

**ROLLFORMING SHOW RESCHEDULED TO JUNE**

**DETAILS INSIDE**

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# Shield Wall Media Announces Trade Show Postponement, Addition of New Award

## Breaking News: 2020 Construction Rollforming Show Rescheduled

We thought we could do it: hold the 2020 Construction Rollforming Show as scheduled this December. Hope began to diminish just as this issue of *Rollforming Magazine* was heading to press and COVID restrictions in Ohio became insurmountable.



The show will go on, at the same venue in Cincinnati, but has been rescheduled for June 3-4.

Further details on the postponement, along with future plans, are offered on page 33. See our Virtual Trade Show immediately following those details.

## Garage, Shed and Carport Builder Show Still Planned for February

A different state, a different month, and different COVID restrictions has us hopeful that we are still on target with the first-ever Garage, Shed and Carport Builder Show. It is scheduled for February 4-5 at the Century Center in South Bend, Indiana. Sponsored by *Garage, Shed and Carport Builder* magazine, it promises to bring together builders in this explosive industry with suppliers like you. Stay tuned for updates on the show at [ConstructionMagNet.com](http://ConstructionMagNet.com).

If wishing to be an exhibitor, contact Gary Reichert at [gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com) or 715-252-6360.



## Shield Wall Media Building Progress Award Program Unveiled

Shield Wall Media is announcing a new award to recognize those who have made significant impacts on the growth or development of the construction trade. Called the **Shield Wall Media Building Progress Award**, it replaces the Metal Roofing Hall of Fame and the Rural Builder Hall of Fame programs that ran for many years. Essentially, those separate awards, previously tied to individual magazines, are now being combined into a single program encompassing all of Shield Wall Media's trade publications.



The process is briefly outlined here, with more information to come.

- One award will be given per year.
- Anyone in the construction industry can nominate one or more candidates.
- Individuals previously inducted into the Metal Roofing Hall of Fame or Rural Builder Hall of Fame are eligible.
- Once a nominee has been vetted as qualified, a professional profile will be published online and in all Shield Wall Media titles (time permitting).
- The Nomination Period closes October 31, 2021, when voting will commence. Ballots will be published in each of our magazines, distributed via email, and available online.
- Voting will continue through December 31, 2021. Voting is limited to one vote per person.
- The nominee with the most votes will be announced at the 2022 Garage, Carport & Shed Builder Show and will be bestowed the honor of the very first Shield Wall Media Building Progress Award.
- Additionally, Shield Wall Media will donate \$1,000 to the charity of the recipient's choice (subject to approval; must be a 501(c)(3)).
- Non-winning nominations will be rolled over and included on the next year's ballot. [RF](#)

# Contents ))



31

## VIRTUAL TRADE SHOW

**08:** State of the Industry:  
Inside roll forming today  
Survey results & feedback

**16:** In Focus: Coil Coatings  
It's more than surface deep

**21:** Tips & Tricks:  
Warning Labels  
How using them help  
protect your panel, and  
your reputation

**24:** Industry Spotlight:  
Western Building Supply  
When do-it-yourself  
turns into a business

**31:** Virtual Trade Show:  
Until we see you again  
Construction Rollforming  
Show exhibitors bring  
the show to you!



24



## Departments ))

- 03 Publisher News
- 06 Editor's Page
- 22 Industry News
- 29 Calendar
- 54 Advertiser Index
- 56 Business Cards
- 58 New Products



### On The Cover

Cover photo, courtesy of Western Building Supply, shows employee Rick Thompson feeding coil into a roll former. Related article on page 24. Cover design by Kevin Ulrich.

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Next • U.S. Mills & Steel Production  
Issue: • A History of Roll Forming



# The worst of times, the best of times

■ By Sharon Thatcher

While compiling this year's State of the Industry report I was reminded of a line from the Charles Dickens novel *A Tale of Two Cities*: "It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity..."

Sounds like Dickens was referring to 2020, doesn't it? In fact, his novel was published in 1859 and he was referring to the French Revolution (1775).

The worst of times for 2020 need not be explained here; the words COVID and political and social division suffice

as reminders. What has been interesting is how the best of times has managed to coexist amid this turmoil.

Among the winners and losers, the panel roll-forming industry can largely be counted among the winners. As I write this, however, 2020 isn't over, and I am cautious of declaring victory in such a strange year. In fact, before this issue headed to press, new COVID directives in Ohio forced us to reschedule the Construction Rollforming Show to June 3-4 (details on page 33). But so far the industry as a whole remains strong.

Consumers are sick and tired of being sick and tired, and they are focusing

their attentions on their homes and their businesses (when and where possible). Construction has many bright spots that promise to continue into 2021, if only the pandemic and social divisions can be harnessed and controlled before doing economic damage to more sectors.

State of the Industry findings are explained further in this issue beginning on page 8, and includes results of a survey we conducted among roll-forming professionals a month prior to the presidential election, and comments we gathered from earlier interviews.

May the new year bring peace and prosperity. Stay safe. RF

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# What Is the State of the Roll-Forming Industry?

Our Survey Results Provide Answers

■ Compiled by Sharon Thatcher

**B**y the time you read this, hopefully the mess that so many people feared going into election day has been cleaned up. A quick and decisive win was not to be and we are likely to be mired down for a very long time in legal wranglings over election-result chaos.

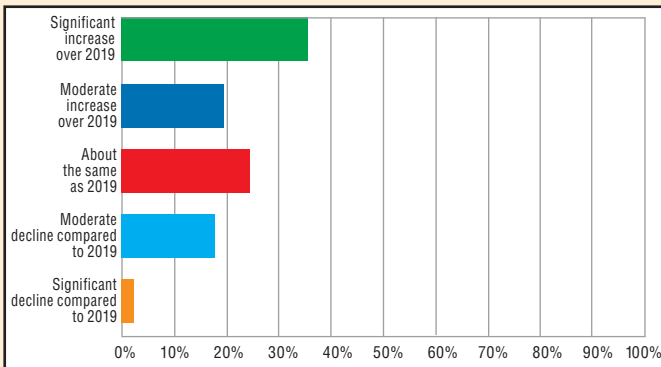
The importance of election results was part of the concerns expressed by participants of a State of the Industry survey we conducted in late September and early October. We share the results below.

To set the stage, we had 45 people who took the survey. Of those, 61% were closely involved in the industry as either someone inside a panel roll-forming shop, a metal coil supplier, roll-forming equipment manufacturer, or metal roofer (the latter who increasingly operate portable roll formers). The remaining classified their association as either a building materials supplier, post-frame building contractor, metal-frame building contractor, or architect/engineer/consultant.

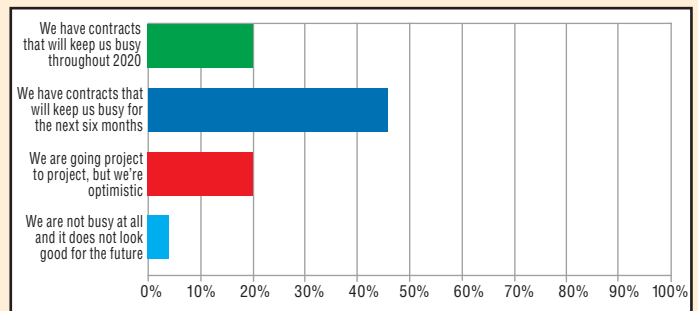
We would like to thank everyone who took the survey. As we go throughout the year, we hope to have more of you participate in surveys so we can provide additional insights into the industry based on your feedback. We do so in order to provide the best information we can about the roll-forming industry so it can continue to grow successfully and safely.

Herewith the results:

## What do you expect your firm's final contract volume to be at the end of 2020 compared to 2019?



Significant increase over 2019	35.00%
Moderate increase over 2019	22.50%
About the same as 2019	25.00%
Moderate decline compared to 2019	17.50%
Significant decline compared to 2019	0.00%



## How much work is currently in your pipeline?

We have contracts that will keep us busy throughout 2020	22.50%
We have contracts that will keep us busy for the next six months	52.50%
We are going project to project, but we're optimistic	22.50%
We are not busy at all and it does not look good for the future	2.50%

## What are your employment plans for 2021?

We expect to hire additional personnel in 2021	55.56%
Our level of employees will remain the same in 2021 as 2020	33.33%
We will be reducing the number of employees we have in 2021	11.11%

## Do you have any problems finding or keeping good help?

We do not have any problems finding good help	22.50%
We do have problems finding good help	75.00%
We rarely look for new help so it is not a concern	2.50%

## If you have problems finding or keeping help, is your problem:

A lack of applicants	35.14%
A lack of experience or technical expertise in the applicants received	54.05%
Inability of applicants to pass screening process	16.22%
Work ethic, attendance or punctuality once hired	45.95%
Unrealistic salary or job expectations	5.14%



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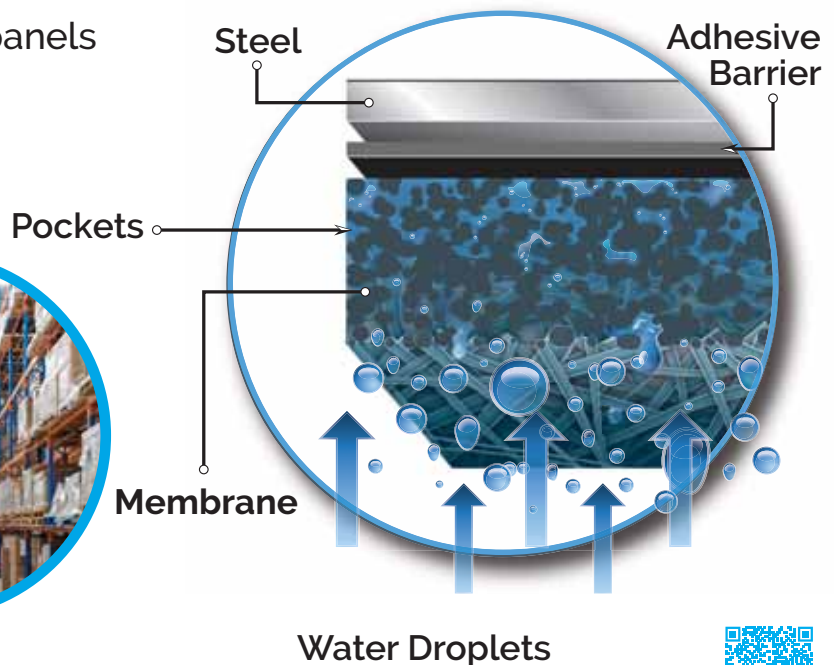
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## State of the Industry )

### If you have workforce shortages, how are you dealing with them?

We are moving to automate more.....	23.68%
We are offering better wages and benefits.....	36.84%
We plan to grow less aggressively so we can use existing workforce.....	18.42%
We don't have any workforce shortages.....	10.53%

We have other solutions:

- Subcontracting 15% of our work
- We are looking for employees at online job search websites
- Flexible hours and remote officing
- Continue to look for good people

### The impact of COVID-19:

It didn't impact my business at all.....	25.00%
It impacted my business for a couple weeks then it returned to normal.....	45.00%
We continued in business, but there have been ongoing, major disruptions.....	27.50%
Our business was closed and remains closed.....	2.50%

### COVID-19 financial assistance:

We applied for a Paycheck Protection Program (PPP) loan, EIDL loan or other federal program to help meet expenses during COVID.....	42.50%
We did not apply for any federal programs but did rely on other funding or financing alternatives to meet our expenses during COVID.....	7.50%
We did not need a loan.....	50.00%

### Do you have any expansion plans?

We are planning to expand our products/services in 2021 ...	55.00%
We are planning to expand our products/services in 2022 or later.....	12.50%
We are taking a wait-and-see attitude about offering new products/services.....	15.00%
We are not planning on expanding our products/services ....	17.50%

### Equipment acquisition in 2021:

We are looking to purchase a new roll former.....	19.44%
We are looking to purchase a used roll former.....	2.78%
We are looking to refurbish or retool our current roll former..	8.33%
We are looking to purchase software or controls to upgrade our current roll former.....	11.11%
We are looking to purchase other metal forming equipment ...	36.11%
We are looking to purchase roll-forming associated equipment like de-coilers, tippers or panel wrappers.....	11.11%
We are looking to purchase material handling equipment.....	19.44%
We are not planning on making any equipment purchases in 2021.....	44.44%

### PRIORITY OF CONCERNS

The survey included a section where respondents could select, on sliding scales, the weight of importance they gave certain issues. They are listed below in the order of the importance they were given in the results:

- #1: The presidential election
- #2: General economic recovery

- #3: Supply chain issues
- #4: Government regulations
- #5: Employee recruitment, hiring and/or retention
- #6: Pricing by competitors or other firms
- #7: COVID-19
- #8: Raw material costs
- #9: Labor and payroll expenses
- #10: Freight and delivery prices
- #11: (tie): Taxes
- #11: (tie): Health care and benefit costs
- #12: Mandated restrictions
- #13: Equipment and capital goods cost
- #14: Fuel and energy costs

### WHAT OTHER CONCERNS WILL IMPACT YOUR SUCCESS IN 2021?

The survey provided an area for feedback on critical areas of concern. Respondents could write in opinions about what concerned them most. Again, the election had the most direct references, with employee issues and the general economy high on the list. Below are some of the individual responses we received, in no particular order.

- Free trade
- Less government involvement
- The hand of government interference is "always" a major concern. The COVID rules are attempting to create a "new normal" which is anything but.
- Consumer confidence in economy
- Potentially plummeting lumber prices
- Economic recession due to overpriced lumber
- A president that will be lead by the nose by the Marxists
- Keeping President Trump in office
- A Biden victory will ruin the economy
- Recession if Biden is elected
- Finding (and keeping) quality workers
- Slumping economy
- Government project slowdowns
- Governmental restrictions
- Unclear COVID-19 regulations
- Supply disruption
- Material costs
- Complementary business availability (concrete work, electrical work)
- Natural disasters or other widespread or even localized catastrophic events
- Negative press and constant negative talking. No one is talking about the thousands of new jobs created worldwide
- Government spending and lack of tax revenue due to COVID shutdowns
- Cash availability

Finally, one respondent thought we were out in left field with our survey, responding: "Your questions are off base. If you are in the materials business, COVID has placed you in overdrive. For some reason the makers of this [survey] thinks we have slowed down. Most questions do not apply." **RF**

# Roll-Forming Industry Stays Positive Through a Year of Many Surprises

**W**hat can you say about 2020 that hasn't been said already? It's been a challenging year, and it isn't over yet. But you know what? By and large, the regional roll-forming industry has been resilient.

The feedback we've received over the course of several months, even during the early months of the COVID-19 pandemic, has been mostly positive. If anything, all the noise in the outside world had people hunkering down, looking to the future, and placing orders. So as the final weeks of the year wind down, let's take a look at the state of the roll-forming industry.

In the early months of 2020, it looked like it was going to be an exceptional year for construction, and consequently for panel roll formers. Major North American machine manufacturers were reporting a backlog of customers, both existing

companies looking to upgrade, as well as optimistic newcomers.

When the economy came to a screeching halt in March, there was a moment of confusion. Companies deemed "essential" (which many facets of the construction industry were categorized as) gathered their wits and started answering phone calls. Fortunately, it was not typically from panicked customers looking to cancel orders, but from those, now locked inside, who finally had time to finalize their purchase decisions.

Wayne Troyer, a salesman for Acu-Form Equipment, based in Millersburg, Ohio, was one of those guys answering the phone. He reported that the company had orders for over a dozen more roll formers in the first half of 2020 than in the first half of 2019, and was on track to sell two dozen more machines by the end of 2020 as compared to last.



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## State of the Industry )

In fact, we spoke to Troyer on a visit to a new roll-forming operation setting up during the pandemic (a small family operation) in Little Suamico, Wisconsin (see the Fall issue of *Rollforming Magazine*, "From Milk to Metal").

Troyer attributes the increase in roll-

former sales to a couple different factors related to the residential trend. He said people young and old have been doing repairs on existing homes, or building new, and that activity has rippled from customer to contractor to supplier to manufacturer.

"[Before the pandemic] a lot of people were going out shopping, going out to eat, spending money. Then they stayed home and they found money. Then they got stimulus checks. They have this money to spend, so they're redoing their houses, building their garage, building a shed," Troyer said.

Low interest rates also likely added fuel to the fire.

Unfortunately, there have been some supply issues for manufacturers. Acu-Form had been experiencing this prior to 2020 with dies, and this year with shears: the lag time between production and delivery of orders can be a turnoff to buyers. Acu-Form's solution was to bring more of the production of parts in-house, in this case the dies and shears. They've also streamlined their assembly process to keep employee numbers stationary while improving speed and efficiency.



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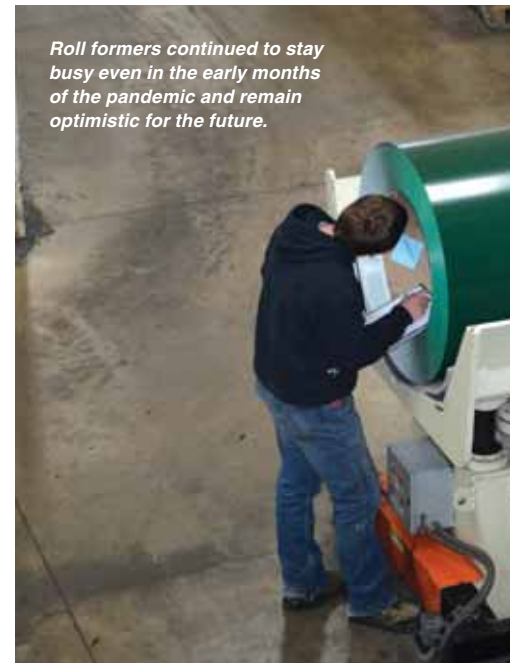
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*Roll formers continued to stay busy even in the early months of the pandemic and remain optimistic for the future.*

"We streamlined everything so that when they go to assemble a machine, everything is there and on the cart. All they have to do is put it together," he said.

Another sore point in the industry remains the labor shortage, a situation felt before the pandemic, and not improving with it. "Right now, in our area, you can't hire anybody," Troyer

reported. “We can retain our guys ... but to get new hired-hands is hard.”

To the west, in Spokane, Washington, Thomas Schwarzer, Regional Sales Manager Northeast U.S. + Canada, ASC Machine Tools, Inc., said roll-former sales there were also trending higher. “People in construction, and panel manufacturers, all seem to be way over busy from last year,” he said. “We’re talking 30-40% more busy comparable to the same months last year.”

And moving into Q4 of 2020, Schwarzer said 2021 was still looking good. The number of inquiries for machines was strong.

Like many others, however, he can only guess at what is driving the trend. Perhaps the time-out in people’s normally hectic lives has given them more time to think through their decisions. “I don’t know, maybe people are sitting home and

coming,” he said. “What if someone has COVID in your plant; how many people are you going to have to send home because they were near this person? Or what happens when we get into October, November, and people get a normal cold? So they come to the office with a typical

stuff nose. Maybe they say, no, I’m fine, and I have to say, no, you need to call for testing.”

Testing can take time. Rapid tests are not universally available. Employees may need to stay off the job for days, or a couple of weeks.



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saying, ‘let’s redo the roof on the home, let’s not buy a car, let’s do something that adds value,’” he said.

He has concerns over COVID-19 and the months ahead; what might happen if the pandemic drags on, negatively affecting employee availability and consumer confidence.

“It’s weird times. Who knows what’s

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## State of the Industry )

“Some companies can work remotely ... but what about the assembly worker, what about the guy who runs the machine in the metal shop,” Schwarzer challenged. “They can’t work remotely. So it’s going to be interesting when we get to the colder months, when people all of a sudden get normal colds, and out of precaution must stay home, or out of precaution, need to get tested.”

Getting the infection rate down to allow a successful reopening of the country and a return to travel is most important, Schwarzer said; healthy people lead to a healthy economy. As he noted, “Who’s going to give you three quarters of a million dollars [for a roll former] without talking to you at least one time face-to-face?”

### WHAT ROLL FORMERS ARE SAYING

“All things being equal, we’re looking forward to a bright future,” said Robert Hilty, co-owner of Western Building Supply (WBS), Wheatland, Wyoming, (see page 24 of this issue for more on WBS). They remained busy when the pandemic hit. COVID-19 had “flattened our growth projection for 2020, but we’re still above last year, year to date,” he told us.

“We were well above [our growth projection] pre-COVID,” he added, “but it just took that trajectory and put it down some.”

He continues to see a bright future for metal in the foreseeable future. “We’re very blessed to stay busy during this

time, especially the metal. I’m not exactly sure why, but we were swamped with metal. The [truss business] slowed down quite a bit [early on], but it’s since picked up. We’re back to 100% production on [trusses], but the metal has just been bonkers.”

Another busy roll former is Alvin Brubaker, co-owner of Riverside Roofing, LLC, Floyd, Iowa (see more on Riverside in the Fall issue of *Rollforming Magazine*: “Need it? Make it!). Brubaker said they saw no ill effects to their business due to COVID-19 and the construction industry in his area was still going strong.

“Last year (2019) was strong for us, very good, and this year seems to be stronger yet,” he said. He echoed sentiments expressed by many: “It just seems like, when people were off their jobs [during the COVID-19 shutdown] they had time to plan, they had a stimulus check; people just seem to have money this year. And with low interest rates, people are building.”

In looking back, he noted that there was some early angst among some of their customers—contractors whose breakneck pace of business suddenly came to a momentary halt. “Some contractors weren’t sure [what to do]—for a couple weeks the phone just didn’t ring,” he said. “Maybe it was just intimidation or fear, but when they realized [COVID-19] wasn’t going to kill everybody, they just got out and went back to work.” RF

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# Coatings: It's More Than Surface Deep

■ By Drew Waldroup, Account Manager, Sherwin-Williams Coil Coating

The quality of coil coatings can never be underestimated when it comes to satisfying the needs of your trim and panel customers.

In this article we'll take a look at:

- 1) Why we paint,
- 2) How coatings are made,
- 3) How it is applied to the substrate, and
- 4) How it is tested.

Before we start, an explanation about the distinction between paints and coatings; there is a difference. Simply put, paint is for aesthetics, and coating is for performance.

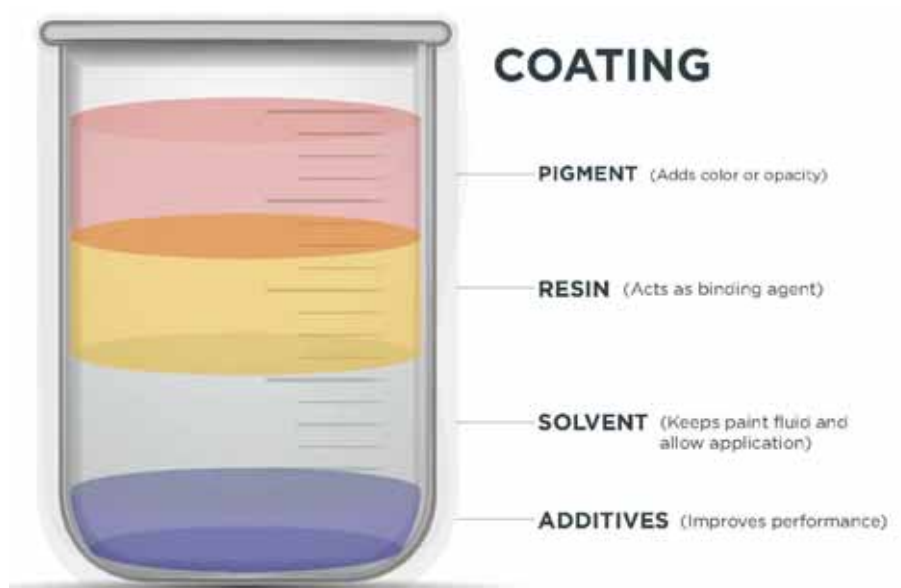
Paint can be applied to a variety of surfaces using many different application methods. While there are some protective qualities that come with painting, this is not the real purpose of paint (e.g., drywall can still be damaged by water, etc.).

Coatings are formulated specifically to protect the substrate and withstand, in this case, extreme weather conditions and maintain the aesthetic beauty of the metal building products.

Pre-painted metal in this article will refer, nonetheless, to metal that has been both coated and painted. The advancement of coating formulations offers not only protection but also a wide variety of design options that include a full range of color and texture possibilities.

## WHY WE PAINT

A lot of times people think it's just for color or aesthetics. Coatings in fact satisfy a multitude of purposes, including



*The ingredients in a coating typically include 15 percent pigments, 35 percent resins, 50 percent solvents, and 1 percent additives.*

protection, decoration, and in the case of solar reflective coatings, energy savings.

## WHAT IS IN A COATING?

It's important to understand the ingredients of a coating and what role they play in the overall system. There are four parts to every coating: pigment, resin, solvents, and additives.

- **Pigments** supply the color and opacity to hide the substrate and to achieve nice even color across the entire surface.

- **Resins** are the “glue” or “binder” that hold the coating together and impart the majority of the performance properties of the coating.

- **Solvents** are the “thinner” that make the pigment and resin easier to apply and provide application properties that result in a nice smooth surface.

- **Additives** are added to the formulation in very small quantities to provide special characteristics such as texture, abrasion resistance, and more.

When you're first working on a new project or metal building product and begin selecting materials, metal coatings may not be the first product that comes to mind. While these coatings can be similar to the thickness of a strand of hair when applied, they are actually extremely



important because they protect the exterior of the building from weathering and provide the color that you are looking for to make a lasting impression with your building or brand.

Let's take a deeper look into the elements of a coating. Pigments are tiny particles of color that are blended according to specific formulations. Pigments not only add color, they can also provide opacity to hide the substrate and they can improve corrosion resistance. Your color selection will determine if organic or inorganic pigments—or both—are needed.

Organic pigments are carbon based and can produce vivid, bright colors like blue, green, yellow, and red. They are not UV stable as a result. Inorganic pigments are mineral based and often made from metal oxides. These pigments have superior color stability. They typically produce more neutral or earth-toned colors. Often the term "solid color" is used, which simply means that the color is uniform across the surface.

There are also special-effect pigments such as mica/metallic, color-shifting and solar reflective.

• **Mica/metallic effects:** In addition to solid colors, there are coatings with a pearlescent shimmer also available

that offer a different aesthetic. Mica and metallics are a blend of mica and aluminum pigmentation that add varying degrees of sparkle to the surface to produce a metallic luster look. Nearly all automotive finishes utilize a metallic effect, and pre-painted metal building products can do the same.

• **Color-shifting effects:** Coated flakes are added to the coating formulation that cause a color shift due to light reflectivity. Color-shifting pigmentation works when viewed from different angles or under changing light sources. There is a wide range of color shifts that can be achieved, from a dramatic shift from red to a green to a more subtle shift from white to cream. As with mica/metallics, color shifting is well known in the automotive industry and becoming more popular in architectural products.

• **Solar reflective pigments** have been altered both physically and chemically to reflect infrared radiation while still absorbing the same amount of visual light. Certain pigments reflect light better than others, mainly used on metal roof panels and referred to as "cool roof" coatings. A cool roof is one that reflects the heat emitted by the sun back into the atmosphere, keeping the temperature

of the roof lower and thereby reducing the amount of heat transferred into the building below, resulting in a cooler building, which means less energy used and lower energy bills.

The resin is arguably the most important ingredient in the coating system because it determines the overall performance of the coating. As such, coatings are generally described by using the name of the type of resin used. There are three primary resin-based coating systems used for finishing metal building products; Polyester, Siliconized Modified Polyester, and 70% PVDF. Each is discussed as follows.

• **Polyester:** From good weathering, flexibility, hardness to corrosion-resistance, this coating can be tailored with a combination of properties making it an excellent multi-purpose coating. Typical uses include interior liner panels, doors, and trim to exterior rainware, window cladding, and so much more.

• **Silicone modified polyester (SMP):** Offers a harder surface, better color retention, and better weather resistance than polyester. Sherwin-Williams Coil Coatings uses the trade name WeatherXL™. This is probably our big-



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gest product line in the ag business. It's one of our biggest bread-and-butter items. We offer a smooth finish, and in recent years a product we call WeatherXL Crinkle Finish; it has a textured finish and it has become a very popular product, especially for roofs.

• **Polyvinylidene difluoride (PVDF):** This is the most widely specified coating system for architectural projects; metal roof and wall panels. Sherwin-Williams Coil Coatings PVDF coatings, Fluropon®, represent a significant advancement in coating technology with superior weathering characteristics. They have long been recognized for their excellent chalk and fade resistance and are flexible in nature, allowing for the forming of a wide variety of shapes. Adding to their appeal, PVDF coatings are available in a wide selection of colors. They are also

commonly known as 70% PVDF coatings. It is important to understand that the percentage in 70% PVDF represents just the resin, and not 70% of the entire coating. The remaining 30% in the resin is comprised of acrylic.

Solvents comprise the majority of the total coating system and is where the volatile organic compounds, or VOCs, can be found. During the baking process, these VOCs burn off and are captured and the energy is converted to support the manufacturing process. This aspect of a factory-applied finish means that it does not emit any harmful toxins or off-gasses into the atmosphere as a result. When the solvent evaporates, the resin binds the pigment/color and additives.

Specific to the application, additives are used for processing pigments within

the film, for flow and smoothness, for regulating the rate of the cure, and for enhancing the coating's hardness, gloss, mar resistance, and other performance attributes.

#### HOW A COATING IS APPLIED TO METAL SUBSTRATE

Coil coatings are applied in a factory, in a continuous process, to flat sheets of metal, typically hot-dip galvanized steel, Galvalume or aluminum, and then fabricated into various building products. A coating system is made up of several layers.

The process of applying the coating begins with a coil-coating facility that receives coils of steel or aluminum in the desired size and thickness/gauge. The coil(s) are placed into a processing sequence where the metal is first unrolled, accumulated, and readied for

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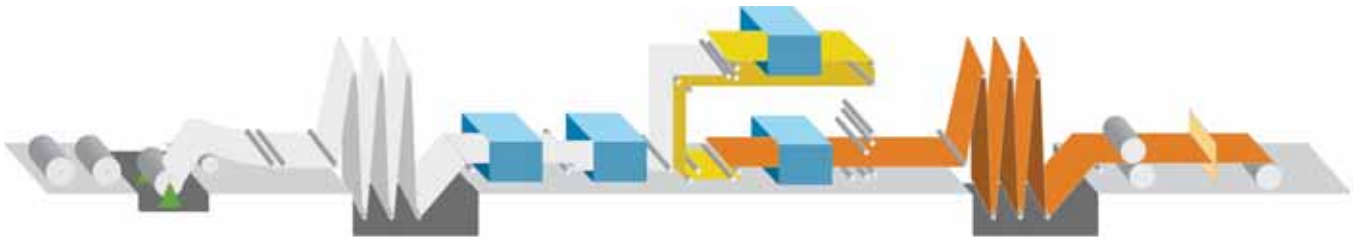
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There are numerous vital steps to the coil coating process, with coating lines often stretching the length of a football field.

further processing. Both sides of the core metal are then cleaned and receive a chemical conversion coating. When the metal is dried, it is then primed on both sides by passing through a coater and a curing oven. When ready, it continues on to a finish coater—the exposed side receiving a finish top coat, and the concealed side receiving a backer coat.

Typically, the primer and finish coats of the exposed side of the metal are thicker than the coats of the concealed side of the metal.

Keep in mind that the entire process is of massive scale—most coil coating lines are the length of a football field and the line is running at a very high speed of up to 700 feet per minute. Once the coating

has cured, the metal is re-coiled and sent to the component manufacturer to create the end metal building product.

#### HOW COATINGS ARE TESTED

The impact of weather varies greatly depending upon the location of the project. This is because the coatings must be formulated with the local

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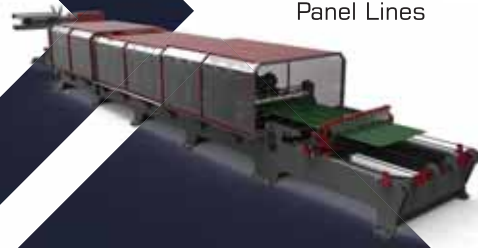
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*This paint fence at the Sherwin-Williams Coil Coatings A2LA testing facility in Ft. Myers, Florida, has provided natural exposure testing for 52 years.*

environment top of mind. Is it a northern climate? Is it in a coastal zone and subject to salt spray? The right coating formulation is of critical importance to coating performance.

Coatings manufacturers test their coatings to understand how they will perform over time. The two main types of testing are Natural Exposure testing and Accelerated Weathering Cabinet testing.

An example of natural exposure testing is shown here. This is Sherwin-Williams Coil Coatings A2LA testing facility in Ft. Myers, Florida where 150,000 panels over 2.5 acres are exposed at a 45 degree angle facing the harsh South Florida sun. This is an ideal location because the high UV exposure, humidity, temperature, and salt-spray conditions are so extreme. The panels are routinely monitored over time to ensure performance including color and gloss retention. This test fence

has been in place since 1968 so there is plenty of data to support performance findings.

But new, innovative coatings couldn't be introduced if we had to wait 52 years. So, special environmental cabinets and instruments are used to speed up the weathering process and measure its effects under extreme conditions: heat, cold salt spray, and humidity. The accelerated weathering cabinets duplicate the results of long term outdoor environmental testing using chemicals and laboratory tools to see in just hours what years of exposure would do in the field. This testing is most useful in the development states of coatings to test various ingredients when formulating to see which ones will be the best choice for a particular coating.

While accelerated weathering cabinets are a key resource when developing and

reporting to industry associations, nothing provides better results than natural exposure to the sun, heat, and moisture, even if it takes years. Sherwin-Williams Coil Coatings is continually testing and collecting data on our products. We focus on what matters—a coating system that can last the test of time.

The result is better coating formulas, better color retention, longer life.

There are a number of factors that come into play when selecting the best coating for your project or product needs. The most important takeaway here is that you work with your coatings representative to ensure you're selecting the right system for your needs. That includes geographical location, the color selected and the end use application.

*For more information on Sherwin-Williams Coil Coatings visit [www.coil.sherwin.com](http://www.coil.sherwin.com). RF*

# Warning Labels

Using them can help protect your panel, and your reputation

**T**oday's coil coatings are very weather-resilient once installed on a roof or exterior wall. Prior to installation, however, coils and panels need to be handled and stored correctly.

Mishandling of panels before, during, and after installation are too often at the root of a warranty claim being denied (look for more details on coating warranty in a future issue of *Rollforming Magazine*). A list of common non-warrantable situations outlined by AkzoNobel include:

- Substrate corrosion, including failure or damage from under-film or edge corrosion.
- Coatings not applied in accordance to good install practices.
- Breaches in the coating film caused by installation scratches, abrasions or hard impact.
- Damage caused by moisture entrapment (between bundles or during transit).
- Mixing of different paint systems.
- Unapproved chemicals or cleaners.
- Where materials or items are permanently attached or adhere to the coating.

But roll formers are only one step of the process. You may do everything right on your end, only to have a customer take your perfectly prepared panels and mishandle through improper storage or installation. You can help avoid this, and protect your company's reputation, by attaching warning labels to your bundles.

Will Waldrup, of United Steel Supply, shared one such label used by a United Steel Supply customer. The label outlines proper handling procedures:

The label should be stamped with your company name to assure you are credited with doing your due diligence in passing vital information on to the next link in the chain of custody. **RF**



WARNING  
IMPORTANT INSTRUCTIONS  
CAUTION:

Sharp Edges – Always wear gloves while working with metal panels

STORAGE INSTRUCTIONS  
PREPAINTED AND UNPAINTED STEEL

To avoid moisture damage to this material, including water stains and white rust, the following precautions should be taken:

- STORE INSIDE A WELL VENTILATED, DRY LOCATION
- DO NOT ALLOW MOISTURE TO REMAIN BETWEEN SHEET SURFACES
- Break the shipping bands on the metal
- Wipe sheets dry
- Store metal on end or on an incline of at least 8° with support boards underneath to prevent sagging. Fan sheets slightly at the bottom to allow for air circulation.

KEEP SHEETS OF METAL OFF THE GROUND IN AN INCLINED POSITION WITH AN INSULATOR SUCH AS WOOD

NEVER COVER WITH PLASTIC  
Moisture between sheets may cause white rust, which can form in as little as 24 hours, and may cause the paint to flake immediately or in several years

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- Building codes vary. Buyer/user is responsible for checking local codes and determining suitability of product for the job.
- Direct contact between ACQ or CA treated lumber and metal roofing panels must be avoided.

# Report: New Home Sales “Unstoppable”

New home sales across the country were termed “unstoppable” by a top advisor for residential real estate development and new home construction. On October 22, experts at Zonda released its New Home Pending Sales Index (PSI) for September, showing pending sales increased month-over-month and year-over-year across the United States. The index is a leading residential real estate indicator based on the number of new home sales contracts signed across the country.

The New Home PSI came in at 170.7 for September, representing a 46.9% increase from September 2019. On a month-over-month basis, new home sales rose by 2.7% from August.

September’s data shows that the momentum in the housing market is showing no signs of letting up.

“The U.S. economy flipped from a service-based economy to a goods-based economy and, right now, the most desired ‘good’ is a new home,” said Ali Wolf, chief economist at Zonda. “New home sales are unstoppable even as builders raise prices and election uncertainty heats up.”

Pending new home sales trended above September 2019 levels in nearly every top market across the country.

The best new home markets in September were Denver, Jacksonville, and Raleigh ... All of these markets are benefiting for positive net in-migration and are among the top markets in the

country for Millennials.

“Those that are still employed are putting the economic uncertainty aside and assessing their current situation,” said Wolf. “After spending more time at home for the majority of 2020, many home shoppers realized that more space or an extra bedroom would be nice, and today’s low mortgage rates can help them get there.”

The New Home PSI blends the cumulative sales of active or recently sold projects with the average sales rate per community, which adjusts for fluctuations in supply. Furthermore, the New Home PSI is seasonally adjusted. The index is baselined to 100 for June 2016. Today’s national New Home PSI is 71% above the base level. RF



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## MRA CALLS FOR STRONG RESIDENTIAL RESILIENCY STANDARDS IN WESTERN STATES

As wildfires raged in many areas of the west, home resiliency experts said the priority moving forward needs to be on being better prepared. Except for California, which updated its residential fire codes for new construction in 2008, very few western states have considered mandates for wildfire resilient housing in wildland-urban interface zones. Now leading trade organizations such as the Metal Roofing Alliance (MRA) are calling for the adoption of standards and potential incentives that could help homeowners better withstand the growing threat of wildfire in states and regions that currently have no such initiatives.

Because of the behavior of wildland fires, how a home or building is designed and constructed is the most important factor in providing fire safety. Smart mandates have the potential to help homes survive a wildfire unscathed, as proven by the California codes that require homes built in wildfire vulnerable areas to be built with fire resistant roofs and siding, interior sprinklers, decks and patios made of non-flammable materials, heat resistant windows and more. Research shows that homes built to these codes have sustained far less damage from wildfire than homes built prior to 2008.

With a home's roof being the single most vulnerable area for ignition in the

event of a wildfire, materials such as quality metal roofing systems that carry a Class A rating for fire resistance are essential, yet their adoption in the west isn't nearly as high as it is in other places.

As this year's wildfire season damage on the west coast is still being assessed, the MRA is urging the housing trade, builders and local officials to help homeowners be better prepared for future wildfire seasons by considering the following:

- Institute fire-resistant building mandates
- Offer incentives to boost fire safety
- Provide education, resources and information. RF

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# When Do-It-Yourself Turns Into a Business

Western Building Supply Built on Meeting Unmet Needs

■ By Sharon Thatcher

**H**ave you ever thought, “Now there’s a good idea; I should do something with that”? The Hilty family of Wheatland, Wyoming, has had those thoughts many times, and by acting on them, it’s led to a series of successful enterprises that continues to expand a building supply business. Western Building Supply LLC (WBS) is owned by brothers Robert and Bruce Hilty. Not only a third-party supplier, WBS is increasingly becoming an onsite manufacturer of metal panels, trims, trusses, and more.

Although WBS is only eight years old, its extended history begins a couple decades and more than 1,700 miles away in Virginia. There, Robert’s and Bruce’s father was in the construction business and bringing three sons along for the ride. “We were the kids out there in the summer working construction rather than swimming,” Robert said.

“We were doing a lot of post frame,” he added. “We were also doing a lot of cement work, dirt work, roofing, homes from the ground up, remodeling, additions. Things that people wouldn’t or couldn’t do, or said it couldn’t be done, was sort of my dad’s forte.”

Their construction business began to evolve while in Virginia. Post-frame trusses were the first to come along, the motivation for the Hilty family to create its own truss shop coming when

they couldn’t find the quality or timelines they needed elsewhere. When the family moved to Wyoming in 2011, the truss shop went with them.

At first, the truss shop was just supplemental income for an equipment rental store the elder Hilty started. The rental store was a success but so was the truss business. “He kept building trusses and then started selling lumber and metal roofing and siding, just buying wholesale, putting together packages and selling it,” Robert explained.

Robert and Bruce eventually bought the supply side of the business, along with a third brother who has since divested of his interest and returned to Virginia. Robert and Bruce added roll forming to the mix.

“A lot of where we are evolved out of needs that were presented to us,” Robert said. “Obviously we did some pre-emptively to create a demand, but the roll forming came out of: hey, we’re doing a lot of metal, I think it makes sense to put in a roll former.”

Their experiences sourcing metal during their contracting days helped to shape their business. While working with a larger supplier back in Virginia, the quality of panels was good, but panels too often came with forklift damage forcing replacement. “They would always replace it with no problem ... but it was always a week, week-and-a-half before we got replacements,” he said.





## WBS at a Glance

**Territory:** Wyoming, Colorado, Nebraska, South Dakota, Montana, and parts of Utah

**Services:** Panel and trim roll forming, truss manufacturing, post-frame design. Soon to manufacture laminated columns

**Roll-forming Machines:** Acu-Form ag panel roll former, SWI folder duplex, New Tech standing seam roll former

**Software:** Recently switched to SmartBuild Systems for post-frame package design, integrated with Paradigm, an office-to-machine system from Paragon Computing Solutions. For residential design, Chief Architect is used.

**Coil Supplier:** Hixwood Metal

They also tried a small regional roll-forming shop with mixed results. The quality was not consistent, “but the up side was that we could literally walk in there and in 20 minutes have a piece made,” Robert explained, noting that “it quickly opened our eyes to the advantages of a regional roll former, but also the perils of not handling things well and what that can do to a reputation. In small towns it doesn’t take long if you’re doing something badly to quickly have people distancing from you.”

When it came time to consider becoming a regional roll former the Hiltys vowed to offer quickness but not at the expense of quality. “It was like: you know what, we can do it better. We see the advantages of a regional roll former, we also see the

advantages of a bigger company with better quality control, but we also see the disadvantages of both.”

## GROWING INTO THEIR BUSINESS

The Hiltys have always taken a cautionary approach to

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## In the Future for WBS: Manufacturing the Complete Post-Frame Package

Western Building Supply has a long history with post-frame construction and owners Robert and Bruce Hilty have made post-frame a priority in their building supply business. Once serving as third-party suppliers for many of the main post-frame building elements, the brothers are doing more and more of the manufacturing in house: from truss building, to roll-forming metal panels and trim, and now, laminated column production.

“What we’ve done is looked at the industry and identified the parts that cause the most pain; that’s roll forming, that’s truss building, and that’s laminated columns,” Robert Hilty said.

Truss manufacturing is being expanded to enable 105’ to 110’ post-frame spans. A laminated column machine has been purchased and is being put to work.

“We’ve really taken the pieces of the pole barn and post-frame industry that are kind of cumbersome and that are difficult to get done quickly or to fix if something goes wrong,” Robert added. “The goal is to expand into a fairly regionally-known manufacturing supply facility.”

growth, using one success to bootstrap subsequent additions. For instance, they didn’t end the contracting side of business until they had gotten a good foothold in the building supply business. They didn’t add roll forming until after the supply business was well established.

When they did start roll forming, they chose to purchase a used machine, relying on Robert’s experience as a mechanic to keep it running. In hindsight, that had good and bad consequences.

“Looking back on it, from a financial standpoint we would have done better buying new,” Robert said. “We put a lot of time into repair and maintenance for the old one.

“On the flip side,” he added, “I learned a lot about roll formers and what makes them tick, and that’s something you can’t put a number on. It really helped me understand the process and the



## Stocking Inventory: It started with just one coil of burnished slate

Keeping lots of inventory is an expensive problem for roll formers. “It always seems like, when you’re running out of a color, that’s the one everybody wants ... You wish you could just say ‘send me 20 trucks,’ but that’s hard to do,” Robert said.

When first starting out in roll forming, the Hiltys used their bootstrap philosophy to build their coil inventory. One of their first jobs called for an expensive coil in burnished slate. The Hiltys bought a roll, completed the job, and took the profits from the first roll of coil to purchase a second roll of burnished slate, “then we pushed burnished slate really hard,” Robert said. “I think we did that basically three different times. Our first three coils were burnished slate, one coil at a time, and we took the profits out of that and then bought the next color coil. That’s kind of how we’ve grown.”

WBS now stocks 31 different colors in mostly 29 and 26 gauge ... and it all started with just one coil of burnished slate.

problems. When things arise, I can say: you know what, this is the problem, or this is what I think we should go look at.”

When their used machine exceeded its limits to handle all the work coming in, WBS added a new Acu-Form Equipment ag panel machine. It has been in operation for the past four years. Now they take every opportunity to upgrade equipment when possible.

“We take a very lean approach to our facility and our sales and manufacturing,” Robert said. “Productivity and efficiency are important to us, so we have a tendency to keep upgrading equipment as much as we can afford to keep that efficiency and that quality high. Often, when we have a need for more capacity, instead of adding people we’ll add equipment.”



WBS has found a solid market for its metal panels in an expanding area of western states. All photos courtesy of WBS

**SOURCING STEEL**

Sourcing steel coil for the roll-forming business involved a learning curve for the Hiltys. Wyoming is not located in a main-stream area, in fact it’s the least populous state in the nation and the second most-sparsely populated state, so there were delays in delivery from the national supplier they used. “You had to order by Tuesday to get it the next Tuesday, and if you missed that date—say you ordered on Wednesday—you were 13 days

out on getting that product,” Robert recalled. “And when you’re a contractor trying to finish a job, that just doesn’t work well. It’s not a perfect world, things happen—someone miss-cuts a piece of metal, someone kinks a rib, someone drives over a

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## Industry Spotlight )

package of metal—that is partly what drove us to where we are today and why we take the approach to some things that we do.”

WBS now buys coil exclusively from a regional supplier, Hixwood Metal out of Wisconsin. “They’ve been an absolutely excellent partner with us,” Robert said. “I can honestly say we would not be where we are without them.”

### FINDING THEIR NICHE

The type of customer WBS caters to falls primarily into two main groups: the do-it-yourself rancher, and contractors catering to the region’s newcomers. Robert explained, “We brand ourselves as a pro store, but we serve a lot of the homeowners that come in. Our area is very much an ag/rancher area so by default they’re very much do-it-yourself. Our ranchers are just not going to hire somebody to do every whip-stitch thing, it’s just not how it works here.”

On the pro side, Wyoming is a state experiencing growth from the outside in, and some of those transplants are bringing money to spend. “I don’t have a percentage, but I’ll say 50% of what we supply are probably people moving into this area,” Robert said. WBS supplies the contractors who are building their new shops, sheds, and garages.

“Since we have small space, we specialize in the higher-end

products, the oddball, hard-to-get things, that’s what we cater towards,” he went on to say.

### SERVING BOTH DIY’ERS AND CONTRACTORS A TRICKY BUSINESS

Serving do-it-yourselfers and also serving contractors can prove tricky. Robert said the company’s philosophy is to steer do-it-yourselfers towards contractors when possible. “We have to be able to protect our contractors,” he said. “One thing we’re careful about, if someone wants to have a barn built, and they’re going to have somebody build it, but they want a price for materials first, we try to steer them back to a contractor and let the contractor come to us rather than give that person a price ... we really do try to cater to our contractors and treat them well.”

Regardless of the customer, WBS aims to help people through their projects and problems. Noted Robert: “It’s very common for a contractor to sit down with us and we talk through a problem or process ... We understand how it is when you get to the field and you miss-cut a piece, or you damage a piece, or you’re short a piece, or the wind picks up a piece and throws it across the field and ruins it. We know how important it is to get that piece back quickly so you can finish your job, get it dried in, get paid out, and move on.” RF



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## Calendar of Events )

BEFORE TRAVELING,  
CHECK FOR EVENT UPDATES.

### DECEMBER 2020

December 10-11  
RESCHEDULED TO JUNE 3-4  
2nd Annual Construction Rollforming Show, Duke Energy Convention Center, Cincinnati, Ohio  
[www.constructionmagnet.com/construction-rollforming-registration](http://www.constructionmagnet.com/construction-rollforming-registration)

December 15-17  
CANCELLED: 2020 Indiana Farm Show, Indiana State Fairgrounds, Indianapolis, IN; [indianaframexpo.com](http://indianaframexpo.com)

### FEBRUARY 2021

February 4-5, 2021  
1st Annual Garage, Shed & Carport Builder Show, Century Center, South

Bend, IN; <https://bit.ly/2zBcIRo>

February 9-11  
VIRTUAL EVENT: International Builders' Show (IBS) 2021, Orlando, FL  
[www.buildersshow.com](http://www.buildersshow.com)

February 10-13, 2021  
National Farm Machinery Show, Kentucky Exposition Center, Louisville, KY; [www.farmmachineryshow.org](http://www.farmmachineryshow.org)

### MARCH 2021

March 3-5  
Frame Building Expo, Gaylord Opryland Resort & Convention Center, Nashville, Tennessee; [www.nfba.org](http://www.nfba.org)

### JUNE 2021

June 3-4  
2nd Annual Construction Rollforming

Show, Duke Energy Convention Center, Cincinnati, Ohio. Rescheduled from Dec. 10-11, 2020  
[www.constructionmagnet.com/construction-rollforming-registration](http://www.constructionmagnet.com/construction-rollforming-registration)

**VISIT WITH**  
**Rollforming**  
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**Special Section begins page 31**  
To view upcoming online show, beginning Dec. 1, visit [constructionmagnet.com](http://constructionmagnet.com)  
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# 2020 Construction Rollforming VIRTUAL TRADE SHOW *Program*



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**MAILING  
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### Editorial in This Premier Issue:

- Temperature effects on fasteners; expansion/contraction of screws and nails
- Roofing installs during cold weather, when replacement can't wait
  - Safety; material handling/storage,
  - Effects of ice/cold on roof anchoring systems; temperature effects on components
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# A Special Message to Our Readers on the Rescheduling of the Construction Rollforming Show

**Dear Readers, Advertisers, Exhibitors and Attendees,**

Regulations issued by the State of Ohio force us to postpone the Construction Rollforming Show which was scheduled for Cincinnati in December. Several edicts were a challenge. The challenge we could not overcome was limiting total attendance of the exhibit floor to 300 “patrons”. The state decided that exhibitor booth personnel counted as “patrons”, and since attendees and exhibitors totaled between 900 and 1,000 last year, living by the new constraints would have been difficult for everyone involved.

Rather than offer an unsatisfactory show, we rescheduled to June 3 & 4. It will still be held at the Duke Energy Center and the Hilton Netherland Plaza. Both venues have been extremely supportive and wonderful to work with.

All hotel reservations are cancelled and refunded. We are in the process of issuing refunds to all registered show attendees, and should be finished before this issue mails.

Personally, this is difficult for me because

I tend to be stubborn and occasionally overly aggressive. My instincts are to push forward, but in this instance it would not be the right move for our exhibitors and attendees. Rather than cry in my beer, I take this as a challenge.

Construction  
**Rollforming**  
Show



We will make the June 2021 Construction Rollforming Show bigger and better.

In the pages that follow you can meet all the great exhibitors who were

scheduled to be at the December Construction Rollforming Show.

They will also be featured online during the entire month of December.

You have the chance to visit some great manufacturers. The digital show will be located under the Events tab on

Constructionmagnet.com starting December 1.

We are still 100% on for the Garage, Shed and Carport Builder Show in South Bend, Indiana.

Same dates as scheduled: February 4 & 5. I hope to see you all in February.

And a reminder not to forget to make arrangements to see us in Cincinnati at the Construction Rollforming Show next June.

*Gary Reichert*  
*Publisher*



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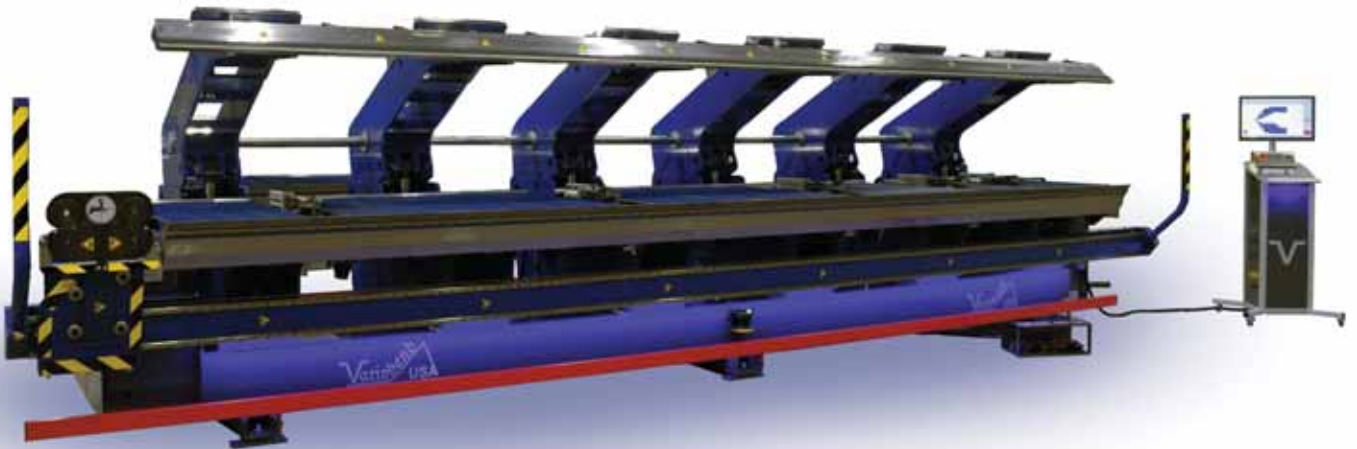
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Welcome to Hershey's Metal Meister. We are a small family owned and operated business specializing in building the fastest, most accurate folding machines that we can for the North American market. We believe in treating our customers as the Bible teaches and have been blessed by the response of our loyal customers. Discover the advantages of the Variobend USA folding machine for yourself! Invented and built by

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As an international leader in sheet metal machinery, SWI utilizes state-of-the-art technology to drive our superior Simplex and Duplex Folders, Marxman Automatic Slitters, and Twin Mandrel Capstan Uncoilers. With countless machines in operation today, SWI is recognized as the “go to” provider for reliable, efficient sheet metal technology. We grew into one of the largest rollformer manufacturers during the 1990s. Soon after, long folders were added to the SWI lineup and remain one of our most popular lines.

The first thing our customers comment on when they use an SWI Simplex Folder is its ease of use. It's fast, simple, and flexible

enough to be used by experienced as well as the newest operators thanks to SWI's clever 3D interface. With a host of high-end advanced features, such as light curtain safety, eBend software integration, and high-powered slitter, you'll be amazed at what this machine can do.

Our folders are designed to work seamlessly with our Marxman Slitters to improve efficiency of your sheet metal projects using ShopLink, our fully integrated manufacturing software. Our Marxman Plus and Marxman Pro Slitters are designed to reduce waste by utilizing automatic auto nesting software and are also easy to operate and maintain no matter how big or small your production is. The SWI Marxman Automatic Slitter remains the benchmark for small, medium, or large slitting and blanking operations. With a clever design and simple operation, this machine has been cemented as a leader in its class.





Another integral part of our heavy-duty line of trusted sheet metal machines is the Twin Mandrel Capstan Uncoiler. This rugged machine is available in capacities of 6-ton and 2-ton and has the capability of loading one coil while running a job on another and quickly switching between them to maximize your production time. We've been manufacturing

Twin Mandrel Uncoilers for more than 20 years with all of them still in operation today. In fact, many are in high-volume, double-shift operations and have been operating nonstop since being installed. Another amazing perk of this machine is that it can work with any preexisting rollforming machine your business already utilizes.

The effective and reliable mechanical design of our machines, which are all ready to be put to the test as soon as they're installed, makes SWI a number one choice for the most demanding sheet metal need. Just as we continue to do with all our customers, we'd love the chance to help you expand your production capabilities.

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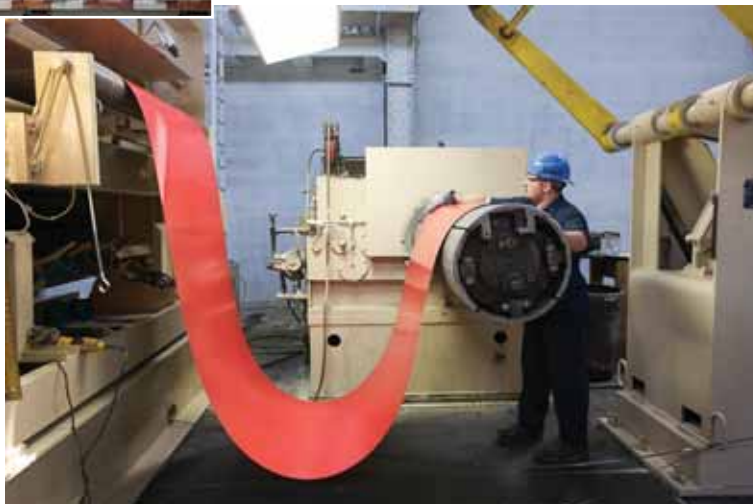
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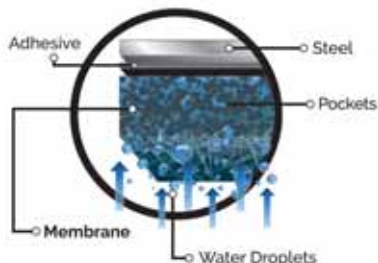


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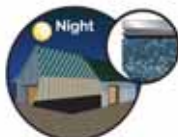
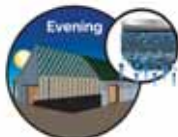




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## Index of Advertisers ))

Company	Page #	Company	Page #	Company	Page #
Ace Clamp .....	27	Star One Products.....	54	Heartland Sales and Machine.....	43
Acu-Form .....	28	Union Corrugating Co .....	56	Hershey's Metal Meister .....	34, 35
Advanced Architectural.....	12	United Steel Supply .....	IFC, 56	Hixwood Metal.....	43
AMS Controls .....	6, 14			Levi's Building Components .....	44
ASC Machine Tools .....	17, 57			Liberty Steel.....	51
Aztec Washer Company .....	57			Marco Products.....	51
Bradbury Group,The.....	19, 57			Masterpiece metal Roofing.....	38
Direct Metals .....	22, 57			MetalForming .....	51
Dr!pstop - FILC.....	9			Metal Rollforming Systems.....	39
Dynamic Fastener .....	15			Mill Steel .....	40
Express Barns .....	56			NC Automation .....	51
Extrutech Plastics .....	57			Northern Building Components.....	51
Fasteners Direct - CondenSTOP....	57			Paragon Computing Solutions .....	51
Golden Rule Fasteners .....	18, 57			Plyco .....	44
Graber Post Buildings, Inc.....	BC			Progressive Metals.....	52
Hawkeye Flat Roof Solutions .....	57			Red Dot .....	52
Hershey's Metal Meister .....	25			rFoil .....	52
Hixwood Metal Inc. ....	29			Roof Aquaguard .....	52
Johnson Bros. Roll Forming Co. ....	56			SmartBuild .....	44
Leland Industries Inc.....	56			SnapZ.....	52
Metal Rollforming Systems.....	29			ST Fastening Systems .....	45
New Tech Machinery.....	56			Star One Products.....	45
Paragon Computing Solutions .....	23			Stoll Metal Works .....	45
Plyco .....	11			SWI Machinery .....	36, 37
Precision Metal Craft LLC.....	56			Triangle Fastener .....	53
Roll Former Corporation. ....	53			Tuftex .....	53
Safeway Door .....	56			United Steel Supply .....	39
Sherwin-Williams Coil Coating .....	7			Ventco .....	46
Snap Z.....	28				
ST Fastening Systems .....	13				

### Virtual Trade Show Section

3GM Steel .....	46
Ace Clamp .....	46
Acu-Form .....	46
AJ Manufacturing .....	46
Akzo Nobel .....	47
Ameripak.....	47
AMS Controls .....	40
ASC Machine Tools .....	41
Beck Automation.....	41
Beckers Specialty Corp .....	47
Bradbury Group, The .....	41
Cannonball .....	47
Cidan Machinery Inc .....	47
County Line Concepts .....	47
Direct Metals Inc .....	49
Drexel Metal.....	49
Dr!pStop.....	42
Dynamic Fastener .....	49
Eagle Business.....	49
East Coast Fasteners.....	42
Flack Global Metals .....	49
Four Star Welding .....	42
Graber Post Buildings.....	43
H&H Metals.....	49

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Manitou's dual fuel forklifts are equipped with 61 hp (45.8 kW) GCT engine that provides low fuel consumption, low noise, and balanced power.

For more information: [www.manitou.com/en](http://www.manitou.com/en)

### NEW LINE OF DEWALT 20V MAX TOOLS WITH FLEXVOLT ADVANTAGE

DeWalt has built its FLEXVOLT ADVANTAGE™ Technology into four new 20V MAX Brushless Tools. The line includes a 7-1/4" circular saw (DCS573B), 1/2" hammer drill/driver (DCD999B), reciprocating saw (DCS386B), and 4-1/2"-5" cordless grinder (DCG416B).



The tools recognize the Flexvolt battery attached and adjusts power output accordingly, making them ideal for demanding applications.

For information [www.DEWALT.com](http://www.DEWALT.com).

### IMPACT-GRADE MAGNETIC CHUCK DRIVERS FROM MALCO

Malco Products, SBC, recently introduced a new line of Impact-Grade Magnetic Chuck Drivers that drive screws faster and easier than any other tool.

All Malco Impact-Grade power drivers are precisely machined for positive, fail-proof engagement of the fastener head, and feature unique high-torque steel construction and a design that absorbs and dissipates impact driver-induced stress at peak loads.

Malco's Impact-Grade Magnetic Hex Chuck Drivers are a distinctive blue

color, signaling performance quality that can withstand the kind of impact driver stress that is characteristic for each fastening application.

"Malco is celebrating 70 years of innovation in 2020 and these Impact-Grade



Magnetic Chuck Drivers are just one example of our continued dedication to a culture of continuous improvement and to producing labor-saving tools of lasting quality and performance," said Mardon Quandt, Malco president and COO.

For information: [www.malcoproducts.com](http://www.malcoproducts.com). RF



### PATHFINDER DOUBLE FOLDER PERFORMANCE UPGRADE FROM AMS CONTROLS

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