SPECIAL SECTION

FLIP TO ROOFING ELEMENTS

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METAL ROOFING MAGAZINE

ANNIVERSARY 25 YEARS 2001-2026

by SHIELD WALL MEDIA LLC

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If you've completed a metal roofing project you're proud of, don't wait to send it in to be featured in the magazine and online.

Every year, the *Metal Roofing IDEA Book* gives roofing contractors an opportunity to put their work in front of the people who make up the metal roofing industry. And every year, I'm reminded just how many great projects are out there that we never get to see.

Maybe you've completed a beautiful residential roof. Maybe you tackled a challenging commercial project, helped restore a historic building, or installed a roof with an interesting design, unusual material or demanding set of circumstances. Whatever the story, we want to hear about it and share it with the industry.

The IDEA Book isn't simply about showing off pretty roofs. It's about showcasing the craftsmanship and problem-solving that goes into metal roofing. Contractors can see what their peers are doing, get ideas for future projects and learn about different approaches to design and installation.

And there's something in it for you, too. Being featured gives your company an opportunity to put its work—and its workmanship—in front of an industry audience. It gives potential customers, builders, architects and other professionals a chance to see what you're capable of. Your project becomes part of a publication that people can refer back to when they're looking for inspiration and examples of what metal roofing can do.

You don't need to have completed the biggest or most expensive project in the country. We're interested in projects that are interesting, well-executed, innovative, challenging or simply beautiful. Or have an interesting or compelling story behind it.

So, if you have a project sitting in your photo library that makes you think, "We should really send this in," take this as your invitation. Don't wait. Send it in. We'd love to see what you've built.

Feel free to reach out to me with questions or email me directly with the details and photos, or use our online portal at https://readmetalroofing.com/metal-roofing-project-submission-form/.

Until next time — be well.

Karen Knapstein, Managing Editor
karen@shieldwallmedia.com

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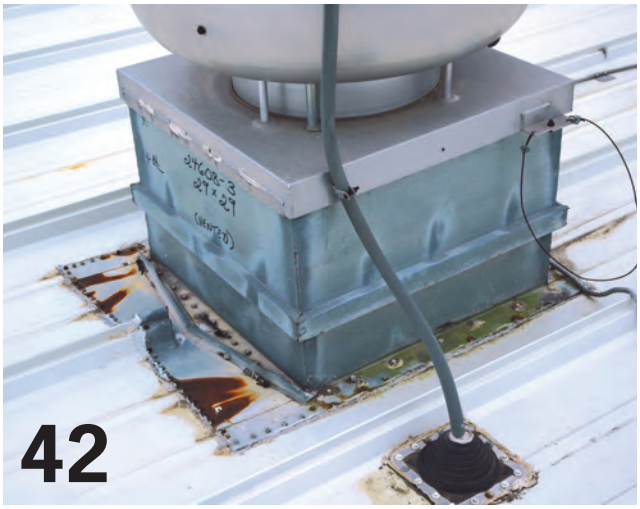

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Gary Reichert,
Publisher, Shield Wall Media

DECEMBER PREVIEW

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- **Scenes from METALCON**

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ON THE COVER:

Metal Exteriors supplied the components for this residential roof.
PHOTO COURTESY OF METAL EXTERIORS.

SHIELD WALL MEDIA LLC

MWI Components Introduces X-Treme Series Ventilation Products

MWI Components has introduced its X-Treme Series of ventilation products, which includes X-Flex, X2, and XE. The products are designed to provide airflow while helping protect roof assemblies from moisture, insects, dirt, and debris.

X-Flex is a ridge ventilation product designed to promote airflow while helping prevent pests and debris from entering the roof system. It is available in multiple profiles to accommodate a variety of roofing applications.

X2 is a closure ventilation product constructed from non-woven modified PET fiber. The design provides airflow while helping reduce moisture buildup and freezing concerns. The material also helps keep dirt, insects, and debris out of the roof assembly. The product is designed for straightforward installation.

XE provides a ventilation option with durable construction and a focus on ease of installation. It is designed to provide dependable ventilation performance while offering an economical alternative for applications where budget considerations are important.

The X-Treme Series products are available for use in a range of roofing applications, giving contractors, builders, and distributors options for addressing ventilation requirements while considering airflow, moisture management, durability, and installation.

www.mwicomponents.com

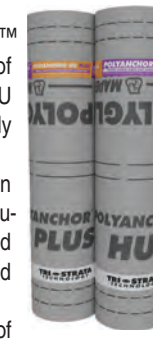
Tarco Introduces LeakBarrier® EasyLay® UDL HT

Tarco has added LeakBarrier® EasyLay® UDL HT to its line of roofing underlayments. The 45-mil, self-adhered synthetic roofing underlayment is manufactured in the United States and is designed for use beneath steep-slope roofing systems, including metal, asphalt shingles, tile, slate, and composite roofing. The underlayment features a multi-laminate polymeric surface combined with a rubberized asphalt adhesive layer. It is designed for high-temperature applications up to 250°F and has a 180-day UV exposure rating. The synthetic surface is designed to provide durability during installation and temporary exposure before the roof covering is installed.

LeakBarrier® EasyLay® UDL HT is a self-adhered membrane designed to provide a waterproofing layer beneath the primary roof covering. Its application across multiple roofing materials allows it to be used in a variety of steep-slope roofing assemblies.

www.tarcoroofing.com

Polyglass Introduces Tri-Strata™ Technology and Polyanchor® Underlayments



Polyglass U.S.A., Inc. has introduced Tri-Strata™ Technology and two modified bitumen hybrid roof underlayments: Polyanchor® HU and Polyanchor® HU PLUS. The products are designed for mechanically attached tile roofing applications.

Tri-Strata Technology features a three-layer construction consisting of nonwoven fabric facers and a modified bitumen core. The construction is designed to provide tear and puncture resistance and sealability around fasteners and penetrations.

The modified bitumen core comprises more than 80% of the product composition. The three-layer assembly consists of a nonwoven fabric surface, a modified bitumen core, and a nonwoven fabric base. The surface is designed to provide traction and durability during installation, while the modified bitumen core is designed to enhance nail sealability around fasteners. The fabric base provides strength and stability across the roof deck.

Polyanchor® HU is designed for new construction applications and mechanically attached tile roofing systems. Polyanchor® HU PLUS is intended for reroofing applications and projects where increased jobsite traffic, deck variability, and material staging may place additional demands on the underlayment.

https://polyglass.us

MR

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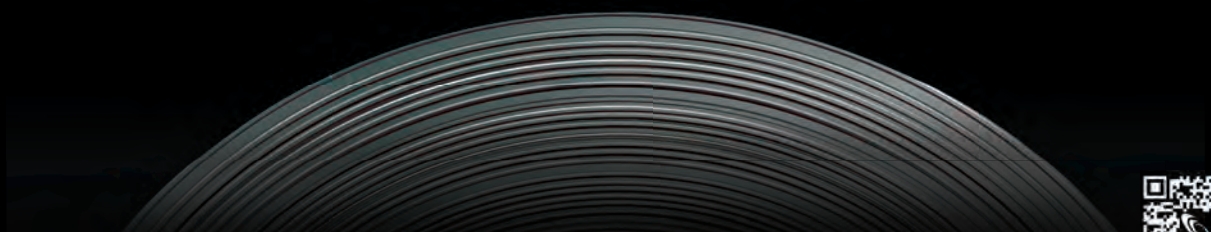

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Residential Opportunity

New Market Survey Forecasts Strong Growth, Significant Potential for Residential Metal Roofing in U.S.

By The Metal Roofing Alliance

The forecast for residential metal roofing in the U.S. is in growth mode and predicted to outpace the broader economy, according to a joint market study conducted by FMI Consulting and sponsored by the Metal Roofing Alliance (MRA, www.metalroofing.com) and the Metal Construction Association (MCA).

That is especially true in the roof replacement category. Residential metal roofing is on track to capture an estimated 16 percent of the total U.S. roofing market within the next four years, with roof replacements predicted to drive 96 percent of that overall share, while new construction accounts for the remaining 4 percent.

The study shows that residential metal roofing benefits such as longer lifespan, better durability, style and appearance and strong warranties align with top homeowner priorities. Metal roofing systems including standing seam and metal trim categories that are tied to improved performance and efficiency are experiencing growing demand. In hurricane and high wind regions, metal roofing products and pre-manufactured systems that carry all necessary certifications to meet or exceed codes and testing standards will be increasingly adopted.

Other factors forecasted to drive growth for the segment are overall housing trends. Research shows more people are staying in their homes for longer. That's motivating them to select more durable/high value products that don't need to be replaced as often, like quality metal roofing.

Standing seam is the clear value leader in residential metal roofing and is expected to account for the majority of shipment value through 2030. Metal shingles represent the next largest opportunity, while through-fastened products continue to hold a meaningful position and IMPs (Insulated Metal Panels) remain a smaller but fast-growing niche.

Standing seam is expected to account for the majority of shipment value through 2030.
PHOTO COURTESY OF COATED METALS GROUP.

Keys To Sustained Growth

For all the good news in the residential metal roofing category, there are some areas for improvement. Forecasts show that consumer awareness continues to be essential, and efforts by trade groups such as the Metal Roofing Alliance are fundamental to driving familiarity and broad acceptance. As a highly-credible, nonprofit organization focused on providing robust education and information to homeowners as they make their re-roofing decisions, MRA represents the leading metal roofing players in the industry. MRA has become a primary resource to help consumers understand the full value proposition of quality metal roofing.

Those efforts are proving to be key. Like other high quality, longer-lasting products, while cost remains a barrier to entry for some homeowners when it comes to choosing metal roofing, the study shows that continued and sustained education is nearly as important. According to forecasts, leading roof selection factors align well with metal roofing's benefits, especially lifespan, durability, appearance, and strong warranties. The opportunity for the industry is to make these benefits easier for owners, architects, and contractors to compare against lower-cost roofing options during early material selection. That includes comprehensive information, tools and resources that MRA makes available at www.metalroofing.com, which attracts thousands of homeowners every year.

"As metal gains market share against traditional industry (sub)-standard roofing material, our goal is to be the number one resource for homeowners to understand the tremendous value proposition of metal roofing and how it compares to other materials they may be more familiar with but deliver far fewer benefits," said Renee Ramey, MRA executive director. "Clearly, with forecasts looking strong, the collective efforts of our manufacturer and contractor members are needed now more than ever to drive demand for the entire segment of residential metal roofing." ***MR***

METALCON
BOOTH #816

METAL ROOFING MAGAZINE
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2026

Rosie The Riveter says:

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Metal Roofing Innovation

Encompasses the Whole Roofing System

By Linda Schmid

The most consequential changes in metal roofing are not necessarily the most futuristic. Across the industry, manufacturers are reworking familiar materials, attachment methods and accessories to solve persistent field problems: too many parts, too many trades involved in the process, difficult detailing, avoidable penetrations, and products that do not share the service life of the roof.

That shift matters to metal building contractors because the roof is increasingly expected to do more than keep water out. It may support solar generation, snow retention, rooftop equipment, and increasingly sophisticated drainage and ventilation details. At the same time, owners expect faster installation, less maintenance and a clearer sustainability story. More than ever before, metal roofs are developed as coordinated platforms rather than a collection of unrelated components.

The Yellow Brick Road log cabin in Colorado features a standing seam metal roof with S-5! ColorGard 2.0 snow retention to reduce the risk of rooftop avalanches. PHOTO COURTESY OF ROOFING CONTRACTOR WHITE CASTLE ROOFING.

Steel, Substrates and Coatings Designed for Longevity

Coating innovation does not always require an entirely new chemistry. Manufacturers like Sherwin-Williams are refining established resin and pigment systems to improve color retention, forming flexibility, abrasion resistance and performance under combined ultraviolet (UV), moisture and chemical exposure. Each color is its own chemical formulation, so the resin and pigment package must be tested together.

Those refinements are expanding the aesthetic range available to metal roofing. Junny Lee, marketing manager at Sherwin-Williams, reported that newer matte systems can achieve extremely low gloss without the UV penalty that once accompanied some dark, low-gloss finishes. Metallic and mica pigments are also moving into more mainstream building products, while infrared-reflective pigments can improve the solar reflectance of dark colors without making them appear lighter.

Melissa Dunson, vice president of sales and marketing at Central States Manufacturing, said there is also a demand for thinner and thinner coatings as customers seek to reduce materials and costs. Researchers keep working to make that happen.

Some coating innovations are in the realm of sustainability, such as GreenCoat® color-coated steel, a material developed to combine forming performance with a reduced reliance on petroleum-based ingredients. According to Ray Haas of Mallet Supply, 70% of the petroleum traditionally used in the coating has been replaced with Swedish rapeseed oil, and the product is PFAS-free, an increasingly important consideration as regulators and building owners scrutinize forever chemicals.

Haas said the steel is relatively malleable with characteristics that allow it to accommodate folding and tight detailing without the coating cracking. That can be particularly valuable as more companies use folders to produce European-influenced roof and wall details, a trend Haas has been seeing, particularly on high-end and historic projects.

"The high-end market is moving toward European-style metal folding, so the details are better," said Haas. In those applications, the ability to form tighter, more durable transitions can reduce dependence on exposed sealant joints that may not last as long as the metal surrounding them.

GreenCoat is "self-healing," meaning coated galvanized steel can derive some protection at cut edges and small scratches from the sacrificial action of the metallic coating beneath the paint.

Haas also pointed to the interaction among the substrate, coating flexibility, and thermal cycling. Small variations and residual stresses introduced during forming can become more visible as a roof heats and cools. A softer, more formable steel may help distribute some of that stress, while textured finishes can make minor waviness less noticeable. It does not eliminate the need for proper coil handling, machine setup, panel design and installation practices, but it can improve both fabrication and appearance.

"The rapeseed system is very bio-based, with no forever

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chemicals, while still providing scratch resistance," Haas said. The likely next step is not one universal coating, but more project-specific combinations of substrate, metallic protection, paint chemistry, texture and warranty terms selected for UV exposure, coastal distance, corrosion risk, hail and forming demands.

GreenCoat® Steel.
PHOTO COURTESY OF MALLET SUPPLY.

Designing the Roof as a Solar Platform

In some cases, solar has accelerated the move from component-based thinking to system-based design. Traditionally, the roof and photovoltaic array were separate projects completed by different trades, which sometimes added scheduling complications, duplicated labor and uncertainty about attachment compatibility. Bryan Barton, regional manager, Metal Solutions, Cornerstone Building Brands, said newer approaches are bringing roof and photovoltaic array installation together.

"Newer solar options, like SunSteel™ integrated panels, which arrive with solar panels pre-applied to MBCI Double-Lok™ metal roofing panels, turn solar and roofing into a single-trade, factory-assembled solution," Barton said, "with fewer parts to coordinate on site, streamlined scheduling and a cleaner finish."

This approach addresses several problems at once. Factory integration can establish the location of the solar components before panels reach the site, give designers a defined basis for loads and access paths, and reduce rooftop assembly. It can also help the roof and generating system read as one architectural surface rather than a roof with equipment added on top.

SunSteel™ integrated solar on MBCI Double-Lok™ metal roofing panels.
PHOTO COURTESY OF MBCI / CORNERSTONE BUILDING BRANDS.

Even when solar will be installed later, Barton advises treating the roof as a future mounting platform. The structure must be designed for the anticipated loads, while seam geometry, panel gauge, clip system, roof slope, and uninterrupted panel areas should be selected with future attachments in mind. Penetrations, drainage routes, snow-retention devices, service walkways, and shade and fire-access requirements should be coordinated before the usable roof area is committed.

Standing seam roofing offers a particular advantage because engineered clamps can grip compatible seams without drilling through the panels. Rail-less and direct-attach systems go a step further by using compact brackets or seam-mounted clamps instead of long aluminum rails. This can reduce material, array weight, parts handling, and the time required to level and splice rails. Integrated wire-management channels or clips can keep conductors secured beneath modules and away from the roof surface.

"By removing the continuous rails and using compact brackets or seam-mounted clamps that connect directly to the roof, a large portion of traditional racking material is no longer needed," Barton said. He cautioned that contractors still need a complete documentation package confirming compatibility among the panels, clamps, solar equipment and structure. Wind-uplift resistance, fire classification, electrical requirements and warranty conditions cannot be assumed simply because individual components have approvals.

Attachments Become Lighter, Faster and More Engineered

Rob Haddock, founder and CEO of S-5!, said the attachment category continues to evolve through many small revisions as well as larger system changes. The ColorGard 2.0 snow-retention system, for example, was redesigned to reduce assembly and installation time. The development team studied how installers handled the components and redesigned the assembly around that field experience.

"We listened to customers and came up with a better way to assemble it," Haddock said. The objective was to make an engineered product easier and faster to install without shortening its expected service life.

Snow retention is also moving toward more accessible engineering for exposed-fastener roofs, a market that includes many agricultural, residential, and light-commercial buildings. These projects can be highly cost-sensitive, and the calculations needed to address snow loads are sometimes ignored or oversimplified. Haddock noted that a pre-engineered, lighter-

RESOURCES

- Central States Manufacturing, www.centralstatesco.com
- Levi's Building Components, www.levisbuildingcomponents.com
- Mallet Supply, www.malletsupply.com
- Metal Solutions, Cornerstone Building Brands, www.cornerstonebuildingbrands.com/customer-solutions/metal-solutions
- S-5!, www.s-5.com
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The solar array on this barn in British Columbia, Canada, is mounted using the S-5! PVKIT rail-less solar mounting solution for metal roofs, where the standing seams of the roof act as built-in rails. PHOTO COURTESY OF S-5!

duty option such as SnoGard EF fills the gap between an un-engineered, improvised solution and a complex project-specific system.

Digital design support is becoming part of the system as well with more advanced layout and calculation tools that can translate changing wind speeds, snow loads, code editions and fire-access requirements into a component list and placement plan. The innovation is not merely the calculator itself. It is the connection of tested hardware, current engineering criteria and a more usable interface, which makes correct design easier to carry into the field.

The same systems approach is reshaping solar attachment. Standing seams and panel ribs already provide regular geometry across a metal roof. Direct-attach hardware uses that geometry rather than adding a separate grid of rails. Rail-less mounting can substantially reduce rooftop material and installation time, although the final savings depend on the roof, array, and labor conditions.

"The rails are already there in the seams or ribs, so use those," Haddock said.

Purpose-Built Accessories Replace Field Improvisation

The CoVent EF43, manufactured by TS Innovations LLC and sold through Levi's Building Components, was developed to resolve a recurring problem on corrugated exposed-fastener roofs. Exhaust fans are sometimes best vented through the roof, but products designed for shingle roofing do not necessarily fit corrugated metal panels cleanly. Installers often adapt a shingle vent or support a PVC pipe, then flash it with a separate boot.

The CoVent EF43 designed for easy installation on a metal roof. PHOTO COURTESY OF LEVI'S BUILDING COMPONENTS.

"With the rising popularity of reroofing with exposed-fastener corrugated panels, there was not a simple, effective product for metal," said Tim Martin, a Levi's Building Components representative and partner in TS Innovations LLC.

The patented CoVent combines a PVC vent body, an internal backdraft flap, an integrated roof boot and an adapter for 3- and 4-inch flexible exhaust ducts. The installer cuts the opening, pulls the duct through the roof, secures it to the vent with the supplied zip tie, fastens the assembly through the designated holes, and seals the boot according to its manufacturer's instructions. By designing the vent around the panel and an accepted penetration-flashing method, the product simplifies the task with reliable, repeatable detailing.

"The advantage of the CoVent EF43 is quality of components and ease of installation," Martin said.

The Next Wave: Coordinated, Verified, and Easier to Install

Innovations in metal roofing vary widely, from ease of installation to improved performance to sustainability. The next wave is likely to continue down these same paths.

Forming method, exposure to the specific environment, and sustainability will be ever more important in selecting coil.

Roof panels may arrive with solar-generation components, attachment locations, and service paths already resolved. Snow retention, solar, rooftop equipment, and penetrations may be laid out in one unified plan checked against structural loads, drainage, warranties, and code requirements before fabrication.

Future coating innovation may add more active response to damage, including microencapsulated agents that flow into a scratch according to Dunson of Central States Manufacturing. Meanwhile, Junny Lee of Sherwin-Williams pointed to research on coatings that could reflect heat when that is beneficial and absorb it under different conditions.

Haddock of S-5! had a vision for direct-attach mounts that captures an important direction for metal construction. Future accessories will likely take advantage of the roof's existing structural and geometric features instead of overlaying another support system.

Martin of Levi's Building Components said researchers are now working on other ventilation solutions for corrugated metal roofs, suggesting a broader opportunity for accessories designed specifically for metal profiles rather than adapted from other roofing systems.

As Haas of Mallet Supply pointed out, sustainable products can be developed that work as well or better than existing products. With more building owners concerned with sustainability and green products, this likely foreshadows more such innovative developments.

Wonderful new products are in the works; innovation appears to be in overdrive. Before adopting any new innovations, however, contractors should ensure that the component has been tested as part of a complete assembly. Adhering to a tested assembly is the best way to ensure product performance. ***MR***

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SCOTT TAPPA PHOTO

Through-fastened Panels

The pioneer of metal roofing

OCTOBER/NOVEMBER 2006 FLASHBACK

A look back at through-fastened metal roofing systems

First published 20 years ago, this article remains relevant as contractors continue to evaluate the role of through-fastened metal roofing panels in today's market. While standing seam and other concealed-fastener systems have gained popularity, through-fastened panels remain an important part of the metal roofing industry and continue to serve a wide range of applications.

This Flashback article from yesteryear explores why these panels have endured, from their role in the early growth of the metal building industry to their continued use in agricultural, commercial, residential, and retrofit projects. You'll gain insight into the advantages of through-fastened systems, including installation efficiency, cost considerations, structural benefits, and application versatility.

The article also examines how panel profiles, fastening methods, and project requirements influence selection. By understanding where through-fastened panels perform best, you can make better-informed recommendations and provide your customers with options based on the needs of the building rather than trends alone.

Whether you have installed through-fastened panels for years or are newer to metal roofing, this article offers a practical look at why this longtime roofing option continues to have a place in the industry.

By Jim Austin

Are you a metal roofing snob? Are you one of those guys who looks down his nose at through-fastened panels? Maybe your first metal experience was installing through-fastened metal roofing panels and you've since "moved up" to the so-called architectural systems.

"I think we should not forget that although standing seam panels and stunning, flat, foam core, wall panel systems are all the rage today, it is the ribbed screw-down panel that has been the backbone of the metal building industry from its infancy through and including today's modern structures," says Dale Nelson of Roof Hugger, a manufacturer of sub-purlin system for retrofitting existing metal roofing systems. "It was the screw-down panel that made the pre-engineered industry possible. It is light, strong, durable and nests nicely together for easy shipping and handling. It is easily attached and

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works on roofs or walls. It has allowed the use of lighter primary framing and light gauge secondary framing and made large clear-span buildings possible. It has protected our troops and their equipment and given countless business an affordable facility from which to operate."

Through-fastened metal panels are just what the name implies: metal panels that are fastened with screws or nails that go through the panel directly into a purlin or deck. They are used in new construction as well as for reroofing and retrofit applications.

In a message for homeowners on its website, the Metal Roofing Alliance offers the following on through-fastened panels: "In many cases, the exposed fastener is simply driven through an overlap in the panels' courses as well as through other strategic locations as specified by the roofing manufacturer. Exposed fastener systems are usually lesser-quality systems and therefore are subject to lesser warranties than concealed fastener systems. The reason for this is that exposed fasteners are subject to the elements and tend to break down and fail much sooner than concealed-fastener panels. Exposed fasteners are normally self-drilling screws with a hex-head drive. These screws will typically have an oversized cap head that protects a neoprene washer that is in place for watertightness. The screws will normally be painted to match the roof system. Although the screws are self-drilling, most installers will pre-drill holes in the

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roofing from the backside to ensure proper placement."

Through-fastened panels may have a reputation for being part of a lesser metal roofing system, but there is still a place in the world for through-fastened metal roofing panels and contractors are still finding a market for them.

For each profile, shape, and size, there is a reason to use through-fastened panels for a particular roofing project. No other profile is used for a wider variety of applications than the through-fastened panel.

Most agree installing through-fastened roofing panels doesn't require the same level of expertise or craftsmanship as installing a standing seam panel. That's OK. Through-fastened panels still boast all the benefits of metal — durability, attractive appearance, and weather resistance, to name a few — and are a solid offering for the able contractor.

There are several advantages for the installer as well as the customer for choosing through-fastened panels as opposed to standing seam panels. Most have to do with the bottom line.

"Through-fastened panels are normally chosen for economical reasons," says Bill Croucher of Fabral. "They are more economical than standing seam panels and they are typically wider and install faster. Because no sliding details are required on these panels, they are simpler and faster to install. Additionally, these exposed fastener panels provide diaphragm action to stiffen the buildings. These panels also brace the purlins. Both of these items strengthen the building and reduce the amount of structural steel in the structure."

AKZO NOBEL PHOTO

Fabral's Alu-Twin panel, for instance, is offered in widths of 40 and 48 inches. A handful of other profiles offer 36 inches of coverage. "Many of our through-fastened panels are used on many wood framed structures," Croucher says. "This includes agricultural buildings, some light commercial, and some residential. They are also used on some pre-engineered buildings."

Most manufacturers offer through-fastened panels, ranging from 5-v crimp and corrugated to R-panels and rib panels. Homeowners in Florida have fallen in love with 5-v crimp roofing, popular on the Cracker style houses with large porches. They have to have the look of the 5-v crimp — which includes the straight lines of fasteners — and appreciate the fact it is less expensive than concealed fastener systems. Most panels are 26 inches wide (manufactured from 27-inch coil) and provide 24 inches of coverage with a 1-inch overlap on each side. A panel that takes less time to install will cost less.

"Through-fastened panels do have advantages other than economic reasons," Croucher says. "They can be designed as deeper, stronger panels so they can span further than standing seams. Standing seam panels usually do not span further than 5 feet and, depending on the wind loads, the spans may have to be much shorter. Exposed fastened systems can span as far as 15 or more feet by using deep profile panels."

It's apparent that through-fastened systems may be more appropriate for large commercial or industrial applications than standing seam roofing or other concealed fastener systems.

Today's through-fastened systems are better than the galvanized panels used in the early days of the metal building

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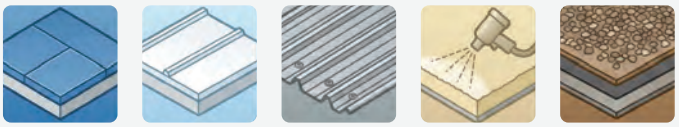

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industry, but many of those 40-50-year old buildings are holding up admirably today. Nelson says some of these buildings are in need of new roofs, which are subject to much more exposure to the elements than the wall panels. That's where the Roof Hugger comes in.

"Of course everyone hates to put on a new roof but even that is not hard or super expensive and if you think about the initial cost, the years and years of service with little or no maintenance in a wide variety of climates and hostile environments this simple screw-down metal panel has endured, I think you would agree it is truly an amazing product," he says. "It's a product which more than one of us owes our livelihood to."

There you have it. The through-fastened metal roofing systems are the pioneers of today's architectural panel systems. Technology and innovation provided today's installers, homeowners, building owners, architects, and specifiers with a wider variety of products for a wider variety of applications. Without a doubt, there are better systems in many applications, but there is still a market for through-fastened panels. ***MR***

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METALCON 2026

Industry Associations Unite to Advance Metal Construction

As the metal construction industry navigates shifting market conditions, evolving building codes, workforce challenges and increasing performance demands, METALCON 2026 will bring together the associations helping shape its future through education, technical expertise and collaboration.

Celebrating its 35th anniversary October 7-9, 2026, at the Orange County Convention Center in Orlando, Florida, the event will feature its broadest association participation to date, with organizations representing the entire metal construction ecosystem.

"For 35 years, METALCON has brought together every corner of the metal construction industry to conduct business, discover solutions and build lasting relationships," said Judy Geller, Vice President of Tradeshows at METALCON [www.metalcon.com]. "Our association partners are a big reason professionals come to METALCON. They bring technical knowledge and practical insights that help attendees stay current, solve problems and make better business decisions."

Attendees will have direct access to organizations focused on the issues that matter most to metal construction. Participating associations represent every sector of the industry, including roofing, metal buildings, air barriers, rainscreens, extrusions, manufacturing, workforce development, diversity and inclusion, education and training.

Jeff Henry of the Metal Construction Association (MCA) said, "METALCON gives MCA members a powerful platform to showcase their products, reach new audiences and demonstrate metal's unmatched design and performance attributes. By bringing manufacturers, contractors, architects, engineers and associations together in one place, METALCON creates opportunities to share knowledge,

COURTESY OF NEUBEK PHOTOGRAPHERS

discuss common challenges and accelerate innovation in ways that benefit the entire industry."

Association-Led Education

Participating associations will lead sessions on the issues driving change in metal construction today. Highlights include:

- Industry Outlook: Metal Construction Code Updates — What's Changed and What It Means
  — *Metal Construction Association*
- Industry Outlook: 2027 - The Future of Metal Construction
  — *Metal Construction Association, Metal Building Manufacturers Association and American Institute of Architects*
- Reflective Insulation & Radiant Barriers in Metal Building Design: Solving Real-World Thermal, Moisture and Energy Challenges
  — *Reflective Insulation Manufacturers Association-International*
- Designing Walls for Reality, Not Perfection
  — *Rainscreen Association in North America*
- MCM in Practice: Installation, Inspection and Fixes
  — *MCM Alliance*
- Facilitating Product Acceptance with ICC-ES Certification
  — *International Code Council*
- Residential Metal Roofing - The Sustainable Choice
  — *Metal Roofing Alliance*
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- From Vision to Profits: How to Build a Successful Business Plan in the Metal Industry
  — *Latinos en Roofing*
- The Hidden Carbon in Metal Buildings
  — *Metal Building Manufacturers Association*
- FORGE: Where Women in Metal Shape What's Next
  — *National Women in Roofing*

Many of these organizations and others — including the Association of Women in Metal Industries, the Fabricators and Manufacturers Association, the Florida Roofing and Sheet Metal Contractors Association, the National Roofing Contractors Association and Roofers in Recovery — will have a presence on the show floor, where attendees can connect directly with subject-matter experts and industry resources.

"Residential metal roofing is one of the fastest-growing segments in construction, and the professionals driving that growth need access to strong training, product knowledge and peer insight," said Renee Ramey, Executive Director of the Metal Roofing Alliance. "METALCON brings those resources together in one place, which is why the Metal Roofing Alliance continues to support the event."

"The value of METALCON is what happens when associations, experts and decision-makers are part of the same conversation," Geller said. "As the industry continues to evolve, that shared environment helps professionals build connections, exchange ideas and identify solutions they can apply to their businesses." **MR**

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LEGACY 10: The companies that have exhibited at every METALCON

When the industry gathers for METALCON, the Legacy 10 will be honored for exhibiting at every show, dating back to 1991.

With that kind of long-term commitment comes worthy recognition. The Legacy 10 will be honored in a variety of ways leading up to and at the show, scheduled for October 7-9 at Orange County Convention Center.

AkzoNobel, ATAS International, Atlas Bolt & Screw, AZZ Precoat Metals, Englert, Metal Construction News, McElroy Metal, Metal Rollforming Systems, PPG and Roof Hugger make up the Legacy 10.

"These companies have supported METALCON from the very beginning and, in many ways, helped build the event into what it is today," says Judy Geller, VP Trade Shows, METALCON. "Their continued commitment reflects not only the value of face-to-face business, but also their investment in advancing the metal construction industry."

"We were an early member of the Metal Construction Association, a half-owner of the tradeshow," says Dale Nelson, president of Roof Hugger. "Tom Black set up an educational program for attendees and we were quick to volunteer to show folks it was possible to retrofit an existing metal roof."

Roof Hugger has annually been a participant in live demonstrations at METALCON, including solar panels being installed on metal roofing.

"For a company like ATAS International, exhibiting at METALCON is important because it places us at the center of the metal construction industry's most influential gathering," says Lee Ann Slattery, FCSI, CDT®, CCPR, LEED AP BD+C, Sales Support Manager at ATAS. "METALCON is recognized as the largest international event dedicated exclusively to metal construction and design, bringing together architects, contractors, distributors, fabricators, manufacturers and building owners from around the world."

Trade shows attract decision makers and METALCON specifically welcomes these architects, specifiers, roofers and builders.

METALCON's Legacy 10

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Englert • Booth 785

Metal Construction News • Booth 659

McElroy Metal • Booth 901

Metal Rollforming Systems • Booth 1431

PPG • Booth 548

Roof Hugger • Booth 536

METALCON attendees cover the full metal construction ecosystem: contractors, designers, fabricators, manufacturers, suppliers and professionals, the entire gamut of customers for exhibitors.

"It allows us to put the Englert brand directly in front of a highly targeted, qualified audience of architects, contractors and metal construction professionals," says Jonathan Giacchi, B2B Marketing Manager, Englert. "METALCON provides a captive audience of decision makers who are actively evaluating products and solutions, making it one of the most efficient channels to build brand awareness, reinforce market positioning and influence specification and purchasing decisions."

Trade shows provide suppliers and customers with an opportunity to shake hands and open up about business challenges.

"Our focus is on knowing what our customers need and delivering solutions as timely as possible," says Bill Griffin, President and co-owner of Metal Rollforming Systems. "It's important for MRS to exhibit at METALCON so we can have face-to-face conversations, allowing us to really get a deeper understanding of what our customers' challenges and priorities are. These connections allow us to stay ahead of market trends and provide solutions for the evolving priorities of the industry."

Exhibitors recognize the opportunity to provide hands-on product education at METALCON. In addition to cultivating new business, they show up to support the industry, providing attendees with the greatest selection of products and services under one roof.

"PPG and METALCON have partnered for 35 years and we are honored to be among the Legacy 10 companies that have been part of the show's story from the beginning," says Steve Rutkowski, Senior Manager-Coil & Appliance, PPG Industrial Coatings. "Our ongoing support and lead sponsorship of the Design District reflect our commitment to collaboration, industry leadership and the community of manufacturers, architects and designers. We are grateful for the opportunity to showcase our products for building products and architectural products that push design and performance forward."

Ten companies have been committed to METALCON and the industry from the beginning. Ten companies that have never missed a show: The Legacy 10. Their commitment has helped transform the metal construction industry over the past 35 years. They have played a significant role in advancing the performance, durability, efficiency and design possibilities of metal construction products while driving broader adoption across commercial, industrial, institutional and residential markets. ***MR***

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AceClamp

Quality, Innovation, and the Test of Time

By M.J. Wasley, AceClamp/Wasley Group

In business, quality and innovation are often discussed as separate virtues. Innovation captures attention because it introduces something new—a fresh idea, a better process, a breakthrough product. Quality earns trust because it ensures that innovation performs reliably, consistently, and effectively. Yet history teaches us that neither quality nor innovation alone is enough to build a lasting legacy.

The true measure of both is the test of time.

Many innovations arrive with great fanfare only to disappear as quickly as they emerged. Likewise, products known for quality can lose relevance if they fail to adapt to changing needs and technologies. The organizations that endure—those that survive economic upheaval, technological disruption, and shifting markets—are the ones that successfully balance innovation with an unwavering commitment to quality.

Few companies embody this principle more clearly than AceClamp and the century-long manufacturing legacy from which it emerged.

Today, as we celebrate 100 years of business achievement, we are not simply recognizing longevity. We are honoring a century of ingenuity, resilience, craftsmanship, and people who repeatedly proved that success belongs to those willing to innovate while never compromising on quality.

Every great legacy begins with a story.

The story began in 1926 during the Roaring Twenties, an era defined by industrial growth, optimism, and entrepreneurial ambition. Arthur "Art" Wasley was working for the National Marine Lamp Company in Forestville, Connecticut, when a seemingly ordinary question changed the course of history.

While attending a boat show, Art was asked whether his company could manufacture a particular light. His answer was simple but bold:

"The company cannot—but I can."

With the assistance of Frank Faniola, Art built that first light in the cellar of his home and delivered it to a satisfied customer. The quality of the product quickly generated additional demand. Unfortunately, word also reached their employer. Soon both men found themselves unemployed.

The Wasley Group recently celebrated its 100th anniversary with a special event. ALL PHOTOS COURTESY OF WASLEY GROUP/ACECLAMP

What might have appeared to be a setback became the foundation of a new enterprise.

From the beginning, quality and innovation worked hand in hand. Art did not merely promise a solution—he delivered one. He identified a need, applied ingenuity, and produced a product that earned trust. That combination became the defining characteristic of the company for generations to come.

The decades that followed tested that commitment repeatedly.

The company endured the Great Depression, one of the most difficult economic periods in American history. Like countless businesses of the era, survival required adaptability and determination. Yet rather than retreat, the company continued searching for opportunities to serve customers through new products and capabilities.

In the years leading up to World War II, the product portfolio expanded dramatically. The company produced postal scales, garden sprayers, derby hat stretchers, egg piercers, and even water dispensers for feeding chickens. While these products may seem unrelated today, they reflected a mindset that would define the organization's future: a willingness to innovate, diversify, and solve practical problems wherever opportunities existed.

Then came another challenge.

As the United States mobilized for World War II, metals became unavailable for all but essential civilian products. Lighting production nearly came to a standstill. Once again, adaptation became necessary. Temporary product lines of wooden toys and giftware were introduced. More importantly, the company shifted its manufacturing expertise toward supporting the war effort.

From 1941 through 1945, Wasley manufactured ripcord assemblies critical to military operations. The company's ability to pivot during a time of national crisis demonstrated a lesson that remains relevant today: innovation is not merely about invention; it is about responding effectively to changing circumstances.

The results were extraordinary. By 1976, Wasley had produced more than five million ripcord assemblies and had become the free world's only producer of complete ripcord assemblies.

The return of peace brought new opportunities.

Lighting production resumed, but

not in the same way as before. The company adopted a new philosophy, moving from custom-order manufacturing to production-based manufacturing. This shift reflected a deeper understanding of evolving market needs and demonstrated the willingness to challenge established practices.

At the same time, another opportunity emerged that would significantly shape the company's future.

In the early 1950s, Wasley entered the bearing seal market. What began as a promising opportunity grew steadily until, by the mid-1970s, bearing seals accounted for more than 70 percent of company sales. This transformation illustrates one of the most important principles of long-term success: organizations must be willing to recognize emerging opportunities and invest in them before they become obvious to everyone else.

Innovation creates opportunity, but quality converts opportunity into sustainable growth.

Customers do not continue purchasing products for decades because they are novel. They do so because those products perform reliably, solve problems effectively, and deliver consistent value. Quality builds the trust that allows innovation to endure.

That philosophy also guided the company's physical growth.

In the early 1960s, company leaders began searching for a location where a modern manufacturing facility could be built. Groundbreaking began in September 1963 on what would become the Spring Lane facility. By 1964, operations had moved into the new building where much of the company's history continues today.

The facility became home to three major product lines: lighting, ripcords, and rubber molding. It represented more than expansion. It symbolized confidence in the future and a commitment to investing in capabilities that would support generations of growth.

That investment paid dividends.

In 1985, responding to increasing customer demand for plastic injection molded components, Wasley expanded further by assuming ownership of Precision Molding Company. As markets evolved, each product line experienced growth, transformation, and strategic shifts. Some businesses were eventually sold. Others evolved into new opportunities.

This willingness to adapt without abandoning core values became one of the defining strengths of the organization.

The most significant example emerged in the medical field.

In the early 1980s, a conversation between friends led to an opportunity that would impact patient care around the world. James Bailey approached Alan Wasley seeking assistance in manufacturing a specialty device designed to support

patients during hip surgery.

The device, originally developed and patented by Dr. George McGuire, an orthopedic surgeon for the Green Bay Packers, had never been commercially manufactured. Together, they brought the product to life.

The McGuire Pelvic Positioner—later known worldwide as the Universal Lateral Positioner—became the foundation of Innovative Medical Products (IMP).

The success of IMP demonstrates how quality and innovation can transform an idea into an industry-leading enterprise. Since its founding, IMP has worked closely with orthopedic surgeons and medical professionals to develop increasingly advanced patient-positioning solutions. Through continuous innovation, rigorous quality standards, and close collaboration with healthcare providers, the company became a global leader in orthopedic positioning devices.

Importantly, IMP's achievements were never solely about manufacturing products. They were about improving outcomes for patients and providing surgeons with tools that enhanced care.

That focus on meaningful innovation remains central to every successful business.

Innovation matters most when it improves lives.

The same spirit of precision and excellence extended beyond healthcare.

In July 1989, the Wasley team contributed to one of the most important technological advancements of the modern era: the Global Positioning Satellite System for the United States Navy. Working on components used within the Navstar satellite constellation, the company produced a small but critical bonded seal used in a network of satellites that transformed navigation worldwide.

The component itself was modest in size.

Its impact was not.

This achievement serves as a reminder that quality is often measured not by visibility, but by reliability. Some of the most important products in the world are components that few people ever see. Their value lies in their ability to perform flawlessly when needed.

That principle is especially relevant when considering AceClamp.

Like many enduring manufacturing organizations, AceClamp operates in a space where success depends on performance, consistency, and trust. Customers rely on products that must function safely and effectively under demanding conditions. In such environments, quality cannot be optional. It becomes the foundation upon which innovation is built.

AceClamp's success reflects the same values that have guided the Wasley organization for a century: understand customer needs, solve problems creatively, manufacture with precision, and continuously improve.

Innovation keeps organizations relevant.

Quality keeps them respected.

Together, they create staying power.

That is ultimately what the test of time evaluates.

It is not a measure of popularity or short-term success. It is an assessment of durability, usefulness, adaptability, and trustworthiness. It asks whether an organization can continue creating value despite changing technologies, evolving customer expectations, economic uncertainty, and competitive pressures.

For one hundred years, the answer has been yes.

The story of this organization is not simply a story about products. It is a story about people—entrepreneurs willing to take risks, engineers committed to solving problems, employees dedicated to excellence, customers who placed their trust in the company, and family members who carried forward a vision across generations.

Today, representatives of the third, fourth, and fifth generations of the Wasley family continue that legacy. Their presence serves as a powerful reminder that enduring success is never accidental. It is built through years of hard work, thoughtful leadership, and a commitment to values that transcend any single product or market.

Standing together today among Innovative Medical Products, PMC Industries, and AceClamp, we celebrate not only what has been accomplished but what remains possible.

The first century demonstrated the power of innovation guided by quality.

The next century will require the same commitment.

New technologies will emerge. Markets will evolve. Customer expectations will continue to change. Yet the fundamental principles that built this organization remain timeless. Listen to customers. Solve real problems. Pursue excellence. Embrace change. Never stop improving.

Quality gives innovation its staying power.

Innovation keeps quality relevant.

Together, they create the kind of value that endures long after trends have faded.

One hundred years ago, a simple statement launched an extraordinary journey: "The company cannot—but I can."

That entrepreneurial spirit still lives within this organization today.

It lives in every product manufactured, every challenge solved, every customer served, and every employee who takes pride in making things happen.

A century behind us.

A future in motion.

And if the first hundred years have taught us anything, it is that when people are united by purpose, innovation, determination, and an unwavering commitment to quality, there is no limit to what the next century can achieve. **MR**

Cosmetic or Functional?

Cosmetic Damage, Functional Damage, and Metal Roof Insurance Claims

By Trent Cotney, Adams & Reese, LLP

Metal roofing continues to gain market share because it offers durability, energy efficiency, design flexibility, and strong performance in severe weather. Those same advantages, however, do not eliminate insurance disputes. In fact, metal roof claims often create a distinct problem for owners, contractors, consultants, and carriers: determining whether observed damage is merely cosmetic or whether it affects the function, service life, or weather-resisting performance of the roof system.

This distinction matters because many property policies treat cosmetic damage differently from functional damage. A policy may cover direct physical loss caused by hail or wind, but it may also contain limitations or exclusions for cosmetic marring, denting, scratching, or changes in appearance that do not impair the roof's ability to shed water or perform as intended. As a result, two roofs may sustain similar hail impact marks, but the coverage outcome may depend on the precise policy language, the roof system, the condition of the panels, and the evidence developed after the loss.

Cosmetic damage typically refers to visible alteration that affects appearance but not performance. On a metal roof, that may include small dents in panels, minor scratches to the finish, slight surface abrasions, or aesthetic distortion that can be seen from certain angles. Owners often view these conditions as damage because they paid for a finished architectural product. Carriers may view the same conditions as non-covered cosmetic change if the panels remain intact, the seams remain functional, the coating system remains protective, and no water intrusion exists.

Functional damage is different. Functional damage exists when the event compromises the roof's ability to perform. Examples may include punctures, open seams, fractured sealant, damaged clips, or coating loss that exposes the metal substrate to corrosion.

The best records include pre-loss roof information, photographs, maintenance records, installation details, product data, warranty documents, weather reports, and a clear post-loss inspection.

Functional damage may also exist when impact deformation demonstrably affects panel engagement, drainage, or another component necessary to the roof system's performance. Aesthetic denting alone does not necessarily establish reduced service life or functional impairment. The key question is not simply whether the roof looks different after the event. The question is whether the damage materially changes how the roof performs.

Contractors can play an important role in this analysis, but they need to be careful. A contractor may inspect the roof, photograph conditions, identify damaged areas, prepare repair or replacement pricing, and explain construction-related observations. However, contractors should avoid acting as public adjusters unless properly licensed under applicable state law. There is a difference between documenting roof conditions and negotiating policy coverage on behalf of an insured. That line matters, particularly in states that aggressively regulate public adjusting activity.

Documentation often determines whether the claim remains a construction discussion or becomes an evidentiary dispute. The best records include pre-loss roof information, photographs, maintenance records, installation details, product data, warranty documents, weather reports, and a clear post-loss inspection. Photographs should show the overall roof, representative panels, seams, flashings, penetrations, drainage paths, interior leaks if any, and close-up views of alleged impact points. When possible, the inspection should distinguish between pre-existing wear, installation conditions, manufacturing issues, foot traffic damage, and storm-related damage.

Policy language should receive equal attention. Some policies include cosmetic damage exclusions specifically directed at metal roofs. Others may limit payment to actual cash value for older roofs, apply separate wind or hail deductibles,

***Disclaimer**: This article is for general informational purposes only and does not constitute legal advice. Readers should consult qualified counsel regarding specific insurance, contract, warranty, or claim-related questions.*

require prompt notice, or impose duties to protect the property from further damage. In some cases, the policy may cover resulting water damage even while excluding purely cosmetic panel damage. Contractors and owners should not assume coverage based solely on the presence of visible dents, nor should they assume a denial is correct without reviewing the policy and the factual basis for the carrier's position.

Warranties add another layer of confusion. A manufacturer warranty may address coating performance, substrate corrosion, paint adhesion, or material defects, while a contractor warranty may address workmanship. Neither warranty necessarily tracks the insurance policy. Hail impact that leaves dents may not trigger a manufacturer warranty. Installation-related conditions may not constitute storm damage. Conversely, storm-created openings or compromised flashings may present an insurance issue even if a product warranty remains in place. Owners benefit when the contractor explains these distinctions early.

For metal roofing contractors, the practical takeaway is straightforward: treat insurance-related inspections as technical and evidentiary exercises. Avoid conclusory statements that every dent requires replacement or that every claim is covered. Instead, identify what you observed, explain why a condition does or does not affect roof performance, and support the conclusion with photographs, measurements, product information, and repair methodology. Precision helps the owner, protects the contractor, and gives the claim process a better factual foundation.

As metal roofing expands into more residential, commercial, agricultural, and institutional markets, insurance disputes over cosmetic versus functional damage will likely increase. Contractors who understand the distinction will be better positioned to assist owners, communicate with consultants and carriers, and avoid regulatory problems. The best approach is not to overstate the claim. The best approach is to document the roof, understand the system, respect the policy process, and focus on whether the roof still performs as designed. **MR**

Trent Cotney *is a partner and Construction Team Leader at Adams & Reese, LLP and NRCA General Counsel. You can reach him at 866.303.5868 or trent.cotney@arlaw.com.*

Metal Roofs and Rust

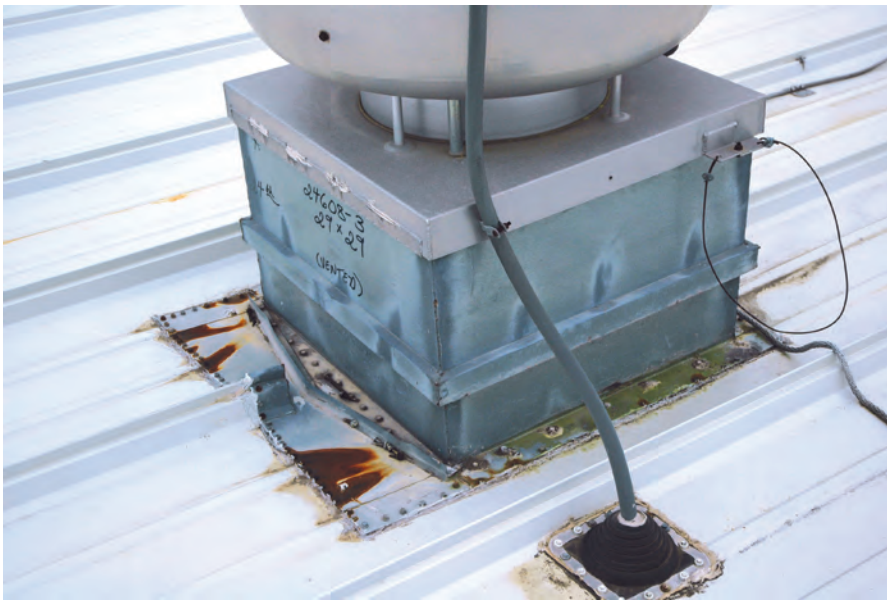
Setting the Record Straight

By Rob Haddock, Director of the Metal Roof Advisory Group & CEO and Founder of S-5!

Metal roofing is one of the fastest-growing segments of the construction industry, with more than 2 billion square feet installed annually in the United States. Its share of both residential and commercial markets continues to climb—driven by durability, energy performance and long-term value.

Modern production technologies and the use of coated steel and aluminum have transformed metal from a niche premium option into a practical, cost-effective choice. Today, building owners and designers increasingly evaluate roofs based on life cycle cost and environmental impact rather than simply initial cost. With a service life up to 70 years, minimal maintenance requirements, and a recycle rate of more than 90%, metal roofing offers one of the most sustainable and economical solutions available.

Yet despite its proven track record, one misconception persists: the belief that metal roofs rust. In reality, when properly manufactured, installed and maintained, corrosion is rarely a concern. Understanding why—and how modern coatings and best practices prevent it—is key for specifiers, contractors and owners alike.



Rust can develop when roof accessories, like curbs or flashings, use a lower-grade coating than the roof panels around them. Here, the roof is holding up well, but the curb is not. PHOTOS COURTESY OF S-5! AND THE METAL ROOF ADVISORY GROUP, LTD.

Corrosion Fundamentals and Coating Technology

Rust is a specific form of corrosion that occurs when some metals such as iron or steel react with oxygen and water to form iron oxide, the reddish-brown flakes or spots we recognize as rust. Metal oxides (corrosion products) generally enhance protection of most base metals; however, steel is an exception. The oxides from steel (red rust) do not protect the base metal beneath.

This chemical reaction gradually degrades the metal's surface, reducing strength and service life. Historically, unprotected steel panels were vulnerable to this process, but advancements in metallurgical coatings have changed the equation entirely.

The top layer of your roof consists of panels and trim, which are directly

Rooftop mounting systems that allow the free flow of rainwater can reduce the risk of rust.

exposed to the weather and the environment. Uncoated steel rusts easily, but this can be prevented or slowed by applying protective coatings like aluminum, zinc or a combination of both during material production known as Galvalume® sheet steel.

Co-invented in the 1960s by the late Angelo Borzillo and Jim Horton of Bethlehem Steel, Galvalume's alloy—55% aluminum, 43.4% zinc and 1.6% silicon[1]—was developed to leverage the distinct properties of each element. Aluminum provides long-term barrier protection, while zinc maintains corrosion resistance even at cut edges and scratches. The silicon additive helps with adhesion during fabrication.

Applied through a continuous hot-dip process, the coating metallurgically bonds to the substrate, forming a uniform, corrosion-resistant surface. After cooling and drying, the metal panels are further treated, shielding them from corrosion while in storage.

This layered protection is further enhanced by paint and film systems, such as PVDF (polyvinyl di-fluoride), which deliver both aesthetic longevity and additional environmental shielding. When these coatings are applied and maintained correctly, the underlying steel is effectively isolated from the oxygen and moisture that drive corrosion.

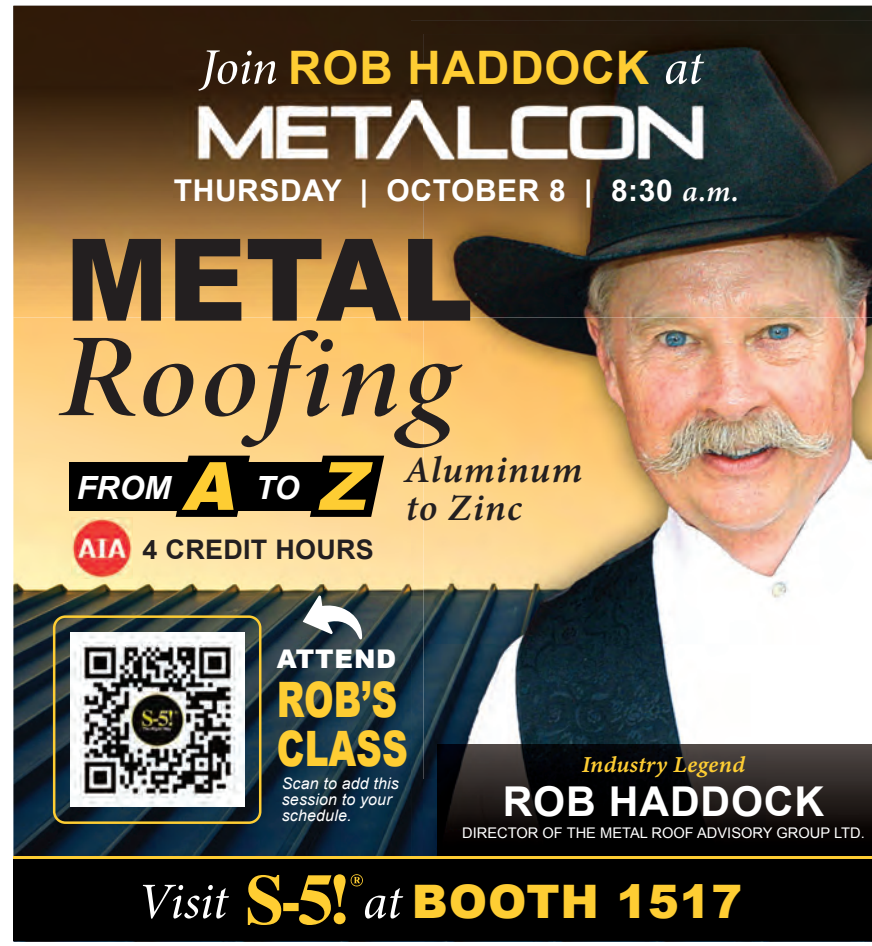
[1] *These ratios are by weight. The ratios by volume are 80% Al; 20% Zn.*

Installation Practices That Preserve Performance

Even the most advanced coatings can only perform as well as the installation allows.

Inadequate storage practices, insufficient attention to detailing or improper sequencing of construction activities can lead to localized conditions that promote corrosion. Stacked panels without ventilation can trap condensation, while insufficient drainage or mechanical attachment detailing can allow water to collect at joints or under trim.

Coordination among the skilled trades is critical during installation, especially, around roof penetrations. HVAC units, snow retention systems and other roof mounted components should be integrated into the design phase to avoid field modifications that



breach coatings or trap debris.

Metal Roof Attachments

Selecting the correct attachments and fasteners for a metal roof is essential to reducing the risk of rust and ensuring long-term performance. Roof panel manufacturers should always provide clear guidance on which attachment and fastener types are compatible with their products to prevent corrosion-related issues.

Whenever possible, fasteners should be made of the same material as the roof or wall system to avoid dissimilar metal corrosion. If that is not possible, the fasteners should offer at least the same level of corrosion resistance as the material being fastened. For example, galvanized steel fasteners should not be used with aluminum wall cladding systems, as this combination can accelerate corrosion of the fastener.

Swarf—metal shavings and debris produced during machining operations such as drilling and cutting—can also contribute to rust formation. On exposed-fastened roofs, swarf is commonly generated when self-drilling screws are used to attach panels or roof accessories. As the screws penetrate the metal, they remove material and deposit it onto the roof surface, creating potential sites for rust stains.

To mitigate this issue, attach accessories with self-piercing screws when possible. These screws are designed to penetrate the panel without removing metal, significantly reducing swarf. This approach helps preserve the roof's aesthetic, minimizes corrosion staining, and maintains the overall integrity of the roofing system.

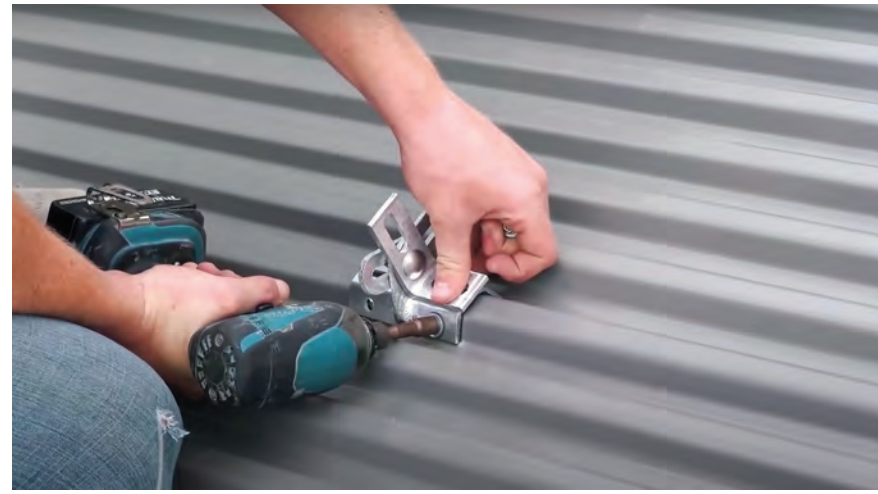
Maintenance, Detailing & Long-Term Durability

While metal roofs require almost no maintenance, routine inspection remains one of the most effective methods of ensuring system longevity. Visual checks for coating integrity, trapped debris or incompatible-material contact can prevent minor issues from becoming major failures. Cleaning organic debris from panels, gutters and valleys ensures proper drainage and prevents trapped moisture.

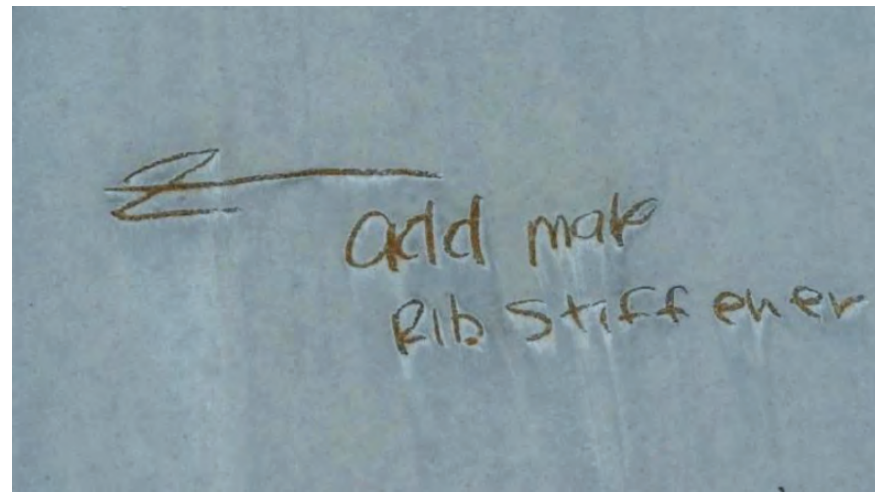
Industry professionals should also remain aware of seemingly minor sources of corrosion. For instance, fire-retardant or preservative-treated lumber should not come into contact with metal roofing (with the exception of copper roofs). The preservative chemicals can leach onto panels, become wet, dissolve and chemically attack the metal surface, accelerating deterioration.

Likewise, graphite pencils should never be used for layout or marking, as graphite is electrically conductive and can initiate corrosion on surfaces like Galvalume. A felt marker should be used instead.

With appropriate coatings, proper installation and regular maintenance, corrosion risk in metal roofing is minimal. Field experience and long-term studies consistently show that properly designed systems perform reliably for decades.



Compatible attachments and fasteners are critical to reducing rust risk on metal roofs.



Graphite pencil marks can react with coated steel or aluminum, damaging the protective finish and allowing rust to develop. Use a felt marker instead.

Main Takeaway

The idea that metal roofs inherently rust no longer reflects modern material science or industry practice. Advances in alloy coatings, fastener technology

and installation standards have made corrosion a controllable and largely preventable factor.

For roofing professionals, the key lies in system integration—understanding how materials interact, how oxide layers behave, how water moves and how to maintain protective barriers throughout the roof's service life. When these principles are followed, a metal roof becomes more than a durable covering; it becomes a high-performance building envelope that delivers structural integrity, efficiency and longevity unmatched by most other materials.

For more information on this topic and others, check out the technical resources at www.metalconstruction.org. ***MR***

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

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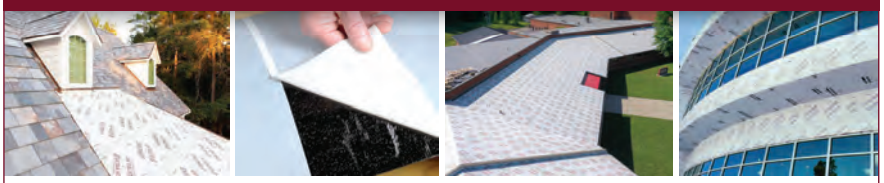

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Metal Roofing Marketing

Educating, Not Just Advertising

Metal roofing project. *COURTESY OF METAL EXTERIORS*

By James Charles, E-Impact Marketing

It used to be that if someone wanted a metal roofing quote, they picked up the phone and called you for one. These days, customers often research their options across Google, YouTube, Reddit, ChatGPT, and countless other touchpoints before they ever decide to call.

Today's buyers most often start with online research, and for high-cost projects like metal roofing, a lot of it. Standing out at the beginning when future customers are searching for things like "metal roofing" and "roofing cost" can be difficult. But if you create your content carefully and focus on educating your customers, instead of selling them your service, you can be the brand that shapes their opinions and, when they're finally ready to make a decision, the brand they choose.

Teach First. Sell Later.

Early in the research process, your customers are asking questions all over the place. They're asking AI tools, search engines, and asking questions on social platforms like YouTube and TikTok. As they do this research, the companies that supply them quality answers get brand visibility on each of those platforms. If a customer happens to click through to a company's page, then those companies can potentially capture that customer's information through downloadable educational guides.

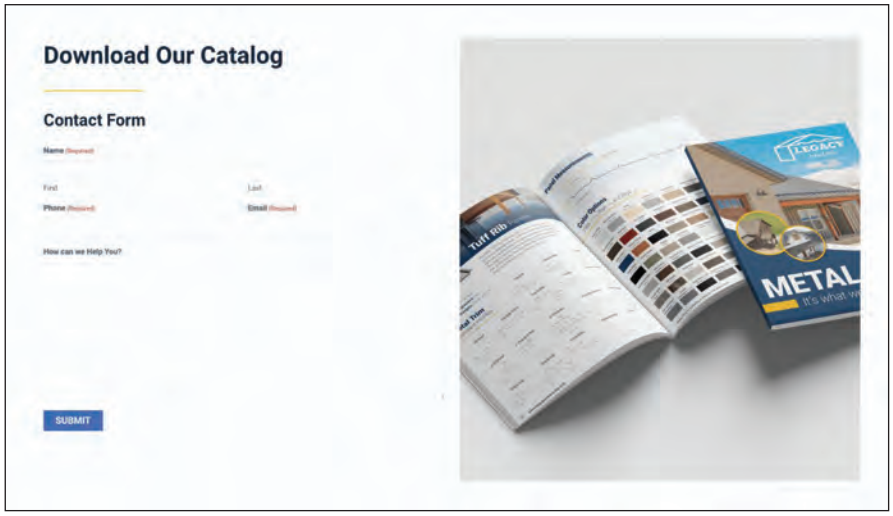
Attracting visitors is only the first benefit. As customers research, educational content can be a key part of validating your company's expertise and can play a role in building trust and goodwill with potential customers. Even after a customer has requested a quote from you, educational content helps provide them with additional information in a way that could help you separate yourself from your competitors.

Educational marketing doesn't just generate leads; it also creates better, more informed leads. These pre-qualified leads don't require as much time on a sales call because your blog, YouTube channel, and Instagram have already answered a lot of their questions.

At the end of the day, educational content shows that you and your brand know what you're talking about. It helps to reassure the customer that they can trust you with their project and spend their money with you.

Know What's Working

To track how educational content converts, monitor organic impressions and organic clicks. Organic refers to the impressions and clicks you receive that you aren't paying for. You can also



Downloadable Educational Content from Legacy Metal Center

Standing Seam Metal Roofing Project. *COURTESY OF LEGACY METAL CENTER*

take a look at your website's analytics. On a piece of educational content, you can see how many people entered your website on that page and how long they stayed on that page. Those are both good indicators of whether people are finding your information useful. You can also look at how many of those visitors submit a form or click a button to call you on that page.

What's more difficult about big or high-priced projects is that early researchers are not usually ready to reach out to you. If someone is starting by researching different kinds of metal roofing, they're still likely a few steps away from requesting a quote and talking to your team. But if they get their information from your brand, once they're at the stage where they want a quote, then they're already familiar with your brand name, and that increases the chances they're going to call you.

AI Is Changing Metrics

Search is changing. AI Overviews and AI chat tools are reducing website clicks across nearly every industry because people can often find answers without ever leaving the search results. That

means clicks alone no longer tell the whole story.

In addition to monitoring impressions and traffic, check whether AI tools cite your website as a source or mention your brand when answering relevant questions. The more comprehensive and trustworthy the content on your website is, the more likely it is to appear in those responses.

What do Metal Roofing Customers Search?

The best way to create a content plan is to start with the questions you receive from your customers on a typical sales call. If you can generalize the information you normally share with customers, that is a great starting point for the types of content you know you should be creating on your website, social media, and YouTube.

Another way to figure out the kinds of questions your customers are asking is to research search data. If you run Google Ads, the Google Ads keyword planner provides a list of the most popular search

10 Questions Every Metal Roofing Website Should Answer

One of the best ways to attract qualified leads is to answer the questions customers are already asking. Based on current search trends, these are some of the most common topics homeowners research before contacting a roofing company.

1. How much does a metal roof cost?
   - a. Cost per square foot
   - b. Material costs
   - c. Factors that affect pricing
2. How is a metal roof installed?
   - a. Installation process
   - b. DIY considerations
3. How long does a metal roof last?
   - a. Expected lifespan
   - b. Factors that impact longevity
   - c. Warranty information
4. How do you maintain a metal roof?
   - a. Cleaning recommendations
   - b. Painting or refinishing
   - c. Waterproofing and routine maintenance
5. Can you install a metal roof over shingles?
   - a. When reroofing is possible
   - b. Building code considerations
   - c. Pros and cons
6. Can solar panels be installed on a metal roof?
   - a. Compatibility
   - b. Mounting options
   - c. Benefits of pairing metal roofing with solar
7. Metal roof vs. shingles: Which is better?
   - a. Cost comparison
   - b. Durability & Maintenance
   - c. Long-term value
8. Do metal roofs attract lightning?
   - a. Common myths
   - b. Safety considerations
   - c. Lightning protection
9. What are the different types of metal roofing?
   - a. Standing seam
   - b. Ag panels
   - c. Exposed fastener vs. concealed fastener systems
10. Are metal roofs noisy when it rains?
    - a. What actually causes roof noise
    - b. Insulation and attic factors
    - c. Separating myth from reality

Education Along the Buying Journey

You can create content to follow your customer along their research and purchase journey. Customers often ask cost questions early. Then, as they continue their research, they have more questions about panel types, panel profiles, ventilation, and snow guards. As you answer those questions with your content, you guide them slowly to a purchase as you build their trust in you and your brand.

Something to consider is where customers receive your content. It's great if they're finding you on social media and through search engines, but you don't have a ton of control over whether that happens. When possible, give interested customers a reason to share their contact information so you can communicate with them directly. That could mean requesting a quote, signing up for updates, downloading a guide, or taking another action on your website. Once you have that connection, you can continue providing useful information through channels you have more control over, like email.

Insulation Infographic from CMT Components.

One Answer. Many Forms.

Creating educational content doesn't mean starting from scratch every time. Begin by answering a customer's question as clearly as possible. From there, you can expand that answer into a more detailed article, break it into FAQs, turn key points into short videos, or share them as social media posts.

For example, a simple question like "How much does a metal roof cost?" could become a comprehensive guide covering factors like roof profile, gauge, building type, and location. That same guide can then be repurposed into shorter content for your website, YouTube Shorts, TikTok, Instagram Reels, or social media graphics.

As your products, industry, or competitors change, revisit your most important educational content and update it when needed. Keeping your best resources accurate and current helps customers find reliable information and reinforces your expertise.

First Steps

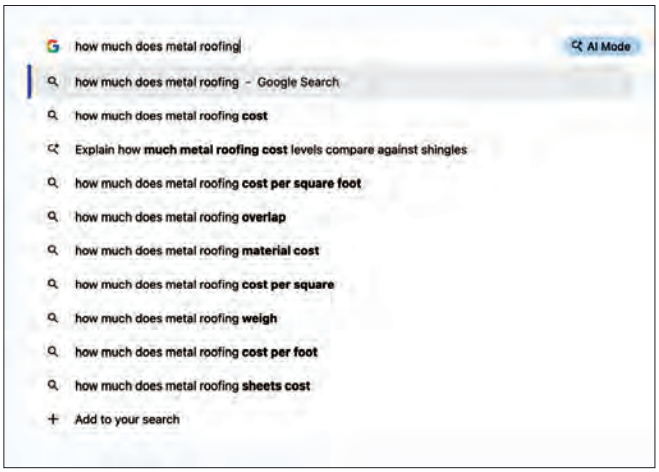
If you're an established metal roofing company, chances are your sales team already answers dozens of customer questions every week. That's your content strategy.

Start by writing down the questions customers ask most often. Then answer each one the same way you would if they were sitting across the table from you. Those conversations can become blog articles, FAQ pages, videos, social media posts, and downloadable guides.

You don't need to publish everything at once. One helpful piece of content each month is better than trying to create twenty pieces really quickly. Over time, those answers become a library of resources that work for your business around the clock.

Educational content isn't about giving away your expertise for free. It's about demonstrating your expertise before a customer ever picks up the phone. And when they finally do, they won't just know your name, they'll already know why they want to work with you. ***MR***

terms for any group of keywords, so you can literally see what questions people ask about metal roofing. If you partner with a marketing agency, they likely use a third-party SEO tool that can generate lists of the most popular questions about a topic. You can make your own list if you go to Google, start typing a question, and see what autofills. That's a great way to see what people are searching.



To turn those lists of questions into a content plan, all you have to do is answer each question as clearly as possible. For example, if one of the questions you've identified is something like "How long does a metal roof typically last?" Then you should answer that directly on your website, like, "Metal Roofs typically last x to y years."

Whenever possible, tailor those answers to the location you serve. A customer searching for roofing information in Ohio will have different concerns than someone in Florida. Your local examples and recommendations make your content more relevant.

You can answer these questions in any format. If it's an article or a full-length video, you can get into all the nuances of a question. If it's an FAQ of a short video, then just the specific, direct, short answer is great. The key is to provide the clearest answer in the format that best fits the question. **MR**

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

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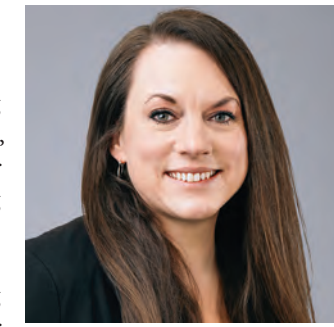
SUPPLIER NEWS

Central States Names Dunson as Vice President of Sales and Marketing

Central States, a provider of metal building components, roofing, and building solutions, has named Melissa Dunson Vice President of Sales and Marketing for the Central States Manufacturing business.

Dunson brings extensive leadership experience in customer engagement, commercial strategy, marketing, product management, and sales enablement to the role. Since joining Central States in 2024, she has played an instrumental role in strengthening customer relationships, aligning sales and marketing initiatives, and developing programs that help customers and sales teams succeed.

As Vice President of Sales and Marketing, Dunson leads Central States' sales organization, focusing on accelerating growth, enhancing the customer experience, and delivering long-term value to customers across the company's markets, while continuing to provide leadership over the Marketing and Sales Enablement functions of the business.



Melissa Dunson Vice President of Sales and Marketing for the Central States Manufacturing. *PHOTO COURTESY OF CENTRAL STATES*

"Melissa has consistently demonstrated a deep commitment to our customers, our employee-owners, and our growth strategy," said Kurt Weaver, Central States Chief Executive Officer. "Her ability to connect customer needs with business solutions, build strong teams, and drive collaboration across the organization makes her the ideal leader to guide our sales organization into the future."

An industry veteran with more than 15 years of experience in building products, Dunson has worked closely with sales, operations, product management, customer experience, and marketing teams over her career to support business growth and strengthen and elevate company positions in the marketplace. Her customer-first approach and focus on building trusted relationships have helped drive success for both Central States and its customers.

Hixwood Welcomes Peter Schluckebier to Sales Team

Hixwood, a roll-formed steel panel building supply company based in Wisconsin, has announced the addition of Peter Schluckebier as its new Coil Sales Representative for the Central region. Schluckebier serves customers across Wisconsin, Michigan, Indiana, Illinois, Iowa, Minnesota, North Dakota and South Dakota.

With a strong legacy of values and craftsmanship dating back to 1998, Hixwood has continued to grow and evolve since its

2020 acquisition by Rival Holdings. Under the leadership of General Manager Paul Zimmerman, the company has invested in people, technology and operational excellence, doubling its revenue in just three years.

Peter Schluckebier, Hixwood coil sales. *PHOTO COURTESY OF HIXWOOD*

"Peter brings extensive industry experience, a customer-first mindset and a strong understanding of the steel market," said Zimmerman. "His ability to build lasting partnerships and identify opportunities for growth makes him an excellent addition to our coil sales team. We are excited to have him on board as we continue serving customers throughout the region."

Schluckebier brings significant experience in the flat-rolled steel industry, having held sales and strategic business development roles throughout his career. His background in building customer relationships and navigating dynamic market conditions strengthens Hixwood's presence across key Midwest markets and reinforces the company's commitment to delivering exceptional service and quality materials to its customers.

"The Midwest continues to be a strong and resilient market for steel and manufacturing, and I'm grateful for the opportunity to work alongside so many dedicated companies across the region," said Schluckebier. "I'm excited to join the Hixwood team and look forward to helping customers succeed by delivering the products, service and support they need."

Hixwood continues to expand its leadership team and invest in the future, enhancing employee benefits, upgrading facilities and reinforcing a strong workplace culture that reflects its Wisconsin roots and long-standing community ties.

PPG appoints John Smith to Vice President, Architectural Coatings EMEA

PPG announced the appointment of John Smith to vice president, architectural coatings, EMEA, effective July 1, 2026.

"With more than 25 years of international leadership experience, John brings a strong track record of driving profitable growth across consumer and B2B organizations," said Henrik Bergström, senior vice president, global architectural coatings.

John Smith, PPG Vice President of Architectural Coatings EMEA. *PHOTO COURTESY OF PPG*

"His deep commercial expertise, global mindset and passion for developing high-performing teams positions him well to lead our architectural coatings EMEA business into its next phase of growth."

Most recently, Smith served as executive vice president and general manager at Signify, where he led the global connected lighting business and had responsibility across strategy, innovation, marketing, sales and operations. Prior to this role, he held senior leadership positions at Philips, where he led global and regional businesses across the consumer health, grooming and home care categories.

Survey Indicates Preference for Human Engagement In Customer Service Interactions

ServiceForge, a 24/7 live answering and customer service provider built for skilled trades and home service businesses, has released new survey findings showing that consumers overwhelmingly prefer human interaction over artificial intelligence when engaging with service-based companies.

The survey, conducted by OnePoll involving 6,000 adults, explored consumer attitudes toward AI-powered customer service. Respondents answered 33 questions about their preferences, experiences and concerns regarding AI in customer service.

The findings reveal that, while technology can improve efficiency, consumers still place greater trust in human representatives when seeking help, resolving issues and making purchasing decisions.

Among the most significant findings, 87% of respondents said they would rather speak with a real person than an AI system when contacting a local home service. Additionally, four out of five respondents said they would choose a business where a human answers the phone over one relying on AI or automated systems.

"Across the survey, respondents consistently associated human interaction with trust, empathy, loyalty

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and problem resolution," said Jane Blanchard, head of brand and marketing for ServiceForge. "As AI becomes more common in customer service, home service businesses should pay close attention to what consumers are signaling. The companies that earn long-term loyalty are those that use technology to enhance human service, not replace it."

The survey also highlights the following concerns about AI in customer interactions.

- 62% do not trust AI to take the correct action during an emergency service situation that requires a tradesperson.
- 71% believe human representatives demonstrate more empathy than AI.
- 73% say they would be more loyal to companies that rely on people rather than AI for customer service interactions.
- 82% have requested to speak with a human instead of an AI agent or chatbot, with most saying they have done so multiple times.
- 61% report frustration when they must explain their issue to AI before being transferred to a human representative.

The research further suggests that human interactions have a measurable impact on business reputation and customer retention. More than half of respondents said they are more likely to leave a review after a positive interaction with a person.

Consumers also expressed concerns about transparency. Eighty-five percent believe businesses should clearly disclose when customers are interacting with AI, while 81% consider it an ethical issue when AI systems present themselves as human representatives.

"When a customer is trying to fix an A/C unit in the summer, they don't want automation. They want a human who can provide them with empathy and a solution to their problem," Blanchard said. "While AI can provide a fast response, homeowners are more likely to leave satisfied with having a proper resolution while interacting with an individual who has likely dealt with similar issues. It's not that automation is bad. It's more about having that human-to-human interaction."

The full report is available for download at: https://www.serviceforge.com/ai-survey-report.

Sherwin-Williams Celebrates 160th Anniversary

On June 23, The Sherwin-Williams Company celebrated its 160th anniversary as a company, including nearly 100 years in China, with an event in Shanghai, China. Guests included

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government officials from Jing'an District and Jiading District of Shanghai and Nantong, Jiangsu Province, as well as delegates from the U.S. Consulate General in Shanghai and Shanghai Shibei Hi-Tech Group. Also in attendance were representatives from U.S.-China Business Council, the American Chamber of Commerce in Shanghai and the China National Coatings Industry Association. Sherwin-Williams employees, together with industry partners including customers and suppliers, also joined the celebration to reflect on the Company's 160-year journey of innovation and growth.

Heidi G. Petz, Sherwin-Williams, Chair, President and Chief Executive Officer, stated in her opening remarks: "Since our founding in 1866, Sherwin-Williams has remained committed to innovation-driven growth. Our 160-year journey is a testament to how innovative coating solutions have continually advanced industry progress." Petz added, "Sherwin-Williams will continue to deepen its regional engagement, integrating global expertise with local insight, supporting industrial upgrading and transformation in China and across Asia, and contributing to high-quality regional development."

On this occasion, experts from leading policy and business advisory institutions were invited to deliver keynote addresses and offered in-depth insights into policy trends and market dynamics across China, Southeast Asia and North America. The session provided valuable perspectives for local business leaders attending the event, helping to broaden their global strategic outlook.

To mark this milestone, the façade of the Citigroup Tower in Lujiazui, Shanghai lit up the skyline, featuring the "Sherwin-Williams 160th Anniversary" message in rotation. The installation served as a highlight of the celebration, reflecting the Company's close alignment with the city's development and its long-term commitment to supporting local economic and social progress.

Looking ahead, Sherwin-Williams remains committed to long-term growth. Leveraging its global capabilities and deep local expertise, the Company will continue to strengthen its innovation ecosystem and advance a more sustainable industrial landscape, delivering enduring value for economic development and societal progress.

All Weather Insulated Panels Marks 20 Years

All Weather Insulated Panels (AWIP) celebrates its 20th anniversary in 2026, marking two decades as an innovator in insulated metal wall and roof deck solutions for the North American building industry. Founded in Vacaville, California, in 2006, the company has grown from a single facility into a three-plant manufacturer advancing product performance, design versatility, and sustainable construction.

Over the past 20 years, AWIP has accomplished significant milestones. The company developed and patented its OneDek® Insulated Roof Deck System and opened its Little Rock, Arkansas, facility in 2012, followed by the launch of its FiRe series panels in 2013. In 2015, AWIP joined the Kingspan Group, gaining global resources to accelerate growth; in 2022, the company opened its East Stroudsburg, Pennsylvania, facility, launched the DM44 panel, and debuted a 3D viewer to support customer specification.

AWIP's recent years focused on next-generation technology. In 2025, the company launched GlimpseXR, its immersive design tool, along with the DM40-F+ fire-rated panel, InnovaCELL™ foam technology, and the IMPpro™ Customer Loyalty Program.

Sustainability remains central to the company's purpose through its Planet Passionate program. Since its 2020 baseline, AWIP has reduced Scope 1 and 2 emissions by 39.2%, reached 53.8% renewable energy use in 2025, and cut waste to landfill by 52%. Looking ahead, the company plans to pursue ISO 50001 certification, expand onsite generation, introduce product take-back and recycling, and continue developing lower embodied carbon (LEC) innovations that help customers create better buildings for a better planet. In 2026, AWIP installed photovoltaic roof panels at its East Stroudsburg facility.

"For 20 years, our vision has been to help our customers build better, which has guided every product, facility and partnership," said Greg Lusty, President of AWIP. "For the next 20 years, we remain committed to innovation, sustainability, and the customer relationships that have defined our success." ***MR***

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project of the month

Stately Residence

Aging Asphalt Gets Distinguished Look With Metal Slate

This stately Dover, Ohio, residence gained an even more distinguished look with a ProVia® metal slate roof.

When it came time to replace the aging asphalt shingles, the homeowners wanted a roofing system that offered lasting durability, low maintenance, and a strong warranty. While they initially considered installing another asphalt roof, they weren't satisfied with its appearance. Standing seam metal roofing also fell short of the architectural style they envisioned.

After learning about ProVia metal roofing from a relative, they were impressed by the authentic look and exceptional quality of the embossed metal panels. The Lodgestone Slate profile complemented the home's

ProVia

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Project Overview
Location: Dover, Ohio
Contractor: Country Ridge Exteriors LLC, Dalton, Ohio
https://countryridgeexteriors.com/
Roof Panels: ProVia metal slate roofing system, 26 ga., in Lodgestone
Fasteners: Hidden Pancake Head
Underlayment: Sharkskin®

classic architecture while providing the long-term performance they were seeking.

The existing asphalt shingles and underlayment were removed down to the roof deck. New Sharkskin® underlayment was installed, followed by the ProVia Lodgestone Slate metal roofing system. ***MR***

property owners.

Impact resistance is one way to evaluate how a roofing product is expected to perform when subjected to hail. Similar to wind-resistance and fire classifications, roofing products can be tested and assigned an impact-resistance classification.

UL 2218 is one of the commonly recognized standards for evaluating the impact resistance of roofing products. The test, conducted by Underwriters Laboratories, uses steel balls of various sizes dropped from specified heights onto roofing products. Based on the results, products can receive a Class 1, Class 2, Class 3, or Class 4 rating, with Class 4 representing the highest classification.

A Class 4 rating indicates that the roofing product has demonstrated the highest level of impact resistance under the UL 2218 testing protocol. Many metal roofing systems achieve Class 4 ratings, making impact resistance an important consideration when evaluating metal roofing for areas that regularly experience hail.

The performance of an installed roof, however, depends on more than the material itself. Installation practices, substrate conditions, fastening, flashing, seams, penetrations, and other components all contribute to the performance of the completed roofing system. Contractors should therefore consider the entire assembly rather than relying solely on the impact rating of an individual product.

Metal's characteristics can provide advantages during a hail event. Unlike some brittle roofing materials, metal generally does not crack or fracture from impact in the same manner. Properly installed metal roofing can remain intact following significant impacts, although hail can still leave visible dents or other cosmetic damage depending on the material, profile, thickness, substrate, and severity of the storm.

That distinction between cosmetic and functional damage is particularly important following a hailstorm. A dented metal panel is not necessarily a failed panel. During an inspection, contractors should evaluate whether the impact has compromised seams, fasteners, flashings, penetrations, coatings, or the panel's ability to perform as designed. Documentation should distinguish visible cosmetic damage from conditions that could affect the roof's weather resistance or service life.

For contractors inspecting a roof after a hailstorm, the process should begin with a systematic assessment.

Roofing professionals also should be cautious when comparing hail performance among different roofing materials. Asphalt shingles, for example, can sustain impact damage that is not immediately obvious. Hail can bruise or fracture shingles, dislodge granules, and compromise the material without producing an obvious opening in the roof covering. A thorough inspection is therefore important even when no interior leakage has been reported.

Metal roofing can experience a different type of hail damage. Depending on the severity of the storm, dents may be visible across the panels while the roofing system remains watertight and functional. Textured finishes and patterned profiles can make minor dents less noticeable, but appearance alone does not determine whether a roof has sustained functional damage.

For contractors inspecting a roof after a hailstorm, the process should begin with a systematic assessment. Document the overall roof condition before focusing on individual impact points. Photograph representative areas as well as significant damage. Inspect panels or shingles, seams, flashings, valleys, penetrations, ridge and eave conditions, and other vulnerable areas. Look for evidence of pre-existing deterioration that may be unrelated to the storm.

Product information can also be valuable. Knowing the roof's material, thickness, profile, installation date, manufacturer, and impact classification can help provide context for the inspection. Where available, product specifications and installation documentation can help determine what the roofing system was designed to withstand.

Hail damage also reinforces the importance of setting realistic expectations with property owners. No roofing material is completely immune to hail damage. A high impact-resistance rating does not mean a roof will emerge from every hailstorm without dents or other visible effects. Rather, the rating provides information about how the product performed under a defined test procedure.

For roofing contractors, that distinction matters. The goal following a hailstorm should be to accurately assess the condition of the roofing system, identify damage, and determine whether the roof's performance has been compromised. A careful inspection supported by photographs and product information provides a stronger basis for determining the appropriate next step.

As hail continues to affect large portions of the United States and Canada, impact resistance is likely to remain an important consideration in roofing material selection. For contractors working in hail-prone markets, understanding impact ratings and the differences between cosmetic and functional damage can make post-storm inspections more precise and help property owners make informed decisions about their roofing systems. ●

METAL VS HAIL

IT'S SHAPING UP TO BE ONE HAIL OF A SEASON

COURTESY OF THE METAL ROOFING ALLIANCE

Hail is already making its presence known across much of the United States and Canada in 2026, creating another challenging season for roofing contractors and property owners. For roofing professionals, the increase in severe hail activity underscores the importance of understanding impact resistance and being able to explain the differences among roofing systems when evaluating damage or selecting materials for replacement.

As of early May, Illinois had experienced significantly more hail activity than usual, including a reported 6.1-inch hailstone in March. Other Midwestern and Southern states, including Missouri, Texas, Indiana, and Wisconsin, also have experienced significant hail activity. Nearly 4,000 spring hailstorms had been reported in the United States at that point. In Canada, Alberta continues to experience significant hail activity, with insured losses exceeding $5.5 billion over the past five years. Calgary has been identified as the country's hailstorm capital.

Hail is a significant source of property damage, and the potential exposure extends well beyond areas traditionally associated with severe weather. An estimated 43.5 million U.S. properties are at moderate or greater risk of hail damage. As severe weather patterns change, roofing contractors may encounter hail-related inspections and repairs in markets where significant hail has not historically been a frequent concern.

For contractors, the roof is one of the building's primary defenses against hail. Understanding how different roofing materials respond to impact can help when inspecting existing roofs, documenting storm damage, and discussing replacement options with

in industrial roofing is lighting. Metal and wood-and-shingle roofing is opaque, requiring a design that integrates sporadic windows and the use of facility-wide electric lighting.

Industrial spaces must be well-lit to ensure safety. Composite roofing panels can be manufactured in translucent colors without sacrificing strength or corrosion resistance. This allows for natural light to supplement artificial lighting. A Department of Defense study[4] found that composite daylighting panels can reduce the kWh spent on electric lighting, improve the temperature within the building and ultimately increase worker productivity by "a quarter man-hour per day."

Roof with Enduro Composites panels installed.

DURABILITY

When maintenance or roof access is needed, some metal roofing is considered walkable. Workers must take care to avoid rusted, potentially weaker areas as well as skylights or sky lighting panels that may be installed to allow daylighting. A composite roof system can also be rated for foot traffic, even if comprised completely of translucent panels.

Engineered materials like FRP are just as strong in both translucent and opaque profiles. In addition to resisting corrosion, some composite panels are rated to withstand storms and impacts, they won't conduct heat as much as metal, and they're much lighter, decreasing risks during installation.

Composites, like metal, can also be used for purlins and girts, louvers, ridge vents, gutters and downspouts, in addition to internal structures like grating and handrails. A single-material solution delivers the material benefits to multiple parts of the building and helps keep the entire building on a predictable maintenance and replacement schedule.

TOTAL LIFE CYCLE VALUE SHOULD GUIDE ROOFING DECISIONS

Fireproofing is very important. Industrial operations can suffer immense losses due to fires and fire damage. But selecting a roof only based on fire performance may mean incurring losses in other areas of your business, from recurring maintenance to higher energy bills to lower employee satisfaction and productivity. Accounting for the total life cycle value of each roofing option during the selection process can mean fewer future surprises for industrial operations. ●

Aaron Barth, *Sales Director at Enduro Composites, brings 15 years of experience across building construction, industrial infrastructure and highly corrosive environments. He has worked closely with owners, engineers, and contractors to develop practical solutions that improve facility performance, extend service life, and reduce maintenance costs.*

Sources:

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BY AARON BARTH, ENDURO COMPOSITES

INDUSTRIAL ROOFING

PERFORMANCE AND SAFETY

Fire is a major threat to industrial operations. NFPA research[1] found that, in just one four-year period, United States industrial and manufacturing properties suffered $1.5 billion in direct property damage, plus significantly more in lost income. Fire mitigation practices and building materials are a natural focus for industrial facilities.

It's also true that fire prevention and fire-retardant materials have come a long way. National and local building codes, modern materials and safety practices have combined to significantly improve fire protection. There are many fireproofing options[2] now that didn't exist even a dozen years ago, and most elements of a modern industrial building will have at least some fire retardancy, including roofs.

Roofing panels should be viewed as just one part of a modern fire-mitigation strategy. Roofing selected only for its fire propagation properties can mean further expenses down the line. The wiser long-term investment in your industrial facility is balancing fire performance with corrosion resistance, daylighting, durability, and lifecycle value.

Industrial warehouse receiving Enduro roofing panels. *Photos courtesy of Enduro Composites.*

FIRE PROPAGATION AND RETARDANCE

In a fire, metal roofing wins the day. Metal will grow dangerously hot, but its melting point is so high that there is a very low risk of dripping, molten metal during an industrial fire. Wood, by contrast, is "combustible" and will burn faster than other roofing materials. Chemical treatment can be added to provide greater fire resistance, but metal is the only truly noncombustible roofing option.

Composites perform between these two extremes in a fire. Fiber Reinforced Polymer (FRP) composites are commonly manufactured utilizing resins with self-extinguishing properties to meet ASTM E84 Flame Spread requirements. FRP can be manufactured to meet FSI of 25 or less, which means that, when the fire source is removed, the material will not continue to burn. Panels can be manufactured in a translucent color but using the same premium resins and additives to retain their self-extinguishing properties. Some manufacturers have earned FM 4880 and 4881 ratings for flame spread. FRP can also withstand higher temperatures without permanent deformation, often sparing the roof from repair or replacement after minor blazes.

CORROSION RESISTANCE

Many industrial processes handle highly corrosive substances. For example, the galvanizing process[3] releases hydrochloric or sulfuric acid fumes. The acidic mist is as corrosive to metal as the liquid HCl, rusting metal roofing in around five years. With enough rust damage, the affected panels must be replaced.

Corrosion resistance is the same reason many fertilizer facilities choose treated wood roofing and why industries with continuous wet conditions, like rendering, choose composites. FRP roofing inherently resists corrosion without additional treatment, giving it a much longer service life than metal—as much as 30 years—in high-corrosion environments.

DAYLIGHTING

A less considered but important factor

places. Reviews on Google, Yelp, and even Facebook are all significant.

It's important to note that AI bots place significant emphasis on the overall review score. Someone who has, for example, 4.9 stars has a big advantage over someone with 4.7 stars.

However, do not let your Google reviews falter. Google rewards businesses that have consistent, happy customers, so regularly ask your customers for Google reviews. Google looks at how many reviews you have recently received as evidence that you run a trusted business.

If you recently started getting more reviews than usual and can maintain that new pace, Google can reward you with higher rankings. However, a sudden spike you can't sustain will likely have no effect.

Keep in mind that Google detects inauthentic reviews and filters them. Since you need an account to leave a review, Google is good at catching fake ones. Do not buy fake reviews or have someone who hasn't recently used your business post them.

PHOTO FOR EVERYTHING-STOCK.ADOBE.COM

GET MENTIONED ON OTHER SITES

This tends to be the trickiest step, but it is also the most important. Get your business name and website link on other trustworthy sites. You can do this by joining your local Chamber of Commerce or becoming a member of an industry association. Fill out your profile on sites like these, include a logo image, and a link to your site.

Another powerful way to do this is to connect with local media. Mentions in the media are great for improving search engine optimization and positioning you as an expert that AI wants to cite.

An effective tactic for roofing companies is pitching seasonal stories. Examples include how to prepare your roof for a winter storm, a monsoon, the rainy season, or other conditions relevant to your location. This is a great way to build trust with the community, and brand mentions in local media publications can help improve both Google rankings and AI searches.

Follow these steps and your search optimization will improve. To track Google results, register your website with Google Search Console [https://search.google.com/search-console/about]. It will tell you which searches your website shows up for and how your average ranking is improving.

Tracking AI searches is a new field. There are many tools that claim to do it effectively, but we are most excited about Cloudflare's recent announcement [https://www.cloudflare.com/press/press-releases/2026/cloudflare-adds-aeo-visibility-dashboard-to-its-aeo-suite-showing-brands-whether-ai-assistants-are-recommending-them/] that they will offer AI search tracking.

While Google rankings aren't going away anytime soon, it's important to start considering AI as well. Take the necessary steps to improve your search optimization and make sure you're the first they see. Remember that when you search in AI, AI is searching the search engines. I encourage you to maintain consistent effort on reviews and publicity. A few changes to your website and a few published articles a year are often all you need. ●

Hernan Charry *is the Director of Marketing at growth marketing company Split One Technologies [https://www.splitone.com/]. He's been helping roofing companies improve their search optimization for over 15 years.*

Note from the Editor: *Taking advantage of the Roofing Elements and Metal Roofing Project of the Month program will give you a valuable linkback. Completed roofing projects are posted online and linked back to the project contributor's website.*

BY HERNAN CHARRY, SPLIT ONE TECHNOLOGIES

BUILD YOUR COMPANY'S ONLINE PRESENCE

SEARCH OPTIMIZATION: TIPS FOR IMPROVING GOOGLE RANKINGS AND SHOWING UP IN AI

For roofers, enhancing Google rankings has been critical to maintaining a consistent revenue stream. However, as artificial intelligence becomes more prevalent, you also need to ensure your business can be found in AI searches.

You still want to maintain and improve Google rankings. It's important to ensure your business can be found through AI, not just Google. Here are four ways to improve search optimization in AI and search engines.

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STRUCTURE YOUR WEBSITE PAGES CORRECTLY

Many roofing companies have only one service page listing everything they do. A better practice is to map out your services and create a page for each offering. Additionally, make sure those services are added to a drop-down in the menu bar.

Images convert visitors, but text gets you found. To ensure AI algorithms recognize and recommend your business, every service you offer needs to be clearly written out on your website, not just shown in photos. The more comprehensive your services are, the more AI will consider you an expert, and the more likely it is to cite your business to people searching for the best roofing company.

Additionally, if you offer any services that differ from your competitors', highlight them on your website. This provides an opportunity to capture high-intent search traffic with lower competition. It's the easiest way to showcase your expertise and attract customers seeking specific solutions.

CUT UNNECESSARY PAGES

On the other hand, too many pages on your website can be counterproductive. There is a misconception out there that blog posts will drive results. While they can be helpful, the main issue is that blogs tend to repeat similar topics.

When multiple pages cover the same topic, it can be confusing for both AI and Google. If you have too many blog posts or pages on the same topic, they will compete with each other, so delete the extra pages.

PRIORITIZE REVIEWS

It's important that you prioritize getting reviews across different platforms. While Google reviews are important, AI will look across multiple

protection.

Fastener improvements have not been limited to heads and coatings. Manufacturers have continued to refine drill points for faster and more consistent installation into steel. EPDM sealing washers have also improved, providing longer-lasting protection around fastener penetrations. Better color-matching technology allows exposed fasteners to coordinate with contemporary metal panel finishes without sacrificing durability.

STXL WoodBinder Screws. PHOTO COURTESY OF ST FASTENING SYSTEMS

Lisa Martin noted that advances in manufacturing equipment have improved fastener consistency as well. She said Maze Nails has invested in a high-speed ENKOTEC nail machine that enables the company to manufacture roofing nails with tighter tolerances and greater quality control.

Another area of emphasis is performance during severe weather. Stronger codes and voluntary programs have increased attention to fastener corrosion resistance and wind uplift performance. Martin said Maze roofing nails have been approved for use under the FORTIFIED construction standard.

BEYOND THE CONVENTIONAL SCREW

Marty Martin pointed to two Triangle innovations that address distinctly different roofing challenges. The BURR-BUSTER Stitch Screw has a patented point and thread design intended to minimize burrs and metal shavings during installation. Reducing metal debris can help prevent staining and localized panel corrosion. Its low-angle thread geometry is also designed to increase resistance to back-out and maintain a secure panel connection.

Martin also cited ISO-WELD, a system that uses induction-welding technology to attach TPO and PVC roofing membranes without penetrating the membrane itself. The technology reduces potential leak points while distributing attachment forces across the roof system. According to Martin, it can also improve installation speed and wind uplift resistance compared with traditional mechanically fastened membrane systems.

Quehl identified continuing improvements in corrosion-resistant coatings, long-life head designs, and powder-coated and wet-painted finishes as some of the most significant advances in roofing fasteners. While many of these technologies have developed over the past 15 to 20 years, ongoing refinements are helping fasteners keep pace with metal roof panels carrying long-term corrosion warranties.

O'Hara also pointed to the availability of both Type 17 and Mini-Driller points as an improvement that allows contractors to select a point suited to the substrate and fastening application.

SPECIALTY SOLUTIONS FOR EXISTING ROOFS

A supplier's value becomes especially apparent when a contractor encounters a connection that cannot be completed with a standard roofing screw or nail. One common example is an aging exposed-fastener roof with screws or nails that have loosened, corroded, or backed out of the wood substrate.

Wagler said Graber Post offers the No. 14 T-17 WoodBinder as a "rescue screw." It is designed to replace roofing nails or smaller screws that have loosened over time. The fastener's larger bonded sealing washer covers the existing opening, including holes that have become elongated because of panel movement.

Its Type 17 point cleans the existing opening and allows oversized threads to engage sound wood around it. The EPDM rubber is vulcanized to the steel washer to prevent separation and maintain a seal, even if the fastener is installed at a slight angle. In the right application, the repair fastener can extend a metal roof's service life without requiring panel replacement.

Quehl said DMI offers SCAMP 304 stainless-steel-cap replacement fasteners for both metal-to-wood and metal-to-metal applications. Because an existing hole may no longer hold the original fastener securely, a replacement fastener must generally have a larger diameter to engage the substrate and maintain the holding strength.

Quehl added that DMI supplies replacement options for original #12, #14, #17, #20 and #28 diameter screws. According to Quehl, all carry a lifetime warranty against red rust corrosion. This combination of larger diameters and protected heads addresses both the loss of holding strength and the corrosion or leakage that prompted the repair.

Other specialty products address less common construction needs. Perz said Dynamic Fastener offers bimetal fasteners, which provide an option for connections involving dissimilar materials such as aluminum and steel. Marty Martin said Triangle Fastener Corporation supplies unusually long fasteners, including products reaching as long as 18 inches. It also offers CONCEALOR-NB for nail-base applications where an ordinary fastener may not provide an effective solution.

O'Hara identified Levi's No. 17 GoofGrip replacement screw and its EZGrip one-step fasteners as products for less-common needs. The GoofGrip provides an option for repairing stripped-out connections or replacing loosened screws in older metal roofing systems. The EZGrip line includes screws with wings intended to simplify particular installation conditions.

Lisa Martin said Maze continues to manufacture traditional cut masonry nails for concrete, brick, and mortar. Although these fasteners may not be used on many contemporary projects, they are valuable for restoration and historic preservation work where maintaining the character of an older structure matters.

LIFE-LONG CONNECTIONS

The breadth of available products demonstrates why fasteners should be selected as part of the building system rather than treated as interchangeable supplies. A fastener must penetrate the correct substrate, provide sufficient holding power, remain compatible with the materials around it, and resist the conditions it will encounter throughout the building's service life. ●

coating is rated for 1,000 hours of salt-spray exposure. The company also offers zinc-plated fasteners.

O'Hara said Levi's offers Magsho coating and long-life coating options associated with ASTM G85 salt-spray testing. He identified the development of coatings with improved corrosion resistance as one of the most important recent advances in roofing fasteners.

Marty Martin said Triangle offers TRI-SEAL, a three-layer corrosion-resistant coating composed of zinc, a chemical conversion layer, and a baked ceramic finish. According to Martin, the coating provides more than 1,000 hours of salt-spray resistance for exterior applications.

Quehl said DMI applies its DMG85 corrosion-resistant coating over zinc plating on most of its fasteners. The combination has passed Miami-Dade County corrosion testing for coastal environments. Other long-life options include SCAMP stainless-steel-cap fasteners and screws with zinc-aluminum alloy caps.

Lisa Martin said Maze's signature STORMGUARD finish uses double hot-dipped galvanizing to provide long-term corrosion protection. Zinc-plated and cement-coated nails are also available for applications where those finishes are appropriate.

Wagler said Graber offers ZAMAC zinc-aluminum alloy, zinc plating with a chromate sealer, hot-dipped galvanizing, color-matched powder coatings, and stainless steel fasteners. This selection allows builders to choose protection based on the project's environment and the materials being connected.

Coatings also contribute to a finished roof's appearance. Trasatt said ST Fastening Systems offers powder-coated and wet-painted colored fasteners. Wagler said Graber stocks roofing screws in colors that match its metal panel offerings. Quehl said DMI uses powder coating as the standard color finish on metal-to-wood screws and expects to offer it on metal-to-metal screws as well. DMI also offers a wet-paint system to supplement its powder-coated products.

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Pancake head screws. PHOTO COURTESY OF DMI DIRECT METALS

Matching the fastener to the panel involves more than selecting the closest color. The fastener material and coating must be compatible with the panel and appropriate for the moisture, salt, chemicals, and other contaminants it may encounter.

"The most important objective of any metal roofing fastener is to maintain weather-tightness of the roof system and not corrode," Quehl said.

He advised architects and building owners to specify fasteners with corrosion protection that corresponds to the warranty and expected service life of the roof panels. Otherwise, the fasteners could deteriorate before the panels they are intended to secure.

FASTENERS DESIGNED FOR LONGER SERVICE

One prominent development in metal roofing fasteners is the use of molded alloy or stainless steel caps to protect the fastener head, an area vulnerable to corrosion. Trasatt said ST Fastening Systems developed the ZXL fastener with a molded zinc-aluminum alloy head and provides a 40-year warranty against red rust.

Wagler said the ZXL is Graber Post Buildings' second most popular fastener and described it as a preferred option for premium metal roofing systems and other projects requiring long-term corrosion protection. It features a 5/16-inch cupped hex washer head with a molded ZAMAC zinc-aluminum alloy cap.

"The ZXL is an excellent choice for GALVALUME and other long-life metal roof panels, making it ideal for projects where both appearance and durability are priorities," Wagler said.

Quehl said DMI's second most popular fastener is its No. 12 SCAMP hex-washer-head fastener for exposed metal-to-wood roofing applications. The screw has a 304 stainless steel cap intended to protect the head from red rust. According to Quehl, the fastener's corrosion warranty is designed to correspond with the panel warranty, and the SCAMP is Miami-Dade County listed for corrosion resistance in this application. A color-matched powder coating is available for painted roofs, providing the desired appearance while adding another layer of

RESOURCES

- DMI Direct Metals – https://directmetalsinc.com/
- Dynamic Fastener – https://www.dynamicfastener.com/
- Graber Post Buildings – https://www.graberpost.com/
- Levis Building Components– https://www.levisbuildingcomponents.com/
- Maze Nails – https://mazenails.com/
- ST Fastening Systems – https://stfasteningsystems.com/
- Triangle Fastener Corp. – https://trianglefastener.com/

Components, described as one of the industry's original core screws. Its second most popular product is the MetalGrip metal-to-metal screw.

O'Hara said the company also offers ProZ long-life screws, Tuff-Grip screws for OSB, ProCap stainless-steel-cap screws, pancake screws, cupped-head screws, wafer-head screws, low-profile LoGrip screws, deck screws, FrameGrip structural screws, and replacement screws. Levi's supplies fasteners for wood-to-wood, steel-to-wood, and steel-to-steel connections and sells them in bags of 250.

Graber Post Buildings reports a similar pattern. Its most popular fastener is a No. 10 painted metal-to-wood roofing screw with an EPDM sealing washer. According to the company, the screw is widely used for post-frame and residential metal roofing because it combines holding power with a weather-tight seal and a finished appearance. It is stocked in numerous colors to coordinate with the company's steel panels.

"Our goal is to provide builders with a one-stop source for nearly every fastener needed to complete a project," said Kenny Wagler, sales manager for Graber Post Buildings.

Wagler said the company's selection includes wood-to-wood structural screws, metal-to-wood and metal-to-metal screws, stitch screws, pole barn nails, cordless framing nails, timber screws, structural connector screws, and concrete anchors.

DMI Direct Metals' most popular products reflect the growing use of standing seam metal roofing. The company's PANCLIP family includes low-profile pancake- and wafer-head screws for metal-to-wood and metal-to-metal applications. When paired with standing seam panel clips, the screws provide an attachment system that allows the panels to conceal the fasteners.

"Standing seam metal roofing is prevalent in the state with growing market share in the rest of the country," said David Quehl, director of sales and marketing for DMI Direct Metals, a Florida-based supplier.

Quehl said many PANCLIP products have Miami-Dade County listings and have passed corrosion-resistance testing intended for challenging coastal environments. He added that DMI supplies options for attachment to steel, wood, and concrete substrates.

Triangle Fastener Corporation's best-selling product is CONCEALOR pancake head screws. Marty Martin, vice president of sales for Triangle Fastener Corporation, attributed its popularity to its versatility and use across multiple applications. The company's BLAZER self-drilling screws are its second most popular offering.

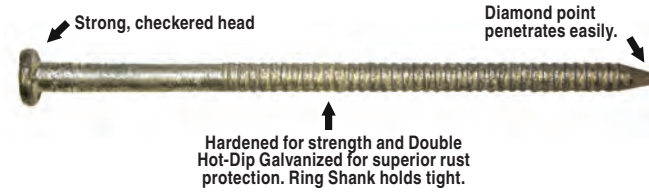
He also said the company's other product families include PANEL-TITE, TRACER, GET-A-GRIP, DEKFAST, DOMESTIC, and SD300. Together, the product lines provide options for wood-to-wood, steel-to-wood, and steel-to-steel applications.

NAILS FILL ESSENTIAL ROLES

Although screws are widely used in metal roofing and post-frame construction, nails remain important for structural, roofing, siding, and restoration applications. Maze Nails' best-selling product is its 4-inch TH4492A STORMGUARD Hot-Dipped Hardened Post Frame Nail. The nail is hardened to help prevent bending and breaking during installation. Its ring shank provides additional holding power, while its double hot-dipped galvanized coating protects it from corrosion. These characteristics are particularly important in buildings exposed to moisture and high winds.

"Builders rely on this nail because it offers strength, durability, and long-term performance," said Lisa Martin, marketing director for Maze Nails.

She said the company's second most popular product is the 1¼-inch R102A STORMGUARD Hot-Dipped Galvanized Ring Shank Roofing Nail. Its galvanized coating and ring shank make it suitable for roofing applications in which corrosion resistance and resistance to wind uplift are priorities.



TH4492A STORMGUARD Hot-Dipped Hardened Post Frame Nail
PHOTO COURTESY OF MAZE NAILS.

She said Maze manufactures specialty nails from hot-dipped galvanized steel, stainless steel, aluminum, copper, and bright steel. Its products serve roofing, siding, decking, fencing, post-frame construction, restoration, trim, and masonry applications. Maze nails are used primarily for wood-to-wood connections and applications in which steel connectors, brackets, or other hardware are attached to wood.

MATCHING PROTECTION TO THE ENVIRONMENT

Fastener corrosion can compromise appearance, holding strength, and the weather-tightness of the building envelope. Selecting an appropriate coating or fastener material is therefore as important as selecting the proper thread, point, and length.

Perz said Dynamic Fastener's standard Dyna-Coat finish is an organic polymer coating designed to provide corrosion resistance while resisting marring, chipping, and abrasion. The

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MAKING THE RIGHT CONNECTIONS

FASTENERS: CLASSIC, IMPROVED, INNOVATIVE

By Linda Schmid

A roofing job may have many components, and each is important including the fasteners. After all they literally hold it all together. They secure panels, transfer loads, resist wind uplift, seal penetrations, and help determine whether a roof or wall system will remain weather-tight over time. For builders, choosing a fastener is not simply a matter of finding the correct length; the fasteners must also match the materials being joined, the environmental conditions, and the expected service life of the building.

Suppliers offer fasteners for nearly every connection found in roofing, and product lines range from everyday roofing screws and nails to specialized repair fasteners, bimetal screws, extra-long fasteners, and low-profile screws for standing seam clips. There are many choices, and it's up to roofers and installers to know what is out there and which will work for the job at hand.

POPULAR FASTENERS REFLECT COMMON CONNECTIONS

The best-selling products reported by fastener suppliers reflect the types of connections contractors make most frequently. Johnny Perz of Dynamic Fastener identified carbon steel self-drilling screws as the company's most popular fastener category. These products are commonly used for connecting metal panels to steel framing and stitching panels together. Perz said the company also offers wood-to-wood, metal-to-metal, metal-to-wood, and clip screws, along with aluminum-to-steel bimetal fasteners.

At ST Fastening Systems, the WoodBinder is the most popular product because metal panels are frequently attached to wood framing.

"Our most popular fastener is the ST WoodBinder because most of the industry uses wood-to-metal fasteners," said Doug Trasatt, director of sales and marketing for ST Fastening Systems.

Trasatt said the company's second most popular product is the SteelBinder, a metal-to-metal fastener. He added that ST Fastening Systems supplies fasteners for wood-to-wood, steel-to-wood, and steel-to-steel connections, as well as other metal roofing applications.

Levi's Building Components also sees strong demand for fasteners serving the industry's most common connections. Its most popular fastener is the FastGrip T17 metal-to-wood screw, which Mike O'Hara, national sales manager for Levi's Building

aged the same as the existing roof. This difference in appearance will generally become less apparent over time as the repair material ages on the roof.

REPAIRING ASPHALT SHINGLE ROOFS

Asphalt shingle roofs are comprised of rows of overlapping shingles that are installed over an underlayment. Individual shingles are fastened with several roofing nails per shingle to a solid deck beneath the underlayment. Once installed, asphalt shingles typically adhere to each other to provide wind resistance for the roofing system. Since sealed shingles can be manually separated/unsealed, making a repair that requires working under the overlap of installed shingles is possible and allows for disruption of a small area of the roof. For example, if a fastener is backing out of the roof deck, unsealing the shingle that is directly upslope will allow for a quick removal of the fastener and then replacement with a new fastener in an adjacent location. After the new fastener is in place, the upslope shingle can be hand sealed in place to ensure it will properly adhere to the shingle below.

While asphalt shingle roofs are generally considered "easily repairable," roofing repairs should be done by a qualified roofing professional. A roofing professional will have the experience and expertise necessary to avoid damaging the adjacent shingles and/or flashings, the proper safety equipment to work on a sloped roof, and the necessary tools and materials to make a proper repair.

MISTAKES TO AVOID

Failing to minimize interior water damage. Because damage can happen to any roofing system that prevents it from performing as intended, the first thing that should be done is to minimize the effects of water entry prior to attempting repairs. The use of buckets or other means to collect water and divert it from further damaging the interior, including insulation and ceilings, can be effective. The use of a tarp on the exterior damaged roof area may be an alternative for preventing further water entry. These preventative measures are often overlooked in an emergency yet can significantly reduce the amount of damage that occurs.

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Mistaking temporary fixes for long-term repairs. A roofing professional may have to undertake temporary repairs, which are often necessary to stop water entry, while the proper materials are sourced to make a permanent repair. As an example, using compatible roofing cement may work as a temporary repair for a puncture through a roofing shingle but should not be considered a suitable long-term repair.

Neglecting Routine Maintenance. Just like other components of your home require maintenance, your roofing system benefits from routine preventive maintenance to keep it performing properly. Cleaning gutters and downspouts, keeping trees trimmed and branches/debris off the roof surface, and replacing damaged or missing caulk are examples of routine maintenance. In addition, a routine inspection of your roof should be done by a qualified professional roofing contractor knowledgeable about the proper installation and repair of asphalt shingles to help prevent damage during severe weather. Typically, an inspection is done in the spring so that repairs can be made during the warmer months, and then another inspection is performed in the fall prior to severe winter weather.

Using "Too Good To Be True" Fixes. There are many products marketed to homeowners that may or may not benefit your roofing system. It is always good practice to consult the manufacturer of your roofing shingles prior to having a coating or resaturant or "rejuvenator" material installed over your shingles that may be incompatible with your asphalt shingles and may harm your roofing system's ability to perform. For specific recommendations, refer to ARMA's technical bulletin titled "Application of Coatings, Rejuvenators, or Cleaning Materials on Asphalt Shingles After Installation."

Asphalt shingle roofing systems perform very well at protecting against the intrusion of water and, in the event of damage, can often be readily repaired. Asphalt shingles are the most widely installed steep-slope roof covering in North America; they are readily available, and many contractors are familiar with their proper installation. Understanding these key attributes helps homeowners realize why choosing an asphalt shingle roofing system is a sound decision for their roofing needs.

WARNING: Because it is dangerous to walk, climb or work on a roof, ARMA recommends that only trained professionals engage in such activity. If you choose to do so, exercise extreme care, comply with all government safety regulations, and follow all safety work practices, precautions and procedures, including but not limited to manufacturer's instructions, labels, and warnings. ●

TECH BULLETIN

ASPHALT SHINGLE ROOFS ARE REPAIRABLE: WHAT YOU NEED TO KNOW

BY THE ASPHALT ROOFING MANUFACTURERS ASSOCIATION (ARMA)

Asphalt shingles are the most widely chosen steep-slope roof covering in North America. One of the reasons asphalt shingles are a great choice for steep-slope roofing is that they are easy to repair if they become damaged due to unforeseen circumstances, such as impact from windborne debris. Asphalt shingles are installed as part of a system designed to shed water during severe weather, such as heavy rain, high winds, and extreme temperatures. The inherent robustness of the installed system, combined with easy repairability, provides property owners with a resilient roofing system that will perform for a long time.

WHAT MAKES ASPHALT SHINGLES EASY TO REPAIR

An asphalt shingle roofing system is comprised of different components, including underlayment, starters, asphalt shingles, and hip and ridge caps. Although these components work together to protect a building, what makes an asphalt shingle roof easy to repair is that most components can be repaired independently, and you don't have to disrupt a large area of the roof to make a repair. Asphalt shingles can be carefully separated even once they are sealed, which makes their repair/replacement with new shingles much easier and faster than is the case with other roofing materials.

The ability to make a repair quickly and effectively can be important when you need to protect against further damage or water intrusion. A qualified professional roofing contractor, knowledgeable about the proper installation and repair of asphalt shingles, can make small repairs in a short period of time with materials that are readily available. Repairs that can be done relatively quickly include: installing proper flashing around new roof penetrations, replacing shingles that have been damaged or punctured by windborne debris, resealing shingles that have been damaged by high winds, and repairing incorrectly seated or backed-out fasteners.

AESTHETIC CONSIDERATIONS FOR ROOF REPAIRS

Because asphalt shingle roofing systems are generally visible from the ground, making a repair should include using materials that best match the asphalt shingles that are already in place on the roof. One of the best ways to do this is to use asphalt shingles that were saved and stored when the roof was installed. Generally, contractors will leave property owners with extra shingles for this purpose. If there are no retained shingles available, knowing the color name and the year your roof was installed can be very helpful for a contractor to best match your shingles with a commercially available product.

While asphalt shingle color blends change over time, roofing manufacturers are a great resource for understanding which products today have similar color blends to products/colors that may no longer be available. If you do not know the brand or manufacturer of the asphalt shingles on a roof, a local roofing contractor or distributor is often a good source of help for identifying shingles both by type and color and can provide guidance with finding a good aesthetic match for making repairs. One thing to keep in mind is that a repair that requires the installation of new shingles, even with matching shingles, may be aesthetically different initially because the newly installed material has not

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ROOFING ELEMENTS MAGAZINE
By Shield Wall Media

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A view of an award-winning asphalt roofing project from HER Roofing Co. Photo courtesy of ARMA/HER Roofing Co.

INDUSTRY NEWS

NEW DATA SHOWS RAPID ADOPTION OF AI EXCLUSIONS IN BUSINESS LIABILITY INSURANCE

On August 25, Trades Coverage released an analysis showing that insurers are rapidly filing generative AI exclusions for the liability policies contractors use when work goes wrong. The analysis identified 4,078 filed form adoptions across 49 states and the District of Columbia through July 31, 2026, up from zero in mid-2025. If an AI-assisted estimate, takeoff, design, or marketing error contributes to a claim, the liability policy may not cover that claim.

Trades Coverage searched all 106,812 commercial insurance filings available through public filing systems in all 50 states and the District of Columbia from July 2025 through July 31, 2026. Carriers often adopt standard industry forms and sometimes file their own forms. The analysis counted one filed form adoption for each carrier or program filing one specific generative AI exclusion form for use in one state.

The first adoptions appeared in August 2025, one month after the Insurance Services Office, which develops standard insurance policy forms, published six generative AI exclusion forms. Of the 4,078 filed form adoptions, 3,955 involved coverage lines contractors and small businesses commonly buy, including commercial general liability, umbrella and excess, commercial package, business owners, errors and omissions, and related lines. By July 31, 2026, 2,369 had taken effect.

"These exclusions are not confined to a narrow specialty policy. We found 3,955 of the 4,078 filed form adoptions in types of insurance contractors and small businesses already buy," said Matt Levin, head of research at Trades Coverage.

"A contractor might use AI for one estimate, takeoff or design decision and do the rest of the job without it. If that work contributes to a later claim, the exclusion could apply even though AI was used for only a small part of the project. The reviewed filings do not identify a comparable insurance product for contractors that covers the same exposure."

The full report, filing data, methodology, and charts are available at https://tradescoverage.com/reports/genai-exclusion-adoption/

TradesCoverage.com is the leading marketplace for contractors to compare insurance coverage from more than 400 providers. ●

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REPAIRING ASPHALT ROOFS

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SEO TECHNIQUES FOR ROOFING CONTRACTORS