

DECEMBER 2023
Vol. 6, No. 6

Rollforming

Magazine

EXCLUSIVELY DEVOTED TO CONSTRUCTION ROLL-FORMING PROFESSIONALS
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**PRE-CUT &
POST-CUT
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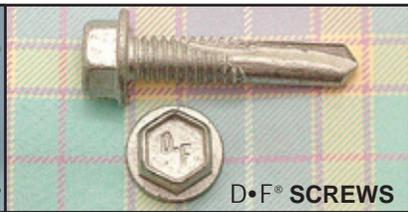
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Introducing the Metal Builder Zone

■ By Gary Reichert

2023 is coming to a close. Shield Wall Media had another good year. Our shows and publications continue to grow. We set the stage to launch the Post Frame Builder Show (Branson, Missouri in June 2024) and the CSI: Construction Survey Insight Annual (mailing in April 2024).

Since it is extremely new and different, the CSI-Annual is a deep dive into industry metrics for the markets we serve based on our surveys, interviews and industry research. Our goal is to provide the depth and quality of market data that you receive in a \$1,000 report, and mail it to you for free.

The open secret of why Shield Wall

Media continues to grow while its competitors struggle, switch to a digital format, or are sold, is a simple one: Everything we do is related and the industries connect and overlap. This provides opportunities and synergy we could not have with one or two isolated publications. It would also not occur if we spread our resources too wide and attempted to be everything to everyone.

This is relevant to a new development with the Garage, Shed & Carport Builder Show in Knoxville, Tennessee (January 24-25,2024). We are adding a Metal Builder Zone. Carports evolved into cold formed metal buildings. These build-

ings can fit into nearly every magazine we publish from Rural Builder to Metal Roofing. One magazine this really applies to is Rollforming. Nearly every component from structural members to roof and wall panels, ridge vents and even track for sliding doors comes from a roll forming machine or a bender.

With the growth in this area, Rollforming will include more information on forming structural members, tubing and other components. If this area of metal forming interests you, check out the Metal Builder Zone at the Garage, Shed & Carport Builder Show and our newest magazine, Metal Builder. [RF](#)

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On The Cover:

SWI Machinery's Jason Smoak, right, and Stephen Green, at screen, answer attendee questions at the 2023 Construction Rollforming Show. *Photo by Shield Wall Media*

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Gary Reichert,
Publisher, Shield Wall Media

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Rollforming Magazine (ISSN: 2639-6742) (Volume 6, Issue 6) is published six times per year (March, May, July, September, November and December) by Shield Wall Media LLC, 150 Depot St., Iola, WI 54945. Periodical postage paid at Iola, WI, and at additional mailing offices. Canadian Agreement Number: 40665675. POSTMASTER: Send address changes to *Rollforming*, Barb Prill, PO BOX 255, Iola, WI 54945. Copyright 2023 Shield Wall Media LLC. *Rollforming Magazine* and its logo are registered trademarks. Other names and logos referred to or displayed in editorial or advertising content may be trademarked or copyright. *Rollforming Magazine* assumes no responsibility for unsolicited materials sent to it. Publisher and advertisers are not liable for typographical errors that may appear in prices or descriptions in advertisements. Mailed free to roll forming contractors and their suppliers throughout North America. Others may subscribe: \$19.98 for 1 year, \$36.98 for 2 years, and \$50.98 for 3 years.

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Close Up Wood Grain on Embossed Panel



2024
**GSC
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422

Grain Bin Panels

Roll forming grain bins requires precision, consistency

■ By Gerry Birmingham, VP of Engineering, Samco Machinery



Strapping solution: When the bundles of profiles are created, this station will strap the mini bundles together. ALL IMAGES COURTESY OF SAMCO MACHINERY

Roll forming is a process used to create long, continuous sheets of metal for use in the construction of grain bins. Unlike other metal forming processes, roll forming is a cold working process, which means the metal is shaped without the use of heat.

One of the key benefits of roll forming is that it allows manufacturers to create sheets of metal with a high degree of precision and repeatability in volume. This is important in the grain bin industry, as the sheets must fit together precisely to create a tight seal and protect the stored grain from leakage, moisture and pests. Additionally, roll forming can be used to create sheets of metal with increased strength or improved corrosion resistance, to meet the structural and design needs.

While roll forming is a relatively fast and efficient process, fully automating the grain bin curving process can bring

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Closer Look))



Pick and place system: The robot picks each sheet and places it on the conveyor belt. It can pick from any of the stations in the system depending on the customer's requirements.

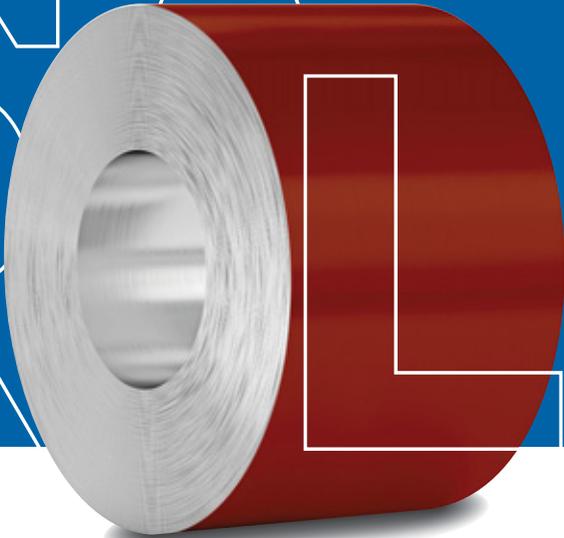
even more benefits. Grain bins can be made for almost any size and application. For example, small grain bins for farm use can have diameters of 15 to 30 feet (4.6 to 9.1 meters) and commercial grain bins can have diameters of 30 to 135 feet (9.1 to 41.1 meters) or more. Further, farm grain bins can have heights of 12 to 18 feet (3.7 to 5.5 meters) and commercial grain bins can have heights of 130 feet (40 meters) or more. One way to create the most flexible build-to-order process is to standardize the blanks so they can be produced to the diameter and thicknesses needed.

However, automating the process can bring its own set of challenges. One such challenge is confirming the curved shape and tolerances are verified to ensure the final product meets the desired specifications. To overcome this, manufacturers may use automated inspection systems, such as cameras and sensors, to monitor the process for deviations from the desired specifications.



A conveyor system that creates mini bundles and transfers the mini bundles from the curving station to the strapping station where it will be strapped together.

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Grain bin curving solution - where the curving of the sheet takes place.

Benefits to automation roll forming for grain bin

- **Improved quality control:** By automating the process, risk of errors caused by human operators can be reduced, leading to more consistent quality.
- **Increased capacity:** Automation can increase the speed and efficiency of the forming process, along with uptime as the process does not need to stop, even during a shift change.
- **Enhanced safety:** Automation can help reduce the risk of accidents and injuries associated with manual handling of heavy metal sheets.
- **Lower production costs:** Automated roll forming machines can help reduce labor costs and other expenses associated with manual sheet metal fabrication, making the process more cost-effective.
- **Greater flexibility:** Automated roll forming machines can be programmed to produce sheets of different sizes, shapes, and materials, enabling manufacturers to customize the process to meet the specific needs.

The design must include ways to overcome pre-cut blank nuances such as “hourglass” shape, where end flare can be problematic. The process also needs to consider the risk of deformations to the pre-formed shape and pre-punched holes used to join shapes together at assembly. Another aspect is the need to maximize the ability for a full form radius on the leading and trailing edges.

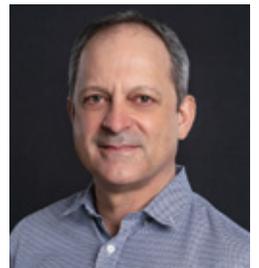
In order to fully automate the process, a gantry crane or robot is needed to take blanks from stacked bins in a large, secured area where various gauge thicknesses are stored in order to build a complete grain bin. This allows for a seamless and efficient process. Safety and logistics must be considered. Specifically, the ability to safely replenish the bins as they are depleted to avoid the need to shut down the line.

Overall, roll forming is a crucial process in the manufacturing of grain bin sheets. Despite the challenges, roll forming remains an important way to allow

manufacturers to create high-quality silos that are built to last. RF

Gerry Birmingham is the Vice President of Engineering at Samco Machinery. Samco [www.samco-machinery.com] provides customers leading edge designs and cost-effective solutions to satisfy any metal roll forming project need.

Maintaining ISO 9001 certification, the company manufactures roll forming machines, uncoilers, roll tooling, presses, and material handling solutions servicing a multitude of customers worldwide in varied industries.



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Back to the Front

Why Print Advertising Still Works in the Construction Industry

■ By Gary Reichert, Publisher/CEO, Shield Wall Media

Welcome to Fall. The nights are cooling, leaves are turning, and businesses are budgeting for the coming year.

For many companies, the season includes building a marketing budget and getting proposals for advertising. While I am not an expert on all advertising, I do have a reasonable handle on print and digital advertising for Business to Business. I will mostly limit myself to the B2B side, but most of the general information and concepts included here will apply to consumer advertising as well.

There is one HUGE difference between most B2B and B2C: B2B is predominantly branding and education. Using our publications as an example, a \$250,000 roll former or finding a new supplier is not usually an impulse buy. Capital equipment and building supplies have longer buying cycles.

If a contractor needs a fastener supplier, their existing supplier either fell through on an order or raised prices. There is no way to know when you can capitalize on a competitor's mistake. To be prepared is all about branding and frequency; when the customer needs you, they need to be able to find you. They will either find you in that publication, or they need to remember your name to find you online. SEO is good and necessary, but branding means they search for you by name.

BUYER EDUCATION

Education is about distinguishing your product so it is not seen as a commodity. Customers purchase commodities primarily on price. Sophisticated customers purchase on features and benefits. Educating consumers combines editorial and advertising functions. Editorial

presents the message in a credible and accurate form. Advertising repeats the message so consumers remember. The two together create sophisticated and knowledgeable customers.

This corresponds with big-ticket B2C items. Houses, cars, or major renovations are not usually impulse purchases. Much of the common information on advertising applies more to selling T-shirts than selling a custom home.

PRINT AND DIGITAL

At Shield Wall Media, we are obviously firm believers in print media — especially in our niche. There are multiple reasons why:

1. A large portion of our audience is plain community.

2. Our audience is primarily decision makers or C-Suite level. This group is older and often prefers printed media.

3. Print is consumed in a different manner than digital. More time is spent viewing and more attention is paid to a specific item. Print readers have less tendency to bounce around.

4. Research shows that information from printed media is retained longer than information from digital media.

5. Printed magazines are physical, can easily be passed between readers and are seen multiple times.

Digital works best as a direct-response medium. In many ways, that is more suited to consumer products and an impulse buy. [I have many T-shirts that made me laugh for inappropriate reasons. I may not be able to wear them in polite company, but they have my money.]

Branding in digital is largely companies



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How To Make Informed Decisions

Always ask *yourself* these questions:

1. What do I want to achieve with my advertising?
2. Do I think this product will reach my potential customers?
3. Will my message appeal to my prospective customers?
4. Will my audience be able to see and/or read my message in the ad?
5. Will my budget allow me the frequency required for consumers to remember my message?
6. Is the ad rate appropriate to the audience reached?

Always ask the *company* supplying the media these questions

1. Is your product opt-in (if digital) or qualified requested (if print)?
2. How many readers or subscribers do you have and how can I verify them?
 - a. Are you a registered periodical with the USPS?
 - b. What issue contains your Statement of Ownership?

with million-dollar budgets. Because the impression is not recalled as easily, more impressions are required. To achieve that frequency level on a large platform requires an investment beyond the reach of most companies.

SUCCESSFUL PLANNING

All successful advertising focuses on message, audience, and repetition.

Audience refers to the type of person, and how many of them receive the magazine or digital product. For B2B publications, demographics like age and sex are nearly irrelevant. You will want to know if the subscribers are applicable for your product and their role in the buying decision. Most advertising targets decision makers and influencers for obvious reasons.

Most B2B trade publications are “qualified” and “free requested” publications. For someone to be a subscriber, they must answer a few questions to say they are “qualified” and ask to receive the publication. For digital products this is an “opt-in” list. Opt in indicates someone asked to receive it but there are usually no criteria showing they are legitimate prospects.

After determining the magazine reached your audience, verifying the number of copies printed and mailed is the most important step. The circulation determines the advertising rates.

For print media, the U.S. Postal Service has a several requirements to be a “publication” and qualify for discounted postal rates. The Post Office verifies subscribers when they audit a magazine or grant it publication status. They pick subscribers randomly from the list and confirm the address is valid and that they requested the publication.

The USPS requires that over half of the subscribers have been subscribers for less than three years. They also require an annual Statement of Ownership (SOO). These must be submitted and published in the magazine every year. They state the ownership and the number of copies printed. The SOO is a simple way to verify the circulation of any magazine. An SOO is required for a magazine that is registered as a periodical and receives a lower postage rate. If a magazine does not publish an SOO, you should ask why.

Advertising is based on Cost Per Thousand, abbreviated as CPM. CPM is how rates are determined for both print and digital media.

For printed B2B/trade publications, CPM for a full page 4-color ad varies between \$150 and \$300 depending on the focus of the publication. The narrower the focus, the more requestors will be in your specific target audience. Rural Builder incorporates different types of construction, all parts of the building and everything from residential to agricultural.

Rollforming targets metal forming for construction. Since Rollforming is more targeted, the CPM will be higher.

As an example of CPM pricing, Frame Building News has 20,000+ requested subscribers. With a CPM of \$150 to \$300, the rate for a full page would range between \$3,000 and \$6,000 depending on the focus of the magazine. Frame Building News is exclusively about post-frame, so it’s fairly targeted and falls in the middle of that range.

By contrast Garage, Shed & Carport Builder has 8,000+ subscribers. The range for a full page would be \$1,200 to \$2,400 ... A smaller circulation results in a smaller rate.

Note that offering a black and white rate is usually a sales trick or a forgotten leftover from years ago. Years ago, some pages in a magazine were printed in black and white some pages in color. It cost more to print the color pages, so the rate was higher. Virtually all magazines today print every page in 4-color so there is no cost difference for black and white. This doesn't apply to newsprint or some small event programs.

By contrast, CPM for digital advertising varies between \$25 and \$60. An email of 15,000 then would be between \$375 and \$900. The question to ask regarding any email campaign is: “Is it opt in?” That is the equivalent of being “requested” for a print publication.

Be wary of digital pretending to be print. Print ads often do not work as digital ads. This number increases every day, but currently about 49% of digital media is consumed on phones. Even a full-page ad scaled down to 2.75” sideways and 5.5” high will be virtually unreadable. The magazines should also be reformatted to be read on a device. A PDF or flip book does not work on a phone.

Advertising is a product like any other. To be satisfied with the product, understand what you are buying and how you plan to use it. **RF**



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Wildcat Fasteners

A Fastening Company Shoo-In

■ By Linda Schmid

Born of need, Wildcat Fasteners was conceived in 2021 by Brian Fox. He saw the company's need for a reliable fastener supplier. It made him wonder how many other companies were looking for a reliable supply.

The company was begun at the tail end of the COVID-19 pandemic, so it was a challenge to stock up. Importing product was slow and getting any inventory was expensive. Everyone was struggling with inventory at the time, but eventually they got what they needed and away they went.

The inventory consisted mainly of screws: metal-to-wood, high-low thread, type 17 screws, extra sharp in all standard colors; metal-to-metal for metal building and mini barn screws, and pancake screws for hidden seams.

They serviced customers and proceeded to grow their own business rapidly by calling on roll formers and making sales. Once they got an order, they treated the customer to extremely quick turnaround with free shipping and no minimum order requirements. They answered the phone on the first ring, and if they couldn't because they were on the line with another customer, they returned the call within minutes. Their goal was to make sure the customer felt appreciated.

TWO YEARS IN

Today their customers are roll-forming companies across the US and Canada.

Recently they have added pipe flashings to their lineup, and nail replacement screws are coming at their customers' request.

The team is small; they do it all with five employees, and developing the company has been a challenging process according to Lane Morrison, CFO. Lead times, both external and internal have posed difficulties at times; lead times to

receive some supplies were up to 8 months for a while. Their policy is two business days to get product out the door to their customers, so the two did not mesh. There wasn't a lot they could do about that; they were the new kids on the block.

However, they developed their own paint system and facility so that if a specific color fastener is unavailable, they can now paint it themselves.

They kept pushing through the challenges, and as lead times got better their business grew.

WAY TO GO!

Starting a business at such a difficult time made a huge impression on the team as they struggled to make it work and keep customers happy. Of course, they had some triumphs along the way: picking up customers at their first trade show, developing brand awareness, making sales goals! Now they believe that since they made it through the pandemic, they can get through anything.

Their business philosophy goes a long way toward making the company work: Be careful how you handle customers, employees, vendors, everyone. Their lives should be improved because they encountered Wildcat.

KEEP GOING

Wildcat has just begun; their plan is to grow and maybe someday they will be global. Right now, they are focused on continuous improvement and spreading across the country.

Lane sees growth potential through marketing. They have a small team and marketing can be

a full-time job, but they are making strides. They are reaching out to customers through email, continuing to work trade shows, improving their website, and working with Rollforming Magazine. The future looks promising. **RF**



There's no missing the brightly lit Wildcat booth at trade shows.



Wilson Fox (left) and Justin Yoder man the Wildcat Fastener booth at the 2023 Construction Rollforming Show.

Pre-cut and Post-cut

Advantages of Pre-cut and Post-cut Roll Forming Lines

■ By The Bradbury Co.

Roll forming lines can be configured in two ways to create length-specific formed parts. One method is pre-cutting, which involves cutting the steel coil before it enters the roll former. The other method is post-cutting, where a profiled shear cuts the sheet after it is formed. Both methods have their advantages, and the choice depends on specific factors related to your production requirements.

PRE-CUT ADVANTAGES

1 Cutting in the flat allows the shear to seamlessly feed roll formers with various profiles, eliminating the need for blade changes. This makes pre-cut roll forming lines perfect for running multiple profiles on the same line. Whether it's Cee and Zee purlin lines, double high, rafted roll forming lines, or standing seam lines with multiple width variations, the versatility of pre-cut lines is unmatched.

2 Pre-cut shears offer the advantage of being able to handle higher production lines. Whether the machine accumulates steel in a pit to allow for



Pre-cut shear and conveyor to kick out blanks.



Bradbury B.O.S.S.™ Flying Pre-cut Shear. PHOTOS COURTESY OF THE BRADBURY CO.

continuous shearing with minimal downtime or utilizes a rotary shear, production rates can be significantly increased. For instance, a B.O.S.S. pre-cut rotary shear has the capability to run metal building panels at panel production rates of 300 FPM. While a flying post-cut shear can achieve similar results, it often requires a higher investment.

3 With pre-cut shears, the flat blades have the advantage of being reversible and can be used on all four sides before requiring sharpening.

4 In situations where there is a requirement to produce flat sheets for a secondary operation, a convenient solution can be implemented on a pre-

cut line. By incorporating a conveyor after the shear, blanks can be easily removed before entering the roll former, streamlining the production process.

5 Pre-cut shears are specifically designed to shear a flat pattern, allowing for seamless integration of various features in the end profile such as notching, holes, or tabs.

POST-CUT ADVANTAGES

1 Post-cutting offers the advantage of not having any minimum length requirements since the roll former is always filled with material. This becomes incredibly beneficial when working with short sheets for soffit, wainscot,

or producing panels for press-formed ridge caps. With this method, there is no need to invest in a separate cut back shear, ultimately reducing the need for additional part handling.

2 Post-cut machines usually have a smaller footprint compared to other methods. They eliminate the need for an entry conveyor as the infeed table is directly mounted on the entry of the roll former, making them more space-efficient and streamlined.

3 Alignment concerns are greatly reduced as the machine remains consistently filled with material and enclosed within the tooling during production.

4 Tooling wear can be minimized in post-cut machines for a couple of reasons. One advantage is that post-cut machines do not require powered upper tooling passes to drive the sheet, allowing the tooling to rotate freely. This not only simplifies the control of mismatch speeds in the roll tooling during part formation but also reduces wear on the tooling. Additionally, since the post-cut machine is filled with steel after thread up, there is no leading edge of steel entering each pass, further reducing tooling wear and ensuring long-lasting performance.

5 A significant benefit of post-cutting is the reduction in end flare on the roll formed part, as the profile is formed first and then sheared.



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integration of servos and closed loop controls has revolutionized post-cut flying shears, providing them with increased speed and accuracy. Moreover, anti-flare fixtures can now be controlled by servos, allowing a pre-cut line to achieve comparable flare tolerances to a post-cut line. In fact, some roll forming lines are equipped with both pre-cut and post-cut shears, and with the help of advanced control features, the entry shear can make the final cut of the order, eliminating the scrap that has traditionally been associated with post-cut lines. This technological progress has truly transformed the roll forming industry, making it more efficient and sustainable than ever before. **RF**



Hayes post-cut panel line.



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Exhibitors were kept busy by a record-setting crowd.

ALL PHOTOS BY SHIELD WALL MEDIA STAFF.

Success in Cincy

Annual Construction Rollforming Show Connects Roll Formers With Needed Products & Services

■ By Rollforming Magazine Staff



Brad Shreve of AkzoNobel addresses the audience about coatings and warranties.

The 2023 Construction Rollforming Show closed with many happy attendees and exhibitors. It was held once again at the Duke Energy Convention Center in Cincinnati, Ohio, which many attendees and exhibitors expressed was their favorite location. The September 27-28 event saw attending roll forming professionals keeping more than 60 industry suppliers extremely busy.

Shield Wall Media Show Director Missy Beyer explains, “The goal of the Construction Rollforming Show, much like all of our shows, is to put qualified buyers in the room with the industry professionals that are there to sell. The key is we’re bringing qualified buyers into the space so they can make connections and build their businesses. Attendees can see everyone they need to see in one room, and the exhibitors can expand their footprint by seeing buyers from all over the US.”

For the 2023 show, exhibitors and attendees came out in force. “It is great to see the Construction Rollforming Show mature,”



A semi-automated registration process made registration and badge pickup quick and easy for attendees.

said Gary Reichert, Publisher/CEO of Shield Wall Media. “This year, attendance and exhibitors increased by more than 20%. Multiple exhibitors stated they did not have a second on the first day when they were not engaged with a legitimate prospect. We are going to have to add hours to the first day of next year’s show to accommodate the growth.”

ATTENDEE BENEFITS

Hundreds of roll-forming professionals who attended the



Several Acu-Form staff were on hand to field questions about the company’s metal-forming equipment.

Construction Rollforming Show recognize the benefits to be gained by attending. For the price of admission, attendees received personal, one-on-one connections with leading industry manufacturers and suppliers, relevant educational presenta-




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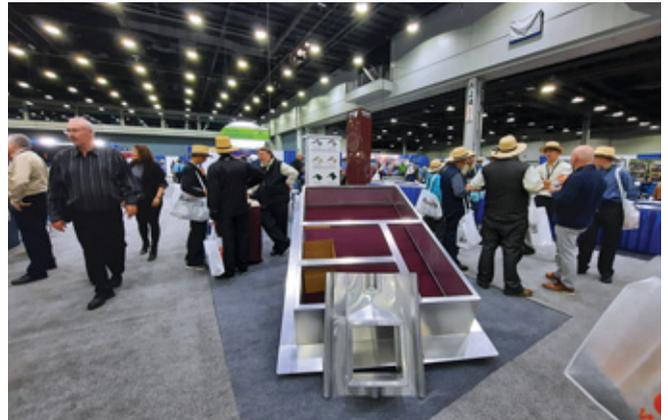


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Rob Bowlin (right) of AmeriPak discusses preparing materials for safe transport and delivery.

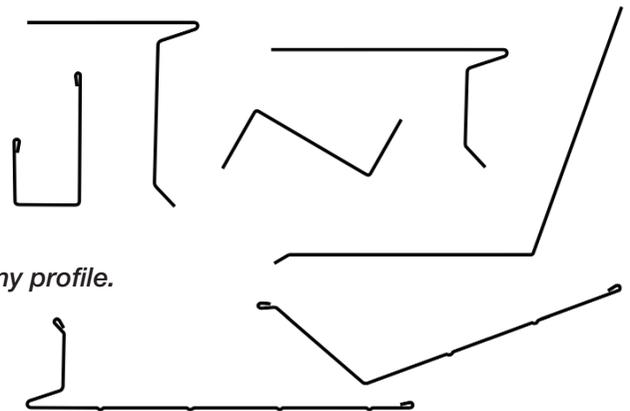


Krickett supplies roof curbs and other components for the metal roofing industry.

tions, a five-star social event that included an authentic German food buffet and drinks galore. The event even included an “oompah” band, the Trans Am Euro Mutts, which performed while attendees and exhibitors enjoyed the catered dinner buffet.

They also had the opportunity to see first-hand new products and developments. New products unveiled included the Ridge

RAT (Roof Access Tool) that provides a new and unique way to work on a roof, which was introduced in the Formwright booth; the new Plyco window that has a scratch-free acrylic finish; and new Firm Grip gloves that are cut-free not only on the palm side but also on the back, which were at the ST Fastening Systems booth. Northern Building Components introduced a new door



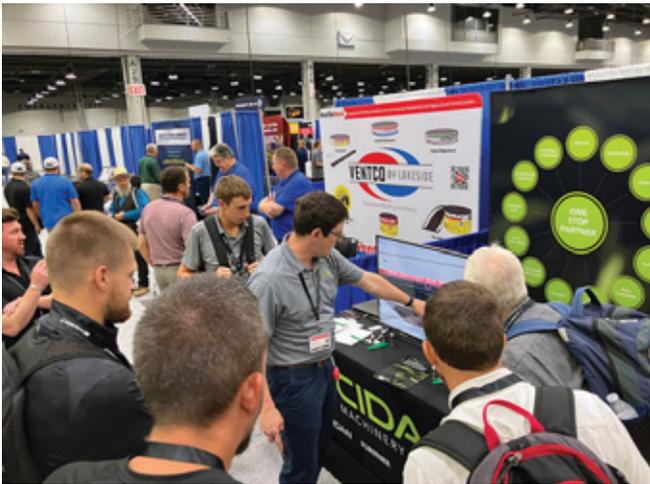
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When he wasn't leading educational sessions, CIDAN's Ryan King was kept busy on the expo floor.

that has a fiberglass panel that doesn't need to be painted, and a new door jamb that can be painted.

Educational presentations were given by industry insiders. Topics included, but were not limited to: roll former main-



The Trans Am Euro Mutts played music while exhibitors and attendees enjoyed a complimentary buffet dinner.

tenance, presented by Frank Schiene of Metal Rollforming Systems, followed by Thomas Schwarzer, ASC Machine Tools, who spoke about considerations when choosing a panel roll former. Ryan King of CIDAN Machinery gave presentations on the benefits of professional associations and making the right buying decisions on trim bakes and folders. Additional sessions included Building Wins podcaster and Source One Marketing product rep Randy Chaffee, who spoke about working trade

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Attendees check out the new Ridge RAT (Roof Access Tool) at the 2023 Construction Rollforming Show.

a timeout from walking the show floor.

“Also new this year is the mother’s room,” she continues. “The mother’s room was a quiet, private place for mothers with infants. Although some industry shows make an effort to discourage family members under the age of 18, likely due to liability, Shield Wall Media shows strive to be family friendly and to occur in locales that are also conducive to wholesome family fun.”

THE MEASURE OF SUCCESS

When asked how she measures the success of a show, Beyer



Attendees learn about New Tech Machinery portable roll formers at the Formwright booth, which is a leading distributor for NTM.

explains, “I measure the success of a show by the feedback from exhibitors and attendees. I want it to be a positive experience for all involved, whether that be from the standpoint of business done on the show floor or simply contacts made for future business. Feedback from the show was more positive than any previous Shield Wall Media shows, with increased attendance for exhibitors and more booths on the show floor for the attendees to do business with.”

EXHIBITOR FEEDBACK

There were more than 60 exhibitors from whom attendees could get the information they needed to make educated buying decisions. Meaningful connections were made throughout the duration of the show. “I cannot speak highly enough about this year’s Construction Rollforming Show,” enthuses Randy Chaffee, Source One Marketing, who sells components



Shield Wall Media hires a rigger to place equipment on the show floor. Therefore, equipment is placed on the show floor at no cost to exhibitors.

throughout the construction industry and did live webcasts over the course of the event. “First class all the way! Great attendance with outstanding networking opportunities. The Shield Wall Media folks were spot on in every aspect. This show is a real winner and one that I will be thrilled to attend every year.”

ASC Machine Tools’ Thomas Schwarzer was equally pleased. “The attendance of the show on Day 1 was really great,” he says. “At times we hardly had enough time to talk to every customer that stopped by our booth.”

Hershey’s Metal Meister, which offers metal-shop machines, has exhibited at all four Construction Rollforming Shows. Spokesman Zach Harvey was also enthusiastic about the most recent show in Cincinnati: “We really enjoy the way we are treated at [Shield Wall Media] shows; the hospitality is unmatched compared to other expos we attend, as well as not being nickel-and-dimed for every service you offer with your event ... We’re looking forward to next year!”

Building material supplier Graber Post Buildings, too, has exhibited at every Construction Rollforming Show. “The 2023 CRS show in Cincinnati was a well attended event for the metal roll-forming industry,” GPB’s Trent Wagler recalls. “It’s always great putting faces to names and making connections. The floor



Jason Smoak (right) and Stephen Green (at screen) field questions in the SWI Machinery booth.

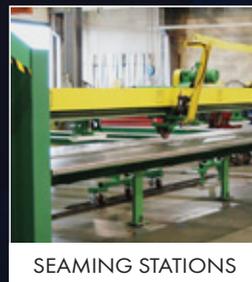
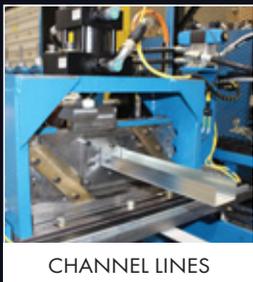
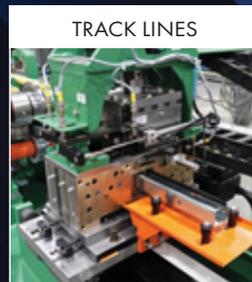
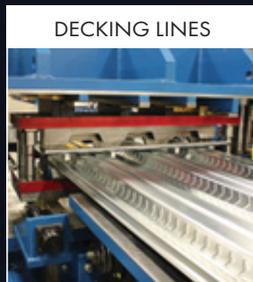
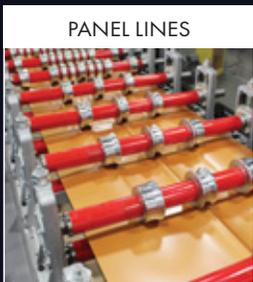
traffic was great both days and the exhibitors displayed a wide range of machines, products, and services that added a nice variety. We look forward to the show next year in Grand Rapids and highly recommend that each of you put this one on your radar.”



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Darin Westhoff mans the SpeedLap booth. The company offers cut-to-order steel soffit panels.



(TOP & ABOVE) Stoll Metal Works, which offers low-tech trim brakes, coil upenders, flat stock tables and more, did brisk business during the show. They even sold the 5-ton coil upender that was on display.

ATTENDEE FEEDBACK

Attendees appreciated the ability to speak directly with vendors, get the information they needed, and not be rushed through the process. Albert Schrock, owner of Cherry Fork Metals, said he's been to all three of the Construction Rollforming Shows that were held in Cincinnati. Schrock said the shows were all wonderful, but he really enjoyed this one. "It's close to home and it's a nice central location; it's a good location for a lot of people."

Anthony Heggie, Customer Service Representative for coil distributor Mid-South Aluminum, states: "This was my first industry trade show, and I was impressed with the number of attendees and exhibitors for such a focused show. I also really enjoyed getting to meet all of

the various Shield Wall Media members that I have previously only had email interaction with. It was easy to see how the entire team was dedicated to this show being a success. Wednesday was the day that I got to walk the floor the most, and I was also impressed with the rollforming machines that were on display. Thursday was when I got to attend a few of the sessions, and I brought that information back and shared it with members of our upper management. The session on the importance of associations was eye opening as far as just how important various trade associations are for the industry. The session on how to get free media coverage was also an avenue that I had not previously thought of, but I am very glad that I attended that session as well and was able to get very valuable information."

GIVING BACK

Wildfires ravaged portions of Maui and Hawaii from August 8-11. Moved by the devastation, Reichert made the decision to donate all admission fees received from Sept. 1-28 to help those in need. That record-setting, increased attendance meant putting a record number of buyers in front of sellers ... It also made it possible for Shield Wall Media to donate \$11,000 for Hawaiian wildfire relief.

FUTURE SHOWS

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Thomas Schwarzer, ASC Machine Tools, leads an educational session about choosing a roll forming panel line.



United Steel Supply provides metal-forming shops with flat-rolled steel coils.

connecting buyers with the supplies and services they need to operate successful businesses. If a company is not relevant to the industry that the show serves, it is not allowed to exhibit. (You won't find a consumer knife company exhibiting at a Shield Wall Media show.)

"What makes our shows unique is the

specific focus on a qualified audience," emphasizes Reichert. "We are growing our shows but we will never have a show with 400 exhibitors and 10,000 attendees. We will maintain the focus and quality of the audience over sheer numbers. Shows are not about the number of exhibitors or attendees – they are about

the number of people there you actually want to talk to."

Next year's Construction Rollforming Show will take place September 18-19, 2024, at DeVos Place in Grand Rapids Michigan. Visit www.constructionrollformingshow.com to stay up to date on event updates. RF



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Focus On Your Customer, Not Your Buy

New South Metals Finds Success in Metal Panel Industry

■ By Linda Schmid

In 2019, Mason and Matt Kendall had a vision for a service-minded roll forming operation in Southern Virginia. With past experience in the industry, the brothers leaned on their relationships and experiences to write their own, fresh plan to break into this market and establish their business as a first-class experience for contactors and home owners who need and use metal roofing.

Mason worked full time at the company from the beginning and Matt was still working in supply chain for the industry, as they worked hard together to get the business off the ground. As the company started to gain traction, Matt came on full time. In the summer of 2019, they worked with friends at Cidan Machinery who helped them to develop a package that worked for their budget-minded startup, a panel line, standing seam former and a very simple trim line.

On September 14, 2019, New South Metals produced its first panel order in a leased 12,000 sq. ft. shop. In December 2022, the Kendall brothers purchased and moved into a 24,000 sq. ft. facility, which has grown into a pole barn division, four different standing seam profiles, three portable roll formers, and a highly efficient trim line that supplies all corners of the business. Both brothers have commented they are proud of their business and staff.

Mason said, “A lot of hard work from a lot of different people has gone into this since day one, and we are enjoying watching it continue to grow.”

Sales are great; their largest market is residential roofing and reroofing. Primarily, they service roofing contractors, according to Matt. “We do a lot of standing seam too, more than we expected,” he said.

CUSTOM ORDERS, CUSTOM CARE

Matt believes that one reason they are successful is because from day one they focused on service rather than price.

“Many in this industry are focused on the buy and getting the best price,” Matt said. “We focus on the customer, helping them and solving their problems. We take custom orders. Many



The New South Metals team has grown from three to 14 employees.

PHOTOS COURTESY OF NEW SOUTH METALS.



The New South Metals showroom.

customers need custom trim and we provide it. We take on the hard jobs as well as the easy jobs.”

In regard to the steel buy, Matt says he tries to make his purchases from a variety of suppliers. That way if supply lines become tight again, they have open doors with many suppliers, which puts them in a better place to get the supplies they need to service their customers.

They have developed a large showroom in which they have built houses to model different panels, displaying various angles, trims, ribs, and how all of it fits together.

“We make it easy for the contractor that knows what he wants,” Mason said, “but we also make it easy for the homeowner who may not know what they want. Our Showroom does tell a story of what we like to say... ‘Metal is Better’.”

ROLLING INTO 2024

Originally a three-person business, they now have 14 employees and, Matt said, they have a great team. While many

companies struggle to find sufficient qualified help, that has never been a problem for them.

“Our employees are one of the keys to our success,” Matt said. “Staff, management, we all take ownership of our work, and we take every opportunity to make work fun,” he added.

However, Matt said he believes that the company is just getting started. “We’re only four years in and expanding year over year, but still gaining traction.”

What does he see coming in the next year? Matt said they are looking at expanding their pole barn system with more accessories, windows, and doors to develop more of a turn-key package for post-frame.

Matt said that people are realizing that metal is more durable and the whole industry is getting a lift from that. In their area, the board and batten look is in high demand and they have recently added a steel board and batten line that is widely used on everything from upscale new construction homes to barns.

A GRAND OPENING!

In March 2023, after three years of renting a facility, New South Metals celebrated a new facility that they had purchased and renovated to their needs — and what a celebration it turned out to be! Fifteen hundred people turned out to see the improvements to the building, watch on-the-hour demonstrations of their machinery, take their chance on giveaways, and congratulate the team on their new facility. Of course, it just may be that many of these folks came out to see Steven Ray Tickle, usually referred to as “Tickle,” from Discovery



Matt and Mason Kendall with their families at New South Metals' Grand Opening.



The New South Metals facility is designed for safe and efficient production to best meet customers' needs.

Channel’s, “Moonshiners.” The show follows Tickle as he runs his illegal moonshine business ... Or is it monkeyshine? Either way, it appears the locals love Tickle and New South Metals and they showed up by the hundreds to see the new facility and have BBQ with Tickle! We join them all in wishing New South Metals all the best! RF



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Protective Film 101

Things To Consider When Choosing Protective Film for Metal

■ By Karen Knapstein

As a professional, you no doubt know your fair share about the metal you use, but do you know how to protect it? Protective film is a common choice, but there are many factors that help determine which film is suitable for a particular job.

Glenn Hughes, sales manager for Global Film Source, a company that produces high quality protective masking films and adhesive tapes for the construction, automotive, and manufacturing industries, observes that suppliers like him aren't the most common type of exhibitors at trade shows. He says that "Everyone knows a lot about metals, but they don't know how to protect their metal ... So it's good to educate everybody."

The market is changing; consumers are demanding products in perfect condition, which makes product protection a priority. For example, in the past, if you bought a refrigerator, you bought it from the store, took it home, plugged it in, and it worked. It wasn't covered with any type of protection. Johan Blok, owner of Global Film Source, emphasizes that now, when you buy anything, "the first thing you do is peel off a layer of plastic ... the protection. Nobody likes scratches. I don't like scratches either. So, this whole industry is changing where before, you'd buy something and it wasn't protected, and if it was scratched, they'd throw it out ... or they'd have to give you a huge discount.

Coil coatings have a huge impact on whether or not a film will work.

"Now people are very careful about it," Johan continues. "There's a coil that's being sent to the coating company that covers it with all different types of coatings. Roofs are much more sophisticated these days. They look like wood, they look like shingles, they look like tile. It doesn't even look like a metal roof anymore. And the moment the coating is applied, you want to cover it and protect it because you don't want any damage. Because once it's damaged, people are going to reject it." He says



Global Film Source coating line. COURTESY OF GLOBAL FILM SOURCE

he would bet that not everyone uses protective film, but for very little money, you can buy the "insurance" against scratches or damage that film protects against.

Typically, the film is applied as the metal is uncoiled in a metal-forming shop. "And the film is so pliable that it folds and curves with every groove and around corners ... it stays perfectly conformed," says Glenn. Automated applicators, such as those made by Ameripak, Inc. of Kentucky, make the process simple. "And when they have applicators, we'll usually run big rolls, like 1000 to 3000 footers. Though we also can make small, narrow rolls for hand application if they just choose to put 'em on by hand before installation as well. There's quite a bit of flexibility when it comes to that." The metal is protected from start to finish, from the point that the coil is unrolled through manufacturing through installation, after which the film is removed.

"Film protection is an incredibly cost-effective way of saving a ton of money," Johan explains. The last thing you want is saleable products or materials thrown out because of scratches — especially when it's preventable.

It's important to understand that there are different types of protective film solutions for different surfaces and situations.



Applying protective film to coil. COURTESY OF DYNAMIC METALS, INC.

Variables include adhesive systems, film types, whether the product needs UV protection, film thickness, climate conditions, and other factors. “It would be great if there’s one product that would work for every situation. Unfortunately, there’s no such thing. It’s much more complicated,” says Johan.

TEXTURE CHANGES THE GAME

Coil coatings have a huge impact on whether a film will work. “The coil is protected with the paint system,” says Johan. “Sherwin-Williams Coil Coatings, AkzoNobel, PPG and others provide paint systems that are guaranteed for decades. They’re very durable systems and the resulting roofs look gorgeous.”

The physical characteristics of the coating system plays a major role in determining which film is suitable. Panels with smooth coatings, which is what the industry started with and is most familiar with, and polished metal are easy to protect. “I think everybody started metal panels off with smooth paint surfaces. These and polished metal surfaces have been easy to protect. We use some of our lighter or medium-adhesion products so they just need to grip onto that nice, slick surface, hold there and keep the scratches and scuffing away,” explains Glenn. “The rule of thumb is the smoother the surface, the less adhesion you need. The more porous the surface, the more adhesion you need.”

In recent years, manufacturers have introduced various textured coatings. While textured coating systems are broadening consumer appeal of metal roof and wall systems, they require a different product for protection. The latest coatings, including AkzoNobel’s Frost, various crinkle and textured coatings, and powder-based coatings, look beautiful and can make metal look like other materials, such as brick, stone, shingles, or wood. However, the texture has an impact on the holding power of the

adhesive. “It’s hard to see with the eye, but that’s such a porous surface that now there are so many air pockets involved that film has much less space to grip on to the metal,” Glenn explains. “So now you have to add more adhesion to it to make it grip. And that’s been quite a challenge over the years. My prior supplier really had issues with that. ... But now with Johan’s offerings, we’ve latched on to several that work really well and one I think that we’re going to just try to make the fit-all for embossing and Frost coatings and such.”

“Peel strength” is a very important property for adhesive films. “Peel strength is a measure of how hard it is to peel the film off a specific surface,” explains Johan. “And typically, the benchmark surface for the tape industry is stainless steel. Surfaces that are smooth or shiny require only a very low peel strength to stick well. Surfaces that are porous or not smooth require a higher peel strength because the adhesive doesn’t have as much to grab on to.”

Global Film Source has developed several proprietary solutions that work well with textured and embossed coatings and finishes. “We have these products that we developed that the adhesive surface is textured so it grabs onto uneven surfaces




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better. ... It's not necessarily a solution for all of your surfaces, but it's a potential solution."

Glenn continues: "So you don't want too much adhesion. You want to use as little adhesion as you can for your metal panels. That's just great for cost reasons and it's also great for the installers. Because you want to be able to peel it off as easily as possible, but you also need it to hold on through all your processes, too. So that's kind of where you dial it in." To compare adhesion strength necessary to do the job, it might take 2-4 oz. of adhesion for a smooth steel application, whereas a textured surface may require 18-20 oz. of adhesion.

If more adhesion is required, then a thicker backing may be needed, too. If the backing isn't thick enough, it'll tear into small pieces during removal, resulting in added time spent on the removal process. Removal should be an easy and cost-effective step in the installation process.

CLIMATE & UV PROTECTION

Climate, too, will have a significant effect on how protective films perform. "You can't apply the same solution in Miami, Florida as you would in Washington State or something like that and battling much colder environments," Johan explains. "There's a lot that goes into the selection of the right product." Heat, humidity, cold or even freezing temperatures will all make a difference in determining what type of adhesive can be used. Adhesive types include water-based, natural rubber based, glueless, and solvent-based. Johan advises, "A water-based adhesive won't necessarily work below 32 degrees." A solvent-based adhesive system may be required.

BALANCING PERFORMANCE AND COST

There are very sophisticated adhesive systems and products available. Global Film Source has even developed a glueless adhesive that is embedded into the film itself. "It will prevent any type of adhesive or residue transfer," explains Johan. It's an example of how manufacturers can work with customers to select the right products for each application. "We can work with them and give them the peace of mind that they're working with the right product."

Film features may also include UV protection, color, and custom printing. UV protection prevents degradation of the



Coil with protective film. COURTESY OF DYNAMIC METALS, INC.

film that may occur quickly. Not all products will need it, but if the product is left in the sun for a couple of days, it will need a solution with UV protection. "Our mission is to provide the most cost-effective solution to protect their surfaces," says Johan.

Protective film is often blue or white, but if it is clear, it can look like part of the panel. Installers need to be aware that the film is present and needs to be removed. "Some people have text on the film saying 'Please take film off,'" says Johan. Or customers can have their logo printed on film as both a reminder to remove the film and for product branding.

CONCLUSION

We've covered some of the most important factors that impact protective film performance. However, to select the proper film protection for your metal, talk with a film professional. They will help you discern which type of film will best meet your needs by discussing adhesion, sizing, and thickness options. "The ideal situation is one product would fit all, but there are too many considerations to take in mind," concludes Johan. "We're here to help customers find the right solution and make sure it's cost effective, as well." RF



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Favorite Shop Equipment

As you well know, equipment reliability matters — the success of your business depends on whether or not your tools are up to the task. We turned to your

peers for information about the tools they rely on by asking many *Rollforming Magazine* subscribers about their go-to tools and equipment. You'll find some of the feedback here. (Names have been

withheld for privacy purposes.)

If you'd like to share information about your go-to equipment, please drop us a line at karen@shieldwallmedia.com or 715-513-6767. RF

PHOTO BY SHARON THATCHER

“ I've been using my Englert Rollforming machine for about ten years and it's never missed a beat! ”

“ We use an Acu-Form machine for trim. It works absolutely perfect! ”

“ I like a good pair of snips. Malco has a good one. ”

“ Irwin snips are the best, they are easy to handle; they fit the hand just right. ”

“ [Schlebach] Quadro Cinco is one of the best machines, but it comes with a price tag to match. ”

“ My favorite tools are hammers and drills. I'm partial to Milwaukee brand. If the drill's not working, the hammer will get you there and vice versa. ”

“ We use the ASC brand roll former; we are adding another and we are choosing the very same machine! ”

“ Our most-used tools are our ASC Rollforming machine and Bradbury Tooling machines. We are comfortable with them...we've almost always had them, and they have been reliable. ”

“ New Tech Rollformer is a really good product! It's easy to set up, easy to maintain, and more cost efficient than some comparable machines! ”

“ For big jobs we use a Swenson Shear Snap Table to hem valleys. We did a 980 square, heavy gauge steel job and this shear paid for itself on this one job! ”

“ Our contractor customers rave about the Valley Square. They use it to cut angles without going up on the roof to measure for every piece! ”

“ Makita power tools are great drills and saws. I grew up using them and I like the speed and the weight and how they feel in my hand. Plus, they have recently increased the battery life. ”

“ CIDAN's 20' Brake is a good, reliable product! ”

“ Ninety percent of our products are made on our ASC panel line and our Schechtl Folder. Both are reliable, and if they do break down the problem is quickly resolvable. ”

“ We really count on our Milwaukee battery operated driver with a Malco bit. We fasten everything with it! I use my allen wrench constantly for repairing machines. I like tools that are made in the USA! ”

“ I rely on cordless drills and drivers by Bosch. They really speed up the process. Sometimes I wonder how things got done before power tools. It's wonderful how fast you can accomplish things now because of the tools at our disposal. ”

“ Employees, trucks, and roll-forming machines are the tools I rely on...I can't say which is the most important; I need them all! ”

“ We really like Midwest Tools to cut pieces of trim. ”

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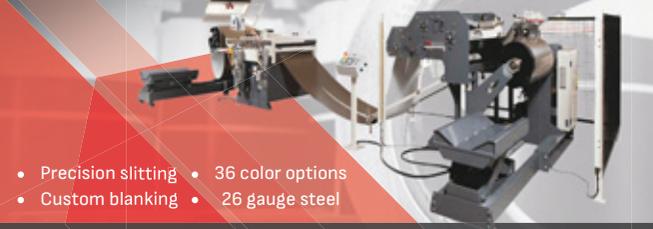


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ALLIANCE MACHINING AND ENGRAVING ANNOUNCES NEW SALES MANAGER

Alliance Machine and Engraving has welcomed Chris Merkel as its National Sales Manager. With over 15 years of experience in sales and marketing, and a degree in Business Administration from Radford University, Merkel brings a wealth of knowledge to Alliance Machine and Engraving, a division of The Bradbury Group.

Merkel says he is thrilled to join the Alliance Machine and Engraving team in his hometown of Ashland, Virginia, and is eager to contribute to the company's success and reputation within the community.

"We are confident that Chris will play a pivotal role in helping us achieve our goals and continue to provide exceptional engraved rollers, embossing machines and calendars to customers worldwide," says Matt Werner, Senior Manager of Global Marketing and Sales at The Bradbury Group.



REED'S METALS OPENS STOREFRONT IN FORT MYERS

Reed's Metals, part of the Cornerstone Building Brands family, has announced the opening of a new storefront in Fort Myers, Florida.

The Fort Myers location is the second Reed's Metals location in Florida. Ken Witzeman, vice president for the Reed's Metals brand, expressed his excitement

about the addition: "This new location and our existing facility in Horseshoe Beach, Florida, will allow us to better and more efficiently serve our customers throughout Florida with improved lead times and world-class customer service." Witzeman further stated, "our continued strategic geographic growth is driven by our dedicated team members and loyal customers who install our residential, agricultural, commercial, and industrial building and metal roofing products."

The store opening also comes at a time when southwestern Floridians continue to rebuild from the devastation caused by Hurricane Ian and require durable building materials that can help protect against severe weather.

MALCO PRODUCTS ANNOUNCES NEW LEADERSHIP ROLES

Malco Products, a leading solution developer and manufacturer of a variety of high-quality tools for the HVAC and building construction trades, has announced several new leadership roles with the organization designed to support the company's continued growth and to focus on critical areas of the business as part of its overall strategic plan.

The latest organizational leadership changes include: Scott Crane has been promoted from Executive Vice President of Finance and Strategy to Chief Strategy Officer (CSO). The CSO is a key leadership position responsible for developing and executing the company's strategic initiatives and investment strategies.

Mike Hemmesch has been promoted from Director of Business Intelligence to Chief Financial Officer (CFO), following the retirement of current CFO Carla Hinnenkamp, who has been with Malco for 10 years. In this role, Hemmesch will oversee the finance, accounting and technology/MIS teams and manage all aspects of the company's financial and cash flow planning as well as guiding the company's future growth initiatives.

"As we look ahead to the growth plans we have outlined for Malco, we knew it

was important to have the right people in the right seats to ensure that our teams are well-positioned for the future," said Rich Benninghoff, Malco's president and CEO. "Over the past several years, we've seen tremendous growth as we continue to offer innovative new products that serve our end users and have been very fortunate to have built a strong bench of talent within our organization. These organizational changes will allow us to further embrace our team's experience, focus on critical areas of the business and provide even better support for the Malco team."

BRADBURY EXPANDS FACILITIES

Over the past five years, Bradbury has continued to grow in Moundridge, Kansas. The commitment to expanding and improving facilities is evident in the recent additions to the company's assembly and testing area, as well as the ongoing extension of the inventory area. With a team of over 300 employees at the headquarters, Bradbury is constantly seeking opportunities to expand and propel the company to new heights.

"Last year, we began an exciting journey at our plant 2 facility," says Matt Werner, Senior Manager of Global Marketing and Sales at Bradbury. "We finished a project that allowed us to extend the three center bays by 150 feet to the north. This resulted in an additional 22,500 square feet of assembly and test floorspace. The demand for our services quickly filled up this new space with exciting customer projects. Realizing the need for even more room, we made the decision to add on to both the East and West bays of Plant 2, matching the latest expansion and providing us with an extra 15,000 square feet. The progress of these new expansions has been smooth, with only a few final touches remaining before they become fully operational and significantly enhance our operations."

Werner says what sets this new addition apart is its height. Standing at an impressive 10 feet taller than the existing building, this expansion allows



AKZONOBEL PROGRAM HELPS SUPPLIER IMPROVE CUSTOMER SATISFACTION

When Arkansas-based Metal Building Supply (MBS) needed to source a specific color of coil coating to meet a spike in demand over normal usage, AkzoNobel's CERAM-A-STAR®1050 Select standard color palette program meant they were able to obtain the product required immediately. This enabled MBS to maintain the project schedule, manage costs and keep its customer happy.

MBS provides residential roofing, general purpose and pre-engineered metal buildings, such as mini-storage buildings, modular offices, hay barns, red-iron, pole barns, riding arenas, churches, gymnasiums, agricultural buildings, components and more. Its products are available in a diverse range of coatings,

including painted coatings, metallic and textured, as well as unpainted.

MBS experienced a spike in demand for the Hunter Green painted steel. The surprise in demand came so quick there was no time to order through their normal channels. Instead, they reached out to Flack Global Metals, the AkzoNobel distributor in the area, to source the coating directly. Prior to the implementation of the Select program this was never an option for MBS.

Flack is part of AkzoNobel's CERAM-A-STAR 1050 Select program. This guarantees immediate availability of CERAM-A-STAR 1050's portfolio of coatings. MBS was able to order and collect the Hunter green coating it required immediately, ensuring all jobs and projects stayed on track and customer expectations were maintained. **RF**

for an increase of vertical storage space. By utilizing 16-foot speed racks instead of the current 10-foot racking, there is now ample space to accommodate an expanded inventory of Bradbury supplies on the East side.

Meanwhile, the West side addition will provide the assembly and test department with another 7,500 square feet. This additional space will be utilized to build customer machines and conduct tests.



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Seam-ingly Perfect Roofs

Walking the Line with Electronic Mechanical Seamers

■ By Linda Schmid

THE BASICS

A well-executed, mechanically seamed roof — completed using best practices — can perform effectively for 60 years up to 200 years, depending on the material used. Seamer manufacturers and industry veterans shared what they know about seaming for quality and longevity.

Depending on the roof to be installed, you may need to rent a seamer rather than purchase one. This is necessary in some cases; some roofing seams are proprietary, making it necessary to use the panel manufacturer's seamer to seam their panels. Naturally, if you are renting a machine, the owner will do the majority of the maintenance on the machine, but there are still some things you can do to improve the machine's performance.

Before you begin seaming, make sure you have peeled back the protective film used to prevent damage during the roll forming process, shipping and installation. If you do not, it may tear during the seaming process due to the added thickness and it can get messy. Further, ensure that the panels are clean so the rollers do not pick up sand, lubricant or other debris, possibly leading to marking up the roof panels.

The machine should be cleaned daily. So, if you are using it several days before returning a rental, the cleaning will fall to you.



Malco's new FSXS power-assisted seamer is designed to start the seaming process from the beginning of the metal profile without having to use a hand seamer. SHIELD WALL MEDIA PHOTO.



Keeping the seamer clean will help it perform at its best. PHOTO COURTESY OF D.I. ROOF SEAMERS

If you own your own machine, then there is more maintenance required, although it is pretty basic. Store

the machines where they won't get wet; the protective rubber gaskets can rip, leaving the machine exposed. Occasional lubrication will also be required. If you are seaming a roof with a Kynar coating, be sure to use a compatible lubricant that will not mark it up.

Ensure that the bolts are nice and tight before you start a job.

FOLDING ISSUES

When making the second fold, the inside leg needs to be short enough that it will not over-fold. In effect, the seamer needs a little space between the end of the leg and the next fold. This could happen because the panel is imperfect.

Some experts believe hand seaming at the ends or hand seaming the whole roof may resolve some folding problems. Of course, it may take 30% more labor, but it won't take as long as waiting for new panels to be delivered. However, beware that you are not double-locking the panels you hand crimp because it will be very visible and aesthetically displeasing.

RIDING OFF THE SEAM

If the seamer rides up off the seam, it can be the result of a build-up of mastic on the rollers. This can be prevented by

cleaning off the mastic with denatured alcohol before beginning seaming. It could also be the result of incorrect crimping or seamer replacement. With many types of seams, hand crimping is required to get the seam started, then the seamer continues the fold. If the seam is begun wrong, it will be continued wrong. If the panel is not installed in correct modulation, it will cause problems with the crimping and seaming procedure.

A little quality control can eliminate any of these causes of the ride off the seam and it is worth taking the time to prevent. It is very difficult to fix once the seamer has “gone off the rails”.

DANCING SEAMERS

If the machine does not have on the correct wheels for the roofing and they are not making contact with the panel, then the seamer may “dance” from side to side. On other models, if the wheels are actually touching the pan, it could cause upward pressure and make the seamer ride off the rib. The wheels need to be riding above the pan 1/4” to 3/8”.

The seamer may act this way if something interferes with the even surface of the panel. For example, Miami Dade code

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requires a long, heavy clip, and if you tighten the seam too much, the thickness of the panel varies and the seamer will dance trying to get past the clip. Also, you could teeter-totter the seamer if you walk on the panel you are seaming.

THE DO'S AND DON'TS OF SEAMING

- **Do** check that the panels are as spec'd before starting the job.
- **Do** read the manufacturer's manual. They are usually short and will prepare you for situations that can arise.
- **Do** start slow. Watch the seam being made so you can catch

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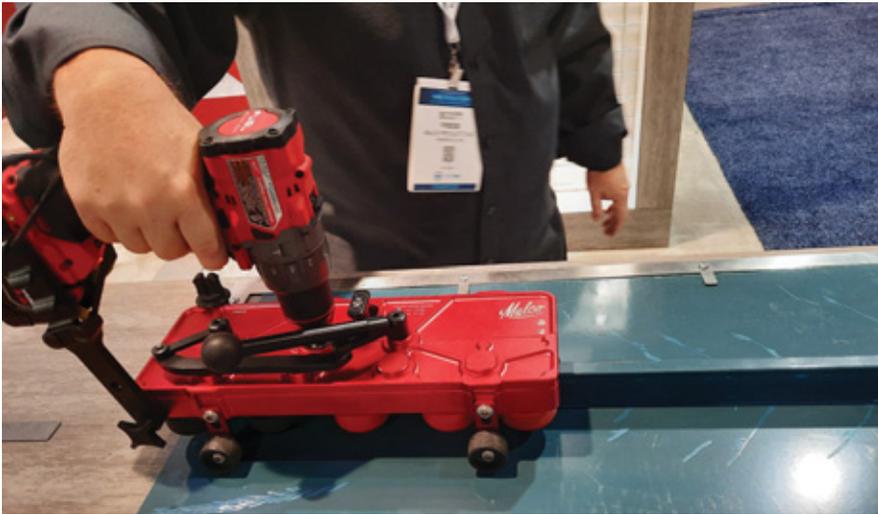
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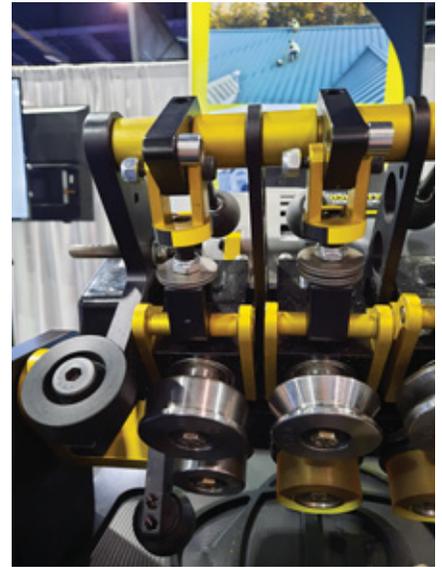
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Product Feature))



Malco Products SBC introduced its power-assisted seamer at METALCON 2023 in Las Vegas. It's capable of a maximum speed of 98 feet per minute and is driven with a cordless drill from a standing position. SHIELD WALL MEDIA PHOTO.



Power-seaming saves time; it will take 30% more labor to hand-seam a roof. SHIELD WALL MEDIA PHOTO.

any problems early on, stop the seamer, and make corrections.

- **Do** start loose and tighten the seamer if you experience dancing. Too loose can be adjusted by hand. Too tight can cause roof issues over time.

- **Do** stop if there is a quality control issue, for example the panel paint is scraping off. If you keep going, hoping it will straighten out, you will only make the problem worse.

- **Don't** continue hand seaming if it is scratching the finished roofing. Check your seamer to see if it has nicks or other damage. Inserting a soft, thin cloth between hand seamer and panel, depending on your seamer and the tolerances involved, could resolve the issue.

- **Do** try to fix an error in a seam with a hand seamer. Don't resume mechanized seaming until the seam is amended.

- **Do** order an extra panel or two and start seaming on the ground or a bench to get the machine set up. You don't want to try doing it up on the roof and risk destroying the first panel.

- **Don't** allow the seamer to run the seam without someone tracking it. It can run right off the roof if you aren't careful. The best way to avoid this is to tie it off with a lanyard.

- **Do** check periodically to see if the seamer is seaming as tight as it did at the

beginning. Adjust if needed.

- **Do** use a 100-ft. 10 gauge electrical cord no further than 100 feet from the power source and you won't burn up the motor brushes.

- **Do** watch the electrical cord to ensure that it doesn't get caught up on something.

- **Don't** try to trouble-shoot issues on a rented seamer. The owners know their machines best, so if you run into problems, contact them. They should be able to walk you through fixing the problem

or send someone out to help you.

- **Do** clean factory-applied roofing sealant from the rollers with a rag or fine wire brush and carburetor cleaner.

- **Do** consider purchasing your own seamer if you install the same type of roof over and over. A seamer can be picky about such things as bolt tightening and if a roofer works with the same machine all the time, they will soon learn the best way to handle the machine. **RF**



Make sure the power cord is kept out of the path of the power seamer. PHOTO COURTESY OF WUKO INC.



AKZONOBEL CERAM-A-STAR SELECT FROST

AkzoNobel introduced CERAM-A-STAR® Select Frost coating system at METALCON 2023. The coating system is a durable, two-coat exterior finish using proprietary AkzoNobel resins and special additives; the formulation of CERAM-A-STAR® Select Frost is designed for North American climates. Cool Chemistry® pigmentation technology used in CERAM-A-STAR® Select Frost helps reduce energy consumption by lowering cooling loads. The standardized palette of Select Frost reduces color complexity and improves operational efficiency.

Supporting the Select color palettes, is the Canopy App. A convenient 3D visualization tool, the app provides rapid and accurate color match information when paired with the CERAM-A-STAR® 1050, CERAM-A-STAR® 1050 Select, and other AkzoNobel product lines. Currently available for iPhone, the Canopy App will be available for Android in early 2024.

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U. S. STEEL AND DUPONT™ COASTALUME™

United States Steel Corporation (“U.S. Steel”) and DuPont have launched COASTALUME™, North America’s first GALVALUME® solution engineered and warrantied for coastal

environments. The new COASTALUME™ product combines the strength and self-healing characteristics of U.S. Steel’s GALVALUME® solution with DuPont’s Tedlar® polyvinyl fluoride (“PVF”) film barrier that helps resist saltwater corrosion, UV damage, cracking, impact, and more. The jointly designed product is exclusively available through U.S. Steel.

Today, nearly 40% of Americans live in coastal counties and increasingly face unpredictability and damage caused by environmental factors like hurricane force winds and saltwater spray. By combining these two materials for the first time, U.S. Steel and DuPont have built a maintenance-free roofing solution that offers a level of durability and reliability needed in residential and commercial construction along the coast. Applied directly to the steel coil, Tedlar® film excels in resisting sea water and salt spray, maintaining color integrity, even in prolonged sun exposure.

It’s available in over 30 different colors, including metallics, wood grains, and stone finishes.

COASTALUME™’s coastal warranty covers roofing and siding products installed up to 300 feet from breaking surf, large bays, marshes, and other coastlines. The exclusive warranty also covers up to 50 years for finish warranty and 25 years for substrate.

www.ussteel.com

SAFETY ASSIST MAGNETIC MAT

Safety Assist Magnetic Mats are designed to make working and walking on steel roofing safer and more secure. They can also be used to hold tools and equipment within easy reach. Lightweight and easy to use, this safety product can save time, money, and enhance productivity, allowing roof repair to proceed with surer footing and helping avoid slips and falls. Mats come in three styles: standing or hidden seam roofing, imperial rib style roofing (9” between main ribs), and exposed fastener roofing (12” between main ribs).

<https://steelgripsamm.com/> RF



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RF DECEMBER 2023

Construction Survey Insights – The Annual

This November, Shield Wall Media will release our third State of the Industry Survey.

The markets our magazines serve are notoriously difficult to quantify and are generally overlooked. The data itself is typically questionable due to sample bias and small sample sizes. We have been working with the Metal Construction Association, METALCON, and several manufacturers to improve the scope and quality of the metrics available.

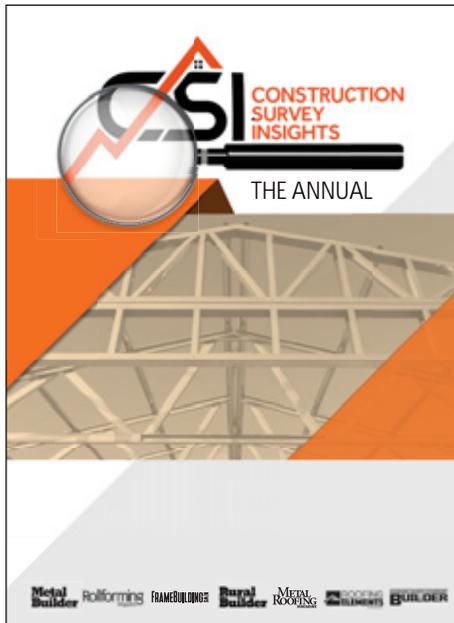
We will continue the CSI columns in our issues throughout the year, but we have an announcement.

In April 2024, Shield Wall Media will launch our first CSI: Construction Survey Insights Annual. This annual will print 80,000 copies and mail free of charge to all subscribers of our publications.

We have engaged Paul Deffenbaugh to help us launch the first CSI Annual. His extensive industry experience uniquely suits him for this task. His knowledge will be instrumental for our next step in data generation.

The Annual will cover the macro-economic factors affecting construction

in general and take a deep dive into the survey data and expert opinions related to the specific markets we serve.



A rough outline of the content follows.

Section 1 – General economy trends and data

Section 2 – Construction-specific trends and data

Section 3 – Rural Builder target audience Low-rise construction outlook and data including but not limited to:

- Agricultural
- Residential
- Light commercial

Section 4 – Frame Building News audience target (post-frame construction)

Section 5 – Metal Roofing and Roofing Elements audience target

- Primarily residential, some commercial
- Metal roofing specific including metal market share and market forces

Section 6 – Rollforming audience target

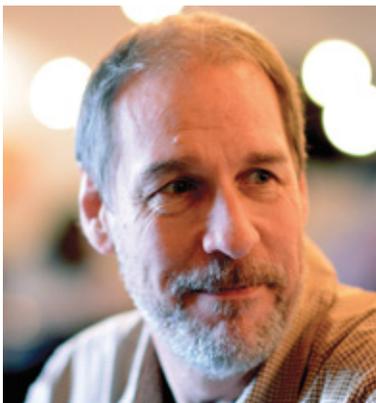
- Metal and manufacturing focus, including steel and aluminum forecasts, etc.

Section 7 – Garage, Shed & Carport Builder target audience

- Portable sheds and small buildings
- Include consumer financing data and rent-to-own stats

Section 8 – Metal Builder target audience

- Primarily light-gauge, cold-form metal buildings. **RF**



Paul Deffenbaugh
Founder, Chief Content Officer
Deep Brook Media LLC

Paul Deffenbaugh has more than 30 years of experience in construction as both a contractor and an industry thought leader. He is founder and chief content officer for Deep Brook Media, which provides editorial and marketing services to the construction industry.

In his unique career, he has led media covering both the residential and

commercial design and construction industries. Among the titles he has directed are Metal Construction News, Metal Architecture, Professional Builder, Custom Builder, Housing Giants, and Remodeling.

An award-winning writer and editor, Deffenbaugh has witnessed firsthand the birth and growth of digital media, and he is clear-eyed about its strengths and weaknesses in serving a trade audience. He also is a strong advocate for encouraging young people to find careers in the trades.

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SWI Coil Farm Technology –
Decoiling & Storage

Coil Farm Technology – Decoiling & Storage

The first SWI coil farm system was installed nearly 10 years ago and hasn't missed a day of operation since. SWI now has a number of coil farm installations ranging from 8 to 22 coils. The original SWI ADSS (Automatic Decoiling & Storage System) was designed to facilitate efficient coil changes with minimal labor input. We're now excited to be developing **the next generation of SWI Coil Farm technology – the Coil Xpress.** The latest Coil Xpress design builds on the successful elements of the original coil farms and adds even more benefits, including **increased coil farm capacity** (more than 30 coils), **flexible floorplan options**, and even the ability to **operate two process lines on one coil farm.**

Right from the beginning, safety has been a key element of the SWI coil farm equipment, and it continues to be a focal point throughout the development of the next generation coil farms. Find out more about how our new coil farm technology is capable of beefing up your operation by reaching out today!

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