

Rollforming

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Magazine

**INTRO TO
TUBE
BENDING**

**HOW TO
ATTRACT,
HIRE & RETAIN
WORKERS**

**MAKE MORE MONEY
WITH EFFECTIVE
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**LIFECYCLE COST ANALYSIS:
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Industry Data Is a Rarity

■ By Gary Reichert

Welcome to the State of the Industry issue for Rollforming Magazine.

As a business person, individual days are different but still mostly the same. Today is different. I am pleased to announce something new we have been working on: the State of the Industry Survey. Shield Wall Media and METALCON partnered to generate data about the market segments we serve. Through the survey we learned what builders, suppliers and manufacturers experienced in 2022 and what they

anticipate for 2023.

A few bullet points are included with the SOI article in this issue. We added a new feature appearing on the inside back cover of every issue of every magazine we publish. This feature is titled CSI: Construction Survey Insights. We generated too much data to include everything in one article. In CSI we will compare and contrast specific responses from our data.

Roll forming is an area with a specific lack of reliable information. No one in the industry has a reliable measure of

the number of roll formers or what they do. I've been asked to assist with surveys where the complete list size was under 50. That cannot provide any useable information.

We are looking for strategic partners to help us collect good information and we are willing to share the raw data with those who help us.

If there are any comparisons you would like to see, let me know and we will include it if we can.

Have a healthy, happy and prosperous 2023.

Editor's Note))

Cautious Optimism for '23

■ By Karen Knapstein

As I write this, less than a week ago Shield Wall Media produced its second Garage, Shed & Carport Builder Show. The show was held in Greenville, South Carolina. We didn't know what to expect, but I'm excited to report it was a great success.

The show floor was 100% booked with exhibitors. (You could actually say it was 101% booked, as Gary squeezed in one additional booth during the eleventh hour.)

What's more, attendance was excellent. Those who came were primed and ready to do business, which made for happy attendees and happy exhibitors.

One of the reasons South Carolina was selected as the show location is it is one of the centers of the metal building industry. There were quite a few exhibitors who are involved in some capacity in metal building construction. Exhibitors Acu-Form, ASC Machine, Bradbury, 3GM Steel, DripStop, Cold Springs Enterprises (Versabend), and others were kept busy by well-engaged visitors.

Acu-Form's Wayne Troyer shares some of his insights on the metal building market: "We are seeing a lot of activity — especially from people upgrading equipment to meet the market demands. We also have a few new start ups, but everyone we talk to is real busy. There are lot of busi-

nesses going with all-metal buildings in the rural areas which is creating market share in the metal industries."

Insights such as these, along with information from others in the construction industry and the results of the Shield Wall Media/METALCON industry survey, give me hope that 2023 won't be too bad ... but I don't want to jinx it.

For loads of insights from other construction industry professionals, read the State of the Industry article beginning on page 10. We'd love to hear your thoughts ... you know how to reach me. (Find my contact information on page 5 if you don't.)

Until next time — be well.

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Gary Reichert,
Publisher, Shield Wall Media

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On The Cover:

New stationary roll forming line.
Photo courtesy of The Bradbury Group.

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Co-Inventor of GALVALUME® Makes Life-long Impression

Icon and Mentor Recognized for Achievements

Fifty-six years ago, Angelo Borzillo was an employee of Bethlehem Steel, an American steelmaking company in Pennsylvania. For most of the 20th century, Bethlehem Steel was one of the world's largest steel producing and shipbuilding companies. Borzillo and his manager, Jim Horton wished to find a better way to combat corrosion of sheet metal than the industry's standard of galvanizing with 100% zinc.

They conducted a series of steel coating tests. Ultimately, they combined 55% aluminum with 43.5% zinc (by weight), and, to improve the coating's adherence to substrates, 1.5% silicon. That marked the invention of "GALVALUME",¹ a coated sheet steel product ideally suited for most types of roofing with an expected service life at least double of (pure zinc) galvanized-coated components. It was a game changer for the metal construction industry.

By 2021, with 66 licensees on six continents, an annual global production of 11 million tons and a cumulative global production of licensed Galvalume sheet exceeding 220 million tons, the product had generated an estimated annual revenue of more than 10 billion dollars for licensed steel companies alone. Additionally, millions of jobs and additional revenue for downstream processors and the steel construction industry worldwide are attributed to the product.

¹ GALVALUME® is a registered trademark of BIEC International Inc., or one of its licensed producers.



From left to right: Arif Humayun, Ange Borzillo, and Rob Haddock. PHOTO COURTESY S-5!

Now 89, Borzillo was recently named to the Metal Construction Hall of Fame, a prestigious industry award granted to individuals who have significantly impacted the metal construction industry through their innovation, efforts and leadership.

Borzillo's long-time colleagues, close friends and mentees, Arif Humayun, president of BIEC International Inc., and Rob Haddock, founder of S-5! and charter inductee to the Metal Construction Hall of Fame recently accepted the award on his behalf.

Humayun's relationship with Borzillo began in the 1980s when Humayun first worked as a research engineer at Bethlehem Steel Homer Research Labs.

"When I started my career, Ange (no one called him Angelo) had moved to BIEC, and Galvalume sheet technology had been commercialized," said Humayun. "Ange focused on licensing the technology globally, and I focused on product development and on resolving issues related to prepainted Galvalume sheet, which had been withdrawn from the market due to technical issues in 1978. Prepainted Galvalume sheet was reintroduced to the market in 1982 and was instrumental to further progress for this product. We worked together over the span of more than four decades and supported each other's goals."

"Ange is incredibly humble and quick to acknowledge the support he

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received from colleagues in the development of Galvalume sheet,” continued Humayun. “He always said, the best days for Galvalume sheet were ahead of us. Initially, I was not sure what he meant, but now I understand.”

“It is a distinct honor for me to receive the Metal Construction Hall of Fame induction on behalf of my mentor, Angelo Borzillo,” said Humayun.

Borzillo’s work on Galvalume sheet inspired his involvement with many industry events and associations including the Metal Construction Association (MCA). At an meeting in the 1980s, MCA member Haddock, now CEO of S-5!, had been operating a metal construction contracting business.

“Ange Borzillo is more than an inventor of a great product,” said Haddock. “He is an icon and a mentor who has led the way for so many in the metal construction industry and inspired me personally.”

**Rob Haddock
founder of S-5!**

“The first time I heard the word ‘Galvalume’ was about 1975,” said Haddock. “I was ordering a building from Kirby Building Systems for a job. The sales guy asked, ‘Do you want galvanized or Galvalume sheeting?’ I said, ‘What’s Galvalume?’ He responded, ‘Well, it’s like galvanized, but has some aluminum in it. It’s supposed to be better—same price.’ I was 21, but that statement stayed with me for life. I thought to myself, who doesn’t want better for the same price? Decades later, when creating S-5!, my ethos became ‘better for less’—everyone wants better, especially when it doesn’t cost more.”

“Then in about 1985, 10 years after I first heard of the product, I was introduced to Ange Borzillo at an MCA meeting (he always attended MCA meetings).



Rob Haddock (left) and Arif Humayun (right) present Ange Borzillo with the prestigious Metal Construction Hall of Fame award. PHOTO COURTESY S-5!

I was fairly new to the industry at the time, and I was awe-struck that I had just met the inventor of Galvalume sheet, which by that time was sweeping the metal building market.”

“I got to know him very well in the years and decades that followed,” continued Haddock. “From the first day we met, he treated me with respect and took me under his wing. He might have been a genius working for a big outfit, but he was always a regular guy and unassuming gentleman. His approach made a lifetime impression on me. Humble is the word that best describes him.”

“Ange was never a guy to beat his own chest, but always gave heartfelt and sincere credit to others. When I would introduce Ange to any number of folks as the ‘inventor of Galvalume sheet,’ he would always stop me dead in my tracks and say, ‘co-inventor, Rob’—giving due credit to his colleague, Horton. I will always deeply value Ange Borzillo as a role model and dear friend.”

“He taught me never to give up no matter how difficult the struggle,” said Haddock. “He would tell me about his early challenges in the experimental

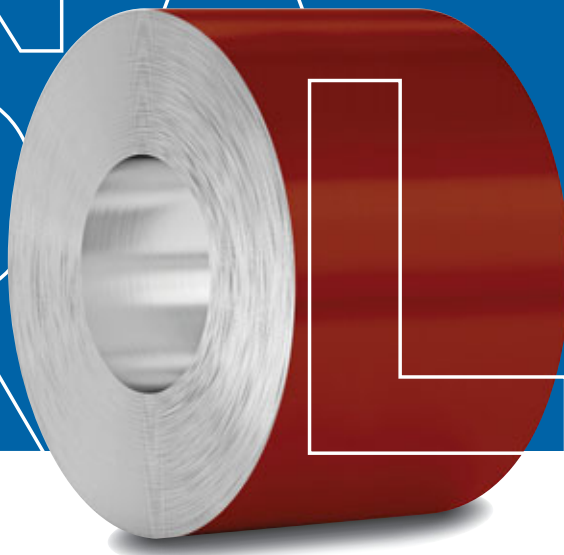
and inventing process. Through Ange, I realized struggles were part of the process. In the early days of S-5!, I was told many times: ‘there is no market for this,’ or ‘it cannot be made for any reasonable cost.’ What if I had quit? Ange inspired me to keep on keeping on.”

“There is nobody who deserves this honor more than Ange,” continued Haddock, “and I am honored to present it in person with my colleague, Arif.”

Borzillo is the part of the 10th class of inductees to the Metal Construction Hall of Fame, first originating in 2012. After many years of having worked in a variety of roles at Bethlehem Steel and BIEC, he retired in 2002. Today, he spends his time at home near Philadelphia with his wife, Lucia. Haddock and Humayun took a trip to personally present Borzillo with the honorable plaque and thank him for the inspiration he provided them and so many others.

“Ange Borzillo is more than an inventor of a great product,” said Haddock. “He is an icon and a mentor who has led the way for so many in the metal construction industry and inspired me personally.” RF

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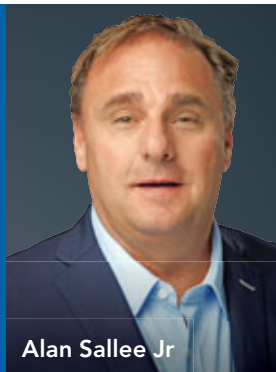
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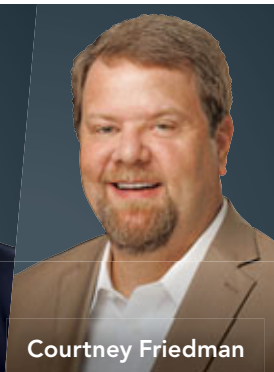
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State of the Industry

Keep On Rolling in 2023

■ By Linda Schmid

Many different economic indicators can be taken into account when looking for clues to where the industry is likely to go just a short distance down the road. One check is what the experts in a given industry see. Shield Wall Media, parent company of *Rollforming* magazine, did a survey in conjunction with METALCON to measure the climate in the construction industry. The results are overwhelmingly positive; the majority of builders improved sales and profitability in 2022. Further, most believe that their business will not only sell more or about the same in 2023 as they did in 2022, but they project their overall profitability to be the same or better. (For further insights from our survey, see the Construction Survey Insights on page 51.)

A look at industry behavior can be a great indicator of where things are headed. According to Sean Shields, Director of Communications of the Structural Building Components Association (SBCA), the Business Components

Manufacturers Conference (BCMC) 2022 was the most well-attended since 2006. Attendance was up from 742 in 2021 to 1,216 in 2022, exhibiting a great enthusiasm and willingness on the part of owners to spend money to better their businesses. That's a very good sign for the economy.

2023 ACCORDING TO FINANCE AND ECONOMIC EXPERTS

Ben Johnston, Chief Operating Officer at Kapitus, a finance provider for small and medium sized businesses observed that financing applications were up in 2022, 34% up year over year with the funded volume up 46% to approximately \$230 million. This of course speaks to the state of the industry last year when demand — and inflation — were both high. Contractors worked through spiking material costs, labor shortages, and supply chain issues.

Going into 2023, Johnston expects rising interest rates to depress both residential construction as well as low-rise commercial projects. However,

he believes that as demand for new construction slows, many people will be investing in renovating the buildings they already own rather than trading up.

Zonda media, however, is forecasting a drop in residential remodeling in 2023, and, in fact, continuing in a more limited way through 2024. Not only has there been a slowdown in existing home sales in 2022, but home prices are expected to decrease in every state in 2023 — a correction in the market. This can lead to fewer home projects meant to increase value for sale or projects new homeowners instigate to make a newly purchased home theirs. Projections of declines in real incomes are also expected. All of this leads Zonda to conclude that remodeling will be down approximately 2.3% by the end of the year, mainly in the more moderate homes of lower income homeowners.

However, the home improvement industry has some mitigating factors on its side, such as high levels of homeowner equity and savings. Also, many new homes were built in the early 2000s that

are due for renovations and repairs.

On the other hand, Mike Collins, economist and Managing Principal at EquiNova Capital Partners predicted a 7 percent growth in residential remodeling.

“Homeowners have made the decision to stay put and throw money into remodeling, and they are willing to pay to have things just the way they want in what is a long-term investment for them,” Collins said. “They have low interest rate mortgages, so they are not buying right now.”

Businesswire offered positive predictions for the shed industry. They state that “the Europe & US outdoor shed market is expected to grow from US\$ 2,816.93 million in 2021 to US\$ 3,868.74 million by 2028.” This assessment comes from taking the long view of the case.

The COVID-19 outbreak initiated greater interest in sheds as people looked

for extra space while they worked from home. Many turned to gardening as other, public activities were not possible, thus requiring storage for equipment and supplies.

Industry, including automotive and the construction sector itself, is seeing increasing need for storage space, perhaps in part because people are trying to keep more inventory on hand, but also for equipment, tools, and workshops. They want long-lasting, environment-resistant sheds so the demand is largely for metal sheds. As this demand increased, so did the price of raw materials such as steel. However, industry sees storage as a necessity and many homeowners have increasing disposable income and are willing to pay for what they want.

Another measure of likely outcomes for 2023 is ABC’s Construction Confidence

Index which reports a rise in sales this past October yet falling profit margins and staffing levels. Still, all the numbers are above the threshold of 50 which indicates expectations of growth over the next six months.

ABC Chief Economist Anirban Basu said, “While the industry continues to gain strength from significant funding for public work, pandemic-induced behavioral shifts — including remote work and online business meetings as well as surging borrowing costs — are translating into meaningful declines in backlog in commercial and institutional segments.

“With borrowing costs likely to increase during the coming months and material prices set to remain elevated, industry momentum could easily downshift further in 2023,” said Basu.

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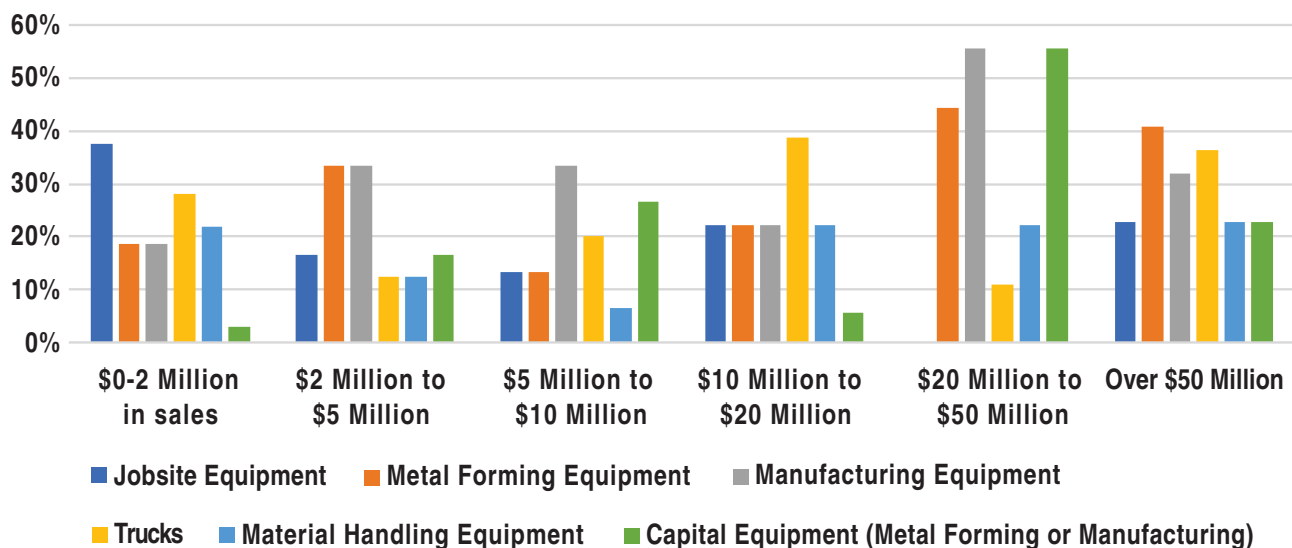
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Expansion Plans by Size of Business



Basu further stated that economists may be overly pessimistic, however. The U.S. economy has some momentum going and near-term recession is not inevitable. While building backlogs have declined, the industry remains healthy and contractor data indicates that the majority expect the next six months to be positive.

SUPPLY CHAIN & EMPLOYEE CHALLENGES

John Dumke, Vice President of Sales and Marketing at Roll Former LLC also expects 2023 to be positive. They have a lot of work lined up and their phones continue to ring. The one real challenge he sees ahead for everyone is the difficulty in supply chains.

"The price increases were one thing, but it's more of a problem not being able to access the components you need to complete a job."

Gunnar Gossard, Director of Sales at the BLM Group has his ear to the ground, and he is hearing that people in the industry are optimistically cautious. They see a lot of companies ramping up to do more business, but the supply chain issues continue to be worrisome.

Meanwhile, others find the employee shortage to be a more concerning problem.

Christian Rios, Marketing Manager and Mike O'Hara, National Sales Manager at Levi's Building Components advise that you take care of your current employees. Managing customer expectations is an important factor in keeping employees from burning out.

ABC's Construction Confidence Index seems to support that idea. Over half of industry professionals indicated that they believe that staffing levels will remain the same or go down, and when you consider that the staffing levels have been short this year, it's probably a sign that employers should try to hold on to the employees they have.

Robert Zabcik, P.E., LEED, AP Technical Director of the Metal Construction Association advises doing whatever you can to retain talent.

"Look to reroof and retrofit to pick up when new construction slows, but try hard not to lay people off," Zabcik said. "You'll never get them back."

Rob Haddock, CEO of S-5! agrees; he doesn't see the employee shortage going away any time soon. Forward-thinking

companies will likely come up with new training techniques to increase efficiency and productivity and possibly reduce turnover, he said. However, he doesn't see labor costs going down a lot unless construction demand comes down in middle to late 2023.

Keith Dietzen, CEO of Keymark, doesn't see an easy fix to the labor shortage. Like Haddock, he thinks there is opportunity for anyone who can find or develop solutions to help ameliorate the problem, such as automation, new software, any techniques or processes that require less labor or lower the bar on the skill level required.

Companies in the metal forming industry are looking for that very thing, new ways to increase productivity with the resources they possess or can attain. For example, a company that can't find people to run their machines on second or third shift have brought in new machines to expand first shift, a time slot they can fill. Others are automating as many processes as possible.

BLM is performing machine maintenance that companies did for themselves before. Gossard says this is an exciting new opportunity to optimize

productivity.

Bob Southwell, Executive Vice President of AIDA-America, has found that they can help customers with their staffing issues by going to the customer, optimizing their equipment for them and training employees.

Tim Felbinger, CEO of StartProto said that the problems the industry is experiencing is truly driving innovation as companies strive to get higher levels of productivity without increasing their employee roster. StartProto is assisting with software that provides operator feedback and documentation that helps lead to process improvements.

Increased technological solutions are great, but they aren't the only consideration in the challenge of maintaining or increasing productivity.

For those who are struggling to find new employees, Collins advised hiring

full- or part-time recruiters to focus on finding employees through various job sites and social media platforms.

THE ECONOMY AS SEEN FROM WITHIN THE INDUSTRY

Haddock believes what many economists have been saying, that the U.S. economy is likely going into a slowdown, if not a recession. He explains that the huge building boom that everyone has experienced is largely the product of the COVID-19 crisis and the supply shortages. The industry has been basically playing catch-up all through 2022. With demand up and supplies down, prices inevitably rose. Then inflation was added in. Haddock thinks these factors will likely bring demand down as we move through the first quarter of 2023. Then the industry will slow — noticeably — but not necessarily catastrophically. On

the up side, this may help with the labor shortage.

Dietzen agrees that rising interest rates and tightening credit will have a bit of a dampening effect in 2023. As someone who studied economics, he said that the two key factors he watches are inflation and interest rates. If inflation doesn't start coming down, the Federal Reserve will raise interest rates to try and bring supply and demand into balance. But, when rates rise, it impacts new construction and other capital expenditures and it can reduce demand throughout the economy. Still, he's not convinced it will be a very dramatic slowing of the economy.

However, he has advice for businesses should there be more than a slight downturn.

"It's a mistake to cut back too much, especially in your marketing budget.

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When the industry gets soft, that's when you really need to get aggressive on the marketing end, getting people into your shop by advertising and at trade shows. That's when you gotta market your products and services and find new customers."

Not everyone agrees with these assessments. Rios and O'Hara foresee good things coming in 2023. They believe commercial construction particularly and construction overall will be strong. They speak to the slowly declining prices of lumber and steel as promising indicators, though they acknowledge that concrete, insulation, and some other material prices continue to rise.

Haddock also sees some prices going down and believes that material prices will stabilize eventually, once the demand calms down. He has already seen the cost of aluminum level and even decline as well as steel leveling out.

Not everyone is as optimistic about material prices. Amanda Storer, Director of Marketing at Metl-Span/Centria of the Nucor Insulated Panel Group said, "We foresee a gradual decline in projects, specifically towards the back half of '23 because of the continued rise in interest rates and higher than historical raw material costs."

A sign Rios and O'Hara hail as good news in their own sector of the industry is the continuing migration to the southern states, where they say awareness of the benefits of metal roofing is growing, promising great market growth.

Wayne Troyer of Acu-Form has seen that metal roofing and siding are gaining market share as more people begin to think long-term. He does see some serious challenges ahead though: interest rates and fuel prices. He believes that due to higher interest rates people are more likely to just hold on to the buildings they have instead of building or buying.

On the bright side, Troyer has a plan. He intends to partner with his customers, ensuring that his pricing is mutually profitable. Further, he thinks that the end user hasn't felt the impact of the

material prices that have dropped much yet, so once they do it should get things moving.

WHAT CAN "TRENDS" DO FOR YOU?

Dietzen has noticed a positive trend in the post-frame industry. Interest in barn-dominiums has been growing.

"It's an interesting phenomenon," he says, "because it's not a supplier generated interest. It's a demand on the part of consumers."

This creates big challenges for some builders according to Dietzen, because many of them are accustomed to creating a shell for agriculture and sheds; they are not used to dealing with plumbing, all of the mechanical pieces that go into residential builds, and highly finished interiors. Many of them have turned to subcontractors to complete this part of the project.

Keymark has taken this challenge and used it to help expand the post-frame market by enhancing its software to support barndominiums. It's one of the company's primary focuses for 2023, along with incorporating supports for all metal building.

Taking advantage of trends is exactly what Beatriz Ceballos, Export Manager and IsoCindu advise. They believe that some emergent trends will positively impact the industry, including the push for Green buildings, automatization for efficient building management and new digital technology.

"Some of the sectors will slow down," she said, "but others such as cold chain will increase and there's a high demand for material supply chain, labor, etc."

Both Ceballos and Zabcik see great growth potential in IMP use for cold storage niches such as agriculture, seafood, pharmaceutical, and cannabis.

Haddock sees great things in his company's future, expecting significant growth in 2023. Many of the products they produce are related to safety, especially snow retention products and mounting fault protection systems. As

well as being part of new construction, these safety items are often part of retrofits, and they are often required for code compliance.

While not life-saving, solar applications are quite popular as people try to bring their energy costs down. Energy costs have soared and the war in Ukraine has not helped. The more it goes up, and as governments offer incentives, the more attractive solar thermal and photovoltaics become.

"When you can install an electric generation system that will last 35 years or more and it pays for itself in the first few, who wouldn't do that?" Haddock asked.

Energy costs in other parts of the world are generally even higher than in the U.S. and Haddock and company are expanding into new export markets expanding their reach and drawing in revenue sources from all over the world.

Johnston's viewpoint coincides with Haddock's belief that solar panels and accessories are a good industry sector to be in currently. He states that revenue will be driven into the residential sector of the industry, referring to the Inflation Reduction Act, in which the government has extended a wide range of tax credits for homeowners who install solar panels and other energy efficient products such as new windows, water heaters, HVAC systems and heat pumps. Of course, contractors can drive business by becoming knowledgeable about the potential tax and energy savings, tailoring their offerings and assisting potential customers to qualify for the tax benefits.

Other forms of environmentally friendly products can have an "enormous economic impact," according to Collins. Manufacturing and/or offering products with great thermal performance, for example, are great options.

"Frankly, there is a lot of money to be made in making products that can contribute to easing the impact of global warming," Collins said.

The Lumber, Building Material, and Hardlines (LBMH) industry sees promise in investments in software. In



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line with the construction industry overall, these companies have seen great returns in 2022. With extra capital in their pockets and an expected downturn in the economy, they are in many cases expanding their e-commerce and support for online sales; 88% of those surveyed saw increases in their e-commerce over the last 12 months. The fact that consumers have accepted new e-commerce channels is promising and suggests that while builders may not be able to sell their finished product online, aids such as visualizers may be helpful in this business climate.

CUSTOMER SERVICE

Rios and O'Hara believe that the key to being successful in the new year will be great customer service and ensuring that your company has the supplies they need in stock. Part of that involves pre-planning and communicating with your suppliers sooner rather than later.

Meanwhile, Storer warns that contractors and builders stockpiling materials way ahead of need because of past chain supply challenges are likely to cause more delays for those who need the supplies sooner rather than later.

Ordering too many supplies too far in advance can cause other problems. Barry Wood, Vice President of Marketing and Commercial Development at Wood's Powr-Grip Co. offered this observation:

"In 2022, we faced a huge cash shortage. There were several reasons that compounded to cause this. But the most significant reason was the difficulty to get materials. As our suppliers' lead times got longer, so did ours. As our lead time increased, so did our backlog of work. Following the standard protocol of ordering materials to fill existing orders, we saw our inventory increase significantly. To solve this, we simply stopped listening to the computer and slowed down on placing orders. As the inventory went down, our cash flow improved."

CLOSING ARGUMENTS

Johnston offered this insight: "Builders will continue to struggle finding quality workers at affordable wages and will continue to see elevated costs of materials, while projects plateau or decline. Fortunately, we do expect inflation to be lower in 2023 than it was in 2022, and we expect the actions of the Federal Reserve to reduce inflation further as the year progresses, limiting further demand destruction and inflationary trends."

As far as trends in construction, Haddock has noticed over the last 50 years or so that commercial construction follows residential construction — though it does have roughly a six-month time lag. In other words, if residential construction slows down, commercial construction usually follows suit eventually. When residential starts to pick up,

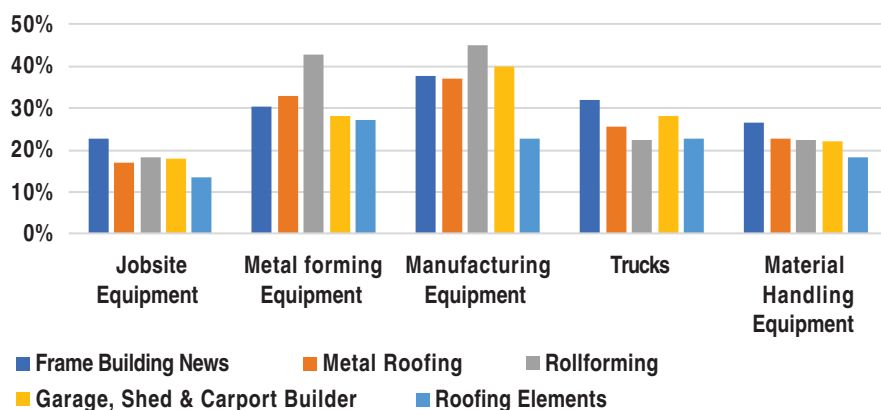
guy who is being squeezed. "Try morphing your business into a direction that will help protect you," Haddock said.

Johnston bears out this idea, noting that if there is a silver lining in the construction market, it may be the high-end residential market.

"High earners have not shown a meaningful decline in purchasing power," Johnston said. "In 2023 we expect high earners to continue investing in residential real estate and for high-end residential construction experts to remain in demand."

Other industry sectors that Haddock sees as safer and great options to expand a building business into: hospitals, nursing homes, and other medical facilities, and government buildings. These places are necessary and eventually they need to be refurbished if not rebuilt.

Expansion Plans by Magazine Subscriptions



commercial will again follow suit.

Haddock has advice for those in the industry who would like to feel more confident about their prospects for the future. He suggested studying and thinking through the likely prognosis for different aspects of the industry. For example, if you build high-end custom residences that people pay over a million in cash for, they will likely build it even with an economic downturn, and low-cost housing is a necessity. But the \$300,000 to \$400,000 home buyer is the

Agriculture is another example of a more recession-proof sector. "People have to eat," Haddock says.

Dietzen notes that some business owners start as contractors, grow, and begin buying in bulk, developing a supplier business in addition to contracting or to replace their contracting business.

In conclusion, the name of the game seems to be: diversify. The more sectors you are involved in, the less you will be negatively impacted if one sector sees a downturn. [RF](#)

Is It Time To Invest?

Investing in a roll former requires careful planning, plenty of research

■ By Ben Schmidt, Industry Sales Manager – Metal Buildings, Trim & Decking, The Bradbury Group



Bradbury tooling rafts for rafted roll former. A rafting roll former allows you to interchange tooling for each profile. Photos courtesy of The Bradbury Group.



Double-high exit end with through-fastened and standing seam panels.

Changing the way you do business will always require some research, plenty of planning and some sort of investment. Purchasing your first in-house roll forming line is certainly no exception.

A respectable roll former manufacturer will guide you through the process, first of all, making sure the investment makes sense and that you're ready. Manufacturing your own panels can be a great way to gain control over your business and ensure the quality of products you're offering.

The roll formers we're talking about usually produce 29-gauge or 26-gauge exposed fastener panels, to be used as residential roofing or perhaps, as barn kits or post-frame buildings. You'll be stocking coil measuring 40.875 inches wide to produce these panel profiles.

Everyone wants a quick return on their investment. Investing a few hundred thousand dollars on a roll former means it has to be cranking out a lot of panels to make the purchase worthwhile. Roofers like to talk in squares; roll former operators talk in footage or how many truckloads of coil they go through in a month's time. Running a million feet a year, typically, justifies your roll former purchase.

No matter what the panels are used for, they won't be of much use to anyone without trim pieces. Because the margin on trim is much greater than on panels, it's recommended that anyone purchasing a roll former should already have a trim shop in place.

A trim shop and a roll forming line require a lot of space. If a client is putting up a new building, the ideal building size is 150 feet by 300 feet. That should



Bradbury double-high roll former.



A roll forming line requires a space of approximately 90 feet long by 10 feet wide to operate safely.



Through-fastened panel exiting Bradbury roll former.

be plenty large enough for the trim shop, the roll forming line, your coil stock and an office. For those looking at moving into an existing building, keep in mind the roll forming line will require a space of approximately 90 feet long by 10 feet wide to operate safely.

Your line will include a decoiler, your actual roll forming stations and a finished product handling area. At some point, it may include a packaging station as well. Customers can be advised on choosing a single mandrel or double mandrel uncoiler. The double mandrel uncoiler will require more space but helps reduce the time it takes to change coils.

Will your roll forming operation produce one profile, or does your market indicate a second profile may be profitable? If you're producing one profile, a single high roll former should meet your needs. If your market will support a second profile, you'll have to decide between a double high roll former or a rafting roll former, which allows you to interchange tooling for each profile. That tooling will be changed by a crane or forklift.

Operating a roll former requires training, provided by the manufacturer, including learning how to adjust guides and dies to ensure a quality end product. Operators must be able to recognize a variety of consistency issues from one end of the line to the other.

Consistent overlap, length accuracy and panel coverage are the most important items required for the main operator to maintain.

A big investment requires plenty of research. Roll forming manufacturers can answer your questions and help you get what you need to change the way you do business by taking control of production.

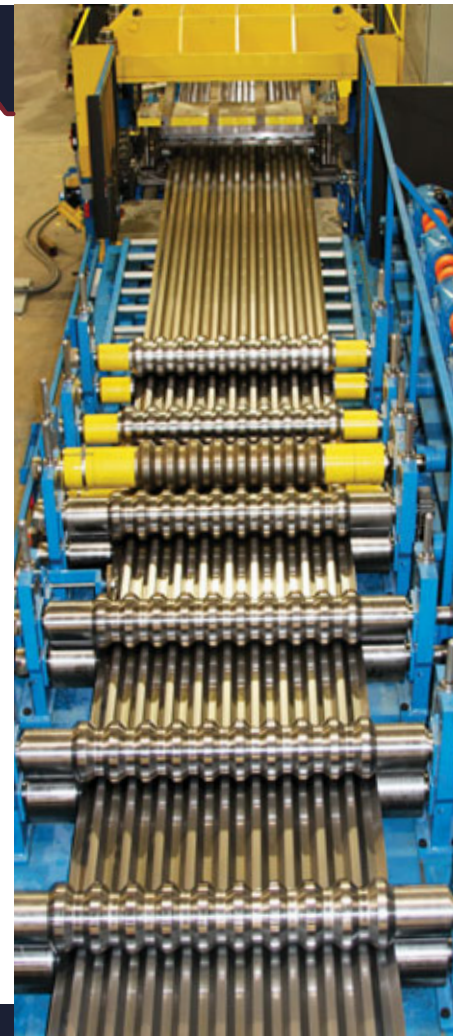
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Bradbury double-high roll former with Beck Automation controls.

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Making Money By Moving Your Machines

Better efficiency could be just steps away

■ By Sharon Thatcher

Saving some money in your production process may be as simple as moving machines on your shop floor. Where your machines are located, where you have your materials and finished items stored, and your traffic flow patterns can all have an impact on your bottom line.

It sounds like common sense, but Ryan King, National Sales Manager for CIDAN Machinery, has spent many hours visiting architectural sheet metal shops and has seen how the rush of day-to-day business can interfere with maintaining good shop floor layouts. Rollforming Magazine followed up with him after he raised the issue during an educational presentation at the Construction Rollforming Show last October.

“The most efficient shops have a flow from start to finish,” King said. “The raw products start at one end of the building, and the finished products on the other.”

Unfortunately, that isn’t always the case.

“I’ve walked into many shops and a shear is behind the roll former and the folder is just thrown where they had space at the time,” he noted.

This typically happens in an older, established shop that has seen a rotation of machines. Rather than stopping to reorganize the entire shop, the new machine is moved in with little regard for where it fits best into the production scheme.

“Workers should all be working in the same common area,” King said. “A new slitter should be put with the slitters, a folder should be with the folders, a roll

Type of Shop Configurations	
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former should be with the roll formers. You may have to move this, this, and this, but in the long run it makes more sense.”

Of course, the size of your shop makes a difference. If you’re a contractor making your own architectural trims on a low-production basis, you’re likely working in a limited space on small or one-off jobs. You may not have many options for shop floor configuration. In such cases it’s “less about revenue and more about controlling the process,” King said, noting that machines should at least be situated in a way that maximizes production by requiring fewer steps for the operator to maximize production time.

For the typical metal-forming shop running ag/tuf-rib/PBR panels, shop floor configuration takes on increased financial importance: bigger machines, thousands of pounds of coil, product storage and shipping procedures, forklift and truck traffic all play a role in workflow efficiency.

King describes an example where a shop’s slit line is located 20 feet from the folder. It may take less than a minute to get from one area to the next, but over the course of one day those seconds add up.

“Every step that [operator] takes is time,” he said. It doesn’t look like much on a micro level but from a macro level, every day that worker is spending 20 minutes a day just walking between those two machines, multiply 250+ working days a year, that represents thousands of dollars, and you’re getting less product out the door.”

For small shops planning to remain small, the dollars may seem insignificant, but if you plan to grow your shop to the next level, paying attention to those small things up front can make a difference as you extrapolate expenses over time and growth.

King recommends using slower times of the year to evaluate your shop floor configuration and make changes. “Moving machines around comes with a greater cost up front,” King said. “You have to move them, rewire them, re-level them, but if you have one machine and you place it far away from the other machines [it can cost more over time].”

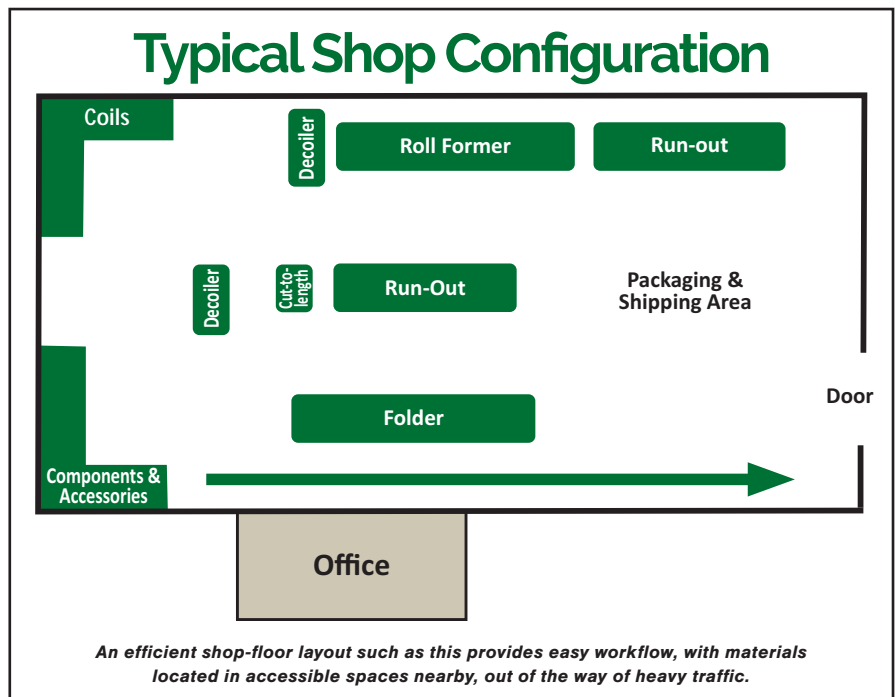
As would be expected, working with a new building versus retrofitting an old building makes floor planning easier. “It’s always going to be easier because

you're working with a blank slate," King said.

Both Ephraim Esch, owner of Solanco Metal Roofing, Quarryville, Pennsylvania, and Albert Shrock, owner of Cherry Fork Metals, Richmond Dale, Ohio, agree, having both experienced the benefits of moving from old to new buildings in recent months.

Shrock operates primarily with jobsite machines but moved from a conglomeration of five buildings into one large building. The new building is used for material and equipment storage, a trim shop, and office.

In his old facility, he said, "I had more space, but it was a combination of five different buildings kind of stuck together." Now all under one roof, the new building provides easy flow-through from one area to the next. "We're a lot more organized," he said. And he likes the fact that



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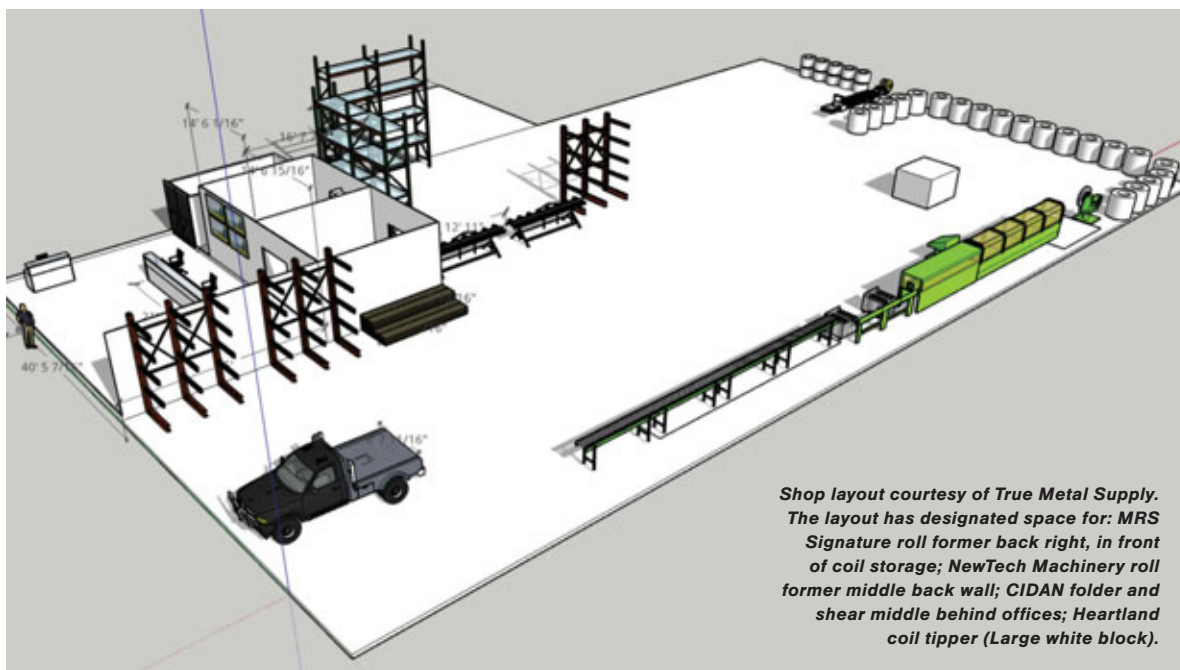
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Shop layout courtesy of True Metal Supply. The layout has designated space for: MRS Signature roll former back right, in front of coil storage; NewTech Machinery roll former middle back wall; CIDAN folder and shear middle behind offices; Heartland coil tipper (Large white block).

he can easily look from his office into the shop area. “From the office I can see the inventory; you don’t have to walk into another building to check something out,” he said.

The new building is also climate controlled to better protect his supply and machinery investments.

Ephraim Esch also has a better sense of organization with his new shop, which replaced a modified chicken barn. He has shop employees doing the metal work, so relied heavily on their input regarding the shop floor layout before moving in. “I’m not a very good designer,” he admitted. He relied on his employees to help with the layout. “We spent a lot of time, I and the employees, talking it over. We discussed this a lot,” he said. “I’m not in the shop a lot myself, so I wanted them to be comfortable with it. I haven’t heard any complaints. That’s not to mean we’re not going to make any changes, but it’s a whole lot better than we had it before.”

To help with production, he installed another uncoiler to reduce the switching times between the trim line and roll-forming line.

SPACING CONSIDERATIONS

Whatever square footage of floor space

you are working in, Ryan King advocates for spacing machines close together without hindering production and safety. As well, the ability to access maintenance areas comfortably should be taken into consideration.

It comes with the caveat to check local codes. “There are some cities and municipalities that have codes for the distance machines need to be from walls and that sort of thing,” King advised.

STEP-SAVING ACCESSORIES

A way to increase productivity without moving machines is adding accessories that help reduce steps. Two commonly seen by King is a table on wheels that can be rolled next to a production machine to hold materials or finished product until ready to wheel over to the next step in the process, “so at least it’s one movement, not [a constant] back and forth,” King explained.

Hand-made ramps are also used to help hold heavy materials as they are being fed into the machine.

Yet a third device are J-hooks or hangers attached to the top of the machine. These are used to hold blanks ready to be formed in a 10-foot folder, “so now when they bring in the next flat sheet, it’s right

there in front of them.”

TRUCK TRAFFIC

When planning shop floor configurations, an important area to consider is shipping. While not always feasible in some shops, the most efficient buildings accommodate drive-through traffic so trucks can enter at one end and exit the opposite end. This isn’t just a safer pattern but is more efficient by allowing one driver to pull in just as another one is leaving. It also helps avoid damage that is quintessential at manufacturing sites: damaged doors, damaged product, and damaged machines caused by backup mishaps.

If a drive-through is not possible, King said having space to load trucks indoors is safer and more efficient, particularly when shipping long panels. As he noted: “When loading long panels on a truck or trailer, it is difficult to drive the panels through a door with your forklift instead of simply loading inside the building.”
RF

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



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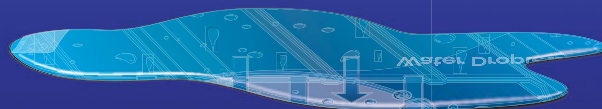
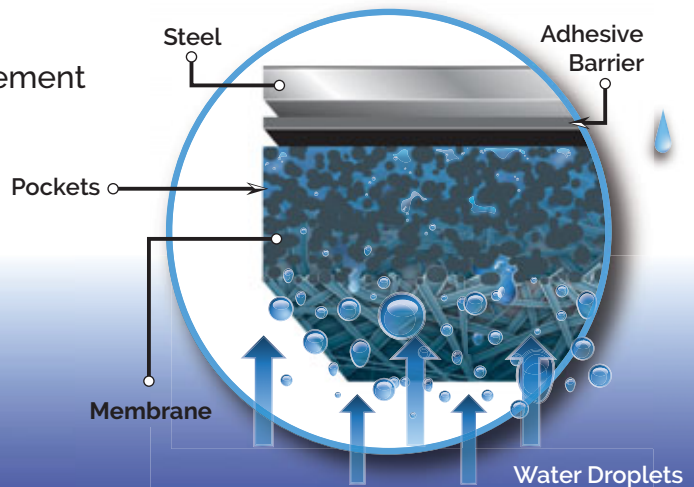
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Wytheville Metals

Virginia Roll Former Pins Success On Quality & Service

■ By Karen Knapstein

J.R. Kauffman founded Wytheville Metals in Southwestern Virginia in 2003. J.R.'s son Rick, the current owner, recalls: "Back in 2002 I was helping my dad on a dairy farm in Maryland. We were tired of milking cows. Dad had a sister in a construction supply business selling metal and accessories and was attracted to that."

There wasn't a lot of competition in the area, so it felt like a good fit. The family moved to Virginia in 2002, and J.R. opened the construction supply company in 2003.

The business was small, with J.R. running the company and Rick as his employee. At the start, Wytheville (pronounced *WITH-vil*) Metals didn't roll form its own components; they bought long lengths of trim and panel stock and cut it down to fit customers' orders. "We tried to stock 10- to 20-foot lengths of

panels and trims. We thought we could cut them down to the sizes needed by our customers. It worked to an extent, but there was a lot of waste. It wasn't as efficient as it could have been."

Business was slower than they liked, so they started buying job packs from another company to continue to build the business. They contracted roofing jobs and built pole barns, too. In time, they found there was more money to be made — and were fewer headaches — if they focused on rolling the components and left the construction to someone else. "Also, we were competing against potential customers by building so we switched to strictly rollforming and serving on the supply side," Rick explains.

It was in 2005 that the company invested in its own roll former; they chose a new stationary roll former from ASC Machine Tools. Once they started

rolling their own panels and trims, business picked up and the company grew quickly.

Other equipment in the Wytheville Metals arsenal includes a Slinet trim slitter and Variobend bender, both from Hershey's Metal Meister, Acu-Form trim formers, and a Zimmerman portable roll former.

The portable roll former allows them to offer and roll the higher-quality standing seam panels at jobsites. "Standing seam isn't as big of a seller because it comes at a higher cost," says Rick. "There's no limit on the length we can roll. The limitation is how far the roofer has to carry it to put it up on the roof."

While the company's most in-demand product is a standard 5-rib ag panel (which they offer in lengths from 2" to 50'), they also produce trims and flashings, snow guards, and any other

metal component that's needed. "We also offer custom components," says Wytheville Metals Office Manager Joel Zook. "If a standard component won't do the job, we can bend whatever will work for the customer."

They can also provide all the accessories needed for getting the job done, including (but not limited to) Titanium Underlayment, Epilay Underlayment, and standard black felt paper. Most of the accessories they offer like screws, pipe flashings, and closure strips come from Levi's Building Components. There is also a showroom in the main office that has tools on display and for sale, including Midwest Brand tools, Malco, Makita Tools. Newest line they've added is Ox tools made by Craftmen's. Basically, they have anything a customer would need to do a job.

Rick says about 70% of his building materials end up within a hundred-mile radius of the metal shop. "There's normally a weekly run that's about 2½ hours away." They ship a fair amount of materials to North Carolina.

Wytheville's customer base includes roofing contractors, post-frame builders, do-it-yourselfers, and lumberyards. "We have a lot more homeowners that do it



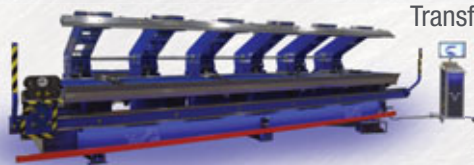
Wytheville Metals' top priorities are quality products and service. Owner Rick Kauffman (third from left) attributes much of the company's success to the great people that work with him.
PHOTOS COURTESY OF WYTHEVILLE METALS.

themselves," reveals Joel. "We still have a large contractor base, but a lot of product gets sold to homeowners. We have a large base of contractors that do installs; most of that is going to be for houses." While they sell to some pole barn builders, that number is small because "they're hard to find in our area."

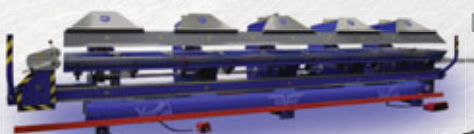
There has been a lot of growth in the storage building market recently, which means there are opportunities available for supplying this segment of the construction industry. Wytheville Metals supplies its own shed-building company, Premier Structures, as well as many other storage building manufacturers. "We

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Three Keys to Success

1) Quality. Quite a few local roll forming shops have sprung up over the last few years. We don't compete on price; we try to stock and maintain a heavier product line than the competition. Our 29 gauge is heavier than our competitors'.

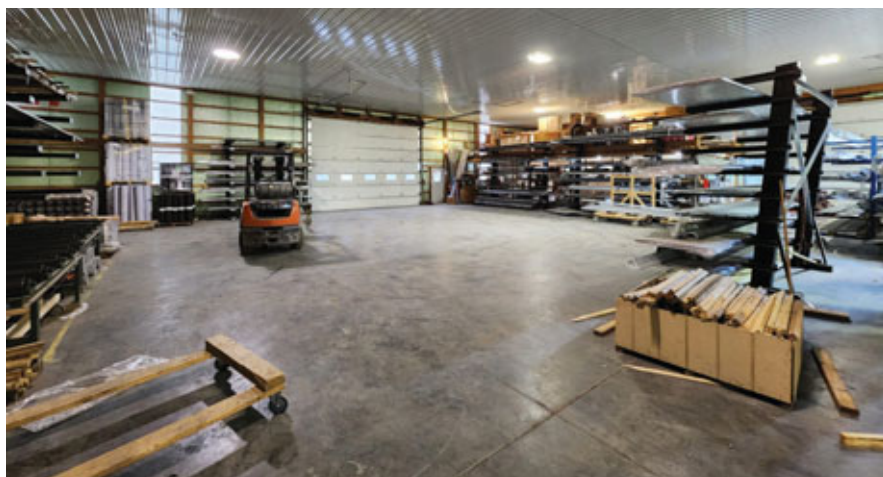
2) Service. We try to keep a quick turnaround. Even more important: When you make a mistake you own up to it. A lot of businesses believe that once their customer takes delivery, it's not their problem; we don't feel that way. We treat our customers the way we want to be treated.

3) Great people. "I'd like to give our personnel some recognition. A lot of the success of the company over the last four or five years is because of the people working for us. We don't have a lot of turnover, which we're grateful for." As a Christian-based company, they give God the glory and let Christ's light shine through the staff and their actions.

supply a lot of product to that industry; that's really picked up in last five years," Rick remarks.

As far as what else is selling in their Southwest Virginia area, Joel says it's split between the residential, agricultural, and commercial markets. "Most of what we deal with on the standard panel and standing seam are residential homes. Most are single-family homes, but we're currently working through a large contract for multi-unit apartment buildings in Wytheville. Probably 75% of our business is single-family, 20% ag, and a small portion is multi-family and commercial."

As the demand for components grows, so does the number of employees. However, J.R. is no longer heading up the crew. Rick recalls, "In 2016, the decision was made that Dad would retire and I purchased the company." Including Rick, there are 13 employees involved in the metal side of the business: there are



Whatever components are needed, Wytheville Metals is up for the task.

11 full-time employees and one part-time employee that handle delivery, production, and office duties.

As the demand for metal building components grows, so does the competition. "When we started, there were probably three roll formers within a two-hour radius," observes Rick. "Now there are probably 12 or 15. There's a huge demand in our area."

While competition is fierce, this is one company that chooses to not compete on price. "We've learned that our success in reaching contractors is through service," Rick explains. "We can't compete pricewise because of logistics. We can't afford to deliver a product to contractors cheaper than they can get in their hometown. So we focus on quality products and services."

One way they differentiate themselves is the material they offer is on the thicker end of the gauge variance spectrum. For example, the thickness of their 29 ga. materials are right at the cutoff for 28-ga. "We try to offer a thicker product, but that only gets translated to a few customers," Joel notes. "Most homeowners don't catch up on that detail."

Another service their customers like is delivery via boom truck. "If a job goes to a jobsite and not to another store, we offer boom service where we can set the job pack across the fence," Rick declares. "We can boom it out 30' from the truck.

Customers really like that service."

PAST, PRESENT, FUTURE

Rick says one thing he would do differently if he had the chance to do it all again is he'd start roll forming right away. While the chop shop operation worked, there was a lot of waste, and the business wasn't as efficient as it could have been. "We had wasted labor and material; roll forming right away would have cut out a lot of that. I feel like we lost a few years' worth of revenue and steam by not starting off with a roll former."

Buying a machine, learning how to use it, and getting it set up was easy. "We took a trip to Washington for a day of training and the machine arrived a week later. Learning how to do it wasn't very difficult. We had a good experience with ASC."

Fast forward to 2022: "We had an over-the-top year. We don't know what to expect in 2023, but there's no reason to think it won't be good other than how everything else is going," presumes Rick.

"Finding product was hard going through COVID," he continues. "We're in a more rural area so the panic level wasn't quite as high here. We never really shut down at all since we're an essential business."

"As far as supply chain issues go, Liberty Steel treated us very well," Joel adds. "They kept us supplied. The cost of things was very volatile during that time,

so it was hard to price it in a way so we could make a little money and the homeowner could still afford it.”

Looking ahead, improving the company infrastructure and a facelift are in the works for Wytheville Metals. They plan to merge their metal manufacturing and storage-building businesses into a single company to streamline administration and become more efficient.

And a full facility makeover is in the plan for 2023, which will include refacing the building. “The first building my Dad built on the farm was 80 x 100 with a little office attached to the side. He added a couple additions after that. We have a conglomeration of buildings totaling 30,000 square feet.” Refacing the buildings will help give the business a more professional-looking face.



Wytheville Metals has a conglomeration of buildings totaling 30,000 square feet. The plan is to give the entire facility a makeover in 2023.

No matter what degree of success Wytheville Metals enjoys, Rick stays grounded. “It all started with Dad and I’d like to give him credit for where I’m at. He’s definitely the reason I am where I am.

“What made the biggest impression and influenced me in business is we strived to have a good product with

quality being the number one thing,” Rick continues. “Dad took that to a whole new level. It didn’t matter if competition was knocking his doors down, he would not bend on quality and service. From a business ethics standpoint, don’t worry about what your competition is doing — keep doing what you’re doing and your customers will follow.” RF



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How To Attract, Hire and Retain Top Talent

Key takeaways from a presentation given at the Construction Rollforming Show

■ By Dolly Penland, Business Results

The most successful organizations ensure they have the right people in each role being managed in the best possible way. Knowledge, skills and experience are not enough to ensure success. Too many companies try to rely solely on an application or a resume as a way to gauge candidate success. Or they go the “trial by fire” route, hiring someone, throwing them in and letting the candidate sink or swim. But every single person learns in different ways, and they are communicated with uniquely and need to be managed to their individual strengths. If you want to have successful business outcomes, you have to understand people. Behavioral and cognitive data are required to understand each person you are considering hiring and each of your current employees to make sure you don’t lose top talent. Dolly Penland, CEO of Business Results, recently shared some tips to best attract, hire and keep top talent for attendees of the Construction Rollforming Show 2022 in New Orleans. Here’s some key takeaways.

Craft job descriptions that attract the right candidates. You wouldn’t build a house without blue prints, but many organizations try to build a talent strategy without a people plan that directly relates to their business plan. Before you try to hire, an important step is to objectively analyze each role in your organization to understand the behavioral and cognitive abilities and competencies required for each position before you put up a help wanted sign or a job posting on a hiring platform. You know what skills applicants need, what degrees or certifications candidates should have, and any experience that would be beneficial. This allows you to have an objective job model to compare each person.

By having a model of your ideal behavioral qualities and cognitive abilities, you can then add language to the job descriptions that attracts candidates who better match the specific position. For example, if you’re needing candidates for a Roofing Technician role, you might say, “Our company values workers who can produce high quality work, consistently following our structured training program.”

But for a Superintendent, the job might require someone who is, “An independent problem-solver, who will persuasively and diplomatically ensure foremen are fostering safe job sites, while



also positively representing the company directly with clients.”

Objectively identify the right candidates to avoid costly interviews and bad hires.

Your hiring managers can save time by assessing candidates as they relate to the ideal behavioral and cognitive requirements of the job as soon as they apply, to determine how each person is fitted for the position before you invite them for an interview. Using scientifically-validated assessments takes the guesswork out of the hiring equation, and more importantly helps your managers and leaders prepare so they ask smart questions during the interview process. This preparation ensures you are getting a true understanding of a candidate, while also ensuring the candidate has an excellent interviewing experience.

Every person is unique, so being prepared with quality questions regarding motivations, learning styles, and competencies are critical for someone to be successful in the role. For example, achievement orientation, cooperation, and compliance might be required competencies for the Roofing Technician role, but organization, communication, and proactivity for the Superintendent role. Every job in your company will have different attributes required to move the organization forward toward your business objectives. People aren’t let go because

they didn't have the skills needed for the position. It's these invisible qualities that we have to assess and interview for before hiring. Don't forget to ask questions crafted to ensure the candidates understand and will embrace your organization's culture.

Better manage the team you have.

It's not enough to just use behavioral and cognitive data to make a better hiring decision. The same data used to understand each candidate can be used post-hire for ongoing communication, team building, performance management, succession planning, and engagement. After all, people don't quit jobs, they fire their boss. You should investigate whether any assessment system has comprehensive post-hire strategies for effective management and training

for managers that guide them to coach, motivate and communicate with each individual on their teams.

The same management style doesn't work for everyone; however, most managers try to use a "one size fits all" approach to their direct reports. Why? Most managers haven't been formally trained in using data to tailor their communication, direction, or learning instructions to each person on their team. Most managers are promoted to a leadership role before they receive any communication, leadership, or coaching training. But they are given responsibility over other people without guidance.

Don't forget the importance of talent development training and initiatives to help people continue to grow in their career and contribute to your

organization's success.

If you want your people to perform at their best ability every day, it's important to be able to understand how to help each person thrive at work. Any company can use people data from pre-hire to retire to help their people be successful so that they can help the company be successful. RF

Dolly Penland, *President & CEO of Business Results, a PI® Premiere Certified Partner and Master Training Center, Talent Optimization consultancy, and a CATIL® Elite Certified Partner, works with organizations helping them to hire and manage their talent to their highest potential. She specializes in multiple areas including helping businesses grow sales, reduce turnover and develop leaders.*

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Roll Former LLC

Customized Machines Are Us!

■ By Linda Schmid

In the beginning, there was ONE machine. Ewald Stellrecht created a panformer machine to allow builders to create their own roofing panels, thereby avoiding the high prices of pre-formed panels and the intensive labor required to create them manually. The orders poured in and in 1978 the Roll Former Corporation was born.

The company had several investors and the company's product: a roll former, 5-6 tooling stages long, that created 1" mechanical lock standing seam panels from copper or tin. The machine shop was so busy making this product that Stellrecht couldn't continue the innovation he loved. Eventually, he decided to break from the investors and start another independent company, ESE Machines. Some of the remaining investors thought Roll Former wouldn't last and they got out.

Gerry Corkery and Phil Altomare took the helm. Altomare ran magazine ads promoting the machine, and the company grew. The company made a positive impression on the Ball Mason

Jars Company, which was big in selling zinc. They began buying machines from Roll Former Corp. and placing these machines in the field, thereby expanding their customer base for zinc panels. This was a big boon for Roll Former Corp., too.

About 8 1/2 years ago, Bob Schultz and John Dumke purchased the company from Corkery and Altomare. A year and a half ago, Tennsmith purchased it from them.

Today the company has grown to 28 employees. Many companies are finding it difficult to find employees these days, but it's always been a bit of a challenge for Roll Former, even though they are located in Chalfont, Pennsylvania, just forty miles outside of Philly.

"Most people aren't versed in building roll forming machinery, so there is a steep learning curve," said John Dumke, Vice President of Sales and Marketing.

Further, while they build 25 standard machines, they account for a minority of their sales, which certainly adds to the complications of learning the job.

"Now about 65% of our sales are custom



machines," Dumke said.

Why is so much custom work necessary? The industry does not have standards that allow for one-size-fits-all. There are no standard flashings; they are different for shingle, metal, and built-up roofing. Every marketplace or area across the country has their own needs. Roll Former has a very customer-centric culture, so they develop the machine that the customer wants.

An inherent challenge in their business model: Custom work is not

straightforward and cannot be completed as quickly as standardized work. With standard machines you make hundreds of the same parts, and they don't have freshness expiration dates so you can make many pieces ahead.

"But with custom work, a lot of things are one-off," Dumke says. "Custom built takes longer to design, cut, do machining, lathing for round parts, milling for square, painting, welding, testing, and fine-tuning. At some point we were dumb enough — or gutsy enough — to veer off into this custom stuff. Either way, it has blessed us with a lot of work," Dumke concluded.

Custom work has an up side beyond keeping busy.

"We've had customers who were told that what they are looking for can't be done," Dumke said. "Then we do it, and the customer is excited. We designed and built the widget they dreamt of! There is a special satisfaction in helping

Pride of craftsmanship is certainly part of that. Dumke adds that the group is like a "Band of Brothers" and Jackie, the only woman, is their "Mother Hen." Also, the company treats them well. For example, the Smith brothers, owners of Tennsmith, added air handlers to their plant. It had nothing to do with production and everything to do with the employees. According to Dumke it is unusual to see such attention paid to employee comfort in that kind of facility.

Employees get to work with some nice equipment, too. They have a new CNC lathe. Staying up-to-date on equipment is important to their work and they hope to be doing some more updating in the future.

The business philosophy of the company is one that is just as good for working with employees as it is for customers. They've always been straight forward and honest. Dumke gives this example:

something that Dumke's team doesn't have, they refer them to one of the other entities. Sometimes a startup company will ask for six profiles on a roll former and they will be dissuaded. A machine might do six profiles, but usually it will only do two or three really well. The Roll Former group will suggest that the company get a folder first. Tennsmith or Roper Whitney can provide that, then they will help the start-up figure out a future plan for adding on other machines over time. They always try to do what is best for the customer.

The way things are going, Dumke sees blue skies ahead. They have a lot of business on the books and the phones keep ringing with people who are interested in their equipment and those who have ideas for custom work. With custom work and a broad standard product line, the sky is the limit. RF



somebody with something unique."

Dumke said they've made a lot of intricate, custom, cool machines over the years. They're made in America and they are good quality machines, but they're not expensive.

"With some good down time and good maintenance these machines last 15-40 years if they are being used for what they were meant for. Some machines from 45 years ago are still around," Dumke added.

Despite the challenges of custom work, employees tend to stay at Roll Former.

"Over the years, customers who have discovered that the wait time for their new widget is months down the road have offered expediting fees and up-front deposits. We have always turned them down. While we appreciate the offer, how could we push someone else out of the way so the expediting-fee-paying customer can assume their place in line?"

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Life-Cycle Cost Analysis

Invest Wisely: The cost of a used roll former may be more than you think

■ By Rollforming Magazine Staff

Shield Wall Media completed the 2022 State of the Industry Survey. One result stood out as unique. Across almost all market segments, companies are expanding to add metal forming and roll forming equipment.

All respondents:

27% were adding equipment

Metal roofers:

32% were adding equipment

Post-frame builders:

26% were adding equipment

Metal building builders:

37% were adding equipment

Manufacturers, dealers or distributors:

43% were adding equipment

Rollforming Magazine subscribers:

43% were adding equipment.

All of the above face two questions:

What machine should I buy? and

How should I buy it?

Businesses purchase capital equipment one of three ways: cash, leasing or debt financing. The question of “What machine?” needs to be addressed before the decision of how to buy.

A primary component of “What machine?” is determining the relationship between cost and value. Often, used equipment presents as the best option because of the apparent lower cost. The challenge comes when determining the actual cost in the real world. All equipment has a cost today and a cost over the useable life of the piece. To make a fair and realistic comparison, a buyer must include both the up-front and deferred costs of the equipment.

A new machine is a machine purchased directly from the manufacturer. New

machines have several benefits included as part of the up-front cost or investment.

- Factory warranty & support
- Equipment designed for your application and profile
- Components designed to work together for maximum efficiency
- Can be designed for future expansion of profiles and capacity
- Latest design and technology.

Used machines pose a number of unknowns and can be subject to a great deal of variability. This variability comes from the specifics of both the seller and the individual machine. The first step to generate a fair comparison is determining exactly what you are buying.

When considering used equipment, ask a lot of questions and have an experienced technician examine the machine and verify the condition. Some questions involve logistics and some the machine itself.

- Who moves and installs the equipment?
- Who is responsible for any damage sustained in transit or extraction/installation?
- What is included? Does the purchase include uncoiler, shear or controller?
- Is the manufacturer still in business?
- What is the manufacturer's position on support (free/ paid/ not available)?
- Is the line under power?
- Do all components function the way that they should?
- Does the line run proper sheets with consistent lengths?
- Do the top and bottom die profiles mirror each other or are there gaps/

inconsistencies?

- Is there damage to the chrome? Have the dies “crashed”? (Signs of crashing: rough surfaces, rusting or pitting.)
- Does the panel look good and lay flat?
- Does the panel measure correctly, overall coverage, rib to rib, rib height?
- Is the panel consistent head to tail?
- Does the panel lap and seal well?

To compare create an estimate of the total expenditures over an assumed useable lifespan for the piece. A good guideline is the length of the depreciation schedule. For the sake of the article we will assume 5 years.

Calculating the total investment over 5 years, for a new machine is relatively uncomplicated. The proposal will include freight and installation expenses. The warranty covers defects and if there is a maintenance schedule the fees are



How much will replacement dies cost if you buy a used roll former? Don't forget to consider the cost of downtime.

obvious.

For a comparison we will look at one new unit and compare it with four used equipment options. The items included in the lifecycle cost are:

- Equipment Cost

- Rigging Cost
- Freight
- Set up
- Repair and retooling costs.

The example shown is a comparison between:

A 2001 MRS Signature II. 3/4" AG panel and 1 1/4" R panel. Single Batch Controls. Single Station Decoiler

A 1995 Bradbury 420DH. 1 1/4" R panel and AVN panel. Multi Batch Controls. No Uncoiler.

A [year unknown] Griffin. 3/4" AG panel. Controls, unknown. Uncoiler, unknown

A 1995 ASC - CAS. 1 1/4" R panel. Multi Batch Controls. 20,000 pound uncoiler

As the examples demonstrate, the repair and retool aspect represents a huge unknown and can drastically

	Equipment Cost	Rigging Cost	Freight	Setup	Repair / Retool as needed	Total
New	\$200,000	\$0	\$5,000	Included	NA	\$205,000
2001 MRS	\$110,000	\$0-\$2,500	\$5,000	\$5,000-\$15,000	\$0-\$50,000*	\$120,000 - \$182,500
1995 Bradbury	\$149,500	\$0-\$2,500	\$5,000	\$5,000-\$15,000	\$0-\$50,000*	\$159,500 - \$222,000
Griffin	\$38,000	\$0-\$2,500	\$5,000	\$5,000-\$15,000	\$0-\$50,000*	\$48,000 - \$110,500
1995 ASC	\$160,000	\$0-\$2,500	\$5,000	\$5,000-\$15,000	\$0-\$50,000*	\$170,000 - \$232,500

*\$50,000 assumes rollformer requires retooling of a single profile

affect the value of the machine. This is why thoroughly evaluating any used equipment is a critical step in the process.

Other factors including the cost of money should be considered if financing the purchase.

The decision of what and how to purchase metal forming equipment can be complicated and includes many moving parts. The ramifications of a

good, or not good, purchasing decision will last the lifespan of the machine. The initial research and time prior to a purchase can be the most valuable portion of the investment. [RF](#)

The information contained in this article was originally presented by Bill Griffin of Metal Rollforming Systems at the 2022 Construction Rollforming Show.



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Structural Components

Bending tube may be easier than you think

■ By Linda Schmid

The tube bending industry is doing well according to Wendell Hochstetler. As CEO of Cold Spring Enterprises, he would know; the company bends a lot of tubing. That said, they are more than tube bending, they are a full-service custom metal fabrication shop in Abbeville, South Carolina.

Hochstetler maintains that tube bending is doing well because it is more versatile than it once was. They have clients who build RV covers, car covers, garages, carports, and agricultural buildings with tube frames.

Cold Spring Enterprises also makes gusset plates, brackets, and other accessories for the galvanized steel industry that they ship nationwide, and they do custom work. They will also make kits for builders, but that is for local clients only; they are too big to ship. They offer metal sales, welding services, and CAD/CAM design services.

A lot of their business is bending steel into bows to make trusses; a 24' wide bow is common in 2" x 3" 14 gauge galvanized square tubing. The completed trusses are shipped to retail stores.

The bending is completed by the Versabend Tubing Bender, the machine that they innovated and manufacture. It bends four different sizes of tube: 2" square, 2 1/4" square, 2 1/2" square, and 2" x 3" rectangle. This bender is a very consistent piece of equipment and if it is maintained, it lasts a long time. The main factor in maintaining the bender is keeping it lubricated.

"Some shops have had this machine for 18-20 years with little to no issues," Hochstetler said proudly.

Tube bending is a very simple process according to Hochstetler. Finding galvanized tubing at a good price has been the biggest challenge, but it is a made-in-America component and availability is getting better.

Another challenge occurs when the tubing gets wet which can lead to white rust. Keep your tubing in a good, weather-tight storage place to avoid this problem.

The most common bending error is over-bending, but even that is rare, Hochstetler says, because the machine has an automatic stop to keep the tube from over-bending, so if it is set

right that won't happen.

Most often bending errors occur when you have inexperienced workers, someone new to the process. They are likely not as efficient; that comes with time.

The most important piece of knowledge for someone learning the process is that every piece of tubing needs to have the seam laid in the same direction when they go through the bender. You want the seams to end up in the same place on the finished components.

Hochstetler offered this final advice to anyone who might be interested in getting into the industry, "The company that you buy from is important. Allied Pipe and Tube has inline galvanized tubing that is very consistent, high quality tube. Gregory Tube and Midwest Tube Mills are other tried and true suppliers." RF



The Versabend from Cold Spring Enterprises bends tubing for metal-framed structures. PHOTO COURTESY OF COLD SPRING ENTERPRISES

(BELOW) Structural tube supply stands ready to bend.





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The Marxman Pro also comes standard with an automatic labeling system, which applies custom printed barcodes to each part, allowing you to move, scan, and load projects between slitter and folder with minimal downtime and reduced risk of operator error.

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United States Steel Corporation has announced a doubling of the standard limited warranty policy for Galvalume® coated coils used in nonresidential and residential building construction. The new warranties provided to U. S. Steel customers will range from 40-60 years, a significant upgrade from the existing 20-25 year warranties.

U.S. Steel's new warranty policy responds to the needs of consumers and our customers alike, further supporting the growth of corrosion-resistant sheet steels in building construction. These longer warranties can provide builders with confidence that Galvalume® coated steel will have superior and lasting performance — and withstand mother nature's most extreme events like hurricanes, heavy snowfall, and wildfires.

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most experienced and longest-tenured licensee of Galvalume® coated steel coils in North America. Galvalume® coated steel is a preferred alternative to zinc-aluminum coated steel because the latter is often unlicensed and imported into the U.S. construction market and may not meet the same performance standards or have the same complex coated microstructure as Galvalume®.

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Roof of multi-family residential building outfitted with U.S. Steel's Galvalume®-coated steel coils. U.S. Steel upgraded its warranty on Galvalume® from to 20-25 to 40-60 years.

(PHOTO: BUSINESS WIRE)

tectural panels, and other construction applications," said Ken Jaycox, Senior Vice President & Chief Commercial Officer at U.S. Steel.

The new warranties apply to coils shipped on or after January 1, 2023, with heavier coating weights receiving longer warranties. Pre-painted products receive an additional 10 years of coverage. Galvalume® is a registered trademark of BIEC International Inc. [RF](#)

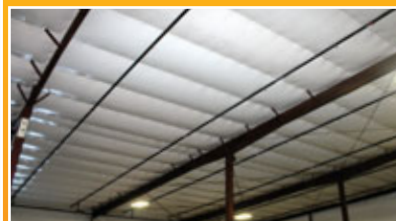


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Cherry Fork Metals, a metal roofing and roll-forming business formerly of 1198 Antioch Road in Oak Hill, has moved into a new facility at 20 O'Dell Alley in Richmond Dale. Pictured is the business's new Richmond Dale location. (TELEGRAM PHOTO BY RED THOMPSON, JR.)

CHERRY FORK METALS MOVES TO NEW OHIO FACILITY

Cherry Fork Metals has moved to a new facility at 20 O'Dell Alley in Richmond Dale, Ohio, south of Chillicothe. Though the need for a more viable site was the key reason behind the move, owner Albert Shrock said several factors were considered before making the ultimate decision.

"The old building was over 40 years old," explained Shrock. "It certainly served its purpose, but it was time to move on. The new building allows us to be more organized, and it's in a much better location."

Located near a major highway, Shrock reports that the new shop is getting more drive-by customers who stop to inquire about supplies or roofing estimates.

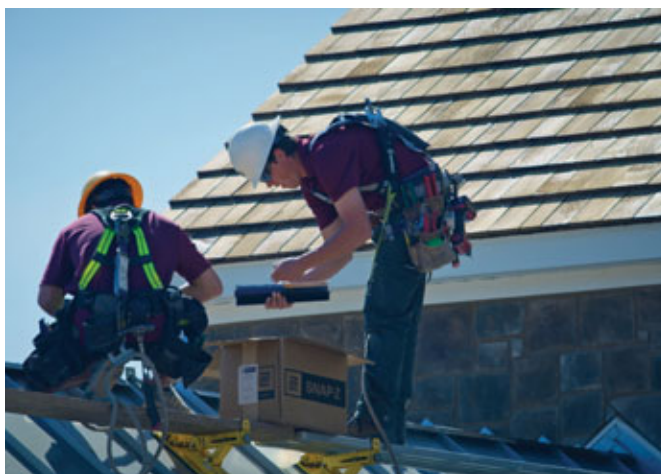
It has also allowed for the introduction of some new machines, including a metal brake from Hershey's Metal Meister which has been "working out very good."

Cherry Fork Metals (featured in the Dec. 2021/Jan. 2020 issue of Rollforming Magazine) specializes in metal standing seam panel with hidden fasteners rolled onsite with New Tech roll formers. The new building has allowed the business to expand to board and batten siding and lap siding.

A new roll former from Eastside Machine Co. has been added to the fleet of portable roll formers to accommodate the demand, which is very high in his area. "In southern Ohio [board and batten] is getting very popular," Shrock said, adding: "Some half-million-dollar homes are now using the board and batten."

He said the reason he decided on the Eastside machine was because it does both board and batten as well as the more traditional lap siding (also called Dutch lap), the latter which resembles conventional vinyl siding but is done in metal.

As success follows, Shrock said he intends to keep expanding as his workload allows.



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CPSC REANNOUNCES RECALL OF PORTABLE GENERATORS

Additional Finger Amputation and Crushing Injury Reported; New Repair Kit Available

Generac has reannounced the recall (Recall number: 23-040) of Generac® and DR® 6500 Watt and 8000 Watt portable generators due to the condition that an unlocked handle can pinch consumers' fingers against the generator frame when the generator is moved, posing finger amputation and crushing hazards. The firm has received a total of 37 reports of injuries, 24 resulting in finger amputations and five in finger crushing.

This recall involves 6500-watt and 8000-watt Generac portable generators with unit type numbers XT8000E, XT8000EFI, GP6500, GP6500E, GP8000E and HomeLink 6500E portable generators, and DR models PRO 6500M and PRO 6500E portable generators. This recall also involves all of these generators listed above purchased after July 29, 2021 through November 3, 2022, containing a

repair kit which included full cover handle guards. The generators have gasoline-powered engines that are used to generate electricity for use as backup power. The portable generators have two-wheels and a single, U-shaped, two-grip, flip-up pin-lock handle to help move the generator.

Consumers can check specific unit type, model number, and serial number location information at www.generac.com/service-support/product-support-lookup.

Consumers should immediately stop using the recalled portable generators, unless the locking pin has been inserted to secure the handle in place before and after moving the generator, and contact Generac for a free repair kit consisting of a set of spacers to move the handle away from the frame, eliminating the pinch point. Customers who had responded to the original recall will automatically be sent a new kit.

About 321,160 units have been sold. (In addition, 4,575 were sold in Canada) These portable generators were previously recalled in July 2021. They were sold at major home improvement and hardware stores nationwide and online, including Ace Hardware, Amazon, Blain's Farm & Fleet, City Electric Supply, Costco, Do it Best, Fastenal, Home Depot, Lowe's Stores, Napa Auto Parts, Northern Tool & Equipment, Orgill, Power Equipment Direct, Ravitsky Bros., True Value, and W.W. Grainger from June 2013 through June 2021 for between \$790 and \$1,480.

AMBASSADOR SUPPLY ACQUIRES CONTINENTAL CARPENTRY COMPONENTS

On December 16, 2022, Ambassador Supply announced the acquisition of Continental Carpentry Components based in Wanatah, Indiana. The acquisition is complete, and Continental Components will continue to service customers.

Ambassador Supply is honored to welcome Continental into the "family" as the company continues its dedication to quality that brought them to be a leader in prefabricated engineered components. Continental Components has been providing quality roof and floor truss systems throughout the Midwest US for the last 25 years. Located in Fort Wayne, Indiana, Ambassador Supply has been invested in truss manufacturing since 2012.

S-5! RECEIVES 2022 MBMA AWARDS

Gold-Level Honor, Innovative Project

S-5!, the original inventor of engineered, manufactured, metal roof attachments, was awarded the 2022 Gold Level Industry Advocate Award for outstanding service, participation and support of the Metal Building Manufacturers Association (MBMA) and the 2022 MBMA Innovation Project Award.

Accepting on behalf of S-5! were CEO and Founder Rob Haddock, his sons Shawn Haddock and Dustin Haddock along with S-5!'s solar expert, Mark Gies at the MBMA annual meeting and awards presentation on Dec. 7 in Ft. Myers, Florida. S-5! was awarded for its contributions of volunteer time, expertise and advocacy of MBMA and the entire metal building industry.

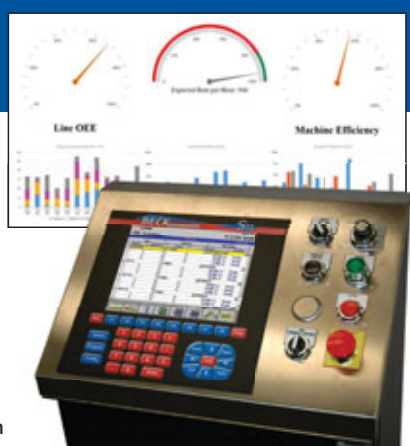
Among the many companies who were presented with gold, silver and bronze awards, S-5! earned the number one spot at the gold level and was recognized for exceptional commitment to promoting and enhancing MBMA initiatives, including participation in MBMA committees, advocacy efforts to enhance

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From left, Shawn Haddock, Rob Haddock and Dustin Haddock of S-5! receive the 2022 MBMA Gold Level Industry Advocate Award. Photo courtesy: S-5!

the metal building systems industry, attendance at MBMA educational and promotional events and safety program participation.

S-5! was also awarded the MBMA Innovation Project Award. Gies submitted an educational awareness campaign project focused on “Metal Roofing—the Perfect Platform for Solar Installations,

Associated Costs Savings & Long-Term Return-on-Investment (ROI).”

“The main benefit of this project is added growth to the overall metal construction and metal roofing industry,” said Gies. “As contractors, building owners and all project stakeholders become more aware and educated about the benefits of metal roofing as a solar PV platform and as they understand the initial costs, lifetime costs and ROI and internal rate of return (IRR), they can make better choices about utilizing metal in construction and in roofing. And MBMA member businesses will benefit from this market growth.”

REIBUS ADDS RED METALS TO ITS DIGITAL MARKETPLACE

Reibus International, the independent digital marketplace for industrial metals, has announced the expansion of its product offering to include red metals – copper, brass, and bronze – which are key ingre-

dients in the electrical, metal roofing, and pipe manufacturing processes. In a recent report by S&P Global, copper demand alone is projected to nearly double by 2035, and market opportunities are emerging for copper product recycling.

“Red metals, especially copper, are in high demand, and current market conditions make it very difficult to locate and purchase inventory,” said John Armstrong, founder and CEO of Reibus. “This product expansion will enable global manufacturers and service centers to buy, sell, finance and transport copper, brass and bronze, reducing supply chain friction and improving cash flow.”

Reibus helps buyers and sellers navigate challenges and opportunities created by supply chain and geopolitical volatility in industrial metals. Founded in 2018, thousands of companies rely on Reibus to buy and sell materials, improve liquidity and cash flow, and maximize market share. **RF**

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Understanding Coil

Clear Communication Key To Getting the Material You Need

■ By Karen Knapstein

If you don't know what to ask for, odds are you won't get what you need. Asking the right questions is the first step in getting the coil you need to fill your customers' orders to their satisfaction. Coil width and thickness are two of the most obvious factors that affect metal forming. It influences the quality of the final product, the performance of the machine, and the amount of saleable material you can get out of a coil. 3GM Territory Manager Adam Buck, who has 15 years of experience in metal roofing manufacturing and sales, shares his insights about metal coil size and thickness.

COIL WIDTH

Adam explains the standard coil widths for different gauges: "The industry standard width for 29 ga. coil is 40.875". Some people will order that material in 41" because they want to make the underlap and overlap on their metal panel a little bit wider." However, he estimates more than 99% of what people use to make 29 ga. ag panel and residential panel is 40.875" wide.

The thicker 26 ga. material, commonly used to make R panel or PBR panel, comes in 41.5625" and 43"-wide coil.

Users should be cautioned: The wider material won't fit through all machines. The width tolerance is the difference between the lower and upper limit dimensions that a roll former will accept. The guides in the roll forming machine will determine that tolerance.

"A lot of people want an ag panel rib height of 7/8" but want it in 26 ga. but they don't want to pay a processing com-



Protect your dies and your panels. If running thicker material, you may need to back off the die position. PHOTO BY SHIELD WALL MEDIA.

pany to slice the material down," Adam explains. "So they often ask if the 26 ga. material will run through an ag panel line. The answer to that is 'Some do, some don't.' It depends on the guides in the machine." Roll formers need to measure the guides to see if the larger coil will work in their machine.

You can count on the consistency of the coil width if you buy from a reputable supplier. Adam says if you order a coil 40 7/8" wide, it will be 40 7/8" wide — but there could be a very small variation (+/- 1/16"). If it does vary a little bit, you may have to adjust the guides on your machine to make sure their overlap stays long enough for the panel to lap properly. "You can't really steal from the overlap side of the panel; you must steal from the

underlap side when you're adjusting your machine," he continues. "There's very little extra material to play with."

COIL THICKNESS

When addressing coil thickness, the main thing Adam stresses is the yield — the weight per linear foot (pounds/foot). The pounds per foot is the weight of 1' of a specific width of coil (i.e. 40.875" x 1'). "A lot of people in the industry get caught up in the decimal thickness," he explains. "The common thicknesses in the industry are .0138", .0142", .0145", .0150", .0153", .0157", and .0185". Thicknesses from .0138 to .0153 material are all 29 ga. product. On the steel service center side of things, when you're purchasing coil from mills you're buying by the pound. Our

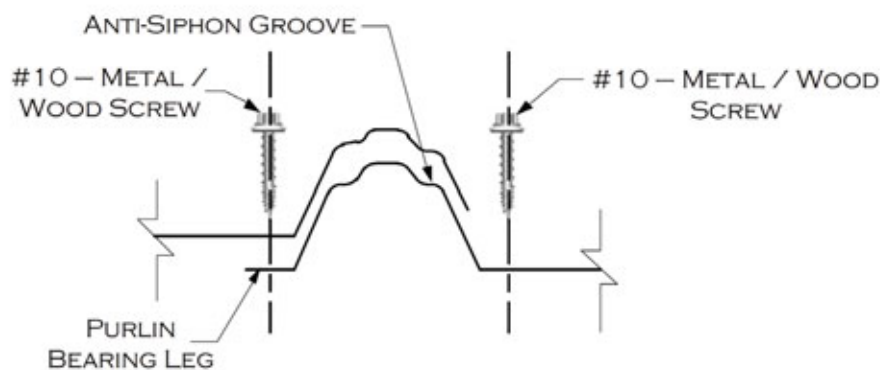
customers are typically buying it by the foot.”

He gives one example of why the reason yield matters so much: “I was at customer’s place and he had some .0153 material on his floor. If I order that thickness I would expect to get a target yield of about 2.04 pounds/foot. I checked all the coil tags, and what I found is the coils weighed anywhere from 1.92 pounds/foot to 2.05 pounds/foot. What that shows is just because a coil tag says .0153 thickness it doesn’t mean the yield corresponds with the thickness of the material. If the coil tag says it’s .0153 thickness and it weighs 1.92 pounds/foot, it’s actually not .0153 thickness. The yield is what tells me what the thickness is.”

“Tell me what you want it to weigh per foot and that’s what I’ll make sure it weighs,” he continues.

3GM supplies roll formers with a lot of 29 ga. coil. “When I’m qualifying a customer, the customer usually says they’re looking for 29 ga. .0153” material. My next question is: What do you want that to weight per foot? The customers don’t request a yield, but in the backs of their minds they have a yield that they’re trying to hit. But they never communicate that unless they’re asked.”

Gauge is a guide — not a hard and fast measure. “If the customer wants material that’s 2.02 pounds/foot and I send him 1.92 pounds/foot, he’s not actually getting the material that he wants because he’s not going to hit the yield that he has in mind,” explains Adam. “A lot of peo-



If the coil is narrow, a small amount can be “borrowed” from the underlap side but enough must remain to attach to the purlin because it gives the panel its rigidity. PHOTO COURTESY OF 3GM STEEL.

ple get caught up on decimal thickness. For me, as a coil supplier, the decimal thickness is a guide but it doesn’t really mean a whole lot. I like to get down to the specifics: the yield and what it weighs per foot. So if I know a guy is looking for 2.04 pounds/foot, I know what yield they’re looking for specifically.”

Adam continues: “With most mills, if you order .0153” thickness, for the most part it’s going to be a heavier 29 ga. product, say 2.04-2.05 pounds/foot. But I’ve seen on occasions where it’s definitely not, like the example I gave earlier.”

MINIMAL & NOMINAL THICKNESSES

Understanding thickness terminology will help you get the material that will give you the yields you need. “Minimal thickness” is thickness that will be greater than or equal to the target thickness. “Nominal thickness” can be equal

to, thicker or thinner than the target thickness. For example, when you ask for .0150” minimal thickness, the coil will always be at least .0150”. If you ask for .0150” nominal thickness, it may measure anywhere from .0147” to .0153” from coil to coil. Nominal thickness is thickness that can vary the most; it may be plus, minus or equal to the target thickness.

“The industry as a whole typically goes with minimal thickness,” Adam says, “but you do see a little bit of nominal thickness out in the market. Minimal definitely provides a more consistent product.”

The consistency of the thickness can vary from mill to mill. “Mills have their own quirks, and some mills have it dialed in better than others,” he says. “Some mills you see a lot of variance.”

We try to stick with mills that really dial in their product. We don’t want to see a whole lot of switching back and forth between thicknesses when we’re sending customers product. We want to provide a great quality product that’s very, very consistent. Whether they’re buying it today or buying it six months from now, it should be about the same.”

PROBLEMS AND MITIGATION

There are a few tips and tricks to mitigate coil and width variances. Regarding thickness variances, he advises that when switching coils, if going from .0138” material to .0153”, you may have to back the guides off by a thousandth. Or vice versa, you might have to tighten it down a

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thousandth if you're running it a little bit thinner.

"If the material is too thick and you roll form it without adjusting your machine, you could scar your panel and/or peel the paint off the material. As the material goes thicker, you have to back off the dies in order to produce a thicker product."

Dealing with width variance can be a bit more tricky. For example, say a customer orders 40 7/8", he roll forms the product and the overlap isn't long enough. That means the coil isn't wide enough. So he has to "borrow" material from the underlap side to put on the overlap side. "He might not have enough underlap left," explains Adam. "That material is going to be tough to use. You can use it for trim or you can try to find a happy medium and use a very small underlap. The underlap is so important because that's a purlin-bearing leg — it adds strength and rigidity to the panel. If both sides were overlaps, it would be a really flimsy product regardless of the gauge. Rigidity is important."

Adam assures that roll formers usually have very few problems with thickness and width. "Most of the steel mills — internationally and domestically — have it dialed in pretty good in a construction product they know what needs to get into customers' hands to roll form a great product."



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KEEP ACCURATE RECORDS

Buying quality coil is a critical step in running a profitable roll forming business. When something goes wrong, it can jeopardize your profitability. Keeping accurate records is cheap insurance in protecting that profitability. The importance of keeping accurate records can't be overstated. If one of your customers comes back with a complaint, you need to be able to tell your supplier specific details about the materials. "The first question we ask on the service side is what coil tag or coil number it came off of," Adam explains. No matter who your service center/supplier is, they will ask for this information. They can't make any an assumption about which coil is the problem; they have to provide the mill with specific, factual information in order to process a claim. Adam says once they have the specific information, then they can go back and look at the mill certifications and quality control reports released by the mills in order to track warranty claims.

CONCLUSION

Clear communication with your coil supplier is important. When you process coil into panels and trims, you need to know the profit margin on each coil. If the material you are using isn't sellable/usable, your profits won't end up where you need them to be. RF




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CSI: How did All Respondents/Dealer/Distributors, Manufacturers and Rollforming Subscribers do in 2022 (compared to 2021)?

The numbers between Dealer/Distributors, Manufacturers and Rollforming Magazine subscribers are very similar. Generally the Supplier, Manufacturer and Rollforming Subscriber had a slightly better year than the All Respondents

category. Gross Sales and units sold were reported 5-10% more in the Up Significantly and Up Somewhat categories.

Profitability were about the same across the four categories. [RF](#)

Gross Sales	All Respondents	Dealer-Distributor	Manufacturer	Rollforming Subscriber
Up significantly	22%	33%	26%	24%
Up somewhat	45%	45%	53%	51%
The same	19%	7%	9%	15%
Down somewhat	11%	14%	12%	6%
Down significantly	2%	0%	0%	6%

Units Sold	All Respondents	Dealer-Distributor	Manufacturer	Rollforming Subscriber
Up significantly	16%	21%	18%	19%
Up somewhat	45%	48%	53%	49%
The same	26%	21%	14%	19%
Down somewhat	11%	10%	16%	9%
Down significantly	1%	0%	0%	4%

Profitability	All Respondents	Dealer-Distributor	Manufacturer	Rollforming Subscriber
Up significantly	13%	21%	16%	19%
Up somewhat	47%	43%	47%	43%
The same	27%	21%	23%	21%
Down somewhat	11%	14%	14%	15%
Down significantly	1%	0%	0%	2%



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