

SCENES FROM THE CONSTRUCTION ROLLFORMING SHOW

Rollforming Magazine®

EXCLUSIVELY DEVOTED TO CONSTRUCTION ROLL-FORMING PROFESSIONALS

www.rollformingmagazine.com

DECEMBER 2025
Vol. 8, No. 6

SHIELD
WALL
MEDIA LLC



HOW TO FORM AN EFFECTIVE BUSINESS PLAN

SEE US AT IRE

**ACE
CLAMP**
Innovative Hoisting Solutions™

BOOTH #1614

ENGLERT
a Great Day Improvements brand
BOOTH #1413



METALFORMING
BOOTH #2121

COMBiLIFT
LIFTING INNOVATION

BOOTH #4467



ASCO
USA
BOOTH #4271



AppliCad

BOOTH #1958

HOW TO KEEP YOUR METAL SHOP SECURE

UNDERSTANDING THE TRUE COST OF QUALITY

SPONSORED CONTENT

ASCO USA, Inc.

METAL OF HONOR AWARDS: 1 ■ WEBSITE: www.asco-machines.com ■ PHONE: 217-955-ASCO

ASCO USA is excited to step into a year that's full of new opportunities and promise! With everything that's happening, it's clear that we're entering a period of significant growth. ASCO USA is committed to developing new machines for your business to achieve new heights of production and quality.

Our company is built on a foundation of integrity and a strong commitment to service. We strive to create a positive impact on those we interact with, hoping that our efforts will influence their communities and, ultimately, the world. Our leadership promotes a culture of innovation and a level of service that exceeds expectations. We are committed to delivering innovative and efficient solutions tailored to your business needs.

ASCO USA is the premier provider of ASCO machinery and dedicated long-term service across North America. We understand your need for innovative and efficient solutions in metal fabrication.

Quality trim is essential to your operation, and as the market picks up, now is the perfect time to ensure your equipment is the best it can be. If you're planning to expand and take on more business, investing now is the key. This is a great opportunity to maximize production and minimize downtime. ASCO USA will make offers on any existing machines you may have currently to make this investment into your company more feasible.

ASCO USA Mission

We aim to conduct business in a way that positively influences our people, our partners, our communities, and the broader world.

We would love to discuss what you need to keep up with the upcoming growth and industry demands. We're here to serve you.



Show Unites Construction Communities

■ By Missy Beyer

The **Post-Frame Builder Show** returns June 10-11, 2026, at the York Expo Center in York, Pennsylvania. The 2026 show promises to be the premier business-to-business event for the post-frame, rural, and plain construction communities. This year's show marks a significant evolution, as it merges the previously scheduled **Rural Builder Show** and the **Plain Builder** segment into one unified event. The consolidation of the Rural Builder Show, previously slated for Tennessee in February, creates a powerful platform for networking, education, and commerce across these closely connected industries.

Hosted by *Frame Building News*, the oldest and largest publication dedicated to post-frame construction, the show is designed for decision-makers seeking reliable suppliers and innovative solutions. Attendees will benefit from the Wednesday and Thursday family friendly format with seminars each morning, allowing professionals to conduct business efficiently

and still enjoy their weekend, either at home or enjoying the sites in the York area with their families.

Educational sessions are included with general admission and will cover topics ranging from barndominium business strategies to post-frame foundations and moisture mitigation. Once again, the Post-Frame Builder Show will host the very popular post-frame industry panel. The event also features a complimentary social with a full meal and entertainment on Wednesday, and unlimited guest passes available through exhibitors, making it accessible to contractors, manufacturers, and suppliers alike.

By bringing together the Post-Frame, Rural Builder, and Plain Builder communities, the show fosters collaboration and growth across sectors. Whether you're sourcing materials in bulk or exploring new technologies, the Post-Frame Builder Show is the place to connect, learn, and grow your business.

For more information or to exhibit, contact Director of Events Missy Beyer at missy@shieldwallmedia.com. **RF**



THE BRADBURY GROUP



Metal Panel & Standing Seam Roll Formers

Purlin Roll Formers

Trim Folders

Trim Roll Formers

Recoiling Lines

Levelers

Insulated Panel Lines

Metal Shingle & Tile Lines

Coil Processing Lines

Increase Your Production with Bradbury Group Equipment.

WE BUILD MACHINES. WE SELL SOLUTIONS.

+ 1.620.345.6394

bradbury@bradburygroup.com

bradburygroup.com

Contents))



- 8:** Business Building
Forming a Business Plan
- 12:** Best Practices
Understanding the True Cost of Quality
- 18:** Manufacturing Technology
Roll-Forming Software Offers Solutions
- 22:** Trade Show News
Scenes from the 2025 Construction Rollforming Show in Dayton, Ohio
- 30:** The Way We Roll
Behind the Scenes at Hercules Sheet Metal
- 36:** Shop Security
Steps You Can Take to Protect Your Investment
- 48:** Business Building
How to Unlock Free Media Coverage
- 51:** Construction Survey Insights
Insights Begin with You - New Survey Coming Soon

Departments))

- 3 Event Director Message
- 6 Steel Market Update
- 38 New Products
- 42 Business Connections
- 46 Industry News
- 51 Construction Survey Insights



**FIND ROLLFORMING
MAGAZINE ONLINE AT:
rollformingmagazine.com**

**CONTACT THE EDITOR AT:
karen@shieldwallmedia.com**

INDEX OF ADVERTISERS

Company	Page #
AceClamp	CVR,39
Acu-Form	42
AppliCad Software	CVR
ASC Machine Tools Inc	25,43
ASCO USA, Inc.	CVR, 43, IFC
Aztec Washer Company	45
Balcan Innovations (rFOIL)	41, 45
BECK America, Inc.	43
Bradbury Group	3
Coil Spot • Wildcat • SpeedLap LLC	42
CombiLift	CVR
Creekside Manufacturing LLC	42
Dalam Welding	43
Direct Metals, Inc.	42
Dripstop™	9
Dynamic Fastener	7
E-Impact Marketing LLC	43
Englert, Inc.	CVR, BC
Flack Hill Machine	44
Formwright	44
Four Star Welding	37
Golden Rule Fasteners	31, 45
Grandura Distribution LLC	45
Gutterdome Manufacturing	44
Heartland Sales & Machine	44
Hixwood	21, 39
Indiana Warm Floors	43
Levi's Building Components	33
Marion Manufacturing	42
Metal Rollforming Systems	14
Metaforming LLC	CVR, 17
Mid South Aluminum	15
Perma-Column LLC	44
Pine Hill Trailers	27, 43
Planet Saver Industries / GreenPost	42
Plasti-Sleeve	44
Postsaver Europe Ltd	45
Progressive Metals	13, 44
Red Dot Products, LLC	44
Roll Former LLC	40
Roper Whitney	29
Samco Machinery	45
Snap Z	38
Star 1 Products LLC	23
SteelGrip SAMM, Inc.	43
Storage Xpress Corp	45
United Steel Supply	11, 42
Winding Road Roofing	42

YOUR PRIVACY IS IMPORTANT TO US

Unrelated third parties often attempt to sell mailing lists for what they say are our publications. You can be assured that WE DO NOT, HAVE NOT, AND WILL NOT EVER SELL OUR SUBSCRIBER LISTS. We will also NOT sell the attendee or exhibitor lists from our shows. We do provide attendee lists to the exhibitors free of charge and as a courtesy for their support, but we NEVER provide this or any other information to independent vendors.

Gary Reichert, Publisher

On The Cover:

Conducting business in the Pine Hill Trailers booth at the Construction Rollforming Show. *Shield Wall Media photo.*

Rollforming Magazine

Managing Editor:

Karen Knapstein
karen@shieldwallmedia.com
715-952-1633

Staff Writer:

Linda Schmid

Circulation/Subscriptions:

Barb Prill
barb@shieldwallmedia.com
715-952-1682

Publisher/CEO:

Gary Reichert
gary@shieldwallmedia.com
715-952-1657

Director of Events:

Missy Beyer
missy@shieldwallmedia.com
715-350-6658
Fax: 1-715-227-8680

Executive/Advertising Assistant:

Kathy Budsberg
kathy@shieldwallmedia.com

Advertising/Show Assistant:

Cari Ullom
cari@shieldwallmedia.com

Graphic Designers:

Tom Nelsen, Kevin Ulrich

Fax: 1-715-304-3604

Rollforming Magazine (ISSN: 2639-6742) (Volume 8, Issue 6) is published six times per year (March, May, July, September, November and December) by Shield Wall Media LLC, 150 Depot St., Iola, WI 54945. Periodical postage paid at Iola, WI, and at additional mailing offices. Canadian Agreement Number: 40665675. POSTMASTER: Send address changes to Rollforming, Barb Prill, PO BOX 255, Iola, WI 54945. Copyright 2025 Shield Wall Media LLC. Rollforming Magazine and its logo are registered trademarks. Other names and logos referred to or displayed in editorial or advertising content may be trademarked or copyright. Rollforming Magazine assumes no responsibility for unsolicited materials sent to it. Publisher and advertisers are not liable for typographical errors that may appear in prices or descriptions in advertisements. Mailed free to roll forming contractors and their suppliers throughout North America. Others may subscribe: \$19.98 for 1 year, \$36.98 for 2 years, and \$50.98 for 3 years.



Construction
Rollforming
Show

www.constructionrollformingshow.com

Steel Market Update

Courtesy of Majestic Steel USA

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

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

SPOT IRON ORE

The Platts, Spot Iron Ore report for the week ending October 10 reports that pricing Spot iron ore increased this week after a slight drop the week before, now up 11 out of the last 13 weeks.

Spot iron ore pricing ended the week at \$104.00/mt, up from \$103.65/mt a week ago.

Downstream demand rebounded significantly after China’s Golden Week holiday and military parade, reinforcing the need for peak season inventory restocking and supporting prices for the sector. Iron ore pricing remains stable going back to mid-2024.

DOMESTIC STEEL PRODUCTION

According to the American Iron & Steel Institute, Weekly Domestic Steel Production report dated October 10, domestic raw steel production dropped to a multi-month low amid ongoing mill maintenance outages.

U.S. mills produced an estimated 1,749k tons at a 77.2% utilization rate; this is down from 1,770k tons and a 78.1% rate previously.

This was the lowest weekly tonnage output since the last week of May. Production decreased in three of the five regions, with the largest drop (in tons) coming from the Great Lakes region.

Production from the Great Lakes region slipped from 568k tons to 561k tons.

Year-to-date production remains nearly flat, up 0.33% compared to the same timeframe last year.

ZINC PRICE & INVENTORY

Based on the London Metal Exchange, Weekly Zinc Price and Inventory Report and the Shanghai Futures Exchange, Weekly Zinc Inventory Report, dated October 10:

Zinc pricing increased again, now up 10 out of the last 12 weeks. Zinc pricing ended the week at \$3,112/mt (\$1.412/lb), up from \$3,056/mt (\$1.386/lb) previously. This is the highest price for zinc since December 11, 2024.

Tightening supply, strong demand from China, and an expected weaker U.S. dollar from Fed rate cuts and the U.S. Government shutdown, all have played a role in the recent jump in zinc pricing.

Global zinc inventory increased after sliding the previous three weeks. LME warehouse inventory decreased for the 12th consecutive week, sliding from 40,350 metric tons to 38,250 metric tons. Shanghai warehouse inventory rebounded after the Golden Week holiday, climbing from 100,544 metric tons to 106,950 metric tons.

DODGE MOMENTUM INDEX

A leading indicator for future nonresidential construction spending continued to push higher in September.

The September Dodge Momentum Index came in at 304.6, up from a downwardly revised 294.7 in August.

Compared to August, commercial planning grew by 4.7%, while institutional planning increased by 0.9%.

On the commercial side, activity slowed for warehouses, offices, and hotels, while gaining momentum in data centers and retail.

On the institutional side, education and recreational planning slowed while healthcare and public planning grew.

Planning momentum remained steady and will correlate to stronger construction spending in the back half of 2026 and into 2027. **RF**

The Majestic Steel USA Core Report library can be accessed at <https://www.majesticsteel.com/majestic-insights/core-report/>.

Partial Disclaimer: The Content herein is for informational purposes only and under no circumstances should it be (a) relied upon as advice or recommendations for any particular business or activity, or (b) construed as an offer to sell or a solicitation to buy any future contract, material, option, security or derivative including foreign exchange. All Content, graphics and trademarks incorporated in or forming a part of this report are owned by Majestic Steel USA, Inc. or its third party providers. All rights are reserved.

In no event shall Majestic Steel or any third party provider or any of their respective affiliates, officers, directors, employees, agents or licensors be liable to you or to anyone else for any direct, special, incidental, indirect, punitive, consequential damages or any other loss or injury caused in whole or in part by contingencies beyond their control or any negligence, including any gross negligence, in procuring, providing, compiling, interpreting, editing, writing, reporting, transmitting or delivering the Content.

Rosie The Riveter says:

You know if it's metal, **DYNAMIC FASTENER** is there. Whether your challenge is a leaky metal roof (D**R**OP-STOP®), snow retention (D**Y**NA-GUARD®), roof penetrations (D**Y**NA-FLASH®), or fastening to all gauges of steel (D**•F**® screws), we are your hassle free partner on the job site and on your project manager's desk. This includes our continually expanding line of D**•F**® rivets!



Rosie The Riveter says:
Give us a call... you can
ask for me, I'm your
D**•F** Rivet Boss®!

We want to be your rivet supplier!
What size do you need? Got it!
What material do you need? Got it!
What color do you need? Got it!
What quantity do you need? Got it!
Do you want your rivets
in handy bags of 250?
Got it! Our stock level on
rivets is over 145 million
rivets with over a hundred
different stocked colors
for same day shipping.



12V Rivet Tool with
FREE Extra Battery



D•F® Rivets are now available in the most requested color . . . **INVISIBLE**

We stock the NN®43 ALL S/S rivet in 112 different colors & the NN®46 ALL S/S rivet in 107 different colors. The iconic picture of Rosie The Riveter, Rivet Boss, Drop-Stop, Dyna-Guard, Dyna-Flash, NN, FF & D•F are registered trademarks of Dynamic Fastener Service, Inc.

DYNAMIC FASTENER 800-821-5448

Business Plans & Fiction Writing

How to Write a Business Plan Investors Will Read

■ By Gary Reichert

Once upon a time in a land far away, I had a consulting business where I helped businesses open and get funding. Part of this was writing business plans. The businesses included all kinds of things, fitness centers, a leasing company, plastic recycling and even a fractional jet ownership business. In the process I learned a lot about what works and what doesn't. I could easily ramble for hours, but in 1,200 words or less, here are the basics for a "successful" business plan.

Step 1: Define Your Product

What is the subject of the Business Plan. Is it a start-up? Is it an expansion of a going concern or an acquisition of another company? What exactly are you selling. If asked what your business does and you cannot answer in one sentence, you have a problem.

Step 2: Define the Objective

All business plans are not the same. Business plans will differ dramatically based on the desired outcome. If the document is an internal plan for expansion it will be completely different than one designed to acquire funding.

Most of this article will be addressed to the objective of acquiring funding. When we look at adding a new product or expanding we consider these items and do an outline, but not a complete, formal business plan.

Step 3: Select the Audience

It helps to remember that fundamentally a Business Plan is a Sales Presentation. All of the same steps apply. The business is the product and the person receiving the Business Plan is the prospect. I often use the cliché "Everyone listens to radio station WIIFM, What's In It For Me." A business plan for a private investor will differ dramatically from one for your bank.

A bank is looking to minimize risk. They want collateral and security. A private investor is betting on you and maximizing their return. Knowing what your audience is looking for is potentially the most important single factor for your plan to achieve its objective.

Step 4: Limit the Scope

Another cliché in sales is "The first thing a customer buys is you." That is doubly true when looking for an investor. The investor has to "buy" two unrelated components.



DUSAN PETKOVIC - STOCK.ADOBE.COM

The first is your idea. Will the product or service you are offering appeal to the end user and will the method of delivery work. Showing that is the explicit purpose of the business plan.

The unstated part is: Can the associated management team make it happen. A great idea with the wrong people is a bad idea. Huge aspirations and dreams of global conquest are great. My staff has accused me of "stroking my cat like a Bond villain" when I am cooking up a new idea. Thinking you are Ernst Stavro Blofeld is great, but complicated plans and multiple steps required for success are barriers to your bank/investor/audience saying yes.

Take one step at a time. If you want to open 27 roll-forming shops, start by opening one. Mention that there are options for expansion or the business may be scalable, but pick a stated objective that limits the scope to make success achievable.

After defining your business, your objective, your audience and the scope, it is time to start the actual business plan.

Most Business Plans have standard sections. The highlighted portions are the chapter headings as they would appear in the table of contents. What follows after is brief ramblings about what to include in the section and what is important.

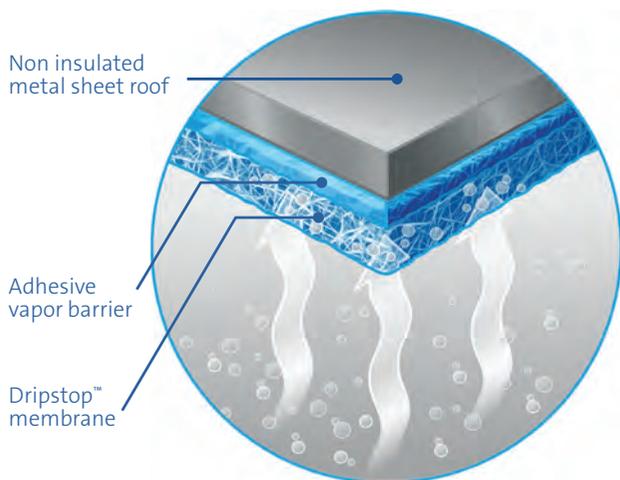
Executive Summary

This is the first section and it is essentially the blurb on a book. The objective is to demonstrate enough value for the audience to read what follows. It should include a brief overview

DRIPSTOP™

STOP THE DRIPPING FROM CONDENSATION

Tired of Customers complaining about a dripping roof?
**Let Dripstop™ solve your condensation problems
before they start.**



Dripstop™ is applied at the
time of roll forming

- ✓ Unmatched Durability
- ✓ Prevents Bird Nesting Issues
- ✓ Easy to Clean
- ✓ Maintenance Free
- ✓ Weather Resistant

Quicker - Easier - Cheaper
than other condensation control solutions



DRIPSTOP™

Ask for it from your preferred roof panel supplier.
www.dripstop.com or call us at: (937) 660-6646

Scan the code for more
information or to get in touch.

of the company, mission, product/service, target market, and financial highlights

Many sources will say it should be written last. I would write it first and then rewrite or edit after completion. It will demonstrate if you understand Steps 1-4 enough to continue with the business plan.

This section should be rewritten for different audiences.

Company Description

This section is mostly boiler plate and standard. It should include legal structure, ownership, history and mission statement.

I do not know any bank or investor that has ever made a decision based what is said in the mission statement. This is an item that can generate a “no” but not a “yes” so keep it short and non-controversial

Market Analysis

This includes industry overview and trends, target market definition and demographics and an analysis of competitors.

Do not shy away from competitors and an accurate analysis. If it is a financial institution they probably won't know or care. If it is a private investor and you miss something that is a huge red flag.

Organization & Management

Includes ownership and organizational structure, management team bios and responsibilities and advisory board or key partners.

The key for the business plan is that key personnel appear to be able to meet the responsibilities assigned. In most cases, this will be more important with a private investor than a bank or financial institution. In my experience private investors bet on people more than ideas.

Products & Services

This includes a detailed description of offerings, your unique value proposition and any information related to lifecycle, R&D, intellectual property.

One of the items both investors and financial institutions look for is a stable cash flow. Recurring revenue from maintenance programs, memberships or service contracts generates stability.

Marketing & Sales Strategy

This includes branding and promotion strategy, pricing model, sales process and customer acquisition and retention plans.

This needs to be included and should have a rationale in place for what and how it will work. The honest truth is anyone reading your business plan will assume it is a work of fiction.

Operations Plan

This included facilities, equipment, technology supply chain,

logistics and staffing.

The objective of this section is to show that you have investigated and established procedures to actually do what you claim you can do. One valuable addition is to include letters from vendors and strategic partners verifying contacts and relationships in the Appendices & Supporting Documents section. I can claim that I have connections and relationships, but letters or other assets verifying those claims are accurate are critical for credibility.

Financial Plan

This includes revenue model and projections, profit & loss, cash flow, and balance sheet forecasts (typically 3-5 years) and source & use of funds.

The first thing to realize is that everyone assumes they will be incorrect. No investor, banker or anyone else thinks that you are making accurate predictions of future revenue. You are always being optimistic and there are always unanticipated expenses.

Some suggest including a “break even analysis” I prefer two complete sets of numbers. One labeled as “Anticipated” and one labeled as “Low Case.” These scenarios should be evaluated based on your intended audience.

In all instances, the “Low Case” should be an accurate indication of what you see as the worst case scenario for normal business. You do not need to include acts of God or extinction level events.

The “Anticipated” is more important. You need to understand the level of return your audience considers acceptable.

Finally, **ALWAYS** include a disclaimer that future predictions are all subject to change and involve uncertainty. You can and should contact your legal advisor for the wording of the disclaimer.

Appendices & Supporting Documents

This includes resumés, legal documents, leases, proposals, charts, research, or additional data.

Remember a business plan is a sales presentation. One of the parts for any sales presentation is the Feature-Advantage-Benefit presentation. For review:

- **Feature** – What it is, tangible and beyond dispute.
- **Advantage** – What the Feature does.
- **Benefit** – Why it matters.

People buy products based on Advantage and Benefit. The Feature makes the Advantage and Benefit believable. Wherever possible you should have supporting documents to corroborate every Feature and Benefit listed in the business plan.

Banks and investors are looking for reasons to say no. People say yes based on emotion and usually say no based on facts (or the lack of facts). Take away the reasons to say no.

Remember: Every business plan is part story, part sales pitch. Your job is to make it believable enough for someone to say yes.

RF



UNITEDTM

STEEL SUPPLY

United Steel Supply is the premier distributor of USA-made painted Galvalume[®] flat rolled steel coils for light gauge construction. With a focus on service, we strive to meet our customers' needs with superior quality and just-in-time delivery.

PAINTED COILS

- 100+ colors available
- 22, 24, 26, 28, and 29 gauge
- SMP and PVDF paint systems

RAPID SHIPPING

- Thousands of coils in stock
- Delivery in <24 hrs in most cases
- 6 locations nationwide

FLEXIBLE ORDERING

- Mix multiple colors in a load
- Flexible min coil weights

ON-SITE PROCESSING

- Advanced slitting capabilities
- Cut-to-length flat sheet

Visit [UnitedSteelSupply.com](https://www.UnitedSteelSupply.com) or call **512-263-0954** to get started.



PLEASANTON, TEXAS

EUGENE, OREGON

JEFFERSONVILLE, INDIANA
TERRE HAUTE, INDIANA

JACKSON, MISSISSIPPI

BLACKFOOT, IDAHO

GALVALUME[®] is a registered trademark of BIEC International, Inc.
©2025 United Steel Supply

Understanding the True Cost of Quality

From Inspection to Integration: Building Quality Into Every Step of Production

■ By AMS Controls

When the subject of how to improve product quality comes up in a management meeting, it won't be surprising if one of the suggestions offered includes adding a final inspection before shipping to make sure all orders sent out are accurate. Sounds reasonable enough. A final inspection sounds like an effective way to double check orders before shipping. How good is a final inspection in maintaining quality? Let's examine

how final inspection works and how it impacts the cost to maintain quality. (See graphic below.)

A large order arrives at final inspection for one of your key customers. Final inspection finds the order riddled with errors: the parts have the wrong gauge and color, and the lengths are off by one to two inches. You may think, "Success! Final inspection worked and saved us from sending out a wrong order." While you have definitely saved yourself the embarrassment of sending a flawed

order to your valuable customer, what happened at final inspection is far from a success.

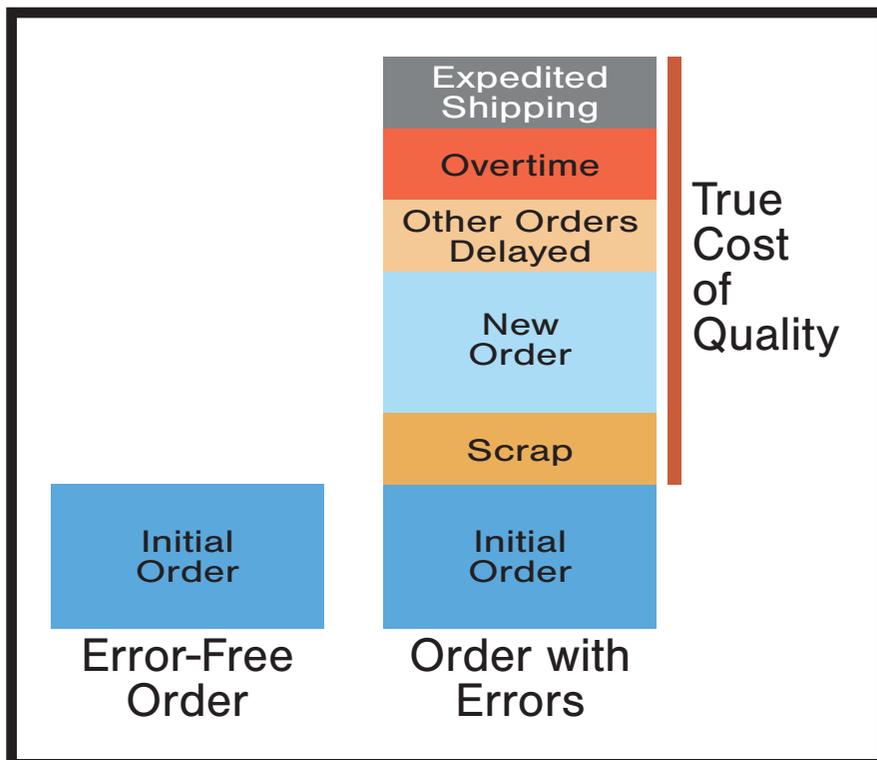
First, you have the initial cost of producing the incorrect order, along with the fact that all that material is now scrap. Then there is the added cost of a new RUSH order, not to mention the reality that this unforeseen rush order will cause other orders to be delayed. Oh wait, after all that, the job still has to go through final inspection yet again. Then there is the fact that you've probably taken more time than was expected, and you'll have to expedite delivery, adding more cost.

In other words, the true cost of quality goes beyond the cost of employing final inspectors. The true cost of quality is more accurately defined as all costs that would not have been incurred if the quality were perfect.

A DIFFERENT WAY TO LOOK AT QUALITY

The true cost of quality is more accurately defined as all costs that would not have been incurred if the quality were perfect.

There are many that believe final inspection actually does little to contribute to quality. Proponents of this argument say that when companies rely on final inspections to maintain quality control, it's easy to slip into the habit of allowing poor quality or even manufacturing errors to occur, bolstered in the belief that final inspection will





ABOVE AND BEYOND STEEL COILS

WE OFFER A VARIETY OF PRODUCTS



Offering a wide variety of colors in 28 gauge coil, as well as a full line of 26 and 24 gauge slit coil.

We have the coil you need in stock and any accessories you need to finish your build, ready to ship today!



PROGRESSIVEMETALS.COM

Call Toll Free: 855.835.9762

catch all the errors and maintain quality standards.

W. Edwards Deming, credited for helping introduce concepts of quality in manufacturing to post-war Japan, had this to say about quality: “Inspection does not improve the quality, nor guarantee quality. Inspection is too late. The quality, good or bad, is already in the product. Quality cannot be inspected into a product or service; It must be built into it.”

WHAT DOES IT MEAN TO HAVE QUALITY BUILT IN?

For something to be built in, it essentially becomes part of the other component. For example, built-in book shelves are part of the wall, and it is impossible to separate one from the other. In short, to design a built-in quality product, quality needs to be an integral

component from the very start.

For roll formers, built-in quality can take the form of a roll forming process that is engineered to halt manufacturing when errors such as wrong material, gauge or color are detected. Engineered to allow production to proceed only when errors of this nature are corrected, built-in quality engineering helps to eliminate expensive scrap costs. Built-in quality can also appear as well-engineered controllers to accurately calculate length and punch patterns. The exercise of appropriately maintaining all components of a roll forming line in peak working condition is also a manifestation of built-in quality.

For trim shop owners with folding machines, built-in quality can include ensuring the profile can be manufactured on their specific folding machine at the design stage before the profile goes

The true cost of quality is more accurately defined as all costs that would not have been incurred if the quality were perfect.

into production. Step-by-step auto sequencing for every profile is another way to ensure that profiles are made the same way every time, by every operator.

The common thread in both scenarios is a process that is designed to make it possible to always manufacture an error-free product. Standardized work processes and procedures also ensure every person involved knows exactly

Panel Rollformers
Titan, Signature & Patriot

Trim Rollformers
Single & Multi Profiles

Slitting Lines
Stand Alone, Cut to Length, & Slit to Recoil

Decoilers, Upenders, Shears
and much more!

Industry Leading Quality Unrivaled Service

888.284.6794 | www.mrsrollform.com
info@mrsrollform.com
 4511 N Freya St. | Spokane, WA 99217

MRS
METAL ROLLFORMING SYSTEMS

WE'RE ON A ROLL



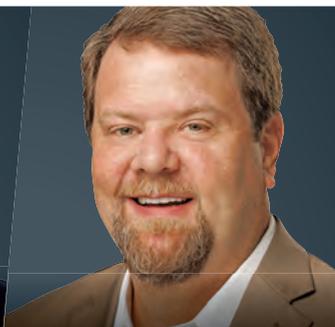
WE SPECIALIZE IN **PAINTED ALUMINUM COIL**

Like our coil, a relationship with Mid South is seamless and catered to your specifications. With over 25 years in the industry, we are painted aluminum coil experts down to our core.

Trust the specialists and let the good times roll.



Alan Sallee Jr
Senior Vice President
731.736.4844



Courtney Friedman
Account Manager
205.292.5697



Steve Swaney
Account Manager
314.757.2733

731.664.2210
midsouthalum.com

MID SOUTH
ALUMINUM

To design a built-in quality product, quality needs to be an integral component from the very start.

what is expected and has the tools and knowledge to always produce a quality product.

HOW TO BUILD QUALITY INTO YOUR PROCESS?

As one of the principles of lean manufacturing, built-in quality is a process. The process towards built-in quality moves an organization through several phases, from simply detecting errors, to ultimately eliminating errors from ever being produced. As your organization moves from one phase to another in the built-in quality process, the quality of your process will naturally improve, and you will begin to see a decrease in your cost of quality. Quality management expert Phil Crosby said, “Quality is free... It is always cheaper to do the job right the first time.”

Another interesting result of improved built-in quality is the reduced need for inspection. While this sounds counter-intuitive, it’s actually true. Think about it. With a process that has quality built in, defects will be caught and corrected long before final inspection.

If you’re ready to begin your built-in quality journey, here are some pointers to get started on the path of built-in quality.

Make quality everyone’s job

- Clear and concise communication helps everyone in your organization understand their role in maintaining quality, and what they can do to make a difference. Communication can also help employees feel important and valued.

- Use cross-functional teams to foster collaboration and build a shared vision.

Standardize work processes

- Standardized operating procedures

and policies send a clear message and set expectations for employees.

- As part of a standardized process, standardized tools and equipment removes process variation and helps improve operator efficiency.

Start with inspections, but think beyond inspections

- While inspections may be a necessary place to start, inspections are only a first step on your journey to built-in quality. Remember, inspections can be costly and unreliable; inspections don’t really improve quality, they just find a lack of quality.

- There is more to quality than just finding the mistakes or errors. Quality should eliminate mistakes or errors altogether.

Continuous improvement is a must

- Don’t get overwhelmed by all the areas that need improvement. Take on improvement projects carefully by weighing the importance and impact, and also the feasibility based on budget and resources. Make a plan, execute, and then measure your improvements. Take the time to make adjustments as needed until you achieve your desired results.

Train and educate

- Provide an environment that encourages employees to learn from each other. This helps to build up a foundation of knowledge among a team of employees instead of one employee being the resident expert.

Leaders are visible, leaders are teachers

- Leaders should provide support and resources to help employees excel. Leaders should focus on more than just meeting goals and quotas. Work on coaching and helping employees grow.

Eliminate fear

- Remove fear and use open and honest communication. When errors occur, don’t play the blame game. The goal is to achieve quality by doing more things right.

Encourage teamwork and personal pride

- Treat workers the same. Don’t make them compete with each other for monetary or other rewards.
- Allow everyone to take pride in their work without being rated or compared.

BUILT-IN QUALITY IS A PROCESS OF CONTINUOUS IMPROVEMENT

Built-in quality is a journey of continuous improvement. The key to successfully forming a built-in quality culture is communication, support and teamwork. As you walk through the process of implementing built-in quality, you will begin to experience the many positive results: an actively engaged team, improved efficiencies and reduced costs, and most importantly, increased profitability and happy customers. **RF**

About AMS Controls: *AMS Controls has a complete production management system to optimize the manufacturing of panels, purlins, trim, studs, and more. Since 1977, AMS Controls has sold 13,000+ controllers worldwide.*

Industry leaders have chosen AMS Controls’ complete production management system to optimize the manufacturing of roll forming cut-to-length panels, purlins, trim, studs and structural products. Our solutions can be used with any brand of roll former or folder to effortlessly eliminate mistakes, manage coil inventory and track production.



AMS Controls believes strongly in training and provides quarterly training opportunities.

PHOTO COURTESY OF AMS CONTROLS

Get Hands-On with the Industry's Best Rollforming Equipment



MetalForming's expert team will be showcasing a diverse lineup of industry-leading machines at IRE 2026.



Schleichbach

QUADRO: With quick profile changes, a rollformer for every need



SSQ3: Fully portable, efficient, and user-friendly



IN-PLANT ROLLFORMER: Value that balances cost and performance

Only Available in North America from MetalForming

With industry-leading equipment and MetalForming's unmatched support, you can take your business to the next level.



Explore the Machine Lineup:
770-631-0002 | metalforming-usa.com



Automation's Silent Partner

Why Software is the Overlooked Key to Modern Rollforming Efficiency

■ By Anthony Martin, Paragon Computing Solutions

If you've ever been in charge of running a business, even just for a day, then you know how many deadlines, tasks, and projects you might have to juggle, handle, or complete. For those in the building materials and metal manufacturing markets, the timeliness, precision, and weight of tight deadlines are ever-important, as the outcome of each task can directly impact your organization's success or failure. This is especially true in the rollforming industry, where efficiency and accuracy are critical to staying competitive.

Consider the steps involved in processing a seemingly simple panel order:

Beginning with the salesperson, who must gather accurate details from the customer, including panel profile, gauge, color, length, and shipping information.

Next, the salesperson must verify coil availability for the requested color and gauge, confirm that sufficient machine capacity exists to meet the order shipping deadline, and calculate an accurate price for the order.

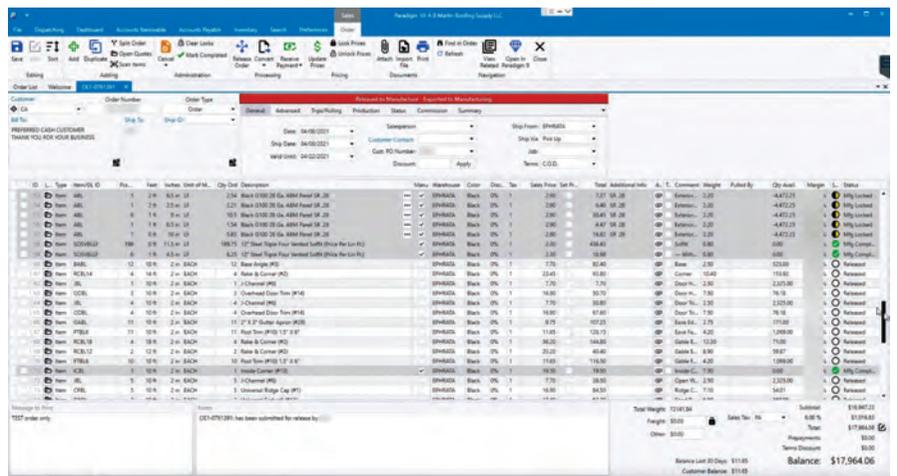
Once the order is confirmed, the process transitions to the production floor.

Here, operators must identify the correct coil and select the appropriate machine to produce the specified profile.

After production, shipping personnel are responsible for loading the correct materials and ensuring timely delivery to the right jobsite.



There are software solutions specifically designed for the rollforming industry. PHOTO COURTESY OF PARAGON COMPUTING SOLUTIONS



Order detail screen from Paragon Computing Solutions.

Finally, office staff must issue the invoice and follow up to collect payment.

If a mistake occurs at any point in this process, the consequences can be serious—ranging from customer dissatisfaction to lost profits, or both.

Errors can include incorrect order

details or pricing by sales, using the wrong coil or profile in production, shipping the wrong items, delivering to the wrong location, or failing to issue an invoice altogether. All of which could lead to disastrous consequences down the line for the order or for your business.

Given that every step must be executed with precision for every order, it becomes

SUBSCRIBE NOW!



BuildMyBarndo.com, a website dedicated to people considering building a barndominium.

Shield Wall Media brands are dedicated to serving the information needs of construction professionals.



SUBSCRIBE ONLINE: shieldwallmedia.com/subscribe or fill out & mail form below.



FREE 3-YEAR SUBSCRIPTIONS!

1. Please check one or more boxes, sign & date:

I wish to receive: Metal Roofing Plain Builder Metal Builder Rural Builder
 Frame Building News Rollforming Roofing Elements BuildMyBarndo.com (digital only)

Signature (REQUIRED): _____ Date: _____

Print Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone or Email (REQUIRED): _____

Check this box if you wish to receive the email newsletter associated with the magazine subscription(s) above.

I would like to receive my subscription:
 By Mail
 Digitally

SWM2025

2. Choose which title applies:
 President/Vice President
 Principle/Shareholder
 Sales Manager or Rep
 Foreman/Crew Manager
 Engineer/Architect
 Other: _____

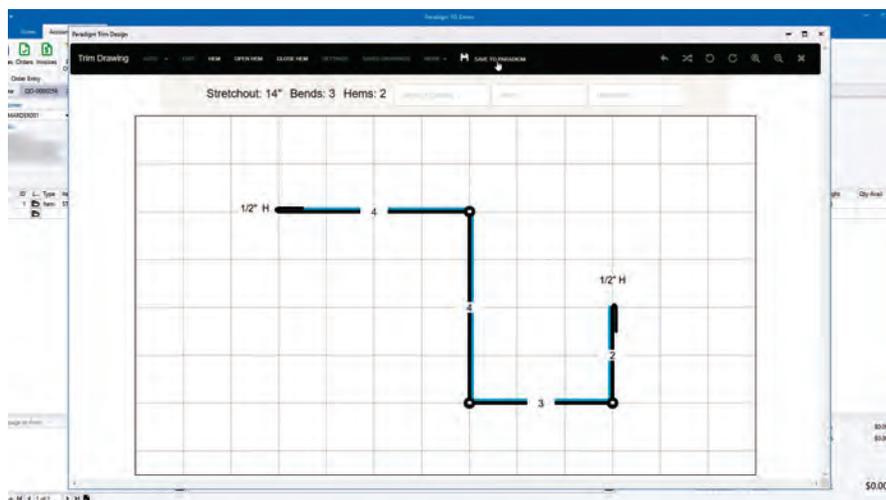
3. Describe your business:
 Builder/Contractor
 Dealer/Distributor
 Manufacturer
 Engineer/Architect
 Other: _____

4. Please check all of the types of building or manufacturing you are involved with:

- | | | | |
|---------------------------------------|--------------------------------------|---|---|
| <input type="checkbox"/> Post Frame | <input type="checkbox"/> Residential | <input type="checkbox"/> Metal Roofing | <input type="checkbox"/> Rollforming |
| <input type="checkbox"/> Metal Frame | <input type="checkbox"/> Commercial | <input type="checkbox"/> Trusses/Columns | <input type="checkbox"/> Trim & Flashings |
| <input type="checkbox"/> Fabric | <input type="checkbox"/> Equine | <input type="checkbox"/> Foundations | <input type="checkbox"/> Insulation/ |
| <input type="checkbox"/> Agricultural | <input type="checkbox"/> Roofing | <input type="checkbox"/> Gutters/Snow Retention | <input type="checkbox"/> Moisture Control |



MAIL TO:
 Shield Wall Media
 ATTN: Barb Prill
 PO Box 255, Iola, WI 54945



Trim drawing software can significantly reduce the complexity of pricing and producing trim.

clear just how complex and demanding it is to run a successful rollforming business.

Most rollforming businesses invest carefully in their production equipment; prioritizing having reliable rollformers, folding machines, forklifts, and more is a great first step towards efficiency and automation. While there is no question that high-quality, automated machinery is essential to a thriving rollforming business, who or what can you trust to guide and support an entire order from initial entry to final delivery?

In the early stages, it's very common for rollforming businesses to rely on paper order forms, Excel spreadsheets, and basic accounting software. But when order volumes grow with your business, these tools begin to falter.

The good news is that there are software solutions specifically designed for the rollforming industry: systems with built-in features that automate many of the critical steps required to process and fulfill orders successfully, allowing your business to grow without sacrificing accuracy, potential profit, and, most importantly, customer satisfaction.

When it comes down to it, software automation is the glue that holds your entire business together.

After all, your forklift is only as good as the person driving it, and for the future of your business, that person better know

where and why they're driving it.

Some of the key areas where software automation can greatly benefit a business include:

AUTOMATED PRICING

While the process of quoting an accurate price to a customer may appear simple on the surface, it rarely is. Multiple factors can affect a product's price, including the type of product, quantity ordered, and the type of customer (for example, contractors may qualify for special pricing due to the volume of business they do with a supplier, while a homeowner may be quoted a higher retail price). A pricing process where your salesperson needs to look up unit prices in price lists or spreadsheets, calculate the total amount, and manually apply discounts can be error-prone and slow. A software system that can perform all the price lookups and calculations for the salesperson increases the accuracy of the pricing information provided to the customer, as well as reducing the time required to generate a price quote.

COIL INVENTORY

If the correct color and gauge of a coil is not available to produce an order, not only does the business risk losing an individual sale, but it also risks losing future business when the customer

shops elsewhere for that product. Software can help reduce this risk by tracking the on-hand quantity of coil inventory and automatically updating the on-hand quantity when coil is used to manufacture panels and trims. Accurate on-hand inventory allows purchasers to replenish inventory in a timely manner to avoid out-of-stock scenarios and allows salespeople to assure the customer that their order can be fulfilled in a timely manner.

CUSTOM TRIM DRAWING

Custom trims can be challenging to both price and produce correctly. Not only must the total width of the trim be calculated, but other information, such as the number of hems and bends, segment lengths, and angles, must also be recorded. Trim drawing software can significantly reduce this complexity by allowing the salesperson or even the customer to draw the exact profile. Once the profile is known, software can calculate the price and even transmit the profile to the folding machine.

CHANGE ORDERS

Change Orders are inevitable when dealing with building materials, but they can also be highly disruptive without software connecting the office to the shop floor. When automated software systems are in use and a customer contacts the office and changes the color for their panel order, it can be as simple as a few keystrokes, and both the office and shop instantly have the updated information. Without this level of automation, change orders can require salespeople to print updated copies of the order and then find and replace the prior order paperwork. If all copies of the paperwork are not updated, someone may attempt to produce or fulfill the order with the wrong material.

ROLLFORMER AND TRIM BRAKE MACHINE INTEGRATIONS

Anytime data must be entered into a system, there is the possibility of error.

Software specifically designed for the rollforming industry includes automated integrations that allow order data, such as quantity, length, and profile, to be transmitted to rollformers and trim brakes. This automation eliminates data re-entry errors. Order accuracy can also be improved by utilizing coil validation. Coil validation requires an operator to scan a coil tag prior to producing an order. When the coil tag is scanned, the software automatically verifies that the coil matches the gauge and color of the coil required to produce the order. Preventing orders from being produced from the wrong material can quickly result in substantial savings.

FULFILLMENT AND PROOF OF DELIVERY VERIFICATION

Another process that can quickly become time-consuming is when a customer contacts the supplier because

they are missing materials on their order. Software systems that require product barcodes or pack labels to be scanned as product is loaded onto trucks can verify that all the products for an order have been loaded, and delivery photos taken when an order is delivered can provide proof that the material was delivered, and where it was delivered. If this information is readily available when a customer questions their delivery, confirmation that the product was on a delivery truck and easy access to a photo of the delivered product can provide proof that the customer received their product and help them locate it. The key to collecting this information is having systems in place that prompt the creation and access of this information with a minimal amount of effort.

SOFTWARE SOLUTIONS

While implementing systems to

introduce or increase automation requires an investment in time and software, and some short-term disruption is to be expected while employees adapt to a new system, the return on the investment can be rapid and substantial. If the growth of your business is hindered by inefficiency, software automation may be the catalyst to propel you to the next stage of growth! **RF**

Anthony Martin is the Manager and Product Development Lead at Paragon Computing Solutions. Paragon Computing Solutions LLC, including Paradigm ERP, is a leading software solution provider for rollforming businesses and building materials supply and light metal manufacturing markets.



YOUR PALRAM BUILDING SOLUTIONS DISTRIBUTOR



SUNSKY®
corrugated polycarbonate

For skylights, sidelights, complete roofs, and cladding

20 times greater impact resistance than FRP

Lower yellowing index & the highest light transmission available



DURACLAD®
multiwall interlocking panels

For interior wall & ceiling panels

Tongue-&-groove design

Quick installation

Available in bright white & NEW white shiplap Designer Series with the look and feel of wood



AG-TUF®
corrugated PVC liner panels

Chemical resistant

Ideal for agricultural interior cladding

For outdoor applications use



Known for professional craftsmanship and commitment to excellence, Palram is as a trusted manufacturer of superior products, providing solutions to enhance the spaces where people live and work.

Give us a call, visit us online, or come see us in Stanley!

715-644-0765 // HIXWOOD.COM



Scenes from Dayton

Businesses come together at the Construction Rollforming Show 2025

■ By Missy Beyer, Shield Wall Media Show Director



Amy and Tim Richmond from Marion Manufacturing address questions at the 2025 Construction Rollforming Show in Dayton, Ohio.

The 2025 Construction Rollforming Show, held this year at the Dayton Convention Center, once again provided a uniquely focused event for the metal construction and roll-forming industries. The business-to-business show brought together exhibitors and company decision makers, fostering learning, networking, and growth for the entire community.

Each day before the show opened, attendees and exhibitors took advantage of coffee and breakfast provided by Red Dot Products and attended morning seminars, learning and networking with industry speakers. Attendees gained insights into market forecasts, emerging trends, equipment maintenance, and best business practices. Again, this year, the sessions included the Construction Rollforming Forum, a panel of experts answering both previously submitted, and in-the-moment audience questions. As usual, this session was a fan favorite.

Wednesday found attendees lined up, patiently waiting to enter the show floor wearing their attendee badges provided by Levi's and holding onto their show bags sponsored by Strongwall Columns. Exhibitors commented that once the doors opened business and connections started happening almost immediately. Because Shield Wall Media shows are business-to-business and focus is given to inviting company decision makers to attend, exhibitors noted that they were able to connect with those they need to connect with. Derek Martin, manager for Paragon Computing Solutions commented, "CRS 2025 was an excellent show, during which we strengthened our relationships with many existing clients, and met several new prospects."

Networking was a significant part of this year's event, and the Wednesday evening complimentary banquet brought



MJ Wasley scans a visitor's badge. Shield Wall Media provides exhibitors with all the guest registration information after the show.

STAR 1

PRODUCTS LLC

SOLUTIONS FOR THE ROLLFORMING INDUSTRY



COIL RACKS

Bringing innovative solutions to the rollforming industry with superior quality and unparalleled efficiency.



ADJUSTABLE WIDE FORKS



FELT APPLICATOR

Call for a **FREE** consultation on streamlining your rollforming processes
TOLL FREE PHONE: 88896-STAR1 PHONE 231-825-0163 FAX 231-825-0164

Trade Show News))

together attendees and exhibitors allowing for a comfortable platform for valuable exchanges, complete with live music provided by Nashville recording artist Rick George.

As a family friendly show, CRS included a Rest Stop area sponsored by Acu-Form and ASCO USA for our families wanting a little break from the action. Children were able to play while parents took a load off. Popular again this year was the kinetic sand provided to each child attendee. New this year was the debut of the **MAX BUILDS** series of children's books. *Max Builds a Metal Roof* depicts a cartoon version of the Shield Wall office dog, Max in a true to the actual process book about building a roof for his dog clients Bo and Daisy.

(continued on page 29)



Rob Bowlin (far right) demonstrates the Ameripak packaging machine, which was sold right off the show floor.



The felt applicator from Star 1 Products was demonstrated throughout the course of the event.



Paragon Computing solutions include the Paradigm ERP, a management system that allows roll-forming businesses to manage inventory, manufacturing, delivery, and accounting.



A miniature roll-forming machine in the MetalForming booth.



There's always an engaging crew in the Graber Post Buildings booth. GPB is a "one-stop shop" for post-frame and metal roofing supplies and materials.



The Steel Kings Podcast set up to record at the show.

(LEFT) Reuben Miller (far right) explaining how Pine Hill Trailers, which manufactures custom trailers, can help businesses overcome delivery challenges.



ASC MACHINE TOOLS, INC.
PREMIUM QUALITY MADE IN THE USA SINCE 1949

ASC specializes in the Design and Manufacturing of the following high-performance Equipment:

- ROOF PANEL LINES
- TRIM ROLLFORMER
- CZ PURLIN LINES
- ROLL UP DOOR LINES
- BOTTOM BAR LINES
- SEAMING STATIONS
- REWIND STATIONS
- TRACK LINES
- DECKING LINES
- COIL UPENDER

...and much more!

Please visit us at these upcoming Trade Shows:









CONTACT US TODAY

 (509) 534-6600

 WWW.ASCMT.COM







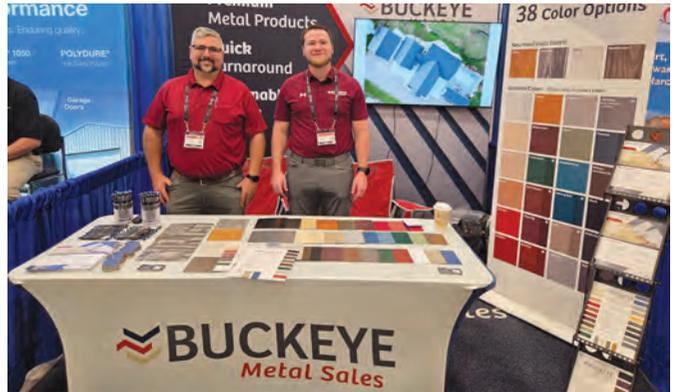
Rich Boegli (far left) addresses attendee questions in the Metal Rollforming Systems booth.



NC Automation has developed a lot of software upgrades over the last few years. Look for an article about what it can do for your business in an upcoming edition of Rollforming Magazine.



Nail-laminated column and anchor specialist Strongwall Columns was one of the 2025 Construction Rollforming Show sponsors.



Frankfort, Ohio's Buckeye Metal Sales offers a full range of construction materials and components.



Irma Ferguson of Steel Dynamics presents "All Coil Is Not The Same" to a standing-room-only crowd.



(ABOVE) Demonstrating the new Dyna-Cut power shear in the Integrity Sales & Service booth.

(LEFT) This Formwright roll-forming trailer is equipped with a New Tech Machinery portable roll-forming machine. Formwright specializes in complete package setups with machines, custom trailers, and tools.

SEE IT IN ACTION
AND BROWSE
STOCK ONLINE

THE PINE HILL MATERIAL SERIES

For unmatched performance in material transport with **complete remote-controlled functionality**

FEATURES

Wireless Remote-Controlled | Sliding Straps
Tongue & Tail Extension | Dexter Torflex Axles
Center Tie-Down Rail | 12V Hydraulic System
Disc Brakes | Hydraulic Jack | Corsol Corrosion
Solutions (field-proven corrosion protection)

ADD-ONS & UPGRADES

Sideway Wheels | Aluminum Wheels
Gooseneck | **Truss Package**

SMART ROLLERS MEANS SMARTER HAULING — UNLOAD WITH ONE PERSON, ZERO HASSLE.



PLUS AN ALL-NEW TRUSS UPGRADE



Hauls Trusses Up to 70'

717.288.2443 | 5140 MARTIN DRIVE, GAP, PA 17527 | PINEHILLTRAILERS.COM



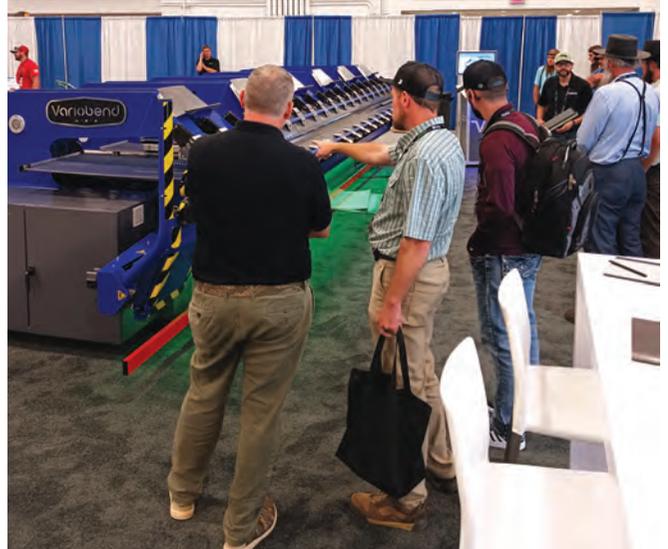
Thomas Schwarzer of ASC Machine Tools presents the seminar: "Important Factors to Consider When Selecting Panel Rollforming Equipment."



SWI Machinery held demonstrations throughout the two-day show. A huge benefit of attending the Construction Rollforming Show: Attendees can get all their questions addressed and get up close to see how the machines work.



Red Dot Products uses its purchasing power and warehouse space to provide roll-forming businesses with competitive pricing and fast shipping for coils, fasteners, snow retention, color-matched accessories, etc.



The Variobend long folder was demonstrated in the Forge exhibit. Forge is the company formerly known as Hershey's Metal Meister.



The ASCO USA exhibit included the new V2.5 long folder as well as other high-quality equipment.

(continued from page 24)

Attendees and exhibitors had high praise for this year's event. Exhibitor and Show Sponsor Wayne Troyer from Acu-Form exclaimed, "BEST SHOW EVER Shield Wall does an excellent job!" As show director, I have the pleasure of being the recipient of this praise but without our exhibitors, sponsors, attendees and the support of the Shield Wall Media staff this event and other Shield Wall Media events would never happen.

Be sure to mark your calendars for the 2026 Construction Rollforming Show, September 16-17 in Gatlinburg, Tennessee. In the meantime, the Post-Frame Builder Show, now including both the Rural and Plain Builder segments, will be held June 10-11 in York, Pennsylvania. I would love to see you there. **RF**



Part of the Crowntour exhibit, displaying some of the materials and products that the company supplies.



EERA Roofing Tools specializes in the design and manufacture of precision hand held cutting and bending tools for the metal roof industry.

Construction Rollforming Show



Attendees could get a hands-on feel for the Stoll Metal Works manual folder. Stoll offers low-tech affordable trim brakes, coil upenders, flat stock tables and more, and can customize equipment to meet users' needs.

AUTO CUT M20
AUTOBLANK

NEW

Transform coil to flatstock with our new Autoblank M20

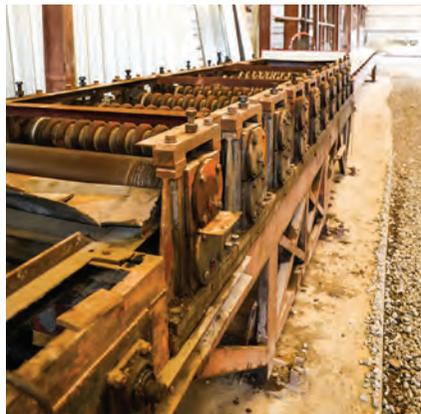
ROPER WHITNEY.
Changing the shape of metal for 115 years!

2833 Huffman Blvd Rockford, IL 61103
Office: 815.962.3011

Hercules Sheet Metal & Metal Buildings

80 Years of Innovation and Community Impact

■ By Rollforming Magazine Staff



In 2025, Hercules Sheet Metal & Metal Buildings celebrates a milestone few companies reach: 80 years of continuous operation, innovation, and service. Spanning the entire United States, the company has earned a reputation for quality, resilience, and customer care that has been passed down through generations. Today, it is led by Owner, CEO, and CFO Sara Bell, whose vision is carrying the company into new markets while staying true to the values established by her grandfather.

Hercules Sheet Metal began as the dream of William LeBouef Sr., a sheet metal worker who honed his craft under the guidance of his father-in-law. In 1945, LeBouef Sr. founded Hercules Sheet Metal in New Orleans, Louisiana, with a simple but ambitious goal: to build a business grounded in quality craftsmanship and innovation. By November 21, 1961, his ingenuity transformed the industry when he received a patent for the first continuous roll form machine. This groundbreaking technology allowed custom sheet metal to be produced at any



PHOTOS BY KARLA PHOTOGRAPHY, NEW ORLEANS, LA. COURTESY OF HERCULES SHEET METAL & METAL BUILDINGS.

(LEFT) The original Hercules Corrugated Roll Former, invented by William LeBouef Sr. in 1961, which enabled custom sheet metal of any length — a world-first innovation that still inspires the company today. PHOTOS BY KARLA PHOTOGRAPHY, NEW ORLEANS, LA. COURTESY OF HERCULES SHEET METAL & METAL BUILDINGS.

desired length, revolutionizing the sheet metal fabrication industry.

As the company grew, LeBouef Sr. expanded the product line to include complete metal building packages, and in 1979, he relocated the company to its current facility in Chalmette, Louisiana. That same year, he passed away, and ownership transitioned to his eldest son, William LeBouef Jr. Under his leadership, Hercules Sheet Metal continued to thrive, demonstrating resilience that would define the company's culture.

That resilience was put to the ultimate test in 2005 when Hurricane Katrina inundated the Chalmette facility with three feet of mud. At 68 years old, LeBouef Jr. literally dug the company out by hand, working tirelessly to restore operations. His determination, coupled with the superior products and services offered by Hercules Sheet Metal, played



Sara Bell and her husband Tommy oversees day-to-day operation and expansion efforts of Hercules Sheet Metal & Metal Buildings, Chalmette, Louisiana.



a pivotal role in helping rebuild the New Orleans community and surrounding Gulf Coast areas. This commitment to community and quality remains a cornerstone of the company today.

Following the passing of LeBouef Jr. in 2017, Sara Bell, his granddaughter,

assumed ownership and executive leadership of the company. Raised by her grandparents from childhood, Bell, alongside her husband Tommy, oversees day-to-day operations and strategic expansion efforts. With new product lines like Pole Barns and Post-Frame Buildings,



U.S. Patent #10907358 & 11649635

Roof vents designed specifically for metal roofing!

Currently available in Silver/Gray, Black/Black, and White/White.

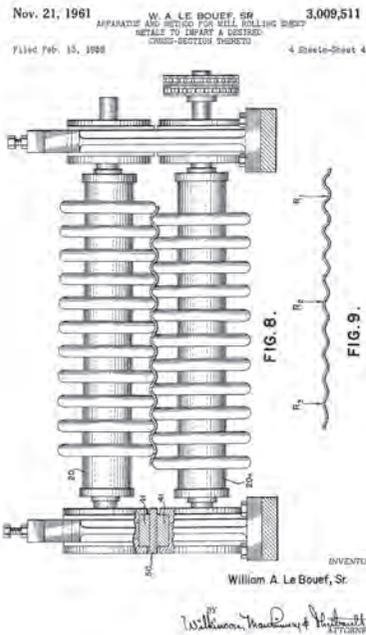
Additional colors are on the way!

ARCHIE VENTS™

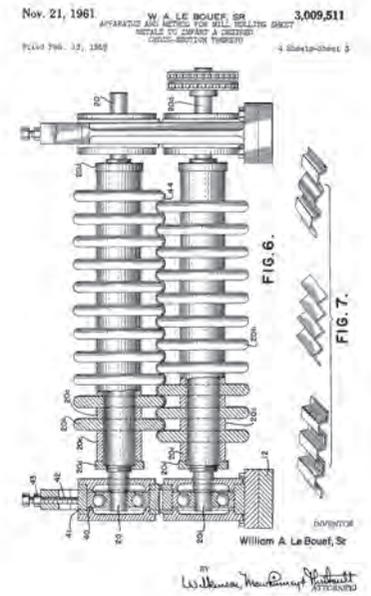
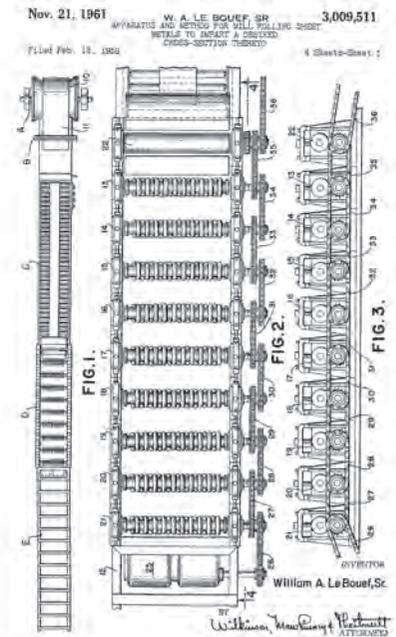
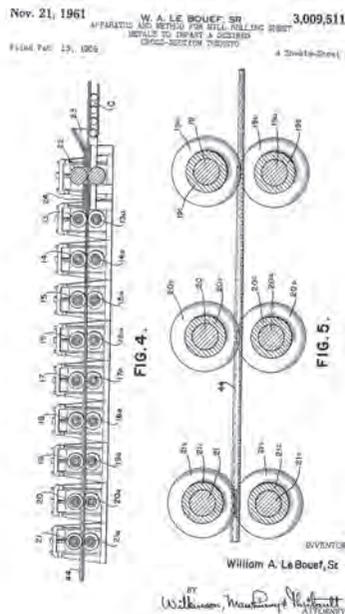
A brand by Golden Rule Fasteners, Inc.

Ph: (334) 283-4030 Fax: (334) 283-4032 Email: info@goldenrulefastenersinc.com





Sara Bell holds a photo of W. A. Le Bouef Sr., founder of Hercules Sheet Metal, who was issued a patent for his roll forming machine in November 1961. The machine is still in service today! PHOTOS BY KARLA PHOTOGRAPHY, NEW ORLEANS, LA. COURTESY OF HERCULES SHEET METAL & METAL BUILDINGS.



Hercules is broadening its footprint across the Gulf South, responding to growing demand in regions previously unserved by the company.

Hercules' product offerings have evolved alongside the business. While many roll-forming companies begin with a limited range of products, Hercules' growth reflects a commitment to meeting customer needs at every level. From individuals seeking sheet metal for a backyard fence to large-scale commercial construction projects, the company maintains an even balance across residential, industrial, commercial, and agricultural markets. Bell notes that Pole Barns have emerged as an area of growing interest, reflecting the company's ability to innovate and respond to market trends.

Signature products help define Hercules' brand in the marketplace. The company offers seven different panel types, with two standing out as customer favorites. The Low Profile Panel offers a clean, minimalist aesthetic reminiscent

of a smaller version of the R Panel, while the Hercules Rib Panel has historically been used on all metal building projects. Custom-made flashing, fabricated by highly skilled artisans, sets Hercules apart from competitors, allowing the company to deliver precisely what customers need.

Pre-Engineered Metal Buildings (PEMB) are another hallmark of the company, earning praise from erectors who

insist on the Hercules brand before assembling a structure. Bell emphasizes that all materials for secondary members, such as purlins, are sourced in the U.S. and roll-formed in-house on their ASC roll former.

Customer loyalty is a defining feature of Hercules' success. The company prides itself on delivering a superior product and personalized service, fostering relationships that span generations.

Customers frequently return, and in some cases, their children and grandchildren follow in their footsteps, continuing the tradition of trust and satisfaction. Bell underscores that if a required product is not currently fabricated by Hercules, the company either sources it or begins offering it to better serve the customer.

Hercules' current offerings reflect both traditional demand and innovative approaches. The company reports strong sales of 30x40 to 40x80 PEMB shops, as well as R Panel commercial roofs. Whether for residential garages, agricultural structures, or commercial buildings, Hercules continues to meet a broad spectrum of customer needs with precision and reliability.

The company's team has grown alongside its capabilities. Today, Hercules employs 25 people, with plans to double



The current Chalmette, Louisiana, facility, equipped with ASC Machine Tools, Metal Rollforming Systems, and Bradbury roll formers, along with American-made purlins — demonstrating Hercules' commitment to quality and precision.



POLESAVER™ - PF

GUARANTEED POST FRAME ROT PROTECTION

QUICK & EASY APPLICATION



LEARN MORE ABOUT POLESAVER-PF BY WATCHING THIS VIDEO

LEVI'S BUILDING COMPONENTS
(877)-897-7020



that number within the next five years. Bell emphasizes a culture rooted in collaboration, respect, and excellence, noting that employees are viewed as integral partners in delivering the company's promise of quality and service.

Competition in the industry is approached differently at Hercules. Bell describes competitors not as threats, but as trade partners, collaborating when mutually beneficial and sharing products to ensure customers receive the solutions they need. This cooperative approach is paired with a customer-centric philosophy that differentiates Hercules from larger corporate entities. "No matter our growth, we vow to never skimp on customer-deserved care," Bell affirms.

Hercules' dedication to quality is mirrored in its choice of equipment and suppliers. The company uses top-tier machinery, including ASC Machine Tools, Metal Rollforming Systems, and Bradbury roll formers, and even maintains the original Hercules Corrugated Roll Former invented by LeBouef Sr. Coil, coatings, fasteners, and condensation

control products are sourced from trusted suppliers like United Steel Supply, Flack Global Metals, Dallas Fasteners, and Sealrite, ensuring that every component meets the company's exacting standards.

Looking back, Bell reflects on lessons learned and future ambitions. While she admires her grandfather's focus on the local community, she acknowledges that Hercules could have expanded nationally sooner. Today, she envisions taking the company beyond regional markets, potentially even globally, building on a reputation established over eight decades.

The current business climate presents challenges tied to the unpredictability of storms, which influence demand for metal buildings and roofing. Bell notes that expansion into new territories is a strategy to stabilize the business and ensure consistent growth, independent of localized events.

As Hercules celebrates its 80th anniversary, the company is honoring its legacy with both reflection and community engagement. On December 13, 2025, the celebration will take place



Sara Bell and her husband Tommy are still inspired by the original Hercules Corrugated Roll Former, invented by William LeBouef Sr. in 1961 to make panels at any length and still in operation today.

at Carolyn Park in Arabi, Louisiana, where Hercules recently donated four dugouts to support rebuilding efforts after a devastating tornado. The gesture exemplifies the company's enduring commitment to its community — a hallmark that has been evident from the earliest days of LeBouef Sr.'s leadership.

Beyond products and community involvement, Hercules is recognized for its rigorous approach to design and quality. Bell stresses that the company's panels are engineered for both performance and longevity, supported by extensive testing and one of the industry's highest warranties. "There is a reason why Hercules will only sell and deliver a superior product and service," Bell says. "You don't stay open for 80 years by good luck alone. Hercules stands for strength and resilience."

As Hercules Sheet Metal & Metal Buildings looks toward the future, it's clear that the company's combination of history, innovation, and customer-focused service will continue to guide its growth. With new product lines, expanding markets, and a team committed to excellence, the company honors its past while positioning itself to remain a leader in the metal building and roll-forming industry for decades to come. **RF**

On Resilience:

"At 68 years old, my grandfather literally dug the company out by hand after Hurricane Katrina. That determination is woven into everything we do at Hercules."

— Sara Bell, Owner, CEO & CFO

7th Annual

2026 Construction **Rollforming** **Show**

**Gatlinburg
Convention Center
Gatlinburg, TN**

September 16-17, 2026

**FOR EXHIBITOR INFORMATION
CONTACT MISSY BEYER:**

missy@shieldwallmedia.com

715-350-6658 • FAX 1-715-227-8680

www.constructionrollformingshow.com

Metal Shop Security



Practices To Keep Your Investment Safe

■ By Courtney Glover

When considering your own metal shop, safety and security may not come up as your first concerns. Though we would all like to say, “That won’t happen to us,” unfortunately, theft, robbery, and vandalism do happen daily. With the proper knowledge, equipment, and preparation, you can make your shop safer and lessen the risk of unwanted guests.

PHYSICAL ENTRY POINTS

Heavy-duty hollow metal steel doors with welded frames, internal hinges, and high security deadbolts are the safest doors to ensure metal shop security. These doors are made from galvanized steel to resist cutting, bending, and impact damage, which will help withstand an attempted forced entry. The downside of these doors is that they can be very heavy, requiring a large frame and robust installation. Other safety options include stainless steel for durability or reinforced aluminum for lighter security, in low-risk areas.

For windows, laminated glass, polycarbonate, or glass-clad polycarbonate are suggested for best security. These options offer force, impact, and breakage protection. Glass-clad polycarbonate is the best option for bullet and projectile resistance, which offers the maximum security. The next choice for high-risk areas would be laminated glass. This glass is made of layers and remains intact even if broken, which offers protection against forced entry and reduces risk of injury from broken glass.

Polycarbonate is lightweight and impact resistant. As a plastic alternative, these offer clear visibility with enhanced security against breakage. For additional safety, it may be beneficial to install extra hardware such as window bars or anti-vandal shutters.

PERIMETER & EXTERIOR SECURITY

LED and motion sensing flood lights are suggested for the best lighting security. These provide security by offering high visibility, energy efficiency, and low maintenance. LED floodlights have a long lifespan, offers improved visibility, and offer directional lighting. Motion sensing lights are energy saving by only activating when light is needed. They also offer enhanced deterrence, startling an intruder, causing them to flee.

To ensure the lights offer uninterrupted protection, it is beneficial to have a backup battery. During a power outage, a backup battery can allow your lights to continue to work to deter

intruders. Power outages are common times for intruders to act. When the light source fails, the backup battery automatically switches on, allowing the products to continue working.



ANKEROK-STOCK.ADOBE.COM

FENCING & GATES

For a metal shop, a combination of chain or steel fencing is considered to offer the best security. These options are difficult to cut or climb. Motorized cantilever slide gates are ideal gates to use for safety and access control. These gates are heavy duty and allow vehicle entry and exit to/from a facility. They are reliable and offer high security.

An access control system may also be beneficial. This allows for secure and managed entry. These systems can offer remote management, vehicle detection, intercoms, and camera. Another, less technical yet efficient option, would be utilizing padlocks.

Barriers or bollards are critical to deter and protect against a vehicle crashing through the doors or windows of a shop. Placing bollards at door edges will prevent damage to the building should a driver miss the opening. Heavy-duty steel bollards, often filled with concrete, could be posted around all primary access points and spaced no more than five feet apart.

SIGNAGE

“Authorized Personnel Only” signs deter theft by warning intruders that the area is protected, and access is restricted. These signs imply that there may be security cameras and/or repercussions if an unauthorized individual entered.

Additionally, safety and restricted access warning signs prevent accidents and protect sensitive areas. These signs communicate hazards and discourage unauthorized entry. They help legal compliance, reduce liability, improve operational efficiency, and foster a safer, more secure environment for everyone.

INTERIOR SECURITY

Intruder alarms on doors and windows have proven to cause 60% of burglars to completely avoid the property. Eighty-one percent of burglars who attempt to break in will stop the attempt if they discover an alarm system. Overall, alarm systems are beneficial in deterring intruders.

Motion sensors in work areas and storage rooms may also deter intruders. Immediate lighting or alarms may startle and scare off trespassers. Motion lights may also enhance safety by preventing accidents and allowing monitoring for quick responses to unauthorized access.

Glass break detectors near vulnerable entry points offer another layer of security. They offer early detection of intruders and can serve as a deterrent to prevent break ins. These detectors detect the noise or frequencies of the glass breaking which triggers an alarm. The alarm allows for rapid response from security personnel or authorities before the intruder even enters the building.

CAMERAS

CCTV cameras, a type of camera used in a “closed-circuit” system, with 24/7 recording and remote access offer evidence for incidents and provide remote monitoring. This also may reduce insurance costs. Cameras and recorded footage enhance business security and safety. Along with deterring intruders, it may help protect against false claims and resolve staff disputes.

ASSET PROTECTION

Inventory and equipment tagging assigns an identifier to an item which allows for tracking and managing the item. This practice acts as a visible deterrent against theft. It increases the chance of catching a thief, setting off an alarm, and/or allowing for quick item identification.

For equipment, anchor points are beneficial. Anchor points are secure, load-bearing attachment points attached to the equipment. These make theft more difficult and time-consuming.

An end of the day lockup checklist will ensure that whichever staff is on duty will ensure the same safety measures as the last employee. This checklist will remind the person which doors or windows to lock and alarms to set, avoiding easy mistakes and forgetfulness. Additionally, there should be limited key distribution and a tracking log to hold those with keys accountable.

Lastly, all codes and passwords should be updated regularly. A past employee or an overheard conversation may cause a risk of security breach. Regularly changing codes will help prevent this from happening.

CONCLUSION

Metal shops, like any business, need proper security and safety measures. From sturdy doors and windows and bolts on doors to cameras and alarms, the right equipment may be the difference between theft and security. Proper knowledge and preparation may keep your shop in safe hands. **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.



COIL UPENDER

- Needs no electricity or hydraulic system to run.
- Compact footprint (4' x 6').
- Easily movable with forklift.
- Manufactured with built-in safety features.

Works Automatically: returns to an upright position after tipping & removing a coil.

FOUR STAR WELDING



(406) 880-0323
to order or for more
information.

Nationwide
Shipping Available



REMOVABLE TRAY
SHEET RACKS



COIL RACKS

New Products))

THE BRADBURY GROUP DOUBLE MANDREL UNCOILER

Bradbury International UK recently completed a new double mandrel uncoiler, built in-house and ready for delivery worldwide. Engineered for reliability and precision, this unit is ideal for handling coil-fed processes in a wide range of industries.

The specifications for the new double mandrel:

- Double mandrel design – 6,614 pounds (3,000 kilograms) capacity per mandrel
- Mandrel expansion – 18 inches (458 millimeters) to 21 inches (536 millimeters) featuring a manual handwheel with linkage system
- Maximum coil width – 11 inches (300 millimeters)
- Coil OD capacity – 79 inches (2,000



- millimeters)
- Manual head rotation with locking handle
- Pneumatic brake, adjustable via pressure regulator for precise back tension
- 8 coil retainers for secure coil loading
- Non-powered operation, ideal for integration into various line

configurations

Each unit includes full workshop testing prior to shipment and UKCA Declaration of Incorporation.

<https://bradburygroup.com>

MALCO TURBOSHEAR® ROTARY PANEL CUTTER

Malco's TurboShear® Rotary Panel Cutter (TSPC1) is the newest innovation in the pro-favorite TurboShear® line, built to handle tough jobs with confidence and deliver long-term performance without compromise.

The TurboShear® Rotary Panel Cutter features dual opposing cutting wheels, designed to self-advance the tool smoothly through metal and vinyl material, leaving a clean, precise cut and eliminating hand fatigue associated with forcing blades through metal.

The hardened high-strength alloy steel

One System. Every Climate.

See us at the
Construction
Rollforming
Show Booth 606

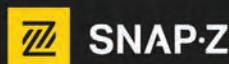
Snap-Z Ridge Vent Systems are engineered for standing seam metal roofing.

Pre-punched.
Pre-taped.
Pre-cut.

All-in-one.
All-weather.
All ready to go.



Learn more at snapzvent.com
(717) 572 - 0910
office@snapzvent.com



Check Out Our Digital Magazine Websites

www.buildmybarndo.com

www.ruralbuildermagazine.com

www.framebuildingnews.com

www.readmetalroofing.com

www.rollformingmagazine.com

www.garageshedcarportbuilder.com

www.roofingelementsmagazine.com



cutting discs are replaceable, and can handle a variety of materials, including 22-gauge steel, 26-gauge stainless steel, .04" aluminum and .055" (1.4mm) vinyl siding.

www.malcotools.com

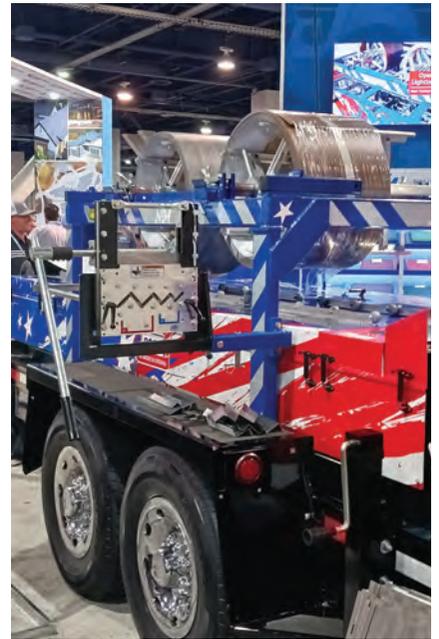
NEW TECH MACHINERY SSQ3

New Tech Machinery (NTM) unveiled the SSQ3™ MultiPro Roof & Wall Panel Machine—its next-generation flagship—at METALCON 2025 in Las Vegas.

Built on the SSQ II, the SSQ3 targets what contractors and plant operators need most: better visibility, faster changeovers, simpler maintenance, and enhanced safety—without compromising NTM’s rugged build quality.

What’s new—and why it matters:

- Sealed drive gear covers with inspection windows: Adds a safety layer, shields gears from contaminants, and speeds visual checks.
- Remote zerk fittings: Moves hidden lubrication points to the outside—no cover removal—cutting downtime and extending component life.
- Eight interior LEDs: Improves visibility for setups and tool changes;



New Tech Machinery SSQ3 with a special exhibition wrap at METALCON 2025. SHIELD WALL MEDIA PHOTO.

DON'T SCREW IT UP...

FULLY ASSEMBLED
CLAMPS READY TO INSTALL

THE ONLY LABOR-SAVING CLAMP

PUSH-PIN FOR THE WIN

Features & Benefits:

- **NO SET SCREWS** • Clamps Arrive Assembled
- Patented Push-Pin Design
- Self-Locking, **NO RETORQUING** Required
- Rigorous 3rd Party Testing
- Non-Penetrating • Fast Installation

860.773.4144

www.AceClamp.com

QUALITY COILS... DELIVERED

Visit us at the
Frame Building Expo booth #538

Gold Key
of Excellence
Award Winner

Metal Roofing
METAL OF HONOR
2025

Call us for all your slit and blank coil needs!

715-644-0765

HIXWOOD.COM

New Products))

lights remain usable under lockout/tagout.

- RFID cover sensors with on-controller diagnostics: Identifies exactly which cover needs attention.
- Tool-free notcher entry door (if equipped): Fast adjustments with retained RFID interlock.
- Shear warning strobe: High-visibility alert before and during shear cycles.
- Quick-change guide rods with on-machine storage: Tool-free swaps and fewer loose parts.
- Quick-change rib roller frame with hang-in feature: Faster, repeatable changes without redoing intricate adjustments.
- Improved bottom guarding and shear slug funnel: Reduced pinch-point exposure; cleaner, faster cleanup.

Profiles and packages: SSQ III supports NTM's established lineup across mechanical seam (SS100, SS150,

SSQ200, SSQ210A, TRQ250), snap-lock (SS450, SS450SL, SSQ550, SSQ675, FF100, FF150), wall/soffit/underdeck (FWQ100, FWQ150), and Board & Batten (BB750). Some profiles may require specific tooling, licensed details, or approvals.

www.newtechmachinery.com



VAMPLIERS PYTHON 10" PLUMBERS SLIP JOINT PLIERS | VT-003-10

Engineered for strength and precision, the Vampliers PYTHON 10" Plumbers Slip Joint Pliers are ideal for roofing professionals. With wide-opening jaws (max. 60mm) for a secure grip on various materials, including round bars and hex nuts, these pliers feature vertical serrations that make it easy to extract stripped or rusted screws. The screw removal jaws accommodate sizes from 3 to 9.5mm, offering a time-saving, reliable solution for roofing tasks.

www.vampiretools.com

While these drive tools were already offered individually, as well as in insert kits, this new offering brings everything together in one kit. According to Kyle Lindsly-Roach, Director of Sales & Marketing, "We decided to offer this assortment kit based on customer feedback indicating that having all of the sizes in one package would be highly beneficial."

Made from steel, these tools are used to install slotted E-Z LOK threaded inserts like Solid Wall inserts for metal and Knife Thread inserts for wood. Furthermore, all drive tools in the assortment kit fit in standard power tools. Kit drivers can be used to install inserts with internal threads from #6 to 3/4 and M3 to M16. They're ideal for maintenance departments, machine shops and manufacturing facilities.

www.ezlok.com



BRASS KNUCKLE® SMARTCUT™ GLOVES

Cut-resistant gloves need to protect the hands of real people doing real work. They must be flexible, offer a sure grip for handling dry, wet, or oily parts and surfaces, and provide the proper level of cut protection without bulk.

Brass Knuckle's SmartCut™ line of gloves offers three ANSI A2 cut-resistant glove solutions designed to perform in specific applications and conditions. They're constructed with a cut-resistant shell (base fabric), a protective coating, and a textured finish for better grip.

SmartCut Touchscreen Gloves (BKCRT201) provide dexterity, grip, and medium cut protection, and then adds a special fingertip dip that allows for the use of touchscreen devices while providing all the safety and durability needed on the job.

CONTRACTORS...

now you can perforate your AG Panels AND FLAT STOCK with the AG PANEL PERFORATOR!



- HD Electric - Gearbox Drive
- Four (4) Sets of Perf Dies
- 29 - 26 ga. Steel for AG Panels
- 29 - 24 ga. Steel, .032" Aluminum - Flat Stock

ROLLFORMER.
CHANGING THE SHAPE OF METAL

Call us today at 215-997-2511
www.rollformerllc.com



E-Z LOK DRIVE TOOL ASSORTMENT KIT

E-Z LOK, a manufacturer and master distributor of threaded inserts for metal, plastic and wood has created a drive tool assortment kit containing a variety of sizes.

New Products))

SmartCut BKCR3520 is made of a high-performance polyethylene (HPPE) shell with a foam nitrile coating for applications requiring a higher level of tactile sensitivity. The glove's flexibility is derived from its thinner, 15-gauge composite shell. A reinforced thumb crotch adds strength and protection between the thumb and forefinger, an area that is susceptible to wear and tear.

SmartCut BKCR2403 helps wearers feel their way through dry applications with reliable abrasion protection, a flat-coat grip, and basic ANSI A2 cut protection. The glove is made of a synthetic fiber composite that includes HPPE, nylon, and synthetic GLF fiber. The polyurethane coating is balanced against extreme dexterity for tasks calling for very fine motor skills and tactile sensitivity.

SmartCut BKCR303 is ideal for applications requiring cut resistance and dexterity. Its HPPE/nylon/synthetic GLF fiber composition and polyurethane coating pairs ultrahigh molecular-weight polyethylene with 13-gauge material to facilitate dexterity.

www.brassknuckleprotection.com

BECK AUTOMATION INTRODUCES CUSTOM ROBOTIC FOLDER

Beck Automation has introduced a custom robotic automated folder solution, designed to streamline production,



improve efficiency and help operators get the most of their workforce.

The system can be integrated with folders up to 26 feet with a sheet loader, or up to 21 feet without one, depending on the setup. Because every folder comes with its own capabilities and limitations, Beck's solution is tailored to each customer's specific equipment. Trim can also be produced with or without protective film, providing flexibility for a wide range of jobs. This solution provides the following benefits:

- **Reallocate Labor:** Frees up operators to focus on bottlenecks in other areas or fill positions that have been challenging to fill.
- **Workplace Safety:** By automating repetitive and higher-risk tasks, the

chance of workplace injuries is greatly reduced.

- **Reduced Downtime:** Setup and prep can be done while the equipment is running, minimizing lost time and maximizing efficiency.

- **Increased Uptime:** The folder can keep running after hours, during breaks or when operators are working on other equipment or tasks.

- **Low Maintenance:** The system is designed with minimal maintenance requirements, helping keep operations running smoothly.

On a double bend folder running one shift per day, this solution offers a projected two-year return on investment.

www.beckautomation.com

RF

Max-NT

- Great Tear-Strength
- Holds Securely in Place
- UV-Resistant and Durable
- No Protective Clothing Needed
- Safe and NO ITCH!
- Will Not Harbor Mold, Mildew or Fungi



EXCLUSIVE
UV Degradation Warranty
also covers
LABOR COST!

10 YEAR

TRANSFORMING THE WAY YOU INSULATE



SCRIM REINFORCED

FOR MORE INFORMATION
888-887-3645
www.rFOIL.com



**Superior Quality
Telehandler Boxes**
In-Stock For
Next Day Shipping



**WANT TO
SEE ALL OF OUR
DUMPSTER PRODUCTS?
Ask for our FREE
catalog!**

Call Justin at (717) 355-2008
Email: office@creeksidemfg.com
www.creeksidemfg.com
137 Meadow Creek Road, New Holland, PA 17557



WE ADD THE VALUE TO THE METAL




- Automation Systems
- Metal Construction Rollformers
- Coil Processing
- Forming & Fabrication
- Recondition Existing Machines

620-382-3751
www.marionmanufacturing.com




**STEEL PRODUCTS FOR
THE METAL ROOFING &
METAL BUILDING INDUSTRY**

Understanding Superior Service



512-263-0954 • unitedsteelsupply.com



DIRECT METALS Everything but the coil on one pallet.

Fasteners and Accessories for Rollforming Manufacturers and Wholesale Building Products Distributors.

Accessories and Components for

- Metal Roofing
- Standing Seam
- Low Slope
- BUR
- TPO
- Asphalt Shingle Roofing
- Post and Steel Frame Buildings

Home of the WoodZip, SteelZip, ConZip, Dekzip, Panclip, and S.C.A.M.P. line of premium fasteners.



www.directmetalsinc.com Phone: 855-800-8878



**THE MOST AFFORDABLE, ALL-IN-ONE
SOLUTION FOR IN-GROUND POST DECAY
AND UPLIFT RESTRAINT**

P (610) 377-3270
www.planetsaverind.com

Made in the USA



**LOOKING TO
EXPAND INTO
COMMERCIAL
ROOFING?**

We have the materials & the training to help.



BEFORE **AFTER**

WANTED!

- Roofing Installers (Increase your profits)

**WINDING ROAD
ROOFING**

Hagerstown, MD • 240-310-2777



Darin Westhoff
President

Office: 888-345-2645
Cell: 641-680-3802





3 Brands 1 Mission

MANUFACTURER OF ROLL FORMING EQUIPMENT




- Coil Upenders
- Shears
- Slit Line
- Uncoilers
- Trim Roll Formers
- Wrappers
- Panel Lines

Acu-Form
ROLL FORMING EQUIPMENT

Millersburg, Ohio
(330) 674-4003 - ACUFORMEQUIPMENT.COM

SteelGrip SAMP, Inc.

Preventing Injuries and Saving Lives®

SAMP MATS:
Easy to use magnetic grip provides safer footing when working on steel roofing. Get maintenance jobs done faster and easier.



231-944-0109
SteelGripSamp.com

Premium Quality ROLLFORMING MACHINERY

PANEL LINES	ROLL UP STATIONS
TRIM ROLLFORMER	TRACK LINES
PURLIN LINES	DECKING LINES
ROLL UP DOOR LINES	COIL UPENDER
SEAMING STATIONS	DOUBLE HEMMER





Made in the USA since 1949!

ASC MACHINE TOOLS, INC.
TEL (509) 534-6600 www.ASCMT.com

ASCO machines ^{USA}



(217) 955-ASCO
WWW.ASCO-MACHINES.COM

Aluminum Folding Stairs

Heavy duty • Use in garages, shops, pole barns, barns, etc.

Standard rough openings

- 22 1/2 x 105 1/2
- 37 x 105 1/2
- 46 1/2 x 105 1/2

Up to 12'8" ceiling height
Ship anywhere in the U.S.



DALAM WELDING
7655 S 200 W TOPEKA, IN 46571

Call for Dealers near you.
260-593-0168

WEBSITES & ONLINE MARKETING



- ✓ Search Engine Optimization
- ✓ Marketing Strategy
- ✓ Google Ads & Social Media



(717) 929-8780 sales@eimpact.marketing

Radiant Floor Heat!



- Warm, Silent & Efficient
- Hot Water or Electric
- Tankless Hot Water
- Slabs
- Wood Floors
- Geothermal
- Wood Boilers

935 N. 275 W. Suite B • Angola, IN 46703
See us at www.indianawarmfloors.com
260-668-8836 • 800-700-8830

PINE HILL

MOVING YOU FORWARD



THE MATERIAL TRAILER SERIES
MADE FOR THE METAL ROOFING & POLE BARN INDUSTRIES, DELIVERING SUPERIOR RELIABILITY AND PERFORMANCE EVERY TIME. FEATURING REMOTE-CONTROLLED ROLLERS, TILT DECK, AND EXTENSIONS, IT TRANSFORMS UNLOADING INTO A ONE-PERSON OPERATION – NO FORKLIFT REQUIRED.

PINEHILLTRAILERS.COM | (717) 288-2443 | 5140 MARTIN DRIVE, GAP, PA 17527

AMERICAN MADE TOUGH FOR STEEL



BET&F
A BECK brand

BECK AMERICA Inc. 800-239-8665 | www.beck-fastening.com
ET&F® is a registered trademark of RAIMUND BECK GMBH.



MAKE YOUR OWN GUTTER GUARD

We manufacture custom gutter guard machines.

- You design it-We build it.
- Send us a drawing of the design you want and we will send you a quote.
- Include your phone number so we can call you back.

REASONABLE PRICING

Flack Hill Machine

7671 State Rte 514 • Big Prairie OH 44611



PLASTISLEEVE® POST PROTECTION

The "Original" post protector

- Low cost - Easy slide on
- Also available, **PLASTISHIRT** board protector

sales@plastisleeve.com
Toll free 877-775-3383

www.plastisleeve.com

HEARTLAND

SALES AND SERVICE

Your #1 Roll Forming Support Equipment Source

- Power Panel Wrappers
- Power Trim Wrappers
- Automatic Wrappers
- Coil Tipppers
- Ag Panel Power Shear
- Custom Products



Rochester, IN 46975
(574) 223-6931



Are You Ready to Get DOMED?

- Rated #1 Best Product for Value & Performance by leading Consumer Report testing organization
- Military grade 6063 extruded and tempered to T5 aluminum support frame
- GutterDome is a highly profitable premium gutter guard solution to an annual homeowner problem

www.GutterDome.com
Call 877.987.4888
FREE Dealer Product Sample Kit

ABOVE AND BEYOND STEEL COIL

WE OFFER A VARIETY OF PRODUCTS



See how Progressive Metals can exceed your expectations!

PROGRESSIVEMETALS.COM | Call Toll Free: 855.835.9762

HEAVY-DUTY ANCHOR BRACKETS

Sturdi-Wall® drill set model
Sturdi-Wall® Plus wet set model
ICC-ES certified code compliance
permacolumn.com



PERMA COLUMN.

BUILD BETTER. BUILD STRONGER. BUILD TO LAST.



Formwright

Outfitting Standing Seam Rollforming Businesses

Machines | Trailers | Tools | Service

Give Us A Call Today • **260.463.4010**



HOLD THE SNOW, GUARD YOUR ROOF WITH Snow Retention



RED T PRODUCTS

833-473-3368
465 N Reading Rd,
Ephrata, PA 17522

POLESAVER™-PF

The ultimate protection for post frame foundations, backed by a 40-year rot prevention guarantee.

Phone: (610) 377-3270
Polesaver-pf.com

40 YEAR Guarantee

POLESAVER - PF POST FRAME PROTECTION

Distinguish your roofs with Grandura snow guards.

Grandura

- Unique shapes
- 40+ color options
- Easy installation

Are you a standing seam roofer? Request your free demo kit today!

Order Now! 272.215.7196



Storage Experts
DESIGN • MANUFACTURE • QUALITY
www.storageexp.com

Storage Experts
& Building Components
Angel Hayes | President
305-586-3033
90 W. Orange St. Juno Beach, FL 33425
ahayes@storageexp.com www.storageexp.com



SAMCO
People. Products. Passion.

Providing Complete Turnkey Roll Forming Solutions for Over 50 Years

1 416 285 0619
www.samco-machinery.com



Golden Rule
FASTENERS

**QUALITY PRODUCTS
COMPETITIVE PRICES
& MOST ORDERS SHIP THE SAME DAY**

- Screws • Closures • Ridge Vent
- Pipe Flashings • Butyl Tape • And much more!

Ph: (334) 283-4030 - FAX (334) 283-4032
info@goldenrulefastenersinc.com - www.goldenrulefastenersinc.com



rFOIL® THE BEST WAY TO INSULATE METAL ROOFING

CLASS 1/A Fire Rating

888-887-3645
www.rFOIL.com

Manufactured by: **COVERTECH**



Aztec Washer Company

MASTER FLASH®
ROOFING • PLUMBING • ELECTRICAL • HV/AC • SOLAR

From the smallest to the **LARGEST**, the most complete line available.

Pipe Range: Fits: 1/8" to 39-1/2" Pipes
Base Range: 2-1/4" to 44" (1 meter)

20 YEAR WARRANTY

1-800-WASHER 5 (927-4375) • Ph: 858-513-4350 • info@aztecwasher.com • www.aztecwasher.com



REACH EVERY SUBSCRIBER

In print & online of every Shield Wall Media magazine for under \$900 per month! That represents 150,000+ impressions.

**FOR MORE INFO CONTACT GARY REICHERT:
715-952-1657**

STEEL DYNAMICS TO ACQUIRE REMAINING 55% OWNERSHIP INTEREST IN NEW PROCESS STEEL

Steel Dynamics, Inc. (NASDAQ/GS:STLD) has announced that it has entered into a definitive agreement to acquire the remaining 55% equity interest in New Process Steel, L.P. (“New Process”). New Process Steel is a metals solutions and distribution supply-chain management company headquartered in Houston, Texas, with a focus toward growing its value-added manufacturing applications.

“We have enjoyed a strong customer relationship with New Process since our founding,” stated Mark D. Millett, Chairman and Chief Executive Officer. “This acquisition expands our exposure to value-added manufacturing opportunities, while continuing to serve our other long-standing flat rolled steel customer needs. New Process has a reputation for high-quality standards and strong customer relationships. With this next step, we believe New Process will continue to have a number of opportunities for value-added manufacturing growth.”

“I have enjoyed a great, long-time relationship with the entire Steel Dynamics team,” stated Richard Fant, New Process Steel Chief Executive Officer. “I believe this is a great opportunity for New Process to grow our value-added metals solutions and supply-chain strategy, to continue to provide our customers with exceptional service and value. The entire New Process team and I are excited for this strategic step.”

Steel Dynamics is a leading industrial metals solutions company, with facilities located throughout the United States, and in Mexico. The company operates using a circular manufacturing model, producing lower-carbon-emission, quality products with recycled scrap as the primary input. It is one of the largest domestic steel producers and metal recyclers in North America, combined with a meaningful downstream steel fabrication platform.



COMBILIFT RE-QUALIFIES FOR DELOITTE BEST MANAGED COMPANIES AWARD

Combilift has once again been recognized as one of Ireland’s Best Managed Companies by Deloitte, marking its 13th consecutive year receiving this accolade.

This recognition is a reflection of Combilift’s consistent year-on-year growth and also highlights its ongoing commitment to innovation, operational excellence, and strategic vision. The requalification process assesses companies across four key pillars: strategy, culture & commitment, capabilities & innovation, and governance & financials. Requalifying means continuously proving their ability to lead in each of these areas in a dynamic global market.

“The renowned Deloitte international brand Best Managed Companies programme sets a high benchmark, and requalifying for the 13th time reinforces our position as a serious global business,” said Martin McVicar. “While we’re known for manufacturing innovative world-class material handling solutions, this recognition also speaks to how we run our business — from our lean operations and customer-focused R&D to our world-class production facility in Monaghan.”

ROLL-KRAFT NAMES MIKE SAMPLAK AS PLANT MANAGER

Roll-Kraft has announced Mike Samplak has been appointed to the

position of Plant Manager at its headquarters facility in Mentor, Ohio. Samplak has been with Roll-Kraft for 17 years. He started with the company as a machine operator. Over the years, he has worked in nearly every department of the plant, allowing him to understand what each operator needs to perform their job to the highest standards. He also learned the best processes followed by Roll-Kraft, to produce and provide high quality tooling to the tube and pipe and roll forming industry.

As plant manager, Samplak now applies this knowledge to every area of the plant and look for further improvements. His duties include working with the Roll-Kraft engineers to identify and confirm what are often very precise size tolerances in design, working with purchasing of parts and materials for customer orders,



Mike Samplak, Plant Manager, Roll-Kraft

assigning and scheduling production for Roll-Kraft’s CNC machines, in order to meet challenging customer needs, and supervising the shipping department, to ensure products are getting out the door to meet the company’s on-time delivery goals.

Customers often choose to have their sets of tooling tested at Roll-Kraft. Samplak will coordinate the production of roll tooling with the tryout

team, in order to allow the smooth transition into tryout.

Roll-Kraft is a manufacturer of tooling for the tube and pipe and roll forming industries. The company is known for its expertise in the custom design and manufacture of tooling that will run good product as quickly as possible, often right out of the box.

Roll-Kraft has its headquarters in Mentor, Ohio, and maintains other facilities in Lombard, Illinois (Chicago Roll), and Ontario, Canada (Roll-Kraft Ltd.).

RF

Leading Economist Shared Insights on Moving from Uncertainty to Complexity at METALCON 2025

■ By Fiona Maguire-O'Shea

METALCON welcomed economist Alex Chausovsky of The Bundy Group to the keynote stage in Las Vegas on Oct. 22 for an insightful address focused on navigating the next phase of economic and industrial transformation.

An internationally recognized economics and markets expert, speaker and strategy consultant, Chausovsky discussed a shift in mindset from managing uncertainty to embracing complexity under the theme “Connecting Data to Action.”

“We’ve been through similar challenges before,” he said, referencing the pandemic era. “Now, we can project with confidence that we will figure this out. We can do this together. We have the mindset to get it done.”



Alex Chausovsky of The Bundy Group.
PHOTO COURTESY OF METALCON.

ECONOMIC STRENGTH AND GLOBAL CONTEXT

Chausovsky underscored the continued dominance of the U.S. economy, noting that at \$30 trillion, it represents more than a quarter of global GDP and remains one-third larger than China’s \$20 trillion economy. “We are not going to be overtaken with our economy,” he affirmed, adding that even New York and parts of New Jersey together exceed Russia’s \$2.2 trillion economy.

He highlighted that since 1980, the U.S. has maintained a consistent 26% share of global GDP, reinforcing the nation’s enduring economic influence. However, he cautioned that the U.S. must ensure its global partners do not gain competitive ground—a sentiment aligned with the current Trump administration’s policy goals.

“Our biggest vulnerability is our allies,” said Chausovsky. The concern is that our allies are being pushed closer to our adversaries—closer to China and Russia.

GLOBAL TRADE, TARIFFS, AND ECONOMIC TRENDS

Chausovsky talked about Purchasing Power Parity (PPP) as a key factor in understanding China’s internal advantage—its ability to afford more goods and services for the same amount of money. He cautioned that, unless we act strategically, China’s production capacity will continue to outpace ours.

He addressed trade relations with Canada and ongoing tariff impacts, clarifying misconceptions about an impending recession:

“We are not in a recession; we are not even headed towards one,” he emphasized.

According to Chausovsky, while 37% of tariffs have been passed to U.S. consumers, 9% have been absorbed by companies. The overall economic impact, he said, remains limited, with tariffs typically taking 12–18 months to fully register.

LOOKING AHEAD: 2026 AND BEYOND

Chausovsky forecasted a flat economy for 2026, with minimal growth expected due to restrictive interest rates. He added, pessimism among CEOs is equal to that seen during COVID and has persisted since April 2 (Liberation Day)—reflecting no growth and no contraction.

“You want to be conservative and tighten the belt,” he advised. “Unless we can get out of our own way, it will tread.”

“The key takeaway for 2026 is to maintain profitability and make sure you have money to reinvest into the business,” he said. Chausovsky then posed the question, “What can you do?” He said, “Increase prices or increase your market share.”

He encouraged leaders to:

- Retain employees, as workforce participation remains strong.
- Budget 3–4% for cost-of-living increases.
- Communicate more frequently with suppliers, ideally moving from quarterly to monthly updates.
- Diversify pricing strategies—either by increasing prices or capturing greater market share.

He also cited the importance of legal immigration to sustain the labor force, warning that without progress, workforce shortages could begin as early as 2027.

Closing his address, Chausovsky reiterated his core message for the metal construction industry: while today’s economic landscape is complex, waiting on the sidelines is not an option. He acknowledged concerns that tariffs could push the economy toward recession but affirmed that this is not the case. Instead, he urged industry professionals to stay informed, remain agile and position their businesses to succeed amid evolving market dynamics.

The outlook may be complex, but it remains one that the industry is fully capable of navigating—momentum that will continue as the conversation moves forward at METALCON 2026. (METALCON 2026 takes place in Orlando, Florida, October 7-9, 2026; www.metalcon.com.) **RF**

Unlock Media Coverage

Master the Art of the Press Release

■ By Karen Knapstein

If your organization does not employ a public relations firm or in-house PR specialist, you can still benefit by mastering the basics of media relations. Editors constantly search for compelling stories. Share how you developed a product that solves a common problem, how your company is innovating and transforming the industry, or highlight a special project or notable achievement by your team. When you present an engaging story, you can expect nearly immediate media coverage that justifies your efforts.

For example, Rural Builder and Frame Building News covered the story of Wick Buildings erecting its 75,000th building in 2019. Although the structure was simple, the milestone demonstrated significant progress. Without a press release, this news might not have reached tens of thousands of readers—and the resulting editorial coverage came at no cost.

THE PRESS RELEASE: YOUR ESSENTIAL TOOL

A press release is the cornerstone of public relations. This simple tool can secure free media coverage when used correctly. A press release is a short, compelling news story that you send directly to targeted media contacts. Although PR professionals often write these releases, you can craft one yourself with a bit of basic guidance.

If you have genuine news, you stand a strong chance of capturing the attention of journalists and editors. To succeed, you must break through the clutter and communicate clearly. Your press release should offer unique, relevant information in a well-written format. The less time an editor needs to spend editing your story, the better your chances of reaching the audience that can help grow your business.

Deliver a concise, newsworthy piece to media professionals, and you will gain free exposure for your business, event, or products.

MAKING A GREAT FIRST IMPRESSION

Crafting a Compelling Subject Line and Headline

To ensure your press release is read, start with a strong email subject line and headline. Fiona Maguire-O'Shea, a PR consultant in the architecture, engineering, and construction industry, explains that the subject line often determines whether an editor opens your email. With hundreds of press releases landing in inboxes each day, your subject line must stand out. Don't leave your headline as an afterthought—invest

10 Reasons To Write A Press Release

- Milestone anniversary
- New product, material, technology, or service
- New program for advancement/betterment of the trade
- Outstanding achievement (company or staff member)
- Business location change/expansion
- Accolades/awards
- Staff promotion/staff addition
- Public service work/engagement
- Branding changes
- Merger/acquisition

time brainstorming ideas with your colleagues. Your headline serves as your second chance to captivate the editor; make both elements compelling.

WRITING THE BODY OF YOUR PRESS RELEASE

Your press release should present clear facts rather than a hype-filled sales pitch or self-congratulatory puff piece. Follow the principle of “just the facts” and begin by establishing a strong news hook. Immediately address the essential questions: who, what, when, and where. Maguire-O'Shea suggests using a delayed lead approach—first setting the background and tone, then providing specifics. Subsequent paragraphs should answer the why and how while adding compelling details about your story and key players.

Include a brief, relevant direct quote from your company's CEO or another spokesperson. Craft the quote carefully so that it indirectly promotes your product or service without merely praising your business. Finally, conclude with an “About Us” boilerplate that describes your company's operations, target audience, and history, ending with “For more information, visit [website URL].”

PRESS RELEASE DOS AND DON'TS

Avoid marketing jargon, sales hype, and unnecessary fluff, as these diminish an editor's interest and hurt your credibility. Instead, focus on delivering clear, concise information. Research

Three Keys To Writing An Effective Press Release

■ By Fiona Maguire-O'Shea

1. DETERMINE IF IT IS TRULY NEWSWORTHY

Make sure your press release is truly newsworthy. As a PR consultant, I have had to push back at times and say to my client, "I'm sorry, but that information does not substantiate a press release." Talk through with your colleagues or PR professional to determine newsworthy content. You will discover you have a real story to tell; it just might need to be told from a different angle than you originally thought. You need to know the difference between what is press release worthy vs. what should be shared in an email with your customers, or a post on your website or social media.

2. WRITE IT, REVISE IT & SLEEP ON IT

After you are happy with what you have written, make sure at least one other set of eyes reviews it. Revise it and revise it some

more. Then, sleep on it. You will always come back with a fresh perspective and new ideas to improve your press release the next day. In my 30 years of writing press releases, I have always found a way to improve a press release the following day.

3. FOLLOW UP

Because editors receive so many press releases, it is imperative you follow up within a few days. And, when you follow up, it is not to say, "Did you receive my email?" Perhaps, provide some further relevant data or ask, "Can I interest you in an interview with our company's CEO (or designated spokesperson)?"

Fiona Maguire-O'Shea is a PR consultant with 30 years of experience in the A/E/C industry and a regular contributor to Metal Roofing and Rural Builder Magazine. You can find her at www.linkedin.com/in/fionamaguireoshea

the publications and editors you wish to reach, and tailor your press release to their interests. Maguire-O'Shea advises keeping your press release short—ideally one page, no more than a page and a half—with paragraphs limited to two or three sentences.

DISTRIBUTING YOUR PRESS RELEASE

Press release distribution services can cost anywhere from \$100 to several thousand dollars, depending on the service and reach. However, you may achieve better results by building your own media contact list and establishing personal connections. Recognize that each publication may have multiple appropriate contacts, and personalize each email rather than using a blind cc. When sending your press release, paste it directly into the body of the email instead of attaching it as a PDF. This approach reduces the risk of your message ending up in the junk folder and makes it easier for editors to read and publish your story.

ENHANCING YOUR RELEASE WITH VISUALS

Both print and online media thrive on visuals. Include one or two clear, high-resolution images to add visual interest and help your story stand out. Showing your audience a product innovation is far more effective than merely describing it. Provide images up front with photo accreditation so that editors do not need to request them.

THE IMPORTANCE OF FOLLOWING UP

Editors receive countless communications every day, so following up is crucial. Within a few days, send a follow-up email that offers additional relevant information or suggests

an interview with your company's CEO or designated spokesperson. Avoid simply asking if the editor received your email—add value to your follow-up.

AND FOLLOW THROUGH

Maguire-O'Shea also advises that after securing media coverage, the next critical step is to share it with your staff. "Doing so not only boosts morale and reinforces the positive impact of the company's work, but it also ensures alignment with the company's public image. Sharing media coverage provides employees with valuable insights from experts within the company, including technical knowledge and advice, product updates, and details on special projects—giving them a deeper understanding of the company's initiatives and goals," she said.

Equally important is sharing the coverage with your marketing team and other relevant departments so they can amplify it on social media channels. This extends the company's reach and visibility, helping to increase brand recognition. By doing this, staff gain a clearer perspective on how their contributions fit into the company's larger mission. This knowledge not only informs employees but also empowers them to communicate the company's story more effectively, both internally and externally.

You know your products, services, and industry best. If you are ready to make a significant impact, inform the media. Your proactive approach in sharing news can generate valuable exposure that benefits everyone involved. **RF**



MERRY CHRISTMAS

AND HAPPY NEW YEAR



*from all of us at Rollforming Magazine
& Shield Wall Media!*



Reach Every Subscriber

in print & online of every
Shield Wall Media Magazine
for under \$900 per month!
That represents 150,000+
impressions.

**FOR MORE INFO CONTACT
GARY REICHERT:**

**gary@shieldwallmedia.com
715-952-1657**



Industry Insights Start with You: Take the Fall Survey

Welcome to autumn. This season includes a lot of work to get ready for winter and the new year. All of us here at Shield Wall Media are asking for a little help with one of those fall tasks, and it doesn't involve a rake.

This will be the third year for our *CSI-Annual*.

The *CSI-Annual* is where we compile industry data from our proprietary survey and other sources. We share this in the form of a book with all of the subscribers of all of our magazines and send roughly 2,000 additional copies to shows and events. We provide you with this industry data free of charge. That is in addition to our magazine subscriptions, that you also do not pay to receive.

As a little "inside baseball" between the survey, printing, mailing and writing the *CSI-Annual & Market Report*, Shield Wall Media invests a little over \$50,000 to get you this information.

If you would like to sponsor the book, we would love that. But, that is not what I am asking for.

I am asking that you check your email and take the survey. This costs you nothing but a few minutes of your time. The survey is anonymous, so you are not sharing any proprietary information.

Last year we increased the sample size by approximately 40%

and received over 3,000 responses. We would like to go over 4,000 this year. Across our titles we have about 100,000 subscriptions so that should be achievable.

Please consider this a guilt trip. If you read our *CSI-Annual* and don't take the survey remember your peers did something you did not, to improve and help grow our corner of the construction world.

Help us help you. And, if you would like to come to Waupaca and rake leaves, we can give you a pass on taking the survey.

So you know what we are looking for, here are a few of the questions that will be on our survey, with the answers in the *CSI-Annual & Market Report* (mailing at the end of Q1, 2026):

How did your 2025 profitability compare to 2024?

How do you think your 2026 gross sales will compare to 2025?

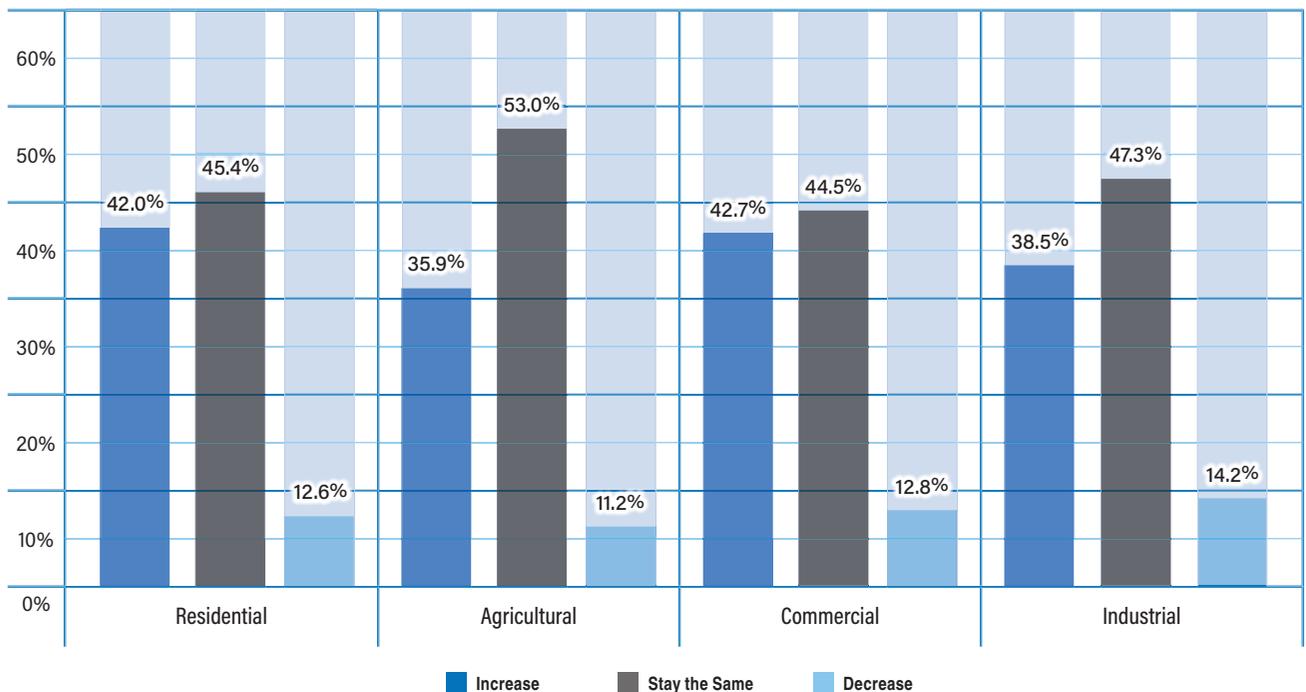
Across the country will residential construction increase, decrease or stay the same?

Across the country will agricultural construction increase, decrease or stay the same?

Which of the following (if any) do you see as a challenge in 2026?

What new products or technology innovations are most likely to have the greatest impact on your business in 2026? **RF**

Expected Growth by Market Segment



Portable Roll Forming

Keep the profit in your pocket



Multi-Panel Rollforming Machine



1.800.ENGLERT
info@englert.com
www.englertinc.com



Scan here to learn more about Englert's portable roll forming machines