

Rollforming Magazine

AUGUST/SEPTEMBER 2024
Vol. 7, No. 4

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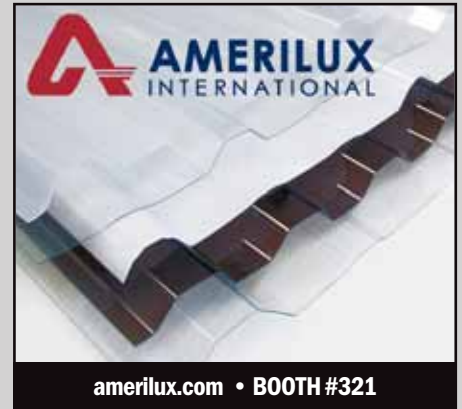
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See You In September!

■ By Missy Beyer

As I write this, we have just closed the books on our first ever Post-Frame Builder event. One of the great things about Shield Wall Media is that we never stop growing. That is particularly true of our Construction Rollforming Show. This, our fifth Construction Rollforming Show, is already the biggest ever and is still growing. We expect to sell out the available space at DeVos Place in Grand Rapids, Michigan, this September 18-19.

If you roll form or use benders or brakes to form panels, channels, studding, soffits, gutters, carport, or other construction components, this is your show to attend. If you want to reach those that do their own fabrication and buy materials and components in pallet, container, or truck-load lots, you



want to be an exhibitor at the Construction Rollforming Show.

Now is the time to confirm your spot at the show whether it be as an exhibitor or an attendee. September is right around the corner. You can find attendee registration information for the show online at constructionrollformingshow.com and I welcome your calls or emails to reserve your exhibitor space at the show. Maybe you just have a great idea for the show. Drop me a line and let me know what you have in mind.

See you at the Show in September!

Missy Beyer, Director of Events
missy@shieldwallmedia.com
920-216-3007

Editor's Note))

Five Years and Counting

■ By Karen Knapstein

Just a week ago, we wrapped up the first annual Post-Frame Builder Show (in Branson, Missouri) and are deep in the preparation stages for the Construction Rollforming Show (CRS). Next month, on September 18-19, the CRS ventures north as it debuts in downtown Grand Rapids, Michigan, at DeVos Place.

You'll find that a large part of this edition is dedicated to preparing you to attend the Construction Rollforming Show. Included within these pages are a preview article with some of the activities

you can look forward to, the layout of the expo floor, and detailed list of all the companies that will be exhibiting that includes their contact information. To round out the pre-show coverage, we've rounded up some recommendations for family-friendly activities and dining. (I recommend that you keep this edition — even if you can't attend the show — to use as a directory for your metal-forming material and equipment needs.)

We also squeezed in a couple of features. As I've probably mentioned before, many subscribers have told us

that they enjoy reading about their peers ... especially regional roll-forming shops. After a brief hiatus, the feature returns in this edition with a profile of Emanuel Hershberger's Michigan-based business, The Metal Shop. We think you'll enjoy reading about this family-run business.

If you'd like your roll-forming shop featured in a Way We Roll article, please contact me at karen@shieldwallmedia.com or call me at 715-513-6767.

There are thousands of stories out there and we'd be honored to share yours.
RF

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Publisher, Shield Wall Media

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Next Issue:

- Renting Out Portables
- Rolling Textured Coatings



The mikeroweWORKS Foundation Surpasses \$11M in Trade Scholarships

This year, the mikeroweWORKS Foundation is awarding \$2.4 million in work ethic scholarships to more than 300 aspiring tradespeople. As in past years, 2024 recipients include a broad mix of plumbers, electricians, welders, mechanics, pipe fitters, HVAC specialists, blacksmiths, cosmetologists, and many other skilled workers seeking to enter careers that don't require an expensive four-year degree.

"It's been really gratifying to help train the next generation of skilled tradespeople," said Mike Rowe, CEO of mikeroweWORKS. "The opportunities to prosper in the trades today are astonishing, and shining a light on those opportunities has been a real privilege."

With this latest round of scholarships, Rowe's foundation will have awarded nearly \$12 million in work ethic scholarships to more than 2,000 Americans, making mikeroweWORKS the largest trade school scholarship fund in the country. Along with its scholarship program, mikeroweWORKS is also leading the charge to reinvigorate the trades by challenging the myths and misperceptions that keep so many people from exploring a vocational career.

"It's not enough to simply award scholarships to qualified applicants," said Rowe. "If we really want to close the skills gap, we need to change perceptions in the broadest possible way. That means better PR for the trades. We need to show Americans that lots of skilled tradespeople are making a very comfortable six-figure salary, setting their own schedules, and finding real meaning and fulfillment in their work."

For nearly a decade, the ratio of baby boomers retiring to those entering the



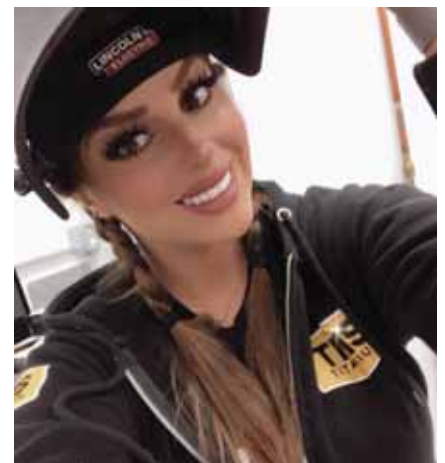
Scholarship recipient Zachary White, RHVAC



Scholarship recipient Carlyn McClelland, Construction Estimator

workforce has been 5:2, according to Skillwork. The resulting "skills gap" has widened, and the Bureau of Labor Statistics reported in May that there are 8.1 million open positions—the majority of which do not require a four-year degree—and caused a labor shortage that's left our workforce profoundly out of balance. Meanwhile, the cost of college has soared, leaving nearly 44 million Americans with \$1.6 trillion in student loan debt. And yet, high school graduates are still encouraged—often by well-meaning parents and guidance counselors—to borrow vast sums of money to attend universities that continue to raise their tuition, leaving millions indebted and untrained for the many vocational jobs waiting to be filled.

"Ever since we took shop class out of high school, we've been telling our kids that the best path for the most people is a four-year degree," said Rowe. "And for decades now, we've been lending money we don't have to kids who can never pay it back, so they can buy a diploma that no longer guarantees them a job. That has to



Scholarship recipient Chloe Hudson, Welder

stop. At mikeroweWORKS, we're telling an honest story about college debt, and making a persuasive case for the many opportunities that exist in the skilled trades. That's what we've been doing since Labor Day of 2008, and that's what we'll be doing this Labor Day. And hopefully, for many Labor Days to come."

For more information about the mikeroweWORKS Foundation, visit mikeroweworks.org. RF

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Overall Equipment Effectiveness

OEE: Uncovering Your Hidden Roll Former

■ By AMS Controls

If you could produce more, could you sell it?

If you said yes after reading the question above, congratulations! You are in position to significantly increase your revenue any time your metal forming machine is running. This is an enviable position indeed.

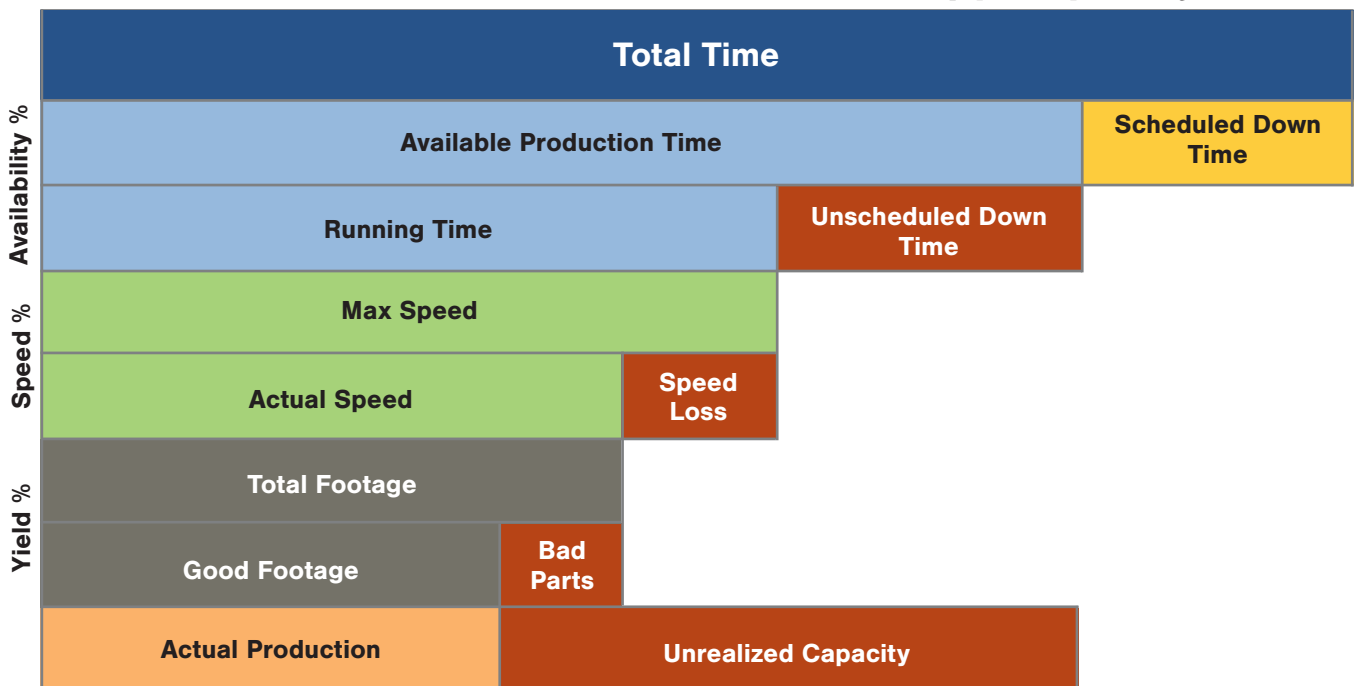
So how do you ramp up production to meet sales demand? One way to scale up: purchase more equipment, add another line and more staff. The line is producing well, demand is high. Why not add a line to boost production, and sell more.



Makes sense. Does it really? Can you really take on the capital expense of a large equipment purchase? Will sales be high enough to pay for the added equipment, let alone what it would cost to hire and train more workers? What happens if the market softens and demand decreases? Is there another way to increase production without the risk of a large capital expense?

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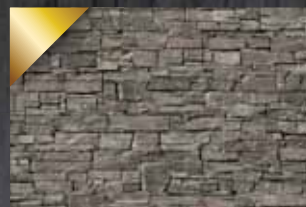
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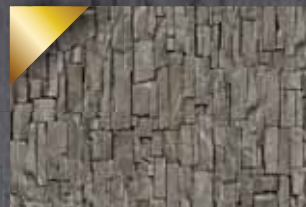
Stackstone
Smoke



Stackstone Rotate
Ash



Stackstone Rotate
Shadow



Stackstone Rotate
Smoke



Using OEE (Overall Equipment Effectiveness) as a standard manufacturing measurement for equipment effectiveness, we can quickly determine if equipment is running at peak capacity. Without delving too deep into the mechanics of OEE measurement, OEE analyzes availability, speed and yield to provide a metric to measure the efficiency of a specific machine. The higher the percentage, the closer to maximum capacity the machine is running. Generally, most roll formers in the U.S. have an OEE of 20% to 60%.

TRUTH: If a piece of machinery has an OEE of 50% or lower, it is only producing half of what it could potentially produce. Which means you've found your hidden roll former!

FINDING YOUR MACHINE'S TRUE OEE

The first step to understanding the capacity of your manufacturing processes is to determine the OEE of your individual machinery. The process to uncover your machine's true OEE starts first with benchmarking and the collection of reports to measure equipment availability, performance and output. The quality of these numbers are very important to ensure accurate benchmarks. As such, manual reporting that relies on operators to document run time, down time, changeovers and scrap are not reliable sources of good data. Whenever there is a human element required for the input of data, it's impossible to expect accurate reporting.

Analyzing the OEE numbers of a machine quickly helps you identify bottlenecks in your processes.

If you are fortunate and have a machine controls partner that understands the importance of OEE and reporting, you are in luck! Machine controls are perfectly positioned to collect valuable data for OEE analysis, all without burdening operators with any manual reporting.

WHAT TO DO WITH YOUR BENCHMARK OEE NUMBERS

Analyzing the OEE numbers of a machine quickly helps you identify bottlenecks in your processes. Bottlenecks could include issues such as coil changes taking too long, too many unscheduled [stops for] maintenance and repairs, or even high scrap numbers.

Once bottlenecks are identified, the next step is to determine the root cause of the problem. Accurate reporting is critical here to uncover the root causes of the problem. An examination of downtime codes of the bottleneck in question is a good place to start. Of all the downtime codes listed, which are the most common? Which take the longest



The right roll forming machine controller can be adapted to the machine type and offer improved accuracy, efficiency, and ease of use.

PHOTO COURTESY OF AMS CONTROLS*

to resolve? Which downtime, if solved, will have the biggest impact on productivity? Putting together a cross-functional task force made up of both project managers and operators can help with the process of determining root causes and also devising solutions to reduce or eliminate bottlenecks.

An AMS Controls white paper features an in-depth review of OEE and continuous improvement. It contains more information on how to dive into root causes and identify areas of improvements that can yield the highest level of benefit. [<https://www.amscontrols.com/kb/continuous-improvement-in-roll-forming/>]

OEE AND CONTINUOUS IMPROVEMENT CAN DO SO MUCH MORE

If you want to know about the true capacity and effectiveness of your machinery, identifying the OEE of your machinery is an excellent starting point. Once the OEE has been identified, pairing OEE with your continuous improvement efforts can help you tap into the hidden roll former in your plant to improve not only your capacity, but ultimately your margins and profitability. Plus, if your OEE shows your machine truly is running at capacity, you now have the documentation to prove and justify a capital expense.

About AMS Controls

AMS Controls has a complete production management system to optimize the manufacturing of panels, purlins, trim, studs, and more. Since 1977, AMS Controls has sold 12,000+ controllers worldwide. AMS Controls solutions can be used with any brand of roll former or folder to eliminate mistakes, manage coil inventory, and track production. **RF**



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Best Practices • Expert Advice

Build Your Business At The 2024 Construction Rollforming Show

■ By Karen Knapstein

On September 18-19, the fifth installment of the Construction Rollforming Show will take place at the DeVos Place convention center in downtown Grand Rapids, Michigan. This show is an event that is developed and produced specifically for metal component manufacturers for the construction industry. The location was strategically selected by Shield Wall Media CEO Gary Reichert. He explains, “Michigan, Wisconsin, and the northern Midwest and Great Lakes states are a hotbed of metal forming and roll forming for the construction industry. Typically, shows are farther south. We thought a great show for roll formers should be a little closer to home.”

While the location is new, what remains the same is the tried-and-true, high-quality, manufacturer-focused show that people in the construction



metal-forming industry have come to expect. The Construction Rollforming Show was created for rollformers, not contractors. This show is for anyone who needs to learn about construction metal forming or needs to speak directly with manufacturers and suppliers who sell in pallet, container, or truck-load lots. It is also the perfect opportunity for anyone who is considering making the transition

to manufacturing their own metal trims, metal panels, gutters, or perhaps even to make their own post-frame building kits. Attendees can learn what it takes to get started in manufacturing metal components and how to be competitive and successful in this essential industry.

Some of the main reasons people attend trade shows are to learn about what’s going on in the industry, to find suppliers, and to learn about new products. The expo floor will be filled with exhibitors that are relevant to the construction roll forming industry; there are no exhibitors who are not relevant to this specific industry.

Attendees can learn directly from subject matter experts who have spent years gaining knowledge. The educational schedule is set so attendees and exhibitors can maximize their opportunities to make connections on the expo floor. Planned topics (subject to change due to speaker availability) include, but are not limited to:

- Machine Maintenance
- Condensation Control
- Automation & Production
- Coil Quality & Variation
- Selecting Equipment That Meets Your Needs

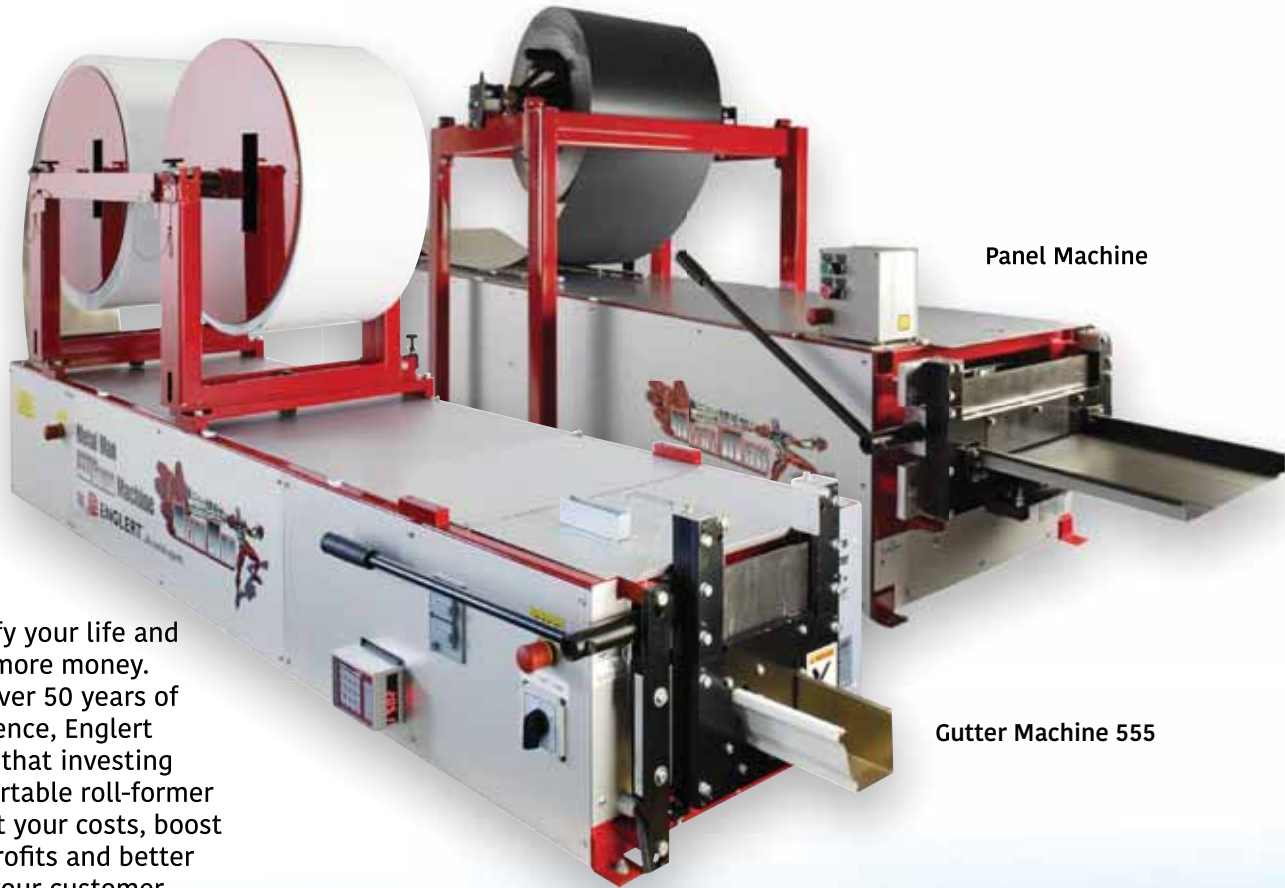


This year's Construction Rollforming Show will take place at the DeVos Place convention center in Grand Rapids, Michigan.



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The schedule allows question and answer sessions after each presentation.

As of this early writing, more than 60 suppliers and manufacturers are confirmed to exhibit; in fact, exhibit space is nearly sold out. Attendees can speak one-on-one with coil and fastener suppliers, equipment manufacturers, software developers, equipment control specialists, coating specialists, and more. There will be exhibitors to provide attendees with all the necessary information needed to set up or grow a construction metal-forming business.

There will be on-site demonstrations of tools, equipment, software, machines, and more. Among the exhibitors are Hershey's Metal Meister, SWI Machinery, and Formwright (New Tech Machinery), which will all have equipment on display for up-close inspection. Hershey's will be demonstrating the Variobend trim folder in Booth 401, while Formwright will bring fully-equipped trailers with portable New Tech roll formers in Booth 309. Star 1 Products will once again demonstrate how The Star 1 Felt Applicator works in Booth 100. This simple and effective piece of equipment came on-scene a few years ago and has been popular with the roll forming community.

New to the industry is the Board & Batten Shear from Integrity Sales & Service, which manufactures the Dyna-Cut. Integrity will be demonstrating the new power shear in Booth 519.

SHOW DETAILS

Shield Wall Media recognizes that family-operated, regional metal shops comprise a significant portion of the construction roll forming industry. "We are a family focused company and as such our shows are family friendly," says Shield Wall Media Director of Shows Missy Beyer. "We learned early on that our attendees bring their families with small children and with the last Construction Rollforming Show we introduced our Rest Stop area for families. Rather than families being shuffled off to another area to wait, we include our Retreat right

Save The Date:

In 2025, the Construction Rollforming Show will be held September 30-October 1 at the Dayton Convention Center, Dayton, Ohio.



on the show floor so they can relax but still have easy access to all the action on the show floor."

Due to increasing interest and participation, Shield Wall Media has extended the Construction Rollforming Show hours. This year, the expo floor will be open from 11:30 a.m.-5:30 p.m. on Wednesday, September 18 and from 8:30 a.m.-12:30 p.m. on Thursday, September 19. To allow attendees and exhibitors to maximize their time on the expo floor, the educational session start times are limited to 8-11 a.m. Wednesday and 8-10 a.m. Thursday.

Attendee pre-registration costs just \$50 and covers every benefit the show has to offer, including access to the expo floor, entry to all educational sessions, a continental breakfast each day, and a social hour with complimentary food, beverages, and entertainment on Wednesday afternoon from 4:30-6 p.m. If you have relationships with any of the exhibitors, contact them; each exhibitor is allowed an unlimited number of free passes to share with clients.

The Show has partnered with two exceptional hotels so attendees can choose

their lodgings based on their individual needs. The Courtyard Grand Rapids Downtown is connected to the venue via a sky bridge and is a short walk to the show floor. Reserve a room online at <https://book.passkey.com/e/50857071> or call for reservations using the dedicated Group Reservations toll-free phone number to get the show rate: 1-888-236-2427.

The second official show hotel is Canopy By Hilton Grand Rapids Downtown, which is a newly built hotel in the heart of Grand Rapids. The Canopy is located just under a mile from the convention center and is located on the free Downtown Area Shuttle (DASH) line, which has a drop-off spot in front of DeVos Place. Book a room at the Canopy online at <https://bit.ly/CRFG2024> using the code **CRFG** to get the special group rate. Or you can call Canopy Reservations toll-free at 1-844-692-2667. To get the special group rate, you must tell the booking agent you are booking inside a block rate and use **Code CRFG**.

The street address of the DeVos Place convention center is 303 Monroe Ave. NW, Grand Rapids, MI 49503. Those traveling to the show should be aware there is construction in the area resulting in street closures. Until the end of September, Lyon Street will be closed, including the entrance to the DeVos Place parking garage. As a result, the parking garage should be accessed from Michigan Street.

CONCLUSION

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 2024 Construction Rollforming Show in Grand Rapids September 18-19.

Questions about the Construction Rollforming Show and all Shield Wall Media events can be directed to Missy Beyer, Shield Wall Media Director of Shows, at missy@shieldwallmedia.com or 920-216-3007. Learn more and watch for updates at constructionrollformingshow.com. **RF**



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Find These New Products At The Construction Rollforming Show

■ By Karen Knapstein



Metal Rollforming Systems coil reel.

One of the major benefits of attending trade shows is learning about the availability of new products and the challenges they help users overcome. Here are some of the new products that suppliers and manufacturers will feature at the Construction Rollforming Show September 18-19:

Attendees can get an up-close look at the Tru>Steel HD® Prints at the United Steel Supply exhibit. The Tru>Steel HD digital print line uses an inline inkjet printer, roll coater, and electron-beam curing system to produce single-sided printed steel with image resolution up to 400 dpi, which is 25% higher resolution than book and magazine publishing. Real-life items are scanned to create the most realistic digital images — which makes for metal coatings that have the genuine appearance of wood or other materials. United Steel Supply will also be showcasing Sherwin-Williams Coil Coatings' Ultra Low Gloss (ULG) 40-year SMP colors, so be sure to not miss visiting booth #300.

Metal Rollforming Systems [booth 315] will have new equipment to talk about during the show. The company reports the rotating coil reel with cart was developed at the request of numerous customers to reduce dwell time during coil change and maximize daily line throughput. By allowing a roll former line to continue to operate at full speed while simultaneously changing out and queuing up a coil for the next color run, the daily run time of a machine can be significantly increased. "With the ever-increasing cost of equipment and capital, it is important for our customers to maximize the capacity of each piece of equipment," said a company spokesperson. "Careful consideration was given to the design elements to maximize



Metal Rollforming Systems soffit line.

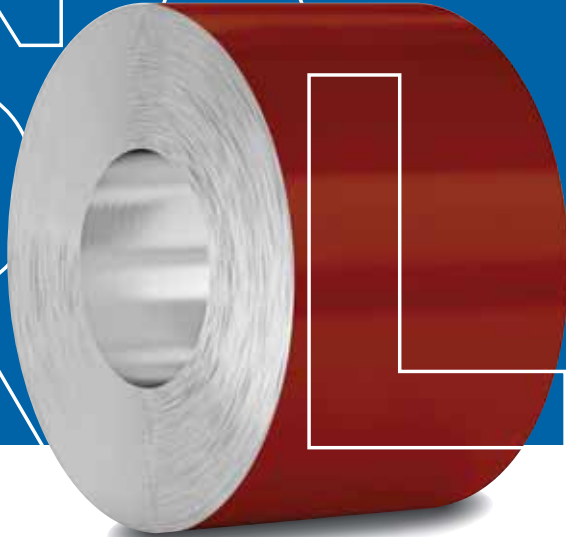


Insulation Dam Kit, AJ Manufacturing.

reliability and durability."

The MRS soffit line was also designed in close collaboration with many of the company's customers. "Soliciting design and feedback from customers who use, sell, and install the product was invaluable in designing a profile and machine to

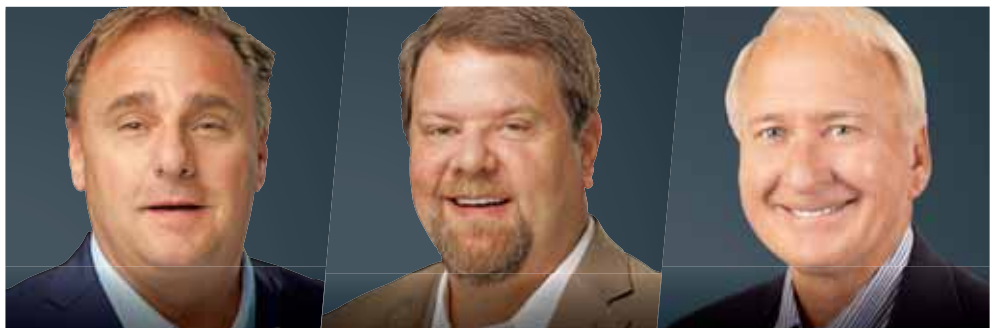
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cover the widest range of customer needs. The design utilizes industry standard coil stock of 20.125", meaning customers are able to maximize current inventory drastically reducing initial investment costs. The concealed fastener 'S lock' style lap, industry standard rib height, and a top rib flat for easy screw or nail placement, are all key features. Innovative changes over standard industry soffits include nail slots and weep holes for horizontal installation applications. Class-leading speeds over 150 feet per minute allow customers to produce more in less time."

A.J. Manufacturing [booth 623] released two products recently and both will be on display. The company is exhibiting its new insulation dam kit (patent pending). The kit is made of G-90 Galvanized 24-ga. steel and is designed to manage up to R-60 of blown cellulose or fiberglass batt insulation.

The company is also showing its new, more energy-efficient ceiling access doors, which feature a self-flashing frame fabricated of commercial-quality painted aluminum extrusions, miter cut corners, and assembled with screws. The 6"-thick door panel is designed to accommodate up to an R-42 insulation thickness, while the 4" thick door panel will accommodate up to R-28. Both are available in single and bi-fold panel designs.

Klar USA [booth 517] is exhibiting TK Ag Panels for cladding or roofing applications. The

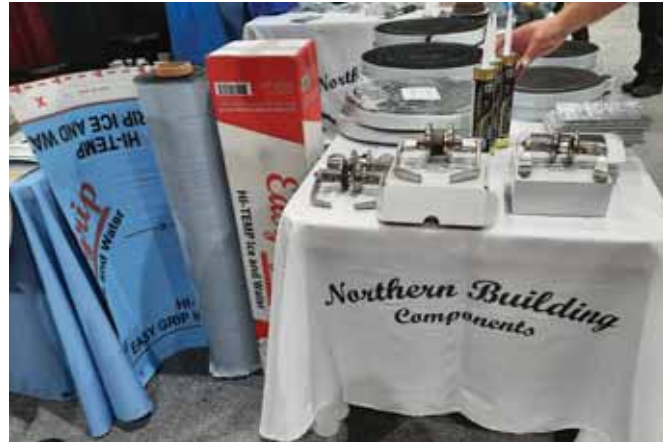
Klar TK 9 ag panel.

company explains, "They are the best option because they reduce noise; do not rust; do not generate fungus; and protect from cold, heat and humidity." Installed as a liner, the KLAR TK 9 panels are anticorrosive and suitable for retrofitting panels with 9" between the main corrugations. The panels are recommended for use in many applications, including sheds, carports, garages, barns, calf barns, cattle shades, chicken coops, dog kennels, pole barns, hog barns, bardominiums, and car washes.

In booth 514, Integrity Sales & Service (maker of the Dyna-Cut) will be exhibiting — and demonstrating — its new electric shear made specifically for the board and batten profile. A manual shear will be available soon, but it is still in the prototype phase.

Levi's Building Components [booth 409] will be exhibiting the new CoVent Exhaust Fan Vent. Ideal for interior exhaust fans equipped with a 3" or 4" flex hose, it is an all-in-one exhaust fan vent designed for metal roofs and intended for bathroom and attic venting.

In booth 326, Northern Building Components will



Commercial levers and knobs and Easy Grip Hi-Temp Ice and Water underlayment from Northern Building Components. The company will also exhibit composite- and steel-edged steel doors.



CoVent from Levi's Building Components.

have several new products among its offerings, including commercial levers and knobs and upgraded steel-panel doors. The company's steel-edged, steel-panel doors are both made with 24-gauge steel. Additionally, NBC has added the Easy Grip Hi-Temp Ice & Water self-adhesive underlayment to its catalog, which has "a more grippy surface" making for safer footing for roofers.

Star 1 hopes to have its newest machine — the Star 1 Folder — on display. If completed in time for the show, demonstrations of the air-over-hydraulic folder, along with the Star 1 Felt Applicator, will be held in booth 100.

Keep an eye out for these — and more — solutions to construction challenges at the Construction Rollforming Show September 18-19 in Grand Rapids, Michigan. [RF](#)

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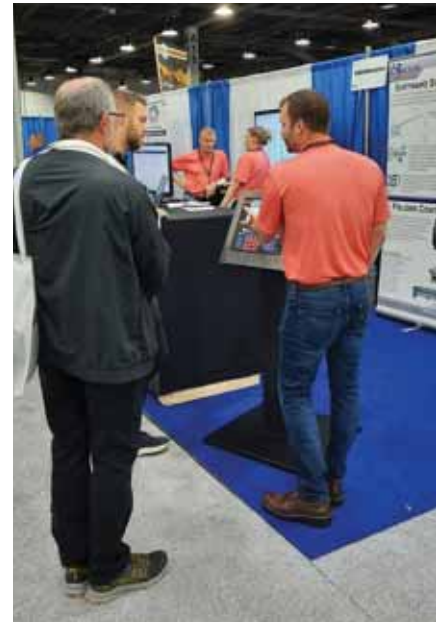


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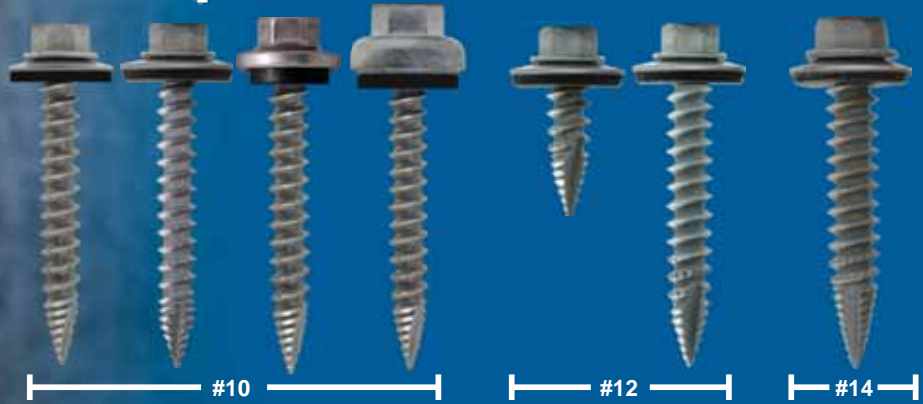
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Renowned for delivering top-tier products, expedited shipping, and meticulous order fulfillment, Levi's Building Components stands as a premier wholesale supplier, offering a comprehensive solution for all your metal roofing requirements. We offer a diverse range of fasteners, including FastGrip, MetalGrip, ProCap and ProZ. Additionally, we have an extensive selection of snow retention guards in our Snow Defender line, available in over 40 colors. Roofing accessories include, but are not limited to, roofing underlayment, venting solutions, sealants, and more, featuring our exclusive FastVent Plus, FloVent, and Roloshield lines. For added convenience, our website includes a user-friendly Snow Defender Calculator, optimized for mobile devices.



Liberty Painted Products

Booth #518

760 Boardman Canfield Road, Ste 1
Youngstown, OH 44512
330-967-2896

330-649-2652 (fax)
info@libertypainted.com
www.libertypainted.com

Liberty Painted Products is a distributor of bare and prepainted steel coils for the metal roofing and metal building industries. We offer a full range of bare and prepainted Galvalume in various thicknesses and widths to service the market. We stock industry standard sizes and paint systems but also offer custom stocking programs to meet our customers' needs. Our goal is to provide our customers with industry-leading customer service and know-how while supplying them with high-quality, competitively priced products.



Little Harveys

Booth #525

4708 Hunting Creek Church Road
Hamptonville, NC 27020

Contact: Jesse Schlabach
800-202-8831
336-468-4309 (fax)
4309@emailbyfax.com

Little Harveys is a distributor of specialty steel coils.



Lumbermen Associates

Booth #123

2101 Hunter Road
Bristol, PA 19007-0720
800-363-0062
215-785-4600 (fax)

info@lumbermenassoc.com
www.lumbermenassoc.com

Lumbermen Associates (LA) is a wholesale distributor of lumber and plywood that services all sectors of the industrial market from our two locations in Bristol, Pennsylvania, and Crewe, Virginia. This includes companies that specialize in packaging and crating and require HT and HTDUN stamped material. Lumbermen's inventories a large array of various grades and species of lumber in softwoods and hardwoods. LA also stocks panels ranging from OSB to Pine and Fir plywoods. LA mills orders to customers' exact specifications for custom and stock requirements.



Marion Manufacturing, Inc.

Booth #625

201 S. Coble
Marion, KS 66861
620-382-3751
620-382-2322 (fax)

sales@marionmanufacturing.com
www.marionmanufacturing.com

At Marion Manufacturing, we add the value to the metal! We design, fabricate, and install custom manufacturing and production machinery. We specialize in metal-forming equipment such as: roll formers, uncoilers, shears, stackers, etc. Marion Manufacturing also offers a full-service machine shop and re-tooling/service on other brands of equipment.



Metal Rollforming Systems

Booth #300

4511 North Freya St.
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509-466-6854
888-284-6794
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MRS designs and manufactures industry leading roll-forming equipment 100% in-house. Metal Rollforming Systems aims to be your 'one-stop shop' for all your roll-forming needs, allowing customers to save time and money when purchasing roll-forming equipment. Along with our complete panel lines, we specialize in custom trim profiles with all the needed accessories to complete your metal panel needs. From start to finish, Metal Rollforming Systems is your trusted partner since 1993.





METALFORMING

MetalForming, LLC

Booth #419

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770-631-7776 (fax)
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www.metalforming-usa.com

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Booth #101

2905 Lucerne Drive SE
Grand Rapids, MI 49546
800-247-6455
616-977-9411 (fax)
info@millsteel.com
www.millsteel.com

Mill Steel Co. is a leading steel and aluminum distributor in North America, based in Grand Rapids, Michigan, with six Regional Processing & Distribution Centers. Serving demanding industries, they prioritize superior quality, delivery, and performance. Their knowledgeable staff, advanced coating systems, and easy online ordering cater to your needs. Available products include 24-, 26-, and 29-gauge SMP, Sherwin-Williams WeatherXL, AkzoNobel, polyesters, and custom color codes.



NC Automation

Booth #622

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Ashland, OH 44805
888-688-1041
neil@ncautomation.com
ncautomation.com

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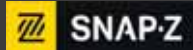
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www.goparagon.com

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800-558-5895
marketing@plyco.com
www.plyco.com

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Published six times per year, Rollforming Magazine provides professional users of construction roll-forming equipment access to information about the industry: best practices, safety, technical information, available products, and more.



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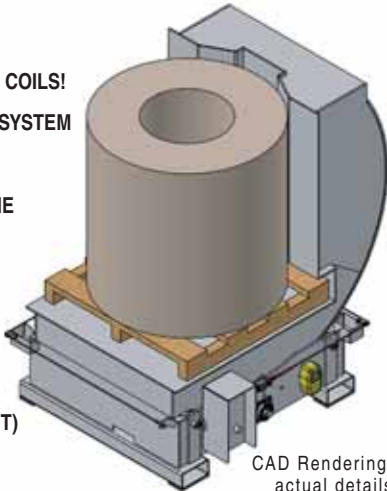
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Booth # 506

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info@standingseamroofvent.com

https://snapzvent.com

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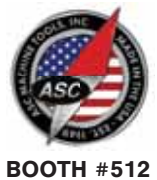
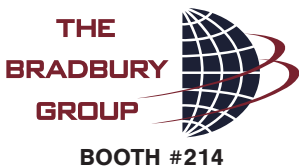
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REST STOP RETREAT				ENTRANCE					SOCIAL HOUR



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Wednesday, September 18, 2024

Educational Sessions: 8:00am to 12:00pm

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Educational Sessions: 8:00am to 10:00am

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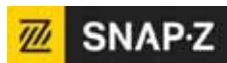
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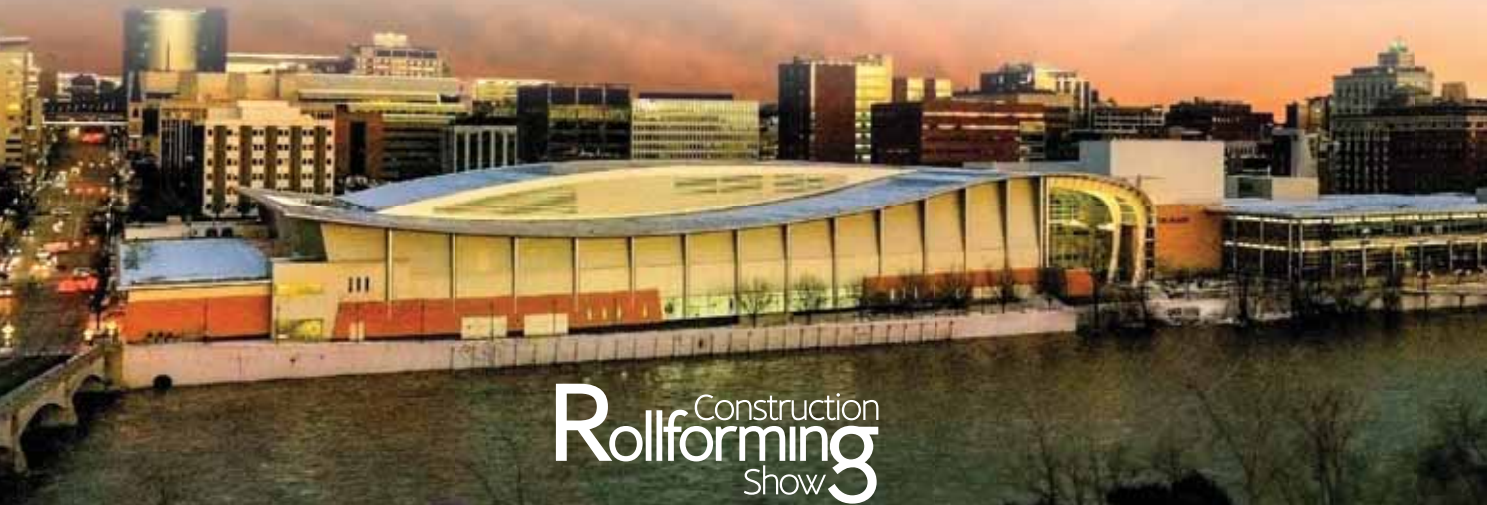
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Fall for Fun in Grand Rapids

FAMILY FRIENDLY OUTINGS

The **John Ball Zoo** is always a great place to take kids, but new for 2024, they are introducing Dino Adventures to their Forest Realm. Over 20 life-size dinosaurs will visit, including a velociraptor, a triceratops, and even a T. Rex! These animatronic dinosaurs are programmed to display dinosaurs' real behaviors, such as mothering, feeding, preying, and more. Interactive elements like a fossil dig pit and T-Rex photo op will delight dino fans!

Other interactive experiences include animal trainings and feedings. Event schedule subject to change due to unforeseen events.

1300 W. Fulton St., Grand Rapids,
616-336-4300



An ambassador of the John Ball Zoo



Nick Irwin For Experience Gr. Artwork: Raining Wisdom By Abdoulaye Conde. Photos courtesy of Experience Grand Rapids, <https://www.experiencegr.com/>

ArtPrize, Grand Rapids' premier annual art festival is a wonderful cultural event for visitors of all ages. The downtown area will display 650 works of art from around the world. These artworks are a celebration of ideas, inclusiveness, and visual enjoyment. Everyone is welcome, free of charge. The festival runs from 9/12 to 9/28.

Frederik Meijer Gardens & Sculpture Park is Michigan's largest tropical conservatory with five themed gardens including the Japanese Garden and Michigan Farm Garden. 158 acres means there's a lot to explore. Displays are indoors and out and kids will especially love the Lena Meijer Children's Garden with the Great Lakes water feature, tree house village, storytelling garden, and more.

1000 E Beltline Ave. NE, Grand Rapids
616-957-1580

Grand Rapids Public Museum is fun, educational, and the place to head if the weather takes a turn. The museum features a 1928 carousel for children to ride, collections from A to Z including B for boxes, D for dolls, and J for Japan. Everyone will find a collection to love! Plus, you won't want to miss the planetarium or the Furniture Factory.

272 Pearl Street NW, Grand Rapids
616-929-1700

DINING WITH CHILDREN

Tupelo Honey Southern Kitchen & Bar is right in the neighborhood with from-scratch Southern style cooking. Customers like the chicken, meatloaf, and loaded potatoes. Family atmosphere and children's menu.

140 Ottawa Ave., NW, Suite 100, Grand Rapids
616-239-7158



Tupelo Honey's popular chicken sandwich

Brick and Porter is a downtown, pub-style restaurant offering sandwiches, salads, tacos, chicken, mac n' cheese, not to mention delightful desserts like lemon Italian cream cake, cookies and milk cake, raspberry donut cheesecake, and even rainbow sprinkle cake for the littlest little.

47 Monroe Center Street NW, Grand Rapids
616-226-6928

Grand Rapids Downtown Market is the way to go for the family who likes many choices. You will find everything from tacos to gumbo. There are great dessert choices as well: gourmet popcorn, ice cream, bakery, French pastries, and a soda shop with 500+ craft sodas.

435 Ionia Ave. SW, Grand Rapids
616-279-2670

Hancock serves up Nashville hot chicken and made from scratch picnic sides, all out of a remodeled, historic space. Children's menu and outdoor seating with games to play while you wait.

1157 Wealthy St. SE, Grand Rapids
616-805-4232

Yesterdog, a cash-only restaurant, has Grand Rapids' best hot dog, according to Grand Rapids Magazine. Their menu includes a krautdog, a chili cheddarog, chips, and with their build-your own dog option, you can have the flavor combo that's just right for you.

1505 Wealthy St. SE, Grand Rapids
616-336-0746

GETTING AROUND

The Downtown Area Shuttle, or DASH, is a free bus service that connects the downtown area. Call or check online to see the map.

616-456-3000,
<https://bit.ly/GRDASH24>

The Rapid Bus System is a pay system that takes you beyond the downtown area in Grand Rapids. Call or check online for further information.

616-776-1100, <https://www.ridetherapid.org/assets/files/1dp/schedule-book-summer-2024.pdf>

DINING EXPERIENCES ADULTS WILL LOVE

Leo's Seafood Restaurant & Bar presents seafood and classic cuisine along with a world-class wine list. Enjoy the formal dining room, the casual lounge and bar, or outdoor seating.

60 Ottawa Ave. NW, Grand Rapids
616-454-6700

San Chez A Tapas Bistro brings a blend of authentic European, Mediterranean, and Latin American cuisine in a fun, laid-back, and artful atmosphere. This adventurous menu includes seafood, chicken, vegetables, ham, and other traditional favorites prepared in intriguing dishes.

38 Fulton St. W, Grand Rapids
616-774-8272

Founders Brewery is nearby and ready to treat you to hand-crafted beer as well as hand-crafted delights such as sandwiches, bowls, salads, even kids' options.

235 Cesar E. Chavez Ave. SW, Grand Rapids
616-776-1195

Flanagan's Irish Pub features traditional Irish food and other pub favorites. Plus, you may be surprised by live music or karaoke night!

139 Pearl St. NW, Grand Rapids
616-719-1012



The Friesian Gastro Pub

Social House Kitchen & Bar celebrates Happy Hour every Wednesday to Friday from 2-6 p.m. with special prices on food and beverages. Appetizers, pizza, sandwiches, and bowls can be accompanied by beer, wine, and cocktails.

25 Ottawa Ave. SW, Grand Rapids
616 551 1412

The Friesian Gastro Pub features rooftop views of the downtown area in a casual neighborhood pub. Plus it boasts "an eclectic twist on comfort food." You'll feel on top of the world, whether you are enjoying a quiet dinner or crafted cocktails.

720 Michigan, Grand Rapids
616-825-3001

RF



The Carnivorous Plants House at Frederik Meijer Gardens & Sculpture Park

The Metal Shop's Success Keeps Growing

Your Service is Only as Strong as Your Worst Tool

■ By Linda Schmid

It all began with Emanuel Hershberger. He began his journey in the metal roofing industry at the age of 17 helping his dad in his construction business. At the age of 21 he established and opened his own metal roofing installation enterprise installing hundreds of metal roofs for homeowners and contractors in the Southern Tier of New York. Some of the projects included metal roofs for executives at Corning Glass and installing metal roofing at the Watkins Glen International Race Track. In 2012 Hershberger sold his business and moved back to Michigan

NEW DIRECTION

Upon relocating to Michigan in early 2013, he identified an opportunity for metal roofing within the predominantly traditional shingle roofing market. Drawing upon his decade of success and expertise, he embarked on a new venture alongside his wife, Esther, founding a roofing business in 2015. With a shared vision and collaborative effort, the business, Central Michigan Roofing, was born. However, it had its own set of challenges; the new market was a bit different from the New York market. Faced with difficulties in finding roofing supplies efficiently, they eventually decided to start roll forming their own panels. Initially, they used a New Tech machine to roll 1" standing seam panels and an MRS Pro-Rib machine for agricultural panels.

Recognizing that others might also struggle to obtain metal panels, Hershberger saw an opportunity to fill this gap in the market.

They began offering their panels to others and quickly discovered a significant demand. Consequently, they transitioned from installation services to full-time manufacturing of metal trim packages, and roofing and siding panels.

TOOLS FOR SUCCESS

To expand their product offerings, the company invested in an additional New Tech machine, a hemmer from Marion Manufacturing, a slit line from CIDAN Machinery, a board and batten machine from Eastside Machine Company, and a Variobend brake from Hershey's Metal Meister.

By 2019, their thriving operation had outgrown its original premises, prompting the construction of a new 22,000 sq. ft. facility. At the same time, they completely rebranded to closer align with their mission and vision. Thus, The Metal Shop was born.

Hershberger emphasized the importance of investing in new



The Metal Shop Team

machinery, selecting the best available tools to ensure high-quality service. He believes that a business is only as strong as its weakest tool, driving his commitment to choosing machines that provide the best performance and minimize downtimes.

Getting up to speed on new machines has been mixed he said. A couple of machines they struggled with at first, but the training they received from the manufacturers was, for the most part great, and service on the machines has been pretty good!

Hershberger is a hands-on guy, and he has a few guys on the team who are good problem-solvers, so if a manufacturer can't get out to the facility immediately, the team can usually figure it out between them. "We haven't had much downtime over the years," he said.

MARKETS SERVED

The Metal Shop services the entire state of Michigan, including shipping projects to the Upper Peninsula. Their customers primarily include the agricultural sector, pole buildings, and residential roofing projects. Over the years, they have also supplied commercial trim packages for projects such as hotels and storefront accents, for contractors, and also helped many DIY enthusiasts install their own projects.

Company offerings include a 36" 5-rib ag panel, multiple standing seam profiles, board and batten panels and trim packages, and all metal roofing and siding accessories.

Their customer base has been built primarily by word-of-mouth, which has kept them busy and fueled their growth.



Central Michigan Roofing

Recently, they invested in a Thalmann double folder from CIDAN Equipment, upgraded their old machine from Hershey's to a new one coming in 2025, and are planning further expansions to their facility.

EMPLOYEES AND PARTNERS

The company has nine employees currently, and Hershberger said that while finding the right employees has been hit and miss through the years, they have been blessed to find many great people who make up their current crew. They all pull together to create value for

their customers and try not be price-focused, ensuring they have the products their customers are looking for. They are all about forging long-term relationships with customers.

Over the years, The Metal Shop has established strong partnerships with Everlast Metals (now Progressive Metals) and Hixwood, sourcing the majority of their metal coils from these companies. Additionally, they offer a range of metal roofing tools from Malco Tools, along with various other suppliers who provide similar tools and accessories.

"SECRETS TO SUCCESS"

"There are no secrets to success," Hershberger said, "it requires a lot of hard work, long days, and sometimes even long nights. It takes grit. You need to stay true to your values and be honest with everyone."

That said, Hershberger does have some advice for people starting out. "If you don't have much experience, find people who do have experience and people who are smarter than you are and hire them," he said. "There is always someone who you can partner with, befriend, or hire that can help you with the answer."

Hershberger also emphasized the importance of having a personal reason for your business. For him, it's about helping others and the privilege of working with his family every day. His wife has always been part of the business, and his children are increasingly involved, growing into their roles each day.

The company is experiencing growth, and Hershberger hinted at some significant news to be announced in the fall.

"There are many niches and opportunities in roll forming and metal roofing right now," he added. "It's a great time to join the industry." RF

I'd absolutely recommend NTM machines to any business owner who's getting into rollforming."

— Mike Lemke
Lemke Exteriors in Moorehead, Minnesota

Mike Lemke, owner of Lemke Exteriors, boasts nearly three decades of experience in the metal roofing and gutter industry. With multiple NTM machines under his belt, including a WAV™ Wall Panel Machine, an SSQ II™ MultiPro Roof and Wall Panel Machine, and three Mach II™ Gutter Machines, Mike's business has flourished. Starting from a single machine operation, he now oversees a team of 25 employees and caters to high-end custom homes and commercial condos. Ready to grow your business like Mike? Contact us to learn how you can expand your operations with NTM!



HEAR MORE OF MIKE'S STORY

Scan the QR code to explore Mike's journey in the rollforming industry with NTM machines!





AKZONOBEL EXPANDING COIL COATINGS PRODUCTION IN NORTH AMERICA

AkzoNobel is investing \$3.6 million at its coil and extrusion coatings manufacturing facility in Garcia, Mexico, to increase production capacity and efficiency for its customers across North America — including Mexico and the southwest region of the U.S. This investment follows the previously announced \$70 million investments in the company's other industrial coatings manufacturing site in North America in Huron, Ohio, and its manufacturing and R&D facilities at High Point, North Carolina. These groundbreaking advancements support the company in achieving industrial excellence, enhancing product offerings and accelerating time-to-market. The investment in the Garcia site will enable the plant to increase production of coatings by approximately 35% by the third quarter of 2024.

Stage one of the investment has already been completed, with the installation of 12 new portable tanks with varying batch size capacity, two new mixers for portable tanks, and a new fixed tank with 1,200 gallons of capacity. The company's Garcia site in Mexico is one of its three coil and extrusion coatings-focused manufacturing facilities in North America, including Columbus, Ohio, which specializes in coil and extrusion coatings, and Huron, Ohio, a site producing the resins required for these coating systems. The site in Huron includes a recently completed pilot plant enabling more agility in meeting market demands. "Our customers are

increasingly prioritizing sustainability, durability and performance and demand for coil and extrusion coatings is projected to increase over the next few years. By expanding production and increasing efficiency at our facilities across North America and elsewhere, we're able to continue growing with our customers, whilst driving innovation and delivering high-quality products," said Manoel Rodrigues, AkzoNobel's Regional Commercial Director for Coil Americas.

MAJESTIC STEEL OPENS ARKANSAS SERVICE CENTER

Majestic Steel USA has announced the completion of its Arkansas service center and mass distribution facility. With four state-of-the-art processing lines fully operational and the facility strategically situated in the largest steel-producing region in the United States and on the Nucor Hickman campus, this milestone represents the beginning of a transformative journey in the steel industry.

Majestic Steel Arkansas comes fully equipped with the latest innovation and automation technology. Leveraging the precision engineering by two of the most trusted names in flat-rolled steel processing, Red Bud and Braner, the facility has dedicated slitting, cut-to-length, multi-blanking, and spin-down lines. These capabilities enable a comprehensive range of steel processing services to meet the evolving needs of its customers.

With a master coil storage capacity of 125,000 sq. ft. and a finished goods storage capacity of 122,000 sq. ft., within a specialized climate-controlled coil storage system, Majestic Steel Arkansas will have inventory on hand to meet immediate needs, adding reliability, stability, and efficiency to its customers' supply chain.

Majestic Steel Arkansas is a flagship, 513,633 sq. ft. service center and mass distribution facility. It's strategically located at the heart of the largest steel-producing region in the United States,

ensuring close proximity to customers and best-in-class supply sources. This allows Majestic Steel to optimize service levels and minimize costs.

Majestic Steel USA was founded in 1979 and headquartered in Cleveland, Ohio. It is a privately held and family owned distributor and processor of flat-rolled steel. Majestic serves its customers in manufacturing, construction, and distribution from its network of locations throughout North America.

MALCO TOOLS EARNS MINN. MANUFACTURING AWARD

Malco Tools, one of the nation's leading solution developers and manufacturers of a variety of high-quality tools for the HVAC and building construction trades, has been named a 2024 Minnesota Manufacturing Award winner from the Minneapolis/St. Paul Business Journal.

For the second time since 2018, Malco has been named Manufacturer of the Year in the medium-sized business category. The awards celebrate the successes and contributions of leading manufacturers to the region's economy.

Malco, which employs more than 150 associates at its plant in Annandale, is a 100% employee-owned employee stock ownership plan (ESOP) company. It aims to be a destination company in central Minnesota and has made many significant positive changes to the business to achieve this goal, including setting new company core values and an internal "Look Good, Feel Good, Do Good" campaign to renovate workspaces, promote employee collaboration and wellbeing, and give back to the community.

Since its last Manufacturer of the Year award win, the company has welcomed a new leadership team and strategic board members focused on driving measured and strategic growth, and strengthening the brand as it expands its product lines.

"Earning this recognition is such an honor, and an amazing way to celebrate the entire team's work over the years to strengthen our internal culture, improve processes and bring in strategic

experts to help guide our growth, all while maintaining our commitment to developing and manufacturing the highest quality tools for skilled trade pros,” said Rich Benninghoff, president and CEO at Malco. “We are immensely proud to once again be recognized among the leading manufacturers in the state of Minnesota who are doing fantastic work and promoting our local manufacturing industry.”

Malco is also a strong advocate for trade careers, donating significant quantities of in-kind products and apparel annually to national skilled trade education programs, competitions and events. Malco has also reached 85,000+ vocational students through its national “Head of the Class” Student Recognition Program, partnering with educators to recognize high-potential students and entire graduating classes in the trades.

Malco celebrates a safety-first culture, continuously maintaining its OSHA Safety and Health Achievement Recognition Program (MNSHARP) recognition since 2004, and earning the Minnesota Safety Council’s Governor’s Safety Award 13 times in the last 20 years.

Additionally, Malco is transitioning to environmentally-friendly recyclable packaging materials with significantly less plastic, reducing waste, conserving resources, and lessening its environmental impact.

METALCON ANNOUNCES 2024 KEYNOTE LINEUP

METALCON, the only global event dedicated exclusively to the application of metal in design and construction, announces its keynote speakers for this year’s annual conference and tradeshow in Atlanta from Oct 30.-Nov. 1, 2024.

Former National Football League Most Valuable Player and Super Bowl Champion quarterback, Joe Theismann, joins METALCON this year as the keynote speaker on Wednesday, October 30 at 9:00 a.m.

In his keynote, Theismann outlines the game plan that brought him success, both on and off the field. As an entrepreneur



Joe Theismann

and the former star quarterback for the Washington Redskins, he reveals his Game Plan for Success by drawing parallels between winning in football and in business.

Theismann’s career ended abruptly after sustaining a badly broken leg during a Monday Night Football game against the New York Giants on national television. An Emmy award winning analyst, entrepreneur, and athlete, he utilizes his gifts, talent and high energy to share his strategies with attendees for handling unforeseen change.

He focuses on how to succeed under pressure and how to adapt quickly




Dr. Anirban Basu

to unexpected situations. He urges individuals and organizations to set goals and correct errors each step of the way, an approach that builds momentum... which once on your side, would be hard for the best “defense” to stop.


Then, on Thursday, October 31 at 9:00 a.m., Dr. Anirban Basu, Chairman & CEO of Sage Policy Group, Inc., a Baltimore-based economic and policy consulting firm, presents The Good, The Bad, & The Ugly: Financial Outlook and Trends for Metal Construction.

Named one of Maryland’s 50 most influential people by Maryland newspaper, The Daily Record and one of




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the region's 20 most powerful business leaders by the Baltimore Business Journal, Basu will provide an in-depth analysis of major factors shaping economic outcomes, including interest rates, global geopolitical conflict, wage dynamics, business confidence, demographics, rising consumer debt levels and a presidential election — all conspiring to produce an economic downturn in 2025. He will provide a forecast for the coming year, highlighting the major risks that construction industry stakeholders will likely encounter and if 2025 should be a good year for the metal construction and design industry.

In 2014, Maryland Governor Larry Hogan appointed Basu Chair of the Maryland Economic Development Commission (2014-2021). Currently, he serves as Chairman of the Baltimore County Economic Advisory Committee. He also serves the chief economist function for the Associated Builders and Contractors, the Construction Financial Management Association, the Modular Building Institute, the Maryland Bankers Association, the International Food Distributors Association, and several others.

“We are thrilled to welcome Joe Theismann, a distinguished sports figure, and esteemed economist, Dr. Basu, as our keynote speakers this year,” said METALCON Show Director, Judy Geller. “Joe’s captivating life journey promises to ignite inspiration among attendees, while Dr. Basu’s profound insights into the economic landscape will provide invaluable foresight for the future of the metal construction and design industry.”

AMBASSADOR SUPPLY NAMES REGIONAL HUMAN RESOURCES MANAGER

Ambassador Supply has named Michelle Brundige as the company's regional human resources manager.

“We are excited to welcome Michelle to the team,” said Randy Carman, president of Ambassador Supply. “Her strong background in human resources and her involvement in the community in



Michelle Brundige, Ambassador Supply

multiple capacities make her a perfect fit for our company.”

Brundige’s career includes over 20 years in the human resources manufacturing industry, with a proven record in leading teams to maximize productivity, training and development. In her new role, Brundige is responsible for directing human resources functions for assigned Ambassador Supply companies, providing leadership and consultation to employees.

“I’m thrilled to be part of Ambassador Supply and work alongside their umbrella of companies in a human resources setting,” said Brundige. “Having a background in the manufacturing industry, I am confident that I can excel in this role while building the Ambassador Supply culture through the promotion of the company’s mission, purpose and core values.”

As Ambassador Supply continues to experience growth in the residential and commercial construction market, the company is recruiting driven professionals who thrive on thinking outside the box and have a strong understanding of the industry.

SENCO ANNOUNCES VP OF MARKETING AND SALES

KYOCERA SENCO Industrial Tools, Inc. (SENCO), a global leader



Tom Hodson, Kyocera Senco Industrial Tools

in pneumatic and cordless fastening solutions, has announced the promotion of Tom Hodson to the role of Vice President, Marketing and Sales, effective June 2024. In this position, Hodson will lead the continued development and execution of SENCO’s marketing, communications, and sales growth strategies.

“Tom has a vast understanding of SENCO’s products, people and capabilities and has used that to position SENCO as an industry leader in his areas of responsibility, and for that reason he has my confidence in this new role driving SENCO’s marketing and growth initiatives,” says Cliff Mentrup, CEO of KYOCERA SENCO Industrial Tools.

Hodson’s predecessor, Dave Moore, retired from the role in May.

Hodson has been with SENCO for 21 years, beginning as a territory sales manager. Prior to this appointment, he spent six years as SENCO’s Director of Channel Marketing & National Accounts where he was responsible for driving SENCO’s channel strategy and growing sales with national dealers and distributors. RF



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Steel Market Update

■ Courtesy of Majestic Steel USA

Each week, Majestic Steel USA [majesticsteel.com], a steel service center that distributes prime, flat-rolled galvanized steel sheets and coils to industries across the United States, compiles the Core Report. The Report is “an in-depth look at key indicators and trends driving the steel market. Market volatility demands your attention about what’s driving prices, when and why.” Data sources are listed in each section.

Majestic Steel has granted Rollforming Magazine permission to publish information excerpted from the Report for its readers.

DOMESTIC STEEL PRODUCTION

According to the American Iron & Steel Institute, Weekly Domestic Steel Production report dated June 28, domestic raw steel production increased the week before after sliding the previous two weeks. U.S. mills produced an estimated 1,710k tons at a 77.0% utilization rate; which is up from 1,704k tons and a 76.7% rate previously. Despite the increase, this was down 3% compared to the same period in 2023.

Production rose in three of the five regions, with the largest increase (in tons) coming from the Great Lakes region. Production from the Great Lakes region increased from 554k tons to 568k tons. Year-to-date production is now up 1.7% compared to the same period in 2023.

RECENT SCRAP PRICING

According to Prime Scrap for the week ending June 7: Mild demand, falling hot rolled prices, and thinning booked orders resulted in a drop of ferrous scrap metal prices in June. Prime scrap settled at \$380/gt, down \$40 from May and down over 25% since the beginning of 2024. Demand for scrap metal dropped in early June with Summer maintenance outages at Nucor Gallatin, Decatur, and Hickman mills, as well as NLMK’s Portage mill. Shredded scrap slipped \$20/gt to \$375/gt.

SPOT IRON ORE

The Platts, Spot Iron Ore report ending June 28, indicates that spot iron ore resumed its downward momentum, down four out of the last five weeks. Spot iron ore pricing settled at \$106.35/mt, down from \$107.50/mt the week prior. Chinese steel mills are holding back on iron ore purchases as China’s government plans to push steel output cuts this summer.

CARBON STEEL IMPORTS

According to the U.S. Census Bureau, Carbon Steel Imports report for May 2024: May preliminary carbon steel imports totaled 2.204 million tons, up 7.4% from April and up 29.6% from May 2023. This is the highest monthly total for carbon imports since June 2022.

Carbon flat rolled imports increased as well, climbing to 687,452 tons, up 0.8% from April and up 34.6% from 510,934 tons in May 2023.

While both hot rolled and cold rolled imports declined from April, they could not overcome the sharp increase in coated sheet imports. Coated sheet imports were up 19.7% from April and up 70.1% from May 2024.

On a daily rate, HDG imports (8,44k tons/day) were at their highest daily rate since March 2022.

Year-to-date carbon flat rolled imports are now up 41.3% compared to the first five months of 2023.

ZINC PRICE & INVENTORY

Based on the London Metal Exchange, Weekly Zinc Price and Inventory Report and the Shanghai Futures Exchange, Weekly Zinc Inventory Report, both dated June 28: Zinc pricing increased for the second consecutive week, ending the week at \$2,919/mt (\$1.324/lb), up from \$2,785.50/mt (\$1.263/lb) previously.

Despite the increase, zinc is still down nearly 7% since peaking at \$1.40/lb in late May.

Global zinc inventory decreased again, now down for the third consecutive week. LME warehouse inventory decreased from 244,375 metric tons to 239,600 metric tons. Shanghai warehouse inventory decreased from 128,107 metric tons to 126,413 metric tons.

The full library of Core Reports from Majestic Steel USA can be accessed at <https://www.majesticsteel.com/majestic-insights/core-report/>. **RF**

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CSI: Q2 vs. Q1 2024

After Receiving Mixed Anecdotal Reports, Roll Forming Survey Reflects Positive Market

We just came back from the first ever Post-Frame Builder Show. One of the great things is the opportunity to talk with builders, dealers, manufacturers and various professionals in our corner of the construction industry. One topic that always comes up is: “How is the industry doing?” Is business up or down, busy or slow, and what is next?

There are a lot of factors that can affect the business climate short term, especially in an election year. The general impression was that Q2 was slower than Q1, with no specific reasons given for the decrease. The story seemed similar across the various markets we serve.

Since we are generating data for the industry, this presented an excellent opportunity to validate or disprove what people were saying. We sent a survey on business climate comparing Q1 and Q2 in late June. The results were interesting.

Rollforming Magazine is about roll forming and metal forming so readers typically function at the dealer/distributor or manufacturer stage of the construction process.

Despite what we heard at the Post-Frame Builder Show, business is reportedly good for manufacturers and dealer/distributors.

Sales in dollars were generally up for Q2 vs. Q1 2024, and for Q2 2024 vs. Q2 2023. These generally were in keeping with expectations. **RF**

HOW DID YOUR GROSS SALES IN DOLLARS FOR Q2 2024 COMPARE TO Q1 2024?					
Which of these roles do you fill in the construction process?	Increased significantly (>25%)	Increased slightly (<25%)	Approx. the same	Decreased slightly (<25%)	Decreased significantly (>25%)
Builder, contractor or sub-contractor	33.33%	16.67%	16.67%	16.67%	16.67%
Material dealer, distributor or supplier	14.29%	42.86%	21.43%	14.29%	7.14%
Manufacturer	15.38%	53.85%	7.69%	15.38%	7.69%
HOW DID YOUR GROSS SALES IN DOLLARS FOR Q2 2024 COMPARE TO Q2 2023?					
Which of these roles do you fill in the construction process?	Increased significantly (>25%)	Increased slightly (<25%)	Approx. the same	Decreased slightly (<25%)	Decreased significantly (>25%)
Builder, contractor or sub-contractor	33.33%	16.67%	16.67%	16.67%	16.67%
Material dealer, distributor or supplier	28.57%	28.57%	14.29%	21.43%	7.14%
Manufacturer	23.08%	30.77%	0%	38.46%	7.69%
HOW DID YOUR GROSS SALES IN DOLLARS FOR Q2 2024 COMPARE TO YOUR EXPECTATIONS?					
Which of these roles do you fill in the construction process?	Increased significantly (>25%)	Increased slightly (<25%)	Approx. the same	Decreased slightly (<25%)	Decreased significantly (>25%)
Builder, contractor or sub-contractor	33.33%	0%	16.67%	50%	0%
Material dealer, distributor or supplier	14.29%	14.29%	28.57%	35.71%	7.14%
Manufacturer	23.08%	7.69%	38.46%	30.77%	0%

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RF August/September 2024