CHANGES ON THE HORIZON
HOW STORM REPORTS ARE INFLUENCING THE ROOFING INDUSTRY

SEE OUR PRODUCT PROFILES INSIDE

EXIT PLANNING
WHAT YOU NEED TO KNOW
If Your Steel Building Isn’t Heated...
You Need DripStop

- Post Frame/agricultural buildings
- Steel buildings
- Self-storage
- Workshops/unattached garages
- Open-walled structures
- Carports, truck ports & RV storage

Stop the Dripping from Condensation

DripStop is applied at the time of roll forming

- Arrives on-site already on roof panels
- Helps fight corrosion
- Significantly reduces construction time
- Saves money

When condensation occurs, moisture gets stored in the specially designed pockets of the DripStop membrane.

Ask for it from your preferred steel panel supplier

www.dripstop.com or call us at: 1-(937) 660-6646
On the Cover: Roofing contractors faced a challenge with this school roof: acoustical deck for half the building was running in the wrong direction (see page 48 for the project profile). Photo courtesy of www.hortonphotoinc.com. Cover design by Kevin Ulrich.

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CHECK OUT OUR WEBSITE @ www.constructionmagnet.com

E-MAIL THE EDITOR @ jessica@shieldwallmedia.com
EDITOR’S LOG

Trade Show Advantages

I n the three short months I’ve been with Shield Wall Media, I’ve had the incredible opportunity to attend four industry trade shows. Each was a much-needed learning experience, and the time for relationship-building was invaluable.

I wasn’t even an “official” member of the team when I traveled to Pittsburgh, Pennsylvania, for METALCON last fall. Publisher Gary Reichert invited me to the show to gauge my interest in the industry, and I must have passed the test because I started here in early December! I look forward to heading to Las Vegas, Nevada, this October for the next METALCON to discover how much knowledge I’ve gained in my first year.

Only six days had passed since my start date when I flew to Cincinnati, Ohio, for the first-ever Construction Rollforming Show at the Duke Energy Convention Center. The inaugural event, hosted by Shield Wall Media, was held December 12 and 13, 2019, and was a resounding success. At the time, I knew nothing about roll forming, but learned a lot through the educational courses and chatting with exhibitors. The second annual show promises to be even better, slated for December 10 and 11 of this year at the same location. The classes and roundtable discussions are sure to provide new info for my constantly expanding industry knowledge.

In early February, I attended the International Roofing Expo (IRE) in Dallas, Texas, which was both impressive and overwhelming! The show floor was expansive and the variety of vendors and featured products was broad. I learn so many new things at each show, but can tell there will always be more to discover. See page 50 for our IRE show recap. Next year’s event will be held in late February in Las Vegas.

Last, but not least, I recently ventured to Des Moines, Iowa, for the Frame Building Expo. It was great to see many people I had met before, and I even had the opportunity to present at an awards luncheon. I was nervous, but it proved what I already suspected—those in this industry are very welcoming. If you see me at a show in the future, be sure to say hello!

Jessica Franchuk, Managing Editor
jessica@shieldwallmedia.com

ULTRA WHITE MBI
METAL BUILDING INSULATION
(2600 Series)

- Blocks 96% of Radiant Heat Transfer
- Prevents Interior Condensation
- Class 1 / Class A Fire-Rated (ASTM E84-09 / ASTM E2699-08)
- Puncture and Tear-Resistant
- Unaffected by Humidity
- Will not Promote Mold and Mildew
- Safe, Non-Toxic and Non-Carcinogenic
- Easy to Handle and Install
- UV-Resistant

The rFOIL-2600 is the first reflective bubble insulation to come with an unmatched 10 Year Guarantee against ultraviolet light degradation, delamination, cracking, peeling or flaking. The guarantee includes new material and up to $0.75 / sqft for any labor replacement costs.

Circle Reader Service #055
PEOPLE IN THE NEWS

Death of Randy Allen, TFC, Announced

Randy Lee Allen, 65, of Athens, Alabama, former National Accounts Manager for Triangle Fastener Corporation (TFC), died on January 17, 2020, after fighting a bout with pancreatic cancer.

Allen spent his career in the metal building construction industry and was a member of the Metal Construction Association and the Metal Building Manufacturers Association, and served on numerous committees related to the trade. He was a familiar face at industry meetings and trade shows.

Allen retired from TFC on December 31, 2019, after 10 years of service as National Accounts Manager and, more recently, Territory Manager for the TRC Houston branch.

When issuing a statement about Allen’s passing, TFC noted, “Those who knew him will always remember his infectious smile, his love for music, and of course, the love that he had for his Ohio State Buckeyes. We are very saddened by this loss and our heartfelt condolences go out to Randy’s friends and family.”

Memorial contributions may be directed to the National Pancreatic Cancer Fund, www.npcf.us.

Ventco Brings on New VP of Manufacturing/Product Development

Ventco®, the manufacturer of ProfileVent®, recently announced the hiring of Wylie Prescott to fill the position of Vice President of Manufacturing/Product Development.

Prescott brings more than 40 years of experience in business, operations, sales, and marketing in the air-lay non-woven industry to include abrasives, machinery, chemicals, textiles, paper, and related items sold to the jan/san, food service, retail, industrial, building products, erosion control specialty, and world markets, with extensive knowledge of customers, suppliers, distributors, and wholesalers.

He is recognized throughout the industry as a strong operations professional with a Six Sigma Green Belt certification from Notre Dame.

For more information, visit www.profilevent.com. MR
MRA Advocates for Smarter Re-Roofing Strategies to Reduce Landfill Waste

In the U.S. and Canada, homeowners are gearing up for spring and summer exterior home improvements, including re-roofing projects. This is also a time when a massive amount of waste is created, due to the removal and disposal of old asphalt roof shingles. As the most common type of roofing material, approximately 11 million tons of worn-out asphalt shingle roofing waste is dumped into landfills every year, representing a whopping 8% of the total building-related waste stream in the U.S.

Experts say, to reduce the environmental impact and save on re-roofing labor costs, an old asphalt roof doesn’t necessarily have to be removed in order to install a new roof. Thanks to its lighter weight, metal is one of the only roofing materials that can be installed directly over asphalt. The benefits of doing so not only include preventing waste, but also the savings from reduced labor/tear-off costs and increased long-term energy efficiency.

According to the Metal Roofing Alliance (MRA), the leading nonprofit trade organization representing the industry, it’s the lower weight and greater resiliency of metal roofing material (50 pounds per 100 square feet for aluminum and 80 to 100 pounds for steel, compared to nearly 275 to 425 pounds per 100 square feet for asphalt) that makes it suitable for installing over asphalt without adding too much weight for a home’s structure. It also increases insulation properties, resulting in energy savings.

“Every year, we receive questions from homeowners who are rightly concerned about all the waste and mess that comes from removing their old asphalt roofs, asking if they can install longer lasting metal over their existing roofs to help reduce waste and avoid having to re-roof again in the future,” said Renee Ramey, MRA Executive Director. “In many cases, the answer is yes, and there are plenty of great reasons for doing so.”

Warranties offered on quality metal roofing systems installed over asphalt shingles are not typically impacted as long as the roof is properly installed, which is not the case when it comes to installing a second layer of asphalt over an old shingle roof. That’s because heat gain can impact the integrity of asphalt shingles and cause the new second layer of roofing to deteriorate much faster, while high temperatures will not impact quality metal roofing systems or finishes.

Other considerations for installing a new metal roof over asphalt include:
• **Layer limits:** Most building codes allow for only two layers of roofing. Metal can typically be installed directly over a single-layer asphalt roof, but tear-off may be necessary for roofs that have more layers.
• **Structural soundness:** If the old asphalt roof has severe damage, deteriorating decking, or buckling, complete removal may be unavoidable before a new roof can be installed.
• **Underlayment essentials:** The proper underlayment should always be used when installing a new metal roof, including over an old asphalt roof. Use the recommended underlayment in accordance with the manufacturer’s instructions to help protect the new metal roof.
• **Pro perspective:** Homeowners should be advised that working with an experienced, qualified installer ensures that quality materials and proper installation methods are used. This is also a reason for roofers to become members of organizations and trade groups that advocate for industry quality standards.
• **Above and beyond benefits:** Because quality metal roofs last much longer, are more durable and energy efficient, and can be 100% recycled at the end of their long lives, the sustainability and savings benefits are multiplied by installing directly over an old asphalt roof. By saving on removal and tear-off, homeowners can also increase their value by applying those savings to upgrade their roof quality to ensure long-term reliability and performance, low-maintenance, and increased protection.

“For a homeowner, leaving their old shingles in place can actually make the home more energy efficient and resilient,” said Todd Miller, President of Isaiah Industries, an MRA member, and well-known industry expert. “But perhaps more importantly, it means they can use the money they save on old roof removal and disposal to invest in an upgraded metal roof for their home. Sometimes, those savings allow them to buy the better roof they really want.”

**Metal Buildings Institute Launches Online Training Site**

Steve Webster, President of Metal Buildings Institute (MBI), announced a new online location for their Quality and Craftsmanship Training Series. The original 11-module series is now available at www.metal-buildings-institute.org, located under the Products drop-down as “Quality and Craftsmanship 101.” Additionally, a new Insulated Metal Panel video is now available at the same location, titled “Quality and Craftsmanship 102.”

The Quality and Craftsmanship 101 videos were created by MBI with assistance from the Metal Building Contractors and Erectors Association (MBCEA) for use in the training and development of new assemblers. The training series is offered in both English and Spanish. The Quality and Craftsmanship 102 video is meant to provide an introduction and overview to insulated metal panels, or IMPs. The in-place performance of IMPs is critically dependent upon quality installation, which led to the creation of this training video (available in English and Spanish). Testing and certification is available for each series.

MBI has granted MBCEA members free access to the original 11-module series and a steep discount to the annual subscription rate for the IMP video.

To learn more about MBCEA membership, visit www.mbcea.org. **MR**

[Image of a product advertisement for fixing roof leaks]

**Fix Roof Leaks**

**The ONLY Liquid EPDM Rubber In The World! Not Sold In Stores**

**Why Liquid EPDM?**

- Special chemical process allow cross-linking to occur where by the product will chemically bond itself to the substrate.
- Waterproofs immediately upon application and will take ponding water 365 days a year.
- Liquid EPDM rubber forms a 100% seamless membrane.
- Withstands temperatures from -40° to 300°F.
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- Liquid EPDM has proven itself superior to Acrylics, Urethanes and other elastomeric for up to 4X LONGER.

**Call For Volume Pricing | 855-281-0940**

Circle Reader Service #077
ABC Supply Acquires Assets of Midwest Wholesale Materials

Building products distributor ABC Supply Co. Inc. has acquired the assets of Midwest Wholesale Materials Co., a distributor of siding, windows, doors, and steep-slope roofing in Madison, Wisconsin.

The acquisition allows ABC Supply to enhance its service in Madison and the surrounding communities while building deeper relationships with professional contractors and builders.

Current associates of Midwest Wholesale Materials will continue to work at the location, ensuring customers receive seamless access to the products and expertise they need to run their businesses.

For more information, visit www.abc supply.com.

RapidMaterials Announces New E-Commerce Website

RapidMaterials, an e-commerce company specializing in high-quality tools and materials for the construction industry, announced the launch of its new website. The site offers customers an improved shopping experience with easy navigation through a condensed menu, clear product categories, and better product page views with product zoom capabilities.

The streamlined navigation and organization of products is designed to help visitors quickly find what they are looking for, such as metal roofing tools, fasteners, snow retention solutions, solar mounting, fasteners, gutters, cladding materials, and more.

“We are constantly looking for ways to evolve and improve the online experience for our customers. They are savvier than ever, and we recognized that we need to be there wherever, whenever they need us; whether that be over the phone from a job site or online from a desktop or mobile phone,” said David Trefzger, RapidMaterials Manager.

To visit their new site, head to www.rapidmaterials.com.
WINNERS

Congratulations to all of the 2020 Metal of Honor winners! The Metal of Honor award was created to allow metal roofing installers an opportunity to honor those that help them most by providing quality products and excellent service.

- A.B. Martin Roofing Supply LLC
- ABC Supply Co. Inc.
- AkzoNobel Coatings
- Berridge Manufacturing
- D.I. Roof Seamers
- Drexel Metals
- Dynamic Fastener
- East Coast Fasteners
- EDCO Products Inc.
- Englert Inc.
- Everlast Metals
- Isaiah Industries
- Malco Products
- Maze Nails
- Metal Plus LLC
- MFM Building Products
- MWI Components
- New Tech Machinery
- PAC-CLAD|Petersen
- RapidMaterials
- Roof Hugger
- S-5!
- Sheffield Metals
- Sherwin-Williams Coil Coatings
- ST Fastening Systems
- Swenson Shear
- Triangle Fastener Corporation
- Ventco

These companies have been selected by the readers of Metal Roofing Magazine as a top supplier in the industry. You, the readers, nominated who you believe has the top:
• Quality products • Excellent service • Dependable delivery • Competitive prices

Many companies were nominated by our readers and the top percent of vote recipients—28 in total—make up the 16th class of honorees. Congratulations to all of the 2020 winners!
Committed to the Professional Contractor

With its durability and increasingly varied styles, it’s no surprise that metal roofing has become a popular option for building and remodeling projects. As the largest wholesale distributor of roofing in the U.S., and one of the nation’s largest distributors of siding, windows, and other select exterior building products, ABC Supply Co. Inc. is a go-to supplier for sheets and panels in all metals and finishes, for roofing projects both large and small.

The company offers a range of roofing materials for low-slope and steep-slope applications, including metal roofing systems from industry-leading manufacturers and an extensive inventory of metal sheet products. ABC Supply’s resources also include an assortment of the tools, accessories, and other products contractors need to tackle their projects.

Since its founding in 1982, ABC Supply has maintained its unwavering focus on a single, simple guiding principle: take care of contractors better than any other distributor, and provide the products, services, and support they need to build their businesses. ABC Supply’s team of over 15,000 associates “makes it easy” for contractors by providing expert service and reliable delivery at more than 790 locations nationwide.

As part of the company’s ongoing commitment to providing world-class customer service, each ABC Supply location has been transformed to include a Solution Center, which offers contractors comprehensive product displays, easy access to product samples, and free customer consultation services.

ABC Supply knows how important on-time delivery is, so it has a customer service delivery system that ensures consistency, efficiency, and accuracy in serving contractors throughout the buying process, from order placement to product delivery at the job site.

ABC Supply launched its ABC Connect program to help make it easier for contractors to run their businesses. This online program gives customers access to ABC Supply’s products and pricing 24/7, empowering them to build estimates and place orders anytime, anywhere.

Additionally, ABC Supply is an “employee-first” company that treats its associates with respect and gives them the tools they need to succeed. It is a 13-time winner of the Gallup Great Workplace Award, which recognizes the best-performing workforces in the world and is one of only three companies in the world to have earned the honor every year since its inception in 2007.

More information is available at www.abcsupply.com. Contractors can also find additional resources to build their business at www.abcsupply.com/blog.
NOW AVAILABLE
myABCsupply
Your New Favorite Tool

Download the ABC Supply app to access your account anytime, anywhere.

☑️ Order Details At Your Fingertips
Find all recent orders in one place and confirm details before deliveries are made.

☑️ Detailed Delivery Information
Check status of deliveries and access delivery photos at your convenience.

☑️ Billing, Simplified
View statements, pay invoices and download account activity.

☑️ Collaboration Made Easy
Add additional users to your account and decide each team member’s level of access.

myABCsupply.com
Circle Reader Service #004
Drexel Metals Provides More Than Tools for Growing Customer Base

Regional roll formers and metal roofing installers are good at what they do: manufacturing and installing metal roofing. Drexel Metals has been reaching out to those quality manufacturers and installers to provide assistance with the other details of the business that make a metal roofing roll forming or installing operation successful.

“We call it ‘Mindless Convenience,’” said Brian Partyka, Drexel Metals Vice President of Sales and Marketing. “As an installer of Drexel products, we become your back office, allowing you to do the things that make you and your company more successful. We offer our contractors virtually everything they need, from pre-bid support to job closeouts. Our top-quality materials in the color you need can be delivered on-demand, allowing you to get started on a job as soon as the contract is signed. No more idle crews waiting for panels to arrive. You’ll have greater flexibility and greater control over your business.”

As your “back office,” Drexel Metals has invested in the testing of the systems you install and backs the warranties of the company’s Certified Installers and Authorized Fabricators. That support has helped Drexel Metals win the prestigious Metal of Honor award from the readers of Metal Roofing Magazine for the 14th time. The installers and fabricators that make up the ARM (Association of Regional Manufacturers) of Drexel Metals have taken advantage of local control, more efficiency, freight savings, less scrap, and the ability to provide “metal roofing on-demand.” “These products are 100% Drexel Metals site-certified via our Quality Assurance program and sized to exact dimensions for superior applications,” Partyka said. “As an ARM member, we become your ‘back office’ partner, allowing your team more time in the local market.”

Partyka added that the ARM program provides access to the wide variety of metal roofing products offered by Drexel Metals, approximately a dozen profiles to help contractors satisfy their customers.

These tested products come with the Drexel Metals Certified Installer Program. Highlights of the program include:

• Drexel Metals installer who services a local area by manufacturing and/or installing Drexel Metals Metal Roofing branded systems.
• Drexel Metals acts as the installer’s back office support while the contractor focuses on building the local market through Drexel Metals marketing initiatives, code approvals, and full system program.
  • Participates in Drexel Metals Weather Tightness Warranties Program.

“Our ARM program takes the production of the metal roof panel from the traditional factory to a local service area or even right to the job site,” Partyka said. “We integrate the entire supply chain from the steel or aluminum mill to the installed roof. We work with owners, architects, designers, and consultants to control every component used from the deck up, to create the complete long-lasting, watertight metal roof system.”

Drexel Metals offers its roll formers and installers quality products and support, including:

• Engineered metal roof systems
• Fully tested clips and fasteners
• Complete range of tested systems to complement your offering
• Weather-Tightness Warranty participation and backing
• ES-1 Perimeter Edge Systems
• Full “back office” support, allowing you to focus on growing your business

• Marketing tools and support
• Access to Metal Roofing Alliance membership and leads
• National Account Program participation
• Machine maintenance and QA Program
• Custom fabrication support and supply
• Specification support
• Outstanding customer service … we are customer obsessed!

Drexel Metals Inc. is headquartered in Louisville, Kentucky, with locations in Philadelphia, Baltimore, Tampa, Port St. Lucie, Denver, and more than 60 ARM of Drexel Metals’ Authorized Fabricators throughout the U.S. Drexel Metals also has sales offices located throughout the country. For more information, call 888.321.9630 or visit www.drexelmetals.com.
THANK YOU!
FOR HELPING DREXEL METALS WIN THE METAL OF HONOR AWARD 14 YEARS IN A ROW!

Year after year, we continue to stand by our commitment: To provide installers, manufacturers, and fabricators better local controls, more efficiency, freight savings, less scrap, and “metal roofing on-demand.”

We are your “back-office” partner, allowing you more time in the local market which gives you an advantage over the competition. Being recognized as an industry leader continues to set the bar in the roofing industry and it allows us to provide the best products to you, our valued partners.

1234 Gardiner Lane | Louisville, KY 40213
drexelmets.com | Toll Free: 888-321-9630 | Fax: 877-321-9638

Circle Reader Service #065
What is the definition of long life?
The answer would vary greatly depending upon the subject. For instance, the life expectancy of an African elephant on the Serengeti would be substantially different than that of a mosquito on your forearm.

Unfortunately for the metal roofer, the same nebulous and misleading signals are sent when some of Dynamic Fastener’s competitors claim their fasteners have a long life coating. Once again, “long life” is just a relative phrase.

To eliminate unnecessary concerns on behalf of its valued customers, Dynamic Fastener quantifies the meaning of “long life.” Since Dyna-Coat premium coating passes the 1,000-hour salt spray test, the company proudly proclaims “1,000 Hour” right next to the word Dyna-Coat. Rarely, if ever, does Dynamic Fastener see its competitors touting the tests that their screws pass. That is a suspicious omission.

To paraphrase the famous commercial: “What’s on your fastener?” Removing the uncertainty on this very important topic is easy. Specify Dyna-Coat 1,000-hour salt spray premium coating on all screw requirements.

Dyna-Coat is a premium organic polymer coating designed to provide corrosion resistance for metal fasteners. Fasteners coated with Dyna-Coat exhibit excellent resistance to marking, chipping, and abrasion. The color of the coated fastener is metallic silver. Dyna-Coat employs several forms of corrosion resistance, such as replacement, inhibition, envelopment, and electrochemistry. These coated fasteners also have strong resistance against acid and alkaline chemicals.

Service
Dynamic Fastener is proud to have been chosen to receive the 2020 Metal of Honor Award by the readers of Metal Roofing Magazine. That devotion from readers is not an accident.

The company’s success rests on its dedication to service, evident in the following areas:

• Standard orders received by 4 p.m. CST will ship that day more than 99% of the time.
• Dynamic Fastener’s buying power enables it to competitively and successfully sell nationwide. The company has more than 45,000 customers representing all 50 states and 15 foreign countries.

Catalog
Dynamic Fastener’s free 140-page full-color Tool and Fastener Hand Guide (left) covers fastener applications, engineering data, availability of types, size ranges, and fastener materials.

The Hand Guide also features Dynamic Fastener’s flagship products: D•F® screws, Dyna-Guard® snow retention system for metal roofs, Dyna-Clamps® to accommodate many different profiles of standing seam roofs, and 75 million D•F® rivets in stock, of which over 55 million are prepainted and stocked in bags of 250 pieces.

In addition to discussing screws and anchors, the guide provides prices and other information relating to flashings, sealants, insulation tapes, safety equipment, hand tools, power tools, and more.

There are seven Dynamic Fastener locations: Kansas City, Missouri (main office); Chicago, Illinois; Houston, Texas; Las Vegas, Nevada; Memphis, Tennessee; St. Louis, Missouri; and St. Paul, Minnesota.
**DYNA-GUARD®**

It is time for a changing of the guard

**DYNA-GUARD®** is a snow retention system designed to be installed on metal roofs. We are discontinuing the line of and related products. Please call for our close-out prices on S-5!

---

**DYNA-CLIPS™**

Clips for connecting

**DYNA-CORR™**

Attach almost anything to a corrugated roof

**DYNA-MOUNTS™**

Attach almost anything to an exposed fastener trapezoidal roof

**Retro SNO-DAMS®**

Retro-fit existing **DYNA-GUARD** by pressing these onto an installed system

---

**DYNAMIC FASTENER • 800-821-5448**

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Circle Reader Service #068
Englert was founded in 1966 by Herb Englert when he saw the opportunity to open his own gutter business. He lacked the capital to get started, but a successful investor believed in the business and gave him the money. Englert pioneered the concept of a “total system,” selling not just gutter materials, equipment, and accessories, but also support materials including color cards, literature, and machine maintenance.

Herb’s success enabled him to repay his investor, but he was refused. “Pay it forward,” he was told. “Help others become successful businessmen and we’ll all be better for that.” Herb built his business on the foundation of helping other businesses grow, and Englert continues that tradition today.

Our MetalMan roofing and gutter machines, as well as the technicians and support included with every purchase, are a big part of that. We offer a wide array of gutter machines, seamers, and fixed- and multi-panel roofing machines to meet the needs of every roofer. This year, we introduced the Series 56X gutter system. It’s a large capacity gutter that looks like a 5” gutter but performs like a 6”. Response from customers has been good and they’re looking forward to purchasing the machine and growing their business.

From the time a new machine is received at our warehouse in New Jersey, our technicians go over every inch of the machine to make sure it’s in perfect condition for our customer. First, the machine is fitted with the dies for the requested profile. Then it’s calibrated, lubricated, and tested before it’s shipped to our customer. We also make sure our customers are properly trained in machine operation, maintenance, and safety so the machine can perform at its best. Our machines are designed for experts, so we offer a total package of support, including a mobile service force, machine training, marketing support, and warranties.

And our techs aren’t just there at the beginning of a machine’s life. We’re there to help our customers service their machines if necessary. Usually customers will bring their machines to us, but our technicians also have the ability to travel to them if necessary. We always stock Englert parts, so if you bought a machine from us, it can be fixed immediately. But as long as you’re a customer, we’ll even fix machines that you didn’t buy from us. It’s all part of our mission to give our customers the tools they need to succeed. *MOH*
Get the job done right — on site, on time, every time — with Englert roll forming machines.

Featuring the MetalMan 56X Gutter System Machine
- Looks like a 5-inch gutter but performs like a 6-inch
- Larger-than-standard gutter bottom and downspout
- Carries the Good Housekeeping® Seal
- Can be fitted with Englert® MicroGuard for additional protection

Englert brings metal roof manufacturing to the job site with our line of portable roll forming machines. On-site fabrication eliminates shipping damage, short shipments, and most sizing errors resulting in better products, fewer problems, and lower costs.

Our machines are designed for experts in seamless gutter and metal roof installation. We offer a total package of value-added metal roofing and gutter machines and support, including a service force, machine training, marketing support, testing, warranties, and engineering.

1-800-ENGLERT www.englertinc.com
Everlast Metals is a leader in high-performing architectural metal roof and wall systems, built on a foundation of uncompromising product quality. By selecting Everlast Metals as your architectural systems provider, you are choosing an organization known for industry-leading structural and performance testing, commitment to continuous improvement, and trend-setting science.

Everlast Metals representatives are available to support their customers in the areas of product consultation, takeoff design, and installation support. The creative options are endless when selecting Everlast Metals as your architectural roofing and wall systems partner.

**Slit Coil and Flat Sheet**

Everlast carries an inventory of up to 26 colors in 24- and 26-gauge steel, as well as .032 and .040 aluminum, coated with the high-performance Fluropon® 70% PVDF paint system. Up to 18-gauge steel and .063 aluminum are available as a special order. Coil and flat sheet widths up to 48” are available.

Everlast Metals’ manufacturing capabilities allow customers to slit coil and flat sheet to their specifications.

**Metal Building Components**

In 2019, Everlast Metals launched a metal wall panel system, the Fidelity Series. This series is a concealed fastener metal wall panel with unique angles and rib patterns that can be combined to create bold styles. The Fidelity Series can be installed in a vertical or horizontal wall application and is also ideal for fascia and equipment screen applications.

Everlast Metals panels are available in a wide variety of materials and finishes. Substrates include G-90 Galvanized Steel, Galvalume® steel, and Aluminum. All painted products are Fluropon® coated.

Everlast Metals’ eight profiles of concealed fastener roof panels, as well as their seven custom wall and soffit panels, carry UL and ASTM testing to give architects and building owners confidence when choosing Everlast as their building component partner.

When projects call for technical drawings and weathertightness warranties, Everlast has the knowledge and expertise to take that project from conception to completion.

**Service**

With coil warehouses strategically located in the Mid-Atlantic, Midwest, and New England regions, Everlast is uniquely positioned to service their customers using both their own fleet of company trucks, as well as common carrier freight partners. In addition to flexible freight options, Everlast leverages their large inventory of coil and flat sheet, along with their strong supplier relationships, to ensure customers get the products they need as quickly as possible.

**Commitment**

Everlast is committed to helping customers succeed by maintaining their family-business feel in an increasingly corporate world. They believe in looking at each customer relationship as a partnership and working to find solutions tailor-made to their specific needs. Their pursuit of the highest quality materials and commitment to their customers is unmatched.

If you’re looking for a partner in architectural metal roof and wall systems, or slit coil and flat sheet, look no further than Everlast Metals.

**At a Glance**

Phone: 800.418.5057 toll-free
Web: www.everlastmetals.com

MOH
The Everlast Metals Fidelity™ Series is a set of concealed fastened metal wall panels, each with unique angles and rib patterns which can be combined to create an individualized style. Can be installed in a vertical or horizontal wall application. Ideal for fascia and equipment screen applications as well.

OFFERING:

- 35-Year finish warranty
- Minimum length 5’
- Maximum length 20’
- FL panel widths 12”
- Tetra™ panel widths 13”
- ASTM E283 air infiltration
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Metal Plus LLC has introduced a revolutionary new product—the “Universal Safety Anchor” for use on standing seam metal roofs. Dissatisfied with the safety anchors on the market, we created the Universal Safety Anchor (USA) to be user-friendly, simple to operate, and non-damaging to standing seam metal roofs.

The innovative stainless steel hinge system uses no loose bolts (so no more dropped or loose components), and the anchor features custom-machined parts for complete safety and ease of use.

Our Universal Safety Anchor (USA) eliminates common anchor complaints, including: adjusting set screws, replacing parts, dismantling anchor points to move them, damaged/gouged panels, voided panel warranties, and rusted panels when anchors are removed.

OSHA and ANSI testing can be found on our website: www.metalplusllc.com.

Metal Plus LLC’s product line of Standing Seam Metal Roofing Brackets continues to be an industry favorite and our New Universal Safety Anchor (USA) has proven to be one, too!

Metal Plus LLC wants to extend a big thank you to all of our loyal customers who have been instrumental to our success! MOH

The Revolutionary Universal Safety Anchor (USA) Makes All Other Anchor Points Obsolete!

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Circle Reader Service #162
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MAX TEMP 250°F NON-SLIP SURFACE

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Metal Roof Adds Rural Charm to Affordable Housing Complex in New York

Woodstock, New York, is best known for its history as the site of a small music festival that made some news in 1969. But it’s also a bucolic, upstate New York village that prides itself on its own style of quirky, small-town charm. Like many such communities that are popular with second-home owners, though, its real estate prices have climbed dramatically in recent years. Woodstock Commons, an affordable-rental project, has helped to address this issue. Its 53 units are clustered in buildings designed to fit into the area’s rural character, including metal roof panels from Petersen.

Affordable housing isn’t always an easy sell for local residents and planning boards, and this project was no exception. It was first proposed as an 81-unit development by Rural Ulster Preservation Company (RUPCO), a nonprofit affordable housing developer, but later was downsized.

One of Woodstock Commons’ more unusual features is the creative talents of its residents. RUPCO initially set aside 12 units for artists, because art is a notable part of the town’s community character. However, the actual number of artist tenants grew to at least 20 by the time residents began moving in. A large community building provides both a gathering and gallery space.

The buildings are designed in a contemporary version of the farmhouse vernacular that’s typical in upstate New York, where metal roofs frequently are seen. In this case, designers with the local firm of Ashokan Architecture & Planning opted for 44,200 square feet of Petersen’s PAC-CLAD 24-gauge Snap-Clad steel roof panels in a Zinc finish. Suppliers with Tristate Metals of East Setauket, New York, worked closely with Petersen on detailing for the roofs.

“There were quite a few custom flashings—some of the headwall flashings were intricate, two-part units,” said Ben Mathieu, Tristate’s estimator on the project. “Once we provided the dimensions and pitch from the architectural drawings, everything went pretty smoothly.”

Tristate also worked hand-in-hand with the installing contractors from Affordable Housing Concepts to match their production to the construction plans for the 7-building complex.

“It was phased over a couple months, so it was just a process of working through the schedule with the installers,” added Mathieu, noting the desire to minimize stockpiling of materials at the job site. “Things get lost, things get damaged, so this ensured materials were safe while waiting for the installation phases.”

Petersen, a Carlisle company, manufactures PAC-CLAD architectural metal roofing and cladding products in multiple gauges of steel and aluminum. All are available in Kynar 70% PVDF finishes in 45 standard colors that include a 30-year finish warranty. Most colors meet LEED and Energy Star requirements, and are rated by the Cool Roof Rating Council. Custom colors and weathertightness warranties are offered. BIM and CAD documents are available for most products. Founded in 1965, Petersen’s facilities are located in Illinois, Georgia, Texas, Maryland, Arizona, and Minnesota. For information on the complete line of Petersen products, call 800.PAC.CLAD, visit PAC-CLAD.com, or email info@pac-clad.com.
“This park is in a high-wind district, and metal roofing just tends to hold up better than anything else. And with metal, you get the look – it’s more and more popular every day.”

-Billy Landry, project manager, estimator, Reelentless Construction
Sherwin-Williams Coil Coatings (formerly Valspar) has been dedicated to bringing customers the latest innovations, the finest quality, and the best customer service in the coatings industry. Sherwin-Williams Coil Coatings’ pioneering paints and coatings have enhanced buildings from residential, commercial, industrial, agricultural, and architectural to iconic buildings and the world’s best-known brands. As one of the largest global coatings manufacturers in the world, Sherwin-Williams Coil Coatings provides a wide range of coatings in several industries.

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No matter what building component you need to protect—roofing, wall panels, canopies, or fascia systems—Sherwin-Williams Coil Coatings has a coating solution to fit your unique needs. They are here to help you create a lasting impression for you and your customers. Sherwin-Williams offers the color, confidence, and collaboration needed to bring your building project to life.

Sherwin-Williams understands the important role that color plays in building design. They have color experts that are knowledgeable in color trends, color formulation, and color services. Formulating the perfect color demands expertise, laboratory resources, and testing proficiencies found nowhere else in the industry. They offer a full palette of colors to choose from, or allow them to put their advanced color-matching technology to work for you to create your lasting impression.

Sherwin-Williams provides a superior level of customer service to ensure that your project goes as smoothly as possible. From the color-matching process to unmatched delivery speed, Sherwin-Williams doesn’t miss a beat when it comes to completing your project quickly and successfully while ensuring that it is beautiful, long-lasting, and functional. To do this, Sherwin-Williams collaborates with your team to understand your project needs and create custom solutions that are guaranteed to perform.

While creating high-performing coatings that meet your needs is Sherwin-Williams No. 1 priority, they work hard to make sure that their coatings are environmentally friendly. Sherwin-Williams Coil Coatings has formed strong relationships with several Green programs such as the Cool Roof Rating Council (CRRC), LEED, and ENERGY STAR to develop testing methods, set product ratings, and weigh in on critical issues affecting both the environment and the coil and extrusion industry. Regardless of what your highest priority is—eco-friendliness, aesthetics, budget, or performance—every factor should be taken into account when it comes to your project.

The scope of your vision should never be compromised. Sherwin-Williams Coil Coatings (formerly Valspar) strives to make your project shine as bright as the day it was imagined. MOH
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Circle Reader Service #262
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Circle Reader Service #002
This is getting to be a regular occurrence and that’s a good thing. East Coast Fasteners is proud and excited about being recognized by the readers of Metal Roofing Magazine as one of the top suppliers in the industry for a sixth time.

“It’s reassuring to know we’re keeping our customers happy,” said Don Benson, sales and marketing manager at East Coast Fasteners. “We’re committed to providing the highest quality products and service to the commercial construction and post-frame industries with a growing variety of fastener designs to deliver the best product for each specific project.”

In the last year, East Coast Fasteners introduced the Ply-Lo Driller, with a patent-pending design intended to be more forgiving than other fasteners when installing at a slight angle. The Ply-Lo Driller is available in colors to match virtually any panel as a #10 fastener in lengths of 1”, 1½”, 2”, 2½”, and 3”.

“The Driller is getting great reviews from our customers,” Benson said. “Its design minimizes dust and pigtails. The Driller has also been designed to reduce the likelihood of ‘walking,’ thereby reducing the chance of ruining your panel during installation.”

East Coast Fasteners constantly tests and improves its products to ensure they are delivering the best products available in the market. This attention to detail provides the strongest and most effective building components for fastening wood, aluminum, steel, roof deck, and plywood.

The company’s most recent innovation, introduced in 2018, is its 40-year, Ply-Lo fastener: The Ply-Lo EXTREME, a fastener designed for extreme environments. Ply-Lo EXTREME has all the features and benefits of the original Ply-Lo and has a 40-year warranty. Ply-Lo EXTREME is available in #10, #12, and #14 diameters.

East Coast Fasteners has also upgraded the original Ply-Lo fastener—the Ply-Lo EXTENDED is the fastener built for the post-frame industry and now has a 12-year warranty.

To find the best fastener or closure for your project, contact an East Coast/Plyco territory manager. **MOH**
With a relentless dedication to innovation, quality and service, EDCO Products continues to develop and manufacture award-winning metal roofing products that offer timeless style and unmatched quality.

Our latest innovation, Generations Slate, provides the bold decorative finish of natural slate tiles at a fraction of the weight and cost. The high-definition (HD) imaging that generates this distinctive look is only available from EDCO.

With several panel and color options to choose from, EDCO’s roofing collection – which is backed with a lifetime, non-prorated warranty, is sure to provide the look and quality you demand. To learn more about EDCO’s superior exterior building products, call us at 800-593-2680 or visit edcoproducts.com.
MWI Components is thrilled to receive the Metal of Honor award from the readers of Metal Roofing Magazine!

MWI strives to bring products that will please all types of builders, teaming with them as they tackle new projects and structures requiring metal roofing.

Accessories are what MWI specializes in, from Tempshield™ to ventilation to decorative cupolas. Tempshield™ insulation comes standard with a Class 1A fire rating on all styles for insulating. MWI also offers rolls up to 10’ in width, available plain or with tab and tape. This now includes even greater UV protection, setting Tempshield™ apart from all the rest.

Uni-Vent® and Universal Ridge Clips offer the most convenient method for venting standing seam and corrugated roofing panels. With Uni-Vent® there is no need to be profile specific, since the 1” x 2” Uni-Vent® is able to conform to any ¾” or ½” rib panel. By stocking 1” Universal Ridge Clips, this material also can be used to vent 1” standing seams.

Cupolas offer the perfect decoration for any metal roofing project. MWI offers 24”, 36”, 48”, and 66” cupolas in its typical four-sided design and also 48” or 84” octagon style. All models are available with or without windows to decorate a commercial, residential, or specialty project.

Supporting the Post Frame Industry for over 30 years now, MWI Components has become a leading manufacturer and supplier of cupolas, Ridg-Vents®, steel and aluminum soffits, trim, horse stalls, Dutch doors, sliding door track, polycarbonate skylight panels, vinyl windows, and foil insulation.

MWI has route trucks in many areas, so customers can conveniently combine products to reduce freight costs, inventory, and challenges.

Once again, MWI offers its sincerest appreciation for awarding them with a 2020 Metal of Honor. MOH
RapidMaterials is an e-commerce company dedicated to roofers, builders, contractors, and DIY enthusiasts. Their new website launched in January 2020 to deliver a superior online shopping experience, and they celebrated more than 15 years of serving customers in the roofing industry with a second Metal of Honor distinction from Metal Roofing Magazine.

Despite being an online retailer, there’s nothing impersonal about doing business with RapidMaterials. The friendly and knowledgeable operations team has decades of professional field experience behind them to offer expert advice and help customers get the job done right.

The company has expanded over the years and continues to grow year-after-year by offering more products from their manufacturers, including some of the best metal roofing tools and attachments on the market today. These include brands like S-5!, Freund, ESE, RAU, Swenson Shear, Malco, and more.

In addition to tools and attachments, RapidMaterials offers a range of specialized rooftop mounting solutions such as snow retention systems and PV mounting kits, which are growing in popularity in conjunction with the increased adoption of standing seam metal roofs. However, the product offerings do not stop at the roofline. Top-tier gutter systems and components from German, Italian, and U.S. manufacturers, including copper, zinc, and painted finishes, are also available through the website.

Since 2004, RapidMaterials has proudly served metal roofing professionals with fast shipping, unmatched customer service, and no minimums. We invite you to visit www.rapidmaterials.com for more information or call 770.405.1060, M-F, 8am-5pm EST.
ST Fastening Systems, now a member of the Hillman Group, is a leading supplier of threaded fasteners to the pre-engineered metal building and post frame building industries. Product is shipped from two convenient service centers in Tyler, Texas, and Cincinnati, Ohio.

The heart of the ST Fastening product line is the MAXX SteelBinder® self-drilling screw. Its drill point design consistently penetrates high tensile steel with no “point walking.” The KWIKSEAL WoodBinder® MB with micro-bit engineering has a unique drill point that replaces the Type 17 sharp point. The micro-bit is more consistent in its drilling. It will drill multiple thicknesses of steel commonly found in metal roof ridge cap applications more consistently than a sharp point. Metal “pigtails” caused by sharp points are eliminated.

Zinc plating and clear chromate is standard on all metal building and post frame building screws. State-of-the-art Powderful® powder coating paint is an environment-friendly process that uses no chemical solvents and provides a tough barrier coat shell. For metal roofs offering a 40-year or longer written warranty, the ZXL SteelBinder® and ZXL WoodBinder® MB micro-bit drill point complete the system. Both have a ZAMAC zinc aluminum alloy molded head. A written warranty is available upon request. Pipe Flashings, solid and vented foam closures and rolls, wafer and pancake screws for standing seam roofs, and other accessories. Rounding out the 2020 ST product line is the new #12 T-17 WoodBinder® and ZXL for OSB applications, and the newly introduced MultiVent20™ ventilation material. Call for more information.

ST Fastening would like to thank the readers of Metal Roofing Magazine for awarding it a Metal of Honor award for 2020. MOH
Triangle Fastener Corporation has been supplying a full line of fasteners, sealants, tools, and accessories for the commercial construction industry since 1977. From our 23 locations and 7 paint shops, we specialize in high-performance standard and specialty products used in a wide range of roofing applications.

We offer job site and technical support, inventory management, and delivery programs. Select from a wide array of popular commercial-grade products including our high performance TFC SPECIFIC™ brands.

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Call us toll-free, and you will be connected to the most knowledgeable application specialist.

Circle Reader Service #307
2020 METAL OF HONOR WINNER

Ventco

METAL OF HONOR AWARDS: 3  ■  WEBSITE: www.profilevent.com  ■  PHONE: 833.300.9515

It’s already shaping up to be a great 2020 for ProfileVent® from Ventco® Inc. “Thanks to the readers of Metal Roofing Magazine for recognizing how hard we all work at keeping our customers happy,” said Marty Rotter, owner of Ventco. “To win a third straight Metal of Honor award means a lot to all of us here at Ventco.”

ProfileVent, available in rolls of 20’, 50’, and 100’, is a single-layer ridge vent designed for metal roofs. It’s a strong, durable modified polyester, non-woven, non-wicking, fiber-based matting, designed specifically for metal roofs. ProfileVent is specifically cut to fit more than 50 metal roofing profiles, more than any other ventilation system manufacturer.

In December 2019, Ventco relaunched its website at www.ProfileVent.com, with a fresh, uncluttered design, improved navigation, and greater accessibility. Visitors to the new site see products better showcased with features and advantages highlighted in new ways. Content is now being freshened regularly to keep browsers updated on the latest happenings at Ventco.

“We recognize our website is the easiest way for people to find us,” Rotter said. “We have invested over $8 million in facilities and equipment at our 118-acre facility,” he added, with more than 70 domestic and international patents and patents pending. “We’re committed to providing ProfileVent and our other products to our loyal customers. Those roofers who haven’t tried ProfileVent should give us a try. We believe they’ll be pleasantly surprised with how well it works and how easy it is to work with.”

“All of our highly skilled employees are cross-trained in all production activities. Our employees have from 18 to 35 years of experience working with non-woven products.”

“ProfileVent is simple to install, and saves time and labor,” Rotter said. “It fits under any ridge cap and with any pitch, ranging from 2:12 to 20:12. It won’t crack, dent, or rust during shipping or installation and, best of all, it can be rolled out and installed by one person.”

Proven performance—preferred by contractors for over 30 years.

THE ORIGINAL PROFILED RIDGE VENT
Cut to fit Standing Seam and Screw-Down Panels in over 50 Profiles for Commercial, Agricultural, and Residential Metal Roofs.

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Circle Reader Service #320
Many tax experts agree that keeping a metal roofing operation’s tax bill low requires planning throughout the year. In other words, now is the best time to think about reducing your company’s tax bill and, of course, keeping the bill at its legal minimum for many years to come.

One of the best tools for reducing taxes year-round is the records maintained by your operation. Good records not only help businesses generate an accurate tax bill and ward off zealous IRS auditors, but good records are also invaluable for monitoring the tax and financial status of any metal roofing operation. Those records are particularly helpful for securing financing that may be vital when making year-round tax moves.

Those Dreaded, Basic Records

It should be no surprise that the IRS disallows more claimed deductions for lack of substantiation than for being nondeductible. Surprisingly, the IRS doesn’t require a metal roofing business to keep records in any one manner. As long as the records produce an accurate account of income and expenses, the method best suited to the business can be used.

Although the IRS doesn’t usually require receipts for expenditures of less than $75, quite a few of the tax rules require that expenses be documented—a chore that all too often can mean ensuring there are receipts for every single paper clip. Obviously, every metal roofing business can benefit from more rigorous and accurate record-keeping. By monitoring expenses closely all year, analyzing each expense for its tax impact as it is made makes for smarter purchasing decisions.

Sensible Spending

The old adage that you have to spend money in order to make money was given a shot in the arm when lawmakers increased tax incentives for purchasing equipment and other business property. The 100% first-year “bonus” depreciation deduction generally applies to expenditures made for equipment, vehicles, furniture, safes, computers, and even movable fixtures that have no permanent connection to the building housing your metal roofing operation, and that are depreciable over 20 years or less.

In addition to the 100% bonus depreciation, the Tax Cuts and Jobs Act (TCJA) of 2017 increased the unique first-year write-off for Code Section 179 equipment and property. Thanks to an inflation increase, the Section 179 deduction for purchases in 2020 is $1,040,000. The deduction does, however, begin to phase out on a dollar-for-dollar basis after $2,590,000 is spent.

Although the write-offs under the TCJA are helping metal roofing businesses that have purchased new equipment to defray out-of-pocket costs with significantly larger tax deductions in year-one, it may not always be the best strategy for everyone.

After all, that immediate expensing deduction drops the book value or basis of the business asset to zero. If the asset is sold, any amount up to the purchase price will be ordinary, fully taxable income. Plus, spreading the cost through annual depreciation deductions will reduce taxable income down the road when the business may be more profitable with higher tax bills.

Selling It Off

Disposing of equipment that is being disposed of in a like-kind exchange can further reduce your tax liability. For example, if you sell metal roofing equipment worth $2,000 and purchase another asset worth $3,000, you only report $3,000 on your income tax return and then claim the $1,000 difference as a tax benefit. At the same time, the seller takes a $3,000 profit and reports a like-kind exchange worth $2,000 on the income tax return. Both parties benefit from realizing lower tax liabilities.

As a metal roofing business owner, you can stay ahead of the curve by monitoring the tax and financial status of your operation throughout the year. By keeping good records, you can reduce your tax bill and make smarter purchasing decisions. And when it comes time to sell equipment, you can take advantage of tax-deferred exchanges to further reduce your tax liability.
replaced, is unneeded, or is obsolete deserves some thought as part of year-round tax planning. After all, there’s no point in continuing to let excess equipment take up space when it could be contributing to your operation’s bottom line.

Selling these large assets may generate badly needed funds. Donating them to a charity or nonprofit organization, or actually abandoning these business assets, can create a tax write-off and/or abandonment loss. Just don’t forget to document each event, keep receipts, and physically abandon assets, not merely store them away.

**Hiring and Firing: More Than a Tax Issue**

Year-round planning should involve employment issues. Every professional in the metal roofing industry has plenty of changes to deal with in 2020—higher labor costs for some operations and new laws that aren’t yet on the books in their own states.

As of January 1, 2020, a quarter of U.S. states have higher minimum wages. There are also new federal overtime rules. And don’t forget California’s controversial new law for freelancers and others in the so-called “gig” economy, which has other states considering the worker classification issue.

The IRS continues to monitor whether workers are employees or independent contractors. Independent contractors are not subject to withholding, relieving the employer of liability for payroll taxes. Workers, for their part, can avoid higher tax bills and lost benefits by knowing their proper status.

For those uncertain whether workers are classified correctly, you can ask the IRS to provide a determination letter telling how it views an operation’s workers—as employees or independent contractors. IRS Form SS-8 is used to request a determination of worker status.

**Now is the Time to Think About Tax Credits**

Unlike tax deductions that merely reduce the income upon which tax is based, a “credit” directly reduces the metal roofing operation’s tax bill. Taking advantage of the tax credits in our tax law is something best done now, not later.

Among the most popular tax credits, and the ones most likely applicable to your metal roofing business, are:

**Paid Family and Medical Leave:** In today’s tight labor market, provid-
ing paid family and medical leave is an increasingly popular “perk.” Workers can now receive benefits for up to 12 weeks of medical or family leave—with employers entitled to a tax credit for a portion of the amount paid.

The tax credit is a percentage of the amount of the wages paid to a qualifying employee while on family or medical leave for up to 12 weeks per taxable year. The minimum percentage is 12.5%, increasing by 0.25% for each percentage point by which the amount paid to the qualifying employee exceeds 50% of the employee's wages, with a maximum credit of 25% of the amount paid.

Going Green: If your metal roofing business buys more energy-efficient equipment, the federal government will reward you with a tax credit. Currently, that credit amounts to 10% of the amount paid for the equipment.

Most electric cars are eligible for a tax credit that reduces federal taxes by $7,500. Based on current sale projections, most electric car manufacturers (with the exception of Tesla), will still be eligible for this tax credit in 2020.

Give Employees Health Insurance: If your operation is a small business, with no more than 25 full-time employees, a tax credit amounting to half of the amount paid for health insurance premiums may be available. In order to be eligible, the business must cover at least 50% of the health care premiums.

Small Employer Pension Plan (SEP) Startup Cost Tax Credit: This small business tax credit is designed to offset the cost of starting a SEP, SIMPLE IRA, or a qualified pension plan. The credit is 50% of the cost of setting up and administering the plan and educating employees about the plan, up to $500 per year.

Access for the Disabled—Customer or Employee: A metal roofing business can take advantage of an annual deduction for the cost of removing physical, structural, and transportation barriers for people with disabilities. In fact, small businesses that in the previous year earned $1 million or less in gross receipts or had 30 or fewer full-time employees are eligible for the Disabled Access Tax Credit for such things as buying or modifying equipment or devices for individuals with disabilities.

This credit covers 50% of the eligible access expenditures each year up to $10,250, with a maximum credit of $5,125. Businesses that don’t meet the IRS’ small business requirement cannot take the Disabled Access Tax Credit, although they may be able to claim the disabled access tax deduction.

Changing Accounting Methods—and Entities

Now might be a good time to take a look at the opportunities lost because of an operation’s type of entity. Plus, the TCJA made accounting method changes necessary as new rules for recognizing when revenue is income kick-in. And then there are the changes necessary as leases must be shown on the metal roofing operation's financial statements.

Changing accounting methods requires special permission from the IRS even when the IRS itself mandates the change. Necessary to ensure that the accounting change doesn’t result in an adverse tax bill (at least from the IRS’ viewpoint), Form 3115, Application for Change in Accounting Method, is used to request a change in accounting methods.

Find a Pro

Now is also a good time to shop around for a tax pro. While most professionals in the metal roofing industry know their business inside and out, there are highly technical matters of law, accounting, management, and marketing that are usually best handled by outside experts.

The first step to finding the right tax professional requires an inventory of what you—and your business—actually need in the way of services and advice and, most importantly, how much you can afford to pay for that specialized advice or services.

With or without help, maximum tax savings for 2020 and, hopefully, many years to come, are possible with year-round tax planning. The first step should involve your metal roofing operation’s record-keeping system—or lack of one. MR

Mark E. Battersby has more than 35 years of experience in small business issues, taxes, and financial matters. Contact him at 610.789.2480 or mcbatt12@earthlink.net.
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The role of every roof is to protect the building and its contents from exterior elements and threats. Rain, wind, hail, heat, sun exposure, and extreme cold can all wreak havoc on a structure, so over the years, standards have been created to ensure the best roofs are put on with the best practices.

One organization aiding in the creation of such standards and practices is the Roofing Industry Committee on Weather Issues (RICOWI). Their reports greatly affect the industry, with the Metal Construction Association (MCA) relying on RICOWI reports and other research to fulfill its mission of promoting the use of metal in the building envelope through marketing, education, and action on public policies that affect metal’s use.

RICOWI: A History

According to the RICOWI website (www.ricowi.com), the Roofing Industry Committee on Wind Issues was established in 1990 as a nonprofit organization to identify and address important technical issues related to the cause of wind damage. The organization’s vision statement is: To be the leading collaborative roofing research and educational forum where sound science and practice are forged.

The primary technical issues RICOWI addresses are: dynamic testing of roof systems; the importance of sample size for tests; the role of wind tunnels and air retarders; the need for acceptable procedures for ballasted systems; field data and response team reports; and a general lack of communication within the roofing industry as to what the problems are, what is being done and should be done to alleviate them, and how effectively information is transferred within the roofing.
IN FOCUS

David L. Roodvoets, Owner and Principal Consultant of DLR Consultants, shared a timeline of the organization’s evolution:

1989: Hurricane Hugo and other storms awakened an awareness of wind issues in the roofing industry. Most roofing industry technical representatives gathered at Oak Ridge National Laboratory in Oak Ridge, Tennessee. These representatives formed several study groups, which led to the formation of two continuing organizations: RICOWI and SIGDERS (Special Interest Group on Dynamic Evaluation of Roofing Systems).

RICOWI started as a small group of people with only one representative from the technical personnel of most of the roofing industry’s associations.

Discussions were primarily about the building codes and how they were not very helpful in adapting to the best science, especially wind design.

1992 to 1996: Following Hurricane Andrew in 1992, the information in most roofing press was biased by its source, creating a strong belief by members of RICOWI that there should be an unbiased source for post-windstorm information. This resulted in developing a wind investigation program that was presented at Oak Ridge in 1996 to about 150 participants. This was a very thorough program involving wind science, photographic techniques, and a database. Many of the participants joined as investigation team members and were fully trained and ready to begin investigations.

In 1996, RICOWI was incorporated as a nonprofit corporation devoted to research and education on wind issues. After a review of the need for similar education and research in the areas of hail, energy efficiency, and durability effects, the organization’s objectives were broadened in 1999 to include other weather topics, and “Wind” in RICOWI’s name was changed to “Weather” to reflect the expanded scope.

2004: Until this year, there were no hurricanes that reached a populated area of the U.S. and met the RICOWI investigation criteria (sustained wind speeds of 95 mph or greater at landfall in the continental U.S., as well as demonstrated significant damage to populated areas). Hurricane Charley was the first to hit as a category 4 storm with winds exceeding 140 mph, and RICOWI deployed about 40 participants to this investigation. Three more major hurricanes hit Florida in 2004, and RICOWI re-deployed to investigate the damage from category 3 Hurricane Ivan.

While waiting for qualifying hurricanes for long periods of time, RICOWI took on the investigations of hailstorms, with the first investigation being the Oklahoma Storm in 2004.

2005 to Present: RICOWI has deployed teams to investigate damage after Hurricane Katrina (2005), Hurricane Ike (2008), Hurricane Irma (2017), and Hurricane Michael (2018).

Investigation Programs and Goals

RICOWI’s website states three goals in its mission statement:

1. Encourage and coordinate research to provide a more knowledgeable information base of roof issues including wind, hail, energy efficiency, and durability effects;

2. Accelerate the establishment of new or improved industry consensus standard practices for weather design and testing where they are recognized as needed; and

3. Improve the understanding of roof weather concepts and issues within the building community in general.
To complete its goals, RICOWI has implemented two strategic investigation programs: the Wind Investigation Program (WIP) and the Hail Investigation Program (HIP). The purpose of these programs is to investigate the field performance of roofing assemblies after major hurricane and hailstorm events, to factually describe roof assembly performance and modes of damage, and to formally report the results for substantiated hurricane/hail events.

The data collected provides unbiased detailed information on the wind and hail resistance of low-slope and steep-slope roofing systems from credible investigative teams. The goal is a greater industry understanding of what causes roofs to perform or fail in severe wind and hail events, leading to overall improvements in roof system durability, the reduction of waste generation from reroofing activities, and a reduction in insurance losses, resulting in lower overall costs for the public.

RICOWI’s reports and multimedia presentations document roofing systems that fail or survive major weather events and provide educational materials for roofing professionals to design wind- and hail-resistant roofing systems. All collected data is intended to improve building codes and roof system design, and educate the industry and the public.

Data Collection and Reports

During a storm that would qualify as a significant weather event and meets RICOWI’s criteria, the committee chairs and Executive Director Jordan Lemke discuss if a team will be deployed. According to Lemke, the Hail Investigation Program and Wind Investigation Program are RICOWI’s most popular committees, and any member can volunteer to be a part of a deployment team. “We almost never have any trouble finding people to be a part of these committees,” Lemke shared.

After the decision to deploy is made, committee members are asked who is available to go on the investigation. In general, the committee chair and co-chair will deploy, along with others from the committee who are available. Investigators are provided information on damage modes, gathering and recording information, and safety training.

Each team has four positions: report writer, photographer, data recorder, and sample collector (in some instances, positions are combined). All team members act as observers, combining their expertise and observations to maximize the data obtained. In addition to manufacturing members, each team is balanced by including members of the insurance industry, consulting firms, or other non-manufacturer associations.

Clearance letters are requested from the investigation site cities, and local law enforcement officials are notified. As soon as the area is deemed safe by authorities, the team travels to the area and begins the investigation.

While it depends on the extent of the damage and how long it takes to gather info, final reports are typically published within a month or two. These reports are available to the public at no cost on the RICOWI website.

Weather and Metal Roofing

Any experienced metal roofing professional knows the obvious weather culprits that can inflict damage on metal roofs: high winds, impacts (hail and/or debris), and rain/moisture. Other not-so-obvious offenders include: wildfires, freeze/thaw
3 BIG IDEAS
FOR INVENTORY MANAGEMENT

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WINTER 2019
Vol. 2, No. 4

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cycles, salt spray, and UV exposure. Bob Zabcik, Technical Director for the Metal Construction Association, said: "I would add thermal expansion/contraction and solar heat gain to that list. It’s important to understand which aspects of system design each of these items impact. In corrosive environments, it’s coating selection, obviously, but proper flashing and trim is also very important. In wind-prone areas, this is heavily dependent on connection strength and fastener selection. In snow country, rigidity and underlying framing strength is key.

"In mid-country environments, thermal expansion and contraction must be carefully analyzed and accounted for. Even color selection can have an impact on the energy efficiency of a climate-controlled building due to the radiative properties. The most successful projects are the ones that appropriately consider the relevant aspects unique to the site."

Each region of the U.S. holds its own unique weather challenges for metal roofing, calling for special considerations during install. Roedvoets added: “Most metal roofing contractors in the North are aware that ice damming and snow slippage can be a problem and design for it. Snow and ice can be a significant issue with metal roofs over entrances. The slope of the roof over an entrance should be to the sides, away from where people walk, if possible. There are metal roofs that slope the wrong way in the town where I live and the building owners [have to] totally close off the entrance in the winter.

"Hail, especially in Texas and Oklahoma, can be larger than 2” in diameter; that size hail will destroy many roofing systems. In most cases, metal roofs will remain watertight, but will be severely dented. Being near salt water can accelerate the deterioration of metal and especially fasteners; this can be a problem as far as 15 miles from the coast. This calls for treated metal and fasteners, and some limit on the life of the roof that is not seen where there is no salt spray.

“All roof types with potential corrosion from salt spray, acid rain, or treated wood need corrosion-resistant fasteners. The building codes can be strengthened

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**Hurricane Michael Report Findings**

Information and graphics courtesy of the 2018 Hurricane Michael RICOWI Report

Hurricane Michael made landfall on October 10, 2018, as a category 5 event. This storm was the worst-case scenario for Mexico Beach, Florida, and its surroundings. It was the third-strongest hurricane on record (in terms of pressure) to make landfall in the U.S., and had the strongest winds since Hurricane Andrew in 1992. At the time of the report, economists predicted repairs from Michael would cost an estimated $25 billion.

In late October 2018, RICOWI deployed teams to investigate roof conditions in the areas impacted by Hurricane Michael in the Gulf Coast landfall regions of Florida and the surrounding areas. Prior to the deployment, aerial photos from the National Oceanic and Atmospheric Administration (NOAA) were used to select the areas to be investigated. Four teams of four professionals each were deployed with a common goal of inspecting roofs of varying ages to ascertain if the code enhancements since 2000 were effective in reducing roof damage. The inspections clearly supported the conclusion that newer roofs performed much better in hurricane-force winds.

**Low-Slope Roofs**

Although the current code provisions appeared to be adequate for low-slope roofs, edge system failure continued to be the key initiation point for damages on low-slope roofs. Almost all low-slope roof failures began at the windward edge, and a system design that had been available for mem-
brane roofs since before 2004 could reduce or prevent much damage. This enhancement is known as a “peel stop.” When the peel stop is absent, edge failure will frequently spread across the roof, lifting and peeling adhered membranes or pulling fasteners on mechanically attached systems.

Although metal roofs are not required to meet this code and peel stops are not used with this roofing material, metal systems were also damaged due to lack of adequate edge securement. Damage and/or dislodgement to the exterior parapet/roof edge façade was also encountered on several low-slope roofs. This was seen on several types of roofing systems, indicating that the securement did not meet the wind loads inflicted by Hurricane Michael. When the façade was dislodged or damaged, the underside of the roof or roof membrane was pressurized, resulting in lifting and, in some cases, tearing.

One of the most significant windstorm-related problems with low-slope roofs of all types is punctures and tears. Punctures and tears are most often caused by rooftop equipment and/or appurtenances becoming dislodged and then tumbling across the roof. Similarly, wind-blown projectiles can cut, puncture, and displace roof components. Although the rooftop units were typically fastened with as many fastening points as per their design, fasteners either pulled out or tore the metal housing. Engineers designing these units need to consider them as solid objects with the full designed wind loads being applied, and should consider the lever effect on the fasteners and the structure to which they are fastened.

**Steep-Slope Roofs**

Newer steep roofs of all types performed better than older roofs. Resilience was noted in all types of roofs, but if a building became pressurized due to a wall, door, or window failure, the roof and other portions of the building could be damaged. There were many examples of roofs with only superficial damage. Metal roofs had installation issues with fasteners not being attached to anything solid and wall failures that resulted in roof pressurization and dislodgement. Ridges on all types of steep-slope roofs were most vulnerable, indicating that attention to ridge and eave installation detailing is most important for windstorm resistance. **MR**
The Evolution of Metal Roofing

Reports and findings are well and good, but only if the associated trade reacts and responds to them. Zabcik noted: “Metal cladding is like any other product in the marketplace. It must evolve and improve to meet the ever-changing demands made on it. This impacts roofing materials, coil finishes, codes, and then some. The key thing to understand is a metal roof is a system, not a component. The system is only as strong as the weakest component involved. Understanding the system behavior is critical and this can only be done through research.”

Zabcik went on to list key improvements to this area of the metal roofing industry: coatings, especially paint systems, have become exponentially more durable in the last 20 years, enabling the underlying materials to stay strong and help overall resilience; sealants, like paints, have benefitted from technological advancements and maintain their properties much longer; ancillary materials such as clips, fasteners, closures, and even trim have been tested and developed continuously and boost overall system strength and durability; equipment such as seamers, crimpers, field applicators, screw guns, etc., have benefitted from technological improvements, and achieve reproducible, reliable results; and codes have become more precise, almost surgical, in their requirements for system design. This has been primarily due to the research efforts of the MCA and their sister associations as well as through the efforts of RICOWI.

Finally, and most importantly, he continued, “Education and implementation of best practices through online resources have greatly aided the installer. After all, the best system in the world is only as good as its installation. Metal roofing installers all over the world have amazing, effective techniques that can be shared across the industry using the MCA and MRA channels.”

Roodvoets shared his thoughts on this, specifically related to 2018’s Hurricane Michael: “Metal roofing, like all roofing systems, is very dependent on design and installation. Several buildings with metal roofs in Hurricane Michael had only superficial damage, with the weather tight integrity intact. These covered most metal roof types such as structural standing seam, architectural standing seam, and through-fastened systems. There was, however, some total destruction of some metal buildings, and large roof failures. Some of the issues were primarily related to building wall failure that allowed severe pressurization of the building and roof. These buildings may not have been designed for 140 mph winds, as it was not required by code.”

He continued, noting what they’ve seen regarding roof types and weather: “There is no best. As stated earlier, all systems are dependent on design and installation. Metal roofs have done well, so have asphalt shingles, single-ply roofs, spray foam, BUR, cedar, etc. There have been some serious problems with all types, and few roofs are designed for winds greater than 140 mph.”

Still, these storm reports are vital for providing information to the industry as a whole. And “several proponents of code changes have used data from hurricane reports in their justification for building code changes with the International Code Council (ICC). The overall knowledge gained has strengthened the codes and kept some bad ideas out,” said Roodvoets.

The Future of RICOWI

While RICOWI has historically focused its efforts on wind/hurricane and hail damage, there is the potential of expanding their repertoire in coming years. Lemke indicated, “There has been talk recently of expanding into other weather-related events such as fire and tornadoes. Hopefully with the expansion into different areas like fire and tornado, we can continue to make a difference in the industry.”

IN FOCUS

The MCA and MRA

Since the Metal Construction Association (MCA) was formed in 1983, we have focused on one key strategy—to promote the use of metal in the building envelope through marketing, education, and action on public policies that affect metal’s use. There is a strong technical component to that as you might imagine and as such, much of the MCA’s efforts have been focused on research and code/policy development. But we also realize that the best technical program you can have is of limited use if you don’t actively leverage the results in marketing efforts. So, our Marketing Committee has been equally active in promoting the industry’s products as a whole in both the residential and commercial markets since our inception.

After 15 years, the MCA’s members understood that marketing to homeowners (B2C) required a different strategy and technique. As such, in 1998, the Metal Roofing Alliance (MRA) was formed to specially address the needs of the residential roofing market. The MRA is dedicated to helping homeowners make educated roofing decisions and connecting them with expert metal roofing professionals through outreach, marketing, and education.

“Bob Zabcik, Technical Director, MCA
MCA: www.metalconstruction.org
MRA: www.metalroofing.com

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40-47_RICOWI.indd   46
Success in Any Climate

Whether in snow, hail, heat, or hurricane country, there is sure to be a metal roofing option that will best withstand the local climate conditions. On how to sell consumers on the benefits of metal roofing, regardless of region, Bob Zabcik, MCA, said: “The traditional benefits such as longevity and durability still ring true. But to [the MCA and MRA], there are two key points to remember. First, choose a metal roof- ing/cladding system that is designed considering the unique demands of the project site and region. And second, use an experienced and reputable installer trained on that system. That may sound simple, but in practice, it doesn’t happen automatically. Fortunately, the MCA, MRA, and our members have done much of that legwork for consumers already. All they need to do is visit our websites, to educate themselves, and ideally, become members to help us continue to improve the industry.”

Insulation and Metal Buildings

One aspect of metal roof and wall panel installation that is necessary across every climate type is insulation. While insulation alone won’t prevent the failure of a roof or wall system, it is crucial for the general protection of a building and its contents.

Ted Winslow, Product Manager for CertainTeed, shared the following regarding insulation and, specifically, metal commercial buildings: In most metal buildings, thermal bridging can be a serious issue if it is not addressed on the front end.

Concrete and metal are both conductors and do little to stop heat flow between exterior walls and the outside. Metal stud framing—most common in commercial construction—is a major source of heat loss. Incorporating appropriate amounts of thermal insulation into the wall assembly is the first tier of an effective thermal control strategy. Commercial thermal insulation options include cavity insulation, which occupies space inside the wall cavity, and insulating sheathing, which is installed over the exterior walls.

Insulation alone won’t prevent the failure of a roof or wall system, but it is crucial for general building protection.

A steel stud cavity wall with a masonry façade is the most common type of wall assembly for commercial buildings. Designers can improve thermal performance and control cavity condensation by doing several things: specifying exterior insulating sheathings, which increase cavity surface temperatures and improve energy efficiency; incorporating exterior wind/air barriers to reduce air leakage; or specifying a smart vapor retarder to substantially reduce convective loops and improve drying capability. These are cost-effective ways to achieve thermal performance while managing moisture and reducing the saturation of substrate materials.

Insulating sheathings can be installed inside or outside of concrete block and tilt-up walls. A common insulating material for this construction is foam plastic insulation board. The location of the sheathing will vary based on climate and the type of material used. Interior non-load-bearing steel-framed assemblies can support cavity insulation. Fiberglass batt insulation inside the cavity increases the thermal efficiency of commercial buildings, is moisture-resistant, and eliminates heat loss when combined with structural insulated panels. Some buildings with thicker concrete will have reduced insulation needs, however, it’s always best to exceed code requirements to achieve the most energy efficiency. Exterior insulation systems typically resemble traditional stucco and create a thermal break between exterior walls and the surrounding environment. If an exterior finish doesn’t accommodate exterior insulation, continuous insulation board inside of the wall assembly is a good option.

Technical insulation—which includes insulation for HVAC systems and mechanical piping—is often overshadowed by traditional building insulation, but is vital to combat energy loss. In cold environments, fiberglass blanket insulation is an effective and low-cost tool to reduce heat flow. Blanket insulation keeps structures warm, reducing the stress on furnaces and other heat sources. In warm environments, blanket insulation blocks heat transfer into the structure and can reflect heat outward if a radiant barrier is attached, making it quite versatile. When installed at the proper thickness, a foil scrim kraft (FSK)-faced flexible fiberglass blanket insulation placed around the exterior of rectangular and round HVAC ductwork reduces unwanted heat loss or gain. It also eliminates ductwork condensation problems that can sometimes contribute to something nobody wants—mold.
More than 18,000 square feet of Petersen’s Tite-Loc Plus roof panels in distinct Marquis Orange help emphasize the angled gables topping the Greater Latrobe School District’s new Latrobe Elementary School. The 22-gauge panels, along with 3,800 square feet of .032-gauge PAC-CLAD 750 soffit, complement the classic terra-cotta-toned brick that clads the upper two-thirds of the school’s façade.

Latrobe is located within easy driving distance of several popular Pennsylvania ski areas, and the design by Axis Architecture has a bit of a Swiss chalet feel to its roofline.

The firm also was the architect for the school district’s recently completed athletic complex, which features a similar multi-tiered profile.

Roofing contractors faced a challenge when they began to bring this plan to life: acoustical deck for half the building was running in the wrong direction. “To make the project work, 16-gauge hat channel had to be installed over half of the project to ensure correct clip attachment,” said Robert Ramella, with installer Pennsylvania Roofing Systems.
PROJECT OVERVIEW

Location: Latrobe, Pennsylvania
Building: Latrobe Elementary School
Architect: Axis Architecture
Roofing Contractor: Pennsylvania Roofing Systems, Inc.
Roofing Panel: 22-Gauge Petersen Tite-Loc Plus Panels in Marquis Orange
Soffit: .032-Gauge PAC-CLAD 750 Soffit in Marquis Orange

Photos courtesy of www.hortonphotoinc.com
International Roofing Expo Has Another Record-Breaking Year

For the first time in over 30 years, the International Roofing Expo came to Dallas, Texas, and finished with record-breaking attendance and the largest expo hall on record.

The 2020 International Roofing Expo (IRE) concluded in February with record-breaking attendance. Held February 4 to 6 at the Kay Bailey Hutchison Convention Center in Dallas, Texas, IRE is the premiere roofing construction and maintenance event. Roofing professionals from across the globe gathered to explore new products and services, participated in educational sessions, and enjoyed face-to-face interaction with their industry peers.

They say everything is bigger in Texas, and IRE was no exception. The show returned to the city for the first time since 1988 and had another record-breaking year for attendance. Booth space sales for 2021 also opened at the show, and next year’s event is already 80% sold out. “Cutting-edge education, influential show-floor demos, and emerging technology helped to drive record numbers at IRE 2020,” said Ray Giovine, Group Director for IRE. “The 2020 IRE has once again exceeded attendees’ expectations. With a record crowd, record number of exhibitors, and record attendance at the education classes, the IRE has become the must-attend event of the year!” said Reid Ribble, CEO of the National Roofing Contractors Association (NRCA).

This year’s event included nearly 50 educational courses. Attendees could select from sessions that covered technical skills, business management, industry trends, legal advice, safety rules, sales tips, marketing info, and more. The show floor was also packed with live product demonstrations where attendees could learn tips and tricks and ask questions to product professionals.

During expo hall hours, attendees could head to the parking lot and experience special events outdoors. SRS Distribution hosted their SRS Extreme Tailgate Party, where you could enjoy a beverage and cigar with their team. You could also watch as roof system installers took their hands-on NRCA ProCertification exams.
The IRE was excited to host their first-ever female keynote speaker. Charlotte Jones, Dallas Cowboys Executive Vice President and Chief Brand Officer, shared strategies about setting high expectations, the pressure to deliver, and continuing to raise the bar. Jones’ session was welcomed with a ballroom packed with attendees and exhibitors.

National Women in Roofing (NWIR) hosted its third annual one-day conference program designed for multidisciplinary women professionals in the roofing industry to learn about the latest business strategies and tactics and share their secrets to success. “With a sold-out third annual NWIR Day, we are so pleased to be able to use the resources of our sponsors, the interest of our members, and the passion of our board of directors to empower women in the roofing industry,” said Ellen Thorp, NWIR Executive Director, and Jennifer Stone, Johns Manville, NWIR Co-Chair.

On Sunday, the IRE, in conjunction with Rebuilding Together, hosted the 11th annual Community Service Day, sponsored by Sika Sarnafil. “The International Roofing Expo Community Service Day was a huge success! Over 65 volunteers from across the country came together to repair two homes and perform improvement projects at a nearby elementary school. The school staff and students were watching out the windows all day and [were] ecstatic to see their new outdoor classroom, stage, garden shed, and new coop for their chickens.

BY THE NUMBERS

<table>
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<tr>
<th>2020 STATS</th>
<th>Attendance: 17,060</th>
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(LEFT) Nearly 50 education sessions drew record attendance.

(LEFT) Live product demonstrations allowed attendees to learn tips and tricks and ask questions to product professionals.

Executive Director, and Jennifer Stone, Johns Manville, NWIR Co-Chair.

On Sunday, the IRE, in conjunction with Rebuilding Together, hosted the 11th annual Community Service Day, sponsored by Sika Sarnafil. “The International Roofing Expo Community Service Day was a huge success! Over 65 volunteers from across the country came together to repair two homes and perform improvement projects at a nearby elementary school. The school staff and students were watching out the windows all day and [were] ecstatic to see their new outdoor classroom, stage, garden shed, and new coop for their chickens.
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Mr. and Mrs. Collins were so relieved to have a new roof and the interior ceilings repaired after damage from the old leaking roof. Mrs. Trevino could not be happier to have her home sealed and secured with the exterior siding replaced and repaired. The last part of our mission statement is that we are rebuilding lives, and that’s exactly what was accomplished during the service day,” said Garrett Jones, Executive Director, Rebuilding Together, North Texas. In addition to materials being donated by many manufacturers, K-Post Roofing & Waterproofing and CertainTeed donated materials and labor to install a new roof on one of the homes. Sika Sarnafil provided Rebuilding Together, North Texas with a donation of $15,000.

During IRE, there was no shortage of networking events. First-time attendees gathered together for the opportunity to connect at the First-Time Attendee Reception on Monday evening. On February 4, opening night of the show, IRE hosted its annual Welcome Party. Held at The Bomb Factory in Deep Ellum, the lively party featured music from local Hall & Oates cover band, The Rich Girls. The NRCA also hosted its annual Industry Awards Ceremony and Cocktail Reception, and NRCA ROOFPAC partnered with NWIR to present “An Evening in the Lone Star State,” a three-hour reception featuring a live auction and comedy show.

IRE also debuted a new interactive show feature: Regina the Roofer, the show’s chatbot. She was available on the IRE website and through text messaging. This feature allowed IRE participants to send her questions about the event and receive an instant response. “We are beyond thrilled with the level of interaction Regina received pre-show and on-site,” said Shelby Snelson, IRE Show Manager. “Providing attendees and exhibitors with instant access to show details was a great way for us to improve our level of service we provide them.”

The show will return to the Mandalay Bay Convention Center in Las Vegas, Nevada, February 24 to 26, 2021. As the show and the industry continue to grow, IRE is expanding the areas on the show floor next year. A new Siding and Window Pavilion will include manufacturers and suppliers showcasing products that service these segments. This new pavilion will allow IRE to better serve the exterior contractor market.

Attendee registration for the 2021 International Roofing Expo will open in the fall of 2020. Those interested in attending can sign up for the IRE newsletter at www.theroofingexpo.com. Those interested in booking a booth at the event can contact the IRE Account Executive Team at sales@theroofingexpo.com.

The International Roofing Expo is the must-attend event for commercial and residential roofing professionals to stay abreast of market directions, trends, and cutting-edge technology. Find more information at www.theroofingexpo.com. MR
Moisture in homes is unavoidable. CertainTeed’s MemBrain™ Continuous Air Barrier & Smart Vapor Retarder remains tight in the winter, when humidity is low, to prevent moisture from entering the wall cavity, while increasing permeability in the summer to let moisture escape. Unlike traditional polyethylene vapor retarders that may actually trap moisture, MemBrain helps keep walls dry all year-round, significantly lowering the health and structural risks associated with moisture and mold. RS#043

VerSola Insulation is manufactured with the highest quality raw materials available. We add preventative components to our proprietary plastics formulation to safeguard against deterioration and degradation. It has been third-party tested and proven to exceed our 10-year warranty. It also meets the highest RIMA standards and is a part of their verification program. We are located in southwest Missouri, proudly creating a “Made in the USA” quality product. Reflective Insulation is all we do and we fulfill our orders fast, usually within four to seven business days. RS#154

As North America’s leading ventilation manufacturer, Marco Industries offers superior roof ventilation your way, with products tailored to fit your specific performance requirements and budget. Our ventilation products feature an exclusive nonwoven polyester material that delivers extreme durability and breathes to help prevent moisture absorption. All ventilation products offer a 40-year limited warranty, easy one-person installations, and two full beads of M63, Marco’s proprietary adhesive, for superior hold. RS#152
A new product is joining ST Fastening Systems’ MultiVent line of ventilation materials—introducing the MultiVent20. The versatility of the MultiVent20, like the MultiVent10, allows for installation either onto the ridge cap or the metal roof panel. MultiVent20 is a specially formulated coated polyester manufactured from recycled material, and it’s recyclable, too. It won’t absorb moisture, which can freeze and block all ventilation. MultiVent20’s unique doubled beaded adhesive is perfect for durable holding strength. Now you have a choice between 10’ and 20’ rolls. RS#280

ProfileVent® is a single-layer ridge vent designed for metal roofs. It is a strong, durable, modified polyester, non-woven, non-wicking, fiber-based matting, designed specifically for metal roofs. ProfileVent is specifically cut to fit more than 50 metal roofing profiles, which is more than any other ventilation system manufacturer. We’ve had no call-backs after 30 years and more than one million installations. It is also Class A Fire-Rated—it will not burn. RS#320

rFOIL-2600 series is designed to control heat gain/loss in all types of post-frame buildings. It blocks 96% of radiant heat transfer; is guaranteed not to delaminate, crack, peel or flake; and carries an unmatched 10-year guarantee on material and labor. rFoil contains UV inhibitors and anti-oxidants for long-term durability, is tested to ASTM G-155 for UV resistance and facing surface degradation, has better thermal value and condensation control than fiber glass insulation, and boasts a class 1/A Fire Rating and passes NFPA-286 full room burn test. RS#055

Plyco manufactures and distributes a variety of ventilation products designed to meet most airflow requirements. The MWE-100 is a low-profile unit, 10’ in length with 12 square inches of free airspace per lineal foot. The MW100-25 has a higher profile than the MWE and is open at the top. The ventilator has an internal diveter to direct rain off to the side and out onto the roof. The MW100-35 has the same design as the 25 series with increased free airspace of 36 square inches per lineal foot. The FMW100-35 is of the same design as the 35 series but the diveter is made from translucent fiberglass to allow light into the building ridge while keeping the rain out. RS#208

Roll Former Corporation now offers two perf units: the Stand Alone Perf Unit with two sets of perf dies for up to 24”-wide flat stock, and the Ag Panel Perforator for ventilation needed on your ¾”-by-5-rib-wide ag panels. Complete with four sets of perf dies for this 38”-wide popular panel. It can also perforate “flat stock,” so you can post-process the rest of your ventilated trim products. 26- to 29-gauge ag panels or 24-gauge maximum flat stock. Call us today at 215.997.2511 or visit us online. RS#242
There is an art form to the type of metal roofing Larry Clark does. The owner of C&L Roofing & Sheet Metal in Williamsport, Pennsylvania, has earned a reputation for Old World-style fabrication.

The journey to developing his business niche included working for a roofing company that installed slate, metal, tile, and shingles. After more than a dozen years there, and looking for diversion, he headed to the HVAC industry. It was there that he fine-tuned his talent for fabricating. “I learned a lot about laying out shapes and forming metal with heating and air conditioning,” Clark said.

He and a childhood neighbor, also with roofing experience, would eventually join talents to form C&L Roofing & Sheet Metal; “C” for Clark and “L” for his partner named Lupole.

**Success Came Soon**

The jobs came quickly in an area already accustomed to metal roofing, in particular original hand-formed standing seam. “Until a recent hailstorm about 10 years ago, we still had many of those...
roofs around the area,” Clark said. Luckily, competition was not much of an issue when they started. “Getting work was easy because of our extensive experience and the fact that the original roofing companies we worked for were going out of business due to owner retirements,” he said.

Their work revolved around custom projects with reroofing and renovations. While also working with painted metals, they excelled at both slate and copper roof installation, along with customized embellishments such as custom cupolas, radial roofing, towers, aluminum lattice, and more.

**Going It Alone**

After nine years, Clark purchased his partner’s share of the business and began working alone. While he did hire some employees, the arrival of the Marcellus shale gas industry to the Pennsylvania area spiked wages and made hiring problematic. He came to realize that one man could accomplish a lot when given the right equipment.

“The first house took 36 days to complete with me and a helper, and the second took 24 days to complete by myself,” he recalled. “I found out I could continue to do the work of two or three men with a tow-behind 50’ man lift.” He traded up to a NiftyLift SD 50 earlier this year.

Overall, he enjoys the work. “It almost makes me feel like I was charging too much,” he joked.

What sets Clark apart from much of his competition is his affinity for the types of metals that many roofers try to avoid. “Most guys don’t like working with copper, stainless steel, and galvanized, but I prefer it,” he said. Unpainted metals allow Clark to fabricate more. “With these non-coated metals, I can solder many details,” he added.

For one job, he fabricated a saddle from stainless steel to install around a very large chimney located in the middle of a painted standing seam roof. With stainless steel, he could solder all of the seams and corners. “The customer did not have any problem with it. The stainless steel reflected the color of the roof and was hardly visible. When I told him it was stainless steel, he thanked me. He got an upgrade and I got the peace of mind of not having to trust caulk. I have torn out a lot of caulk and roof cement over the years and replaced the detail with soldered stainless steel or copper,” he said.

Another case he recalls was a reroofing project for two cabins/houses that had been in the owner’s family for three generations. “I was approached to install standing seam metal roofs … they had aluminum corrugated panels on both and had done well, but the nails were refusing to stay in the wood,” Clark described. “The owner wanted to put something on that would last a couple of more generations.”

The original quote was for a 24-gauge painted metal roof, but copper prices were down, so copper was considered as well. The copper was chosen for one of the cabins, and before it was done, plans changed to include copper for the second. The job allowed Clark to consider another bold step. Up to this point, he had been getting his panels from Mark Stellricht of ESE Machines in Chalfont, Pennsylvania, and preformed panels...
PEAK PERFORMERS

from Petersen Aluminum, Firestone, and other national suppliers.

“This meant I had to make a cut list for the entire job before I started it. I decided at that point to buy a standing seam pan machine. This allowed me to make more precise cuts with the copper coils,” he said. “After looking at used machines, there were very few available, so I decided to buy new. I decided on a Roll Former Corporation VS-150 partially because they were one of the closest suppliers. This machine came standard with two double-lock heights and two snap-lock heights. We decided on 1” double-lock for the jobs. I already owned an ESE Machines power seamer.”

Most of his jobs continue to be for people looking for an older look. “They actually want some oil-canning and a standing seam on the ridges; the old style, a style that eliminates caulk,” he said. “It’s a style that we have in many of the small towns around Williamsport.”

Selling Metal

If one thing bothers Clark, it is the misinformation he sees prevalent in the metal roofing industry. “Most of the people in my area think a metal roof is a metal roof,” he said. “When I talk to homeowners, they are under the impression that they are getting a metal roof like the standing seam roofs that are over 100 years old. When I explain the fact that the seams [on their new corrugated-type roof] have lapped seams and screws exposed to weather, not locked seams and concealed fasteners like their older roofs, they are very surprised. This leads me to believe that they were misinformed [by their contractor].”

He is a firm believer that the customer will pay more for a superior product, but proper education is needed. “I have always lived by the rule that you first have to educate the customer and then it becomes much easier to sell your product, if it is a superior one.”

Money isn’t always the issue. “It seems that the people with less money are the ones who are easier to sell a better product to,” he said. “They don’t want to pay for the same job twice.”

For more information on C&L Roofing & Sheet Metal, visit www.clroofing.biz. MR
There’s an old saying that you become like the people you associate with. Help your associates be the leading professionals in the industry; provide your friends access to the trends and best practices in the types of construction relevant specifically to them.

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TECH CORNER

Virtual Reality Goggles
One Metal Roofing Company Is Utilizing Technology to Lead the Way in Best Practices

There's no escaping it—technology is all around us, and the metal roofing industry is no exception. Beginning with this issue, we will feature tech products in a new Tech Corner column. Drones, software, and more have the potential to impact your business in a big way.

For our initial installment, we connected with Stephen Shanton of Venture Construction Group (www.ventureconstructiongroup.com) for his thoughts on Storm Ventures Group University's (SVG U) Virtual Reality (VR) Goggles and how they have influenced his business.

First, a bit of background. Shanton is an entrepreneur, advocate, and philanthropist. In 1998, he launched Venture Construction Group, Inc., Venture Construction Group of Florida, Inc., and Alpine Exteriors, Inc. Since then, he has grown his construction/restoration companies in 17 U.S. states and multiple offices around the world.

Metal Roofing Magazine (MR): How did you choose the VR Goggles/system?
Stephen Shanton (SS): We've been using the SVG U VR Goggles since their launch in 2019. There are no other options for virtual training in our industry; these are the first. I've known Anthony Delmedico, founder of SVG and the VR Training, for over 20 years. He has really ramped up education, training systems, and technology in this industry. We have also enrolled in SVG U to provide more advanced training to our staff.

MR: What improvements have you had since incorporating the Goggles?
SS: The VR Goggles are truly a game changer. They save hundreds of hours in training expenses and time. And all contractors can benefit from training their staff indoors, regardless of weather.

We can train employees and sub-contractors how to conduct metal roof inspections, damage assessments, build and recovery processes, all at the click of a button. Our staff is blown away by the interactive training environment. The Goggles also help us continually beat the labor shortage and attract new talent. We use these during interviews, job fairs, career expos, etc., to really send a message about our company culture, too.

We also use the Goggles at trade shows to showcase our projects. This helps us build better relationships with experts; building a network of esteemed peers is an essential aspect of business growth.

We use this technology for our clients as well. We integrate our 3D camera shots into the Goggles to document the entire property, and our clients can “walk through” to review scope and damages, making our communication more interactive. For out-of-state clients, or for customers who don’t have access to their commercial property because of severe storm damage, this is a tremendous asset.

MR: What impact have the Goggles had on your bottom line?
SS: The Goggles have definitely increased our profits. They are a massive time-saver across the board, which means massive savings. Time is money. One of the keys to success is automation, and this does it, whether attracting, retaining, hiring, and training new talent; showcasing our projects to our peers; or using with our customers.

MR: Any tips for first-time users?
SS: They're extremely easy to use. Literally turn them on, point, and click a button. My biggest recommendation for those hesitant in adopting these, and any new tech for that matter, is the necessity for growth mindset. As business owners, we have two choices: disrupt or be disrupted. The construction industry is already well behind other sectors in these areas. It is important to utilize the latest technologies to expand your businesses, systemize operations, attract, train and hire new talent, save on overhead, and provide the highest level of services. This is the truest form of industry disruption and a great way to stay ahead of the curve.

MR: What other tech tools are you using?
SS: Last year, we spearheaded a massive renovation at our office HQ and integrated the most advanced state-of-the-art technology on the market across the board at all of our companies. We are equipped with everything we need to provide an advanced level of service.

Our HQ includes a “command center” fully equipped with a large, interactive video wall that livestreams from all of our job sites, monitors radar, and provides real-time tracking of all our emergency services in progress. All of this amazing technology allows us to provide enhanced documentation throughout the entire commercial property restoration process, from A to Z.

I already mentioned we use the Goggles to beat the labor shortage and retain top employees. With its Matterport 3D Camera integration, we can record a 3D view of our job sites to monitor and document construction projects.

We also rely on EarthCam webcam services and 4G LTE TrueLook cameras to provide 24/7 security and time-lapse video on each and every project. This provides enhanced safety, weather, and job site monitoring. We’ve even detected unreported tornados and heavy winds with this technology!

For more information on Storm Ventures Group’s Virtual Reality Goggles, visit www.stormventuresgroup.com.
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