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APRIL/MAY 2023
Vol. 6, No. 2

Magazine

FORKLIFTS:
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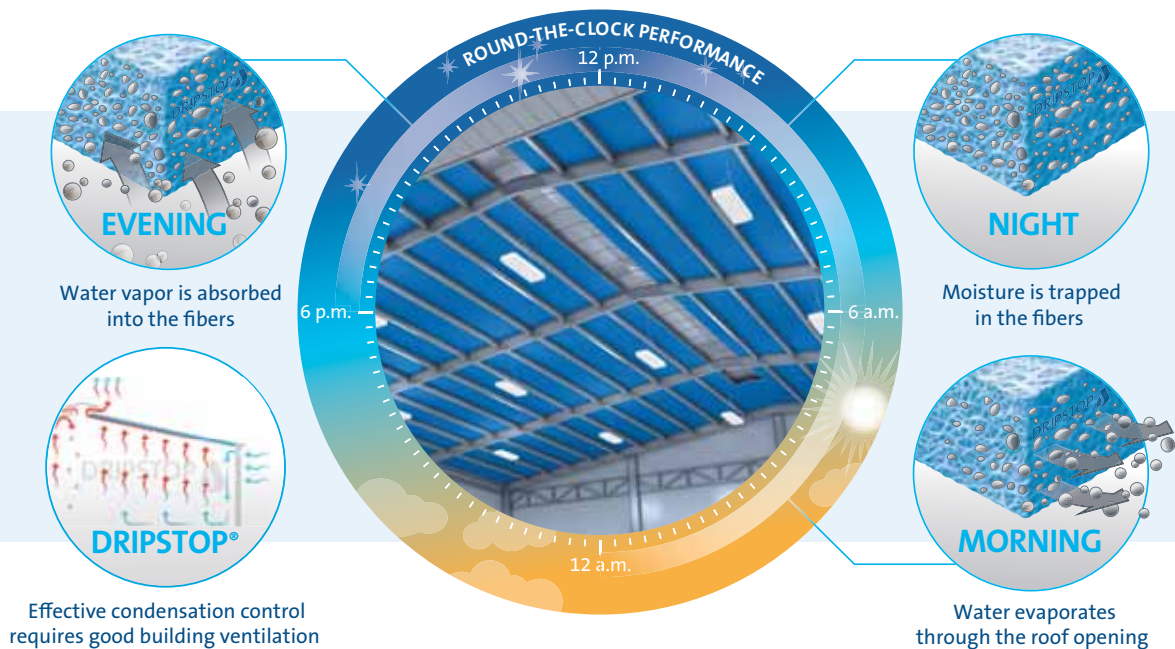
TRADE SHOW NEWS

- Garage, Shed & Carport Builder Show
- Frame Building Expo

**GUTTER
MACHINES**
& THEIR MAKERS

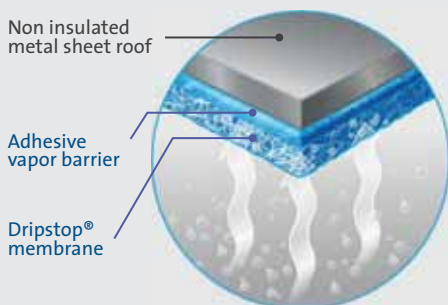


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Getting Revitalized

■ By Karen Knapstein

Maybe you don't use the word "revitalized" (I rarely do), but it is fitting here. After spending two days at the International Roofing Expo in Dallas, I find myself exhausted but inspired. (The show is three days, but deadlines beckoned back home here in Wisconsin so we held our visit to two days.)

IRE hosted more than 500 exhibitors; it would be impossible to visit all of them over the course of the three-day show. It's a necessity to be prepared ahead of time. Attending such a large show means you have to prioritize; you have to decide which companies fall into the categories "must-visit," "should-visit," "nice-to-visit," and so on. The IRE app on my smartphone was handy for identifying booth numbers and having all the show information at my fingertips (it really helped me find my way around), but I always like having a printed map. (I don't like being at the mercy of my cellphone ... my power



Having a laugh at the Owens Corning/Titanium booth. Fire-resistant Titanium FR was launched at IRE 2023 in Dallas. I found the footing to be "grippy." PHOTO COURTESY OF OWENS CORNING.

ran very low both days I was at the show. No cellphone power means no info.)

One of my missions was to deliver the remaining *Metal Roofing Magazine* Metal of Honor plaques to companies that were exhibiting at IRE. It felt wonderful to see so many friends in the

industry, at an event that was well attended and with spirits high. It was just as exciting meeting new people, who are involved in sectors of the industry that I'm not so familiar with. It won't be long and you'll be learning about some of those new acquaintances.

Speaking of trade shows, earlier this year Shield Wall Media hosted the second annual Garage, Shed & Carport Builder Show in Greenville, South Carolina. With just over 50 exhibitors, it's a show that can be covered in two days and you can have meaningful conversations with every exhibitor. Find the GSCB Show coverage beginning on page 42. (Followed by the Frame Building Expo coverage beginning on page 47.)

Talking about shows has me getting excited about the Construction Rollforming Show, which returns to the Duke Energy Center in Cincinnati September 27-28. Save the date! I'd love to meet you there! RF



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Gary Reichert,
Publisher, Shield Wall Media

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SWI Machinery automatic coil moving system at Central Steel Group.

Photo courtesy of Central Steel Group Marketing.

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Coils in Stock

Gutter Machines

Our Top 5 Seamless Gutter Machine Manufacturers

■ By Sharon Thatcher

Whether you are adding the first seamless gutter machine to your business or replacing one that has outlived its usefulness, there are several quality manufacturers to choose from. *Rollforming Magazine* rounded up our favorites for you to consider based on their reputation for quality and service. All of them are available nationwide and worldwide, but with strong presence here in the U.S.

NEW TECH MACHINERY

New Tech offers its MACH II and BG7 (box gutter) machines. In the MACH II model, you can opt for either the 5", 6", 5"/6" Combo, or the 7"/8" Combo. The BG7 Box Gutter Machine produces 7" box gutter and can run up to 22 ga. steel or 0.050" aluminum and is the only 7" box gutter machine that comes standard with full hydraulics including a hydraulic shear."

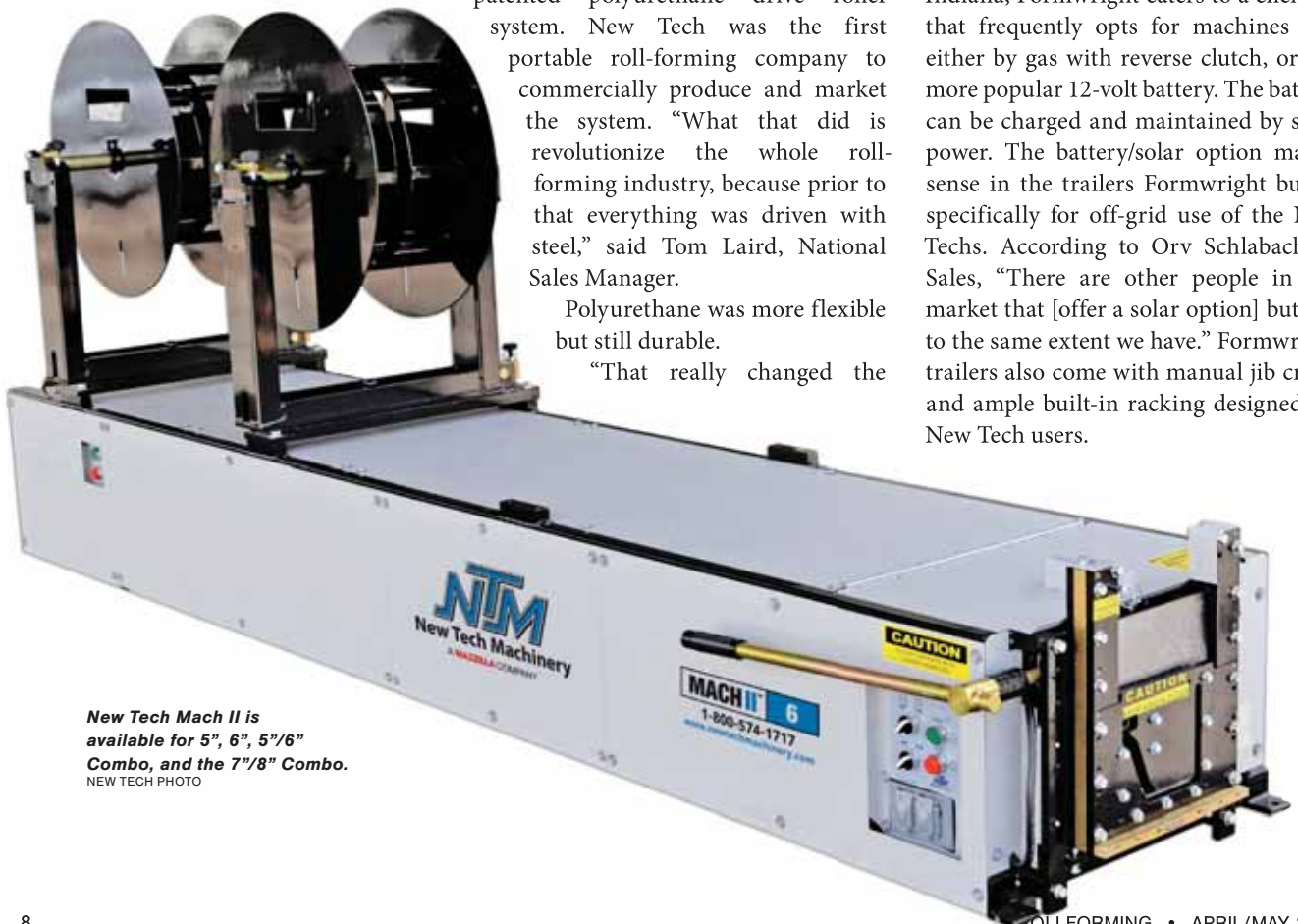
All New Tech machines feature a patented polyurethane drive roller system. New Tech was the first portable roll-forming company to commercially produce and market the system. "What that did is revolutionize the whole roll-forming industry, because prior to that everything was driven with steel," said Tom Laird, National Sales Manager.

Polyurethane was more flexible but still durable.

"That really changed the

game," Laird added. "A lot of roll formers today utilize that type of technology. Now there's more types of material you can run through without spending a lot of time on the machine dialing in adjustments."

If you need customization, there are options and accessories to choose from. Some options are customary at Formwright, the leading national distributor for New Tech gutter machines in the Midwest. Based in Indiana, Formwright caters to a clientele that frequently opts for machines run either by gas with reverse clutch, or the more popular 12-volt battery. The battery can be charged and maintained by solar power. The battery/solar option makes sense in the trailers Formwright builds specifically for off-grid use of the New Techs. According to Orv Schlachach in Sales, "There are other people in the market that [offer a solar option] but not to the same extent we have." Formwright trailers also come with manual jib crane and ample built-in racking designed for New Tech users.



New Tech Mach II is available for 5", 6", 5"/6" Combo, and the 7"/8" Combo.
NEW TECH PHOTO



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About the Company

New Tech Machinery was founded in 1991 by Larry Coben in Denver, Colorado. The first machine was the SSP for forming roof panels. The MACH II Seamless Gutter Machine was introduced in 1994.

Today, New Tech is based in Aurora, Colorado. In 2004, a second manufacturing location was opened in Hermosillo, Mexico.

In 2015, New Tech Machinery was acquired by Mazzella Companies.

KWM GUTTERMAN INC.

KWM offers no fewer than 14 versions of its seamless gutter machines, all branded under the IronMan label. In addition are custom products built to order, which include box and straight face options.

There are three basic types of gutter machines offered:

Advice to First-Time Buyers

If you are buying a gutter machine for the first time, you'll want to know some basic facts about your service area: What type of gutter is common, what size and profile. The most common is K-style, but in some areas, fascia gutter and half-rounds are growing in popularity for residential jobs. For large commercial jobs, box gutter profiles are typically recommended.

Regarding gutter size, the 5" gutter is still very popular in most places, but 6" gutter and even 7" gutters are gaining favor for residential, particularly in regions that see big rain events, like coastal areas.

Combo machines are an easy and efficient way to have two size options on one machine. Once more complicated to operate, they have now become a simple 20-minute changeover.

What type of materials you plan to run should also be factored in. Make sure the machine you choose can accommodate your needs: copper, aluminum, steel. Not all materials run the same, so adjustments may be needed. If you don't know how to make those adjustments, does your machine supplier have the technical support readily available to help you?

In addition to knowing what's popular, you'll need to know your own preferences for using your machine. Some portables are used as stationary shop machines, but most are hauled from job to job. How do you intend to haul it: box truck, trailer, or in the bed of your pickup? If you want to drop-and-go, a trailer you can keep onsite for the duration of the project is something to consider.

Make sure you know any neighborhood weight restrictions that might influence what you decide.

Afraid to take your first leap? Tom Laird, New Tech, said, don't be.

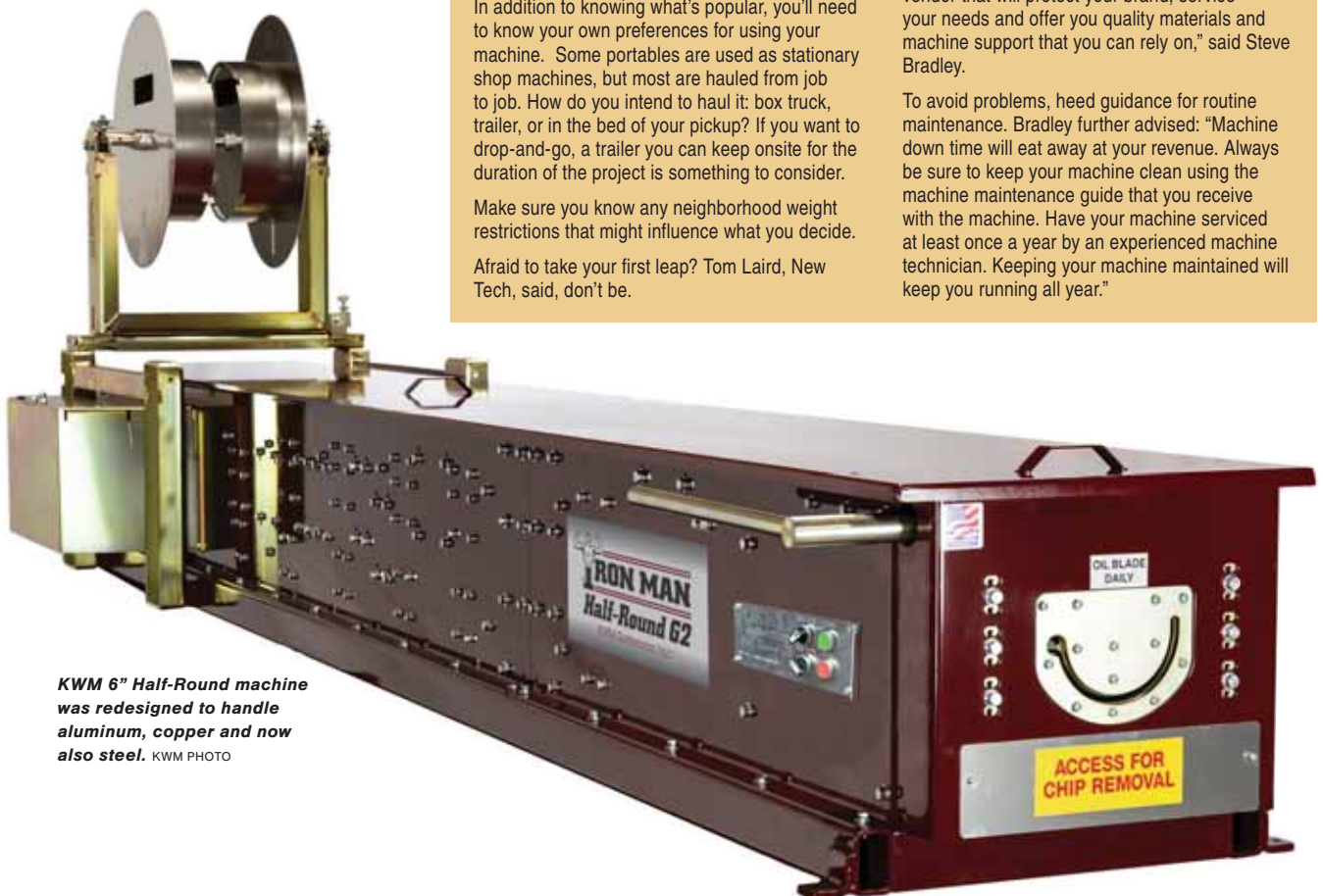
"I heard this ...from one of our distributors ... a roofer came along and asked, well how complex are these machines to use? I said, the machines are easy, what you roofers do is the hard part. ... Don't be afraid of the technology. Technology is there to help you. Is there a learning curve? Of course, there's a learning curve to everything you want to be successful at, don't be afraid of that, because it's only going to aid you in making your job easier and making your company more profitable."

Keith Minor, KWM, said manufacturers can help buyers make the right selection. "We like to talk to the customer to help them narrow down the results and give them the right machine."

Generally, portable roll formers are basic machines, with decades of technology built in to make them reliable and easy to use. And all the top manufacturers on this list have teams to help you along the way. As Laird said, "You're not going to buy it and then be on an island saying, 'now how am I going to figure this out?'"

Englert echoed this, noting that working with a reputable company pays dividends. "When considering purchasing, be sure you have a vendor that will protect your brand, service your needs and offer you quality materials and machine support that you can rely on," said Steve Bradley.

To avoid problems, heed guidance for routine maintenance. Bradley further advised: "Machine down time will eat away at your revenue. Always be sure to keep your machine clean using the machine maintenance guide that you receive with the machine. Have your machine serviced at least once a year by an experienced machine technician. Keeping your machine maintained will keep you running all year."



KWM 6" Half-Round machine was redesigned to handle aluminum, copper and now also steel. KWM PHOTO

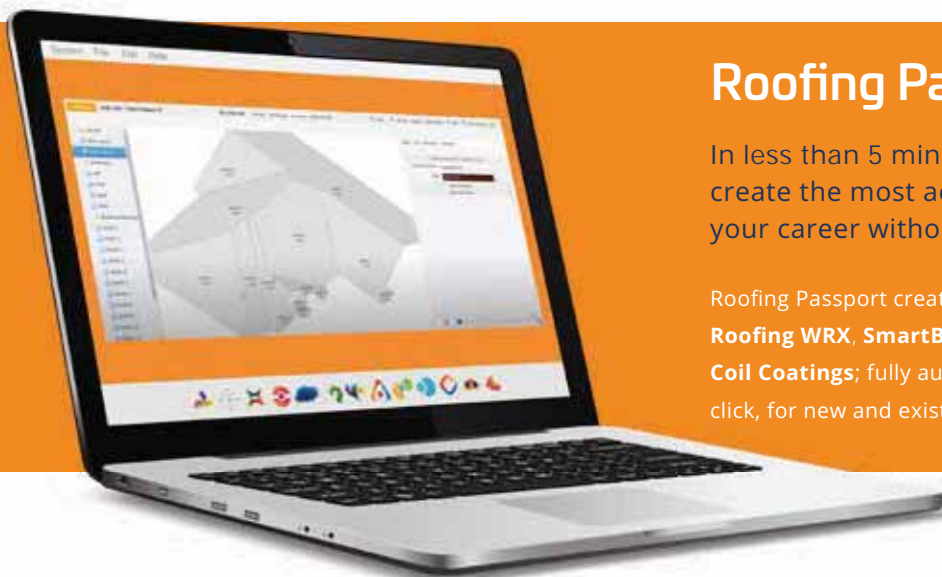
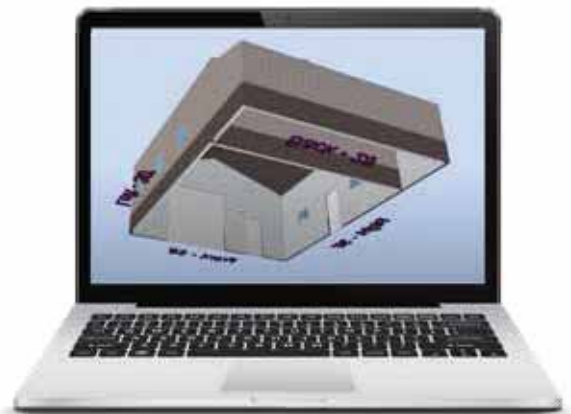
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- K-style: 5", 6", and 5"/6" Combo. Each are available in two sizes: the Standard size and the Junior size. Keith Minor, Vice President, explains that the Juniors "are about 2-feet shorter than the Standard." That 2-feet can make a difference if you want a smaller unit, that fits easily into a Sprinter van for quick jobs. "We wanted to have a machine that's available for anybody," Minor said. "Not everybody runs gutter full time; maybe it's a part-time job or it may not be the main focus of their business." There is a tradeoff, however, because the Junior is only rated to run aluminum and copper, not steel products like its full-size counterpart.

- Fascia gutter: Used on homes where fascia boards have not been installed over the rafter tails, fascia gutters are seen more often in Western states, though experiencing growth in other regions. The smooth face of the fascia gutter acts as the function of the fascia boards, hid-

ing the edge of the rafter tails from view.

- Half-round: At one time the KWM half-round machine was limited to running aluminum and copper, but in a nod to popularity, a redesign provided the ability to also run steel.

Made in the USA

All KWM machines are built in the U.S. at the company's Illinois factory. "We make about 90% of all our parts as well, the exceptions being smaller parts like chains, bearings, sprockets," Minor emphasized. That makes quality control easier. "Our customer support is far beyond most people's expectations." He believes it separates them from competitors. "If you can call here, you will get someone on the phone immediately," Minor promised. "You're never going to be left hanging. Obviously, with machinery, something always can happen. You never like to talk about that, but that's why we're here for the customer no matter what. They're always going to get someone on the phone, or by email.

Even after hours, they'll never be left hanging. ... We built our names and reputation on customer support," he continued, adding that there are IronMan machines dating back to the 1990s still on the job.

There are distributors for the IronMan located throughout the U.S. plus France, Spain and South Africa. You can even now order a standard machine plus parts and accessories from their ecommerce website or direct by phone.

About the Company

Karl W. Minor Sr., founder of KWM Gutterman Inc., was a self-employed roofing, siding and gutter contractor when he purchased his first gutter forming machine in the 1960s. After becoming skilled at adjusting and repairing the machines, he traveled the country serving all types of roll-forming equipment. The knowledge he learned was subsequently molded into creating a line of gutter machines. He officially established his manufacturing company in 1983.

Karl passed away in 2012, but the company remains a family business with sons Keith Sr., and Ken Sr., overseeing daily operations. KWM's entire product line is manufactured at its 100,000 square foot state-of-the-art facility 45 miles southwest of Chicago.

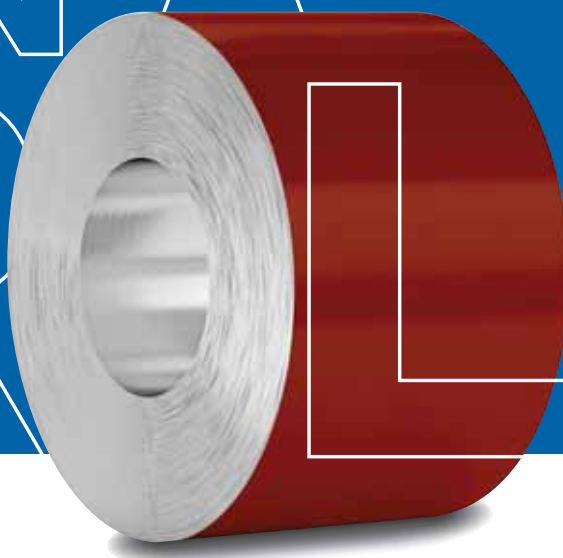
EASTSIDE MACHINE COMPANY

Gutter machines are in the DNA of Eastside Machine Company. Originally devoted to K-Style portables at their



Eastside Machine Co. offers a variety of fascia gutter machines for buildings without fascia.
PHOTO BY EASTSIDE MACHINE CO.

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founding in 1960, today the focus is gutter machines designed for buildings without fascia. These portable fascia gutter machines include the EM 4½", EM 5½", and the EM 7½". Both the 4½" and 5½" are commonly used with 2" x 4" trusses while the 7½" is commonly used with 2" x 6" trusses.

There are many benefits of choosing a fascia gutter profile over a traditional gutter. It has a higher capacity than typical 5" K-style gutters, holding more water due to its boxy design. Fascia gutters have clean lines and a contemporary style that looks great and adds curb appeal, and they are more secure, making them ideal for those who live in areas with a lot of thunderstorms.

Eastside Machine Co.'s fascia gutter machines are driven by a powerful 1.5 HP, 110 volt single phase motor and are constructed of heavy gauge steel. In addition, the machines are chain driven rather than pull rollers, meaning that the coil is guided through instead of forced through. This, along with the fact that Eastside machines are slightly longer, helps the steel forming process go more smoothly.

The machines are completely enclosed to protect the operator and keep the roll-former free and clear of debris, and they have removable side panels for serviceability. The machines also feature industrial nitrocarburized (QPQ) steel rollers for improved wear, lubricity, strength, and corrosion resistance.

Moreover, all Eastside Machine Co. machines come with a two-year limited warranty, as well as operational training and technical support from their team of experts.

About the Company

Eastside Machine Co., headquartered in Fargo, North Dakota, is one of the pioneering portable gutter machine manufacturers in the U.S. Machines have been rolling off the line since 1960. The

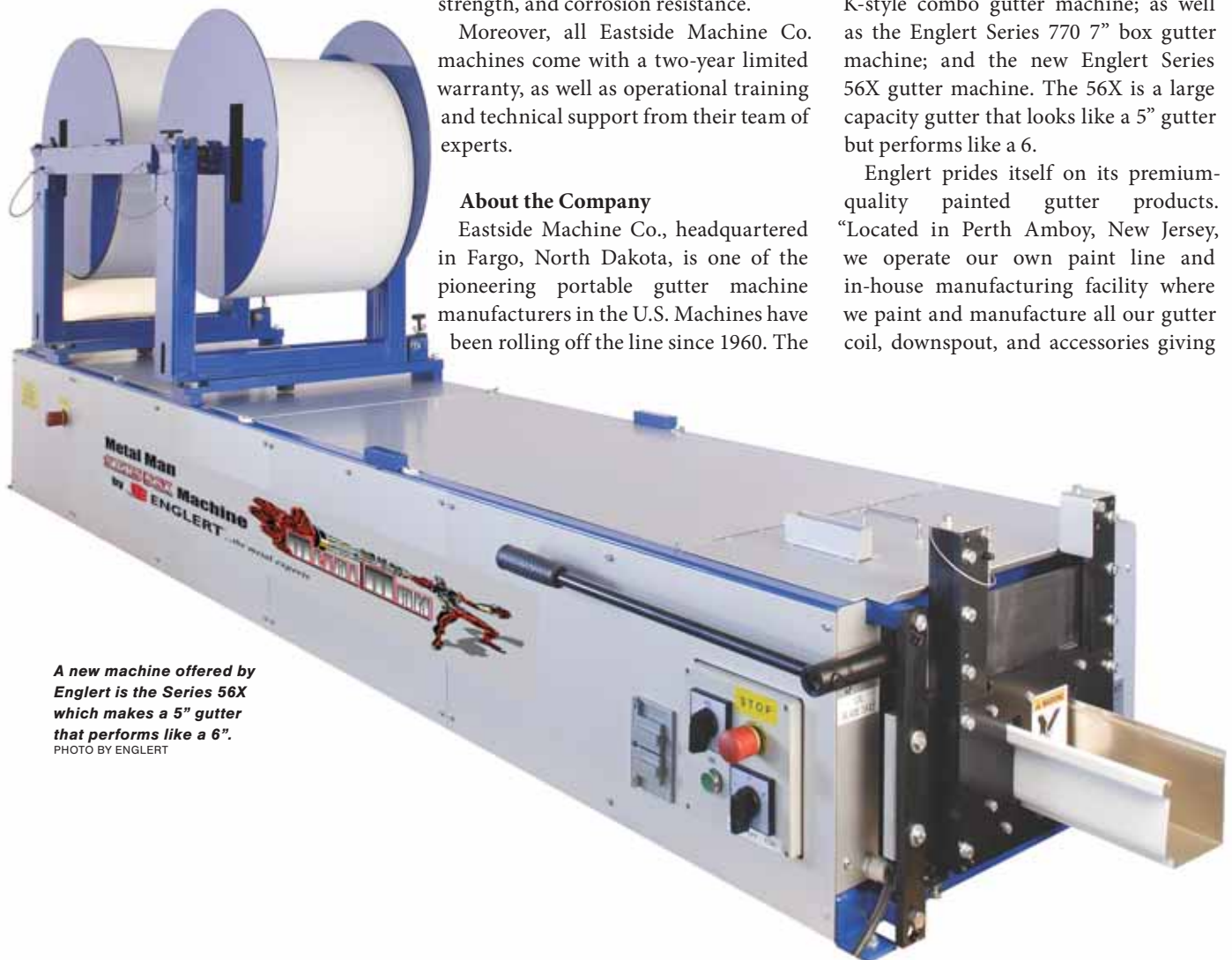
company's first roll-forming machine was a K-style Ogee gutter machine that is still in operation today.

The company went on to develop some of the first steel and aluminum siding machines and today also provides roofing coil and accessories through an affiliation with EMCO Building Products.

ENGLERT, INC.

The name Englert is a long-recognized leader in the rainwater management with a myriad of products for seamless gutter. It makes five machines, all portable. They include three K-styles: Englert Series 555 for 5" gutter, Series 660 6" for 6" gutter, and the Englert Series 650 5"/6" K-style combo gutter machine; as well as the Englert Series 770 7" box gutter machine; and the new Englert Series 56X gutter machine. The 56X is a large capacity gutter that looks like a 5" gutter but performs like a 6.

Englert prides itself on its premium-quality painted gutter products. "Located in Perth Amboy, New Jersey, we operate our own paint line and in-house manufacturing facility where we paint and manufacture all our gutter coil, downspout, and accessories giving



A new machine offered by Englert is the Series 56X which makes a 5" gutter that performs like a 6".

PHOTO BY ENGLERT



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our customers the quality they need to protect their brand,” explained Steve Bradley, National Gutter Sales Manager, who also emphasized the company’s machine repair service. “With a team of trained machine technicians at the ready, we can help you with any questions or concerns you may have,” he said.

All the machines feature a separate polyurethane drive roller system with free floating forming rollers, and double rack and pinion shears for easy cutting.

True to its history, Englert continues to be a full-service center for gutter materials including gutter coil and accessories.

About the Company

Englert, Inc., was started in 1966 by Herb Englert when he opened his own gutter business. He pioneered the concept of offering independent gutter contractors a total system with on-site custom fitted, seamless gutters; aluminum gutter materials, equipment, and accessories; and support materials, technical service, and machine maintenance.

For the High-Volume, Steel Building Market

THE BRADBURY GROUP

In a different category altogether is The Bradbury Group, which targets its production line of gutter machines to high-volume suppliers of rainwater parts for the non-residential steel building market. These are factory-based systems.

Offered is a line of roll forming machines that can help take some of the challenges out of manufacturing deep-profiled metal building gutters and square downspouts. These profiles are often produced on folders and can be difficult to handle because of the long lengths required. Square downspouts typically get seamed or riveted during a secondary process because it is not a capability of the folder.

The Bradbury Group manufactures



The Bradbury Sculptured Gutter Machine is a shop-based machine that is used by high-volume suppliers in the metal building industry.
PHOTO BY BRADBURY CO.



blank-fed and coil-fed gutter and downspout roll formers that can reduce labor while producing

a superior quality product at a much more productive rate than traditional trim shop manufacturing methods. Downspout roll formers have an integrated seaming fixture to produce a finished product in a matter of seconds.

“Dual level machines maximize real estate by allowing our customers to produce a second profile while utilizing the same footprint as a single level machine,” the company touts, adding: “They also offer the ability to utilize the same coil feed for both profiles, saving on change-over time. The dual level is ideal for your quad and fascia or roll top and valley set up.”

About the Company

Through acquisitions and partnerships, The Bradbury Group now encompasses

13 separate divisions located throughout the world. It is headquartered in the heartland of Kansas.

The business was founded in 1959 by Floyd Bradbury and Jack Lacy as Roll Formed Products, Inc. They manufactured roll formed products and roller die tooling for customers involved in production roll forming. In 1964 Floyd renamed the company The Bradbury Co., Inc. and moved to an egg room of an old creamery building in Moundridge, Kansas. It was here that Floyd Bradbury designed the company’s first roll former to form awnings for a Hutchinson, Kansas, company.

In 1972, the company moved to a new and larger facility at Moundridge, which continues to expand to this day. The business is still family owned and operated. RF



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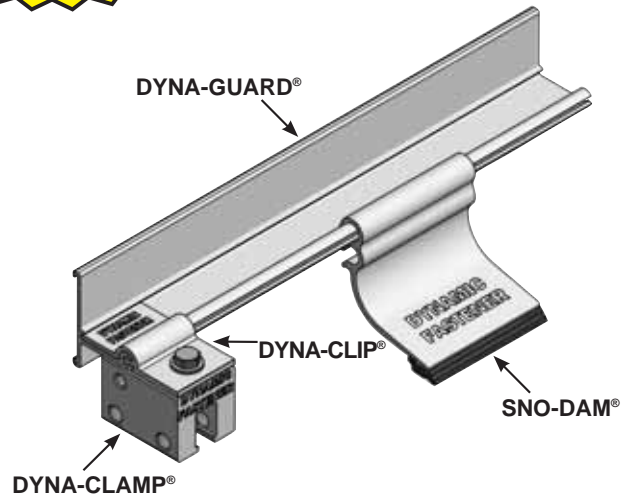


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Automated Coil Handling

Automation Reduces Waste, Increases Efficiency

■ By Karen Knapstein

To move coils to and from the line — without causing damage — takes equipment that's up to the heavy-duty task. It also takes workers who have enough skill and experience to operate the equipment without causing damage or injury.

Coils come in different sizes. Weights and spool dimensions vary, but it doesn't matter if a coil weighs 10,000 pounds or 50,000 pounds — no matter the size, coils aren't moved by hand. Their size and weight make direct handling hazardous, so heavy equipment is used to move them.

AUTOMATED COIL HANDLING

Automated equipment is one way to reduce the risk of damage and increase efficiency. If coils are moved manually, production is held up whenever a machine may be ready, but you're waiting for a forklift.

Jason Smoak of SWI Machinery explains that with an automated system, the process goes much smoother. Your coils are always ready to go and can be positioned to feed a machine at the touch of a button. No more waiting on moving equipment!

THE AMERICAN BUILDING NETWORK UPGRADE PROJECT

American Building Network, part of the Central Steel Group headquartered in Mount Airy, N.C., is one of the largest metal building manufacturers in North America. ABN's product line includes various steel tube-framed buildings, cold-formed steel structures, and pre-engineered steel buildings. In addition to maintaining manufacturing facilities in North Carolina, Georgia, and Texas, they also coordinate with some 26



Guards surround the coil farm, preventing injury to workers and damage from equipment moving around the floor. ALL PHOTOS COURTESY OF CENTRAL STEEL GROUP MARKETING.



A better look at the 12-station CX-5 coil changing system installed at American Building Network (Central Steel Group), Mount Airy, North Carolina.

other manufacturing facilities around the country in order to meet building demand.

ABN recently updated its North Carolina manufacturing plant with automated coil-handling equipment provided by Smoak's team. He worked with ABN to help assess their particular needs and goals, and was then able to configure an ideal system to suit.

American Building Network chose to install an automated SWI Machinery

system that includes a 12-station CX-5 auto decoiling and storage system. The coils are all loaded into the system that is connected to the slitter. With the system controls, the operator is able to select the coil and the particular components to be cut from that coil. According to Smoak, "Basically, the operator says, 'I want this coil and these are the parts I want out of that coil.' The machine gets the coil, loads it, feeds it into the Marxman Pro slitter, and then is able to automatically produce



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SWI has taken advice from some of Europe's most experienced safety experts to engineer a machine that provides exceptional throughput with movements limited to sensible speeds that are less hazardous to operators.



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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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The forklift can be busy elsewhere in the plant and the coils will continue to be loaded as needed.

the labeled parts on the table.” ABN also leverages an automatic labeler that applies custom barcodes to each part, for parts and process tracking.

BENEFITS OF USING A FULLY AUTOMATIC UNCOILER

Smoak reports that the CX5 is a modified, fully automatic uncoiler. In the case of ABN, the uncoiler is coupled with a Marxman Pro slitter. The system keeps track of how much material is on the coil,

so the operator always knows how much stock can be run. “It measures the height of the coil, it knows the height of the mandrel, what the centerline is, and how high it’s raised.” The operator doesn’t have to physically keep track of how much coil is left on the spool; the system keeps track of that for you.

Smoak points out another benefit of the SWI machines, too; they don’t use mandrels. “Ours is able to load automatically without mandrels,” said Smoak. This is a nice feature, because a mandrel-based system requires mandrels to be placed in coils manually. So you either have to buy extra mandrels to leave in the coils, or the mandrels must be moved from coil to coil — a labor-intensive, time-intensive effort which ties up money in more equipment, and adds an extra step to the production process.

An automated system helps to minimize waste, too. “Coil steel is expensive,” as

Smoak points out, “so the less scrap you produce, the better.” Coil damage incidents are minimized as well, because once the coil is loaded into the system, it doesn’t have to go back into shop storage. The coil stock comes in, is loaded into the automated system, and can be completely run through production without ever having to go back into the warehouse.

With a legacy system, there’s an additional risk of damage every time a coil has to be moved. Coils can be damaged by forklift tines, and can also get scraped or bumped while out on the storage area floor. And as anyone in the business can tell you, any damaged coil material has to be cut off and scrapped before you’re then able to produce the pieces that are needed.

Smoak summed it up by saying, “Automated system coils are accessible all the time, and there’s very little damage.” And there’s another added benefit that

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comes along with using an automated system, too: less required labor. An automated system only requires a single operator, rather than the two or three you'd have to employ in order to support a manual coil moving system.

SMOAK IMPRESSED WITH ABN

After working with American Building Network on their recent SWI Machinery upgrade project, Smoak was definitely impressed by the company. "They're pretty innovative guys," Smoak said. Some examples of innovation he noted include the fact that ABN videos building installations for further training purposes, uses drones to gather footage from all angles, and is proactive with their use of social media. "They're certainly forward-thinking," observes Smoak. "They're innovative guys, and that follows to their use of innovative equipment in the shop." RF



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Need a Forklift?

Points to consider when buying a new forklift

■ By Sharon Thatcher

A forklift is likely one of the smallest and least expensive pieces of equipment you own yet you probably don't pay much attention to it until it doesn't work, or it hits an object like the side of your shop. But a forklift holds up its share of the workload, and you shouldn't be so readily dismissive when it comes time to replace it, or to add to your existing forklift fleet.

There are many popular brands of forklifts, but MH Equipment, a dealer headquartered in Peoria, Illinois, cautions against buying a generic "out of the box" machine. Why compromise when the world of forklifts is quite extensive, with new models being introduced to

handle nearly any situation?

MH, in the business of selling material handling equipment since 1952, is a regional (Midwest and East) dealer of multiple brands of forklifts, particularly Hyster and Yale. They also carry other specialty material-handling machines. Its material handling experts outline some of the major points you should explore when purchasing new.

PRIMARY USE

The first thing to consider, MH notes, is an examination of how you plan to use your forklift. If it's a replacement for an existing machine, and you are happy with how it performs and how it fits

into your overall production, the decision is simple. But if your production or shop floor needs have changed, you may want to consider switching up to one that affords more flexibility and efficiency.

"Have a clear idea in mind about your ultimate interest in acquiring a new fork truck, so that equipment vendors can best match you to a suitable truck without over- or under-shooting your objectives," the experts say.

MH cautions against making a hasty decision based only on availability. "In today's volatile market, acquiring nearly any capital equipment piece and its necessary components calls for sometimes lengthy lead times, which may in turn drive you to making concessions on desired features or brands just to take delivery of an alternative selection in a reasonable timeframe," they say, adding, "choose partners based on their ability to service your ongoing needs."

If you need something in the short-term, a good partner will be able to help you.

While you are shopping around, there are some additional factors to keep in mind when speaking to vendors. MH lists these:

TYPE OF WORKING ENVIRONMENT

A lift truck needs to be compatible with the surface type, exposure to weather, presence of dust and debris, and other environmental variables. Most directly, working environments determine a lift's tire types. A solid cushion tire performs well on smooth indoor concrete surfaces, and a pneumatic tire works best for rough outdoor terrain.

In the roll-forming world, the pneumatic route is typically chosen because forklifts are often called upon to work a myriad of jobs both indoors and outdoors.

CAPACITY

For rollformers, an important topic will be a discussion on what capacity lift will meet your needs. Capacity for a fork truck means several things all at once:

- Weight of objects to be lifted
- Size, shape, and form of objects to be lifted
- Orientation and dexterity of lift needed to pick objects
- Any special requirements to lift objects safely and properly.

"This information leads us to both a base forklift chassis selection as well as several necessary accessories, such as a side-load turret with reach extension," MH experts note. Additionally, you need to be able to provide information to the vendor on aisle width, rack height, sitting vs. standing operator, and load type (pallets, boxes, free-form products, etc).

POWERTRAIN

Forklifts in the U.S. are primarily powered by electric, propane, or diesel. OSHA classifies them into seven general categories:

- Class I: Electric motor rider trucks
- Class II: Electric motor narrow aisle trucks
- Class III: Electric motor hand trucks or hand/rider trucks
- Class IV: Internal combustion engine trucks (solid/cushion tires)
- Class V: Internal combustion engine trucks (pneumatic tires)
- Class VI: Electric and internal combustion engine tractors
- Class VII: Rough terrain forklift trucks

Electric lift powerplants are more efficient and exhaust no hazardous gases into closed warehouse spaces, but they

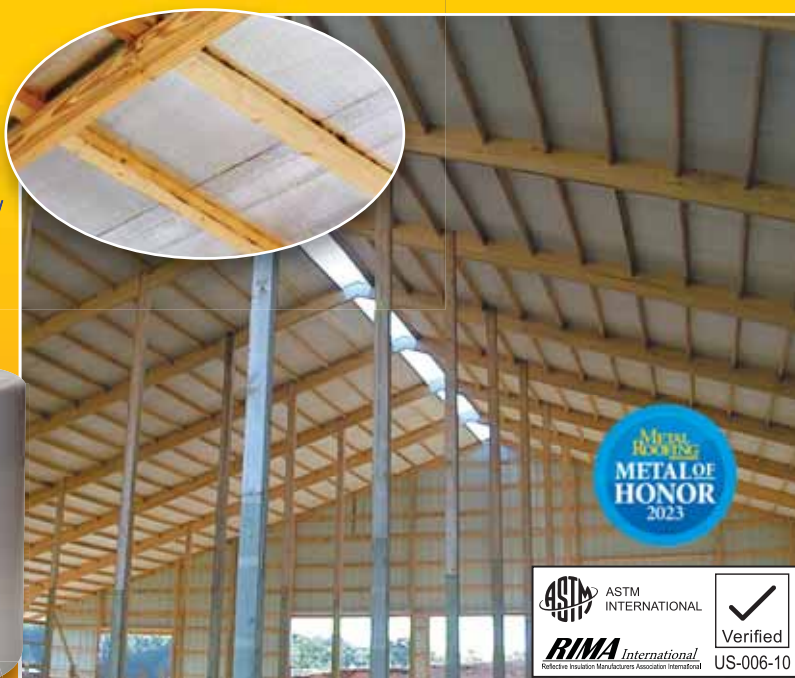


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usually have lower capacity and drive time durations in that they must be plugged in often to charge (usually daily). Internal combustion powerplants are more powerful, with higher work capacities and the ability to run continuously (as long as they have fuel in the tank), but are noisy, physically larger, polluting, and cost more to operate (given today's fuel costs).

DUTY CYCLE

Duty cycle simply means how often the lift needs to be in use versus how long it will sit unused in a given time period. For example, a warehouse with a single shift may utilize their fork truck 8 hours on, 16 hours off, in a 24-hour day, which results in a duty cycle of $(8/24) = 33.3\%$. This conveys a few key details about sizing the forklift. First, it won't be used too extensively, and so can be selected from

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economical to mid-range feature tiers, keeping costs proportional to utilization. Second, the lift's powertrain will consume fuel for 8 hours and then have 16 hours to refill, which is most applicable to battery recharge rates in electric lifts, but also is used to determine fuel tank sizes in combustion engine lifts, both solving for fueling a full work shift without stopping to recharge or refill. Third, duty cycles bear directly on operating costs, explained below.

BUDGET – CAPITAL EXPENDITURES AND OPERATING EXPENDITURES

MH warns not to forget factoring into your purchase budget the long-term and cost-benefit elements that also have cost implications. Consider establishing your budget with three items in mind:

Initial Purchase Cost: You'll want to

know your company's available capital purchase allowance and compare that against multiple fork truck manufacturers and vendors to gain a sense of the current going rate of trucks that meet your needs. Consider tax incentives, financing options, down payment requirements, state/government incentives (available in many forms such as energy conservation, industrial business growth, depreciating outdated / polluting assets, etc.) and vendor discounts.

Ongoing Maintenance Costs: Whether performed by internal or external teams, maintenance costs often exceed the initial cost of the vehicle given enough time, so these warrant close examination. Internal maintenance is usually more proactive and lower cost, especially when spare parts and consumables are kept in-stock. External maintenance can be more expensive per service call, but can

bring greater value using the advanced tooling, knowledge, and experience available with professional service teams. In some cases, vendors can couple maintenance costs into service contracts bundled with the purchase price, alleviating complication especially for smaller businesses.

Emergency and Replacement Costs: Buying a very low-priced fork truck from a foreign distributor may save money initially, but if that unit has no local support and no domestic part vendors, the cost of downtime (especially emergency outages) can suddenly exceed the initial savings by a lot. Purchasing a fork truck should include considering emergency cost as well as future end-of-life replacement costs, both as a function of local vendor support and the OEM's direct options. Some OEMs will buy back lifts for remanufacturing and resale

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Coil-handling is key to efficiency

If you're going to spend millions of dollars on a roll-forming plant, but the tool you're using to move materials within your operation has not been seriously considered, then you're not going to maximize your investment. Those words of wisdom are offered by Paul Short, North American President for Combilift, world's largest multidirectional forklift manufacturer.

Combilift was founded in 1998 by Robert Moffett, inventor of the Moffett forklift, and Martin McVicar, the former head of R&D at Moffett. Their machines have found a niche in the roll-forming and lumber industries due to their ability to handle long loads in the direction of travel to help maximize space and safety no matter what length product.

"We're usually the last piece of the puzzle that anyone thinks of," Short continued, but in reality, "to make a small investment in that piece of equipment could maximize your plant's efficiency. Consultation with the material handling experts could offer great insights and gains for your business."

Combilift likes being able to travel to a customer's shop site to investigate conditions and help make good decisions. "We can go visit the site, survey the materials, survey the loads, survey the application, all the conditions, and then help the customer by making a recommendation on the correct truck for them," he said. "That's part of our service rather than have the customer work that all out themselves."

If space is a consideration, Combilift models integrate the counterweight into the truck chassis, maximizing maneuverability and allowing longer materials to be carried through narrower spaces. A conventional forklift is less adaptable to space issues because the counterweight is built into the rear of the machine, altering the triangle of stability.

In addition to all the usual advice on knowing the kinds of loads and space restrictions your equipment will need to operate within, Short added this precaution: "Know the weight of 80% of your loads," then consider the inevitable outliers.

Popular Combilift options for rollformers include hydraulic fork positioner that allows the operator to spread or narrow the forks with the push of lever, and detachable spreader bars for wider spreads on longer loads.

Combilift is headquartered in Ireland but has 300 service centers and 100 dealers in North America.

at a reduced price, and some vendors will take old lifts as trade-ins towards new lifts.

SECONDARY BENEFITS OR FEATURES

MH Equipment's material handling experts also encourage you to consider what secondary benefits or features you may need. "Do you need to haul the lift from location to location, requiring tie-down hooks on the lift? Do you need the ability to integrate telematics or other onboard technology? Do you need to swap accessories and attachments? Consider all future or secondary uses required out of the lift to make sure you're not missing any critical functionality in a new fork truck," they note.

LICENSING AND SAFETY REQUIREMENTS

Depending on the locale, different lift classifications have different licensing and safety requirements that businesses must comply with. In most cases, forklift operators certified in one lift classification are not allowed to jump onto other

classifications without completing certification on that lift class as well, even when the second lift appears 'smaller' or 'less complicated'. Look into specific OSHA or other agency requirements applicable in your area for both licensing/certification as well as those governing written safety program.

INSURANCE

Forklifts often require insurance coverage which will bring along their own costs needing examination. Just like automobiles, lifts with newer safety features may often cost less to insure than older lifts, and costs may be further offset by additional training, management assets such as telematics systems, and overall low business incident ratings. Forklifts are not necessarily covered under a business automobile insurance plan, and also may be factored differently between owning and renting the lift. Be sure to check your coverage to make sure you're properly insured.

TIPS FOR BUYING A USED FORKLIFT

Forklifts can lead hard lives and while lifespans range from 5 to 15 years or 10,000 to 20,000 hours depending on the application, buying a used machine could mean buying more problems than



solutions. A refurbished machine from a reputable dealer allows you to have someone to fall back on if something fails. No matter the source, however, here are some tips on what to ask when considering a used machine:

- Ask for a history of the truck and the number of hours on the unit. The maintenance records should include scheduled changes of filters and fluids along with repairs.
- Why is the machine being sold?
- Check the tire tread. A line on the tire shows when a tire is worn out. When it reaches this point the tire needs to be replaced.
- Check the hoses, including those located within the mast.
- Check the chains for tightness. Chains can seize if not lubricated properly.
- Check the heel of the forks. The

bottom and the back of the forks should have a similar or same measurement. A disproportionate measurement can result in balance issues.

- Check the bushing. Too much play can indicate excessive wear.
- The overhead guard should be fully intact and inspected for damage. While forklifts do typically get damaged, it should only be cosmetic. There should be nothing bent or cut off that might pose a safety hazard. Having a hole drilled into the forks (often done to help move objects) is not an acceptable alteration under OSHA rules.
- Drive it and check for any strange noises that might indicate engine problems.
- Does it look like it has been cared for or neglected? Has it been paint-

ed to perhaps cover up problems?

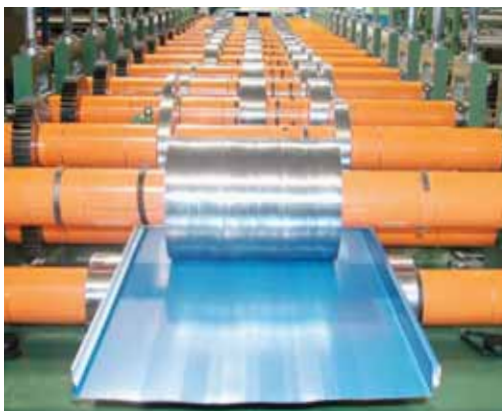
- What kind of work has it been put through, outdoors and indoors?

Toyota, which produces a popular forklift, says it's time to consider replacing your forklift if you need one of the following repairs, so don't compound your headaches by buying a worn-out machine that has one of these problems from the get-go:

- Hydraulic leaks
- Clogged fluid lines
- Worn chains
- A mast that won't lift
- Battery problems
- Unbalanced suspension
- Steering difficulties. RF

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

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Bruce Weaver, CFO, Bradbury Co.

WEAVER, BRADBURY CFO, INDUCTED INTO WICHITA CFO HALL OF FAME

Bruce Weaver, Chief Financial Officer at The Bradbury Co. Inc., was inducted into the Wichita Business Journal CFO Hall of Fame. Weaver, a Wichita State University graduate with a degree in accounting, started at the company in 1993.

“During my 30 years at Bradbury, I’ve had the privilege to work with many great people, including the same core executive team led by David Cox,” Weaver says. “In that time, Bradbury has grown from one location in Moundridge, to a group of 13 operating entities, located in six countries with 750 employees.”

The companies of the Bradbury Group are known for the cutting-edge technology and reliability built into every product – and for the exceptional service that helps satisfy customers worldwide. Bradbury strives to set the standard for automated production and systems integration in the metal processing industry. Bradbury believes its leveling, cutoff, punch, folding and roll forming machines and automated systems set the highest standard for productivity, reliability and safety in coil processing.

2023 CFSEI EXPO TO BE HELD IN NEW ORLEANS

The Cold-Formed Steel Engineers Institute (CFSEI, www.cfsei.org) will host the 2023 CFSEI Expo on May 8-10, 2023 at the Hilton New Orleans Riverside hotel in New Orleans, Louisiana. The

CFSEI Expo will include several educational sessions; announcements of the CFSEI Design Excellence and Creative Detail Award winners and the John P. Matsen Distinguished Service Award winner; and an exposition featuring state-of-the-art innovations, technologies and principles in cold-formed steel framing. A preliminary list of Expo speakers/technical sessions and details on hotel room reservations and registration are available at <https://www.cfsei.org/2023-cfsei-expo>. CFSEI Expo attendees are eligible for a special rate at the Hilton New Orleans Riverside hotel for reservations made by April 7, 2023.

The CFSEI Expo is designed for architects, builders/contractors and engineers and is geared toward both skilled cold-formed steel framing professionals and newcomers. The technical sessions will provide more than 10 continuing education credits. Expo activities will also include the annual CFSEI meeting and installation of 2023-2024 officers.

The Cold-Formed Steel Engineers Institute comprises hundreds of structural engineers and other design professionals who are finding a better way to produce safe and efficient designs for commercial and residential structures with cold-formed steel. CFSEI members work together to develop and evolve industry standards and design methods, produce and issue technical bulletins, and provide seminars and online training to improve the knowledge and skills base of engineers and design professionals.

MILL STEEL OFFERING STAINLESS STEEL, ALUMINUM PRODUCTS

Mill Steel Co., one of the nation’s largest distributors of flat-rolled carbon steel, is pleased to announce its expansion into the flat-rolled stainless steel and aluminum metal markets with the acquisition of Cleveland Metal Exchange (CME) and Chicago Stainless Metal Exchange. This represents the largest acquisition to date for Mill Steel

Co. Details of the transaction, which closed Tuesday, were not disclosed.

A full line of stainless steel and aluminum products is now available through the Mill Steel Stainless and Aluminum division led by industry experts, former CME CEO, Randy Horvat and President, Jeff Haas.

In addition, the entire CME team, with over 200 years of combined experience in the sourcing and processing of stainless and aluminum products, is joining Mill Steel’s seasoned team of carbon flat-rolled specialists.

“We are thrilled to be entering the stainless and aluminum industry. This was an easy decision made by our customers and supports our plans for continued growth. I have the utmost respect for the CME team and confidence in our combined efforts to deliver a superior customer experience,” said Pam Heglund, CEO of Mill Steel.

Mill Steel plans to leverage its vast processing footprint and dedicated carrier network along with CME’s extensive supply chain to bring competitively priced aluminum and stainless products to market.

“With Mill Steel’s financial strength, supplier relationships, and reputation, we view this merger as transformational, positioning Mill Steel to become one of the nation’s largest full-line service centers,” said Randy Horvat, CME CEO, and Jeff Haas, CME President.

The company will immediately assume steel processing and supply for CME’s broad array of manufacturing, automotive, and construction industry customers in the Southeastern, Mid-South and Western United States.

COE SHIPS COIL LINE TO NUCOR

COE Press Equipment recently shipped and installed a 6” coil processing line to Nucor’s facility in Frankfort, Kentucky, which manufactures building envelope systems designed to protect roofs, exterior walls, foundations and fenestration systems. The new line,

which consists of COE's 6" Series 1 Servo Roll Feed, a Series 250 (2.5" x 6") Power Straightener and a 4,000# X 12" capacity Coil Reel, feeds a newly installed SEYI press.

The Nucor line is designed to handle galvanized steel at 40,000 PSI up to 0.051" – 0.125" thick in coil widths from 2"-6". It can achieve a roll speed of 392 feet/minute with a feed accuracy of +/- 0.003".

The line features COE's ServoMaster Touch™ Controller including Feed Advisor and Work Roll Advisor, which eliminate guesswork during job setup by calculating feeder speed and acceleration, and straightener work roll settings for the user, significantly reducing setup time. Additionally, a Micro-Adjust feature automatically compensates on-the-fly for short/long parts, adjusting to the ideal index length for a job.

STEEL DYNAMICS EXPANDS LEADERSHIP, NAMES SCHNEIDER PRESIDENT AND COO

Steel Dynamics, Inc. (NASDAQ/GS: STLD) has announced the company's board of directors approved the appointment of Barry T. Schneider to the newly created position of President and Chief Operating Officer of the company, effective March 1, 2023.

Schneider has been an integral participant in the growth of the company's steel operations. A 28-year veteran of the company, he has been its Senior Vice President, Flat Roll Steel Group, since March 2016, responsible for the company's flat roll steel operations, comprised of three steel mills and numerous processing and value-added coating lines. Before that, he served in various operational and leadership roles within the company's steel operations, and has been involved in numerous construction and startup projects and was also part of the team that constructed the company's first steel mill in Butler, Indiana, in 1994. Schneider earned a bachelor's degree in mechanical engineering and a master of science in engineering management from Rose-Hulman Institute of Technology. He also received an Executive Certificate in Technology, Operations, and Value Chain Management from the MIT Sloan School of Management. In addition, he serves as a director for the Association of Iron & Steel Technology.

In his new role, Schneider will continue to fulfill his current responsibilities and also oversee the company's long products steel group, steel fabrication platform, and metals recycling platform.

"This appointment is in recognition of our ongoing meaningful growth strategy, and the need for continued growth and talent development within our leadership teams," stated Mark D. Millett, Chairman and Chief Executive Officer. "The entire senior leadership team and all of our 12,000 team members have placed Steel Dynamics in a position of strength and competitive differentiation. Barry's new assignment recognizes the broad leadership role he has played. He and I have worked together since the founding of the company, and he has been an important part of the incredible team that has driven our success." RF



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Acu-Form Past and Present

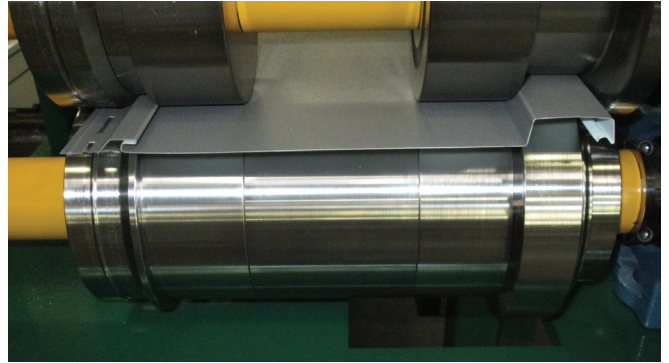
■ By Courtney Glover



Two brothers founded the Acu-Form roll forming equipment company in McBain, Michigan, in the year 2000. The brothers disagreed on the future of the company. Due to this disagreement, the brothers decided to sell the business in 2010. Acu-Form was bought, and the new owners have worked hard to rebrand the company into what it is today.

Wayne Troyer, Acu-Form's sales manager, was hired shortly after the company changed hands in 2010. He stated that the goal was to build the company back up to its former quality; to rebuild machines, and change how some machines were built in order to improve the overall quality of the end product. Acu-Form has grown from offering about 30 profiles in 2010 to offering about 130 different profiles today.

The equipment manufacturer now offers almost anything within the rollforming industry. Having their own engineer, they can take a profile, match it, and build the exact machine



that a client needs. Troyer states that they build any equipment that pertains to the rollforming industry including, but not limited to, uncoilers, slitting lines, and trim and panel lines.

THE MISSION

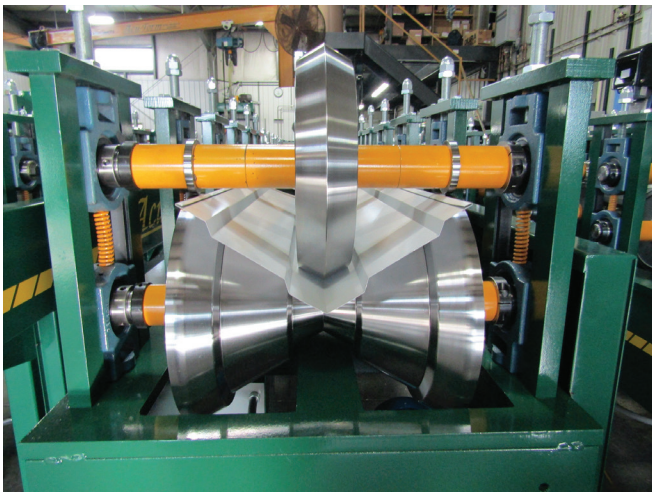
When Acu-Form was founded, the company's mission was to build rollforming equipment that was priced so that everyone could make mutual profit without being overpriced. The goal was to make good machinery that would last without the unnecessary — and expensive — bells and whistles. The goal was to make a very good product at an affordable price.

Since the new ownership in 2010, Acu-Form continues to work towards this original mission. They seek to provide customers with products of exceptional value, to help them gain competitive advantage in their markets. Their goals are to exceed customer expectations in customer service, prompt product delivery, and to provide a pleasant nurturing and growth-oriented environment for its employees.

WITHIN THE COMPANY

Troyer relays that when a customer buys an Acu-Form machine, the relationship with that customer does not stop there. That relationship continues for as long as that person has rollforming machines. Troyer goes on to say that the company services machines as quickly as possible after receiving a call. They try to have all parts in stock, in house so that they are prepared for whatever a customer may need. Additionally, having the parts in house allows them to offer quality control prior to the customer receiving their product.

Acu-Form, which is now headquartered in Millersburg, Ohio, has made rollformers that can be found in 42 states across the U.S. They have machines in five provinces in Canada and one machine in South America. About 70% of





their customer base is smaller to mid-sized companies.

Although they cover a lot of area, there is a lot of opportunity in their backyard: There are five rollforming shops within a twenty-mile radius of the headquarters, as well as many builders and a lumber yard that sells metal products.

When asked what separates Acu-Form from its competition, Troyer shared that they are proud to use D2 steel. They through-harden that steel to give the dies a longer wear life. When COVID hit, prices went up. Materials became more expensive which made customers become more particular about their products. The products needed to be worth the higher prices. Acu-Form has also become more precise with their cut and measurement capabilities; 95% of the time, the machines cut the exact length and size measurements. The other 5% of the time, they are within .032" of the exact measurement.

CHALLENGES AND LESSONS

One of the main challenges that Acu-Form has faced is supply chain issues for electrical components. When facing these issues, there may be a delay completing the equipment build. There are other products that can be substituted; however, the company prefers to keep the same products in order to retain a standard level of quality among all of their machines.

As is true with many companies, Acu-Form has also faced the challenge of finding personnel. They are seeking quality people to train and assemble machinery. This has been a difficulty that Troyer hopes is resolved within the year.

Troyer stated that if he were to do it differently, he would make sure that the customers would have had positive customer service since day one. In the beginning, the company struggled with this, and they feel that they have learned the hard way. He went on to say that the goal is to make sure the

customers understand the process and that the employees understand what the customer is looking for. He tells his staff to listen to the customer, to take time to hear what they have to say and that listening goes a long way.

Troyer feels that the keys to good business are customer service, listening, and taking care of employees. "The employees make the business." He advises to treat everyone well — "customers, employees, everyone."

THE FUTURE

2022 was a great year for Acu-Form. They built 117 machines, many of which were specialty machines. Acu-Form is fully booked for 2023 and they plan to have another great year. They are already booking machines for 2024. Troyer feels that the future of Acu-Form holds growth and expansion. RF

Courtney Glover is a freelance writer and photographer based in Milwaukee, Wisconsin. When not contributing her talents to various publications, Courtney writes YA fiction under the pen name Courtney Christine.



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MALCO PRODUCTS: ERGONOMIC ANDY™ SNIPS

Malco Products, SBC, one of the nation's leading solution developers and manufacturers of a variety of high-quality tools for the building trades, has launched a new product within its popular Andy™ snips line, the lightweight and ergonomic Andy Aluminum Handled

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With this versatile tool, trade pros can make longer, tighter, higher-quality straight and left curve cuts in many types of materials, including sheet metal, metal roofing, aluminum, stainless steel, steel siding, and vinyl.

The MC12L Andy snips are built with incredibly strong, lightweight aluminum for ease of use and durability, and the ergonomic offset handle provides a safer and more comfortable angle for cutting to reduce hand fatigue.

A full 3" cutting length reduces the total number of cuts and repetitive motions, saving the user time and effort. The sharp bottom cutting jaw is constructed of investment-cast tool steel, which allows for starter holes as small as 1/2"; the upper cutting blade can be easily replaced every 20,000 cycles to extend its

overall life.

"Andy snips are one of Malco's most popular product lines, so we are proud to continue building on this legacy of excellence by bringing this high-quality, new offset version to contractors," said Nancy Gunnerson, Malco's director of marketing. "Our team's innovative design of the MC12L meets the most rigorous standards of cut quality, length and ease of use."

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COATED METALS GROUP: NATURAL MATTE COLORS

Coated Metals Group (CMG) has introduced a line of Natural Matte® paint finishes. Exclusive to CMG, Natural Matte® is a range of ultra-matte exterior finishes for metal roofing and siding. It uses microscopic light-distruptive

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TRIANGLE FASTENER LAUNCHES CATALOG FOR ROLL FORMERS

Triangle Fastener Corporation of Pittsburgh, Pennsylvania, has announced the release of its new market-specific catalog to target manufacturers of metal roofs, walls, and various other cladding

materials.

This Selection Guide consolidates fasteners for attaching through-fastened and concealed-fastened panels and is designed to assist the customer in selecting and specifying the right fastener for the application.

The new catalog includes all the technical information for engineering and highlights inventory management programs that benefit purchasing. The new catalog is available in print and on the Triangle Fastener website.

Triangle Fastener is a leading provider of standard and specialty fasteners, sealants, and tools for metal construction industries. They have 23 locations and can provide job-site assistance, fastener recommendations, and product development.

www.trianglefastener.com RF



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EXHIBITORS (AS OF 3-21-2023)

Company Name	Booth #	Company Name	Booth	Company Name	Booth #
3GM Steel.....	415	DripStop Condensation Control	215	Onduline / Tuffex.....	103
AceClamp	435	Dynamic Fastener.....	227	Paragon Computing Solutions.....	231
Acu-Form.....	308	Formwright	309	Petersen / PAC-CLAD	204
AJ Manufacturing, Inc.....	527	Grabber Post Buildings, Inc.....	326	Plyco Corporation	221
AkzoNobel Coatings Inc	330	Hershey's Metal Meister	401	Presto Tape	105
Ameripak	230	Hixwood.....	226	Progressive Metals	201
AMS Controls	416	Integrity Manufacturing/Dyna-Cut.....	514	Red Dot Products, LLC.....	421
ASC Machine Tools Inc	411	Keymark Industries	217	Snap Z.....	511
Beck Automation	427	Lakeside Fasteners	202	ST Fastening Systems.....	121
Bradbury Group, The.....	214	Levi's Building Components	208	Star 1 Products.....	515
Capital Forest Products	526	Marion Manufacturing.....	434	Stoll Metal Works.....	209
Charter Steel Trading	200	McElroy Metal	431	SWI Machinery	301
CIDAN Machinery.....	109	Metal Rollforming Systems.....	315	United Steel Supply	300
Daystar Systems LLC	417	NC Automation	222	Vinyl Structures LLC / LuxGuard	235
Direct Metals Inc.....	101	Northern Building Components	317	Wildcat.....	520

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Wayne Troyer
Acu-Form

"I'm very excited the Rollforming Show will be back in Cincinnati in 2023. This show is all about the Roll Forming Industry and that's exactly who our customers are. It's the market segment we at United Steel Supply service and focus on. The CRS is an important part of the growth and education we are all seeing in light gauge construction and metal roofing."

Conrad Farley
United Steel Supply

"I heard it said best, "large enough to attract attendance, small enough to have quality conversation". Two day schedule is great! Was an exceptional event for us at GreenPost!"

Barry Hoffman
GreenPost



Legacy Building Supply opened at its current location in February 2022.
PHOTOS COURTESY OF LEGACY BUILDING SUPPLY.

Building a Legacy

Service is Priority #1 at Legacy Building Supply

■ By Linda Schmid

Businesses can be started for a number of different reasons, perhaps a lifelong passion, someone's desire to be their own boss, or maybe a gap in the market that needs filling. Legacy Building Solutions' began as the result of the latter reason.

Marion Herschberger had worked in manufacturing, building overhead doors,

and as a contractor building houses and pole barns. In early 2020 he and a partner realized that locally there was only one roll-formed panel producer and their service left a bit to be desired. In June of 2020 they purchased Steel Star and operated out of that location for a year and a half. In June 2021, work began on their new facility on the main road just

outside of Arthur, Illinois. They moved to the new location on February 7, 2022.

In the beginning, the newly renamed company offered core products: rollforming metal and trim and they offered a quality product. Quality had never been the hurdle for the business, though. Legacy Building Supply's challenge was getting over the company's



A 4,200-sq. ft. retail store is open to contractors and DIYers alike.

reputation as providing substandard service.

They began selling service. They put together a great team of employees, they were nice to people and they followed through on their promises; they were developing relationships. They wanted people to enjoy coming in and doing business with them. People did, and the word quickly spread.

The company began with 3 people; now they have 16. Their product line has grown to include lumber, siding, soffit, and doors. The goal is to provide everything for complete pole barn packages for garages, horse barns, storage units, and agricultural buildings. They sell to contractors and retail, including some DIYers. The contractor portion of their clients are 50% roofing and 50% pole barn contractors.

A 4,200 square foot retail store serves local foot traffic. It's geared for contractors and DIYers. They stock a full line of Milwaukee Tools, electrical



The goal is to provide customers with everything needed to build post-frame buildings.

components, hand tools, and plumbing supplies. They also have an outdoor section, grills, and they are starting to stock paint supplies.

Located in central Illinois, their

service area extends about 150 miles to Missouri and Iowa.

For the first couple of years, they used the machines they had inherited from the acquired business. When they built the



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new facility, they decided they needed some new equipment, too. After some consideration, they decided to purchase new machinery because they didn't want to deal with the unknown variables of how long used machines would last and how much repair would be required.

They purchased a new SWI Marxman Plus Slitter from SWI Machinery and a new Single Bender Curved Jaw Variobend from Hershey's Metal Meister. They were drawn to SWI because of the company's machines having a reputation as solid and robust. Herschberger had worked at Hershey's for a while, so he knew the quality of the Variobend, making it an easy decision.

SWI came in and spent several days training them on the new Marxman Slitter. Training on the new Variobend was minimal and seamless, largely because of Herschberger's experience at



Hershey's and his rental of a Variobend from the previous Steel Star owner.

Legacy's main source for coil is Northern Steel Alliance; United Steel

Supply is also a supplier. Plyco for doors, Blue Links for lumber, and Richland Laminated Columns are their main suppliers for building components.

Herschberger says he has learned a lot in the last few years. Getting to know people is important. There are a lot of good people in the industry and, he says, there are connections all over. He believes that developing good processes is key; it enables a company to deliver consistently excellent service. In turn, excellent service is what enables a company to develop lasting relationships with customers.

Herschberger expects to expand the company's footprint for lumber storage at some point. He also sees trends in the industry that make him hopeful regarding the future. From more agricultural building to a lot of re-roofing, industry prospects look good. Plus, there are more and more people moving toward metal building for their residences. In fact, Legacy has built several barndominiums over the last year. All of this gives Herschberger good reason to believe that Legacy will continue to grow, providing quality products, great service and expanding to more locations. [RF](#)



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Garage, Shed & Carport Builder Show Sees Strong Interest



RGM Steel warehouses and distributes bare, acrylic-coated, and pre-painted Galvalume® to roll formers nationwide. PHOTO BY SAWYER NELSEN

■ By Rollforming Staff

Trade show attendees have the benefit of getting information directly from product and service providers in a single location. It's valuable information that can help increase profits, learn best practices, reduce waste and lower expenses, and other rewards. New products and services – often first introduced at these shows — are developed to solve your customers' problems.

Connections were made and problems were solved at the second annual Garage, Shed & Carport Builder Show, which was held January 18-19 at the Greenville Convention Center in Greenville, South Carolina.



The South Carolina location was selected as a convenience to attendees; it's close to the center of the light gauge metal building world. The headquarters of RTO National, a leading provider of rent-to-own contracts for backyard storage units, carports, and other assets, is also located in Greenville.

LEARNING OPPORTUNITIES

Before the exhibit hall opened, many attendees sat in on educational sessions. Admittance to all educational programming was included with the cost of admission. A few of the presentations included, but are not limited to: "Ways to

Improve Panel Line Throughput” presented by Ben Schmidt, The Bradbury Group; “Marketing, Advertising and PR” by Barbara Garcia, Shed Pro; “Designing Sheds and Other Buildings” by Royden Wagler, SmartBuild Systems; “Configurator Programming” by Jordan Miller, Idea Room; and “Using Google Maps for Shed Locations” by Jim Mosier, Shed Marketer. According to the attendance and feedback, show guests and exhibitors recognized the value of the sessions.

The State of the Industry presentation was scheduled to be held in the Demo Area in the exhibit hall, but the crowd noise in the hall dictated it be moved into a separate meeting room. The talk was co-presented by Garage, Shed & Carport Builder publisher Gary Reichert and RTO National Chief Sales and Marketing Officer Richard Mashburn. During his segment, Reichert presented construction data acquired through the industry survey which was co-executed by Shield Wall Media and METALCON. The survey results were broken down by industry — Sheds & Carports; Post-Frame; and Metal Buildings — as well as a whole from all respondents. Overall, respondents were optimistic about 2023, with the majority expecting the new year to be at least as good as 2022.

During Mashburn’s segment, he spoke about specific market information relevant to the shed industry and the market picture as a whole. He compared 2021 to 2022 data, which is aggregated by RTO National’s software systems, and reported that 2022 shed unit sales increased for the total year. Carport sales increased every month in year over year unit sales. However, the end of the year showed signs of slowing growth. He also explained that the average square footage of sheds is increasing; the average shed size moved from a 10’ x 16’ to a 10’ x 20’.

Applicable to the construction industry as a whole, Mashburn reported lumber has returned to more normal price ranges and are expected to decline slightly over the next 12 months. Steel prices



The VersaBend booth before the expo floor opened. It was busy throughout the event, indicating a lot of interest in tube bending. PHOTO BY SAWYER NELSEN

are lower than the 2021 and early 2022 highs, and prices are also expected to decline over the next 12 months. He said while gas prices have dropped dramatically since summer, they are expected to rise throughout 2023.

OBJECTIVES & PERSPECTIVES

The exhibit hall was completely sold out and was filled with 51 exhibitors, all of which were relevant to the construction industry. Companies exhibit at trade

shows to meet with existing and potential clients; they are there to meet your needs. The feedback from exhibitors is undeniably positive, which indicates attendees found what they were looking for.

Tim Schorn, Regional Sales Manager for Trac-Rite Door / Rack-Lock Pallet Racking Security, says, “Overall, I felt that the show was a good value. Our organization was able to meet with both existing clients and new prospects during the event. There was an appropriate

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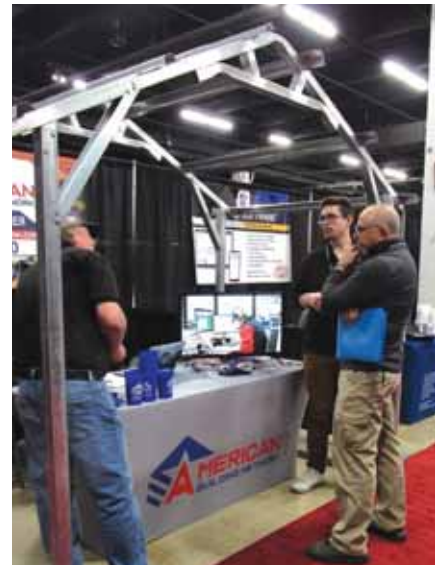




The Bradbury Group staff was kept busy throughout the January 17-18 show. PHOTO BY SAWYER NELSEN



Graber Post exhibited the new Steel Dynamics-printed Tru>Steel samples in their booth. PHOTO BY SAWYER NELSEN



Metal building manufacturer American Building Network sells through a nationwide network of dealers. PHOTO BY SAWYER NELSEN

audience that included decision makers from the shed and carport industries.”

Wayne Troyer of metal-forming equipment manufacturer Acu-Form enthuses, “We thought the show was great! It was in a very good location with a nice crowd of quality attendees that were actually looking to buy products.”

Ben Schmidt, Industry Sales Manager for The Bradbury Group, says, “We received 10x’s the leads compared to last year and we are excited to be a part of the continued growth associated with the Garage, Shed & Carport Builder Show.”

Rachel Grilliot, Bradbury Group Corporate Communications, continues: “The Garage, Shed, and Carport Builder Show allows us to connect with existing and potential customers in this targeted industry. We received quality leads from companies looking for specific roll forming and related equipment. We plan to exhibit next year as this show continues to grow.”

Judy Moses, Marketing Manager at RTO National, which held an open house in conjunction with the show, is also pleased with the event. “We’re thrilled we were able to meet with our dealer partners in Greenville, South Carolina. From



E&H Tubing operates three welded tube mills, which manufacture Galvanized, Cold-Rolled and Hot-Rolled tubing. PHOTO BY DANI PARKER



There was a lot of interest in condensation control at the Garage, Shed & Carport Builder Show, as evidenced by the traffic in the Dripstop® booth. PHOTO BY SAWYER NELSEN

opening the doors to our headquarters to tour our facilities and meet with our team to then getting to demo the Dealer Management System at the GSCB Show – it was a memorable week! We were honored to have our Chief Sales and Marketing Officer, Richard Mashburn lead a conversation on the State of the Industry with GSCB's very own Gary Reichert."

Barry Hoffman of GreenPost/Planet Saver, says, "This was a great show for

us. As I heard it said best: It's big enough to attract, small enough to have quality conversations. I look forward to next year!"

Cole Wolford of 3GM Steel is gratified by the results: "We really enjoyed the show. Shield Wall Media shows always have a very targeted attendee group of professionals we want to meet. Gary and his staff are also very accommodating in helping us meet our goals as a vendor at his shows. The Garage Shed Carport Builder Show in Greenville was not an exception. It is a great location and a real benefit for our organization to participate as a vendor."

David Quehl, Director of Sales & Marketing, Direct Metals, Inc., ponders, "After the inaugural Garage show in South Bend last year had a low turnout, it was natural for expectations to be muted at best. Suppliers recognize the hard work all Shield Wall Media team members put in to make the event a success. With excellent pre-marketing of the show and picking a location that suited the clientele it was marketing to, the results for 2023 were noticeably improved. There was a 'buzz' on the trade show floor that was absent last year.

"The cost to exhibit is very reasonable. Gary recognizes that the return on every marketing/trade show dollar an exhibitor spends is very important. As an example, there is no charge for a lead retrieval system, which helps overall costs. The social hour is a real bonus. Excellent food and drink help to keep both attendees and exhibitors on the trade show floor.

"The real metric is the quality of attendees who visit your booth. I think most suppliers were pleased with the quality of prospective clients at this show. Most who stop are decision makers. To summarize, I think each year this show will be able to build on the success of the previous one. With continued marketing and supplier support the futures for both the Garage, Shed & Carport Builder Show and Construction Rollforming Show look bright."

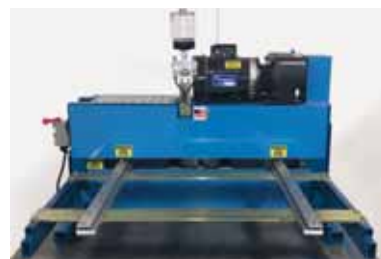
Reichert gives this post-show assess-

ment: "Sifting through the feedback and attendee data, the 2023 GSCB Show was definitely a success. Exhibitors up by 50% and attendees by 75%. As we improve our processes the show will evolve and improve. We do not want to be a show with thousands of exhibitors and millions of attendees; we want all of our shows to focus on a targeted audience and provide a great value for attendees and exhibitors. We learned a lot from the success of the 2023 GSCB Show and our future shows will be better because of it. We appreciate RTO National for helping to sponsor and promote the show, and we thank the exhibitors and attendees who made this possible." RF



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Optimism in Louisville



Perma-Column President Mark Stover introduces the new precast skirt board system.

Cautious optimism was in the air during the 55th Annual National Frame Building Association Conference & Expo held February 22-24 in Louisville, Kentucky.

More than 140 exhibitors set up at the Kentucky International Convention Center to show off new products and meet both existing and potential customers. The most common question? "Will there be a dropoff this year?" The most common answer was "yes, eventually there will be a slowdown, but if it's happening this year, there's no evidence to that effect." The near future of the financial markets, both broadly and specifically in post-

Cautious Optimism at Frame Building Expo

■ By Rocky Landsverk



Hixwood's Paul Zimmerman (right) addresses inquiries. PHOTOS BY SHIELD WALL MEDIA STAFF.

frame, was the single biggest topic of discussion at the Shield Wall Media booth and at social events.

"Cautious optimism continues to be the theme in our market," said Mike O'Hara, National Sales Manager for Levi's Building Components. "Rollformers and contractors continue to be busy and are anticipating a good first half of the year."

That isn't to say that there won't be an overall economic decline. What the post-frame and metal building markets seem to be exhibiting, though, is that they are the solution and not part of the problem. "Metal roofing continues to gain in popularity for residential use," O'Hara said, while post-frame companies also said their practicality offers hope even if or when the building boom declines.

Headlining the new products on display is a new precast



SWI Machinery's Marxman Plus Automatic Slitter was demonstrated throughout the event.

concrete skirt board product from Perma-Column®, while Steel Dynamics (SDI) has a new ability to print on metal that will likely be game-changing as well.

The biggest industry news came from the NFBA itself, which announced it has created an online course in conjunction with the University of Missouri Extension entitled “Basic Principles for Post-Frame Construction — Basic Self-Study Guide.” It is intended for contractors and builders to educate employees and hopefully create an opportunity to recruit younger people by demonstrating a clear path to a good job.

There were multiple software companies on the show floor, including:

- SmartBuild Systems, which bills itself as “the construction industry’s only complete design system.”
- ABIS, which offers a comprehensive software suite for the purpose of running an entire company including a CRM.
- CM (Construction Maestro) was on hand showing people its Encore product.
- Idea Room, which allows your customers to design their own buildings.
- Simpson Strong-Tie, which is in

beta with a product that works with SmartBuild and will offer truss design, which is not currently available with SmartBuild.

Here are some of the biggest newsmakers at the show.

PERMA-COLUMN CONCRETE SKIRT BOARDS

Perma-Column® introduced precast concrete skirt boards which it says “elevates the post-frame industry again.” A patented product, precast skirt boards have a hybrid concrete-wood design that eliminates all wood contact with the ground. “There’s nothing like it in North America,” said Mark Stover, CEO and President of Perma-Column. “This is the new way to build.”

The company also announced a new Pro Builder program. Pro Builders receive sales and marketing support from Perma-Column®, branded gear, and exposure on Perma-Column’s social channels and website, in exchange for supporting the program. “Perma-Column® Pro Builders have fantastic stories to tell and knowledge to share with fellow post-frame builders,” Stover said. “They have made a commitment to building on permanent foundations that benefit customers. Their inspirational stories serve as valuable learning experiences for the industry overall. We’re looking for more builders like them to recognize and honor.”

Stover said Thursday of the show was



Shield Wall Media delivered some of its awards to partners during the event. Kelly Myers (left) and Matt Orsini of rFOIL accept a Metal of Honor awarded by Metal Roofing Magazine.

one of the company's best ever, adding that "builders are very optimistic about 2023." He said there were four Perma-Column® distributors exhibiting.



Steel Dynamics is now coating steel to make it look like wood. Hickory Natural (top) and Rough Cedar Gray (above) are shown.

STEEL DYNAMICS DIGITALLY PRINTING ON METAL

Steel Dynamics (SDI) has started taking orders for its new product that is unlike any previous attempt to print images on metal. The company is using the latest technology including "electron beam coatings and curing." Don Switzer, company Sales Manager of Special Products, said it's been a few years in the making and available a few months. "We have been painting steel for 20 years and our customers have been after us to do prints," he said. "We were waiting for the technology to catch up. About three years ago, we started investing in the process. We have spent a significant amount of money and time developing the process."

It paid off with a product that's been available a few months. It's called Tru>Steel HD and it prints a reproduction of an actual picture or image, which doesn't repeat for up to 32 feet. The high-

definition image is 400 dpi and "it's very lifelike. We've been fortunate at this show to have customers lined up. The reason is we start with real wood and our creative team does their magic."

Typical use cases:

- "We are working with a company that makes log cabins and we'll be able to do the chink line, as an example.
- "Others might want a shed in their backyard that doesn't look like a shed, or they might want it to look like it's been there for 25 years, and we can do that."
- He said there's also a lot of upside in the garage door industry. "It's the largest moving thing in your home so people want it to perform like steel, but they want it to look like wood. There are some products out there today that look OK, but we're going to take that to another level."

Switzer added that SDI is "intentionally sustainable," so it is important for him to also note that this product has no VOCs.

[You'll learn more about Tru>Steel in an upcoming edition — Editor.]

ONLINE POST-FRAME TRAINING

The NFBA announced that it has created a Post-Frame Builder Training Curriculum which includes an online course to teach people the basics of post-frame construction. The online study course is described as "a great way to teach the students if you do not have the time or resources to teach the course." The online study course is conducted by the University of Missouri.

The curriculum is primarily a tool to help newcomers quickly become good builders and employees, and it is also a good tool for sales and support staff to learn about their products.

According to the NFBA website, "The objective of this curriculum is to familiarize employees with concepts and terminology relevant to post-frame."

Topics include, but are not limited to, post-frame basics and terminology, math foundations, reading plans and specifica-



Chris Cox (right), ASC Machine Tools, has a one-on-one conversation with an attendee.



The Variobend has new branding, as exhibited in the Hershey's Metal Meister booth.

tions, site preparation, site preparation, structural framing, metal cladding, and more.

The NFBA Membership Committee was tasked to create the curriculum. The Committee members involved were Joseph M. Zulovich, Ph.D., P.E.; Josh Nowlin of Suburban Buildings; Matt Greiner of Greiner Buildings; Linda Young-Vap of Vap Construction; and Steve Shouten of Remuda Buildings, along with support from Morgan Arwood of the NFBA and many others around the industry. Josh Nowlin and Joe Zulovich gave the presentation at the show. RF

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Who Reads Rollforming Magazine?

The most statistically significant difference between *Rollforming* subscribers and All Respondents is the number listing metal roofing as their primary focus. The percentage of *Rollforming* subscribers is approximately double all respondents.

We will do a follow up survey on fixed vs. portable roll formers to try and determine how specific the focus on metal roofing is.

The other interesting difference is *Rollforming* subscribers are 7% less likely than All Respondents to list metal buildings as the primary focus and are similar regarding sheds and carports. In "What types of construction do you participate?" *Garage, Shed & Carport Builder* subscribers are 9% and 14% above general respondents for metal building and sheds/carports, respectively.

This also is a good area for follow up surveys. [RF](#)

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What is your primary type/ area of construction?	All Respondents	<i>Rollforming</i> Subscribers
Roofing	7%	2%
Metal Roofing	20%	38%
Other (Gutters)	0%	0%
Post Frame	23%	21%
Metal Building	20%	13%
Wood Framed (Stick Built)	7%	4%
Modular, Sheds & Carports	1%	0%
Masonry, SIPs & Concrete	3%	4%
Sub-Contractor	1%	0%

In what types/niches of construction do you participate?	All Respondents	<i>Rollforming</i> Subscribers
Roofing	33%	26%
Metal Roofing	66%	74%
Other (Gutters)	22%	23%
Post Frame	47%	49%
Metal Building	54%	64%
Wood Framed (Stick Built)	35%	28%
Modular, Sheds & Carports	31%	45%
Masonry, SIPs & Concrete	13%	11%
Sub-Contractor	10%	8%

What is your annual volume in gross sales?	All Respondents	<i>Rollforming</i> Subscribers
\$0-2,000,000	30%	25%
\$2,000,000 – 5,000,000	19%	21%
\$5,000,000 – 10,000,000	11%	11%
\$10,000,000 – 20,000,000	14%	9%
\$20,000,000 – 50,000,000	9%	13%
\$50,000,000+	17%	21%



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