

JUNE/JULY 2022
Vol. 5, No. 3

Rollforming

Magazine

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Set Yourself Up For A Successful Recovery

■ By Gary Reichert

I would feel like Chicken Little, except it appears the sky is actually falling.

The Producer Price Index is at approximately 8%, the highest since about 1980. So, the cost to manufacture is up. We all see this every day when we do the payables in our respective businesses.

The Consumer Price Index is about the same and the highest since 1982.

The Q1 GDP came in at -1.4% when everyone assumed it would be positive, recovering after the pandemic. The last negative GDP reports were when the pandemic started (when everything shut down) and in 2008.

Either because of this and Fed policy or in addition to, several major financial institutions (Deutsche Bank is referenced) are predicting a major recession. The optimistic financial institutions are predicting a minor recession.

In the face of doom and gloom I will pick up the standard and advance, fulfilling my role of Little Gary Sunshine. I am going to champion the cause of contrarianism (wow that is actually a word). Here is a different version of one of my favorite quotes.

“Our company had a meeting to discuss the recession, and we voted not to have one!” is the word from Zig Ziglar. “The recession is in here,” pointing to his head. “Not out there.”

Yes, deal with and work with reality. You do not have a choice. But there is a huge difference between living in the real world and surrendering to it.

When the economy is booming, every business owner thinks they are Rich Uncle Pennybags from Monopoly and

a financial genius. In a tough environment, leadership, flexibility, and boldness win.

Recessions and economic stress are a huge opportunity. Are you really as good as you think you are? Here is your chance to prove it. Everyone is financially stressed, including your competition. This stress magnifies the outcome from every decision, good and bad.

Most companies will hesitate and pull back to weather the storm, but this can be an opportunity to act boldly. There is, of course, a difference between bold action and rash action.

If you have a vision, stay the course. It may take extra phone calls and resources. Margins may shrink, but fight to keep them. Continue the things that worked when the sun was shining and add a little more to hold back the storm.

Most recessions appear to last approximately two years. The question is: How will you be positioned when the recession ends? Will you have maintained and even grown, or will you have contracted?

You cannot single-handedly prevent a recession, but you can set yourself up to take advantage of the recovery.

To demonstrate putting Shield Wall Media's money where its mouth is, we are launching digital Spanish editions of several publications and relaunching the Metal Builder brand as a special section for the remainder of 2022, and as a NEW MAGAZINE in 2023.

I invite you to join us at Shield Wall Media in choosing to not participate in any upcoming recessions. RF

Who has moved this industry ahead?

■ By Karen Knapstein

When you think of how you came to be in this business, who are the people who made the biggest impact on you? Who did you call on to learn about running a business? Who taught you what's needed to make your business a success?

If the person (or people) you're thinking of have been in the business a long time and have had a positive impact on others as well, they may be a good candidate for the Building Progress Award. What better way to express your appreciation and admiration than to nominate them for recognition from the entire industry. Please read through the information about the Building Progress Award on page 48. For your convenience, we've published a nomination form on page 49.

You may recall the publication of a Buyers' Guide in the June 2020 and June 2021 editions. There's no Buyers' Guide included in this, the June 2022 edition. Rather than producing a Buyers' Guide in four of our magazines (*Rollforming Magazine*; *Rural Builder*; *Metal Roofing Magazine*; and *Garage, Shed & Carport Builder*), we are publishing a single, stand-alone Buyers' Guide (Business Directory). The Directory will be published late in the year and will be delivered directly to you at no cost; it will be poly-bagged with the December edition of *Rollforming Magazine*.

You don't need to do anything to get this special edition. As long as you're currently subscribed to *Rollforming* (or one of the other three magazines listed above), you'll receive the 2022 Business Directory.

Until next time — be well. RF

Contents))



10: Fastener Suppliers
You Should Know
Here's What They Have

14: Steel Dynamics
Expansion
New Texas Mill Operational

20: Pencil Whipping
Increase Your Closing Rates
By Running The Numbers

24: Selling More
Than Panels
Spot More Opportunities
To Supply Your Customers

26: Mapleview
Metal Forming
Supplying Central Wisconsin

32: Masterpiece
Metal Roofing
Roofs, Supplies, Equipment

42: Automated
Material Handling
Efficiency Via Equipment

48: Building
Progress Award
Who Deserves Applause
From The Industry?



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Departments))

- 3 Publisher's Note
- 3 Editor's Note
- 6 News
- 36 Business Connections
- 39 Events Calendar
- 41 New Products
- 50 Products & Services
- 51 Index of Advertisers



On The Cover:

The SWI Machinery recoiler can handle coils up to 5,000kg (11,000 lbs.). *Photo courtesy of SWI.*
 COVER DESIGN BY KEVIN ULRICH.

Next Issue: • Roll Former Maintenance
 • Closure Strips

Industry Partners



NEW SALES REPS JOIN LEVI'S BUILDING COMPONENTS

Levi's Building Components [www.levisbuildingcomponents.com] has announced Brian Quast and Joe Danciu have joined the company as Field Sales Representatives.

Brian Quast represents Levi's Building Components in Minnesota, North Dakota, and South Dakota.

Joe Danciu represents Levi's Building Components in Florida and Alabama. Both Brian and Joe have extensive experience in the lumber and construction industries.

Levi's Building Components is a family owned, national supplier of metal roofing products located in Ephrata, Pennsylvania.

STEEL DYNAMICS MAKES LEADERSHIP APPOINTMENTS

Steel Dynamics, Inc. [https://std.steeldynamics.com/], one of the largest domestic steel producers and metals recyclers in the United States, has announced the transition of Miguel Alvarez to lead the company's North American Metals Recycling platform effective March 31, 2022, which will proceed the July 2022 retirement of Russell B. Rinn, the company's Executive Vice President of Metals Recycling since July 2011. Rinn will remain a valuable resource to the company in a consulting role until his retirement, continuing to report to the company's Chief Executive Officer. The company is also promoting James Anderson from his current position as Vice President of the company's steel fabrication operations to a Senior Vice President retaining the same responsibilities, also effective March 31, 2022.

"Since joining Steel Dynamics over ten years ago, Russ has played a key role as part of our senior leadership team, and has been instrumental in our metals recycling strategy," said Mark D. Millett, Chairman, President, and Chief Executive Officer. "Russ came to us with an already impressive resumé within the steel industry, with over

30 years of leadership. I, along with our board of directors and the entire senior leadership team, recognize and appreciate his contributions to Steel Dynamics and our success. During his tenure, Russ contributed to the overall leadership of our company, and also further optimized and rationalized our recycling operations, including our strategic recycling growth in Mexico. We wish Russ the very best with his next endeavors within retirement."

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.



CMG's new facility has space to stock more coil, sheets, and metal roofing accessories.
PHOTO COURTESY OF CMG.

COATED METALS GROUP OPENS NEW FACILITY

Coated Metals Group (CMG, www.cmgmetals.com) has announced the recent expansion of its Charlotte, North Carolina, facility. The larger facility positions Coated Metals Group to meet the ever-growing demand within the Charlotte and Eastern market.

CMG's expansion will help reduce lead times for customers since it can keep additional material on the floor. Paired with increased production levels, the company expects the new facility to help minimize obstacles presented by industry-wide supply chain constraints. In line with its other locations, the new Charlotte facility will keep a diverse line of stocked products on the floor

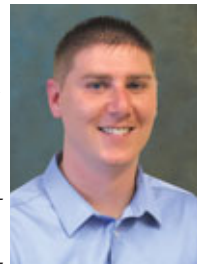
at exceptionally high levels, regular inbound material to maintain stock, and an efficient floor plan with the ability to expand and adjust quickly.

Brogan Baker, the local VP-Sales, said, "We're very excited about our new building! Our new facility has a lot more room to stock more quantities of coils, sheets, and metal roofing accessories. With this added space, it will allow us to service our customers quickly and help keep project schedules moving. We are extremely eager for the opportunity to better serve our customers!"

Coated Metals Group is now located at 1814 Westinghouse Blvd., Unit U, Charlotte, NC 28273.

PALRAM PROMOTES ALBERT TO BUSINESS UNIT MANAGER

Palram Americas [www.palram.com/us], a leading global manufacturer of polycarbonate and PVC sheets, has announced the promotion of Jeremy Albert to the position of Construction



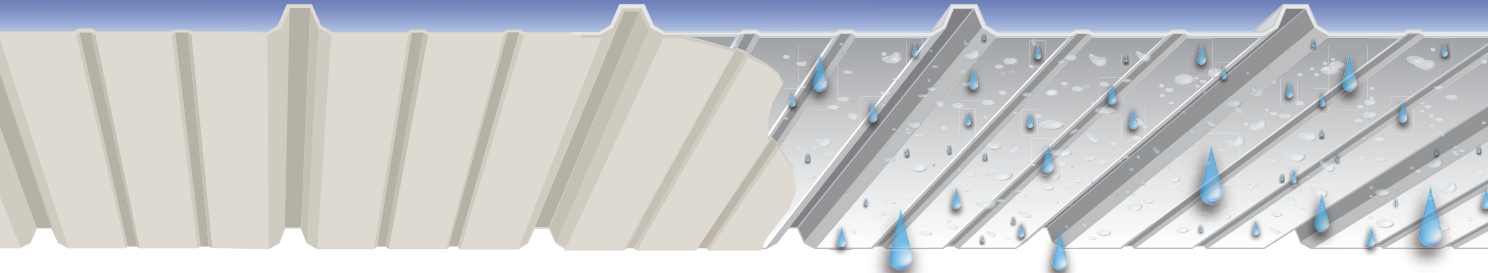
Jeremy Albert

Business Unit Manager. Albert will be responsible for the strategic direction and product portfolio for the commercial, agricultural, and building products markets within the US and Canada. He will lead a team of factory and independent representatives to drive mutual growth for Palram and its customers.

Albert joined Palram's inside sales team more than 15 years ago, progressing into numerous roles in outside sales and national account management — a true testament of his commitment and Palram's 'promote from within' culture. Albert has a proven record of building long-term partnerships and delivering value-add solutions to our distributors, dealers, and end-users. His in-depth knowledge of Palram's customers, products, and markets, combined with his strong leadership positions him well to support the company's strategic growth initiatives.



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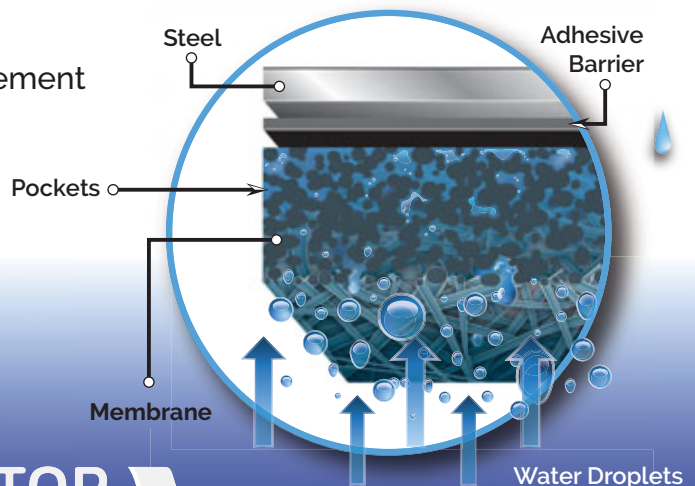
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DYNAMIC FASTENER RELEASES NEW HAND GUIDE

Dynamic Fastener [tel. 800-821-5448] has released a new version of its popular Tool and Fastener Hand Guide. This free, 140-page, full-color gem provides concise answers to questions pertaining to fastener applications, engineering data, availability of types, size ranges and fastener materials specific to the metal building and roofing industry.

In addition to discussing screws and anchors, the Guide provides prices and other useful information relating to flashings, sealants, insulation tapes, safety equipment, hand tools, power tools and more. The 2022 publication includes details on the Dyna-Guard snow retention system for metal roofs. It also includes information about the company's new rivet initiative that resulted in a stock level of 100 million rivets with 75 million pre-painted in more than 100 different colors.

AMBASSADOR ACQUIRES ORGAIN BUILDING SUPPLY

Ambassador Supply has revealed the acquisition of Orgain Building Supply, which is based in Clarksville, Tennessee, on March 18, 2022. A company news release stated the new partnership will help Orgain Building Supply continue in its mission and promise to its customers to provide quality products in a responsive

manner.

Ambassador welcomes Orgain as it continues its dedication to the high-quality service that elevated them to being recognized as a leader in building materials. Located in Fort Wayne, Indiana, Ambassador Supply has been invested in lumber supply since 2012. With the assistance of Ambassador Supply leadership, Orgain Building Supply will maintain its current employees including 90 employees in Clarksville, Tennessee.

Built on a strong family legacy, Orgain Building Supply has always invested and focused on the success of its employees. It has a legacy of providing full-service building supply solutions throughout the greater Nashville area for 100 years.

“My employees and I are extremely excited to become part of the Ambassador Supply family!” Hunter Orgain said. “We look forward to our continued growth in Clarksville, Tennessee and surrounding counties in this new chapter joined with Ambassador Supply. Orgain Building Supply will continue to strive to take care of our contractors and customers and will always stand behind our slogan ‘Service is our most important product.’”



WARREN, OHIO, ROLL FORMER ADDS SIGNIFICANT MANUFACTURING CAPACITY

CDH Custom Roll Form (CDH) has announced that significant, additional manufacturing capacity is now online at its Warren, Ohio, facility due to the installation of a new line.

The Company was officially launched two years ago and opened its Warren office and manufacturing facility in March 2021. CDH manufactures component and custom products to meet the needs of a variety of customers in the large North American steel roll form

products market. CDH's Warren facility offers state-of-the-art roll-forming technology, as well as stamping and slitting capabilities.

Jack Pacalo, CDH Custom Roll Form President, said, “Since we first opened for business, demand and business has been strong, and it's growing even more now. This added capacity is huge for us, and we are also planning future expansion for later this summer to ensure we are in an excellent position to achieve our future growth goals.”

CDH Custom Roll Form is a joint venture of U.S.-based ClarkDietrich and Hadley Group, a global organization headquartered in the U.K.

BLUESCOPE STEEL TO ACQUIRE CORNERSTONE COIL COATINGS BUSINESS

BlueScope Steel Limited has entered into a binding agreement to acquire the Coil Coatings business from Cornerstone Building Brands Inc. for US\$500 million, a bourse filing noted.

Coil Coatings is the second largest metal painter in the US, with a total capacity of around 900,000 tons per annum across seven facilities, predominantly serving commercial and industrial construction applications.

BlueScope Managing Director and CEO Mark Vassella said the acquisition of Coil Coatings almost triples BlueScope's “US metallic coating and painting capacity to over 1.3 million metric tons per annum, from around 475,000 tons per annum at present, and gives us immediate and direct access to the large and growing Eastern US region.”

The purchase price of US\$500 million represents approximately 8.9 times CY2021 pro-forma EBITDA of US\$56 million, including year three synergies. Following completion, Cornerstone Building Brands will remain a key customer of the business.

The transaction is targeted for completion in calendar year 2022, subject to regulatory approval and other customary closing conditions. RF



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Get the Fasteners You Need...

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■ By Rollforming Magazine Staff



If you only need a handful of fasteners, you know where to go: the local hardware or home builder store. Where do you go when you need a larger quantity of nails or screws? We checked with a few suppliers for the facts about what they offer, what their minimums are, and what their terms are.

ST FASTENING SYSTEMS

ST Fastening Systems offers 250 fasteners in a bag, or box quantities at 2500 or 3000 per box, depending on screw size.

Orders can be split, but customers want to make sure their purchase is enough to get free prepaid freight, that is a \$3000 purchase.

Metal-to-metal fasteners in sizes of #12 x 3/4", #12 x 1", #12 x 1 1/4", #12 x 1 1/2" are the most popular, and in metal-to-wood fasteners, #10 x 1", #10 x 1 1/2", and #10 x 2" are more sought after.

Normal terms are net 30 days, but can vary per customer.

ST believes that customer relationships and understanding customer needs is an important part of their business.

LEVI'S BUILDING COMPONENTS

Levi's stocks and paints a full line of fasteners for all types of metal applications.

Their Fastgrip™, Metalgrip™, and ProZ™ products offer the right solution for any job.

Same day shipping is available on fastener orders with no minimum quantity requirement.

Their free freight minimum is \$3000. With a wide variety of building

accessories, there's a good chance you will find a product you need.

Standard terms are net 30 and they ship nationwide from Ephrata, Pennsylvania.

DMI FASTENERS

Direct Metals, Inc. sells primarily full box and pallet quantities. The length and diameter of those fasteners dictate how many pieces fit into a box. Most fastener boxes average between 25-30 lbs., so they can be easily handled and shipped through UPS. Pallet quantities usually average 48 boxes to make it easy for LTL freight shipping.

There are no order minimums, but DMI encourages its distributors to order volume to qualify for free shipping, which is \$3500. Orders less than that do not include free freight.

Their most popular metal-to-metal fasteners are #12 x 1 1/4" and 1/4 x 7/8" Stitch 304 SS cap SCAMP long-life self-drilling fasteners. They are available in powder coated colors to match building panels.

The most popular metal-to-wood fasteners are #10 x 1 1/2" WOODZAC Type 17, #10 x 1 1/2" ZXL Micro-bit zinc-aluminum heads and #12 x 1 1/2" Type 17 304 SS cap SCAMP long-life metal-to-wood fastener for new construction and replacement applications.

Their standard billing terms are net 30 days.

Standard shipping times are three days or less for in-stock items. While delivery to all customers of one week or less is the goal, average shipping to most customers is two days or less.

WILDCAT FASTENER

Wildcat Fasteners supplies wholesale screws to roll formers across the US. They offer screws in all different lengths and colors, Wood Claw and Steel Claw, with free shipping and no minimums.

ATLAS BOLT & SCREW

Atlas sells fasteners by the box. Their popular metal-to-metal fasteners are #14 x 7/8" Flat Top Lap and #12-14 x 1 1/4" Flat Top TCP3. The popular metal-to-wood fasteners are #12 x 3/4" Stitch, #10 x 1 1/2", and #10 x 2". Atlas has a pre-paid freight minimum per PO, providing free shipping for many of their customers.

THE HIXWOOD STORE

Hixwood offers building packages, but they also have a retail store right on their Stanley, Wisconsin campus.

The store opened its doors in 2012 as a convenience for local builders to pick up supplies and the items they use on



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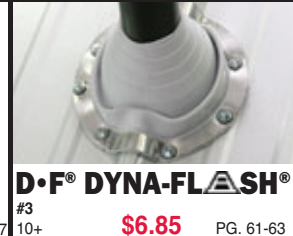
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D-F® DROP-STOP® PG. 56, 57



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Problem Solvers))

a daily basis. That includes fasteners, electrical supplies, extension ladders, wheel barrows, and hand tools. Recently they have added power tools to their inventory.

Their saber drives, or construction screws, are sold by the pound in 1 lb., 5 lb., 10 lb., or 25 lb. quantities.

The store is cash and carry, so they don't stock many expensive items. However, they can special order anything you need and generally they have it within a week.

GRABER POST'S DO IT BEST STORE

Graber Post's hardware line is branded "Do It Best" and the store is named the same. Located on Graber's premises in Montgomery, Indiana, the store opened in 2007 to help keep Graber's crews stocked and to help out the Amish community they are located in. Amish build-

ers and DIYers shop at the store.

The store comprises around 10,000 square feet, but with all the merchandise they carry, they are running out of space. They stock plumbing, electrical, hand tools, paint, hardware, pellet grills, pellets, and fasteners.

They do cash and carry, ship across the country, and ship to lumber yards.

Fasteners are sold by piece, box, case, or full pallet as it works for the customer. There is no minimum to ship.

GOLDEN RULE FASTENERS

Golden Rule Fasteners supplies roll formers from coast to coast with screws and other components. Most orders ship the same day.

Their popular metal to metal fasteners are the #12 diameter screw with a sealing washer. They also stock 1/4" diameter and 5/16" diameter.



Their popular wood-to-metal fasteners are the #9 diameter screw with a sealing washer, followed closely by the #10. They also sell a lot of #12 diameter roof screws and #14 diameter roof screws and some #17s.

While Golden Rule Fasteners doesn't have a minimum order per se, the screws in question come in bags of 250 and they don't break bags so the minimum would be 250 pieces. Some fasteners, such as deck screws, hex bolts, nuts, etc., come in bulk cartons, with minimums of one carton. Qualified orders receive free shipping.

Golden Rule also offers pipe flashings, butyl tape, closure strips, ridge vent products, expanding foam tape, and more. RF

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UNITED
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Steel Dynamics' New EAF Mill in Texas Now Fully Operational

■ By Sharon Thatcher

More than four years in the making, a former cattle ranch in Texas has now been fully transformed into Steel Dynamics Inc.'s (SDI) new electric arc furnace (EAF) mill operation. On Feb. 9, Texas Governor Greg Abbott visited the 2,600-acre facility in Sinton, Texas, as guest speaker at the official ribbon cutting.

The SDI Southwest-Sinton Flat Roll Division has been coming online in stages since late last year but is now fully operational. It includes a melt shop, caster, hot mill, pickle line cold mill, galvanized/Galvalume line, and paint line. These operations cover almost 2 million square feet of space, of which more than a million square feet are under roof.

Rollforming Magazine recently asked Steel Dynamics for more detailed information on the new mill and its operations. Official comments are quoted below.



The new SDI Southwest-Sinton Flat Roll Division includes a melt shop, caster, hot mill, pickle line cold mill, galvanized/Galvalume line, and paint line. ALL IMAGES COURTESY OF STEEL DYNAMICS

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There are about 700 employees at the new Sinton facility. Additional employees will be needed with expansion in 2023.

SITE SELECTION

The site was selected because of its proximity to existing transportation lines and existing power sources.

“You need good logistics for a steel mill and we have three class 1 railroad options, excellent truck availability, and we are only 19 miles from the port of Corpus Christi,” Steel Dynamics said. “These logistical options are important for both inbound raw materials and shipments to customers.

“Sinton was also selected because the Texas and Southwest steel market has

been underserved from a flat rolled standpoint. This is the first flat rolled mill located in Texas. It also has excellent proximity to our customers in Mexico.

“Additionally, the site works extremely well for a steel mill because of the close proximity to both electricity and water. The high voltage transmission line is located less than a mile from the site, which makes connecting very favorable. Although steel mills continuously recycle water at the facility, having access to low chlorine water is essential for the process.

In the case of Sinton, a high-volume water pipeline just adjacent to the facility had the ability to provide water to the project.”

EAFs (also called mini mills) rely on electric power for operation and in some parts of the world, unreliable electric grids are posing challenges. SDI selected the Sinton site to avoid such concerns.

“The location of SDI steel mills is strategic in regard to power availability as well as relatively low-carbon footprint power generation,” SDI responded. “Across the United States, renewable energy through wind and solar, is becoming more and more prevalent. The presence of a mini-mill is actually good for the regional electricity markets. While peak demand periods are a concern, our facilities operate 24/7, which enables the regional power grids to have a dependable base load that can anchor the consumption of power. With this anchor load, more renewable resources and more reliable power generation can be managed better by the power producers.”

FUTURE EXPANSION

The Sinton location allows for future expansion, which is already in the planning stages. SDI has announced it will add a galvanized/Galvalume line and an additional paint line.

The property also has build sites for

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campus partners. To date, six companies have committed to building facilities on the campus.

“Some of these companies will be steel consumers and others will offer processing including slitting, cut to length, and stretch leveling.”

Steel Dynamics is expanding elsewhere in the country as well. The Steel Dynamics Flat Rolled Group will be adding a Galvalume line and paint line at its Heartland Division at Terra Haute, Indiana.

EMPLOYMENT

There are about 700 SDI employees based at the new Sinton facility and additional employees will be needed with expansion in 2023. Campus partners will provide additional jobs at Sinton.

Aside from SDI employees, the mill provided an estimated 2,500 to 3,000 jobs during the construction phase.



Future expansion is already in the planning stages for a galvanized/Galvalume line and an additional paint line.

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Approximately 50% of Steel Dynamics' products end up in the construction industry.

NEW TECHNOLOGIES

SDI Southwest-Sinton is the first flat rolled mill in Texas and has been heralded as a state-of-the-art facility. But what does that mean? Steel Dynamics says it can now cast a slab 5-1/2 inches thick and has installed rough stages in front of the hot mill to provide a better surface and improved property capabilities.

"This is also the first melting facility with the ability to produce products out to 84 inches wide," the company noted.

SCRAP TO STEEL

The ecological advantages of EAF mills over the old legacy mills is well known. Steel Dynamics no longer operates any legacy mills (z mills using iron deposits mined from the earth and transformed into steel in blast furnaces). Instead, the company relies solely on recycling scrap metals.

The Sinton mill is the seventh EAF mill now in the SDI family. Its first EAF flat rolled steel mill was constructed in Butler, Indiana. It acquired an existing EAF flat rolled steel mill in Columbus, Mississippi. Four additional EAF steel mills produce long products: 1) an EAF mill constructed in Columbia City, Indiana, producing structural sections, rail and rebar; 2) an EAF mill acquired in Roanoke, Virginia, producing merchant steel shapes; 3) a specialty shape EAF steel mill acquired in Huntington, West Virginia; 4) a Special

Bar Quality producing EAF steel mill acquired in Pittsboro, Indiana.

In addition, the Steel Dynamics Flat Roll Group has multiple finishing facilities.

"There are three finishing facilities in Pittsburgh, Pennsylvania, that we acquired known as SDI The Techs. Additionally, we have flat roll finishing facilities in Jeffersonville, Indiana, and SDI Heartland in Terre Haute, Indiana, both of which were acquired."

In 2007, Steel Dynamics purchased one of the largest metals recyclers in the United States, OmniSource. That company is integral to SDI's overall scrap-to-steel process, with its vast streams of scrap coming in from across the Midwest, Southern U.S., and Mexico; the latter becoming a focal point when OmniSource acquired Mexican scrap company, Zimmer, in 2020.

"OmniSource processes various scrap streams to provide the best value for the material as it is re-used," SDI said. "OmniSource is also excellent at managing the logistics of handling and moving scrap streams."

OmniSource works with shredders throughout the Midwest, Southeast, Texas, and the Mid-South to capture recyclable metals. The process has become very sophisticated, with engineering capabilities at shredding that can separate non-ferrous materials such

as copper and aluminum, from intermediate materials that can be captured for economic value elsewhere.

The importance of having a 360-degree recyclable system from scrap to steel cannot be understated. SDI reported that in 2021, it consumed approximately 9.5 million net tons of recycled ferrous scrap and produced 9.8 million net tons of steel.

THE MARKETPLACE

Steel is used, of course, in many industries, and Steel Dynamics is a player in many of those industries. Approximately 50% ends up in the construction market.

"Steel Dynamics has one of the most diversified, value-added product offerings of any domestic steel producer," the company reported. "From our Flat Rolled Group, we supply Galvalume, galvanized, painted Galvalume, painted galvanized, and hot rolled products for purlin. We even make floor plate and weathering steel. We are a full line supplier to the construction market."

ENVIRONMENTAL GOALS

In its mining and smelting days, the steel industry did not enjoy a very favorable reputation among environmentalists. Today, the EAF version of the industry makes it among trendsetters in reducing greenhouse gas emissions. With such a highly renewable product to produce, it is no surprise that Steel Dynamics has set some lofty goals to keep ahead of the public and political demands to be earth friendly.

In its report to *Rollforming Magazine*, the company said:

With our EAF steelmaking and circular manufacturing model, Steel Dynamics is already a leader in the industry, and with our new goals, we are raising the bar even further for sustainable steelmaking.

Our teams' drive to be efficient and focus on EAF steelmaking technology have resulted in our Scope 1 and 2 emissions being among the lowest in the industry today. Our steel mills' greenhouse

gas emissions are 88% lower per metric ton than the industry average of our U.S. blast furnace peers.¹ Our EAF operations energy intensity was 75% less than the average steel operations worldwide, when compared to the World Steel Association.

To achieve carbon neutrality at our steel mills, we plan to continue working to:

- Identify and implement emission reduction projects
- Improve energy management to reduce emissions and enhance operational efficiency
- Increase the use of renewable energy, including partnering with our utilities
- Research, develop and implement innovative technologies.

MARKET OUTLOOK

Although the consumer market in general has been experiencing headwinds from inflation and higher interest rates, SDI continues to see a desire by consumers to spend:

“Our Structural and Rail Division and steel fabrication operations provide us with more specific insight into the non-residential construction sector. Based on historically strong



Sinton, Texas was selected for the new SDI plant because of its proximity to multiple rail, highway and sea options for inbound and outbound shipments.

steel fabrication order backlog extending into 2023, combined with the continued strength of order activity and broad customer optimism, we believe construction will remain strong in the coming year.” RF

¹Based on Scope1 CO₂ equivalent emissions reported to the U.S. EPA.

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Selling By the Numbers

Show Your Customers How You Can Increase Their Profits

■ By Gary Reichert

The audience for this magazine is roll formers. This is unique among Shield Wall Media titles because our audience sells primarily business to business. Whether you sell to dealers, lumberyards or roofers you sell to a business, which in turn sells the product to the end user. This creates an entirely different selling environment.

In my previous life, in a different business-to-business environment, I sold capital equipment. There were a few difficult lessons that, when learned, made selling much easier.

One obvious truism is “Know what you sell.” In a B2B scenario, most people do not know what they are selling. The statement needs to be rewritten to “Know what your customers buy.” The difference is subtle, but critical for success.

Rephrasing each in sequence as a question to yourself, answer both:

“What do I sell?”

Most readers will answer panels, soffits, rain gutters, or a product or service.

“What do my customers buy?”

If you answered with a product or service, you are wrong. Most people with sales training will spin off into “sell yourself first” or “sell solutions to their problems.” This is closer to the truth, but still wrong. Any business buying anything is actually buying one of two things.

- They are buying either:
1. The ability to generate more revenue
 2. The ability to operate at a lower cost.
- Period. The end.

Know your product. You need to know the specs and details to make sure the application is appropriate and solve any concerns that arise after the initial sale. But if you cannot show how you will either increase revenue or decrease expenses, there is no reason for the business owner to buy from you.

Businesses are about making money.

“Businesses are about making money. Your one objective is to prove you can assist in achieving that objective.”

Your one objective is to prove you can assist in achieving that objective.

This leads to a fundamental skill: pencil whipping. I was never certain if the term came because the pencil moves so fast or if it is being used as a weapon to subdue the buyer. Assume the pencil is moving fast because there is never a good reason to whip a friend.

This can help close a sale because it focuses on what matters to the customer, revenue or expenses.

Like any other skill, pencil whipping has several fundamental components.

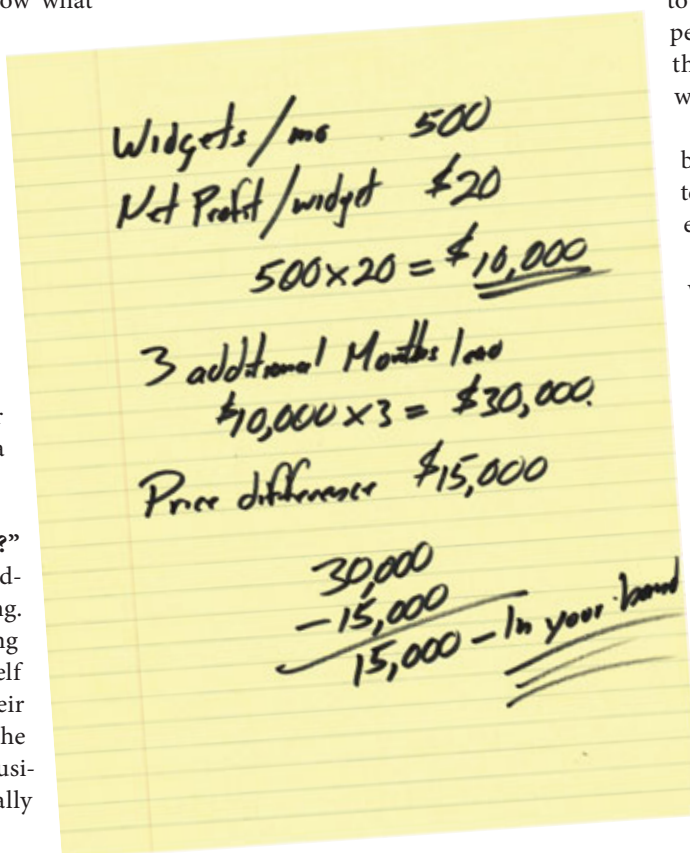
The first involves the pencil. You need an actual pencil or pen. Yes technology is shiny and cool but this needs to be written by hand, not printed out or written on a computer screen.

How many pizzas did you sell last month? 100. Great.

What price did you sell the pizzas for? \$10. Wonderful.

What was your cost per pizza? \$6.

Based on the pricing structure we discussed, what was your cost for our



pizza? \$5. Perfect.

Under your current system, you have \$4 net profit per pizza, times 100 pizzas so \$400. Correct? Yes.

With our pizza and \$5 net profit per pizza, that comes to \$500. Right? Yup.

Which would you prefer, \$400 or \$500 net profit?

That is an obvious oversimplification, but there are a few critical factors. First among them is the prospect gave you the numbers to write down. If you provide numbers relative to the prospect's business they can be questioned. If they provide the numbers and you just do simple math ($\$5 \times 100 = \500) there is nothing to doubt. Ask for the numbers at every step and when you provide a number, always ask for confirmation.

This also provides a comparison between what is and what can be. It is



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You need to turn your inventory into sellable goods. If you don't have the equipment to do so, you're losing money and market share. Photo by Sharon Thatcher.

easy to feed into cheesy closes; “Which would you prefer: \$400 or \$500 profit?” qualifies as a cheesy close. The business owner’s objective is to generate more net profit. The sales person’s objective is to be positioned to help the business

owner make a good decision. If you are honest and the product provides a benefit, a close is the natural outcome.

Here are the numbers you provided; which option is better?

This is a simple calculation with

numbers of units and prices.

With some flexibility it applies to many situations. Here’s another example:

Where do your widgets currently ship from? 500 miles away.

How many truck loads to you accept per year? 10. Thanks.

With the 10% fuel surcharge, how much does that increase your current truckload rate? \$500.

How many units are in a truck load? 10. Great. So that is \$5 per unit additional expense from the fuel surcharge. Is that correct? Sure is.

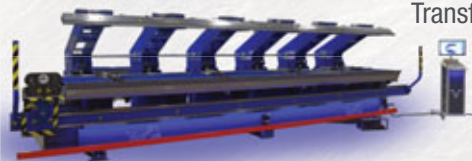
Our warehouse is only 100 miles away, and we have the same 10% surcharge. What would the surcharge be for 1/5 of the distance? \$100. Great.

So \$400 per truck load or \$4 less per unit. Based on 10 trucks and a savings of \$400 per truck load, you would see a total savings of \$4,000 per year.

Pencil whipping works great to show increased revenue or decreased expenses. It also works to demonstrate a prevention of loss. This applies now

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Business Building))

because of supply chain disruptions and increased lead times on products and capital equipment. Businesses can't sell what they don't have.

Old sayings and cliches have some underlying element of truth. We already used "Seeing is believing"; now let's try "Time is money."

Since this is *Rollforming Magazine*, let's use a piece of equipment as the example:

How many units do you plan on generating and selling per month with this widget? 500. Great.

What do you project as a net profit per unit? \$20. Awesome. So in a month you would generate \$10,000 net profit by running this machine, is that correct? Seems right.

Our delivery time is three months less than the competitors, so that would mean delaying three months would cost you \$30,000, do you agree? Seems reasonable.

Since our machine is \$15,000 more than the competing product, the faster delivery would allow you to cover the price difference, so you have a better machine, and put an additional \$15,000 in your pocket. Would you like a better machine and an extra \$15,000?

It seems obvious, but there are several keys that will make this practice successful.

Remember what you are selling. If you are selling to a business, the business owner is either buying more sales or less expenses. If you have a feature that is exciting, you need to explain how that will translate to the business' bottom line. This goes back to the basics with a Feature (what it is), Advantage (what it does) and Benefit (why it matters).

Feature: We have this fastener with the new wolverine thread.

Advantage: It goes in 10% faster, the head never pops off and it always seals on the first try.

Benefit: This saves 10 hours on a 10,000 square foot roof, which gets you home sooner and saves you \$450 in labor.

Write it out individually for each customer. Writing it out walks them through the process so they understand the assumptions. People have a visual memory, so the information will stay longer. If they in-out the numbers, the results are self-validated by the prospect.

Going through the process also sets you apart from the sales people who only drop literature and take orders. Their and your most valuable asset is time. It slows down the process and gives you the opportunity to learn specifics about their business. That is true for spending time as well as saving time.

Writing out a scenario stands out. It can be on a worksheet or a yellow legal pad, but it works because seeing is believing. RF



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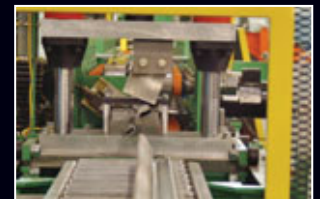
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Selling More Than Panels

Accessories provide additional benefits and increase your sales

■ By Anthony Brass

Standing seam metal roofing not only provides a platform for mounting accessories, it also can provide you with additional profit. When you supply roofers and builders with components that address their clients' concerns, you are actually providing them with solutions.

Accessories you may wish to supply in addition to panels and trims include snow and ice retention systems, solar systems, rain handling, ventilation, and decorative features like cupolas and weather vanes. The more accessories you can supply that solve your customers' problems, the more profit potential there is.

Snow and ice retention systems are a great add-on to your solar array setup and prevent dangerous snow avalanches that can occur when large volumes of snow accumulate on the roof or solar panel. "It's a good idea to plan ahead for snow retention when considering solar due to local fire codes and spacing requirements," cautions Carroll Marston, Sales and Engineering for AceClamp, which specializes in non-penetrating roof attachment solutions.

Snow guard options on metal roofs include through-fastened, non-penetrating guards that attach to standing seams, and stick-on guards. Residential clients often ask Cherry Fork Metals owner Albert Shrock about adding snow and ice guards. He doesn't need to bring it up during a sale, but he goes out of his way to recommend guards as add-ons for commercial clients.

Versatility brings value to accessories. Roofers are interested in using clamps designed for more than just snow and ice retention. In some cases, you can use the same clamps for solar attachments as you would use for snow retention, says



Metal roof clamps with a patented, non-penetrating sliding-pin design from AceClamp secure these solar arrays and snow retention systems. PHOTO COURTESY OF ACECLAMP.

Shrock.

Ice melt systems are another add-on option. Some systems are secured over a style "D" roof drip edge and hold a single commercial-grade, self-regulating heat trace cable in place for direct heat transfer to roof edges. Only one heat trace cable is needed to prevent ice dams and icicles on roof edges, resulting in minimal added energy costs for the consumer.

Homeowners prefer to have accessories installed by one contractor, says Doyle Pokorny, project manager, M.P.B. Builders. Many customers prefer a one-stop shop, where they only have to make one phone call. Supplying those contractors with gutters and covers, rain chains, weather vanes, and cupolas is a natural fit when you are already selling them panels and trims. Regardless of whether cupolas are cosmetic or functional, it's a convenient upsell for roofers.

Gutters and covers complete a roofing package and give additional protection against water damage. Gutters can be roll-formed on- or off-site. If the roofer can provide accurate measurements,

components can be roll-formed in the shop and transported to the jobsite.

If the roofer is taking on gutter installation, they should have a discussion with the homeowner about keeping their gutters clean and functional, which presents yet another opportunity for you, the supplier. Gutter guards are a cost-efficient option. There are many types and styles including, but not limited to, K-style, gutter brushes and gutter screens.

Large and steep-sloped metal roofs shed a lot of water very quickly because metal is more slippery than other roof materials, which usually requires larger gutters; standard 4" and 5" gutters typically can't handle the faster-running water. Roofers may need to advise customers about the appropriate gutter size (at least 6") needed to accommodate the flow — especially when the roof pitch is more pronounced. Downspouts measuring 6" are also recommended to allow an easier flow of water and to prevent debris buildup.

Traditionally, downspouts transfer water to the ground. However, rain

chains can be offered in place of downspouts. They guide rainwater from gutters to the ground along chains or other shapes, like cups. Offering rain chains or other decorative yet functional options is a way for you to set yourself apart from your competitors who only offer the basics.

TIPS FOR SELLING ADD-ONS

Roofing packages with add-on options generate higher sales. The builder specifies products based on the owner’s needs, which are determined by asking questions throughout the sales process. After the necessities are determined, accessories are incorporated into the sales presentation. As a supplier, the responsibility is yours to educate the contractor about which accessories are available to them.

Owners do their homework and often know what they want. Packages that include accessories allow customers to finish roofs their way, at a single price. Products can be added to a package during the process, even when not immediately available. “If I don’t have it in stock, I tell them it’s a special order and can get it in,” says Shrock at Cherry Fork, which roll-forms its own panels. It’s important that all products be included in the project plan, so the cost is included in the financing.

Remind roofers that recommending add-on accessories is part of an incremental sale. It’s important to finalize their customers’ main requests and favored accessories first because budget concerns affect a client’s ability to take on suggested add-ons. However, it’s still an ideal time to build the sale with add-ons. Pokorny says he lets the customers lead the conversation about what they need or want. Then, he reiterates the benefits of those accessories and gives a price for each.

Since standing seam metal roofs lend themselves well to adding accessories after initial installation, as a supplier you may have incremental sales later. When you reconnect with a roofer, inquire to see if their clients need to add products,

such as lightning protection. When following up, you can also ask for referrals or testimonials, which can lead to even more sales.

CONCLUSION

There’s a myriad of standing seam

add-ons that you can supply roofers. Providing roofers with components that solve their customers’ problems helps them build more profitable roofing packages. Offering the solutions they need will keep your customers coming back to you and keep growing your sales. RF



Mapleview Metal Forming

Metal Forming Shop Growing To Meet Central Wisconsin's Needs

■ By Karen Knapstein

Luke Herschberger founded Mapleview Metal Forming in Marion, Wisconsin, in 2017. Prior to launching his roll-forming business, he worked construction. As a builder, he saw the need for a metal former in his Central Wisconsin area. “I was using a lot of metal myself,” Luke says, “and I saw a need. I decided to go into business and am really happy I made the move.”

Over the last four years, Luke has been rolling components, but he has also kept his building crew. “I don’t know if I’ll have a crew this year,” he says. “Dependable help is hard to find. So I’m looking at a bigger crew for the shop.” He mainly has family helping now, but he has some workers off and on. Starting in December 2021, he has a hired man three days a week. Once the busy season starts, the hired man plus another hiree will be in the shop full time.

EQUIPMENT

For Luke, new was the way to go when setting up shop. “I didn’t want to start with someone else’s trouble, so I started with new equipment. It’s a big expense — getting the machinery.” He equipped his shop with several machines from Acie-Form: a ridge cap machine; corner machine; rat guard machine; hember; slitter; and uncoiler. The uncoiler was recently converted from mechanical to hydraulic. Powered by gas motors before

the conversion, the machine now runs with less noise and fewer fumes, and now runs both ways — decoiling and coiling.

A simple — but critical — piece of equipment in the shop is the Schechtel manual trim brake. “We can’t make trim without it,” Luke says.



The Schechtel trim brake is critical for making trim. PHOTOS BY KAREN KNAPSTEIN

“It’s also the family’s exercise machine; working that machine is a lot of exercise,” he muses.

The biggest machine in the shop is a hydraulic-powered Hayes Dual Level panel roll former with post-cut shear. The appeal of the dual-level machine is it runs two different profiles in the same footprint. His machine is set up to run an ag panel on the top, and a residential panel with 6” OC rib on the bottom. His shop is set up so he can run panels just shy of 40’.

What he likes most about the equipment he has is he has only had to make minor adjustments. And he’s impressed with the performance of the Hayes machine, which has needed very few adjustments. “It has solid roll tooling,” he explains. “Some machines have individual tooling for each rib, rather than solid roll tooling. There’s one piece all the way across rather than individual dies with collars.”

There’s one exception to Luke’s “all new equipment” statement: He bought a used New Tech portable roll former for making standing seam snap lock panels. “I actually had that machine before I started the shop,” he says. “I did a lot of pole buildings when I was in construction. I was buying a lot more ag panel; snap lock didn’t keep me busy and was kind of random. I keep [the portable roll former] around because it’s paid



The Acu-Form decoiler was recently converted from mechanical to hydraulic, which has reduced the noise and fumes in the shop.

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Keeping equipment clean and well-maintained is a critical step for keeping the shop running smoothly.



Luke Herschberger purchased a used New Tech Machinery portable roll former in his roofing business before founding Mapleview Metal Forming.

for itself and there's a call for it.

"There's a bigger demand for it now than there has been," he continues. "Last summer I was busier than I ever had been with that machine."

CHALLENGES

Like so many other small business owners, Luke has had his own challenges with getting supplies and price increases. "This winter has been busier than in the past three or four years. Getting coil has been the biggest challenge, but it's getting better." Mapleview sources its textured coil from Hixwood; most of its smooth coil comes from Progressive Metals.

MORE THAN METAL

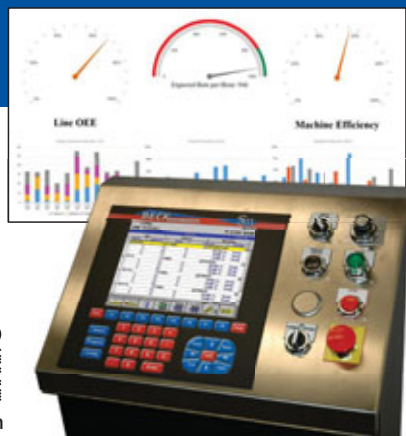
While metal trims and panels account for most of Mapleview Metal's sales, the company also provides builders and roofers with additional components like fiberglass doors (with composite jambs) and lumber. "We don't carry a full line of lumber, but we do have more common lumber in smaller dimensions" like 2x4 and 2x6. "If someone wants something

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else ordered in, we'll order it if it's a big enough amount."

He's also a dealer for laminated posts made by SCI Laminated Columns, Curtiss, Wisconsin. "Pretty much anything we sell is retail. We can order it in; we keep a limited supply on hand."

LESSONS LEARNED

One thing he would stress to someone starting up is how important rou-

tine cleaning and maintenance is. "Cleaning the machines and inspecting the machines is important," he advises. "Do it monthly or even weekly depending on how much you use it. One time we opened up a machine and we found something was loose when we were cleaning it. If we hadn't opened it up to clean it, we wouldn't have found it until something bad happened."

"I got to know a lot [about the

machines] by experimenting with them and working with them. There's always maintenance. There's always machines to clean. And it helps if your hired help takes an interest in the machines."

STILL GROWING

Even with price increases throughout the past year, business has been going well at the small rural shop. This past winter he was able to hook up the in-

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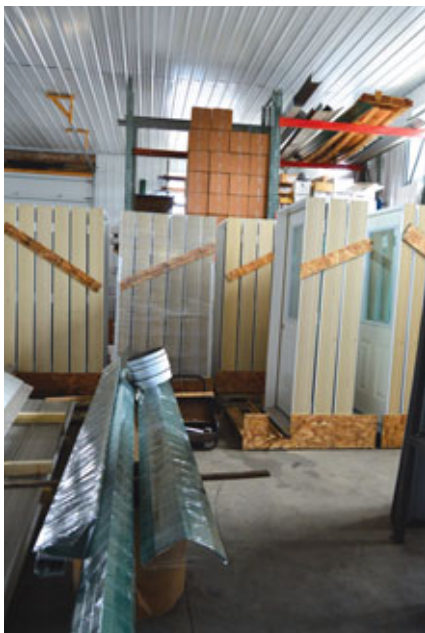
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floor radiant heat system in the shop, which is heated with a boiler. Luke says he's "about due" to put an addition on the shop to make production easier. "I'd like to form the metal panels and trim and move them out to a storage building to get them out of the work zone." He also wants to incorporate an overhead crane to make loading easier. "It's something I



Mapleview Metal Forming also offers additional components, to save builders a trip elsewhere.

had in mind when I built the shed, but it takes money to get there."

Luke plans to expand his supplier business: "I want to do more pole building kits. We'll get the whole kit together for a pole shed and sell them as a kit." That way, builders can order the entire build-

ing all at once and in one place.

Another thing he'd like to do in the future is to be able to make deliveries to jobsites. He does some deliveries now for people who don't have trailers, but he'd like to have a delivery route when his business gets big enough. RF

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Beyond a Masterpiece

Family roll-forming business proves well-rounded success

■ By Anthony Brass

When Larry Schlabach started the company he never imagined Masterpiece Metal Roofing would grow to include two extra divisions. Today, the LaGrange County, Indiana, standing-seam metal roofing experts are just that: a multi-division business, industry leader and more.

Schlabach is the sole owner and presides over the management of the main business. He is also in partnership with his brother Dennis for Elite Metal Supply. Larry also oversees Formwright, the company's machine sales division, proudly partnering with his cousin, Orv Schlabach. Both areas are under the Masterpiece umbrella. But success wasn't present early on in 2009 when they were catering to the RV industry.

There was a lot of RV manufacturing in Indiana back then, but that changed with the recession. That's when Larry's grandfather had an idea.

"Grandpa came to me and said, 'You need to buy a standing-seam roll former.'"

Larry looked into the purchase and bought one in 2010. "We just roll formed here and there for three years," Schlabach says.

The group lost money the first few years; he was thinking of going in another direction. Then, Larry attended his first home and garden show in 2013. This is where Schlabach gained many business leads necessary for growth. He adds this is when business really took off. Soon, Masterpiece had enough capital to make additional machine purchases and add workers to the family company.

"In 2015, we bought our first New Tech



Masterpiece Metal Roofing is developing a specialty: "barrel" standing seam roof panels. PHOTOS COURTESY MASTERPIECE METAL ROOFING.

machine," Larry recalls. "We started the second crew toward the end of that year. We've maintained two crews. That's our goal. We have two crews primarily installing standing seam every day of the week, as much as weather allows us."

They do have a third crew of two workers for service and smaller jobs. Schlabach adds they are up to 10 installers and would like to see 12, but, like many others, are struggling with the current employment challenges.

Schlabach reiterates the economy coming back at that time and the increase in popularity of metal roofing turned things around. He adds they were really the only ones with the expertise for standing seam in the LaGrange and Elkhart County area. The market became healthy

for Masterpiece to accelerate its growth.

"We were the first company in the area that really pushed standing seam," Schlabach said. "We're still two crews, 10 people out there every day, strictly doing standing seam." This remains true today, as the company only works with hidden fasteners and doesn't work with regular shingles or other roofing types.

Even with their substantial growth they keep the number of workers and crews at modest levels. Larry says they could do three or four crews but opt to remain relatively local.

"I feel that we don't want to travel much farther."

The company is popular beyond their location's reach. They regularly receive calls for their services well outside of



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Formwright is Masterpiece Metal Roofing's machine sales division, which is a distributor of New Tech roll forming machines.

their range, but are happy to help those distant clients find the right help closer to their jobsite.

Schlabach only refers these clients to people and companies they know well in those areas. "We have a lot of people we know outside of our range: to center-Michigan, southern Indiana, more east." He adds they're in a radius now where they can reach these clients outside their area. For example, one recent client recommended Larry's company to a mid-Michigan contractor. The distance was a challenge so Masterpiece referred someone in the lower peninsula to that contractor.

LAKE-EFFECT

Masterpiece has new-residential construction clients in topographical areas where many don't get to work. They work many homeowners' roofs in New Buffalo, Michigan, and into Union Pier, along the shores of Lake Michigan.

"It's a small niche there," Schlabach says. "Most of the time we have something going up in that area, which is just on that service line we drive to."

The owners of these new multimillion-dollar properties believe in custom work. Larry's company is able to accommodate these different tastes, including unortho-

dox shapes for the roof and accents.

"Our greatest niche as Masterpiece Metal Roofing is our 'barrel.' We can do round roofing. We've done quite a number of those types of projects — entrances and accents that have curved panels."

The process requires a special "curver" roll former to produce the client's desired, unique round panels. They first roll-form the panel then make the cylindrical shape. This, at first, took time and personnel coordination.

"We learned how to curve trims. We have a Schlabach curver — we really love it. We have a guy who's trained; one of the guys is self-taught. If one guy moves up or moves to a different position, we train the next guy. We've done that twice now."

Schlabach adds the procedure requires extra planning and thought.

"Learning how to work the curver is the greatest thing, but also learning how to think outside of the box: What can I do to curve this?"

He says the company does these unique projects where only part of the trim is curved, then the panel is reversed, and the rest of the panel is flat, that looks the same but is one continuous run.

"A lot of the expensive houses we've gotten into have been requests. These have

to be seen and specified from a designer's standpoint. People want a look that's a little different from everybody else."

Schlabach says many of the contractors they work with are getting these requests and come to Masterpiece for their help.

These shoreline homes can take a pounding from the weather along the lake, but Larry says the components, materials and most of the process is no different from the rest they perform.

"The trim system we have, everything is 26 gauge or 24 gauge on the project."

RIGHT ON SCHEDULE

The company is versatile and works in many types of scenarios. But many companies face the challenges of scheduling and sticking to their time frames. The Schlabachs believe staying punctual keeps up their reputation.

"The biggest thing from a challenging standpoint in the roofing business is the scheduling. Contractors in general are 'knocked' a little more for not being on-schedule. That's something we really strive to do — being on-schedule." Larry says it's important to be ahead of schedule, not just right on time or behind. He adds this was learned, sometimes the hard way. "I feel we have overcome that challenge and we're doing what we say, when we say we're going to do it."

This business trait is one of the reasons why Masterpiece has expanded to include two extra specialty divisions. Elite Metal Supply builds their clients' standing seam trims for the local market and other states, including wholesale. Larry says they also tweak these from other products they develop and also focus on other components.

"[Elite] fits in hand-in-glove with what Masterpiece does. We understand the hidden fastener market. My brother [Dennis] was out on the jobsite for five years so he understands what it takes."

Formwright is their machine sales division. In 2019, they started distributing New Tech machines.

"I had numerous people come to me and ask what I think about New Tech. I

helped them through that. I was more than happy to do that.” That’s when Larry and the crew became distributors.

“That really has grown into an unbelievable [part of the] business I never expected,” Schlabach says. In 2021, Masterpiece was the No. 1 distributor for New Tech. Their clientèle also includes many in the Anabaptist group, and continues to be a strong point. “We sell a lot of machines [to them].” Larry adds they have aftermarket products and accessories that they put on their New Tech machines to help improve from an install standpoint.

“We’ve put enclosed trailer packages together that’s based off of the Masterpiece Metal Roofing experiences.” He adds they do a lot of total outfits and that the company coordinates information and communications among their three divisions.

“If somebody has a question and wants to come out, the Formwright guy can say, ‘Sure, I’ll take you to an install site from Masterpiece,’” Schlabach describes. He adds, if the client asks where the products come from they let them know they can supply them from one of their sister companies. Their divisions are different but work in unison. “They uniquely fit together. They’re really interlinked as far as one business building off the other.”

TRENDING NOW

The company installs 99 percent of what they roll form, which includes Snaplok panels. They also offer coil with Sherwin-Williams (formerly Valspar) coatings in smooth and crinkle finish.

Schlabach also says he sees more porch accent work for clients with metal and shingles. They primarily work residential and do some churches.

In addition to the manufacturing and installation, they find the time to host an educational event each year. Now in its third year, the event focuses on standing seam installation and customer service. “It’s been really accepted in the market and people like it — it’s been really fun. When I first started up, there was nobody around to bounce ideas off of.” Larry says early on in their business they’d receive inquiries about how to do things, so they’re equipped to run this event. “We’re glad to share our experience. There’s more than one way to do something right, but if we can help somebody with our experience, we’re very happy to do so.”

It’s all about passing on experience and presenting ideas to others to better their position. After all, this is what got Masterpiece up and running — Larry’s grandpa made sure of that. *RF*

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AUGUST

Aug. 16-20

National Association of Women in Construction's (NAWIC) Annual Meeting and Educational Conference; www.nawic.org

SEPTEMBER

Sep. 24-26

Western Roofing Expo (WSRCA), Paris, Las Vegas, Nevada; westernroofingexpo.com

Sep. 27-29

RCAT / MRCA Roofing Conference, Fort Worth Convention Center, Fort Worth, Texas; www.roofingcontractors-texas.com

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, Louisiana; www.constructionrollformingshow.com

NOVEMBER

Nov. 6-8

RoofCON Roofing & Solar Conference, Orange County Convention Center, Orlando, Florida; roofcon.com

Nov. 8-10

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

Nov. 30-Dec. 2

The Buildings Show, Metro Toronto Convention Centre, South Toronto, Canada; <https://informaconnect.com/the-buildings-show/>

2023

JANUARY

Jan. 23-25

MCA Winter Meeting, Hyatt Regency in Clearwater Beach Resort & Spa, Clearwater, Florida; www.metalconstruction.org

FEBRUARY

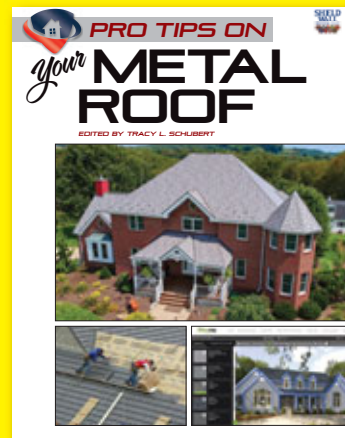
Feb. 22-24

Frame Building Expo, Kentucky International Convention Center, Louisville, Kentucky; www.nfba.org

MARCH

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International Roofing Expo, Kay Bailey Hutchison Convention Center, Dallas, Texas; www.theroofingexpo.com



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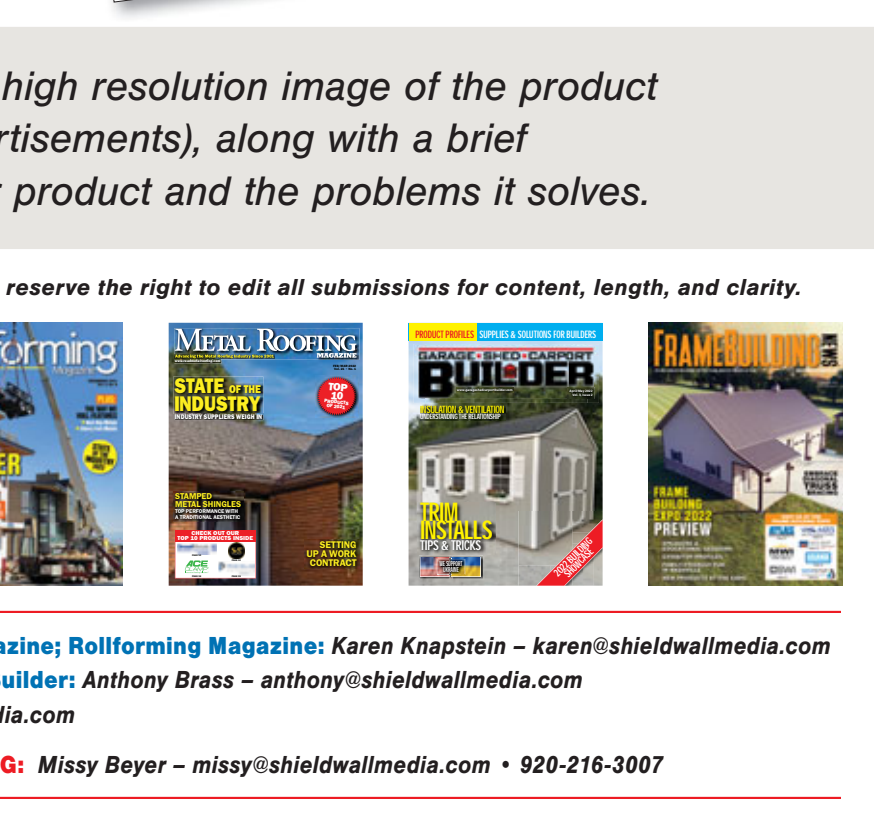
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New Products)



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The recoiler has an open-frame cantilevered design for easy coil loading and unloading, and has an overhead guide with a separating disk to ensure the alignment of the coil. The recoil speed is controlled via dancer arm control but is fully adjustable via a rotary potentiometer.

The Stolarczyk Tension Stand and Recoiler can be customized to meet user needs. Some additional options are a coil cart for the recoiler, quick-change felt, a rotary exit shear, a pneumatic clamp for the recoiler, and an in-feed lifting table.

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Material Handling

A Closer Look At Automating Material Handling Systems

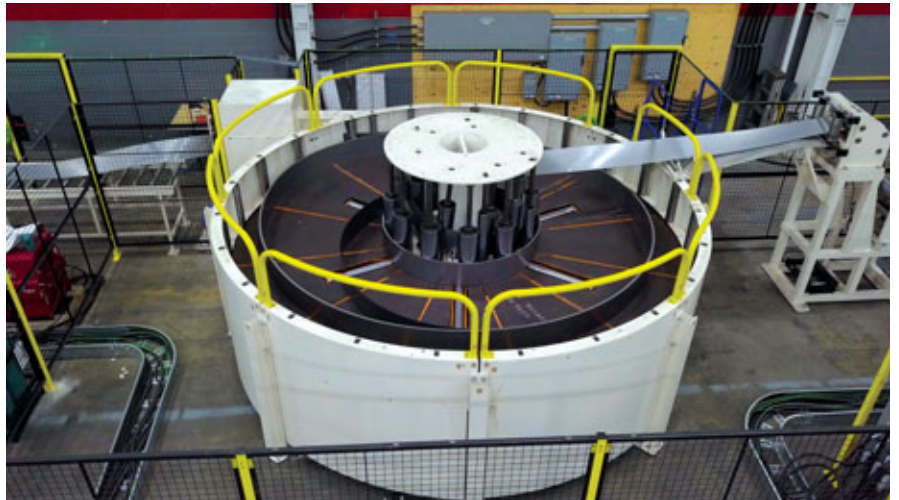
■ By Jaswinder Bhatti, Samco Machinery

Roll forming used to run at a very slow speed, just about 50 feet per minute. Then it was easy to handle everything manually at the end of the line. These days roll formers can run anywhere from 300 to 500 feet per minute. Speed can make parts hard to handle, but so can part configuration, which has become more complex as machine capabilities have expanded.

Typically, parts were roll formed and then additional features and processes were incorporated manually down the line. Today's roll forming systems can include some punching, forming, bending and other processes that have nothing to do with roll forming itself and are designed for complete done-in-one part manufacturing. And with these systems comes sophisticated material handling automation.

Moving from one process to another, automated material handling eliminates human error, particularly as it relates to part orientation. Automation helps verify that the correct part is being handled and orients it for proper processing. An example of the same was in the HVAC industry where after rollforming the part was sent to the assembly line, which had the Aircon assembled directly onto it.

It also helps to reduce the dependency on an operator, which increases roll forming uptime and speed. A material handling system can process much faster than any operator can, especially when the parts on the line are large and heavy. And with large, heavy parts comes a safety aspect. Manually having to move and orient parts repeatedly throughout



After a coil has been loaded onto the accumulator, the coil can be changed without stopping the roll forming process. ALL IMAGES COURTESY OF SAMCO MACHINERY

the day opens operators up to fatigue and injuries.

There are huge time savings accrued using an automated material handling system, especially with packaging and nesting. An operator can sometimes lose count of part runs and shipments can go out with inaccurate orders. The ability to count part runs to ensure orders are completed correctly saves time, both on the front end with inventory but also with the confidence of knowing orders will not need to be reproduced and reshipped. An operator does not need to constantly keep count throughout the manufacturing process.

COVID-19 has also demonstrated additional benefits of automated material handling systems. Fabricators were required to follow strict protocols for limiting the number of people in a workspace and

maintaining proper distancing. These systems reduce the number of workers needed to man the roll forming equipment and maintain safety standards.

WHAT YOU NEED TO KNOW

For fabricators with existing roll forming machines, it's really important to understand why and how material handling automation is needed. Most shops have limited space on the shop floor and incorporating these systems can take up more space than what is currently allotted, meaning a restructuring of equipment may be needed. This takes careful planning, especially if there are secondary processes involved.

Some shops may not see the initial value in adding such a system, especially with the upfront costs. But the machine does not take breaks and will continue

Productivity))

at the same processing rate throughout the day. By removing the human element and maintaining consistency of the process, fabricators can expect significant throughput gains, sometimes upwards of 35 percent.

Although there is a general interest in automated material handling systems, not all fabricators require such systems. It's important to investigate whether a shop can benefit from new equipment, especially because of the significant upfront costs in many instances, and what the best options are for existing and future manufacturing activities. Is there enough volume for automated material handling? And if so, where are bottlenecks in the process and where can automation best be used?

FRONT-END SYSTEMS

There are many areas of roll forming where automation can be a benefit and should be based on customer requirements and machine specifications.

Coil Handling. There are many different coil handling systems available based on need. How often do you need to change coils? What is the speed that this needs to be done? There are several options available for automated coil handling.

A single or double-ended uncoiler can be used to change over coils as material is used. The single option tends to be slower but does not take up as much space on

the shop floor. A double-ended uncoiler, with one side running, the second side coil can be loaded to minimize down time.

A coil car and upender combo allows for a coil to be loaded on the coil car while the uncoiler is still running, which can be helpful when a crane is being used in other parts of the shop, as the mandrel can be preloaded on the car. A coil car can be paired with a single or double uncoiler for added efficiency. Usually coils are delivered eye-to-the-sky. The operator then must lift the coil to vertical position using a crane. This process can be extremely risky as there is a potential for the coil to slip. But the upender will safely bring the coil to the upright / vertical position. On the other hand, the upender / coil car combo can also safely unload partially used coils by bringing them back to the eye-to-the-sky position from a vertical position to be taken away.

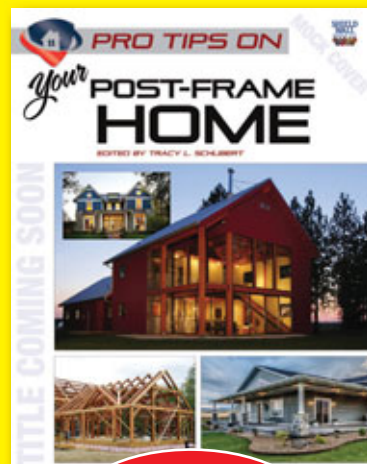
Accumulator. A coil coming off an uncoiler goes into an accumulator where it is fed into the roll former. When the entire coil is in the accumulator, the coil can be changed without stopping the roll forming process. Once the coil is replaced, the material runs into the accumulator again. This automation can save up to 10-15 minutes per coil change.

End Shear Welder. This allows the operator to join the trailing edge of running coil and leading edge of a new coil to save time on feeding the coil through



A coil car and upender combo allows for a coil to be loaded on the coil car while the uncoiler is still running.

Well-Considered Choices Equal Best-Possible Outcomes



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Productivity))

the whole line. It can save on downtime and limits the damage (reducing the scrap) due to manual feeding.

Pick and Place Systems. Rather than manually feeding one blank at a time, it picks and places pre-cut materials on a powered conveyor. It can select right- and left-handed parts appropriately. Pick and place systems can be used to properly orient parts for post-processes like bending or punching.

BACK-END SYSTEMS

How do fabricators deal with the part once the roll forming process is completed? There are various automated material handling options available to integrate at the end of the roll forming line to improve efficiency.

Nesters. This is used as finished product comes off the line at high line speeds. It collects and nests a group or bundle of



A nester eliminates the need for multiple workers at the end of the roll forming line.

finished products, usually for the stud and track industry, to be moved to packing and shipping. Nesters eliminate the need for multiple workers at the end of

the roll forming line.

Stackers. This material handling system stacks finished parts at the end of the roll forming line and is programmed

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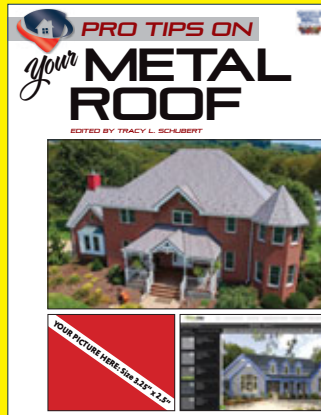
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to move the stack at a pre-determined number of parts per stack to an area for pickup by a forklift.

Bundlers. After parts come off the roll former they are nested into mini bundles. Bundlers automate the handling of mini-bundles and automatically build pre-programmed master bundles that are ready to be shipped based on part orders and batches. A master bundle lift table rises to receive the first layer of product from the machine and lowers as the stacks build up. They are then strapped together into one unit for shipment. Once that master bundle is complete, the lift table drops all the way down and feeds the completed bundle to the final exit end roller conveyor. This material handling system eliminates manual lifting of packed bundles and reduces injuries due to lifting and turning of heavy, grouped parts.

Packaging. Once the parts come off the roll former and are bundled or stacked, proper packaging is needed to

ensure parts arrive safely with no damage. Packaging systems can include shrink wrapping, adding a plastic or paper sheet between each part, adding dunnage and strapping, or bubble wrapping the bundle so that it's ready to be loaded onto the truck.

NEXT WAVE OF INNOVATION

With many different automated material handling systems in place, it's important to have a monitoring system. Today's machines are so fast that operators cannot keep up with how fast the parts are processed, which makes it even harder to keep up with ensuring parts are produced properly.

Adding quality checks or monitoring into the processes is something that we will see more and more of in our roll forming systems. The ability for the automated material handling system to recognize all parts, identify bad parts, and separate them out before bundling and shipping will be a huge cost and time

saver.

The latest and greatest automated material handling systems can make any fabricator's life easier. Fewer employees are needed for manual handling of parts through the roll forming process, eliminating safety concerns and freeing up workers for other processes. Adding even one or two of these options can make the roll forming processes faster and more reliable. Not every shop needs the top-of-the-line equipment, but it's important to look at existing and future needs so you can grow into the equipment. Customizing the roll forming line should be based on the roll former and its capabilities, part production needs, and an understanding of the upfront costs and return on investment. [RF](#)

Jaswinder Bhatti is vice-president of applications engineering for Samco Machinery, Toronto, Ontario; www.samco-machinery.com.



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Who Deserves Recognition?

Building Progress Award Recognizes Construction Trade Professionals

The Shield Wall Media Building Progress Award has been launched to recognize individuals who have made significant impacts on the growth and/or development of the construction trade.

The new award replaces, and builds upon, two previous awards from our sister publications: The Rural Builder Hall of Fame and the Metal Roofing Magazine Hall of Fame awards. Both were long-standing programs. The Rural Builder Hall of Fame ran from 1982-2020. The Metal Roofing Magazine Hall of Fame ran from 2007-2019.

Both of these Hall of Fame programs have now come to a close and have been replaced by the Building Progress Award program.

DETAILS ABOUT THE BUILDING PROGRESS AWARD PROGRAM

In this program, one award will be presented each year, beginning in 2023. Anyone can nominate one or more individuals who have had a significant impact on some facet of the low-rise construction trades serving the town and country market (population of 250,000 or less).

As the name implies, the Building Progress Award will be bestowed upon someone who has spent their career bettering and advancing the low-rise construction industry. Those advancements may include innovating products or processes, developing solutions to significant problems in the trade, influencing young people entering the workforce or people from other professions to join the construction trades, supporting trade education efforts, or any number of other ways to positively influence the construction industry.

NOMINATION & VOTING PROCESS

The nomination process is non-exclusionary; anyone who has a vested interest in the construction trade may nominate a candidate who has made an impact on the low-rise construction industry. Builders, manufacturers, public relations and media professionals, and anyone else who comes in frequent and close contact with construction trade leaders and influencers are in an excellent position to make nominations.

Candidates must have made exceptional, enduring contribu-

tions to the success of the industry and must have been active in the industry for a minimum of 10 years. Individuals who have received entry into the Metal Roofing Hall of Fame or Rural Builder Hall of Fame are also eligible for the Building Progress Award.

Once a nominee's qualifications have been reviewed and vetted, the candidate's professional profile will be published on all Shield Wall Media branded websites and in all Shield Wall Media magazines (time permitting).

The nomination period for the Building Progress Award cycle closes Dec. 31 each year. To accommodate late-cycle nominations, voting will commence February 15 and will close June 30. Ballots will be published in each of our magazines, distributed via email, and voting will be available online on each of the Shield Wall Media websites.

Voting is open to everyone over the age of 18, but is limited to one vote per person.

The winner will be announced through publication in Shield Wall Media magazines, on its websites, through its e-newsletters, and on its social media accounts.

This person will have the distinction of being honored with the inaugural Shield Wall Media Building Progress Award. In addition to receiving an award, Shield Wall Media will donate \$1,000 to the charity of the recipient's choice. The charity is subject to approval and must be a 501(c)(3) organization.

All non-winning candidates will be rolled over and included on the next year's ballot, making repeat nominations unnecessary.

To submit digitally, download the form at <https://bit.ly/BuildProg21> or by scanning the QR code shown. Questions may be addressed to Karen Knapstein (karen@shieldwallmedia.com; 715-513-6767).

Due to extenuating circumstances of 2020-2021, the nomination period for the inaugural award will continue through December 31, 2022. RF

Shield Wall Media BUILDING PROGRESS AWARD
Official Nomination Form

Name of Nominee: _____
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Association Affiliations & Offices Held: _____
Years in the Construction Industry: _____

Nominated By (Name): _____
Mailing Address: _____
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Please describe why this person should receive the Shield Wall Media Building Progress Award. How have they influenced or advanced the construction industry?

Signature: _____ Date: _____

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The nomination process is easy: Fill out a simple form and send it to Shield Wall Media for consideration. Questions may be addressed to Karen Knapstein (karen@shieldwallmedia.com; 715-513-6767).





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Email the completed form to one of the editors.

Questions? Contact an editor:

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| Drexel Metals - Carlisle Construction Group | IFC, 5 | Metal Exteriors | 38 | Star 1 Products..... | 30 |
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