commercial)
- Normalized EBITDA (earnings before interest, taxes, depreciation, and amortization) with owner-related and one-time adjustments
- Seasonality and how well it's managed

Actionable Insights:

- Segment revenue and margin by job type or market (this shows where your profit comes from).
- Normalize EBITDA: strip out personal expenses, non-operational costs, or one-time anomalies.
- Be ready to explain revenue dips or margin compression—buyers will assume the worst unless told otherwise.

Why It Matters:

A strong, clean P&L builds confidence that the business is healthy and transferable. If your profits are erratic, unexplained, or inflated with personal perks, buyers will discount accordingly.

2. Balance Sheet: Revealing Financial Stability and Risk

Purpose: Offers a snapshot of the company's financial health



at a given moment—its liquidity, solvency, and how much financial risk the buyer is inheriting.

What Buyers Look For:

- Working capital: Can the company meet short-term obligations?
- AR and AP aging: Are you collecting and paying on time?
- Debt levels: Especially short-term debt or high-interest liabilities
- Owner loans or unusual liabilities: These complicate transactions
- Equity composition: Does the capital structure make sense?

Actionable Insights:

- Clean up AR: write off bad debts and demonstrate collection discipline.
- Refinance or restructure any short-term or high-cost debt.
- Eliminate shareholder loans or reclassify them clearly.
- Document any major asset values (trucks, equipment, real estate) and depreciation schedules.

Why It Matters:

A messy balance sheet suggests poor financial management, even if the business is profitable. It can lead to escrows, earnouts, or worse: a buyer walking away.

3. Cash Flow Statement: Validating Operational Reality

Purpose: Tracks the actual movement of cash, which is crucial for construction businesses where revenue and expenses

don't always align.

What Buyers Look For:

- Cash flow from operations: Are you generating real cash from your core business?
- CapEx needs: Are you reinvesting in the business at sustainable levels?
- Debt service and distributions: Are you overleveraged or bleeding cash?
- Free cash flow (FCF): Is there excess cash to reinvest or distribute?

Actionable Insights:

- Demonstrate steady cash generation from operations—not just on paper, but in bank statements and reconciliations.
- Align CapEx and debt payments to show sustainability.
- Forecast cash flow going forward, not just retroactively.

Why It Matters:

EBITDA might be the headline number, but cash flow is what buyers care about when evaluating their real return. If your business consumes cash or relies on payment delays, it weakens trust and value.

Red Flags That Trigger Buyer Skepticism

Even great businesses can get picked apart during due diligence. Here are common red flags that you'll want to address before listing your company for sale, and how to address them:

- Customer concentration: If more than 25% of your revenue comes from one client, diversify before going to market, or be ready to justify the relationship's durability.
- Inconsistent financials: Fluctuating revenue, irregular margins, or major accounting changes raise eyebrows. Explain the "why" behind the numbers.
- Poor documentation: Buyers want clean, accrual-based books with clear job costing. If your statements look like an internal cheat sheet, invest in cleanup now.
- Excessive debt or legal issues: Outstanding tax liens, unresolved lawsuits, or vendor disputes can torpedo a deal. Disclose and mitigate them early.

The Strategic Role of an M&A Advisor

A good mergers and acquisitions advisor, like Axia Advisors, doesn't just "list" your business. They help you frame your story, clean up your numbers, and protect your value throughout the due diligence process.

Advisors help owners:

- Normalize and defend EBITDA with clear documentation
- Frame your financials to reduce buyer-perceived risk
- Use industry comps and strategic positioning to justify a premium multiple
- Navigate tough negotiations with data, not emotion

- Avoid the "death by a thousand questions" that derails unprepared sellers
- Get you the best terms and deal structure

Final Word: The Exit Is in the Details

Your financials don't just reflect past performance—they shape buyer confidence. And in M&A, confidence equals value. Make sure your books are ready before you start shopping for a buyer.

Whether you're three months or three years from selling, it's never too early to start preparing. Because when the numbers tell the right story, you don't just sell your business—you maximize what it's worth. **MR**

Sean Shapiro is the Managing Partner of Axia Advisors, a sell-side M&A firm focused exclusively on construction and home service businesses. Before founding Axia, Sean built Reliant Roofing to \$25M+ in revenue and was acquired by private equity in 2021. He now helps founders across the country exit on their own terms.



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Strategies for Safer Construction Sites

From Hiring To Insurance

By Hannah Diver

“Construction is one of the most dangerous occupations in America” (Bruce and Turko). Even if you do everything right, there is still a relatively high probability of a workplace accident in this field. Lowering the risks of these accidents starts with the people you hire; how you select them, how you keep them happy, and how you keep them safe.

First, you need to hire the right person — someone who has experience or is easily trainable, has a clear background check, is willing to follow safety protocols and is able to pass a drug test. The hiring process can be taxing and it can be difficult to determine if someone is being truthful. The following are some tips for conducting interviews; pay attention to the interviewee's eyes, listen for a confident voice, be mindful of rambling and most importantly — trust your gut (Nezich).

Naturally, most people will be nervous during a job interview, a shake in their voice here and there and not having perfect eye contact is expected. But how do you differentiate signs of lying from true nervousness? The Small Business Association of Michigan suggests starting your interview by establishing a baseline (Nezich). Instead of jumping straight into interview questions related to the job, start with a few personal questions. For example, “Where did you grow up?” or “What is your favorite hobby?”

While they are answering these questions, pay attention to their mannerisms. Then, while you are asking job-related questions, you will notice if their mannerisms change, possibly indicating a lie or lack of knowledge on that topic. This would likely be shown through a change in voice control, shifting body position, or variation



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in eye movement and breathing (Nezich). By having the ability to watch for these changes, you will be able to determine if the candidate is truly experienced in your field.

Once you find a potential candidate, a background check and drug screening should be completed. Construction carries certain inherent risks; if you add drugs or immaturity into the mix, your likelihood of having an accident greatly increases. According to a paper presented at the 2006 ASSE Professional Development Conference and Exposition, peers in the construction sector self-reported drug abuse at 25% or higher (Bruce and Turko). This is compared to 8-10% of workers in all sectors of jobs (Bruce and Turko). If an employee can pass both a background check and a drug screen that is a strong indicator that they are going to be responsible and reliable and reduces the likelihood of drug related accidents on the job.

Now that you have found a great addition to your team, it is important to keep them happy and prevent burnout. The

Construction Management Association of America has some helpful tips in this department: hire enough staff, create a positive work environment, focus on safety, provide sufficient training and establish a claims management program (Richer).

With an appropriate work-life balance, your staff will be less likely to call in and will be better rested. Construction is physically demanding and staff can fatigue easily, potentially causing more accidents. By having a well-staffed and supported team, you can avoid overworking your employees. A full team will get the job done faster, more efficiently and safely. This will allow more time off for your team members, encourage positive energy at your work place and reduce the risk of fatigue related accidents. A win-win for everyone.

To keep the positive energy going, you should make your employees feel like they are a part of an organization, instead of feeling like someone who was only hired to take commands. Make them a part of

your planning, relay the hows and whys of each construction project, and show them why they are valued. Every employee will have a different skill set; concentrate on their strengths and assign them to the appropriate task. This will make your construction project flow quickly and smoothly. The job of a contractor would be a lot harder without a team willing to work together, so do your best to show your staff you appreciate them. Appreciation can also be shown through keeping your staff safe.

Making safety a priority and providing adequate training are likely the top ways to prevent any accidents. Onboarding training should be stressed with every new hire. Although they may have indicated they are well versed in construction, you never know if they had proper protocols set in place at their last job. Every sector of construction will have differences in their expectations, making it important to emphasize what you want out of your employee. Setting clear and concise expectations will protect your new hire and yourself if they choose to not follow instructions.

As an employer, you should thoroughly understand the liabilities associated with your work and implement safety protocols such as ensuring your staff have the correct personal protective equipment (hard hats, vests, tie-offs), ensuring clear communication, performing regular checks on all equipment, and taking all incidents seriously to prevent future

accidents (*Richer*). It is also important to keep reminding your staff of your safety protocols, as even the best-trained may get too relaxed and start cutting corners. If you ignore a small incident or accident here and there, your team may learn it is ok to skip steps, resulting in more serious accidents down the line.

Along with safety, you should have sufficient training set up before throwing your new hire into the line up. It is helpful to assign a trusted staff member as the designated trainer. This should be someone who is respected and follows your safety protocols and expectations to a T. If you allow a lazy staff member to train your new staff, you will end up with a lazy and unreliable team. It always starts at the top. Show your staff how serious you are about training and safety and they will eventually keep each other in line on their own.

Lastly, it is helpful to have a claims management program (*Richer*). If you vocalize expectations frequently and your staff follows direction, hopefully you won't have to use this program. It is mainly set up to make sure all incidents are taken seriously and staff can feel protected if something did happen to them. If their claims are responded to promptly, and you check in on them frequently after a workplace accident, this will reduce the chance of legal action and increase trust (*Richer*). If an accident does occur, it is important to have a suitable insurance plan.

According to the Associated Builders and Contractors of Wisconsin the eight must-have insurance types for construction company owners are general liability, professional liability, pollution liability, business vehicle and commercial auto, inland marine, contractor license bonds or surety bonds, workers' compensation and cyber insurance (*Carlson*). These are the minimum recommended, depending on your company you may need to cover additional areas. Having these eight main areas will cover you in most instances including injuries or medical expenses, unexpected financial situations, chemical accidents, vehicular accidents, transportation of supplies, licenses or permits, protecting your company and client data and so much more (*Carlson*). Find a reliable insurance company, review your plan in detail and make sure you understand the ins and outs of it.

Because of the natural risks in the field of construction, some accidents are inevitable. However, as a business owner you have many tools at your disposal to minimize these risks. You can hire a trusted team, implement safety protocols, be aware of your liabilities, have the proper insurance, and maintain a healthy work environment. It is better to be over prepared and responsible than to cut corners; this can set you apart from other companies and provide you with a better team. Protect your business by protecting your team. **MR**

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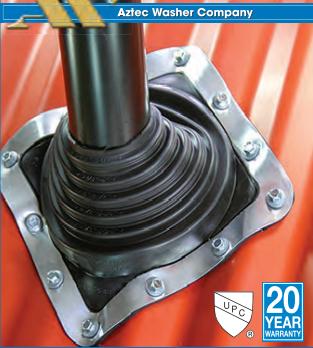


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Leading Economist Shared Insights on Moving from Uncertainty to Complexity

By Fiona Maguire-O'Shea

METALCON welcomed economist Alex Chausovsky of The Bundy Group to the keynote stage in Las Vegas on Oct. 22 for an insightful address focused on navigating the next phase of economic and industrial transformation.

An internationally recognized economics and markets expert, speaker and strategy consultant, Chausovsky discussed a shift in mindset from managing uncertainty to embracing complexity under the theme “Connecting Data to Action.”

“We’ve been through similar challenges before,” he said, referencing the pandemic era. “Now, we can project with confidence that we will figure this out. We can do this together. We have the mindset to get it done.”

Economic Strength and Global Context

Chausovsky underscored the continued dominance of the U.S. economy, noting that at \$30 trillion, it represents more than a quarter of global GDP and remains one-third larger than China’s \$20 trillion economy. “We are not going to be overtaken with our economy,” he affirmed, adding that even New York and parts of New Jersey together exceed Russia’s \$2.2 trillion economy.

He highlighted that since 1980, the U.S. has maintained a consistent 26% share of global GDP, reinforcing the nation’s enduring economic influence. However, he cautioned that the U.S. must ensure its global partners do not gain competitive ground—a sentiment aligned with the current Trump administration’s policy goals.

“Our biggest vulnerability is our allies,” said Chausovsky. The concern is that our allies are being pushed closer to our adversaries—closer to China and Russia.

Global Trade, Tariffs, and Economic Trends

Chausovsky talked about Purchasing Power Parity (PPP) as a key factor in understanding China’s internal advantage—its ability to afford more goods and services for the same amount of money. He cautioned that, unless we act strategically, China’s production capacity will continue to outpace ours.

He addressed trade relations with Canada and ongoing



Alex Chausovsky of The Bundy Group. COURTESY OF METALCON.

tariff impacts, clarifying misconceptions about an impending recession:

“We are not in a recession; we are not even headed towards one,” he emphasized.

According to Chausovsky, while 37% of tariffs have been passed to U.S. consumers, 9% have been absorbed by companies. The overall economic impact, he said, remains limited, with tariffs typically taking 12-18 months to fully register.

Looking Ahead: 2026 and Beyond

Chausovsky forecasted a flat economy for 2026, with minimal growth expected due to restrictive interest rates. He added, pessimism among CEOs is equal to that seen during COVID and has persisted since April 2 (Liberation Day)—reflecting no growth and no contraction.

“You want to be conservative and tighten the belt,” he advised. “Unless we can get out of our own way, it will tread.”

“The key takeaway for 2026 is to maintain profitability and make sure you have money to reinvest into the business,” he said. Chausovsky then posed the question, “What can you do?” He said, “Increase prices or increase your market share.”

He encouraged leaders to:

- Retain employees, as workforce participation remains strong.
- Budget 3-4% for cost-of-living increases.
- Communicate more frequently with suppliers, ideally moving from quarterly to monthly updates.
- Diversify pricing strategies—either by increasing prices or capturing greater market share.

He also cited the importance of legal immigration to sustain the labor force, warning that without progress, workforce shortages could begin as early as 2027.

Closing his address, Chausovsky reiterated his core message for the metal construction industry: while today’s economic landscape is complex, waiting on the sidelines is not an option. He acknowledged concerns that tariffs could push the economy toward recession but affirmed that this is not the case. Instead, he urged industry professionals to stay informed, remain agile and position their businesses to succeed amid evolving market dynamics.

The outlook may be complex, but it remains one that the industry is fully capable of navigating—momentum that will continue as the conversation moves forward at METALCON 2026. (METALCON 2026 takes place in Orlando, Florida, October 7-9, 2026. For more information, visit www.metalcon.com) **MR**

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Metal 'Slate' Evokes Feeling of French Countryside

Custom Chimney Treatment Keeps Vultures at Bay

The homeowners wanted a metal roof but did not like the aesthetic of standing seam. Green Knight® proposed the Vic West True Nature North Ridge Slate due to the "French Country Home" appearance of their residence. The homeowners loved the idea and decided to move forward.

In addition to the Slate metal roof, the homeowners wanted the chimney wrapped and covered to match so that they would never have to maintain the chimney again, and to keep the vultures from roosting on top. The Green Knight® team fabricated and installed custom chimney wrap and a spiked chimney cap. **MR**

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Project Overview

Location: Hays County, Texas

Contractor/Installer: Green Knight® Metal Roofing

Roof Size: 4420 sq. ft.

Roof Pitch: 10/12

Roofing System: Vic West

Roof Panels: True Nature North Ridge Slate

Coating: SMP

Ventilation: Ridge Vent

Underlayment: CMI Secure Grip Max

Sealant: Tite Bond Metal Roofing Sealant

Gutters: Norandex



Malco Tools Drip Edge Folding Tool

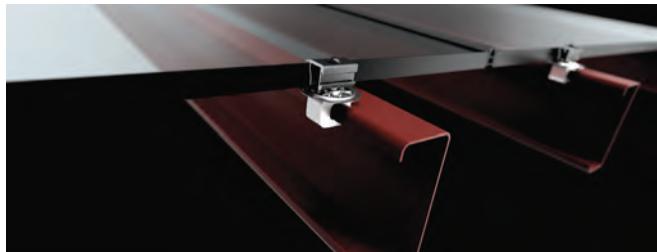
Malco Tools, one of the nation's leading solution developers and manufacturers of high-quality tools for the HVACR and building construction trades, debuted its Drip Edge Folding Tools (DEFT) at METALCON 2025.

Malco's Drip Edge Folding Tools (DEFT) are engineered for fast, accurate bends along the drip edge of standing seam metal roofing panels.

Available in 16", 18", and 24" lengths, these rugged hand tools feature rib-reinforced steel plates and a high-leverage, ergonomic design to deliver clean, consistent folds in up to 22-gauge steel. Each tool creates precise 1" (25.4 mm) and 1-1/2" (38.1 mm) deep bends for maximum versatility on the job.

"At The Malco Group, our mission is to create innovative solutions designed to meet the evolving needs of metal roofing and building construction professionals," said Rebecca Talbot, vice president of marketing at The Malco Group. "Built for reliability, durability and top performance, our tools help busy trade pros get jobs done as quickly and effectively as possible."

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S-5! S-5-CPTM Clamp

S-5!, an industry leader in metal roof attachments, introduces its new clamp for solar carport applications, extending its proven solar attachment technology to canopy and carport structures.

The S-5-CPTM clamp ("CP" for carport) is engineered to fit both Cee and Zee purlin-framed structures, delivering a secure, non-penetrating attachment for solar applications. Its design offers faster installation, superior strength and long-term reliability, while protecting against corrosion by eliminating the need for drilled holes.

"Carport solar is one of the fastest-growing segments in attachment technology," said Rob Haddock, S-5! CEO and founder. "The S-5-CP clamp enables engineers and installers to design stronger, simpler and more cost-effective solar carport systems using trusted S-5! technology."

The clamp pairs seamlessly with S-5!'s PVKIT® solar mounting solution for a rail-less solar panel installation, minimizing parts and labor costs. With a bottom-oriented setscrew, installation can be performed from beneath the

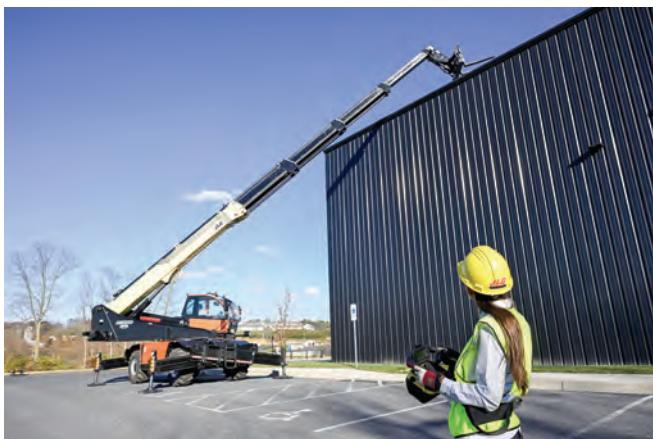
canopy—simplifying labor, improving access for wiring and maintenance and allowing on-the-fly adjustments.

Coupled with an EPDM gasket (sold separately), the S-5! carport system delivers water-resistant performance between modules, reducing the risk of leaks and protecting property from nuisance water intrusion.

Unlike proprietary, full-system carport packages that often come with premium pricing, the S-5-CP clamp gives engineers and contractors the flexibility to design their own systems and select their preferred purlins and spacings, reducing costs without sacrificing performance.

S-5! attachments are engineered for strength, speed and longevity to support solar installations on carports and overhead canopies with water-resistant connections and exceptional resistance to wind uplift and downslope forces—all backed by decades of engineering expertise and field performance.

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JLG R13100 Rotating Telehandler

JLG Industries, Inc., an Oshkosh Corporation business and a leading global manufacturer of mobile elevating work platforms (MEWPs) and telehandlers, has announced its new R13100 model.

"JLG's rotating telehandler line is built for today's challenging job sites, where space is limited, loads are heavy and productivity is paramount," says Catherine Lee, Product Manager—Telehandlers, JLG. "With the addition of the new R13100 model, enhanced operator-focused features and standard ClearSky Smart Fleet connectivity, this line offers our customers the versatility, power and confidence they need to get the job done efficiently and safely."

The R13100 model features a 13,200-lb capacity and a maximum lift height of 97-ft. Alongside the R1370 and R1385 models, the R13100 shares a nearly identical base configuration, providing contractors with a consistent, reliable solution across the line.

Powered by robust diesel engines, the R1370 features 134-hp, while the R1385 and R13100 models boast 168-hp. All three models are equipped with a 2-speed, stop-to-shift hydrostatic transmission, helping deliver a smoother ride over uneven terrain.

With 360-degree rotation, a wide range of attachments, optional hydraulic couplers and continuous auxiliary hydraulics, JLG rotating telehandlers deliver efficient flexibility. They can act as a mobile elevating work platform, a crane alternative or a high-capacity material handler — often replacing multiple machines on-site. The addition of remote boom control, which comes standard on all JLG models, further enhances visibility and control when operating outside the cab.

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25 Years of Metal Roofing Magazine

By Metal Roofing Magazine Staff

When *Metal Roofing Magazine* first hit the scene in 2001, it was entering a niche that industry professionals knew needed attention but hadn't yet been fully served. At the time, there were plenty of trade publications for general roofing, construction, and agricultural building — but none focused exclusively on metal roofing. That gap is exactly what *Metal Roofing Magazine* was created to fill, and over the past two decades it has become the go-to resource for metal roofing professionals.

How It All Started

Originally, metal roofing was included as a supplement within *Rural Builder* magazine starting in 1999. A handful of these supplements ran through 2000, but the growing interest in metal roofing made it clear that something more dedicated was needed. In February 2001, *Metal Roofing Magazine* debuted as a standalone title, and it hasn't looked back since.

From the very beginning, the magazine sought to challenge misconceptions about metal roofing while educating professionals and helping the industry grow. Early issues tackled myths like metal roofs being noisy, attracting lightning, or being prohibitively expensive—misunderstandings that many homeowners and contractors held at the time. Through technical articles, real-world case studies, and expert insights, the magazine helped reshape perceptions and pushed metal roofing into broader acceptance within residential and commercial markets.

Filling a Critical Industry Need

What set *Metal Roofing Magazine* apart from the start was its focus. It wasn't a general construction or agricultural publication that happened to cover metal roofing occasionally. Instead, it looked



at metal roofing from *every angle*: from coil and coating, through manufacturing and installation, to maintenance and repair. Whether readers were metal roofing contractors, architects, specifiers, or material suppliers, the magazine became a trusted source for practical guidance and industry trends.

Today, the magazine is published seven times per year and reaches a circulation of more than 25,000 readers across North

America. A majority of its audience is made up of roofing contractors and general contractors, with many subscribers holding senior management roles within their companies. That means the insights, product information, and best practices found in its pages aren't just interesting—they *matter* to the people making buying decisions and shaping how metal roofing work gets done every day.

Keeping Pace With Change

Metal roofing itself has changed a lot since 2001, and the magazine evolved right along with it. In the early years, a few iconic moments helped shift industry thinking. For instance, in the wake of major wildfires in Southern California in 2002, *Metal Roofing Magazine* ran a powerful cover story showing a home with a metal roof that survived while surrounding structures burned. That issue was widely shared and helped elevate metal roofing's reputation as a resilient, weather-resistant choice.

Similarly, after multiple hurricanes impacted Florida in 2004, well-installed metal roofs stood up far better than many alternative materials — further strengthening the case for metal's performance in extreme conditions. These real-world examples, combined with the publication's ongoing technical articles, played a role in expanding metal roofing's market reach.

Expanding Influence and Resources

Over time, *Metal Roofing Magazine* has

broadened its content to cover more than just installation techniques and product profiles. It now includes award programs like the Metal of Honor Awards, which celebrate suppliers and manufacturers that support the industry with quality products and service — a program that has been going strong for more than 20 years.

The magazine also produces specialized resources like the annual *Metal Roofing IDEA Book*, which is a tool to help professionals find project inspiration and source products and services efficiently.

A Trusted Industry Voice

One of the keys to the magazine's longevity is its strong connection with its readership. Rather than presenting information from a distance, the editorial team actively listens to what contractors, suppliers, engineers, and installers want to know more about. Topics evolve with industry trends and challenges — whether that's new panel systems, coatings technology, or best practices for safety and installation.

Another strength is continuity. Many of the companies and advertisers that supported *Metal Roofing Magazine* in its early years continue to engage with the publication today. That loyalty reflects both the magazine's deep roots in the industry and the trust it has built over time.

Looking Ahead

As *Metal Roofing Magazine* moves into its third decade, its mission remains the same: to inform, educate, and connect the professionals who keep the metal roofing industry strong. With a growing audience, ongoing industry programs, and a commitment to quality content, the magazine continues to be a cornerstone resource for roofing pros across North America and beyond.

Whether you're a seasoned installer, an architectural specifier, or new to metal roofing altogether, the pages of *Metal Roofing Magazine* will continue to offer insight, inspiration, and practical knowledge you can put to work. **MR**

Building Interest In Skilled Trades

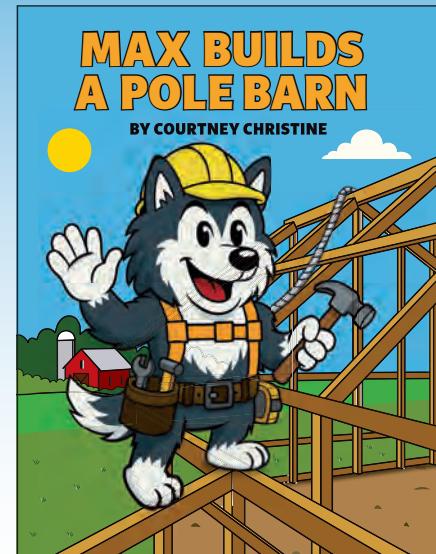
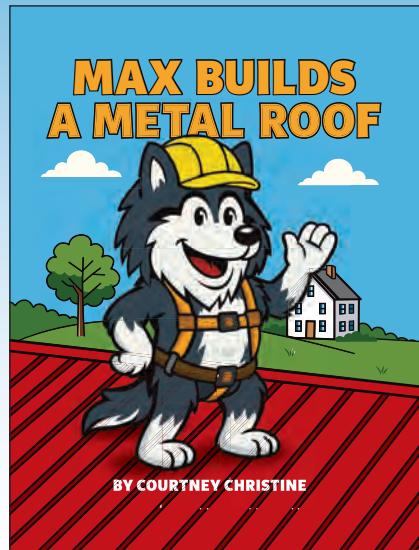
Max Builds is a series of children's books from Shield Wall Media—the publishing company behind *Metal Roofing Magazine* and several other B2B construction publications. These books are designed to introduce kids to the construction trades in a fun, engaging, and age-appropriate way.

The concept is simple and memorable: Max, the official Shield Wall Media office dog, has decided to document his "career" in construction. The result is a growing collection of stories that introduce young readers to different construction paths through Max's adventures on the jobsite.

More than a dozen titles are planned, with the goal of releasing one new book each quarter. Each book highlights a specific segment of the construction industry already covered in our B2B magazines.

The first title, *Max Builds a Metal Roof*, was released last fall. The second book, *Max Builds a Pole Barn*, is scheduled for release in late January, with *Max Builds a Barndominium* next on the publishing calendar.

We are giving these books away. Whether you'd like a copy or two for your family, or several to donate to local



schools or libraries, just let us know. This is an opportunity for all of us in the construction industry to share our passion for the trades and introduce kids to viable, rewarding career paths.

If you know of schools, churches, libraries, or organizations that would like multiple copies, please contact publisher Gary Reichert. Our goal is simple: get *Max Builds a Metal Roof* and *Max Builds a Pole Barn* into the hands of children—and, hopefully, inspire the

next generation of tradespeople.

If workforce development is a concern for you or your organization, Gary can also share information about sponsorship opportunities to help expand the reach of the Max Builds series. **MR**

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