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AUG/SEPT 2026
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See You In Gatlinburg!

A Personal Invitation to the 2026 Construction Rollforming Show

Dear Industry Professionals, I am excited to invite you to the upcoming Construction Rollforming Show, taking place on September 16-17, 2026, at the beautiful Gatlinburg Convention Center. This business-to-business event again promises to be an essential gathering for professionals in the rollforming industry, offering unparalleled one-on-one networking opportunities and insights into the latest trends and technologies.

This year's show will feature a rich program of seminars hosted by industry leaders, designed to help you stay ahead in this ever-evolving field. We are thrilled to announce the return of the popular Rollforming Discussion Panel,

moderated by Randy Chaffee. This panel offers an open forum for discussion and exchange of ideas, making it a must-attend session for all attendees. Be sure to bring your questions or send them to me before the show. No question is too basic or complicated for our experts.

The Construction Rollforming Show is not only about business; it's a family-friendly event. We encourage you to bring your loved ones along to learn more about our industry, while enjoying the show and activities we have planned. (Spouses and children enter free.) As with all Shield Wall Media events, we are pleased to offer a complimentary banquet on Wednesday evening, where attendees and exhibitors can gather in a relaxed setting.

Gatlinburg is known for its stunning mountainous landscapes and plentiful off-hour activities. Take advantage of your stay and explore the local attractions, from hiking in the Great Smoky Mountains to visiting quaint shops and restaurants.

Moreover, savvy attendees can enjoy free admission by reaching out to one of our exhibitors listed here for a complimentary pass. Don't miss this opportunity to connect with industry peers and gain valuable knowledge.

I look forward to seeing you in Gatlinburg!

*Missy Beyer
Show Director
Shield Wall Media
missy@shieldwallmedia.com*

Find me on the exhibit floor at the Construction Rollforming Show

The construction rollforming industry continues to evolve at a rapid pace. New equipment, automation, software, coil and coating technologies, and production methods can change the way you do business. Keeping up with those changes isn't always easy—but that's exactly why the Construction Rollforming Show exists.

On September 16-17, we'll gather in beautiful Gatlinburg, Tennessee, for the only trade show dedicated exclusively to construction roll forming. (It's my first visit to this destination so I'm really excited for this year's event.) Unlike broad construction expos, every educational session, exhibitor, and networking opportunity is focused on the needs of companies that manufacture metal roofing panels, trim, gutters, post-frame components, tubing, and other light-gauge steel products. In other

words: It's all focused on *YOUR* needs.

One of the greatest benefits of attending is the opportunity to have meaningful conversations with people who understand your business. Whether you're looking for ways to improve production efficiency, reduce downtime, evaluate new equipment, explore automation, or discover new products, you'll find suppliers and fellow manufacturers who are eager to share ideas and solutions. Many of the industry's leading companies will be there, making it possible to compare technologies side by side and ask questions directly to the experts.

Equally valuable are the relationships you'll build. Time and again, attendees tell us the conversations they have in the aisles, during educational sessions, and at networking events provide ideas that continue paying dividends long after the show ends.

If your goal is to strengthen your business, improve your operation, and stay ahead of industry trends, I encourage you to join us in Gatlinburg. I look forward to meeting you, hearing about your business, and helping make this year's Construction Rollforming Show our best one yet.

In other matters, we're currently putting the finishing touches on the 2027 editorial calendar. However, that doesn't mean you still can't have a say in the articles that will show up in next year's editions. Feel free to give me a call (715-952-1633) or drop me a line at any time with your article feedback and suggestion. I'm always looking for interesting and helpful stories to tell.

*Karen Knapstein
Managing Editor
Rollforming Magazine
karen@shieldwallmedia.com*

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Stoll Metal Works conducts business at the 2025 Construction Rollforming Show. Shield Wall Media photo

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CONTACT THE EDITOR AT:
karen@shieldwallmedia.com

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Gary Reichert,
Publisher, Shield Wall Media

Rollforming Magazine

Managing Editor:

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

Editorial Staff:

Kathleen Riley, Linda Schmid

Circulation/Subscriptions:

Cari Ullom
cari@shieldwallmedia.com
715-952-1629

Publisher/CEO:

Gary Reichert
gary@shieldwallmedia.com

Director of Events:

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

Digital Products Manager:

Chad Ellis
chad@shieldwallmedia.com

Executive/Advertising Assistant:

Kathy Budsberg
kathy@shieldwallmedia.com

Graphic Designers:

Tom Nelsen, Kevin Ulrich

Fax: 1-715-304-3604

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Steel Market Update

■ Courtesy of Majestic Steel USA

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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 July 10 reports: Spot iron ore rebounded slightly after sliding six out of the previous seven weeks.

Spot iron ore pricing ended the week at \$98.60/mt, up from \$98.36/mt the previous week.

Despite the slight bump, iron ore has dropped 11.5% over the previous month and remains at the lowest level since July of last year. Weak seasonal steel demand in China continues to limit any significant upside in steelmaking raw materials.

DOMESTIC STEEL PRODUCTION

According to the American Iron & Steel Institute, Weekly Domestic Steel Production report dated July 10, domestic steel production rebounded during the week, following three consecutive drops.

U.S. mills produced an estimated 1,856k tons at an 80.4% utilization rate, up from 1,842k tons and a 79.8% rate previously.

Production increased despite one less day of production due to the Independence Day holiday.

Production rose in three of the five regions, with the largest increase (in tons) coming from the Midwest region. Production from the Midwest region spiked from 313k tons to 321k tons.

Year-to-date production is now up 7.1% compared to the same time frame in 2025.

DOMESTIC STEEL LEAD TIMES

According to the Platts, Domestic Flat Rolled Lead Times

report for the week ending July 8, Domestic steel lead times continued to strengthen in early July, signaling healthy mill order books despite seasonal demand patterns.

Over the past month, hot rolled coil lead times increased from 6.6 weeks to 7.4 weeks, marking the most notable gain among flat-rolled products.

Hot dip galvanized lead times also moved higher, rising from 8.3 weeks to 8.5 weeks, while remaining the longest lead time in the domestic market.

The three-month trend reinforces the gradual tightening in mill availability.

Since early April, HRC lead times have climbed from 6.3 weeks to 7.4 weeks, while HDG has increased from 8.1 weeks to 8.5 weeks.

Although the pace of growth has been more moderate for HDG, coated products continue to command extended lead times, reflecting steady demand and disciplined mill production schedules.

ZINC PRICE & INVENTORY

According to the London Metal Exchange, Weekly Zinc Price and Inventory Report and the Shanghai Futures Exchange, Weekly Zinc Inventory Report, both dated July 10, zinc pricing increased sharply, now up eleven out of the previous thirteen weeks.

Zinc pricing ended the week at \$3,601/mt (\$1.633/lb), up sharply from \$3,474/mt (\$1.576/lb) previously.

Recent production issues, high energy prices, and geopolitical tensions continue to be the main factors supporting the recent upward price movement.

Global zinc inventory dropped slightly for the second consecutive week.

LME warehouse inventory decreased from 119,200/mt to 115,525/mt. Shanghai warehouse inventory increased slightly, climbing from 151,276/mt to 152,228/mt. **RF**

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

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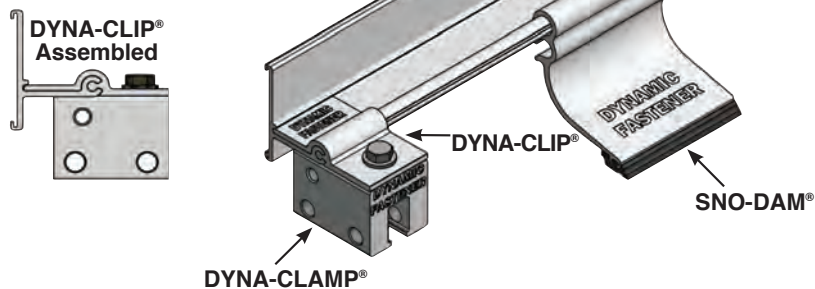
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MR6 Tech Services now offers new Schlebach equipment as well as professionally serviced pre-owned machinery. Photo courtesy of MR6 Tech Services

MR6 TECH SERVICES MARKS 20 YEARS OF FAMILY-OWNED SERVICE

MR6 Tech Services is celebrating 20 years of serving the sheet metal industry, marking a milestone that reflects both steady growth and a continued commitment to personalized customer service. Founded in 2006 by Michael Ralich, the company began as a one-man operation focused on repairing, maintaining, and servicing sheet metal machinery. Over the past two decades, it has grown into a family-owned and operated business that supports manufacturers and metalworkers around the world.

Today, MR6 Tech Services has expanded its capabilities with the opening of its own shop in Lanett, Alabama. In addition to on-site repairs and in-shop service, the company now offers new Schlebach equipment as well as professionally

serviced pre-owned machinery. Every machine is carefully inspected, set up, and supported by technicians with extensive hands-on experience.

The company's growth has remained rooted in family. After successfully operating the business on his own for its first 10 years, Michael was joined by several of his seven children, transforming MR6 into a true family enterprise. Together, the team continues to build the business on the values that have guided it from the beginning: hard work, trust, craftsmanship, and strong customer relationships.

As MR6 Tech Services celebrates its 20th anniversary, the company remains dedicated to helping customers keep their equipment—and their businesses—running at full strength through responsive service, technical expertise, and a personal approach that has defined the company since day one.

THE BRADBURY GROUP EXPANDS FACILITIES

The Bradbury Group has expanded its customer service facilities at its Moundridge, Kansas, headquarters to support growth in its engineering and mechanical customer service departments.

The customer service workspace has increased from approximately 1,700 square feet to 3,000 square feet. According to the company, the additional space is intended to improve workflow,



To support continued growth within its Engineering and Mechanical Customer Service Departments, Bradbury has expanded its customer service workspace to 3,000 square feet, up from approximately 1,700 square feet. Photo courtesy of Bradbury.

communication, and accommodate additional personnel.

"Our service organization currently includes 18 field service engineers supported by an in-house team," says Jamie Schultz, senior manager of customer service and materials. "These professionals work together to provide technical assistance to customers across the industry."

Schultz says the expanded facility will allow the company to increase the size of its customer service team by more than 30 percent while adding engineering and technical support personnel. The expansion also includes upgrades to phone support systems and other technology.

The Bradbury Group provides customer support services including controls upgrades, E-Drive upgrades, roll tooling and recuts, preventive maintenance agreements, operator training, spare parts inventory planning, technical service and troubleshooting, and remote diagnostic support.

"This new space gives us the opportunity to improve how we manage incoming requests and enhance communication," Schultz says.

According to the company, its customer service staff supports customers with spare parts, service contracts, technical assistance, and equipment support. Bradbury says it has also invested in technology to assist with remote diagnostics and technical troubleshooting. **RF**

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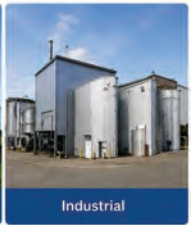
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Portable roll formers can be hoisted to the roof for easier panel installation. PHOTO COURTESY OF NEW TECH MACHINERY.



Portable or Stationary?

Choosing the Right Standing Seam Roll Former for Your Business

■ By Linda Schmid

Demand for standing seam metal roofing continues to expand into residential, commercial, architectural, and retrofit markets. As more contractors enter the standing seam business, many eventually reach the same crossroads: Should they invest in a portable roll former that travels from job to job, or a stationary machine that produces panels in a shop?

Manufacturers we spoke to said both types of equipment are seeing increased demand, but the decision is less about which machine is “better” and more about which one best fits a contractor’s needs.

“The warehousing capabilities depend on what kind of business model they have,” said James Hazen, Director,

Roofing Sales, Englert. “Portable machines are for in-the-field fabrication.”

“The first thing I ask a customer is, ‘What are you going to use it for?’” said Wayne Troyer of Acu-Form. “Are you doing smaller residential jobs? Large commercial projects? Are you only

START WITH YOUR BUSINESS MODEL

Equipment manufacturers we spoke with agreed that choosing between portable and stationary equipment begins with understanding how your company operates rather than comparing machine specifications. A contractor whose crews install roofing directly for homeowners may benefit from producing panels on-site. Meanwhile, a manufacturer or distributor supplying multiple contractors may gain greater efficiencies by producing panels in a controlled facility

and shipping completed orders.

Hazen summarized the decision simply: Companies with significant warehousing and shipping capabilities

RESOURCES

- Acu-Form — <https://www.acuformequipment.com>
- Englert Inc. — <https://www.englertinc.com>
- Formwright — 260-463-4010
- New Tech Machinery — <https://newtechmachinery.com>
- Profilikeskus Oy — www.profilikeskus.ca
- Roll Former LLC — <https://rollformerllc.com>

producing standing seam, or are you offering a full line of products? Your business determines which machine makes the most sense.”



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often favor stationary production, while contractors performing field fabrication frequently lean toward portable equipment.

Rick Zand of New Tech Machinery agrees that production requirements should drive the decision. “They should look at their overall needs,” he said. “Do they need high panel production? In-plant machines can run 24/7, while portable machines aren’t designed for that kind of production. They should also look at their budget,” he added.

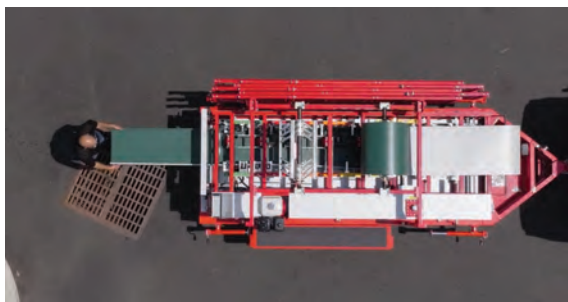
Zand also noted that many customers use portable roll formers as their primary shop machine because they appreciate the lower purchase price and faster profile changeovers compared to many large in-plant systems.

THE CASE FOR PORTABLE PRODUCTION

Portable standing seam roll formers have transformed how many roofing contractors operate. Instead of ordering panels and transporting them to the project, contractors can fabricate panels where and when they are needed.

This approach offers several advantages. Long panels no longer have to be packaged, shipped, unloaded, and carefully moved around a jobsite. Contractors can fabricate continuous-length panels that would be

difficult or impossible to transport. If a panel is damaged or an additional panel is required, another can be produced



Setting up the portable roll former on a flat surface.
PHOTO COURTESY OF ENGLERT.

immediately.

“One of the benefits of running portable roll formers at the jobsite is that you don’t have to deal with transportation costs, especially for long panels or in remote areas,” Zand noted. “Contractors can avoid delivery delays that can derail a job timeline.”

Zand added that customers have reported saving as much as 30 percent by producing panels on-site rather than purchasing factory-made panels.

Orv Schlabach of Formwright pointed out, “When [roll forming] on-site, you can adjust the panel according to the roof you’re working on, such as more or less striation.”

Hazen said that rising fuel costs and compressed project schedules have made on-site fabrication increasingly

attractive. He also noted that continuous panels longer than about 50 feet are often best produced in the field because transporting panels of that length becomes increasingly difficult.

John Dumke, VP/Director of Sales and Marketing, Roll Former LLC, pointed to another practical advantage. If a contractor discovers one panel is short or damaged, they don’t have to wait for another shipment. They simply produce another panel and continue working.

Portable equipment is particularly attractive for residential work, custom homes, barndominiums, and projects requiring very long continuous panels. A portable machine cannot match the production speed of a stationary machine, but on-site installers would be unable to keep up with a machine running at the speeds possible with stationary roll formers.

“Forming the panels on-site gives your customers the feeling of a custom roof,” added Schlabach.

THE CASE FOR STATIONARY PRODUCTION

Portable equipment offers flexibility, but stationary production still excels when high-volume manufacturing becomes the priority. In-plant machines generally operate at significantly higher maximum production speeds than portable equipment. According to Zand, stationary machines commonly produce panels at approximately 150 to 200 feet per minute, while portable machines typically operate in the 50 to 75 feet per minute range.

For contractors supplying multiple projects simultaneously or manufacturing panels for other installers, stationary production often provides greater efficiency. Large facilities can process larger coils, package finished panels for shipment, and continue producing regardless of weather conditions.

Dumke also noted that transporting packaged panels often becomes the better



A portable roll former arrives at the jobsite with safety rails on. PHOTO COURTESY OF NEW TECH MACHINERY.

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choice for projects located more than 100 miles away. If a portable machine experiences problems far from home, valuable production time can be lost. Shipping completed panels may reduce that risk for distant projects.

Toopi Tulkki, Sales Manager at Profiilikeskus Oy, added, “Modern stationary systems can also integrate a wide range of value-added operations directly into the production line, including end notching and eaves folding, panel punching, embossing, protective film or anti-condensation fleece application, automatic stacking and packaging, and other automated post-processing operations.”

He continued, “By incorporating these processes into a single production line, manufacturers can significantly reduce manual work on the installation site, improve dimensional accuracy, and increase overall production efficiency. Integrated processing also enhances the quality of the finished panel by producing more precise and consistent end details, improving resistance to water ingress.”

LOGISTICS MATTER MORE THAN MANY BUYERS EXPECT

One of the biggest differences between portable and stationary production isn't the roll former itself. It's everything surrounding it.

Portable operations require transportation equipment, trailers, coil handling systems, runout supports, generators or power sources when necessary, and careful planning to ensure sufficient coil inventory reaches the jobsite.

Dumke and Brandon Reeves, Sales Manager and Engineer, Roll Former LLC, recommend pre-loading coils before leaving the shop whenever possible. Otherwise, contractors may discover they need a forklift or engine hoist at the project simply to load a 600-pound coil, let alone a 1,800 pound coil. They also noted that trailer capacity limits how

many coils can be transported, making advance planning especially important on larger jobs.

“The biggest challenge we see is if they have a very big job; only so many coils fit in the trailer,” Troyer said. “They might be making a trip back to get more coils.”

Stationary production introduces a different set of logistical requirements. Facilities need sufficient floor space, adequate electrical service, room for coil storage, packaging areas, and equipment capable of handling larger coils. Reeves recommends planning not only for the machine footprint, but also for material flow through the building, compressed air where pneumatic shears are used, and enough space in front of and behind the machine to accommodate panel production. Hazen emphasized the importance of climate-controlled facilities and sufficient room for machinery and material handling.

This hemming machine is operated in a stable, controlled environment. PHOTO COURTESY OF ROLL FORMER LLC.



MAINTAINING PANEL QUALITY

Many manufacturers agreed that panel quality depends more on preparation and maintenance than whether the machine is portable or stationary. Before leaving for a jobsite, operators should verify machine adjustments and run sample panels in the shop.

“We recommend running a few sample

panels in the shop before heading out to the jobsite,” Zand advised. “It may be more difficult to make those adjustments on-site.”

Even then, transportation can change machine settings. “It can happen,” Troyer said when asked whether traveling to a jobsite can affect adjustments. “Something comes loose during those 100 miles to the jobsite ... but making smaller adjustments on the jobsite is very doable.”

Reeves emphasized another important step: ensuring the trailer is reasonably level before production begins. Since the machine is mounted to the trailer, an unlevel setup can affect panel alignment. They recommend running several test panels after setup to verify dimensions and make any needed adjustments before producing the roof package.

Hazen said that operators should perform continuous quality inspections throughout production rather than assuming every panel will be correct once the machine begins running.

Tulkki advised, “Stationary roll forming lines can deliver superior and more consistent product quality thanks to their greater structural rigidity, longer forming sections, and more stable operating conditions.”

WEATHER AND MAINTENANCE

One advantage of stationary production is environmental control. Portable machines may have to operate in dust, rain, wind, snow, or extreme temperatures depending on the jobsite. This will not happen with stationary machines.

Troyer noted that enclosed trailers have significantly improved portable machine protection. Machines carried on open trailers or covered only with tarps require more cleaning and maintenance because of dust, dirt, condensation, and road grime.

Reeves agreed, adding that exposure to rain and winter road salt can increase maintenance requirements. Portable

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Exposure to the elements is not a concern when a portable roll former is housed in an enclosed trailer. PHOTO COURTESY OF FORMWRIGHT.

machines should be protected whenever possible, even if crews are tempted to skip covering them after a long day. He also noted that portable machines should be inspected more frequently because of vibration during transportation, while stationary machines may actually experience greater wear when operating continuously for long production runs.

Portable equipment is designed to be transported, and Hazen observed that, aside from trailer components such as tires and wheel bearings, routine transportation should not significantly increase wear when machines are properly maintained. Zand recommends following a regular maintenance schedule that includes lubrication, chain adjustments, hydraulic fluid replacement, and routine inspections.

TRAINING OPERATORS

Manufacturers saw little difference in training requirements between portable and stationary equipment.

"A machine's a machine," Troyer said. "You should be able to train on a portable or a stationary machine in the same manner."

Zand said their service department typically trains new owners in about a day and recommends including the entire installation crew rather than a single operator. Companies that invest in training and ongoing maintenance generally experience greater long-term success.

The most common mistakes involve machine setup rather than operation. Improper adjustments, inadequate maintenance, failing to inspect panels, or allowing machines to become dirty often create more problems than operator inexperience.

CALCULATING THE RETURN ON INVESTMENT

The purchase price of a roll former is easy to compare. Determining its return on investment requires a broader view.

Contractors should consider how frequently the machine will be used, whether it will eliminate outsourced panel purchases, how much transportation expense it can reduce, and whether producing panels in-house will allow crews to complete projects faster.

For contractors regularly installing standing seam roofing, the savings can compound quickly. Producing panels on-site can eliminate shipping charges, reduce the risk of damaged panels during transportation, and allow replacement panels to be produced immediately if field conditions change.

"Customers have claimed saving 30% running panels on-site versus purchasing factory-made panels," Zand said.

Stationary production creates a different return. High-volume producers may justify a larger investment through faster throughput, larger coil capacity, centralized quality control, and the ability to manufacture panels for multiple crews or outside contractors simultaneously.

Buyers should also account for the supporting equipment that ownership requires. Reeves recommends considering forklifts or engine hoists, runout tables, brakes or folders for trim fabrication, hand seamers, packaging materials, and, for some commercial work, the costs associated with certified roof systems for wind uplift, fire resistance, or weather performance.

Manufacturers agree that the return depends less on the machine itself than on matching the equipment to the company's workload.

SUCCESS DEPENDS ON MORE THAN THE MACHINE

Ultimately, successful companies distinguish themselves less by the type of roll former they purchase than by how they operate it. Dumke emphasized that the most successful owners continually educate themselves by attending trade shows, participating in seminars, staying current on industry developments, and following disciplined maintenance practices.

Troyer reached a similar conclusion. "It comes down to quality control and service," he said. "If they control their quality and they have good service, people don't even look at the price."

Whether a contractor chooses portable flexibility or stationary production capacity, disciplined maintenance, thorough operator training, careful quality inspections, and a clear understanding of the company's business model will have a far greater impact on profitability than the machine's location alone. **RF**



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The Formula for a Smart Investment

When investing in a roll forming machine, the first question most companies ask is: Which one costs less? However, that's rarely the right question. The real question should be: Which machine will generate the greatest return over the next 10 or 20 years? A production line should never be evaluated solely by its purchase price, but by the value it will generate throughout its service life. A decision based only on the initial cost can lead to production downtime, excessive maintenance, limited spare parts availability, and lower-quality finished products.

At GSI Rollers & Machinery, we summarize this philosophy with four key concepts: *Price + Strength + Quality = Profit*. These are the factors that truly protect your investment and maximize long-term profitability.

Before selecting a roll forming

equipment manufacturer, we recommend evaluating the quality of the materials, structural design, electrical technology, spare parts availability, after-sales support, and actual production speed—that is, the speed achieved while running material with punching and cutting operations, not just under ideal conditions.

It is equally important to ensure that electrical, hydraulic, and mechanical components are supplied by internationally recognized manufacturers, providing easy access to replacement parts, simplified maintenance, and long-term technical support.

The best investment isn't always the least expensive one. It's the one that produces more, experiences fewer breakdowns, requires less maintenance, and retains its value for years to come.

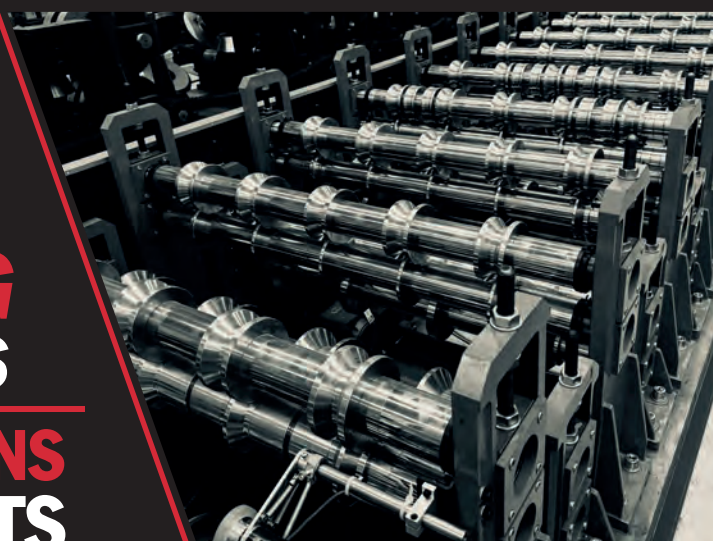
We design solutions—not just machines. We understand that every manufacturer has unique production processes, products, and business goals. That's why we don't believe in standardized solutions. Every production line is engineered around each customer's specific requirements, ensuring that the equipment's design, performance, and configuration are optimized for their manufacturing objectives.

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Engaging New Customers

Marketing to the Next Generation of Builders & Buyers

■ By James Charles, E-Impact Marketing

The people purchasing buildings, roofing systems, machinery, and construction services today are younger than you may think they are. Millennials, those of us born between 1981 and 1996, are firmly in our prime earning years, and Generation Z, the folks born between 1997 and 2012, are slowly but increasingly stepping into management, ownership, and purchasing roles.

These generations grew up with the internet, and, as a result, they research differently, evaluate vendors differently, and have come to expect an entirely different online experience than the generations that came before them.

For rollformers, builders, and manufacturers, that shift means the companies that make it easy for younger buyers to find information, compare products, and build trust online are the ones winning now and in the future.

So what do younger decision-makers expect to see online, and how can companies modernize without losing the values that built their business in the first place?

THE NEXT GENERATION IS ALREADY BUYING

For many companies in the construction and rollforming industries, it's easy to think of younger generations as future customers. In reality, they're already here.

A 2025 Deloitte report found that roughly 60% of millennials hold management positions¹, and a 2024 National Mortgage study found that about 55% of millennials own a home². Gen Z isn't far behind on the career side: the same Deloitte report found 10% already hold management positions, with 45% in supervisory roles, even though homeownership lags at roughly 16%.

It would be a mistake to think that younger generations use the internet in the same way. Millennials lean toward Instagram, Facebook, and YouTube (76, 70, 69% of Millennials use each, respectively). Gen Z splits its attention more evenly across search and social. A 2025 Sprout Social survey found 41% turn to social platforms first, compared to 32% who start with a search engine, and within social, Instagram (80% have an account, 58%



Completed project featuring Metal Exteriors' metal siding. COURTESY OF METAL EXTERIORS

check daily) and TikTok (63% have an account, 56% check daily) dominate. Increasingly, Gen Z uses these platforms not just for entertainment but for product research and business advice, sometimes before they ever open a search engine.

WHAT YOUNG DECISION MAKERS EXPECT TO SEE ONLINE

There are a lot of general website best practices that apply across every generation. Websites that are mobile-friendly, fast-loading, up-to-date, easy to navigate, with a clear call to action, and visible contact information tend to attract and keep more users and buyers.

For younger buyers specifically, a few things matter more:

- **Self-serve ordering and payment.** Having to call in for a

1 "Millennials as Managers: Development Strategies for Success." n.d. Wowledge.com. <https://wowledge.com/blog/millennials-as-managers>.

2 Gen. 2025. "Gen Z and Millennials Are Locked out of Homeownership." National Mortgage Professional. March 25, 2025. <https://nationalmortgageprofessional.com/news/gen-z-and-millennials-are-locked-out-homeownership>.

3 "New Research from Sprout Social Finds Social Media Is the Top Place Gen Z Turns to for Search, Surpassing Traditional Search Engines." 2025. Sprout Social. 2025. <https://sproutsocial.com/insights/press/new-research-from-sprout-social-finds-social-media-is-the-top-place-gen-z-turns-to-for-search-surpassing-traditional-search-engines/>.

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quote or to pay an invoice feels outdated to buyers used to doing everything through an online portal.

- **Visual freshness.** Most websites have a usable lifespan of about five years before the design starts signaling “out of date” and even the technology begins to show its age.

- **Accuracy over polish.** The most important thing you can keep updated on your website is your business information. Visuals play a role in how trustworthy your brand appears, but what’s most important is how accurate your site is to you and your company.

- **High-quality photos, videos, and reviews.** Photos, videos, and reviews have become the digital equivalent of the brochures and catalogs previous generations relied on. The time you used to put into your pamphlets and catalogs is now the effort you should put into your website.

TEACH FIRST, SELL SECOND



With higher-cost projects, products, or services, the more educated your consumer base is, the more comfortable they will be making a purchase from you. Content like permit regulation guides or wind-rating considerations gives customers what they need to make a confident decision. The more people can feel educated up front, the more trust they’re going to have in you.

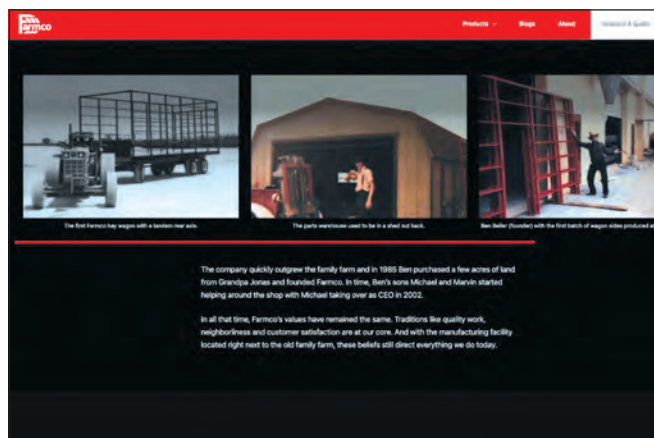
The same logic applies to your trade customers. Give contractors quoting guidance, pricing education, product comparisons, and installation tips, and you make it easier for them to win more bids and more business for you in the long run!

MODERNIZE WITHOUT LOSING TRADITION

Modern websites do not conflict or contradict traditional business values. At its basic level, marketing is about connecting people who have a problem with a company that has the solution to that problem. Modern marketing is doing the exact same thing on a different platform. People across generations want the same things from the business they work with; they want to know that the person they’re buying from and working with is selling them a good product and giving them good advice. Moving your marketing or business communication systems online does not subtract from or supersede traditional business values.

Making sure you’re visible to your customers online just means that you might need to update your marketing tools, not your business values.

PUT YOUR COMPANY HISTORY TO WORK



Many construction, rollforming, and building companies are family-founded, run, and passed down through generations. Listing a founding date can go a long way toward conveying how trustworthy your company is. You can even add a history or “our story” page on your website. If you have photos or content from your early days, that can help serve as a visual reference to the fact that your brand has been around for a long time.

People have more confidence in a company that’s been successful and has stood the test of time than in a brand-new company. (However, if you’re a newer brand, there’s no time like now to begin building your own legacy; every company started sometime!)

WHERE YOUNG BUYERS ARE RESEARCHING TODAY

Search Engines Still Matter Most

Most buyers, across every generation, start with Google. In combination with Google Maps, Google has one of the most comprehensive indexes of every page on the internet and, arguably, the best real-world map of all the businesses in the world.

Of course, in order for Google to understand what it is that your company offers, your company has to provide that information to Google by updating your website information and keeping it organized and structured in a way that helps search engines understand your information. The more information and resources you can provide to a search engine, the better that search engine will be at matching you with buyers whose needs are aligned with what your business offers.

Your Google Business Profile is another key part of this. Buyers need to know which companies are nearby, what they offer, how well they are reviewed, and whether other customers trust them. Your Google Business Profile, as well as general local search engine optimization tactics (like making sure your name, address,

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AI Is Becoming the Next Search Engine

I'm doing a metal roofing project in Southern CO and need to get panels ASAP. What suppliers have the fastest turnaround time?

If speed is your top priority, the best option is usually a manufacturer that roll-forms panels in-house rather than a distributor ordering from another plant.

Here are the strongest options in Southern Colorado based on advertised lead times and local availability:

Supplier	Typical turnaround	Best for
Legacy Metal Center (Penrose)	48 hours on most in-house panel profiles	Contractors needing custom-length exposed-fastener panels quickly
Metal Mart #54 (Pueblo West)	Varies by profile; often same-week if material is in stock	Common agricultural and commercial profiles
Colorado Metal Supply (Calhan)	Fast custom trim; lead time depends on panel type	Roofing, siding, and trim packages
High Country Metals, LLC. (Salida)	Regional fabrication with contractor support	Central/Southern CO projects

For the absolute fastest turnaround, **Legacy Metal Center** stands out. They advertise:

- 48-hour turnaround on most custom metal panel and trim orders.
- Some 24-gauge roofing profiles available within that same 48-hour window.
- Delivery throughout Southern Colorado or pickup from Penrose.
- Only certain specialty profiles (such as some corrugated or architectural panels) require about two weeks.

Another option worth checking if you're near the New Mexico border is **Metal Rite Manufacturing** in Taos. They advertise **Master Rib orders in 24 hours or less** and have long served both northern New Mexico and southern Colorado.

The next iteration of search engines is likely AI chat, AI tools, and generative AI. Platforms like ChatGPT, Perplexity, and Gemini can parse much longer, more detailed questions and prompts than traditional search engines and suggest answers tailored to the individual user. These tools can provide an answer that not only references all the information they can find online but also personalizes the response based on what they know about that particular user.

Short-Form Video, LinkedIn, Pinterest, and Yelp

Platforms like YouTube Shorts, Instagram Reels, and TikTok are where young contractors go for advice and to see what's working for their peers. LinkedIn serves a similar purpose for business owners, making connections and looking for advice. Pinterest and Yelp help buyers plan visually and feed the data that AI tools pull from.

MARKETING YOUR ROLLFORMING BUSINESS TO THE NEXT GENERATION OF BUILDERS AND BUYERS

If you're not sure whether your online presence is up to date, here are the three things you can do right now to help improve your visibility.

1. Update your Google Business Profile and your Website

Make sure both your Google Business Profile and your website are up to date with the most accurate information about your business. List your name, address, and contact information clearly, and make sure all your products and services are clearly listed and organized.

2. Check what Search Engines and AI tools are already saying about your company.

Use Google and AI tools to mimic what a searcher in your area might ask about your products or business. How your company is (or isn't) listed in the search results can tell you a lot about what you need to update or add more information about on your website.

3. Make sure you have a video or social media presence set up.

This can be a little more intimidating if you're not used to being in front of a camera or are unfamiliar with short-form video platforms. Because buyers are using these platforms for connections and for research, it's good to at least get out there. Getting used to being in front of the camera will help make you feel more comfortable with that type of content creation in the long run.

When all is said and done, young buyers are looking for the exact same qualities in your business as your current buyers. They're looking for quality products and services, and they're looking for someone they can trust. The main difference is that they're primarily looking for you online. How and where you show up online now can help capture and keep the interest and trust of buyers for generations to come. **RF**

James Charles is the co-owner and COO of E-Impact Marketing, an internet marketing company based in Lancaster, PA that specializes in serving small- to medium-sized businesses. A former Pennsylvania-based roofer, he's since transitioned into helping builders and construction companies grow their businesses through effective online strategies.



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Tools of the Trade

Guest Passes: The Most Underused Tool at Every Trade Show

■ By Randy Chaffee, Source One Marketing

You've already paid for it.
The question is... are you using it?

Every year, exhibitors invest thousands of dollars preparing for a trade show. Yet one of the most valuable tools included with that investment often goes unused.

I'm talking about guest passes.

Too often, they're treated as an afterthought instead of what they really are: an opportunity to build momentum before the trade show ever opens.



After more than 300 trade shows over the past four decades, I've noticed something. The exhibitors with the busiest booths usually didn't get there by accident. They started creating interest, scheduling meetings, and strengthening relationships weeks before the doors opened.

Guest passes may be the simplest way to make that happen.

START BEFORE THE SHOW STARTS

A guest pass is much more than free admission. It's a reason to pick up the phone, send an email, or reconnect with someone you've been meaning to contact.

Invite a customer, reach out to a prospect, or reconnect with someone

you haven't seen in a while. Instead of hoping you'll cross paths at the show, you've already created a reason to meet.

The trade show doesn't begin when attendees walk through the front door. It begins with the invitations you send beforehand.

More than once, I've had someone text me from the show floor and say, "Randy, where are you? You invited me to the show, and I wanted to stop by and shake your hand."

That conversation probably never happens if the invitation was never sent.

MAKE EVERY BOOTH VISIT COUNT

If you're demonstrating equipment or introducing a new product, don't leave attendance to chance.

Use your guest passes to invite the right people to stop by at a specific time. A scheduled demonstration with interested prospects is almost always more productive than hoping the right people happen to walk by.

A well-designed booth creates opportunity. A well-executed invitation strategy multiplies it.

GIVE BEFORE YOU ASK

One of the greatest advantages of a guest pass has nothing to do with admission.

It changes the reason for the conversation.

As sales professionals, we're often asking for something: an appointment, a meeting, or an opportunity to earn someone's business.

A guest pass allows you to lead by giving.

"I'd like you to be my guest at the show."

The trade show doesn't begin when attendees walk through the front door. It begins with the invitations you send beforehand.

That's a different conversation. It's personal, thoughtful, and relationship-driven. Sometimes the best sales conversations begin when your first objective is simply to provide value.

Before your next trade show, don't just count your guest passes.

Count the relationships they could strengthen.

Every pass is an opportunity to start a conversation, schedule a meeting, demonstrate a product, or reconnect with someone who matters.

You've already paid for them.

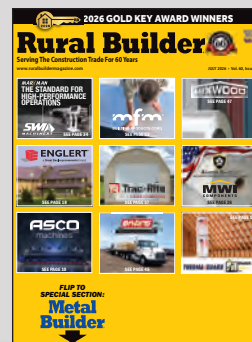
Now put them to work. RF

Randy Chaffee brings four-plus decades of experience to the post-frame and metal roofing industries. Author of #1 Amazon Best Seller "Asphalt and Algorithms," he is a board member for the

Buckeye Frame Builders Association and the National Frame Builders Association. Find his podcast at facebook.com/BuildingWins or call (814) 906-0001 at 1 p.m. Eastern on Mondays to listen in.



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Levelers vs. Straighteners

Key Differences During Coil Processing

■ By Matt Werner, The Bradbury Company

In sheet metal processing, two machines often get confused with each other: coil straighteners and levelers. Both are used to improve sheet flatness, one more capable than the other. Understanding these differences is crucial for successful manufacturing.

Steel, as well as other sheet metals stored in coil form, experiences uneven stress. When the coil is uncoiled and curvature is retained, this is called a **coil set**. **Crossbow** is a curvature across the width of the strip where the sheet forms a smile or frown shape due to stress differences through the faces or top and bottom surfaces of the strip. **Edge wave** and **center buckle** are length differences in the strip. When edges are longer than the center of the strip, this is referred to as an edge wave. The opposite occurs when the center is longer than the edges and is referred to as center buckle.

While similar, levelers and straighteners address different issues. A coil straightener is primarily used to remove the coil set or crossbow. Feeding the metal strip through rolls that bend the strip up and down uniformly across the face. This reduces the internal stress created when the metal is coiled. A properly sized straightener eliminates the coil set or crossbow caused by the coiling to prepare for further processing.



Inside the leveler.



A Bradbury leveler. PHOTOS COURTESY OF THE BRADBURY COMPANY

Straighteners focus on surface-to-surface stress and cannot fix uneven lengths across the strip exhibited as an edge wave or center buckle.

Levelers provide a more advanced form of sheet metal flattening. Levelers can remove coil set or crossbow like straighteners but can also correct the length differences.

Using closely spaced rolls allowing for greater bend angle, these rolls can be flexed under load to allow the machine to create areas of a longer path for the strip. The bending actions on the rolls allow the leveler to stretch specific areas of metal, equalizing length, and stress to provide a flat strip. Levelers correct defects that straighteners cannot, such as edge waves and center buckles.

Although coil straighteners and levelers look similar, their capabilities are different. Properly sized straighteners can remove coil set or crossbow, while levelers can do this and improve the overall flatness of the material by correcting length issues as well.

Levelers have become the most versatile and efficient metal flattening machine available. With brute hydraulic force, focused tension, and power at the point of plasticity we equalize stress delivering premium flatness day after

day. World-class controls, automatic leveler adjustment, and unique options have made levelers easy to operate and continue to be the most productive roller leveler available.

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Leveler unit with controls.



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The Power of Production

The Companies That Control Production Control the Market

■ By Victor Arceo, Owner & CEO, ACERO Industrial Systems

Why production control has become one of the most powerful competitive advantages in today's metal industry.

For years, I operated a construction company that depended heavily on outside suppliers. Like many contractors and builders, we purchased large volumes of material every month and relied on manufacturers and distributors to keep projects moving.

When everything worked, life was good.

When it didn't, the consequences were immediate.

Projects stalled.

Schedules slipped.

Customers became frustrated.

Crews stood idle waiting for material to arrive.

And every delay created pressure on cash flow, profitability, and reputation.

Those experiences taught me a lesson that I still believe today:

The companies that control production often control their market.

THE NEW COMPETITIVE ADVANTAGE

Most business owners focus on pricing, labor, sales, and marketing.

Those things matter.

But in today's environment, production control has become one of the most overlooked competitive advantages available.

When a company controls its own production, it gains something every business owner wants:

Predictability.

The ability to respond quickly.

The ability to manage lead times.

The ability to better serve customers.

The ability to make decisions based on internal priorities rather than external limitations.

For many companies, that's the difference between growth and stagnation.

THE HIDDEN COST OF DEPENDENCE

Most businesses calculate the cost of materials.

Few calculate the cost of waiting.

What happens when material arrives late?

What happens when production schedules change?

What happens when customers need a product sooner than your supplier can deliver?

The cost is rarely limited to the material itself.

It often shows up in:

- Delayed projects
- Idle labor
- Lost opportunities
- Frustrated customers
- Reduced margins
- Damaged reputation

Over time, those hidden costs can become more significant than the original purchase price.

WHY MORE COMPANIES ARE BRINGING PRODUCTION IN-HOUSE

Across the metal industry, more contractors, builders, and suppliers are evaluating ways to gain greater control over their operations.

Not because they want to become manufacturers.

But because they want greater certainty.

Many begin by asking:

"How can we reduce lead times?"

"How can we improve service?"

"How can we create additional capacity?"

Disclaimer: The information contained in this article is provided for informational purposes only and reflects the views of the author, Victor Arceo, and Acero Industrial Systems (ACERO). It should not be construed as engineering, legal, financial, manufacturing, or business advice. While reasonable efforts have been made to ensure the accuracy of the information, no representations or warranties, express or implied, are made regarding its completeness, accuracy, or reliability. Neither the author, Acero Industrial Systems (ACERO), Rollforming Magazine, Metal Builder Magazine, nor their respective affiliates, contributors, employees, or licensors shall be liable for any direct, indirect, incidental, consequential, or special damages arising from the use of or reliance on this content. References to any company, product, or service are provided for informational purposes only and do not constitute an endorsement unless expressly stated.

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“How can we better control our schedule?”

Those questions often lead to a larger realization:

Controlling production creates flexibility.

Flexibility creates opportunity.

Opportunity creates growth.

IT'S NOT JUST ABOUT COST SAVINGS

One of the biggest misconceptions about bringing production in-house is that it's simply about saving money.

In reality, the benefits often extend far beyond cost.

Companies gain:

- Faster response times
- Greater scheduling control
- Improved customer service
- Increased production capacity
- More predictable lead times
- Greater ability to scale

In many cases, the greatest value isn't found in reducing costs.

It's found in creating opportunities that previously didn't exist.

THE UNEXPECTED OPPORTUNITY

One of the most interesting patterns I've seen is that many companies don't initially invest in production to create a second business.

They invest to support their existing business.

They want greater control.

Better service.

Faster turnaround.

More predictable scheduling.

Then something unexpected happens.

They begin producing more than they need.

At first, they sell a little excess product.

Then a few customers begin calling.

Then a few more.

Over time, many discover they haven't simply improved their operation.

They've created a new revenue stream.

Some have gone on to build entirely separate distribution businesses from production capacity that was originally



intended to support internal demand.

PRODUCTION IS A STRATEGIC DECISION

Bringing production in-house isn't the right decision for every company.

It requires planning.

Capital.

Commitment.

And a clear understanding of your business goals.

But companies that evaluate production solely through the lens of equipment costs may be missing the bigger picture.

The real question isn't:

“What does the machine cost?”

The real question is:

“What is the value of controlling my own production?”

For some companies, the answer may be modest.

For others, it may become one of the most important strategic decisions they ever make.

LOOKING AHEAD

The metal industry continues to evolve.

Customer expectations are increasing.

Lead times remain critical.

Competition continues to grow.

The companies that thrive in the years ahead will be those that continually look for ways to create value, improve service, and gain greater control over their operations.

Because at the end of the

day, production isn't just about manufacturing.

It's about responsiveness.

It's about reliability.

It's about serving customers better.

And increasingly, it's about competitive advantage.

The companies that control production often control their market. **RF**

Victor Arceo [victor@aceroindustrialsystems.com; 469-916-9709] is Owner & CEO of Acero Industrial Systems, a manufacturer of roll-forming equipment serving the metal construction and manufacturing industries. With more than 20 years of business experience in construction and manufacturing,



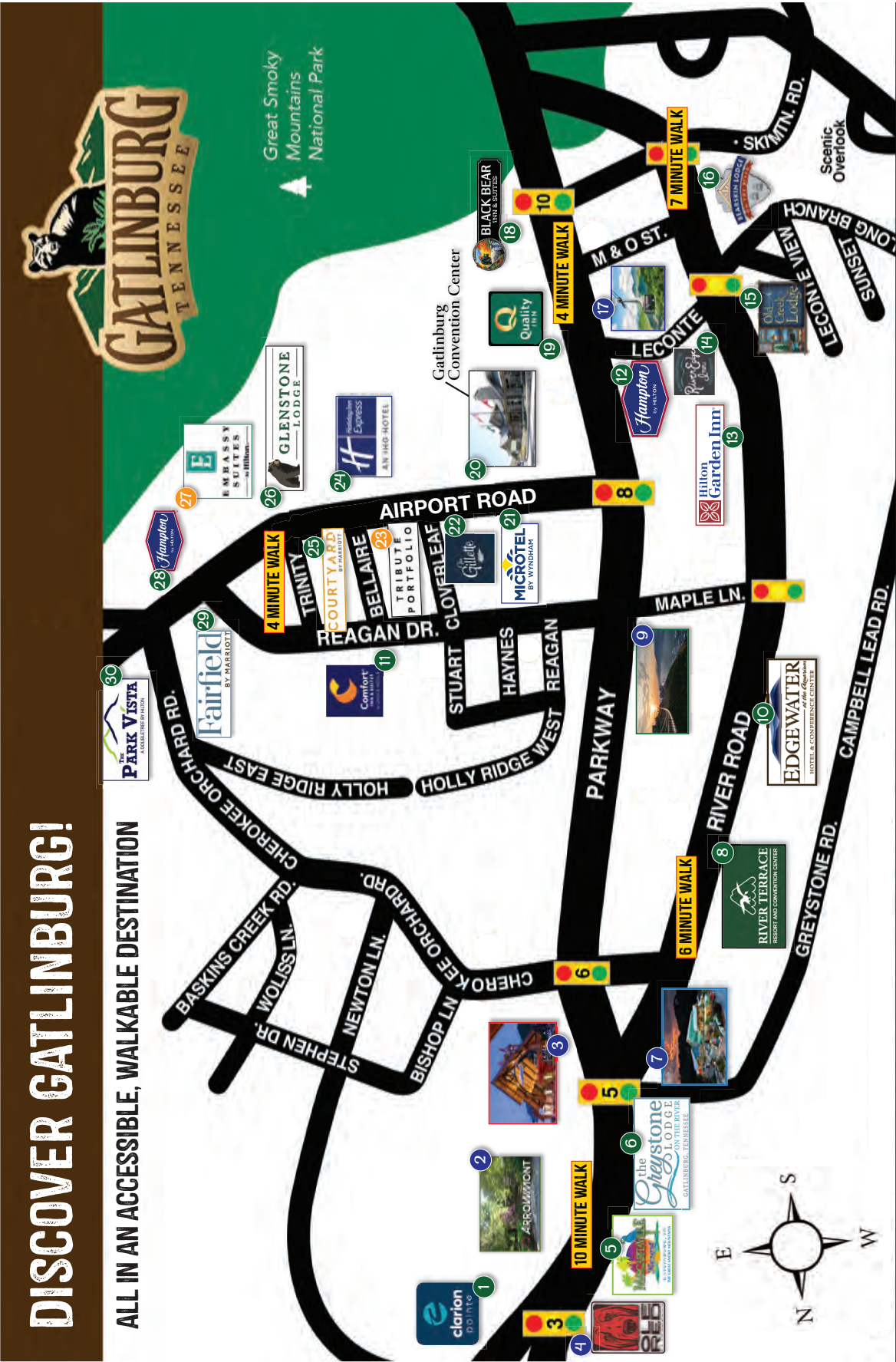
Victor has helped companies improve production efficiency, strengthen operations, and identify growth opportunities. Having owned and operated a construction company before entering manufacturing, he brings a practical, real-world perspective on production control, business growth, and strategic partnerships. He is passionate about building relationships and sharing insights that help businesses grow and succeed.

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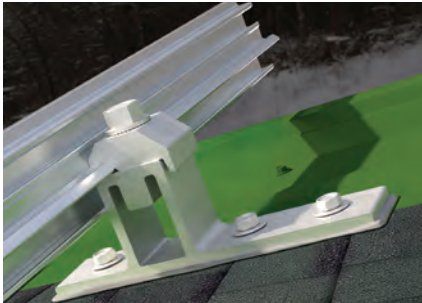
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• Fairfield by Marriott	29
• Gatlinburg Convention Center	20
• Glenstone Lodge	26
• Hampton Inn Parkway	12
• Hampton Inn Airport Rd	28
• Hilton Garden Inn	13
• Holiday Inn Express	24
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Metal-Forming Problem Solvers

Find These Products and Services at the 2026 Construction Rollforming Show



ACECLAMP • BOOTH #808

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www.aceclamp.com



ACU-FORM EQUIPMENT • BOOTH #300

Acu-Form Panel Lines are engineered for accuracy, consistency, and operational ease. Built with long-term durability in mind, these versatile systems efficiently produce highly precise metal parts across an extensive variety of profiles, including custom matches tailored to your exact project specifications.

To guarantee an exceptionally long wear life and resist heavy industrial

abrasion, all of our premium forming dies are precision-crafted from D2 tool steel 58RC. Furthermore, these robust machines adapt seamlessly to your specific shop infrastructure, offering flexible power configurations available in high-efficiency electric, hydraulic, or mechanical drive options.

www.acuformequipment.com



AKZONOBEL • BOOTH #513

AkzoNobel's CERAM-A-STAR® Select Expressions is a unique, high-performance silicone-modified polyester textured coating that achieves a wood grain effect finish in wood and stone prints. It was developed using the advanced CERAM-A-STAR® 1050 platform, showcasing industry-leading technology.

Utilizing AkzoNobel's proprietary resins and additives, it delivers excellent performance backed by an industry leading warranty.

The innovative technology is applied through a traditional print roll process, delivering natural looking prints with a wood grain texture in the final film. This convincingly mimics natural materials like wood, slate, or granite for versatile aesthetics in lap siding and board and batten applications.

Beyond its appealing appearance,

CERAM-A-STAR® Select Expressions boasts superior performance, providing outstanding durability, moisture and UV resistance, flexibility, and abrasion resistance. It is available in a standard color palette, providing readily accessible print materials to simplify the ordering process.

<https://coilcoatings.akzonobel.com>



ASCO USA, INC. • BOOTH #713

The ASCO V2.5 is a next-generation, fully electric metal folding machine designed to help manufacturers produce complex parts faster, more accurately, and more efficiently. Its innovative 300° clearance geometry expands profile capabilities, while Dynamic Pressure Regulation (DPR) ensures consistent, high-quality bends across a wide range of materials. Intelligent automation, including advanced gripper technology and automated cutting, reduces setup times, simplifies operation, and increases throughput. Powered by ASCO's advanced E-Drive system, the V2.5 delivers fast, accurate performance with lower energy consumption and less maintenance than conventional hydraulic machines. Built for today's fabrication industry, the V2.5 gives manufacturers the speed, precision, and flexibility to tackle increasingly demanding applications with confidence.

www.ascomachines.com

BECK AUTOMATION • BOOTH #503

Beck Automation provides an integrated approach to manufacturing

Product Feature))



controls, automation, and production data management for rollformers, folders, etc. The solution combines control systems for new equipment, electrical retrofits for existing machinery, automated material handling and robotic systems, and web-based office-to-shop communication through the Connex platform.

New and existing equipment can be equipped with modern control systems and connected to automated processes such as trim stacking, feeding systems, conveyors, assembly operations, and other production workflows. Through Connex,

production information and job data are electronically shared between office and shop floor personnel, supporting a consistent flow of information throughout the manufacturing process.

By combining machine controls, automation, and production data within a unified system, manufacturers can create a connected production environment that supports equipment operation, material movement, and information exchange across the facility while reducing reliance on manual data transfer.

www.beckautomation.com

BECKERS GROUP • BOOTH #614

Beckry®Tex by Beckers Group is a high-performance textured coil coating that helps metal manufacturers create products with added depth, visual appeal, and lasting durability. Its low-gloss textured finish provides a distinctive alternative



to traditional smooth coatings while delivering excellent weatherability, color retention, and surface protection.

Meeting AAMA 2604 and 2605 requirements and formulated to be PFAS-free, Beckry®Tex supports high-performance metal building applications while providing design flexibility for roofing, wall panels, and other architectural uses.

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BLUESCOPE COATED PRODUCTS • BOOTH #204

BlueScope Coated Products helps roll formers increase production flexibility without disrupting the supplier relationships they've worked hard to build. One way we do that is through toll processing.

With toll processing, manufacturers continue purchasing steel from their preferred mills while BlueScope Coated Products applies customer-specified coil coating systems to meet their product requirements. This allows companies

to expand coating capacity, respond to changing demand, or supplement existing operations without investing in additional coating equipment.

In addition to toll processing, BCP offers prepainted steel and aluminum, slitting, embossing, and light- and heavy-gauge processing through a strategically located North American manufacturing network. Whether you're looking to improve production flexibility, evaluate a new coating partner, or explore ways to support future growth, visit Booth 204 at the Construction Rollforming Show to learn how BlueScope Coated Products can help support your next opportunity.

www.BlueScope.com

COIL SPOT • BOOTH #619

Coil Spot has launched LUXR, a new metal shingle system designed to help roll formers, roofing suppliers, and contractors compete more effectively in the residential



roofing market. Engineered to offer the durability of metal with the convenience of asphalt shingles, LUXR eliminates many of the logistical challenges associated with traditional metal roofing, such as field measurements, long lead times, and off-site panel production. Available to qualified rollformers nationwide beginning in Fall 2026, LUXR comes in three textured finishes—Charcoal, Matte Black, and Burnished Slate—and is manufactured from 26-gauge steel with a Sherwin-



the job



the tool

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Product Feature))

Williams SMP paint system backed by a 40-year warranty. The system creates multiple revenue opportunities by allowing suppliers to stock and sell shingles, manufacture matching trim in-house, and supply related accessories such as fasteners, underlayment, and closures—all through a streamlined single-source supply model.

www.luxroof.com

DMI DIRECT METALS LLC • BOOTH #101

In the first quarter of 2026, DMI DIRECT METALS acquired Lakeside Construction Fasteners. The Construction Rollforming Show will be the first show that both DMI and LCF will showcase products specifically geared toward the metal roofing roll-forming industry. Key products will be the re-designed WOODZIP metal to wood Type 17 sharp point fastener. Upgrades are a DMG85 1000-hour salt spray tested corrosion resistant coating on the entire fastener. Powder coating is available in 30 different industry colors. The new PRO ZMAX WOODZIP (pictured) long-life zinc-aluminum head provides corrosion protection for the life of the building, especially critical in coastal and high corrosion areas. DMI will also showcase its STEELZIP family of screws for all steel-buildings.

www.directmetalsinc.com

DYNA-CUT • BOOTH #801

Get a perfect cut every time with the Dyna-Cut PRB-36E Shear, purpose-built for metal roofing and siding panel manufacturers. This electric-powered shear delivers clean, precise cuts across your panel runs, helping shops maintain speed and accuracy in production.

The PRB-36E features blades designed specifically for your panel profile, ensuring a perfect edge with every cut. Quiet operation keeps your shop environment



comfortable, while the built-in total and batch counter helps you track output and manage cut lists efficiently.

Available as a stand-alone unit or integrated directly with your rollformer, the PRB-36E fits seamlessly into your production line. Alternative power source options are also available to match your shop's setup. Flexible infeed and outfeed table options let you configure the shear to your workflow, and optional casters make it easy to reposition wherever it's needed.

Built for durability and precision, the PRB-36E helps manufacturers cut panels quickly and accurately.

<https://dyna-cut.com>



EERA ROOFING TOOLS • BOOTH #1012

The R Panel notcher. The fast, effective and cost efficient way to eliminate:

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- transition sections
- pre pressed wall to roof trims

EERA Roofing Tools specializes in designing and manufacturing precision handheld cutting tools for the metal roof industry.

Their R-Panel / M-U panel and Ag-Panel trim notching tools significantly reduce labour times, cost, increases roof quality and delivers a superior finish for the client.

<https://www.eera.au>



FORGE MACHINES • BOOTH #117

The D Series Double Folder dramatically increases productivity by eliminating one of the biggest bottlenecks in metal folding—handling the material instead of bending it. Single folders require operators to repeatedly turn, flip, and reposition long, heavy panels, wasting valuable time and increasing fatigue. The Variobend D Series performs bends from both the top and bottom without rotating the piece, allowing common profiles to be completed in one continuous operation. This reduces handling time, improves accuracy, and delivers consistent, repeatable results. Built and serviced in the United States by Forge Machines, the D Series combines world-class engineering with dependable local support. The result is faster production, lower labor costs, improved operator safety, and greater profitability. Less handling means more bending—and more parts completed every day.

www.forgemachines.com



FORMTEK • BOOTH #707

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

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

METAL ROLLFORMING SYSTEMS • BOOTH #701

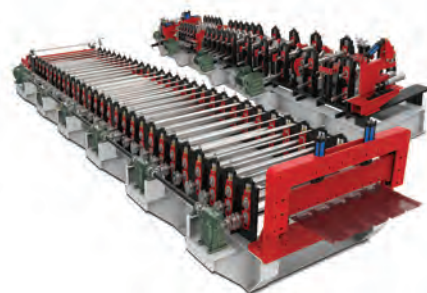
The Metal Rollforming Systems (MRS) Soffit Line was developed through close



collaboration with valued customers who use, sell, and install the product, ensuring broad market fit. It utilizes industry standard 20.125" coil stock, allowing customers to leverage existing inventory and drastically reduce initial investment costs. Key features include concealed fastener "S lock" lap, standard rib height, and a top rib flat for easy fastening. Innovated changes over standard soffits include nail slots and weep holes for horizontal applications. With class leading speeds over 150 FPM, customers can

produce more in less time. Coupled with industry leading service, support, and warranty, the MRS Soffit Line truly stands out.

www.mrsrollform.com



METALFORMING • BOOTH #911

The VietSteel SH Model Single AG Panel Roll Forming machine, available exclusively in the North America from MetalForming LLC, produces AG-style exposed fastener roofing and siding panels.



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MRS
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Product Feature))

Engineered for roofing manufacturers, metal building suppliers, and contractors, the SH Model combines heavy-duty construction with modern technology to deliver consistent panel quality and increased production capacity. Featuring:

- Hands Free Loading table: Efficient and safety minded feeding of material from decoiler into the rollformer.
- Auto Material Thickness adjusting system: compensation for variations in material thickness with little or no manual adjustments
- Precut and post cut length shearing as standard
- Full electrically interlocked safety cage system.

The SH Model offers manufacturers the flexibility to serve multiple market segments from a single platform. By delivering reliable, repeatable production with low maintenance requirements, the

VietSteel SH Model helps fabricators increase throughput, improve profitability, and meet growing demand for high-quality metal roofing and siding products.

www.metalforming-USA.com



MR6 TECH SERVICES- BOOTH #100

The HPM PoxLock is a Schleich rollformer new to the American market

providing a fast and effective solution for joining sheet metal edges at a 90 degree bend. This joining technology is less labor intensive than traditional methods as the joints do not get seamed or hammered.

www.mr6tech.com

SWI MACHINERY • BOOTH #108

The Marxman Plus automatic slitter provides all of the capability and reliability of SWI's flagship Marxman slitters, with the added benefit of 8 pairs of auto-setting slitter blades.

Other features include a pneumatic infeed guide, automatic nesting, 5-roll straightener, chrome-plated and induction-hardened shafts, quick blade change-out, and plastic film applicator.

The Marxman Plus comes with a 21.5" touchscreen interface, coil management



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Construction Rollforming METALCON
BOOTH # 712 Show BOOTH # 842



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Product Feature))



software, the ability to network, access remotely, and integrate with many back-office software solutions.

Processing sheet metal at 150'/minute, this machine has the capabilities and the technology to minimize waste and boost production efficiency for metal building manufacturers, pole barn manufacturers, and roofing/sheet metal fabrication operations.

Material capability: Mild Steel up to 1.2mm (18GA), Stainless Steel up to 1mm (20GA), or Aluminum up to 1.6mm (.060").



TRUE METAL SUPPLY • BOOTH #618

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Acu-Form has been the trusted name for premium roll-forming machines in the steel roofing industry. Our unwavering commitment to tried-and-true manufacturing processes, founded on proven design principles and strict quality control checks, sets the foundation for the Acu-Form promise — quality, reliability, and longevity. When you choose Acu-Form, you're choosing a partner dedicated to your success.

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Ameripak, Inc. helps roll formers and metal manufacturers improve packaging efficiency with orbital wrapping systems, stretch wrappers, packaging supplies, and engineered solutions. For over 40 years, we've helped protect products, reduce labor, and improve shipping performance.



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AMS Controls develops advanced hardware and software technologies that increase profitability and productivity for the metal forming industry. AMS Controls' customers include some of the largest metal processing operations including those producing metal buildings, metal roofing, light gauge framing, fenestration, custom roll formed parts, HVAC ductwork, and more.



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Over the past 77 years, ASC has evolved into one of the world's leading manufacturers of rollforming machinery and coil handling equipment. All of our machines are designed and manufactured in Spokane, WA USA.



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ASCO Group is a leading provider of metal trim machinery across the world. We are excited to deliver top-quality products and exceptional customer service. Our team is dedicated, skilled, and passionate about ensuring our clients receive the best solutions and support.



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Beck Automation specializes in automation services,

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Beckers Group is a global leader in coil coatings, providing innovative, sustainable solutions for metal building products and roll formed applications. Our portfolio includes high-performance coatings designed to deliver durability, color retention, and design flexibility for roofing, siding, and architectural components. Featured technologies include Beckry®Tech and Beckry®Tex, offering advanced performance and unique finish options for today's metal building market.



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DMI DIRECT METALS supplies painted HWH & low-profile fasteners, panel clips and accessories to metal roofing manufacturers and wholesalers. Products include long-life SCAMP 304SS Cap head screws and Panclip low profile head fasteners for standing seam metal roofing, plus a full line of accessories including pipe flashings, panel clips, sealants, foam products & hand tools.



Freudenberg Performance Materials

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Dripstop is a factory-applied condensation control membrane for metal roofing panels. Installed during the roll-forming process, it absorbs condensa-

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Booth #107

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Booth #1012

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



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Liberty Painted Products

Booth #314

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www.libertypainted.com

Liberty Painted Products is a distributor of bare and pre-painted steel coils for the metal roofing and metal building industries. We offer a full range of bare and prepainted Galvalume in various thicknesses and widths to service the market. We stock industry standard sizes and paint systems but also offer custom stocking programs to meet our customers' needs.



Little Harveys

Booth #913

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Contact: Jesse Schlabach
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336-468-4309 (fax)
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Little Harveys is a distributor of specialty steel coils.



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Booth #100

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Metal Rollforming Systems

Booth #701

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www.mrsrollform.com

Metal Rollforming Systems designs and manufactures industry leading rollforming equipment and accessories. Our complete in-house design and manufacturing facility allows us to price our equipment at a very competitive price, making us a leader in rollforming equipment manufacturing. MRS' product lines consist of single and double deck rollformers, single and multitrack rollformers, slitters, sheet stackers and much more.



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www.mwicomponents.com

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Booth #613

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www.rFOIL.com

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Simco of Southern Indiana

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www.simcosouthernindiana.com

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Skymarc

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ST Fastening Hillman

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800-352-4864
800-352-3940 (fax)
www.stfasteningsystems.com

ST Fastening Hillman manufactures steel-frame and post-frame fasteners for agricultural, industrial, commercial, and residential metal roof and sidewall applications. Product strengths are drill point quality and corrosion resistance, as shown by the WOODBINDER MB drill point and ZXL zinc aluminum alloy molded head. Both products are enhanced by a powder coating paint system.



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270-859-7121
270-944-3035 (fax)
strongwallcolumns@sldata.com

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SWI Machinery

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770-891-4388
info@swimachinery.com
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True Metal Supply

Booth #618
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888-455-8783
info@truemetalsupply.com
www.truemetalsupply.com

True Metal Supply is a manufacturer & supplier of metal roofing, steel siding and post frame building products. We can supply materials for your project whether it's a home, commercial building, pole barn, riding area, or storage facility! At True Metal Supply, we're committed to excellent service and quality.



United Steel Supply

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W.E.H. Supply, Inc.

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717-336-0661 (fax)
sales@wehsupply.com
www.wehsupply.com

W.E.H. Supply, Inc. is a family owned and operated wholesale distributor and materials manufacturer of components for the Garage, Shed, and Carport Industries. Our product line up (Windows, Doors, Hardware & Accessories) serves our customers throughout the USA and Canada. Our team is committed to excellent service while offering quality products. W.E.H. Supply, Inc. is home to Dutchland® Windows & Hardware.

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Metal Exteriors

Growing Through Quality, Innovation, and a Commitment to Customers

■ By Karen Knapstein

The Way We Roll features have proven to be reader favorites in Rollforming Magazine. Learn more about having your roll-forming business featured by reaching out to editor Karen Knapstein at 715-952-1633 or karen@shieldwallmedia.com.

When Carl and James Zimmerman founded Metal Exteriors LLC in Shiloh, Ohio, in June 2013, they weren't trying to become innovative leaders in metal siding. They simply recognized an opportunity to meet a need in their local community.

Carl saw a demand for a dependable manufacturer of metal roofing and siding products that customers could trust for both quality and service. That vision became the foundation for Metal Exteriors. What began as a small operation with just three employees has steadily expanded into a wholesale manufacturer serving lumberyards, post-frame building companies, and other industry partners across the United States.

Today, although it distributes nationwide, the company remains rooted in the same principles that inspired its founding. Owner and co-founder Carl Zimmerman, along with General Manager Loren Zimmerman, continues to guide the business with an emphasis on craftsmanship, customer service, long-term relationships, and innovation.



Metal Exteriors has invested in developing architectural siding systems that appeal to a growing segment of residential and commercial construction.

BUILDING ON A STRONG FOUNDATION

Like many successful roll-forming companies, Metal Exteriors began with a focused product offering. Rather than trying to manufacture every possible profile, the company concentrated on producing ag panels and standing seam roofing panels.

Those products established the company's reputation for dependable manufacturing while providing a platform for future growth.

"We started with a focus on Parallel Rib (ag panel) and Standing Seam," explains Adam Smith of Metal Exteriors. "Since then, we've become an industry leader with innovative metal siding panels."

That willingness to evolve has been one

of the company's defining characteristics. Rather than remaining focused solely on traditional ag and roofing products, the company has invested in developing architectural siding systems that appeal to a growing segment of residential and commercial construction.

Today, while roofing panels and recoiling services remain important parts of the business, architectural metal siding has become one of the company's strongest areas of growth.

OPPORTUNITIES IN ARCHITECTURAL SIDING

As designers, builders, and property owners continue to embrace metal as both a durable and attractive exterior material, Metal Exteriors has positioned



The company's continued investment in specialty siding reflects what customers are asking for. Many clients want a rich and varied layering of multiple patterns and textures.

itself to meet that demand.

Its signature Metal Batten siding system has become one of the company's best-known products, offering architects and builders a clean, contemporary look. The lineup also includes specialty profiles such as Metal Axis, Reveal Plank, Metal D5, and the Metal Loc 1.5 standing seam roofing system.

Customers can further customize projects through an offering of more than 44 colors, textures, and painted

finishes, each backed by a limited lifetime transferable warranty.

For Smith, the company's continued investment in specialty siding reflects what customers are asking for.

"We are seeing significant and sustained growth in metal siding across both residential and commercial segments," he says. "Many clients are seeking a rich and varied layering of multiple patterns and textures. Our recent experiences and data lead us to believe that this will only

accelerate in the years to come."

That trend has encouraged Metal Exteriors to continue expanding its product portfolio while helping customers create projects that stand apart visually.

MORE THAN PRODUCTS

Although product innovation has fueled much of the company's growth, Smith believes products alone do not explain Metal Exteriors' success.

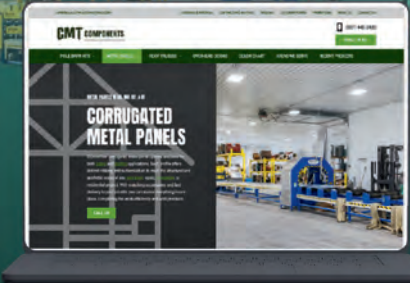


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Employees at Metal Exteriors are encouraged to pitch in on the floor, in design meetings, and have helped Metal Exteriors grow to the business it is today.

The company has worked intentionally to create a culture where employees are empowered to solve problems instead of passing them along.

“Our owners and leadership give every employee the authority to ‘make it right,’”

Smith says.

That philosophy comes with high expectations.

Employees are expected to pay attention to detail, strive for excellence, and do the job correctly the first time.



An operator running the Star 1 felt applicator.

At the same time, they’re encouraged to step outside their formal job descriptions whenever necessary to help a customer.

“That has helped create a culture where no task is beneath anyone and no employee hesitates to step in when a customer needs something done,” Smith says.

In manufacturing, where schedules are tight and unexpected challenges are inevitable, that mindset helps the company respond quickly while building trust with customers.

SERVING THE WHOLESALE MARKET

Unlike companies that market directly to building owners, Metal Exteriors has chosen to focus exclusively on wholesale distribution.

Its primary customers include lumberyards, post-frame building companies, and related businesses that rely on dependable manufacturing partners to support their own customers.

That business model allows Metal Exteriors to concentrate on manufacturing quality products while supporting dealers with reliable inventory, product knowledge, and responsive service.

Because many of those customers serve differing markets—including agricultural, commercial, residential, and post-frame construction—the company has developed a product mix capable of meeting a wide variety of project needs.

COMPETING THROUGH QUALITY

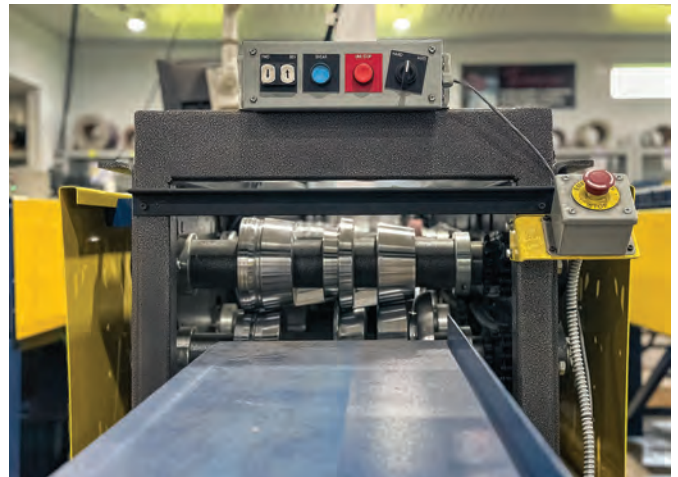
Operating in a region with many metal component manufacturers might seem challenging, but Smith views the competition differently.

“We’re fortunate to operate in an area with a healthy level of competition and, just as importantly, to know many of the people in it,” he says. “We view that as a good thing—iron sharpens iron.”

Rather than attempting to compete solely on price, the company chooses to



Panels are made on MRS roll formers.



focus on areas it can control.

That starts with investing in a dependable supply chain and sourcing quality steel from trusted suppliers. Those decisions allow the company to confidently stand behind its products

with a lifetime warranty.

The company also maintains a deep inventory of in-stock coils to improve lead times and respond quickly to customer demand.

"We differentiate ourselves by offering

stronger quality, better selection, and faster availability," Smith says.

That commitment to continuous improvement has also driven significant product expansion.

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The Way We Roll))

offering five core panel systems to more than 15, giving customers additional design flexibility without sacrificing manufacturing consistency.

INVESTING IN EQUIPMENT

Behind every finished panel is equipment capable of producing consistent results.

Metal Exteriors relies on Metal Rollforming Systems panel roll formers for panel production, SWI slitters for coil processing, and Variobend trim brakes for trim fabrication.

Those investments help the company manufacture products that meet customer expectations while supporting efficient production.

The business also partners with suppliers including AkzoNobel, Northern Steel Alliance, Levi's Building Components,

and numerous other industry partners for coatings, steel, fasteners, and related building components.

By working closely with trusted suppliers, Metal Exteriors can provide customers with products designed for long-term performance while maintaining dependable availability.

LESSONS LEARNED

Like every growing company, Metal Exteriors has gained valuable perspective over the past 13 years.

When asked what the company would do differently if given the opportunity, Smith points not to manufacturing

equipment or product development, but to marketing and communication.

"Looking back, I think we would have invested even earlier in building a stronger marketing and sales system around the customer journey, not just the product," he says.

The company learned that customers often make purchasing decisions based on trust and relationships as much as specifications.

"In an industry that can feel commoditized, we learned quickly that long-term success comes from trust, consistency, and educating the customer on value, not just competing on price."



Metal Exteriors employee monitoring roll-forming line, where precision equipment transforms flat metal into finished roofing and siding panels.



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Smith also believes earlier alignment between departments would have helped support growth.

“We’d also put even more emphasis on aligning internal teams, sharpening our message, and creating scalable processes sooner so we could grow with more clarity and less friction.”

Those lessons continue to shape the company’s approach as it grows and expands.

LOOKING AHEAD

Economic uncertainty has presented challenges for manufacturers throughout 2026, but Metal Exteriors continues moving forward with confidence.

Smith acknowledges that changing economic conditions have affected the industry, yet the company’s response has remained consistent with the principles that have fueled its growth.

“Uncertainty and complexity of economic shifts are apparent, but our team has responded to the challenges of 2026 with the same attitude that got us here,” he says. “Overall, we are happy with the pace of our growth and are looking forward to bringing more exciting things to the market soon.”

That optimism reflects a company focused on long-term growth rather than short-term market fluctuations.

IT'S ABOUT THE PEOPLE

While Metal Exteriors has expanded its product offerings, invested in equipment, and broadened its reach nationwide, Smith believes the company’s greatest strength isn’t found in its machinery or product catalog.

Instead, it’s found in the people who contribute to its success every day.

“With our industry and products, it is easy to let an attitude

of commoditization overshadow the people who make the work meaningful,” Smith says.

He credits employees, vendors, partners, and customers alike for helping shape the company into what it is today.

“We are deeply grateful to our employees, vendors, partners, and customers for the trust, professionalism, and support that set Metal Exteriors apart.”

That appreciation extends beyond business transactions.

“We work hard and stand behind our work,” Smith says. “But what truly makes Metal Exteriors, Metal Exteriors, is the people we are privileged to come alongside during the journey. We hope that never changes.”

For a company that began with two brothers identifying a need in their local market, those relationships remain at the center of everything it does. As Metal Exteriors continues to expand its product offerings and serve customers across the country, its commitment to innovation, quality, and customer service remains unchanged. In an increasingly competitive roll-forming industry, the company believes lasting success is built not only by producing quality panels, but also by earning the trust of the people who depend on them. **RF**



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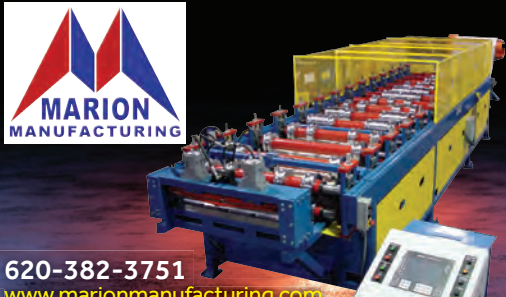
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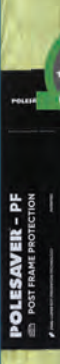
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PROVIA SINGLE HUNG AND SINGLE SLIDER WINDOWS

ProVia has added true Single Hung and Single Slider configurations to its Endure vinyl window line.

The new windows feature welded frames and sashes, a fixed meeting rail, exterior glazing on the active glass unit, and a half FlexScreen. The active sash uses Profile DA hardware that allows the sash to lock, unlock, and tilt with a single motion. The windows are available with multiple nail fin options and an integrated stucco flange.

Single Hung and Single Slider windows can be ordered with privacy, tinted, or decorative glass, internal blinds, and grille options. Multiple interior vinyl and laminate colors, along with exterior paint colors, are also available.

"We're excited to add these single configurations to our Endure offering," says Julie Monroy, product manager for vinyl windows and patio doors. "These energy-efficient, space-saving windows allow our customers to offer homeowners an economical, functional, and low-maintenance option."

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FastenMaster has introduced MarineLOK, a heavy-duty 316 stainless steel structural screw designed for wood-to-wood connections in marine and coastal environments.

The fastener is intended for applications within 1,000 feet of saltwater, including docks, boardwalks, boat houses, marine decking, and other structures where corrosion resistance is a primary consideration. MarineLOK is designed as an alternative to 1/2-inch lag screws.

MarineLOK features a patent-pending design that combines a Type-17 point, serrated cutting teeth, and wood-clearing inner threads to improve installation. The fastener also incorporates a T50 drive system for driver engagement and a SureSink head designed to provide a flush finish.

MarineLOK fasteners are available in 3-, 4-, 5-, 6-, 8-, and 10-inch lengths. Each package contains 30 fasteners and includes a T50 driver bit.



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