

Rollforming Magazine

AUGUST/SEPTEMBER 2023
Vol. 6, No. 4

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Your Insights Are Important

■ By Karen Knapstein

None of us knows everything that's going on in the metal construction segment of the industry. Without asking, we can only guess ... and guessing is definitely not a best practice. That's why we conduct industry-wide surveys twice each year (once in the Spring and once in the late Fall).

If we dove in to all the data that comes out of the survey for the State of the Industry article, the entire magazine might very well be filled with a single article. We publish the Construction

Survey Insights in every edition of every magazine we produce to break the data down into manageable pieces. (So it's easy to find, this feature appears on the inside back cover.)

I found the CSI especially interesting this time. As Gary Reichert, who analyzes the data for SWM, points out: "Rollforming subscribers report a better Q1 and Q2 in both gross sales and profitability than any other category." (In this issue, the CSI is on page 67.)

Since none of us has a magic crystal ball that allows us to see what's going on

around the country, or into the future, please take the State of the Industry Survey the next time it opens up, and share it with your colleagues. Your insights and feedback are important to us. We'll be sure to share the link with you. Not only does the larger survey sample provide more reliable information, it also entitles you to access to all of the raw data after the survey closes.

Oh, and when you see me at the Construction Rollforming Show in Cincinnati in September, be sure to say "Hi!" RF

Market Update))

Raw Steel Production Report

■ By The American Iron and Steel Institute

In the week ending on June 17, 2023, domestic raw steel production was 1.743 million net tons while the capability utilization rate was 77.5%. Production was 1.738 million net tons in the week ending June 17, 2022 while the capability utilization then was 79.6%. The current week production represents a 0.3% increase from the same period in the previous year. Production for the week ending June 17, 2023 is up 0.2% from the previous week ending June 10, 2023 when production was 1.739 million net tons and the rate of capability utilization was 77.3%.

Adjusted year-to-date production through June 17, 2023 was 40.728 million net tons, at a capability utilization rate of



75.7%. That is down 3.0% from the 42.006 million net tons during the same period last year, when the capability utilization rate was 80.3%.

Broken down by districts, here's production for the week ending June 17, 2023

in thousands of net tons: North East: 142; Great Lakes: 564; Midwest: 214; Southern: 760 and Western: 63 for a total of 1743.

The raw steel production tonnage provided in this report is estimated. The figures are compiled from weekly production tonnage provided by approximately 50% of the domestic production capacity combined with the most recent monthly production data for the remainder. Therefore, this report should be used primarily to assess production trends. The AISI production report "AIS 7," published monthly and available by subscription from the AISI, provides a more detailed summary of steel production based on data supplied by companies representing 75% of U.S. production capacity. RF

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Gary Reichert,
Publisher, Shield Wall Media

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On The Covers:

Be sure to visit these exhibitors at the Construction Rollforming Show in Cincinnati September 27-28..

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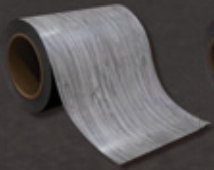


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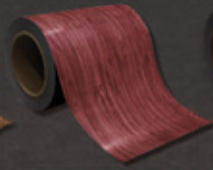
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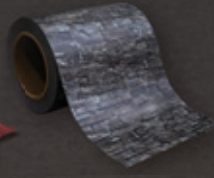
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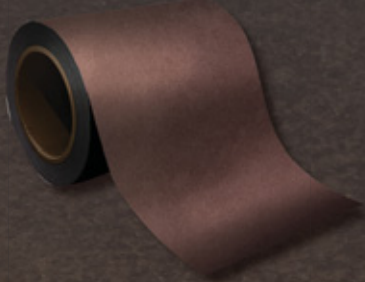


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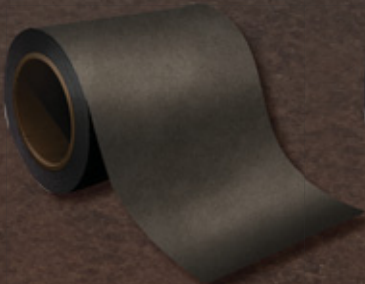
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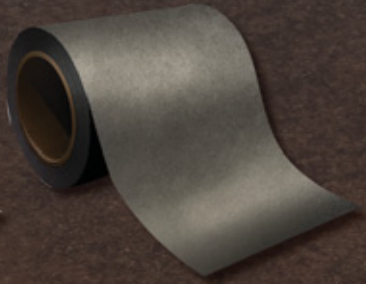
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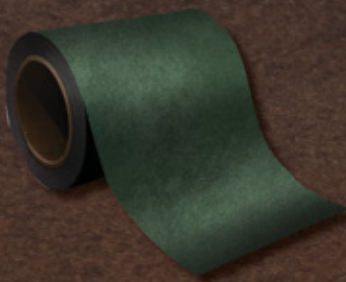
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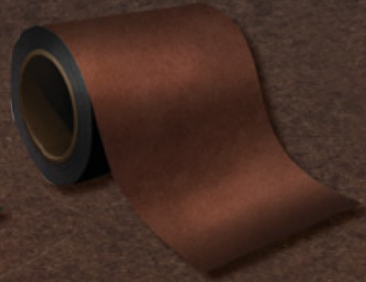
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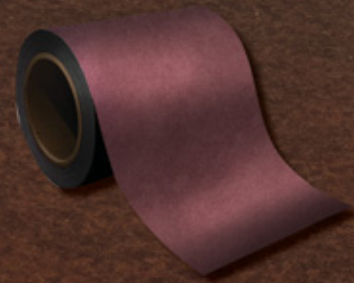
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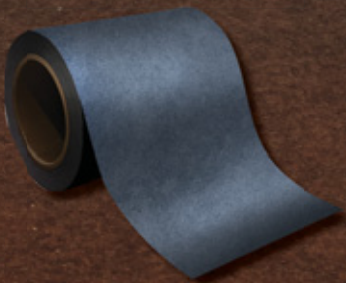
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Trailers for Portables

Picking the Best Trailer for Portable Roll Forming Operation

■ By Sharon Thatcher

After spending thousands of dollars on a portable roll former, the next best investment is a trailer that can handle its transport safely. Don't be tempted to buy the cheapest trailer on the lot without first checking out the basic rules of trailering a portable.

OPEN OR ENCLOSED?

One of the first decisions you'll want to make is whether to purchase an open or enclosed trailer. There are diehard owners of both, and each are committed to their decision.

The best answer may depend on the type of work you do. If you do multiple profile or coil changes on site, you'll want a trailer that provides maximum access to your typical pain points.

If you generally pull up to a job, unhook the trailer and keep it onsite a few days, does your trailer have the protection you need to keep the machine safe and protected? Do you want your machine trailer to also serve as your tool trailer? Do you want to lift your machine on its trailer to run panel at roof height?

Weather conditions also matter. Will the machine be exposed to road salt and snowy conditions, or dry and arid conditions? Each can affect the machine in different ways. Open or enclosed, how do you plan to protect your roll former from inclement conditions?

Your trailer choice depends on the type of roll former you own; in many cases, the coil reel is built as part of the machine, whereas some manufacturers have the coil reel as a separate piece of equipment. You'll want to make sure the trailer you buy gives you access to both,



An enclosed gooseneck trailer customized by Formwright for hauling portables. FORMWRIGHT PHOTO.

along with proper weight distribution.

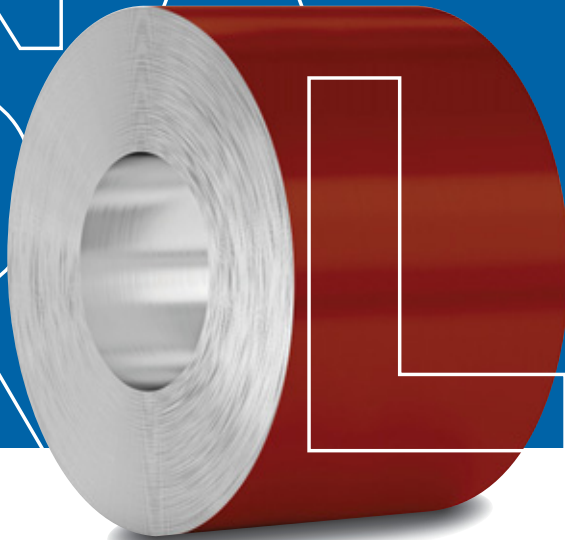
Some open trailer advocates argue that enclosed trailers hinder access to coil reels and machine maintenance. There are trailers now, however, that are specifically designed for portable roll formers, with wide side doors to overcome the access issue. Formwright LLC, based in Indiana performs such customization for New Tech portables, using both ATC and United Trailer models.

Owner Larry Schlabach said, "We're pretty biased in our opinion about open and closed trailers. An \$80,000 machine being pulled out in the open in all this weather, dust, and salt, it just doesn't make sense to us why you would want to put it on an open trailer." He draws from his own experiences as a metal roofer/roll former facing Midwest

weather challenges. "I could not believe how, in three years, my open-trailer machine looked versus the one I kept in an enclosed trailer. I still have one of the 2015 machines in an enclosed trailer and she's not nearly as rough as my open-trailer unit," he said.

Tom Laird, Senior Account Manager for New Tech Machinery, however, said most of its machines are still sold with open trailers. These are custom built by Maxey Trailers. Covers are recommended as added protection. "We recommend those just because it helps to protect the machine from debris and inclement weather," Laird said. "They're not completely weathertight, but they are weather resistant and protect the machine better." The covers are made from a synthetic canvas called K-TEX, used for decades in the boat industry.

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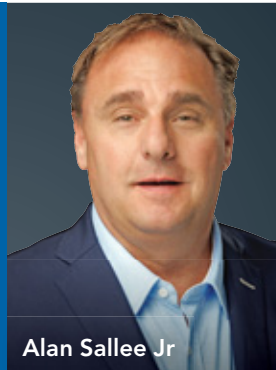
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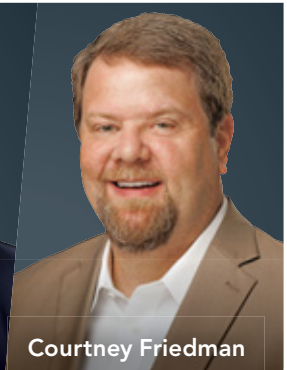
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CAVEATS FOR BUYING A GENERAL-PURPOSE TRAILER

Laird and Schlabach both advocate for trailers customized for the roll forming industry. Their reasons are valid.

Industry-specific features

Said Schlabach: “You buy a trailer off the lot and a lot of times it’s not tall enough to fit the reel rack, the axles are not in the right spot, and it’s not strong enough to hold up the machine.”

When Formwright orders enclosed trailers for customization, they specify heavier axles and heavier tires, as well as a heavier aluminum exterior skin, 3/4” plywood on the walls for optional shelving, and side doors for loading and unloading coil.

Again, he draws from personal experience when he cautions against just any off-the-lot trailer. A trailer he purchased for his own roofing business only lasted two years before needing major repairs. His motto now: “The good ones will cost you, but they will last you.”

If you do buy a generic-use trailer Schlabach’s suggestion: “Buy the most heavy-duty trailer you can afford.”

Formwright’s most popular trailer models for portables are the 18-foot bumper-pull and the 30-foot gooseneck.

Regarding the open trailers designed for and available through New Tech, Laird said: “There are some specialty features that set them apart from the standard trailer a guy would purchase off a trailer lot. They have steel decks, reinforced at the appropriate spots for the proper support and weight distribution for our machines.”

Also standard on the customized Maxey are electronic brakes (enabling more accurate and controlled braking and reduction of wear on both the towing vehicle and the trailer brakes); a

break-away kit (allowing the trailer to brake itself and stop should the trailer break away from the hitch); and crane-lifting eyes on each corner of the trailer for roof-side roll forming.

A recent addition is a removable shear scrap tray mounted near the rear end of the trailer to catch metal shavings as panels are being sheared at the exit end of the machine.



A Maxey open-bed trailer mounted with a New Tech SSQII roof panel machine. NEW TECH MACHINERY PHOTO.

Still, some customers opt out of buying a custom trailer. “That’s fine, we’ll welcome that,” Laird said, “but we’ll tell them that when they mount that machine on that trailer, we won’t have any liability over it. We have specific mounting areas, bolt patterns with how that machine will be affixed to that trailer. If you want us to put [your new roll former] on your [generic] trailer, we will do that, but how it gets attached, how you affix it to that trailer, it’s up to you.”

Laird adds a caution about door style when considering the purchase of a general-purpose enclosed trailer: a barn-door design is better than one where the door drops down to serve as a ramp: “... you cannot drive a forklift onto the door because it may break the door,” he explained.

Weight and weight distribution

If buying a general-purpose trailer, you will want to take into consideration weight and proper weight distribution issues. In the case of New Tech machines, the standard portable roll former weighs 3,000-4,500 pounds. It has two coil racks, each capable of holding a 3,000-pound coil. If your trailer is only rated for 8,000 pounds, the math doesn’t work. The load poses a safety concern and a potential fine.

Placing the portable and all the accessories in proper weight proportion is likewise a safety issue. Trailers are typically maneuvered up narrow driveways, steep hills, and other challenging locations. How much weight is on the trailer hitch, how well balanced the load can determine if you arrive and leave the jobsite safely.

Changing regulations

One area of concern is changing regulations that affect who can pull a trailer. Laird noted that some states are now requiring a driver to have a commercial driver’s license (CDL) depending on the weight of what they are pulling. “When I came into the industry, it wasn’t much of a concern because our trailers were only 12,000 pounds and you would not need a CDL to tow 12,000,” he said. “Well, depending on the state, some states have now limited that to 10,000 pounds.”

This can be of particular concern if you work in multiple states: In one state you may be required to have a CDL to tow 12,000-pounds or more, but in a neighboring state the limit may be 10,000 pounds. Continue to check the regulations as the whims of regulators can change with little notice. RF

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

2023 Construction Rollforming Show

Top Reasons to Attend • What to Expect
Exhibitor Profiles • Show Floor Plan
Things To Do In Cincy

The staff at Shield Wall Media is excited to bring the Construction Rollforming Show back to Cincinnati. The Duke Energy Center proved to be a great venue for the show in 2021 and the 2023 show is already trending to be bigger and better than ever before.

Although September 27-28 seems to be a long way off, exhibitors are already finalizing their plans to bring their companies to Ohio to be included in a show that brings all aspects of the industry to one place.

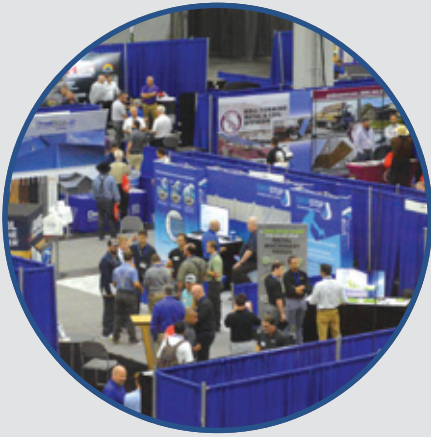
If you roll form or use benders or brakes to form panels, channels, studding, soffits, gutters, carport, or other construction components this is most certainly your show to attend. Exhibitors are anxious

to show those that do their own fabrication or buy materials and components in bulk what they have to offer.

Although the Construction Rollforming Show is all about putting all of what you need to do BUSINESS in one place, Cincinnati offers plenty of PLEASURE with their award-winning dining and entertainment venues near the show. Be sure to take time to unwind and enjoy your time in the Queen City.

See you at the show!

*Missy Beyer
Director of Events*



TOP 10 REASONS TO ATTEND THE 2023 CONSTRUCTION ROLLFORMING SHOW

■ By Rollforming Magazine Staff

The 2023 Construction Rollforming Show provides a one-of-a-kind opportunity for business owners and employees to gain knowledge specifically designed for the roll-forming industry. The following are the Top 10 reasons why business owners, managers, and key team members should attend the 2023 Construction Rollforming Show in Cincinnati September 27-28.

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

2 Gain knowledge of new products and services. Manufacturers are constantly developing new products



and features that help their customers improve productivity and efficiency. Trade show attendees learn about the latest products and features that can give them a competitive advantage.



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

4 Gain knowledge of how other businesses operate. Trade show attendees meet their colleagues and discuss how their businesses operate and what challenges they are facing. By doing so, attendees learn how other businesses improved efficiency and solved problems. Attendees can use this information to improve their own efficiency and solve their own problems.

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

6 Build relationships with key vendors. Vendors can be invaluable partners. Trade show attendees get face-to-face time with multiple key vendors — in a single location — and establish relationships that will help their business succeed.

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

8 Build relationships with your team. Many businesses send their key employees to trade shows. This is a great opportunity for key team members to get involved in the industry, learn about new products and practices, and meet key vendors. It also



provides an opportunity for those team members to feel like an important part of the business and to build relationships with other team members away from the office.

9 It's time to be inspired. Trade shows provide a great reason to get out of the office for a few days. When an owner or manager is in the office, most of their time is spent dealing with immediate issues. Trade shows provide an opportunity to step away from daily responsibilities and focus on the big picture and future goals and strategic plans for the business.

10 Visit the Queen City. Cincinnati is where “Midwest friendliness meets Southern charm.” The Tourism Alliance reports the city is best explored on foot, and you can even travel by bridge between Cincinnati and Northern Kentucky. The free Connector Streetcar travels a 3.6-mile loop through the heart of the city. There are 18 stops located along the first phase of the route, which are one to two blocks from downtown hotels and three blocks from the Duke Energy Convention Center.

Trade shows provide a unique opportunity to gain targeted industry knowledge and to meet colleagues in the roll-forming industry. It only happens once per year – so don't miss it! [RF](#)





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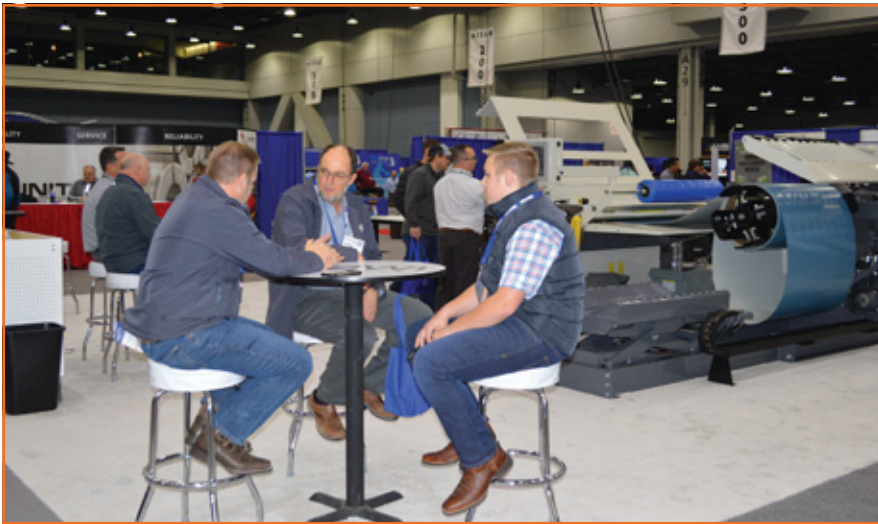


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Get the Information You Need at the

Construction Rollforming Show 2023

Speak With Metal-forming Industry Insiders
Sept. 27-28 in Cincinnati



■ By Karen Knapstein

The fourth installment of the Construction Rollforming Show is heading back to Cincinnati in September. Slated for Wednesday and Thursday, September 27-28, at the Duke Energy Convention Center, the event will once again provide attendees with opportunities to speak directly with the suppliers and manufacturers that help roll formers not only get the job done, but help make their businesses more profitable and more successful.

The Construction Rollforming Show isn't a show for contractors; there won't be any "cash and carry" bargains. Show developer Gary Reichert explains, "The

Construction Rollforming Show is designed for small roll formers – not small contractors. If you need to learn about metal forming or speak directly with manufacturers who sell in pallet, container or truck-load lots, this show is for you."

It is also the perfect opportunity for anyone who is considering making the transition to manufacturing their own metal trims, gutters, roof and wall panels – perhaps in order to create their own post-frame building kits. Attendees can learn what it takes to get started and how you can be competitive and successful in this essential industry.

The CRS is an event that was developed specifically for construction metal formers. Attendee registration includes

all-access to educational sessions, exhibits, a complimentary social hour, and one-on-one conversations with industry insiders.

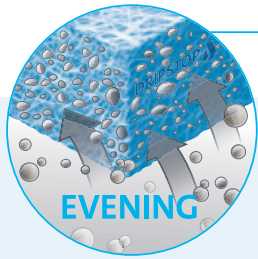
Educational sessions will be held both days of the show. Topics include, but are not limited to:

- maintaining and maximizing the efficiency of equipment
- best manufacturing and business practices
- coil quality and variation
- selecting the right equipment for your needs, and
- what is coming next in the construction metal forming industry.

For example, Rob Bowler, AmeriPak, will lead a session on preparing metal panels so they won't be damaged during



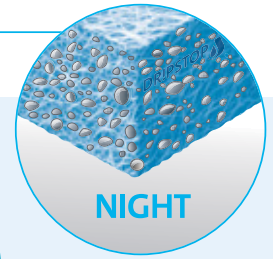
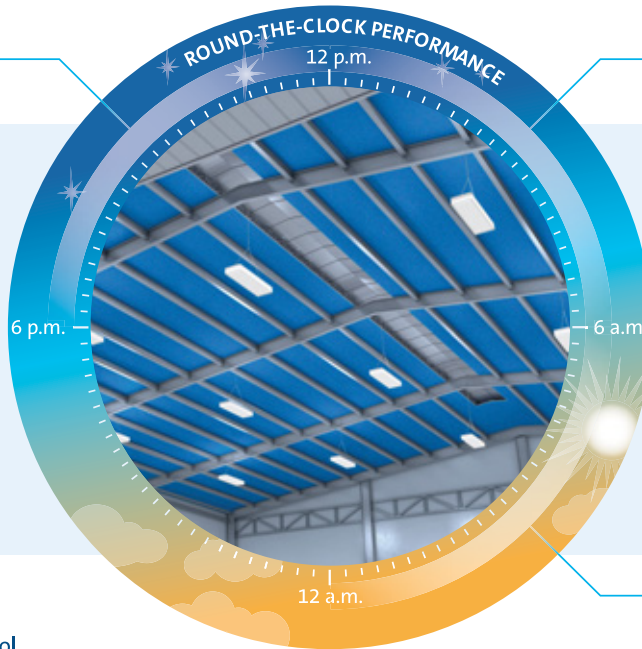
CONDENSATION CONTROL WHICH INCREASE PROFITS NOT LABOR COSTS



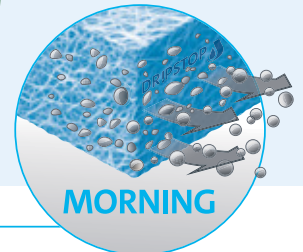
EVENING
Water vapor is absorbed into the fibers



Effective condensation control requires good building ventilation



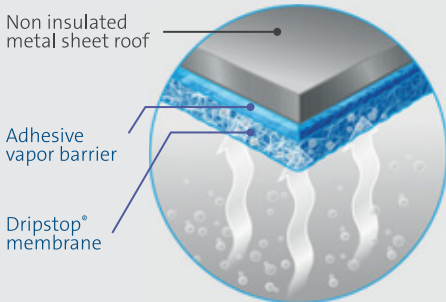
NIGHT
Moisture is trapped in the fibers



MORNING
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shipping, while Frank Schiene of Metal Rollforming Systems will teach about roll-forming machine maintenance. All sessions are allotted enough time for question and answer sessions following the presentations.

The educational sessions also include general business topics. Randy Chaffee, Source One Marketing, who has more than four decades of successful sales experience, will be leading a session each day of the show; he will present “Making the Right Buying Decisions” and “Growing Opportunities.” Chaffee will also be recording his popular “Building Wins” podcast at the show.

In addition to educational sessions, as of this early writing, more than 50 suppliers and manufacturers are confirmed to exhibit, and the show expects to sell out floor space before the end of June. Attendees can speak one-on-one with coil and fastener suppliers, equipment manufacturers, component manufacturers, and more, which means you’ll get all the information you need to make informed decisions.

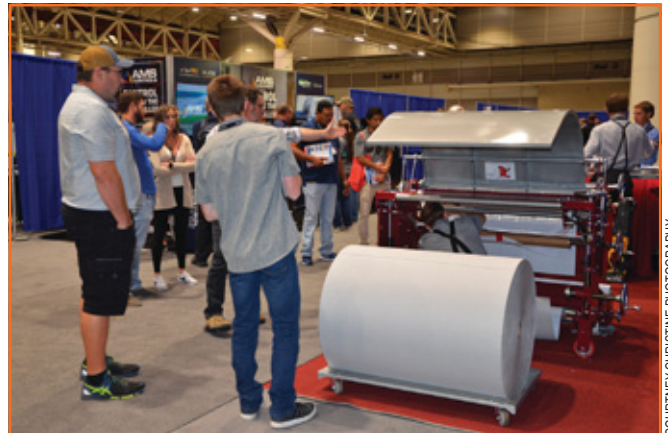
Metal-forming machines will be on display on the expo floor; some will even be demonstrating operation. Hershey’s Metal Meister, SWI Machinery, and Formwright (New Tech Machinery) will all have equipment set up for up-close inspection. Star 1 Products will also be doing demonstrations with its felt applicator.

If you form light gauge metal used in post-frame construction, metal buildings, carports, metal roofs or gutters – or you are looking to get into metal forming – you can’t afford to miss the 2023 Construction Rollforming Show. Learn more and watch for updates at constructionrollformingshow.com.

Show Hours & Location

The Construction Rollforming Show expo floor will be open from 12:30-5:30 p.m. Wednesday, September 27 and 8:30 a.m.-12:30 p.m. Thursday, September 28. Educational sessions will be held from 9 a.m.-4 p.m. Wednesday and 9-11 a.m. Thursday. The schedule will allow attendees to get the most out of your attendance.

Attendee preregistration costs just \$50 and covers everything the show has to offer, including access to the expo floor and entry to all educational sessions. (The cost at the door is \$75, but



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still includes access to all show features.)

Questions about the Construction Rollforming Show can be directed to Missy Beyer, Shield Wall Media Director of Shows. She can be reached at missy@shieldwallmedia.com or 920-216-3007.

The official Construction Rollforming Show host hotel is once again the Hilton Cincinnati Netherland Plaza (35 W Fifth St., Cincinnati), which is conveniently located across the street from the Duke Energy Convention Center. The street address of the Duke Energy Convention Center is 525 Elm St., Cincinnati, OH 45202. [RF](#)



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Construction Rollforming Show 2023

Exhibitors

The Fourth Annual Construction Rollforming Show, to be held September 27-28 at the Duke Energy Convention Center in Cincinnati. Produced by Rollforming Magazine, it is the only show dedicated to the construction roll-forming industry.



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Booth 415

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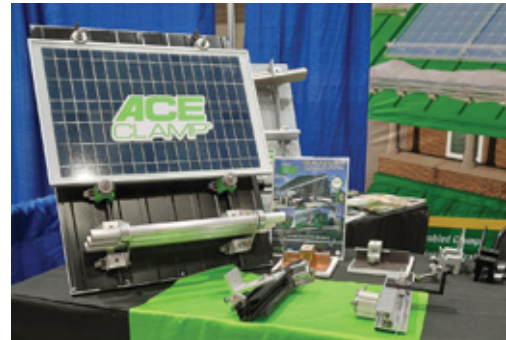


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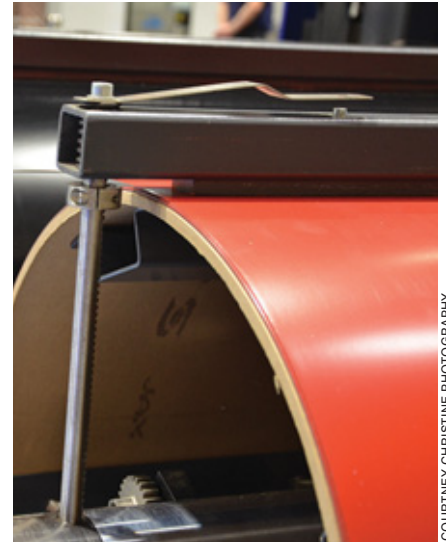
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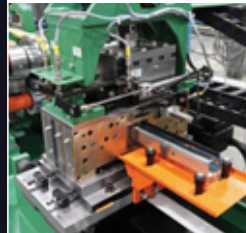
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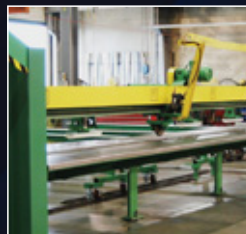
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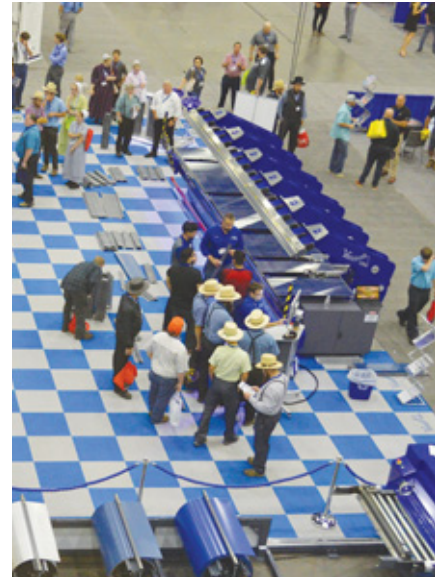
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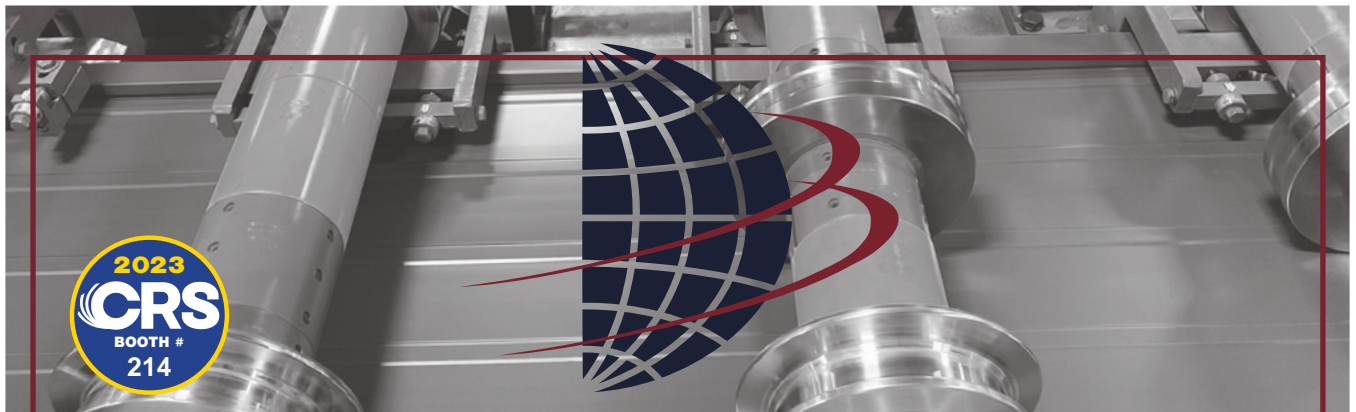
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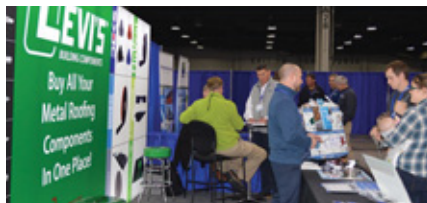
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EXHIBITORS (AS OF 6-23-2023)

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
3GM Steel.....	415	Formwright.....	309	PAC-CLAD Petersen	204
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Dynamic Fastener.....	227	Paragon Computing Solutions.....	231		

TESTIMONIALS FROM THE SHOW!

"The CRS was a well attended two day event. Graber Post connected with many end users that were searching for suppliers in the metal industry. We are looking forward to an even better show in 2023!"

-Trent Wagler, Graber Post

"At SmartBuild, we offer software for the Metal Roofing, Post Frame, and All Metal Building markets. That being the case, we found the Construction Rollforming Show to be a show that perfectly targets companies we want to be in contact with. Our software addresses the top three markets that nearly all Metal Panel Manufacturers pursue. Almost every attendee we talk to at this show is automatically a highly qualified lead."

-Keith Dietzen, SmartBuild Systems

"We, as a company, thoroughly enjoy exhibiting at and look forward to the CRS show each year. We have always been treated as family and love the traffic and exposure it has brought to our company. So, if you are looking for a way to revolutionize your trim shop with a Variobend folder or our Slinet slitter line, come see us at CRS this year. And if you're looking for your own exposure, come see us at CRS this year."

-Zach Harvey, Hershey's The Metal Meister



SHOW FLOORPLAN (AS OF 6-23-2023)

Exhibit Hall A

Loading Docks

concessions

135	234	Little Harvey's 235	Marion 334	Rollforming Magazine 335	Ace Clamp 435	534	535
127	Ameri pak 230 Hixwood 226	Paragon 231	Akzo Nobel 330 Graber Post 326 Dynamic Fastener 227	RESERVE YOUR EXHIBIT SPACE TODAY	McElroy 431	530	Metal forming 531
124	123	121	117		116	114	110
122	121	117	116	114	110	102	100
120	121	117	116	114	110	102	100
116	117	116	114	110	102	100	100
114	117	116	114	110	102	100	100
110	117	116	114	110	102	100	100
108	117	116	114	110	102	100	100
102	117	116	114	110	102	100	100
100	117	116	114	110	102	100	100



Rest Rooms

storage

Happy Hour

Entrance

Literature display



Available Booths



Occupied Booths

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Booth 334

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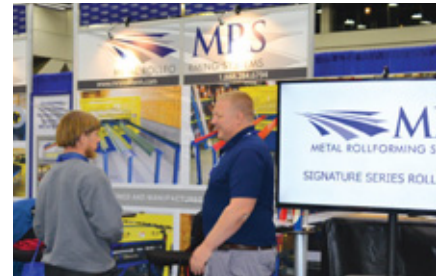
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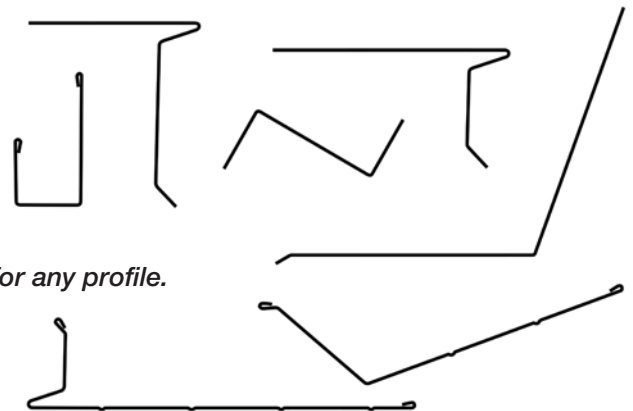
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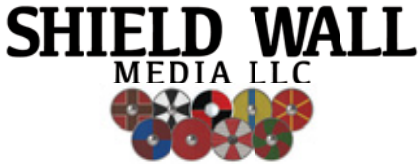
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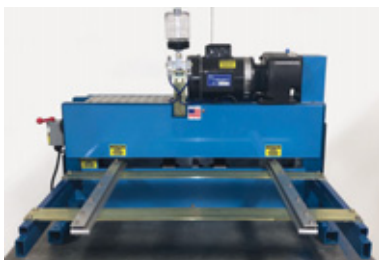
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Cincinnati was a cultural oasis in the emerging wild west of the 1800s, thereby earning the name, “The Queen City.” Locals refer to it by this affectionate moniker to this day.

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3400 Vine St. Cincinnati
Phone: (513) 281-4700
Hours: 10 a.m. - 5 p.m.

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Rain or shine, the CMC has something for everyone! It’s like a mall full of museums housed in a historic Art Deco train station. It



includes Cincinnati’s History Museum, History Library and Archives, the Children’s Museum, the Museum of Natural History & Science, and an Omnimax Theater.

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1801 Race Street, Cincinnati

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Saturday: 8 a.m. - 6 p.m., Sunday: 10 a.m. - 4 p.m.

Eli's BBQ

Eli's began as a street vendor, developing a cult following for its smoky pulled pork sandwiches with homemade barbecue sauce, topped with coleslaw. Now people come from near and far to enjoy their gastronomic delights which include ribs, wings, and turkey. Kids can enjoy all-beef dogs and the mac and cheese side dish.

3313 Riverside Dr., Cincinnati

Phone: (513) 533-1957 ext. 1

Hours: Sunday-Saturday 11 a.m. - 9 p.m.

Nolia Kitchen

For a repast fit for a King and Queen, visit Nolia. This New Orleans style restaurant was nominated for Best New Restaurant in the US. Savor delicacies such as seafood, lamb steak, pork belly and stuffed collards.

1405 Clay St., Cincinnati

Phone: (513) 384-3597

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Friday-Saturday: 5 p.m. - 10 p.m.

Zip's Cafe

Known for their delicious burgers, Zips will have something for everyone, including adult beverages and meals kids will eat (grilled cheese, hot dogs, chicken tenders, and fries). The nostalgic decor includes a charming train that runs around the walls

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Sunday: 11 a.m. - 9 p.m.

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And We're Rollin'...

Rolling a River of Metal in 2023, What Are the Obstacles Likely to Be?

(ABOVE) Revealed in the mid-year Construction Industry Survey: Only 7% of Rollforming subscribers thought Material Availability would be a problem in Q3 and Q4. PHOTO BY SHARON THATCHER

■ By Linda Schmid

In the last quarter of the year, predictions were made by many industry and economic experts that 2023 was going to be a let-down after the flurry of construction activity that was 2022. It's time to check on that prediction and see if it holds up under scrutiny and find out how the rest of the year is expected to pan out.

In the Foreground

Wayne Troyer, Acu-Form, says that from his viewpoint, the economy is good and business is still going strong. He doesn't expect that to change in 2023.

"We see a lot more people using metal on their buildings. They are thinking long-term on the materials they use to build," he says. That can only bode well for those in the roll-forming business.

Chandler Barden, President of Cidan Machinery also sees an economy full of possibility. "From our perspective, the economy has remained in a strong enough position for expected growth."

He continues: "With changes in the economy and populations moving, we may see a larger growth variance across regions of the country."

Ken McLauchlan of MetalForming, LLC says that he has heard of some slowing in specific markets, but for the most part, "companies that are diverse, manage the process, and are willing to accommodate project demands continue to have great backlogs."

McLauchlan also says that there are several markers for the industry that inform you how the industry is doing: building permit applications, industry reports on material usage, and sales history — both

internally and externally — compared to current sales.

Troyer says that he, like many others, is paying a lot of attention to interest rates. "Hopefully The Fed realizes that raising interest rates too much will hurt the economy."

McLauchlan believes that while the industry expected to see the increasing prime rate inhibit market growth, instead it has changed the focus of work from new builds and new roofs to renovations and retrofits. Further, with the increases in material costs, more projects will take the long-term costs of the materials chosen into consideration and some will choose the more durable materials.

Ben Johnston, COO of Kapitus, a provider of financing for small- and medium-sized businesses comments,

All of the highlighted data points are from the Shield Wall Media mid-year State of the Industry Survey. For more survey results relevant to the roofing industry, see the Construction Survey Insights published in every edition of Shield Wall Media publications. In this issue, see page 67.

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State of the Industry))

“Higher interest rates are cooling the real estate market across the country, but we continue to see strong credit demand from contractors as a shortage of affordable housing, coupled with low unemployment rates, generate demand for new housing stock.” He also sees homeowners who are locked into lower rate mortgages choosing to stay in their homes rather than selling and repurchasing in a higher rate market. These homeowners are looking to renovate existing housing stock, driving demand for contractors.”

Since spring of 2022, Johnston has seen a tightening in credit, however, which accelerated after the failures of SVB and Signature Banks. As banks become more cautious, many quality applicants, often small businesses, are unable to obtain the financing they need.

Perhaps tighter credit explains why Sean Shields of the Structural Building Components Association (SBCA) sees that single-family housing construction has returned to 2019 (pre-COVID) levels. He notes that many component manufacturers who were in a position to pivot to multi-family projects actually saw an increase early this year as near-record numbers of large projects got underway.

High-end earners who will sometimes move forward with projects regardless of the economic situation have continued to invest in real estate and home improvement.

For many, the slow start to the year is providing the opportunity to retol and retrain.

“Production equipment that has been on backorder for 12 months or more is being delivered and installed,” Shields explains. “Personnel have to be trained on these new systems, and the current conditions are favorable to getting this new capacity up and running.”

Due to the current slowdown, lumber costs have been relatively low for most grades and sizes. MSR lumber is still difficult to source in many areas of the country, though, impacting products such as floor trusses and long span roof trusses.

However, it appears that not all construction niches are equal. Rob Haddock, CEO of S-5!, says that while residential construction has taken a geographically varied hit, other sectors are doing well.

“The commercial/industrial space is still reasonably robust, especially in manufacturing and data center related construction. The agricultural marketplace is on stable ground, pardon the pun,” Haddock says.

“Obviously, the economy has dampened real property commerce because of interest rate increases, but the

uncertainty of economic stability going forward has played the greatest role in dampening the construction economy,” Haddock continues.

Keith Dietzen, CEO of Keymark, says that it’s a bit of a surprise how strong the post-frame and roofing industries have remained while interest rates have gone from near zero to the highest in many years.

He hasn’t seen that the Federal Reserve’s interest rate adjustments have affected business much currently. “My customers all report a very strong book of business,” he says.

On another note, Barden sees that the supply chain situation is more manageable than it has been since 2020.

Troyer, however, is surprised to see that lead times for many components are still an issue.



29% of respondents to the mid-year Construction Industry Survey, who are also Rollforming Magazine subscribers, say retaining employees is one of their top five challenges for Q3-Q4 2023. PHOTO BY SHARON THATCHER

On the Horizon

Tom Bowne, Chief Economist for the Freedonia Group (a division of MarketResearch.com, Inc.) has this to say regarding the industry’s progress: “We expect that residential construction activity will face a number of headwinds in 2023. As the Federal Reserve maintains its tighter monetary policy in an effort to keep expectations of future inflation from rising, mortgage interest rates will remain elevated, constraining housing demand. Smaller regional banks are likely to be less eager to make construction loans while these banks’ balance sheets are under increased scrutiny. That tighter lending environment will weigh on builders’ and contractors’ ability to finance projects.

“Later in the year, however, there is a chance that the Federal Reserve may ease monetary policy somewhat, offering some relief for mortgage lending,” Bowne says.

The other factor that will likely provide a boost

to new construction as 2023 progresses according to Bowne is the aforementioned lock-in effect of existing homeowners with low mortgage interest rates retaining ownership. The lack of available houses will create new home construction demands for newly formed households.

Shields says that component manufacturers as a group expect the last half of 2023 to pick up. There is concern that many projects will be started within the same time frames, thereby straining supply chains and causing volatility in the lumber and steel markets. Further, hiring and training enough help to service a spike in demand could be problematic.

Top Challenges Q3-Q4 2023

The top 5 challenges reported for 2023 Q3 and Q4 from the SWM mid-year State of the Industry Survey, as reported by Rollforming Magazine subscribers, are:

1. Inflation 61%
2. Interest Rates 57%
3. Finding Employees 46%
4. Cost of Materials 32%
5. Retaining Employees 29%

Barden believes that hiring enough labor is going to be an ongoing challenge for the foreseeable future.

“We see technology developing quickly to address these shortages,” Barden states. “The industry is pushing innovation in manufacturing to address this, and companies are investing in it, using more software to increase efficiency of their current workforce. Although this has been in the news for general manufacturing for years, it is quickly penetrating into the architectural sheet metal industry.”

Dietzen concurs that the labor shortage will continue to be problematic. He also sees automation as the answer.

“One of the most effective ways to address the labor challenge is to use

software systems that can automatically generate necessary information that otherwise would require many hours of toil from team members who are already more than busy,” Dietzen says.

These concerns may be inapplicable, at least in the short term however, as Johnston warns that the SVB and Signature Bank failures have made everyone more cautious and if interest rates continue to rise, participation by those paying the bills may dissipate. More likely they will continue to build and invest, but they will be looking for price concessions and better overall terms Johnston says.

Johnston’s group sees trouble ahead for the commercial market as remote work becomes a permanent fixture in American life and many long-term leases expire.

Bowne feels the outcome of that trend is uncertain. He put it this way: “Office construction is expected to see below-average activity for a few more years as businesses continue to sort out staffing arrangements (in-person vs. hybrid) and their need for space to handle their personnel.”

He expects that the non-residential construction markets in general may face a bit of a downturn similar to the residential market later this year based on the difficulty in obtaining construction financing.

“Activity in retail building construction will be dampened if consumer confidence and overall economic activity weaken during the middle part of 2023,” Bowne says.

However, he does offer some hope for light manufacturing: “Construction of light manufacturing facilities will continue to be aided by efforts to improve supply chains, which could induce some re-shoring of manufacturing activity,” he concludes.

Over-All Advice

Troyer thinks we are through the worst of industry challenges and exhorts everyone to stay positive and keep up

Supply Chain Outlook

Only 7% of Rollforming subscribers thought Material Availability would be a problem in Q3 and Q4. The average was 25%.

the good work. Quality and service are always in demand.

McLauchlan emphasizes identifying allies in the industry and partnering with companies that align with your company goals and needs. Further, with greater automation, people with training, service, and support for that technology are going to be needed. “Look for companies with long-term market presence,” he advises.

The market continues to see increased interest in energy efficiency, making a good case for Haddock’s advice, which is to be proactive and provide a “Plan B” for your company in case your usual revenue source takes a dip. For example, get involved in solar photovoltaic products.

Two trends that Dietzen has observed seem to bode well for the future: More and more roofing contractors are adding metal roofing to their service menu and consumer demand for barndominiums is growing. “There is real opportunity in these markets,” Dietzen reveals.

Troyer states that with the price of crops and dairy, the ag side is getting stronger and stronger.

Maybe metal roofing, barndominiums, and ag buildings are more good Plan B options.

Barden’s advice for navigation of 2023: “Invest in your business to build a platform for scale and growth, otherwise the ramp-up time for these projects can put you in a position where you are chasing your competitor.”

He adds that everyone can use a bit of support: “Get involved with the industry associations for education, networking, and leading indicators on opportunities and risks.” RF

Western Ohio Metal Roofing

A roofing and roll-forming company growing with products and services

■ Story & Photos By Sharon Thatcher



Panels formed, cut and ready to carry to roof side.

“Not everyone likes vanilla ice cream” sums up Ryan Schroer’s business philosophy. As he expands his metal roofing and roll-forming businesses under the name Western Ohio Metal Roofing, based in Sidney, Ohio, he looks for additional products and services to cater to diverse customer palates.

Ryan started his career in metal roofing on the crew of a local contractor that installed high-quality stamped metal roofing products manufactured as Classic Metal Roofing Systems by Isaiah Industries in nearby Piqua. Even after Ryan started his own business in 2006, metal shingle products (tile, slate, and asphalt lookalikes) were his bread-and-butter.

As time passed, however, the growing popularity of standing seam to a different set of customers, who wanted the benefits of metal but at a lower cost, was an option he couldn’t ignore. He expanded by offering standing seam, with his roll-formed panel also sourced from Isaiah Industries.

Rising steel prices during the Covid years threw



A stack of ProfileVent cut-to-fit ridge vent.



A new standing seam metal roof is replacing asphalt shingles on this home near Sidney, Ohio.



Panels being formed on a New Tech SSR portable roll former.

everything out of kilter. The price of a new metal roof, be it shingles or panel, was escalating. More people were opting for panel, so the question for Ryan was: “How can I keep prices to my customers where they are now, or even lower? I need an edge on my competition and I need it now. When prices are going up for everyone, how can I differentiate myself by being lower than that?”

Earlier in his business he made the mistake of keeping his prices low at his own expense. Lesson learned he sought other answers. He opted to do more of the work himself and cut out the middleman. He went full bore and purchased a complete metal fabrication shop with a CIDAN shear and CIDAN XF folder, then added his first New Tech SSR portable roll former. He was now in the roll-forming business. “The leg work behind [the process of buying panel from a supplier] can’t compete to what we’re doing now,” he said.

That was three years ago, and every job is justification for his action. “It’s becoming more and more efficient every day. Every year my business has increased by production and sales about 40%, and that’s for the past several years,” he said.

ADVICE

When Ryan went into business he said, “the main reason wasn’t money, it was just wanting to work for myself.” It hasn’t been easy. “Every single lesson has come with a very steep price tag,” he said.

If advising a newcomer to the industry he offers: “I would probably suggest education on bidding ... because you get yourself into serious problems with underbidding; you’ll find yourself putting on a roof and at the end having no paycheck for yourself.”

He also suggests seeking professional advice on business, and networking with as many people in the industry as possible as you grow to set up a strong business foundation and to find quality

help. “We’re growing, and just by growing more, and taking advice from great people that I’m able to talk to, I’m able to implement the right people into my practice,” he said. His crews can carry on without his constant supervision, which, he maintains “frees me up to do more sales, and our sales go up.”

EXPANDING OPTIONS

Ryan’s crews are willing to travel for work to all parts of Ohio and are trained in every product Western Ohio Metal Roofing offers, which still includes Classic Metals shingles, plus standing seam, and even asphalt. Currently, however, standing seam accounts for about 80% of business.



A crew member notching panel for fitting.

Offering every ‘flavor’ of roofing provides great talking points for Ryan as he speaks with potential customers. He explains the typical conversation: “Most homes I enter, I honestly find most husbands are after standing seam right away. And the wife has already determined that she does not want the ‘barn look.’ One of two things happen during that process: She learns how modern and sleek the standing seam roof of today can look, or she still doesn’t like it and we explore metal shingles.”

The customers finally opting for metal shingles are “usually business owners or folks with two disposable incomes, house paid for, and they’re well set up and ready for an investment-grade roof.” In Ryan’s territory, those customers do exist, so he likes to have that option available.

But for most customers, the cost differentiation drives them back to either metal standing seam, or asphalt shingles.

He doesn’t believe in forcing the issue, realizing that not everyone’s house adapts well to just any roof style. Although

he likes the modern standing seam look, on his own home he chose Country Manor metal shingles from Classic Metal.

Most of his customers are trying to get away from asphalt shingles entirely because they do not hold up well in the windy conditions Ohio can present. “We’re really windy,” Ryan said “and consumers are finding out now that they replaced their roof previously and they’re only getting 8-10 years before they need to get it replaced. What they thought was a 30-year roof, isn’t; it’s blowing off a lot sooner.”

In metropolitan areas, solar can be a deciding factor. “A lot of homeowners are looking for metal and they are also looking for solar,” Ryan explained. “With standing seam, solar panels just clamp right onto the roof without any penetration.” He partners with a solar installer who uses pinch clamps with set screws. The huge benefit is that the roofing warranty can be maintained in whole. With any other type of roofing, the solar panels need to be bolted through the roofing material, voiding out warranties.

Ryan said his most popular product is 16” concealed fastener standing seam, 26- and 24-gauge metal with PVDF coatings. He sources his coil from CMG and Sheffield. Browns and grays are currently popular colors.

THE FUTURE

Ryan’s work trucks bear the name Schroer & Sons, offering a good indication of the future direction of the company. His two college-age sons are planning to continue the family business in the years ahead, giving Ryan reason to continue growing the company.



Ryan Schroer, owner of Schroer & Sons Western Ohio Metal Roofing

In six months to a year, he plans to add a second New Tech SSR so he can worry less about scheduling his three crews around just one. Although the SSR is New Tech’s introductory model, Ryan says it does everything he needs it to accomplish. “It’s a fantastic machine, and very user friendly.”

The second portable roll former will also allow him to offer chop-and-drop service “because there’s a lot of contractors that have no interest in the financial investment in the equipment, but they’re very interested in getting material easier, faster, and cut to length,” he said.

He is also looking to expand the company’s physical footprint. Currently leasing warehouse space, Ryan is making plans to own a warehouse.

Farther into the future, who knows? Ryan knows that even in roofing and roll-forming, there’s lots of flavors of ice cream. **RF**

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

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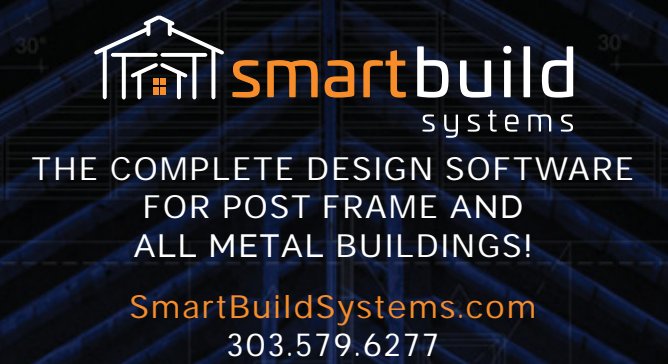
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WRENCH SET

Your wrench set should include open-end and box end wrenches up to a size of 1-1/8". These will be used for tightening and loosening nuts.



RAWHIDE OR DEAD BLOW

A Rawhide or Dead blow are great at dislodging stuck parts and ideal for striking objects with a great amount of controlled force.



DEPTH GAUGES

Depth Gauges are an easy-to-use tool for measuring the depth of certain panel details.

12 Tools

Every Roll-Forming Company Should Own

■ By ASC Machine Tools, www.ascmt.com



SOCKET WRENCHES

Socket wrenches are ideal for easy tightening and loosening of common fasteners, nuts and bolts.



TAPE MEASURE

Measuring Tapes are used daily to double check the length and coverage of panels.



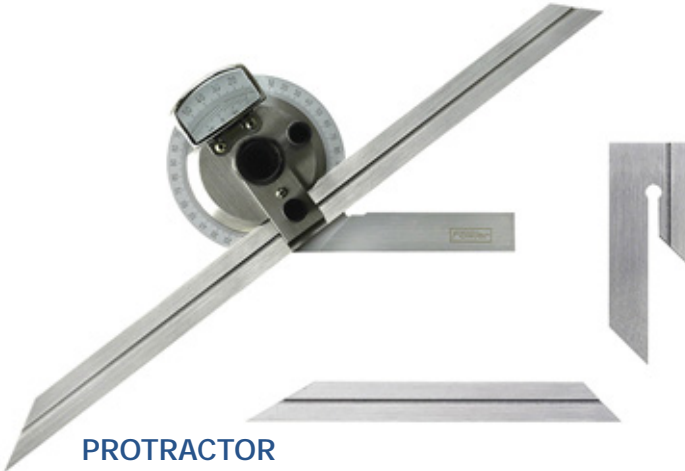
MICROMETER

Micrometers are used to double check the material thickness of coils.



ALLEN WRENCHES

Allen wrenches are used to fasten screws or bolts with a hexagonal socket.



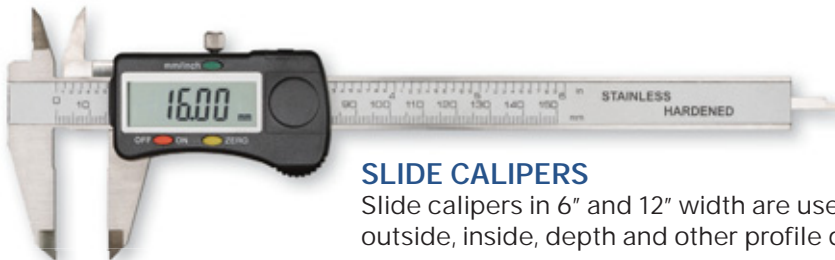
PROTRACTOR

The Protractor is designed for precision measuring of angles. It is one of the most valuable and useful tools when inspecting a profile shape.



FEELER GAUGES

Feeler Gauges are a great tool to double check the clearance between roller dies.



SLIDE CALIPERS

Slide calipers in 6" and 12" width are used to measure outside, inside, depth and other profile dimensions.



SPANNER WRENCHES

Spanner wrenches with a hook are used to tighten or loosen threaded collars and retainer rings.

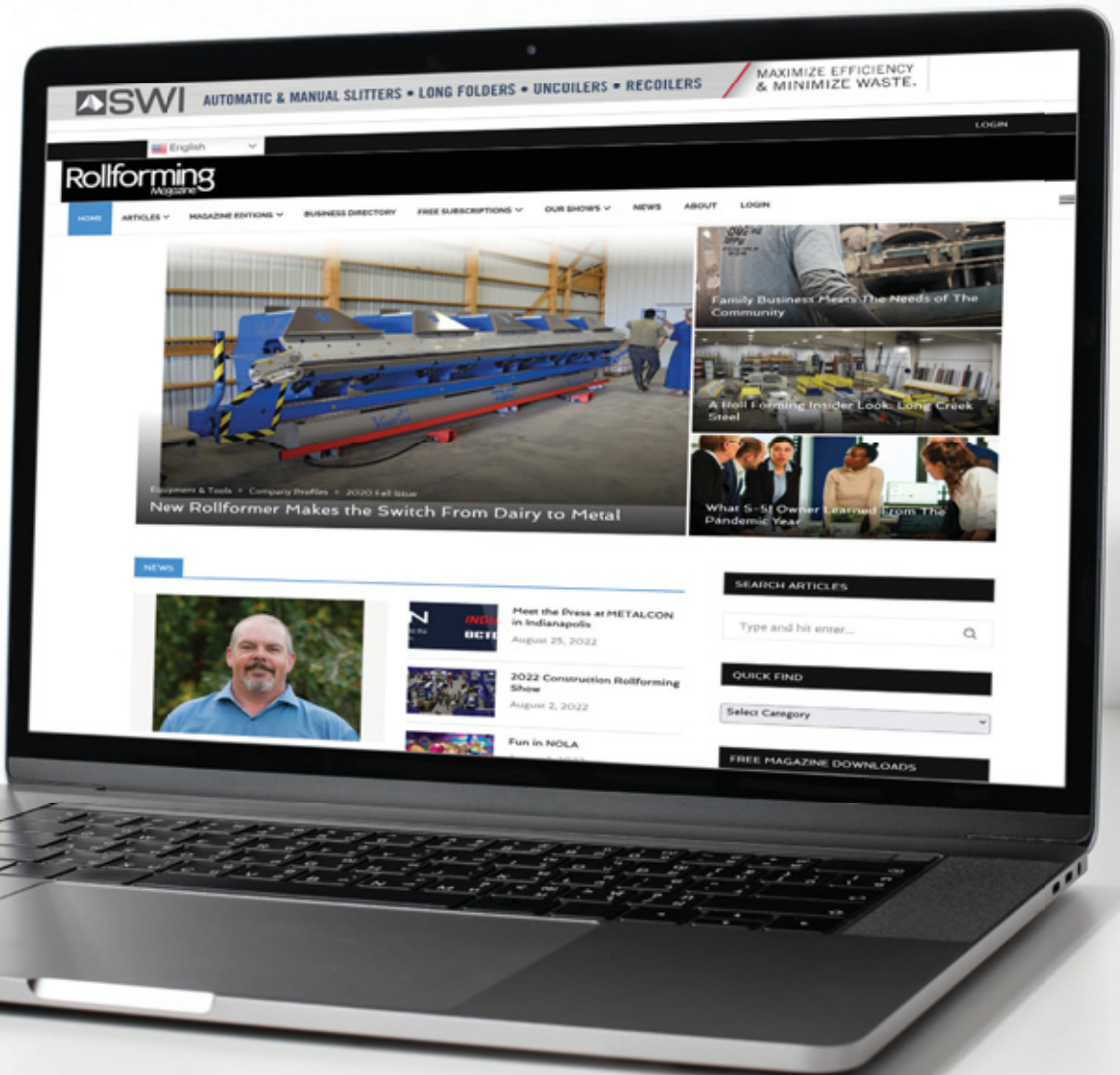


MIRROR

Handheld Mirrors in combination with a sheet of paper make it easy to visually check tooling clearances.

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SCAN TO VIEW

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Eric J. Velliquette, President, Lakeside Construction Fasteners.

LAKESIDE CONSTRUCTION FASTENERS PROMOTES VELLIQUETTE TO PRESIDENT

Lakeside Construction Fasteners, Inc. has announced the promotion of Eric J. Velliquette to President. Eric has been with Lakeside Construction Fasteners for 10 years, during which time he held the position of Vice President Sales & Marketing, proving himself expanding the LCF family brand of products throughout the USA and internationally.

Before joining Lakeside Construction Fasteners, Eric had worked as the Vice President of Sales and Marketing for Atlas Bolt & Screw Company, a Marmon Holdings Inc. company, one of largest fastener manufacturing-distributors in the USA servicing the metal building industry. During his tenure with Atlas, Eric earned an MBA and selected as an Adjunct Professor at Ashland University's College of Business, located in Ashland, Ohio.

In partnership with owners John and Kyle Lane, Eric has forged continuous growth at Lakeside Construction Fasteners by providing the metal building industry with alternative product solutions, keeping quality a focus, and working to develop long-term customer relationships. Kyle Lane, CEO of the Lakeside Group of Companies, welcomes Eric into his new position. Kyle stated that he is "confident LCF will continue with a strong future, poised to reach even greater heights under Eric's leadership."



Biegemaster XBend folder.

THE BRADBURY GROUP PARTNERS WITH BIEGEMASTER

Bradbury announces a new partnership with Biegemaster, serving as the North American distributor for the XBend folder. This collaboration allows Bradbury to expand its folder offering for the metal building trim industry and the architectural market in North America.

"Working with Biegemaster, Bradbury will have a double-bend folder option with the latest folder technology for manufacturers," says Matt Werner, Senior Manager of Global Marketing and Sales at The Bradbury Group.

The Biegemaster XBend features the automatic bending of material in two directions without manually turning it. It can handle parts up to 40 feet (12 m) in length and up to 14-gauge material thickness. The folder comes equipped with the BMS multi-touch control system, precise positioning of the material, a robust cutter, part preprogramming and the ability to archive all previously used projects on the machine.

"A recent installation of the XBend folder in a USA-based customer's facility has yielded exceptional results, and Bradbury is excited to showcase the folder's capabilities," Werner says.

In addition to sales, Bradbury will provide technical support, operator training, and spare parts inventory through the Bradbury customer service department.

Biegemaster, a family-owned German business in operation since 1955, specializes in manufacturing machines that deliver reliable, uniform profiles.



Accepting the 2023 EODA Small Manufacturer Excellence Award is (left to right) David Delcoma, MFM Operations Manager, Paul Bratton, MFM Fulfillment Manager, and Tiffany Swigert, Coshocton Port Authority. Photo courtesy of MFM Building Products

MFM WINS MANUFACTURER EXCELLENCE AWARD

MFM Building Products, a manufacturer of a full envelope of waterproofing and weather barrier products for the building industry, was selected as the 2023 Eastern Ohio Development Alliance (EODA) Small Manufacturer Excellence Award at the EODA Annual Meeting on April 28, 2023.

EODA was formed in 1990 and is a nonpartisan organization that promotes economic development in a 16-county region in Ohio. Part of the award was the recognition of MFM's growth through the company's Expansion Project, numerous industry accolades, and the company's community involvement.

Earlier this year, the company also won the Coshocton Chamber of Commerce 2023 Community Improvement award. MFM Building Products, founded in 1961, is an employee-owned stock option (ESOP) company where the employees take great pride in the quality of their work and are involved in a wide variety of community organizations.

HIXWOOD CUSTOMERS WIN FREE PALLET OF VENTCO PRODUCT

Hixwood customers Anthony and Eugene Weaver have won Ventco's by Lakeside free pallet of product giveaway.

Attendees at the Frame Building Expo in Louisville were able to register for the giveaway during the Expo. Anthony and Eugene visited Ventco's by Lakeside booth to learn about their Engineered

Get Free Business Exposure Here!

We publish a Project of the Month in each edition of our magazines to promote best design and construction practices. We have received feedback from readers that it's one of their favorite features in our magazines.

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

These editorial placements are absolutely free!

WHAT WE NEED:

- Component List
- Brief Description
- Three to five attractive high resolution images (at least one must be the entire roof).



COURTESY OF BECKERS GROUP

Submission is not a guarantee of publication. We reserve the right to edit content.

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

Karen Knapstein • karen@shieldwallmedia.com • 715-513-6767



Ventco's Ben Oskarsson (left) and David Martin of Hixwood. PHOTO COURTESY OF VENTCO BY LAKESIDE

Roofing Ventilation System and entered for a chance to win. When notified of their win, Anthony and Eugene selected a pallet of Ventco's ¾" Rib ProfileVent in 20' Roll packages.

"We are thrilled to support the post frame industry through our participation in the NFBA and exhibiting at the annual Expo," said Ben Oskarsson, VP of Sales and Marketing for Ventco by Lakeside.

"The customer is at the center of everything we do. Anthony and Eugene are looking forward to receiving their product from Ventco by Lakeside," said David Martin, Operations Manager for Hixwood.

MALCO INTRODUCES COUNTERPERSON OF THE YEAR CONTEST

Malco Products has announced the launch of its Counterperson of the Year Contest.

The company is looking to recognize and celebrate outstanding counter staff at its U.S. wholesale distribution locations who demonstrate the same values that make Malco great: dedication to superior customer service and going above and beyond to ensure contractors have the Malco tools they need to get the job done.

There are great prizes lined up not just for the winner, but for the contractors and distributors who nominate as well:

The winner will receive \$500 cash.

If the winner is nominated by a contractor, the contractor receives \$100 in Malco tools of their choosing, plus the distributor/contractor team will receive lunch!

All qualifying nominees and nominators will receive a Malco golf shirt, hat and product catalog.

Malco is also making it easy for contractors to nominate counter staff, with three options to enter:

- Grab a printed form at your local distributor location and mail it in (PO Box 400, Annandale, MN, 55302)
- Enter online at www.malcoproducts.com/counterperson-of-the-year
- Submit a brief video, which can be emailed or texted to Malco's marketing department at 612-325-1502 or marketing@malcotools.com.

All entries must be received by August 31 and the winner will be announced in October. Please note: This contest is only open to nominees in the United States. RF



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New Products))



BUYERS PRODUCTS 2½" TOWING PRODUCTS

Buyers Products, a manufacturer in the work truck and trailer equipment industry, announces a new series of 2½" towing accessories to accommodate growing demand with 2½" hitches. The new line features a 2½" bolt-on receiver tube, a stowable, adjustable tri-ball hitch for 2½" hitch receivers, and a 2½" to 2" receiver tube adapter.

"With more and more trucks using larger 2½" receivers and hitches, we're excited to expand our lineup of hitches, receiver tubes and adapters in 2023," says Dan Doerr, director of new product development at Buyers Products. "We've noticed a shift in the industry from the standard 2" to 2½" and are proud to offer these new additions at competitive price points."

The new bolt-on receiver tube is rated for 20,000 pounds maximum gross trailer weight (GTW) and 2,000 pounds maximum vertical load, and easily bolts to any hitch plate with standard pintle hook bolt patterns.

The stowable, adjustable tri-ball hitch makes for tool-and-hassle-free height adjustment and allows the user to select a 1 7/8" ball, 2" ball, or 2 5/16" ball rated at 6,000/10,000/15,000 pounds respectively.

The updated 2½" to 2" receiver tube adapter features stop tabs for easy alignment.

buyersproducts.com

NEW TECH MACHINERY® BOARD & BATTEN PROFILE FOR SSQ II PORTABLE

New Tech Machinery® (NTM) has announced the launch of its new board and batten profile for its SSQ II™ MultiPro Roof Panel Machine. The board and batten adds a 16th profile to

NTM's SSQ II profile options.

The board and batten profile resulted from numerous market requests. This innovative new profile produces panels with a unique blend of durability and aesthetics, ideal for modern construction projects while still reminiscent of old-style farmhouse siding. This profile will fit into the popular SSQ II, as well as the older SSQ models dating back to 2014.

In addition to its durability, the new profile features a board and batten design that creates rustic look perfect for a variety of architectural styles. It's an excellent choice for both residential and commercial buildings. The boards are installed vertically with the battens covering the fasteners, replicating classic wood panels.

"We are excited to be able to bring this profile into reality and could not have done it without suggestions and support from our customers and distributors, in particular Formwright," said Adam Mazzella, President of New Tech Machinery. "As we continue to explore options for 'What is next?' it is critical for us at NTM to listen to our partners and the market. We feel like this profile is going to be a popular high-performance siding option."

The board and batten profile will run .027" and .032" aluminum, or 24 and 26 gauge grade 50 steel, in any available color. The panel width can run from 10" to 25¼". The battens measure 2" wide by ¾" deep with a 5/16" return. The batten locks over the nail slots on the opposite end of a co-joining panel.

www.newtechmachinery.com

S-5-RC™ CLAMP

S-5! has introduced its new S-5-RC™ clamp for attaching a wide range of rooftop accessories to the Riverclack® metal roof profile.

The two-piece design of the S-5-RC interfaces with the rib geometry and creates a mechanical interlock strong enough to mount most rooftop applications with certified holding strength, protecting the roof from



corrosion and preserving the metal panels' thermal cycling characteristics.

Ideal for both small- and large-scale industrial, commercial and institutional projects, the clamp can be installed anywhere along the seam for placement flexibility. Installers can utilize the S-5-RC with rails or pair the clamp with the S-5! PVKIT® solar solution for streamlined rail-less and penetration-free solar mounting to save time and money.

Made of high-tensile structural aluminum to match Riverclack's long-lasting performance, the S-5-RC requires no maintenance or re-inspection and is warranted for the life of the roof.

S-5-RC Key Features:

- Exclusively for Riverclack profiles
- Attaches a wide range of rooftop ancillaries
- Pairs with S-5! PVKIT rail-less solar mounting solution
- Quick, easy installation
- Secure and warranted long-lasting quality
- Zero-penetration attachment

S-5!'s zero-penetration clamps and lifetime brackets attach ancillary items to standing seam and exposed-fastened metal roofs respectively, while maintaining roof integrity and warranties. Made in the U.S.A., the company's roof attachment solutions are engineered for a variety of roof-mounted applications and are now installed on more than 2.5 million metal roofs worldwide.

www.S-5.com RF

TELL 100,000 SUBSCRIBERS ABOUT YOUR NEW PRODUCT

If your company has developed a new product for builders or contractors, email a new product announcement to one of the contacts listed below for possible publication in our business-to-business magazines.

new products
BY RURAL BUILDER STAFF

that captures the fastener by the head, so there's no need for manual adjustments when switching between standard 1 1/2-inch nails and the 2 1/2-inch nails. The JoistPro™150MXP and JoistPro™250MXP come with 5-year limited warranties.

ALL NEW STRETCH WRAP
All new stretch wrap from Levi's Building Components is a high quality Stretch Wrap banded plastic wrap that has excellent cohesion and holding strength. With 80-90 gauge thickness, Stretch Wrap is not easily punctured or torn.
Available in 5" x 1000', 12" x 1500', 18" x 1500' and 20" x 5000'. A dispenser handle is included in every box of 5" Stretch Wrap and is also available for purchase separately.

DIABLO STEP DRILL BITS
Diablo has announced the release of their new impact and drill-driver-ready Step Drill Bits. Using innovative technology, these new Step Drill Bits are designed to meet the user's needs when drilling holes in sheet metal, stainless steel, PVC and other plastics. These new Step Drill Bits answer the growing issues confronting users of standard step drill bits: durability, speed and lack of being impact driver ready.

DIABLO'S new impact and drill driver ready Step Drill Bits feature:

- A Split Point Tip stays sharper longer for easy on-point drilling - no pre-drilling necessary.
- Accu-Grip™ Technology, which delivers strict angle tolerances on each step for minimal bit wear and up to two times faster drilling and hole making.
- Drills clean holes, leaving no burrs and can de-burr holes, as well.
- Impact Strong - An impact drill ready 1/4" hex shank which can be used on standard corded or cordless drill driver as well as cordless impact drills.
- Optimized dust-flute design for jam-free holes and easier chip removal.
- Easy-to-read laser marked steps for accurately drilling holes of varying sizes.

Diablo's new Step Drill Bits include a 1/2" 6-step bit; a 1/2" 13-step bit; a 3/4" 9-step bit; a 7/8" 12-step bit; a 1-1/8" 17-step bit and a drill driver only 1-3/8" 15-step bit.

www.diablotools.com

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NEW PRODUCTS

Bosch GST18V-50 18V Brushless Top-Handle Jig Saw
Bosch Power Tools has announced the launch of the GST18V-50 18V Brushless Top-Handle Jig Saw. The cordless jig saw delivers a strong cutting capability with up to 4.9" in wood. Its brushless motor delivers up to 2,500 no-load strokes per minute extending the motor's runtime and improving cutting performance on tough projects.

The tool-free blade change system permits fast and convenient blade insertion and ejection. A bright LED light illuminates the cut line in dark work areas, allowing workers to tackle tasks on a variety of jobsites efficiently. Complete with a built-in dust blower, workers can clear dust aside to navigate the cut line.

The variable-speed control provides a dial to adjust the operating speed from 0-3,500 no-load strokes per minute. With the variable speed trigger, users can control the operating speed by feathering the trigger. Workers can select the right blade stroke for their specific project by choosing one of the four orbital action settings.

Complete with Bosch Power Tools' CORE18V battery, the cordless jig saw delivers an extended runtime to help carpenters, remodelers, roofers and plumbers get a quick cut done to accomplish a range of projects.

www.boschtools.com

ProVia Coal Black Soffit
ProVia has introduced Coal Black Soffit as an addition to the Universal vinyl soffit product line.

Building products professionals are aware of the popularity of trend-setting color choices for home exteriors - combining black and white, black and gray,

and even black with black. This has created a high demand for black materials such as siding, roofing, soffit, and accessories.

ProVia's Coal Black Soffit provides the dramatic dark look that homeowners seek. It's available in full-ven drilled and solid panels.

"We are excited to offer this great new color to our customers," said Jon Lapp, ProVia siding product manager. "We believe it checks all the boxes - classic styling, a true shade of black, and of course the quality contractors and homeowners expect from ProVia vinyl products."

www.ProVia.com

LP Building Solutions Seam & Flashing Sealant
LP Building Solutions (LP), a leading manufacturer of high performance building products, has announced the launch of LP WeatherLogic™ Seam & Flashing Sealant, which is a solution designed effective sheathing adhesion with premium moisture management technology.

The sealant is a liquid-applied flashing material certified to AAMA 714-19 and is the only liquid-applied sealant approved to seal the panel joints (seams) between LP WeatherLogic panels as part of the LP WeatherLogic system. The sealant

can also be used to flash window and door openings, material transitions, and penetrations of any shape.

The sealant has a 10-15-minute tooling time, 10-minute surface tack time and depending on conditions, will fully cure in 24 hours. Other benefits include being VOC compliant and having joint movement of ±50% for added flexibility.

www.LPCorp.com

SENCO Nailers for Plastic-Collated Nails
KYOCERA SENCO Industrial Fasteners Inc. (SENCO), a global leader in fasteners and power fastening tools, has launched its latest built-in-the-USA pneumatic framing nailer. The SENCO FBN111 fires full round head nails and features more power, improved durability, and better ergonomics than comparable framing nailers.

Include a clear, high resolution image of the product (no logos or advertisements), along with a brief description of your product and the problems it solves.

Submission is not a guarantee of publication. We reserve the right to edit all submissions for content, length, and clarity.



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RF AUG/SEPT 2023



Mid-Year Industry Insights

Shield Wall Media, with help from METALCON and the MCA, has completed the mid-year State of the Industry Survey. The purpose of the mid-year survey is to measure changes in market sentiment from the previous survey. Rather than focus on an entire year this survey focused on year to date and predictions for Q3 and Q4 2023.

With a few exceptions the general expectation is positive. For all respondents, 68% predict the same or improved profitability for Q3 and Q4 2023.

Manufacturers are generally more positive than builders, dealers, contractors or all respondents. Manufacturers experience a Q1 and Q2 profitability equal to builders and distributors with 40% reporting an increase.

For Q3 and Q4, Manufacturers have the most positive outlook on profitability with 44% predicting an increase compared to 26% for dealers, 39% for builders and 39% for all respondents.

Rollforming subscribers report a better Q1 and Q2 in both gross sales and profitability than any other category. Predictions for Q3 and Q4 remain positive with 35% predicting increased profitability and 41% predicting no change. This is slightly lower than reported for all respondents and 9% less than predicted for manufacturers. **RF**

If you like the CSI columns or find the information useful, help us help you. Shield Wall media sends a State of the Industry Survey in fall and a mid-year State of the Industry Survey in Spring.

Please complete the survey and share it with your colleagues. A larger survey sample generates more reliable information.

Where does the construction industry stand mid-2023?

Comparing gross sales Q1/Q2 2023 compared to Q1/Q2 2002 by region	Up more than 25%	Up less than 25%	The same	Down less than 25%	Down more than 25%
All respondents	8%	39%	28%	15%	11%
Builder or contractor	7%	26%	41%	15%	11%
Material dealer, distributor or supplier	5%	35%	40%	10%	10%
Manufacturer	8%	40%	28%	16%	8%
Rollforming Subscriber	7%	50%	30%	10%	3%

Comparing profitability Q1/Q2 2023 compared to Q1/Q2 2002 by region	Up more than 25%	Up less than 25%	The same	Down less than 25%	Down more than 25%
All respondents	8%	32%	35%	13%	13%
Builder or contractor	8%	32%	28%	16%	16%
Material dealer, distributor or supplier	5%	26%	42%	21%	5%
Manufacturer	4%	36%	36%	12%	12%
Rollforming Subscriber	3%	45%	38%	14%	0%

Predicted gross sales Q3/Q4 2023 compared to Q3/Q4 2002 by region	Up more than 25%	Up less than 25%	The same	Down less than 25%	Down more than 25%
All respondents	9%	34%	37%	11%	9%
Builder or contractor	7%	44%	33%	4%	11%
Material dealer, distributor or supplier	5%	30%	45%	15%	5%
Manufacturer	12%	40%	36%	12%	0%
Rollforming Subscriber	7%	37%	43%	13%	0%

Predicted profitability Q3/Q4 2023 compared to Q3/Q4 2002 by region	Up more than 25%	Up less than 25%	The same	Down less than 25%	Down more than 25%
All respondents	11%	28%	29%	11%	11%
Builder or contractor	8%	31%	46%	0%	15%
Material dealer, distributor or supplier	5%	21%	47%	16%	11%
Manufacturer	12%	32%	36%	16%	4%
Rollforming Subscriber	7%	28%	41%	24%	0%

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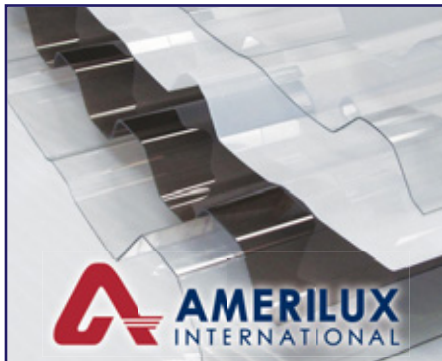
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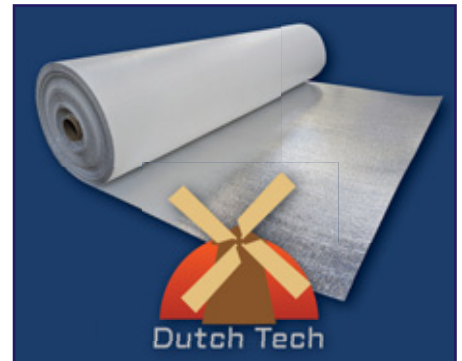
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