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Looking Beyond the Waves

If you've been around standing seam metal roofing for any length of time, you've probably heard the term *oil canning*. Maybe you've seen it on a project, answered questions from a customer about it, or wondered what really causes those subtle waves that sometimes appear in flat metal panels.

The truth is, oil canning has been part of the conversation for decades. (The "Flashback" article in this issue, written by then-associate editor Jim Austin, was published in 2006!) While it's often misunderstood, industry experts agree that it's generally an aesthetic characteristic—not a structural problem or a sign that a roof won't perform as intended. That doesn't mean it should be ignored. Understanding what

contributes to oil canning—from panel design and manufacturing to roof deck conditions, thermal movement, and installation practices—helps roofers set realistic expectations and deliver the best possible finished product.

That's exactly why *Metal Roofing Magazine* exists.

Our mission has always been to provide practical, trustworthy information that helps metal roofing professionals become more successful and better at what they do. Whether we're exploring technical topics like oil canning, sharing installation best practices, highlighting innovative products, or introducing you to successful roofers and manufacturers, our goal is the same: to give you information you can put to work.

As we begin planning our 2027 editorial calendar, we'd like your input. What challenges are you facing? What new products, technologies, installation techniques, or business issues would you like us to explore? Some of our best story ideas come directly from readers who are working in the field every day.

If there's a topic you'd like to see covered—or if you have expertise you'd be willing to share—we'd love to hear from you. Together, we can continue building a magazine that reflects the questions, opportunities, and innovations shaping the metal roofing industry.

Karen Knapstein, Managing Editor
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TABLE OF CONTENTS



6: Flashback 2006

A close look at oil canning

16: Women in Roofing

Beyond the stereotypes

18: Time To Grow?

Who should attend the
Construction Rollforming Show

21: Gatlinburg Preview

Companies you'll find at The
Construction Rollforming Show

22: Problem Solvers

Products you'll find
at METALCON 2026

28: METALCON 2026

Education and Training
Opportunities



32: Climate Resilience

Can metal roofing lower
customer insurance costs?

37: Portable Advantages

On-site roll forming benefits

41: Building a Future

Training and recruitment
resources

50: Western Roofing Expo

At the Paris Las Vegas

54: Tools of the Trade

Cutting metal

56: Business Building

Overcoming the objection
of price

58: Project of the Month

DEPARTMENTS

- 3** Editor's Message
- 46** Business Connections
- 53** Supplier News
- 58** Project of the Month



OCTOBER PREVIEW

- METALCON 2026
- Material Innovations
- Marketing Metal Roofing

**GO TO PAGE 17 TO
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ON THE COVER:

A machine from Roll Former LLC rolls long panels on the rooftop. Learn more about the benefits of on-site roll forming beginning on page 37. Photo courtesy of Indiana Metal.

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INDEX OF ADVERTISERS

Company	Page #
AceClamp	23
Acu-Form	46
AkzoNobel	11
American Garage Door Factory.....	48
AppliCad Software.....	8
ASC Machine Tools Inc.....	46
ASCO USA, Inc.	46
Aztec Washer Company.....	47
Bradbury Group.....	35
Central States Manufacturing Inc.....	9, 49
Coil Spot / Wildcat / SpeedLap.....	48
Cold Spring Enterprises.....	49
Creekside Manufacturing LLC.....	47
DMI Direct Metals LLC.....	47
Dynamic Fastener	7
E-Impact Marketing LLC.....	47
EPDM Coatings Corp.....	13
Everlast Metals.....	43, 46
Formwright.....	38, 47
Golden Rule Fasteners.....	39, 47
Grandura Distribution LLC	49
Hixwood	38
Kirsch BP/Sharkskin Roof Underlayments	19
Levi's Building Components	33
Marion Manufacturing.....	46
Metal Rollforming Systems.....	25
METALCON.....	29
New Tech Machinery.....	3
Owens Corning / Titanium	15
PA Wholesale Products	47
Pine Hill Trailers.....	46
Planet Saver Industries / GreenPost....	46
Postsaver Europe Ltd.....	48
Raytec Manufacturing	45
Red Dot Products, LLC	46
Rib Runner Tools.....	49
Roper Whitney.....	53
Royal Metal Works.....	49
SteelGrip SAMM, Inc.....	47
Triangle Fastener Corporation.....	27
United Steel Supply.....	IFC, 48
WSRCA / Western Roofing Expo.....	52

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Gary Reichert,
Publisher, Shield Wall Media

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Less stress = less oil canning

Life ain't easy being a metal roofing panel

OCTOBER/ NOVEMBER 2006 FLASHBACK

Although published in 2006, Jim Austin's article on oil canning remains highly relevant to today's metal roofing professionals because it addresses a challenge that continues to affect standing seam installations. You'll gain a practical understanding of the primary causes of oil canning, including uneven substrates, stress during roll forming, improper panel handling, fastening pressure, and thermal expansion and contraction. This article reinforces an important message: oil canning is typically an aesthetic issue, not a structural failure or product defect.

One of its greatest benefits is its emphasis on customer education and expectation management. Those who explain oil canning up front can reduce callbacks, disputes, and dissatisfaction—especially in today's premium market, where homeowners expect both durability and visual appeal.

The article also provides practical strategies for minimizing oil canning. It further highlights the role of manufacturing quality, including coil handling, slitting precision, and roll former setup. Ultimately, this article reminds us that while oil canning cannot always be eliminated, it can be minimized through quality materials, skilled installation, and expectations managed through clear communication. [MR](#)

By Jim Austin

Becoming a standing seam metal roofing panel is stressful. Before it takes a recognizable shape, it is submitted to coating, slitting, coiling, and being bounced around by a forklift and in a delivery truck.

Then there's the strain of forming. A flat piece of metal is manipulated through several stages of rollers to form a standing seam panel, complete with several bends of 90 degrees or more, and hopefully, a flat pan between.

After being formed, the metal roofing panels are cut, carried, lifted, and fastened into place. These panels may or may not be installed on a structure that is perfectly level or square. When installed on an imperfect substrate, the metal roofing panels may become twisted or buckled, because as one manufacturer representative reminds us, "Metal doesn't stretch!"

However handled, formed, or installed, they are now metal roofing panels and are held to the highest of roofing standards. Those standing seam panels must be able to stand up to wind, rain, hail, fire, snow, sunshine, and anything else Mother Nature throws their way. And that's not a problem. That's what metal roof panels are manufactured to do.

Yet even after they are installed, metal roofing panels get no rest. They expand and contract. Any change in material temperature, no matter how minute, gradual, or drastic, keeps metal roofing panels on the move. That movement is known as thermal movement. Installed properly, allowing for thermal movement, metal roof panels will still do the job they were manufactured to do — provide cover for everything underneath.

In addition to providing an everlasting cover for the building, architects, homeowners, and building owners expect

them to be aesthetically pleasing as well. That's not a problem either, unless ...

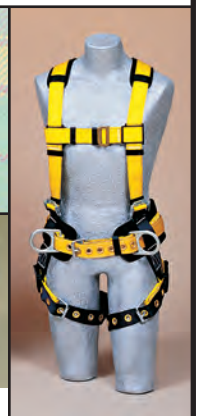
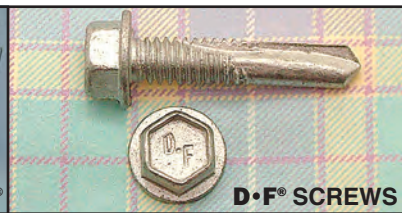
Any or all of the aforementioned stresses can induce what is referred to as oil canning. It appears in varying degrees and any number of sources can be held accountable for inducing those stresses. Few in the industry like to talk about oil canning because of its negative connotations. Unfortunately, not talking about it doesn't make it go away. According to the Sheet Metal and Air Conditioning Contractors' National Association, "oil canning is a perceived waviness of the flat areas of metal panels. It is a naturally occurring phenomenon that is inherent in all light-gauge sheet metal. Oil canning is more apparent under shallow cross lighting so its presence is more discernible during certain seasons or times of day. Also, differing forces can create waviness, either temporary or sustained, as the sun moves across the sky. Oil canning is an aesthetic issue, not a structural problem or defect. It is unrealistic to expect any architectural roof or similar element to be totally free of some degree of oil canning."

A contractor who informs customers about the potential for oil canning, and does his best to minimize it, can reduce the chance of callbacks, panel replacement, and worse — not getting paid. Unfortunately, some argue that this educational conversation with the customer could point out a problem that may never be noticed without prompting. Either way, it's very important to note oil canning will not affect the performance of a metal panel roof system.

"I don't know if there is a surefire way to make sure that a panel is as flat as it can be," says Ray Marcon of R.H. Marcon Roofing Contractors in State College, Penn. "What we do is try to

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educate the owner/specifier, etc., as to what the causes of oil canning are and what they should expect prior to the application of the metal. Painted metal and the architectural metals are different so we explain the patina development of the copper or terne-coated steel, and what to expect from the painted metal depending on sunlight, cloud cover, and time of day.

“As far as we are concerned, oil canning is inherent in sheet metal roofing and it is what it is.”

Are you fighting oil canning?

Even moderate oil canning has no effect on the performance of the roofing system, but most architects, homeowners, and building owners prefer not to look at it. And that's not unreasonable, even though there are varying degrees of oil canning. That's what has prevented

anyone from establishing a standard of acceptance for oil canning — thus far. (*Metal Roofing Magazine*, August-September 2004.) Reputable installers and manufacturers would rather install metal roofing panels without oil canning and do their best to minimize it.

Brett Hall of Joe Hall Roofing in Arlington, Texas, says it is important to cautiously handle coil before panels are formed and to carefully transfer panels from the roll former to the roof line, making sure to have enough hands to reduce the possibility of panel stress. “Wind is the biggest enemy of standing seam installers,” he says. “The dedication of the workers to take their time and not get in a hurry at any point separates the best work from the rest. Time, attention to details, and a careful eye for measuring can mean more profits on beautiful architectural standing seam roofing.”

Again, metal roofing installers are craftsmen. There is some finesse involved for the proper installation of a standing seam roofing system.

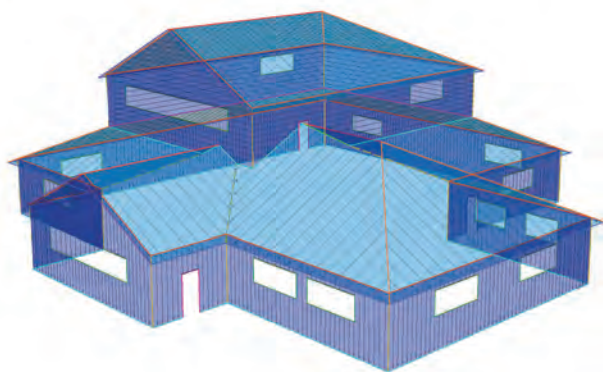
“With a good deck, a good quality panel, and an installer with a soft touch, oil canning can usually be minimized,” says Jerry Iselin, owner of Metal Roof Specialties in Tacoma, Wash., and a regular speaker at METALCON International. “Notice I said ‘minimized.’”

That should be the goal. No one will claim to have an oil canning remedy, eliminating it altogether ... well, almost no one. New Zealand native Pete Croft of Metro Roof Products, a manufacturer of stone-coated steel shingles offers this suggestion: “If you don't like oil canning, throw some granules on it, mate!”

Because that is not an alternative everyone can live with, let's investigate suggested methods of minimizing oil

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MasterCraft Metals in Tucson, Ariz., forms three fluted striations into its standing seam panels (top) to minimize the appearance of oil canning. Sunshine Metal Works of Oxford, Ala., uses ribs or striations in its panels (below).

canning — without granules.

“Oil canning is a result of one or a combination of three conditions,” Iselin says. “Either a substrate is uneven, the panel has oil canning induced into it through the fabrication process, or the installer induced it through excessive force while attaching it. An uneven roof deck is usually the issue and unfortunately there is very little that can be done to correct it. The thought of installing shims or otherwise trying to even out the deck usually makes things worse.”

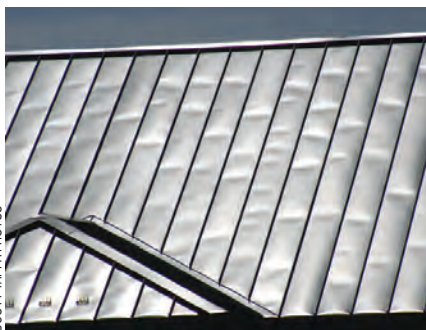
So what makes it better? For every installer of standing seam metal roofing panels, there is a method to or a theory on minimizing oil canning.

“We help alleviate oil canning by using 24-gauge metal,” says Lisa Brand



of MasterCraft Metals in Tucson, Ariz. “We also run a series of three low-profile fluted striations in the panel. We only do standing seam, which allows for expansion and contraction better than a screw-down panel. A flat and uniform deck helps a lot, too.”

Almost every installer knows the deck can induce oil canning. Those that do all have their own theories and methods to work around the imperfect substrate.



“Most projects in our market are wood deck applications with no runners or hat channel,” says Hall. “Because of wood rafter evenness or unevenness, the substrate of the wood decking can undulate up and down. As the panel is clip-locked and fastened to this potentially uneven substrate, the formed steel panel will be stressed during fastening.”

Danny Boes of Southwest Metal Roofing Systems in San Antonio says minimizing oil canning is a top priority at his company and the occurrence of any oil canning shouldn’t come as a surprise to anyone when the job is completed. “It’s important to communicate with the customer about any imperfections in their roofline,” Boes says. “Any sagging or bowing will surely make a standing seam roof oil can.”

Problems with the deck were cited as one of the major culprits when it comes to oil canning, or telegraphing, defined as a distortion that may arise when a new roof is applied over an uneven surface. Unfortunately, most installers have minimal control over the construction of the deck. During the early stages of construction, or possibly during the bidding stages for a retrofit job, there should be a conversation about the importance for a level deck. It can be a greater problem when retrofitting older buildings or homes, where settling and rotted materials under the old roof could leave a less than perfect deck to install a new metal roofing system on.

“Educate yourself so that you can do the same for your client,” says David Mackey of Mackey Metal Roofing in Champlain, N.Y. “A frank discussion upfront can make a huge difference in the end. If installing over solid sheathing, make certain that the ice and water shield is properly applied so overlaps are clean and sitting down. Make certain the roof deck is as level as possible. Humps and dips will put stress on panels and accentuate oil canning.”

Beating the deck

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to run into an imperfect substrate — there are ways to minimize oil canning.

Many manufacturers offer profiles with striations or rib stiffeners to make the panel stronger and eliminate wide flat areas that more easily showcase oil canning. Oil canning may still exist in striated panels, it's just lost in the striations. The angle from which the roof is viewed can be a factor as well.

"Slope plays a role," Mackey says. "The lower the slope the more accentuated the oil canning. Try using a profile with stiffening ribs for lower slope jobs."

Terry Lamb of Sunshine Metal Works in Oxford, Ala., also suggests using a panel with minor ribs or striations. "If you must use a flat pan, get a 24-gauge 12-inch pan to minimize oil canning," he says.

Gauge is a major consideration, according to many installers and manufacturers. "Gauge alone is not enough to win the war, but it does play a role," says Mackey.

It makes sense that a heavier panel, no matter what metal, is going to be stronger and more resistant to oil canning. It's an extreme example, but think about how easy it is to wrinkle aluminum foil.

"We will normally use heavier gauge zinc if oil canning is an issue," says Jim Dallman of Rocky Mountain Architectural Metals in Carbondale, Colo. "We will use 18-gauge zinc if we think it's necessary, but mostly we use 24-gauge or 22-gauge."

Copper and zinc panels, obviously unpainted, have been in use for centuries as a roofing material. Minimal oil canning is sometimes more acceptable in panels manufactured from zinc or copper because their appearance is always changing, until they achieve the natural patina look each is famous for.

Modern roll forming equipment and mechanical seamers have allowed for the manufacturing and seaming of panels that run in excess of 100 feet. There was a time when 10-foot panels were hand-formed and hand-seamed. Some installers still do it that way when working with specialty metals.



Vantage point and time of day can greatly influence the appearance of oil canning on a metal roof. The bottom photo was taken at approximately 11:15 a.m. on a sunny day. The top photo was taken approximately one hour later under more direct sunlight from a point about 10 feet to the right. The oil canning is easier to spot in the top photo.

"I always use the appropriate length panel — never more than 10 feet long with softer materials like copper and zinc," says Mike Winters of Mike's Metal Works in Bozeman, Mont. "I also over-bend the standing seam legs so that when they are seamed together they create a slight crown in the panel. This keeps the oil canning out and prevents substrate telegraph."

Finesse in installation

Carelessness during the installation process also can lead to oil canning. Including the careful handling of panels, the installer must have a full understanding of the system. "The

installation is also key to the success of the finished product and depending on whether the panel has an independent clip or incorporated attachment flange product will have a definite impact," says Iselin. "The clip systems are a little more forgiving as long as the clip is installed in line with the panel while the attachment flange products are a little more sensitive to the amount of pressure applied to the fastener and the stability of the substrate."

Some installers believe that the more torque applied to a fastener, the better. That's not true when it comes to aesthetics. And each attachment system is different and the installer should know the difference.



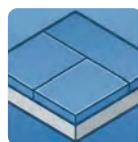
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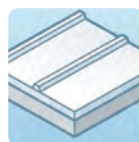


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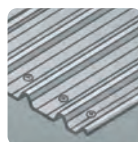
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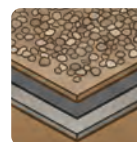
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- For longer runs, sliding clips provide the ability to accommodate expansion without damage to the panels.

“Allow for expansion,” says Sean Crocker of Crocker Architectural Sheet Metal of North Oxford, Mass. “Keep in mind what material you are using and how much it expands. Allow for your expansion with expansion cleats or fasteners. And pay attention to the time of year you are installing. In hot weather, you can be tighter than cold weather.”

It’s a safe bet you can learn from every installation, so experience is the best teacher. But every suggestion from an experienced installer has got to help.

“Buying from a quality manufacturer with modern computerized slitting machines really cuts down on oil canning as well,” says Boes.

Help is available

Manufacturers are willing to help with oil canning issues, if they can. Many offer suggestions on their websites. Just like contractors are trying to install a metal roofing system with a minimal amount of oil canning, manufacturers are trying to supply contractors with the best metal and best roll formers to produce panels with minimal oil canning.

Since 1985, Englert has recommended their installers use backer rods in standing seam roofing where oil canning is a concern. Kevin Corcoran, vice president of business development at Englert, says the company made the switch to all low gloss paint on January 1, 2004 to combat the issue of oil canning. According to the Metal Construction Association’s Technical Bulletin on oil canning, “an embossed surface or a surface painted with a low gloss paint system will also

help reduce visible waviness in the metal.” Paint companies offer “cool” paint systems that decrease the amount of thermal movement in a roofing panel because the temperature of the panel does not rise as high, reducing the stress that can create oil canning and actually increasing the life of the panel. Englert, like most manufacturers, also provides various profiles with striations or ribs.

RHEINZINK America national training and sales manager Kevin Wohlert recommends the company’s products be installed over Enkamet, a slip sheet, capillary break, and drainage space for the underside of the zinc. “In the past, I have used various methods from stiffening ribs to striations in the panel to minimize or hide the oil canning,” Says Wohlert. “In a façade application on shorter panels, sometimes we used to slightly cross-break them from corner to corner, creating an X in the face of the panel to stiffen it and reduce or eliminate oil canning.”

On its website, the Garland Company says to limit oil canning to a minimum, it designs roofing systems with unlimited thermal movement, using high quality roll forming equipment, and adds mechanical finishes to metal roof panels and accessories.

Follansbee takes a proactive approach on its website, stating “the architect should be aware that minor surface deflections known as oil canning are inherent in thin sheet metal skins. Factors such as reflectivity will amplify the oil canning appearance until painted. Also, wide flat surfaces will show deflections readily. Oil canning does not affect the finish or structural integrity of the panel and is, therefore, not cause for rejection. Oil canning induced from buckling stresses, however, should not be allowed. These are normally a result of improper application.”

The Copper Development Association offers the following suggestion: “If aesthetically objectionable, oil canning may be minimized by the use of expansion cleats, and by limiting the use

of fixed cleats to pans 10 feet maximum in length. Fixed cleats should be installed at the midpoint of the respective pan in the pattern indicated.”

Just minimize it

It’s easy to say, “oil canning is inherent to light-gauge metal and therefore not a cause for rejection.” Reputable installers are doing their best to minimize oil canning, not hide behind a statement for their shabby workmanship. They owe it to their customers, to their business, and to the industry. Just like they work hard to install a roofing system that doesn’t leak, they work hard to install a roofing system that maintains curb appeal with as little oil canning as possible.

The key to the continuing growth and success of the metal roofing industry is performance, and like it or not, aesthetics have become as much a part of performance as preventing water infiltration. Manufacturers have worked hard to develop products that perform as attractive watertight metal roofing systems, including providing assistance for those willing to ask. The same goes for the manufacturers of portable roll formers — durability and beauty go hand in hand in the manufacturing of panels on the jobsite.

It’s what customers are demanding — customers who have opted to pay 2-3 times more for their metal roof than a lesser product. As far as they’re concerned it’s part of the deal. They’ve been sold on looks as well as durability.

Therein lies the challenge for everyone in the industry. Bad news travels faster than good news, especially when a dissatisfied customer is the bearer of bad news. And it doesn’t matter what the problem is, bad leaks or bad looks.

Metal roofing installers are working with the best roofing systems available and they need the best installation available. Most metal roofing installers understand this.

One installer told us, “It may not be easy, but if we wanted easy, we’d all be installing 10-year asphalt shingles.” **MR**

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Beyond the Stereotypes: Women in Roofing

By Katie Bodiford, CAE
NWIR Executive Director

“Women? In roofing? Really?”

If I had a dollar for every time I've heard that response after telling someone where I work, National Women in Roofing (<https://www.nationalwomeninroofing.org/>) might have its next sponsorship secured.

The reaction is almost always the same. A pause. A look of surprise. And occasionally a follow-up question: “How many women could there possibly be in roofing?”

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A lot.

We're here.

That realization sparked a recent series of social media posts built around those two simple words. On the surface, “We're Here” is a statement. But the more I thought about it, the more I realized it's also a response—to assumptions, stereotypes, and the outdated notion that roofing is a place where women don't belong.

The truth is that women have always been part of this industry.

We're here on rooftops, in warehouses, and in distribution centers. We're here in sales meetings, estimating projects, managing operations, leading crews, running companies, developing products, and training the next generation. We're here serving customers, building relationships, solving problems, and strengthening businesses.

And while the industry continues to evolve, the role women play in roofing continues to grow—not because we're asking for permission to participate, but because we're contributing value every single day.



Upcoming NWIR Events

September 29: Table Talks, Western States Roofing Expo, Las Vegas, Nevada.

Join fellow National Women in Roofing members for a fun Table Talks breakfast during the 2026 Western States Roofing Expo. In this engaging round-robin format, we'll chat about leadership, building industry relationships, and other topics that apply to you as a professional woman in the roofing industry.

February 28-March 1, 2027: NWIR Days, Nashville, Tennessee.

National Women in Roofing will be hosting its 2027 Annual Event - NWIR Days - at a time/location separate from the International Roofing Expo. After learning how challenging back-to-back attendance at both events was for many of our members, we surveyed all stakeholders and the result was overwhelmingly in favor of a separate, stand-alone event! (NWIR will still be involved in IRE, with an NWIR mixer as well as a booth to meet and greet.)

The “We're Here” campaign isn't about demanding attention. It's about acknowledging reality.

It's about recognizing the women who have spent decades building successful careers in roofing, often without much visibility. It's about encouraging those who are new to the industry to see a

place for themselves. And, it's about helping others understand that roofing talent comes in many forms.

At National Women in Roofing, we see these stories every day. We see women launching businesses, earning promotions, mentoring others, volunteering in their communities, and making lasting impacts on the industry they love.

The roofing industry is stronger because of the diverse experiences, perspectives, and talents of the people who make it work.

So, the next time someone asks, “Women in roofing? Really?” our answer remains the same.

Yes.

We're here.

We've been here.

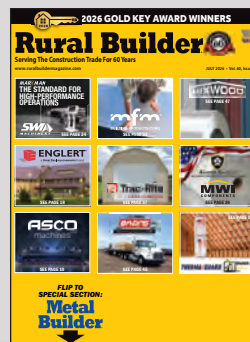
And we're helping shape the future of roofing. **MR**

Katie Bodiford is the Executive Director of National Women in Roofing. Having worked in association management for nearly 30 years, Katie has spent a majority of that time focusing on helping those in the lumber and building materials industry. In addition to her current role at NWIR, she previously worked for the Construction Suppliers Association, Southeastern Lumber Manufacturers Association as well as several other groups in non-construction industries.



Katie Bodiford

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Should You Attend the Construction Rollforming Show?

It Depends on Where You Want Your Roofing Business to Go

By Metal Roofing Magazine Staff

For some metal roofing contractors, the Construction Rollforming Show is simply another industry event. For others, it can become the catalyst for expanding capabilities, improving profitability, and gaining greater control over their businesses. The difference depends on what you hope to accomplish.

For years, metal roofing contractors have relied on outside suppliers to provide roof panels, trim, and accessories. That model continues to work well for many companies. But an increasing number of roofing contractors are discovering that manufacturing at least some of their own products can improve scheduling, reduce waste, increase quality control, and open new revenue opportunities.

Those opportunities are precisely why the Construction Rollforming Show was created. Unlike broader roofing trade shows, it is dedicated exclusively to companies that manufacture or form metal for the construction industry. Educational sessions and exhibitors focus on the equipment, materials, software, and best practices that help companies become more productive and profitable.

If you make operating decisions for your metal roofing company, the question isn't whether the show is worthwhile. The better question is whether your business has reached a point where investing in roll-forming knowledge will create measurable returns.

When You're Thinking About Making Your Own Panels

Perhaps the clearest sign that attending the Construction Rollforming Show makes sense is when your company is evaluating whether to purchase its first



Dyna-Cut Shears demonstrates a power shears at the 2025 Construction Rollforming Show. The company is also exhibiting at the 2026 CRS event. PHOTO BY SHIELD WALL MEDIA.

portable roll former.

Portable roll-forming technology has evolved considerably in recent years. Today's machines allow metal roofers to fabricate standing seam, soffit, and other panels at the jobsite in exact lengths while eliminating many of the transportation and handling issues associated with factory-produced panels. Roofers can fabricate and install simultaneously, reduce waste by producing only the material required, and better accommodate complex roof designs.

Rather than relying solely on manufacturer literature, the Construction Rollforming Show allows prospective buyers to compare multiple machines, speak directly with manufacturers, and learn from those who already use the equipment.

For many companies, that hands-on experience provides far more confidence than researching equipment online.

When Production Bottlenecks Are Slowing Growth

Many successful roofing companies eventually encounter the same challenge: sales continue growing, but production struggles to keep pace.

Long lead times, scheduling conflicts, freight damage, ordering errors, or waiting on replacement panels can disrupt projects and impact profitability.

Controlling more of the manufacturing process gives contractors greater flexibility. Companies that invest in roll-forming equipment often gain better control over scheduling while reducing dependence on outside suppliers for every panel and trim component.

The Construction Rollforming Show brings together suppliers of roll formers, slitters, folders, controls, software, coil handling equipment, fasteners, coatings, and related technologies under one roof. That concentration of manufacturers allows company owners to evaluate complete production workflows rather than isolated pieces of equipment.

When You're Looking Beyond Roofing

Many roofing contractors initially purchase portable roll formers simply to manufacture standing seam panels to supply their own projects.

However, exposure to the broader roll-forming industry often reveals additional opportunities.

Construction roll formers manufacture far more than roofing panels. Equipment can produce trim, soffit, gutters, siding profiles, framing components, and other specialty products used throughout the construction industry. Educational programming at the Construction

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Rollforming Show reflects this diversity by focusing on companies that form metal for construction applications—not just roofing.

For company principals exploring business diversification, the show provides an opportunity to evaluate whether expanding manufacturing capabilities could create additional revenue streams while making better use of existing personnel and facilities.

When Efficiency Becomes More Important Than Volume

Growth doesn't always require producing more panels.

Sometimes the greatest opportunity comes from producing panels more efficiently.

Rollforming Magazine regularly highlights technologies designed to improve shop productivity, reduce waste, improve material yields, streamline coil handling, and automate production processes. Software, controls, coil management systems, slitters, folders, and automation continue to reshape modern roll-forming operations.

For roofing companies already manufacturing panels, attending the Construction Rollforming Show provides exposure to equipment upgrades that may increase throughput without requiring additional labor.

Equally important, contractors can compare competing solutions side by side while discussing real-world applications directly with equipment manufacturers.

When Intricate Roofing Projects Are Becoming More Common

Architectural roofing continues to evolve. Complex rooflines, decorative elements, cupolas, dormers, and varying panel lengths require greater flexibility than standardized panel packages can always provide.

Portable roll-forming equipment allows contractors to fabricate custom-length panels at the jobsite, reducing waste while making intricate roof designs

easier to execute. Forming panels as needed also minimizes the need to cut factory-produced panels to fit unique roof geometries.

If your company increasingly specializes in custom residential or architectural projects, seeing these systems in person can be a valuable investment.

When You're Responsible for Major Capital Investments

Roll-forming equipment represents a significant capital investment.

Because of that, many company principals hesitate to purchase equipment without thoroughly understanding available options.

One of the advantages of the Construction Rollforming Show is the opportunity to compare multiple manufacturers in one location. Rather than scheduling numerous individual demonstrations throughout the year, attendees can evaluate different machines, accessories, software platforms, and production systems during a single event.

The show was created specifically because small- and mid-sized construction roll formers needed an event focused on their businesses rather than one dominated by broader manufacturing markets.

For decision-makers evaluating equipment purchases that may influence operations for years to come, access to multiple suppliers and educational sessions can shorten the research process considerably.

When You Want Answers Instead of Sales Pitches

Perhaps one of the greatest values of the Construction Rollforming Show isn't the equipment itself.

It's the people.

The event brings together manufacturers, software developers, machinery suppliers, coil suppliers, educators, and experienced roll formers who understand the unique challenges facing construction manufacturers.

Educational sessions cover practical topics ranging from coil specifications and software to portable trailer setup, sales processes, and production best practices.

Instead of relying solely on brochures or online videos, attendees can ask detailed questions, compare approaches, and learn directly from professionals working in the industry every day.

Those conversations often provide insights that simply can't be found in product literature.

Making the Decision

Obviously, not every metal roofing contractor needs to become a roll former.

Companies that primarily install exposed-fastener panels purchased through established suppliers may find their current business model continues serving them well.

However, contractors who are considering portable roll forming, expanding manufacturing capabilities, improving production efficiency, diversifying into additional metal products, or investing in major equipment may find the Construction Rollforming Show offers information difficult to obtain elsewhere.

As we report frequently, capabilities continue expanding within the construction industry. Roofers who understand those opportunities are often better positioned to control quality, improve scheduling, reduce waste, and respond more quickly to customer demands.

Ultimately, attending the Construction Rollforming Show isn't simply about buying machinery. It's about determining whether manufacturing more of your own products aligns with the future you envision for your business. For many company principals, that conversation alone makes the investment worthwhile.

The Construction Rollforming Show will be held September 16-17, 2026, at the Gatlinburg Convention Center, Gatlinburg, Tennessee. Learn more and preregister to attend at constructionrollformingshow.com. **MR**

See You In Gatlinburg!

A Personal Invitation to the 2026 Construction Rollforming Show

Dear Industry Professionals, I am excited to invite you to the upcoming Construction Rollforming Show, taking place on September 16 and 17, 2026, at the beautiful Gatlinburg Convention Center. This business-to-business event again promises to be an essential gathering for professionals in the rollforming industry, offering unparalleled one-on-one networking opportunities and insights into the latest trends and technologies.

This year's show will feature a rich program of informational seminars hosted by industry leaders, designed to help you stay ahead in this ever-evolving field. We are thrilled to announce the return of the popular Rollforming Discussion Panel, moderated by Randy Chaffee. This panel offers an open forum for discussion and exchange of ideas, making it a must-attend session for all attendees. Be sure to bring your questions or send them to me before the show. No question is too basic or complicated for our experts.

The Construction Rollforming Show is not only about business; it's a family-friendly event. We encourage you to bring your loved

ones along to learn more about our industry, while enjoying the show and activities we have planned. (Spouses and children enter free.) As with all Shield Wall Media events, we are pleased to offer a complimentary banquet on Wednesday evening, where attendees and exhibitors can unwind and network in a relaxed setting.

Gatlinburg is known for its stunning mountainous landscapes and plentiful off-hour activities. Take advantage of your stay and explore the local attractions, from hiking in the Great Smoky Mountains to visiting quaint shops and restaurants.

Moreover, savvy attendees can enjoy free admission by reaching out to one of our exhibitors listed here for a complimentary pass. Don't miss this opportunity to connect with industry peers and gain valuable knowledge.

I look forward to seeing you in Gatlinburg!

Best regards,

Missy Beyer, Show Director

Shield Wall Media

missy@shieldwallmedia.com

Exhibitors at the Construction Rollforming Show

AceClamp	Dutch Tech Inc	Paragon Computing Solutions LLC
Acu-Form	Dyna-Cut / Integrity Sales & Service	Premiere Building Products
AkzoNobel	Eastside Machine Company	Profilikeskus Oy
Ameripak Inc	EERA Roofing Tools	Progressive Metals
AMS Controls	Forge Machines	Red Dot Products, LLC
ASC Machine Tools Inc	FORMTEK	Simco of Southern Indiana
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Balcan Innovations (rFOIL)	Global Film Source	SmartBuild Systems
Beck Automation	Grabber Post Buildings, Inc.	Snap Z
Beckers Group	Grandura	Sommer USA
Best Buy Metal Roof - Cleveland TN	Harvard Products	ST Fastening Systems
Bluescope Coated Products	Hixwood	Star 1 Products LLC
Bradbury Group	Levi's Building Components	Stoll Metal Works
Capital Forest Products	Liberty Painted Products	Strongwall Columns
Coil Spot / Wildcat / SpeedLap	Little Harveys (Vinyl Structures LLC / LuxGuard)	SWI Machinery
Cold Spring Enterprises	Metal Rollforming Systems	Titan Steel Corporation
Crowntour	Metalfarming LLC	Toolcrest LLC
CUTCO	MR6 Tech Services, Inc.	True Metal Supply
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DMI Direct Metals LLC	Over-All Vents	W.E.H. Supply Inc.
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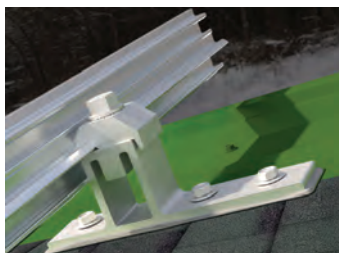
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AceClamp • Booth #807

Learn about the ColorSnap Universal Screw Down bracket. Our patented ColorSnap snow retention system is not just for SSMR anymore. Now you can get the same benefits on an exposed fastener system, asphalt roof or any screw down application. Pre-assembled for time-saving installation, it's compatible with nearly all roof types.

www.aceclamp.com



ACERO Industrial Systems • Booth #657

In today's manufacturing environment, success demands more than production; it requires flexibility, efficiency, automation, and the ability to adapt to changing market demands. That's the vision behind ACERO's Maximus Purlin Line: a revolutionary structural roll-forming system designed to eliminate limitations and unlock new possibilities.

The Maximus combines the production of five structural profiles in one fully automated machine: C-Purlins, Z-Purlins, U-Channels, L-Angles, and E-Strut allowing manufacturers to maximize production capacity while reducing equipment footprint and operational complexity. Instead of investing in multiple machines, fabricators can streamline operations with a single heavy-duty platform engineered for versatility and performance.

Built with an ultra-heavy reinforced welded frame, premium D2 tooling, servo-driven punch stations, high-performance servo motors, upgraded PLC controls, and premium bearings, the Maximus delivers exceptional precision and continuous production at speeds exceeding 150 feet per minute.

Capable of processing material from 10 gauge to 16 gauge and producing profiles from 4-inch to 14-inch webs, the Maximus empowers manufacturers to take on more projects, serve more markets, and increase profitability without sacrificing quality.

www.aceroindustrialsystems.com



Acu-Form Equipment • Booth #607

Acu-Form Panel Lines are engineered for accuracy, consistency, and operational ease. Built with long-term durability in mind, these versatile systems efficiently produce highly precise metal parts across an extensive variety of profiles, including custom matches tailored to your exact project specifications.



To guarantee an exceptionally long wear life and resist heavy industrial abrasion, all of our premium forming dies are precision-crafted from D2 tool steel 58RC. Furthermore, these robust machines adapt seamlessly to your specific shop infrastructure, offering flexible power configurations available in high-efficiency electric, hydraulic, or mechanical drive options.

www.acuformequipment.com

AkzoNobel • Booth #817

AkzoNobel's CERAM-A-STAR® Select Expressions is a unique, high-performance silicone-modified polyester textured coating that achieves a wood grain effect finish in wood and stone prints. It was developed using the advanced CERAM-A-STAR® 1050 platform, showcasing industry-leading technology.

Utilizing AkzoNobel's proprietary resins and additives, it delivers excellent performance backed by an industry leading warranty.

The innovative technology is applied through a traditional print roll process, delivering natural looking prints with a wood grain texture in the final film. This convincingly mimics natural materials like wood, slate, or granite for versatile aesthetics in lap siding and board and batten applications.

Beyond its appealing appearance, CERAM-A-STAR® Select Expressions boasts superior performance, providing outstanding



PRODUCT FEATURE

durability, moisture and UV resistance, flexibility, and abrasion resistance. It is available in a standard color palette, providing readily accessible print materials to simplify the ordering process.

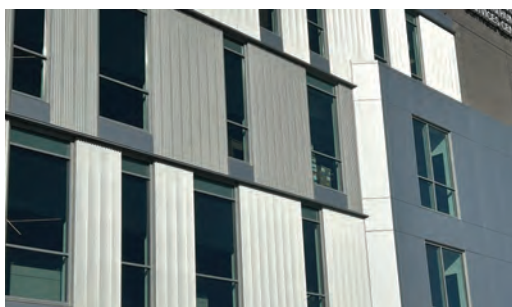
<https://coilcoatings.akzonobel.com>



ASCO USA, Inc. • Booth #1025

The ASCO V2.5 is a next-generation, fully electric metal folding machine designed to help manufacturers produce complex parts faster, more accurately, and more efficiently. Its innovative 300° clearance geometry expands profile capabilities, while Dynamic Pressure Regulation (DPR) ensures consistent, high-quality bends across a wide range of materials. Intelligent automation, including advanced gripper technology and automated cutting, reduces setup times, simplifies operation, and increases throughput. Powered by ASCO's advanced E-Drive system, the V2.5 delivers fast, accurate performance with lower energy consumption and less maintenance than conventional hydraulic machines. Built for today's fabrication industry, the V2.5 gives manufacturers the speed, precision, and flexibility to tackle increasingly demanding applications with confidence.

www.ascomachines.com



ATAS International • Booth #1543

ATAS International's new MultiFin series of wall cladding features a distinctive fin-style profile available in multiple variations, designed to pair seamlessly with the MetaFlex panel through a shared interlock. As a structural rainscreen wall panel system, MultiFin encourages design flexibility and elevated aesthetics across a wide range of building façades. Mix and match colors, finishes, and fin spacings to bring virtually any design vision to life with MultiFin. Panels are offered in both aluminum and steel, with a range of thicknesses to meet project needs. MultiFin is well suited for commercial, educational, and healthcare facilities, as well as multi-family residential and mixed-use developments.

<https://atas.com>



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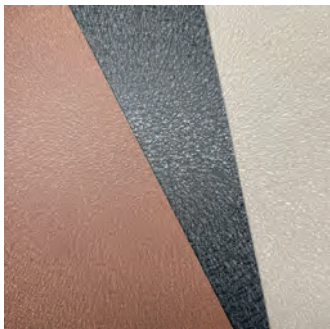
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Beckers Group • Booth #1432

Beckry®Tex by Beckers Group is a high-performance textured coil coating that helps metal manufacturers create products with added depth, visual appeal, and lasting durability. Its low-gloss textured finish provides a distinctive alternative to traditional smooth coatings while delivering excellent weatherability, color retention, and surface protection.



Meeting AAMA 2604 and 2605 requirements and formulated to be PFAS-free, Beckry®Tex supports high-performance metal building applications while providing design flexibility for roofing, wall panels, and other architectural uses.

www.beckers-group.com

Coil Spot • Booth #1385

Coil Spot has launched LUXR, a new metal shingle system designed to help rollformers, roofing suppliers, and contractors compete more effectively in the residential roofing market. Engineered to offer the durability of metal with the convenience of asphalt shingles, LUXR eliminates many of the logistical challenges associated with traditional metal roofing, such as field measurements, long lead times, and off-site panel production. Available to qualified rollformers nationwide beginning in Fall 2026, LUXR comes in three textured finishes—Charcoal, Matte Black, and Burnished Slate—and is manufactured from 26-gauge steel with a Sherwin-Williams SMP paint system backed by a 40-year warranty. The system creates multiple revenue opportunities by allowing suppliers to stock and sell shingles, manufacture matching trim in-house, and supply related accessories such as fasteners, underlayment, and closures—all through a streamlined single-source supply model.



www.luxroof.com

CombiLift • Booth #1285

At METALCON, Combilift will showcase its innovative multidirectional C-Series and CB forklift range, engineered to deliver exceptional manoeuvrability in tight spaces.

With the ability to travel sideways, these forklifts are ideal for handling long, bulky steel products such as steel beams, columns, coils, metal roofing, and insulated panels. Their multidirectional capability eliminates the need to carry long loads overhead, allowing operators to navigate safely through narrow aisles and confined spaces while significantly reducing the risk of injury and

product damage. The result is improved operational safety and more efficient use of valuable storage space.

The multidirectional range also features a low centre of gravity, ensuring stable, low-to-the-ground load handling for enhanced safety and confidence during transport.

Available with electric, diesel, or LPG power, the C-Series and CB models are designed for both indoor and outdoor operation. Their robust construction enables reliable performance in demanding environments and all weather conditions.

With lifting capacities ranging from 5,000 to 15,500 lbs for the CB range and 5,000 to 55,000 lbs for the C-Series, these compact forklifts offer a space-saving alternative to traditional counterbalance trucks while providing outstanding performance for long-load handling.

www.combilift.com

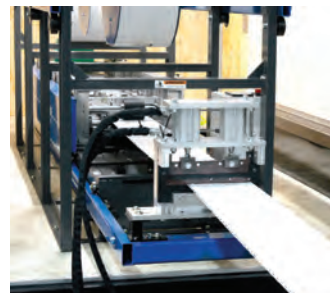


Eastside Machine • Booth #1261

Eastside Machine Company's EM 6/8/10 Multi-Profile Seamless Siding Machine delivers jobsite flexibility and performance in a rugged, American-made design. Capable of producing more than 40 seamless siding profiles—including Traditional, Dutch Lap, Board and Batten, and Plank styles—this portable roll-former allows for quick profile and attachment changes to meet evolving project demands.

A key upgrade to the machine is the hydraulic cutter. Its dual-cylinder design maximizes strength and minimizes travel, enabling faster, cleaner cuts on 26- to 29-gauge steel. With quick-connect couplers, a universal upper blade, and easily interchangeable lower blades, this cutter streamlines production while reducing operator fatigue and improving safety.

www.eastsidemachine.com



Englert • Booth #785

The Englert FP Machine is a roll forming system designed to help contractors produce high-quality metal roofing panels directly on-site. Built for speed and consistency, it allows operators to run panels to exact job lengths, reducing waste and improving installation efficiency.

With user-friendly controls and durable construction, the machine is designed for reliable performance in the field or at the shop. Contractors can take on more jobs, reduce material handling, and improve margins by producing panels on demand.

Whether for residential or commercial applications, the Englert

PRODUCT FEATURE

FP Machine helps streamline operations and gives contractors greater control over their production process.

www.englertinc.com

Forge Machines • Booth #1065

The D Series Double Folder dramatically increases productivity by eliminating one of the biggest bottlenecks in metal folding—handling the material instead of bending it. Single folders require operators to repeatedly turn, flip, and reposition long, heavy panels, wasting valuable time and increasing fatigue. The Variobend D Series performs bends from both the top and bottom without rotating the piece, allowing common profiles to be completed in one continuous operation. This reduces handling time, improves accuracy, and delivers consistent, repeatable results. Built and serviced in the United States by Forge Machines, the D Series combines world-class engineering with dependable local support. The result is faster production, lower labor costs, improved operator safety, and greater profitability. Less handling means



more bending—and more parts completed every day.

www.forgemachines.com

Leland Industries • Booth #1149

Leland Industries is a North American manufacturer that provides quality powder coated fasteners for the roofing and siding industry. Leland Industries has over 30 years of experience and expertise in powder coating, ensuring a finish that lasts the life of your metal panel. Leland's Powder Coated Tough fasteners will outlast conventional spray-painted finishes, eliminating chipping and premature fading. Leland Industries stocks over 120 colors providing peace of mind that their fasteners will match your panel. Leland powder coats under the head where corrosion begins, adding protection and durability in any environment. Leland's Powder Coated Tough exceeds 3000 hours salt spray life and exceeds 50 cycles, 2L S02/Cycle Kesternich, setting the standard in painted finishes.



www.lelandindustries.com

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Mallet Supply • Booth #1005

Mallet Supply, LLC presents GreenCoat PLX by SSAB. GreenCoat PLX is the “Roofer’s choice” line of premium steel which provides installers with unmatched durability and foldability. GreenCoat steel maintains a high tensile strength while offering low yield strength, allowing for premier quality roll forming. The PLX line is tension-leveled, which translates to ease and reliability of pan-forming as well as a low-distortion appearance for the finished roof. Coated with Pural BT paint system which replaces 70% of the petrochemical ingredients with sustainable Rape seed oil. A PFAS free system with a 50 year technical and 25 year aesthetic warranty (provisional coastal warranties available). The material is also solderable thanks to a thicker-than-standard zinc coating and comes with an easy-release protective film pre-applied.

malletsupply.com



Metal Rollforming Systems • Booth #1431

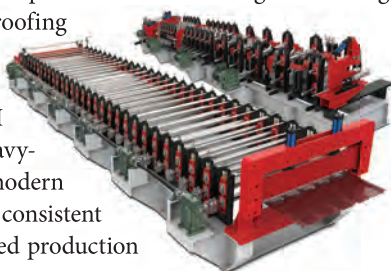
The Metal Rollforming Systems (MRS) Soffit Line was developed through close collaboration with valued customers who use, sell, and install the product, ensuring broad market fit. It utilizes industry standard 20.125” coil stock, allowing customers to leverage existing inventory and drastically reduce initial investment costs. Key features include concealed fastener “S lock” lap, standard rib height, and a top rib flat for easy fastening. Innovated changes over standard soffits include nail slots and weep holes for horizontal applications. With class leading speeds over 150 FPM, customers can produce more in less time. Coupled with industry leading service, support, and warranty, the MRS Soffit Line truly stands out.

www.mrsrollform.com



MetalForming • Booth #911

The VietSteel SH Model Single AG Panel Roll Forming machine, available exclusively in North America from MetalForming LLC, produces AG-style exposed fastener roofing and siding panels. Engineered for roofing manufacturers, metal building suppliers, and contractors, the SH Model combines heavy-duty construction with modern technology to deliver consistent panel quality and increased production



capacity. Featuring:

- Hands Free Loading table: Efficient and safety minded feeding of material from decoiler into the rollformer.
- Auto Material Thickness adjusting system: compensation for variations in material thickness with little or no manual adjustments
- Precut and post cut length shearing as standard
- Full electrically interlocked safety cage system.

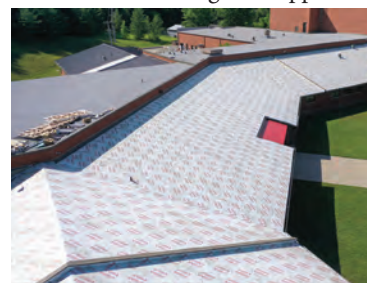
The SH Model offers manufacturers the flexibility to serve multiple market segments from a single platform. By delivering reliable, repeatable production with low maintenance requirements, the VietSteel SH Model helps fabricators increase throughput, improve profitability, and meet growing demand for high-quality metal roofing and siding products.

www.metalfforming-USA.com

MFM Building Products • Booth #1365

MFM Building Products, a US-based manufacturer of self-adhering waterproofing membranes since 1961, will be highlighting the company’s Ultra HT Wind & Water Seal® steep-slope underlayment which has several recent fire-ratings and approvals. This self-adhering underlayment is high temperature rated to 250°F and boasts UL, ICC and WUI fire ratings. Ultra HT® is composed of a tough white, non-slip cross-laminated polyethylene top surface laminated to an SBS adhesive system. The product is engineered for whole roof protection and as an ice and water barrier to limit damage from severe weather. In addition, the company will be showcasing several other self-adhered high temperature rated underlayments, specialized roofing membranes and roof flashing tapes all designed for the metal roofing marketplace.

www.mfmbp.com



Roper Whitney • Booth #300

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roperwhitney.com



PRODUCT FEATURE

SWI Machinery • Booth #725

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The Marxman Plus comes with a 21.5" touchscreen interface, coil management software, the ability to network, access remotely, and integrate with many back-office software solutions.

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www.swimachinery.com



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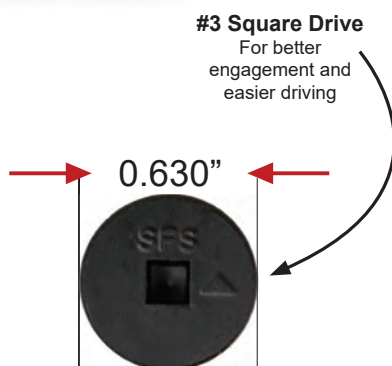


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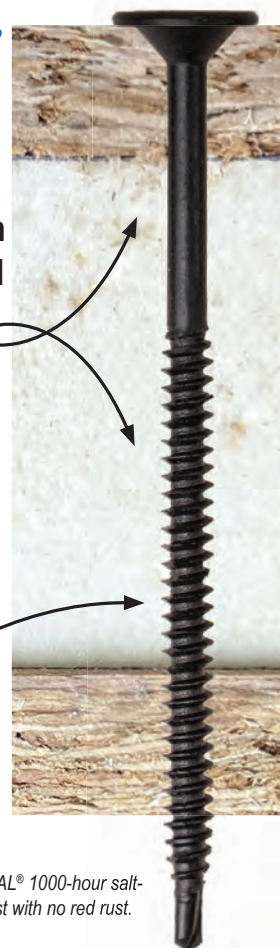


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Education & Training Front and Center at METALCON 2026

Expanded program features hands-on demos, Florida CE credits and a Latino Track

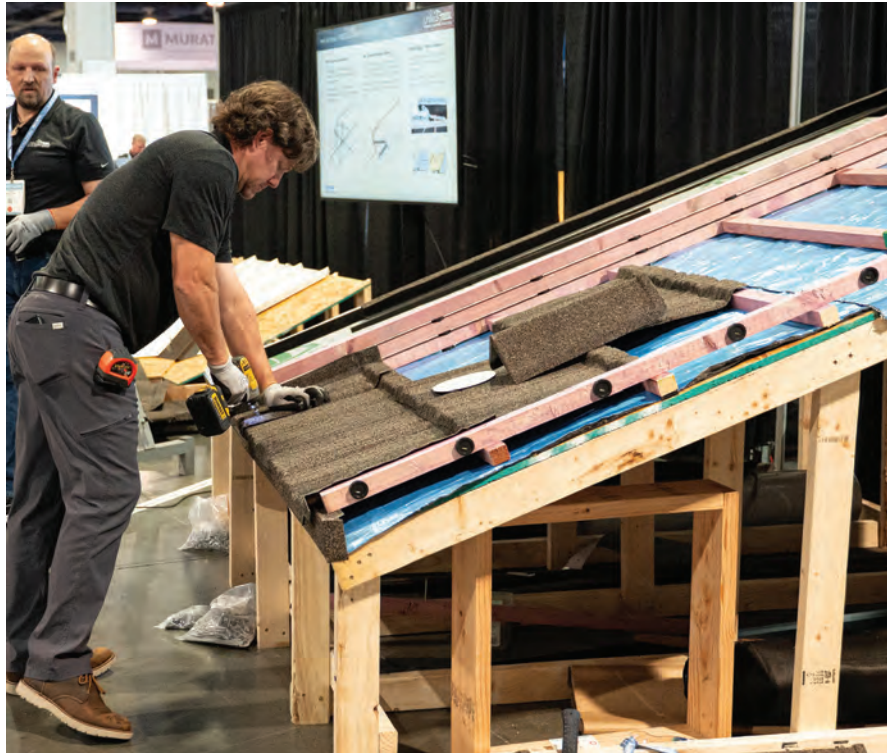
As METALCON marks its 35th anniversary in 2026, an expanded education and training program will give professionals from across the entire metal construction ecosystem new opportunities to build skills, improve performance and prepare for the year ahead. Taking place Oct. 7–9, in Orlando, Fla., this year's program will emphasize practical training, market intelligence, technical education and business-focused learning.

With workforce development, changing codes, economic uncertainty and demand for field-ready training top of mind across the industry, METALCON will offer hands-on clinics, expert-led sessions, keynote presentations, industry outlook discussions, five specialized learning centers, Florida Contractor Continuing Education Credits and a new Latino Track featuring Spanish-language education and hands-on training.

"METALCON is more than a trade show - it is the metal construction industry's annual business and education summit," said Judy Geller, METALCON Vice President of Trade Shows. "This year's education program reflects the issues professionals are navigating every day, from workforce development and field installation challenges to codes, building performance, technology, economic uncertainty and business growth. Attendees will leave with knowledge they can immediately apply in the field, in the office and across their organizations."

Advantageous Hands-On Training

What continues to set METALCON apart is its commitment to live, hands-on metal construction training. Attendees will have access to practical demonstrations and expert instruction



PHOTOS COURTESY OF NEUBEK PHOTOGRAPHERS.

designed to improve field performance, installation quality and jobsite efficiency.

METAL Mastery Clinics, presented by the Metal Construction Association and Metal Roofing Alliance, will take place on the show floor and feature industry best practices for the installation of standing seam metal panels, metal shingles and metal roofing retrofit systems. The clinics will help contractors better understand material selection, panel forming and proper installation techniques that improve efficiency, quality and building owner satisfaction.

The METALCON Training Zone, sponsored by Sherwin-Williams | MetalVue, will feature hands-on demonstrations using mock-ups and

materials including painted steel, aluminum, zinc, copper and other specialty materials. Led by John Sheridan of Sheridan Metal Resources and his team of experts, demonstrations will be offered in English and Spanish, with tools available for audience testing and purchase.

Learning Centers

Designed for contractors, fabricators, architects, engineers, installers, designers and specifiers, the broader education program is organized around five specialized learning centers to help attendees quickly identify sessions relevant to their roles, business needs and technical interests:

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- Contractor Business Success Center - Practical strategies for improving profitability, operations and workforce development.

- Installation & Techniques Learning Center - Jobsite-focused training on installation best practices, safety and field challenges.

- Metal Performance Learning Center - Education focused on building performance, resilience, codes, standards and compliance.

- Tools & Technology Zone - Emerging technologies, software, automation and productivity tools changing how metal construction professionals work.

- Design District - AIA-accredited education for architects, designers and specifiers focused on design innovation and the use of metal in the built environment.

METALCON's education program is focused exclusively on the application of metal in design and construction, providing attendees with targeted insights

and practical knowledge unavailable anywhere else.

Florida Contractor Continuing Education Credits

METALCON will offer dozens of Florida Contractor Continuing Education Credits, giving Florida contractors an opportunity to earn a significant portion of the continuing education required to maintain their licenses while gaining practical industry knowledge.

New Latino Track Expands Access to Focused Education and Training

In response to the needs of the industry and the growing community of Spanish-speaking professionals in metal construction, METALCON will introduce a new Latino Track featuring educational sessions presented in Spanish, along with Spanish-language hands-on demonstrations in the METALCON Training Zone.

The new Latino Track is designed to expand access to high-value technical, business and leadership education while supporting contractors, installers, roofing professionals and project teams who are helping shape the future of the metal construction industry.

Sessions in the Latino Track include:

- From Vision to Profit: Building a Winning Business Plan in the Metal Industry

- Behind the System: Leadership, Communication & Growth in Modern Roofing

- From Coil to Code: How High-Performance Metal Roofing Systems Are Engineered, Tested and Manufactured

- Why Engineered Roofing Systems Matter More Than Ever

METALCON takes place at the Orange County Convention Center in Orlando from Wednesday, Oct. 7, through Friday, Oct. 9, 2026, with pre-show workshops beginning Tuesday, Oct. 6. **MR**

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Climate Resilient Roofing

Can it Lower Insurance Costs for Your Customers?

By Linda Schmid

As insurers grapple with rising losses from hurricanes, hailstorms, wildfires, and severe windstorms, building owners are finding that the roof over their heads has become more critical than ever in risk management.

Property insurance premiums have climbed sharply in many parts of the country, particularly in regions prone to wind, hail, and wildfire damage. Some carriers have tightened underwriting standards, increased deductibles, or limited coverage options altogether. As a result, building owners are increasingly looking for ways to make their properties more resilient while improving their insurability.

One solution gaining attention is climate-resilient metal roofing. But can resilient construction improve insurability and reduce losses? And how much will it matter to your customer?

Why Climate Resilience Matters

The concept of climate resilient construction refers to a building's ability to withstand, adapt to, and recover from severe weather and environmental conditions. For roofing systems, that means maintaining performance despite increasingly intense storms, higher wind speeds, larger hailstones, heavier precipitation events, and more frequent wildfire exposure.

The roof often encounters these hazards before other building components. When roofing systems fail, the resulting damage can extend far beyond the roof covering itself. Water intrusion can affect insulation, structural components, equipment, inventory, and interior finishes, turning what might have been a relatively minor roofing repair into a major insurance claim.

Because of this, insurers are paying closer attention to roof condition, age, material type, and performance characteristics when evaluating risk.

Metal roofing's reputation for durability is well established, but climate resilience goes beyond simple longevity. Several characteristics make metal roofing particularly attractive for buildings located in areas vulnerable to severe weather.

Wind Resistance

Wind damage remains one of the most significant causes of roofing-related insurance claims nationwide. Many metal roofing systems are capable of achieving high wind-uplift ratings when installed according to tested assemblies. Standing seam systems, in particular, use concealed clips and fastening systems that allow for thermal movement and can provide exceptional resistance to uplift forces.

Performance depends heavily on design and installation. Factors such as panel profile, clip spacing, substrate type, edge securement, and fastening schedules all contribute to a system's ability to resist severe wind events.

Organizations such as FM Approvals, UL Solutions, and the Metal Construction Association provide testing and performance criteria that help designers and owners select assemblies appropriate for local wind conditions.

Hail Resistance

Hail claims have become a growing challenge for insurers, particularly across the central United States. One reason many

building owners choose metal roofing is its ability to withstand impacts that might severely damage other roofing materials. While cosmetic denting can occur depending on panel thickness, profile design, and hail size, metal roofing often continues to provide weather protection even after a hail event. Many metal roofing products achieve Class 4 impact resistance under UL 2218 testing, the highest classification available under the standard.

Some insurance carriers recognize impact-resistant roofing products and may offer discounts or credits in certain markets. However, building owners should consult their insurer directly, as eligibility and savings vary by region and carrier.

For commercial property owners, the greater benefit is often avoiding operational disruptions and extensive water damage that can occur when roofing systems are compromised during a hailstorm.

Fire Resistance

As wildfire risks expand into new regions, roofing materials are receiving increased scrutiny. Metal roofing is inherently noncombustible and is commonly used in roofing assemblies capable of achieving Class A fire ratings, the highest

RESOURCES

- Federal Alliance for Safe Homes (FLASH) - <https://flash.org>
- FM Approvals / FM Global - <https://www.fm.com/About-Us/Our-Organization/approvals>
- Graber Post - www.graberpost.com
- Hixwood - <https://hixwood.com>
- Insurance Institute for Business & Home Safety (IBHS) - <https://ibhs.org>
- Ironclad Assessment Group, LLC - www.ironcladassessment.com
- Metal Construction Association (MCA) - <https://metalconstruction.org>
- Metal Roofing Alliance - <https://www.metalroofing.com>
- National Roofing Contractors Association (NRCA) - <https://www.nrca.net>
- United Steel Supply - <https://unitedsteelsupply.com>

classification recognized under building codes.

In wildfire-prone areas, this can be an important advantage. Wind-driven embers are a leading cause of structure ignition during wildfire events. A noncombustible roof covering reduces one potential pathway for fire spread, that is through the roof.



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Get the Credit You Deserve: Document Everything!

By Travis Haessly, Ironclad Assessment Group LLC

Most of what makes a metal roof tough is invisible the day after it's installed. The underlayment, the fastener pattern, the deck attachment, the rating stamped on the panel, all of it ends up buried under finished metal. The window to get proof that the right roofing materials were used and installed correctly is during the install, not the day somebody finally needs the proof.

I see the back end of this. My firm does insurance appraisals and valuations, and the most common thing we run into is a good roof that nobody documented. The work was done right, but there's nothing to show for it and in a claim or a discount review, what you can't prove basically didn't happen.

It doesn't take much to avoid this problem. Photograph the product label and the manufacturer's rating sheet before the panels go up. Get the deck and the fastening on camera before it's covered. Capture the edge details and any FORTIFIED steps and put it all in the customer file where someone can actually find it later.

Here's the payoff. When a homeowner asks their agent about a credit, the agent wants documentation, not a description. And when a storm rolls through two years later, that same folder is the difference between a clean claim and a long argument.

You don't need fancy gear; a phone and five extra minutes covers most of it. The roof might last fifty years. Make sure the record does too.

Travis Haessly is with Ironclad Assessment Group, LLC, an insurance appraisal and valuation firm. www.ironcladassessment.com

Of course, roofing material is only one component of wild-fire protection. Vents, soffits, roof-to-wall intersections, and other building components and details must also be properly designed to reduce ember intrusion.

Heavy Rain and Water Management

Climate resilience depends on managing water effectively. Metal roofing systems are designed to shed water efficiently, even during intense rainfall events. Standing seam systems feature raised seams that help channel water downslope while reducing the number of exposed penetrations in the roof surface.

Secondary water barriers, self-adhering underlayments, properly detailed flashings, and high-quality penetration details further enhance performance during severe weather events.

Research from the Insurance Institute for Business & Home Safety (IBHS) has shown that secondary water barriers, such as fully adhered membranes installed over the entire deck or taped and sealed deck panels with an approved underlayment over it, can significantly reduce interior damage when primary roof coverings are damaged during storms. For insurers, reducing the likelihood of water intrusion is particularly important because water damage often drives the largest claim costs following severe weather events.

Snow and Ice Performance

In northern climates, snow loads and ice accumulation create additional challenges. Metal roofing's smooth surface often promotes snow shedding, reducing long-term accumulation. However, this characteristic also requires careful consideration of snow retention systems to manage sliding snow safely.

Climate-resilient metal roofing designs incorporate properly engineered snow retention devices, ice and water protection at vulnerable areas, and structural considerations appropriate for anticipated snow loads.

These measures help protect occupants, equipment, and adjacent property while maintaining roof performance during harsh winter conditions.

What Insurers Look For

Insurance companies rarely base underwriting decisions on roofing material alone. They evaluate the overall risk profile of a building.

Roof-related factors may include:

- Roof age
- Roofing material type
- Wind-uplift ratings
- Impact-resistance ratings
- Fire classifications
- Building location
- Installation quality
- Maintenance history
- Compliance with current building codes

A new metal roof that meets modern performance standards usually compares favorably with older roofing systems that have accumulated wear or no longer meet current code requirements.

In some markets, insurers specifically recognize roofing systems that meet enhanced resilience standards. In others, the benefits may be reflected indirectly through improved insurability rather than explicit premium reductions.

The Growing Role of FORTIFIED Construction

One of the most significant developments connecting roofing performance and insurance is the Insurance Institute for Business & Home Safety's FORTIFIED program. The program's standards focus on strengthening buildings against severe weather through enhanced construction practices. Roofing requirements strengthen the most vulnerable parts of the roof through features such as sealed roof decks, enhanced roof deck attachment, and strengthened roof edge details.

Renee Ramey of the Metal Roofing Alliance said, "We support the FORTIFIED guidelines for metal roofing. We link to the FORTIFIED roofing guide for metal roofing on our website; we send those with further questions to either the MCA or the NRCA for assistance."

Initially this program was about residential construction; now it is increasingly shaping conversations about resilient roofing across many markets, such as commercial and multifamily.

FORTIFIED Designation

FORTIFIED Designation is awarded through the IBHS FORTIFIED program after documentation and verification by a certified evaluator. The installation must meet the program requirements to be verified.

Several states have established insurance incentives tied to FORTIFIED construction, and research has demonstrated reduced losses among FORTIFIED-designated structures during severe weather events.

Fred Malik, Managing Director of the FORTIFIED building program at the Insurance Institute for Business & Home Safety, said, "Research from the University of Alabama found that FORTIFIED homes were 70% less likely to have insurance claims than traditionally built homes. When claims did occur, they averaged 22% lower than non-FORTIFIED homes."

Core Requirements for a FORTIFIED Roof

A Sealed Roof Deck. One of the hallmark features of a FORTIFIED Roof is the secondary water barrier. This is typically accomplished through either:

- A fully adhered membrane over the roof deck, or
- Roof deck seams sealed according to FORTIFIED

requirements before underlayment installation

Improved Roof Deck Attachment

FORTIFIED generally requires stronger roof deck fastening than older building codes. Examples may include:

- Ring-shank nails
- Tighter fastening patterns
- Additional deck attachment requirements

The exact requirements depend on the structure and the version of the FORTIFIED standard being used.

Strengthened Edge Details

Research by IBHS has shown that roof failures often begin at the edges and corners.

FORTIFIED places special emphasis on:

- Drip edge attachment
- Rake edge securement
- Eave details
- Starter systems

These areas receive enhanced fastening and detailing compared to many standard installations.



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High-Wind Installation Protocols

For metal roofing, this often means:

- Using tested assemblies
- Following manufacturer-approved clip spacing
- Using specified fasteners
- Following uplift-rated edge and corner details
- Meeting applicable wind design requirements

A FORTIFIED roof is not the place to substitute components or deviate from tested assemblies.

Documentation

Documentation, including photos, product information, and compliance forms, is critical. Roofers should photograph:

- Existing deck condition
- Deck fastening upgrades
- Secondary water barrier installation
- Edge details
- Underlayment installation
- Final roofing installation

The evaluator will use these records to verify compliance before submitting the project to IBHS for final review and designation.

Why Metal Roofing Contractors Are Well Positioned

Metal roofing already aligns with many resilience goals.

Cory Padgett of Graber Post said, “Exposed fastener roofing panels, when properly fastened, help the roof to act as a single unit. The diaphragm transfers wind and seismic forces to the walls, reducing racking of the building.”

Conrad Farley of United Steel Supply said, “Metal roof panels provide superior wind resistance through several profile options depending on your budget and preference. One example is interlocking metal panel options which eliminate loose edges and seams that the wind can catch and lift from eave to ridge. Many metal roof panels can withstand winds over 100 mph offering peace of mind in some of the worst weather conditions.”

Noah Oberholtzer of Hixwood said it is well documented that “metal roofing doesn’t ignite nearly as quickly as alternative roofing materials in a fire.”

Besides their superior fire and wind uplift resistance, metal roofing can offer these advantages:

- Long service life
- Ability to shed water effectively
- Compatibility with sealed roof deck systems

Many metal roofing projects can be adapted to meet FORTIFIED requirements with relatively modest changes to installation details, especially when reroofing exposes the deck.

Beyond Insurance Savings

When discussing climate-resilient roofing, insurance discounts often dominate the conversation, and they may be

available to your customer. However, the largest financial benefits may come from avoiding losses altogether.

A roof that withstands a severe storm can help building owners avoid:

- Emergency repairs
- Interior water damage
- Equipment/personal property losses
- Inventory damage
- Tenant – or family – displacement
- Deductible expenses
- Future premium increases following claims
- Business interruptions

For commercial buildings, maintaining operations after a major weather event can have a far greater financial impact than any annual premium reduction. This is particularly true as insurers continue increasing deductibles for wind and hail claims in many regions.



Installation Remains Critical

Even the most resilient roofing product can underperform if it is improperly installed.

Experts consistently emphasize that climate resilience depends on the performance of the entire roof system, not simply the metal panels. Attachment methods, edge details, flashings, underlayments, penetrations, and maintenance practices all influence long-term durability.

For building owners seeking insurance-related benefits, documentation may also be important. Maintaining records of product approvals, wind and impact ratings, inspection reports, and installation details can help support discussions with insurers and demonstrate the building’s risk-reduction measures.

Looking Ahead

As extreme weather continues to influence insurance markets and building design decisions, climate resilience is becoming a central consideration for property owners.

For building owners facing rising premiums and increasing weather uncertainty, investing in a climate-resilient metal roof may offer benefits that extend far beyond the roof itself. It can provide a measure of protection for the building, its occupants, and the long-term financial stability of the property. **MR**

Portable Advantages

Why On-Site Roll Forming Makes Sense for Metal Roofing Contractors

By Metal Roofing Staff

For metal roofing contractors, few decisions have a bigger impact on efficiency, profitability, and jobsite performance than how panels are produced. While factory-formed panels remain common, the ability to roll form panels on-site has steadily gained traction—and for good reason. On-site roll forming is not just a convenience—it’s a strategic advantage.

At its core, on-site roll forming puts control back in the hands of the contractor. Instead of relying on pre-cut panels shipped from a manufacturer, roofers can produce panels to exact specifications at the jobsite. This shift reduces dependency on outside schedules and allows crews to work more efficiently in real-world conditions.

Eliminating Length Limitations and Reducing Waste

One of the most immediate benefits of on-site roll forming is the ability to produce panels in continuous lengths. Shipping constraints often limit factory-produced panels, especially for long runs required in agricultural and commercial applications, and occasionally in residential uses. Transporting extremely long panels can be difficult, expensive, and prone to damage.

By roll forming panels on-site, roofers eliminate these constraints entirely. Panels can be produced to match the exact roof dimensions, reducing the need for end laps and minimizing potential leak points. This is especially important for standing seam systems, where long, continuous panels contribute directly to weather resistance and overall performance.

“We’ve seen an influx of machine rentals recently for contractors working on large commercial roof replacements,” says Sarah Garver of Indiana Metal. “If you are able to set the machine up to be lift to the eave for rolling long length panels off it drastically improves the installation process and improves working conditions for the crew, not to mention one length panels with no splices is a huge selling point for the customer.”

Material waste is also significantly reduced. Instead of ordering panels and trimming them to fit, contractors can run panels to the precise length needed. That reduction in scrap can translate into meaningful cost savings—particularly on larger or more complex projects.

Improving Panel Quality and Reducing Damage

Handling and transportation are common sources of panel damage. Even well-packaged materials can arrive at the jobsite with scratches, dents, or deformation caused by loading, unloading, and transit.

On-site roll forming minimizes these risks. Coil is transported



A Roll Former LLC portable machine is hoisted onto the roof to make panels just steps from where they will be installed. PHOTO COURTESY OF INDIANA METAL.

more efficiently than finished panels, and panels are formed just steps away from where they will be installed. This reduces handling and exposure, helping maintain finish quality and structural integrity.

Maintaining panel quality is especially important as the industry continues to adopt higher-end finishes, including textured coatings and digitally printed patterns. These finishes are more noticeable and may be a larger investment than traditional coatings, making damage prevention even more critical.

Jobsite Efficiency and Scheduling Flexibility

As you know, contractors often deal with tight schedules, weather delays, and shifting project timelines. Waiting on panel deliveries can disrupt workflow and create costly downtime.

On-site roll forming allows crews to produce panels as needed, aligning production directly with installation progress. If weather interrupts a job, production can pause and resume without concerns about pre-ordered materials sitting exposed or becoming damaged.

This flexibility also benefits contractors working across multiple projects. Portable roll formers can be moved between jobsites, allowing crews to maintain consistent production capabilities without relying on multiple deliveries or inventory staging.

Reducing Inventory and Simplifying Logistics

Carrying large inventories of pre-formed panels requires space, planning, and capital. On-site roll forming reduces the need to stock multiple panel lengths or profiles. Instead, contractors can opt to keep coil inventory and produce panels as required. Another option is renting a roll-forming rig that is fully stocked with needed materials and simply paying for the coil that is used.

This simplifies logistics and improves cash flow. Rather than

tying up resources in finished goods, contractors can maintain a more flexible inventory strategy. Coil is easier to store, transport, and manage compared to stacks of finished panels.

In addition, producing panels on-site reduces the need for return trips or replacement orders due to measurement errors. Adjustments can be made in real time, keeping projects moving forward without unnecessary delays.

Customization and Design Flexibility

Demand for customized metal roofing continues to grow, particularly in residential and architectural markets. Homeowners and designers are looking for specific panel profiles, colors, and finishes that align with broader design goals.

On-site roll forming supports this trend by giving contractors greater control over the final product. Panels can be adjusted to fit unique roof geometries, accommodate design changes, or integrate with other building elements.

“Our customers love using our machine rental program,” says Garver. “The install efficiency that is gained by the crew being able to change measurements on the fly has proven to speed up jobs and increase contractor margins.”

This flexibility is particularly valuable for complex rooflines,



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including valleys, dormers, and transitions. Rather than working around pre-cut panels, contractors can produce exactly what the project requires.

As noted in industry discussions, the ability to offer multiple profiles and adapt to changing customer preferences is becoming increasingly important. On-site production supports that adaptability without requiring significant changes to equipment or workflow.

Supporting Growth in Residential Markets

We hear about the continued growth of metal roofing in the residential market from the Metal Roofing Alliance and other industry sources. Consumers are looking for maintenance-free roofing options that feature longevity and emphasize aesthetics.

On-site roll forming aligns well with these demands. Residential projects, in



A New Tech roll former cranks out standing seam panels on the roof deck. PHOTO COURTESY OF NEW TECH MACHINERY.

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particular, benefit from cleaner lines, fewer seams, and improved appearance—all of which are easier to achieve with panels formed to exact lengths on-site.

Labor Efficiency and Crew Productivity

While operating a roll former requires training, many systems are designed to be user-friendly and efficient. Once crews are familiar with the equipment, panel production becomes a seamless part of the installation process.

Producing panels on-site can reduce the need for additional labor associated with handling, staging, and modifying pre-formed panels. Crews spend less time adjusting materials and more time installing them.

Training also plays a role in long-term productivity. As operators become more experienced, they can troubleshoot minor issues, optimize production, and maintain consistent output. This contributes to smoother jobsite operations and fewer interruptions.

Integration with Modern Coatings and Materials

Advancements in coil coatings have expanded the possibilities for metal roofing. High-performance paint systems, textured finishes, and digitally printed designs are becoming more common, offering improved durability and visual appeal.

On-site roll forming supports these advancements by preserving the quality of the material from coil to installation. Reduced handling helps maintain finish integrity, while precise panel production ensures consistent appearance across the roof.

This is particularly important as customers place greater emphasis on aesthetics. Whether the goal is a traditional look or a more modern design, consistent panel quality plays a key role

in the finished roof.

Long-Term Business Advantages

Beyond individual projects, on-site roll forming offers long-term benefits for contractors looking to grow their business. It creates opportunities to differentiate services, improve margins, and expand into new market segments.

Contractors who control their panel production can respond more quickly to customer needs, adjust to market trends, and maintain greater consistency across projects. This level of control can become a competitive advantage in a crowded marketplace.

In addition, investing in roll forming equipment often aligns with a broader shift toward vertical integration. By bringing more of the production process in-house, contractors can reduce reliance on suppliers and improve overall efficiency.

Conclusion

On-site roll forming is more than a logistical choice—it's a strategic tool that supports efficiency, quality, and growth. From reducing waste and minimizing damage to improving scheduling flexibility and expanding design capabilities, the benefits are both immediate and long-term.

As metal roofing continues to evolve, contractors who embrace on-site production are better positioned to meet the demands of modern construction. The ability to produce panels exactly when and where they are needed is not just convenient—it's a practical way to improve performance, control costs, and deliver better results for customers.

For roofers focused on metal, that kind of advantage is hard to ignore. **MR**

Real Hiring Help

Recruitment and Training Resources for the Metal Roofing Industry

By Linda Schmid

Finding qualified workers has become one of the most persistent challenges facing the metal roofing industry. Contractors struggle to fill installation crews, manufacturers need production workers and maintenance technicians, and distributors are competing for sales and operations talent. While labor shortages are not unique to metal roofing, the industry's combination of technical skill requirements, physical work, and an aging workforce has made recruitment particularly challenging.

The good news is that many companies are finding success by expanding their view of where future employees come from. Rather than focusing exclusively on experienced roofers, employers are increasingly recruiting from technical colleges, apprenticeship programs, military transition initiatives, and manufacturing training programs. Combined with structured in-house training, these resources can help companies develop a sustainable workforce pipeline.

Looking Beyond Traditional Roofing Recruits

For many years, contractors often hired workers who already had roofing experience. Today, that approach is becoming more difficult as experienced labor becomes harder to find and competition for skilled workers intensifies.

Many successful companies have shifted their focus toward recruiting individuals who possess transferable skills rather than roofing experience alone. Welding students, manufacturing technology graduates, construction management students, sheet metal apprentices, and military veterans often bring valuable skills and work habits



Apprenticeships can lead to long-term employees. PHOTO COURTESY OF THE BRADBURY GROUP.

that can be adapted to metal roofing applications. This approach allows employers to train workers in company-specific installation methods, safety procedures, and product systems while benefiting from the recruits' existing technical knowledge and work ethic.

That said, many companies keep some of the traditional employee sources as part of the mix. The Bradbury Group, a heavy industrial machine company specializing in roll forming and coil handling equipment, has a lot of experience in finding and hiring employees. The company employs over 800 people worldwide. Shonda Fast, Recruitment & Employee Development Coordinator, said that the company employs a number of hiring tactics to keep those positions filled.

"Referral incentives, sponsoring an online job website, and four-day weeks along with pay differentials for second-shift employees remain important pieces

of our hiring strategy," Fast said. "We've just added some new tools to our hiring toolbox."

Technical Colleges and Community Colleges

Community colleges and technical schools have become important recruiting sources for both contractors and manufacturers. While relatively few schools offer roofing-specific programs, many provide education that aligns closely with the needs of the metal roofing industry.

Construction management programs can provide future project managers, estimators, field supervisors, and sales professionals. Students in these programs often have a solid understanding of construction processes and project coordination before entering the workforce.

Welding programs can serve as a valuable source of talent for

fabrication shops, trim departments, architectural sheet metal operations, and manufacturing facilities. Students frequently develop skills in blueprint reading, fabrication techniques, equipment operation, and quality control.

Manufacturing technology programs produce graduates who may be well suited for positions involving roll forming equipment, production operations, machinery maintenance, quality assurance, and inventory management.

Check local colleges and universities for these programs:

- Construction Management
- Building Construction Technology
- Welding Technology
- Manufacturing Technology
- Industrial Maintenance
- Architectural Drafting
- Sheet Metal Apprenticeships

The specific institution may be less important than establishing relationships with local instructors and career placement offices. Many employers report that direct engagement with educators often yields better recruiting results than simply posting job openings. Fast can attest to that.

“Showing up to events, career fairs, and talking with the instructors can lead to discovering individuals with skills and potential,” said Fast. “Another way to engage with tech colleges is through advisory boards which help give direction to the educational paths students traverse to enter the industry.”

Apprenticeships Offer a Proven Pathway

Apprenticeship programs remain one of the most effective ways to develop skilled workers while maintaining quality and safety standards.

The U.S. Department of Labor’s Registered Apprenticeship Program provides resources for employers interested in creating or participating in apprenticeship programs. These programs allow workers to earn wages while receiving structured training and classroom instruction.

For companies involved in architectural



Students have opportunities to learn many hands-on skills. PHOTO COURTESY OF SKILLSUSA.

metal roofing, custom fabrication, and sheet metal work, the International Training Institute (ITI) offers extensive training resources through its network of apprenticeship centers. The organization provides education in sheet metal fabrication, standing seam roofing, flashing installation, and building envelope systems.

Apprenticeships require a longer-term

commitment than traditional hiring, and many employers view them as an investment in workforce stability and employee retention.

Bradbury has used registered youth apprenticeships to attract and retain talent. Fast said that if you look at your state website and Apprenticeship.gov you can find resources to help you through the process.



Two youth machining apprentices, Ethan Blaylock (left) & Joseph Westerman (right) at their signing day celebration. PHOTO COURTESY OF BRADBURY GROUP.

Industry Associations Supporting Workforce Development

Several industry organizations have expanded their workforce development efforts in response to ongoing labor shortages.

The National Roofing Contractors Association (NRCA) has developed training and certification resources designed to help contractors recruit, train, and retain employees. Programs such as NRCA ProCertification® provide structured pathways for developing and validating installer skills.

The Roofing Alliance organization has invested in initiatives designed to promote roofing careers and strengthen workforce development efforts throughout the industry. Through educational outreach and partnerships, the Roofing Alliance seeks to increase

RESOURCES

- The Bradbury Group - <https://www.bradburygroup.com>
- CareerOneStop Workforce Resources - www.careeronestop.org
- Department of Defense SkillBridge - skillbridge.mil
- Department of Labor Apprenticeship Program - www.apprenticeship.gov
- Fabricators & Manufacturers Association (FMA) - www.fmamfg.org
- Hiring Our Heroes - www.hiringourheroes.org
- International Training Institute (ITI) - www.sheetmetal-iti.org
- Metal Construction Association (MCA) - www.metalconstruction.org
- National Center for Construction Education and Research (NCCER) - www.nccer.org
- National Roofing Contractors Association (NRCA) - www.nrca.net
- Roofing Alliance - www.roofingalliance.net
- SkillsUSA - www.skillsusa.org
- Society of Manufacturing Engineers (SME) - www.sme.org

awareness of career opportunities in roofing.

The Metal Construction Association (MCA) provides educational resources that can help companies train employees

and develop technical expertise. While not a recruiting organization, MCA's training materials can help accelerate employee development after hiring.

These organizations can provide

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High School Career and Technical Education Programs

Many employers are rediscovering the value of recruiting students before they enter the workforce.

Career and Technical Education (CTE) programs introduce students to construction, manufacturing, welding, and related trades while they are still in high school. These programs often attract students who enjoy hands-on work and are interested in pursuing technical careers.

SkillsUSA, one of the nation's largest career and technical student organizations, offers another avenue for connecting with future employees. Through competitions, leadership development activities, and industry partnerships, SkillsUSA helps students develop practical workplace skills while providing employers opportunities to identify promising talent.

Clare Briner, Director of Marketing and Communications, SkillsUSA said there are chapters in middle school through college, with many opportunities for students to learn anything from what it means to be a dedicated and contributing member of an organization to hands-on technical skills.

Chelle Travis, Executive Director, said, "Companies interested in finding new talent can connect with SkillsUSA to access a verified talent pipeline, influence classroom programming to ensure it matches their industry needs and standards, offer work-based learning experiences like apprenticeships, and elevate the perception of skilled trades."

Fast said that Bradbury has been active in SkillsUSA. They find it a worthwhile organization to support, and they have hired some employees through the program.

Companies that actively participate in local SkillsUSA chapters, advisory boards, and school events often gain access to potential employees before competitors become aware of them.



Bradbury youth machining apprentice, Joseph Westerman, working on an engine lathe.
PHOTO COURTESY OF BRADBURY GROUP.

Veterans Bring Transferable Skills

Military veterans continue to represent an important talent pool for both contractors and manufacturers.

Programs such as Hiring Our Heroes and the Department of Defense SkillBridge initiative help connect employers with service members transitioning to civilian careers.

Veterans frequently bring qualities that employers value, including discipline, leadership, teamwork, safety awareness, problem-solving skills, and experience operating equipment or managing complex tasks.

For many employers, veterans have become a reliable source of future supervisors, production leaders, and crew members.

Manufacturing Resources for Producers and Roll Formers

The labor shortage extends beyond roofing crews. Manufacturers and roll formers face many of the same workforce challenges.

Organizations such as the Fabricators & Manufacturers Association (FMA) and

the Society of Manufacturing Engineers (SME) offer workforce development resources, technical training, leadership education, and industry connections that can help companies identify and develop talent.

These organizations may be particularly valuable for employers seeking machine operators, maintenance technicians, production supervisors, and fabrication specialists.

Workforce Development Boards and Government Resources

One often-overlooked resource is the network of local and state workforce development boards. Many workforce agencies offer services such as candidate screening, recruitment assistance, apprenticeship support, training grants, and reimbursement programs. In some cases, employers may qualify for funding that helps offset training expenses for new hires.

Resources available through CareerOneStop and local workforce development agencies can help employers identify programs available in their

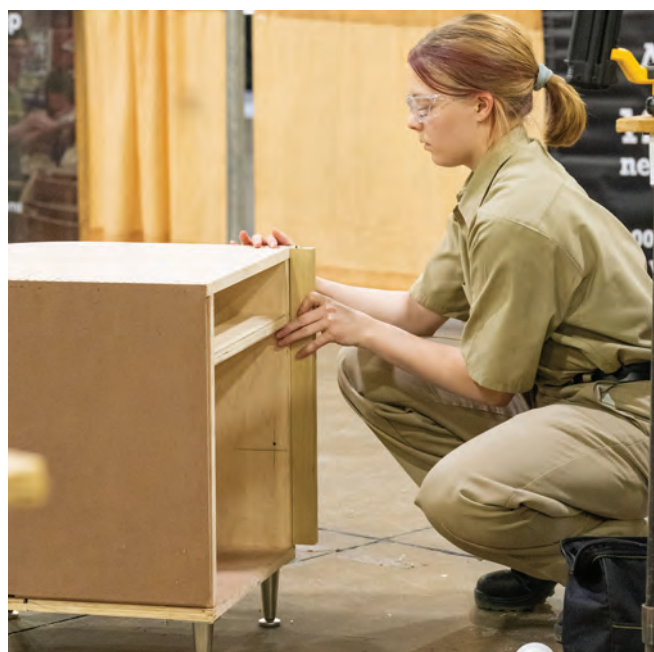
specific region.

These programs can reduce hiring costs and provide access to candidates who may not be reached through traditional recruiting methods.

Building a Long-Term Pipeline

The companies making the most progress on workforce challenges often share a common strategy: they focus on building talent rather than simply buying it.

Rather than competing exclusively for experienced roofers, they recruit from multiple sources, possibly including technical colleges, apprenticeship programs, military transition initiatives, manufacturing schools, and high school career programs. Then they provide structured training, mentorship, and career development opportunities that help employees grow within the organization. As labor shortages continue to affect the construction and manufacturing sectors, companies willing to try different hiring resources and make investments in long-term workforce development may be better positioned to meet customer demand, maintain quality standards, and support future growth. **MR**



Opportunity in the trades is not restricted to men. PHOTO COURTESY OF SKILLSUSA.

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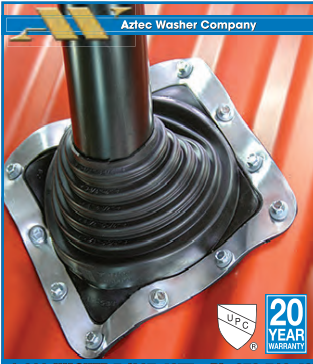
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MR6 Tech Services Marks 20 Years of Family-Owned Service

MR6 Tech Services is celebrating 20 years of serving the sheet metal industry, marking a milestone that reflects both steady growth and a continued commitment to personalized customer service. Founded in 2006 by Michael Ralich, the company began as a one-man operation focused on repairing, maintaining, and servicing sheet metal machinery. Over the past two decades, it has grown into a family-owned and operated business that supports manufacturers and metalworkers around the world.

Today, MR6 Tech Services has expanded its capabilities with the opening of its own shop in Lanett, Alabama. In addition to on-site repairs and in-shop service, the company now offers new Schlebach equipment as well as professionally serviced pre-owned machinery. Every machine is carefully inspected, set up, and supported by technicians with extensive hands-on experience.

The company's growth has remained rooted in family. After successfully operating the business on his own for its first 10 years, Michael was joined by several of his seven children, transforming MR6 into a true family enterprise. Together, the team continues to build the business on the values that have guided it from the beginning: hard work, trust, craftsmanship, and strong customer relationships.

As MR6 Tech Services celebrates its 20th anniversary, the company remains dedicated to helping customers keep their equipment—and their businesses—running at full strength through responsive service, technical expertise, and a personal approach that has defined the company since day one.

ProVia® Promotes Crilow to VP of Customer Experience

ProVia has announced the promotion of Kari Crilow to Vice President of Customer Experience. Kari assumed the responsibilities of Lonnie Hershberger, who retired on April 17 after 30 years of dedicated service to ProVia.

The Customer Experience team at ProVia includes more than 160 professionals in a diverse range of support and warranty roles, all focused on fulfilling the company's commitment to service excellence.

Kari describes ProVia's approach to customer service; "It all comes down to 'care.' This is a concept that sounds simple, but really is quite profound. We focus on having empathy for the customer and understanding their perspective. We do everything we can to accommodate them and enhance their experience, and always strive to do the right thing. We continually seek to find the best solution for all, in support of a long-term partnership."

Since joining ProVia in January 2001 as an Order Entry Specialist, Kari has advanced through several key leadership roles, including Team Leader, Customer Service Manager, Director of Customer Service, and most recently Executive Director of Customer Experience.

MetalForming LLC Becomes Authorized Distributor for New Tech Machinery

MetalForming LLC has entered into a distribution partnership with New Tech Machinery (NTM), expanding its portfolio of metal forming equipment to include the manufacturer's portable roll formers and roof and wall panel machines.

Through the agreement, MetalForming will distribute New Tech Machinery equipment throughout North America while also providing equipment installation, operator training, maintenance, repair services, and replacement parts. The company will maintain an inventory of select NTM machines for customers seeking

shorter lead times.

In addition to offering New Tech Machinery's portfolio of portable roof and wall panel roll formers, MetalForming has developed a trailer designed for the manufacturer's SSQ3 portable roll former. The trailer is available with the machine.

As part of the partnership, MetalForming will provide customers with pre-sale engineering assistance, equipment demonstrations, commissioning, certified operator training, preventive maintenance, repair services, and replacement parts. The company also offers equipment financing and trade-in programs for qualifying purchases.

The agreement expands MetalForming's equipment offerings for contractors and manufacturers involved in producing metal roof and wall panels.

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Cutting Metal

Selecting the Right Tool Matters

By Metal Roofing Staff

Building a high-quality metal building starts with careful planning and coordination with the client, construction crew, and subcontractors. Once the foundation and frame are in place, the metal wall panels and trim will need some field cutting and installation performed with the same level of care. That requires using the right tools and techniques for professional results.

“Installing metal wall panels and related trim requires attention to detail to deliver a weather-resistant and aesthetically pleasing result for the end customer,” said Shane Norman, senior product manager at Malco Tools. “Trade pros should master the use of various hand snips, specifically the right cutting and left cutting snips,” he added. “Knowing how and when to use which snip will produce the best-looking trim installation and will contribute to the longevity of the building by keeping it as weather tight as possible.”

A number of hand and power tools are available to cut metal panels. The best tool to use in each case will vary depending on the application and situation. “Manual hand tools will create a superior finish when it comes to the most detailed work required on the job, specifically all the trim that needs to be installed prior to installing the actual wall panels,” Norman said. “Power tools are also an important part of the job to make sure the crew is efficiently cutting the wall panels to the proper lengths and widths (when coming to an end condition like internal or external corners, protrusions on the building, etc.).”

Hand Tools

Aviation Snips

Aviation snips are manufactured in several common styles, including standard, in which handles are arranged in a straight line with the blades. The straight alignment makes it easier to visually align the scissors with the cutting line, especially for long cuts.

Offset snips feature handles set at an angle to the blades to allow more space between the worker’s hand and the metal.

Long-cut snips have longer blades that create longer — and therefore fewer — cuts to reduce hand fatigue.

Most snips are designed for right-handed users, but some companies manufacture snips for left-handers.

Aviation snips are manufactured with industry-standard, color-coded handles to designate left, right, and straight cutting blades. Left-cutting snips have red handles, straight-cutting snips have yellow, and right-cutting blades have green.



This pair of offset aviation snips made by Malco Tools has handles that are angled up from the cutting surface, allowing more hand clearance and control for more accurate, precise cuts with less hand strain.

PHOTO COURTESY OF MALCO TOOLS

The left, right, and straight designation indicates the direction in which they’re intended to cut and that the main piece of metal to be cut is on that side and that the waste piece will fall on the opposite side. This is important to understand because if a worker tries to use a red (left-cutting) pair of snips to cut a curved section from a metal piece in a counterclockwise direction (with the main part of the metal on the right of the snips), the blades will bind because the blades are trying to move the main piece as though it’s the waste strip.

Guillotine Shears (Bench Shears or Lever Shears)

A guillotine shear is a long, curved blade mounted to a portable bench that resembles an office or school paper cutter. The advantage of the guillotine shear is that it creates long, fast, smooth cuts. Some guillotine blades can be ordered with grooves that match the panel’s profile to prevent the blade from

deforming the panel as it cuts.

The guillotine shear is either used in-shop for cutting a quantity of metal panels before they're taken on-site for installation, or used to cut panels as they're needed on the jobsite.

Power Tools

Single-Cut Shears

Single-cut shears have a scissors-type mechanism, with a single upper moving blade that slices the metal panel on a stationary lower blade, or anvil. The shears apply pressure unequally to the sides of the cut, creating a slight bending on one side.

Double-Cut Shears

Double-cut shears use two scissors-type blades that each cut a line with equal pressure and remove the thin strip of metal between them. This creates a smoother cut than single-cut shears.

Rotary Cutters

Rotary cutters use a circular blade to slice through the metal for a fast, smooth cut.

Nibblers

Nibblers cut long straight lines quickly but — as their name suggests — they nibble the metal, leaving small crescent-shaped waste pieces. The chips are sharp and can injure workers, scratch metal panels, and find their way into machinery. Although nibblers typically come equipped with chip collection bags, stray metal chips can end up outside the bag.

Tool Applications and Tips

“The right tools for the job make all the difference for end results and an efficient workforce,” Norman said. “You would not want to use a power shear for intricate trim cuts, and likewise, there are more efficient ways to rip down a 10+-foot panel cut than using a standard hand snip.

“Aviation snips are primarily used for installing all the various trim pieces that go in before putting up the metal wall panels. Internal and external corners require trim pieces to be cut in ways that nest the mating pieces together and prevent water intrusion. The same goes for J-channel around doors and windows, which requires snips for cutting the pieces in a way that gives the best aesthetic and water-resistant install. Left- or right-cutting hand snips are used for detailed cuts, while a faster, more efficient power tool like Malco's TurboShear™ Rotary Panel Cutter, is used to trim the larger wall panels to the proper height or width.”

Cutting to Protect Metal from Corrosion

Metal panels are galvanized or coated with Galvalume, which protect the carbon steel core from corrosion. The coating is



Dyna-Cut's HRB-36 shear is built for speed, precision, and durability. With a single smooth stroke, it cuts full sheets of metal to length. Designed for versatility, it can also make angled cuts (from 3/12 to 5/12 pitch) when equipped with the optional angle blade set. Whether in a shop or on-site, the HRB-36 delivers clean, accurate cuts that save time and boost efficiency.

PHOTO COURTESY OF INTEGRITY SALES/DYNA-CUT.

designed as a sacrificial layer that's consumed rather than the steel. As galvanic action wears down the coating, it covers and seals the edges of the cut steel to halt corrosion. It's a form of self-healing, but it only works when the panel is cleanly sliced so the coating is smeared over the edge. Cutting techniques that diminish the coating or its self-healing properties may void manufacturer panel and paint warranties. The coating can be damaged in a number of ways, such as through abrasion that can cause rough spots or burrs, by creating high temperatures that melt the coating, and by blowing fine metal dust or particles over the panel that can stick and rust. The tools previously described are recommended because they won't cause these problems. “They produce clean cuts that not only protect the metal but also help avoid warranty issues or costly rework,” said Nolan Woody, operating partner at Curbed Construction in Chattanooga, Tennessee.

Cutting Tools That Should Not Be Used

There are other cutting tools that should not be used. They include torches, circular saws, cutoff saws, reciprocating saws, grinders, and hacksaws. While they may be faster and save time in the short term, they can create intense heat from friction, generate metal dust, and produce rough edges, all of which can cause permanent damage and lead to high repair costs. “Some, like grinders and cutoff saws, which produce heat and airborne particles, can raise OSHA concerns,” Woody added. Builders should read and follow manufacturers' instructions carefully so as not to void any warranties from using the wrong tools.

Conclusion

Installing metal trim and panels correctly requires using the right tools. It's critical to follow the metal manufacturer's instructions and rely on the recommended tools to avoid damage to the metal and warranty and callback issues later. **MR**

Overcoming the Objection of Price By Adding Value

Have you ever lost a sale because your price was too high?

By Isaac King, DuraCraft Metal Roofing

You put a lot of work into creating a detailed estimate or price sheet, only to have your customer choose a competitor because they were cheaper. It's a frustrating situation — and one that many contractors face regularly.

So How Can You Overcome the Objection of Price?

There are really only two ways:

1. Lower your prices and erase your profits.
2. Increase the perceived value of your product or service.

If you're like most business owners, you don't enjoy struggling to make ends meet — so option one isn't really a good choice.

Step 1: Change Your Mindset About Price and Value

At DuraCraft, we often hear objections like: "A metal roof is too expensive," "Why would I spend 2–3x more?" or "I can't afford it."

Our approach is to agree that yes, a metal roof is a significant investment — and to empathize with the rising costs of home maintenance — while firmly believing that a metal roof is a smart decision because of its long-term value.

You don't lose the sale because your price is too high. You lose the sale because the perceived value of your service is too low.

Key Facts to Reframe Price and Value:

1. Roof prices double every 15–25 years. A client who chooses lifetime metal is locking in today's price — for good.
2. A roof that cost \$400 one hundred years ago now costs \$20,000. At that inflation rate, the same roof could cost \$1,000,000 in another 100 years — enough to wipe out a millionaire.
3. When clients buy a lifetime metal roof, they're essentially buying four roofs for the price of two. That's a real bargain.
4. When a customer chooses shingles over metal, it's rarely because of the price tag. It's because they don't yet

understand the value of metal.

When your sales team clearly understands and communicates the long-term value of metal, you'll start closing a lot more deals.

We've also found it helpful to create an internal company sales motto to reinforce this mindset:

"You don't lose the sale because your price is too high. You lose the sale because the perceived value of your product or service is too low."

This keeps our estimating team from slipping into price wars, motivates the sales team to lead with value, and inspires the install crew to deliver a positive customer experience — all without adding to production costs.

Step 2: Add Perceived Value with Value Multipliers

A Value Multiplier is anything that raises the perceived value of your product or service in your customer's mind — allowing you to charge a premium price. Here are four examples we use at DuraCraft:

1. Metal/Shingle Comparison Chart. This visual tool shows customers that choosing shingles actually costs more long-term. Seeing the numbers side by side makes a powerful impression.
2. Triple-Stack Warranty. Our warranty package helps customers see our estimate as the safer, more valuable choice.
3. Needs Assessment Chart. Before sending an estimate, we ask customers a few key questions about what matters most to them in a roofing contractor. People love feeling heard and understood — it shows we're not just sending a cookie-cutter quote.
4. Exceptional Customer Service. Serving clients well and solving their specific problems is one of the most powerful — and underused — value multipliers available.

There are many more value multipliers you can use in your business. The best part? Most of them cost you almost nothing — yet they allow you to charge premium prices.

Step 3: Give Your Customers a Plan to Solve Their Problem

Customers have problems they can't solve alone — and your product or service can solve those problems for them. But even the best solutions fall short when customers are confused about

the next steps. That's why it's critical to give them a clear plan.

Real-World Examples:

1. **5-Step Road Map.** Homeowners are often unsure about how to get a project started. We created a simple 5-step road map: (1) Budget Meeting, (2) Choose a Contractor, (3) Design Meeting, (4) Schedule Project, (5) Installation. Customers always know exactly where they are and what comes next.
2. **Instant Estimating System.** General contractors often waste time gathering multiple subcontractor quotes. We built a fast estimate system that lets builders price out a metal roof in about 5 minutes — no waiting a day for a callback.
3. **Material Ordering System.** Contractors lose time when they order the wrong amount of materials and have to make last-minute trips for a single piece of trim. Our metal supplier uses satellite roof reports and a material ordering checklist to make takeoffs easy and virtually



eliminate back-orders.

Remember: You don't lose the sale because your price is too high. You lose the sale because the perceived value of your service is too low. [MR](#)

About the Author

DuraCraft Metal Roofing is on a

mission to bless 10,000 homeowners with a lifetime metal roof so they never need to replace their roof again. Owner Isaac King lives in Paradise, Pennsylvania, with his wife Sadie and their two daughters, Martha and Fannie Beth. You can reach Isaac and his team at 717-682-4250.

10-Point Value Multiplier Self-Assessment Checklist

Score yourself honestly. **Yes = +50 points. No = -50 points.**

1. We have a clear mission or vision statement that keeps our whole team united and on the same page. **Yes / No**
2. We have a consistent sales process and/or sales motto that motivates everyone to use our value multipliers consistently. **Yes / No**
3. We use solid numbers or facts in a visual chart to prove that our product or service is better than the competition. **Yes / No**
4. We use a customer needs assessment to determine exactly what each customer wants and how we can solve their unique problems. **Yes / No**
5. We know what's important to every customer and we strive to deliver exactly what they want. **Yes / No**
6. We have a warranty that makes our product or service a safer choice. **Yes / No**

7. We answer the phone when it rings — or at least return calls quickly. **Yes / No**
8. We have good customer service and respond quickly when a customer needs something or has a problem. **Yes / No**
9. We have a 3–5 step plan that shows new customers where they are in the process so they always know what comes next. **Yes / No**
10. We have an efficient estimating and ordering system that makes it easy to do business with us. **Yes / No**

How to use your score:

1. Answer each question honestly with a Yes or No.
2. Calculate your score. (Yes = +50 points, No = -50 points)
3. Take action. Implement one new value multiplier per month.
4. Improve your results. Your bottom line will reflect how much value you add for your customers.

project of the month



Classic Look, Modern Performance

Standing seam roofing and board-and-batten steel siding come together to deliver durability, weather protection, and a cohesive design for a high-performance custom home.

This 5,600-square-foot project features a striking combination of traditional aesthetics and modern steel durability. On behalf of Ray Keeny Custom Homes, Overland Construction installed True Metal Supply's 26-gauge TrueLock 175 Standing Seam panels on the 8:12 pitch roof. The choice of a Sherwin-Williams WeatherXL Barn Red coating provides a vibrant, classic look that is further enhanced by the addition of True Metal Supply Barnwood Plank Board & Batten steel siding, creating a cohesive and rugged exterior package.

The installation was engineered for longevity and high-performance protection across its substantial surface area. The system utilizes Marco HydraShell MAX underlayment for a heavy-duty moisture barrier, with panels secured by Wildcat Universal Clip Screws to allow for natural thermal movement. To ensure the attic space remains well-ventilated while preserving the roof's clean lines, Snap-Z 1750 ridge ventilation was integrated, and Geocel sealant was used to guarantee a weather-tight finish for the entire building envelope. **MR**

Ray Keeney Custom Homes & True Metal Supply

<https://raykeeneyconstruction.com>

Project Overview

Location: Tennessee

Installer: Overland Construction

Roof Size: 5,600 sq. ft.

Roof Pitch: 8:12

Roof Panels: True Metal Supply 26ga TrueLock 175 Standing Seam

Coating: Sherwin-Williams Coil Coatings WeatherXL Barn Red

Ventilation: Snap-Z 1750

Fasteners: Wildcat Universal Clip Screw

Underlayment: Marco Hydrashell MAX

Sealant: Geocel

Other: True Metal Supply Barnwood Plank Board & Batten Steel Siding



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