

SPECIAL SECTION

FLIP TO METAL BUILDER

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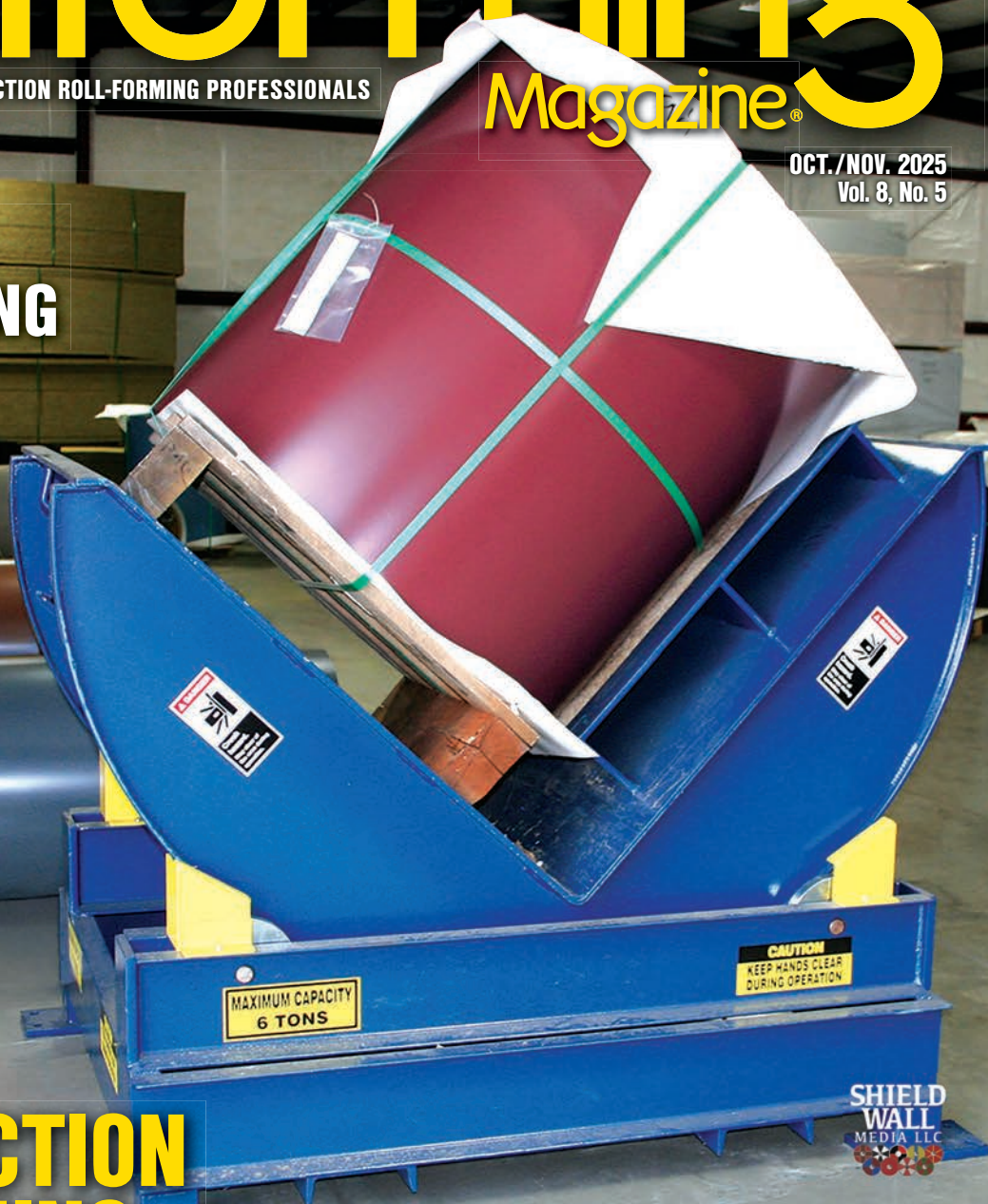
OCT./NOV. 2025
Vol. 8, No. 5

**LIGHT-GAUGE
COIL HANDLING**

**INVENTION
PROTECTION
INSIGHTS ON
THE PATENTING
PROCESS**

**CONSTRUCTION
ROLLFORMING
SHOW 2025**

- Exhibitor Profiles
- Seminars & Industry Panel
- Products at the Show



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Meet Max

■ By Gary Reichert, Publisher



I would like to introduce you to Max. Our office dog became our mascot about a year ago and his avatar found his way into ads, swag and a few other places. His most recent sighting is in the first of a series of children's books we are publishing, *Max Builds a Metal Roof*.

The idea is for our readers, and others, to spend time with their children and grandchildren teaching them about the construction trades. We use correct terminology and try to get the details right. Little things like being tied off

on a roof or having underlayment run horizontally rather than vertically.

Part of learning to love the trades is having a positive emotional connection to them. We hope spending time with Dad, Mom or grandparents and learning what they do will create these emotional bonds. Then when grown, the kids might see the trades as a viable career option for building a life and a family.

In future issues we will announce how you can purchase them and they will be available at the 2025 Construction Rollforming Show in Dayton, Ohio. **RF**

Show Director's Note))

Construction Rollforming Show is Right Around the Corner

■ By Missy Beyer, Director of Events, Shield Wall Media

As I write this, we are less than a month away from the Construction Rollforming Show taking place October 1-2, 2025, at the Dayton Convention Center in Dayton, Ohio. As the only business-to-business manufacturer-focused event for professionals in the construction metal-forming industry, the show is incredibly popular and as the event director it has been a busy year planning for the show.

We chose Dayton this year because Ohio is always a favorite for this event. The venue not only offers an attached hotel with other options just a short walk away, it is also surrounded by great restaurants and nightlife for those that want to enjoy a relaxing or exciting evening once the show floor closes.

This year we have put together a great list of exhibitors as well as some phenomenal speakers to make sure your time is well invested. Once again, in addition to our other seminars, we will have the Construction Rollforming Panel Discussion, which is scheduled for Thursday, October 2 at 9 a.m. The panelists will be answering metal business questions that have been submitted, and attendees are encouraged to bring written questions to the discussion.

Be sure to leave your Wednesday evening meal plans open so that you can attend the complimentary banquet at the close of the show that day. There will be lots of food, entertainment, and hopefully plenty of chances to network with other industry professionals.

Shield Wall Media, the parent company for both the Construction Rollforming and Post-Frame Builder shows, is a family-focused company, and as such, our shows are family friendly. Those with younger children that need a break during the show can utilize our "Rest Stop" that is included right on the show floor. If you don't have young children, but just need a break, feel free to pull up a chair because all ages are welcome. While there you might want to do some coloring or read the newest children's book – *Max Builds a Metal Roof* featuring my favorite co-worker Max the office dog.

I'm looking forward to seeing you at the show! And, as always, if you have any great ideas or feedback about our events please reach out. I would love to hear from you. **RF**

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On The Cover:

A coil upender from Metal Rollforming Systems. Photo courtesy of Metal Rollforming Systems.

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Gary Reichert,
 Publisher, Shield Wall Media

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Construction
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Invention Protection

Steps in the Process for Construction-Related Patents

■ By Courtney Glover

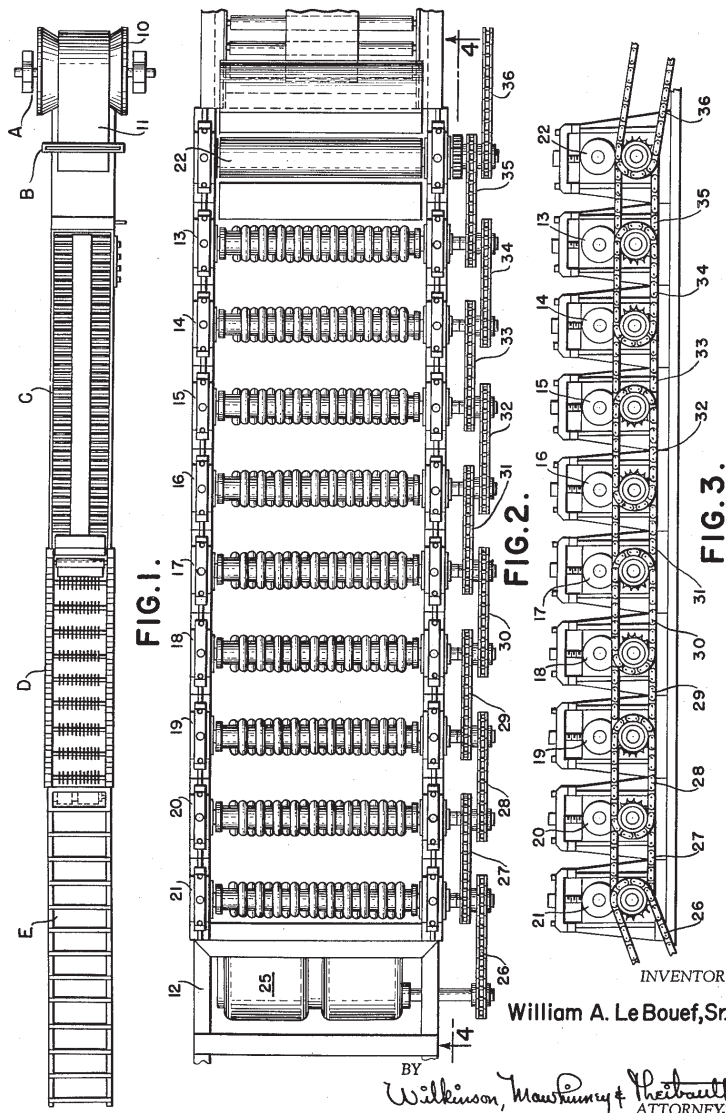
Nov. 21, 1961

W. A. LE BOUEF, SR
APPARATUS AND METHOD FOR MILL ROLLING SHEET
METALS TO IMPART A DESIRED
CROSS-SECTION THERETO

3,009,511

Filed Feb. 13, 1959

4 Sheets-Sheet 1



W. A. Le Bouef Sr., founder of Hercules Sheet Metal, was issued a patent for his roll forming machine in November 1961. The machine is still in service today! Watch for a Way We Roll profile about Hercules in the December edition of Rollforming.
PHOTO COURTESY OF CORRUGATED INDUSTRIES/HERCULES METAL BUILDINGS.

A patent allows others to be unable to make, use, sell, or import your invention for a limited amount of time. Essentially, a patent gives legal protection from others copying or profiting off your invention. When working on an invention in the construction industry, it is important to understand the “how’s” and “whys” of a patent to protect your products.

DOCUMENT YOUR INVENTION

After creating an invention or an invention concept, write a detailed description. The description should include the answers to “what,” “how,” “why,” and “what problem does it solve.” The description should include the purpose, components, and materials used, along with a step-by-step usage and assembly description.

Include dates of conception and development in your product description. You should be able to prove the novelty and utility of the invention, especially for mechanical or structural components. In the U.S., The United States Patent and Trademark Office (USPTO) requires applicants to provide drawings of their invention if it is necessary in order for them to understand the subject matter. If this is the case, adding drawings and/or diagrams to the descriptions of the invention would be necessary.

DETERMINE PATENTABILITY

Several criteria must be met for an invention to be patentable. The invention should be useful, novel, and properly described in the application. The

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invention must be new and not obvious to a person of ordinary skill in the relevant field.

The invention must be a patentable subject matter. Patents usually protect inventions related to processes, machines, manufacturers, or compositions of matter. Abstract ideas cannot be patented.

When considering a patent and patentability, consider whether it's a utility, design, or plant patent. A utility patent covers how an invention works. It lasts for twenty years and is the most common patent for construction products. A design patent protects how something looks, such as shape and appearances. Lastly, a plant patent protects new plant species. This type of patent is rarely used in the construction field.

CONDUCT RESEARCH

If you are interested in creating a new patent, your best decision is to first conduct research. Hire a patent attorney

Patents: The Bradbury Group:

Bradbury has received dozens of patents covering a wide range of products including rollformers, levelers, press systems, and stackers. These patents benefit our company by protecting the unique mechanisms and systems we create, preventing competitors from copying our innovations. This gives us a competitive edge and helps justify all the time and effort necessary to develop new technologies. I think the most interesting aspect of the patent process is the uncertainty of it. Many patents are low value, while others become mission critical, but it's hard to know from the start which group a new patent will fall into. One of our most valuable patents was nearly abandoned because customers didn't initially see the value of the technology. Eventually a few pioneering users had proven its effectiveness, and suddenly that system became a core market offering for us, driving hundreds of orders over many years.

— Jamie Wollenberg, Senior Manager - Research & Development
The Bradbury Company

or use the USPTO database to look for similar inventions. This helps avoid wasting time and money if the invention or patent already exists.

If a similar concept exists, it may block your patent. Some research can save you from a rejected application. In turn, research can help detail what is truly unique about your product and which parts are worth protecting. This can help

to write a stronger and more focused claim.

PATENT TYPE AND ATTORNEY

When considering a patent, you need to consider the patent type and strategy. The provisional patent is quick, inexpensive, and protects for twelve months. This patent gives "patent pending" status. A non-provisional patent is a formal application examined by USPTO. If you plan to export or manufacture overseas, consider international protection via PCT (Patent Cooperation Treaty).

It is highly recommended to hire a patent attorney. Construction inventions often involve complex mechanical systems; professional help avoids costly errors. An attorney will draft claims that protect against unnecessary workarounds along with guiding the client through the process of drafting and filing a patent, navigating the USPTO, assisting with patent litigation, and more.

FILING AND POST FILING THE APPLICATION

After researching your invention and drafting a patent application including specifications, claims, and drawings, it is time to submit the application to the relevant patent office along with the required fees. Filing fees vary based on the type of application and the country. Most patent offices, like USPTO, enforce online filing through their websites.

Patents: AceClamp

Q: For what product and why did you go through the patent process?

A: One of the first products we patented in the metal roofing industry was the original A2 Clamp. This was a pivotal innovation for us because it introduced the concept of non-penetrating push pins to securely clamp onto a standing seam metal roof without damaging the panel. At the time, most solutions relied on set screws that could pierce or deform the seam. We saw a better way.

Our design provided a safer, cleaner alternative that preserved the roof warranty while offering strong holding power. Because this approach was novel and had clear advantages over existing methods, we knew it was important to protect the intellectual property. Having already had some experience with patenting products, and with the support of an excellent patent attorney, moving forward with the patent process was a straightforward and strategic decision. It not only safeguarded our innovation but also strengthened our brand and market position early on.

Q: Tell us about your patent experience. What benefits did your company or product receive from patenting?

A: Our patented non-penetrating pin design was inspired by our team's experience developing sterile medical clamps, which had to securely attach to operating room side rails without piercing sterile drapes. We applied the same principle to metal roofs, creating a clamp that locks onto the seam without penetrating or damaging the finish—unlike set screw designs that can twist off the protective coating, our design used push-pins.

While we weren't the first to make a metal roof clamp, we were the first to use this specific non-twisting, non-penetrating push pin concept on a flat seam that locks in place. After rigorous 3rd party testing, we worked with our patent attorney to confirm the design's uniqueness and began the patent application process.

Though the process was costly, securing the patent gave us the confidence to invest in manufacturing, marketing, and education. It protected us from being outpaced by larger competitors and gave us the time to introduce the product to the market properly—ultimately allowing us to grow and establish our brand around a truly original innovation.



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If you are part of a community who is unable to file electronically, hiring an outside patent attorney or agent to handle filings and communications on your behalf may be a workaround.

Required forms to file the application will be provided by the patent office. These forms include the Application Data Sheet (ADS) and any necessary oaths or declarations. It is important to ensure you have the correct forms to save time, money, and lost protection on the invention. Ensure these documents are submitted in the correct format and with the correct and necessary information.

After filing the application, a patent examiner will review the application to determine if it meets the requirements for patentability. The examiner may reach out with questions or rejections about the patent; you or your attorney must respond. This phase can involve negotiations and revisions.

Typically, 18 months after filing, your application is made public. This allows others to see your innovation and gains you prior art status. Some businesses may not prefer the application to be made public. They may be reluctant to share detailed mechanical drawings or ideas, especially if they value privacy. Filing a provisional patent allows some delay in disclosure; trade secret protection may be preferred for some inventions.

If the application is approved, the USPTO issues a notice of allowance and requires a final fee. If the application is rejected, you may appeal or modify and re-file. After your patent is issued, you receive a patent number and the legal protection on your invention begins. This patent protection is valid for 20 years from the filing date for utility patents and 15 years for design patents. Maintenance fees are due at three and a half, seven and a half, and eleven and a half years after issuance for utility patents. Missing payments can void the patent. Legal or business service providers can act as agents to manage these deadlines to avoid missed payments.

ENFORCE AND MONETIZE

It is your responsibility to protect your rights. To do this, it is necessary to monitor competitors and pursue infringement if needed. You may consider licensing or using the patent to negotiate partnerships, especially if your product is widely used in the building trades.

CONCLUSION

A patent is a necessary legal step to ensure safety and protection on an invention. Within the three types of patents, construction companies are most likely to need a utility patent. Though the steps of receiving a patent

(such as documenting, determining patentability, researching, hiring an attorney, filing, and enforcing) is a long and often difficult process, it is a necessary one in order to ensure your invention has legal protection. **RF**

Courtney Glover is a freelance writer and photographer based in Milwaukee, Wisconsin. She contributes her talents to various publications and is the author of the “Max Builds” children’s book series from Shield Wall Media.

Look for “Max Builds a Metal Roof” at the Construction Rollforming Show October 1-2 in Dayton, Ohio

Patent: S-5!

For what products and why does your company go through the patent process?

Our company patents the majority of its products—around 90%. The decision to pursue a patent depends on whether the product is novel, inventive, unique and at risk of being replicated. We also consider whether the new product overlaps with our existing patents, which can sometimes limit our ability to file due to prior art—even our own.

The goal is to protect our intellectual property, engineering investments and extensive testing efforts. We primarily focus on metal rooftop accessories. These are often custom-designed and engineered for specific roof profiles and require significant R&D and testing. We also factor in brand protection and product safety, as imitation products could compromise both performance and customer safety.

Tell us about your patent experience, and what benefits does your company receive from patenting?

S-5! has been issued approximately 250 patents. Because we are a global company, at any given time, we are working on patent filings in multiple jurisdictions—including the U.S., Mexico, China, India, Australia and major European and Latin American countries—to ensure comprehensive global protection. A single product may result in 5–10 patent filings across different regions. This is a strategic decision based on where the product will be sold or installed.

We have extensive experience with both utility and design patents. We file both types simultaneously:

- **Utility patents** protect the functional, novel aspects of a product.
- **Design patents** protect the product’s appearance to prevent lookalike knock-offs.

Design patents are faster and less expensive, so we typically file them for most products. Utility patents take longer and stay open during product development.

The benefits of patenting include:

- **Competitive advantage** by restricting copycats and protect our investment in engineering and R&D.
- **Brand integrity:** Design patents stop competitors from mimicking our product’s look, which could confuse customers or dilute the brand.
- **Legal leverage:** Active patents give us legal grounds to challenge infringers.
- **Safety assurance:** By blocking inferior knock-offs, we help ensure our customers receive fully tested, compliant products.
- **Product evolution:** We refine patent claims and regional coverage to strengthen designs and enable future innovation.

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One Big Beautiful Bill

Tax Law Changes Manufacturers Need To Know

■ By Gary Reichert

One of the great things about my position at Shield Wall Media is I am in regular contact with upper management and C-Suite level people at a lot of construction related companies. One of the bad things is I am in regular contact with upper management and C-Suite level people at a lot of construction-related companies, and they share questions.

Rarely, I know the answers. Usually, it ends in a research project because if one person in our audience asked a question, many more have the same question and haven't asked. Those questions occasionally become article topics.

The most recent question was about One Big Beautiful Bill (OBBB) and how it affects Qualified Production Property, Bonus Depreciation and Rule 179. I am not nearly qualified to answer that question, but I can research.

I am not an accountant or tax attorney. This is not intended as tax or legal advice. The objective of this article is to provide enough knowledge for you to ask your advisors the right questions.

On July 4, 2025, Congress gave us the One Big Beautiful Bill (OBBB). It made sweeping changes across many areas, but three stand out for manufacturers and builders:

- Bonus Depreciation (Section 168(k))
- Section 179 (Rule 179)
- Qualified Production Property (QPP) (brand-new Section 168(n))

The name isn't just hype. This bill really is huge (about 1,000 pages), and with some planning may be beautiful, because you may be able to expand and

grow your business sooner. You can read the entire bill at <https://tinyurl.com/BBB0725>. Here are the changes.

BONUS DEPRECIATION: 100% IS PERMANENT

"Section 168(k)... is amended... by inserting '100 percent.'" — OBBB text

No more phase-downs. Property acquired after January 19, 2025 can be fully deducted in year one.

What that means for production facilities and shops:

- Roll formers, forklifts, CNC machines — all 100% deductible.
- Delivery trucks, trailers, and jobsite equipment — also 100%.
- Software and certain systems — covered too.

QUALIFIED PRODUCTION PROPERTY

QPP is new. It allows you to expense the production-use portion of a nonresidential building, instead of depreciating.

The rules:

- Construction must begin between Jan. 19, 2025 and Dec. 31, 2028.
- The building must be in service before Jan. 1, 2031.
- Only production space qualifies. Offices, sales areas, and parking don't.
- Stop using the space for production within 10 years and you may face recapture.

Why it matters:

For a 60,000-square-foot expansion, if 45,000 is production, that portion can be fully expensed in year one. Traditionally, it would have taken 39

Section 179 vs. Bonus Depreciation

Section 179

- Limit: \$2.5M
- Phase-out: \$4M
- Must have taxable income
- Pick and choose assets

Bonus Depreciation

- No dollar cap
- Can create a loss
- Automatic 100% expensing

Quick Checklist

- Track contract dates (must be after Jan. 19, 2025).
 - Map out production vs. non-production space for QPP.
 - Verify your state's conformity rules.
 - Decide when to use Section 179 versus bonus depreciation.
- Plan for recapture if you may repurpose space.

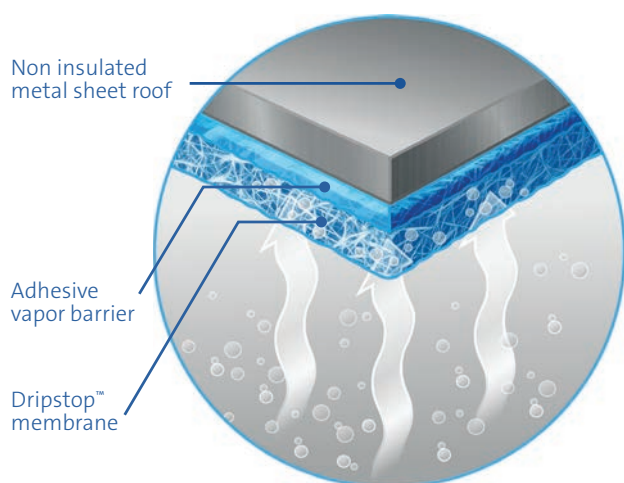
years. That's a seismic shift for plant expansions, modular facilities, and automated shops.

Continued on Page 14



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SECTION 179: MORE ROOM TO DEDUCT

OBBB raised the Section 179 limits.

- Maximum deduction: \$2.5 million
- Phase-out starts at \$4 million
- Still tied to taxable income (can't create a loss)

For smaller shops (shed builders, truss yards, roll formers and component manufacturers) this remains a flexible tool. Unlike bonus depreciation, Section 179 lets you choose which assets to expense.

Our audience includes equipment manufacturers, component manufacturers and builders. Here's how OBBB changes the landscape:

- Manufacturers can justify expansions faster. QPP reduces the after-tax cost of new production facilities.
- Builders can help clients design with

tax in mind—floor plans that separate production and office space maximizing immediate savings.

Accelerated depreciation and QPP both a benefit manufacturers seeking new production facilities and a potential closing tool, for the builder, in the design build process

When we acquired the Construction Division of F+W Media through Chapter 11, timing deductions and cash flow was critical to survival. OBBB doesn't make decisions for you, but it creates more flexibility allowing you more paths to success. **RF**



For more titles, check out
Shield Wall Media online:
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How to Determine Qualified Production Property (QPP)

QPP is the production-use portion of a nonresidential building — plus the machinery and systems integral to production. Determining what counts is critical, because it sets the size of your deduction.

Included (Eligible for QPP):

- Production floors: Manufacturing and processing areas.
- Material handling: Aisles, staging, and loading areas integral to production flow.
- Machinery and equipment: Roll formers, CNC lines, presses, welders, conveyor systems.
- Built-in systems serving production: Heavy-duty electrical, dust collection, compressed air, overhead cranes — if they directly support production.

Excluded (Not QPP):

- Offices, breakrooms, administrative space.
- Sales areas, showrooms, lobbies.
- R&D labs, software development, engineering spaces.
- Parking lots, employee facilities, or lodging.
- Machinery unrelated to production (e.g., office IT systems).

Key Rules:

- Construction must begin after Jan. 19, 2025 and before Dec. 31, 2028.
- Property must be in service before Jan. 1, 2031.
- If production use ends within 10 years, IRS recapture rules apply.
- Lessors can't claim QPP for space or equipment used by a tenant — the tenant must elect it.

Pro Tip: Keep floor plans, equipment layouts, and system drawings on file. The IRS will expect documentation tying production space and machinery directly to the deduction.








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Light-Gauge Coil Handling

Practical Tips for a Safer, Smoother Workflow

■ By Karen Knapstein

Handling light-gauge coils safely and efficiently is critical to keeping things running smoothly in a construction roll-forming shop. Coils are heavy, awkward, and expensive—so having the right equipment in place really matters. Whether you're upending, tipping, lifting, or feeding coils into a line, the right tools protect your materials, reduce downtime, and keep crews working without unnecessary headaches.

Coil handling isn't just about lifting and positioning—it's also about making each step more efficient. If you're moving coils from storage to the line or shifting them into position, having the right add-ons can save a lot of time. But not every shop is the same, and the best equipment is the kind that fits your shop's size, layout, and workflow. Below, we'll walk through the coil movement process and discuss a few of the companies that offer equipment that can help you equip your facility.

COIL UPENDERS/TIPPERS

Let's start with coil upenders—machines that rotate coils from horizontal to vertical (or vice versa). This is essential if the way coils arrive doesn't match how you feed them into

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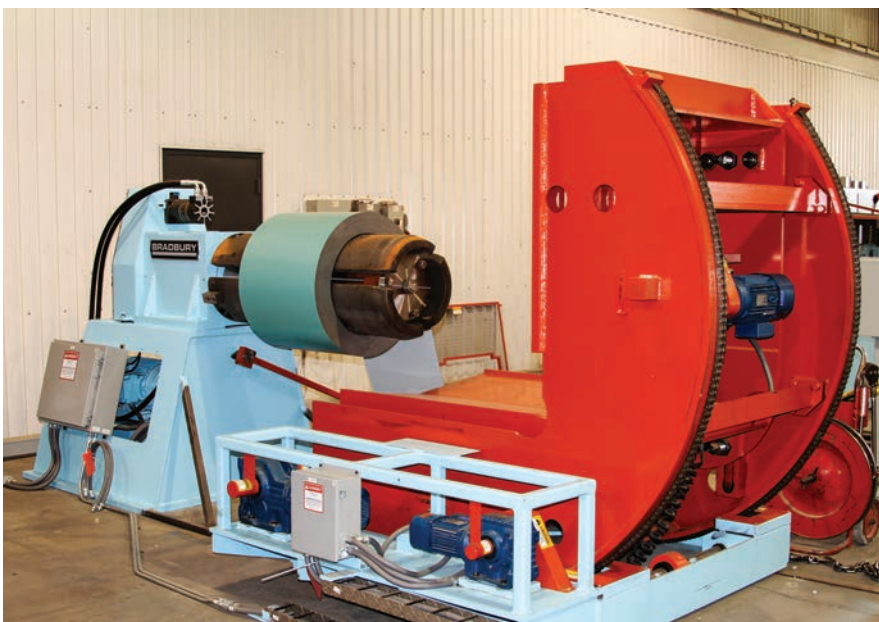
your equipment. Upenders make rotating coils safer, easier, and more efficient than other methods. ASC Machine Tools offers two styles of Off-Line Coil Upenders (tippers), with capacities ranging from 10,000 lbs. to 40,000 lbs. Both models are semi-portable and designed for freestanding operation. Metal Rollforming Systems (MRS) builds upenders with high-strength frames and industrial-rated motors for quick rotation. Acu-Form offers electric, hydraulic, or mechanically powered upenders, with compact 20,000-pound units that fit well in tighter spaces. They include fork pockets for easy repositioning, plus optional remote controls that allow operators to stay at a safe distance while guiding the coil.

ASC Machine and Bradbury offer both non-rotating and rotating upenders. Rotating upenders tip and rotate the coil 180 degrees, eliminating the need to approach the coil from a different side. This allows the coil to be placed eye-to-the-sky from storage, tipped, rotated, and picked up from the same side. A tipper that rotates while upending can be placed in a corner, saving valuable floor space and time.

ASC and Bradbury also makes a dual-purpose tipper also called downender. These units acts as a coil car, so you can rotate the coil and move it straight to the uncoiler in one step—reducing transfers and saving floor space.

UNCOILERS/DECOILERS

Once a coil is tipped horizontally,



Bradbury coil car and upender. COURTESY OF THE BRADBURY GROUP.

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it needs to be loaded onto an uncoiler to feed into the roll-forming line. Coil cars make it easy to load and unload coils and help position them onto the mandrel. The mandrel expands hydraulically, applying pressure inside the spool to securely hold the coil.

SWI Machinery offers modular uncoilers designed to keep things aligned and consistent. ASC Machine, Bradbury, and MRS all supply models that integrate directly with their roll-forming lines.

Bradbury single-mandrel uncoilers are available in multiple models with coil weight capacities ranging from 6,500 to 80,000 pounds, making them suitable for a wide range of applications. These uncoilers feature powered mandrel expansion, either hydraulic or mechanical, for a secure grip and efficient coil loading. Many models also include loop-arm speed control with tight-loop prevention, which automatically halts operation if the material feed becomes too slack or taut, helping maintain consistent strip integrity. With feed rates up to



Bradbury 8-arm turnstile. COURTESY OF THE BRADBURY GROUP.

Point-By-Point

To optimize coil handling in construction roll-forming shops:

- Match capacity to your heaviest coils.
- Choose drive type based on needs, horsepower, maintenance access, and space constraints.
- Enhance workflow with rotating bases, remote operation, and integrated decoiling systems.
- Prioritize safety by including switches and remote operation.
- Prevent coil damage with lined saddles and stable centering.
- Build for longevity with heavy-duty frames and lubrication systems.
- Plan for growth using modular, customizable systems.

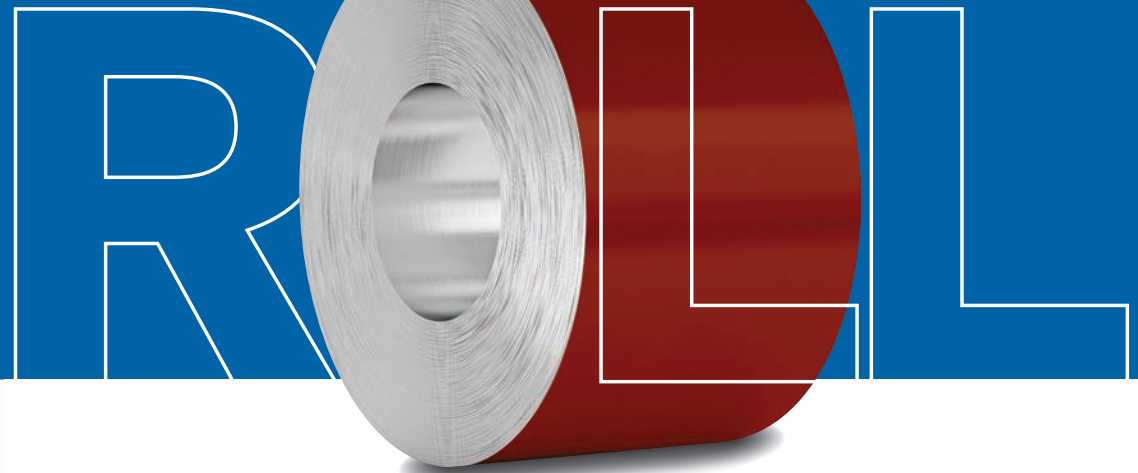
Each of these equipment options supports safe, efficient, and scalable coil handling. Matching choice to your shop's specifications, workflow, and future needs ensures streamlined production and minimized downtime.

300 feet per minute on select models, the company's uncoilers are engineered for high-performance environments. Optional coil powered overarms assist with threading and rewinding, particularly when handling heavier or thicker-gauge materials.

ASC Machine and Bradbury both offer double mandrel uncoilers that save time by holding two mandrels simultaneously. While feeding material into the line from one side, the next coil can be pre-loaded on the opposite arm. When the first job is complete, the uncoiler rotates, presenting the next coil. Coil changeovers on an ASC double-arm uncoiler can take as little as 1.5 to 2 minutes, compared to 5–8 minutes with a single-arm setup. This difference adds up quickly—saving nearly an hour of production time over just 10 coil changes.

Another upgrade is the ASC Machine turnstile, designed to manage multiple coils at a single uncoiling station. Holding three or four coils of varying widths, it significantly reduces downtime. The turnstile rotates to align with the coil car, which picks up the next coil and loads it onto the uncoiler mandrel.

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Combilift C-Series moving coil. COURTESY OF COMBILIFT.



ASCO USA Slinet automated coil storage system. COURTESY OF ASCO USA INC.

Bradbury turnstiles are storage and staging units designed to streamline coil selection and protect material within coil feeding operations. These rotary racks, equipped with up to eight arms, allow operators to preload multiple coils ahead of time, keeping them on the turnstile until ready for use.

This pre-staging process offered by a turnstile increases production throughput, minimizes forklift traffic, and enhances safety. Plus, its compact footprint optimizes floor space and boosts overall operational efficiency.

AUTOMATED COIL STORAGE SYSTEMS

Automated coil storage systems from ASCO USA and SWI Machinery offer substantial efficiency, safety, and space-saving benefits. These systems automate loading, unloading, and retrieval, dramatically reducing manual labor and forklift traffic. By organizing coils in horizontal racks with automated retrieval, shops maximize floor space and streamline workflow. Automated storage reduces coil damage risk and increases uptime by enabling faster coil changes. For high-volume operations, this means higher throughput, lower labor costs, and a safer, more organized workspace.

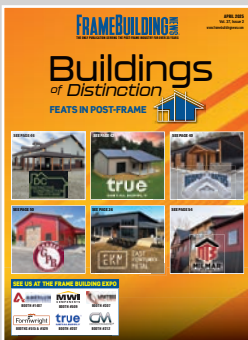
Forklift Attachments

For shops using forklifts to move coils, the right attachments are crucial. Standard forks aren't designed for coils and can damage edges or slip under load. Coil rams, cradles, and boom attachments stabilize coils during transport. Some upenders, like Acu-Form's, include fork pockets, allowing forklifts to safely lift and move them without extra gear.

HOISTS AND OVERHEAD CRANES

In tight shops or those with heavy forklift traffic, overhead hoists and cranes offer another way to lift and move coils. With a C-hook or vertical coil lifter, a single operator can transport coils without interfering with floor

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operations. Companies like Industrial Equipment Designs (IED) Inc. can integrate hoists into your equipment layout for a seamless material flow.

STRADDLE CARRIERS AND MOBILE HANDLING

When coils need to move long distances—such as from outdoor storage to an indoor line—straddle carriers like Combilift's Combi-MG offer a solution. Equipped with a rotating C-hook, it lifts coils up to 80 tons, fitting through narrow aisles and low-clearance doors. Combilift also produces multidirectional forklifts capable of carrying coils and transporting long roll-formed materials through confined spaces.

Protecting coils during handling is critical. Surface damage can turn an entire panel into scrap. Manufacturers line saddles and supports with UHMW or nylon to prevent this. ASC uses padded, V-shaped saddles for secure coil support during tipping, while Acu-Form's centering designs keep coils stable.

Durability is also key. Shops running multiple shifts need equipment that withstands heavy use. Machines made with welded steel frames, industrial-grade motors, and centralized lubrication systems can minimize downtime. Additionally, field-serviceable designs ensure easy maintenance without extensive disassembly.

Finally, think about future growth. Even if you're handling just a few coils a week now, modular systems allow you to scale up as your shop expands.

CONCLUSION

Choosing the right coil handling equipment isn't just about lifting capacity—it's about fitting your shop's workflow, space, and growth plans. Thoughtful equipment choices protect your materials and keep production rolling. Making wise investments in coil handling solutions ensures safer operations, higher efficiency, and minimized downtime. **RF**



MRS single-station uncoiler (left) and upender (right). COURTESY OF METAL ROLLFORMING SYSTEMS.



Acu-Form uncoiler. COURTESY OF ACU-FORM EQUIPMENT.



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Graber Post Buildings is a leading distributor and manufacturer of post-frame and metal roofing supplies and materials. We roll-form 6 different metal panels, and we have a custom trim department that can produce almost any trim profile needed for your projects. We also produce nail-laminated columns and pre-engineered wood trusses up to 100' clear span. We also stock overhead doors, windows, sliding door components, cupolas, fasteners, underlayments, vapor barriers, insulation, and much more. A true 1-stop shop!



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Construction Rollforming Show Exhibitors))



Grandura

Grandura Distribution LLC

Booth #116

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272-215-7196
lee@grandura.com
www.grandura.com

Grandura Distribution is the distribution center for Grandura snowguards and Ankyr clamps. Their product line includes the standard Grandura snowguard, as well as decorative shapes, including pine trees, a maple leaf, dog, buck, and a bear. Ankyr clamps are also available for securing items to standing seam roofs, such as snowguards, snow rail, solar panels, and satellite dishes.



Hixwood

Booth #600

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715-644-0094 (fax)
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Booth #106

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Jutland Main Line
717-308-9036
Stephen Werner
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stephen@jutlandtruckbodies.com
stephen@celltechbypinehill.com
www.jutlandtruckbodies.com
www.celltechbypinehill.com

Jutland Truck Bodies delivers premium all-aluminum flatbeds, service bodies, and custom builds engineered for demanding jobs. Alongside, CellTech by Pine Hill redefines enclosed trailer strength with patented all-steel panels for unmatched durability, protection, and performance. Together, they represent Pine Hill's commitment to innovation, reliability, and hardworking solutions built to keep you moving forward.



Levi's Building Components

Booth #309

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Ephrata, PA 17522
877-897-7020
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Liberty Painted Products

Booth #208

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Youngstown, OH 44512
330-967-2896
330-649-2652 (fax)
info@libertypainted.com
www.libertypainted.com

Liberty Painted Products is a distributor of bare and prepainted steel coils for the metal roofing and metal building industries. We offer a full range of bare and prepainted Galvalume in various thicknesses and widths to service the market. We stock industry standard sizes and



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Booth #425

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MetalForming, LLC

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www.mwicomponents.com

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ST Fastening Systems manufactures steel-frame and post-frame fasteners for agricultural, industrial, commercial, and residential metal roof and sidewall applications. Product strengths are drill point quality and corrosion resistance, as shown by the WOODBINDER MB drill point and ZXL zinc aluminum alloy molded head. Both products are enhanced by a powder coating paint system. Solid and vented closure strip systems, pipe flashings, and other accessories round out the product line.



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New Seminar Schedule

Popular Expert-Led Industry Panel Returns For Dayton, Ohio, Show

■ By Karen Knapstein

The Dayton Convention Center (22 East Fifth Street Dayton, OH 45402) will be the center of the construction roll forming world on October 1-2 during the Construction Rollforming Show. Responding to attendee and exhibitor demand, the show will run for two full days. Without further ado, here's the rundown of seminars and speakers at the 2025 Construction Rollforming Show:

WEDNESDAY, OCTOBER 1

8:00 a.m.: Signs It's Time To Replace Roll Tooling & Dies • Room 202

Paul Williams, Brian Rodgers of Formtek

This presentation will explain—and show examples of—what happens when roll tooling, along with punching and cut-off dies, become worn. We will compare new versus worn tooling and demonstrate the resulting effects on part quality. Topics include inconsistent setups and unstable roll forming processes, as well as issues such as coining material (deforming features and holes), bow, sweep, twist, and material damage like slivers. We will discuss how long tooling can or should run, using examples of mill conditions, materials, and profiles to illustrate how these factors affect tooling life. The presentation will also cover ways to preserve tooling, including the use of coolant, selecting different tool materials and coatings, and recognizing high-wear areas. We will explore strategies for improving part quality through tooling care, determining whether to regrind, sharpen, or replace tooling, and ensuring proper machine alignment. Finally, we will review best practices for tooling maintenance to maximize efficiency and longevity.

8:00 a.m.: Supply More, Win More •

Room 204

Randy Chaffee, Source One Marketing

We all know prospecting is critical. But too often, we chase new business while overlooking the hidden potential in the customers we already have. Acquiring new accounts takes time, energy, and money. Expanding your share of wallet with existing customers costs far less and often delivers more. In this session, we'll dig into how to balance prospecting with maximizing the opportunities right in front of you. Join me at the Construction Rollforming Show for a conversation on turning share of wallet into stronger, more profitable sales.



9:00 a.m.: Choosing the Right Protective Film • Room 202

Johan Blok, Global Film Source

Johan is the president of Global Film Source and has been involved with protective films for over 12 years. He will educate attendees about protective film solutions for coated metal panels, including why it is a good idea to protect your high-tech coatings from scratches and other damage that could result in claims. However, companies have experienced various problems with their protective film applications, including having to clear up residue, the film not sticking to the surface or being almost impossible to remove. Unfortunately, there is no “one solution fits all” protective film product for the myriad of coatings that are out there, so selecting the right product to fit the application is critical to avoid these pit-



falls. This presentation will go over how to select the right adhesive systems and film solutions for the various coating systems that are out there.

9:00 a.m.: Important Factors to Consider When Selecting Panel Rollforming Equipment • Room 204

Thomas Schwarzer, ASC Machine Tools

Choosing the right panel rollforming line to meet both your current and future needs is a significant decision. Each configuration offers its own set of advantages and drawbacks, depending on your specific application and the existing setup in your facility.



In his seminar, Thomas will guide you through the key considerations and insights to help you make an informed decision and set your business up for long-term success.

Based in Spokane, Washington, ASC Machine Tools is one of the world's leading suppliers of roll-forming machinery and coil handling equipment..

10:00 a.m.: Standing Seam Roof Attachments • Room 202

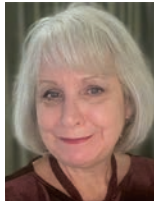
M.J. Wasley, AceClamp®

M.J. Wasley, who is the Director of Inside Sales at AceClamp, will discuss different types of attachment types and applications for standing seam metal roofs. AceClamp is a market-leading manufacturer of rooftop snow retention and solar mounting systems. Our lab-tested mounting systems help save contractors time and money by offering fully assembled clamps and component groups, simplifying the installation process, and reducing overall labor costs.

10:00 a.m.: All Coil Is Not the Same • Room 204

Irma Ferguson, Steel Dynamics

Irma Ferguson will be presenting a seminar exploring the various aspects and qualities of coil steel. Synopsis: Was the coil you just purchased melted in an EAF or a BOF? Was it rolled in the United States or overseas? Did you order the correct paint system for the job, and do you really understand the warranty terms? Irma Ferguson of Steel Dynamics will explain why these questions matter and how their answers demonstrate that not all coils are the same. Steel Dynamics is one of the largest domestic producers of flat roll steel, with a specialty in painted Galvalume® products.



Irma joined the Steel Dynamics team in 2003 and has held various sales roles with

increasing responsibilities. After 12 years in Product Management, Irma was promoted to her current position as Account Manager in Sales, where she plays a pivotal role in our construction market team. Irma has been present in the transformation of value-added products at SDI over the past two decades, enabling her to provide valuable insights into the capabilities of the manufacturing process of these products.

THURSDAY, OCTOBER 2

8:00 a.m.: Preparing Panels for Shipping • Room 202

Rob Bowlin, Ameripak

Rob Bowlin of Ameripak will be speaking about preparing metal trims and panels for shipping so they arrive at their destination in the same condition as when they come off the roll former, brake, or folder. Ameripak specializes in packaging solutions and materials from fully auto-

matic equipment to simple manual wrappers and wrapping supplies.

8:00 a.m.: Roll Former Power Options • Room 204

Joel Lesher, Stoll Metal Works

Joel Lescher of Stoll Metal Works will speak about power options for roll forming equipment. Specifically, this seminar is being presented to address the needs of the Plain Communities. Stoll Metal Works offers low-tech trim brakes, coil upenders, flat stock tables, and more for the metal roofing business. Stoll can customize any of their machines to fit users' needs.

9:00 a.m.: Construction Rollforming Industry Panel • Room 202

This is an hour-long panel discussion that will focus on the construction rollforming industry. Experts in the industry will address Rollforming Magazine subscriber-submitted questions, as well as take

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questions from the audience. This popular show feature will again be held before the exhibitor floor opens so attendees do not have to choose between meeting exhibitors and participating in the panel discussion.

Once again moderated by **Randy Chaffee**, the experts on the panel include:

- Ben Schmidt, Bradbury Group
- Conrad Farley, United Steel Supply
- Nick Orr, Forge
- Dave Higgins, Higgins Steel.

With over 40 years in sales, **Randy Chaffee** is a trusted voice in the metal roofing, post-frame, and metal building industry. As owner of Source One Marketing, he helps build brands and relationships that last. He's the host of BuildingWins.LIVE and Let's Chat with Randy Chaffee, bringing energy, insight, and top guests to the conversation. A speaker, emcee, podcast pro, and all-around force multiplier, Randy blends old-school hustle with modern digital tools to stay ahead of the game.

Ben Schmidt, who has been with The Bradbury Company for 20 years, has served as industry sales manager for the metal building, trim, and decking industries since 2020. Ben leads a team to manage all facets of sales and customer relationships in the Metal Building, Decking and Trim Shop industries, as well as working directly with equipment Research and Development.



Conrad Farley is the National Sales Manager for United Steel Supply, which supplies light-gauge construction coil, 100% of the company's painted coil is from the United States. "I've been supporting this industry since I was 23 years old. 30 years growing up in the industry I've been so fortunate to have had opportunities to learn coil coatings and technical side of this market to all things service and supply related to steel." Conrad spent 22 years with Valspar Paint (Lilly Coil Coating), starting out working in the paint plant, then moving into Technical Service supporting paint



lines, followed by working with end users across the country before starting with the Roll Former team. He joined United Steel Supply in 2017, focusing on value-added steel coil distribution, building partnerships and relationships built on quality and service to regional roll formers.

Nick Orr is the Director of Sales & Marketing at Forge Machines (formerly Hershey's Metal Meister), where he works closely with contractors, manufacturers, and suppliers in the construction metal forming industry. Drawing on his daily interactions across the market, Nick brings valuable insight into both the technical demands of modern folding machinery and the broader trends shaping the industry. His perspective reflects the real-world challenges and opportunities builders face, making him a strong advocate for practical, customer-focused solutions that help advance efficiency and innovation in metal forming.



Dave Higgins convinced his father to go into the roll forming business back in 1991 ... back before regional roll forming was a "thing." Dave, who owns Higgins Steel Roofing, was among the first to identify two important trends in the Midwest: post-frame construction and regional roll forming. Continuing to innovate, Dave's company now has two Ohio locations. And he's game to discuss his insights and experience with audience members during the Construction Rollforming Industry Panel.

10:00 a.m.: Moisture Mitigation and Felt Application Best Practices • Room 202

Brett Clary, Dripstop

For nearly 30 years, Dripstop™ has served as a reliable solution to the widespread problem of condensation on uninsulated metal roofs. Condensation occurs when warm, moist air comes into contact with cooler metal surfaces, leading to the formation of water droplets. Over time, this moisture can cause significant damage.

Specifically designed for use in post-frame and agricultural buildings, steel structures, self-storage units, open-

walled buildings, and car and truck ports, Dripstop provides an effective, worry-free method of managing condensation without the need for traditional insulation systems.

This session will explore the broader issue of condensation control, educating attendees on the science behind moisture formation and the various techniques and materials available to combat it. Participants will gain insight into traditional insulation methods, vapor barriers, ventilation strategies, and how they compare with Dripstop's integrated solution. The goal is to empower attendees with a solid understanding of condensation-related challenges and the available solutions. By the end, participants will recognize that controlling condensation in uninsulated metal roofing systems is not only critical for building longevity but also surprisingly simple with the right tools.

10:00 a.m.: Proficiency Through Automation • Room 204

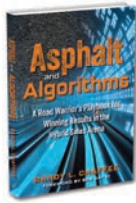
Jonathan Jackson, Indiana Metal

Jonathan Jackson of Indiana Metal will be speaking about how automation is currently, and will continue, to shape the future of roll forming. Through automation, robotics, and AI, Jonathan will discuss how roll formers can transform their operations to do more—with less. As the co-owner and driving force behind Indiana Metal, a company redefining what it means to be a supplier in the metal roofing industry. He began his career hands-on, installing roofs, before recognizing a larger mission: to simplify the metal roofing process and make it as approachable as shingles. With a focus on education, innovation, and contractor empowerment, Jonathan has grown Indiana Metal into more than just a supply house—it's a strategic partner for builders across the Midwest. Through cutting-edge technology and a relentless commitment to customer success, he continues to raise the bar for what contractors can expect from their suppliers.



BOOK SIGNING

Just a few weeks ago, Randy Chaffee released a new book: *Asphalt and Algorithms: A Road Warrior's Playbook for Winning Results in the Hybrid Sales Arena*. Randy shares how he successfully evolved from a traditional "road warrior" sales guy into a modern hybrid sales leader—blending the best of old-school relationship building with today's digital tools. There are two autograph sessions scheduled during the show: 2-3 p.m. Wednesday and 11 a.m.-noon on Thursday. They will be held in the Shield Wall Media booth.



ADDITIONAL SHOW DETAILS

The 2025 Construction Rollforming Show will be held at the Dayton Convention Center, located at 22 East Fifth

Street, Dayton, Ohio. The exhibit 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, seminars 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 exhibit floor and all seminars. Additional show perks include a free continental breakfast each day, courtesy of Red Dot Products, and a complimentary social from 4:30-6:00 p.m. Wednesday with free food and beverages that allows attendees and exhibitors to connect at a more casual level. 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 Construction Rollforming Show is a family-friendly event. Non-industry spouses, as well as children under the age of 16 are admitted free of charge. The Rest Stop Retreat, courtesy of Acu-Form and ASCO USA, is a spot right on the show floor where families can take a break from the hustle and bustle.

CONCLUSION

Don't let these learning opportunities pass you by—whether you're just starting out or looking to take your roll-forming business to the next level, the speakers, presenters, and exhibitors are here to help you build and grow your business. Your show badge grants you full access to everything the show has to offer. Ask questions, connect with industry leaders, and walk away with the practical strategies and supplier contacts you need for your business to succeed. **RF**

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Learn about these products at the Construction Rollforming Show Oct. 1-2

■ By Karen Knapstein



ACU-FORM EQUIPMENT SOFFIT MACHINE

Booth 207: Designed by Acu-Form, the soffit panel made by this machine latches together for quick, easy and accurate installation. The standard coil width is 20.125", but can also be made to match whatever profile you have.

It can run solid or with full perforation. All forming dies are D2 tool steel and can be set up to your specifics. Available in electric, hydraulic, or mechanical.

www.acuformequipment.com

FORGE DOUBLE FOLDER

Booth 521: The D Series Double Folder from Forge (formerly known as Hershey's Metal Meister) significantly boosts output on standard profiles by eliminating wasted time flipping and turning long, awkward parts—reducing handling and increasing bending efficiency. Slit-Frei Technology features a slitting assembly on dual linear rails mounted to the chassis, ensuring rigidity and freeing the beams from interference—allowing

the Variobend to cut up to 3X faster than competitors. The angled bending beam enables profiles that vertical systems can't handle, while the 24" touchscreen control simplifies profile input and provides access to a full library of standard profiles. A U.S.-engineered hydraulic system with SAE fittings, dual filters, and premium hoses delivers long-lasting performance and reliability. Replaceable hardened segments on both clamping and bending beams guarantee lifelong precision with easy maintenance. Finally, an 8" x 12" tubular steel frame gives Variobend unmatched structural integrity, making setup easier and accuracy consistent—even on uneven floors.

www.forgemachines.com

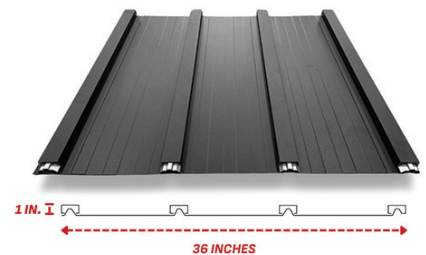


FORMTEK B&K SUPERMILL

Booth 310: The B&K Supermill Roll Forming System is the go to choice in the construction industry for manufacturing drywall studs, track, and structural joists for steel framing applications. Built for versatility and scale, it accommodates

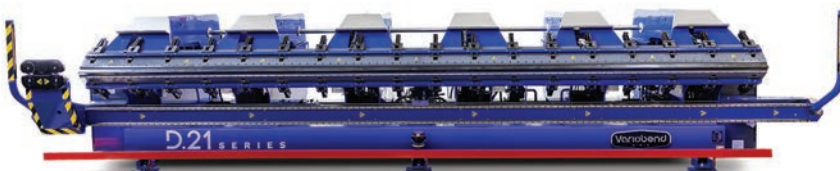
1½" to 8" web widths with gauge adjustments ranging from lightweight 25 g drywall up to 18 g light structural steel, all within a compact footprint (less than 30 ft long and just over 10 ft wide), and capable of producing 3–7 tons per hour at speeds reaching 500 ft/min. Designed to streamline operations for distributors of all sizes, it offers fast changeovers and optional hemming fixtures and pairs perfectly with the B&K Accessory Roll Forming System, which extends production capabilities to resilient and furring channels (RC1, RC2, CRC, Z furring), corner beads, hat sections, drywall angles, J channels, and more, making it an integrated, end to end solution for modern steel framing needs.

formtekgroup.com



METAL EXTERIORS ELITE BATTEN

Booth 212: Elite Batten is a snap-on batten system designed to pair with the 36-inch-wide Elite Rib panel. This system allows builders to fasten panels directly to purlins using exposed fasteners through the ribs. A patent-pending clip-and-batten system then covers those fasteners with a bold 1-inch batten spaced 12 inches on center. The result is a clean, symmetrical profile with no exposed screws. Elite Batten installs quickly and creates strong visual rhythm on walls,



making it suitable for agricultural, residential, and commercial applications. The system is available in a wide range of colors, textures, and woodgrain finishes.

www.metalexteriors.com



METAL ROLLFORMING SYSTEMS SNAP LOCK WITH NOTCHER MACHINE

Booth 201: The Snap Lock with Notcher roll former is powered by an electric gear reduction motor and chain drive. It features dual 3" polished steel shafts and hardened tool steel blades. It supports multiple rib profiles, with optional side-by-side tooling and rib notching for cleaner cuts. Notching is selector switch-operated and can notch both edges while cutting to length. It handles 24–29 gauge Grade 50/80 steel, with 12" or 16" coverage. The machine includes tooling for single profiles, with adjustable width for multi-profile use. Variable speed control allows up to 120

feet per minute line speed.

www.mrsrollform.com



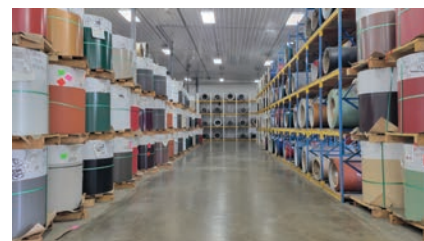
PROFIILIKESKUS OY TILE-SHEET ROLLFORMER

Booth 415: The roofing-tile panel, also known as tile sheet or glazed tile panel, is a steel roofing panel designed to resemble a traditional clay tile roof. Tile panels were first invented in the Scandinavian countries, where there was a need for elegant roofing that could withstand snow and harsh winters.

The tile-sheet roll-forming machine is a fully integrated production line that uncoils, forms, presses, cuts, and stacks steel tile-effect roofing panels. The machine is built for optimal quality of the end-product, ensuring that the metal is not stretched but simply bent by the press. It operates at an effective speed of 26 ft/min with up to 15 t output per shift. The machine is available for different

types of tiles.

www.profiilikeskus.ca



HIXWOOD STEEL COILS AND RECOILS

Booth 600: Hixwood offers coils and recoils with the specs you want, and the quality we demand. All steel gauge measurements are pre-paint, so you can be confident in every job you run. 29 through 22 gauge coil and recoils with your choice of full galvanization, Galvalume®, or ZAM® coatings. With Hixwood's palette of 25+ solid colors, 15 textured options, and a selection of high-definition prints, you're sure to have exactly what your customers are looking for.

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LEVI'S BUILDING COMPONENTS SNOW DEFENDER

Booth 309: Levi's stainless steel Snow Defender line is built from high-quality,



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Booth 407: MetalForming introduces VIETSTEEL's high-performance in-plant rollforming machines, designed to meet the speed, precision, and customization needs of architectural fabricators. Choose from high-speed single- and double-deck models ideal for roofing and purlin production.

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Premier Roofing

Metal shop's success is built on a foundation of strong relationships

■ By Rollforming Magazine Staff

When challenges arise, innovators see an opportunity. That's exactly what Matt Burkholder did when his employer downsized after a decade in construction. Instead of letting that setback stop him, he launched Premier Roofing and Construction in Nappanee, Indiana, in 2011. Today, Premier Roofing is known for its top-notch metal forming work and genuine, long-lasting relationships. This is the story of their success.

SEIZING THE OPPORTUNITY

In 2011, armed with a decade of experience, Matt turned a difficult moment into a fresh start. While established companies were fully booked and demand for roofing and metal forming was high, he saw a gap in the market. Starting as a post-frame builder and roofing contractor, he built his reputation by focusing on quality work and excellent customer service. Matt believes that success in construction relies on using the best materials, tools, and equipment—and on cultivating solid relationships with customers and suppliers.

INVESTING IN THE RIGHT EQUIPMENT

As Premier Roofing's projects grew in size and complexity, so did the need for advanced, reliable equipment. One of the first major investments was a New Tech SSH roll former. Matt and his team found that New Tech Machinery produced some of the best, most user-friendly roll formers available. Although the investment was significant, producing panels in-house quickly paid off by reducing costs and ensuring material availability.

By 2013, Premier Roofing had added a second New Tech machine and a used Jorns 21' folder. As demand increased, they expanded further with a third New Tech machine in 2015. In 2016, after moving to a new facility, the company added a Variobend long folder and a CIDAN cut-to-length slit line, which boosted production efficiency. In spring 2022, they expanded the shop by 12,000 square feet and installed an MRS Titan 36" exposed fastener panel line. Every new machine—from the SWI slitter and recoil line to equipment from Guttermaster, CIDAN,

Eastside Machinery, JM Machine, and Heartland Equipment—was selected for its advanced features and strong manufacturer support.

For Premier Roofing, cutting corners on equipment is not an option. High-quality machinery is the backbone of efficiency and excellence, helping to keep prices competitive and ensuring that every product meets customer expectations.

BUILDING AUTHENTIC RELATIONSHIPS

Matt understands that quality equipment is only part of the success equation. Equally important is building strong relationships. Early in his career, he learned that not all steel is the same. After testing various suppliers, he discovered that some steel worked better on his machines and produced smoother, higher-quality panels. Today, Premier Roofing uses steel from trusted suppliers like United Steel Supply and Coated Metals Group. Matt advises others in the roll-forming business to choose reputable steel suppliers—quality materials are essential.



Owner Matt Burkholder hangs his hat on using high-quality equipment and materials.
PHOTOS COURTESY OF PREMIER ROOFING.

This commitment to excellence extends to every part of the business. Premier Roofing uses top-tier coatings such as Kynar and Sherwin-Williams Weather XL, and sources fasteners from companies like Direct Metals Inc., Atlas Building Products, Levi's Building Components, and Wildcat Fasteners. When choosing partners, Matt looks for not just a quality product, but also rapid service. "Quality and service are the most important parts of any business relationship we have," he

says.

The company also values strong support from its equipment suppliers. Whether it's quick assistance from New Tech for roll formers, dependable service from Variobend for trim folders, or fast support from SWI, having responsive partners is crucial—especially when equipment downtime can cost valuable time and money.

INNOVATING FOR CONTRACTORS

Innovation at Premier Roofing goes beyond purchasing new equipment—it's about finding better ways to work that benefit both contractors and customers. For example, noticing that some contractors hesitated to use standing seam roofing because it seemed too complicated, Matt's team developed a user-friendly trim system. After extensive testing both in the shop and on job sites, the new trim system

simplified installation, reduced errors, and improved overall performance.

Another innovative idea was offering enclosed roll-forming trailers. These mobile units allow roofers to produce custom panels directly on the job site without rental fees—roofers only pay for the coil, trims, and supplies they use. This on-site roll forming service accelerates projects and reduces logistical challenges.

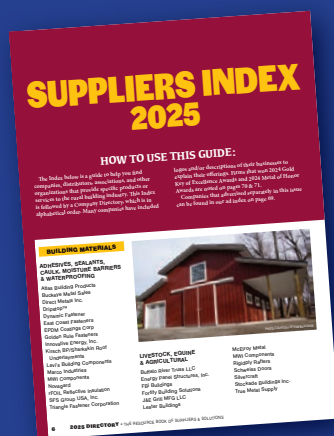
A FOCUS ON QUALITY IN EVERY DETAIL

At the heart of Premier Roofing is a deep commitment to quality. In his early days, Matt tried saving money with lower-quality equipment, but he soon learned that investing in the best tools saves time, money, and stress in the long run. Reliable equipment has allowed the shop to run smoothly and deliver components that meet high standards.

This commitment also applies to

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materials. While smaller coils were sufficient at first, the business's growth led to investing in a recoil line capable of handling larger coils, resulting in significant cost savings and efficiency gains. Every strategic decision—from making panels in-house to owning a trim folder—has been a step toward delivering outstanding products.

FAMILY-ORIENTED CULTURE, PRIME CUSTOMER SERVICE

Premier Roofing's success is also built on its people. What began with just two employees has grown into a tight-knit team of eight full-time staff members, supported by skilled subcontractors. Matt credits his dedicated team for the company's achievements: "God has richly blessed us and our employees are phenomenal. They have been a huge part in making our business successful."

The company treats every customer

like a partner, focusing on the details that matter—whether it's installing a 36" exposed fastener panel or a custom-designed PlatinumX4 panel with a unique look. As Matt advises, "Always treat your customers as if they are right and put your best quality into every project."

Premier Roofing offers a diverse range of products, including steel roofing, siding, plank siding, soffit, trims, and commercial guttering. Signature products like the PlatinumX4—a four-rib panel with a unique striation design for added strength and style—and wood-look plank siding demonstrate the company's commitment to both function and design.

EMBRACING NEW TECHNOLOGY

Keeping up with technology is key to staying competitive. Initially, Premier Roofing outsourced trim bending until Matt realized that owning a trim folder

would be a game changer. "I wish I had bought a trim folder sooner," he admits. In-house trim bending not only saves money but also ensures that every piece is made to high standards. Now, the trim folder is as critical as the roll former, and the company is even exploring the addition of a double folder to further boost efficiency.

STRONG SUPPLIER PARTNERSHIPS

In metal forming, reliable suppliers make all the difference. Premier Roofing's long-standing partnerships ensure that the company consistently receives quality materials. Similarly, trusted equipment manufacturers provide prompt support when needed. "With any of our major equipment suppliers, a phone call is all it takes to get help," says Matt.

These partnerships not only keep day-to-day operations running smoothly but

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also encourage the company to explore new technologies and products, knowing that expert support is always available.

CUSTOM SOLUTIONS AND MOBILE ROLL FORMING

Flexibility is at the core of Premier Roofing's business model. The company offers custom solutions like enclosed roll-forming trailers that allow roofers to produce panels on site. This service eliminates the wait for factory-delivered panels and reduces rental fees, as contractors only pay for the supplies they use. With a fleet of seven portable roll formers, Premier Roofing can efficiently serve residential, agricultural, and commercial projects.

In addition to roofing panels, the company supplies a variety of fastener systems—such as the 1 and 1½" fastener flange, the 1¼" snap lock, and the 2" mechanical seam—along with the necessary tools from trusted names like Roll Former LLC, Malco, and Wuko. These offerings ensure that every roll-forming trailer is equipped to deliver quality results.

BUSINESS ADVICE

After more than a decade in the industry, Matt has learned many valuable lessons. His top advice for newcomers is to invest

in quality equipment from the start. "Had I known everything I know now, I would have bent our own trim from the beginning," he reflects. Owning a trim folder pays for itself quickly and saves time and money compared to outsourcing. Matt also stresses the importance of balance. Running a business is demanding, but it's vital not to let work consume your personal life. "If you have a family, make sure business doesn't consume all your time," he advises. A balanced life helps you make better decisions and build lasting relationships.

LOOKING AHEAD

Today, Premier Roofing operates with a dedicated team of eight full-time employees and several subcontractors. While the current size meets their needs, Matt is always looking for ways to improve efficiency. The company plans to move into a larger facility within the next two years and add more advanced equipment to maintain peak performance. Despite these growth plans, Matt remains humble. "We never imagined we'd get to where we are," he reflects. Premier Roofing has become a trusted partner for contractors and a leader in metal forming innovation. Their future goals are clear: continue delivering the best steel roofing, siding, trims, and other products, all

while investing in reliable equipment and maintaining strong relationships.

IN CONCLUSION

Premier Roofing's journey is a story of hard work, smart investments, and genuine relationships. From its start in 2011 to becoming a respected industry leader, the company shows that success comes from using quality equipment and building strong partnerships. For anyone in the metal forming and roofing industry, their story offers a valuable lesson: invest in the best tools, choose reliable suppliers, and always put the customer first. Every decision—from buying advanced machinery to nurturing supplier relationships—shapes the future of your business. As Matt puts it, "Our equipment and relationships have been the backbone of our business. They've helped us overcome challenges, delight our customers, and build a company that has exceeded our expectations." With this philosophy, Premier Roofing is poised for even greater achievements in the years ahead.

Remember, when you invest in quality equipment and build real relationships, you're building a legacy. Good business is about excellence, attention to detail, and genuine care for people, and that's the kind of success that lasts. **RF**



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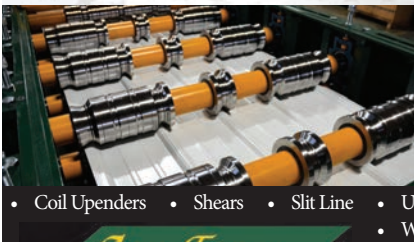
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Metal Shop Upgrades

What to Consider Before Choosing a Trim Roll Former

■ By Karen Knapstein

Trim profiles may be smaller than roof and wall panels, but they play a critical role in both performance and aesthetics. A building simply isn't complete without them. Whether it's a ridge cap, corner trim, drip edge, or J-channel, a well-formed trim piece finishes the job right.

For many metal-forming shops, adding a dedicated trim roll former can improve efficiency, expand product offerings, and boost productivity and profitability. But before you commit to a machine, it's worth taking a close look at your current capabilities, your needs, your future goals, and what different machines can deliver.

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DEFINE YOUR NEEDS AND GOALS

Before investing in a roll former, be clear about what you want the machine to produce. Will it be dedicated to just one or two high-demand profiles, or do you need it to handle a wider variety? Consider your current order volume and whether it's likely to grow in the coming years. If you're producing the same

trim components in high volume, a trim roll former may be a wise addition. If you anticipate new profiles or markets, choosing a more versatile machine now could save you an upgrade later.

Look at how you're currently using your trim folder. If someone is spending full shifts bending the same part, it may be time to free up the folder with a roll former. Many shops also add a single-profile machine specifically for longer components like corners to avoid lapping shorter pieces.

GET SPECIFIC ABOUT PROFILE DESIGN

Machine design starts with knowing exactly what you'll be forming. Talk with contractors to learn which profiles they use most so you can be confident your machine will stay busy. If you already have samples or detailed drawings, share them with the manufacturer. This ensures the machine is engineered to produce exactly what you need.

Sometimes even a hand-drawn sketch with accurate measurements is enough for a manufacturer to create a technical drawing. Once the specs are finalized and approved, the order is placed, tooling is designed, and production begins.

LOOK CLOSELY AT MACHINE FEATURES

Not all trim roll formers are created equal. Be sure to ask equipment manufacturers about these key factors:

Forming Stations – The number of stations affects how smoothly a profile is formed. A ridge cap may require 10 stations, while corners often need 12. Dies



The amount of tooling required has a significant impact on the price of the machine. A basic profile like a ridge cap requires only 10 stands, while an F & J channel machine needs more tooling.
PHOTOS COURTESY OF ACU-FORM EQUIPMENT.

are a major cost factor, and quality matters—low-grade dies wear quickly and compromise trim quality. Always ask about tooling longevity.

Face Up or Face Down? – Each method has pros and cons. Running face up minimizes handling, but stacking requires careful attention to avoid scratches. Running face down means blanks must be flipped, but ridge caps and similar parts can drop directly into a trough, allowing one person to run the machine.

Multiple Profiles – Machines designed for multiple profiles cost more and require additional dies. They're powered by a single motor, so downtime affects all profiles. Another option is to use multiple single-profile machines, each with its own motor.

Speed and Throughput – Faster isn't always better. Match machine speed to your actual production needs and budget.

Material Compatibility – Confirm the machine can handle the gauges, coatings, and substrates you plan to run. Provide detailed specs such as gauge, hardness, and coating type. (For example, will you be running G50 or G90?)

Flexibility – Some machines allow limited adjustments, such as varying face dimensions on a drip edge, which can save time and increase versatility.

PLAN FOR SPACE, POWER, AND WORKFLOW

Even the best machine won't perform well if it doesn't fit your shop. Most trim

formers run 16–18 feet long, but space at the output end must match the length of the trim you're producing. Running 32-foot corners requires more than 32 feet of clearance.

Check your building's electrical capacity to make sure it can handle the machine's requirements. Also, plan how the roll former will integrate with coil handling equipment like uncoilers and feeders.

FACTOR IN QUALITY AND MAINTENANCE

The quality of your finished trim depends on the precision and durability of the machine. A solid frame, accurate tooling, and smooth operation reduce downtime and extend tooling life. Maintenance matters, too—look for designs that allow easy lubrication and adjustments. Ask about replacement part availability and cost.

EVALUATE MANUFACTURER SUPPORT

A trim roll former is a significant investment, and the manufacturer you choose is as important as the machine itself. Look for a company with proven engineering capabilities and a strong track record. Training for your operators and maintenance team can shorten the learning curve. Don't forget to ask about warranty coverage, response times for technical support, and service agreement options.

RUN THE NUMBERS


Trim roll formers vary widely in size, speed, and price. Even an economical model designed to run a standard shift can dramatically outpace a trim folder. At 80 feet per minute, a roll former can produce around 38,000 linear feet in a day—far more than a folder can handle.



A modestly priced machine can still be a workhorse that lasts decades if backed by a reputable manufacturer. When comparing costs, look beyond the purchase price to factor in energy use, tooling wear, labor, and production savings. The right

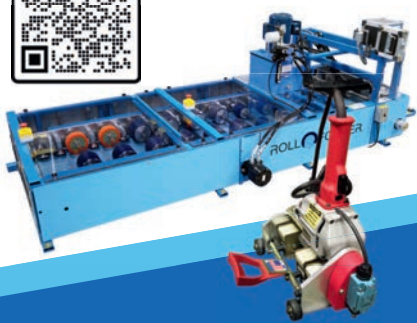
machine should pay for itself quickly through higher output and freed-up equipment.

FINAL THOUGHTS


Adding a trim roll former can be a smart move for many shops, but it's about more than just buying equipment—it's about finding the right partner for the long term. By matching your current and future needs with the right machine, you'll position your shop for consistent quality, smoother workflow, and stronger profitability for years to come. **RF**

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Multiple Manufacturers, One Location

If you already know the profiles you need and have the specs, you can speak with multiple equipment manufacturers in one location at the Construction Rollforming Show Oct. 1-2 in Dayton, Ohio.

MILL STEEL EXPANDS HOUSTON OPERATIONS WITH MOVE TO PORTSIDE FACILITY

Mill Steel Co., a leading national distributor of flat-rolled carbon steel, stainless, aluminum, and metal framing products, has announced the relocation of its Houston operations to a larger facility strategically located at the Port of Houston. The transition will take place over the next couple of months and is a significant step in enhancing Mill Steel's service capabilities.

With direct access to the port, Mill Steel will be able to receive up to 60,000 lb. coils straight from the water, reducing transit times and improving efficiency. This strategic advantage will allow the company to provide faster lead times on orders, ensuring customers receive their material quickly. Additionally, the expanded 100,000 square-foot space will support increased productivity and offer

greater capacity for future growth.

To further enhance its processing capabilities at the new location, Mill Steel is investing in state-of-the-art equipment, including a new high-speed slitter with precision leveling capabilities that handles 72" wide coils in gauges .015–.250". This advanced line will enable flatter material and faster throughput providing superior value to customers.

The new facility will offer Mill Steel's full product line, delivering a comprehensive range of high-quality materials for construction, agriculture, manufacturing, and other industrial applications. In addition, the increased capacity will provide opportunities for third-party unloading and storage.

As Mill Steel continues its transition, customers can expect uninterrupted service and enhanced logistics benefits from the new location. Both plants will operate simultaneously during the startup

period to ensure seamless supply and on-time delivery. More details, including the exact move-in timeline, will be shared as the transition progresses.



LEADERSHIP TRANSITION AT BRADBURY

The Bradbury Group has announced the promotion of Aaron Woods to General Manager – Operations, heading up a leadership team focused on leading the company into the future.

"At Bradbury, our ongoing mission is to deliver world-class solutions with greater speed, precision and reliability," said David Cox, CEO of The Bradbury Group. "Over the past several years, we have made progress in improving operational performance, boosting on-time delivery, improving process accuracy and aligning more closely with customer expectations.

"To continue to drive this progress and position our organization for long-term success, we're excited to announce the promotion of Aaron Woods to General Manager – Operations. Aaron's leadership, strategic mindset and commitment to continuous improvement, have contributed to stronger customer service, organizational design and technical capabilities."

In his new role, Woods will lead the Operations Senior Leadership Team, working closely with a team aiming to advance the company's performance goals. The team includes Jamie Schultz, Customer Service and Materials Senior Manager; Justin Graber, Assembly, Test and Facilities Senior Manager; Ben Bigham, Engineering Senior Manager; and Jerod Larson, Manufacturing Senior Manager. **RF**

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Survey Data: What do you need to know?

One of the nice things about a small company is it provides a degree of flexibility. We do our primary CSI-Survey in the fall. When special circumstances arise, we do additional market sentiment measures. We did one early this year to provide a comparison before and after the election. In past years we would also do a mid-year survey.

We have done surveys on everything from preferred metal roofing colors to what size footer plates builders use for post-frame building projects.

What information would help you?

We are mid-year and have a gap in our schedule. I would like to fill it with a great survey idea. What should it be?

If you have an idea of a simple topic (it should be five questions or less), share it and maybe we will do your survey!

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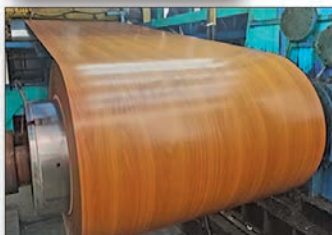
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