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On the Cover: Petersen Aluminum reported that its unit sales increased in 2015 for our State Of The Industry report. Photo Courtesy of Petersen Aluminum.

Cover Design by: Kevin Ulrich

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- Subscribe to RooferExpress newsletter

CHECK OUT OUR WEBSITE @ metalroofingmag.com
E-MAIL THE EDITOR AT sharon.glorioso@fwcommunity.com
F or 18 years, the Metal Roofing Alliance (MRA) has successfully promoted residential metal roofing to consumers and contractors, building both awareness of and preference for metal. We’ve created a strong residential market that previously didn’t exist. When a consumer is deciding what roof to put on their home, we want metal in their consideration set. MRA’s outreach is designed to provide a choice they may not have known about in the past.

It’s important to remember that the residential metal roofing industry takes its market share from competing products, such as asphalt shingles and concrete tiles. As a result, all the growth spurred by the MRA represents new opportunities, and new revenue for all the companies involved in the product, from steel mills and coil coaters to ancillary suppliers, distributors and contractors who install metal roofs. Here’s a recap of all of the very successful efforts spearheaded by the MRA in 2015:

Marketing Success
The cornerstone of our MRA program is of course our website, www.MetalRoofing.com that includes in-depth information about residential metal roofing, including a photo gallery, links to our MRA manufacturer sites and the popular Ask-The-Experts forum. The website is also used to capture consumer leads that are distributed to our member companies and contractors for follow-up.

Since we launched it in 2006, the MRA website has generated 333,000 consumer leads for our contractors. Our research shows that these are quality leads—nearly one-half of the consumers install a roof within two years, and 81 percent of those who purchase a roof chose metal. In fact, those leads have resulted in more than $2 billion in metal roof installations over the past decade.

In 2015, the MRA produced a record number of advertising and earned media impressions. Find-a-Contractor leads were up 19 percent with 7,227 leads generated. Our national cable television campaign ran for 12 weeks and reached 157,404,632 impressions. MRA ads ran on networks such as HGTV, CNN, Fox News, Golf Channel, etc. We know our TV campaigns continue to be effective because we consistently see spikes in website activity when the ads are on-air.

Digital Campaign
Our digital campaign was also quite successful reaching 24,485,000 impressions and getting nearly 50,000 clicks to www.metalroofing.com. In addition to our TV advertising, the MRA partnered with content/digital networks Goodway and Haven Home and created a highly targeted online campaign that delivered 24,485,000 impressions over a period of eight months. Working closely with the MRA, Haven Home produced a handful of 30-second VidTips- instructional videos that feature MRA content.

We’ve had great success with our public relations activities as well. Our efforts produced 684,252,745 earned media impressions. Our Consumer and Industry newsletters have been well-received and our online initiatives, which include the MRA Consumer Blog and the Metal Roofing Industry News Blog have also been widely viewed. Our social media presence has continued to grow with frequent posts to Twitter, Facebook and Pinterest.

Last January, we launched a free “My New Metal Roof” visualizer tool on the www.MetalRoofing.com website. By visiting the MRA website, homeowners can get a preview of how their home could look with a metal roof. With the application, homeowners can upload photos of their home, or use sample homes to “try on” various metal roofing styles and colors. Users can save their sample photos and even share them online with friends and family. This tool has been extremely well-received. Over 25,000 projects have been completed using the application.

“We designed this new application to allow homeowners to see a wide variety of textures, styles and colors from all of our member manufacturers in one place. It’s one-stop shopping for a new metal roof,” states Dick Bus, president of the MRA. “Once a homeowner finds a look that they like, they can click over to our Find-A-Contractor feature to find a quality installer in their area. As an added bonus, metal roofing installers are also able to use the tool to share various roofing looks with homeowners during sales presentations.”

The “My New Metal Roof” works well on laptops and tablets and allows for a quick, on-the-fly demonstration using the sample homes.

In 2015, we also released a new home improvement book titled, “Above All You Need a Great Roof.” Written by construction industry experts Jim Cory and Dave Yoho, the book is designed as a homeowner’s guide to choosing a new roof. Written in a consumer-friendly format, this new book walks a homeowner through the entire process of replacing their roof. Homeowners can download a free e-book version on our website.

A Great Year Ahead
Without question, 2015 was a great year for the MRA, and we’re planning for an even better 2016. With continued support from our members and the industry, I believe we will continue to educate consumers, increase awareness of the many benefits of metal roofs and grow the residential metal roofing market.

For more information, please visit www.metalroofing.com. For up-to-the-minute information, please be sure to follow the MRA on Facebook at https://www.facebook.com/metalroofingalliance and Twitter: https://twitter.com/InvGradeRoofing. You can also subscribe to our two blogs, The Metal Roofing Consumer Blog: http://blog.metalroofing.com and the Industry News blog: http://industry.metalroofing.com/
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General contractor: M.J. Harris Construction Services, Birmingham, AL
Installing contractor: CSC Roofing, Birmingham, AL
Profiles: Tite-Loc curved, Reveal Wall Panels
Colors: Cardinal Red, Sierra Tan

“The products are easy to work with and you get great customer support from the factory. Everything goes much smoother using Petersen.”

Mark Ryan, project manager, CSC Roofing
Opportunities await in sunny Orlando Feb. 17-19 during the 2016 IRE.

By Kim Hamilton, senior marketing manager, Int’l Roofing Expo

If you install, service, sell, manufacture or specify commercial and residential roofing products, make plans now to attend the 2016 International Roofing Expo [IRE], February 17-19, 2016, in sunny Orlando.

It is no secret that when it comes to fun destinations, Orlando ranks at the top of the list. Beyond the promise of amusement parks, fine cuisine, museums, galleries and beautiful weather, the roofing industry will find plenty of opportunities to network, view new products, hone their trade skills—and have some fun.

“The 2016 IRE provides roofing professionals an exceptional opportunity to see, touch and feel new products, attend exceptional educational sessions and network with peers,” said Tracy Garcia, CEM, director of the IRE. “In just three days, you will have access to all the latest products, services, technologies, equipment, education and innovations driving the industry.”

To further see the value of attending the 2016 IRE, let’s preview a few highlights of this year’s event.

On the Show Floor

With more than 500 exhibiting companies, 1,100 booths and 16 hours of exhibit time, you will find a wide range of multi-dimensional products, services and technologies—all designed to help you stay competitive, profitable and strong.

On display will be products to help you profit: gutters, insulation, ladders, coatings/adhesives, siding, built-up roofing, fasteners, TPO, machinery equipment/tools, EPDM, metal roofing, modified bitumen, roof/decking materials, PVC, roof pavers, walkways/ballast, shingles, skylights, slate, spray polyurethane foam, tile, vapor retarders, ventilation, waterproofing and much more.

The Tool Zone is a brand new area of the show floor that will spotlight innovative companies providing hand and power tools which are used every day on the job site. You will discover new trends and products designed to expand your productivity—with many tools available for purchase.

Find exactly what you need to keep your business on the cutting-edge in the Product Showcase where you will see, try and compare the latest products in the following categories: new, sustainable, safety and Made in the USA. A panel of industry experts will select the “Best New Product” and “Best Sustainable Product” based on innovation, productivity and cost-effectiveness—it’s like the Oscars for new roofing products!

Stop by the Metal Marketplace on the show floor to find cutting-edge manufacturers supplying creative and innovative metal products, designs, building concepts, tools and services. If metal is your specialty, you will find what you need here. The Metal Marketplace is sponsored by Metal Roofing Magazine.

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Experience small group business training with executive-level professionals by participating in The Roofing Institute, sponsored by Johns Manville. You will sharpen and hone your business acumen, as well as increase the effectiveness and productivity of your business through these condensed classes covering topics from business strategies and leadership to increasing profits and more. Held on the show floor, these Business 101 classes are free with all registration packages. Seating for up to 40 people is available on a first-come, first-served basis.

**Special Events**

During the Keynote Address, Dr. Beck Weathers will present “Miracle on Everest,” where he will describe his experience as a survivor of the 1996 Mt. Everest tragedy. The accomplished pathologist and amateur mountain climber will share how he was one of more than 30 climbers descending from Mt. Everest’s summit in May 1996 when a violent storm hit the mountain with heavy snow, subzero temperatures and hurricane-force winds. Held Wednesday, February 17, from 9:45 a.m. - 10:50 a.m., the Keynote is free with all registration packages, but advance registration is required. Sponsored by Malarkey.

After the show closes on opening day, head over to Cuba Libre Restaurant & Rum Bar for the IRE Welcome Party on Wednesday, February 17, from 5:30 p.m. - 7:30 p.m. Delicious hors d’oeuvres, wine, beer and soda will be presented at this must-see destination featuring an open-air setting, tropical ambiance, vintage décor and upbeat Latin music. Sponsored by KARNAK and Tremco, all guests must be 21 years of age with valid ID and IRE name badge. For admittance, advance registration is required. Free admission for conference registrants. $50 admission fee for Expo Only registrants before January 11; $60 thereafter. Complimentary shuttle service from the Orange County Convention Center.

Show participants are encouraged to put their hands to work in the Orlando community by helping repair and rebuild the homes of families that are elderly, disabled or financially unable to support the renovation. Now in its sixth consecutive year, Community Service Day will take place Tuesday, February 16, from 7:30 a.m. - 4 p.m. This home repair and revitalization project is the perfect way for the roofing industry to pay it forward by helping those less fortunate. Tax-deductible monetary donations are needed as well as volunteers to perform...
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a variety of construction disciplines. Sponsored by Sika Sarnafil; lunch will be provided by OMG Roofing Products.

The 2nd annual Women in Roofing [WinR] reception will feature an evening of learning, reflection and connections made with other women leaders in the roofing industry on Tuesday, February 16, from 5:30 p.m. - 6:30 p.m. at the Rosen Centre. Women in Roofing is a volunteer based organization with the goal to provide networking, mentoring and education for women roofing professionals. All women roofing professionals attending the IRE are invited.

Educational Program
The IRE conference program is specifically tailored to give roofing professionals the specialized knowledge and training needed to win more bids and work more profitably. Through the exceptional educational conference, attendees can choose from 44 knowledge-building sessions in eight tracks where you will learn the best practices and the latest technologies designed to improve your skills and grow your business. Forty out of 44 sessions offer new topics, with four...
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of last year’s most popular courses back by demand.

Sessions will cover integration of solar, safety, sealing strategies, metal roofing, vapor retarders, roof design, fall prevention, sustainability, drones, asphalt shingles, TPO weathering, storm water management, labor savings, as well as marketing, customer service, management skills and more.

Held Wednesday through Friday, classes are 90 minutes in length and do not overlap the exhibit hall hours, allowing you ample time on the show floor.

Tracks cover technical, workplace safety, leadership/management, green building, legal/HR, money matters, sales/service and general business.

Sessions are specifically targeted to commercial/residential/metal contractors, owners/CEOs/general managers, superintendents/foremen, architects/designers/consultants, salesmen/estimators, manufacturers/suppliers and building owners/facility managers.

Houzz will present a session on Wednesday, February 17, from 1 p.m. - 2 p.m., titled “Maximizing Your Exposure to Local Homeowners with Houzz,” where attendees will learn best practices for creating a free profile on the Houzz website that will build business and attract new local customers.

“Understanding the Residential Roofing Market: Using Data to Understand Your Market Potential,” will take place on Thursday, February 18, from 1:30 p.m. - 2:30 p.m., to provide residential roofing contractors information on how they can leverage local market data and Metrostudy reports to give them a better understanding of their own local markets.

To read the session descriptions, click the Conference tab and then the Sessions link at www.TheRoofingExpo.com to search the full conference schedule by session title, track, date, speaker and/or keyword.

Designed to help attendees advance their businesses and careers, many sessions have been approved by Florida’s Department of Business and Professional Regulation and the Construction Industry Licensing Board and RCI, Inc.

Registration

All educational sessions require registration. Space in sessions is limited and available on a first-come, first-served basis. Online registration is available 24-hours a day, seven days a week. For more information regarding registration, visit www.TheRoofingExpo.com or call 244.563.3147 or 866.860.1970. To register on-site, proceed to the registration counter in West Hall A at the Orange County Convention Center, 9800 International Drive, Orlando, Florida, 32819.

Communications

With all the modern technology available today, there are so many ways to stay connected to the IRE, such as the free mobile app which can be downloaded by searching IRE on the iPhone, iPad or Android app stores. The IRE is also featured on various social media sites such as Facebook at http://www.facebook.com/RoofingExpo, LinkedIn at http://www.linkedin.com/groups?gid=1963938, Twitter at http://www.twitter.com/RoofingExpo, Instagram at http://www.instagram.com/RoofingExpo, Pinterest at http://www.pinterest.com/RoofingExpo, YouTube at http://www.youtube.com/c/TheRoofingExpo, and Google+ at http://www.google.com/+TheRoofingExpo. Twitter users can follow the show using #RoofingExpo or @RoofingExpo. Show photos can be accessed at http://www.flickr.com/photos/RoofingExpo.
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State Of The Industry: 2016 Looks Positive

Compared to last year, 2016 looks even better.

By Sharon Glorioso

Good things come to those who wait—that seems to be the general consensus when it comes to the economy over the past five years. Although it has gotten better, it has indeed taken longer than expected. The metal roofing industry is no exception.

Outlook For 2016

Metal Roofing Magazine recently sent out an informal survey, which asked roofers, roofing contractors, suppliers, associations and manufacturers what their outlook for 2016 is and what they estimate business to be like, as well as how their companies performed in 2015.

While 2015 wasn’t finished at the time of the survey, the majority of the respondents reported that, based on where they would finish for the year, 2015 was better than most of the past five years, regarding their gross sales. This trailed by almost 30 percent saying that 2015 was their “best year.”

According to the poll’s sample, more than 50 percent of the respondents said that they expect their firm’s contract volume will “moderately increase” in 2016; with about 10 percent stating that they estimate their business will “significantly increase” in 2016; 25 percent said that it will “stay about the same.”

Zero respondents stated that they expect a “significant decrease.”

According to Tom Diamond, P.E., senior product manager for The Garland Company, Inc., in Cleveland, Ohio, metal roofing increased for the company during 2015.

“We experienced significant growth in our metal roof and wall system offerings in 2015, far more than the previous three years,” Diamond said. Furthermore, when commenting in general regarding the construction activity nationwide, he says, “As long as the economy does not change drastically, we anticipate continued metal roofing sales growth in 2016.”

CEO of Petersen Aluminum Mike Petersen, in Elk Grove Village, Illinois, said his company overall increased unit sales in 2015.

“We experienced a healthy bump in unit sales during 2015 but the general decrease in all of our input commodities left us with a pretty ‘meh’ year in terms of revenue. At this point we are just about back to where we were in 2007,” he said.

In regards to the construction industry in general though, Petersen says, “All signs are positive—the market certainly
isn’t overbuilt, and financing is available.”

Joe Mellot, vice president and general manager of Innovative Metal Company, Inc. (IMETCO), in Norcross, Georgia, says that for them, 2015 showed double-digit growth in metal roofing sales.

“This is coming off of three years of light to moderate growth,” he said. Furthermore, the construction activity nationwide for 2016 appears optimistic, he said. “All indications are that 2016 will be another growth year.”

The metal roofing industry in general has seen its share of growth over recent years and Firestone Building Products expects this trend to continue. “Standing seam metal still remains the aesthetic and durable choice for sloped roofing,” said Rick Ruppert, architectural services manager for Firestone Building Products.

**Education Still Important**

As a key advocate and informative resource of metal roofing, The Metal Roofing Alliance (MRA) continues to find innovative and new ways to educate consumers and contractors in the many benefits of residential metal roofing.

According to MRA executive director Bill Hippard, since the MRA launched in 1998 through 2014, over 5 million incremental steel tons have been used in metal roofing, with an overall total of 9 million steel tons.

“After more than a decade of growth, the MRA has proven success as a market-building organization. There is a lot more work to be done to reach this market’s full potential,” Hippard said. “All segments of the metal roofing supply chain can benefit from additional growth, from raw materials suppliers and coil coaters to manufacturers and contractors.

“Metal roofing share rose dramatically when full MRA marketing funding was in place through 2008, reaching a high of nearly 10 percent that year. Now is the opportunity to re-start the growth and make the market even stronger in 2016.”

**Hiring New Employees**

Another significant positive point, according to the survey, is that more than 60 percent of the respondents said that they will be hiring additional personnel in 2016 and almost 30 percent said that they would at least be retaining the same number of employees, compared to less than 10 percent estimating of possibly downsizing their personnel.

Compared to last year’s results this compares to only 33 percent of companies saying they plan on hiring new workers—almost doubling compared to last year.

**State-To-State Popularity**

Out of the respondents, more than 80 percent were U.S.-based companies and almost 30 percent said that they were “very optimistic” about the construction activity in their state for 2016, where over 50 percent said that they were “cautiously optimistic.” This compares to only 10 percent saying they were “very optimistic” over last year. Again, zero percent reported being “very pessimistic,” a drop of 10 percent compared to last year.

Last year, the MRA worked with Dodge Data & Analytics to perform their annual analysis of U.S. markets for metal roofs across the nine U.S. census regions. While asphalt shingles continue to dominate the roofing market, metal remains in second place, accounting for 8.1 percent of the roofing market, according to Hippard with the MRA.

In several regions, metal roofing was more popular, outperforming the overall country at large. For example, 15 percent of homes in the East South Central region, which include Alabama, Kentucky, Mississippi and Tennessee, have metal roofs. “Extreme weather seems to play a major part in metal roofing popularity,” Hippard said.

Thirteen percent of homes in the West South Central region: Arkansas, Louisiana, Oklahoma and Texas have metal. Ten percent of homes in the

Petersen Aluminum expects to see continued growth in residential metal roofing and they are seeing good and growing activity in most of their markets in general.
South Atlantic region: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia have metal roofs. Longevity and roof appearance were cited as the top reasons homeowners continue to choose metal roofing. Strength and protection as well as metals’ return on investment were the other top responses.

“2015 was an incredibly strong year for residential metal roofing across North America,” Hippard said. “We saw many contractors booked out for several months. The demand for metal is projected to grow to 10,669,650 squares in 2016, up from 10,511,843 in 2015.”

Furthermore, for The Garland Company, their metal roofing products are seeing an increase in sales in the United States. “The primary areas for metal roofing sales that we experienced recently are the Northwest and the South, along with the Midwest. However, sales are growing in the Southeast as well,” Diamond said.

Mellot, with IMETCO, is seeing similar areas of interest. “It is widespread, with strong pockets in all areas. The Midwest, Northwest and Southeast seem the strongest at the moment. We also see a growing trend in Florida,” he said.

When asked where the respondents expected to see growth in their companies’ contract volume in 2016, when compared to 2015, the majority said commercial buildings. In a close second came residential housing. This compares to last year’s study as being reversed, as more respondents expected to see an
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increase in residential compared to commercial. Other areas of growth included institutional building, industrial building and agricultural building respectively.

Petersen, with Petersen Aluminum, says they expect to see continued growth in residential and they are seeing good and growing activity in most of their markets.

“I think we will continue to see improvement in the residential market in most areas. That should lead to sustained growth in the commercial market,” Petersen said.

“In addition, the hospitality industry seems to be promising in both new construction and renovation. Government-driven projects should increase with the federal budget now in place.”

Interestingly, Diamond, with The Garland Co., says that through their own research they are seeing a growth in

COVER STORY

Concerns For 2016

The leading three concerns, according to the survey, were finding qualified laborers, the economy/gross domestic product and fuel prices. Finding qualified laborers was almost at 45 percent, with the economy at just over 20 percent.

Diamond, with The Garland Company, agrees and said that “economic volatility” is a concern.

These concerns were followed by government regulations, federal reserve, monetary policy, the affordable care act (aka Obama Care) and the federal budget deficit respectively.

When asked what type of building they expect to see declines in their companies’ contract volume in 2016, the majority said agricultural building, followed by institutional building. Both residential and commercial buildings were at less than 10 percent and more than 30 percent said that they don’t see a decline in any of the categories.

Petersen Aluminum’s concerns for 2016, include interest rates and the price of metal. “As the Fed begins to raise interest rates we could see steel and aluminum prices fall a little bit further. A stronger dollar means lower commodity prices. The economy usually runs pretty well during an election year and it’s encouraging that the government has a two-year budget in place,” Petersen said.

Mellot, with IMETCO, says that the election worries him, “and the response of our economy.”
deep slope metal roofing in general. “After researching industry trends, we are finding that the number of steep slope metal roofing projects over the past two years is on the rise, and this trend should continue into 2016 and beyond,” he said. The Garland Company is also expecting to see growth in contract volume in institutional and industrial buildings, but predicts a possible decline in commercial.

IMETCO predicts growth in contract volume in institutional, industrial and multi-family residential; and a possible decline in commercial.

What Roofers Are Asking For

According to Mellot, with IMETCO, what they are hearing from roofers is that keeping the customers happy is key to success in 2016 and support is imperative. “Customers are looking for even greater variety of design and color, and in some cases varying substrate. Roofers are seeing additional assistance in installation and engineering design. Roofers want better support and reduced complexity,” Mellot said.

“Developing better customer and installer support has helped develop new customers and grow relationships with existing partners,” he said. “We can always provide better tools to our customers, [such as] easier ways to design and select products and [provide] better ways to move flawlessly from paper to metal.”

According to Firestone Building Products, they are always working to meet the evolving needs of its contractors and launch new products accordingly. For example, their new CLAD GARD has been strategically engineered...
According to Firestone Building Products, they are always working to meet the evolving needs of its contractors and launch new products accordingly.
Looking Forward To Future Success

According to Todd Miller, president of Isaiah Industries, and a founding member and a MRA board member, “I really believe that, as the baby boomers settle into the ‘last home they ever intend to own,’ they are being proactive about choosing roofing materials that will protect and beautify that home for the long term while saving them on their energy costs and eliminating their roof maintenance expense.” Our contractors report that while traditional vertical seam metal roofs remain popular in many areas, they are seeing a trend on the metal shingle side of things toward products that have crisp, clean lines and contemporary looks that update a home but still allow it to fit within any neighborhood or architectural setting, Miller said.

According to the MRA, the Dodge Data & Analytics survey asked homeowners what type of metal (substrate) was used on their new roof. Steel was reported to be the most popular substrate with 46 percent of the market while 18 percent reported using aluminum. Overall, the success of metal roofing is on the rise and most companies agree that the industry is continually improving.

“Bidding activity is pretty strong in most parts of the country,” said Petersen with Petersen Aluminum. “We expect the year ahead to be reasonably strong in most areas with the exception of the oil patch.”
The Garland Company credits their success in the past year with several factors. “Our success lies within the service that our metal division provides to our customers, contractors and design professionals,” Diamond said.

“Along with a high-quality, high performance metal offering, the support that we provide allows us to maintain relationships with existing customers and to establish long-lasting relationships with new customers.”

Additionally, in order to improve, Diamond says that metal roofing is among the most complex types of roof systems to order in the industry. “Making this process easier and more user-friendly will hopefully keep customers and contractors coming back, allowing them to focus more on their metal roofing project, as opposed to the complexities of ordering it.”

Petersen Aluminum is seeing strong bidding activity in most parts of the country and they expect to see 2016 being reasonably strong in most areas, with the exception of the oil patch.
GREAT IDEAS
ON DESIGN, COMPONENTS AND MATERIALS
ARE IN THE IDEA BOOK

the idea book profiles more than 25 leading roofing projects. Each project is presented in depth explaining the different looks, materials and components that made it possible. Along with each project is information on the equipment and components that made it possible such as panels, metal shingles, unpainted metals, underlayment and fasteners.

You’ll find great ideas in the idea book. Put it to work for your business.

COMING IN MAY 2016
TOP 10 PRODUCTS OF 2015

These top products were chosen by you, the readers.

We trust you, our readers. When you indicate that you like a product, we are paying attention. Each year in Metal Roofing Magazine, we present the most current information on a variety of products—all related and useful to metal roofing.

These are called Product Profiles and Product Features. We offer suppliers and manufacturers a free opportunity to send us product information and a photo, so we can get the word out. We also present a New Product section when space permits. Both are very popular among the readers. How do we know? Because you take the time to fill out the Reader Service Card, circle numbers of products you would like more information on and send them in. There is also an online component allowing for quicker response time. (See more information on the Reader Service Card between pages 42 and 43.) We monitor these responses to help us determine any industry trends.

On the next few pages, we present the Top 10 Products of 2015, as chosen by you, through your requests for information. We’re guessing you may find something else you are interested in here.

ATAS International • Circle 101

Combine the modern benefits of metal with the traditional appearance of Old World architecture when choosing tiles, shakes and shingles from ATAS. ATAS offers stone coated, scalloped Northern European and Spanish style tiles in a wide variety of materials and gauges. Shingle options include Bermuda style shake, wood style shake, a simulated dimensional shingle, a diamond-shaped shingle and a standing seam shingle. Available in a vast array of colors, print coats and materials, ATAS products not only add visual depth and aesthetic appeal to your roof or walls, they add value.

McElroy Metal • Circle 102

McElroy Metal offers multiple methods of metal roof recover, including the new 138T shingle recover system, a quick and efficient method for installing standing seam metal roofing directly over asphalt shingles, without a tear-off. The system is designed around the new patent-pending clip paired with the company’s 138T symmetrical standing seam panel. Measuring 1-3/8 inches tall, the 138T is a two-piece mechanically seamed metal roofing system. McElroy Metal also offers the 238T standing seam roofing system, a symmetrical standing seam system setting a new standard for performance with ease of installation, outstanding wind uplift and strength characteristics, individual panel replacement capability and jobsite roll forming for long length panels. To meet the demand for specialty panels, 238T is also available tapered and curved. During the past year, McElroy Metal has received patents on two frameless systems to recover the most prevalent metal roof panels in open frame metal buildings: exposed fastener R-panels and 3-inch tall trapezoidal standing seam. Both systems weigh about two pounds per square foot.
Firestone Building Products • Circle 103

Firestone Una-Clad metal is known for its innovative design, durability and environmentally friendly features. Available in copper, zinc and 31 standard PVDF-painted aluminum and steel colors, Firestone offers eight unique Una-Clad UC roofing panels to meet the structural and architectural specifications of each commercial roofing project. Una-Clad UC Roofing Panel Systems are available for new construction and re-roofing applications and can be used in conjunction with other Firestone roofing systems and Firestone ISO 95+ polyiso insulation, allowing for maximum design freedom with the assurance of a single source warranty.

EDCO Products • Circle 104

EDCO Product’s Generations Roofing Collection adds a more rustic looking panel to EDCO’s offering and gives the homeowner another option for roofing projects. Generations shake panels are coated with a deluxe PVDF coating system and come in nine attractive colors inspired by nature. EDCO backs the Generations Roofing Collection with an unsurpassed warranty.

Englert Inc. • Circle 105

Designed by Englert’s own machine experts, its comprehensive line of machines is time tested and proven in the field. Englert’s multi-panel machine offers the capability to run 10 different panel configurations. And there are 11 fixed-position roll forming machines, three electric panel seamers and two panel curving machines to choose from. Englert offers a total package

THE FOREVER ROOF

EDCO’s ArrowLine® roofing products have received the highest possible hail rating, and are coated with a deluxe TRINAR® finish to maximize color retention. ArrowLine® metal roofing carries a lifetime, non-prorated limited warranty that is fully transferable with the sale of the home, make an EDCO home “THE FOREVER HOME.”

800.593.2680
EDCOproducts.com

Circle Reader Service #364
of value-added metal roofing machine support, including the industry’s only mobile service force, machine training, testing, warranties and engineering.

**MBCI • Circle 106**

MBCI offers three curved metal roofing systems. The Craftsman Series—Small Batten, as seen here on the Douglas County Community and Senior Center, is a snap-on batten roof system with 3/4” vertical legs that allow the panels to curve. The pan and batten are manufactured separately to maximize design flexibility and for ease of installation at difficult hip, valley and slope change conditions. As testament to our rigorous testing, MBCI leads the industry in UL 90 ratings for curved roof panels.

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Circle Reader Service #407
Levi’s Building Components • Circle 107

New from Levi’s . . . ProZ SD. Ensuring a weather tight seal for metal-to-metal installations is easy with the ProZ SD from Levi’s Building Components. The new ProZ SD provides a strong cap that withstands the toughest installation conditions and is compatible with all metal finishes. The design of the washer head reduces overdriving and the zinc aluminum alloy cap can never red rust. ProZ SD features a 25-year warranty and is available in self drilling #3, #5 and stitch drill points.

Petersen Aluminum • Circle 108

Petersen Aluminum standing-seam metal roofing is offered in multiple gauges of steel and aluminum, and can blend with many architectural styles. The metal panels come in 38 colors, most of which meet Energy Star standards, and feature the PAC-CLAD full PVDF finish that comes with a 30-year warranty. Petersen Aluminum’s metal roofing is fully recyclable and qualifies for LEED

Elevated Learning

Because Cameron University’s McMahon Centennial Complex serves not only students, but the community as a whole, the facility must be as durable and maintenance-free as possible. Standing seam metal roofing was a perfect choice for its modern appearance, longevity and durability.

Visit www.mbci.com/cameron for more information.

Visit us at IRE Booth #1137
Feb. 17-19, 2016

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points. It also meets many ASTM, UL and Miami-Dade standards for wind, fire and impact performance. An optional weather-tightness warranty is available.

S-5! • Circle 109
X-Gard is the latest snow retention innovation by S-5! While X-Gard 2.0 (two-pipe system) is unsurpassed in its holding strength, the X-Gard 1.0 (one-pipe system)—because of its versatile and unique two-clamp attachment method—offers the most affordable, truly secure snow retention system alternative. The ColorGard, X-Gard, SnoRail and SnoFence systems are all engineered to be the strongest, most reliable snow retention systems for metal roofs on the market.

Sno Gem, Inc. • Circle 110
Sno Gem, Inc. is the world-renowned leader in the manufacturing and distribution of innovative snow retention systems for all types of roofs. With over 100 years of combined industry experience, every Sno Gem product is the latest in cutting edge design and engineering technology. Offering polycarbonate, metal, non-penetrating “clamp to seam” or deck mount/membrane bar snow retention systems for metal, slate, shingle/tile, and membrane roof systems in virtually any color, Sno Gem is your one source for effective and aesthetically pleasing snow guards. MR

Peel & Seal® is the original self-adhering waterproofing membrane designed for low slope roofing or flashing applications. This single-ply membrane applies directly to the roof deck and serves as the final roofing surface. Ideal for hundreds of applications including whole roofs, dormers, sunrooms, metal roofs, and flashing around exterior penetrations.

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• Variety of widths and color options
• 10-year limited warranty
• Made in the USA

Sponsored by Circle Reader Service #412
Herb Englert: A Business Philosophy That Stands The Test Of Time

A recent story in a European magazine about an aluminum manufacturer in Ballyshannon, Ireland, reveals how an American business owner played a significant, yet unsung role in that company’s development. Now celebrating its 50th Anniversary in business, Englert, Inc. is looking forward to developing new products and markets, and also looking backward to examine the qualities, strategies and business style that has made it successful over the years. “For as long as I can remember, my father felt that we were in business not only to earn money, but also to help fulfill a greater goal within society,” said Debbie Tripod, president of Englert and daughter of its founder Herb Englert. “He believed that helping customers to become successful, was just as important as our own success, and would help our business grow as well,” she continued.

Herb Englert developed this philosophy as an outgrowth of his own experience. He opened Englert, Inc. in 1966 with his own funds and a capital investment from another businessman. When he tried to repay the loan, he was told, ‘Pay it forward. If you help others become successful, we’ll all be better for it.’ Herb took this advice to heart.

As reported by BIMIreland.ie, the digital edition of Irish Building Magazine: Donal Kelly, the son of a blacksmith, founded Seamless Aluminum, Ltd. 40 years ago. It has grown to become Ireland’s market leader in the manufacture and distribution of aluminum rainwater management systems, as well as aluminum fascia and soffit systems for residential and commercial use. Donal originally started in the building industry as a manufacturer of precast concrete sills and lintels, but during a visit to the United States in 1974 his eyes were opened to the use of aluminum for fascia and cladding. After making enquiries, he visited the headquarters of Englert Inc., which had developed a fabrication system for seamless gutters. “I met company president Herb Englert and he asked me would I be interested in heading up a distribution unit. I said ‘I would love to but I don’t have the money,’” said Donal. “He asked me how much would I need and I said ‘More than you will give me!’ But on a handshake he agreed to give me $100,000 credit per month over three months and he didn’t know me from Adam. At home, I only had IR£1,000 credit with my bank at the time in Ballyshannon. Other than monthly payments on what Englert supplied, Herb didn’t ask anything else in the repayments from me!”

“It is extremely gratifying to read this story of how my father helped someone in Ireland,” Tripod said proudly. “Over the years my father helped dozens of small businesses get started and grow to be successful,” Tripod stated. “We still have business and personal ties to many of them. But every once in a while we hear of a story like this one and I just marvel at how much impact my Dad’s philosophy has had, and how far it has traveled.”

New Tech Machinery Celebrates 25 Years!

This year, 2016, New Tech Machinery will be celebrating 25 years in the business of making one of the world’s best portable roll forming equipment. Started in 1991, New Tech Machinery began with the MACH II gutter machine and then the SSP roof panel machine (no longer produced).

Since then, New Tech Machinery now offers the versatile, best-selling SSQ roof panel machine and three other roof panel machines including the SSH and SSR. The MACH II gutter machine is the most copied in the industry. Still located in Denver, Colorado, New Tech Machinery is proud to be growing and creating jobs. The recent acquisition of New Tech Machinery by Mazzella Cos. has just made the New Tech Machinery family larger and the future looks bright for the company.

To celebrate, New Tech Machinery will be planning specials, trade shows and events throughout the year. Be sure to follow New Tech Machinery on Facebook or at www.NewTechMachinery.com to keep up with all the 25th anniversary fun! MR
COMMON MISTAKES MADE WITH SNOW RETENTION

Snow retention can be complicated; here are some mistakes to avoid.

By Sharon Glorioso

Improper design and layout are the top mistakes in snow retention systems on metal roofs, according to many specialists. There is a lot of science that goes into a properly engineered snow retention devise.

Keith Lipps, vice president of Metal Roof Innovations, Ltd., (S-5!), is an expert on the topic, and says: “Snow retention is some simple science mingled with a touch of art-in-practice. The science is not difficult to understand, and not too debatable. “The art-in-practice is discretionary, opinionated, partly supported by science, partly by myth and hotly debated amongst users and purveyors of such product offerings.

“Snow effects, coupled with accompanying winds are difficult to predict and the architecture and density of a snowbank is varied at any given time. These unknown variables lend to the controversy,” Lipps said.

According to Tim Martin, sales executive with Levi’s Building Components, the manufacturer of the SnowDefender metal roof snow retention, he drives around the United States for his job and he is constantly seeing where people are getting it wrong. What is even more surprising is when people don’t have snow retention at all. “When people decide snow retention isn’t important—this is a dangerous situation,” Martin said.

According to some top snow retention specialists, here are the most common ways people are getting it wrong:

#1 Mistake: Improper Layout And Design

Howie Scarboro, national sales manager of SnoBlox-Snojax, in Mechanicsburg, Pennsylvania, says that the most common reason for snow guard failures results from the lack of a proper layout. “We recommend all projects begin by running a free layout at www.SpacingTool.com; it shows only the guards that are compatible with the customers panel and emails a line drawing for each roof area showing how many rows are required, how to stagger each row and how to space each row up the slope,” Scarboro says.

Martin, with Levi’s Building Components, adds: “I second the use of calculators to determine the number of rows needed to properly hold back the snow. Levi’s Building Components, a manufacturer of metal roof snow retention, has a calculator online—www.snowdefendercalculator.com—that calculates the amount of snow guards needed based on peak-to-eave measurement, pitch of roof, rib spacing on panels and snow load.”

Jason Nagaki, owner of Snobar, in Englewood, Colorado, says that when architects/designers are in the design phase and they are planning snow retention on their projects, they should call a snow retention manufacturer so they can draw a properly designed snow retention system on their roof.

“Worst case scenario the architect/designer should put a note on the roof plan where they want snow retention and in the specs that the contractor must have a properly designed layout from the snow retention manufacturer,” Nagaki said. “I can’t count how many times where the contractor tells us that the architect/designer just has one row of snow retention drawn on the roof plan so that’s all they order and nine out of 10 times the project is under designed and the owner doesn’t even realize it.”

#2 Mistake: Not Using Enough Guards

Another huge mistake is when customers only install guards over a small area such as a doorway or HVAC unit.

“This is known as Isolated Placement and these types of projects have a high rate of failure,” Scarboro said. “The most effective strategy is to hold the snow and ice where it landed with multiple staggered rows spaced evenly up the slope, as opposed to trying to stop it or catch it all at the bottom with one or two rows.”

This is an example of a failure that will occur, not because of the product, but because this was an under-designed system and why Nagaki with Snobar believes having enough snow guards is so important.
SnoBlox-Snojax offers a free snow guard training and education course, which is AIA certified for 1.5 credit hours of continuing education. You can view the training at www.SnowRetention101.com.

Nagaki adds that if your snow retention system is being attached to a standing seam metal roof by clamping it to the seams, the contractors need to make sure that there are enough fix fastened points in the panels so that the panels don’t slide from the weight of the snow that the snow retention is going to hold. “Just having the roof clips that holds on the metal panels is by no means enough to keep the panels from sliding,” Nagaki said.

### #3 Mistake: Installing Adhesive In Winter

Another very common mistake is installing with adhesive in the winter, Scarboro said. “This does not allow for enough curing time before the guards are put under load,” he said. “This results in the guards coming off the roof and having to be reattached later in the spring when it warms back up. The best time to use adhesive attachment is from April to August.”

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**Other Common Scenarios**

**Using guards designed for exposed fastener panels on standing seam roofs.**

This picture shows several common mistakes, says Tim Martin, with Levi’s Building Components. “This photo shows snow guards that are screwed down through the standing seam roof. This job did not use enough snow guards but they were ok on the part of the roof to the right. On the left, off the picture, there is a much larger roof that allows snow to pile up on the left of the pictured roof. Some of the snow guards are starting to bend due to the extra load on them. Another staggered row of snow guards on that side would have made this install ok. Although a standing seam roof should have snow retention that either attaches to the seam or is glued down,” Martin said.

**It is good to use snow guards to protect valleys.**

“On this roof you see snow guards going up the valleys on the roof. This keeps snow from packing down into the valley and possibly damaging the roof,” Martin says.

Below is a picture showing a proper install on a large church roof in Lancaster County, Pennsylvania. “Note the proper position of the second row of snow guards approximately 1/2 way up the roof. This allows the weight to be spread evenly between the two rows. The common mistake is to put the second row just above the first, putting too much weight on the second row,” Martin said.
#4 Mistake: Having No Snow Retention

“This picture speaks for itself,” Martin said. “This is an ambulance/fire station in Cumberland County, Pennsylvania, where they decided snow retention was not important. Note the incredible build up of snow where the upper roof over hang the lower. Also note the large amount of snow on the ground and hanging off the roof. This is a dangerous situation,” Martin said.

Getting It Right: Have A Good Warranty

Nagaki said that by far, the most important tip for a contractor/designer/architect/owner to understand while deciding which snow retention system will work best for their roof is the warranty.

“Always buy from a snow retention manufacturer that will...
back it up with a warranty and inquire if they have product liability for their snow retention systems,” Nagaki said. “If they do, it most likely means they’ve been in business for years and have good knowledge about the industry. What I consider bad competition are the guys that make up their own snow retention system and sell it to the owners/owners’ reps not knowing what all goes into a design for a proper snow retention layout on a roof. The building owner doesn’t get a system with a quality warranty from these kinds of installs.”

S-5! agrees and warns to only buy tested systems and those with a reputable warranty. “There are plenty of snow retention systems on the market and those that are willing to sell you an untested system; use these systems at your own risk. An untested system is one that has not been tested on how it will perform overall or how it will perform on specific roofs,” Lipps said.

S-5! says that you should only purchase well-engineered and tested systems and notes that reputable manufacturers will freely share information to assure a properly designed plan. “Testing specific to roofs is essential to running any type of engineering calculations for a designed and engineered snow retention system. If you’re installing on “Manufacturer X” roof, make sure you know how the system should perform on “Manufacturer X” roof. Responsible snow retention manufacturers can share with you their testing on each roof that their system works on. If not, don’t use it.”

SnoBlox-Snojax offers a free snow guard training and education course, which is AIA certified for 1.5 credit hours of continuing education. You can view the training at www.SnowRetention101.com.
Coil

Metal roofing requires high-performance coil; check out these top-of-the-line suppliers.

AkzoNobel • Circle 115
AkzoNobel manufactures high performance coil coatings for the pre-painted metal construction industry, serving the commercial, agricultural, architectural and residential markets. Coil coating products include TRINAR, a 70 percent PVDF coating, and CERAM-A-STAR 1050, which is the industry-leading silicone-modified polyester coil coating. Both are available in COOL CHEMISTRY formulations, which help make projects more energy efficient and sustainable.

Coated Metals Group • Circle 116
Coated Metals Group (CMG) is a national-recognized leader in the production and distribution of pre-finished coil and sheet goods for the building products industry. CMG's Ultra-Clad branded products are available in 32 standard colors offered in several gauge and width combinations of Galvanized or Galvalume steel and aluminum. Ultra-Clad standard finishes include Kynar (PVDF), siliconized polyester (SMP) and polyester options. The company also provides several other non-painted products including mill-finished steel and aluminum, anodized aluminum, copper and other specialized materials.

Contrarian Metal Resources • Circle 117
Contrarian offers an unrivaled selection of decorative architectural finishes in stainless steel, titanium and other metals. InvariMatte is a non-directional, low gloss, uniformly textured stainless steel finish, designed for use in architectural applications. It has a near perfect SRI that never deteriorates, mitigates the heat island effect and saves energy on heating and cooling. Having no coatings to deteriorate, InvariMatte will last indefinitely with little maintenance. It can be welded or soldered.

Englert Inc. • Circle 118
Englert manufactures a painted coil product with the best reputation in the industry for consistency of quality and performance. The metal and aluminum coil in Englert’s roofing and gutter products is made from the highest quality materials available, and is 100 percent recyclable. Englert is one of the few single-source metal roofing manufacturers with an in-house coil coating line and an exceptionally broad range of finishes. Our premium, high-grade finishes provide the industry's best performance in color retention, fade and chalk resistance, and stain and chemical resistance. A sophisticated data ac-
acquisition archive system enables us to imprint a tracking code on every roll of coil, which provides a recipe builder allowing us to match the coil exactly on future runs. Englert coatings are designed to adhere tightly to substrates and will not chip or peel over the life of the material. In addition to a full range of industry-standard colors, Englert offers a choice of dazzling micas and brilliant metallics. All of our PVDF-coated products contain a minimum of 70 percent PVDF resin and are environmentally friendly and non-toxic. Contact us for more information on the LEED SRI Reflectivity and emissivity values of our Cool Roofing colors.

Kenwood Painted Metals Inc. • Circle 119
Kenwood is a single-source supplier for preprinted metal for the construction and door industries with more than 30 years experience in the coil coating industry. It is a value-added supplier of pre-painted steel that will manage your supply chain, with stocking locations throughout the United States.

PPG Industries • Circle 120
PPG coil coatings for cool metal roofs and panels include some of the industry’s most environmentally advanced products. Formulated with proprietary

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Circle Reader Service #548
IR-reflective technologies Duranar ULTRA-Cool and Durastar SMP ULTRA-Cool coatings deflect solar heat from buildings, enabling them to stay cooler and use less energy. Duranar VARI-COOL coatings combine ULTRA-Cool technology with polychromatic pigments that change color based on ambient lighting conditions.

Prassas Metal Products, Inc. • Circle 121
PMP Steel is a 25-year-old steel trading company and coated coil distributor, specializing in pre-painted galvalume, acrylic galvalume, and galvanized steel coil products. PMP competitively supplies both import and domestic mill product to all major USA markets and a variety of industry applications, such as residential roofing, metal buildings and garage doors. PMP maintains a coil distribution center in Savannah, Georgia, stocking 16 industry-standard colors of 40-year CR pre-painted galvalume (29 gauge & 26 gauge), 10 colors of 29 gauge regular polyester and a full range of AZ55 acrylic-coated galvalume coil.

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**Product Profile**

**Taylor Steel • Circle 122**

Taylor Steel is a leading service center for the metal building industry. Our expertise is in managing pre-paint and bare coil programs to meet your specific needs. We stock more than 50 different colors to meet most any need. Our partnerships with all the major mills, coaters and paint companies allow us to customize a program specifically for you.

**Unimet Metal Supply Inc. • Circle 123**

Unimet, a supplier of copper, brass, aluminum and stainless steel in both sheet and coil form, offers precision slitting from our:

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- 36” wide McKay Slitting Line
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**Valspar • Circle 124**

Valspar’s WeatherXL Crinkle Finish coatings for coil applications deliver outstanding durability with a unique, textured appearance that redirects light for enhanced visual depth. Designed to create a shifting and shimmering effect, WeatherXL Crinkle finish is available in a number of color options that meet solar reflectivity (SR) standards for LEED and Energy Star. The coating’s silicone polyester resin system offers maximum hardness and unrivaled performance against chalking, fading and scratching.

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*Leland Industries Inc.*

www.lelandindustries.com 1 800 263-3393

Demand North American Quality!
**TOP GUTTER PRODUCTS OF 2015**

These top products were chosen by you, the readers.

The products featured here have earned the Top 5 products of *Gutter Opportunities* of 2015 because you, our readers, showed interest in them by requesting more information.

Congratulations to the winners and congratulations to the readers because now you get another chance to learn more about the products that are most popular in the gutter and rain handling industry.

If you’d like more information on these—or any products in the magazine—go to page 43 of this issue and fill out the Reader Service Card with any and all corresponding products you’re interested in.

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**Gutter Covers International • Circle 127**

Gutter Topper is made of .024-in aluminum and has been tested to withstand 110 mph straight-line winds with no lift or movement and 1,200 pounds of weight per square foot with a 100 percent retention of original specifications. The Leaf Terminator is made of .032-inch heavy duty aluminum for any style or size of both residential and commercial gutters. The Solution is made of .019-inch aluminum and The Greater Vinyl Gutter Cover is made of .050-inch PVC.

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**Midwest Enterprises • Circle 128**

Midwest is a wholesale manufacturer of effective, common sense, protection products. With a dozen profiles available Midwest has just the gutter screen or cover to get any job done right. For close to 30 years, E-Z-Lock has been the industry standard for steel gutter screen. E-Z-Under and E-Z-Step Down are improved profiles made with the small-hole expanded steel screen. E-Z-Micro Mesh is an aluminum screen with micro holes small enough to keep out the smallest debris. All of these screens are powder coated to be the most durable on the market. E-Z-Slide, E-Z-Solid and E-Z-Leaf Sweep are all solid gutter covers.

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**GutterSupply.com • Circle 129**

No single gutter protection product works for all applications. A variety of choices provide contractors with the optimal solution to fit their customer’s needs. Whether it’s a K-style or half-round gutter, metal, slate or asphalt roof, pine needles or whirly birds, GutterSupply.com has the gutter protection solution for every situation. From economical screens to scientifically tested filters, all of our products are in stock and ready to ship. Ask about our free gutter protection sell sheets professionally printed with your logo and shipped at no charge.

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**GutterHelmet • Circle 130**

Gutter Helmet has a PermaLife textured surface, allowing rainwater to cling to the surface as it flows downward. The edge of each of our gutter guard systems is curved and extends past the edge of the gutter to allow rainwater to flow naturally into the gutter system. Once the rainwater rounds the edge of the Gutter Helmet system, it passes through a slit that is only 3/8” wide, used to stop debris, leaves and other materials from getting into your gutters and clogging your system. While water can pass through the opening at a steady rate, debris is stopped by the small slit, allowing only water to pass through your gutters. Gutter Helmet has the ability to handle over 22 inches of rain each hour without overflowing. With our patented rain gutter guards, debris, twigs, and leaves are kept out of your gutters.

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**GutterBrush • Circle 131**

GutterBrush is a simple product that solves two common problems for homeowners: Prevents water damage caused by clogged gutters; and reduces or eliminates dangerous, messy and expensive gutter cleaning. Essentially a large cylinder shaped bottle brush, GutterBrush fills rain gutters preventing the buildup of leaves and debris while allowing water to flow freely. There are no tools required for installation. Just slide 3 foot sections into existing gutters. A simple, profitable add on for any contractor with a ladder. **MR**
Rainwater harvesting is nothing new; but the products and techniques have been greatly improved.

By Sharon Glorioso

Rainwater harvesting has been gaining popularity in recent years and there are many techniques to use to properly achieve the collection.

According to Curt Dyer, product specialist with Senox Corporation, rainwater harvesting in general is nothing new. “You can trace it back to 3000 B.C.; this has been going on for 5,000-plus years,” he says.

Senox Corp. has seen an increase in interest over the past five-plus years. “The droughts have made people more aware of the need. Most people don’t see how subsidized our water system is.” As the subsidies go away, the cost of water will rise.

Rebates help as well, Dyer said. “Most of our customers start out by using small tanks. For example, 50-gallon tanks. Then they decide to expand their systems. We’ve seen a significant interest in people using rainwater systems in general; people are just more aware and enjoy the benefits of it.”

Green Benefits

Over the years, Senox Corp. has helped customers become more environmentally green. For example, the first step to rainwater collecting or harvesting is by collecting the runoff from your roof using a rain gutter system. The rainwater can be collected in a variety of rain barrels, stored and later recycled for non-potable uses such as watering your lawn.

According to Mark Illian, with the Center for Rainwater Harvesting, in Houston, Texas, and an expert on the subject, there are eight major considerations to making the environment ideal for collection.

1.) Collection. Sloping your gutters toward the downspout at least 1/16 inches per foot not to exceed a 3-inch drop and not letting debris accumulate.

2.) Leaf elimination; getting rid of leaves and large debris.

Leaf elimination can be done in the downspouts very attractively.

3.) The first flush. The first flush gets rid of a lot of particles. Fecal coliforms are from mammals and some birds, which live at body temperature. You will get rid of half of them with a good first flush. You want to discard a minimum of the first 10
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gallons per 1,000 square feet off the projected roof. Also, avoid plugging problems, use a big dump valve and automate it, Illian says.

4.) Storage. According to the Center for Rain Harvesting, tanks are about $0.60 to $1.50 per gallon. A foundation and installation can double that cost. Tanks can be made out of just about anything that holds water. Field constructed metal and wood tanks usually have a plastic liner. Interconnecting the tanks at the bottom makes them behave as one.
5.) **Pressurization.** You can keep it simple, without electricity, by pressurizing the water with foot pumps, gravity, hand pumps or rope pumps such as those used in some areas in Africa. If you use an electric pump there are many to choose from. The better pumps are more expensive. Pumps don’t require much maintenance if the pressure tank and cycle stop valve are sized properly.

6.) **Purification.** Use a sediment filter only for irrigation systems. Remove sediment, biologicals and chemicals for potable systems. The Center for Rainwater Harvesting says that you should remove sediment to 50 microns for irrigation. Remove it to 1 micron for potable water. Select your chemical filters based on what your roof is made of. Use a good, self-testing and alarming UV filter for biologicals.

7.) **Water testing.** Test potable water systems for e-coli bi-annually and for chemicals annually. Follow the local
8.) **Maintenance.** Design for ease of maintenance. Get spare parts for filters and control equipment. Maintain and inspect according to UPC “Alternative Water Sources” 1601.5 and local requirements.

According to Illian, it is important that when you start any rainwater harvesting system to go with reputable manufacturers. Parts for potable systems require NSF 61 and other approvals. Tanks should be warrantied for 20 years.

**Here to Help**

The Center for Rainwater Harvesting is here to help in any way they can. They encourage your phone calls, emails and

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Don’t forget to cover the ends of the gutter screens—birds love covered gutters with open ends.

Poorly installed gutter screens can cause more problems than they were intended to solve.

Senox Corp.’s AqueDUCT Screen Hanger System is composed of a louvered cover with an integrated stainless steel mesh screen, which keeps the leaves out along with other debris.
letters. The experts there are glad to discuss visits to your community or consulting with you from afar, whatever is most beneficial to you.

The Center is looking for scientists, engineers, roofers, suppliers or manufacturers that are willing to conduct research in several subjects where the world is lacking information. You will need to provide your own funding at this time. Some examples are the need to research gutter and roof materials with respect to rainwater contamination. Others include the social impact of clean water in developing communities, influencing world health organizations in promoting rainwater harvesting, inexpensive water testing methods and equipment, how to make activated carbon filters economically, and how clean does water need to be for different communities. These are just a few topics.

Please contact them at 832-423-8425 or mark@naturehealingnature.org or visit www.naturehealingnature.org if you have a passion for discovering the wonders of clean water.

Products To Help

Senox Corp. has many products to choose from to aid in rainwater collection. For example, their RainSaver Rain Barrel provides great functionality with dual spigot access ports and overflow. The compact design requires minimal set up area and provides for easy transportation. There are many colors and styles to choose from.

Additionally, their AqueDUCT Screen Hanger System is composed of a louvered cover with an integrated stainless steel mesh screen, which keeps the leaves out along with other debris. AqueDUCT is available in aluminum, copper and Galvalume Plus as well as in sizes 5 inch, 6 inch, 6.5 inch and 7 inch.

Dyer says that Senox offers many products to choose from.
“All of our product designs are unique. We offer a full line of rainwater gutter systems and we have very high quality control standards,” Dyer said.

“Our micro mesh products are very popular at the moment. The entire length is covered with a micro mesh of 670 microns. This keeps out insects and other debris, but also prevents pollen from clogging the screen. It truly is a great product.”

Dyer said that their products are perfect for metal buildings or roofs made of slate, shingles or any type of metal roof. “It’s shocking how well it works. Our products work on big buildings or small.”

**Aesthetically Pleasing**

First and foremost, Dyer says that functionality is key. But, second is to make it aesthetically pleasing. “A good rainwater gutter job is when no one notices it. The same is true with rainwater collection. We try to make it functional first and secondly we want it to look good. All of our products can be matched to your house. It has to look good, too.”

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**The Center For Rainwater Harvesting**

The purpose of The Center of Rainwater Harvesting, and its parent nonprofit organization Nature Healing Nature, in Houston, Texas, is to eliminate water-related illness on Earth. Approximately 4,500 children less than 5 years old die every day from water-related illness. Our mission is to empower people to resolve their water-related illnesses via cleaning their water, proper hygiene and dignified sanitation using only materials they have available within one kilometer of where they are standing—regardless of where they are in the world. From low-tech solutions in developing countries to modern-made equipment in the Western World, we work with all manner of organizations to locate materials that are always available to build successful rainwater harvesting systems.

If you are a roofing or gutter contractor/supplier, please call us. We can help you design rainwater harvesting packages that will add value to your product lines and installations.

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**Looking To Partner? Contact The Center For Rainwater Harvesting**
Here are some of the highest-quality gutter machines in the industry.

Bradbury Group Australia • Circle 133

Bradbury Group Australia’s (BGA) portable machine is a robust system commonly used to roll form a profile onsite. Originally designed for the United States, BGA’s portable machines have evolved from our 250-plus half round machines to our multiple gutter profiles and our new standing seam system. Profile options include: Steel Fascia, Quad Gutter, Square Line Gutter, Fascia Gutter, Round Downspout, Square Downspout, Rectangle Downspout, Ogee Gutter, Colonial Gutter, Steel Valley, Roll Top Ridge and Multiple Trim Profiles.

Englert Inc. • Circle 134

In 1966, Englert Inc. pioneered on-site roll forming of seamless gutters and for 50 years has been the professional’s choice for high quality portable gutter roll-forming machines. Last year, Englert announced its latest innovation—5” and 6” gutter machines with operating controls and shear on the left side—enhancing their safety and convenience. Historically machines have had the controls and shear only on the right side, which requires two men to operate them safely. With controls on the left side, one-man operation is safer, as the danger of reaching across the machine to operate the shear is eliminated. This also puts the operator on the curb-side of the machine, and the operator can now read a tape measure, right-side-up, instead of upside down. Englert is also offering an optional safety limit switch on the cam shear on 5” and 6” machines. The switch offers additional safety to the operator and prevents the machine from jamming. Englert offers a full line of portable gutter roll forming equipment: for 5” and 6” K-style gutter products; 7” Box Gutters; and machines that manufacture LeafGuard and RainPro gutters. All Englert machines are warranted for two years and factory-trained technicians are available to service your Englert machines at our headquarters and at our many Field Service Centers.

GutterSupply.com • Circle 135

GutterSupply.com distributes the largest variety of gutter machines in the industry. From top of the line, free floating drive train machines, to the reliable and durable steel rolled machines. Among the machines available are 5-inch, 6-inch and 7-inch K-style machines, 5-inch and 6-inch Combination K-style machines, 6-inch half-round machines and 5-1/2-inch fascia style machines. Customers can customize their machines to fit their needs or buy by the complete package and save. Machine mounted cradles, special gutter profiles and transfer coil bars are just some of the options available. GutterSupply.com also sells gutter machine accessories including run out stands, floor mount cradles, machine covers and more as well as stocks complete lines of coil and sheet goods.

New Tech Machinery • Circle 136

For 25 years, New Tech Machinery has been making the best-quality roof panel and gutter machines in the industry. Always bringing new innovation, New Tech Machinery is proud to announce two new patterns of GutterArt, the unique gutter embossing system. GutterArt fits on new and existing MACH II gutter machines in 5” or 6” configurations. Call us at 1-800-574-1717 or email us at Info@NewTechMachinery.com for more details!

Samco Machinery • Circle 137

Samco Machinery Limited manufactures high efficiency roll forming gutter lines for the roofing industry. These lines produce gutters from 300mm up to 10m in length. Some of the features include rafted mills, which allow for changeover between various profiles, post-cut continuous flying cut-off presses and powered run-out tables for easier material handling. Existing customer tooling can be integrated into the roll former. Line speeds typically run up to 200 feet per minute with material ranging in thicknesses from 25-19 gauge. Samco has supplied gutter lines to companies in North America, India and Russia. MR
MORIN’s Products Offers Options For Warehouse

Metal was the clear cladding material choice for architects charged with designing the San Francisco Wholesale Produce Market’s newest produce distribution warehouse. With custom color requirements and an aesthetic desire for a variety of profiles, MORIN, a Kingspan Group Company, became the supplier of choice.

The site of a former Army supply depot hosts this new 85,000 square foot LEED Gold fresh food distribution facility, the first of five buildings planned for the development of the San Francisco Wholesale Produce Market. The aim of Jackson Liles Architecture of San Francisco was to develop a design that “expresses itself through the use of exposed concrete tilt-up panels and a profiled aluminum skin.” The facility is designed for long-term durability and flexibility with large open high bay warehouse space with contiguous office space on the second level.

“We were striving for a unique look at the main entrance,” says Brian Liles, AIA, principal at Jackson Liles Architecture. “We wanted a lighter feel on the second level and a variety of textures on the longer sides of the building. Metal siding was a clear choice to achieve these goals and contrast well with the other concrete elements of the exterior. This is the first time we worked with MORIN and we were really able to take advantage of their entire suite of products.”

MORIN’s MR-36 panel, a 3-inch deep ribbed 36-inch panel in .032-inch aluminum was the most prominent profile specified. Approximately 5,000 square feet of the MR-36 in Tomato Red helps identify the main entrance—Tomato Red was a custom color MORIN was able to provide in order to match the large loading dock doors along the side of the building. Above the loading dock doors, 13,000 square feet of MR-36 panels in Damask (a shade of off-white) were installed.

MORIN’s VB-36, a 1-inch ribbed panel covering 36 inches, was installed at the building corners and between second-floor windows, in the contrasting color of Porous Stone. The smaller-ribbed VB-36 panels, in Tomato Red, were used as an accent panel around select doorways.

“It’s a clean and refined industrial aesthetic,” Liles says. “The panels contributed to achieving LEED Gold status, due to their life cycle expectancy and because they are manufactured with a high amount of recycled product. Overall, it was a cost-effective solution that enhanced the project design.”

Installation of the wall panels was handled by West Coast Architectural Sheet Metal of San Jose, California. “We snapped control lines on the building, both horizontally and vertically, to ensure the panels would be in alignment,” project manager Jason Boyd says. “Once the panels are laid out on the building, we start pre-drilling and cutting them down to the proper length, but only if we have to order before we can field measure. Then we install, making sure we hit the control lines. We had three different profiles on the exterior that didn’t align, so keeping the reveals consistent was paramount.”

Boyd says the installation was completed without a hitch. “We had finished concrete to drive the scissor lifts on and nobody else was in our way,” he says. “Wish they were all like that.”

Metal Wall Panels’ Deep Shadow Lines Break Up Massing Of Georgia School

Ivy Street Center is the first new academic building on the Marist School campus in Brookhaven, Georgia, in more than 20 years, and is the signature project in Phase 1 of the Campus Master Plan. Marist School is a private Roman Catholic college preparatory school serving 1,100 students in grades 7-12. The building’s name pays homage to Marist’s original three-story schoolhouse located on Ivy Street (now Peachtree Center Avenue) in downtown Atlanta.

Architectural design was created by S/L/A/M Collaborative, Atlanta. Will Stelten, design architect and a 1985 graduate of Marist, said the school community chose carefully to design a building that will serve students for years. “Marist gets full credit for embracing this. They took this farther than any other client has,” Stelten said.
The structure was built on the footprint of the razed Kuhrt Gym, a 50-year-old building. “The charge was to design a combination classroom building that wrapped around a new gymnasium,” Stelten said. The new building now offers 16 classroom spaces, a tiered lecture hall, a 275-seat gymnasium plus collaborative areas and a campus store.

Two PAC-CLAD profiles were specified for roofing and wall applications on the three-story, highly-sustainable structure. Approximately 6,000 square feet of Petersen Aluminum’s M-36 wall panels were used to clad a major portion of the façade. An additional 6,000 square feet of Tite-Loc Plus roof panels were used on large canopies and overhangs at prominent locations on the building.

All panels were finished with Valspar Fluoron Silver and manufactured at Petersen Aluminum’s Acworth, Georgia, plant. The Tite-Loc Plus panels were distributed by Commercial Roofing Specialties in College Park, Georgia.

The building is larger than most on the campus, Stelten notes. “We felt that introducing the metal panels helped lighten the building and break up the massing in a way that made it more interesting,” he said. “The M-36 panel is an interesting profile to use on a building like this. It has deep shadow lines that help add lightness and a horizontal feel.”

The PAC-CLAD M-36 wall panels were installed by SECO Architectural Systems, Snellville, Georgia. “Exposed fastener panels are often thought of as an industrial or utilitarian type of system,” said Joe Creighton, president of SECO. “But when they are installed horizontally, the panels suddenly create a nice architectural effect. The flashings become much more important and the folded corners add interest.”

The original design called for aluminum composite material to be used for the siding, but that proved to be too expensive. SECO worked closely with the general contractor, Brasfield & Gorrie, to arrive at an affordable solution that met the architectural design criteria. “One of the options I gave the GC was the Petersen M-36 system. It was quite a departure from the original plan but it was aluminum, it was silver and I knew it would make a nice statement with the right detailing. After quite a bit of discussion, we got to the point where the architect liked the look and the owner could afford it,” Creighton said.

The key to the job was pre-planning and attention to detail, Creighton added. “There was a high degree of both and that’s what led to success. The M-36 panel really makes for a nice architectural look and not for a lot of money.”

The second PAC-CLAD system used on the job was Petersen Aluminum’s Tite-Loc Plus roofing panels. Installation of the Tite-Loc Plus panels was done by Saco Systems, Suwanee, Georgia.

RHEINZINK Highlights Condo and Mixed-Use Project

The Village at Santa Monica is the first major residential development to be built on Santa Monica’s prime Ocean Avenue in the last 20 years. The Village combines a unique mix of 158 luxury condos and 160 apartments with shops and restaurants. Tall by Santa Monica standards, the mixed-use project rises to 10 stories and includes 20,000 square feet of retail space plus, walkable plazas and gardens.

The supervising architect on the project was Large Architecture, Los Angeles. The design architects were Moore Yudel Ruble, Santa Monica, and KTGY Group, Irvine, California. Approximately 21,000 square feet of RHEINZINK prePA-
TINA blue-grey 1.0mm Reveal Panels were specified to provide the contemporary look that the design team sought. The architectural zinc panels interface with an aluminum composite material system and provide highly-visible accents for the upscale structure.

The Village is within walking distance of several beaches and ocean front parks. According to RHEINZINK regional sales manager Gary McKee, “There aren’t many façade products that can offer a life expectancy of 150 years with little maintenance in a harsh marine environment.”

The RHEINZINK panels were fabricated by CSI, Carson, California, and installed by Eberhard SMC, Van Nuys, California.

**TFC Launches New Website For 2016**

Triangle Fastener Corp. (TFC) recently launched their new website, www.trianglefastener.com. A new propriety format provides easy access to product information for the metal roofing, flat roofing, metal building, post frame and commercial drywall industries. The new site is mobile friendly and gives you the ability to view product details from smart phones and tablets. New features include:

- Updated dropdown navigation includes more products;
- Extensive technical information and installation tips for a variety of fastener systems;
- New searching tool locates information easier;
- View, download, email or print product information via .pdf format; and
- Product videos.

**Building Envelope Contractor Announces Growth Plans**

Ramon Franklin LLC, nationally-acclaimed building envelope contractor, announced growth plans that include opening offices in Oklahoma City and Tulsa as well as the naming of veteran commercial contractor Denver Green president and CEO.

The announcement was made by Michael Franklin, CEO, who co-founded the company in 2010. “Ramon Franklin has a solid track record of meeting and exceeding our customers’ expectations. We know that the economy in the mid-south states is booming, and we are poised to grow with our customers,” said Franklin. “Denver and I are enthusiastic. We understand the critical nature of our work and are mobilizing with the best talent and processes in our field.”

Ramon Franklin installs premium commercial roofing, architectural sheet metal, aluminum composite panels and insulated metal wall panels for a variety of commercial building envelopes. The company has acquired the highly-skilled and proven waterproofing division of Saratoga Roofing & Construction, LLP as part of Saratoga’s Chapter 11 bankruptcy proceedings.

**PPG Industries Licensee For KYNAR ADS II Resin**

PPG Industries’ coil and building products—exterior coatings group—announced that it is currently the only North American licensee for KYNAR ADS II polyvinylidene fluoride (PVDF) resin by Arkema Inc., which is a key ingredient in DURANAR ADS (air-dry system) coatings by PPG.

Designed for touching up fluoropolymer-finished coatings on architectural metals damaged during production or field installation, Duranar ADS coatings are a high-performance alternative to touch-up paint materials such as acrylic lacquers that do not offer the same levels of chalk and fade resistance due to their less robust resin chemistries.

Brian Knapp, PPG director, coil and building products, said the licensing agreement creates clarity for customers seeking a touch-up material for metal building components finished with Duranar coatings. “The need for on-site repair is common with window frames, door frames and metal walls and roofs that are nicked or scratched during production, shipping or installation.
on the job site,” he explained. “With this licensing agreement and the development of Duranar ADS coatings, customers have a single-source touch-up paint based on resin chemistry that is virtually identical to the original, factory-applied Duranar coating to ensure color consistency and long-term color and gloss retention.”

Recently developed by Arkema, Kynar ADS II resin equals original KYNAR 500 resin in terms of weatherability and resistance to ultraviolet (UV) light, salt spray, humidity, acid rain and other hazards, yet it enables PPG to formulate Duranar ADS coatings as a touch-up paint that can be applied by fingernail brush or aerosol spray.

**Union Corrugating Releases Installation Videos**

Union Corrugating has released their first two videos in a new series of installation videos highlighting their Advantage-Lok II standing seam roofing panel system. These videos feature instruction on hemming the panels to finish the rake edge, and instruction on installing box rake trim, which is a great alternative to hemming the panels. Both methods are explained in their respective 3D digitally animated step-by-step instruction videos developed by Union. The Advantage-Lok II roofing system is excellent for residential and light commercial applications.

Union has received outstanding reviews on their complete set of 16 installation videos for their MasterRib system. “This series of videos have benefited contractors, dealers and homeowners to better understand how our products are used and installed,” says Keith Medick, Union’s CEO.

**Sheffield Metals Launches New Website**

The new Sheffield Metals website—www.sheffieldmetals.com—now suits both PC and mobile users with a reactive interface design. The new site contains valuable information and documentation for architects, contractors, builders and homeowners. It also features a more comprehensive product line, including coils and sheets (COOLR Metal Roofing), engineered standing seam metal roof & wall systems, specialty coil & sheet products (zinc, copper, weathered series, WeatherXL SMP & Vintage), Valspar products, roll forming machines, sheet metal fabrication equipment, accessories & components and more.

The new site features:
- Reactive Interface Design allows easy navigation for both PC and Mobile users;
- Revamped Engineering Section features access to all of the available engineering for Sheffield Metals standing seam metal roofing & wall panel profiles without a log in;
- Paint Warranty Request Form allows the user to easily submit warranty requests direct from the site or via PDF;
- Roof Color Visualizer features Sheffield Metals’ 50 plus colors and finishes;
- Sweets Brochure downloads throughout the site;
- Enhanced Resources Page with videos, color cards, profile cut sheets, calculators and more;
- Social Media Connectivity with Sheffield Metals and the Mazzella Cos. family on Facebook, Twitter, LinkedIn and YouTube; and
- Careers Page Link featuring all the available positions at Sheffield Metals and the Mazzella Cos.

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Circle Reader Service #421
MFM Building Products Issues New Brochure

MFM Building Products, a manufacturer of a full envelope of waterproofing and weather barrier products for the building industry, recently issued their 2016 Weatherproofing & Sealing Systems brochure which outlines the company’s full complement of exterior, self-adhering waterproofing products.

The eight-page brochure highlights each of MFM’s product categories, which include roofing membranes, roofing underlayments, window tapes & flashing, waterproofing membranes and construction tapes. Each of the 27 individual brands features a color photograph of the product roll and overview description. The brochure back cover has a product comparison chart, which details each product’s roll width and length, color availability, thickness, application temperature range and warranty information.

According to Tony Reis, MFM sales & marketing director, “MFM Building Products is celebrating the company’s 55th anniversary of manufacturing waterproofing membranes. Since that time, our product line has grown to nearly 30 individual brands—each one tailored for a specific roofing or building application. This brochure allows our customers to see the full product line and make a more informed decision on the right product for the job.”

Valspar Launches New Coatings Website

With ease of use and aesthetics top-of-mind, Valspar recently launched a new website for its coil and extrusion division. Keeping the same domain, the new website provides an easy-to-navigate layout, that is both fresh and functional for visitors. From architects to installers, the new design addresses the needs of all end-users.

With a focus on innovation, Valspar’s new architectural coating website allows users to explore colors, industries, products and projects. An updated project gallery showcases the latest innovative uses for Valspar coatings across a variety of industries, which is sure to spark new ideas. Endless inspiration coupled with educational resources provides users everything they need to transform ideas into a colorful reality.

Team ATAS Making Strides For Cancer Awareness

The ATAS International, Inc. Wellness Committee recently organized “Team ATAS” for the American Cancer Society’s Making Strides Against Breast Cancer walk. This was a powerful event to raise awareness and funds to end breast cancer.

“We Walk, We Run, We Care. Cancer is a Fight We All Share.” was the slogan printed on the front of the team’s lavender colored shirts, a color that brings awareness to all cancers. Team ATAS raised over $500 to help the American Cancer Society save lives.

Fabral Releases New Mobile Application

Fabral, a supplier of metal roofing and wall panels, continues to listen to customer needs. The company has launched a mobile app to meet the demands of architects and contractors on the go. Inspiring project images, product information, metal panel and CSI specs, color charts, and more are now available for mobile access through Apple and Android devices.

This enhancement significantly increases customer ability to visualize, demonstrate, specify and apply Fabral metal panel systems. The app can be downloaded at no charge through the appropriate Play Store. Positively received at MetalCon 2015, Fabral customers can also save a thumbnail on their own websites to make the app more widely available.
McElroy Metal Introduces New Metal Roofing Profile • Circle 140

The Milan Shingle from McElroy Metal offers a new metal roofing option for homeowners and commercial building owners seeking an attractive and durable roofing solution. The 29-gauge Milan Shingle is available in eight PVDF colors as well as seven PVDF designer prints that simulate cedar shake and slate. McElroy offers a complete system, including starter edge, ridge/hip cap, gable edge trim, valley, sidewall flashing and nail clips. The interlocking Milan panels resist high winds, while the G90 galvanized steel provides fire resistance. At 25 percent of the weight of conventional asphalt shingles, Milan can be installed over most existing roofs, eliminating the expense of tear-off and disposal of any old roofing.

Swenson Shear Launches The Trailer Option • Circle 141

Swenson Shear, a leader in the metal roofing industry, recently released a trailer option for the SnapTable Collection. Features include:

• The SnapTable trailer is designed as a utility trailer for a multitude of applications;
• The trailer fits both the SnapTable HD and SnapTable PRO;
• The SnapTable is removable to be used as a utility trailer; and
• The SnapTable Trailer weighs 2,200 lbs and is 19-feet long, 6-feet tall and 5-feet wide.

“Swenson Shear has spent the last year revamping all product lines in order to continue to provide the highest quality metal panel preparation for concealed fastener panels. In the process of doing so, a trailer option to ease transportation to and from the jobsite has always been a question we received from our contractors; we have now answered that question by offering a trailer option,” said Jonathan Dravecky, CEO, Swenson Shear.

Triangle Fastener Adds To Their BLAZER Drill Screw Line • Circle 142

John Puhr, industry veteran with Triangle Fastener Corporation (TFC) for over 35 years, is pleased to announce a new addition to their BLAZER Drill Screw line.

“Quick… what is the largest diameter self-drilling screw readily available from stock? If you said a ¼”, you would be correct until recently.”

TFC introduced the 5/16” diameter BLAZER 3 self-drilling screw in six lengths ranging from 1” to 8”. They will drill and tap metal thicknesses up to .210” and have a 3/8” HWH that allows you to use existing tools and equipment for installation. All parts are TRISEAL coated and offer 1,000 hours salt spray protection from corrosion when tested according to ASTM B117. They are available with or without a galvanized bonded EPDM sealing washer.

“Consider the 5/16 diameter BLAZER 3 drill screw when your next project calls for increased shear or diaphragm requirements,” said Puhr. “It offers an additional 460 lbs of shear strength over a ¼” diameter self-drilling screw. It also is a great “filler screw” when replacing ¼” diameter screw in a maintenance or retrofit situation.”

Call TFC today for samples and information on this new performance engineered part from the industry leader in drill screw performance.

Alpines’ New LMS Light-Medium Tie Strap Series • Circle 143

Expanding on the success of its Light (LS) and Medium (MS) Tie Straps, Alpine now offers the LMS Light-Medium Tie Strap Series. These nine new tie straps are designed to resist tension loads when attached to solid sawn or structural composite lumber metal plate-connected trusses, framing members and wall members.

All of the new products are 1-1/4-inches wide and range in length from 9-5/8 to 36-5/8 inches. They are made from 18-gauge, mill-certified steel coil, which falls between the LS (20 gauge) and MS (16 gauge) straps, providing greater flexibility, convenience and utility on the jobsite.

“The nine new tie strips were developed as a result of customer requests for an 18-gauge product,” said Pat Ryan, Alpine sales and marketing manager—construction hardware. “They also provide additional steel gauge and tension load options for the complete line of Alpine tie straps, ensuring customers always have the right product for their specific application.”

Designed, engineered and manufactured by Alpine, the tie straps incorporate a G90 coating and are made to ASTM A653 SS Grade 60 specifications or better. They are backed by nearly 50 years of engineering excellence and experience. All of the tie straps carry IAPMO (ER_0179) and FBC (FL 14076-R4) engineering approvals and are available for use throughout the United States.
AppliCad’s Roof Wizard Updated • Circle 144

AppliCad recently announced the release of version 8.0 of its Roof Wizard roofing and cladding take-off software. For existing customers, the Roof Wizard V8 update is a simple web-based download that takes just a few minutes to complete. The update will not affect current settings, material definitions or current work. All existing customers, with current support agreements will be advised where the new version can be downloaded from.

For new customers, Roof Wizard V8 is available through AppliCad online. Purchase options include a Perpetual License, which does not expire and is transferrable; an annual license, good for one full year; and a monthly license, which expires after 30 days.

All three versions give users the capability to do 3D modeling and material take-off for metal roofing and cladding, trim and accessories—labor and materials. Each package includes the Roof Wizard read-only version and offers seamless integration with Microsoft Word and Excel. Also included with each purchase are a learning guide, set up guide, reference guide and introduction tutorials, standards files and standard report template files.

Purchasers of Roof Wizard are automatically enrolled in the AppliCad Investment Protection Program. The Investment Protection (IP) plan includes priority support, unlimited technical assistance via email, phone, fax and web meeting.

Green Span Profiles Introduces New Roof Panel • Circle 145

Green Span Profiles has added an insulated roof panel to its product line. RidgeLine is a patented 2-3/8-inch tall mechanically seamed roofing panel covering 42 inches, with thickness options of 2.5, 3, 4 and 5 inches. The core is a continuously poured-in-place, polyisocyanurate insulating foam. Exterior and interior metal panels are available in 26-, 24- and 22-gauge Galvalume/G90 galvanized and stainless steel. Exterior finish is standard gloss PVDF coating. RidgeLine panels can be used on slopes as low as 1/2:12 and are available in standard lengths measuring 12 to 53 feet, with custom lengths available on demand. Unique attributes of RidgeLine include:

- Single component installation;
- Slides together; no rolling or lifting to engage the sidelap;
- Continuous weathertight seal at the sidelap means no interruptions at the clips;
- Factory-applied sealant in the batten cap;
- Bi-directional mechanical seaming equipment;
- Proprietary shoulder fastener, co-developed with Atlas Bolt & Screw, to prevent over-driving; and
- Nominal R-8 per inch of insulation thickness; R-20 for 2.5-inch panel.

MetalTech-USA Introduces Strata Panels • Circle 146

MetalTech-USA, a leading distributor and manufacturer of architectural metal cladding systems, recently introduced Strata, a new surface texture developed as an attractive and economical option to enhance their line of architectural metal cladding products. Strata consists of breaks, or shallow striations, in the flat surface of the metal running longitudinally. Strata adds a layer of visual dimension to a seemingly flat panel by playing with light and shadow. Dependent upon the direction of light, mixing panel orientation and ultimately striation direction can give the façade dynamic, aesthetic appeal. The addition of this surface texture also provides rigidity for the panel allowing for thinner gauges to be used in conjunction with larger panel sizes, thus resulting in cost savings for the customer. Extra rigidity also eliminates the potential for oil canning, an aesthetic issue in thin gauge sheet metal applications. Strata is suited to be applied to MetalTech-USA Standing Seam, Reveal, and Flatlock Panel Systems. Strata can be used in façade and roofing applications, soffit, ceiling tiles and interior/exterior elements. MR
METALCON Show Director Claire Kilcoyne Receives Industry Honor

At the 25th Anniversary celebration of METALCON, show director Claire Kilcoyne received the first annual Metal Construction Association’s (MCA) Triumph Award. These newly created awards, which have nine different categories, honor individuals and companies who have helped advance the use of metal in the construction industry. Kilcoyne received the inaugural MCA Triumph Award as Industry Champion of the Year for spearheading the success of METALCON for 25 years. Chicago-based MCA is a co-sponsor of METALCON along with PSMJ Resources, Inc., headquartered in Newton, Massachusetts, where Kilcoyne serves as the company’s vice president of tradeshows.

The idea for the commendation was initiated by Keith Lipps, vice president of marketing and sales from S-5!, an MCA member company and long-time exhibitor at METALCON. “So many people do great things every day at various levels in their career and it’s their achievements that make this industry thrive. It’s everyone working together that makes this industry strong and we want to recognize the kind of contributions people like Claire make with this kind of premier award.”

Since METALCON began in 1991, Kilcoyne has led its development and brought it to an internationally-recognized event that draws visitors each year from more than 50 countries. Her ability to always create a new attraction each year has consistently drawn new exhibitors and attendees to the event. The show management team headed by Kilcoyne has a long-standing record of strong exhibitor retention and those companies recognize METALCON’s position as the best place to introduce a new product to this industry. As the awareness of the benefits of metal in construction projects of all kinds has increased, the number of international visitors has grown with more than 50 countries represented among attendees.

As companies in the industry have grown, they have willingly supported METALCON’s Giving Back Program, a special initiative Kilcoyne felt was important from the beginning. Through the years, the show, its exhibiting companies, suppliers and staff have supported non-profit organizations serving the local area in which the show is held each year. Since the event rotates locations each year, its positive impact has been spread across the country. Support has been in the form of donations to local food pantries, supporting affordable housing, providing ADA-compliant homes and financial support to severely injured U.S. veterans and their families, to shelter groups, raising funds for cancer research and many other worthy causes.

Kilcoyne’s ability to form relationships and draw support within and for the industry is unmatched and has been a key factor in METALCON’s continued success, notes Frank Stasiowski, founder and president of PSMJ Resources, Inc., and co-creator of METALCON. “When I hired Claire I knew I had a winner. She did not disappoint and has met every challenge with a positive attitude and creative solution. She took a concept for a vertical event in a huge construction market and made it an international one that is a key factor in the increasing popularity of metal in construction. That’s a huge benefit to the Metal Construction Association, its members and PSMJ Resources.”

Metal Roofing Seaming Guide Available From MCA

The Metal Construction Association (MCA) has published a Best Practices Guide for Roof Seaming available on its website at no cost. Found at http://www.metalconstruction.org/index.php/education/tech_resources, the guide provides an overview of the different types of seaming for metal roofing, a glossary of terms, training guidelines, safety recommendations, pre and post seaming procedures, seaming operations, maintenance advice and guides to sealants, clips, fasteners and more.

“Proper seaming is critical to the long-term performance of metal roofing and we saw a need to provide a general guide for installers that goes beyond what is
provided by manufacturers,” says Scott Kriner, MCA’s technical director.

This best practices guide is designed to familiarize personnel with the general knowledge, basic operation, safety and maintenance procedures followed by standard troubleshooting suggestions for standard roof seaming processes. It is a general guide to be used in conjunction with the material installation guide and the project’s erection drawings.

**2016 Calls For Roofing Project Funding**

To secure the future strength and excellence of the roofing industry, The Roofing Industry Alliance for Progress is announcing its 2016 Call for Funding. Requests for funding are due by March 1, 2016.

The Alliance funds critical research, education and technical projects to help preserve a profitable and competitive industry. It has funded more than $4 million in research, educational and technical projects.

“Alliance members believe it is vital for the roofing industry to be on the cutting edge of research and technology so roofing work continues to grow for roofing contractors, suppliers and manufacturers,” says William Good, CEO of the National Roofing Contractors Association (NRCA). “Ultimately, the Alliance funds projects that enhance the performance of the U.S. roofing industry.” A few of the Alliance projects funded to date include:

- A national survey of roofing workers, conducted by The Gallup Organization, providing an in-depth examination of employee satisfaction in the roofing industry;
- A special industry report on Latinos in Roofing;
- The NRCA Roof Application Training Program series;
- A study of roof longevity and replacement activity conducted by Ducker Worldwide;
- A study at Penn State University on business and contract strategies for solar roof systems; and
- Support for Florida International University’s Wall of Wind program—a full-scale destructive testing facility intended to better replicate roof performance under high-wind conditions.

For information on specific criteria and the funding review process please visit http://www.roofingindustryalliance.net/About/Funding.

**EagleView Technologies Receives MRCA Award**

EagleView Technologies, a technology provider of aerial imagery, data analytics and GIS solutions, was awarded the 2015 Industry Innovation Award by the Midwest Roofing Contractors Association (MRCA) for the development of its cloud-based construction software, Construct.

“We are honored to be recognized by the MRCA for being an innovator in the industry,” said Rishi Daga, EagleView executive vice president of commercial sales. “We provide technology solutions to the industry that automate traditionally manual processes and Construct is an excellent example of that.”

Construct allows contractors to convert their EagleView measurements into a bill of materials using their negotiated, custom material pricing. It then provides users with the ability to accurately order job materials from their computer, tablet or smartphone.

The MRCA Industry Innovation award recognizes suppliers or manufacturers who have contributed to the advancement of the roofing industry through innovations and/or product development in the areas of safety, technology, efficiency or environment that have significantly improved the well-being of the roofing contractor.

**CIDAN Machinery Joins The MCA**

The Metal Construction Association (MCA) welcomes CIDAN Machinery to its membership roster. The company has joined the association’s ranks of about 75 member companies with specialties in the metal construction industry.

CIDAN Machinery has manufactured machines since 1907 and is a well-established company within the sheet metal industry. The company manufactures and markets the brands CIDAN and Göteneds at its factory in Götene, Sweden.

“CIDAN Machinery is excited to participate in networking and stay current with the metal construction industry,” said Larry Chandonnet, CIDAN’s president.

MCA member companies benefit from participation in association activities that focus on research, codes and standards, market development and technical programs. The association works to increase the use of metal materials in construction by educating the building and design communities about the benefits of metal.

**RCMA Issues 2015 Annual Report of Accomplishments**

The Roof Coatings Manufacturers Association (RCMA) recently released its 2015 Annual Report. The report highlights the association’s five strategic objectives and accomplishments in 2015, which establishes RCMA as the leading advocate and resource in the roof coatings industry. The report was released to the public and made available on the RCMA website.

In the report, RCMA highlighted its successful merger with the Reflective Roof Coatings Institute (RRCI). The merger resulted in the launch of the RCMA Speakers Bureau program, redesign of the RCMA website and revision of the “Reflective Roof Coatings and LEED” white paper. Additionally, RCMA met its objective to enhance its communication program by distributing seven press releases and placing 13 articles in industry publications during 2015.
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