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See You In Dayton, Ohio

■ By Missy Beyer

s I write this, we have just closed the books on our second Post-Frame Builder Show, which was held in Manheim, Pennsylvania. According to exhibitors and attendees, it was a great success.

One thing that sets Shield Wall Media apart is that we never stop finding ways to do better and be better. That is particularly true of our Construction Rollforming Show. On October 1-2, we'll be holding our sixth Construction Rollforming Show. It's on track to be bigger and better than ever. We expect to

sell out the available space at the Dayton Convention Center, in which case, we'll add more space.

If you roll form or use benders or brakes to form panels, channels, studding, soffits, gutters, or other construction components, this is a mustattend show.

If you want to reach those that do their own fabrication and buy materials and components in pallet, container, or truckload 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. October isn't far off. You can find attendee registration information for the show online at www. constructionrollformingshow.com and I welcome your calls or emails to reserve your exhibitor space at the show.

Or, maybe you just have a great idea to make the show better. Drop me a line and let me know what you have in mind.

See you at the show in October!

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

Editor's Note)

Make Dayton Your Destination

■ By Karen Knapstein

ere we are again, ramping up for the Construction Rollforming Show! If you're involved in manufacturing trims and panels for the construction industry, the Construction Rollforming Show is your must-attend event. As the only trade show fully dedicated to construction metal forming, we've tailored every aspect of this event to meet your unique needs

The show brings together the industry's most relevant manufacturers, suppliers, and experts. You'll be face-to-face with producers of coil, fasteners, equipment, software, and coating solutions—all offering products sold in pallet, container,

or truck-load quantities. This isn't a broad-brush industry fair; every exhibitor is hand-picked to serve your metal-forming business.

What truly sets this show apart is the education. Our seminars, led by seasoned professionals, delve into the practical challenges you face daily—machine maintenance, felt and film selection, coil quality, equipment choices, and standing seam roofing attachments. The focused content and Q&A sessions are designed to help you implement solutions on your shop floor.

Plus, unique events like the "Metal and Machines" panel bring together industry veterans—moderated by Randy Chaffee—

to answer your questions. This level of access is rare, and it's included in your registration.

Whether you're learning new techniques, evaluating suppliers, or planning an equipment purchase, you'll walk away with actionable insights. Best of all: Registration (\$50) puts you in the room with the industry's best—and supports charity. Or get a free pass from an exhibitor.

I strongly encourage any metal-forming professional to join us October 1–2 in Dayton. This show exists because construction rollformers like you deserve an event built entirely around your business. See you there!

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Gary Reichert, Publisher, Shield Wall Media

Rollforming Magazine 9

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On The Cover:

Learn more about the F&J Trim Roll Former on page 10. Photo courtesy of ASC Machine Tools

Build Your Business at the 2025 Construction Rollforming Show

■ By Karen Knapstein

f you're in the construction metal forming industry, the Construction Rollforming Show is your go-to event. Happening October 1-2, 2025, at the Dayton Convention Center in Dayton, Ohio, this annual gathering is more than just a trade show—it's a chance to connect, learn, and grow with fellow professionals.

If you're looking for reasons to attend, here are 10 of them:

1. Discover the Latest Innovations

Explore cutting-edge machinery and technology from top manufacturers. Exhibitors like SWI Machinery, ASCO USA, and Hershey's Metal Meister will showcase equipment designed to boost efficiency and productivity in your operations.

2. Stay Ahead of Industry Trends

Gain insights into market forecasts and emerging trends. Educational sessions led by industry experts will cover topics such as equipment maintenance, coil quality, and best business practices, helping you make informed decisions for your business.

3. Network with Peers

Connect with fellow roll-forming professionals from across the country. Share experiences, discuss challenges, and build relationships that can lead to future collaborations and support.

4. Engage with Key Vendors

Meet face-to-face with suppliers and manufacturers to discuss your specific needs. Whether you're looking for new equipment, materials, or services, the show floor offers a unique opportunity to explore options and negotiate deals.

5. Strengthen Your Team

Bring your key employees to the show to enhance their knowledge and skills. Participating in educational sessions and networking events can boost team morale and align everyone with your company's goals.

6. Experience Dayton

While you're in town, take some time to enjoy Dayton's rich history and culture. From museums to local cuisine, the city

offers a welcoming backdrop to the event.

7. Support a Good Cause

All proceeds from attendee entrance fees are donated to charity. In 2024, over \$30,000 was contributed to help flood and fire victims, demonstrating show producer's—and the industry's—commitment to giving back.

8. Participate in Hands-On Demonstrations

Get up close with live demonstrations of metal-forming equipment. Experience firsthand how the latest machinery

operates and how it can benefit your business.

9. Learn from Industry Veterans

Attend panel discussions featuring seasoned professionals sharing their experiences and insights. These sessions provide valuable knowledge that can help you navigate challenges and seize opportunities in the roll-forming industry.

10. Be Part of a Dedicated Community

The Construction Rollforming Show is tailored specifically for those in the light gauge metal forming industry. It's a focused

environment where you can engage deeply with content and people relevant to your field.



Attendees of the 2024 Construction Rollforming Show were pleased with the comprehensive exhibit floor. The 2025 show is shaping up to be even bigger. SHIELD WALL MEDIA PHOTO.

PLAN YOUR VISIT

Dates: October 1-2, 2025

Location: Dayton Convention Center, 22 East Fifth Street, Dayton, OH 45402

Registration: Pre-registered attendees pay \$50, which includes access to all educational sessions.

Guest Passes: Already planning to meet with an exhibitor? Contact them for a complimentary guest pass.

For more information and to register, visit the Construction Rollforming Show website: www.constructionrollformingshow.com.

Don't miss this opportunity to connect with the roll-forming community, discover new technologies, and gain insights to propel your business forward. **RF**

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Achieve Metal Mastery

Problem Solving Equipment & Products at the Construction Rollforming Show

■ By Karen Knapstein

ttendees of the 2025
Construction Rollforming
Show will learn about the
equipment and materials they
can use to be more successful directly
from the equipment manufacturers and
suppliers. Exhibits include, but are not
limited to, folders, brakes, trim and
panel roll formers, slitters, and the rest of
the essential equipment needed to run an
efficient metal-forming shop.

Wholesale suppliers who sell in pallet, container-, or truck-load lots will be exhibiting fasteners, sealants, protective film, coil, coatings, and so much more. Shown below are just a few of the products and equipment you'll find at the Construction Rollforming Show in Dayton October 1-2.

Watch the next edition of Rollforming Magazine for more information about the show. Or visit constructionrollformingshow.com to learn about developments as they happen.



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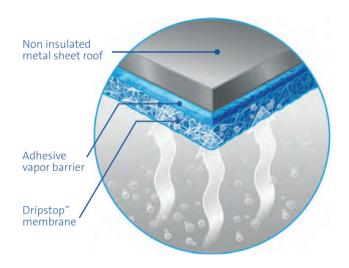
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Fastener Finishes

Fastener Coating Types and Uses

■ By Linda Schmid

ne of the challenges your customers face when building with metal is the risk of future corrosion—even if the primary material is wood and it's fastened with metal. Without fasteners that resist environmental elements, the structure may eventually collapse, likely due to corrosion.

WHAT IS CORROSION?

As anyone who works with metal knows, metal left exposed to the elements is prone to corrosion. Metal components can become rusty or appear as though they have a disease breaking them down. That's because they are deteriorating.

Corrosion occurs at the atomic level. Electrochemical corrosion happens when metal atoms lose electrons—a process called oxidation—to oxygen, water, or other compounds. Subsequently, the metal reacts with environmental substances like air, water, or acids. For example, in the formation of iron rust, water, oxygen, and iron atoms interact, forming rust or iron oxide.

When oxidation occurs between different types of metals in contact, the interaction causes galvanic corrosion. Galvanic corrosion involves the transfer of electrons between metals, meaning one metal gains electrons (the cathode) while the other metal (the anode) loses electrons. The cathode gains some protection and corrodes more slowly than it would alone, but the anode corrodes more quickly. An electrolyte must be present for galvanic action to occur. A common example is a stainless-steel window frame fastened with carbon steel screws; the screws will likely corrode at an accelerated rate.

While corrosion is generally harmful to structures, it can sometimes be harmless or even protective. An example is the greenish patina that forms on copper; this corrosion actually protects the underlying metal. However, this protective "film"

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Direct Metals, Inc. • www.directmetalsinc.com

Dynamic Fastener • www.dynamicfastener.com

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PROTECTIVE FINISHES

Various finishes are available to preserve and protect fasteners from weather. We'll review some of the most common types to help you determine which coating will best curtail corrosion.

White and Yellow Zinc Electroplating

Electroplating involves immersing fasteners into an electrolytic solution and passing a direct current through it. The current ionizes the zinc solution, depositing a pure zinc coating on the metal. Unlike iron oxide, zinc oxide does not break down the metal surface; instead, the zinc layer is protective. It sacrifices itself by corroding so that the underlying metal doesn't.

Average salt spray testing

numbers, based on ASTM B117 standards, show 125 to 225 hours of corrosion-free performance, depending on the zinc thickness.

Zinc plated fasteners
with a 1000-hour organic
coating installed in a salt
spray environment. Capped
fasteners such as the Direct
Metals, Inc. SCAMP stainless
cap head fastener help resist
this corrosion PHOTO COURTESY
OF DIRECT METALS, INC.

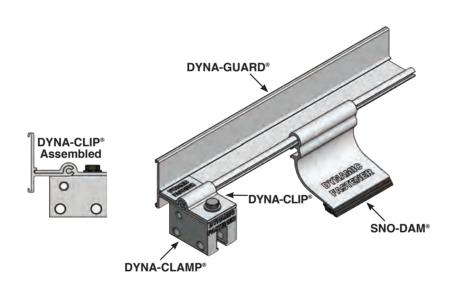
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Closer Look))



Electro-plated galvanized next to upgraded 1000-hour DMG85 Ceramic Coating.
PHOTO COURTESY OF DIRECT METALS, INC.

This protection can be effective in applications where salt exposure is minimal and can be more cost-effective than other options. However, hydrogen embrittlement—the movement of hydrogen atoms into the metal, making it brittle and possibly leading to cracking—is a potential issue with this coating.

Zinc electroplating is not suitable for use with ACQ lumber (due to the copper treatment) or for fasteners that will contact copper or aluminum.

This finish is more affordable than many others and is sometimes used as an underplating for another coating. For example, DMG85 is a three-layer surface treatment finished with a ceramic coating that encases the zinc layers, preventing them from sacrificing electrons and corroding. Direct Metals Inc. applies this process to their carbon steel and 304 stainless steel fasteners. Salt spray

testing has given these fasteners a 1,000-hour salt spray rating.

Mechanical Zinc Plating (Also Known as Galvanizing)

Galvanizing is accomplished by cleaning the fasteners, applying a protective base coat, then adding multiple zinc layers, usually through drum tumbling with zinc and other chemicals. The fasteners are then baked in an oven to remove moisture. The zinc layers end up thicker than those from electroplating, though they may not be as uniform. This process does not emit hydrogen; therefore, it does not lead to hydrogen embrittlement. Salt spray corrosion testing ranges from 200 to 500 hours, depending on coating thickness. Galvanized metal can last a long time in environments without salt spray.

Hot-Dip Galvanizing

The hot-dip process is straightforward. First, the fasteners are cleaned to remove contaminants and any ionization. Then, they are completely immersed in molten zinc, leaving a strong inner coating of zinc-steel alloy and an outer layer of pure zinc. The quality of the bond is determined by how clean the metal was when dipped. Many industry professionals believe that hot-dipping is the best way to achieve a thick, even zinc layer.

Fasteners can also be double-dipped

to ensure any slight imperfections in the first coating are filled in. Maze Nails' STORMGUARD® Nails are an example of this process and have proven their durability over 85 years in the field.

Variations on Hot-Dip Galvanizing

One variation of the traditional hotdip method is ET&F* (a BECK brand) Aericote* 1000. This patented, zinc-rich coating is created by immersion using the dip-spin method, similar to painting. It is free of hydrogen embrittlement, and if abraded, a zinc oxide-carbonate mixture protects it, performing a*healing* function. It is rated for 1,000 salt spray hours corrosion-free.



PTL (pressure treated lumber) nails are the type of galvanized nails recommended by wood treaters. PHOTO COURTESY OF MAZE NAILS

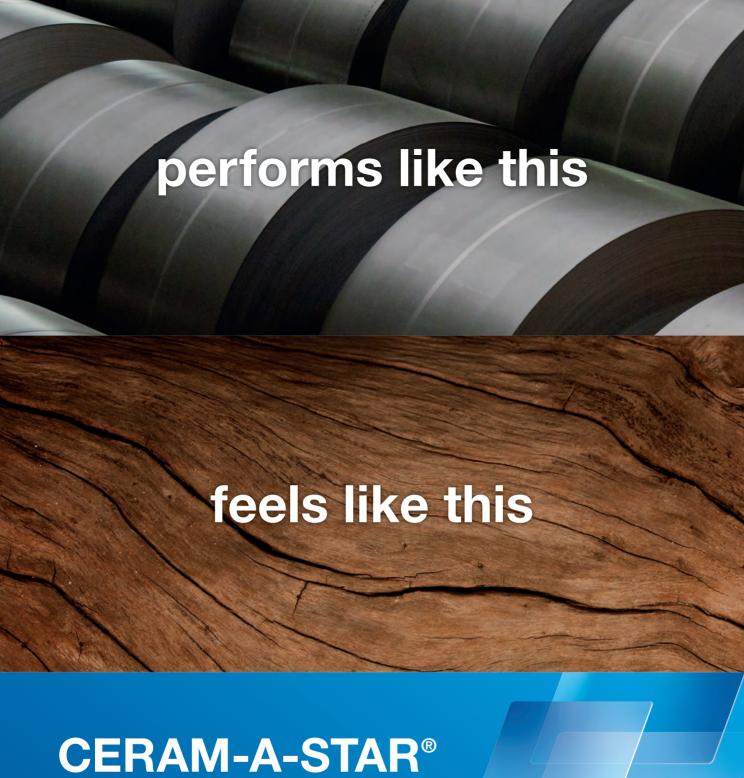
Zinc Flake

Like the previous options, this coating results in a protective zinc layer. It is created through the inorganic bonding of zinc and aluminum flakes, usually by dip-spin, rack dip-spin, or spraying. Though zinc flake coatings are thinner than some options, they offer excellent corrosion resistance, with salt spray corrosion testing of 1,500 hours or more.

Dacro Coating

This inorganic zinc/aluminum coating provides a uniform coat; a double-dipped coating is only about 4–8 microns thick. It does not bond with the surface, resulting in a lower level of corrosion resistance compared to some options. It generally compares to galvanization but prevents hydrogen embrittlement. It performs well at high temperatures.





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Closer Look))

Phosphate Coatings

Phosphate coatings are typically not used for items exposed to weather but make an excellent base layer that helps a second layer adhere to the fastener. They also contribute to corrosion resistance and durability.

Nickel Plating

Nickel plating is considered attractive and corrosion-resistant. It can withstand several hundred hours in the salt spray test, and a zinc-nickel coating is rated for up to 720 hours.

Spin-Dip Water-Based Paint

This option was designed to provide corrosion resistance while allowing a color match to the metal panels it fastens. Although vulnerable to UV exposure over time, it still offers strong paint fade protection and corrosion-free

Nickel plating can withstand several hundred hours in the salt spray test, and a zinc-nickel coating is rated for up to 720 hours.

performance in the salt spray test beyond 1,000 hours.

Polymer Coatings

Powder is applied to the fasteners, often sprayed on, then a current is applied. It is baked on to fuse the particles, creating a complete layer. This results in a hard and chip-resistant coating. Polymer powder coatings tend to be more corrosion-resistant and durable than zinc electroplating but less corrosion-resistant than galvanizing. However, some organic polymer coatings, such as Dynamic Fastener's Dyna-Coat, provide over 1,000 hours of protection against corrosion in the salt spray test.

CHOOSING THE RIGHT COATING

While we haven't covered all possible coating options, we've examined many common ones. Hopefully, you now have a better idea of which fastener coating to recommend to your customers based on the elements and materials the fasteners will encounter. By considering the customers' needs and budget, the appropriate options will become apparent. As one industry professional said, "You pick based on suitability and availability." **RF**



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Indiana Metal

Forming Success with Service, Care, and Technology

■ By Karen Knapstein

A VISIONARY START

Metal component manufacturer Indiana Metal was founded by Jonathan and Jena Jackson in Bainbridge, Indiana, in 2019. Prior to that time, they had run a successful metal roofing company and were fabricating and roll forming their own standing seam systems for their installation business. In September 2018, Ionathan and Iena went on vacation in Whitefish, Montana, where they happened upon a company called Glacier Steel in Kalispell. On a whim, they visited and toured the facility, which fabricated metal roofing and siding. The couple decided that supplying contractors should be the next development for their business.

"Seeing the whole process, seeing the equipment and the employees working to create something so important to people's lives was really empowering," recalls Jena, Vice President at Indiana Metal. "Seeing a woman running a business in such a male-dominated industry was an eye-opener." Although Jena stayed at her corporate job until 2021, she knew that her professional future was with Indiana Metal.

FILLING A MARKET VOID

Jonathan spent years on rooftops, installing metal one panel at a time. When the metal shop was established, it wasn't just to sell product—it was to build something better. The goal was to create a place that understood what contractors face daily, where materials, service, and support are all designed with the installer in mind. Jonathan knew that the local area didn't have a metal supply house available to contractors—even





Jonathan and Jena Jackson, founders of Indiana Metal. PHOTOS COURTESY OF INDIANA METAL.





Original Indiana Metal production shop in 2020 (left) and current production shop in 2025

though metal was going up on buildings all around the area.

"We figured, 'Why not fill the void and be the supplier who not only supplies metal but helps contractors break into the business?" Jena says.

ROLLING OUT INNOVATION

Jonathan's experience with metal roofing gave him valuable insights for

launching the roll-forming business. "With a background of installing metal roofs, we were more in tune with what homeowners and customers wanted, as far as colors and trends," says Jena. "We immediately began stocking all the top colors in all the basic panel profiles. One thing that set us apart from all other supply houses right off the bat was our New Tech Roll Former Rentals. We already

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The Way We Roll)



Hard work behind the scenes: Trim fabrication underway on the SWI Duplex.

owned one New Tech SSQ from our contracting days; we purchased a second one right as Indiana Metal opened and started with a Roll Former Rental program—the first of its kind."

EXPANDING OFFERINGS AND CAPABILITIES

The rentals were an immediate success. The company expanded its 26-gauge color offerings and now has a total of seven portable rentals—with the fleet still growing. "Our newest portable rental is a mobile trapezoid panel machine that we will be able to ship to jobs we

supply cross-country. We pride ourselves at staying current on trends and the best products, so adding new colors, including our TikTok-famous Wood Grain line, are things we have continued to do."

Indiana Metal's business territory is primarily the state of Indiana. However, they regularly ship out of state. "Last year we shipped to 12 different states. Our social media presence has opened a ton of doors for us and introduced us to a large pool of out-of-state customers." The business growth has led to facility expansion; the company has recently more than doubled its warehouse and produc-

tion space to meet demand, and they are happy to have more room for stocking additional colors and accessory options.

SERVING CONTRACTORS AND DIYers

The company's customer base is comprised largely of roofing contractors, primarily restoration contractors. However, the number of do-it-yourselfers they supply is a close second—and it's a group that's growing. "We service an area where many people are blue collar workers who have the knowledge to do home projects themselves," Jena explains. "And we're able to manufacture and deliver their orders so they can be weekend warriors on their homes."

From the start, Indiana Metal's focus has been on making metal installation as easy for contractors as installing shingles. Part of that is providing the products that fit the bill. "We roll form a 5-rib panel, a high rib panel, a trapezoid panel, a mechanically seamed panel, and two standing seam panels. We stock three different gauge steels in a total of more than 30 colors. We also fabricate a steel batten panel and a flush front panel, both used for siding."

EMBRACING AUTOMATION AND TECHNOLOGY

Like other metal-forming businesses, Indiana Metal's success is formed in part by using equipment and technology that



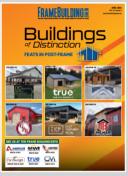
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The Way We Roll))

assure product quality and maximize productivity. "For the last year and a half, we've been working closely with Beck Automation to develop a first-of-its-kind robotic arm to make trim," Jena notes. "Josh Beck, and the whole Beck team, has been so great to work with and with their expertise and our willingness to fund and seek innovation, we've developed a really great tool that is helping to take what was the most manual position in our shop, and turn it into something so automated that it can be run at night. Essentially, we've created a 'second shift' that doesn't require employees. At the same time, we've been working closely with SWI and Jason Smoak to implement a Marxman Pro, a Duplex Folder and a Sheet Loading System. We are the first company in the USA to have a Sheet Loading System in our shop. The Sheet Loader pulls blanks into the double folder and makes the trim without the operator



The ever-popular MP36 panel rolling out on the MRS machine — a top choice for post-frame and ag projects across the Midwest.

needing to load it. Combine that with the Beck robot, which can grab it and stack it, and we have a fully automated trim line that can produce more trim in an hour than an operator, and can run for 24 hours a day."

BROADENING THE PRODUCT LINE

The products and services for customers don't end with popular components. "We supply post-frame packages and have recently started



offering labor solutions to put those packages up for customers. We primarily serve restoration companies with residential re-roofs and commercial projects. However, we also have a large percentage of post-frame packages and even homeowner sales. We've seen a large increase in metal siding sales in the past several months. This is going to be our first summer with the portable trapezoid machine and we're really excited for that; the interest we've had for the rental of that machine has been unparalleled so far," says Jena.

To develop a loyal following, Indiana Metal takes customer success to heart. Jena explains, "We view ourselves as a partner to our customers; their success is our success." The company offers business services, including sales and installation training, as well as project consultations and take-offs. They also



Wood-grain trim going into the SWI Machinery folder.

have a contractor success advocate who follows up and features their contractors on social media to promote their customers' businesses and help them



Duplex sheet loading system from SWI.

grow. "We've worked hard to make our company culture one of service and caring for our customers. We strive to listen to their struggles and find solutions."



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The Way We Roll))

CULTIVATING A TEAM-ORIENTED CULTURE

When the company launched six years ago, it started with just two employees, with Jonathan being one of them. It now has about 23 employees. "We try to maintain a teamwork culture, we do fun things within our organization and have been able to offer all the same benefits as large companies," says Jena. Jonathan, who is now the company president, still regularly works in the shop (pulling all-nighters when necessary) or makes deliveries. "I think having the president of the company doing that and having the employees see that kind of dedication from the president has helped form the culture into a culture that cares," Jena observes. "We truly have employees who take pride in making a good product and want to come to work and do their job well."

One of the lessons they learned along the way concerns company culture. "We prioritize employee culture a lot more now than we used to," Jena continues. "There's something to be said for a good group who works together and has each other's backs. When we were starting out, we didn't have the clout or foot traffic to hire long-term employees who fit this bill. The group of employees we have now has been a game changer in helping to propel Indiana Metal forward. We have strong leaders in place and the dedication and retention shows tenfold in our products."

LOOKING AHEAD

Indiana Metal aims to grow by continuing to embrace technology and provide customers with the products and business services that will help them succeed. "We would love to expand into the Indianapolis area. Our office is west of Indy about 40 minutes and most of our customer base is in the metro area. A hub in the area is on our immediate bucket list. We also value innovation a lot and have achieved a lot of 'firsts' and goals through the use of technology, and plan to keep implementing technology to keep increasing efficiency."

CONCLUSION

Indiana Metal's journey is one of innovation, dedication, and customer-focused growth. By embracing modern technology, broadening their product offerings, and cultivating a culture that values service and teamwork, Jonathan and Jena Jackson have built a company

that truly understands the needs of contractors and homeowners alike. Their continuous commitment to improvement and their willingness to embrace change ensure that Indiana Metal will keep forming success, one panel and one partnership at a time. **RF**



An Indiana Metal delivery truck heads out with a delivery.



Indiana Metal's 2025 footprint - a testament to growth and innovation in metal fabrication.



Getting the cut just right: Trim slitting underway on the SWI Marxman Pro.

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Showing Appreciation

Rush River Metals Holds Customer Appreciation Event

■ By Karen Knapstein



Attendees socialize at the Rush River Steel & Trim Customer Appreciation event in Henderson, Minnesota, on April 11. PHOTOS BY SHIELD WALL MEDIA

n April 11, Rush River Steel & Trim (https://rushriver-steel.com) hosted an all-day customer appreciation "Rib Fest" event at its facility in Henderson, Minnesota. (The company may sound familiar—former editor Sharon Thatcher introduced them in the article "A Journey of FAITH" in the Summer 2020 issue of Rollforming Magazine.)

The company invited more than 100 local contractors to the event, which offered informational presentations, product demonstrations, and a rib luncheon with all the trimmings. Rush River General Manager Jacob Wollman kicked off the festivities with a welcoming speech that expressed the company's deep appreciation for its customers. He said, "We do this for our customers because our customers are the reason we're in business."

Hixwood's Paul Zimmerman addressed the crowd, explaining that Rush River and Hixwood share a valu-

able partnership. Not only do both organizations believe in strong communities and strong families, but they also want the roofs they manufacture to last for the next generation.

As part of that goal, Paul explained that it's important for Hixwood to use



Another use for a CombiLift! Darren Alonzo of Beckers presented "Paint Systems for Pre-Painted Metal."

the most corrosion-resistant substrates for long-lasting buildings. He introduced ZAM® as an exciting development for steel coils. ZAM is a steel substrate coated with an alloy layer of zinc, aluminum, and magnesium, and it has tested very well after undergoing two years of accelerated testing. Zinc improves the corrosion resistance of the steel, aluminum enhances weathering and oxidation resistance, and magnesium further boosts overall corrosion resistance. The benefits of ZAM include longer life, cut-edge rust protection, and excellent performance in severe environments. He added that the cost is comparable to G100.

Paul's talk was followed by an informative presentation by Darren Alonzo of Beckers titled "Paint Systems for Pre-Painted Metal: Choose the Right Paint System for Your Project." Additional highlights at the event included handson demonstrations of hand benders from Malco Tools—which Rush River sells—and equipment demos by members of the



People could check out how Plyco windows and doors are put together.

Rush River crew.

Founded in 2011, Rush River Steel is dedicated to serving builders and contractors in the region with high-quality steel panels and trims for the commercial, agricultural, and residential markets. The company also supplies tools, closures, and a wide range of accessories



Hixwood's Paul Zimmerman addresses the group, speaking about tariffs, coating developments, and other topics of interest to those in the metal construction industry.



The project's roofing is 200,000 square feet. In one year, I'm 75% complete, and I couldn't have done that without the SSQ II on site."

— Ross McDermott

Higher Ground Roofing in Durango, Colorado

Ross McDermott, owner of Higher Ground Roofing in Durango, Colorado, reached new heights with his NTM SSQ[™] II MultiPro Roof and Wall Panel machine. By producing standing seam roof panels on-site for the Tamarron Resort project, Ross cut the project timeline down by over 50% and delivered top-quality metal roofing. With his SSQ II MultiPro in tow, Ross is ready to take on more roofing and siding projects. Are you ready to take your business to the next level like Ross? Contact us to learn how an NTM machine can help you expand your operations!







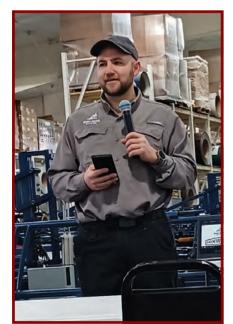
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The Way We Roll)





Attendees check out the new Schlebach Quadro XL roll former in the facility.



Rush River general manager Jacob Wollman addresses attendees of the company's customer appreciation event.

to complete any building project.

This year, 2025, is shaping up to be an exciting one for the company. They've added four new concealed fastener panel options and five new steel siding profiles.

There are two new machines at the Rush River Steel facility. The first is a Schlebach Quadro XL standing seam roll former, which was bought from MetalForming LLC. The second is an Eastside Machine Company portable roll



Malco Tool equipment demonstrations.

former in a trailer with six siding profiles.

Coming soon: Starting in July 2025, Rush River will also offer recoiling options for standing seam and siding coils.

CONCLUSION

Rush River's customer appreciation event was more than just a thank-you—it was a celebration of shared values, quality craftsmanship, and forward-looking partnerships. As the company continues to grow and expand its offerings, it remains grounded in its commitment to



Darren Alonzo of Beckers presented "Paint Systems for Pre-Painted Metal."



Attendees could see a Swenson Shear Snap Table in action.

serving contractors with the best products and support. For builders who value reliability and innovation, Rush River Steel & Trim is clearly a partner worth having. **RF**





It's obvious the crew at Rush River Steel & Trim keeps the equipment and facility well maintained.



Construction Rollforming Show Returning To Ohio

Exhibits, Seminars Focus On Building Success of Metal-Forming Shops

■ By Karen Knapstein

he Construction Rollforming Show will take place October 1-2, 2025, at the Dayton Convention Center in Dayton, Ohio. Launched in 2019, this is the only trade show specifically developed and produced for manufacturers of metal components for the construction industry.

While the venue is new this year, the core remains unchanged: a proven, high-quality, manufacturer-focused event that professionals in the construction metal-forming industry have come to rely on. The Construction Rollforming Show was created for rollformers-not contractors. It's ideal for anyone interested in learning more about construction metal forming or connecting directly with manufacturers and suppliers that sell in pallet, container, or truckload quantities. It's also an excellent opportunity for those considering a transition into manufacturing their own metal trims, panels, gutters-or even complete post-frame building kits. Attendees will gain insights into what it takes to launch a metal-forming operation and how to remain competitive in this essential industry.

Top reasons professionals attend trade shows include staying current with industry trends, networking with suppliers, and discovering new products. The expo floor will be filled with exhibitors that are directly relevant to construction rollforming-no unrelated vendors here.

What truly sets this show apart is its targeted, industry-specific education. The seminars and exhibits are tailored for companies actively involved in metal forming for the construction industry. Attendees will have the opportunity to learn directly from seasoned experts who have spent years mastering their craft. The educational schedule is carefully planned to give participants ample time to learn and build valuable connections on the show floor.

Planned seminar topics (subject to change based on speaker availability) include:

- Machine Maintenance
- Felt Application Best Practices
- Choosing the Right Film

- Coil Quality & Variation
- Factors to Consider When Selecting Equipment
- Standing Seam Roof Attachments

Each session will include time for Q&A, giving attendees the chance to get real-world answers to real-world questions.

As of this writing, more than 50 suppliers and manufacturers have confirmed their participation. Attendees will be able to engage directly with coil and fastener suppliers, equipment manufacturers, software developers, control system specialists, coating experts, and many more. Exhibitors will provide the knowledge and resources needed to help businesses start or expand their metal-forming operations. On-site demonstrations will feature tools, equipment, machines, software, and more.

Returning for 2025 is the popular panel discussion, moderated once again by 40-plus-year construction industry veteran Randy Chaffee. Themed "Metal and Machines" this year, the discussion is scheduled for Thursday, October 1. The panel will answer both reader-submitted and live audience questions. The final roster of panelists will be announced soon.

"Since Construction Rollforming Show registration includes access to everything the show has to offer, that means attendees get direct access to industry experts," said Karen Knapstein, editor of Rollforming Magazine. "We're taking a step back to the basics this year. No rollforming shop is going to be successful without understanding how machines and metal work togetherso we want to make sure that foundation is covered."

Attendees are encouraged to bring written questions to the panel discussion. Questions will be read by the moderator and can also be submitted in advance via email to Karen Knapstein (karen@shieldwallmedia.com), by phone (715-952-1633), or by fax (715-304-3604). Questions may also be accepted at the door.

SHOW DETAILS

Shield Wall Media recognizes that family-operated, regional metal shops make up a significant part of the construction rollforming industry. "We are a family-focused company, and as such, our shows are family-friendly," said Missy Beyer, Shield

Business Building)

Wall Media Show Director. That's why the Rest Stop area for families will once again be included on the show floor. Instead of being shuffled off to a separate area, families can take a break while still remaining close to the action.

Due to increased interest and participation, show hours have been extended again this year. The expo floor will be open from 10:30 a.m. to 5:00 p.m. on Wednesday, October 1, and from 10:00 a.m. to 5:00 p.m. on Thursday, October 2. To help attendees and exhibitors make the most of their time, educational sessions will be held from 8:00 a.m. to 11:00 a.m. both days.

Attendee pre-registration costs just \$50 and includes access to the expo floor, all educational sessions, continental breakfast each day, and a Wednesday afternoon social hour from 4:30 to 6:00 p.m. with complimentary food and beverages. All attendee registration fees are donated to charity. Alternatively, attendees may contact an exhibitor for a free pass. All exhibitors are given unlimited complimentary passes to share with clients-good for full access to the show and all of its features.

The 2025 Construction Rollforming Show will be held at the Dayton Convention Center, located at 22 East Fifth Street, Dayton, Ohio. If you're involved in construction roll forming-or looking to get started in the industry-you can't afford to miss this event.

ABOUT ROLLFORMING MAGAZINE AND THE CONSTRUCTION ROLLFORMING SHOW

Rollforming Magazine (www.rollformingmagazine.com) and the Construction Rollforming Show (www.constructionrollformingshow.com) are sister entities exclusively dedicated to professionals in the construction rollforming industry. This business-to-business platform delivers comprehensive content tailored to metal-forming professionals, covering essential topics such as equipment, controls, software, materials, and every other aspect necessary to run a successful metal component manufacturing business. **RF**



For show updates as they develop, visit: www.constructionrollformingshow.com



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Take In the 'The Gem City' While Attending The Construction Rollforming Show

■ By Missy Beyer

s the leaves begin to turn and the crisp autumn air settles in, Dayton, Ohio transforms into a vibrant canvas of fall colors and seasonal charm. If you're attending the Construction Rollforming Show at the Dayton Convention Center on October 1-2, 2025, you're in for more than just a great industry event. Dayton is the perfect place to extend your stay and enjoy a mix of family-friendly attractions, adult nightlife, and delicious dining—all within walking distance or a short drive from the Convention Center.

WHERE TO EAT NEAR THE DAYTON CONVENTION CENTER

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329 E 5th St. - 0.3 miles

Located in the Oregon District, this cozy spot offers Southern-Asian fusion and tiki cocktails. A 5-minute walk from the Convention Center.

Thai 9

11 Brown St. - 0.2 miles

A local favorite for sushi and Thai cuisine, just a short stroll away. Thai 9 is perfect for a relaxed dinner or group outing.

The Foundry

124 Madison St. - 0.5 miles

Located on the rooftop of the AC Hotel, this gastropub offers wood-fired pizzas and skyline views—ideal for a post-conference dinner.

Coco's Bistro

250 Warren St. - 0.5 miles

A Dayton original with contemporary American fare, perfect for business lunches or celebratory dinners.

Jay's Seafood

225 E 6th St. - 0.4 miles

A classic steak and seafood house with a vintage vibe, just a few blocks from the Convention Center.

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Website: daytonhistory.org

2nd Street Market

Open Thursday through Saturday, this indoor market features local produce, handmade goods, and food vendors—great for families and food lovers alike.

Website: metroparks.org

Boonshoft Museum of Discovery

A science and natural history museum with a planetarium

Construction Rollforming Show)

and zoo—perfect for kids of all ages. Website: boonshoftmuseum.org

EVENING ENTERTAINMENT & NIGHTLIFE

After 5 PM

Oregon District

This historic neighborhood is Dayton's nightlife hub, featuring bars, live music venues, and boutique shops. Check out **Trolley Stop** for live music or **Toxic Brew Company** for local craft beer.

The Century Bar

A nationally recognized bourbon bar just a few blocks from the Convention Center, perfect for a nightcap or a tasting flight. Website: centurybar.com

Dayton Funny Bone

Catch a comedy show at this popular venue located in The Greene, a short drive from downtown.

Website: dayton.funnybone.com

"Not Dead Yet! John Cleese and the Holy Grail at 50" – October 3

Stay an extra day and catch the comedy legend John Cleese just a few blocks away at the Schuster Performing Arts Center. This special event celebrates 50 years of Monty Python and the Holy Grail with Cleese's signature wit and storytelling.

FINAL THOUGHTS

Dayton is more than just a convention destination—it's a city full of heart, history, and hospitality. With its walkable downtown, vibrant arts scene, and stunning fall scenery, it's the perfect place to unwind and explore after the Construction Rollforming Show. Whether you're traveling solo, with colleagues, or bringing the family, Dayton offers a rich blend of culture, cuisine, and entertainment to keep the fun going after the show ends at 5 p.m. From world-class comedy and rooftop dining to kayaking and art hops, the city offers something for every mood and moment. So grab a sweater, charge your phone for photos, and get ready to fall in love with the Gem City—all just steps from the Dayton Convention Center and the Construction Rollforming Show. **RF**



Assessing Inventory How much is left on the coil?

How much is left on the coil? Charts help eliminate guesswork and leftover material.

■ By Brian Partyka, Carlisle

Editor's Note: This article was originally published in the Fall 2018 edition of Rollforming Magazine. It is republished here for the convenience of readers. The charts should help you determine coil stock inventory in situations where labels have been lost or haven't been updated.

any metal roofing contractors are realizing the benefits of owning a portable standing-seam panel roll-forming machine rather than purchasing preformed panels. This offers the ability to produce engineered profiles, longer lengths, and less handling and freight. And in many cases, it's cheaper to roll form your

In some cases, coil is left over on a project because the machine operator forgot to keep track of the amount of lineal footage on the coil.

own panels.

However, keep in mind that once you own a roll-forming machine, you now assume the role of manufacturer—and the

Coils With A 16-Inch Inner Diameter 24 gauge x 24-inch width

Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	240	245	123
1	480	490	245
1½	624	637	319
2	816	833	417
21/2	960	980	490
3	1104	1128	564
31/2	1296	1324	662
4	1488	1520	760
4½	1680	1716	858
5	1920	1961	980
5½	2160	2206	1103
6	2400	2451	1226

Coils With A 16-Inch Inner Diameter 24 gauge x 22-inch width

Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	220	225	123
1	440	449	245
1½	572	584	319
2	748	764	418
2½	880	899	491
3	1012	1034	565
3½	1188	1213	663
4	1364	1393	761
41/2	1540	1573	860
5	1760	1798	983
5½	1980	2022	1105
6	2200	2247	1228



Step #1: Measure the coil's inner diameter.

CUT TIME, BOOST EFFICIENCY with SmartBuild Panel Layouts



Closer Look))

Coils With A 16-Inch Inner Diameter 24 gauge x 20-inch width

Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	200	204	122
1	400	409	245
1½	520	531	318
2	680	695	416
2½	800	817	489
3	920	940	563
3½	1080	1103	661
4	1240	1266	758
4½	1400	1430	856
5	1600	1634	978
5½	1800	1838	1101
6	2000	2043	1223

Coils With A 16-Inch Inner Diameter

24 gauge x 16-inch width

	0 0		
Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	160	163	122
1	320	327	246
1½	416	425	320
2	544	556	418
2½	640	654	492
3	736	752	565
3½	864	882	663
4	992	1013	762
41/2	1120	1144	860
5	1280	1307	983
5½	1440	1471	1106
6	1600	1634	1229

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Coils With A 16-Inch Inner Diameter 26 gauge x 24-inch width

20 Sauge X 24 mon main			
Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	240	306	153
1	384	492	246
1½	480	614	307
2	624	798	399
21/2	960	1228	614
3	1104	1412	706
3½	1296	1658	829
4	1488	1904	952
4½	1680	2148	1074
5	1920	2456	1228
5½	2160	2762	1381
6	2400	3070	1535

Coils With A 20-Inch Inner Diameter 24 gauge x 24-inch width			
Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	240	246	123
1	480	490	245
1½	720	734	368
2	960	980	490
2½	1200	1226	613
3	1440	1470	735
3½	1680	1716	858
4	1920	1960	980
4½	2160	2206	1103

2452

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Closer Look))



Step #2: Measure the material's thickness on one side of the coil.

responsibility for ordering the proper amount of coils to complete the project.

Coils are available to fit every profile, from standing seam to R-panel, from Kynar 500/Hylar 5000 to polyester paint systems.

Each profile requires a particular gauge and width. For roll forming of standing-seam and snap-lock profiles, the industry uses standard coil widths of 24, 22, 20 and 16 inches. For agricultural products, such as the R-Panel, the standard widths are 40.875 and 41.562 inches.

In some cases, coil is left over on a project because the machine operator forgot to keep track of the amount of lineal footage on the coil. But how can you tell how much coil is left?

It's easy. Follow these four simple steps:

- 1. Measure the inner diameter of the coil (it's probably going to be 16 or 20 inches).
- 2. Measure the thickness of material on one side of the coil.
 - 3. Determine the gauge and width.



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Coils With A 20-Inch Inner Diameter 24 gauge x 22-inch width

Coils With A 20-Inch Inner Diameter 24 gauge x 20-inch width

Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	200	204	122
1	400	409	245
1½	600	613	359
2	800	817	489
2½	1000	1021	611
3	1200	1226	734
3½	1400	1430	856
4	1600	1634	978
4½	1800	1838	1101
5	2000	2043	1223
5½	2200	2247	1346
6	2400	2451	1468







QUALITY



GROWTH



SERVICE



COLLABORATION

At Levi's Building Components, tradeshows are more than just an event—they're an opportunity to live out our core values in real time. We value the chance to meet face-to-face with our customers, stepping out from behind the phone to have meaningful conversations, build trust, and better understand the wants, needs, and recommendations of those who rely on our metal roofing products. These in-person interactions allow us to collaborate directly with contractors, distributors, and industry partners to create better solutions—together. Every handshake, question, and shared idea brings us closer to our mission of supporting the commercial, residential, and agricultural markets—and to building the communities we serve. Together.

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CONSTRUCTION

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Closer Look))

Coils With A 20-Inch Inner Diameter 24 gauge x 16-inch width

Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	160	163	123
1	320	327	245
1½	480	490	368
2	640	654	492
2½	800	817	614
3	960	980	737
3½	1120	1144	860
4	1280	1307	983
41/2	1440	1471	1106
5	1600	1634	1229
5½	1760	1798	1352
6	1920	1961	1474

Coils With A 20-Inch Inner Diameter 26 gauge x 24-inch width

Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	240	306	153
1	480	614	307
1½	720	922	461
2	960	1228	614
2½	1200	1536	768
3	1440	1842	921
3½	1680	2150	1075
4	1920	2456	1228
4½	2160	2764	1382
5	2400	3070	1535
5½	2640	3377	1689
6	2880	3684	1842

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Coils With A 20-Inch Inner Diameter 26 gauge x 41.562-inch width

Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	416	532	154
1	831	1063	307
1½	1247	1595	461
2	1662	2126	614
2½	2078	2658	768
3	2494	3190	922
3½	2909	3721	1070
4	3325	4253	1229
4½	3741	4785	1383
5	4156	5316	1536
5½	4572	5848	1690
6	4987	6379	1844

Coils With A 20-Inch Inner Diameter 29 gauge x 40.875-inch width

Thickness of Material (inch)	Theoretical Weight (lbs)	Theoretical Square Footage	Theoretical Lineal Footage
1/2	409	668	196
1	818	1336	392
1½	1226	2004	588
2	1635	2672	784
2½	2044	3339	979
3	2453	4007	1175
3½	2861	4675	1371
4	3270	5343	1567
4½	3679	6011	1762
5	4088	6679	1959
5½	4496	7347	2155
6	4905	8015	2350





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Closer Look))

4. Refer to the charts provided on these pages to determine the theoretical weight, square footage and lineal footage left on the coil.

The charts include many of the standard gauges and coil widths used in our industry. The calculations were based on the theoretical multipliers and are medians. The multipliers will vary with each individual coil, and the numbers listed should be used as a point of reference and an estimate.

- 24 gauge = theoretical multiplier of 0.9791 pounds per square foot
- 26 gauge = theoretical multiplier of 0.7818 pounds per square foot
- 29 gauge = theoretical multiplier of 0.6120 pounds per square foot

Hopefully these charts will help you determine how much material is left over from past projects. By taking the time to measure and calculate the amount of material remaining, you will no longer look at an assortment of coils and ask yourself, "What should I do with them?" Who knows, you may be surprised how much material is there and turn your leftovers into cash. **RF**

Brian Partyka brings nearly 30 years of experience in the metal construction industry and is currently the Vice President of Business Development at Carlisle Companies. In this role, he plays a key part in Carlisle's mergers and acquisitions (M&A) activities, which support Carlisle's Vision 2030 strategy. Since selling his company, Drexel Metals, to Carlisle in 2017, Brian has also helped acquire Petersen Aluminum (PAC-CLAD) in 2019 and, in 2024, MTL Holdings, a leader in perimeter edge metal systems. As the past chairman of the Metal Construction Association, he

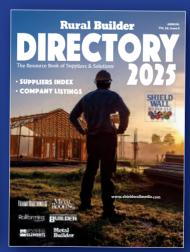
actively participates in several councils to promote industry growth. His significant contributions include numerous technical articles, white papers on metal roofing, and presentations on sustainable metal design nationwide. Notably, in 2001, he invented the Paint Pen, an air-dry Kynar touch-up system that has become the industry standard. Brian has received several awards for his dedication, including the MCA's Patrick R. Bush Volunteer Service Award and the "Industry Champion of the Year," recognizing his effective advocacy and influence in the industry. **RF**

If you like this feature helpful and have ideas for other features you believe will be helpful for *Rollforming Magazine* readers, call or email the editor with your suggestions. Call Karen at 715-952-1633, fax 715-304-3604, or email karen@shieldwallmedia.com.

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News))



COMBILIFT, CMETB MARK 10 YEARS OF PIONEERING ENGINEERING TRAINEESHIP

Combilift recently marked it 10th anniversary of the OEM Engineering Traineeship at its global headquarters in Monaghan, Ireland. The program is a collaborative initiative between Combilift and the Cavan and Monaghan Education and Training Board (CMETB). The event, which welcomed past graduates, current trainees and local educators, underscored the programme's evolution from a local skills initiative to a cornerstone of regional industrial development.

Launched in 2015, the OEM Engineering Traineeship was born from a shared vision to tackle the skills gap in engineering and manufacturing with an industry-led approach. Today, with over 150 trainees having passed through its doors to achieve a QQI level 5 qualification, and with job placement rates above 80%, the program stands as a model for how industry and education can collaborate to mutual benefit.

Combilift, a global leader in materials handling solutions, has been central to this success. As the primary industry partner, Combilift has not only provided cutting-edge workplace experience but

also ensured the course content remains aligned with real-world demands. "We wanted to create more than just a training programme—we wanted to build a pathway into meaningful careers," said Combilift Managing Director, Martin McVicar. "This traineeship has delivered exactly that, time and time again."

The nine-month program blends 26 weeks of classroom-based learning at Monaghan Institute with 12 weeks of hands-on work experience in Combilift. Over the years, the course content has evolved to reflect changes in the manufacturing landscape, now including modules in Hydraulics, Lean Manufacturing, and, more recently, Mathematics to prepare students for greater work or educational opportunities.

CMETB has played a vital role in coordinating and delivering the educational aspect of the program. Their ongoing commitment to adapting the curriculum, securing government funding, and expanding the scheme to include other regional employers from 2025 reflects their strategic approach to workforce development. "It's about staying ahead of the curve," said Sinead McKenna of CMETB. "We've created a flexible, forward-looking course that equips learners with in-demand skills and supports local industry at the same time."

One of the most compelling aspects of the program is its accessibility. Fully funded through government and EU support, it removes financial barriers for participants and trainees are offered a weekly bursary during practical placements within Combilift. Trainees also benefit from additional qualifications, including City & Guilds module in Hydraulics and a Lean Six Sigma White Belt.

The 10-year milestone was marked not only by reflection but by ambition for the future. Attendees at the celebration event heard first-hand from past graduates who have gone on to build thriving careers—many still with Combilift, some even progressing to degree-level study or engineering apprenticeships.



APPRENTICES AT THE BRADBURY GROUP AMONG STATE PROGRAM SCHOLARS

Two current machining apprentices with Bradbury, Ethan Blaylock and Joe Westerman, were among 200 high school seniors named 2025 Kansas Career and Technical Education (CTE) Scholars by the Kansas State Department of



Education.

Established in 2017, the Kansas CTE Scholar program honors well-rounded, high-achieving students who have demonstrated exceptional performance in career and technical education as they complete their senior year. To be recognized, students must meet several requirements, including successful completion of at least three CTE credits and two at the technical or application level within a single career pathway, maintain a 3.5 GPA in CTE coursework and demonstrate civic leadership through a project or complete 40 hours of documented community service.

"Bradbury is proud to work with hardworking students looking for technical education opportunities in the workforce," says Shonda Fast, Bradbury's Recruitment & Employee Development Coordinator. "It's been exciting to watch

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AUTO (UT M2

Ethan and Joe as they prepare themselves for successful careers by achieving scholar status in this program. Congratulations to Ethan and Joe."

METALCON ANNOUNCES SHOW HIGHLIGHTS, PROGRAMMING

METALCON announces show highlights for this year's anticipated annual conference and tradeshow, taking place Tuesday, Oct. 21 through Thursday, Oct. 23 at the Las Vegas Convention Center.

From intensive pre-show workshops and certification programs beginning on Monday, Oct. 20 to 35+ free educational sessions conveniently located inside the exhibit hall to inspiring keynotes, top industry experts will share their knowledge with attendees who are eligible to earn a year's worth of continuing education credits (CEUs), including AIA and FL CILB learning units.

State of the Industry

Join industry experts and leaders from the MCA for a special State of the Industry panel presentation on Tuesday, Oct. 21 at 1:30 pm, to discuss current and future opportunities and challenges facing the metal construction industry such as recent technical developments, upcoming regulatory issues, resiliency in a turbulent building market, the superior sustainability of metal substrates and more.

MCA's Metal Mastery Clinics

As metal continues to gain traction in the market, it's crucial for contractors and installers to grasp the intricacies and proper techniques for forming panels and installing metal roofing and wall systems. In a series of clinics, experts from the MCA and Metal Roofing Alliance will discuss best practices for installing metal shingles, standing-seam roofing panels, retrofit systems, and metal wall systems, and will demonstrate proper techniques for on-site roll forming and machine maintenance.

METALCON Training Zone

Back by popular demand, the METALCON Training Zone sponsored

by Sherwin-Williams returns to offer hands-on training for roofing contractors. This dedicated area features live demonstrations and education using a variety of mock-ups and materials such as painted steel, aluminum, zinc, copper and other exotic materials. Training will emphasize precise detailing and the use of appropriate tools, equipping contractors, remodelers and other professionals to elevate their skills, ensuring the best, most efficient and cleanest work when installing various metal roof systems (conducted in English and Spanish).

METALCON Top Product Awards

On Thursday, Oct. 23 at 2:30 pm., top product award winners recognizing the most innovative products and technologies shaping the metal construction industry will be announced.

Learning Centers

METALCON will have free, 60-minute education sessions from 10:15 am to 2:30 pm Tuesday–Thursday, organized into four learning centers on the show floor: Installation & Techniques; Building Performance; Business Growth & Innovation; and the Metal Masterclass. Attendees can earn up to 14 hours of CEUs.

Additionally, METALCON continues to offer in-depth workshops this year to provide cutting-edge education and training, which cannot be found elsewhere. For a small fee, attendees will be armed with new skills, fresh ideas and strategic direction to address some of the major issues facing the construction industry today.

Each year, METALCON gives back to the local community where the show takes place. METALCON is proud to announce its ongoing partnership with Semper Fi & America's Fund (The Fund), a non-profit organization dedicated to helping veterans in all branches of the military. On the closing day of the show, a check presentation ceremony will be held at The Deck at 10:00 am, together with local representatives of The Fund.

To recap: METALCON 2025 is taking place Tuesday, Oct. 21-Thursday, Oct. 23 at the Las Vegas Convention Center.

MALCO MARKS 75 YEARS

Malco Tools, one of the nation's leading solution developers and manufacturers of high-quality tools for the HVACR and building construction trades, celebrated its 75th anniversary on May 17, 2025, with a ribbon cutting ceremony and open house at its newly remodeled building in Annandale, Minnesota.

The celebration was attended by Malco employees, Annandale community members, and local dignitaries and representatives from the U.S. Senate, Wright County and the City of Annandale, which officially proclaimed the date "Malco Tools Day."

Malco Tools was founded in 1950 by Mark W. Keymer, a young steel supply salesman, who invented a pipe crimper for installing sheet metal ductwork used in forced air heating systems. The company started in a small garage in Minneapolis



Malco Tools celebrated with a ribbon-cutting ceremony on Saturday, May 17, 2025.

before moving to its current headquarters in Annandale, where the company now employs 170+ associates. Keymer was later inducted into the Minnesota Inventors' Hall of Fame in 2007.

Malco recently completed a substantial building remodel as part of its "Look Good, Feel Good, Do Good" initiative, and welcomed the community to experi-

ence the updated workspaces and see how Malco manufactures and ships its products from Central Minnesota.

"Malco's 75th anniversary serves as a tribute to 75 years of hard work and progress – a true celebration of American manufacturing, rooted in Minnesota and powered by our people," said Rich Benninghoff, CEO of The Malco Group. "This milestone also serves as a celebratory turning point as we look ahead to the future. We are all energized by what's ahead for The Malco Group."

Malco became an employee-owned ESOP in 2015 after the Keymer family sold their final shares back to the company. The company remained employee-owned until late 2024, when Malco Tools was acquired by Aspen Pumps Group.

Now, Malco looks ahead to its next 75 years as part of The Malco Group. **RF**

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Sales Strategies

Using Clichés to Craft a Winning Sales Presentation

■ By Gary Reichert

will apologize in advance to any "seasoned" professional salespeople reading this as the article will be riddled with cliches. Cliches usually earn that title through an underlying truth.

Cliché #1: "People buy the salesperson before they buy the product."

How a salesperson delivers a presentation is as important as the presentation itself. The wording and process needs to feel natural to the salesperson. Discomfort and awkwardness in the presentation will be sensed by the prospect and attributed to dishonesty. A lack of trust manifests as a string of false objections or the dreaded "I will think about it".

Cliché #2: "Everyone listens to radio station WIIFM, What's In It For Me"

This applies in several ways. The one in this preamble is that a sales presentation needs to be adapted to the specific situation. A business buying a roll former for \$150,000 will have different needs and wants than a retail customer buying a \$2,000 shed. The presentations need to be different

Cliché #3: "ABC, Always Be Closing"

This can be taken in a negative manner but the people I do business with know I'm not a "used car salesman." But throughout crafting a sales presentation remember the objective: To close the sale by helping the customer make a good buying decision. This assumes you are selling an accurately depicted product at a fair price.

Consider who is giving the presentation.

This is similar to Cliché #1, but the experience and expertise level of the presenter needs to be assessed as well. A less-seasoned salesperson will require more structure in their presentation. Often new salespeople require a presentation sheet outlining everything, with the qualifying questions, features/benefits and potential closes written out.

A written Pitch Sheet can solve a lot of challenges. The sheet starts with a Know Your Client (KYC) section with name, contact information and date. Then there are spaces to write customer responses and notes throughout the presentation.

This helps the salesperson go through the process step by step. It also helps with follow ups, by having complete notes, contact information and the date of the original presentation.

CREATING THE ACTUAL PRESENTATION

Sales presentations contain three sections.

Section 1: QUALIFICATION.

The "Qualification" section has three primary objectives.

- 1. Put the customer at ease.
- 2. Learn about the customer.
- 3. Prepare to handle future objections.

In many situations prospective customers approach a sales situation as adversarial. They are concerned that "someone is going to sell them something." I always find this amusing because they came in to buy something. An interesting corollary is often the more hostile customers are hostile because they are actually ready to buy. Admittedly, some people are just difficult to deal with.

The first step is always putting the cus-

tomer at ease.

This section is all about the customer. The more the salesperson knows, the better they will be able to determine if the product meets the customer's need. The art is in asking questions without making the customer feel like the subject of an interrogation.

Seasoned salespeople can navigate this conversationally. One advantage of a Presentation Sheet for new salespeople is it allows them to "play stupid." Saying something like "I have an information sheet I am supposed to use because I am new at this" can work wonders. It explains why the "new" salesperson is asking questions. It also means the person is less of a threat because they are new. Human nature also has most people wanting to be helpful, so they may be more willing to answer questions for someone "new."

I have had salespeople who were "new" for several years.

Here are some examples of potential questions to ask. The specific questions for your presentation will vary. They should have three objectives:

- 1. Can they transact and are they willing to transact? Determine if the customer has the financial capacity to buy the product and the authority to make the decision. Discover where they are in their decision-making process.
- 2. What problem does the product solve? This will tell you what to emphasize in the next section. (See Cliché #2)
- 3. What are their potential objections? The next section is about creating reasons to say yes. It helps to understand the reasons they might say no. These can include timing,

Business Building)

budget or other people involved in the decision-making process.

Section 2: FEATURE BENEFIT PRESENTATION

In Qualification, you discovered the problem the customer wants to solve. In the Feature Benefit Presentation, you show them how your product solves their problem.

The title of this section expands a bit to make it work with the addition of one word: Advantage.

A Feature-Advantage-Benefit (FAB) unit demonstrates solving a problem.

A Feature is a physical characteristic that cannot be disputed. (Example: The health club has childcare and a play area.)

An Advantage is what the Feature does. (Example: Your child can play with the other kids while you get your workout in.)

A Benefit is why it matters. (Example: Even a new parent needs some time for themselves. Our childcare will allow you to focus on yourself for a little while so you can be an even better parent.)

The purpose of this is for the salesperson to get to the Benefit. People buy on Benefits; they don't buy on Features. This is one reason why Qualification is a critical step. Revisit Cliché #2 (WIIFM). The only FABs that matter are the ones that matter to the customer. Until you talk to them you have no idea what they are looking for. A potentially valuable Feature can become useless if not matched with the correct Benefit. In the example of the childcare, maybe the Benefit the lead is looking for isn't adult time. Maybe it is an opportunity for the child to socialize with other kids. Until you ask, you don't know. The idea of the Benefit is what will make

them excited enough to make a decision. You need to know why the Benefit matters to them.

When the customer is excited, they will typically start asking buying questions. These can be related to price, size or delivery options.

Section 3: CLOSING

Closing often has a bad reputation among non-salespeople. This should not be the case if you have a good product and have done your job during Qualification. If your product will not solve their problem, the presentation should stop before it reaches this step.

If you have a good product and it will really solve their problem, you are helping them by selling it to them.

How complicated this step is will vary greatly depending on the product or



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service. Regardless of that, there are a few actions in common.

- 1. Present price.
- 2. Handle objections.
- 3. Ask for the sale.

In many instances the price may already be known. If you are buying a picnic table, it has a price tag on display. If the sale is a new construction project, there will be a proposal showing price.

When presenting price, it is critical to do a quick review of Section 2. The more a customer is focused on Benefits and solving the problem, the less potential negative reaction when price is presented. Everything is a cost/benefit analysis. Emphasizing the benefit minimizes the relative cost.

When handling objections, when possible, refer to their own words when they answered questions in Qualification.

When closing, it always helps to have something to write on. Write out the FABs before writing down the price. People generally focus better on what they see than what they hear. After the FABs, write down the price. Then they cannot see the price without also looking at the FABs.

After presenting price, if the answer is yes, take yes for an answer and write it up.

If the answer is no or "I will think about it," determine if there is a legitimate objection, if there are any other objections and present a solution. Then ask for the sale again.

When handling objections, when possible, refer to their own words when they answered questions in Qualification.

Example:

A customer objects to price. You determined in Qualification their budget is \$20 and the product is \$17. Restate what they said their budget was and ask

why:

"When we were talking earlier you mentioned your budget was \$20 and this widget is \$17, so it is within your budget. Do you have another concern we haven't discussed?"

They may retract the objection or if they don't you have an opportunity to discover the other concern. Once they express the other concern, always ask, "Is there anything else?" Often customers hide information they do not want to share. Typically, whatever is mentioned last is the primary objection.

If you can answer the objections, ask for the sale again. If the objection is beyond your control close on the next action. "I completely understand you wanting to talk this over with your spouse. So they can see what you are getting, how about we meet here at 2:00 next Thursday for a walk through?" Get a commitment on the next step.

If you cannot close on a follow up, there is an unresolved objection or you did not show sufficient value in your FABs.

After every sales presentation the salesperson should come out ahead. Ideally, both the salesperson and the customer both win. In no circumstance should the customer lose.

If the customer walks away, the salesperson wins because it is a learning experience. The salesperson should ask themself:

- Why did the person walk away?
- Did I not go through the Qualification thoroughly or ask the wrong questions?
- Did I not select the appropriate FABs for this customer?
- Did I not discover the real reason the customer was hesitant to make a decision?
- Or did I simply forget to ask for the sale?

The process of evaluation after every sales presentation is valuable and contributes to building a better salesperson and a better sales presentation. **RF**



The Marion, Kansas, Fire Department was one of the organizations to benefit from Bradbury's annual charity golf tournament. PHOTO COURTESY OF THE BRADBURY CO.

BRADBURY HOSTS ANNUAL CHARITY GOLF TOURNEY

Despite the heavy rains Kansas has seen lately, The Bradbury Group hosted its annual charity golf tournament on Friday, May 30, bringing together employees, retirees, and vendors to support local fire departments.

The weather cooperated with sunny skies and warm temperatures greeting over 100 golfers who played 18 holes at the Hesston Golf Course. In addition to those on the course, many volunteers pitched in behind the scenes to help ensure everything ran smoothly.

This annual event is more than just a round of golf; it's an opportunity to connect with others and give back. This year, Bradbury made donations to nine different local fire departments. The fire departments included Moundridge, Marion, Hesston, Inman, Goessel, Halstead, Canton, Galva, and Hillsboro. Thank you to the brave men and women who serve our communities.

The 2025 tournament featured 26 teams, assembled based on player handicaps to ensure a fun and competitive day. Congratulations to the winning team, Jamie Schultz, Brad Epp, Jeremy McCurdy, and Dave Schrag, who came in with a score of 51.

Bradbury is grateful to the sponsors who donated and helped raise money for the fire departments. This year's tournament was another success, and the company is proud to have raised funds for local fire departments. Brandbury extendds its thanks to all sponsors, donors, volunteers, and the team at Hesston Golf Course for helping make this event possible. **RF**

New Products))



FASTENMASTER HEADLOK STRUCTURAL WOOD SCREWS

FastenMaster, a leading manufacturer of fastening solutions for decking and wood-to-wood construction, introduces its popular HeadLOK Structural Wood Screws now improved with the TORX* ttap* Drive System for enhanced installation performance.

TORX ttap is a premium drive system, which combines the ease of a TORX drive with a patented ttap stability button. This innovative design provides superior bit engagement for a stable, wobble-free installation, while preventing fastener strip-out during installation. The drive system is also compatible with standard TORX T30 drive bits.

HeadLOK fasteners feature a large flat head design with chamfer for increased strength, a sharp point for faster installation, aggressive thread design for maximum engagement and holding strength, and a 3/16" diameter shank that offers higher design shear than 3/8" lag screws. Common applications include use in decks, fences, headers, stairs, ridged foam, cabinet installation, and many other wood-to-wood applications.

HeadLOK fasteners are available in lengths of 2-7/8", 4-1/2", 6", 8" and 10", with additional lengths available for special order. A T30 ttap bit is included in each package.

FastenMaster, a division of OMG Building Products, LLC, is a brand of fastening solutions for professional contractors that was established in 1981. Its products are engineered for structural, decking, and trim applications in residential construction, and its product line includes the LOK Line of structural wood screws, Tiger Claw Hidden Deck

Clip System, as well as Cortex Hidden Fastening System for deck and trim applications.

www.FastenMaster.com



DYNAMIC® INSULATED T-HANDLE HEX KEY SETS

The Dynamic* tool brand now offers insulated T-handle hex key sets, available in both metric and SAE sizes. Designed to meet the growing needs of electric vehicle (EV) mechanics, millwrights, commercial and residential electricians, and mobile technicians, the hex keys are VDE certified to 1,000 VAC in compliance with IEC 60900.

Dynamic's SAE set includes six pieces ranging in size from 5/32" to 3/8". The six-piece metric set ranges from 2.5 to 8 mm sizes. Each tool features an ergonomic comfort-grip handle for easy operation and a secure, non-slip grip. Precision-machined black oxide tips provide an exact fit, and the tip size is clearly marked on the handle for quick identification.

For maximum reliability every piece undergoes a rigorous multi-step insulation process. Then, each tool is charged with 10,000 volts of energy for 180 seconds to ensure its insulation resists potential electric shock. Other tests are performed to verify the flame resistance and durability of the insulating material.

The insulated tool sets are backed by a limited lifetime warranty.

Introduced in 2009, the Dynamic[®] tool brand was created by Gray Tools, a renowned North American manufacturer and distributor of premium hand tools founded in 1912, to meet the need

for high quality tools at a budget-friendly price. Today, the Dynamic line consists of more than 2,500 products, including sockets, wrenches, pliers, hammers, chisels, locking tools and clamps, which are fully serviced and warrantied by Gray Tools.

ShopDynamicTools.com



COMBILIFT COMBO LOAD XTENDER

Timber yards, panel product suppliers, and sawmill operations face everincreasing pressure to handle long and heavy loads more safely, more efficiently, and with less environmental impact. Combilift unveiled the Combi-Xtender with this in mind.

The Combi Load Xtender is a new pantograph-style load extender that enables complete loading and unloading of trailers or rail wagons from a single side — a major advantage in timber yards where space is tight or trailer access is limited.

For timber operations, the Xtender delivers:

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Safety First

Best Practices for Preventing Injury and Damage in a Roll-Forming Shop

■ By Karen Knapstein

nsuring safety in a construction roll-forming shop is of the utmost importance for protecting workers, equipment, and materials. Without exception, when it's hands against a machine—the machine always wins. Drawing from industry best practices, here are 15 safety measures, each illustrated with an example, to keep workers safe, materials undamaged, and equipment running smoothly and safely throughout the workday:

Comprehensive Training Programs

All operators should undergo thorough training on machine operation, safety protocols, and emergency procedures to minimize accidents.

Example: A new employee receives hands-on training on operating roll-forming, folding, and other machines, ensuring they understand the correct procedures and safety measures before working independently.

Regular Machine Maintenance

Implementing a routine maintenance schedule helps identify wear and tear, ensuring machines function correctly and safely.

Example: Weekly inspections of roll-forming equipment detect early signs of wear, preventing unexpected breakdowns and potential injuries.

Proper Machine Guarding

J Installing guards on moving parts prevents accidental contact, reducing the risk of injuries.

Example: Guarding is installed around the rollers of a forming machine, preventing operators from accidentally placing their hands near moving parts.

Use of Personal Protective Equipment (PPE)

Operators and anyone who handles metal panels and trims



Keeping floors clear and free of debris prevents tripping hazards and allows for efficient operations. SHIELD WALL MEDIA PHOTOS.

should wear appropriate PPE such as safety glasses, gloves, and steel-toe shoes to protect against potential hazards.

Example: Workers wear cut-resistant gloves and safety goggles when handling metal trims, reducing the risk of cuts and eye injuries.

Lockout/Tagout Procedures

Before maintenance or repair, machines should be properly shut down and locked out to prevent accidental startups.

Example: During maintenance, the technician locks out the power supply to the machine, ensuring it can't be accidentally activated.



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Safety Update))

Emergency Stop Mechanisms

Machines should be equipped with accessible emergency stop (E-stop) buttons to quickly halt operations in case of emergencies.

Example: An operator notices a malfunction and immediately presses the emergency stop button, preventing potential injury.

Clear Signage and Warnings

Posting visible signs and warnings around hazardous areas keeps safety top-of-mind for all employees.

Example: Warning signs are placed near high-voltage areas, alerting workers to potential electrical hazards.

Proper Material Handling

O Using approved lifting devices and techniques when handling heavy materials prevents injuries and equipment damage.

Example: A worker who has been properly trained on the equipment uses a crane or forklift to lift metal coils, reducing the risk of material damage.

The initial investment in safer equipment can save substantial costs and prevent injuries down the road.

Routine Safety Audits

Conducting regular safety audits helps identify potential hazards and ensures compliance with safety standards.

Example: Monthly safety audits reveal a cluttered workspace, prompting a cleanup to prevent tripping hazards.

Adequate Lighting and Ventilation

Ensuring work areas are well-lit and ventilated reduces the risk of accidents and exposure to harmful substances.

Example: Installing additional lighting in dim areas improves visibility, reducing the chance of accidents.

Housekeeping Practices

Maintaining a clean and organized workspace prevents tripping hazards and allows for efficient operations.

Example: Regular cleaning schedules ensure walkways are free of debris, preventing slips and falls.

Proper Electrical Safety

Regularly inspecting electrical components and ensuring machines are properly grounded prevents electrical hazards.

Example: Routine checks identify frayed wires, which are promptly replaced to prevent electrical shocks.



Tip: Make bins available in areas where packaging is opened to keep trash off the floor.

Emergency Preparedness Plans

Having clear procedures for emergencies, including evacuation routes and first-aid protocols, ensures quick and effective responses.

Example: Conducting fire drills familiarizes employees with evacuation procedures, ensuring a quick response during actual emergencies.

Regular Equipment Inspections

Inspecting machines for signs of damage or wear before use ensures they operate safely and efficiently.

Example: Pre-shift inspections detect a loose bolt on a machine, which is tightened before operation to prevent malfunction.

Encouraging a Safety Culture

Promoting open communication about safety concerns and encouraging reporting of hazards fosters a proactive safety environment.

Example: Using a suggestion box allows employees to anonymously report safety concerns, leading to timely interventions.

Safety in a roll-forming shop doesn't happen by chance—it requires intentional planning, consistent action, and a commitment from everyone. By implementing these safety measures, businesses not only protect their workers, materials and equipment but also improve productivity and morale. From thorough training and proper machine guarding to fostering a proactive safety culture, each step plays a critical role in creating a safer, more efficient workplace. When safety becomes part of the daily routine, it sets the foundation for long-term success and ensures that every worker returns home safely at the end of the day. RF

Modern Safety

Safety Solutions for Metal Sheet Bending

■ By Dani Sheehan, MetalForming LLC

egular safety meetings, proper equipment training and maintaining clean work areas are crucial to protecting your employees and your business.

Metal roofing contractors face unique challenges when it comes to workplace safety. Whether you're operating a single sheet metal bender in your shop or running multiple machines on your manufacturing floor, safety needs to be a top priority. In a recent MetalTalk,

Chad Rowe, director of business development at MetalForming LLC, shared insights about safety in the metal bending industry that every contractor should know.

features compared to older equipment, making now the perfect time to reassess your operation's safety measures.

PROTECTING YOUR MOST VALUABLE INVESTMENTS

Workplace accidents can devastate your business financially and harm your team. Chad emphasizes this dual concern: "There can be a large financial burden when an injury does happen or when an

equipment that is inherently safer than others... I think safety is a big factor when looking at some of these higher end systems that maybe gets overlooked at times, or we're just looking for the activity and throughput when there are other factors that can be considered."

Before investing in new equipment, ask vendors about safety features, training requirements and how the machine complies with current safety standards. The

initial investment in safer equip-

ment can save substantial costs and prevent injuries down the road.

One of the most promising safety innovations Chad mentions is light

curtain technology. These systems use photoelectric beams to create an invisible fence around dangerous machine areas. When someone breaks the beam, the machine automatically stops operation.



THE SAFETY CRISIS IN METAL MANUFACTURING

When you start bending metal for your roofing projects, you become the manufacturer, which carries significant safety implications. Chad points out, "As I purchase equipment, as I start using this equipment, I am truly manufacturing my own goods to use. So, I am a manufacturer, and that opens up a whole different set of safety requirements and topics. Unfortunately, manufacturing continues to be ranked in the top two of injuries reported by the Bureau of Labor and Statistics."

The good news is that safety technology has evolved dramatically over the years. Modern CNC-controlled machines and fully automated systems offer significantly improved safety accident does happen. And our people, our employees, that's our biggest investment that we're making into a company."

Even if you operate just one machine in your shop, implementing manufacturing-level safety protocols is essential. Chad recommends: "There are on-the-jobsite safety briefings that happen every single day. There's no reason that those same principles don't apply. They do still apply even inside a facility in a manufacturing environment."

SAFETY AS A FACTOR IN PURCHASING DECISIONS

Chad notes that safety features should be a primary consideration when evaluating new metal bending equipment to add to your business. "There's some

CONCLUSION

Safety in metal roofing manufacturing isn't just about compliance—it's about commitment to your people and your long-term success. As Chad Rowe emphasizes, every contractor who begins bending metal becomes a manufacturer, inheriting the responsibilities that come with it. By prioritizing regular safety meetings, proper training, and smart equipment choices, you not only reduce the risk of accidents but also build a culture of safety that protects your most valuable assets: your employees. In the end, a safe shop is a productive shopand a strong foundation for a thriving business. RF



Ag Sentiment Favorable for Roll Forming

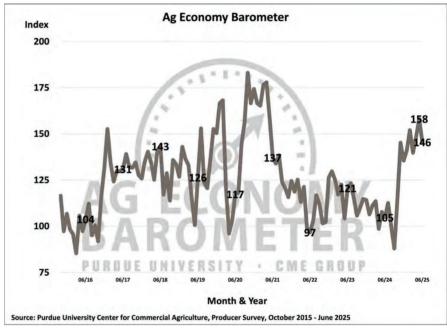
n the CSI columns we rely heavily on the results from our proprietary surveys. This provides current information and data specific to our subscribers and the businesses we interact with. It is also valuable to aggregate information from other resources. This allows us to corroborate the data we generate and provide context to the information we generate.

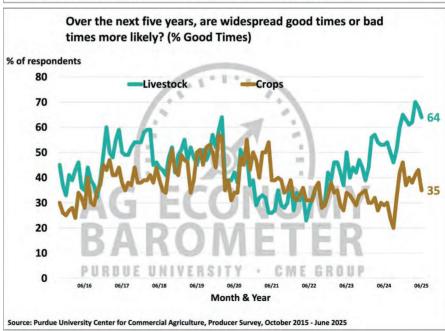
When looking at broader industry data it is critical to remember that most data looks at wider categories within the industry and may not be granular enough to be applied directly to a specific niche. That said, here are some *nuggets* from other data sources with attributions to allow you to return to them in the future.

The health and market sentiment for agriculture has an obvious relationship to the types of construction covered in *Rollforming Magazine*. Purdue University is a great source of agricultural industry information and market sentiment. They issue a monthly Ag Economy Barometer and conduct an annual Producer Survey.

The June Barometer result (released June 3, 2025) is 146. Lower than May 2025, but the third highest since May 2021. Find the Ag Economy Barometer on the Bloomberg Terminal [https://www.bloomberg.com/professional/]: AGECBARO, AGECCURC and AGECFTE.

The Purdue University/CME Group Ag Economy Barometer is a nationwide measure of the health of the U.S. agricultural economy.





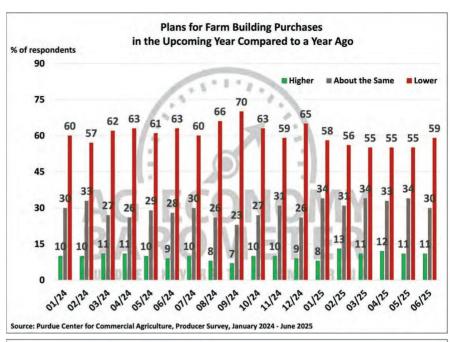
One interesting chart for *Rollforming Magazine* readers is the outlook over the next 5 years for livestock vs. crops. Both utilized roll formed components but with differences. For example livestock operations require more extensive ventilation and protection from condensation. 64% of livestock producers anticipate "good times" compared to only 35% of crop producers.

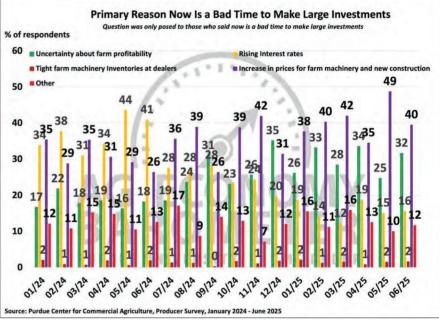
Despite general optimism, respondents are somewhat hesitant regarding farm building purchase. The graph of the data is titled "Plans for Farm Building Purchases in the Upcoming Year Compared to a Year Ago." Despite the title specifying "Compared to a Year Ago," the numbers are stable over the last two years. This could be an indication of general sentiment rather than an actual year-over-year comparison.

Another data set explores the "Primary Reason Now is a Bad Time to Make Large Investments." The data for May 2025 presents an interesting anomaly, the answer "Increase in prices for farm machinery and new construction" is the highest in the data presented in the table. Interestingly it dropped from 49 to 40 for June. One positive note is that since June 2024 to June 2025, concern over interest rates dropped from 41 to 16.

According to the data from Purdue University, the outlook for agriculture and ag construction appears significantly more positive than it has for four years.

More information and the charts provided can be found at https:/ag.purdue.edu/commercialag/ageconomybarometer/charts/. **RF**







Aa buildings=opportunity. Photo courtesy of Miller's Premier Construction, Wooster, Ohio.



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