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Magazine

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**METALS &
THEIR USES**

**STRUCTURAL
TUBING**
A CLOSER LOOK
AT TUBE FORMING

**ROLL
FORMING
IN FLORIDA**
A TALE OF TWO CITIES

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State of the Industry From a Publisher's Perspective

■ By Gary Reichert

One of the unique things about my position is I have the opportunity to regularly communicate with many people in different segments and strata in the construction industry. My conversations include marketing and advertising, but also other topics related to general and specific events affecting our world. The specifics of these conversations are

For some products lead time is running a year or more. Typical lead times used to be 3-6 months. This is good for the manufacturers and a sign of general optimism because these are expensive durable goods that depreciate over a period of years. A company is not going to make a large investment in capital equipment unless they believe the economy will support the investment over time. A lot of

people must believe the increased demand will continue for the next 3-5 years, or longer.

The supply chain is facing challenges at multiple levels with different underlying causes. Essentially it is a mess. Everything from shipping to labor shortages is affecting the availability of products. This creates

short-term uncertainty and makes it difficult to forecast and predict cash flow. In larger companies this may represent a larger challenge and cause them to be conservative in the short term. With additional levels of management, reacting to change takes more time and there is a greater aversion to risk. Indications seem to be that this will lessen after first quarter.

Generally the business climate is good and most people I speak with believe 2022 will be similar to or up from 2021. Most of the businesses experiencing challenges seem to be suffering supply chain issues and are unable to receive or ship product. Demand is high and the increased material and labor costs have

not driven prices up to the point where it restricts demand.

Energy and fuel costs are an issue, but do not seem to be a major damper on business as they are just passed through the supply chain to the end user, and the tipping point where it affects demand does not appear to have been reached.

The labor shortage is a continuing challenge. This may lessen, as the government is cutting back programs that subsidize workers staying home and COVID recommendations change. Interestingly, I read an article recently that asked, "How long can Americans afford to not work?" That topic being discussed in conventional media makes me hope that we are nearing the end of this obstacle.

Political instability, COVID policy, a looming election year, possible interest rate hikes and ongoing mergers and acquisitions introduce an aspect of uncertainty. As a rule, uncertainty limits expansion and capital investment, but our industry seems to be running counter to that trend, primarily because demand is high.

I am only in the business of making predictions about my own business. I would not recommend anyone taking my opinions too seriously. We have many reasons to be optimistic about 2022. The possibility of labor returning, shipping and supply chain issues resolving and high demand continuing may make 2022 a very interesting year — in a good way.



always confidential, but they allow me to aggregate information relevant to our portion of the construction industry. Without violating confidences, here are some takeaways based on our surveys and my conversations. Please understand that these are opinions and anecdotes. The information is possibly inaccurate and is being presented for consideration only. Do not base any business decisions solely on opinions expressed in this article without verification through other sources.

In no particular order, some thoughts about the upcoming year.

Machinery and capital goods manufacturers are doing very well. Demand is up and lead times are longer than typical.



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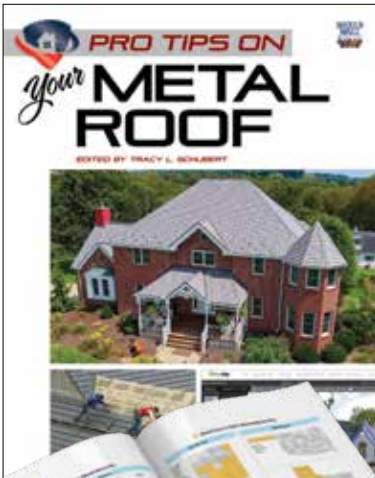
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On The Cover:

Acu-Form J-Channel Roll Former at Your Quality Metal, Little Suamico, Wisconsin.

Photo by Sharon Thatcher



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Industry Partners



A Tale of Two Cities

— Florida Style —

Two companies, two different customer bases a reflection on today's market

■ By Sharon Thatcher

Florida was ranked 7th among states in 2021 for population growth. Even with all the price and supply interruptions, times have been good for residential construction.

On the flip side, times have not been so good for commercial and public project sectors that continue to struggle.

These trends were clearly apparent when interviewing two Florida roofer/roll formers. In the Panhandle to the far north, Kent Construction and Roofing Inc., over 30 years old, is strictly a public projects and large commercial contractor. In the far south, near Miami, Coastal Metal Roofing Sales, just over three years old, is focused primarily on residential and private commercial.

Both are successful companies that roll form and install standing seam roofs to a strong customer base. Both have recognized unique opportunities that allow them to grow. Together, they offer an interesting comparison of the residential vs. nonresidential marketplace as it is being experienced today not only in Florida, but throughout the country.



Residential home, Doral, Florida, Coastal Metal ML-150, 1.5", 24 ga. Galvalume, Charcoal Gray. PHOTO COURTESY COASTAL METAL ROOFING SALES.

BELOW: Altha Public School, Altha, Florida: 136,997 sq. ft. Englert 2400 Series Standing Seam Roof (24 ga. Galvalum Finish). PHOTO COURTESY KENT CONSTRUCTION AND ROOFING, INC.



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Kent Construction and Roofing Inc.

Company was first to bring on-site roll forming to the Panhandle

Chipley, Florida, is a very small town (population 3,525) in the Florida Panhandle, but one of its businesses—Kent Construction and Roofing Inc. [<https://kentconstructionandroofinginc.com>]-serves a clientele that's anything but small. Located in an area that has a concentration of military bases, the 30-year-old business has installed roofing on nearly every military base from Moody Air Force Base in Valdosta, Georgia, to Marshall Space Flight Center in Huntsville, Alabama, Keesler Air Force Base in Biloxi, Mississippi, as well as Naval Air Station Pensacola, Tyndall Air Force Base, and Eglin Air Force Base all in Florida. Because of their tri-state location their motto is "bringing the tri-states together under one roof".

Residential is not in their wheelhouse, but federal and state projects, schools, and commercial are.

THE HISTORY

Brian Kent, now president of the company, said his father Ronnie, the founder, saw the advantages of metal roofing and

using a jobsite roll former long before his future competition. Established in 1980, Kent Construction started as a general contracting business but soon expanded to roofing.

"At that time, in the Panhandle, there wasn't a lot of construction going on and there were a couple other general contractors fighting over the same hand full of jobs," Brian said. "Sometime in 1984 or 1985, a job came about that didn't have a roofer on it. My dad said, 'I think we can perform that ourselves.'"

It was a single-ply, modified sheet roof and the job went so well that the contractor asked if Ronnie would be interested in additional roofing jobs in South Florida. He sent one of his crew down to do the work "and it was three years later before he could come back," Brian said, "he was doing so many roofing jobs."

By the time he did come back it was the latter part of the 1980s and a new roofing trend had made its way to the Panhandle. "They had started to see a big influx of retrofit metal roofs," Brian said. "We were in on the early stages of that. We had a stick-built metal frame system

we'd build up from flat roofs on area schools and put standing seams on top."

The company started with 10,000 sq. ft. projects and grew over time to projects well over 100,000 sq. ft. Their largest was a 220,000 sq. ft. school roof.

The "sweet spot", Brian said, is 20,000-40,000 square foot roofs. "We can get in and out in two months. On new construction, like new schools or 160,000 square foot hangars, those jobs go on and on forever."

In the earliest years, their panels were factory-formed by a large company and shipped in. "But you know how it is when you get to the end of a job and you're a piece of trim or a panel short and you have to wait on those guys to do it, so we got our own machine. If we came up short, we could roll our own and finish the job. That's how it all started," Brian explained. It was 1989 and the machine was a Knudson KR 24 portable.

As the trajectory for metal roofing kept going, the company's focus continued to shift. Today they focus solely on roofing; about 75% standing seam metal and 25% single-ply. The one Knudson was eventu-

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West Minister Oaks Retirement Village, Tallahassee, Florida: 27,300 sq. ft. Petersen Tite-Loc Plus Standing Seam Roof (24 ga. Cityscape Kynar Finish), 7,000 sq. ft. Fibertite single-ply roof. PHOTOS COURTESY KENT CONSTRUCTION AND ROOFING, INC.

ally joined by two more. A third portable is a New Tech. Two other machines serve the company, both from Roll Former Corporation: an RFC gutter machine and an RFC soffit machine. Only the soffit machine is shop-based. The portables are hauled on a flatbed pulled by a Ford F-650.

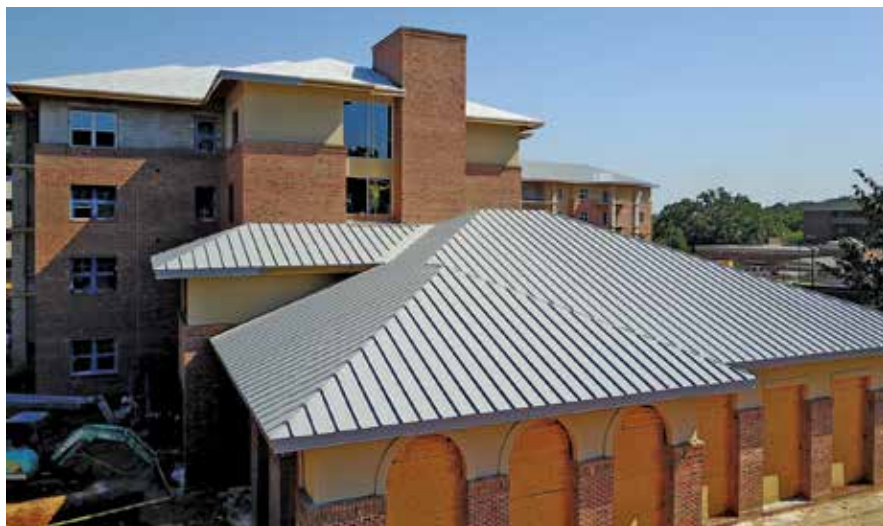
Brian came onboard full time after graduating from college in 1997. He had grown up in the business and said he had always planned to work for his dad. “That was my plan, to always come work for him,” he said. His brother, Brad, a structural engineer, was also with the company but later left to open BTK Engineering nearby. “He still does all our engineering,” Brian said.

Ronnie retired in 2005, leaving Brian as President of the company that was renamed to reflect the addition of roofing work.

GROWING COMPETITION

The company’s list of routine customers remains impressive, but so does the growing competition. “When we started running standing seam panels, we were the only ones that were running jobsite roll panels at that time,” Brian said. Now there are several.

Still, they have the experience with big jobs to keep them competitive. The



bid process is familiar territory with all its tedious details and demands. They can easily navigate working in a tri-state area where Florida codes dictate in one area, Georgia codes in another, and Alabama in a third. Brian makes it sound easy: “Georgia and Alabama are a lot more lenient as far as wind speeds and designs. Other than that there’s not a lot of difference. You have closer clip [in Florida] to compensate for wind speed.”

The Florida code has become stricter since 2018. “They were not quite as strict as Miami-Dade until 2018 when we had Hurricane Michael come through,” Brian explained. “It tore up Tyndall Air Force Base, and a 50-60-mile swath... all the way up into Georgia. When that happened, they started implementing some of the Miami-Dade stuff here.”

Standing seam panel, 24 gauge, is the most common panel they roll, with some

occasional 22 gauge.

Kent Construction and Roofing relies on three metal suppliers for coil: Englert, Drexel, and Petersen Aluminum. For fasteners they use Threaded Fastener, Triangle Fastener, and for insulation, Altas Insulation.

RECENT CHALLENGES

Unfortunately, the past year has proven to be very challenging in the very segments of the economy that built Kent Construction and Roofing. As Brian explained, public projects are bid and won a year or two in advance of the work. Price increases are built into the bid, but unexpected was the precipitous rise in prices for coil this past year-and-a-half, along with unexpected supply-chain bottlenecks. Once bid, there’s no guarantee that the customer will pay the extra expense.



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ABOVE: Dune Lakes Elementary School, Walton County, Florida: 163,200 sq. ft. Englert 2400 Series Standing Seam Roof (.032 aluminum Dove Gray Kynar Finish).

RIGHT: Chelco Electric Tech Center, Defuniak Springs, Florida: 17,200 sq. ft. Petersen Tite-Loc Plus Standing Seam Roof (24 ga. Cityscape Kynar Finish). PHOTOS COURTESY KENT CONSTRUCTION AND ROOFING, INC.

“My supplier will say, ‘I’m not going to supply you this coil stock at the price I bid you a year ago; your price is now twice that.’ ...I’m having to pay that extra to get the product here because I contracted [with the owner to do the job a year ago]. Hopefully we’ll get to the point where the owner will pay it but we’re not to that point yet,” he said.

Getting to that point involves more time and paperwork. “We’re documenting the price [of supplies] of what we bid it and the price now and sending it to the government in an REA (Request for Equitable Adjustment). They’re supposed to take a look at it and give compensation, but there’s no guarantee that’s going to happen ... I could possibly get burned, but it’s out of my control.”

While some prices are starting to moderate, aluminum, used along coastal areas, continues to go up. “In 2000, for example, we could buy 24-gauge coil stock for 68 cents a square foot. From 2000 to 2020, a 20-year span, it went up to \$1.07. This past year, it has gone from \$1.07 to increase, increase, increase, to where it is \$2.16 right now. If you drew a graph for the last 20 years, you’d see 40 cents in 20 years, then jump \$1.20 in a year. It’s unbelievable.”

Going forward, Brian said the com-



pany will need to anticipate greater price increases to build into their bids, “and if something happens where there isn’t a price increase, we can give some of that money back.”

But price increases are only part of the current headaches. On the supply side, foam insulation is not even available. “We can order it now for delivery a year out,” he said. “We are substituting XPS Polystyrene insulation. It is more readily available but twice the cost.”

Getting some coil colors has also been a challenge. “We used to be able to get any color in three or four weeks and now it’s taking three or four months.”

On new construction, the roof isn’t the first job to be tackled. Kent Construction often works with other contractors who are also facing supply chain issues, “so that pushes everyone behind schedule,”

Brian said. “We’re lined up to do a job, and they’re not ready for us. It’s a snowball effect.”

And then there are the employee issues. Although Florida is seeing a large influx of newcomers, they don’t come inclined to work in roofing. “We have problems getting laborers,” he said, “but as far as the key people, we are blessed with a great team. We’ve had the same key people a long time.”

Sadly, one of those key people, Brian’s secretary, died unexpectedly late in 2021. “It was quite a blow,” he said.

“It seems like there’s always obstacles to overcome,” he went on to say, and at the end of the day the company has the time-tested experience to handle some of the toughest challenges head-on. As is often said in the office: “If it was easy, everybody would do it.” RF

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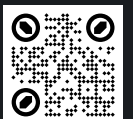
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Coastal Metal Roofing Sales

This South Florida company is NOT intimidated by codes

■ By Sharon Thatcher

Working within code is often very challenging and intimidating, but in Florida those codes are proving to be a boon for metal roofing in the residential market. Coastal Metal Roofing Sales [www.coastalmetalsales.com] is a metal fabrication business working in this changing environment. The company provides metal roofing systems rolled on site for contractors working primarily in South Florida where construction codes are among the strictest in the country.

Behind the company are founder Nick Lee, President, and Kevin Gonzalez, Account Manager and shareholder. Nick started the company at the end of 2018, and asked Kevin to join him the following year. Each brought complementing talents to the table: Nick as an experienced metal roofing contractor, and Kevin with a history in sales, manufacturing, and fabrication.

Kevin said Nick decided to become a metal supplier because he recognized a lack of options in the area. Other factors

were in play as well, “there was also a lack in competitive pricing for contractors, and the [metal roofing] industry itself was growing exponentially,” he said.

Behind the growth were rapidly changing attitudes towards metal, helped along by the unique environmental challenges

in Southern Florida: baking heat, salt spray, and hurricanes.

The codes moved front and center after massive roof failures from Hurricane Andrew in 1992, and further defined with subsequent hurricanes and high-wind events in following years.



Residential home, Hallandale Beach, Florida, Coastal Metal Mechanical Lock, 1.5" (0.032 aluminum) Charcoal Gray. PHOTOS COURTESY COASTAL METAL ROOFING SALES.

“Metal is one of the most strictly tested [roofing materials]” Kevin said. “In South Florida, where we tend to be in high-velocity hurricane zones, the testing uplift [results for metal roofing] surpasses tile and shingle.”

Homeowner associations along with cities and towns took notice. Today, metal roofing is not only accepted but often encouraged.

Coastal Metal Roofing Sales was started in Homestead, Florida, at the last exit on the way to the Florida Keys but moved last year north to Doral in the Miami area to better serve the south-central area of the state. The move has worked well. “Since we made the move, it’s been great because we get a lot more walk-ins,” Kevin said. They work in both commercial (20%) and residential (80%) markets.

THE TRANSITION FROM SHOP-BASED TO JOB-SITE SERVICES

The company originally began with a stationary machine, anticipating that panels would be formed off site then delivered to the customer. It wasn’t long, Kevin said, that they reverted to job-site roll forming because it was more efficient than crating and shipping. “Mechanically-seamed panels are laid face-to-face ... because they don’t lay like a corrugated panel one on top of the other. They take up a lot of space,” he explained. “Once we saw that (and mechanically-seamed is the top selling panel) we quickly turned to job-site roll forming.”

There was also the cost of wood for crating to consider, along with the time needed to crate.

“It made it easier and more efficient, hands down, without having to build



Carlos, one of the Coastal Metals metal sheet fabricators, handcrafts a chimney cap at the company's warehouse in Miami. PHOTOS COURTESY COASTAL METAL ROOFING SALES.

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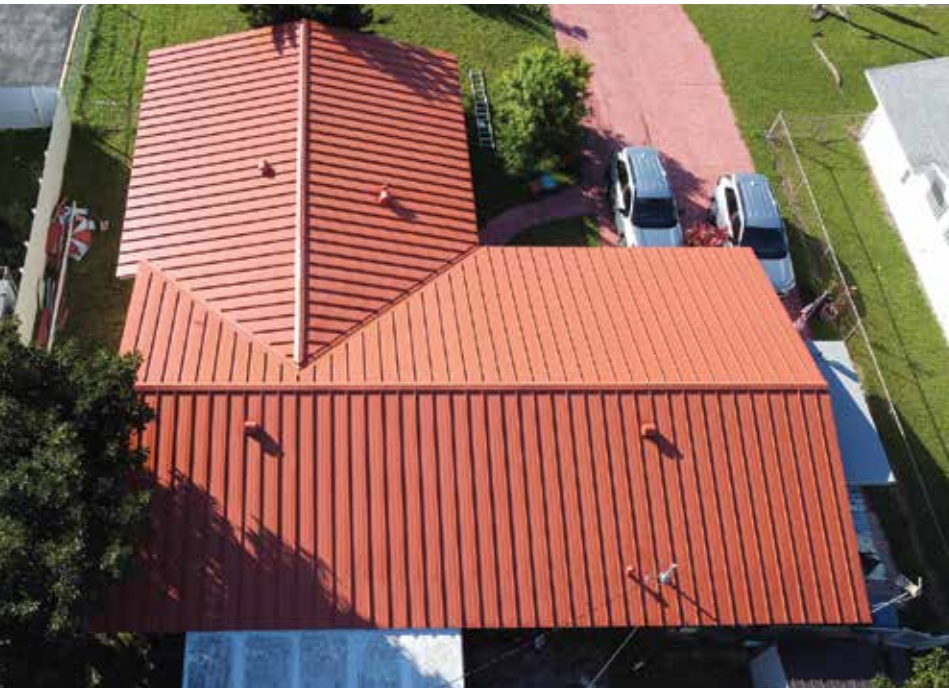


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Residential home, Cutler Bay, Florida, 24 ga. Coastal Metal Mechanical Lock, 1.5", Terra Cotta. PHOTO COURTESY COASTAL METAL ROOFING SALES.

a crate with all the wood expenses," he said.

Roofing contractors loved the transition to job-site roll forming because they could focus on installation. When the Coastal Metal team arrives, they already have everything pre-sorted by section so the roofer can be on the roof prepping for panels rather than sorting through deliveries.

Kevin says contractors are not inclined to cut them out of the equation by purchasing their own portable machines. "Coil suppliers like Drexel Metals keep us in another pricing tier compared to roofers," he said. "Yes, the roofer can get their own roll former, but they don't buy the



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volume [of coil] that we buy so at the end of the day it doesn't really pay [for them to have their own machine]."

The few exceptions are major roofing companies with high-volume sales that have been on the scene for many years.

Coastal Metals does maintain a shop-based SCHECHTL metal-forming machine used for making trim and flashing. They also custom-make gooseneck roofing vents and roof jacks.

DELIVERY CHANGES

Delivery methods is another area that Coastal Metals has scrutinized and changed for efficiency. "We started with pickup trucks, but then we changed to Izuzu flatbed trucks because they're more heavy duty," Kevin said. "We can load 10,000 to 12,000 pounds [on the Izuzu]. It can carry a [New Tech roll forming] machine, five or six coils, all the accessories, and flashings on one truck."

It can hold enough supplies for two typical jobs (the daily average of each of the company's 2-man roll forming teams), versus a pickup which required reloading.

Moving into 2022, Kevin sees a strong start. "A year ago, we were backed out maybe a week, now we're booked out two to three weeks," he said. More people are also putting down deposits to secure prices for homes yet to be built.

THE ECONOMY AHEAD

The economy in South Florida remained strong throughout the pandemic. "We never shut down, not even for one day," Kevin said. "It slowed down, but we never shut down. April 2020 was a little bit of a slow month, but after that it's been increasing every month ... it's been nonstop."

Not even the rising price for standing seam has deterred consumer demand for metal, Kevin noted. "Tile has also had price increases and delays. What we have heard from some of our customers is that there is a four-to-five-month delay in lead times for tile because of an issue with the foam used to install the tile."

Widespread material delays within the steel industry have also not been a major issue thanks to well-established relationships with the company's main suppliers which includes coil supplier Drexel Metals, and fastener supplier, Direct Metals. "We've been able to keep a steady supply in a timely fashion without many hiccups," Kevin said. It has even helped them grow their business by attracting roofers from competing suppliers that have not fared as well.

He attributes fair pricing to helping Coastal Metals find and keep loyal customers. "Pricing has gone up," he explained in reference to the last year-and-a-half of industry-wide volatility, "but we don't try to make an extra 5%; if we got a 10% increase, we gave a 10% increase. We try to keep everything very fair throughout these different times."

He added: "If everybody is making money then everybody's happy; we're making our share they're making their share. And the homeowner is happy because he doesn't feel like he's getting taken advantage of." RF



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What's Hot, What's Not in South Florida & the Keys Residential

Emergence of metal helping to change the Florida landscape

■ By Sharon Thatcher

Florida architecture has traditionally been characterized by terra cotta colors and clay tile roofs. But the emergence of metal is helping to change the state's landscape.

Kevin Gonzalez, Coastal Metal Roofing Sales, noted that there are some unique differences in codes that cover the coast of Southern Florida as opposed to those for inland areas of the state.

"One of the main differences is pitch," he explained. "You can install in some parts of Florida down to a pitch of ½ inch over 12 inches, but Miami only allowed 2 and 12 until recently when they began to allow a 1 and 12 pitch."

Another difference deals with rules governing re-roofing over an existing roof. "In some parts of Florida, you can install metal over an asphalt shingle, Miami-Dade does not allow that," he said.

For underlayment, Miami-Dade code requires a fire barrier. In Miami-Dade, the peel-and-stick is optional. "You first have to go with your 30-pound fire barrier, then you put on the optional peel-and-stick," he explained.

For metal, Coastal Metal primarily only has a market for aluminum along the coastline, particularly the Keys, or elsewhere near brackish water; otherwise, Galvalume predominates.

The Keys are unique partly because of the historic nature of the area. A predominant style there is referred to as Florida cracker architecture, characterized by wood structures with metal roofs. Sections of the old style remain under historic protection, and so does



ABOVE: Residential home, Doral, Florida, 24 ga. Coastal Metal Mechanical Lock, 1.5", Charcoal Gray. RIGHT: Residential home, Davie, Florida, 24 ga. Coastal Metal Mechanical Lock, 1.5", Midnight Bronze. PHOTOS COURTESY COASTAL METAL ROOFING SALES.



the popularity of the style, which calls for exposed fastener metal (referred to by Kevin as "5V"), whereas the sleek, modern look of inch-and-a-half mechanical-lock seam is desired elsewhere. "You do get some standing seam for larger multi-million-dollar homes ... but you also see mansions in 5V in some areas of the Keys," he said.

Consumers can use a program called Ygrene (pronounced "why green"), currently available in California, Missouri, and Florida, to finance energy-efficient and renewable energy home- or commercial-upgrades. As well, some roofing contractors provide financing. Insurance payouts for wind events are also common in the area.

One metal market still to find solid ground, however, is metal tile. Its high-

er cost, and the evolving acceptance of standing seam has kept it reserved for a more exclusive market.

Popular colors throughout South Florida are charcoal gray, mansard brown, and dark bronze. "It's incredible how fast those three colors move: A truck load comes in, and a truck load goes out," Kevin said, adding that black is also very popular for roofing and trim.

Fading in popularity are whites, mill finish Galvalume, and terra cotta. RF

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PHOTO BY SHARON THATCHER

Great Lengths

Closed-loop system tightens up length consistency of post-cut panels

■ By Karen Knapstein

You may be familiar with Nathan Yoder and Your Quality Metal in Little Suamico, Wisconsin. We introduced Nathan in the Fall 2020 edition of Rollforming, and followed up with an update in the August/September 2021 edition (“From Milk to Metal”). To recap his story, Nathan established his business in July 2020 with Acu-Form panel and trim machines and a Hershey’s Metal Meister Variobend. When he founded his metal shop, he had one customer: Kauffman Building Supply, a local lumberyard.

Over the last 18 months, his business has grown rapidly. “In our first year we ran about 800,000 feet,” says Nathan. “The second year, I think, is going to be over that. [Nathan spoke with

Rollforming Magazine in early January.] It’s a lot of panels. The average panel might be 20’ long (some shorter, some longer).”

THE ‘PROBLEM’

While business has been great, Nathan still wanted to fine-tune his quality. More precisely, inspecting the stacks of panels, the slight variation in lengths became clear. “Our machine was run by a standard electric motor,” Nathan says. “We were having some issues with length tolerance. Some pieces may have been 1/8” too long or too short. If you have stacks of 40 panels and the ends jog back and forth between short and long, it doesn’t look like a quality product.”

In an effort to tighten up the length

variances, they tried slowing the machine down, and speeding it up, but that had little effect. “We were extremely happy with the panel that it was making. The panels look great and the overlap was working great. Except the cut to length was frustrating; we couldn’t get it to stay right on target.”

The length variance is an issue that doesn’t affect all machines. “On the pre-cut machines, they don’t have the length issues,” Nathan explains. “It’s on the post-cut machines.”

THE SOLUTION

Nathan turned to Wayne Troyer at Acu-Form, who supplied him with his roll forming machines, to see if Wayne had any ideas as to how he could get

more consistent panel lengths. Wayne explains why it's harder to obtain precise cut lengths on the post-cut machines: "There are a lot more variables with post-cut. Your roll former doesn't run the same with all the variables, like different gauges. It pulls harder with an electric motor."

The folks at Acu-Form and controls manufacturer Beck Automation worked together to come up with a solution. Joe Beck of Beck Automation flew to the Acu-Form plant in Millersburg, Ohio, to help find the solution. "Part of our business is we put new controls on new equipment. The bigger part of it is taking off old controls and making equipment more efficient," he explains. "It's about getting more production out of the same machine that I have as opposed to replacing the equipment. For us, that's about 70% of our business."



Joe Beck at Beck Automation worked with the folks at Acu-Form to achieve better length consistency. PHOTO BY SHARON THATCHER



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Problem Solvers))

One thing we need to understand, says Joe, is that “Accurate is in the eye of the beholder. There are a lot of guys out there who would be happy with a plus or minus 1/8”. It’s within the desired range.” But if you want to home in on a narrower range, it can be done with patience and know-how.

Ultimately, the solution to the issue was installing a servo motor and two encoders (one encoder on the machine and one on the motor). A closed-loop control completes the system.

“A closed loop is always looking at feedback,” Joe explains. “As an analogy: In a car with cruise control, you set it at 60 and you don’t have to touch it anymore. It stays there. It’s looking at speed versus pushing on the gas pedal. Closed loop in the roll-forming world is doing the same thing: It’s looking at the position of the material the entire time. To

put out a profile, it ramps up to a certain speed and decelerates back down. It decelerates down and hits zero on target [for the cut]. It’s always looking at that. If it’s running ahead or behind, it speeds up or slows down to get it as close as possible.

“When we hit the run button and we start and we’re making a 10’ panel,” he continues, “we know where we’re headed. We look at where we are and where we’re headed. We do that with both position and velocity. The way the controller works is we close the loop on both the position and the velocity. The velocity is how fast the material is moving, and the position is where the material is at in relation to the cutoff,” Joe explains.

When it comes to keeping lengths consistent, the closed-loop system is an upgrade over the open-loop system. “We’ve started with a new system we’re

putting in,” says Wayne. “With a closed-loop system, we’ve been able to keep our panel lengths within a consistency of 1/32” or maybe 1/16”. Most every sheet is exact – right on; I’d say 80% of the time every sheet is right on.”

ON THE HORIZON

Through 2021, Nathan says he was constantly picking up more customers, so he is trying to find ways to be more efficient and fine-tuning his product offerings to serve those customers.

Recently, he added a NewTech portable standing-seam roll former and trailer to his equipment lineup. He bought the machine and the heavier-duty trailer (built specifically for standing-seam machines) through Masterpiece Metal. “That came four or five weeks ago,” he says. “And tomorrow we’re going on our fourth job. We’re doing fairly well

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with that for this time of the year. New Heights Roofing is a large roofing company in Little Suamico. They do quite a bit of standing seam so they requested we get something.”



To better serve his customers by providing perforated panels and trims, Nathan Yoder ordered a new perforator machine from Acu-Form, with which he will be able to make soffit and other ventilated panels. PHOTOS COURTESY OF ACU-FORM



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Problem Solvers))

His portable roll former will be put to work rolling multiple profiles. “We can roll 15 different profiles on this same machine. It takes two people about 15 minutes to swap the dies out. It uses the same computer, the same controls, the same drive – just different profiles of dies. We have a snap lock standing seam, and for commercial jobs we want a mechanical seam. If we have requests for different profiles, we’ll get the dies [from Masterpiece Metal].”

The Legacy Panel machine (alluded to in the August/September 2021 edition) is still forthcoming. “We’re bringing in a Legacy panel from Acu-Form. It’s a standing seam lookalike, but the ribs are 12” apart instead of 9” and are more pyramid-looking. It’s for a more residential look,” Nathan explains. “It will be 28 and 29 ga. and we’ll be able to sell it at the same price as the ag panel.” Nathan says this profile isn’t available in Wisconsin yet, but it’s popular in Michigan and Ohio for residences. “It’s very popular in Pennsylvania and should make a hit here in Wisconsin, as well,” he says.

The equipment lineup at Your Quality Metal isn’t complete yet. Also on the way are an SWI Trim Slitline with Recoiler to be able to slit their own standing seam coils, and an F&J machine that does transition trim. “The F trim is a rather hard piece to bend in the brake with all the sharp bends so there’s quite a few people getting machines to bend it,” explains Wayne. “Instead of tying up the



A system that includes a servo motor, a pair of encoders, and a Beck Automation control allows Your Quality Metal to tighten its length variance down to 1/16” or less. The lengths of most panels made with the new control system are spot on. PHOTO BY SHARON THATCHER

brake, they can roll form the material for more efficiency and use their brake on less complex pieces.”

The final piece that’s on its way to the shop is a perforating machine to perforate the ag panels. “We’ll be able to customize and make soffit panels for our customers.”

CONCLUSION

The description of the closed loop system is oversimplified here. It’s not advis-

able to start tinkering with your machine unless you know the ins and outs of all the mechanicals and electricals. “When you put on a closed loop system, you have to do the mechanicals along with the electricals,” Joe cautions. “You can’t just install a servo motor on a roll former and expect it to work. And you really need to know what you’re doing when you’re setting the parameters.

“You can’t just stick it on there and try it — you’ll run into all kinds of trouble and frustration,” Joe explains. “What we do is we make machines more efficient, faster throughput, and more accurate.

“A lot of things look easy when someone comes in and knows what they’re doing,” he continues. “If someone doesn’t know, it’ll drive them crazy.” RF

If you would like to share your business story with the readers of Rollforming Magazine, contact Karen Knapstein at 715-513-6767, karen@shieldwallmedia.com, or mail a letter to Rollforming Magazine, ATTN: Karen Knapstein, PO Box 255, Iola, WI 54945. We’d love to hear your story.

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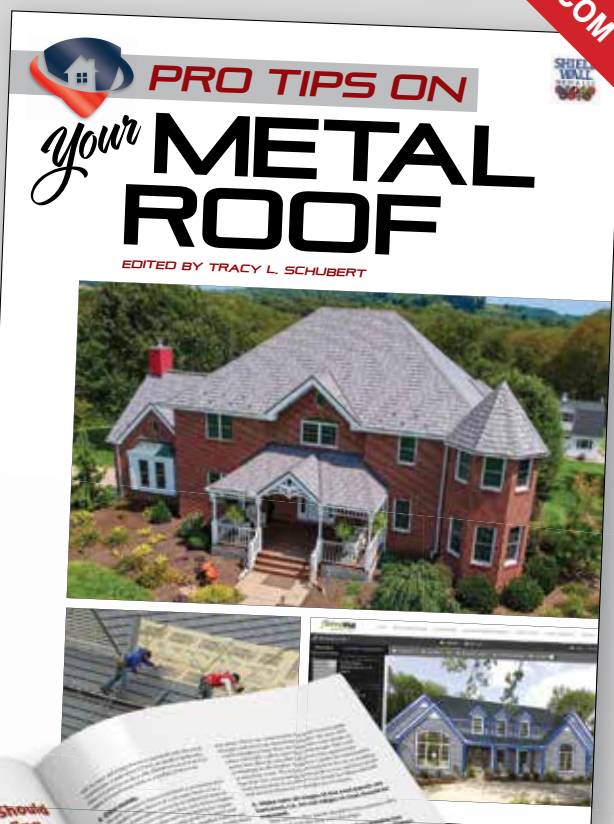
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We are excited to share some great news with you. Shield Wall Media LLC has launched a new line of books tailored to help both you and your customers build a great foundation for working together. Knowledge is a profitable advantage. It creates great results that develop from mutual understandings and constructive conversation. *Pro Tips On* is a series designed to be exactly that—the educational conduit you need to work with your customers effectively and efficiently. They will understand the benefits of affordable quality, impacts of quality on longevity and what questions they need to ask about the installation process. Being the contractor sharing the information that makes customers comfortable will help you be a deal maker. Upcoming *Pro Tips On* topics include *Your Post Frame Home*, *Your Carport*, *Your Portable Shed* and *Your Horse Barn*. Look for several of these to be released in 2022.

PRO TIPS ON: YOUR METAL ROOF

Must-know information for customers considering purchasing a metal roof is compiled into this visually stunning, comprehensive 144-page book. Five sections full of inspiration and explanation geared toward building prolific customer/contractor relationships is at your fingertips. Readers will know what to ask their contractors—and contractors can anticipate what they will be asked. A win-win for all looking forward to putting another fabulous metal roof into existence.

The content is segmented into six uniquely focused areas. The book opens with *Section One: Metal Roofing Essentials*, which covers exactly that. Consumer-minded coverage includes:

- Assessing the need for replacement
- Style-Type Picture Guide
- Metal Substrate Options
- Venting
- Environmental Friendliness
- Solar Friendliness

Metal roof enthusiasts will learn how to evaluate when a replacement roof is needed. They will see many of the style options available in the marketplace. Noted experts explain metal substrate options for a quality result and how proper venting is critical for a truly healthy home.

Consumers learn about how putting a metal roof on a home is truly an environmentally friendly decision. Industry respected expertise is shared about great rooftop solar setups for self-sufficient customers choosing to make their dream home more energy friendly and cost-effective.

Pro Tips On: Your Metal Roof next moves on to *Section Two: Climate Zones*. Learning about weather so readers can understand the conditions that impact their local county enables them to learn what environmental stressors their roof is likely to face—a big advantage. Climate knowledge helps readers understand

why it is better to invest in affordable solid construction such as metal type and thickness in tandem with certain coatings. It makes all the difference in overall happiness in the way the roof not only works, but appears, when a consumer is seeking a long-term positive result by choosing to install a new roof. The section is organized for ease of use with the zones ordered having the largest number of counties first and the least at the end. That is not to say that all Shield Zones are not significant.

Customers will want to know more about the topics in *Section Three: Facts, Factors, Fashion & Financing*. Consumers learn the need-to-know items people should ask about metal roofing including the benefits of choosing a particular metal and thickness. Experience-rich installation tactics are shared by a professional installer. *Top Myths Dispelled* separates the truth from the misconceptions to help overcome common unfounded objections. Factors that influence cost and financing options are covered to help readers make informed decisions about their roofing selections.

Heading to *Section Four: Look Before You Leap* content shares questions to ask and warning signs to be aware of when selecting a contractor. Warranty coverage loopholes to consider and setting up a work contract are shared so both homeowners and contractors have an understanding that provides both parties the protection they deserve. Additional coverage includes writeups by the Better Business Bureau (BBB), International Code Council (ICC) and UL to help customers understand their function in the industry, the benefits they add to consumer protection and clear product quality advantages. Additional coverage includes:

- Pre-hire Installer Questions
- HOAs
- Zoning Requirements
- Building Codes

The book concludes with an Inspirational Gallery that showcases the amazing projects contractors have completed for their clients. Many different looks for many fabulous settings will leave customers eager to create and share their own inspired dream. The Appendix has a glossary to help avid learners become familiar with the terminology of roof construction.

Pro Tips On: Your Metal Roof is a one-stop-reference for fast facts and innovative inspiration. Consumers will be eager to effectively communicate with their contractors about their options. Putting a metal roof on a home is a long-term commitment and knowing what you need, what you like and the result quality delivers is only an advantage. [RF](#)

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Carport Components

Maximize Output and Consistency With Automation

■ By Karen Knapstein

Currently at \$6.8 billion, the carport industry is a growing industry. Consumers recognize that choosing a metal-framed structure to store a vehicle, excess “stuff,” or even livestock is a near-instant solution to their storage problems. As a growing industry, it offers opportunity for roll formers.

A GROWING INDUSTRY

Metal Rollforming Systems designs, manufactures, and builds panel lines, trim lines, and accessory pieces used in roll forming carport components, and other light gauge panels. Company president Bill Griffin reveals, “The carport industry as a whole continues to see record growth. This growth has placed a strain on existing component suppliers and manufacturers. This has caused many in the industry to bring manufacturing in-house as a way to reduce lead times, offset material cost increases, and better control the quality of the products for their customers and crews.



Metal Rollforming Systems designs, manufactures, and sells trim rollforming equipment that makes quick work out of all your flashing needs. With the ability to produce 700 pieces of 10' trim in an hour these machines can be tooled to make anything from corners, J channels, ridge caps, box eaves, and more.



A new UCG/ERW Tech Carport Tube Mill will come with all the necessary components and was created specifically for the carport industry. This machine is capable of forming whatever size carport framing is needed. COURTESY OF UCG/ERW.

Ken Metzger, Universal Controls Group,
419-872-2364, ken@utubeonline.com

TRENDING: AUTOMATION

“Like many industries,” Griffin continues, “the carport industry as a whole is seeing a shift towards increased automation. More and more carport manufacturers are transitioning from press brakes and folders to rollforming equipment. The exponential increase in speed helps to offset the ever-increasing labor costs and demands for their products. I believe the industry will continue to see growth in trim roll forming, and structural roll forming.”

Bending and folding trims with presses and press brakes takes a lot more time and labor than roll forming the components. When the labor cost is added to the material and facility costs, the price to make the components can outweigh the selling price. Automation yields higher throughput and production while simultaneously increasing accuracy. “Customers that roll form parts typically see a 10-20



Ag panels roll off an ASC Machine Alpha Series roll former. PHOTO COURTESY OF ASC MACHINE TOOLS

fold increase in part production versus a traditional single folder or press brake manufacturing method,” explains Griffin. “They also benefit from more consistent part and angle measurements.”

TUBE FORMING

Ralph Girkins of Universal Tube & Rollform Equipment helps us explore the process of forming tube from coiled steel.

Girkins, who has “made this business his business for 40 years,” founded Universal Tube & Rollform Equipment of Perrysburg, Ohio, in 1984. In 2005, he, along with Ken Metzger and Laura Smirin, formed Universal Controls Group (UCG) to offer their customers more options when buying metal-forming machinery. Today the company offers one of the largest in-stock metal-working machine inventories, machine reconditioning, on-site field services, new controls, drive systems, and buying and selling options for surplus machinery.

Girkins says, “We have 15 tube mills in stock and about 60 roll-forming machines, including used and rebuilt equipment. A lot of new guys want used equipment to get started. Once they start making money with it, then they want a new machine because they want to go faster. We can supply all the machines and equipment you need for a tube mill.” He says the typical cost for a new tube mill is about \$600,000-\$800,000, depending on the machines and tooling included in the lineup. A used machine is about half the investment.

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they are the same as those used in other metal buildings. Hat channel, commonly rolled from 26- and 29-gauge steel, is used to support roof and wall panels. U channel, used for braces and supports, help reinforce the structure. Panels and trims are rolled quickly and easily from 24-gauge to 28-gauge coil steel. Companies like ASC Machine Tool, Metal Rollforming Systems, and The Bradbury Company manufacture machines that roll form several profiles, eliminating the need for multiple trim machines.

Roll forming tube steel is a bit more complicated than roll forming panels and trims. The gauges used for carport framing are heavier — primarily 12- and 14-gauge steel. Tubing usually measures from 2" to 2 1/2". "The gauge you use depends on the size of the structure you're building. The bigger the structure,

the heavier the gauge of framing you need to use," explains Girkins.

There are more steps to the process and more equipment is involved in making steel tube. The high-speed equipment runs at a rate of 150-250 ft. per minute, although Girkins says they manufacture some mills that run at up to 1,000 ft. per minute.

There are several steps involved in turning a flat coil of steel into a round or square tube. If the tube will need holes or slots, they are punched into the steel before it's formed into tube. Universal Controls Group manufactures machines that measure the flat coil steel and punch holes and slots in it. "It's a lot easier to punch holes in the material while it's still flat," says Girkins.

The steel coils are butt welded to make a long, continuous strip and loaded onto an accumulator. Welding the butt ends



A stack of 2 1/4" tube steel which will be used as carport framing members. PHOTO COURTESY OF ALL STEEL CARPORTS / ACERO BUILDING COMPONENTS

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Emerging Markets))

(RIGHT) In addition to sheeting and trim profiles Metal Rollforming Systems also builds structural framing machines for the carport industry. One single MRS machine can produce the Hat Channel, C channel, and Brace Channel profiles. By purchasing equipment from Metal Rollforming Systems a carport manufacturer can bring all production in house.

together eliminates the need to re-thread the machine, it reduces waste and reduces changeover time between coils. It also reduces the risk of damaging the dies because of mis-threaded steel.

From the accumulator, the coil is fed into the mill into a pinch roll. “The mill never stops,” he explains. “The theory is you never shut the tube mill down. You use the accumulated material to keep it going until you’re done for the day.”

As the flat coil runs through the machine, it’s formed up and around until it makes a tube. It is like pulling the strip through a funnel. Before it’s cut, the tube goes through a high-frequency welder. “A high frequency weld isn’t welded with a torch,” Girkins clarifies. “The welder heats up the edges and the edges are squeezed together. It’s more forged than welded.”

The edges are heated up to approximately 1800 degrees, which is so hot the pre-galvanized protective zinc coating burns off the heated area and it creates an upset. A lathe tool is used to scarf off the upset material, making the area smooth again. A



torch and automatic spray welder are used to reapply the protective zinc layer on the top of the seam.

After the zinc coating is reapplied, the round tube, runs through a 20’ cooling trough where it’s sprayed with coolant (water). The standard way to create the square tube used in framing carports is to make a round tube and then squeeze it




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(LEFT) An ASC Machine roll-forming machine produces U channel, which is used for framing. PHOTO COURTESY OF ASC MACHINE TOOLS

now; it's a nice, clean, easy way to cut," he says. "There's no deformation in tubing when the blade goes through and there's no burr." Neither the material nor the machine stop to make the cuts. A die travels along the tube at the same speed as the tube and makes the cut when it receives the signal from the encoder.

It's at this point that the lengths are run through a swager, as a secondary operation, if needed. If the tube is going to be used for slip-fit construction, the lengths are put through a swager to squeeze one end of the tube enough that it will slip inside the end of another tube.

At this point, the framing components are finished and ready for your customer.

into its square shape.

It usually takes three passes through the sizing mill to get the square shape. After it goes through the turkshead unit, where it's straightened and squared (if desired), it runs through an encoder where it's measured. Then it'll go through either a flying saw or a cutoff. "Many carport people use flying cold saws

CONCLUSION

Tube mills are a major investment and they take up a lot of space; they may or may not be a good fit for your shop. However, if you're ready to invest in a mill of your own to venture into supplying this growing market, there are plenty of companies that are ready to guide you. RF



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METALS and Their Uses

A Quick Guide

■ By Sharon Thatcher

Building products utilize a variety of metal. The following is a quick guide created with the help of Steve Swaney, Flack Global Metals, to help users identify what to look for when purchasing and using these metals.

ALUMINUM

Aluminum is defined by alloy description. At one end of the scale is Alloy 1100, referring to pure aluminum which is very soft and pliable. At the opposite end is Alloy 7075 which is very hard.

Panel and trim rollformers typically use Alloy 3105 or Alloy 3003. Both have similar properties, the primary ingredient being manganese. The primary difference is how each is created; 3105 is made of recycled aluminum versus a 3003 made with aluminum created in an original smelting process.

Unlike steel, aluminum is not referred to in terms of gauge; rather, in terms of tempers. Designations include the letter “H” followed by either a “1” or “2”. The H defines products strengthened through cold working (or “strained hardened”): H1 is strained hardened only; H2 is strained hardened and partially

annealed.

Following the first number, is a secondary number from “2” through “8”. It refers to the degree of hardness; “2” being a quarter hard, “8” being full hard.

Typically building products are going to be within the range of H-24 to H-28 depending on what’s being made. Trim and accessories are H-24; roofing panels or ag liner panels are typically H-28.

Building Products that Utilize Aluminum

- Soffit
- Fascia
- Residential Siding
- Gutters & Downspouts
- Drip Edge
- Flashing
- Patio Covers
- ZBar
- AG Liner Panel
- Shutters
- Architectural Roofing
- Stamped Residential Roofing

Paint Systems on Aluminum

Unlike steel, the aluminum industry includes paint thickness in the coil description; a point that rollformers need to factor in when manufacturing products by specification mandates. Standard thickness, with paint included, is .012 to .050.

Aluminum coil widths are anywhere from 24 to 60 inches.

A lot of commodity or lower-end aluminum products utilize a single coat of paint. There is a primer on the top side. On the back side, if it's not going to be exposed after installation, a clear coat is used to help lubricate the coil as it goes through the forming equipment. Bare product should not be roll formed as it will have too much friction and drag as it travels through roll-forming equipment.

Two-coat polyesters are used in lower-cost residential applications. A primer should be used if panels will be embossed or if job-site storage is anticipated; the primer ensures that you don't have wet-stack storage issues.

FLAT-ROLLED STEEL

There are primarily four substrates available through U.S. and international steel mills for building products in the flat-rolled category:

- GalFan® (a super zinc produced by Asian mills)
- Hot-dipped galvanized
- Galvalume® (a trademarked product owned by BlueScope Steel. Similar products include Zinalume® by Steelscape and Acrylume® by US Steel)
- ZAM®

GalFan

GalFan, 5% aluminum and 95% zinc, is sometimes referred to as super zinc. It came into the U.S. through Japan in the

mid-1990s. Today, Steel Dynamics and ArcelorMittal produce it. Although a good product that offers corrosion-resistance, it is not used excessively in building panels so is not always available. Most of its use is reserved for appliances and some HVAC markets.

Product attributes of GalFan:

- No spangle
- Low coefficient of friction
- Improved formability/enhanced resistance to micro-cracking
- Excellent paint adhesion

Galfan vs Galvanized examples:

- Galfan GF-20 is equivalent to a galvanized G-40 coating weight
- Galfan GF-30 is equivalent to a galvanized G-60 coating weight
- Galfan GF-45 is equivalent to a galvanized G-90 coating weight

Hot-Dipped Galvanized

Galvanizing is done through a hot-dip process. During the process, steel sheet is coated with a thin layer of zinc to increase its corrosion resistance.

Galvanized Specifications

Material thickness: Most of the domestic mills run coil at thicknesses of 0.013” through 0.130”. Beyond that, it moves to plate production.

Material width: 24” through 72”

ASTM specifications: ASTM A653

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Applications in the Industry))

Steel grades: EDDS, DDS, CSB Structural Grade 33-80 (DO NOT USE HSLA Steel)

Coating weights: G30, G40, G60, G90 & G100

Hot-dipped galvanized runs the gamut of coating weights from G30, used for liner panel, up to G100 used for many agricultural applications. The architectural community uses a significant amount of G90.

Surface treatments: chem-treated or acrylic coated. Acrylic coated is primarily for animal confinement. Most people don't put acrylic on the roof.

Attributes:

Galvanized can be easily slit without fear of edge creep.

Galvalume

Galvalume is used widely in the building trade today for long-term corrosion protection. Invented by Bethlehem Steel, and now owned by BlueScope it was the first product of its kind in its category, made of 55% aluminum, 45% zinc metallic coating. Though often referred to in generic terms, GALVALUME is a registered product. Other companies have entered the market with ZINCALUME by Steelscape, and an acrylic-coated product, ACRYLUME by US Steel, all comparable in composition.

Galvalume Specifications

Gauges (in inches): .014" - .045" minimum ordered thickness

Widths (in inches.): 36" - 72" (Steel Dynamics is the only mill currently offering 72 inches. Standard is 50 inches.)
Coating weights: AZ35 and AZ50 for pre-paint applications and AZ55 or AZ60 for bare use.

(To get the 25-year non-perforation warranty you must use AZ50 or AZ55.)

Surface treatments: Rust-preventative oil, chromate passivation, clear acrylic coating

ASTM specifications: ASTM A792 hot-dipped 55% aluminum, 45% zinc; alloy-coated carbon-steel sheet in CSB for trim, and Structural Steel Grades 33-80.

ZAM

ZAM is a highly corrosion-resistant hot-dip coated steel sheet that has a coating layer of zinc 91%, 6% aluminum, and 3% magnesium.

It is a relatively new product, introduced in 2015 by Wheeling-Nippon Steel. It has shown some impressive results for highly corrosive applications: chemical plants, fertilizer plants, hog barns etc. On the negative side, it is a single-source product at this time and has not gained a lot of acceptance. It is also on the more expensive side and coating weights are measured somewhat differently.

ZAM Specifications:

Material thickness: 0.014" through 0.130"

Material width: 24" through 61"

ASTM specification: ASTM A1046/A1046M Type 1

Steel grades: EDDS, DDS, CSB, STRUCTURAL GRADES 33-80

Coating weights: ZM30, ZM40, ZM50, ZM60, ZM70, ZM75, ZM90, ZM100

Surface treatments: Oiling and Acrylic coated. [RF](#)

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You Need a Plan B

The Start of a New Year is a Great Time to Develop a Back-Up Plan

■ By Rob Haddock, Metal Roof Advisory Group

One thing I have learned in life is to always have a Plan B. Things don't always go the way you think they will. The pandemic is a stark reminder. For some, with the onset of COVID-19, it appeared as though the greatest economic boom period in history had come to a complete standstill. And today, with increasing costs of goods and raw materials, supply chain backlogs and the labor shortage, it can still feel like an uphill battle. So, it is imperative to have a Plan B. Not having a Plan B can cause unnecessary stress and anguish that affects both your personal and business relationships. Who wants that?



In the wake of the pandemic, the S-5! team put our heads together, mobilized, got creative and activated a plan to not only keep our business afloat but to thrive and be well-positioned for the future. Our Plan B was to kick off a series of educational webinars and video conferences to stay in front of customers and provide education and training opportunities. We introduced a more user-friendly website with revamped content, up-to-date information and additional resources, including a new resource center, a new training center and a host of new web-based tools to assist our customers. That plan was a true team effort and worked well for us.

Then, the next challenge was upon us. Like all sectors of the economy, our industry has seen raw material price increases. Steel companies had shut down production and inventories became decimated. That's raw material at its source. Other mills

beyond steel, like aluminum, stainless, lumber and consumer goods shut down as well (both domestic and foreign). The result was an increase in demand along with a decrease in supply.

At S-5!, we experienced this first hand. Our key suppliers for raw materials suffered shortages. So, back to Plan B! How would we source alternative suppliers when we have spent the last 30+ years establishing long-standing relationships with our existing suppliers?

Well, it begins with some honest conversation. And as it turned out, they understood our situation. Matter of fact, they were in the same boat—trying to meet the demand (we are one of their largest customers). They said to us, “Help us out and find a secondary supplier because we just can't meet your demand.” So, after much research and testing, we have onboarded those additional raw material suppliers but are still able to maintain strong relationships with existing key suppliers and customers. We just got creative, shifted thinking and developed new relationships without compromising the old.

Although for some, Plan B can get in the way of loyalty, I learned along the way, it is foolish not to have a Plan B. You can get trapped in tunnel vision, driving down the road. Just look at the map and figure out a different route. You have to do what you have to do to get where you are going.

For example, one of our European distributors is moving 60% of product by air freight now because the cost to ship via containers has more than tripled. He has now doubled his business by air freight. He's doing what he has to do to get product to his customers. It goes back to shifting thinking, breaking conventions, being flexible and going with the flow.

Additionally, Plan B can present opportunities. Throughout the health crisis, we have looked for opportunities instead of problems. Those opportunities were (and still are) out there—to respond to the near term, manage differently and plan for the longer term. Just shift thinking, re-direct resources, re-invest and prepare for the (new and increased) demand. Make sure you have a Plan B. [RF](#)

Rob Haddock is a director of the Metal Roof Advisory Group and CEO and founder of S-5! He is an award-winning metal roof expert and has worked in the industry for five decades as a laborer, then contractor, forensic consultant, technical author, educator and innovator. He is (at heart) a problem-solver, holds 60+ patents and first innovated the concept of seam clamps to attach roof accessories to standing seam roof profiles—just solving another problem.

STEEL DYNAMICS: STEEL PRODUCER OF THE YEAR

Steel Dynamics, Inc. announced that Steel Dynamics, Inc. was recognized as the “2021 Steel Producer of the Year” on Monday, November 8, 2021, during the Fastmarkets Global Awards for Steel Excellence ceremony.

“We are honored and humbled to have received this honor,” said Mark D. Millett, Chairman and Chief Executive Officer. “We thank all of those that contributed to our success—our loyal customers, vendors, communities, and shareholders. My heartfelt thanks also go to our extraordinary employees for their passion, innovation, and dedication to each other and to a spirit of excellence. The entire Steel Dynamics team achieved a strong performance during the unchartered environment of 2020, and most importantly, we did it safely.”

Finalists were selected by two judges from the Fastmarkets editorial team, and those entries were scored by steel industry veterans who serve as judges to select the winners.

Steel Dynamics is one of the largest domestic steel producers and metals recyclers in the United States based on estimated annual steelmaking and metals recycling capability, with facilities located throughout the United States, and in Mexico. Steel Dynamics produces steel products, including hot roll, cold roll, and coated sheet steel, structural steel beams and shapes, rail, engineered special-bar-quality steel, cold finished steel, merchant bar products, specialty steel sections and steel joists and deck. In addition, the company produces liquid pig iron and processes and sells ferrous and nonferrous scrap.

BRADBURY CELEBRATES MANUFACTURING MONTH WITH STUDENT TOURS

Bradbury opened its doors for student tours last fall to celebrate Manufacturing Month. Over 300 students from 13 local



schools toured the Moundridge, Kansas facility including technical school partners from Hutchinson Community College and Flint Hills Technical College attended the Oct. 14 event. It was the largest turnout ever.

Students received a full facilities tour along with a chance to compete in hands-on skills challenges and explore career center booths.

Employees led tours and explained Bradbury’s manufacturing progression from concept to engineering design, fabrication, assembly, and testing. Students viewed the fabrication shop, which houses approximately 60 CNC machines, and where Bradbury fabricates the major components required for the construction of Bradbury equipment.

REIBUS SECURES \$75M SERIES B FUNDING

Reibus [www.Reibus.com], the independent metals marketplace, announced it raised \$75M in Series B funding led by SoftBank Vision Fund 2. This latest funding round comes as Reibus enjoys its third year, and its strongest year yet, with revenue up more than 7x over 2020.

“Industrial materials such as steel and aluminium is a \$2tn market globally but remains highly fragmented, which can create supply chain disruptions and price volatility,” said Andrew Straub, Investment Director at SoftBank Investor Advisers. “We believe that Reibus is helping to solve this challenge with its independent, SaaS-enabled marketplace, which provides greater transparency and flexibility to buyers and sellers alike. We

are delighted to be partnering with John Armstrong and the team to support its goal to revolutionize supply chain efficiency.”

This investment brings Reibus to total funding in excess of \$100 million and a valuation of \$750 million. Along with SoftBank Vision Fund 2, Reibus enjoys continued investment from Canaan Partners, Nosara Capital, Battery Ventures, Bowery Capital, Initialized Capital, and FJ Labs. The fundraise will further fuel the company’s rapid growth, including:

- Expanding the marketplace and mobile app tools and services.
- Accelerating new financial and logistical products.
- Expanding European business with new dedicated team and resources.

“We’re excited to add SoftBank Investment Advisers to our team of world-class investors,” said John Armstrong, Founder and CEO of Reibus. “Reibus offers great solutions to long-standing problems, however it is our team that is the real secret to our success. We hire people who live our culture every day. We give them the freedom and authority to succeed, creating a shared vision and a great place to work.”

S-5! ADDS NEW HR DIRECTOR

S-5! [www.S-5.com], a leading authority on metal roof attachment solutions, is adding new leadership to its Texas manufacturing plant and welcomes Lezlie McInturff as S-5!’s Director of Human Resources.

With nearly 20 years of human resources experience in the manufacturing industry, McInturff is lauded for her achievements in employee recruitment/retention; compensation and benefits administration; performance management; mediation/conflict resolution; diversity and inclusion; and labor relations — both union and non-union environments.

Early on in her career, she worked

in human resources for the financial industry and shortly thereafter moved into manufacturing. Previous to joining S-5!, McInturff served as the director of human resources for air handling manufacturer, United Electric (Magic Aire) where she planned, organized and directed all aspects of human resources through values-based leadership.

McInturff earned both her bachelor's degree in business administration and her master's degree in human resource development at Midwestern State University in Wichita Falls, Texas.

"Lezlie is a valuable asset to the development of our people, especially during this period of growth," says Harry Carner, S-5! Vice President of Manufacturing. "She hit the ground running and in just a short few weeks has already made a difference in contributing to our company's vision for a 'happy family' work environment."

GUIDE AIMS TO REDUCE RISK WHEN SPECIFYING STANDING SEAM PANELS

McElroy Metal, an industry leader in metal roofing and other building components, has published an E-book for architects, specifiers and metal roofing installers called *18 Ways to Reduce Risk*



When Specifying Standing Seam Metal Roof Panels. [www.mcelroymetal.com/resources/ebooks]

With its long lifespan, high uplift values, ease of recyclability and ability to reduce energy consumption, metal roofing continues to grow in commercial, residential and institutional markets.

18 Ways to Reduce Risk When Specifying Standing Seam Metal Roof Panels is designed to ensure the best installation. It takes you through all design and spec phase considerations, highlighting risks to avoid so you and your building owners gain a roof that can last for decades.

PPG APPOINTS TIM KNAVISH CHIEF OPERATING OFFICER

PPG [www.ppg.com] has announced the appointment of Tim Knavish, execu-



Tim Knavish has been appointed Chief Operating Officer at PPG, effective March 1, 2022.

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tive vice president, as chief operating officer, effective March 1, 2022.

Knavish will have executive oversight responsibility for all of PPG's strategic business units and operating regions and for the information technology (IT), environment, health and safety (EH&S), and procurement functions. He will remain based at PPG's global headquarters in Pittsburgh and will continue to report to Chairman and CEO Michael McGarry.

Since 2019, Knavish has served in his current role as executive vice president, where he has been responsible for the global architectural coatings businesses, excluding the Latin America business which was added to his responsibilities this year; the global automotive refinish business; the Latin America region; and the digital and information technology functions.

A native of Pittsburgh, Knavish earned both a bachelor's degree in mechanical engineering and an M.B.A. from the University of Pittsburgh. He currently serves on the board of directors of the United Way of Southwestern Pennsylvania.



SAMCO EMPLOYEES RAISE \$10,000 FOR TOY MOUNTAIN CAMPAIGN

Employees of Samco Machinery raised \$10,000 during 2021 to donate to the CTV Toy Mountain Campaign [<https://salvationarmy.ca/toymountain>] benefitting the Salvation Army in the Toronto area.

"We are very proud to be a part of successful Toy Mountain fund-raising efforts," says Bob Repovs, president of Samco Machinery. "Our employees came through with inspiring generosity. We're blessed to be surrounded by so many people willing to share what they have with those less fortunate. Giving truly makes you feel good."

This is the 26th anniversary of the Toy Mountain Campaign. CTV invites businesses, schools, organizations, community groups and CTV viewers to collect toys and help build Toy Mountain.

Samco Machinery [www.samco-machinery.com] provides customers leading edge designs and cost-effective solutions to satisfy any metal roll forming project need. Maintaining ISO 9001 certification, Samco manufactures roll forming machines, uncoilers, roll tooling, presses, and material handling solutions servicing a multitude of customers worldwide in varied industries.

BRADBURY EXPANDS NORTH AMERICAN COIL PROCESSING CUSTOMER SERVICE

The Bradbury Group announces the addition of Thomas Hofstetter to its North American customer service and sales support team. As a Service Technician for The Bradbury Group, he will focus on servicing Athader equipment and customers.

Athader, located in Renteria, Spain, is a company within The Bradbury Group and a world-recognized supplier of technologically advanced, customized slitting and cut-to-length lines. With hundreds of coil processing lines operating on five continents, Athader has improved customer productivity and coil processing operations for 30 years.

Hofstetter, working from The Bradbury Co., Inc. in Moundridge, KS, is ready to assist Athader customers with equipment troubleshooting, technical instruction, remote ser-



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vice, spare parts, equipment upgrades and more. An inventory of Athader spare parts on the shelf at Bradbury ensures customers can rely on fast shipments and timely customer service.

Along with his degree in welding technology, Hofstetter brings five years of experience in Weapons Test and Assembly in the U.S. Navy and four years as a Shipboard Install Subject Matter Expert for all naval aircraft carriers. Thomas joins Athader's North American service team working with Steve Baker, Athader Sales Area Manager; Eduardo Maldonado, Mexico Sales Manager; Jim Sugars, Industry Sales leader Coil Processing Lines; and Jason Bartel, Technical Sales Engineer. He will also work closely with Athader service in Spain and Bradbury service in the USA.

Athader joined The Bradbury Group of companies in 2012, allowing Bradbury and Athader to combine expertise and experience in the coil processing industry. Bradbury Group's cutting-edge equipment consists of slitting lines, cut-to-length lines, stacking and packaging lines, rotary shears, slitting heads, and the most up-to-date leveling technology, including the patented e-drive® leveler. RF



The Athader/Bradbury Group team, from left, Jim Sugars, Industry Sales Leader Coil Processing Lines; Thomas Hofstetter, Athader Service Technician; Jason Bartel, Technical Sales Engineer; and Harkaitz Luengo, Athader General Manager. Not pictured: Steve Baker and Eduardo Maldonado.




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Colors of the Year

The Choices Your Customers Will Look For

Ruthann Hanlon of PPG gave a color presentation at the Garage, Shed and Carport Builder Show in South Bend, Indiana in November. The psychological aspects involved with the color of siding your client chooses are interesting. For instance, did you know that gray is out because people's mood and outlook are lifting; they're becoming more hopeful. So goodbye safe, neutral, not-very-cheerful gray. No offense to gray intended... it can be used to stunning effect, but it was hanging out around the top of the colors-used chart for years. Many homeowners are moving on. And here is what the color experts say they are moving to.

PPG'S COLOR OF THE YEAR

After a year of stay-at-home orders and too few IRL (in-real-life) moments in 2020 and 2021, homeowners, designers, architects and facility managers are craving authenticity, nature and meaningful human interaction after living in a mostly digital world. Our 2022 Color of the Year is Olive Sprig (PPG1125-4), an elegant, grounded, versatile and highly-adaptable grey-green. This color represents regrowth in a post-pandemic world and mimics nature's resiliency.

Olive Sprig is a relaxed, but enticing green that emulates the feeling of soothing aloe vera or a fragrant plant – brightening any space with organic liveliness. A versatile color that lives well inside or outside, Olive Sprig blends in with nearly any environment.”

“As many of us know following a year of lockdown, the easiest way to shift your mindset is to change your environment. While we begin to trade sweatpants for strappy shoes, recipes for reservations,

and a night in for a night out, our paint color preferences are shifting too, in both residential and commercial spaces,” said Amy Donato, senior color marketing manager, PPG paint.

Lending itself to be paired with natural materials, Olive Sprig looks beautiful alongside unique architectural elements and furniture with curved forms to create a comfortable and grounded space. The color can help create a sanctuary in a bedroom, encourage focus in an office, offer the perfect neutral backdrop in a retail or restaurant, and create a grounded getaway in hotels. Olive Sprig also pairs beautifully with brass accents and wood tones on an island or lower kitchen cabinets. Homeowners, designers, architects, and other customers of professional painters can also gather inspiration from this color through the use of floor-to-ceiling emerald tiles in a bathroom, incorporating a luxe velvet green couch in the living room, or immersing the home in plants in a variety of shapes, colors and sizes.

In addition, after the rise of working from home and remote learning, homeowners have shifted away from open concept living spaces to individual rooms in order to create privacy and compartmentalize working life from personal. For those in need of a little more separation, painting a wall or nook a different color from the rest of the room is a simple, affordable project that can instantly transform a space and help create boundaries in your home that will change and adapt as our lives do.

As part of PPG's annual Global Color Forecasting Workshop, the company's experts uncovered that consumers are more inclined to adopt more colorful



*Olive Sprig from PPG.
(Duranar Coil - BN2G147B)*

selections after difficult inflection points throughout history, often seen during the Roaring Twenties or after the Great Depression. As part of this cyclical history, PPG is seeing post-pandemic optimism infiltrating commercial and residential design spaces so many can create a sense of escapism. Just as trends in the 1920s were marked by opulence, metallics, rich woods, layers, moody colors and angular shapes, today's home décor is drawing inspiration from the Antiquity, Baroque and Renaissance eras of art, sculpture and architectural forms. This colorful embrace is thought to reflect an optimistic rebellion, a sign of personal expression or soothing self-care.

SHERWIN-WILLIAMS COLOR OF THE YEAR

Easily hit the refresh button on any



*Evergreen Fog from
Sherwin-Williams.*

residential, commercial or architectural space with Evergreen Fog, a simple, sophisticated color that is both calming and composed with just a touch of organic lushness.

Our 2022 Color of the Year is a versatile and calming hue of gorgeous green-meets-gray, with just a bit of blue, depending on the light. It's a simple but sophisticated wash of beautiful color for any exterior space. It allows you to truly discover the balance between the familiar and the fantastical—between seeking sun and rooting deeply. In the soft organic shade of Evergreen Fog, we find meaning, a place to heal, a lasting peace.

AKZONOBEL

The forecast calls for Bright Skies™ in 2022, with the reveal of AkzoNobel's Color of the Year. The airy, light blue feels like the breath of fresh air we all need.

After a spell of feeling shut in, people are craving expansion. Extensive global trend research conducted by a team of in-house paints and coatings color experts and international design professionals reveals that we want open air, connections to the great outdoors and a fresh approach to everything.

Many events over the past two years have thrown the social, economic and environmental aspects of our lives into sharper focus. We're reassessing what really matters: family, friends, home and the world around us.

"In 2022, Bright Skies will help us embrace new ideas and shape a new future," says Heleen van Gent, Creative Director of AkzoNobel's Global Aesthetic Center. "The color reflects the limitless skies above us, giving us the space to redefine the role of our homes, nature, the arts and new voices in our lives. As consumers look to express themselves and transform their spaces, our aim as color experts is to inspire their color confidence."

Finally, Dunn-Edwards has come up with a color that feels both nature-inspired and timeless. RF



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Frame Building Expo Comes Back to Life

Attendees and Exhibitors Getting Business Done At Frame Building Expo

■ Rollforming Magazine Staff

After skipping last year due to the COVID-19 pandemic, Frame Building Expo returned Jan. 18-20. The show, held in Nashville, Tennessee, had much to offer. More than 120 exhibitors offered all manner of construction-related components and equipment.

Feedback indicates the show was a hit with exhibitors and attendees alike. Both groups were ready to get out and get down to business.

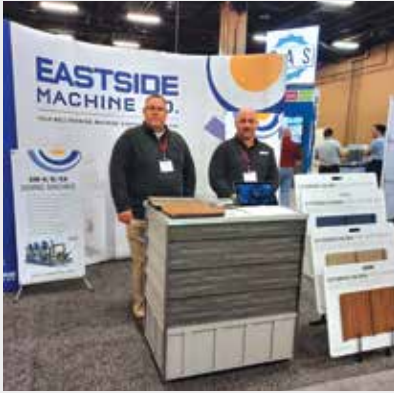
Equipment manufacturers were all pleased with the venue and with the opportunity to connect with existing customers and the chance to build new relationships.

One exhibitor said in the twenty years he has been in the trade, the second day of the three-day show was the best he had ever seen. Another exhibitor said it was their first time at the Expo, and it was better than anything they could have hoped for. Others were not so exuberant, but still said they had a good show.

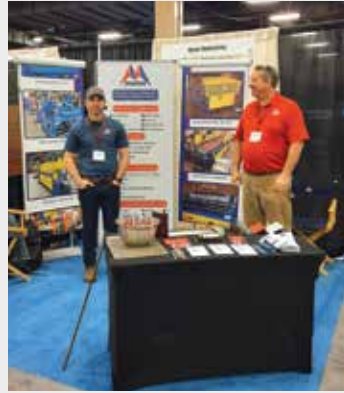
Frame Building Expo returns to Louisville, Kentucky, in 2023. Show dates are February 22-24. [RF](#)



Positioned right inside the entry, CIDAN Machinery exhibited a Thalmann TD150 Double Folder. It folds the material both up and down, which minimizes operator intervention. Find CIDAN at the Construction Rollforming Show in October.



Chad Dailey (left) and Derek Olson man the Eastside Machinery booth. The company offers stationary and portable roll forming machines, cutters, replacement parts, and more.



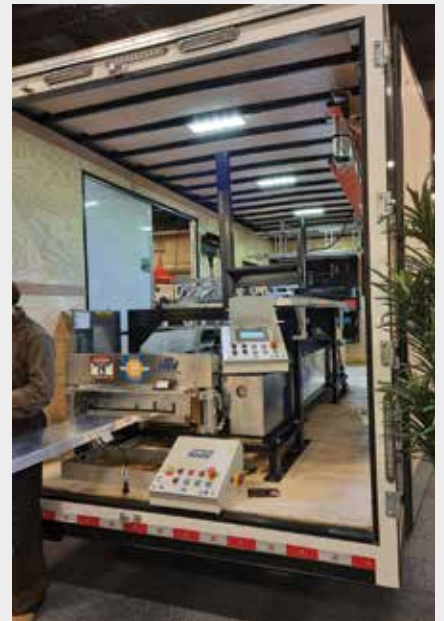
Marion Manufacturing designs, fabricates, and installs custom manufacturing and production machinery. Offerings include roll formers, uncoilers, shears, stackers, and more.



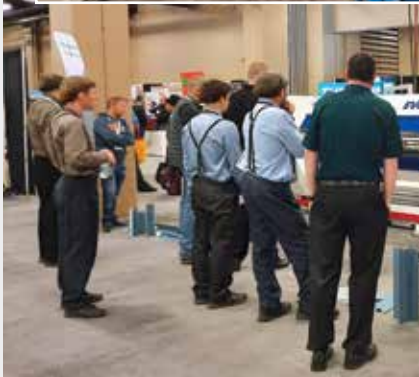
Flack Global Metals (FGM) is a hybrid organization with three distinct lines of business. They are an innovative domestic flat-rolled metals distributor and supply chain manager, an international commodities trader, and a global hedge fund – purpose-built to deliver certainty.



Stacey Rouse (left) and Morgan Jakosta were on hand to answer inquiries at the Swenson Shear booth.



This NewTech portable roll former garnered a lot of interest in the Masterpiece Metal Roofing booth at Frame Building Expo. Find Masterpiece Metal Roofing at the Construction Rollforming Show in October.



Tennsmith / Roper Whitney filled its exhibitor space with a Roll Former VS-150 panel machine, a Trim Bender, an Evo Bend Dual Fold, A Roper Whitney AutoKut Cut-To-Length Line, and an SBS Folder.





The Hershey's Metal Meister booth is easily spotted thanks to the checkerboard floor. The company exhibited a 21' single folder, a 21' double folder, and its automated Sli-Net Slitter. Find Hershey's Metal Meister at the Construction Rollforming Show in October.



Diane Sims and Mitch Voyles take a shift at the AkzoNobel exhibit space. The company manufactures high-performance coatings to meet the needs of the metal construction and roofing industries. Find AkzoNobel at the Construction Rollforming Show in October.



Acu-Form was prepared to meet the demand for information; they brought sell sheets on their entire lineup of panel and trim shop equipment. Find Acu-Form at the Construction Rollforming Show in October.



MetalForming Inc. offers equipment from Schechtl, Jorns, Schlebach, Krasser, Schroeder Group, and other manufacturers. Among the equipment they exhibited was a Schechtl MAX-F folding machine and a Schlebach Quadro portable standing-seam roll former. They exhibited Jorns long folders on video. Find MetalForming at the Construction Rollforming Show in October.



SWI equipment on display included a Marxman Plus Automatic Slitter and a Twin Mandrel Uncoiler. Find SWI at the Construction Rollforming Show in October.



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Calendar of Events))

MARCH

March 9-11

Self-Storage Association Spring Conference & Trade Show 2022, Orlando, Florida; www.selfstorage.org

APRIL

April 5-6

Roofing Day in DC Grand Hyatt Washington, Washington, D.C.; nrca.net/advocacy/roofingday

April 24-26

National Coil Coating Association Annual Meeting, Sonoma, California; www.coilcoating.org

April 26-28

Metal Roofing Summit 2022 University of Dayton, Dayton, Ohio; www.metalroofingsummit.com

April 27-29

Metal Building Contractors & Erectors Association Conference 2022, Tucson, Arizona; www.mbcea.org

MAY

May 3-5

FABTECH Mexico, Monterrey; <https://mexico.fabtechexpo.com>

JUNE

June 13-15

Metal Construction Association (MCA) Summer Meeting, Rosemont, Illinois; www.metalconstruction.org

AUGUST

Aug. 16-20

National Association Of Women In Construction's (NAWIC) Annual Meeting And Educational Conference; www.nawic.org

OCTOBER

Oct. 12-14

METALCON, Indiana Convention Center, Indianapolis, Indiana; www.metalcon.com

Oct. 26-27

Construction Rollforming Show, Ernest N. Morial Convention Center, New Orleans; www.constructionrollformingshow.com

NOVEMBER

Nov. 8-10

FABTECH, Georgia World Congress Center, Atlanta; www.fabtechexpo.com

Before making travel arrangements, check with the show producer to confirm there have been no changes to event dates, venue, or show hours. To have events included here, contact Karen Knapstein, 715.513.6767, karen@shieldwallmedia.com.

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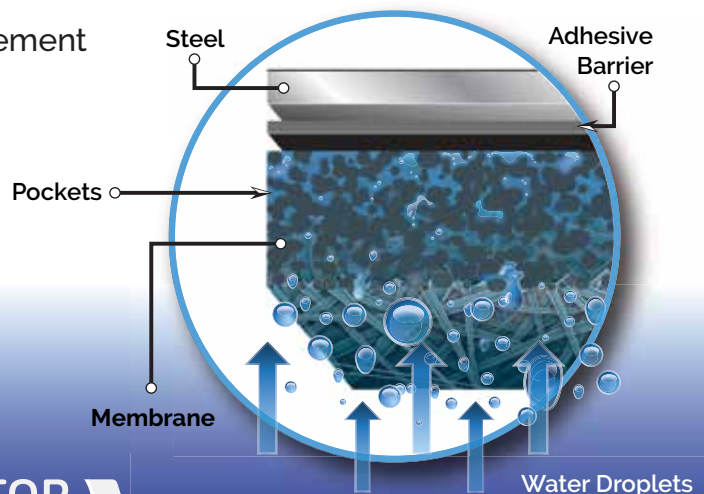
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