

APRIL/MAY 2022  
Vol. 5, No. 2

# Rollforming

Magazine

EXCLUSIVELY DEVOTED TO CONSTRUCTION ROLL-FORMING PROFESSIONALS

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COIL PRICES**

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# Let's Get Down to Business

In the last edition, we featured post-show coverage of Frame Building Expo. In this edition, you'll find views from the International Roofing Expo, which was held February 1-3 in New Orleans. It was a great show ... attendees and exhibitors were upbeat and obviously enjoying themselves. The many exhibitors serving up adult beverages may have had a little something to do with it, but mostly it was all about the opportunity to get back to normal and get down to business. The talk among many of the exhibitors was still supply chain problems.

Speaking of the supply chain, former *Rollforming Magazine* editor Sharon Thatcher is included once again in this edition. She has supplied us with a pair of

articles about the "whys" and "hows" of steel recycling. The first article addresses how scrap is turned into usable steel; the second is about predicting coil prices by keeping an eye on scrap metal prices. We think you'll find these articles of interest because, after all, where would your business be without the steel coil you work with every single day.

You'll also find of interest the update about Solanco Metal. We introduced you to Solanco's owner, Ephraim Esch, almost a year ago (*Rollforming Magazine*, August/September 2021). We recently spoke with him and he's nearly settled into his new location. He shares more advice about what he's learned over the last few years, and some of the lessons

he has learned through his recent move.

By the time this edition is delivered, registration for the Construction Rollforming Show may already be open. If it's not, it will be very soon! So this is a great time to announce some of the educational topics that will be covered October 26-27 in New Orleans. We've also tapped some familiar names about why you should attend this fall. See pages 26-29 for a first glimpse at what the show will have to offer.

As always, I appreciate any feedback you may have about the magazine and the topics that should be covered within. Until next time — be well.

Karen Knapstein

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Steel deck roll forming line  
from ASC Machine Tools. *Photo  
courtesy of ASC Machine Tools*

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Rollforming Magazine (ISSN: 2639-6742) (Volume 5, Issue 2) is published six times per year (March, May, July, September, November and December) by Shield Wall Media LLC, 150 Depot St., Iola, WI 54945. Periodical postage paid at Iola, WI, and at additional mailing offices. Canadian Agreement Number: 40665675. POSTMASTER: Send address changes to *Rollforming*, Barb Prill, PO BOX 255, Iola, WI 54945. Copyright 2022 Shield Wall Media LLC. *Rollforming Magazine* and its logo are registered trademarks. Other names and logos referred to or displayed in editorial or advertising content may be trademarked or copyright. *Rollforming Magazine* assumes no responsibility for unsolicited materials sent to it. Publisher and advertisers are not liable for typographical errors that may appear in prices or descriptions in advertisements. Mailed free to roll forming contractors and their suppliers throughout North America. Others may subscribe: \$19.98 for 1 year, \$36.98 for 2 years, and \$50.98 for 3 years.

## Industry Partners





# Help Where You Can, When You Can

**D**ear Readers and Advertisers, we are forced to become political, as we did during COVID. This is in response to the war in Ukraine and the general direction of domestic energy and economic policy. We are not pro conservative or pro progressive. We are not pro Republican or Democrat. We are unashamedly, unapologetically and enthusiastically pro common sense, practical solutions and pro America.

We need to increase US domestic oil production. Current policy including but not limited to the Keystone pipeline is problematic. The arguments regarding the number of leases and current production levels are intentionally misleading. For your own business to succeed, you plan years in advance. The current changes and instability of policy make long term investment in domestic oil production risky and unpredictable. This discourages exploration and the development necessary to keep growing production.

Many of the oil producing countries are our direct adversaries. Increasing domestic oil production will damage our enemies economically and make it more difficult for them to wage physical war in Ukraine and economic war globally. It makes no sense to weaken our economy

and limit our ability to help our allies while enriching bad actors and regimes that would do us harm.

The recent talks between Saudi Arabia and China about a settlement system for oil in a currency other than US Dollars is extremely concerning. That would weaken our influence globally and compound inflation domestically.

Producing a larger share of global production will help us maintain the US Dollar as the world's reserve currency. As long as our country operates at a deficit, that is a requirement.

Restricting our energy production, as we have done, is misguided in any context. Arguing to reduce global demand for energy or specifically petroleum products may be valid. Until global demand actually decreases, reducing production in the United States only means production shifts elsewhere, to jurisdictions and locations we cannot regulate or even adequately monitor. If the oil must be produced, the only sensible course is to control the production here, so it is produced as safely, cleanly and efficiently as possible.

If we do think globally, pollution does not just disappear when it is in a different country. Limiting domestic production shifts the environmental damage to a place Americans won't notice. It does not

reduce or eliminate it. Not seeing does not correlate to not occurring.

The key to reducing demand is developing energy sources to replace oil. That only happens with investment in technology. Privately funded R&D occurs when our economy is strong and risk capital is available. Restoring our energy independence is critical to a strong US economy. Restoring energy production will help provide the funding needed for the research to eventually decrease global demand for petroleum products.

We must make it clear that politicians not acting in the strategic and economic interest of the United States will be opposed by every legal means at our disposal.

We have a resource of pre-written letters and links available on every website. It will take you less than 5 minutes to send one of these letters to your Representative, Senator and Governor.

There are detailed instructions on the websites, and printed versions of the letters are included in this issue as well.

You have our permission to share these resources everywhere and by any means.

It is our responsibility to help where we can.

*Gary Reichert, Publisher & CEO*  
gary@shieldwallmedia.com

## Contact Your Representatives ))

# Easily Contact Your Government Reps

**I**f you would like to reach out to your government representatives about US energy production but are at a loss for words, here are two sample letters for your convenience.

The "Contact Your Representatives" page on the Rollforming Magazine website — <https://rollformingmagazine.com/contact-your-representative/> — is home to a searchable list of State Representatives, Senators and Governors. Each listing

has buttons allowing you to easily send a message. (They are available digitally on the website so you can easily copy and paste the entire message, or passages that you choose.)

If you would like to snail-mail your representatives, we've formatted the letters on the opposite page so you can scan or photocopy the letter you would like to send. All of the postal mailing addresses are also available at the "Contact Your Representative" page on <https://rollformingmagazine.com>. [RF](#)

---

# Letter Expressing Your Support

Dear

Thank you for supporting American energy independence.

Current foreign events clearly demonstrate an item that seems to be common sense. The world is safer when the United States has a strong economy and energy independence.

Please fight to make the USA resume being a net exporter of petroleum products.

To that end I urge you to:

- Allow exploration in the Arctic National Wildlife Refuge and off-shore in US territorial waters.
- Resume the Keystone Pipeline
- Encourage and assist domestic energy companies (both petroleum and renewable) in any reasonable manner. This includes reallocation of stimulus funds to energy production and independence where possible.

These should be done safely and in an environmentally responsible manner, but they are critical to the future of our country. But they need to be done now.

The increasing the availability of energy would allow our economy to grow, mitigate inflation, reduce operating expenses and disrupt the cash flow of our enemies on the world stage.

In combination with sanctions against Russian Energy, it would benefit our strategic allies and the people of Ukraine.

But action must be taken now.

I have taken valuable time from running my business to express my opinion. Like most entrepreneurs, I would prefer to allocate this time and effort to growing my business and providing a better life for my employees and my family.

On behalf of the small business people that provide over 60% of private sector jobs, please restore US energy independence, grow our economy and undermine our enemies.

It is the right thing to do for us and the struggling innocent people in Ukraine.

*Sincerely,*

---

# Letter Expressing Your Disapproval

Dear

I urge you in the strongest terms within my capability to pursue American energy independence.

Current foreign events clearly demonstrate the world is safer when the United States has a strong economy and energy independence.

Please fight to make the USA resume its position as a net exporter of petroleum products.

To that end I urge you to:

- Allow exploration in the Arctic National Wildlife Refuge and off-shore in US territorial waters.
- Resume the Keystone Pipeline
- Encourage and assist domestic energy companies (both petroleum and renewable) in any reasonable manner. This includes reallocation of stimulus funds to energy production and independence where possible.

These should be done safely and in an environmentally responsible manner, but they are critical to the future of our country.

World oil consumption has continued to increase until the COVID Pandemic began in 2019. Until renewable energy is viable on a larger scale, oil usage will continue to increase. Energy produced domestically is produced more cleanly and with less negative environmental impact than the same products from Russia, the Middle East or South America.

Producing domestically is cleaner, less expensive to transport and grows our economy.

The United States consumes approximately 20% of the world's petroleum products. Until we can reduce the petroleum requirements of the other 80% the only responsible course is to control as much of the global production as possible. Then we know it will be clean, efficient and environmentally responsible.

Increasing the availability of energy would expand our economy, mitigate inflation, reduce operating expenses and disrupt the cash flow of our enemies on the world stage.

Please take the strategically, environmentally and economically sensible action.

Data shows that our production does not affect global demand. That makes the only responsible action controlling as much petroleum production as possible.

In combination with sanctions against Russian energy, it would benefit our strategic allies, the people of Ukraine and the ecosystem.

It is the right thing to do for the entire world and for the innocent people in Ukraine.

*Sincerely,*

## CIDAN MACHINERY GROUP ACQUIRES THALMANN MASCHINENBAU

CIDAN Machinery Group has acquired Thalmann Maschinenbau. CIDAN operates manufacturing locations in Sweden and Austria and has office locations in several European countries, the United States and China. Founded in 1907, it is headquartered in Götene, Sweden.

Thalmann Maschinenbau is a world leading company in long folding technology. The company has a track record of bringing innovations to the market that lead to significant efficiency improvements, cost reductions, and higher precision and flexibility of the folding process. The company was founded in 1960 and operates from Frauenfeld, Switzerland.

With the acquisition of Thalmann Maschinenbau AG, CIDAN Machinery Group is adding another strong brand to its already strong portfolio that includes CIDAN, Forstner and NuIT.

The Thalmann location in Switzerland will remain the major hub for long fold innovation and production. The 50 employees of Thalmann will be joining the CIDAN Machinery Group and remain employed at Frauenfeld.

Chandler Barden, President of CIDAN Machinery Americas, said, "Within

North America, CIDAN and Thalmann have been successful building a great reputation and customer base. With the acquisition of Thalmann by CIDAN Machinery Group we have built a better platform for success and service to our customer. We are getting stronger every day, and this announcement is a leap forward. This is just the beginning and there is more to come."

## SAMCO MACHINERY MARKS 50TH ANNIVERSARY

From its beginnings as a one-man operation to an industry-leading global innovator in roll forming and value-added solutions, Samco Machinery is celebrating its 50th anniversary.

"I had no idea that Samco would ever evolve into what it has become," says Joe Repovs, Samco founder. "You start out with a bit of a dream and your goal is to have a small shop where you employ five to 10 people. What I learned is that, if you do a decent job, the customer forces you to go bigger. You will grow with your customers. That is what happened with us. The customers forced us to go bigger and it rolled like a snowball."

Samco Machinery, an ISO 9001-certified, vertically integrated company, provides customized solutions built around

standard modules. "We work with the customer right from the initial discussion phase to understand their requirements and provide engineered-to-order solutions specific to those requirements," Joe Repovs says.

Samco's Project Management system provides a structured backbone to support the entire solution lifecycle, from product planning to engineering, through the various phases of manufacturing, installation and service.

The Machinery division provides roll forming systems including uncoilers, coil cars, flatteners, roll form dies, roll formers, presses and material handling solutions for its global customers. The Rolling Division provides custom roll forming production services through its in-house rolling mills. Some of the industries the company provides solutions for include automotive, metal building and construction, transportation, storage, energy, and consumer products.

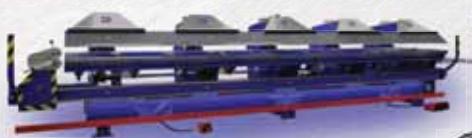
The company's Fabrication Division is a CWB-certified precision fabricator offering engineering solutions, rapid prototyping and manufacturing services to multiple industries. It is currently servicing mining, military, automotive, construction, injection molding, press manufacturing and more. [RF](#)

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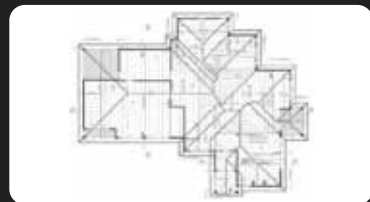
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# Room to Grow

Solanco Metal Roofing Moves to New Location

■ By Karen Knapstein

**Editor's Note:** We introduced you to Solanco Metal Roofing last year (Rollforming Magazine, August/September 2021, "Farmer Watches Semi-Retirement Plans Fade with Success of Metal Shop"). As noted at the end of that original article, big changes were on the horizon. Now that most of those changes have come to pass, here's the update we promised.

**E**phraim Esch, owner of Solanco Metal Roofing, Quarryville, Pennsylvania, just made a big move. It was only about a mile, but it was a big move just the same. In early January, Esch rounded up all the help he could get, including his sons, sons-in-law, and brothers, and they moved his business from its original location on his dairy farm to his new 100' x 303' x 18' building about a mile away.

They moved most of the equipment,



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**Trim machines set up at the old location. Space was tight and 9-foot ceilings didn't leave much room to maneuver material.**

including the trim machines and folder, and all the coil by loading it onto a goose-neck trailer with a pair of forklifts and hauling it with a pickup truck. The biggest piece of the company's equipment — the roll former — was moved with a tractor trailer. They began the move January 7; it took about a week to get into production at the new location.

Undertaking the move was not without challenges. Ephraim said coordinating the move was most difficult. "The preplanning and actual moving and coordinating and trying to make sure everything comes together the way you want it was stressful," he said. "The people weren't hard to deal with. The equipment wasn't hard to deal with. But trying to make sure everything landed the way it was supposed to land was stressful."

Ephraim's advice for anyone who must relocate equipment: "Roll up your sleeves and expect it to be very stressful, but it's satisfying when it's all done. It was a very stressful couple of days, but I had good people to work with." He also

recommends that even after you have done all your preplanning, be ready to adjust that plan.

In addition to having friends and family to help with the relocation and setup, Ephraim could also count on the professionals at Acu-Form. Wayne Troyer and two others spent two or three days working on the equipment in the new location. "They got everything cleaned up, reset and recalibrated. They tuned up everything. I was very happy with working with them."



### TWO BUSINESSES UNDER ONE ROOF

In his old building on the farm, every inch was spoken for. The new post-frame building has enough space to house two retail businesses: a 100' x 150' space is dedicated to Solanco Metal Roofing, while Solanco Building Supply occupies the balance, 100' x 153'. The lumber yard, operated independently from the metal business, is to better serve contractors' needs.

"The reason for the lumber yard is people like a one-stop shop. A lot of contractors around here want to make just one phone call for their wood and metal," explained Ephraim. "We're getting business through the lumber yard, and they're getting business through us." Between the two businesses, a builder can get everything they need.

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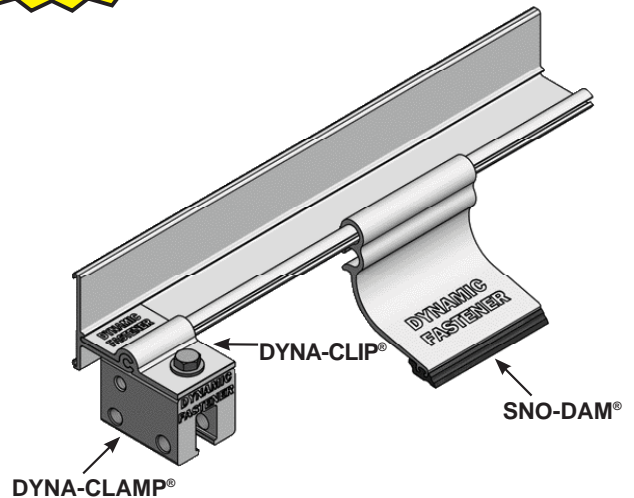
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### ROOM TO GROW

Ephraim started the Solanco roll-forming business by himself in 2014. As of March 2022, he has three employees plus himself. “It’s growing all the time. It just keeps going and going and going,” he said. “The move was hectic; we couldn’t find anything. But it’s going well now. We are busy even though it’s winter. We’re not totally organized yet, but we’re getting close.”

With the new setup, there’s plenty of room for workers to move around when making components. There’s also plenty of room for storage. In addition to the larger footprint, the new facility has 18-foot ceilings versus the 9-foot ceilings they had in the old building. “It’s filling up rather quickly, but it will not be near as tight as the other space.” The new space also has room for the new Roper Whitney folder he has on order.

“This [setup] will be a lot more efficient,” he continued. “We’re going to stock more trim colors. We’ve got more employees and a better facility that makes it easier to get around. All these things point to the direction of more growth and being more efficient.”

### LESSONS LEARNED

When asked what advice he would give to those who are thinking about setting up shop themselves, Ephraim said, “The number one thing for people starting out is they have to determine if they have a customer base to do it. We have a population center here, which I kind of thought was underserved. We have a lot of building going on in our area. We have got competitors in the county. I’m thirty miles south of them, but I thought [Solanco] would fit well since we have lots of contractors and lots of builders and lots of homeowners.” The company’s growth backs up Ephraim’s notion.

“If some guy is out in the boondocks,” he cautions, “that is not a big population center, I’m skeptical that it will work. You have to make sure you have a population center. You also have to be willing to



work hard and long. And the number one thing is you gotta service the customer. The customer must have good service or they will not return. I was told when

I started: ‘If you do a bad job, the whole world will find out before your neighbor knows you can do anything good.’ And I never forgot that.” RF







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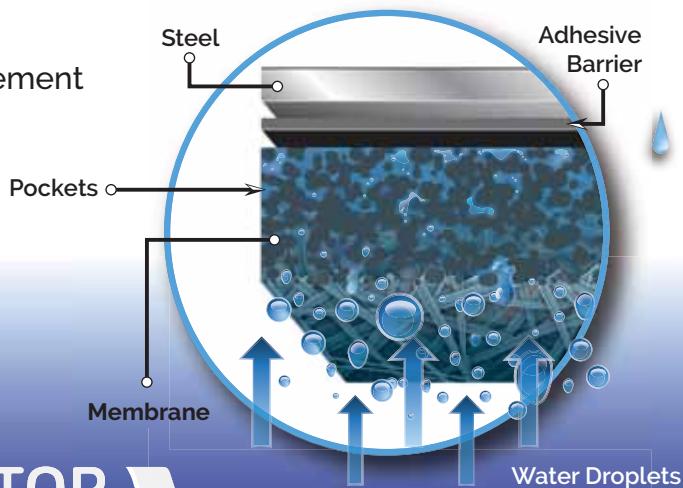
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# Old Steel Into New

## How Yesterday's Junk is Tomorrow's New Metal Roof

Scrap yards the first stop on journey to steel's transformation

■ By Sharon Thatcher

**A**n old Scottish proverb claims that you can't make a silk purse out of a sow's ear. Perhaps not, but it does sound a lot like what's happening in the steel industry these days where useless scrap is turned into valuable steel coil.

Recycling has become big business, and consumers love it. They find comfort in knowing their metal roofs or buildings are part of an environmental cycle. In turn, it is a key component for why the metal construction market continues to grow to new heights.

Obviously domestic steel mills are part

of that cycle as they have turned away from the old integrated process of blast furnaces melting mined ore in favor of recycled metals converted in electric arc furnaces (EAF). But you can't overlook the important contributions of the scrap metal industry itself, which is at the very beginning of steel's journey to resurrection.

Jennifer Betts, VP of Business Development in metals for Argus Media, is an instructor for an educational service called Scrap University. The online school is dedicated to helping U.S. and Canadian scrap yard operators better understand their own industry and the opportunities available to help shape its future. As well, she has a background working inside the steel industry and understands the process.

### THIS ISN'T THE OLD TOWN DUMP

As Betts noted, scrap yards have had a bad reputation to overcome primarily because the town dump was once where most unwanted







things landed, sometimes blowing into nearby fields, or leeching into nearby streams. Unsightly scrap yards and smelly landfills followed.

While these places still exist, their images have been cleaned up with the realization that there is value in scrap, from both monetary and environmental standpoints.

“Some people look at a scrap yard and think junk yard, but they are highly sophisticated businesses ... the industry portal sector is constantly improving. The next generation is putting in a lot of new IT software — really cool technological advances to make it safer, to make it more efficient, to make it easier to recover more metallics,” said Betts.

Iron and steel, which are ferrous metals, are the most recycled materials in the U.S. and worldwide. On the scrap market, they are on the inexpensive side – especially compared to the higher value non-ferrous metals like aluminum and copper.

More expensive nonferrous metals (aluminum, copper, and zinc) are also used in the construction industry, but to a lesser extent; about 80% ferrous vs 20% nonferrous.

How is scrap prepped for selling?

Getting metal prepped for sale is a torturous business involving crushers, shredders, shears, and torches. When intertwined with concrete, Bett said the process for separating usable from non-usable can sometimes be “as archaic as going to the back of the yard and taking a large heavy metal ball and dropping it onto the concrete to break it off from the rebar.”

But new technology is creeping into the industry. The classic automobile shredder is an example. “It was initially just hammers spun around and pummeling scrap,” Betts said. “Now it’s to the point where, yes that part of the process still exists but now there’s this whole downstream of just incredible X-ray machines, and 400-plus jets of air, and magnets. There are ways



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All that new technology costs money. "To put in an automobile shredder today is multi-million dollars," she said, and additional upgrades downstream to the crushing process can quickly double that

figure. It takes large scrap yards working with small mom and pop shops to feed those expensive machines.

How small the metal must be compressed, and the desired chemistry of the metal are determined by the steel mill and what they are making. For instance, how much copper or nickel is in the mix will determine if it is used for lowly rebar or high-quality HRC. The industry typically uses ISRI (Institute of Scrap Recycling Industries) specifications. The ISRI has specs for each grade. Steel mills have their own specs too, but they are typically based on the ISRI specs.

Niton [XRF analyzer] guns are used for quick chemistry readings.

Metal is sorted and processed by grades. In the ferrous scrap category, there are a number of ferrous grades, from the lowest like steel turnings to a higher grade for plate/structural steel.

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Heavy-melt steel used for metal roofing and siding falls between steel turnings and plate/structural.

At the very top, at premium grade is busheling, that will be transformed into high-quality HRC. It's the cleanest of scrap with no residual imperfections, usually coming in as leftovers from places like stamping plants and slitting facilities.

As for size, most electric arc furnaces can't handle anything larger than 5 feet by 2 feet. Some steel mills want it delivered as loose scrap while others want it in bundles.

Both large and small scrap companies sell directly to steel mills. "Sometimes I would work with scrap yards that could only give me a truck load every couple months," Betts said of her previous experience as a scrap buyer for a steel company.



HOW TO MAKE A SILK PURSE OUT OF A SOW'S EAR

Once the scrap is delivered to the mill and the proper specs assured, the magic mixing begins. While we used the analogy of making a silk purse out of a sow's

ear, Betts explained that making new steel out of old metal scrap is realistically a bit more like making a cake. "If you want a red velvet cake you need to add different ingredients than what you would if you wanted an angel food cake,"



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she said.

Steel mills have metallurgists on staff who handle the proprietary blends needed for making the final product. At every step, the process is monitored. “During the steel making process there are several opportunities for the metallurgists, the melt shop manager, to go to the molten furnace and pull out a sample of the steel that’s currently in the furnace. They can get a read on the chemistry breakdown at that very moment,” Betts explained. Additional ingredients can be added as needed.

What happens to metals from a natural disaster?

While some sources of recycled metal are highly salvaged (large buildings, bridges, etc.) circumstances make the recovery of scrap following natural disasters problematic, particularly in residential areas.

“There is obviously a lot of material in a natural disaster that is salvageable, and that does get fed back into the scrap supply chain ... it gets fed into the steel mills and into the finished coil,” Betts said.

But the speed needed to restore a community and the lives of its citizens often result in metals landfilled rather than recycled.

Every situation is different and how much metal is recovered varies. What is recovered typically goes through multiple companies and likely include demolition companies, local scrap yards, and FEMA contractors.

FEMA places its priority in residential areas, whereas industrial areas are typically handled by company owners who are keenly aware of the value of their wrecked buildings and more likely to recover and recycle as much as possible. Working with a local scrap yard most often leads to a better recovery rate. “If an actual scrap company is sent in or is called in by a local company to pick up metal, then it’s going to go back into the supply chain,” Betts said.

Is there enough metal scrap to feed recycling demands?

The United States makes roughly 120

million tons of steel a year and about 70% is from electric arc furnaces, so you might wonder if we could one day run out of enough scrap to feed the growing number of EAF steel mills. That isn’t likely, according to Betts. “The United States is actually a scrap-rich nation,” she said. “We export scrap. We import as well, depending on pricing, but scrap is ... a global commodity.”

The U.S. has so much scrap available because of its generations of consumers who have had the luxury of owning volumes of consumer goods — everything

mills. The reason: China has fewer generations of wealthy consumers to cultivate for scrap. The country also has a lot of access to raw materials, making the mining of earth metals still attractive.

“Their economy is growing, so you are starting to see first, second and third generations wanting a new washer and dryer, a new dishwasher, a new car,” Betts said. As that happens, the old generation of goods will be recycled, and more EAFs built there, yet that is a long way off: “They have started producing more scrap internally, but it’s not going



from automobiles to washers and dryers to steel buildings. That has resulted in enough for a healthy export trade.

Betts explained the geographical origins of U.S. scrap metal export: “Off the west coast there is more scrap exported to countries in Asia than what’s imported. On the east coast there is opportunity to import scrap, but also opportunities to export scrap to such places as Turkey. Turkey is a huge consumer of scrap internationally because they have a very large steel mill industry based there,” she said.

In China the story is different.

### WHY CHINA IS STILL BUILDING INTEGRATED MILLS

Today, only 10% of Chinese steel mills are EAFs. Instead, the country is concentrating its efforts on building integrated

to be [enough] for them to make the full switch to electric arc furnaces any time soon.”

Does the world have enough electricity to run all the new EAF mills?

The growth of EAF mills have placed a burden on antiquated electric grids around the world, but solutions are being found.

In the U.S., “overall we should be fine,” Betts said. “There are steel mill companies domestically that are looking at greener alternatives. Companies like Nucor, CMC and Gerdau are signing green energy deals with local power companies, or they are building their own renewable energy sources. They are aware there will be a need for additional power down the road, whether it’s through solar, or wind farms ... they’re



probably going to need a little more supplemental power, and they're going to have more competition for the power."

### HOW THE SCRAP INDUSTRY IS CHANGING

At the end of the day, the scrap industry is still rudimentary: Junk comes in, gets mangled, then shipped out to a buyer. Nothing complicated. But due to the increasing importance of grading levels and extraction methods there is a realization that scrap yard owners and workers need to see beyond the low-level basics, and to seize new market opportunities. Scrap University was formed in 2020 so that as much scrap value as possible is recognized and captured.

"You can't go to a college, technical school, or high school course to learn the scrap yard trade," Betts said. The only way to learn is by working inside it.

The university offers videos and course materials on the basics of scrapping, "to help the next wave of employees at scrap yards get a quick understanding of the various grades that are out there," and serve as a proactive measure to help the industry stay on the cutting edge of the modern frenzy for metal recycling. [RF](#)



PHOTO CREDIT ARGUS MEDIA

### ADDITIONAL RESOURCES:

Scrap University: [www.scrapuniversity.com](http://www.scrapuniversity.com)

Institute of Scrap Recycling Industries: [www.isri.org](http://www.isri.org)

Metal and scrap pricing: [www.argusmedia.com/en/metals](http://www.argusmedia.com/en/metals)

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# Coil Pricing

## Following Scrap Prices is Key to Making Predictions

■ By Sharon Thatcher

The unprecedented increase in construction steel prices starting in late 2020 caught many people in the construction industry by surprise, yet people watching trends in the scrap metal industry could see the approaching increase months in advance.

Tom Buechel operates a family-run scrap yard in New Jersey called Rockaway Recycling and shares his knowledge of the business through a free pricing app called iScrap App. He said he saw the spike coming over three months ahead of time and believes builders, roofers and roll formers can profit from learning how to utilize scrap metal prices to save money.

“We created the iScrap App because, what we learned, was that people wanted to know what the metal prices were, to know how much things were going to cost, and where the market trends are,” Buechel said.

It makes sense. The modern steel industry recycles old steel to make new steel in electric arc furnaces (EAF), so it goes to reason that what happens upstream at the scrap yard, has an impact downstream at the steel mill.

You may already be following prices of copper, steel, and aluminum on the commodities market, but the iScrap App breaks down and defines categories that can be tied more directly to the origins of construction metals.

“We took the commodity markets, which are traded every day like stocks are, and we boiled them down and made them so regular roofers, siders, electri-

### Selling your scrap

Most rollformers and metal builders don't have the time nor interest in learning the scrap business just to generate a few more dollars, and rightfully so. “Your time is valuable,” Tom Buechel, Rockaway Recycling said, “so unless you have something worth a lot of money don't touch things twice; put it in your truck and get rid of it, don't do it three times.”

But he does advocate that you shop around when selling your scrap. You might discover that a couple of phone calls to competing scrap yards in your area can yield a better return. Noted Buechel: “In the scrap metal world, a lot of customers, once they go to one yard they generally don't shop around. And when you don't shop around you don't make your own yard accountable, and you're not able to make more money.”

cians, plumbers — the blue-collar work force — can now access information from the iScrap App in a way that makes sense,” he said, explaining that pricing explanations made on sophisticated trading websites aren't always well understood by laymen, “so we took a lot of the industry terms that don't apply to scrap and we tried to apply them ... in a more understandable and predictable way.”

Scrap prices are determined based on a variety of market conditions: produc-

tion volumes at domestic steel mills and aluminum mills, overseas demand, fuel costs, and the overall economy. More specifically coming into play are commodity prices in both American and overseas markets, indications of a ‘fast market’ (trades at heavy, sometimes chaotic volume) and changing relationships between overseas and domestic buyers.

Buechel uses himself as an example of how he used his knowledge of scrap metal prices to make a substantial purchase. “I built a 50,000 square foot industrial building ... I knew where the markets were and where they had been 10 years earlier, and I pre-bought the building [eight months before groundbreaking] because I knew the prices were so inexpensive. It was worth paying interest to the bank rather than just waiting to order [the building] when I was ready for it. I ended up saving about \$70,000.”

It isn't rocket science. “By knowing what the market trends are, or could be going, gives you the ability to do what I did,” Buechel said.

A note of caution that looking at one day's pricing does not translate immediately into a call for action. It may be just a one-day glitch. A case in point was a recent unexpected rise in copper prices. On the day of the interview for this article, Buechel noted that “copper prices were trading at \$4.33 the other day. On an average day, copper prices move three to five cents. This morning they were up 16 cents; no reason, no news, nothing you could find as to why. It was just something that happened, and it was a domino effect.”



In such cases it takes further observation to know if it's a glitch or the beginning of a trend. And even if it is a trend, there's a couple months of turnaround time for old steel to be converted into new steel that makes its way onto a truck headed to your shop. As well, it takes prices time to adjust as older inventory pushes through the system. This affords you more time to consult with your own sources to make crucial buying decisions.

Buechel uses the 2020 price hike in steel as an example. "I saw the scrap side of things picking up in July," he said. The industry had struggled for about two months after the COVID lockdowns in March. After that two-month lull, businesses that could not survive the shutdown began to sell out and the scrap business began to boom. It hasn't stopped.

"We are essentially like the Grim Reaper," Buechel said of the scrap yard industry, adding: "Companies go out of business, and they have old forklifts, old products, old shelves, and machines and tools that only have value to the people using them and they don't have a resale value, so they're scrapped."

Conversely, during the 2008 recession, scrap prices "got brutalized because people were holding on to things."

Going forward, Buechel expects "a non-stop roller coaster on an upward trajectory" for metal scrap prices.

"I predicted three months ago that steel prices would go down \$50-70 a ton by taking into consideration the different demands ... going into the summer, I see a 3-4 month slowdown; I see oil prices continuing to pick up, and if oil prices continue to pick up, steel prices will eventually go back up, too, because they're going to have to offset the fuel cost."

To help control some of their own costs, some steel mills are purchasing scrap companies. "Steel mills are vertically integrating to be able to control both domestic scrap and international scrap," Buechel said. "I know a lot of scrap yards that have sold their yards to steel mills so [the mills] don't have to worry about going through a broker." RF

### ADDITIONAL RESOURCES:

The iScrap App can be accessed at <https://iscrapapp.com> and can also be downloaded free for Android and iPhone.  
Rockaway Recycling: [www.RRPrices.com](http://www.RRPrices.com)



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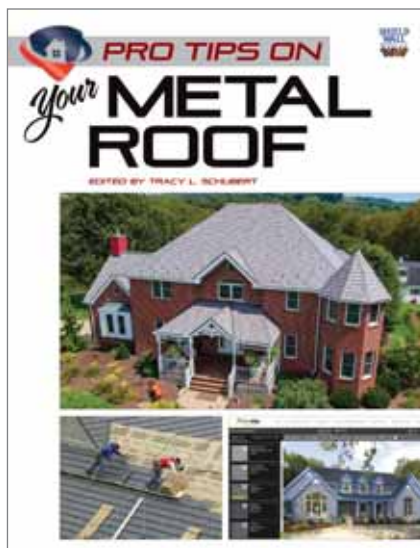
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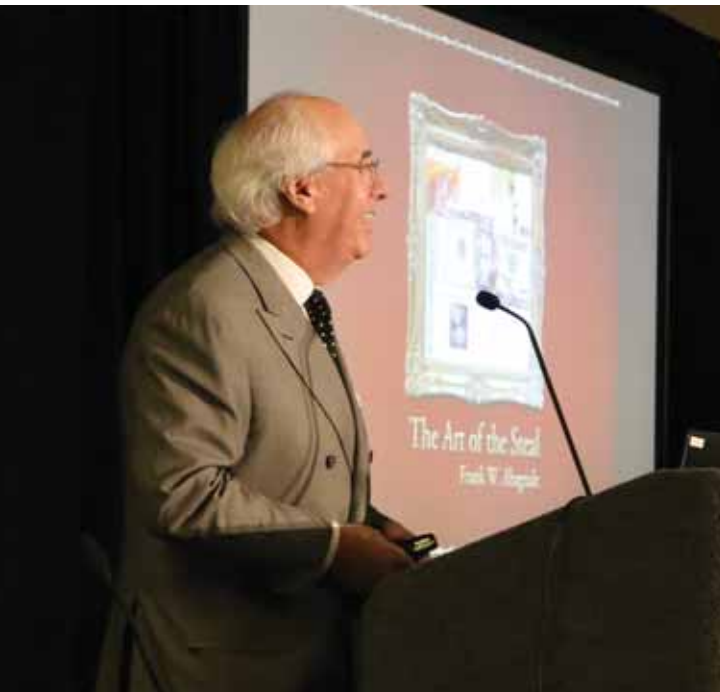
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# Tips for Avoiding Fraud and Cybersecurity Risks

The Fenestration and Glazing Industry Alliance (FGIA, [www.fgiaonline.org](http://www.fgiaonline.org)) heard fraud prevention advice from scam artist-turned-Federal Bureau of Investigations educator, Frank Abagnale, during his keynote address at the 2022 FGIA Hybrid Annual Conference. Abagnale, whose life inspired the movie “Catch Me If You Can,” worked several fraud scams in his youth and was eventually asked by the FBI to teach prevention and verification tactics to agents. He has done so for 46 years.



“My philosophy is: prevention, verification and education,” said Abagnale. “Education is a powerful tool to preventing crime.” He said the pandemic led to an increase in both identity theft losses and “romance” scams. “We saw record compromises or breaches in 2020,” Abagnale said. “Every breach occurs because someone did something they weren’t supposed to do, or they failed to do something they were supposed to do, creating an open door for a hacker.”

Abagnale cited a 2012 study of 40,000 children, which found

that 10 percent of them had been victims of identity theft. Children have no credit so their identities can be stolen and used for years without anyone noticing, he noted. Public records can serve as valuable resources for identity thieves, along with social media. “Scammers can use social media to gain information to create more custom and sophisticated phishing scams,” he said. “Phishing emails are nothing more than social engineering.”

Abagnale advised participants to look for “soft spots” in their offices and even homes. “There are soft spots everywhere,” he said. “Criminals are not looking for challenges, but opportunities. They will find soft spots in your building or home. And now everything is connected to the internet.”

Abagnale predicted the inevitable demise of using passwords, as they are a large liability to security. “I hate passwords,” he said. “Sixty three percent of network intrusions are due to compromised user passwords.”

With social media, Abagnale recommended thinking twice about what one posts. “Never tell anyone or share your date of birth or where you were born,” he said. “What you say on Facebook stays on Facebook. And Facebook puts together everything from your gender, age, ethnicity, sexual orientation and more.”

## TIPS FOR PROTECTING YOURSELF

Abagnale offered three tips for how to protect yourself:

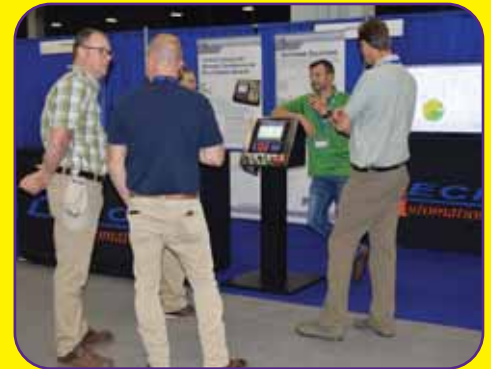
**1. Don’t just shred old files.** Destroy records with a security microcut shredder, specifically.

**2. Freeze credit.** Once it is frozen, no one can see it without permission. “Everyone should do this,” he said. “But you should still use a credit monitoring system.”

**3. Don’t use a debit card.** “Credit cards are safest,” said Abagnale. “With credit cards, you are never using your own money, unlike with a debit card. Your credit card company will reimburse you for fraudulent charges. If you use Venmo or Zelle, back it with a credit card, not a debit card.”

Abagnale said \$37 billion is stolen every year by scammers targeting elderly adults. “Any time anyone is telling you that you have to pay immediately, that is a giant red flag,” he said. “Another is when they ask you for information. Romance scams rely on that too. Romance scams can go on for a year before anyone asks for any money or suggests they might need money.” [RF](#)

# Rollforming Construction Show



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#2

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# Payment Options

## Points to Consider As Your Business Grows

■ By Karen Knapstein

**F**or you to have a successful metal forming business, you need the right equipment to get the work done. You need equipment your workers can operate without trouble and that produces components to your customers' specifications.

Not only do you need to decide which machines are right for your business, but you also need to decide how you will pay for that equipment. And with the price of roll forming and trim lines, it's not a decision to be made without careful consideration.

### TIME TO EXPAND

Michelle Sherman, Vice President of the Manufacturing Division, Apex Capital Group, has over 25 years of experience in the equipment finance industry. She explains that there comes a point in a company's growth when it's no longer cost effective to purchase metal trims and panels from other manufacturers. "Not only can a company have an immediate cost savings by having their own machines," she explains, "they will also have the ability to produce on demand as opposed to waiting weeks — sometimes months — for the finished product." She says customers frequently disclose that each month they are paying someone else to roll their metal — as much as two to three times the cost of a machine payment.

Sherman, who has helped many roll formers obtain the equipment they need to establish and grow their businesses, reveals, the vast majority of equipment is acquired through financing. "Interestingly enough," she says, "according to the most recent national data in one year \$1.7 trillion dollars was spent on equipment: Of that, 1.2 trillion was financed; 55% chose financing or leasing; 13% chose a line of credit; and 29%, or \$500 billion, was purchased with cash."

There are many factors that business owners need to consider when determining how to best use the financial tools at their disposal. "For example," Sherman suggests, "is the company taking on manufacturing for the first time? Or a new type of machine, and therefore new product for them? If so, they may need to hire more people and have other additional out-of-pocket expenses. This may also be a scenario where keeping their lines of credit for new raw material purchases and inventory would be helpful. This is likely to be a situation where financing outside their bank could be a great fit. It leaves their bank lines open for the unknown as they navigate through their new growth phase.

"In another example," she continues, "perhaps a company is replacing an older machine. This could be a cash purchase, if cash



**Since roll-forming equipment is one of the largest investments you'll make in your business, you need to carefully consider which payment option is most fitting for your business.** PHOTO COURTESY OF ASC MACHINE TOOLS.

flow allows. Many of our customers will also do a combination of cash and financing so they aren't depleting their cash flow entirely but also reducing their financed amount." Your accountant may also be a great resource; they often have a big-picture understanding of your financial history and perhaps even your future plans.

### SECTION 179 (2022)

Currently, there are tax benefits that incentivize equipment acquisition. "Roll-forming machinery qualifies for Section 179 tax saving," she says. "This allows the customer to write off the full cost of the machinery (up to \$1,080,000 for 2022) in the same year it is installed. This applies whether the customer finances or pays cash." A Section 179 tax saving calculator is available at [financewithapex.com](https://financewithapex.com).

Unless you're buying with cash, your credit rating will have an impact on your ability to purchase the equipment you want.

### EYE ON YOUR CREDIT

Regardless of whether you're planning to make a purchase in the immediate future, individuals and businesses should keep an eye on their credit ratings. "There are several factors that go into determining a company's credit rating," explained Sherman. "The company's time in business, the amount to be borrowed, the company's pay history, often the owner's personal credit, and the company's cash flow. These factors all together will determine how much a company qualifies for, how long they can finance for, as well as what rate and structures are available to them.



“We often see our customers experience frustration by surprises on their credit reports,” she cautions. “It’s important to check on both your personal credit and your company’s D&B report once a year. We highly recommend that as an annual review!”

## CONCLUSION

It’s important that one considers money as a tool, and that it should be used wisely. “All debt is not created equal,” advises Sherman. “Taking on debt to grow your business is often a natural and necessary step. Especially if that debt is for income-producing machinery such as roll formers and other industry-specific equipment. Following up with my customers a year or so after we finance a new machine for them and hearing about their overall growth and how much more profitable they have become is exactly why these many different options exist.” RF

*More answers to your equipment financing questions are available at [financewithapex.com](http://financewithapex.com).*



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# A Larger Scale

## Midwest Supplier Caters to Wholesale Market

■ By Karen Knapstein

**F**ounded in 2015 as a regional supplier, Metal Wholesale LLC now sells metal roofing components to lumberyards in eight states throughout the Midwest. CEO Wilson Weiler commented on the company's growth:

"We started up in October of 2015 and it just kind of grew from there. We started out just local in the surrounding area, in the surrounding counties, and grew on that."

To supply customers in a timely fashion, Metal Wholesale currently operates two manufacturing facilities, with a third to come online soon. The original location (and company headquarters) is located in Bloomfield, Iowa. The second location, which opened in 2020, is in Charles City, Iowa. "We're opening a third location in Hutchinson, Kansas, in June 2022," said Wilson.

Wholesale Metal's business model factors into their growth; they stay focused on their customers — lumber yards. Maintaining that focus is extremely important.

### RETAIL VS. WHOLESALE

While in the business planning stage, prospective roll formers need to determine who your customers will be. That is, whether you will sell retail or wholesale. "You need to know what you're trying to accomplish and go for it," advised Wilson. Retail vs. wholesale - each has its pros and cons.

Roll formers who sell retail can sell to anyone, including builders, roofers, and homeowners.

Since they sell directly to the end-user, they have more wiggle room when setting prices. "Someone that's selling retail has a bigger margin to navigate through because they don't have to make sure their dealer gets a pay margin or profit out of it," said Wilson.

On the flip side, some things are more challenging with retail. For example, retailers may have to spend more time with each customer to make the sale, whereas wholesalers develop a relationship with a lumberyard, and they call when they need an order, which is more simple than a retail order would be.

Roll formers who decide to sell wholesale need to stick to selling wholesale. Comparing retail to wholesale, Wilson said one isn't necessarily better than the other, "but trying to do both is a mistake. If you try to sell wholesale to a lumberyard, and sell

retail to a builder, you're competing against your customer because you're selling to your customer's customer. You control the profit of your customer and that's not a good relationship. And businesses are built or torn away on relationships."

Speaking of relationships, to assure they get the coil they need, they've developed relationships with several suppliers. Of recent supply issues, Wilson said, "It became more of a critical thing here in the last two years

because availability has been an issue. It goes back to the relationship side of things. You need to have good relationships to get product." He also points out you need to maintain solid relationships with your customers, so they remain loyal to you in volatile times, as well.



### SCALING UP

When discussing advantages of selling wholesale, he said, "If you can get the structure right, you can scale up. There's an element of scale on the wholesale side. You need to have a volume and variety of coil on hand to meet bigger business needs. There's more at stake with a bigger business."

As one would suspect, when a business provides quality products and services, word gets around. When those products and services don't measure up, word gets around even faster. "With wholesale, you're impacting a lot more customers," Wilson explained. "Quality is a very big deal. Whether it's coverage of your panel, the way your panel laps, or the trim being made to perfection on every single piece. In every detail, the effect is multiplied because you're working through different levels. So many more people are impacted."

### WINNING EQUIPMENT

Metal Wholesale locations operates the same equipment at



each of its locations because it's efficient. The maintenance and IT personnel can become familiar with the equipment at one location and they are then capable of working on the equipment at any location. The company equips its manufacturing facilities with SWI Marksman Pro cut-to-length slitters and an SWI recoiling line. They also use The Bradbury Company's Hayes Roll Formers with a flying post-cut shear (to speed up productivity) and VarioBend folders from Hershey's the Metal Meister. "Jason at SWI is incredible and I appreciate working with him. So are Nelson and his team at Hershey's," Wilson said enthusiastically. "Good equipment is important for short lead times."

The company continues to grow, a fact to which Wilson attributes most of the credit to his team.

## WINNING TEAM

Wilson said, "We're focused on bringing in good people. We're blessed with a really good team."

We run three shifts at Bloomfield and there's always someone manufacturing, loading, whatever needs to be done." The company is fortunate in that it doesn't have staffing issues. "We have a lot of applications on file. It's not because there's not employment issues in the world – it's a huge problem. But we've been able to avoid that with being very particular with who we bring on and with our company culture. We keep a positive, friendly culture; it has helped us to not have an issue with staffing."

"I'd say 90% of the success we have is because of the team we have," he continued. "It all builds off the team. The people you surround yourself with will determine the success in your life. The things I've seen happen in my life – especially with Metal Wholesale venture – it's not because of anything I or my partner did. You have to surround yourself with like-minded people."

## CHALLENGES

While things are going well, Wilson said they've had their challenges; manufacturing for the wholesale market has different challenges than for the retail market. "A lumber yard isn't just going to switch over tomorrow to a new supplier. They have a customer base and they're not in a hurry to jump suppliers," he explained. "You have to build a relationship and earn their respect before they will trust you. You have a time delay. It may be years to get them to trust you. That's why most people don't do wholesale; it takes a while to pay off."

Profit margins will also be different. "When you're selling to a dealer, the dealer has to make a profit as well. It increases the importance of good relationships," he said. "You have to create value for your customer." You have to provide a quality product that your customer can sell for a profit.

## OUTLOOK

Wilson observed the market is growing, but it's also changing. Entry into the formed metal market is easier than it was years ago, but he's not concerned about oversaturation. There's still

## Keys to Good Business

- 1: Focus on building a good team and your business will follow.
- 2: Pick one or the other – retail or wholesale. Don't try to do both.
- 3: Business is always about relationships. You can't build a solid business without solid relationships.

## BONUS

### Key To Having A Lasting Business

"Keep a balanced life. Whether that's financially or your health, spiritually or relationship-wise with other people. I like to see those grow at the same time. I feel it's important to business – any business and life in general – you need to grow those areas at the same time. If you don't grow all four areas together and stay spiritually grounded, you will likely have a reset until they get in sync again."

— Wilson Weiler, CEO, Metal Wholesale LLC

plenty of room to grow. "The point that a lot of people miss is that one person doesn't have to lose for another person to win. It's a big world. Multiple companies can have success at the same time. That's what a lot of us get hung up on: 'Someone else has to lose so I can win.' The metal roofing market is growing in leaps and bounds. There's more metal roofing being used all the time — on houses and bigger buildings, and it's a growing market, which is a good thing. It's environmentally friendly. It's a very positive product for the world. It's going to continue to grow. It outlasts shingles by several times and applications continue to improve, whether it's the panel profile or the coatings."

Speaking of coatings, Wilson is enthusiastic about textured coating developments. "Textured metal is huge," he said. "It's extremely fade resistant. So, the industry is evolving tremendously. There's a lot of positivity. A lot of roll formers don't realize how much better textured paint performs. It's been tested on test fences enough that it's proven to outperform smooth SMP and smooth PVDF." The textured coating is also SMP, but since it reflects more of the UV rays it performs much better.

## CONCLUSION

Metal Wholesale LLC (MetalWholesaleLLC.com) manufactures on demand, which is very different than many retail roll formers out there who are stocking up on panels and trim. Of manufacturing on demand, Wilson said, "Material, equipment, and manpower are all critical. You need the right equipment for the job, the right team for the job, and any business is a balancing act. You'll never have it right 100% of the time, but you do the best you can and you must be willing to change. Being willing to change is a critical part of survival." [RF](#)

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Isaiah Industries introduces Aqua Defender, a condensation solution for agricultural metal roofing and siding. Aqua Defender is a self-laminating felt applied during manufacturing to the underside of each metal panel.

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quickly and prevents moisture from collecting on the underside of the roof.

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Aqua Defender is available in rolls measuring 39.25" by 1968'6", each weighing 256 lbs. and covering 6,439 sq. ft.

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### UNIQU® AUTOMATIC CONTROL SYSTEM

New Tech Machinery (NTM), a member of Mazzella Companies and a manufacturer of portable rollforming machinery, recently launched a new programmable control system for its SSQ II™ MultiPro Roof Panel Machine: the UNIQU® Automatic Control System. While the new control system will be first available on the SSQ II MultiPro Roof Panel

Machine, New Tech Machinery will eventually make it a standard controller on all portable rollforming machinery in the near future.

This new control system is an overall more user-friendly solution for all customers who utilize roof panel, wall panel, and gutter portable rollforming equipment. The new control system has advanced safety features, built-in troubleshooting capabilities, and improved functionality letting machine operators gain more control of their projects.

Features of the new control system include:

- Simplified computer screens and purpose-built software for increased user-friendliness and efficiency with a portable rollforming machine
- 7-inch touchscreen built into the control panel for better weather rating and made of ruggedized glass
- Ability to use the controller in automatic or manual operation
- USB port for import and export of cutlists before and after project completion
- Interactive troubleshooting capabilities to easily diagnose and fix potential problems when using a portable rollforming machine

[www.newtechmachinery.com](http://www.newtechmachinery.com) RF

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Hixwood, Stanley, Wisconsin.  
PHOTO COURTESY OF HIXWOOD

# Hixwood Merges with Qualiform, Country Metals

Like-minded companies set for solid growth

■ By Linda Schmid

**H**ixwood Metal, Country Metals, and Qualiform Metals, market leaders in metal fabrication and post-frame building kits, are merging. All three companies have made quality in products and service their focus, and now they will work together under the Hixwood name.

The company was begun by Harvey Zimmerman who built post-frame buildings in Pennsylvania. By 1998, he had moved to Wisconsin, and his post-frame business, located on Hixwood Road, was booming. By 2020, Hixwood operated a panel and roll-forming business, and had its own brand of post-frame packages, a shed-building business, and coil sales

with distribution throughout the US.

The company has seen a lot of growth in the last few decades, particularly in the last year. Hixwood increased sales by 53% in 2021. This was partly possible because of rising prices, but mainly because Hixwood's owners, Paul and Harvey Zimmerman, saw opportunities in product expansions and new business. With the merger, Hixwood is planning additional growth in the future. As Hixwood's General Manager Paul Zimmerman said, "Hixwood is ready to expand, but we've lacked the capital and resources in recent years to do so as aggressively as we'd like."

They were enabled to pursue these opportunities by Ambassador Supply,

their parent company. Ambassador Supply, an investment, management, and holding company, acquired Hixwood in 2020.

Ambassador Supply deals in both agricultural and urban/suburban buildings. In 2021 they earned revenue of \$250 million, split between the markets; in 2022 they expect to reach \$350 million. By 2024 they project \$500 million in revenue.

Ambassador Supply is an affiliate of Ambassador Enterprises, a philanthropic equity firm that focuses on "legacy businesses." Brad Crawford, president and CEO of Ambassador Supply, stated that a legacy company is a small company that has built up their business and equity in



their business name. They are known as being down-to-earth and an important part of the community.

As a philanthropic equity firm, Ambassador Enterprises operates two divisions, one for profit and one for non-profit. A portion of the earnings supports missionary work, including education in Liberia and other mission work throughout Africa. They also created a non-profit mall in Fort Wayne, Indiana where shops can operate without huge rent payments.

The mindset that Ambassador works with is three-fold:

**1. Financial.** Like every business, they need to be profitable.

**2. Cultural.** This means the way you treat your employees and your customers is important. If an employee is worked so hard that they have no time to give back



*Metal components at Hixwood, Stanley, Wisconsin. PHOTO COURTESY OF SHARON THATCHER*

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to the community, for example as a coach, getting involved with 4H, or whatever way the person cares to participate, then the company is not treating them right. And of course, they want to always deal fairly with customers, too.

**3. Faith-based.** This does not mean that the people Ambassador works with have to be believers; it does mean that Ambassador employees treat everyone in a way that is compatible with their faith.

Further, the company culture that Ambassador exemplifies is through the lens that everybody in every position matters. It doesn't matter what the CEO does if the truck driver doesn't do his job, and vice versa.

Ambassador Supply is always on the look-out for like-minded companies, and Hixwood is a perfect fit. "Harvey and Paul are salt-of-the-earth kind of guys," per Crawford, and Ambassador helps make their vision reality. Further, he states that Ambassador is generally not a "buy-and-flip" type of company; they usually hold the companies they have acquired.

The merger means that Hixwood is now serving a total of 17 states across the Midwest and the Eastern United States. Customers of Country Metals and Qualiform Metals should expect the same commitment to quality services that they have always experienced, according to Crawford.

"The marketing, website and logos on the trucks have changed," he said. "Our relationships with customers have not. If anything, this will provide more resources to ensure we meet customer needs."



Preparing panels for delivery at Hixwood, Stanley, Wisconsin.

PHOTO COURTESY OF SHARON THATCHER

This is in keeping with Crawford's statement that on the rural side of the business, their aim is to help rebuild and revitalize rural America. He sees Ambassador as being part of a larger movement that has people working to rebuild the Town Square, businesses, and farms, not necessarily to modernize but to impact people in a positive way. That is what it's all about. **RF**

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# Roll Forming Equipment

## Manufacturers Address Common Pain Points Experienced By Roll Formers

■ By Rollforming Magazine Staff

**R**ollforming Magazine and all Shield Wall Media titles are changing the format of our Product Features. One purpose of our magazines is to bridge the gap between manufacturers and the end users. This provides more value to both our readers and advertisers. The end users intimately know their challenges and pain points associated with products, processes and equipment. Manufacturers know the material, design and best practices. The new Product Features will draw on both to present solutions to the real-world challenges and concerns facing our readers. Hopefully this will educate the contractors, roll formers and consumers to make better buying decisions and get the most from what they have.

The first Product Feature following this new format is on roll formers.

### **Item of Concern #1: Gapping changes and adjustment for different types, gauges and hardness of metal.**

Gapping changes or adjustments are necessary when the material going through the roller dies changes. Roller dies are typically designed to handle a range of materials. Properly adjusted dies are critical for producing a quality panel. Many of the following concerns result from improper adjustment.

Often this can be avoided completely by clearly communicating the types of material you intend to use when initially selecting a roll former. That ensures the different materials will be within the adjustment range for the purchased machine.

The specific profile(s), whether single or multiple pass, thickness and material hardness all affect the required adjustments and need to be communicated to the manufacturer when specifying a machine.

Harder material requires more overbend and generates more spring back. Material thicker than the correct gap setting may impart additional angles into a rib or bend location. Material thinner than the correct gap setting may result in end flare.

Tooling adjustments occur at the overforms. The gap should typically be larger than the gauge of the material processed. If the gap is smaller, it may be an indication that the tooling, bearings or shafts need to be replaced. Some machines have positive stops to prevent the gap from being adjusted to the point the rollers are in contact. This can increase the life of the tooling and decrease the possibility that incorrect adjustments damage the machine.

Frequently adjusting machines allows them to get out of spec. Manufacturers supply gauge blocks allowing the roll former to



***With the help of a gauge block, users can reset their roll forming machine to factory zero.*** PHOTO COURTESY OF METAL ROLLFORMING SYSTEMS.

return their machine to factory zero.

Correct settings, regularly checking the gauge and recalibrating the gap avoids many of the later challenges.

### **Item of Concern #2: End flare.**

As with gapping and adjustment issues, end flare is typically addressed best by communicating with your manufacturer when drafting the specifications for your roll former.

End flare can occur on both pre-cut and post-cut machines. Pre-cut lines may experience tooling induced end flare, while post-cut lines may experience shear induced end flare. But, on a good quality, well maintained and properly adjusted mill, end flare should be minimal.

Flare on the lead and tail end of a panel typically occur on pre-cut lines. Post-cut lines form a continuous strip cut after the

## Product Feature ))

forming process, preventing flaring. Pre-cut sheets get formed pass, by pass and the panel springs back during the forming process. The extent of flare depends on the profile shape and the yield of the material yield being used.

Flare can also be caused by using material harder than the tooling was designed to form. Overbends in the tooling rolls are not strong enough to account for the higher spring back. Possible solutions are a redesign of roller dies, additional tooling fixtures in the roll former, extending the number of forming stations, a redesign of the over or underlap ribs for better formability and switching to a coil better suited to the process.



**End flare should be minimal on a good quality post-cut machine.**  
PHOTO COURTESY OF ASC MACHINE TOOLS

Incorrect adjustment or worn mechanical components (tooling, bearings and shafts) result in a loose gap, which also aggravates end flare. A loose gap before an overform pass allows material to form harder and may result in end flare.

Matching gap adjustment to the profile and material type minimizes end flare.

### **Item of Concern #3: Integration compatibility of roll formers and accessories.**

Good quality accessories purchased at the same time as the roll former experience few problems with integration.

Decoilers are typically designed as stand alone systems with their own power system (hydraulic or mechanical) for pay-off and mandrel expansion. To integrate a new decoiler with an existing system, you must provide detailed information, including maximum line speed, range of coil width and inner and outer coil diameter. This allows the selection of an appropriate expansion range for the mandrel, cylinder size and lift height and drive train.

Third-party integration companies provide solutions and support to aid with integration for system components. Their software helps coordinate speed, timing and other critical factors. These third-party systems can increase throughput and be especially helpful when trying to incorporate accessories and mills not specifically designed to work together. They also increase efficiency in matched equipment.



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## Product Feature))

**Item of Concern #4: Panels produced not being to specification within acceptable tolerances.**

Panel tolerances relate to all of the other challenges listed. Gap adjustment, worn tooling, accessories and quality/thickness/hardness of the material all can create issues with panel tolerance.

When the output changes in specification, confirm the coil specifics haven't changed. Coil is typically slit down from a master coil. Rolls slit from the same master will have the same heat number (batch identification) and should produce consistent results. Coil with a different batch identification may require readjustment to compensate for the changes in coil characteristics.

If the coil has not changed in diameter or hardness, examine the machine. Going through a routine maintenance check list may solve the issue without retooling or calling a technician.

Inconsistency in panels indicates something changed, either the characteristics of the coil or the tooling in the machine.

### CONCLUSION

For manufacturing panels consistency is the obvious key. The most common challenges mentioned by the roll formers we contacted go back to a very few underlying causes.

**THANK YOU TO THE FOLLOWING  
MANUFACTURERS FOR ALLOWING US TO USE  
THEIR EXPERTISE TO EDUCATE ROLL FORMERS**

#### Roll former manufacturers:

Acu Form	<a href="http://www.acuformequipment.com">www.acuformequipment.com</a>
ASC Machine Tools	<a href="http://www.ascmt.com">www.ascmt.com</a>
The Bradbury Group	<a href="http://www.bradburygroup.com">www.bradburygroup.com</a>
Metal Rollforming Systems	<a href="https://mrsrollform.com">https://mrsrollform.com</a>

#### Third party integration companies:

AMS Controls	<a href="http://www.amscontrols.com">www.amscontrols.com</a>
Beck Automation	<a href="https://beckautomation.com">https://beckautomation.com</a>

First and foremost, when you provide specifications to acquire equipment, be detailed and accurate. Discuss options so the machine will meet your needs today and adapt to meet your needs as you grow.

With the right machine, the next step is maintenance and keeping the machine properly adjusted for the quality, type, diameter, and hardness of the coil used.

If confirming the adjustments does not fix a problem, check for worn tooling or integration of peripherals. RF

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# International Roofing Expo

## Attendees and Exhibitors Get Down to Business in New Orleans

■ By Karen Knapstein

The International Roofing Expo was held February 1-3 at the Morial Convention Center in New Orleans. The show featured nearly 400 exhibitors. But no one quite knew what to expect. With Omicron cases surging in the city, New Orleans passed strict mandates.

According to the city's website:

"As of January 12, 2022, the City of New Orleans is under an indoor mask mandate. Masks are required in all indoor spaces outside of your home. The indoor mask mandate will last indefinitely.

"Proof of full vaccination (two doses of a two-dose vaccine series (e.g., Pfizer,

Moderna), or one dose of a single-dose vaccine series (J&J)) for all eligible individuals five years and older, or a negative COVID-19 PCR, molecular, or antigen test within 72 hours, is required at most indoor venues including dining and entertainment venues, and outdoor events where more than 500 people are in attendance."

Last August, show attendance was way down at IRE in Las Vegas. It was anyone's guess how significant the impact of the mandates would be at IRE in New Orleans. While quite a few exhibitors said attendance was down from a "normal" year, attendance was much better than it had been in Las Vegas. In fact, according to Informa Markets, which sent out a news announcement on behalf of IRE, the event had "10,002 registered professionals."

There was an upbeat feeling throughout the convention center. The vast majority of exhibitors and attendees decided to forgo wearing masks. (In case you're curious, the few who we asked said



Chris Cox (center) and Thomas Schwarzer (not pictured) manned the ASC Machine Tools space. The company has been serving the metal building industry since 1949. Find ASC Machine Tools at the Construction Rollforming Show in October. Photo courtesy of Thomas Schwarzer.



MFM Building Products, which supplies roofers with underlayments and waterproofing membranes, celebrated its 60th anniversary in 2021.



Geocel construction sealants, from Sherwin-Williams, bond to PVDF, SMP, and polyester coated steel, bare galvanized, Galvalume® metal panels, and more.





*Dynamic Fastener is a supplier to the largest metal building manufacturers. Find Dynamic Fastener at the Construction Rollforming Show in October.*



*Innovative Insulation exhibited its Super R Deck Barrier, which they said would be less expensive, more tacky, and safer.*



*Based in San Antonio, Texas, Berridge specializes in portable roll forming equipment.*



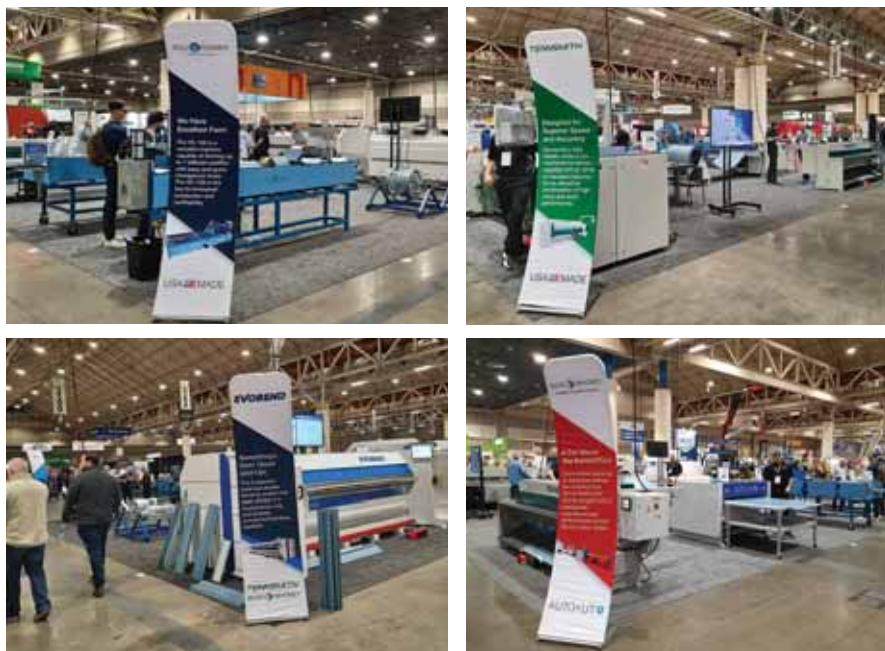
*S-51 is a leader in metal roof attachment solutions.*



*MetalForming Inc. offers equipment from Schechtel, Jorns, Schlebach, Krasser, Schroeder Group, and other manufacturers. Find MetalForming 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.*

they weren't concerned because they had either already had the virus or had been vaccinated.)

When queried about his IRE 2022 experience, David Quehl, director of sales and marketing, Direct Metals, Inc., commented: "IRE 2022 was a victim of the city of New Orleans instituting mask mandates AND vaccinations/COVID tests for public venues entry before the show." As a result, attendance was down from previous years, but those in attendance were highly motivated to find new sources of supply to help alleviate long lead times. The DMI booth was steady and had good opportunities to promote residential and commercial roofing fasteners, flashings and accessories for both shingle and metal roofs. Made in the USA products with better availability than overseas factories were in high demand.

Scott Frieze, sales leader at Malco



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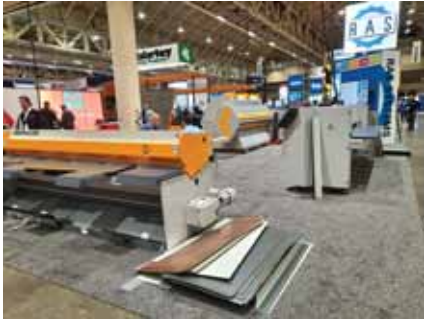
- 304SS Cap & EPDM washer combination provides lifetime protection for your metal roof. WOODZIP SCAMP includes a 304 SS/EPDM bonded washer for enhanced strip out prevention in light density wood.
- WOODZIP HI-LO Type 17 thread design is larger than traditional #12 diameter. It is designed for maximum strip out in OSB & other light density wood.
- #12 WOODZIP is an excellent choice for new construction or replacement of #9/#10 fasteners that have loosened.
- 5/16" HWH provides exceptional pullover strength versus a traditional 1/4" HWH on metal to wood screws.



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- STEELZIP self-drilling point is designed to drill 10-16 gauge steel purlins consistently with no "point walking". The 1/4" diameter stitch screw securely fastens 26 gauge side laps & other light gauge trim.
- DMG85 corrosion resistant coating over zinc plating provides additional protection on fastener shank. Meets Dade County, FL requirements for corrosion protection. Both parts are ideal for coastal high corrosion areas & are available in many powder coated colors for additional protection.



**RAS specializes in metal working solutions: cutting, bending, forming, and software.**



**Karoliina Hakala, Vice President at WUKO Inc. was on hand to answer questions about the company's metal working tools.**

Products, SBC, was enthusiastic about the show: "IRE 2022 was a success! This year's event in New Orleans was well attended, thoughtfully organized, and a great venue to showcase Malco's line-up of professional tools for roofing contractors. Show highlights include supporting training sessions with Rob Balfanz, director of Workforce Development for the Vinyl Siding Institute, and meeting many enthusiastic Malco fans! We look forward to attending next year's show,

# nuIT metal shop software exhibited at IRE

■ By Michael Calhoun II, CIDAN Machinery

**E**xhibited at IRE 2022, nuIT by CIDAN Machinery is a software in the metal forming space that allows customers and internal teams to be able to remotely design custom trim, order panel, and stock items, and then send it into the shop for production.

From there operators will be able to plan out jobs, combine orders for optimization, and automatically update everyone involved. The software can even send profiles directly to equipment (brakes, folders, CTL lines, etc.). At IRE, they introduced QuickBooks Online Integration. With this new feature, shop owners can integrate nuIT with their invoicing.

In today's world, customers and businesses run online. The easier it is for customers to place and track orders, the more likely and the more often they are to order with you. Even more importantly, mistakes are costly, both in time and material. With order confirmations based on what the customer has designed, that is an issue for the past.

The future of metal forming and optimizing shop production is the integration of software and new practices, with the efficiency of quality machines and workers.

nuIT is a way to get the best from your customers and the best for production.



**CIDAN Machinery had steady traffic at its expansive booth. Find CIDAN at the Construction Rollforming Show in October.**

Living in the technological world, in the era of dynamic changes and growing competition, sheet metal shop owners are looking for solutions that would help them be most precise and efficient, stay organized and keep up with the market growth.

Considering this demand and focusing on the metal industry development trends, CIDAN Machinery Group developed nuIT – a manufacturing management software for the sheet metal industry.

nuIT order processing and production software:

- helps the business stay organized,

keeping up with the market growth and optimizing time and staff management.

- allows shop owners to make the order process fast, safe, and easy, keeping customers posted about the status of their order through branded PDF's.

- integrates with QuickBooks Online, saving your sheet metal business from accounting mistakes and their consequences.

The second you receive the order, it initially transfers relevant data to your folding and slitting machines, making the sheet metal fabrication management as easy as ever. [RF](#)



but NOLA will be tough to beat!”

Georgia Pacific's Mallory Faust was enthusiastic, as well: “As a manufacturer dedicated to customer-focused innovation, IRE was a wonderful opportunity to meet with customers and hear from them what's happening in their world. Visitors

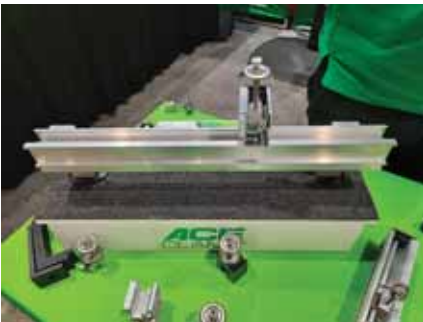
to the booth saw our latest innovation, DensDeck® StormX™ Prime Roof Board, the first gypsum cover board designed to prepare commercial roofs for very severe hail conditions. Everyone we met was also excited to hear a new installment in our ‘Four Dimensions of Protection’

series will be releasing soon. We're looking forward to another great year!”

Thomas Schwarzer, ASC Machine Tools, summed it up when he said, “Thankfully the attendance of trade shows is getting back to normal or better ‘pre-pandemic’ status.” RF



David Hirte (left) and Brad Shreve were on hand at the AkzoNobel booth. 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.



AceClamp exhibited its new Solar Snap™ heavy-duty racking system, in addition to the company's other mounting solutions. Elmer Cruz demonstrates. Find AceClamp at the Construction Rollforming Show in October.

A yellow advertisement for the RollFormer VS-150. It features a large black 'VS-150' text at the top left. Below it, a list of features: '1" &amp; 1-1/2" "Mech Lock" Standing Seam', 'Snap Lock Panels &amp; more!', and 'Quick and Easy profile changeover'. A central text says 'Our most versatile, multiple profile machine.....forming seven 1" and 1-1/2" profiles.' The RollFormer logo is in the center, with the tagline 'CHANGING THE SHAPE OF METAL'. Below the logo, contact information is provided: 'Ph: 215.997.2511 • Fx: 215.997.5544 • www.rollformerllc.com' and 'Email John Dumke - jdumke@rollformerllc.com'. On the right, there is an image of the VS-150 machine and a diagram showing '1" &amp; 1-1/2" STANDING SEAM' with a QR code.

A large advertisement for Solar Snap by AceClamp. The background is a photograph of a solar panel array on a roof being hit by heavy rain. The text 'THE RACK THAT'S READY WHEN MOTHER NATURE ATTACKS' is prominently displayed in large, bold, yellow letters. To the right, two bullet points state: 'Pre-assembled components make assembly a snap!' and 'Adapts to work on a variety of roof types'. Below these, a logo for 'Up to CAT 5' is shown with the text 'Call engineering for specific roof application'. At the bottom, the 'Solar Snap' logo is featured, with 'Solar' in yellow and 'Snap' in white with a sun icon. Below the logo, it says 'by ACECLAMP SOLAR' and 'Patent Pending SNAP, SLIDE &amp; SECURE®'. A QR code is on the bottom left, and a green banner at the bottom right contains the text 'Free Samples and Ordering: 860-773-4144 / www.AceClamp.com' with a phone icon.

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