

# Rollforming Magazine

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OCTOBER/NOVEMBER 2022  
Vol. 5, No. 5



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# Advancing the Industry

■ By Gary Reichert

Welcome to the show issues of Metal Roofing and Rollforming magazines. I am taking a moment of front office privilege and providing one publisher's letter for both magazines. These issues will be available at both METALCON and the Construction Rollforming Show.

We are pleased to announce a partnership with METALCON where together we will collect and disseminate industry data. We are distributing a survey asking questions about business climate in 2022 and what you see happening moving in to 2023.

The hope is that with the data we can recognize new trends and validate anecdotal information to help you successfully



*While attending METALCON Oct. 12-14 in Indianapolis, be sure to stop by and complete the Business Climate Survey.*

navigate the currently challenging business environment.

A summary of the data will be offered in the December issue of Metal Roofing and the February issue of Rollforming. We are also collecting data for the other market segments we cover.

Shield Wall Media offers a sincere thank you to the staff at METALCON. Cooperation serves the industry and makes both of our organizations and the industries we serve stronger. RF

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## Editor's Note ))

# Reconnecting at Shows

■ By Karen Knapstein

When we spend our days with our noses to the grindstone, our world seems to shrink. It's easy to fall into a routine and lose touch with people. Not only can our relationships suffer, but we may be missing out on new developments in the industry. Trade shows are an excellent way to reconnect with colleagues and learn about materials, equipment, and processes that we can use to help our businesses thrive.

In this edition, we include information about METALCON (above), which takes place in Indianapolis from October 12-14, the Florida roofing expo that was held July 20-22 in Daytona Beach (see page 66), and, of course, this year's Construction Rollforming Show.

Much of this is the issue is about the Construction Rollforming Show, which will be held at the Ernest N. Morial

Convention Center in New Orleans, October 26-27.

New this year: The show will be held Wednesday-Thursday rather than Thursday-Friday. Even more important: Registration covers admission to both the expo floor and admission to all of the educational sessions. Don't wait to register! The cost of pre-registration is \$50; registration at the door is \$75!

Show registrations and hotel registrations at the Omni Riverfront are now open. (Register for both at [constructionrollformingshow.com](http://constructionrollformingshow.com).)

The educational programming is still being finalized. But topics range from coil coating basics; to metal-to-wood fasteners; snow retention types and applications; coil gauges and specifications; and much more. (See page 45 for the summary of the current show plan.)

We figured you'd want to make the most out of your trip to New Orleans, so we've gathered up information about a few more fun outings specific to the Crescent City. Founded in the spring of 1718 — more than 300 years ago — it has a rich history and unique culture. See page 48 for a few places you may want to see during your visit. Keep watch at [www.constructionrollformingshow.com](http://www.constructionrollformingshow.com) for more show information and updates.

## SAVE THE DATE: CRS 2023

We have recently finalized the dates and location for the 2023 Construction Rollforming Show; next year, the Show returns to where it all began: the Duke Energy Center in Cincinnati, Ohio. Save the dates! The show will be held September 27-28, 2023.

I hope to see you in New Orleans! RF





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Don't miss the Construction Rollforming Show Oct. 26-27 in New Orleans!

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**Gary Reichert,**  
**Publisher, Shield Wall Media**

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**Next Issue:** • Roll Former Problem Solvers  
 • Fold Sequencing

## Industry Partners



## STUDY FINDS STEELMAKING BY U.S. EAFs PRODUCES 75% LOWER CARBON EMISSIONS

Steel produced by electric arc furnace (EAF) steelmakers in the U.S. has a carbon intensity that is approximately 75% lower than traditional blast furnace steelmakers. This is the finding of an independent study of steelmakers worldwide conducted by CRU Group, a global business intelligence firm specializing in metals manufacturing. The study was released by the Steel Manufacturers Association (SMA), the largest steel association in the U.S., representing the EAF steel industry and over 70% of steel made in the U.S. The study marks a new milestone in objectivity, accuracy, and comprehensiveness of measurement for greenhouse gas (GHG) emissions by the steelmaking industry.

“Something that can’t be measured can’t be managed, and our new study conclusively measures and validates how using recycled scrap-based EAF technology is the most sustainable means of producing steel today,” said Philip Bell, president, SMA. “Using an established, proven steelmaking process, EAF producers are making steel at far lower carbon-intensity levels than traditional steelmakers around the globe. There is a lot of inaccurate and misleading information about steelmaking, and we believe this independent study will help further our efforts to achieve a low carbon future.”

### Study Methodology and Major Findings

The study was conducted from November 2021 to June 2022 and was independently managed by CRU. This included researching a majority of the world’s steelmaking companies and industry data sources, surveying various steelmaking players through anonymous methods, and synthesizing data from a multitude of private, industry, and government resources. Throughout the study, CRU adhered to definitions and practices established by the Intergovernmental

Panel on Climate Change (IPCC), the United Nations body for assessing the science related to climate change. An executive summary of the study is available at <https://steelnet.org/steelmaking-emissions-report-2022/>.

Among the study’s major findings, the average Scope 1 and Scope 2 GHG emissions intensity at the crude and hot-rolled steelmaking phases is 75% lower for EAF steelmakers compared with blast furnace steelmakers. Although the Paris Agreement and industry standards exclude Scope 3 emission in the supply chain, blast furnace producers crude steelmaking GHG intensity is still 210% higher than EAF steelmakers and 189% higher at the hot-rolled steelmaking phase when including all three scopes.

“Sustainability has become one of the most important issues in business today, and the steelmaking industry has long faced the challenge of being incorrectly perceived as one that relies on antiquated, inefficient, and highly polluting processes,” said Mark Millett, chairman, SMA, and co-founder, chairman, and CEO, Steel Dynamics. “This new study, which has been long overdue, raises the bar for the way we validate our progress in this area. EAF steel offers the greenest, safest, and most energy-efficient method of steelmaking, and our latest study makes our argument and evidence for this significantly stronger and clearer.”

Blast furnace steel, which represents about 70% of global steel manufacturing, is produced at large steel plants that use coal to melt raw materials into iron and then process it into steel. EAF steel, which represents approximately 70% of steelmaking in the U.S., is produced at steel plants that primarily use electricity and recycled ferrous scrap to make steel, resulting in a lower carbon emission and less energy-intensive process. As the electrical power grid in the U.S. continues to decarbonize through the efforts of utilities and individual companies, the carbon intensity of EAF steelmaking will drop to even lower levels.



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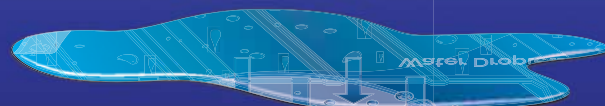
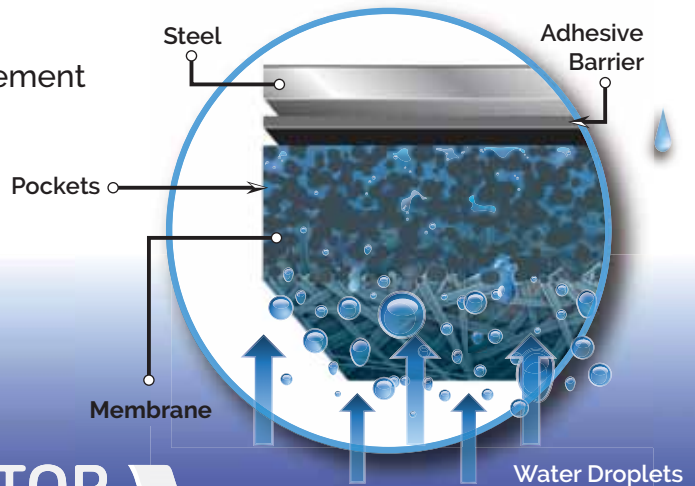
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### METAL BUILDINGS INSTITUTE PUBLISHES TEMPORARY BRACING GUIDELINES

The Metal Buildings Institute (MBI) announces the release of Temporary Bracing Guidelines. This new design guide is meant to assist metal building contractors and erectors in developing temporary bracing and sequencing requirements for each metal building project. It is now available for purchase at the MBI website, [www.metal-buildings-institute.org](http://www.metal-buildings-institute.org).

“Metal building systems are highly engineered buildings designed to work as a whole unit to meet the project requirements,” says Keith Wentworth, MBI President. “While this makes them efficient and cost-effective, it can also mean that they are vulnerable to stability deficiencies during construction. We’ve published this design guide to provide a

resource for contractors and erectors to address those issues.

Temporary Bracing Guidelines begins with an introduction to metal building systems and the need for temporary bracing during the construction process. Chapters two and three examine the various building loads during construction and the strength and stability of the metal building system and its individual components.

The guide then looks at temporary bracing for the different stages of the building process and the sequence of erection, while chapter five provides an analysis of the engineering requirements and load calculations.

The design guide finishes with an example case of bracing for a building under construction, including illustrations. [RF](#)



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# Panel Testing

## How to Make Sense of Metal Roof Panel Testing

■ By Stephen Knight, Engineering Manager, McElroy Metal

The concept of product testing originates back to 1894 when William Henry Merrill was charged with assessing the risk at the World's Fair Palace of Electricity. In order to determine and mitigate risk, Merrill found it necessary to conduct tests on various building materials.

Being the bright gentleman that he was, after he completed his efforts at the World's Fair he decided to stay in Chicago and founded Underwriters Laboratories, often referred to as simply UL. Fast forward 125+ years and the testing of construction materials has become standard practice in the construction industry.

While the basics of testing used by Merrill over a century ago remain, the techniques, and products in the field of testing have evolved greatly. Thanks to design and product enhancements, testing values are reached now that were once inconceivable.

The players in the landscape have also changed. While UL may have been the founder in the testing field, they now have several competitors. And at times the field of testing can resemble the Wild West.

### TESTING OVERVIEW

As mentioned earlier, there are several different entities that perform product testing. Each group can create its own standards, testing procedures, and reporting methods. Consequently, many test standards appear to duplicate each other at first glance; however, they may be vastly different.

For example, the American Society for Testing & Materials (ASTM),



*In-house panel testing at McElroy Metal.*

Underwriter Laboratories, and Factory Mutual are three popular testing entities. While they each offer their own form of uplift testing, the testing approaches vary greatly, hence the earlier reference to the Wild West.

For these reasons, it is often difficult for a consumer, specifier, or layperson to know which test standards apply for their particular project. It can be similarly difficult (and expensive) for a manufacturer to provide test results for all test standards across the various testing agencies.

Consequently, manufacturers tend to complete only the most common tests. When a manufacturer doesn't offer a specified or requested test, it doesn't mean that their product can't perform to the expectations. Rather, it simply means they haven't tested with that particular

entity and the designated construction method.

Additionally, it's important to realize that there are dozens of test standards applicable to metal roofing covering topics such as structural performance, paint, reflectivity, weather, and fire resistance. When considered in a vacuum they are perhaps all of equal importance. However, given that all of the other tests are a moot point if poor structural performance allows extreme wind pressures to blow panels off a roof, structural performance tends to be the most significant of all testing types.

There are literally hundreds of different metal roof products and they each offer different testing performance. Some panels offer middle-of-the-road results while others offer fantastic uplift





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## A Closer Look ))

pressures. A common misconception is that test values are the only piece of information necessary to determine a product's in-field performance.

The reality is that test results simply give an idea of where the product will fail. To make the test results applicable, you must also know to what limit the product will be stressed, or what loads will be applied. In order to do this, it's imperative that you work with a qualified design professional who can accurately determine and apply wind pressures and interpret testing results for the project.

In summary, when considering panel testing, it's important to remember that over-engineering a system to meet loads greater than what is anticipated isn't necessary. In fact, specifying a high wind performance panel in areas that don't experience high wind pressures, serves little purpose. Similarly, it is imperative to select or specify a superior wind performance panel in areas that do demonstrate high wind pressures.

Roofing system performance is governed in section 1504 of the International Building Code (2021 version). Section 1504 outlines four test standards for metal roofing: ASTM E1592, FM 4474, UL 580, and UL 1897. Let's take a closer look at each of those tests.

### COMMON PANEL TESTS

#### ASTM E1592

The testing entity for this test is the American Society for Testing and Materials (ASTM). ASTM publishes and maintains over 12,000 voluntary standards for materials. They do not have the authority to mandate the use of their tests; however, their standards are often adopted by entities who do have the power to mandate their use.

For metal roofing, the International Building Code (IBC) is an example of a group that has selected ASTM testing as their standard and requires adherence to their published standards.

E1592 is likely the most accepted wind uplift standard in the metal roofing



Testing for ASTM E1592

industry. The test is typically performed under the supervision of a professional engineer. And while not broadly required, some entities such as Miami-Dade and ICC require the testing to be performed by a third-party accredited laboratory.

ASTM E1592 testing utilizes a test specimen of differing span lengths and conditions and then applies wind pressure to establish the maximum pressure at which the panel system can sustain before catastrophic failure. This test is generally performed over open framing, and typically with span lengths between 1' and 5', though some testing as wide as 8' spans can be found.

#### FM 4474

Factory Mutual or FM Global is an insurance organization specializing in loss management. Consequently, their business model is focused on helping their customers design and build structures to resist most catastrophes. While this approach drives the initial cost of construction up, it allows FM Global to greatly reduce storm-related damage claims. FM Global has established proprietary test protocols for Wind, Fire, and Impact resistance in addition to other points of failure.

While the ASTM organization addressed earlier requires the presence of a licensed engineer during the testing process, they allow the testing to be conducted in any facility, as long as their specific test conditions are met.

Conversely FM Global requires that all testing be conducted by FM Global

employees in an FM Global laboratory. As you might expect, this approach leads to longer lead times for testing activities and results in a much higher testing cost.

Additionally, since all tests must be conducted in FM facilities, direct competition is all but eliminated. Consequently, FM Global testing is much more expensive for manufacturers to complete than other testing entities. As a result, many manufacturers have chosen to complete very limited, or in some cases no, FM Global testing.

FM 4474 is largely similar to ASTM E1592. While both tests are performed to failure, FM 4474 utilizes increasing 15 psf increments for each subsequent test. So if a metal panel passed at 135 psf, the test would then be run again with a pressure of 150 psf. If the material fails before the 150 psf value, then the product is given a 1-135 rating. Theoretically, there is no limit to FM Global ratings; however, most metal roof assemblies fail between a 1-75 rating and a 1-270 rating.

#### UL 580

Underwriters Laboratories (commonly referred to as UL) is a privately held testing organization. Although as mentioned earlier their original foothold in testing services was for electrical systems, they have expanded their scope over the years and now offer testing services for numerous materials and products.

Where ASTM tests can be performed in any location as long as an engineer is present and FM Global requires testing to be completed in their laboratory, UL offers two options for test site location. UL allows tests to be performed either by UL at their lab, or by an independent lab with a UL representative present.

The UL 580 test is also different from the E1592 and FM 4474 tests in that it utilizes an enclosed 10' x 10' chamber with a roof assembly inside. The test involves applying pressure to the bottom of the panel assembly while at the same time suction is applied to the top of the panel assembly in order to simulate wind uplift.

UL 580 tests are conducted at 30 psf,

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## A Closer Look ))

60 psf, and 90 psf increments. It's also important to note that during the 90 psf stage test, the pressure oscillates between 90 psf and 105 psf. Tests that pass each phase are given a classification of Class 15, Class 30, Class 60 or Class 90. The UL 580 test stops at 90 psf with 105 psf oscillating pressure, even if the test specimen doesn't fail at that pressure.

The UL 580 test also routinely uses a Factor of Safety of 2.0 on the test value. This means that a panel that didn't fail at 90 psf (remember that includes oscillating pressures of 105 psf), ends up with an allowable value of 52.5 psf. In order to use a 2.0 Factor of Safety, you simply divide the final test result by 2. It's important to note that a 52.5 psf is an insufficient pressure for many roofing applications.

### UL 1897

To remedy the 52.5 psf allowable limit of the UL 580 test discussed above, UL introduced test UL 1897. UL 1897 is generally performed immediately after UL 580 and can be done on the same test specimen. The testing process is incredibly similar to UL 580 with the biggest difference lying in the fact that test pressures are increased beyond the 90 psf to the point of failure. Ascertaining where the roofing system fails, allows engineers to leverage the higher upper limits in their design calculations.

### What To Do When the Manufacturer Doesn't Offer the Required Testing

As mentioned earlier, the testing landscape is a bit like the Wild West, and the IBC is the sheriff overseeing it all. Consequently, if you're working on a specification or with an owner that requires certain testing and the manufacturer you want to work with doesn't offer it, you have a few options:

**Check with the manufacturer to see if they are willing to complete the required test.** While that seems incredibly simple, in some cases it is that easy. For example, at McElroy Metal we frequently run ASTM testing in our in-house testing lab for unique conditions such as purlin spacing or panel widths that we haven't already tested.

**Offer a different test in lieu of the required test.** In some

cases, an architect may specify a certain test like Factory Mutual without realizing that the test can be cost-prohibitive for manufacturers. Once this is explained, a test like ASTM E1592, which offers similar values, is often deemed acceptable. The one sticking point here occurs if the building is insured by Factory Mutual. In that case, almost exclusively, FM will require that their testing protocol be used in order for the building owner to gain insurance coverage. When that occurs, it leaves the owner little choice. They are simply forced to find a manufacturer that has already tested the product or one that is willing to invest the \$50,000 cost per panel to complete the test.

**Work with a design professional to interpret completed testing** and determine the product conformance based on maximum load-carrying capacity with formulas and equations. Exposed fastened panels are a good example of this approach because Section 1504 of the International Building Code (IBC) offers an exception for cold-formed structural metal roofing. This exception states that exposed fastener panels do not require testing and instead need to be designed in accordance with AISI S-100. If you find yourself in this situation, simply look for a reference to AISI S-100 on your manufacturer's load table or contact their technical department to inquire how the load-carrying capacity of their system was established.

## SUMMARY

At the ripe age of 25, William Henry Merrill founded the concept of product testing. Since then products, test methods, and testing agencies have evolved. And it's likely they will continue to do so as time marches on. In order to properly interpret and apply test results, it's important to work with a licensed design professional. [RF](#)

## ABOUT MCELROY METAL

Since 1963, McElroy Metal [[www.mcelroymetal.com](http://www.mcelroymetal.com)] has served the construction industry with quality products and excellent customer service. The family-owned components manufacturer is headquartered in Bossier City, Louisiana, and has 13 manufacturing facilities across the United States. [RF](#)

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Preview

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# How to get the most out of attending trade shows

## Establish Clear Objectives To Capitalize on Trade Shows

■ By Gary Reichert

Fall has arrived again. It happens every year about this time. The other thing that starts now is trade shows. Most of the large shows in our industry occur either in Fall (Fabtech, METALCON and the Construction Rollforming Show) or early in the New Year (International Roofing Expo, Frame Building Expo, and the Garage, Shed & Carport Builder Show).

Last year we reviewed a few ways to make shows successful for both attendees and exhibitors. Those articles are still available online, in their complete form.

Some highlights worth revisiting are the big takeaways.

### BULLET POINTS FOR REVIEW:

#### • Find the right show

▫ Is the focus of the show appropriate to your business?

▫ Make sure the show's strengths match your objectives.

▪ Strengths could be education, networking opportunities or specific exhibitors.

▫ Location, travel, expense and timing of the show

▪ If you are driving, check the availability and convenience of parking at the show venue.

#### • Make the most of your time at the show

▫ Establish objectives and focus on your goals.

▫ Work the show floor and have a list of "must see" exhibitors.

▫ Be prepared for opportunities in



strange places. People are in places other than their booths.

▫ Have and practice your elevator pitch. A 15-second, brief overview of what you bring to the party.

▫ Shows are busy the first day and slow the last. Use that to your advantage.

#### • Avoid common mistakes:

▫ Plan travel and have a Plan B. Flights scheduled are currently often erratic.

▫ If you make a critical contact, follow up.

▫ Any critical information (business cards, etc.) take pictures with your cell phone in case they are lost.

▫ Don't take everything you are given. Most literature is available online; why carry what you don't need?

▫ Be considerate. Do not try to sell to the exhibitors. Most shows have rules that non-exhibiting vendors can be ejected.

### TO DO #1

**The #1 next thing to do is take advantage of the face-to-face opportunities.**

One of the biggest advantages of a show is the time spent with vendors, customers and peers. Meeting live and in person provides unique opportunities





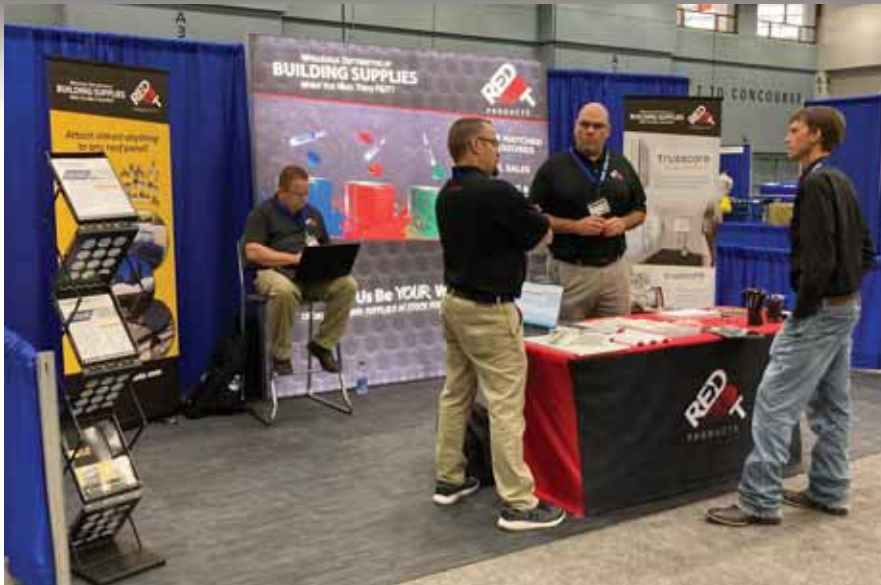
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to make and advance relationships faster and in ways not possible in email or video meetings. Relationships are the key to building long-term success in this or any business-to-business endeavor. Use this opportunity to full advantage. Here are a few suggestions:

There is a saying: “A good sales person has the gift of gab, a great sales person listens twice as much as they talk.” It is human nature to tell others about yourself. It plays toward ego and the social nature of humans. Use this to your advantage.

The objective of listening is to acquire information. The easiest way to get people to talk is to ask questions.

Understand the function of questions. There are two types of questions with different purposes.

Closed questions often have yes/no or a one-word answer. Closed questions are designed to confirm information the questioner already knows or limit the response to allow the questioner to maintain control of the conversation. An example would be, “Can I borrow a pen?” The answer is yes or no, and the objective of the conversation is met. Both parties can move on. Closed questions have strategic value in a conversation but have an implied “stop” command after the answer is supplied.

Open-ended questions are designed to have the person answering elaborate and share information. An example would be: “Why do you need a pen?” A closed follow-up would be: “Did you need to sign something?” The closed question has another yes/no answer, and the conversation stops. The open question requires a broader answer with the speaker sharing more information.

Open-ended questions help you make the conversation more personal, which is one of the keys to building relationships. They create the opportunity to learn

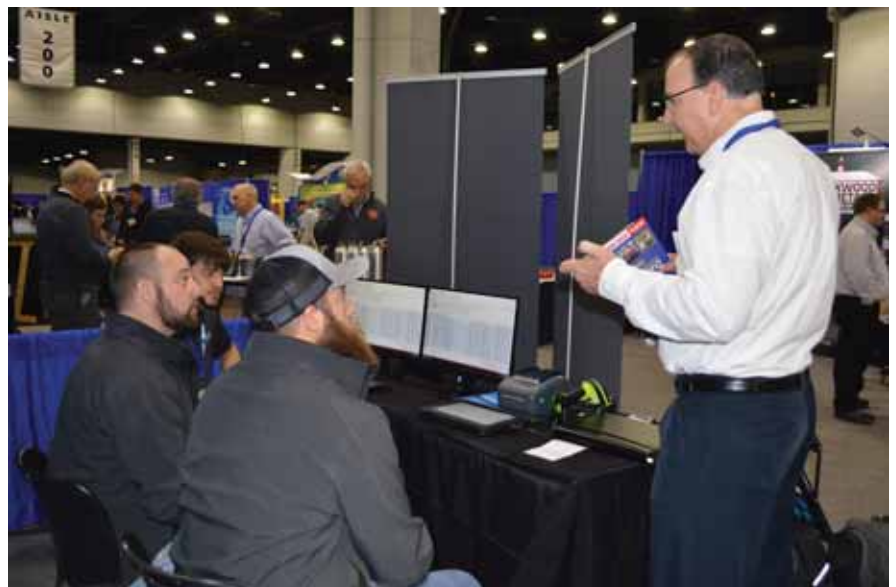
something new about the person or subject you are dealing with. Exhibitors at trade shows talk to show attendees, one after another in rapid succession for several days. They will discuss their products hundreds of times during the show, typically falling into patterns using the exact same phrase over and over. There will be far fewer conversations where their kids and yours go to the same college or where both people collect Beatles records. These conversations stand out and are what they will remember after the show.

## TO DO #2

### The #2 thing is to follow up.

This item was mentioned in the first article, and is referenced in the bullet points, but it is so important that it bears repeating. If the contact or conversation is important, follow up!

It is unrealistic to expect salespeople at a show to remember you. The good ones will, but when you walk a show and one third of the people manning booths are staring at their phone, it is obvious there are not that many good salespeople. Unless a salesperson has a reason to view you as a legitimate prospect, the harsh reality is you will probably not be remembered. A detail or two will help you stand out. Also share a personal detail if there are similarities or shared experiences.





The salesperson may or may not remember you, but show you remember them. It will build the relationship and make it more likely for the person to respond. Take advantage of the information gained with open questions to re-establish the personal connection. An email example could be: "Hi John, I hope your son's birthday party was a success. Five is a fun age." Then, move on to what you wanted to discuss. The formula for a successful business contact is: Courtesy, Purpose, Action. The personal item is the Courtesy phase and leads to "I am emailing because ..."

Building relationships is about the other person — not you. If you have personal knowledge about the other person, they feel obligated to reciprocate. Use that social pressure to your advantage. It increases the likelihood you will receive a response. I am old enough that having to



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“sell” a salesperson seems ridiculous, but, unfortunately, it is common today.

### CONCLUSION

There are many ways to work a trade show. Times have changed and many of us gray beards remember the old days. No sitting in the booth. Say hello and shake hands with everyone, even people passing in the aisle. I still have our business cards blank on the back so we can take notes. Now badge scans and digital cards have changed the dynamic. But no matter what changes, the person-to-person contact and following up after the show will remain good practices. Whether you go to METALCON, the Construction Rollforming Show or another show, take the steps to maximize your return on your investment and make it a success. RF



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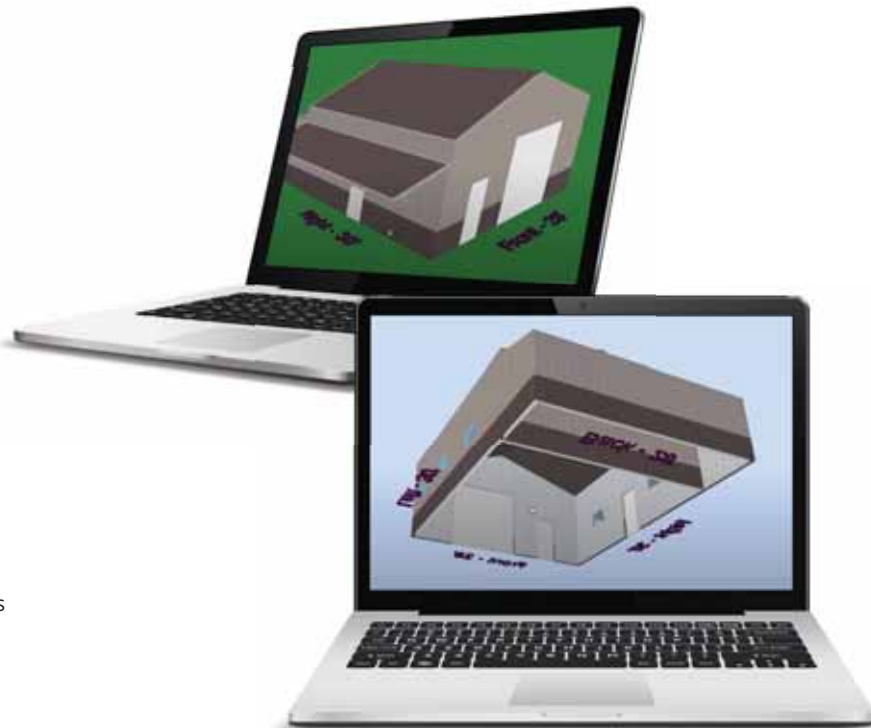
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THURSDAY, OCT. 27: 8:30-12:30**



**SCAN CODE TO  
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## EXHIBITORS

Company Name	Booth #	Company Name	Booth #
3GM Steel.....	211	Lakeside Construction Fasteners Inc. ....	303
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Karr's Building Supply & Service .....	615	Triangle Fastener Corporation .....	428
Keymark Industries / SmartBuild Systems.....	315	United Steel Supply .....	400

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Loading Docks/Open Space



\* EXHIBITORS MAY BE SUBJECT TO CHANGE





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www.rollformingmagazine.com  
920-455-3007 (advertising)  
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Published six times per year, Rollforming Magazine provides professional users of construction roll-forming equipment access to information about the industry: best practices, safety, technical information, available products, and more.



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Shield Wall Media owns Rollforming Magazine and the Construction Rollforming Show. Visit the booth for free subscriptions to each of the company's expanding line of titles, including Rollforming Magazine, Frame Building News, Metal Roofing Magazine, Rural Builder, Roofing Elements, Metal Builder, and Garage, Shed & Carport Builder.



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# Top 10 Reasons to Attend the 2022 Construction Rollforming Show

*“An investment in knowledge pays the best interest.” — Benjamin Franklin*

■ By Chris Cox, JD

The 2022 Construction Rollforming Show provides a one-of-a-kind opportunity for business owners and employees to gain knowledge specifically designed for the rollforming industry. The following are the TOP 10 REASONS why business owners, managers, and key team members should attend the 2022 Construction Rollforming Show in New Orleans on October 26-27.

**1** Gain knowledge of industry trends and forecasts. Trade show attendees learn from experts and peers about what is happening in their industry and what is expected to happen in the next 12-24 months.

**2** Gain knowledge of legal, regulatory, and compliance changes. What new laws and regulations have been implemented over the past year? How will these changes affect your business and what steps can businesses take to succeed?

**3** Gain knowledge of new products and services. Manufacturers like ASC Machine Tools are constantly developing new products and features that help their customers improve productivity and efficiency. Trade show attendees learn about the latest products and features that can give them a competitive advantage.

**4** Gain knowledge of how other businesses operate. Trade show attendees meet their colleagues and discuss how their businesses operate and

what challenges they are facing. By doing so, attendees learn how other businesses improved efficiency and solved problems. Attendees can use this information to improve their own efficiency and solve problems.



**5** Gain knowledge about your competition. The rollforming industry is constantly changing. Attendees can learn what their competition is doing. Who bought new equipment? Who opened a new location? Who went out of business?

**6** Build relationships with key vendors. Vendors can be valuable partners. Trade show attendees get face to face time with multiple key vendors and establish relationships that will help their business succeed.

**7** Build relationships with colleagues in the industry. Getting to know colleagues in the rollforming industry is a great reason to attend a trade show. Attendees can meet their colleagues from other regions and have a resource to “bounce ideas off of” in the future. For example, if a business owner is considering investing in new equipment, that owner can contact another business owner she met at a trade show to get input on the pros and cons of specific types of equipment.

**8** Build relationships with your team. Many businesses send their key employees to trade shows. This is a great opportunity for key team members to get involved in the industry, learn about new products and practices, and meet key vendors. It also provides an opportunity for key team members to feel like an important part of the business and to build relationships with other team members away from the office.

**9** Changes in latitude, changes in attitude. Trade shows provide a great reason to get out of the office for a day or two (or more). When an owner or manager is in the office, the majority of his or her time is spent dealing with immediate issues and “putting out fires.” Trade shows provide an opportunity to step away from those daily fires and think about big picture goals and strategic plans for the business.

**10** Visit Historic New Orleans. New Orleans is a dynamic city with fantastic architecture, dining, music, and fun! Tripadvisor’s Travelers’ Choice named New Orleans as the #3 Top Destination for city lovers in 2022, and the Construction Rollforming Show is a great opportunity to explore this fantastic destination.

Trade shows provide a unique opportunity to gain targeted industry knowledge and to meet colleagues in the Rollforming industry. I look forward to seeing you in Booth 511 on October 26-27 at the Construction Rollforming Show in New Orleans! [RF](#)

**Chris Cox is the Southeast Regional Sales Manager, ASC Machine Tools, Inc.**

# All Access: Educational Sessions Included With Paid Admission

If you roll form or use benders or brakes to form panels, channel, studding, soffits, gutters, carport or other metal construction components, the Construction Rollforming Show is a must-attend event. The educational programming and exhibitors are tailored specifically to companies that roll form or metal form for the construction industry.

The Third Annual Construction Rollforming Show will be held at the Ernest N. Morial Convention Center in New Orleans, October 26-27, 2022. The Show is 100% dedicated to construction roll forming, making it *the* place to learn about

best practices, the equipment and materials that will help make your roll forming business a success.

Unlike previous years, all of this year's show passes are all-access: educational programming and exhibit hall entry are all included with the \$50 pre-registered admission. (Admission is \$75 at the door.) Families are welcome; children under 14 are admitted free with an adult.

Visit [www.constructionrollformingshow.com](http://www.constructionrollformingshow.com) for details as they develop. [RF](#)

The final class schedule will be posted at the show.

Time slots may change based on speaker availability.

**Event Venue:**

Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans, LA 70130.

**Host Hotel:**

Omni Riverfront Hotel, 701 Convention Center Boulevard, New Orleans, LA 70130. (For reservations, call 504-524-8200; mention Group Code 102422CNSTRF) Don't wait! The number of rooms available is limited!

Wednesday, October 26, 2022		
8:00-8:45	Metal-to-Metal Fasteners	Underlayments
9:00-9:45	Coil Coating Basics	Benefits of Design Software
10:00-10:45	Bending Trim and Flashing	Polycarbonate Panels
11:00-11:45	Condensation Protection	Sales Process
12:00-12:45	Coil Irregularities	Ventilation and Ridge Vents
12:30	Exhibit Hall Opens	
1:00-1:45	In Demo Area: Carport Roll Forming Lines	
2:00-2:45	Sealants	Standing Seam Clamps
3:00-3:45	Using Pro Tips On as a Sales Aid	Software to Improve Quality
4:00-4:45	Fasteners: Metal to Wood	Coil Gauges and Specifications
4:30	Happy Hour Starts	
5:30	Exhibit Hall Closes	
6:00	Happy Hour Ends	

Thursday, October 27, 2022		
8:30	Exhibit Hall Opens	
9:00-9:45	Snow Retention Types and Applications	Roll Former Maintenance
10:00-10:45	In Demo Area: Portable Roll Formers	
11:00-11:45	Software for Efficiency	Closing a Sale
12:00-12:45	Shearing Contest	
12:30	Exhibit Hall Closes	



# You Are Invited

LIVE MUSIC • FREE FOOD • FREE DRINKS

## The Sweeter Side of the Construction Rollforming Show

The 2022 Construction Rollforming Show includes a lot with each admission. You won't find as much information about construction roll forming in any other single place. But, as they say, there's more!

### SOCIAL HOUR

In addition to the exhibitor expo and educational sessions — which, for the first time, are all-inclusive with the price of admission — free food, drinks, and live music are available on the opening day of the show. Attendees and exhibitors are all invited to attend a complimentary social hour from 4:30 p.m.-6 p.m. Wednesday, October 26.

Taking place just inside the exhibit hall entrance, live music will be provided by accomplished musician Chris Severin. He is a master-musician from New Orleans who plays seven-string and acoustic bass for all genres of music. In the business for over 30 years, Severin's extensive client list includes many of the world's most gifted singers and musicians. He has played his seven-string bass around the world and travels frequently for the top jazz recording companies such as Blue Note, Rounder, MCA, and Windham Hill Records. And you get to hear him perform live at the Construction Rollforming Show!

As the music is performed, attendees can partake and enjoy an array of local cuisine and drinks. The menu includes, but is not limited to, creole shrimp and sausage skewers, Louisiana crab cake bites, classic shrimp cocktail shooters, crawfish etouffee, chicken and sausage gumbo, and much more! Be sure to save room for dessert! The dessert cart will be filled with culinary delights such as white chocolate bread pudding with bourbon hard sauce, locally crafted pralines, lemon and chocolate doberge pastries, and seasonal berries with rum sabayon.

To further celebrate the occasion of this special annual show, convention center staff will be serving guests complimentary drinks from two beverage stations stocked with premium liquors, as well as imported and microbrew beers. Visit the Construction Rollforming Show website, [www.constructionrollformingshow.com](http://www.constructionrollformingshow.com), for updates about the show.

See you in New Orleans October 26-27! RF



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# 2023 Construction Rollforming Show



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**SEPTEMBER 27-28, 2023**





## Plan Your Visit To

# New Orleans



As long as you're taking advantage of learning about construction roll forming at the Construction Rollforming Show in New Orleans October 26-27 at the Ernest N. Morial Convention Center, you might as well step out and visit some of the sights. We've gathered up a few outings to get you excited about your visit to The Crescent City.

### Museums

#### New Orleans Jazz Museum

400 Esplanade Ave.,  
New Orleans  
nolajazzmuseum.org/  
(504) 568-6993

A celebration of jazz! Dynamic interactive displays, educational programming, and musical performances make this museum a

#### Louisiana Children's Museum

15 Henry Thomas Dr., City Park  
New Orleans  
lcm.org/  
(504) 523-1357

From the Peek-a-Boo Puppet Theater to Energy Exploration, a Water Wall, and Crafts and Creations at the Make Your Mark exhibits, kids will have a ball! The Waterfront Cafe offers kid-friendly fare.

#### New Orleans Pharmacy Museum

514 Chartres St.  
New Orleans  
pharmacymuseum.org/  
(504) 565-8027

Listed on the National Register of Historic Places, this unique museum presents an extensive collection with interpretive displays documenting the practices of America's first licensed pharmacist

#### New Orleans African American Museum

1418 Governor Nicholls St.  
New Orleans  
noaam.org/visit  
(504) 218-8254

The history, art, and other cultural contributions of the black community are preserved in the beautiful Treme Villa in the oldest surviving black community in the U.S. Beautifully landscaped gardens surround the villa on this former plantation.

#### New Orleans Museum of Art

1 Collins Diboll Cir., City Park  
New Orleans  
noma.org/  
(504) 658-4100

New Orleans' oldest fine art institution hosts an impressive collection of over 40,000 pieces including photography, glass, French, American, African, and Japanese art. The Sydney and Walda Besthoff Sculpture Garden adjacent is one of the most important sculpture installations in the U.S. in a lovely setting of 200-year-old oaks, mature pines, camillias, magnolias, reflecting lagoons, and more.

### Nightlife

#### Lafitte's Blacksmith Shop

941 Bourbon St.  
New Orleans  
lafittesblacksmithshop.com/  
(504) 598-4583

This French colonial cottage and courtyard, circa 1772, served as a hideout for pirates early in its career. Now a piano bar, it's fun for tourists and locals alike!

#### Fritzel's Jazz Club

733 Bourbon St.  
New Orleans  
https://fritzelsjazz.com/  
(504) 586-4800

The oldest operating jazz club, this nightspot is situated in the heart of the French Quarter in an historic 1831 building. Traditional New Orleans' jazz is its specialty.



hosts the biggest backyard party, Bacchanal features live music and serves a menu that includes French, Mediterranean, and tapas beginning with brunch and extending to late night.

## NOLA Desserts & Signature Treats

### Sno-La

8108 Hampson St.  
New Orleans  
sno-la.com/  
(504) 327-7669

Snow cones or “snoballs” are raised to an art form in New Orleans and Sno-La does it one better...they’re home of the original cheesecake stuffed snoball!

### Cafe Du Monde

800 Decatur St.  
New Orleans  
shop.cafedumonde.com/  
(504) 587-0833

Arguably the most well-known place to eat in New Orleans, they have served beignets, cafe au lait, and chicory coffee since 1862.

### Sucre

3025 Magazine St  
New Orleans  
shopsucre.com/  
(504) 571-5323

A destination dessert and coffee boutique, Sucre is known for their macarons and bakery including cakes, brownies, and cookies. You can also enjoy chocolates and gelato in many flavors.

### Loretta’s Authentic Pralines

1100 N Peters St Stall #9  
New Orleans  
lorettaspralines.com/  
(504) 944-7068

Melt-in-your-mouth praline candies are a popular Creole treat. Loretta’s offers excellent pralines as well as cookies and beignets.

### Angelo Brocato Ice Cream

214 N. Carrollton Ave.  
New Orleans  
angelobrocatoicecream.com/  
(504) 486-1465

Angelo Brocato’s customers dub this shop “gelato heaven”. If you are not into gelato, cheesecake, cookies and other pastries are also on the menu. RF

### Allways Lounge & Cabaret

2240 St. Claude Ave.  
New Orleans  
theallwayslounge.net/  
(504) 218-5778

An exciting burlesque venue with live, local music and shows almost every night, Allways has a diverse and interactive audience.

### Mid City Lanes Rock ‘N’ Bowl

3016 S. Carrollton Ave.  
New Orleans  
rocknbowl.com/  
(504) 861-1700

As the name implies, this is the place to bowl a game, dance to some great music, and have a few drinks. They also have a limited menu including chicken, pizza, boudin balls (fried Cajun appetizers), and more.

### Bacchanal Wine

600 Poland Ave.  
New Orleans  
bacchanalwine.com/  
(504) 948-9111

Self-described as the quintessential corner wine shop that



# Hershey's Metal Meister Equips Manufacturers

## Company Partners Overseas to Make Metal-Forming Equipment

■ By Anthony Brass

The Hershberger family's early experience in building materials supply has served them well. Their many years in the industry helped them familiarize themselves with roll-forming machinery. This positioned them to pursue the equipment vital for builders.

"They were always on the lookout for good machines that have good local support and could produce quality materials," says Burnell Rohrer, CEO of Hershey's Metal Meister.

This pursuit led the Hershberger family to take a hard look at the Variobend CNC trim folder. The German-made machine had been used in the European market for some time. They eventually jumped on an opportunity to purchase the patent rights for the Variobend trim folder. These patents opened the door for Hershey's Metal Meister to manufacture the machinery to supply the US and Canadian market.

The company knew they had a superior product with the Variobend in their sights. "When the opportunity came it was like, 'This is it,'" Rohrer recalls.

Several components of this trim folder are from overseas. Hershey's assembles the equipment here. They had the momentum of making a product where they could both produce their own parts and receive other parts for the machine. "We were off to an excellent start because we had the design and a partner who was able to supply us with the main components of the machine." Hershey's builds all their American-made hydraulics and controls into the



Variobend. "We machine some of the parts here," Rohrer says. Hershey's conveniently stocks their own parts inventory in Illinois.

The trim folder is the core focus of Hershey's. They're also a distributor of the Slinet slitters built by the same company overseas that manufactures the European-based Variobend. The slitters come with an automatic coil-handling system. Hershey's distributes the slitter here in the US and provides the support. The partnership of over 10 years is a proven success.

"We have a very good working relationship with the Variobend mother company in Europe," Rohrer says. "When we get a lead outside of the US we hand it to

them, and they do the same for us."

Hershey's continues to this day keeping an eye out for new products and improvements to help their clients' metal-building equipment needs.

"It's my challenge as CEO to keep that vision alive of looking for new opportunities," says Rohrer.

### PRIORITIZING VALUES

Hershey's Metal Meister credits their success to prioritizing their faith-based values, and then making the people and products stronger. "In an order of priority, first of all it's God, it's our people, and then it's profit," Rohrer says with confidence.

"When we honor God and we treat our

employees and customers the way we'd like to be treated — with respect and dignity — then the profitability of the company is a result of that. We have a bright future if we maintain the values that we stand for." Rohrer adds it's a day-to-day challenge.

### SERVICE AND SUPPORT

Their folders and slitters are in high-demand in the metal-forming industry. But Hershey's continues to think ahead. "We have robust product development in new features and upgrades to machinery we already produce and have some new machinery on the radar. We are here to supply high-quality machinery to the metal-forming industry."

Rohrer says there are business pitfalls others can fall into.

"What we don't want to have happen is, that as we produce new machinery, that our service and support begin to suffer," Rohrer stresses.

"We have some longtime customers who are very free to give us feedback. We want to hear our customers," Rohrer says. He adds it's important bringing that feedback into the right place. "The key is interacting with different departments. It's Product Development, Sales, and it's Service, collaborating to bring that together."

He says they are happy to service all under the umbrella of the sheet metal supply, including families with smaller businesses and larger production companies.

### MEISTER CHEMISTRY

Hershey's has over 40 employees in Mattoon, and takes pride in maintaining chemistry. Rohrer and Hershey's believe communication is a focus.

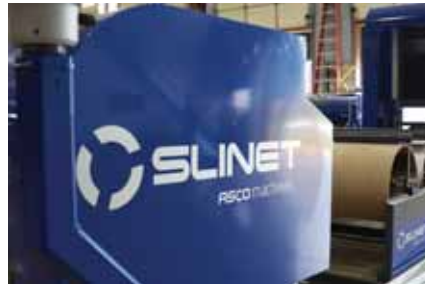
"We highly value structured meetings. One of our goals is to give our employees a voice to give input."

The company also runs fun, interactive, extra-curricular activities. "We play volleyball, and that's a big thing now; we can fill that camaraderie with team building. Everybody looks forward to break time."

They also love to eat together when they can. Or, they schedule in times where different departments go out to eat and talk.

"We can feel that human side of people to people, talk about things beyond business and sharing challenges and any frustrations."

Rohrer adds he is blessed with a "wonderful team" and that he is "very grateful for having a team that's passionate in what they do."



### THE LAST 'METAL' FRONTIER

One part of the hemisphere with a "relatively" untapped market for roll-forming machinery is Alaska. This is an area Rohrer and Hershey's is happy to enter.

"We just delivered a machine to our second customer in Alaska this week," Rohrer says. "This is an exciting time for us. We see opportunity up there; we haven't begun to scratch the surface yet."

His new clients in this state face extremes during winter months, which extend to a longer season with temperatures well below zero every day. These newer clients must dramatically adjust the conditions inside when using their new Metal Meister machines.

"Climate control is huge. They need to be in a heated, climate-controlled environment," Rohrer says, if necessary,

servicing those in remote locations is a challenge but they have solutions. "We're willing to put in little service stations as needed." He adds they are motivated to hire local services to remedy access challenges.

The company sells slitters and folders to many locations; he says these go hand in hand. Rohrer reiterates they are relatively new in selling the slitter in this market, let alone a European-designed one. But they have a great relationship with the overseas corporate office and get support and the parts to spur their slitter growth. "The slitter market is on path to really ramp up," he says."

### 'GAUGING' THE GRADE

The roofing and siding industry goes through advances in technology. The company keeps up on the enhancements to fit today's market. "That's some of the features we've developed to adapt to: different gauges of metal, different grades of metal, different features that our customers want to see. This is why it's important we keep their feedback."

They build machines that fold pre-coated metal into trim and understand the parts within their equipment and the metal going in. "It's more of the grade," Rohrer says. He adds it has to do with more of the tempering of the coating. "We can supply different bending segments with a different nose, so if you're running a higher-grade metal it doesn't bend it quite as sharp." He says it gives it a higher radius and prevents the coating from chipping off.

Rohrer says effective machines should ensure positive structural and cosmetic results of the panel. "You have to have that metal looking as good coming out as it did going in."

### CONCLUSION

Hershey's provides metal-forming equipment for many companies. They understand what brought them to where they are, and don't intend to forget. "We'll keep our values and the passion for supporting our customers and their needs in the metal-forming industry." RF



# Steeped in History

## S-5! Celebrates 30th Year in Business

The beginnings of S-5! is a tale steeped in history. It all began in 1991. Haddock had been a long-time contractor (and consultant) in the metal roofing and metal construction industry—having learned ground-up, straight from the trenches, all about erecting metal buildings and metal roofing. Throughout his contracting career, he was always innovating and discovering different and better ways to do things. He realized the attachment of anything to standing seam roofing without violating the integrity of the roof seemed impossible.

“People needed to put things on their roofs, but there just wasn’t a good way to do it,” said Rob Haddock, S-5! CEO and Founder. “I began tinkering with ideas to solve this age-old problem. I got the idea to pinch and grip the seam in a clamping kind of way; using a block with a slot that would straddle the seam, like a saddle on a horse—I know something about that stuff.”

“I whittled my first prototype from a small block of wood,” Haddock continued. “Then I had a local shop make one from aluminum and tested it for holding strength. That baby hung on like country music.”

### REJECTION SPURS DETERMINATION

After taking his prototype to four major metal construction companies most suited to take his invention to market successfully, every one of them turned him down. “There is no market for this kind of thing,” they said. He also took it to machine shops and was told production was impossible at an affordable price.

“I never thought about giving up,” said Haddock. “I just had to

do it myself. I learned more about metals than I ever wanted to know; I learned more about manufacturing than I ever wanted to know; I learned more about marketing than I ever wanted to know.”

He then took it to the big building and roofing OEMs in the industry, only to receive more rejection. “We don’t want anything mounted on our roofs,” was the common response.

“Having worked in the industry for many years, I made some good friends—Kenny Buchinger, MBCI; Dick Bus, ATAS International; Mike Peterson, Peterson Aluminum; John Griffith, Mizel Brothers Insulation; and Angelo Borzillo (co-inventor of Galvalume®),” continued Haddock. “They were good friends to have because they all had their feet in the trenches and had been on a lot of roofs. They all encouraged me.”

Haddock said, “I remember John Griffith sitting by my fireplace. He said, ‘You know what Haddock, I think you’ve got a game-changer here.’ Kenny had the same reaction, and matter of fact he said, ‘I need some of these for a job right now!’”



Standing-seam clamp prototypes.  
PHOTOS COURTESY OF S-5!

### INNOVATION MEETS MANUFACTURING

In 1993, Haddock met Harry Carner who had a decades-long tenure in the aluminum extrusion industry and manufacturer of all things aluminum. He was sold on the concept of adding value to extruded goods and a master of process manufacturing and fabrication.

He had been in management, frontline supervision in manufacturing, plant engineering, plant maintenance, and performing tool and die type work. Additionally, he had worked in aluminum smelters and in the production of raw aluminum—as well as everything else that has to do with aluminum production, be it anodizing, powder-coating, fixturing or machining-work. He always ended up in a position working for companies unable or unwilling to give him the equipment he needed to streamline manufacturing in a meaningful way.

### THE TWAIN SHALL MEET

To manufacture his invention, Haddock took it to a company where Carner was the plant manager. For the next 18 years, Haddock kept innovating new things and teaching Carner more about how and why they are used within the metal roofing



Harry Carner (left) and Rob Haddock.

industry. Carner figured out how to manufacture them, and in turn, taught Haddock all about aluminum extruding and manufacturing processes.

Over time, the two innovators developed a relationship of mutual respect. They both had plenty of experience with their feet in the trenches—Haddock in construction and Carner in manufacturing. They were both pragmatic renegades—rule-breakers who challenged convention and status quo—outside-the-box thinkers always looking for better ways to do things.

### INNOVATION AND ENTREPRENEURIAL SPIRIT APPLIED TO MASS-MANUFACTURING

In 2011, the two innovators joined forces, bringing production of all S-5! products under one roof—to serve the metal roofing industry and to further spread their unparalleled expertise in developing clamps and brackets unequaled in holding strength, enhanced by innovative manufacturing techniques and unmatched in certified quality, performance, cost efficiency and real value.

### FAST FORWARD 30 YEARS

“Thirty years ago, it was taboo to attach anything to a metal roof,” said Haddock. “Standing seam metal roofing had been

around for 1,200 years, and no one had ever come up with a good way to attach things like snow guards without compromising the roof’s integrity. S-5! precipitated a total paradigm shift.”

Fast forward to 2022. “Standing seam is now the most user-friendly roof type because it is so easy to attach things without penetrating the roof,” said Haddock.

Haddock’s “small idea” of using a block with a slot that would “straddle the seam — like a saddle on a horse” has snowballed into a wide array of clamps and other innovations –ultimately becoming the S-5! family of products.

With all three of his adult children now in the family business, along with a team of professionals, a testing lab and its own ISO-certified manufacturing facility, S-5! continues to innovate new and better solutions in a constant product improvement and invention/reinvention mode within the product category it originally created.

Iowa Park, Texas (northwest of Wichita Falls) is the home of the S-5! manufacturing plant. Under the supervision of Carner, vice president of manufacturing, the 74,000 square foot state-of-the-art facility is where millions of clamps and brackets start as simple extrusions and eventually get cut, deburred, machined, punched, packed and sent on their way to metal roofs in 70 countries worldwide from A to Z (Australia to Zimbabwe). RF

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# Rolling Ahead of the Curve

Father and son team blazed trail for regional rollforming three decades ago

■ Photos & Story By Sharon Thatcher

Pioneers have a distinctive characteristic: They recognize and pursue trends ahead of the curve. Dave Higgins and his father Jim were among the first to identify two important trends in the Midwest: post-frame construction and regional roll forming. Built on both pillars, today Higgins Construction Supply (aka Higgins Steel Roofing) of Hillsboro, Ohio, continues an innovative tradition.

Jim, the elder, founded the original company, Higgins Construction, in 1958. Dave relates that his father, who died in 2018, was the first professional post-frame builder in Southern Ohio. He was also a founding member of the National Frame Builders Association and member of the NFBA Board. When he started his business, it was a good time for post-frame, and Hillsboro was a good rural area in which to do business.

In the late 1960s through the 1970s, the Higgins business expanded to build steel buildings and grain bins for Butler Manufacturing. In all, the company built more than 2,700 mostly ag-related buildings, post-frame and steel-frame combined.

## CHANGING PATHS AND BEATING THE WAITING GAME

The impetus for business success often begins with recognizing a problem that's begging for a solution. The problem was getting supplies delivered from the supplier to the jobsite in a timely manner.



Higgins recently installed a felt applicator from DripStop to streamline feeding operations.

In a contractor's world, time is money. Dave and his father believed they could shorten the wait. In 1980, they made the transition out of construction to materials supply, selling pre-cut panel and post-frame lumber from a shop on the family farm. They were buying 48,000 pounds of steel by the truckload in 32-foot-long sheets and cutting to size inhouse. "We could cut about \$1,000 worth of steel an

hour," Dave said.

They had a good business, but when supplies dwindled, the waiting game was still too burdensome, taking 10 to 14 days to get resupplied with pre-cut steel. Their panel supplier wasn't always reliable. Getting rigid rib steel was, as Dave said, "becoming a problem."

There was only a handful of metal panel suppliers in those days serving the



## INTERVIEW OUTTAKES

Further comments from Dave Higgins about his company, Higgins Construction Supply, and the roll-forming industry.

### RECESSION:

“It’s been a good year, though I think we’re going to be going into recession; that brings other opportunities. In the next recession, when the rest of the world is doing nothing, we’re going to expand.”

### CONDUCTING A SUCCESSFUL BUSINESS:

“I struggle with folks who don’t understand that when the prices go up, you need to go up with them because, on the backside when prices go down, you’re not going to have the margin on the backside ... You might have to sell it for less than what you paid for it. If you don’t understand that you should not be in business.”

### PROPER INSTALLATION PREPARATION

“When you put a standing seam roof on, whatever you have underneath is what you get. If you have humps, bumps, and waves, and if you don’t fix that before you put on the steel, you’re going to be really unhappy.”

### MACHINERY:

“Get the best machine you can afford. I see a lot of equipment out there that won’t give you the service life.”

“The Bradbury [rollformer] has proved its worth many times over. It will run 24 hours a day if that’s what you want it to go. A few years ago, we had a big storm come through, 60 mile an hour winds all afternoon. From that day on for six months it was working nearly nonstop. We were turning roll formers on at 4 a.m. and shutting them off at 10 p.m.-11 p.m. We rolled steel and rolled steel. It was an amazing time.”

### SERVICE IS KING

“It’s a service industry, so the speed you can make [the product] and ship it to the customer, that’s golden.” RF



*Owner Dave Higgins pictured next to the Bradbury running DripStop-backed panel.*

entire U.S. “So the whole thing was, how do we produce more steel?” Dave said. Enter the thought of adding a roll former to the business and cutting out the middleman.

It was a young and feisty Dave who nudged his father towards the roll-forming business, which was a renegade move at the time. Regional rollformers didn’t exist in Southern Ohio, much less in much of the country. So, it was Dave who took the lead. His first stop: the local library.

“I went to the library, and I grabbed a Thomas Registry and started looking at roll-forming equipment,” Dave explained. In the early 1990s, there were not a lot of options. Of the three he found, he chose Bradbury, the only one of the three companies still intact today.

It was 1991 and many advancements common today with roll formers were nonexistent. “Back then, you had to pull 5 miles of wire into conduits. It was not like today when [roll formers] come pretty much prewired and they truncate



*What started as a rollforming operation with just Dave and his father now employs 20 people.*

all the cables,” Dave said. “It was step ladders and 60 spools of wire, and you had to mark everything, then pull it through. An electrician and I worked for 2½ weeks to pull all this wire and get it hooked up.”

His next task was to find a reliable coil supplier. “Back in the day it wasn’t as easy as it today,” he said.

A friend advised him to contact the National Steel Service Center, “but being the person who didn’t exactly listen to what I was told, I picked up the phone and I called information to get the phone number for National Steel Corporation.” The number he was given was for the headquarters, not the service center. Instead of talking to a sales associate, he was answered by the head guy in the coil division. It was a fortuitous error. “We went direct right from the get-go,” Dave recalled. “The stars aligned and that’s how that happened.”

It was just Dave and his dad in the early days. “We started with just one roll former, and we broke our trim on an old Chicago brake.”

They still own the first roll former (now being used at a second location) and the old brake, which he says: “we keep just for giggles; if the power goes out, we can still bend trim.”

From the beginning, it was obvious that the move to roll forming had been a good one. Their supply business began to grow as they condensed the wait time for supplies. While most builders were still waiting 10-14 days for steel, the Higgins team was able to chop the delay to their customers to just 24 hours.

It was a trend that was still in its infancy in the Midwest and threatening to upset the status quo. To exemplify just how disruptive, Dave recalls overhearing a conversation at a national trade show between several guys in suits from one of the big panel suppliers. “They were complaining about some guy named Higgins in Southern Ohio goofing up their territory,” Higgins laughs at the memory. “That’s the day I knew we were doing something right.”

## SUCCESS BUILDS

The Higgins family found a welcoming market in Southern Ohio. One Bradbury roll former led to three. Two employees led to 20. One location expanded to two: the original at Hillsboro and the second

approximately 70 miles away in Jackson operated by Dave’s son Ben.

Jackson was opened about eight years ago. The original Bradbury was moved there after a complete retooling. “We put all new electronics on it, all new uncoilers,”

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*Owner Dave Higgins showing the underside of a DripStop-coated panel.*

Dave said, “The retool actually cost more than the original roll former.”

At the time of this interview, it was soon to be joined by a new board and batten machine from Metal Rollforming Systems so the company can capitalize on the growing popularity of the profile.

### WHAT THEY SELL

Higgins offers steel roofing plus related trims, post-frame packages, some vinyl siding, aluminum soffit and general hardware. They cater to a wide market of customers from farmers to post-frame contractors, DIYers, ag and residential contractors, and a few lumberyards, all within a 50-100 mile radius. Occasionally they have shipped out of state to help supply a storm-damaged Florida, and internationally to Chile, the Bahamas and France.

Most popular is a 28-gauge 3-foot-wide Performance (or ag) panel. Also offered is a 1-inch nail fin, 16-inch-wide standing seam (NF-16); a 24-gauge 18-inch-wide standing seam; and a 26-gauge R-panel.

Ag panel with DripStop is a good seller. One machine is devoted to the product, also doubling as a machine for the NF-16. They have been using a new felt applicator from DripStop with satisfaction.



**Stands can be switched out as needed for the rafted machine.**

Quality has always been a priority. “Quality still sells,” he said. “We’ve never had issues selling it.”

They use only .0157 min (prior to coating), Class 4 hail-rated Galvalume steel that goes through quality assurance testing from Intertek.

Quality sells itself. Dave cites an example: “I was walking through the warehouse one day, and I stopped to talk to a customer who said: “I like your panel. When I walk on a roof, I don’t leave my footprints in it.”

Dave learned in the conversation that many of his competitors were using lighter steel (29-gauge .0142 nominal) that is more easily damaged during installation.

## SUPPLIERS

Higgins now only sells steel from Steel Dynamics, coated with Akzo Nobel paints. Steel is purchased in 15,000-pound coils.

Coils are stored in an atmospherically controlled building. Temperature probes are placed inside some of the coils to monitor dewpoints. Dave explained: “Coming out of winter you’ve got temperature differential and you hit that magical number called dewpoint. If you get water on steel, you can ruin a whole lot of steel real fast.”

He can view the readings from a weather station on his desk and building conditions can be adjusted accordingly. “If we can open up [the building] and let the air flow through naturally we will, and if we can’t, it stays closed for the day and we use heat,” he said.

He uses technology wherever and however possible. “My whole world is how fast can we get things done,” he emphasized.

That efficiency has paid off. “We can out-produce any [roll-former] in Ohio,” he continued.

His employee base remains stable. “Most of my crew have been in the construction industry before, or they do some construction on the weekends, so they know what they’re doing on the install side.”

Despite several additions and changes, the home location still operates on the family farm.

## SOLVING PROBLEMS


Problem solving is engrained in the Higgins business model. A case in point is a solution they developed for eliminating a rippled eyesore common in overhead door trims.

“With overhead doors you have this big flat spot, and that flat spot bends a lot, so we tooled an overhead door trim, putting a wide, minor corrugation down the center. That removed most of the oil canning issue on a door jamb trim. And on a vinyl door stop that sits on the back of the door, that’s where you put your fastener,” he explained.

Dave indicated that they are always looking for new products or problem solvers to help distinguish themselves. Some are still in development stage. He looks to employees and customers for ideas.


“Ideas in my world are wide open,” he said. “I’m smart enough to pay attention to my customers and my crew, to listen if they say: ‘I have an idea for this.’ I don’t have the corner on the market. Some of the best ideas came from my crew or my customers. We’ll give everything a fair shot.” RF


**Sharon Thatcher** is the former managing editor of *Rollforming Magazine*. She is now an independent writer living in Ohio.



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The general description can include details about what the customer wanted, special elements, any other features that make the project noteworthy.

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**If you have any questions about the Project of the Month, contact:**

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## Events Calendar))

Before making travel arrangements, check with the show producer to confirm there have been no changes to event dates, venue, or show hours. To have events included here, contact Karen Knapstein, 715-513-6767, karen@shieldwallmedia.com; mail to: Shield Wall Media Events Calendar, PO Box 255, Iola, WI 54945.

### 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

2023

### JANUARY

Jan. 18-19

Garage, Shed & Carport Builder Show, Greenville Convention Center, Greenville, South Carolina. garageshed-carportbuilder.com/show-registration/

Jan. 23-25

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

### MARCH

March 7-9

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



The graphic features a large, stylized 'W' logo with a compass rose inside, set against a blue background with a grid pattern. Below the 'W' is the text 'WESTERN Roofing EXPO' in a mix of fonts. A QR code is in the top right corner with a 'SCAN ME' button. The bottom section displays a grid of logos for various roofing and construction companies, including ABC Supply Co. Inc., ASC American, AVM Industries Inc., BEACON, CARLISLE, CertainTeed, Dataforma, DURO-LAST, eagleview, EAGLE, GAF, GLO GROUP, Makita, siplast, Malarkey Roofing Products, ROOFERS - COFFEE SHOP -, ROOFING CONTRACTOR, SUPREMA, WESTERN ROOFING, and WESTERN STATES ROOFING CONTRACTORS ASSOCIATION. A photograph of a roofer working on a roof is on the right side. At the bottom, it says 'PARIS LAS VEGAS SEPTEMBER 24-26 REGISTER ONLINE: WESTERNROOFINGEXPO.COM'.



# Brake It Down

## Press Brake Challenges & Solutions

■ By Rollforming Magazine Staff

**W**e all have tools we love; tools we use every day to get the job done. However, sometimes these same tools can cause challenges. The same is true of press brakes. Let's look at some common challenges with press brakes and advice regarding how to ameliorate those challenges.

### "SOMETIMES THE PRESS BRAKE IS NOT CONSISTENT"

This can be a distressing turn of events as uneven pieces are not going to fit together or perform well.

The inconsistency can be caused by a number of issues including the age of the machine, in which case replacement may be the best option.

A common cause of measurement issues is the backgauge. Some have to be manually calibrated and human error is always a possibility. When choosing a brake press, auto-calibration is something to consider. For machines that have auto-calibration, be sure to shut the machine down every night and it will re-calibrate when re-started.

Some belt-driven machines that are run for 9-10 hour spans or more will overheat and then the belt starts stretching, leading to inconsistencies. In this case, the answer is allowing a cooling-down period.

Machine tension could be causing inconsistencies if the operator is switching between different substrates, Grade 50 or 80 steel for instance. This can happen if the operator finds they are a little short and throws something else that they have on hand on the machine. The press then needs to be recalibrated for the new material.

### "TRIM PIECES AREN'T COMING OUT SQUARE"

The first thing to check in this case are the blanks. Trim blanks should be consistent in width throughout their length and be free from bow and taper. Certain cut-to-width processes are more likely to introduce these unwanted features into the blank, and once there, it is more difficult to produce quality trim parts. A high quality gang slitter cuts all the pieces from the flat stock at once. An example would be slitting a 40.875" coil slit into a 13.625" piece, two 10.25" pieces, and a 6.75" piece. By containing the sheet with two guides on entry, and making the slits all at the same time the sheets come out extremely consistent.

The second, and often overlooked component of quality trim production that can help in reducing inconsistencies, as well as ameliorating those that occur, are hems. Hems should be used wherever and whenever possible. They set the foundation of trim parts, becoming the point of reference for every bend going forward. These hems can hide variances in width and slight bow or taper. An added advantage is that parts are easier to handle and more aesthetically pleasing when on an exposed edge. Admittedly there are times that hems are not suitable, but incorporating these features where possible enhances the quality of your trim piece.

Operator error can also cause uneven trim; if an operator does not get the piece into a folder straight with even pressure there is a high likelihood that the part will come out tapered. There are options to reduce this margin of error including an automated brake. A double folder has grippers to grab the material and there's no manual movement, so for an easy way to achieve greater trim precision that could be the answer. Trim roll



**Variobend Automated Press Brake.** PHOTOS COURTESY OF HERSHEY'S METAL MEISTER

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formers are able to remove a large portion of operator error and may deliver the added benefit of increased production speeds.

**"Z BENDS ARE DEFORMING AND THE HOLES ARE ELONGATING"**

The problem could be that the material being used is too thick. If you have a 16-gauge machine and you are using a heavier material, the piece could arch. If you max out the machine's capabilities, there will be flaws.

If the correct gauge material is being used, the next thing to look at is the process. Holes punched during the roll forming process may be stretched out by an ensuing bend. Therefore, if you run coil through the press brake first, then make the perforations with a small perforator or with a perforator installed on the Z bar after the piece is formed, you will avoid the problem.



*A high quality gang slitter cuts all the pieces from the flat stock at once, reducing the risk of bow and taper. Above: The Slinet from Hershey's Metal Meister.*

Sometimes, of course, the holes that need to be punched may not be accessible after bends and folds are made, in which case you may want to make that a "mid-punch"; make the punch in the middle of the process.

Finally, if these solutions don't work, you may be able to modify the hole profile taking into account what is happening to the holes as the piece goes through the process. [RF](#)

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# Florida Roofing Expo

Exhibitors, Attendees Were Out In Force & Ready To Do Business

■ By Rollforming Magazine Staff

**F**RSA's convention consists of three days of education, networking, family fun, sports and friends, along with two days of FRSA's trade show, the Florida Roofing & Sheet Metal Expo. The 2022 Florida Roofing & Sheet Metal Expo was held at the Ocean Center in Daytona Beach, Florida, July 20-22. The Expo was held in conjunction with FRSA's 100th Anniversary Convention; FRSA's first convention was held in Daytona Beach a century ago.

Booth spaces were fully booked months ahead of the event; the Expo floor hosted more than 230 exhibitors, which filled 458 booths. With two dozen continuing educational credit seminar hours available, attendees were able to fulfill at least some of their CEU requirements. (The State of Florida requires every licensed contractor operating in the state to earn 14 hours of continuing



**SWI Machinery exhibited the Marksman Plus Automatic Slitter and Uncoiler. Find SWI at the Construction Rollforming Show in Booth #401.**

education credit during a two-year cycle.)

Overall, exhibitors were pleased with their Expo experience. Attendees were engaging and plentiful.

Attendees were drawn to the Reed's Metals booth, which exhibited one of the

training stations for the metal roofing Metal Masters program — and a stock car. (Reed's supplied the metal for the stock car body.)

David Chavarria, Hershey's Metal Meister, said this was their first time setting up at this Florida show. He was pleased with the results. "Florida's not really our market, but we've gotten a lot of good leads down here," he said.

"Triangle Fastener has been a proud participant of the FRSA Show for 28 years and counting," said Jaron Proulx, National Roofing Specialist, Triangle Fastener Corporation. "FRSA once again brought together vendors, contractors, and manufacturers together to share product knowledge and strengthen our partnerships, both current and new. This year's show celebrated the 100th Anniversary of FRSA, and the turn out surpassed expectations. TFC can't thank enough, everyone who attended, to make this year's show a success!"

David Quehl, Director of Sales & Marketing, Direct Metals, Inc., was also pleased with the show. He said, "There



**Michael Calhoun explains the CIDAN setup to an attendee at the FRSA Expo. Find CIDAN at the Construction Rollforming Show in Booth #215.**



**Glick Metals LLC manufactures Snap-Z Roof vents. These are high-quality, independently tested roof vents designed to work with standing seam roofing applications. Find Snap-Z at the Construction Rollforming Show in booth #430.**

were 40 more supplier booths this year than last. The Florida market remains robust in new and re-roof activity. Some suppliers thought the location was too far east for contractors from west Florida to travel.”

Representatives of FLAMCO, which has its own centennial on the horizon, are also enthusiastic about their Expo experience. “FLAMCO enjoys the opportunity to exhibit at the FRSA every year,” said Vice President of Sales Jeff Bowling. “Being at the show gives us the chance to meet with potential customers, visit with our current partners and generate excitement in what is a key market for our business. In 2023, FLAMCO will celebrate our 100 year anniversary in Florida.



**Calidad Machinery & Equipment specializes in sheet metal equipment such as portable roof panel and gutter machines, CNC folders, shears, clinching machines, and more.**



**Direct Metals, Inc. supplies fasteners, panel clips, foam closures and ventilation, pipe flashings, sealants, butyl mastic, and polycarbonate panels to the metal roofing industry. Find them at the at the Construction Rollforming Show in Booth #200.**



**Sierra Victor is the Southeast distributor of Erbend folders and shears. Shown are Pat O'Neil (left) of Erbend and Dan Valenzisi of Sierra Victor.**





**Brenda Brown was on hand in the Innovative Energy booth to educate roofers about the benefits of reflective insulation. Find her there at the Construction Rollforming Show in Booth #626.**



**AceClamp is a US-based manufacturer of fast-installing, precision-engineered snow retention and solar mounting solutions. Find them at the Construction Rollforming Show in Booth #434.**

We look forward to many more years of growth and success in the state.”

D.I. Roof Seamers was also pleased with the turnout. “FRSA is always a great show ... and we were very honored to be a part of the 100th Anniversary in Daytona Beach this year,” said Joe Patrick. “FRSA is always a fantastic opportunity for our company to fellowship with partners in the industry, as well as meet our builders and contractors face to face. This year was exciting because we participated in the fishing tournament as well. Congrats to FRSA on 100 years, and for always hosting an exceptional trade show and convention.”

Amanda Dunlap, Marketing Manager, Safety Hoist Company, enthused: “FRSA’s 100th Expo did not disappoint! We got the chance to show off our patented electric material hoist and talk with some of the best in the industry. We learned a lot and had a ton of fun with our industry peers. We can’t wait to see everyone again next year in Orlando!”

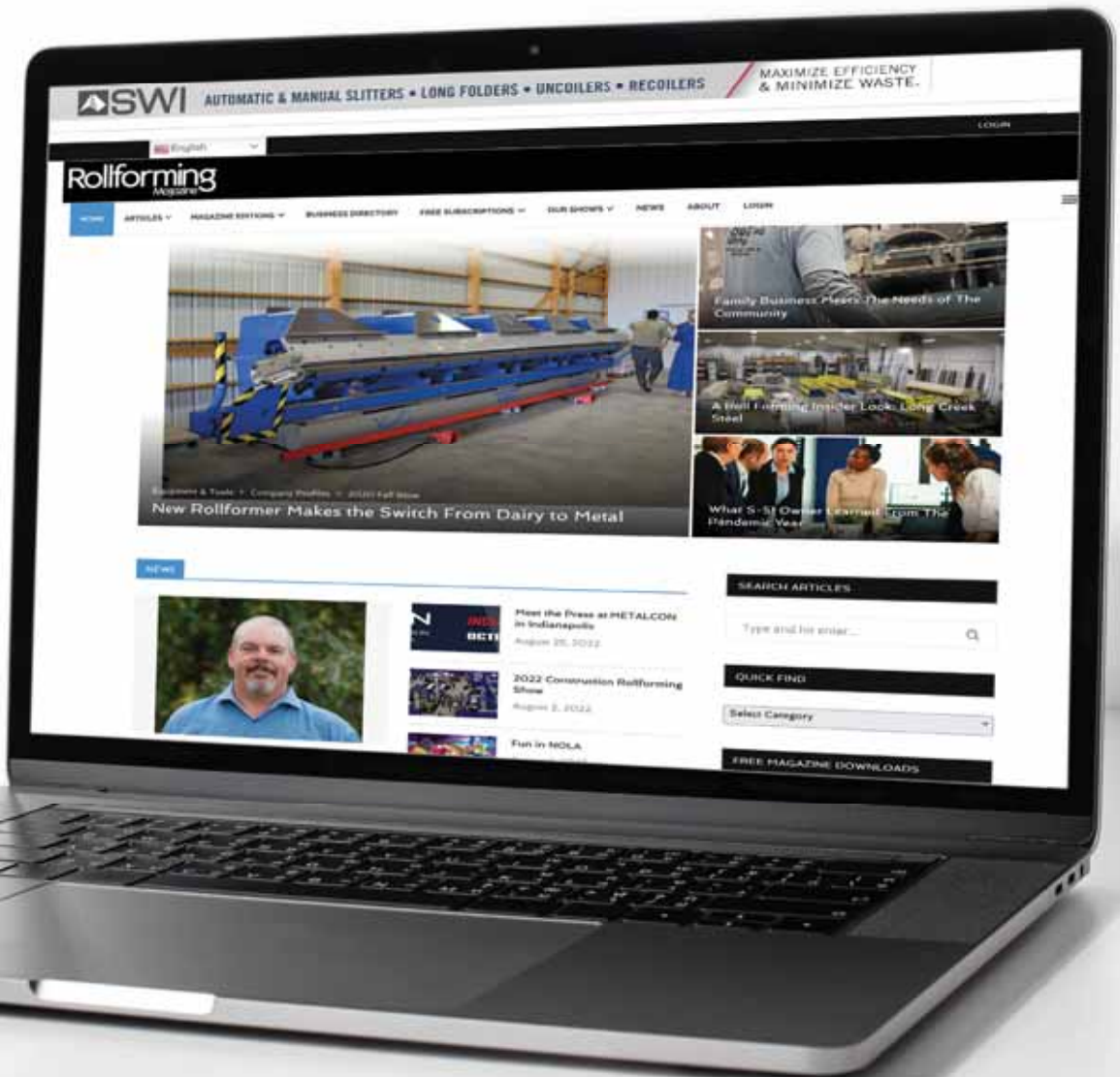
Representatives of Lakeside Construction Fasteners were also impressed: “At Lakeside Construction Fasteners we were very impressed by the



**PAC-CLAD | Petersen, a Carlisle company, manufactures metal cladding products in multiple gauges of steel and aluminum. Find them at the Construction Rollforming Show in Booth #304.**

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SCAN TO VIEW

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*MetalForming's product lines include Jorns, Schechtl, Schleich, Krasser, and Bendex software solutions. They exhibited a 10' folder and 10' shear, a 5' hand brake, the Quadro standing seam roll former with quick-change cassette and notcher, and a decoiler. Find MetalForming at the Construction Rollforming Show in Booth #301.*

solid turn out at the 2022 FRSA Expo that allowed us to reunite with past customers while forging ahead with new opportunities," said Eric Velliquette, VP Sales & Marketing. "The FRSA Organization did another outstanding job hosting this expo in Daytona Beach and LCF looks forward exhibiting at future FRSA Expos!"

### LOOKING AHEAD

FRSA's 101st Annual Convention & Expo is scheduled for July 12-14, 2023. Next year's event will take place at the Gaylord Palms Resort & Convention Center in Kissimmee, Florida. Future expo dates: June 5-7, 2024; June 4-6, 2025; June 10-12, 2026. [RF](#)



*Jasson Johnson, trainer in Reed's Metals' Masters program, explains how the stations are used in the training program. The components in red are the pieces that students learn to form at this particular station.*



*MFM Building Products include low-slope roofing membranes, underlayments, and specialized roofing tapes.*



*Reed's Metals sponsors the #55 stock car by providing metal for the auto body.*



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The *Idea Book* is published by the team at *Metal Roofing Magazine* and mailed to more than 27,000 subscribers.

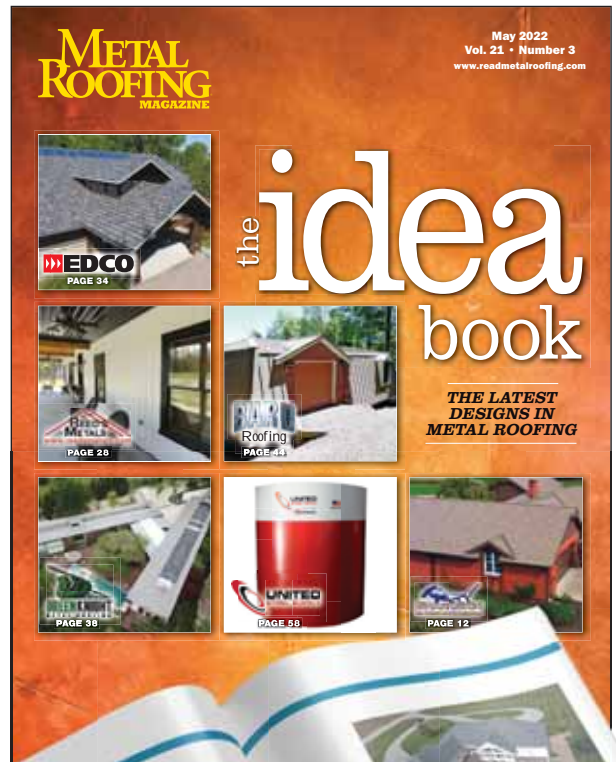
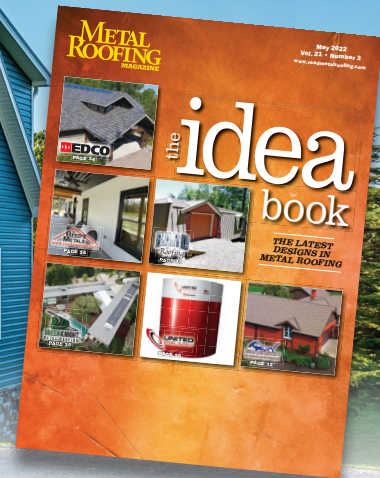


PHOTO COURTESY OF RED DOT



## Do you have a special building project to share? Show readers what you can do!

We are on the hunt for special building projects to be considered for inclusion in our annual Idea Book.

The Idea Book is a special issue of *Metal Roofing Magazine* that features unique projects ranging from equine facilities to courthouses, schools to residential houses. The publication is sent to *Metal Roofing Magazine* subscribers, as well as distributed at industry trade shows.

The Idea Book will take into consideration: projects featuring metal as the main roofing material, to serve as inspiration for architects and builders.

What we are looking for from you is your best project, preferably one that has not already been featured in an industry trade magazine. If your project is chosen, you can use it as bragging rights to show prospective customers!

Feel free to contact us with any questions.

Thank you in advance!

**PROJECTS DUE  
FEBRUARY 15, 2023**

Please click or scan the QR code below and fill in all fields relevant to your project. Complete the digital form and submit when completed.

Contact Karen Knapstein at [karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com) with any additional questions



### What we need:

**PHOTOS OF THE COMPLETED BUILDING**  
at least 3-4 photos (high resolution: 300 dpi)

For tips on great building photos read Jeff Huxmann's article:  
<https://garageshedcarportbuilder.com/how-to-take-great-shed-photos/>

### ALSO NEEDED ARE THE FOLLOWING DETAILS:

Your Company Name: \_\_\_\_\_

Website: \_\_\_\_\_

Building type (home, school, etc.): \_\_\_\_\_

Roof size: \_\_\_\_\_

Location: \_\_\_\_\_

Architect: \_\_\_\_\_

Contractor(s): \_\_\_\_\_

Installer(s): \_\_\_\_\_

Roofing system manufacturer (if applicable):  
\_\_\_\_\_

Roof panels: \_\_\_\_\_

Coating: \_\_\_\_\_

Ventilation: \_\_\_\_\_

Fasteners: \_\_\_\_\_

Snow/rain management: \_\_\_\_\_

Underlayment: \_\_\_\_\_

Insulation: \_\_\_\_\_

Other: \_\_\_\_\_

PRODUCTS USED

General description of the project:

(what did the customer want; what special elements set it apart; etc.)

GENERAL DESCRIPTION



# GET MORE INFORMATION ABOUT PRODUCTS & SERVICES SEEN IN THIS ISSUE. HERE'S HOW:



***If you are looking for more information from companies featured in this issue, fill out this form.***

*Mail the completed form to us, and we will have those companies get in touch with you. There's no need to fill out multiple forms; we'll do the legwork for you.*

Name (please print) \_\_\_\_\_

Signature (required) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail \_\_\_\_\_ Date \_\_\_\_\_

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- President  
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 Partner  
 General Manager  
 Sales Manager/Rep  
 Engineer/Architect  
 Vice President  
 Foreman  
 Installer  
 Other \_\_\_\_\_

**PLEASE CHECK THE PRIMARY CATEGORY THAT DESCRIBES YOUR BUSINESS:**

- Builder, Dealer, Remodeler or Installer  
 Roofing Contractor  
 Metal Roofing Contractor  
 Building Material Dealer/Distributor  
 General Contractor/Remodeler  
 Manufacturer/Rep of Manufacturer  
 Architect/Specifier  
 Construction Consultant/Engineer  
 Building Owner/Developer  
 Other (Please Specify) \_\_\_\_\_

**ENGAGED IN THE FOLLOWING APPLICATIONS:**

- Gutters/Accessories  
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 Residential  
 Agricultural  
 Commercial  
 Industrial

**ASK THESE ADVERTISERS ABOUT THEIR PRODUCTS TODAY!**

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