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Magazine

AUGUST/SEPTEMBER 2021
Vol. 4, No. 4



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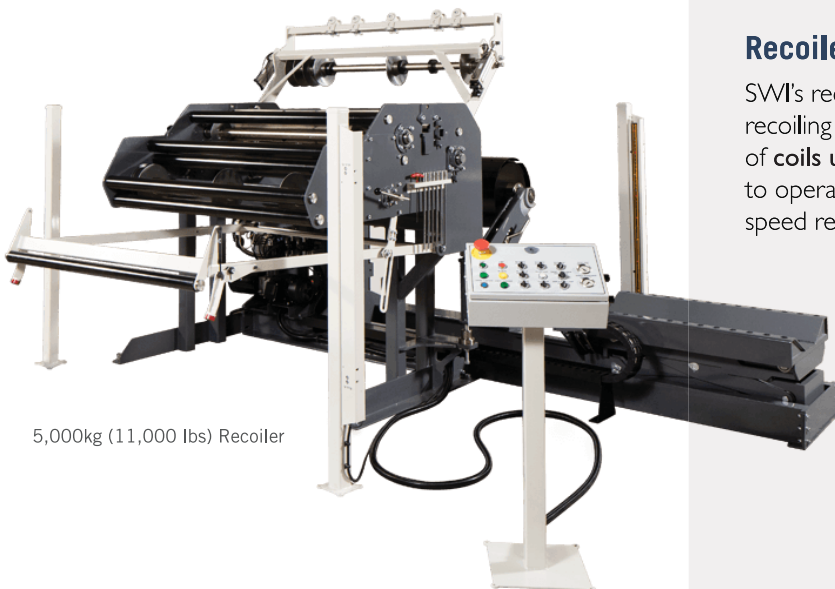
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Farming Farmers

After interviewing a number of regional rollformers I've discovered some interesting trends. In addition to many construction contractors who have transitioned into the roll-forming profession, so too have many farmers.

I understand why it might be a good fit. If a farm is paid for, the assets can be borrowed against for capital. Farmers also have the work ethic inherently needed for starting up a business and the fortitude to weather market uncertainties. It's also an industry in which someone can start small, with few employees, and grow with demand.

What I have found amusing, however, is how some of these farmers think they will be able to 'semi-retire' into roll forming. It's understandable, of course, because farming is a 24/7 occupation; certainly roll forming will be less time-consuming, right?

A well-placed roll-forming shop, however, can be extremely demanding, especially if there's limited competition and you've made quality products and reliable service paramount.

In this issue of *Rollforming Magazine*, we feature two farmers who entered the roll-forming industry and found success. You've met Nathan Yoder of Your Quality Metal before in this magazine. We returned one year after he opened his Wisconsin shop to report on how things are going.

And we introduce you to Ephraim Esch of Solanco Metal Roofing, Quarryville, Pennsylvania. Esch is one of those guys who thought he was going to semi-retire from farming. That was seven years ago. In July he broke ground on a big new building that will house his flourishing business. Both Yoder and Esch provide insight into why they've been able to find the success they have.

Also in this issue, hopefully you'll glean some ideas in how to increase your own roll-forming productivity. Going into the article, I thought more machine speed might be the answer. In fact, there was a lot more involved than just faster roll formers. We listened to several manufacturers as they offered ideas on all the equipment involved in the production process, from the machines used for getting coil into the roll former, to the roll former, to the machines used for getting the coil out of the roll former in preparation for entering the shipping stream.



Sharon Thatcher, Editor
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On The Cover

Uncoilers, like the one featured on the cover, are among the unsung heroes of the roll-forming industry. Related article begins on page 16. Photo courtesy of ASC Machine Tools

Next Issue: • Coil Cutting Equipment
• Cold-Formed Steel

Industry Partners





An aerial view of Bradbury's Moundridge facility. Photo provided by The Bradbury Co.

Bradbury Co. Expanding Moundridge, Kansas Plant

Addition allows more space for assembly, testing facility, added workforce

The Bradbury Co., Inc., [<https://bradburygroup.com>] is expanding its test and assembly facility by approximately 40 percent to increase manufacturing capacity and provide additional space for testing custom-built production lines before shipping to customers' facilities.

The addition, which will extend 10 feet higher than the existing facility, will be engineered to house 30-ton cranes. Beginning steps are taking place in the multi-phase expansion process that should be complete by February. In addition to increasing manufacturing space, Bradbury is adding to its labor force and is accepting applications for numerous careers at the global headquarters in Moundridge, Kansas, and throughout the company.

"Bradbury manufactures equipment for a variety of industries," explained Ryan Durst, Bradbury President. "We are expanding not only our assembly and testing facility but also our workforce. Our equipment utilizes the latest automation technology and we are always looking to add highly engaged people to our team. With the addition of robotics and advanced automation, our lines of equipment have lengthened and the additional floor space will accommodate our need to assemble, test and deliver these large systems to our customers.

"We are excited to complete this expansion project and add capacity to our company as we continue to grow and serve our customers."

Bradbury's fabrication shop, where the major components required for the assembly of Bradbury equipment are machined, houses 60 various CNC machines, including horizontal lathes, vertical lathes, horizontal mills, vertical mills and boring mills. The custom equipment is built and tested in Bradbury's assembly and test facility.

MBMA Announces New UL Fire-Resistance-Rated Designs for Wall-Roof Joints and Intersections

The Metal Building Manufacturers Association (MBMA) has provided six new UL fire-resistance-rated designs for wall-roof joints and intersections in metal buildings. These latest UL head-of-wall assemblies enable common fire-rated wall-roof joints and intersections to meet more stringent energy code requirements while maintaining fire safety. They are available via www.mbma.com/Fire_Protection.html.

"MBMA's existing HW-D/CJ-D head-of-wall assemblies, which became available in 2008, have worked well," notes Vincent E. Sagan, PE, senior staff engineer for MBMA, "but due to changes in

Weather Delays Opening of SDI Texas Mill to Q4

Heavy rains and flooding in the area have delayed the opening of Steel Dynamics' (SDI) new electric arc furnace (EAF) mill in Sinton, Texas. According to Argus Media, the 3-million ton/yr flat-rolled mill, located near the port city of Corpus Christi, will fire up three to four weeks after initially planned. The \$1.9 billion plant is expected to be operational in the 4th Quarter.

Originally SDI had hoped to begin production in September.

The delay does not effect the mill's new pre-paint and coating lines at Stinton.

The delay is not welcome news for buyers of U.S. steel who have been facing record prices and low inventories for almost a year.

Also in the works by SDI are new pre-paint and coating lines to be located in the Midwest or South to be operational sometime in 2022.

Additionally, SDI has announced its goal to be carbon neutral by 2050 for its electric arc furnace steel mill operations. To achieve this target, the company set interim emissions reduction and renewable energy milestones to be achieved by 2025 and 2030.

the energy codes, a greater amount of roof insulation is often required to be compliant. UL performed engineering studies to demonstrate compliance with building codes, resulting in the six new fire-rated assemblies."

The new HW-D/CJ-D head-of-wall assemblies allow for significantly greater levels of insulation. The new UL designs still call for a layer of insulation between the metal roof panels and the top of the wall, but allow for additional insulation, glass fiber or mineral wool, as well as a vapor barrier, as found in filled cavity insulation systems and liner insulation systems.



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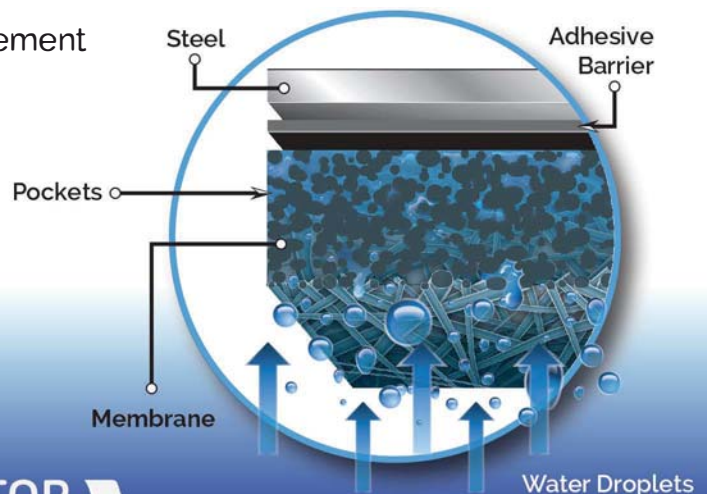
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The move into the new Ephrata building was completed by early January.

New Location for Levi's

Levi's Building Components moved into a new building at the first of the year and is wasting no time in filling it with new and existing product lines for the metal roofing industry.

The new 122,000 square foot building in Ephrata, Pennsylvania is more than triple the size of the old 40,000 square foot building eight miles south in Leola. All sales and production areas are located in the new building.

According to Ben Wachter, Controller, plans for the move began in 2017 in reflection of the company's growth in the components line. He said the company "strives to be the company that metal roofing suppliers rely on daily."

Added this year to inventory have been caulk guns, gloves and structural screws. They are looking to add tin snips soon. The company will add more products as they are evaluated.

Wachter said the new building is helping the company meet its goals of "facilitating our continued growth in the industry, better serving our customers by offering more variety of products, and stocking inventory to meet their demands."

In 1978, Levi S. Fisher started Levi's Nail Coatings and began serving his customers out of a small shop in Bird In Hand, Pennsylvania. As the industry changed from nails to screws so did Levi's. Along with new methods used for

head painting, adding their own fastener line and the industry evolving to primarily screws, Levi's transformed as well. In 1995 the business was moved to Leola, and the name was changed to Levi's Nails and Screws.

After growing into a supplier of more than just screws and carrying a large array of building products, the name was changed to Levi's Building Components in 2014. Now at the helm of the business is Levi Fisher's son Steve.



Andalina Torres

New Production/Operations Manager at Levi's

Levi's Building Components has announced the hiring of Andalina Torres as Customer Service & Inside Sales Manager. She comes to Levi's with more than 10 years of experience in sales and customer service. Torres is married with two children, and enjoys spending time watching movies and riding motorcycles. RF

New Online Resources from Shield Wall Media



Shield Wall Media, publisher of *Rollforming Magazine*, is in the process of creating new websites and adding more online information resources. Here is what is newly added:

rollformingmagazine.com

The only source dedicated to providing news, products and features for panel roll formers. Also home to the new Rollforming Buyers' Guide.

garageshedcarportbuilder.com

The GSCB-exclusive website, and home to the new Garage, Shed and Carport Buyers' Guide.

framebuildingnews.com

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More news related to other SWM titles will be added soon. In the meantime, our former site is still active and functional at: **constructionmagnet.com**

CORRECTION:

In the print issue of the 2021 Rollforming Buyers' Guide [June/July 2021 *Rollforming Magazine*], the address for Levi's Building Components was incorrect. We apologize for this error. With the company's move to a new building in January their new address and contact information is:

Levi's Building Components

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MORE NEWS ON PAGE 36



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A “From Milk to Metal” Update

Marking the 1-year anniversary of Your Quality Metal roll-forming shop

By Sharon Thatcher

July marks the one-year anniversary for the opening of Your Quality Metal in Little Suamico, Wisconsin. We visited owner Nathan Yoder during the setup of his new shop as reported in “From Milk to Metal: The journey of a new shop owner in construction roll forming”, 2020 Fall Issue of *Rollforming Magazine*. We promised to provide occasional updates as his journey continued.

We caught up with Yoder at the Construction Rollforming Show in June. He reported that his new business has been amazing. “My sales is probably 10 times what I expected,” he said.

Statistics from his Acu-Form ag panel

roll former showed that he had produced in four months what the average Acu-Form operator outputs in a year.

He has made two major changes in his operation:

- First, he has hired more help: a full-time worker who rolls the panel and makes deliveries, and four part-time high schoolers. “Me and my family do the slitting during the day and at night they come in and make the trim,” he said.
- Second, in late April he switched out the rollers for a panel profile that was more popular in his area. He had started with a panel with a ½-inch

minor rib but found that barn reroofing was where most of his panel was going, and in demand was a ¾-inch minor rib.

GROWING HIS BUSINESS

When he first went into business, Yoder said he only had a promise from a local lumberyard to give Your Quality Metal a try. If the service and product didn’t meet quality expectations, there were no contracts to bind the business arrangement. While it’s been a successful arrangement, Yoder wanted to add additional customers as quickly as possible.

He placed a large billboard along one of the major highways in the area which

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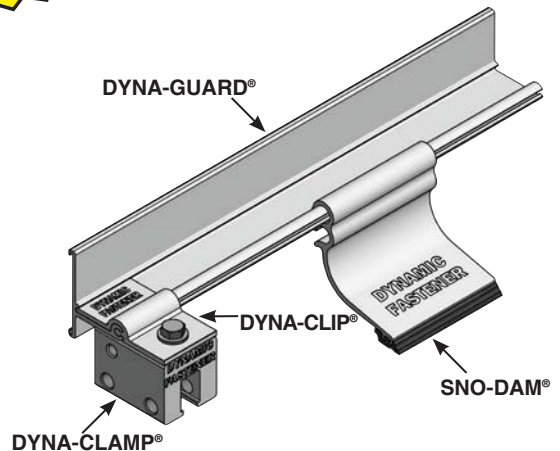
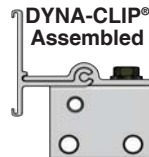


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Industry Spotlight)

has resulted in a couple of new customers. One in particular is a large contractor who had been getting his metal an hour's drive away and the service was limited to 7 a.m.- 3 p.m. business hours; the shop owner couldn't be reached outside those hours.

"One main reason we got his business was our service," Yoder said. "We're in six days a week, and they're long days, not just 8-hour days," he said. He also answers his phone off-hours.

SUGGESTIONS FOR NEWBIES

In hindsight Yoder said there isn't much he would go back and do differently, and offers these suggestions to other newcomers to the industry:

- **Focus on service and quality.** "Local service, that's the key thing, and availability; deliver when you say you will. You have to deliver on your promises," he emphasized.
- **Don't underprice, but also don't overprice your services.** You need to make enough to cover your expenses and afford to grow, but overpricing can also be deadly for a new business. "Definitely price comes into the picture when you're first starting out. You have to win [customers over]. If you're overpriced, they will not even look at you. To win someone over and to be 10-20 cents over anybody else, that's tough. Once you have your customer base it doesn't matter if coil is 10 cents a foot more or 20 cents a foot more, they'll still buy if you have [good] service."
- **Be available to your customers.** Don't shut your phone off after an 8-hour day.
- **Be dedicated.** "Sometimes you might have to work all night just to keep up, but you have to. You're signing your life away to get started, but eventually you hope to be able to pass some of the work on to others."



Nathan Yoder, owner of Your Quality Metal, continues to fill orders while his main machine is being switched to a new profile.

- **Establish good supply partners.** In addition to having good working relationships with his machine suppliers (Acu-Form and Hershey's Metal Meister), Yoder works with reliable coil suppliers who watch his back in the tough steel market world. He buys most of his coil from Progressive Metals. He said: "Paul Covell is my sales guy, and he's phenomenal. You can call him whenever and he'll pick up his phone. He's one of those guys who doesn't shut his phone off."
- **Be realistic.** Don't over-order equipment or building space because you think you're going to have a great business. "You just don't know what you will need when you first start," Yoder said, and that's okay. "It's better to start in slow, where you can manage it and then upgrade as time goes on, as to jump in and start big and not be able to make it."

Today's roll-forming shops are very regional in nature, and live or die by local supply and demand. Yoder was in the right place at the right time. He said he wishes he had a larger building, a faster trim brake, and a new double folder, but

he will get them some day, and can work with what he's got until he does.

- **Consider delaying your start-up plans until the market settles.** The combination of high-priced steel coupled with limited supply, high machinery prices, and long back-order times can be toxic for newcomers. "It's a little risky to tell a new guy to invest in inventory right now, when [coil prices] are bound to pull back, unless you have deep pockets or have someone helping out where you can absorb that," he said.

Many forecasters have coil prices going up through the end of this year. Established businesses are in a much better position to weather the turbulence. "For guys that are established, they'll be able to average it out even if the market starts pulling back; you just buy something less and mark it up a little more to absorb the cost of the more expensive coils," Yoder said. "But someone without that capability, where everything is expensive that they have [equipment, supplies and building space] it's a little risky right now to go out and try to find customers."



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Industry Spotlight)

As for equipment cost, Yoder said: “The machines always pay for themselves. The return on investment is great.”

Yoder’s growth plans for Your Quality Metal includes upgrading to an automated slit line and possibly adding a double

folder. This fall he is on target to add a second roll-forming line to produce the Legacy panel; a panel profile created by Acu-Form which is a standing seam look-alike with 12” center ribs.

Your Quality Metal was opened early in the Covid-19 pandemic. Last spring Yoder asked his financier if he should go through with setting up his roll-forming shop, afraid nobody would buy his panel. “And he was like, ‘ah, people are still going to keep buying,’ and so we progressed on it,” Yoder explained. Was it the right decision? “It’s been one of the best investments I’ve ever made,” he said.



New rollers will allow Yoder to offer 3/4-inch minor rib panels popular in his area.

AND THE COWS?

If you read the original article about the start of Your Quality Metals, it noted that Yoder planned to continue milking cows because it was something he enjoyed doing. Did he? Yes, despite all the extra work, he’s still milking cows. RF

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How to Improve

Efficiency & Speed

Do you need a high-speed roll former, or can you get more production with what you've got?

■ By Sharon Thatcher

There are basically three parts of the physical roll-forming system: materials going into the machine, materials going through the machine, and materials coming out of the machine. If you feel like you just can't seem to get ahead of orders, is it a matter of improving how you handle these three parts of the system, or should you be on the search for a high-speed machine? While controls and software are an important part of the productivity discussion, we asked the experts for their ideas and opinions focused exclusively on coil handling machines and roll formers. We start by taking a cursory look at shop-based roll formers.



Metal Rollforming Systems Patriot Line roll former

METAL ROLLFORMING SYSTEMS (MRS) [www.mrsrollform.com] has three series of machines that cater to a wide range of customer needs. Bill Griffin, MRS owner and partner, said a small shop just starting out typically doesn't need as much production capacity, and can save on initial start-up costs by opting for the entry level Patriot series that runs at 130 feet per minute (fpm). The Signature line steps up to 150 fpm, and the Titan line runs in excess of 200 fpm.

Don't know which is best? Griffin said MRS can help determine the best option based on what profile(s), how many profiles, turnaround time, and order volume.

"When they're looking at upgrading for speed, a lot of customers are also thinking about expansion," he said. "Expansion can include additional locations and or additional product or profile offerings."

He noted that a common practice is to move the slower

machine to the expansion location and purchase a higher-speed line for the main location. But Griffin said that's not always the most efficient. On occasion a more efficient system may be to operate the machines side by side. "Now you can reduce the amount of color changes you're doing in a day ... If you can reduce your color changes, if you can group your orders together, and if you can get efficient at coil changeovers and order packaging and moving orders out, then you're going to get a lot more throughput, thus increasing your roll former capacity."

Griffin said pushing your machine "is a balancing act," adding: a roll former is going to run at speed. I would say most people who get good at it, 70% of the day is operation, so if you are running an 8-hour shift, you're only netting about 5 ½ hours of run time. If you're able to get those hours up, you don't have to put the capital expense into upgrading so quickly." Infeed and outfeed improvements are the most cost-effective ways to speed

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things up.

A final interesting note from Griffin is on the issue of “sheet separation” or “sheet delay time” in production. “That’s how much time there is from when the machine cuts a sheet, to when it starts feeding the next one,” he explained. “This gives the operator time to catch and flush each sheet in the stack, but the time should be reduced as much as possible. As an owner you want to see that number minimized to maximize productivity. Every second of delay is a second the machine is not producing panels. That’s something to be very cognizant of.”

ACU-FORM [<https://www.acu-formequipment.com>] has found its niche in the 150 fpm and so offers one machine to cater to that market. When a customer

asks about a higher-speed option, Acu-Form salesman Wayne Troyer starts by asking questions that will help them narrow down their true needs.

“When people say high capacity, I ask ‘what are you really looking for from your machine? If you’re running at 150 fpm I ask them, ‘what is your current run time on your machine; are you running 4 hours out of 8, or are you running 7 1/2 out of 8 hours?’”

If it’s the slower of the two, Troyer challenges them to look at options in how to get more run time out of their current machine. It might be as simple as having employees at the right location at the right time: “have someone there to change out coils, have someone there to package materials so the operator can get done with a job, enter in the next job, and keep running.”

If a business is running 8 out of 8 hours “gang busters,” [an unlikely scenario] then the discussion would change. While Acu-Form will custom-make a high-capacity machine for anyone with the money to afford it, there is another option if space allows. “I ask them: ‘are you crowded for room? Do you have room to expand if your existing machine is still running a good product?’ If it’s still running great, how about adding another machine beside it?” he said. “A second machine provides options to run two different orders at the same time.”

This allows a business also to offer better customer service for quick turn-around orders. “They will be better prepared to respond to a customer. They can still be running an order on one machine and if a customer comes in and says: ‘I messed up two pieces, can you

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- Editorial Feature: Towing Portable Roll Formers
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please run this for me,” you are able to accommodate them.

Troyer said a lot of machine owners don't really know how much time their roll former is actually running. He challenges them to find out before making a major purchase decision. Acu-Form's roll formers, along with many other brands, have the hours automatically calculated on the controller. "You can see exactly how many hours that machine has been running; you can see that this machine ran for two hours, shut down for an hour and so forth."

Still, there are businesses that do need high-capacity machines. "A high-capacity machine absolutely does have a place in the market," he said. "You get people running big orders like orders for big chicken barns, or they get orders from the big box stores. They'll come in and



Acu-Form panel roll former

say, 'I want 20 pieces of 12-footers in red, green, and black.'

Even then, however, Acu-Form's 150 fpm machine may be good

enough. "All our machines come with a potentiality meter. A lot of times owners will run them at 75% to 80% capacity. When it comes to orders like that, they



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The Bradbury Co. BOSS roll-forming system

will turn them up to their maximum capacity.”

For small panel operators, the average run is around 100 to 120 fpm.

“At 150 feet a minute, you can run 3,000 feet an hour,” Troyer said. If calculated at six hours, it comes to 18,000 feet per day. In Acu-Form’s own market, Troyer said, “I don’t know anyone out there who has that kind of orders who needs that type of machine.”

THE BRADBURY COMPANY [www.bradburygroup.com] serves a large variety of metal-forming industries with high-end machines, and can make just about anything a roll-former might want. But Ben Schmidt, Industry Sales Manager - Metal Buildings, Trim & Decking, said the typical owner of a Bradbury panel roll former doesn’t talk in terms of machine speed as much as they do output.

“When you talk about speeds in the 150 fpm, 100 or even 200 fpm, what the guys running this equipment care about is not necessarily the speed, but the throughput,” he explained. “For example, if they’re running 10 foot panels, they want to know: ‘how many 10 foot panels a minute can I get out of my machine, and what do I need to do to get more?’”

Bradbury customers typically experience higher volumes and multiple daily color changes. Color changes inherently slow overall production times. Schmidt said that a very productive shop in the panel industry, offering 20 colors, averages 50% of actual machine time.

“So out of an 8-hour day that machine is making panels 50% of that time,” he said.

Efficiency comes down to “how do we help guys change coil on the front side faster, and then also get the formed panels away from the machine on the exit side.”

Schmidt said productivity can be gained with how coil is cut. If you are currently using a “stop and cut or a hump and cut system (sometimes called feed to stop) that requires stopping, cutting, and restarting, you can amp-up productivity with a flying shear.” Schmidt pointed to Bradbury’s BOSS roll-forming system as a great option. It couples a Bradbury Orbital Servo Shear (B.O.S.S.™) to a new or existing roll former for high-speed, closed-loop shearing.

“Let’s say you have 12, 10 foot panels per minute on a fly system. On a stop-and-cut system you’re lucky to get 6-8 panels per minute. So we are literally able to double the panels that we can produce with a flying system, and we have not increased the roll former speed yet.”

The B.O.S.S. can be sped up or slowed down to accommodate the operator’s ability to catch panel as it exits the machine. It has a plus/minus cutting accuracy of 1/16th of an inch.

ASC MACHINE TOOLS [www.ascmt.com] also offers machines that cater to all spectrums of the panel roll-forming market and the varying speeds required to efficiently fulfill orders.

It begins with the Alpha Series, steps up to the Select Series and ramps up to the Classic Series. At ASC, rollforming speeds start at 150 fpm and can go up to 400 fpm which is the fastest line speed on the market. But Thomas Schwarzer, Regional Sales Manager, Northeast U.S. and Canada, joins in on the opinion that shops should not look solely at machine speed as the most important consideration when it comes to optimizing production.

“There are basically two worlds,” Schwarzer said. “The more affordable feed-to-stop lines and the higher budget flying cut-off lines. Smaller operations are fine with getting about 100-110 fpm net throughput (not line speed). Larger manufacturers need higher speeds of up to 400 fpm to fulfill their demands. In between those two ranges are many variations of roll-forming systems. We’ve got to find out where you fit the best.”

A flying shear post cut is more likely suited to companies running at higher speeds of 200 to 400 feet/minute. Meanwhile, the feed-to-cut system continues to be the proper answer for many companies.

“Customers are most of the time looking for higher roll-former speeds because it seems to make the most sense,” Schwarzer noted. “Right out of the gate customers say, ‘I need 200 or 250 feet a minute,’ but sometimes it might be better to optimize the coil handling front end and/or the stacking systems first. It all depends on how many jobs you do a day; how

many coil changeovers you do a day.”

As with everyone we spoke to, he encouraged owners to look at upgrading the front end and exit end machinery first. The capital investment could be smaller and customers might actually end up with the same or even higher net throughput production numbers. RF

Additional resources: For more ideas on roll formers and productivity, see the article “Single, Dual, and Multiple Profile Panel Roll-Forming Lines: Things to consider when making your buying decision,” Fall 2020 Rollforming Magazine.

And, “Increase Your Productivity With These Inventory Management Systems,” Winter 2019 Rollforming Magazine.



ASC Machine Tools Alpha Series roll former



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How to Improve Efficiency & Speed

Roll-former inbound systems



ASC Machine Tools
double-arm uncoiler and
coil car for panel line

One of the most important areas for where to improve efficiency and speed is at the front of the machine. Significant time can be saved depending on how coil is loaded, especially if you need to make multiple changeovers in a day. The often overlooked unsung heroes of this process is the uncoiler and related support equipment.

Uncoilers/Decoilers

The uncoiler (also called a decoiler) is designed to hold and control the coil

as it is pulled through the roll-forming machine. “There is a very wide variety out there,” said Wayne Troyer, Acu-Form. “There are uncoilers with coil cars, multiple-station uncoilers, driven uncoilers, manual uncoilers, and even uncoilers that have cores that have braking systems.”

When you buy a new roll former, an uncoiler is designed to work with your machine, so speed, weight, width, and all other factors are taken into consideration. “Everything can be built in sync so it runs one to the other,” said Troyer.

When buying from multiple suppliers or retrofitting old equipment with new, there are simple calibrations to assure a good match, but those working relationships can’t be assumed. Make sure they can be calibrated to work with your specific roll-forming machine. It’s important for the finished product that these machines work well together.

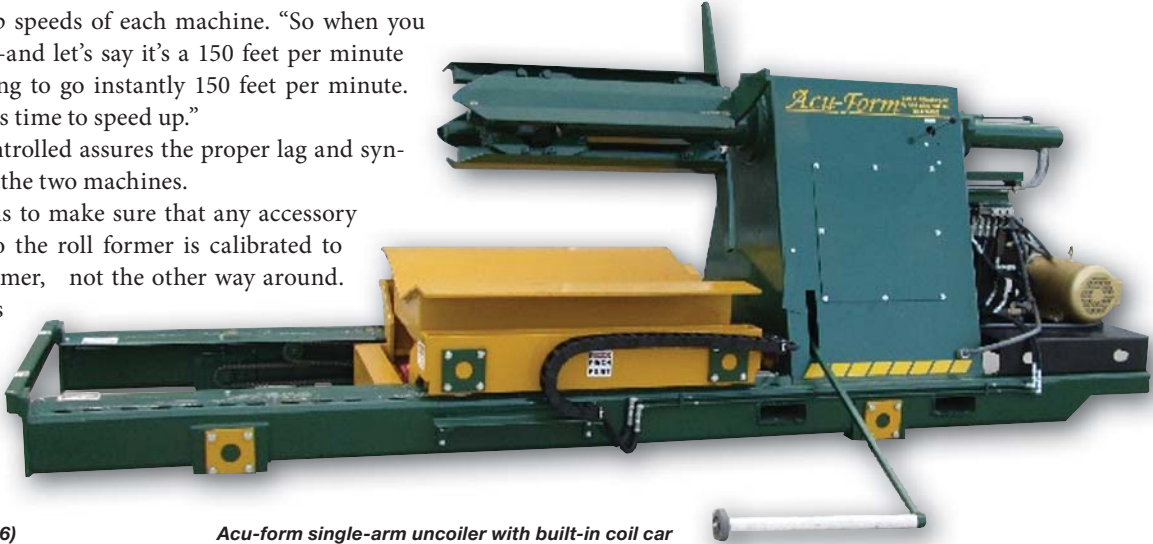
Chandler Barden, President of CIDAN Machinery [www.cidanmachinery.com] explains that there’s a loop of material between the uncoiler and the roll former that is used to essentially control

the slack for the ramp speeds of each machine. “So when you start the roll former—and let’s say it’s a 150 feet per minute machine—it’s not going to go instantly 150 feet per minute. The decoiler also needs time to speed up.”

How the loop is controlled assures the proper lag and synchronization between the two machines.

Of course, the key is to make sure that any accessory machine connected to the roll former is calibrated to benefit the roll former, not the other way around.

“The roll former is always the master; you always want to maximize what the roll former is going to output for



(CONTINUED ON PAGE 26)

Acu-form single-arm uncoiler with built-in coil car

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Tipplers Aren't Glamorous but Beware of Taking Them for Granted

■ By Jenn Milner

Tipplers (also called upenders) are the Plain Janes of the roll-forming industry. Simple and uncomplicated, their job is to transition coil for moving. But handling coil can be dangerous, and working with these coils every day can make you forget that you're lifting, tipping, and rotating 5- to 20-ton rolls of steel, which can do a lot of damage if something goes wrong.

Depending on your coil storage situation, you may have to frequently transition your coils from eye-to-the-sky to eye-to-the-side to begin using them. Even from the delivery truck, the coils will have to be tipped at some point. "Coils get shipped eye-to-the-sky," said Wayne Troyer of Acu-Form. "If they ship on the side, they will be oval from all the weight compression."



Stoll Metal Works tipper

If done improperly, tipping the coils manually can shift all of the weight to the edge of the coil and cause damages and ultimately product loss. "There are makeshift methods that have been used," said Solomon Stoll of Stoll Metal Works. "I've seen people use a tractor tire as a shock absorber, but it causes edge damage and can be a little dangerous." The safest method is the use of a tipper.

A tipper works on a pivot, gradually rotating the roll of coil from eye-in-the-sky to eye-to-the-side or the reverse. When tipping eye-to-the-side, the coil is tipped into a V-shaped groove so it can't roll off the machine. It also helps support the coil's weight when resting on its rounded side. "The easiest way to rotate a coil is to keep the center of gravity the same," said Stoll. "You are not raising or lowering the coil, not picking it up, only pivoting, so you use very little power. It's a very gentle process." Once the coil is on its side, it can be safely lifted with a C-hook or a chain attached to an overhead crane.

"There's a lot of weight involved," said Joel Lesher, also of Stoll Metal Works. "If the coil gets away from you, the results would be interesting." He



Acu-Form tipper

noted that buyers should consider what the manufacturer has built into the machine to stop it if something does go wrong, like a piece a metal that accidentally gets thrown into the tipper and blocks its movement. "There's plenty of stories of things going wrong," he said.

Another factor for buyers to consider is longevity of the machine. How long is this machine going to last? If it wears prematurely it could be because there's not enough land area to spread the load.

Some tippers work with bare coil, and some incorporate a storage pallet. "There are some that tip the coil onto a pallet so you can store it right away, but if everything isn't just right, I have seen the tipper throw the pallet," said Troyer. When working with any coil handling machine, the operator must remember how much weight and force are involved and be aware of your surroundings. "We have the option where you can buy a remote so you can start it from the forklift and stay out of the danger zone," said Troyer.

Stoll Metal Works incorporates a safety rope around the entire perimeter of the upender. "With very little movement of

that rope the machine will stop and you can reset from there," Leshner noted.

A very frequently purchased option is a wireless remote with an e-stop.

Though fairly simple machines, one thing to keep in mind is the weight rating of the tipper. Make sure to ask what coil weight your machine can handle and don't assume it can handle more. Some manufacturers will rate a machine at 12,000 pounds and 12,000 pounds is its absolute max capacity. Others rate a machine at 12,000 pounds when it can really max out its performance at 15,000 or 20,000 pounds. "Think about the situation we have right now," said Troyer. "Coil isn't available because of shipping delays. If my machine is maxed out at 10,000 pounds, but the only steel available is a 15,000 pound coil, I'm going to have to cut it down, or not buy it," said Troyer.

At Stoll Metal Works Leshner said their machines are designed with a 2X structural factor and a 3X factor on the gear train. "While we expect our machines would handle more than the load rating of 10,000 pounds we can't stand behind it if the customer exceeds the rating," he said. RF

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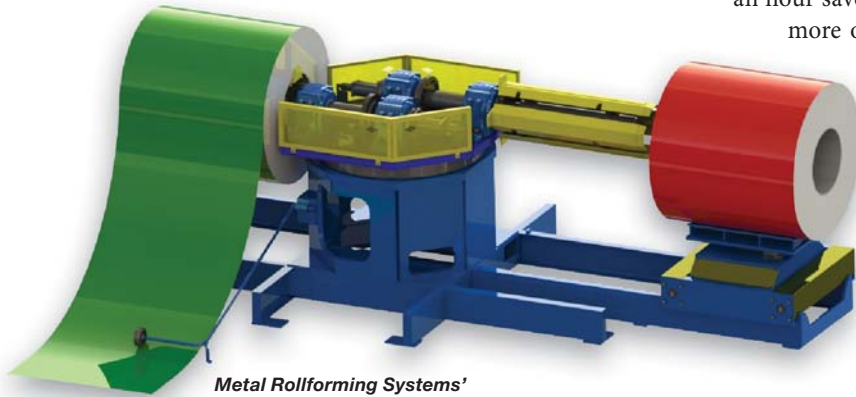
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(CONTINUED FROM PAGE 23)



Metal Rollforming Systems' double-headed rotating coil wheel

the speed, so if you're going to be cruising at 135 feet per minute you want to make sure that decoiler can keep up. Sure, roll formers can be slowed down — you can run it at a slower speed — but it's all about production," Chandler said.

It's not complicated, just prudent information to know, he noted, and while decoilers are typically not an issue, newer stacking systems can be. "With a decoiler you can work around it, but say you're trying to integrate a roll former into a stacking system ... sometimes you can have issues with older controls on the roll former trying to control the newer motors on a stacking system."

Double Uncoilers [also variously referred to as double-headed, double-armed or double-mandrel uncoilers]

Metal Rollforming Systems, manufactures a double-headed rotating coil wheel that works especially well for shops with multiple color changes. "It basically takes the color change line and reduces time dramatically because you have one coil queued up while the other one is in operation," said Bill Griffin, MRS. "The wheel spins 180 degrees and you can immediately load the other coil," he explained.

By contrast, Griffin said the standard uncoiler operation, with a single head, can stall during changeovers. "When the operator gets a new order, let's say he has a green order [on the roll former]; he's going to have to wrap that coil back up, tie it up, pull it off, set it down, get the red coil, put it on the cart, load it onto the reel, then thread it through the machine. All of that takes time. If you're making a lot of color changes in a day, you can lose a lot [of time].... Coil reels are pretty simple most of the time but the rotating coil reel is a way to really gain efficiency."

Ben Schmidt, Bradbury Co., is an advocate for double uncoilers as a consideration for any company experiencing production delays due to color changes. The double uncoiler in conjunction with a coil car will "take your coil changeover time from, let's say, five minutes down to two minutes. That's not mind-blowing, but it's still twice as fast, and if you're doing that 20 times a day, which is pretty normal for this industry, that's almost

an hour saved. If this equipment could provide you an hour or more of running time [per 8-hour day], then those minutes turn out to be very, very valuable," he said.

Thomas Schwarzer, ASC Machine Tools, carries this notion on the double uncoiler further by comparing some hypothetical costs. Say you are a rollformer looking to go from a 150 fpm machine to a 200 fpm machine. Buying a new 200 fpm roll former could easily cost \$250,000 to \$280,000, and it offers no guarantee that the machine will operate any more run time if you have to start and stop for a lot of color changes.

A double-armed uncoiler isn't cheap either, about \$90,000 to \$100,000 more than a single-armed uncoiler, but it shortens the time needed for coil changes.

"It all depends on how much you are actually manufacturing; how is your job structure, how long [linear feet] are your jobs; are you combining white coil jobs, green coil jobs, red coil jobs; do you have long runs, or are you switching over as the job comes in," these are questions Schwarzer challenges owners to ask before making a decision of whether to purchase a higher-speed machine or a double uncoiler. If you make multiple stops per day for changeovers, net run time for the roll former may be the same for a machine running at 150 fpm as for one running at 200 fpm. Bottom line, a double uncoiler may be the answer for helping gain more in actual end product.

Coil cars

Coil cars operate like a scissor lift and can lift and position the coil with the touch of a button, eliminating the time needed to wait for a forklift operator.

Thomas Schwarzer, ASC Machine Tools, said that even if you have the best forklift driver ever, it is not unusual for a reload to take five to seven minutes depending on your setup.

"What I tell people first is that a coil car can help," he said.

A coil car allows the operator to focus on preparing the panel line. "The machine operator just basically focuses on the machine, gets his paperwork done, maybe he has to adjust the line because he runs different materials so he can focus on that."

Ben Schmidt, The Bradbury Company, added that coil cars not only reduce coil changeover times but also can reduce potential coil damage and equipment damage from forklift operations.

Turntables/Turnstiles

Gaining in popularity are turntables (also called turnstiles). Like double-headed uncoilers, turntables allow advance prep of coil for faster changeovers. The turntable, however is a free-standing unit with multiple rotating arms (or mandrels) that can be filled with 8 to 10 different colors of coil.

"It's an efficiency thing," Wayne Troyer noted. "You have a

turntable so you don't have to wait on a forklift to take [the coil] off and on. It's installed right next to your uncoiler; that way the operator of the machine doesn't have to wait ... There's always the right coil on the turntable."

It can also be situated between two machines, so the coil is accessible to both.

As an added benefit, said Ben Schmidt, a turnstile reduces damage to coil. "Most guys will have 20 colors in stock but 5-6 coil colors are 80% of what a guy does, so if you always leave those six coils on your turnstile, they're always accessible and they're not being handled [multiple times] with forklifts or cranes."

For the Heavy Lifters

The decoiler/uncoiler's importance is particularly noteworthy in segments of the roll-forming industry that deal with faster speeds and heavier coil. Samco Machinery produces uncoilers for the tube mill industry (running at 1,000 feet per minute), and the steel stud industry (running at 500 feet per minute). The basic principles remain the same.

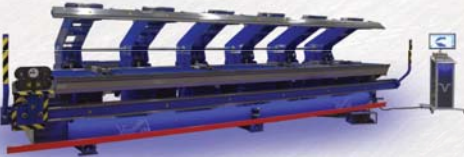
"People don't appreciate the uncoiler," Bob Repovs, CEO at Samco Machinery noted. "It's worth investigating before you purchase an uncoiler" [https://www.samco-machinery.com/purchasing-uncoilers]. "Anyone who has a roll former needs an uncoiler out front to feed coil into the roll former," he said. "A lot of times, they purchase a roll former and just get the least expensive uncoiler they can buy. Steel mills are now producing larger coils. Larger coils mean longer run times and ultimately, more production. More production is more profit."



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How well your uncoiler helps with faster changeovers is where its importance in production comes into play, Repovs noted. Samco has both single-ended and double-ended uncoilers. “While one mandrel (arm) is feeding into the roll former, the next coil can be safely loaded on another mandrel with a forklift, crane or coil car,” he explained.

Because panel lines generally operate at slower speeds, he suggested that a combination of a single-ended uncoiler with coil car combination may be more practical.

Repovs says the manufacturing of uncoilers takes into consideration two critical aspects: Safety and throughput.

“We make sure all of the safety requirements are in place,” Repovs said. “Uncoilers have large fast-moving parts. Operators must be trained and have an understanding of how the machine

works and is set up correctly.”

Every shop has different needs. Samco Machinery offers a variety of uncoilers with the ability to handle coil ranging from 2,500 to 40,000 pounds. As added safety, Samco Machinery uncoilers feature full-diameter back plates as opposed to plates with spokes.

Samco Machinery uncoilers can feature an adjustable mandrel to accommodate coils with varying inside diameters, as well as several size options for the coil back plate. Depending on your braking needs, uncoilers come with a variety of air brakes as well as water-cooled brakes for lines running at faster speeds. Uncoilers can be manufactured to have hydraulic expansion and hydraulic rotation capabilities. Shock absorbers can be added to minimize uncoiler rotational abuse. **RF**

How to Improve Efficiency & Speed

Roll former outbound systems

In the June/July issue of *Rollforming Magazine* the article “Protecting Your Investments: Guard against coil damage with smarter storage and packaging methods,” the primary focus was on product damage control, but also mentioned were the time advantages of certain wrapping and storage methods.

With its racking system, for instance, Big Steel Rack [<https://www.bigsteellrack.com>] offers a solution for safely racking sheet coil so it doesn’t need to be stacked, unstacked and re-stacked. The system also frees up the labor needed to accomplish all those tasks, resulting in produc-

tivity advantages.

The article also included solutions from Ameripak [www.ameripak.net] which works to resolve “pain points” and “bottlenecks” with its orbital stretch wrapper. One particular bottleneck Robert Bowlin, Ameripak, has helped to resolve is the time-consuming process of wrapping standing seam panel. Bowlin

Heartland shrink wrapper



noted that with a traditional method of packing, “the roll-forming machine comes to a halt and now the process of packaging holds up the machine from starting on the next run.

“In an average stack of panels that is 20 feet long, you’re probably going to have \$15 or \$20 cost with our wrapping materials,” Bowlin added. “With [traditional] wood crating, that number jumps to upward of \$70 in materials, not to mention labor!”

Ameripak’s fully automated orbital stretch wrapper (they also sell a semi-automated system) is installed in line with the roll-forming machine so the stack of panels moves smoothly from the roll former through the wrapping process without additional labor. “You can package quickly and make the roll-forming machine immediately available to run the next batch of product,” said Bowlin.

A closer look at stretch wrappers

In furthering the discussion on productivity in the outbound systems, John Shirk, owner, Heartland Sales and Machine [ph: 574-223-6931] notes that many roll-forming shops use a cover sheet of metal to protect panel at the end of the line, but this has become a less-

than-ideal practice these days with the price of steel. It’s fine if it’s a scratched panel with an unlikely future for selling, but many times an extra sheet will be run just for packing. “At the price of metal right now, you’re looking at \$3.00 per foot or more,” Shirk noted.

Heartland is in the business of manufacturing roll-forming support equipment (tippers, uncoilers, conveyors, and more) for a variety of industries. One of its machines is a stretch wrapper for panel.

Shirk said in contrast to the \$3.00 per foot for using a sheet of metal panel for protection, the price of shrink wrap is around 30 cents per foot. While the cost of the machine is not factored in, the machines pay for themselves over the long haul by cutting material cost and labor.

Heartland sells two types of wrappers: an entry-level machine, and a more powerful conveyor system. If you have a high-production facility, with 30 or 40 employees, a fully automated wrap line will typically save the cost of one employee wrapping panels.

Shirk said he is seeing more dual height machines in the panel-forming business which has increased the demand


for hydraulic lift conveyors. They move up and down to meet either of the two decks, eliminating the need for a drop table or stacker.

Stackers have also decreased in demand at Heartland because the company’s fully automated wrapper with hydraulic lift runs about five inches below the roll-forming line and panels drop down to stack themselves.

While The Bradbury Co. does not offer a shrink wrap system, Ben Schmidt said orbital shrink wrappers not only help save an operator time, but avoids some of the common problems seen with manual stacking systems. “Not everybody’s customer base is accepting of shrink wrapping but they’re very efficient systems,” he said.


Part of why he likes them is because they control the panel drop. “If you ask the machine manufacturers’ opinion, we would like to see panels not drop more than 4-6 inches,” he said. He has seen manual stacking systems allow a fall of 12 inches to 18 inches, which he said can be damaging. “The lead of the panel may dig into the panel it’s dropping onto. The trail of the panel, dropping too far, can induce panel flare which compromises the lap.” RF

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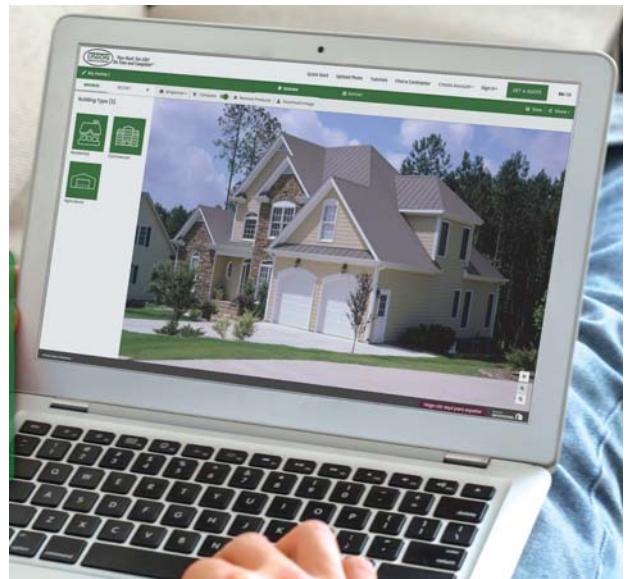
2nd Construction Business Survey Underway

Business surveys are an important fact-gathering tool to help gauge industry trends. At the beginning of this year, Shield Wall Media, publisher of *Rollforming Magazine*, began a series of brief, ongoing surveys to find out what our readers are experiencing in the construction industry throughout the year. We use this information to help tailor articles in our magazines to assist you, our construction partners, better recognize current conditions and new challenges in the market.



We are now underway with our second survey of the year, this one focused on Q3 and Q4. We ask that you participate in this survey. There are only six questions. Your responses will be kept strictly confidential. Your help is most appreciated!

For direct access to the survey go to: <https://www.surveymonkey.com/r/8Z7K83N>



Union Corrugating Rolls Out New Website and Visualizer Tool

Union Corrugating Company [www.unioncorrugating.com], celebrating 75 years in business, has launched a new website that includes a state-of-the-art building visualizer tool. The visualizer allows users to upload their own picture to the website and see UCC's products and colors instantly on their project(s). The new website also focuses on making it easier for UCC customers to learn and locate information about metal products, services and offerings browsing metal options by a particular application or industry.

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www.fabtechexpo.com

Sep 21-23

Western Roofing Expo, The Mirage,
Las Vegas, Nevada.
www.westernroofingexpo.com

Sep 29-30

Shed Builder Expo, DeVos Place, Grand
Rapids, Michigan.
https://shedbuilderexpo.com

OCTOBER

Oct. 5-8

Building Component Manufacturers
Conference (BCMC). Omaha, Nebraska.
www.bcmshow.com.

Oct 6-8

METALCON, Tampa Convention
Center, Tampa, Florida.
www.metalcon.com

NOVEMBER

Nov 4-5

Garage, Shed & Carport Builder Show,
Century Center, South Bend, Indiana.
715-252-6360 (to exhibit);
https://garageshedcarportbuilder.
com/2021-gsc-builder-show/

Nov. 9-11

Midwest Roofing Contractors
Association (MRCA) Con Expo.
Milwaukee, Wisconsin. www.mrca.org

JANUARY 2022

Jan 18-20

Frame Building Expo, Gaylord Opryland
Resort & Convention Center, Nashville,
Tennessee. nfba.org

FEBRUARY 2022

Feb 1-3

International Roofing Expo, New
Orleans, Louisiana. therooingexpo.com

Feb 8-10

National Association of Home Builders
(NAHB) International Builders' Show
(IBS), Orange County Convention
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www.buildersshow.com/

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Farmer Watches Semi-Retirement Plans Fade with Success of Metal Shop

■ By Sharon Thatcher

Ephraim Esch thought he would leave the demanding work of dairy farming and ‘semi-retire’ into metal forming. That was his first mistake. Now the busy owner of Solanco Metal Roofing LLC in Lancaster County, Pennsylvania, Esch has broken ground on a new building that will triple his current space established in 2014 and create a new opportunity in the other half of the building to open an accompanying lumberyard. His plans now — to never retire.

An interesting tidbit about Esch’s journey into roll forming is his lack of history in the industry. Most professional rollformers have some background in construction or metal fabrication. Growing up, Esch was involved in his share of barn raisings in his Amish community that involved installing metal, but otherwise he had always been a farmer. “When I think back, I think I must have been half crazy because I didn’t know anything about this industry,” he said.

He was first exposed to the idea of going into the panel-forming business when a friend in Wisconsin, already in the business, suggested it. His immediate reaction: not interested. Well, sort of. It did pique his interest. He began to investigate.

He sought out potential customers, cautiously at first. “I wasn’t talking directly to people but beating around the bush and smelling things out,” he said. Then he got bolder. “I knew quite a few contractors, a cousin of mine is a pretty big contractor in ag buildings, so I talked to him before I started and he said ‘yeah, I’ll give you a shot at it.’”

Other contractors also expressed interest, enough to be encouraging. “I’d meet somebody in the construction world, and I’d get to talking,” he said, “and there were farmers in the area who wanted to do projects and [would wait] until I was up and running.”



Every nook and cranny have been spoken for in this old converted chicken barn. Much needed space will soon arrive at Solanco Metal Roofing in the form of a new building located off the farm, but nearby.

There were also many conversations with equipment manufacturers, coil suppliers, bankers, and other rollformers. After more than a year, he decided maybe it wasn’t such a bad idea after all.

He said he aligned himself with two companies that helped him navigate the treacherous waters of such a major journey: coil supplier Hixwood Metal, and machine manufacturer Acu-Form, both which answered his countless beginner questions.

His farm became his equity to afford the major debt he was about to take on. It would take him another six or seven months to finalize his plans. “I wasted so much paper and filled so many trash cans before I did this, it’s almost a shame,” he admitted. “I wanted to be very positive. I was a farmer all my life and farmers don’t necessarily get very rich, at least not cash rich.”

Esch cleaned out an unused 50x95 foot chicken barn on his farm to set up his initial operation. “If I had to build a building,

it would almost have been a no-no for me,” he said. “Equipment is one thing but if you have to buy property and build a shop, then it becomes too much.”

His equipment of choice included a new roll former for ag panel, and four trim folders from Acu-Form, all run on hydraulic systems. The roll former is equipped with a 12-volt control panel with a solar panel hooked to the battery to keep it charging. He also purchased a used Chicago manual brake.

With his three sons helping with the milking chores, he began his ‘semi-retirement’ into roll forming.

The early years

Esch worked alone for two years until he was established, then hired a full-time worker (he now has three). He stopped milking cows when he realized he needed more sleep. His oldest son took over the farm. About the only immediate reminder to the building’s past life are some free-range bantam roosters out in the barnyard. “I just love to hear them crow,” he said. “There’s no income, no nothing with them, they’re like a dog — you just got ‘em to have them around.”

Originally Esch was concerned that a major roll-forming company in his general region would make it difficult to find customers to buy his panel. In truth it was a non-issue as contractors were eager to find service closer to home from a company that could offer quick turnaround.

Sometimes, he admits, the contractors had to explain what they wanted. “I also had friends in the roll-forming business in Ohio and Wisconsin and I could talk with them. We got through it, but I’m not sure how it all happened.” He said if he knew then what he knows now, he would have shaken like a leaf from the overwhelming things he had to learn.

He credits much to “the Amish radio [word-of-mouth advertising in the religious community] for the success of Solanco Metal. “It has worked as well as you can find anywhere,” he quipped, noting that most of his customers are Amish contractors. He does no other advertising.

At first, Solanco panel was going primarily into ag buildings. “Ag was booming then,” Esch said; “2014 was a very good year for farmers.”

The ag market dipped, but fortunately Solanco’s growing reputation allowed Esch to make inroads in the residential and small commercial markets. Solanco is ideally situated for such markets, located near very populous areas. His contractor customers travel to jobs in Baltimore, Maryland; Wilmington, Delaware; and New Jersey. Lancaster County itself has a demanding consumer base. “People are pretty fussy here. They want a good product, so I decided if I’m going to do this, I’m going to do it right.”

Esch purchased additional equipment to cater to the residential and small commercial markets. Consulting again with Hixwood, he added a board and batten horizontal siding machine from Eastside Machine Co., a soffit machine, and a

portable roll former for on site standing seam. The board and batten machine in particular was a good decision. “There was no board and batten done in Eastern Pennsylvania when I got this machine,” he said. “Paul with Hixwood called me one day and told me about it and I said ‘wow!’ So I worked towards that and got it up and running and it’s doing quite well.”

Lessons learned

Esch has learned many lessons along the way and repeats advice we hear often from other owners of roll-forming businesses; to survive and thrive in the business the No. 1 asset is good service.

Also important: a quality product and convenient location, the latter not very far off the beaten path and not far from metal-hungry contractors. “Price is very important, but it isn’t the most important,” he added.

If you are thinking about getting into the business, Esch cautions, “you must be sure you have a customer base. Talk to customers, is there a demand for it?”

If there is, be willing to sleep fewer hours to meet those demands. “Contractors don’t like to wait,” he said. “I’ve spent nights in here ‘til midnight. I’ve gotten very little sleep to prove I can provide service.”

Breaking ground on a new building

It’s been seven years since Solanco Metal Roofing has been in business, and like the seven-year itch, it’s time to grow it or leave it. Esch is about to grow it. Ground has been broken on a new 100x300 foot building about a mile away from the farm. A new lumberyard business, operating independently, will be in one area of the building, and Esch’s metal division in another. His reasoning for the lumberyard: “A lot of contractors around here want to make just one phone call for their wood and metal.”

A new folder is on Esch’s purchase list. Extra floor space will be used for trim inventory to meet demand.

Esch is expecting to move his equipment into the new building this coming January.

There will be someone else in charge of the lumberyard, while Esch remains at the helm of the metal-forming shop.

Reflecting back on his journey from farming to roll forming, Esch said, “I wanted to do this as a retirement job; well, it ended up being the end of farming and the start of working. I’ll probably retire the day I die.”

But don’t feel bad that his semi-retirement plans have gone awry. “I enjoy it very much,” he said of the roll-forming business. “Cows don’t beat you up like people do, but that’s fine. I enjoy it very much. It’s a very different world, but I enjoy it very much.” **RF**

Rollforming Magazine is planning to visit the new shop and show you the dramatic before-and-after photos upon completion. Look for the update next year.

Galvanic Action

Using incompatible metal components results in premature corrosion

■ By Karen Knapstein


GALVANIC SERIES CHART METALS AND ALLOYS	
<p>+ CORRODED END ANODIC, LEAST NOBLE</p>  <p>- PROTECTED END CATHODIC, MOST NOBLE</p>	Galvanic Series Chart Metals and Alloys
	Magnesium
	Magnesium alloys
	Zinc
	Aluminum 1100
	Cadmium
	Aluminum 2024-T4
	Steel or iron
	Cast iron
	Chromium-iron (active)
	Ni-Resist Cast Iron
	Type 410 Stainless steel (active)
	Type 304 Stainless steel (active)
	Type 316 Stainless steel (active)
	Lead tin solders
	Lead
	Tin
	Nickel (active)
	Inconel nickel-chromium alloy (active)
	Hastelloy Alloy C (active)
	Brasses
Copper	
Bronzes	
Copper-nickel alloys	
Type 410 Stainless (passive)	
Monel nickel-copper alloys	
Silver solder	
Nickel (passive)	
Inconel nickel-chromium alloy (passive)	
Chromium-iron (passive)	
Type 304 Stainless steel (passive)	
Type 316 Stainless steel (passive)	
Hastelloy Alloy C (passive)	
Silver	
Titanium and titanium alloys	
Graphite	
Gold	
Platinum	

Table 1

When electrochemically dissimilar metals are in contact with one another, galvanic action occurs. The direct contact creates a conductive path for electrons and ions to move from one metal to the other; the result is accelerated corrosion.

For example, consider the Statue of Liberty. Lady Liberty has a copper surface on a cast iron frame. The two metals were originally separated by an insulating material. When that insulating material failed, the result was a great deal of galvanic corrosion.

Three conditions must exist for galvanic corrosion to occur:

- 1 There must be two electrochemically dissimilar metals present.
- 2 There must be an electrically conductive path between the two metals.
- 3 There must be a conductive path for the metal ions to move from the more anodic metal to the more cathodic metal.

If any one of these three conditions doesn't exist, galvanic action won't take place.

When dissimilar metals are in contact with each other in the presence of oxygen and moisture, the more noble metal (more resistant to corrosion) will corrode the less noble.

Galvanic corrosion should be a concern in the use of metal fasteners such as bolts, screws, and welds. According to an article in *Preservation Science*, "Because fasteners have a much smaller surface area than the materials they fasten, fasteners that take on the role of the anode will be at risk of rapid corrosion and thus should be avoided. For example, zinc-coated fasteners should only be used to connect steel coated with aluminum, zinc, and Galvalume, as these are very close on the Galvanic Series and are not generally at risk of corrosion when placed together. On the other hand, zinc-coated or aluminum-coated fasteners should not be used to attach copper or stainless-steel panels."

Andrew Mullen, President of Direct Metals, Inc., advised, "It is important to understand the differences between metal alloys and how bare dissimilar metals in certain environmental conditions can have serious reactions that promote premature corrosion and degradation."

To minimize the risk of galvanic corrosion occurring in fasteners, the surface metal on the fastener should be matched with the surface metal it will fasten. The most desired combination is to have a large anode with a small

Fastener Material Selection Based on the Galvanic Series of Metals

Table developed using information supplied by AISI Committee of Stainless Steel Producers.

KEY

- A. The corrosion of the base metal is not increased by the fastener.
- B. The corrosion of the base metal is slightly increased by the fastener.
- C. The corrosion of the base metal may be considerably increased by the fastener material.
- D. The plating on the fastener is rapidly consumed.
- E. The corrosion of the fastener is increased by the base metal.

Table 2		FASTENER MATERIAL			
		STEEL Zinc Plated	STAINLESS STEEL Type 410	STAINLESS STEEL Type 302, 304, 316	ALUMINUM
BASE METAL	Zinc Galvanized ZN/Al Coated Steel	A	C	C	B
	Aluminum	A	¹ Not Recommended	B	A
	Steel / Cast Iron	A,D	C	B	A
	Brass, Copper, Bronze	A,D,E	A	B	A,E
	Stainless Steel 300 Series	A,D,E	A	A	A,E

¹ Because aluminum can expand a large distance, the high hardness of 410 SS case-hardened screws may lead to screw failure due to lack of ductility or stress corrosion cracking.

NOTE: Organic coating to the screw will improve the corrosion resistance. Environments can affect the rate of corrosion and change the activity of the metals. COURTESY OF TRIANGLE FASTENER CORP.

cathode; in other words, fasteners such as bolts and screws should be made of the metal less likely to corrode, or the more cathodic.

In the galvanic table shown (Table 1), the closer the metals are to one another on the list, the less likely they are to react to one another and experience galvanic corrosion.

If it's not possible to avoid using dissimilar metals, coatings play a critical role in eliminating the risk of galvanic action. A non-conductive coating acts as a barrier, removing the connection between them. Common coating practices that prevent galvanic corrosion include, but are not limited to, zinc plating, galvanizing, and powder coating.

John Sheridan, owner of Sheridan Metal Resources, teaches as part of his training course: "Aluminum has a similar protective coating as zinc, eliminating risk of corrosion. Galvanized steel is coated with a fine film of zinc, so

this zinc-zinc contact poses no threats. Copper and zinc don't play nicely together. Copper runoff will stain the zinc. Steel that is non-galvanized should also be avoided, as the similar electron transfers between the metals will result in corrosion and deterioration. In addition, zinc is not compatible with oak, chestnut, red or white cedar,

Douglas fir, and any woods with a pH less than 5."

There is a good chance you already knew from experience that some fasteners react badly to certain materials. Now you know why. Remember: Your supplier will be happy to help you select the appropriate fastener for whatever materials you're working with. RF

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From left, Shawn, Rob and Dustin Haddock break ground on S-5!'s new office campus in Colorado Springs, Colorado. Photo by S-5!

S-5! Breaks Ground On Colorado Office Facility

In early July, S-5!, an authority on metal roof attachment solutions, broke ground on its new office space to provide sufficient space for its staff and to better serve its customers.

S-5!'s new corporate headquarters will be located on more than 4.5 acres in the Black Forest area of Colorado Springs where S-5! clamp-to-seam technology was birthed 30 years ago.

The two-story office building will sport metal finishes and a solar roof. The adjacent barn will be repurposed for S-5!'s video training center, prototype shop and test facilities.

The use of exterior materials will be harmonious with the rustic mountain rural and local architecture and feature a double-folded standing seam metal roof hosting a 50kW solar PV system and

supported by hand-peeled log truss/columns. Corten steel (sometimes known as weathered steel) will provide a rustic appearance. A combination of natural stone (moss rock) and stucco will complete the natural earth-tone look and feel of the space.

The office will be used to bring the executive staff of S-5! together for better creative collaboration, birthing product and marketing ideas, and developing company initiatives.

"The entire site and construction is designed to resemble and feel like a residence, as this is our business culture and harmonizes with the Black Forest persona," said Rob Haddock S-5! CEO and founder. "We are excited to finally have the space we need to meet the demands for our growing business." **RF**

Nonresidential Construction Spending Struggles to Recover

National nonresidential construction spending has yet to recover from the Covid hangover but construction firms remain optimistic.

"Since achieving an all-time high in January 2020, nonresidential construction spending is down 12%," said ABC Chief Economist Anirban Basu. "With each passing month, the deficit vis-à-vis the all-time high continues to expand. June was no exception, with both private and public nonresidential construction declining.

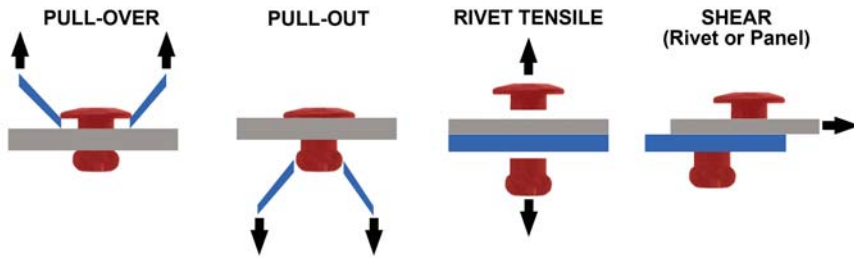
"For economists, this presents a bit of a paradox," said Basu. "Many contractors report rising backlog and strong expectations for sales, staffing and profit margin growth over the balance of the year, according to ABC's Construction Backlog Indicator and Construction Confidence Index. Yet the macroeconomic data continue to show an industry struggling to stabilize from the pandemic-induced recession.

"There is a logical explanation," said Basu. "Despite the lingering pandemic and elevated materials prices, demand for construction services remains high. But this lofty demand is failing to translate into construction spending growth because available capacity to supply services is so constrained, especially by expanding skills shortages.

"This means the average project is taking longer to complete. It also translates into diminished construction spending on a monthly basis since less services are delivered.

"Consequently, individual firms generally remain confident about the future given the presence of demand for their services as well as rising backlog, but the macroeconomic outcomes remain uninspiring as *quantity supplied* struggles to match *quantity demanded*." **RF**

BLIND RIVET FAILURE MODES



TFC Pullout and Pullover Data for Blind Rivets

Triangle Fastener Corporations [www.trainglefastener.com] has published pullout and pullover test data for its blind rivets; the only known published data available in the metal cladding industry.

The blind rivet tests were conducted as a direct result of requests by the design and engineering community who use rivet pullout and pullover strength when designing various steel or aluminum panel systems. Some blind rivet connections may experience tensile loading, which can lead to pullout, pullover, or tensile failure of the rivet.

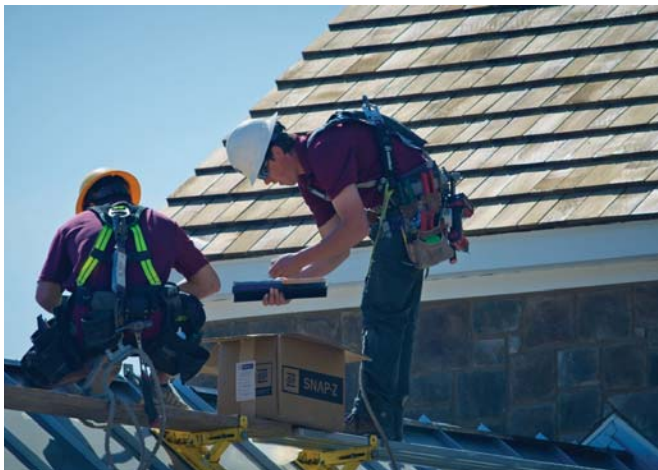
The pullout and pullover tests were conducted at an independent laboratory and includes ultimate load values and the mode of failure. Test results can be found on the TFC website and a copy of the independent test report is available by contacting the TFC Tech Center located in Cleveland Ohio. RF

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The device's wireless design provides 'extended reach, allowing it to operate when separated from the user's phone, a functionality ideal for scanning hard-to-reach areas and for scenarios involving two workers. Walabot DIY 2 also comes complete with a built-in rechargeable battery, enabling users to scan non-stop for up to five hours without draining the phone battery.

www.walabot.com



HONDA eGX DESIGNED FOR OEM POWER EQUIPMENT

Honda Engines has launched the Honda eGX, an advanced electrified power unit and the company's first battery-powered motor designed to be incorporated into OEM power equipment products for indoor and outdoor use. It is the world's first Honda GX-quality commercial motor that can be interchanged with a Honda GX internal combustion engine on selected outdoor power equipment.

Honda designed its new Honda eGX motor for original equipment manufacturers (OEMs) in the heavy-duty indus-

try who want to provide battery-powered options to their customers. Honda engineering and testing, coupled with quality manufacturing and system integration, give OEMs easy entry to the battery-powered market without investing in the engineering and funding required to develop their own motors.

The initial applications for the Honda eGX are for rammers (model GXE2.0S) power trowels and vibratory plate compactors (model GXE2.0H) used in the construction industry; future applications are projected to include hydraulic power units and compressors. Additionally, a number of other commercial applications are being tested in various market segments.

<https://engines.honda.com/egx>



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Unlike traditional mono booms, Mecalac's design features five axes, providing a more compact footprint and minimizing the need to reposition the machine in a number of situations. The boom can be tucked in close to the machine, even with a full bucket, allowing for extra compactness and mobility without overbalancing the unit in the front — resulting in a true zero-turn radius. For loading trucks, working in confined spaces or operating near the body of the machine, the boom's extended range of movement increases flexibility and reach while minimizing unnecessary movement. This dexterity also increases overall efficiency with a number of attachments. For example, it allows for parallel lifting and below-grade operation with pallet forks.

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Let the Shows Begin!

First Garage, Shed and Carport Builder Show among those on the agenda

Mask mandates were returned for busy areas of the country in late July, and how that might impact trade shows this show season is still an unknown. At press time there were no cancellations. Here's a look at what's on the immediate horizon. Check status before traveling.

FABTECH

Sept. 3-16

McCormick Place, Chicago
www.fabtechexpo.com

North America's largest metal forming, fabricating, welding and finishing event provides a convenient 'one-stop shop' venue where you can meet with world-class suppliers, see the latest industry products and developments, and find the tools to improve productivity, increase profits and discover new solutions to all of your metal forming, fabricating, welding and finishing needs. Includes trade show and numerous education workshops.

Western Roofing Expo

Sept. 21-23

Mirage, Las Vegas
www.westernroofingexpo.com

We featured the Western Roofing Expo in the June/July issue of Rollforming Magazine, so hopefully you already have your reservations booked. If not, no problems, there's still time.

It will feature a two-day trade show, 24 educational seminars, two keynote luncheons, the Roofing Games™, golf and



sporting clays tournaments, silent auction, and more.

This year's trade show floor has been expanded and will feature 200 companies. Attendees will also have the opportunity of sitting in on a legislative luncheon with Washington insider, Craig Brightup (The Brightup Group) who will be discussing critical issues affecting the \$30 billion dollar commercial and residential roofing industry.

PREMIER Garage, Shed & Carport Builder Show

Nov. 4-5

Century Center, South Bend, Indiana.
<https://garageshedcarportbuilder.com/show-registration/>

In November, you will not want to

miss the first Garage, Shed and Carport Builder Show presented by Shield Wall Media, publisher of *Garage, Shed and Carport Builder* (sister publication of *Rollforming Magazine*.)

The Garage, Shed & Carport Builder Show is about small, special-use residential buildings. According to U.S. Census data, annually over 1,000,000 new residential building permits include a garage. Sheds are also now extremely popular, and include everything from garden sheds, pool houses, and storage buildings, to pub sheds and tiny houses. Not to be overlooked are carports and light-gauge metal buildings that store most everything and can even be made into green houses.

These buildings have a significant overlap in function, so they have common components. Doors, windows,

Trade Show News))

metal panels, fasteners, paints, lumber, metal framing, polycarbonate panels, and a lot more products are used in the construction of these various types of mini buildings.

The Garage, Shed & Carport Builder Show is where you will be able to access this specialized industry information live and in person. It brings together all the elements of an industry that has been growing by leaps and bounds.

METALCON

Oct. 6 - 8

Tampa Convention Center, Tampa,
Florida

www.metalcon.com

METALCON returns to Tampa with a lineup of education sessions that meets any need and budget.

There are 40 free pre-show workshops conveniently located inside the exhibit



McBoat Photography

hall, plus five special Learning Center sessions and Super Sessions held during the show.

New is The Architect's Experience featuring a series of events over two days focused on the use of metal as a design and construction component. It is designed for architects, designers, specifiers and engineers to breathe new life into projects and solve a wide variety of architectural, structural, environmental and building performance challenges, all through the use of metal.

Also new is The Insulated Metal Panel

Pavilion, bringing together the six major independent brands of leading insulated metal wall and roof panels that produce 85% to 90% of all IMPs shipped in the U.S. and Canada.

Keynote speakers this year include Keith Colburn star of the Discovery Channel's hit show "Deadliest Catch" and captain of the Alaska King Crab fishing boat, Wizard. Also keynoting will be Ken Simonson, chief economist of the Associated General Contractors of America. RF

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Reflecting On Trade Shows

How Exhibitors Can Get the Most Out of Trade Shows

■ By Gary Reichert

[Editor's Note: Trade shows have started to reboot after a year of cancellations due to Covid. Are you prepared to take full advantage of what these valuable opportunities provide? How you approach them, either as an exhibitor, or a visitor can make the difference between success or a big waste of time. Publisher Gary Reichert weighs in on the topic, starting with tips for exhibitors.]

On June 3-4 we put on the second annual Construction Rollforming Show. The exhibitor booth space was down, mostly from manufacturers' concerns about Covid liability and the late lifting of travel restrictions. The actual attendance for the show was almost equal to the first, which was great considering the circumstances.

Most of the exhibitors seemed to be actually writing business at the show and giving positive feedback. A very few were less thrilled about the outcome. This was fascinating because businesses that were successful and ones that were not were selling comparable products. In one specific instance, the exhibitor with less

success had a much better location on the show floor. If companies sell similar products, and have wildly different success rates, the obvious question is: "What are they doing different?"

My background is coming from the commercial fitness industry. When I was 21, I was selling gym memberships, which, at the time, was more like used car sales than anything else. From that, I furthered my education, went into coaching and then into commercial fitness equipment sales. I ended my stint in that industry as a VP of Sales and Marketing for a small company.

My first steps into professional sales, as opposed to hard-closing retail sales, occurred when I was 29 and took a regional sales position with Universal Gym Equipment covering several Great Lakes states. My first National Sales Manager was Gene Calender; he was the closest thing to a sales version of Yoda I have ever seen.

A year's worth of magazines is not enough to cover everything I learned from him. But there are some things relative to working trade shows that seem to be completely forgotten in the last few

decades. I will neglect to mention exactly how many, but writing that makes me feel very old.

5 Tips For Exhibitor Success

Here are a few things that were drilled into me by "Yoda." These will proceed from most important to least important.

1 ESTABLISH OBJECTIVES AND REMEMBER WHY YOU ARE THERE.

Different shows and different situations will have desired outcomes that require a different strategy. Are you there to:

- Meet new prospects
- Close business
- Maintain relationships with existing clients
- Introduce a new product.

What you are hoping for in an outcome will determine your strategy and actions while you are at the show. Anything else

is a distraction. Trade shows are a condensed opportunity to meet face to face with more people than you would typically see in months. Everything except meeting your objectives needs to be completely forgotten during the two or three days of the show. Coming to the last morning of the show hung over counts as a distraction.

2 YOUR BEHAVIOR NEEDS TO MAKE YOU APPROACHABLE.

This is the single biggest difference I noticed between successful and non-successful exhibitors at the Construction Rollforming Show.

To show you how much has changed: In the “old days” we were not allowed chairs in the show booths. Sitting can create an impression that the potential customer is disturbing you. Most people are by nature polite. You will never know how many people were too nice to buy from you.

Other behaviors in the same category are cell phones and eating.

Eating in a booth is a tough decision. If you are the only person in the booth, you need to make a choice. You have to choose between missing clients by not being in the booth, eating in the booth and not being approachable, or just going hungry for a little while.

Cell phones are even worse. Put them on silent for the duration of the show. And there is almost no reason for texting or answering emails from the booth. Remember why you are exhibiting; you can answer emails in your hotel room after the exhibit floor closes.

3 YOU NEED TO APPROACH.

Zig Ziglar once said, “Nothing happens until someone sells something.” Making an introduction is a sale. If you wait for someone to ask you a question, you have relinquished control of your

ability to meet your objectives. Waiting for them to ask a question, you are making the assumption they know who you are or what you offer.

Have a way to introduce yourself. Your company provides you with SWAG. It may be lost now, but the purpose of SWAG at a trade show is to create introductions. It is as simple as saying, “You look like someone in desperate need of a hat. My name is Gary, and you are?”

4 ALWAYS HAVE A PEN AND BUSINESS CARDS.

In today’s digital age this may seem like a primitive statement, but it applies to every day (not just at trade shows). Scanners and software do not and cannot fill the same gap. Business cards provide a visual impression. Many people will remember what they see. A scanner takes that important connection out of the equation and your name and business never have the opportunity to imprint on the potential customer.

The backs of business cards should be blank, and always have a pen. (I put some business cards and clip a pen in the badge holder.) When cell phones were new, we only put the main office number on the business card. Then when we gave out a cell number by writing it on the card, this indicated that the prospect was important enough for us to do something we did not typically do — give out our cell number.

Times are different now, but the impression is the same: If you make a note on a business card, it is specific to that person. It’s not the same thing that everyone receives.

The blank space on the back of a card is also a place you can make notes about potential customers for later reference. Writing a note for you to keep creates the same impression for the prospective customer: They are special and it is important for you to remember who they are and what they need.

5 FOLLOW UP AFTER THE SHOW.

Until now, the numbers were in decreasing order of importance. This last could easily be the most important.

At most shows, companies collect more leads and usually close business later. The Construction Rollforming Show seems different. I saw customers giving exhibitors checks and providing spec sheets on exactly what they were looking to buy. But, in most cases it is about warming existing relationships or generating leads to close in the future.

Either way — follow up. You cannot close future business if you never hear from them again. For existing relationships, the follow up can be as simple as saying, “It was great to chat. The next time you’re in town, I owe you lunch.”

If you are intent on “doing it right,” it is good to save a small announcement for after the show or have a prepared Frequently Asked Questions sheet. “Hi Bob, Great seeing you at the Rollforming Show last week. This wasn’t official then, so I couldn’t say anything. But now I can, and I thought you would like to know...”

CONCLUSION

I have always been fascinated by the way sales people think. Often, sales people will say, “I didn’t get anything from the show” or “these leads are worthless.” I always wonder what effort and process was put into them. In cases where similar companies have wildly different reactions to a show, the answer may be in looking at expectations and what was done in and around the booth.

Like most situations in the real world, the largest portion of your success or failure is in your own hands. That makes success a choice. To misquote the Most Interesting Man in the Universe, “Choose wisely, my friend.”

Now that we’ve covered exhibitors, in the next issue I’ll ramble incoherently about what it takes for an attendee to have a successful show. **RF**

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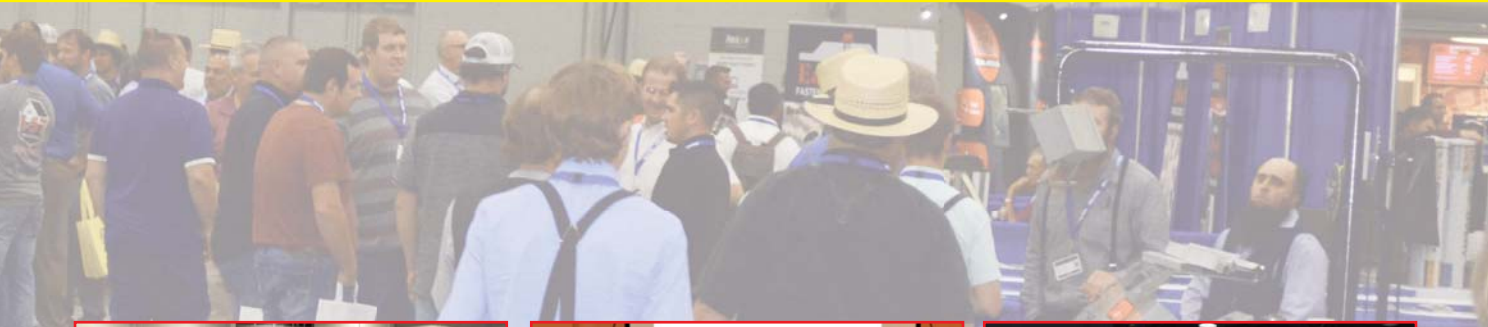
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