

# Rural Builder



Serving The Construction Trade Since 1967  
[www.constructionmagnet.com](http://www.constructionmagnet.com)

## 2021 GOLD KEY AWARD WINNERS





GARAGE • SHED • CARPORT  
**BUILDER**  
**SHOW**

CENTURY CENTER • SOUTH BEND, INDIANA  
**NOVEMBER 4-5, 2021**

PRESENTED BY SHIELD WALL MEDIA,  
 PARENT COMPANY OF GARAGE, SHED & CARPORT BUILDER MAGAZINE

**SPONSORED BY:**



**FOR MORE INFORMATION CONTACT GARY REICHERT:**  
**gary@shieldwallmedia.com • 715-252-6360**

# Giving A Little Extra

**THE GOLD KEY ISSUE OF** *Rural Builder* has always been one of my favorite issues. Still, we have tried to improve it and make it more useful.

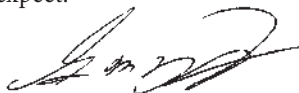
This is year two of our Gold Key of Service Award, where we recognize a not-for-profit we see as doing valuable, beneficial work. This year, we chose Hire Heroes USA, an organization that helps veterans transition into civilian jobs by providing help with resume writing and interview practice, among other things. All other Gold Key of Excellence award recipients are selected based on the opinions of our readers.

The main reason I like this issue is simple: It shows the strength of the partnership we have with both our readers and many of

the Gold Key-winning companies.

I think many people—salespeople in particular—view sales as something transactional. Fortunately, our relationship with our readers and advertiser partners goes beyond that. Ideally, both sides see the situation as giving and receiving a little more than was asked for or expected.

We have been working diligently to give that little extra to both our readers and advertisers, and would like to thank them for always providing a little more than we expect.



Gary Reichert, Publisher



960 E Cemetery Ave, Chenoa, IL 61726  
815-945-3667 • [ibeamdoor.com](http://ibeamdoor.com)  
[ibeamdoor@gmail.com](mailto:ibeamdoor@gmail.com)



## SLIDING DOORS

Heavy duty doors with minimal moving parts, maintenance free for decades of operation. 115MPH wind warranty sliding door with reputation unsurpassed to back it up. Outstanding heavy duty hardware, 6000# Ultra Glide trolleys, and EZ locking latches for ease of use for a lifetime.

## INCREDIBLE SWING DOOR

Strong aluminum frame for ultimate safety and operation. No need for bulky dangerous uncontrolled hydraulic power systems, these doors run with smart servo drives that control the motion, speed, and accuracy that's unmatched to anything else on the market.



# contents

## features

- |   |   |
|---|---|
| <p><b>7</b> <b>mikeroweWORKS FOUNDATION</b><br/>Scholarship recipient Jacen Schlott combines loves of music and working with wood</p> | <p><b>26</b> <b>GOLD KEY OF EXCELLENCE</b><br/>A closer look at award-winning companies</p>                   |
| <p><b>15</b> <b>BUSINESS BEST PRACTICES</b><br/>Pros &amp; cons of keeping inventory on hand</p>                                      | <p><b>76</b> <b>BEST PRACTICES: SHOWS</b><br/>Make the most of your trade show experience—as an exhibitor</p> |
| <p><b>16</b> <b>CORROSION RESISTANCE</b><br/>How coatings extend the life of steel</p>  | <p><b>78</b> <b>SHOW RECAP</b><br/>Positive experiences abound at second Construction Rollforming Show</p>    |
| <p><b>18</b> <b>PRODUCT FEATURE</b><br/>An introduction to coil coatings</p>  | <p><b>82</b> <b>AD DESIGN 101</b><br/>Top tips for creating effective ads</p>                                 |
| <p><b>20</b> <b>WORK BOOT WEAR</b><br/>Extend the life of your favorite work boots</p>  | <p><b>84</b> <b>FRONT PORCH PROJECT</b><br/>Architecture school develops low-cost building plans</p>          |
| <p><b>23</b> <b>SPECIAL SECTION: GOLD KEY</b><br/>2021 Gold Key Winners</p>   |   |
| <p><b>24</b> <b>GOLD KEY OF SERVICE</b><br/>Hire Heroes USA wins 2021 service award</p>   |   |



20



78

**DEPARTMENTS**

Publisher's Note ..... 3  
 Editor's Note ..... 6  
 Market Pulse ..... 6  
 Supplier News ..... 9  
 Industry News ..... 11  
 Business Connections ..... 13  
 Events Calendar ..... 74  
 New Products ..... 86  
 Project of the Month ..... 88  
 Advertiser Index ..... 91

**AUGUST PREVIEW**

■ **Rural Builder Source Book:**  
 Annual edition featuring remarkable low-rise construction projects.

Drop a line to [karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com), call, or mail to Rural Builder Editor, P.O. Box 255, Iola, WI 54945

# Rural Builder®

**Managing Editor**

Karen Knapstein,  
[karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com)  
 715.513.6767

**Editors**

Jessica Franchuk, Tracy Schubert,  
 Sharon Thatcher

**Circulation/Subscriptions**

Barb Prill  
[barb@shieldwallmedia.com](mailto:barb@shieldwallmedia.com)  
 920.471.4846

**Digital Product and Data Engineer**

For help with online Classified Ads & the Business Directory contact:  
 Steve Duberstein:  
[steve@shieldwallmedia.com](mailto:steve@shieldwallmedia.com)

**Publisher**

Gary Reichert  
[gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com)  
 715.252.6360

**Executive/Advertising Assistant**

Kathy Budsberg  
[kathy@shieldwallmedia.com](mailto:kathy@shieldwallmedia.com)

**Sales Assistant**

Kathy Welk  
[kathyw@shieldwallmedia.com](mailto:kathyw@shieldwallmedia.com)

**Graphic Designers**

Tom Nelsen  
 Kevin Ulrich

Rural Builder (ISSN: 0888-3025) Volume 55 Number 4 is published monthly, except January, April, June and November, by Shield Wall Media LLC, 150 Depot St., Iola, WI 54945. Periodical postage paid at Iola, WI, and at additional mailing offices. Canadian Agreement Number: 40665675. POSTMASTER: Send address changes to Rural Builder, Barb Prill, PO BOX 255, Iola, WI 54945. Copyright 2021 Shield Wall Media LLC. Rural Builder and its logo are registered trademarks. Other names and logos referred to or displayed in editorial or advertising content may be trademarked or copyright. Rural Builder assumes no responsibility for unsolicited materials sent to it. Publisher and advertisers are not liable for typographical errors that may appear in prices or descriptions in advertisements. Mailed free to rural contractors and their suppliers throughout North America. Others may subscribe: \$29.98 for 1 year, \$55.98 for 2 years, and \$79.98 for 3 years in the U.S.; \$39.98 for 1 year, \$74.98 for 2 years in Canada.



**e-mail the editor at**  
[karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com)

Check our website, the Construction Magazine Network:

**[www.constructionmagnet.com](http://www.constructionmagnet.com)**

# Getting Business Done In 2021

This is the second Gold Key edition of *Rural Builder* that I've had the privilege to work on. It's a privilege because I get to work closely with the suppliers and manufacturers who you have chosen through the voting process as being worthy of the Gold Key of Excellence honor. It's an opportunity for me to get to know them a little better, and it's a chance for you to get to know them better, too. As you will see in the special section that begins on page 23, many times, the award recipients share not only their appreciation of being recognized by you, but they also share what's important to them. It's no surprise you'll often find high-quality products and services that meet their customers' needs at the top of the list. I'm sure many of you feel the same way when it comes to serving your customers.

This is the second year we've given a special Gold Key of Service award. This year's Gold Key of Service award has been granted to Hire Heroes USA, a nonprofit organization that helps veterans transition into civilian life. The organization serves veterans by providing job and interview coaching, resume help, and connecting veterans to other organizations and service providers who can help them in their efforts to find a job after leaving military service. (Read the organization profile on page 24.) While I already have some ideas for next year's service award, if you know

of an organization deserving of the Gold Key of Service, please don't hesitate to reach out to me directly; keep in mind it must be a nonprofit.

I'd be remiss if I didn't mention the Construction Rollforming Show, which was held June 3-4 in Cincinnati, Ohio. For me, the best part was talking with everyone face to face. And without wearing a mask, too! It really was fantastic seeing and talking with attendees and exhibitors, actually shaking hands, and catching up. There was an excitement in the air that I find hard to adequately express. (I don't think it was only me feeling it.) While emails are good and phone calls are better, there really is no substitute for meeting with someone in person. I find exchanging ideas is more open and spontaneous when conversing in person. I come away from trade shows not only having learned a lot, but I also come away with more article ideas for our magazines. Now that the world has opened back up, I look forward to all the trade shows on the horizon and to visiting builder and manufacturer job sites.

Here's to getting more business done in 2021!

Until next time—be well.



Karen Knapstein, Editor

## market pulse

### ■ SOFTWOOD LUMBER PRICES UP FROM A YEAR AGO, BUT TAKE A DIP

Construction input prices increased 4.6% in May compared to the previous month, according to an Associated Builders and Contractors (ABC) analysis of U.S. Bureau of Labor Statistics' Producer Price Index data released June 15.

Construction input prices are 24.3% higher than a year ago. Similar to May, all three energy subcategories registered significant year-over-year price increases. Crude petroleum has risen 187%, while the prices of unprocessed energy materials and natural gas have increased 100% and 90%, respectively. The price of softwood lumber has expanded 154% over the past year.

"The specter of elevated construction input prices will not end anytime soon," said ABC Chief Economic Anirban Basu. "While global supply chains should become more orderly over time as the pandemic fades into memory, global demand for inputs will be overwhelming as the global economy comes back to life. Domestically, contractors expect sales to rise over the next six months, as indicated by ABC's Construction Confidence Index. This means that project owners who delayed the onset of construction for a few months in order to secure lower bids may come to regret that decision.

"Many economists continue to believe that the surge in prices is temporary, the result of an economic reopening

shock," said Basu. "To a large extent, they are correct. The cure for high prices is high prices. When prices are elevated, suppliers have greater incentive to boost capacity and bolster output. That dynamic eventually results in a downward shift in prices. Operations at input producers should also become smoother over time as staff is brought back and standard operating procedures are reestablished."

### Lumber Prices Dip

The NASDAQ lumber futures price per thousand board feet dipped to \$904.90 on June 17, down 54% from the record high \$1670.50 reached on May 7.

A report from the National Roofing Contractors Association noted that cash lumber prices are also falling: "[Pricing service] Random Lengths said June 11 its framing composite index, which tracks on-the-spot sales, dropped \$122 to \$1,324—its biggest-ever weekly decline."

An article in the *Wall Street Journal* reports, "The stock market is assuming even lower lumber prices ahead. Analysts with BMO Capital Markets recently calculated that the share prices of three Canadian firms that have become the biggest sawyers in the southern pinelands have priced in expectations of \$447 lumber next year. That would be a little more expensive than normal, but more in line with historical prices." [on.wsj.com/3gCp4vv] **RB**



# Schlott Takes A Work Path Less Traveled

By Jenn Milner

Jacen Schlott of Monaca, Pennsylvania, was awarded a \$10,000 scholarship from the mikeroweWORKS Foundation in 2015. “For my school, that was crazy,” said Schlott. “That paid for one third of it.”

At the time, he was enrolled in a 16-month program at Triangle Tech–Pittsburgh, working toward a degree in Carpentry and Construction Technology. Schlott asserts that from fairly early on he knew he wouldn’t be an office worker. “When I was a kid, I thought maybe I would be a mechanic and work on cars,” he said. “I knew that I couldn’t sit behind a desk for the rest of my life.” A formative high school job helped direct him down the right path.

That job offer came from an unexpected direction. Schlott played sousaphone (if you’ve never seen one, think tuba) in the high school marching band. One of the band parent organization members, Mike Lucci, took notice of Schlott’s dedication to the heavy lifting of the marching band, like setting up and tearing down before every football game. Lucci, who owned and operated a cabinet business, made Schlott’s parents a proposition: “He looked at my parents and asked if I was looking for a full-time summer job. They agreed to it right away,” laughed Schlott. “I worked for Mr. Lucci that summer and realized that blue-collar work was what I was meant to do. And with a background in carpentry, I followed that path.”

The road to the trades wasn’t an easy one. Where he grew up, students were heavily pressured to attend four-year universities. It was only the “bad kids” that were steered to the local technical school. “They told me I was ‘too smart and too good of a kid’ to go to a trade school,” said Schlott. “But I knew that wasn’t right. I know that I don’t want an ‘F’ student building my house!”

So after a college fair, he selected Triangle Tech in Pittsburgh and hasn’t looked back. It was a guidance counselor who mentioned the Work Ethic Scholarship to Schlott, and he was intrigued right away. “When I was signing the S.W.E.A.T. (Skill and Work Ethic Aren’t Taboo) Pledge, I really had to examine what it



Jacen Schlott’s senior picture reflects his love of music. At the end of June, he will join PRS Guitars as a Turnaround Technician.

was saying,” said Schlott. “Will I truly live these out? I wasn’t OK with signing it if I wasn’t going to live by it.”

Statement number seven continues to run through his head daily and work its way into every area of his life. The statement says:

*7. I believe the best way to distinguish myself at work is to show up early, stay late, and cheerfully volunteer for every crappy task there is.*

“For years I was a whiner and complainer,” said Schlott. “I



As a result of a collaboration with mikeroweWORKS Foundation ([www.mikeroweworks.org](http://www.mikeroweworks.org)), *Rural Builder* is featuring profiles of Work Ethic Scholarship recipients in each of its issues. Hundreds of scholarships have been awarded to trade-school students who value hard work and taking personal responsibility. *Rural Builder* applauds these students and wants to acknowledge their choice to apply their talents to skilled trades. Thank you, mikeroweWORKS Foundation, for your continuing efforts to close the skills gap and “reconnect the average American with the value of a skilled workforce.”

## mikeroweWORKS Foundation

would do what was asked of me, but I would complain through it. When I saw that one, it really stuck with me. I use it at work, I've quoted it at Bible studies, I use it for everything"

When he graduated with an Associate of Specialized Technology degree, Schlott went back to working for Lucci. "We do a lot of high-end custom cabinet work," he said. And the jobs that really stick with him have much more to do with the homeowners than the projects. "At some point it's just another box," said Schlott. "But there are some homeowners that make working at their house fantastic, even if the work isn't the most fun."

His advice is to find a path that works for you and walk it, no matter what others are pressuring you to do. "Be the leader of your own band!"

**UPDATE:** At the end of June 2021, Jacen is relocating to join PRS Guitars (Stevensville, Maryland) as a Turnaround Technician, a quality assurance position. "I get to chase after a dream I've wanted for a long time," he said. "I get to play with wood and play with music. I can't thank mikeroweWORKS enough. The support they're able to provide is amazing." **RB**



Jacen Schlott working on his home remodel. PHOTOS COURTESY OF JACEN SCHLOTT.

## ROOFING ELEMENTS MAGAZINE

*The only publication dedicated to the effects of weather and climate on roofing.*

*Roofing Elements Magazine* will deal with the physical environment and how "Elements" like heat, moisture, wind, and sun affect roofing. The Elements need to be considered in every aspect from material choice and design to installation techniques. *Roofing Elements Magazine* will provide both industry white papers and institutional knowledge from the experts who learned their trade in the real world.



# 3 WAYS TO SUBSCRIBE!



- Scan Code
- [www.constructionmagnet.com/subscribe](http://www.constructionmagnet.com/subscribe)
- Fill out & mail blow-in subscription card in this issue.

**ADVERTISING:** Gary Reichert, [gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com) • 715-252-6360





## ■ BRADBURY PROVIDES ROLL FORMING SOLUTION

MicroMetl is a manufacturer of accessories for commercial heating and cooling equipment. Recent changes in its product mix put the manufacturer in a position where major advancements had to be considered for its production process if the company wanted to remain competitive. Ultimately, the change in product mix required MicroMetl to be more flexible when it comes to production.

They turned to The Bradbury Group for help. "Bradbury had a rep at our facility in Indianapolis almost immediately and right at the beginning of the pandemic. Within three weeks, we had the quote from Bradbury on the custom design and a purchase order was sent confirming the sale," said Scott Nelson, MicroMetl's Senior Manufacturing Engineer.

MicroMetl can now manufacture panels with varying size webs, legs and lips.

## ■ ARCITELL HIRES SALES AND MARKETING DIRECTOR

Arcitell, LLC, maker of Qora Cladding, has announced the hiring of Brian Martin as Director of Sales and Marketing. Martin has a history of business development and demonstrated sales success. His experience includes national product sales and marketing for American Biltrite Inc. of Moorestown, New Jersey, and IDI Distributors, Inc. of Chanhassen, Minnesota. He was also the national sales manager

for Saint-Gobain | Certaineed Corporation of Valley Forge, Pennsylvania, and is a veteran of the U.S. Army.

Most recently, at American Biltrite Inc., he led both the graphics and surface protection business units, where he spearheaded all facets of marketing and sales, including product development, pricing and P&L management.

Brian holds a Bachelor of Science degree in Mechanical Engineering from the United States Military Academy and a Master of Business Administration from Wilmington College, Wilmington, Delaware.

## ■ MFM BUILDING PRODUCTS EXPANDING

MFM Building Products [www.mfmbp.com], a manufacturer of a full envelope of waterproofing and weather barrier products for the building industry, has recently announced a substantial expansion project for 2021 at its Coshoc-ton, Ohio, headquarters. This coincides with the company's 60th anniversary being celebrated in 2021.

The thrust of the expansion project is adding close to 50,000 square feet to the production area and the acquisition of new production equipment to meet the rising demand for product. MFM has been acquiring additional raw materials to ensure product availability for their customer base and this new facility will accommodate this additional inventory. The building is planned to be completed



Trusted. Tested. True.®

Chief started manufacturing metal buildings in 1966. Fifty five years later, we are still a family-owned company focused on building lasting relationships. We accomplish that by producing quality products and by providing unparalleled personal attention to meeting our customer's needs.

- Manufacturing - Industrial



- Vehicle Maint. - Dealerships



- Agricultural - Personal Use



- EMT / Rescue - Fire / Police



- Religious - Community



  
[www.chiefbuildings.com](http://www.chiefbuildings.com)

by the fall of 2021, and the new production equipment to be installed and operational by early 2022.

Other aspects of the expansion project include razing a building on the company property, constructing new offices in the main headquarters building, and the addition of a new, state-of-the-art Research & Development laboratory for increased quality control and new product development. In total, the company expects to hire an additional 20 full-time employees as part of the Expansion Project.

According to Tony Reis, President, "The Expansion Project is the result of continued company growth and the company's commitment to meeting the needs of our customers today and in the future. With this investment, we hope to introduce new waterproofing projects to our portfolio of existing waterproofing membranes. As an ESOP company, there is a lot of excitement among our employees as MFM continues to grow."



### ■ PROVIA ANNOUNCES EXPANSION OF ENTRY DOOR PRODUCTION FACILITY

ProVia, a manufacturer of professional-class exterior residential building products, announced the expansion of its entry door manufacturing facility located near Walnut Creek, Ohio. The three-part, 150,000-square-foot expansion will enable ProVia to meet the growing demand for its professional-class entry doors. ProVia's Walnut Creek facility will add 100,000 square feet to house a new steel door production line, 20,000 square feet for a new

trim paint line, and 30,000 square feet for warehouse space. Together, these additions will enable ProVia to double its capacity for steel doors and painting trim, and further streamline its shipping process to support customer demand. All three additions are scheduled to be completed in 2021.

### ■ GARLAND NAMED ESOP ASSOCIATION COMPANY OF THE YEAR

The Garland Company, Inc. a manufacturer of high-performance roofing and building envelope solutions for the commercial, industrial and institutional markets, has been named ESOP Association Company of the Year.

The ESOP Association Company of the Year award is given annually to a company that demonstrates clear communication with its employees and a commitment to the association's vision of endorsing employee participation, wealth creation, and individual dignity and worth. Garland is now qualified for the National ESOP Company of the Year competition in Washington, D.C.

Garland initiated its ESOP in 1985 and became 100% employee-owned in 2004. The company's stock value has grown an average of 19.2% over the last decade. Its average employee balance ranks in the top five of the country's ESOP companies with over 250 employees.

Garland promotes employee ownership through numerous initiatives, including quarterly town hall meetings with the president and innovation competitions that encourage employees to drive growth by developing new products and processes.

### ■ BECK AMERICA GM SUBSIDIARY RETIREMENT

Dave Nolan, longtime owner and General Manager of ET&F® Fastening Systems, Inc., retired in June.

ET&F® Fastening Systems, Inc., based in Solon, Ohio, is a supplier of fastening systems used by contractors for applications involving fastening interior and exterior

building materials to light gauge steel.

Dave Nolan worked as an on-site coordinator for a \$55 million factory expansion, managed the development, design and manufacturing of pneumatic nailing tools and fasteners, and developed product and market strategies for the light gauge steel construction market.

Dave began his career as a Structural Engineer and is a Registered Professional Engineer in Ohio, Michigan, Pennsylvania, Wisconsin and Florida. He holds a Master of Business Administration from Case Western Reserve University and a Bachelor of Science, Civil Engineering, from Ohio Northern University.

In 1988, Dave negotiated the purchase of the ET&F® division from its former parent company, ERICO, Inc.

From there, as one of the founding partners of ET&F® Fastening Systems, Inc., he negotiated the financing and buyout of the former majority partner to become its sole owner. In 2016, Dave negotiated the BECK Fastener Group's acquisition of ET&F®. He has written publications for the American Society of Civil Engineers, Cold-Formed Steel Engineers Institute, and Light Gauge Steel Engineers Association.

Current staff remain in place following Dave's retirement, with his daughter, Ashley Nolan, assuming a more prominent role. Ashley has been employed in many capacities at ET&F® throughout her career.

Brett McCutcheon, General Manager of BECK America, assumed responsibility for the general management of ET&F®, with Ashley's assistance in day-to-day operations. Chad Giese took over Sales and Product Management, and Scott Miller took on some operations oversight.

Dave commented, "There is no perfect time to announce one's future retirement, but I believe the time for me to do that is now. I have been with ET&F® in various capacities for almost 37 years. I have thoroughly enjoyed my time here and will miss the friends I have made and the construction industry." **RB**

**■ NEW WEBSITE JUST FOR ROLLFORMERS**

Shield Wall Media, publisher of *Rollforming Magazine*, sister publication of *Rural Builder*, and owner of the Construction Rollforming Show, has announced a website devoted exclusively to the roll-forming industry is up and running. The launch of [www.rollformingmagazine.com](http://www.rollformingmagazine.com) is part of ongoing changes the company is making to bring information relevant to the everyday challenges of construction rollformers front and center.

“The launch of the new Rollforming website is the first step in an exciting new direction for Shield Wall Media,” said Gary Reichert, Owner and Publisher of Shield Wall Media. “Growing our digital presence in the specific niches related to our individual magazines will open many doors. In addition to growing our newsletter and

digital subscriber lists, it will create a mechanism for us to generate data and conduct market research. This has been painfully lacking in our little corner of the construction industry. Some of the information will remain proprietary, but my intent is to make the majority freely available to our readers and advertisers. Accurate information is one of the keys to helping our industry out-compete other building sectors.”

Sharon Thatcher, Editor of *Rollforming Magazine*, added, “Since launching *Rollforming Magazine* in 2018, one of our ultimate goals was to create a website that was equally devoted to construction rollformers. Once sharing a website with other construction titles in our company, the new website stands alone to give undivided attention to the unique goals and challenges of the industry. It’s a great time for the roll-forming industry, and on [\[ingmagazine.com\]\(http://ingmagazine.com\), we wish to bring you the information you need to operate successfully.”](http://www.rollform-</a></p>
</div>
<div data-bbox=)

The website has been streamlined to be straightforward and user-friendly on smartphones and tablets as well as desktop computers, so readers can access helpful information on the go. Years of compiled wisdom are readily accessible, 24/7, in one easily searchable website.

**■ REPORT: WOOD PRODUCTS MANUFACTURERS EXPAND CAPACITY**

North American softwood sawmill capacity increased by 1.4 billion board feet in the last year, according to Forisk Consulting. Most of that increased capacity—1.1 billion board feet—was from manufacturing in the U.S. South. According to the Federal Reserve Board, the entire wood

**SHIELD WALL MEDIA IS HIRING**

***We are expanding faster than we can find people.***

**WORK FOR A COMPANY WHERE**

- Your input counts
- Your contribution matters
- Your ideas can become reality

**EDITOR & ASSOCIATE EDITOR**

- Competitive Salary
- Profit Sharing
- Medical/Vision/Dental
- 401 K



Contact [gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com) for more information

**CONTRACTORS...**

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



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



**Call us today at 215-997-2511**  
[www.rollformercorp.com](http://www.rollformercorp.com)

products manufacturing sector continues to produce at the highest levels since the Great Recession.

The American Wood Council (AWC, [www.awc.org](http://www.awc.org)) reports many wood products companies have announced significant investments to expand the capacity of existing mills, however, lead times to get the new equipment remain long. In some cases, machinery is back ordered up to 24 months—potentially extending the usual 12 to 24 months it would take to complete these types of projects. Manufacturing expansion projects are a long-term solution that will support increased capacity, but not until 2022 at best.

Home demand has only increased during the pandemic and builder confidence has been above 80 for the last nine months, with a rating of above 50 indicat-

ing positive conditions.

Homes are going under contract at a faster rate than they are listed for sale, even though new home listings are up 19.1% over last year. Permits for single- and multi-family projects were up 25.3% and 20.4%, respectively. The National Association of Home Builders reported that the pandemic also drove increased demand for home remodeling projects.

Despite the already high levels of production, and investments from manufacturers to upgrade and expand mill capacity, the unprecedented demand still exceeds the current supply. The most immediate opportunity to address constraints to lumber supply is to focus on transportation and workforce limitations. These challenges were present before the pandemic and have exacerbated the current situation.

The wood products industry is far from the only commodity that is experiencing increased demand, nor is it the only industry to face worker shortages and transportation limitations. Addressing these constraints will be the most fruitful endeavor for immediate relief.

The American Wood Council is the voice of North American wood products manufacturing. AWC represents 86% of the structural wood products industry, and members make products that are essential to everyday life from a renewable resource that absorbs and sequesters carbon. Staff experts develop state-of-the-art engineering data, technology and standards for wood products to assure their safe and efficient design, as well as provide information on wood design, green building and environmental regulations. **RB**

# DID YOU KNOW?

It costs less to buy a Business Card ad than it does to have cards printed.

We even give your "cards" to more than 40,000 potential customers.

Actual Card Size  
(3.5" x 2")

FOR MORE INFO CONTACT  
GARY REICHERT:

[gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com) 715-252-6360





**UNITED STEEL SUPPLY**

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

*Understanding Superior Service*



**512-263-0954 • unitedsteelsupply.com**



**UNION CORRUGATING COMPANY**

*Your Roof. For Life! On Time and Complete!™*

www.unioncorrugating.com  
1-888-685-7663

**Metal Roofing, Metal Panels, and Metal Building Solutions**





Since 1946, Union Corrugating has been an industry leader serving the residential, commercial, and agricultural roofing and siding markets.



THE BRADBURY GROUP



Your Single Source Equipment Provider

bradburygroup.com  
+ 1.620.345.6394  
bradbury@bradburygroup.com

**Factory Direct Garage Doors for Sheds**



The Anniston



The Meridian



sales@kevmarm.net Arthur, IL Phone 217-543-2828

PREMIUM QUALITY ROLLFORMING MACHINERY



PANEL ROLLFORMER



TRIM ROLLFORMER



SLITTING LINES



PURLIN LINES



DECKING LINES



CHANNEL LINES



ASC MACHINE TOOLS, INC. MADE IN USA SINCE 1949

WWW.ASCMT.COM TEL: (509) 534-6600



**LEVI'S BUILDING COMPONENTS**

Buy all your metal roofing accessories in one place

Call for free samples!  
(877) 897-7020  
www.levisbuildingcomponents.com




UNIVERSAL TUBE & ROLLFORM EQUIPMENT



UNIVERSAL CONTROLS GROUP

- Metal Panel Rollformers
- New Controls & Drives
- Coil Handling Machines
- Reconditioning Services



**IN STOCK**

**1-419-872-2364 utubeonline.com**



**SAFE-WAY GARAGE DOORS**

*Make a Statement.*



1959 60 Years 2019

A Lifetime of Quality and Relationships



3814 E. US 30 Warsaw, IN. 46580 • (574) 267-2813

**Manufacturer of Roll Forming Equipment**



**Acu-Form**  
ROLL FORMING EQUIPMENT

Phone: (330) 674-4003  
 Fax: (330) 674-4035  
 Email: acu-form@safecommail.com • Website: acuformequipment.com

**DMI = BUILDING INVESTMENT PROTECTION**



**Let DMI complete your building project with Code Approved & Warrantied:**

HWH & PANCAKE FASTENERS • ANCHORS • PIPE FLASHINGS  
 REFLECTIVE INSULATION • POLYCARBONATE PANELS  
 SOLID & VENTED FOAM CLOSURES

[www.directmetalsinc.com](http://www.directmetalsinc.com) 855-800-8878

**Golden Rule**  
FASTENERS

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

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

Ph: (334) 283-4030 - FAX (334) 283-4032

**PROTECTION YOU CAN COUNT ON!**



**SSG Classic Snow Stoppers**  
Made of all stainless steel products.

**RMG Premium Snow Stopper**  
Made out of 14-gauge stainless steel.

Made in USA

**Snow Stoppers LLC**

Contact us and we can give you all the details!  
**717-598-0312**

**WE WELCOME WHOLESALE!**

**PSI Green Post™**  
Planet Saver Industries

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

**Barry Hoffman**  
 barry@planetsaverind.com  
 P (610) 377-3270 • F (610) 377-9552  
 www.planetsaverind.com

Made in the USA

**AMES**

**WATERPROOFING COATINGS & SEALANTS**  
 COMMERCIAL | RESIDENTIAL | FACILITIES



**ELASTO BARRIER**  
**MAXIMUM DIRECT**  
**BLUE MAX**


WATER CLEANING GREEN PRODUCT LOW VOC LOW ODOR

MADE IN THE U.S.A. CALL ABOUT BULK ORDERING  
**www.amesresearch.com | 888-345-0809**

**Stockade Buildings**  
"Building for the future"

For over 40 years Stockade has supplied our Dealers the Best Quality of Materials and Dealer Services!

systems@stockadebuildingsinc.com  
 800-548-6765



**Commercial • Equestrian • Suburban • Industrial**

**CONTRACTORS NEEDED!**

Ready to increase your profits in 2021?

We help contractors start their own commercial roof restoration business, or add it to their existing business.

Call now to receive a free inspection kit valued at \$250.

**855-835-8885**

# Keeping A Builder Inventory

Should You Order Ahead Or Buy From Project-To-Project?



## HOW MUCH inventory is too much inventory?

Especially in this moment in the market, when components are sometimes scarce and always expensive, is it wise to keep a stock of essential parts on hand? Or, are you better off ordering only what you need for each project as you book them?

Here are some of the benefits and disadvantages of each inventory theory.

### BENEFITS OF KEEPING INVENTORY

- + **Response time:** meet any expected increases in demand; short lead time
- + **Captured cost:** buy low and ride out potential increases
- + **Financial motivation:** not only does inventory figure into a company's cost of goods, it also contributes to a business profit margin

### DISADVANTAGES OF KEEPING INVENTORY

- **Captured cost:** if price drops, your "on the shelf" material is still costed at the higher rate of purchase
- **Wrong SKUs:** trends change, developing excess inventory that may not sell
- **Shelf life:** common products have life spans—losing inventory because it's gone bad or has expired



### BENEFITS TO JOB-PACK OR BUYING PROJECT-TO-PROJECT

- + **Color choices:** often if a company stocks colors, this is what they try to sell; in the case of job packs, they can sell a wider color variety
- + **Less handling/sorting:** if you have a vendor that will job-pack for you, it can come in and go straight to the job
- + **Warehouse space:** inventory is not using up your shelf space

### DISADVANTAGES TO JOB-PACK OR BUYING PROJECT-TO-PROJECT

- **Lead time:** dependent upon manufacturer production at the time of order
- **Shortages:** your job completion may be stalled by not getting the material you need, when you need it
- **Response time:** if there is a problem or error, it may put a site completion at risk or cause high-cost substitutions

# Corrosion Resistance

Coatings improve the performance of steel

**AN ENVIRONMENT DOESN'T HAVE TO** be overtly caustic to damage steel; moisture and other naturally occurring elements in the air will cause corrosion. Unless a protective coating is applied—or developed—steel will deteriorate to the point of failure.

“The definition of corrosion is ‘the chemical or electrochemical reaction between a material, usually a metal, and its environment that produces a deterioration of the material and its properties,’” explained Gary Edgar, Technical Lead, PPG Industrial Coatings. “Corrosion causes loss of metal, which affects the adhesion of the coating system, but if left untreated, the integrity of the panel will be compromised, become pitted and the exterior roof/building envelope will eventually be breached.”



Coatings provide a protective barrier between the degradable steel and elements in the environment that cause corrosion. PHOTO COURTESY OF PPG.

## COATINGS

Tyler Roose, Director of Sales Development at American Building Components, explained how a Galvalume® coating protects the steel to which it is applied: “Coatings and metal substrates are applied to the roll formed panel before it is painted. These substrates are added to help protect the raw iron ore steel from corrosion. For instance, Galvalume is a sacrificial element, sacrificing itself to help protect the steel. Often, in areas where moisture is prevalent, you will see a thin line of rust at the cut edge of a Galvalume panel. This is the Galvalume going to work

to protect the steel; it acts as a buffer and ‘scabs’ over to try and contain the corrosion of the steel.”

To further prevent metal from corroding, PPG’s Gary Edgar explained, “Coatings provide a barrier to prevent the metal from being exposed to oxygen, moisture, chlorides (salt) and chemical pollution. High build primers and clear coats can help ensure long-term performance against corrosion.

“High build primers create a thicker barrier between the metal and pretreatments, which prevents moisture contact with the steel,” he continued. “Clear coats add another layer of protection against salts and chemical pollution, along with adding additional UV protection that can easily be cleaned.”

Edgar spoke specifically about some of the PPG coating options: “Two-coat systems, standard primers and finish coats provide excellent performance in most environments. Specifically, thick film and chrome primers, along with a clear coat, are recommended in seacoast and industrial environments. [PPG’s] Duranar XL Plus uses a thick film urethane primer, providing excellent adhesion and barrier protection, along with the Duranar color and clear, providing the best option for aggressive environments.”

## DAMAGE HASTENS CORROSION

Keeping the steel substrate from being exposed to the atmosphere is important when it comes to corrosion prevention. Some best practices for preventing damage at the job site: “Proper storage of bundles, such as reducing the time panels sit stacked in bundle form [so as] to not contract moisture, avoiding foot traffic on and around panels, proper cutting and trimming of panels and trim, and avoiding the use of dissimilar metals,” Roose advised.

“If a panel is compromised,” cautioned Edgar, “it’s important to repair it immediately to avoid corrosion. The longer the damage goes without being addressed, the larger the repair will become, creating a greater chance for corrosion to occur.

“For example,” he continued, “if the finish is damaged but the primer is intact and repaired quickly, just a simple touch-up of the finish coat will be required. If left untended, the primer can begin to break down from UV exposure and start to fail, thus no longer protecting the metal substrate, opening the door for potential corrosion.”

Roose stressed how easily damage can occur: “Avoid foot traffic on the metal panels. It may sound simple, but oftentimes we receive claims of scratched panels, where it is evident that the installer had walked on the panels and scratched them. It is also very common to see surface rust on panels around door and window areas. In many cases, the installer has used an abrasive



tool in cutting the panels in these areas, and the hot metal filings have stuck to the painted panel, resulting in rust spots. There are many great tools in the industry made for cutting metal panels and trims, such as nibblers, shears, snips, etc. Taking a shortcut and using an abrasive may save time in the short term, but it creates issues and unhappy customers in the long term.”

Once a panel’s finish has been compromised, it doesn’t take long for the steel to corrode. “If corrosion has already begun,” explained Edgar, “the area needs to be repaired using proper surface preparation recommendations, along with the appropriate primer and finish coat for the repair.”

When queried about how to deal with damage, Roose advised, “Typically, if it is a small scratch on the paint and does not bore all the way into the substrate of the panel, the scratch can be corrected by using color-matching touch-up paint. Avoid using spray paint at all costs. Spray paint is not the same quality as the baked-on finish of the metal panels and will fade and discolor at a much faster rate.

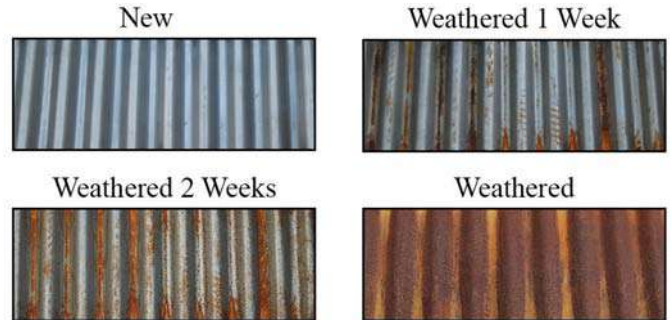
“If the damage is severe,” he continued, “always order a replacement panel to ensure quality installation. We always try to recommend to customers, especially on products with longer lead times, to order an extra panel or two in case damage occurs during installation.”

## PROTECTIVE OXIDATION

Weathering steels (commonly referred to as “corten”) are designed to develop a protective oxide film on the metal’s surface to slow the metal panel’s deterioration. “A606/A588 resists the corrosive effects of rain, snow, ice, fog and other meteorological conditions by forming a coating of dark brown oxidation over the metal, which inhibits deeper penetration and negates the need for painting and costly rust-prevention maintenance over the years,” explained Stacy Rubio, Vice President of Sales for Western States Metal Roofing, manufacturer of A606-4 weathering steel and bare cold-rolled steel roofing, siding, panels, coil and flat sheets. “In simple terms, the steel is allowed to rust, and that rust forms a protective coating that slows the rate of future corrosion.”

The weathering process “eventually decreases and from that point on the finish acts as a protective coating for the base metal. This protective coating essentially stops the corrosion. Laboratory analysis of the rust film have shown that the alloying elements in the steel, particularly copper, chromium and nickel produced insoluble compounds that clogged the pores at the rust/steel interface, thereby ending the regeneration,” explains the product website, [www.corten.com](http://www.corten.com).

Rubio further explained the material will rust the same regard-



*When oxidation is the goal: A606 steel develops a thin oxide film, which slows down further corrosion.* PHOTO COURTESY OF CORTEN ROOFING/WESTERN STATES METAL ROOFING.

less of whether it has superficial damage like dents, scratches or scuffs. And, once started, it will continue to oxidize. “You could seal the panel to keep it from visually continuing to rust,” she said, “but once the rusting process has started, it will slowly continue to rust from the inside.”

Weathering steels or bare steels are lower-cost options for buildings on which a “rustic” appearance is desired. However, weathering steel has limitations that coated steels don’t have. The manufacturer advises it is best suited for environments with low humidity and should not be used in climates with exposure to salt or in climates with excessive moisture, as it requires alternating wet and dry cycles to form a properly adhered protective layer of oxidation.

Additional points to remember:

- Using it with dissimilar metals will shorten the life span of the product.
- Stainless steel fasteners must be used to prevent galvanic action.
- The recommended minimum roof slope is 3:12 to prevent water from pooling on the surface.
- The rust runoff will likely stain the surrounding surfaces.

Also for consideration: There are no warranties for these products and there are no engineering load charts or wind uplift information because any engineering that was accurate when the product was delivered would be different after years of rusting.

## CONCLUSION

Efforts to prevent corrosion are efforts to stop nature. “Understanding the environment and the intended expectations of the coating/structure’s long-term performance are the key drivers of selecting a coating system,” explained Edgar. “The corrosion process wants to occur by nature, but the process can be slowed and managed with proper substrates and coating selections, along with cleaning and maintenance.” **RB**



*Coatings are for more than just aesthetics. They provide a protective barrier between the elements in the environment that cause corrosion and the readily degradable steel.* PHOTO COURTESY OF MILL STEEL.

# A Primer On Coil Coatings

Formulas, Uses, And Knowing The Differences

## **SHERWIN-WILLIAMS** Coil Coatings

[www.coil.sherwin.com](http://www.coil.sherwin.com)

The resin is arguably the most important ingredient in the coating system because it determines the overall performance of the coating. As such, coatings are generally described by using the name of the type of resin used. There are three primary resin-based coating systems used for finishing metal building products: Polyester, Siliconized Modified Polyester, and 70% PVDF. The question is not necessarily which resin is the best, but rather, which coating formula is the right choice for the specific application. Each is discussed as follows.

### **POLYESTER**

From good weathering, flexibility and hardness to corrosion resistance, this coating can be tailored with a combination of properties, making it an excellent multipurpose coating. Polyester coatings are a more economical option for general purpose applications and exterior surfaces that don't see full sun. Typical uses include soffits and fascia, entry and garage doors, gutters, sheds and canopies.

### **SILICONE MODIFIED POLYESTER (SMP)**

SMP offers a harder surface, better color retention and better weather resistance than polyester. Sherwin-Williams Coil Coatings uses the trade name WeatherXL™. This is probably our biggest product line in the ag business. It's one of our biggest bread-and-butter items. We offer a smooth finish and, in recent years, added a product we call WeatherXL Crinkle Finish; it has a textured finish

and has become a very popular product, especially for roofs. SMP coatings are commonly used in metal roofing and wall panels, pre-engineered building systems and agricultural building components.

### **POLYVINYLIDENE DIFLUORIDE (PVDF)**

PVDF is the most widely specified coating system for architectural projects—metal roof and wall panels. Sherwin-Williams Coil Coatings PVDF coatings, Fluoropon®, represent a significant advancement in coating technology with superior weathering characteristics. They have long been recognized for their excellent chalk and fade resistance and are flexible in nature, allowing for the forming of a wide variety of shapes.

Adding to their appeal, PVDF coatings are available in a wide selection of colors. They are also commonly known as 70% PVDF coatings. It is important to understand that the percentage in 70% PVDF represents just the resin, and not 70% of the entire coating. The remaining 30% in the resin is comprised of acrylic.

PVDF coatings are especially effective in harsh environments where maintaining exterior appearance is just as important as long-term durability.



[www.ppgmetalcoatings.com](http://www.ppgmetalcoatings.com)

Coatings provide a barrier to prevent the metal from being exposed to

oxygen, moisture, chlorides (salt) and chemical pollution.

High-build primers and clear coats can help ensure long-term performance against corrosion. High-build primers create a thicker barrier between the metal and pretreatments, which prevents moisture contact to the steel. Clear coats add another layer of protection on top of the coating against salts and chemical pollution, along with adding additional UV protection that can easily be cleaned.

Two-coat systems, standard primers and finish coats provide excellent performance in most environments. Specifically, thick film and chrome primers, along with a clear coat, are recommended in seacoast and industrial environments.

The Duranar XL Plus uses a thick film urethane primer, providing excellent adhesion and barrier protection, along with the Duranar color and clear coat, providing the best option for aggressive environments. Our PPG experts are able to work closely with our customers to determine customized coating systems that best fit their specific project, region and objectives.

## **AkzoNobel**

[www.akzonobel.com](http://www.akzonobel.com)

### **TRINAR**

TRINAR is a high-performance fluoropolymer coating containing a minimum of 70% polyvinylidene fluoride (PVDF) resin. This unique resin is combined with other proprietary resins, the highest quality ceramic and select inorganic pigments for the finest metal finish available. This two-coat system,

using our High-Performance Primer, provides unparalleled protection against harsh environmental weathering. It has a tough but flexible finish, and meets or exceeds all requirements of AAMA 620/621 and AAMA 2605.

### CERAM-A-STAR® 1050

CERAM-A-STAR 1050 is a silicone-modified polyester coil coating system designed exclusively for the metal construction industry. It has demonstrated superior durability and weather resistance through years of test data and installations in the field.

CERAM-A-STAR 1050's proprietary resin formulation is combined with select ceramic and inorganic pigments, which are proven to be the most resistant to fade. In fact, the color stability of CERAM-A-STAR 1050 rivals that of 70% PVDF coatings, while offering excellent resistance to stains, scratches and abrasion. The result is a coating that provides the highest durability, consistency and color stability, making it ideal for residential, agricultural and commercial applications.

### COOL CHEMISTRY

Cool Chemistry products for roofing applications utilize ceramic and inorganic infrared reflective pigments. These special pigments are designed to reflect infrared energy while still absorbing visible light energy, thus appearing as the same color yet staying much cooler.

When cool chemistry coatings are used on metal roofing, the result is a sustainable building material that can lower air conditioning costs by up to 15%, reduce peak energy demand and help to mitigate urban heat island effects. Cool Chemistry pigments can be incorporated into any coating formula.



www.abcsupply.com

Coatings and metal substrates are applied to the roll formed panel before it is painted. These substrates are added to help protect the raw iron ore steel from corrosion.

For instance, Galvalume, a 55% Aluminum-Zinc alloy coating, behaves

as a sacrificial element, sacrificing itself to help protect the steel. Oftentimes, in areas where moisture is prevalent, you will see a thin line of rust at the cut edge of a Galvalume panel. However, that rust is cosmetic and can generally be cleaned and will not worsen for some time. This is the Galvalume going to work to protect the steel. It acts as a buffer and "scabs over" to try and contain the corrosion of the steel.

In environments prone to high ammonia levels and corrosion, such as animal confinement, Galvanized, a zinc coating, has traditionally been a more highly sought after solution. **RB**



## Save Time, Labor, and Hassle

**FootingPad® structural post foundations are engineered to meet or exceed the load capacity of concrete, while being lightweight and easy to handle.**

**Proven performance: over 400,000 in use**

**No concrete required and easy to handle**



**Learn more or request a sample at [Footingpad.com](http://Footingpad.com) or call 989-224-7095**



# Re-Sole or Replace?

## Expanding the Life Of A Good Pair of Work Boots

Hello,

*This is a letter to the editor of Rural Builder.*

*I read the story in the March 2021 issue about work boots (A Good Pair of Work Boots). It was a good story. I was just wanting to know where a person can get a pair of work boots re-soled? I am a contractor myself and I have some work boots I would like to re-sole.*

Thanks,

James Stutzman

Seymour, Iowa

Thank you so much for the letter! I wasn't sure of the answer to this question, so I found a shoe repairman in Iowa who was happy to talk about what you can do to preserve and repair a good pair of work boots. His name is Jason "Doc" Rogers and he owns Doc's Repairs in Marion, Iowa.

In the course of our conversation, Doc shared with me his career as Navy Corpsman serving as a medic for 3rd Marines, hopping around from civilian job to civilian job, and finally leaving

his first white-collar job to take over a friend's shoe repair business. He learned his skills from two "old-timers" who were eager to pass on their knowledge to the next generation. The cobblers had each taken on apprentices in the past with hopes of passing the trade down, but once they found out it was hard work they left. Rogers, who was always good with his hands and knew how to fix simple machines, relishes the hard work. "We are swamped," says Rogers. "I work more than I ever used to, but I'm happier."

Rogers told me he likes that he can recycle and create less waste by repairing things that would otherwise be thrown away. "It's kind of a lost art. People don't realize that shoe repair is around anymore." And he's right. The Shoe Service Institute of America reports that shoe repair shops have dwindled from 100,000 in the 1930s to 15,000 in 1997 to about 5,000 today. Rogers now keeps in touch with his fellow cobblers through communities online. "In a lot of businesses there is competition, but in shoe repair everyone is ready to share all of their knowledge to keep the industry alive," says Rogers.

So without further ado, here is a handy list of tips and tricks for caring for and repairing your work boots. **RB**

### When should my boots be repaired?

- **Any time the heel is badly worn:** Typically, the outside corner of the heel will wear down first. Luckily, the heel can usually be replaced to avoid complete re-soleing.
- **When the sole is separating from the boot:** If the sole of the boot is peeling back or the stitches on the upper portion of the boot begin to come undone, it's time to bring them in for repair. And the sooner the better: fixing a couple of stitches is much easier than repairing the whole side of a boot that has blown out.
- **When the steel toe is visible through the toe leather:** Many times, this is an area that can be repaired with an epoxy. A shoe repairman will make sure the steel cap is intact and then cover the worn spot with Tuff Toe, or a similar product.
- **If there is a tear in the waterproofing lining:** Many boots are not built to be waterproof from the outside, so if you get a tear in the liner and your foot is getting wet, have the outside waterproofed.
- **When you wear through the tread on a boot:** The boot will need to be completely re-soled.



## When should I replace my boots?

- *When the “upper” part of the boot is badly damaged:* The “upper” of the boot is the material that forms the visible part of the boot above the sole. Most things that attach to the upper can be replaced easily, but the outer material and the inner foam or padded lining become cost prohibitive to repair.

- *If they are made from lower-quality materials:* Some boots you buy just may not be worth it to repair. Many of the inexpensive boots on the market are made from nylon or other synthetic materials that are less suitable for repair.



## Words of wisdom directly from a cobbler

- The more comfortable a boot is the day you try it on, the less it’s going to last. The spongy material breaks down quickly and isn’t repairable. That doesn’t mean get the most uncomfortable boot, but understand there will be a breaking-in period.

- Contractors and builders do custom repair jobs all the time. They make changes to things that already exist. Think the same way about your gear. When you’ve taken the time to break in a comfortable pair of work boots, see what you can do to keep them around a little longer.

- If your feet don’t hurt at the end of the day, that’s a pair of boots worth resoling.

- Usually, it takes three to six months to break in a work boot. The shape of the boot will change and mold as you work in them. If you wear a damp boot until it’s dry, it will mold to your foot and fit you better.



## How can I prolong the life of my work boots?

- Use a cream or polish to moisturize the leather and keep it from breaking down. You can do this as often as every month or as infrequently as every six months.

- Keep your boots clean. Wash them with a light detergent and a nylon brush before moisturizing, conditioning, or waterproofing to keep them in good condition.

- Keep up on maintenance. Fix small damage like broken eyelets, speed hooks, snaps, or stitching right away so your boots don’t deteriorate beyond repair.

- Have your boots re-soled. Most of the time, for the customers who are really rough on their boots, a boot can be re-soled two or three times in its lifetime.

- Adjust your boots so they work for you. If you like your boots, but the soles are too slick or pick up too much mud, have them re-soled with something that works better. If you are constantly taking your boots off and on, have the eyelets replaced with speed hooks. Sometimes it’s just about making it a better shoe for you.

- When in doubt, find a local shoe repairman and ask them how to keep your boots in good order. **RB**



# got news?

If you have news you think belongs in *Rural Builder*, feel free to send us a press release (and high-resolution image if applicable) for consideration. This is a no-cost editorial opportunity for all low-rise construction-related businesses.

## Send us news of your:

- Milestone anniversary
- New product, material, or service
- New program for the advancement/betterment of the trade
- Outstanding achievement
- Business location change/expansion
- Accolades/awards
- Staff promotion/staff addition
- Public service work/engagement
- Trade association involvement
- Branding changes
- Sponsoring/exhibiting at a trade show
- Merger/acquisition
- Case studies
- Joint projects with an industry partner



Send us a notice of your successful completion of a challenging or unusual project and you may see it featured as a Project of the Month. We would also need 4-5 high-resolution images and details about the products used in the project.

Got questions? Call 715-513-6767 or email [karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com)

News announcements and projects to be considered for Project of the Month placement can also be mailed to *Rural Builder*, ATTN: Karen Knapstein, PO Box 255, Iola, WI 54945.



WINNERS OF THE 39TH ANNUAL

# GOLD KEY OF EXCELLENCE Awards



**THE SUCCESS OF YOUR BUSINESS DEPENDS ON YOU TO PROVIDE EXCELLENT SERVICE AND TIMELY PROJECT COMPLETION. KNOWING WHO YOU CAN TURN TO WHEN YOU NEED SUPPLIES ADDS TO YOUR OWN SUCCESS.**

Knowing who you can turn to is the motive behind why Rural Builder started its annual Gold Key program. From the very beginning, in 1983, we were going directly to users to ask for their feedback regarding which companies were doing the best job of providing the best products, the best services, and at the best prices.

Originally, we could only rely on feedback through the U.S. Postal Service. Now, in addition to "snail mail," we also use online voting and email voting to get our results.

In the first year of this process, 27 suppliers to the rural building industry were recognized and honored with an award plaque. This year, five companies join the "Gold Key Club": Express Barns, GSSI Sealants, Reed's Metals, Snap-Z, and Union Corrugating. PLUS, this year's honorary Gold Key of Service is awarded to Hire Heroes USA, which helps veterans enter the workforce after leaving the military service.

Learn more on the pages ahead as many of the companies share additional information about their products and services. In each case, the number of gold keys won correspond to the number of years the company has received the award.

**CONGRATULATIONS to this year's winners! RB**

## 39 GOLD KEYS

Klauer Manufacturing Co.  
Plyco Corporation

## 38 GOLD KEYS

Maze Nails

## 37 GOLD KEYS

McElroy Metal  
Sukup Manufacturing  
Wick Buildings

## 35 GOLD KEYS

A.J. Manufacturing

## 33 GOLD KEYS

Dynamic Fastener

## 30 GOLD KEYS

RigidPly Rafters

## 20 GOLD KEYS

Leland Industries  
Stockade Buildings

## 19 GOLD KEYS

Everlast Roofing, Inc.  
Graber Post Buildings  
MWI Components

## 15 GOLD KEYS

ABC Supply  
Atlas Bolt & Screw  
Marco Industries  
ST Fastening Systems  
Triangle Fastener Corporation

## 13 GOLD KEYS

Starwood Rafters

## 12 GOLD KEYS

Beckers Group  
Levi's Building Components  
Sherwin Williams Coil Coatings

## 10 GOLD KEYS

AkzoNobel  
Perma-Column

## 9 GOLD KEYS

DECRA Roofing Systems  
Mill Steel Company  
Red Dot Products (A.B. Martin)

## 8 GOLD KEYS

Bradbury Group  
S-5!

## 7 GOLD KEYS

Direct Metals Inc. (DMI)  
MFM Building Products

## 6 GOLD KEYS

Covertch (rFOIL)  
Hershey's The Metal Meister

## 5 GOLD KEYS

Boral  
EDCO Products  
Ventco

## 4 GOLD KEYS

Metal Rollforming Systems (MRS)  
Trac-Rite Doors

## 3 GOLD KEYS

ASC Machine Tools  
DR!PSTOP  
East Coast Fasteners  
United Steel Supply

## 2 GOLD KEYS

Acu-Form  
Petersen | PAC-CLAD  
Safe-Way Garage Doors

## 1 GOLD KEY

Express Barns  
GSSI Sealants  
Reed's Metals  
Snap-Z  
Union Corrugating Co.

## Gold Key Of Service

BY JENN MILNER & KAREN KNAPSTEIN



# HIRE HEROES USA

Organization Seeks To Assist Military Families In Successfully Transitioning To The Civilian Workforce



### IN THE DISCUSSION SURROUNDING WORKFORCE

development, there are some troubling statistics that need to be addressed. About 200,000 people leave the military every year, and roughly 80% of them don't have a civilian job lined up when they leave. Injury, change of location, years of military work and routine, and many varied individual struggles can make the transition to the civilian workforce a difficult one. Hire Heroes USA strives to ease these challenges so the heroes and their families can continue to thrive through adversity.

The employment anxieties of military members became clear to John Bardis in 2005. He was speaking with U.S. Army Sergeant Justin Callahan at Walter Reed Medical Center when the subject of jobs came up. Elizabeth Reyes, Director of Employment Partnerships and Opportunities at Hire Heroes USA shared the story: "Justin was severely injured in a land mine explosion while on patrol in Afghanistan; he told Mr. Bardis that finding a job was his biggest concern," said Reyes. "After offering Callahan a job on the spot, Bardis was inspired to create Hire Heroes USA—a nonprofit that provides free job search support to transitioning service members, veterans and military spouses."

It might seem odd that service members would have a difficult time getting hired. From the outside, they have everything you'd want from a good employee: dedication, a sense of order and organization, and possibly a technical skill they mastered while in military service. But making sense of the path forward can be daunting. Sandy Kaider, Manager of the Referral & Training Partner Program, highlighted some of the challenges: "Veterans sometimes need new training or certifications to pivot from their military job to their civilian career. This adds to the challenge some veterans have with recognizing transferable skills and translating their experience into terms that civilian employers recognize."

### LENDING A HELPING HAND

Hire Heroes USA, which is headquartered in Alpharetta,



*Elizabeth Reyes, Director, Employment Partnerships and Opportunities, Hire Heroes USA. PHOTO COURTESY OF HIRE HEROES USA*



*Sandy Kaider, Manager, Referral & Training Partner Program, Hire Heroes USA. PHOTO COURTESY OF HIRE HEROES USA*

Georgia, isn't a job placement agency—their clients choose their own career path, and the organization helps with the small steps that set them up for success. "Once a client registers with us, they are assigned a specialized Transition Specialist who will follow them through their entire job search journey," said Reyes. "Our clients also have access to our network of volunteers who can assist the job seeker in improving their interviewing skills or mentor them about a career path they might be interested in exploring."

Services are offered virtually so they can help job seekers in every corner of the U.S. It also eased the toll 2020 took on the organization. While veteran unemployment hit extremely high levels in April 2020, their team of organizers and volunteers could continue helping clients. "We worked with more job seekers than ever before in 2020 and connected 11,580 clients to new jobs," reported Reyes. Now that the civilian job market is beginning to level out, Hire Heroes USA anticipates their efforts will continue to see results.





One of the veterans who was aided by Hire Heroes USA is Josh Olexa, who served in the U.S. Army, 82nd Airborne Division (airborne artillery). Stationed out of Fort Bragg, North Carolina, he served from 2012 to 2016.

Olexa signed up with the organization when he couldn't find a job that suited him on his own. "I was working part time at an HVAC company and was looking for a different direction," he explained. "I didn't want to keep doing what I was doing. I had two degrees, a military background, and certifications, and I couldn't find anything. I thought maybe this company could help out and point me in the right direction."

And help they did. His Transition Specialist made sure he had everything he needed, including help with his resume and job coaching. "They would reach out and check up on me to see if I needed any help," he said. "Or I could call and bounce ideas off them. If they couldn't help me with something, they would put me in contact with someone who could, and they would set up an appointment with that person, too. They were very supportive."

Ultimately, Olexa found a position as the building and maintenance foreman with the Department of Public Works for a town in New Jersey. "I'm in charge of all the municipal buildings, including the police department, town hall, fire department, libraries, things like that," he explained. "Anything from street signs to carpentry to HVAC to windows—you name it, I have to deal with it."

Olexa is pleased with the outcome of his job search, and appreciates the help he received from Hire Heroes USA. "They're a great organization and they really went above and beyond to help me find a job that was right for me."

## COLLABORATIVE RELATIONSHIPS

While they don't place clients in jobs, Hire Heroes USA does have collaborative relationships with many tech schools and other certification programs. One such program is the FLIR TradeForce program. FLIR (taken from the acronym for forward-looking infrared) is a domestic company that specializes in the design and production of thermal imaging cameras and thermal sensors. These cameras can be used as inspection tools in roofing applications, plumbing, HVAC, electrical, and more.

Recently transitioning military members who are pursuing a civilian career in the skilled trades are eligible for the program. "FLIR provides the Level 1—Fundamentals of Thermography Certification course and an e8-XT thermal camera (total value of \$5,000) to each applicant who meets the criteria," said Kaider. "The program is in its second full year and has provided training to 138 veterans."

Whether through partnered programs or simple interview

skills, Hire Heroes USA helps its clients find jobs where they can be productive and fulfilled. "We have had clients secure jobs in nearly every industry and many roles within those industries, including a wide variety of entrepreneurship," said Kaider. "For instance, many of the clients who attend the thermography training are actively building an inspection/non-destructive testing business, as a direct service to customers and/or as a subcontractor to larger construction or maintenance companies."



"Hire Heroes USA's mission is to empower U.S. military members, veterans and military spouses to succeed in the civilian workforce."

— Hire Heroes USA



Programs including training and equipment for free like FLIR TradeForce are rare, but Hire Heroes USA has many partnerships with vetted skilled trade programs across the country, including construction, electrical apprenticeships, HVAC and more. A full listing of partner programs can be found on the Hire Heroes USA website [[www.hireheroesusa.org](http://www.hireheroesusa.org)].

## LOOKING TO THE FUTURE

In the organization's history, Hire Heroes USA has worked with more than 52,000 clients who have been hired, 45,000 of them since the beginning of 2016. As they look ahead, they are confident about the direction the organization is moving. "We're looking to continue that momentum and growth as an organization. We're also continuing to focus on groups that experience higher rates of unemployment and underemployment, such as junior-enlisted veterans and military spouses," said Reyes.

Builders and contractors can get involved by hiring veterans and military spouses. Hire Heroes USA also works with companies to achieve recruitment goals and connect with fantastic, hardworking potential employees. "Whether it's listing openings on the Hire Heroes USA Job Board, participating in our quarterly Virtual Career Fairs, sending targeted emails or Employer Spotlight webinar events, we provide plenty of solutions for employers and all proceeds fund our mission," shared Reyes.

Those interested in adding open positions to the Hire Heroes USA job board, sponsoring an event or donating to the effort should visit [www.hireheroesusa.org/companies](http://www.hireheroesusa.org/companies) or call 844.634.1520. **RB**





# ABC SUPPLY CO. INC.

**WEBSITE:** [www.abcsupply.com/locations](http://www.abcsupply.com/locations) **PHONE:** 608.362.7777

For nearly 40 years, ABC Supply has been providing the best products and services to contractors throughout the United States. The company is the largest wholesale distributor of roofing in the United States and one of the nation's largest wholesale distributors of select exterior and interior building products. In addition to carrying low- and steep-slope roofing materials from industry-leading manufacturers, ABC Supply carries a wide variety of siding, windows, doors, gutters, rainware, and decking and railing products.



ABC Supply's team of more than 15,000 associates at over 800 locations is highly trained and dedicated to helping contractors tackle their jobs. The company's associates handle building material selection, order placement and delivery for contractors—providing accurate, professional service from start to finish. In fact, the company was recently honored with the 15th Gallup Great Workplace Award, which recognizes organizations around the world with the most enthusiastic and committed workforces.

ABC Supply knows its customers need to save time and money at every turn, so it

has created unique tools that help them do just that—quickly and easily.

Its automated Manufacturer Rewards Support system makes it easy for customers to capitalize on manufacturers' published rewards programs.

The company offers ABC Connect, an online program that integrates leading industry software with ABC Supply's products and pricing. It allows contractors to build material lists, create estimates and submit orders in real time, whether they're working from an office, at home or on the job site.

ABC Supply also created myABCsupply, an online order management tool that helps contractors do more on the go. It allows contractors to purchase materials, review their order details, schedule and track deliveries, pay invoices and more. Contractors can sign up for

myABCsupply at [myabcsupply.com](http://myabcsupply.com) or by downloading the ABC Supply app from the App Store or Google Play. The tool is available in English, Spanish and Polish.

The company's Freedom Programs help contractors boost their company's marketing with targeted mail programs, a custom company website, job site marketing, personalized company apparel and more.

ABC Supply's Customer Financial Services department offers the lines of credit and terms contractors need to be competitive in their markets.

With its vast inventory, knowledgeable associates and online tools, ABC Supply delivers the services contractors need to be successful and grow their businesses. For more information about ABC Supply or to find a branch near you, visit our website. **RB**



# ORDER ON THE GO WITH *myABCsupply*

Your job just got easier,  
wherever your projects take  
you.

- ✓ 24/7 online ordering
- ✓ Create templates for frequently ordered items
- ✓ Track orders and deliveries
- ✓ Available in Spanish and Polish
- ✓ Find an ABC location near you



Scan to sign up today!

“Perfect app for keeping track of all orders, deliveries and purchases. One less thing to worry about.”



- Stars and Stripes Roofing LLC  
Allegan, Michigan



»» DOWNLOAD THE APP





AkzoNobel

# AKZONOBEL INC.

WEBSITE: [coilcoatings.akzonobel.com/us](http://coilcoatings.akzonobel.com/us)

PHONE: 614.294.3361

AkzoNobel's CERAM-A-STAR® 1050 Select color palette program makes color complexity a thing of the past and helps drive consistency and availability of popular colors.

Developed specifically for use with CERAM-A-STAR® 1050, the market-leading silicone-modified polyester (SMP) coating, CERAM-A-STAR 1050 Select ensures the same exceptional product only performance and warranty, now with the benefit of a standard color palette program.

It provides businesses with many benefits and helps coil coaters, service centers, distributors, OEMs and regional rollformers to specifically improve product availability, reduce inventory costs, turn projects around more quickly and drive concentrated color volume and consistency.

The CERAM-A-STAR 1050 Select program is ideal for customers in the building and construction segment. By providing the most popular coil industry colors on demand, the standard color program optimizes business and drives operational efficiency through the entire coil distribution channel.

For coil coaters, CERAM-A-STAR 1050 Select reduces overall complexity and drives volume and demand of standard colors. Longer runs of popular colors and less color switch-outs improve productivity, as customer orders are driven by standard color options. In addition, AkzoNobel optimizes processes through production and delivery and improves cost structure and planning. This all adds up to improved efficiencies and enriched customer satisfaction.

For service centers and distributors of painted coil, CERAM-A-STAR 1050 Se-



lect drives operational efficiency by reducing color complexity and increasing on-demand availability for high-moving colors. The program drives volume of standard colors and lowers risk associated with stocking slow-selling colors. In addition, enhanced color service tools such as the AkzoNobel Canopy app can support and guide your customers through the standard color palette while communicating with customers.

The benefits for OEMs and regional rollformers are also second to none; CERAM-A-STAR 1050 Select takes the industry-leading product performance of CERAM-A-STAR 1050 and combines it with improved availability of standard colors with immediate product availability.

“The CERAM-A-STAR 1050 Select standard color palette program is our latest advancement in the high-performance coil coating market. It enables each step of the value chain to improve product availability and reduce inventory costs through targeted color selections. This in turn speeds up the process on projects and enhances concentrated color volume and consistency,” said Manoel Rodrigues, Regional Commercial Director, Metal Coatings, Americas.

The CERAM-A-STAR 1050 Select color program is further supported by AkzoNobel's suite of digital color tools, accessed through its Canopy app. The Canopy app includes information and tools on color selection, color sensor integration, RAL standard search and color visualization as well as standard color palette tools.

For more information on CERAM-A-STAR 1050 Select, contact a local AkzoNobel representative or visit [coilcoatings.akzonobel.com/us/ceram-a-star](http://coilcoatings.akzonobel.com/us/ceram-a-star). **RB**

# CERAM-A-STAR® 1050

## Proven Performance.

The strongest, most durable and best performing SMP coating technology.

- ✔ Protecting your brand and reputation since 2005
- ✔ Best in class gloss and color retention for long lasting performance

## Made Easy.

Now available in a standard color palette program. CERAM-A-STAR® 1050 Select makes color complexity a thing of the past.

- ✔ Reduced complexity to increase operational efficiencies
- ✔ Improved availability resulting in quicker turns on projects



Step up to proven performance  
that's made easy.

**AkzoNobel**



# ASC MACHINE TOOLS, INC.

**WEBSITE:** [www.ASCMT.com](http://www.ASCMT.com) **PHONE:** 509.534.6600

## OSHA-COMPLIANT SAFETY GUARDING—Keep Your Employees Safe!

Every roll-forming machine has moving parts that have the potential to cause severe workplace injuries such as crushed fingers or hands, or even worse. That's why OSHA-compliant safety guards are essential for protecting workers from preventable injuries.

ASC Machine Tools uses swing guards in combination with Allen-Bradley Guardmaster on most of its trim and panel roll-forming lines. As soon as the operator opens the swing guard, the single beam between transmitter and receiver is blocked and causes an E-Stop.

This guard package allows easy, fast and safe access to the equipment for maintenance or profile adjustments. Guards that are difficult to remove and reinstall increase equipment downtime, and frustrated operators may leave the guards off the equipment.

And please, make your employees read the machine manual to prevent serious injuries. Only individuals who have read the manual thoroughly and comply with all recommended safety guidelines are qualified to use, maintain and operate the roll-forming equipment. **THINK FIRST, ACT SECOND! RB**





PREMIUM QUALITY  
**COIL HANDLING & ROLLFORMING MACHINERY**  
MADE IN THE USA



**PANEL ROLLFORMER**



**TRIM ROLLFORMER**



**SLITTING LINES**



**PURLIN LINES**



**PURLIN STACKER**



**DECKING LINES**



**GARAGE DOOR LINES**



**ROLL UP DOOR LINES**



**CHANNEL LINES**



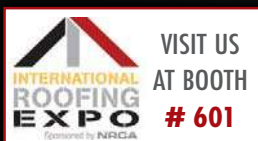
**GRAIN BIN LINES**



**CUSTOM DESIGN**



**HEAVY GAUGE LINES**



VISIT US  
AT BOOTH  
**# 601**

**ASC MACHINE TOOLS, INC., SPOKANE, WA**

TEL: (509) 534-6600



[WWW.ASCMT.COM](http://WWW.ASCMT.COM)





# DR!PSTOP

WEBSITE: [www.dripstop.com](http://www.dripstop.com) PHONE: 937.660.6646

**W**e once again want to thank our partners and customers for their continued trust and support. DR!PSTOP has consistently served the building industry for over 25 years by focusing on being the absolute best in both quality and customer service! We are looking forward to continued success. We also want to welcome new builders and assure our existing customers that we will continue to be here to support you.

As a builder or building owner, have you thought or received a call stating, “It’s raining inside my building!”

It is probably *condensation*. Once the building is up, the remedies are fewer, less effective and more expensive. **THE KEY IS** to install panels with a condensation control membrane like DR!PSTOP during construction.

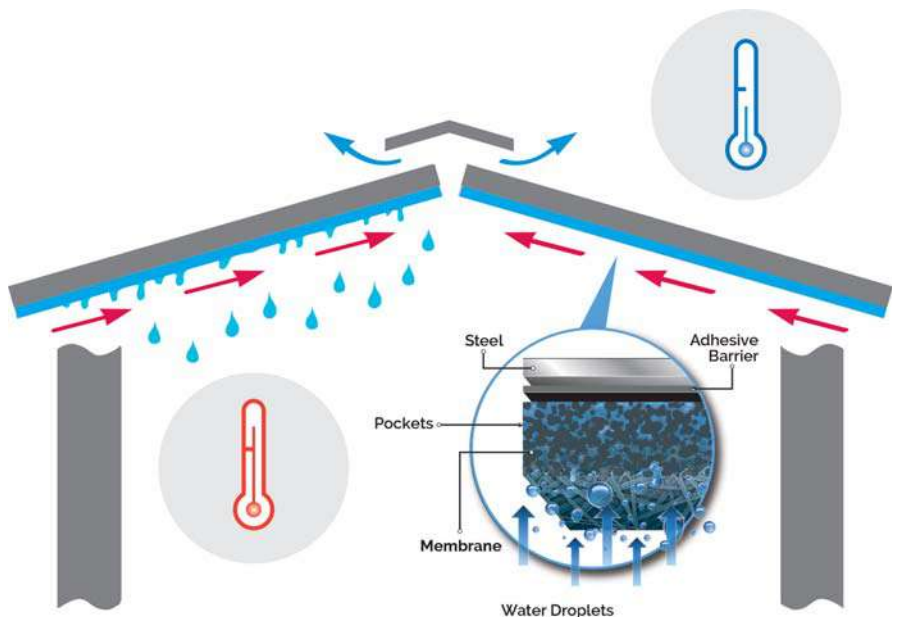
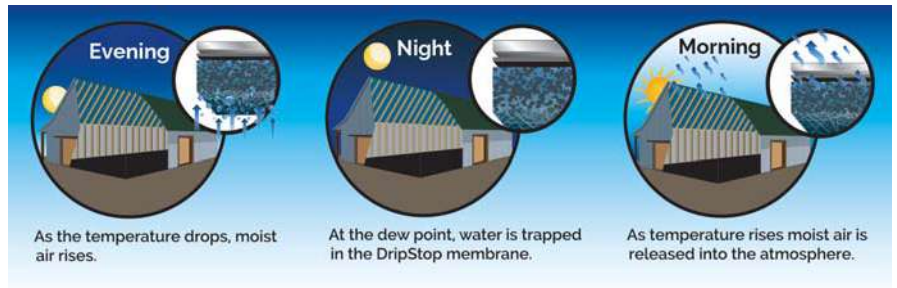
The reason your customers might not think about condensation until it’s too late is... *They cannot see it, touch it, or feel it, until it is already a problem.* Understanding what causes condensation and the solution for it can be confusing. However, builders who educate their customers about condensation at the beginning of the construction process can avoid those angry phone calls or concerns.

What is condensation and where does it come from?

Moisture is in the air all around us, almost always. Under the right conditions, that moist air can change its physical form from a gas to a liquid. Just like a glass of ice water sweats and leaves a ring on the table in the summer, bare metal roofing sweats under similar conditions. This is a simple fact of science, and it happens when warm, wet air meets a cold, solid surface, then water droplets form, or condensate appears. It is almost unavoidable in most parts of the country due to seasonal climate and temperature changes.

Can it be stopped or prevented?

Traditionally, a layer of insulation has



been used to prevent the warm, moist air from reaching the cold metal panels. More recently, builders have found a new and different way to “control” the condensation: using a felt membrane to “catch” the moisture as it forms overnight, and then “release it” as the sun and air moves across the metal roofing panels during the day.

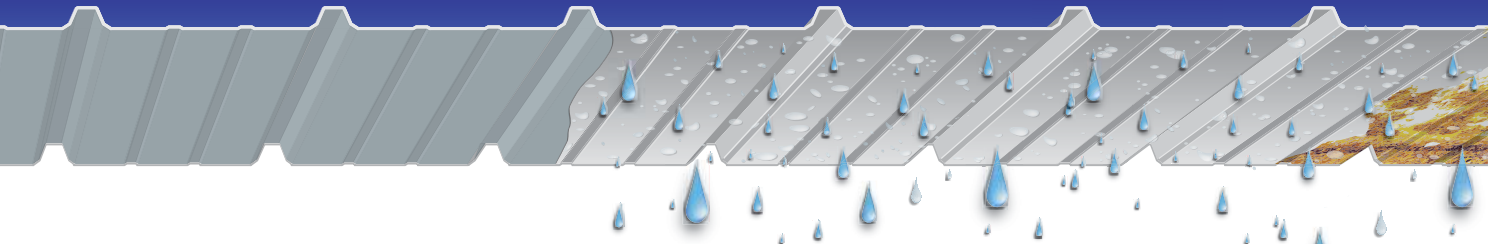
While insulation can be an effective solution, especially when installed to specifications, a condensation control membrane like DR!PSTOP offers numerous advantages for both the builders and building owners. As the building is erected, DR!PSTOP arrives already installed on the metal panels—there is no time spent installing insulation. This in-

creases job site safety for the builder by eliminating blind steps to purlins covered with insulation. It also saves the time typically spent tacking that insulation down to the purlins. Since no insulation is being used, windy days become much less of a challenge. Once the building is complete and properly vented, birds will not peck holes, the DR!PSTOP will not sag or come down and it will not require cleaning or maintenance. It is virtually worry-free. DR!PSTOP can help protect the steel from corrosion with its specially designed adhesive barrier. There is no reason why a properly installed and vented metal roof with DR!PSTOP will not look and act the same 20+ years down the road! **RB**





Fight Condensation Without Insulation



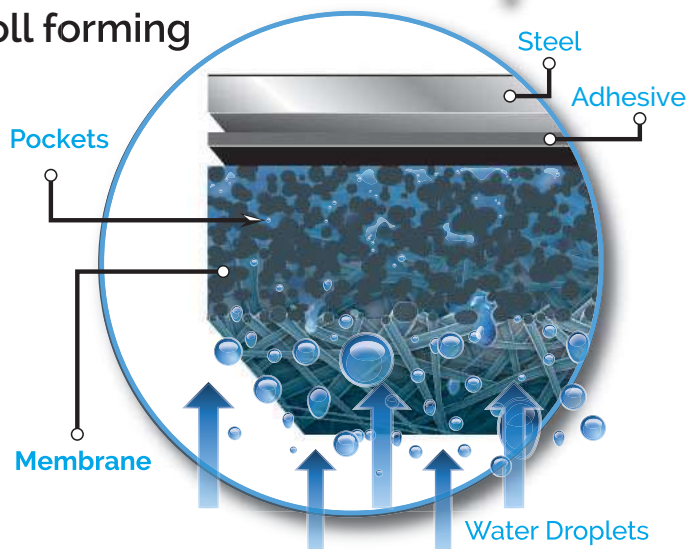
# Stop the Dripping from Condensation

Tired of Customers complaining about a dripping roof?

Let DripStop solve your condensation problems before they start.

DripStop is applied at the time of roll forming

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



When condensation occurs, moisture gets stored in the specially designed pockets of the DripStop membrane.



**Quicker – Easier – Cheaper**

Than other anti-condensation solutions



Ask for it from your preferred roof panel supplier

[www.dripstop.com](http://www.dripstop.com) or call us at: 1-(937) 660-6646

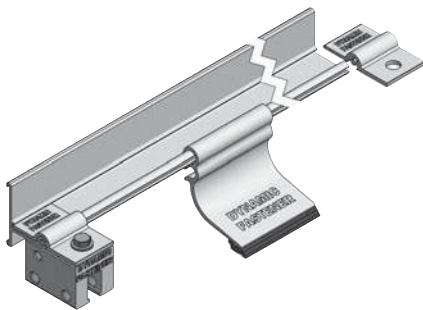
# DYNAMIC FASTENER

# DYNAMIC FASTENER

WEBSITE: [www.DynamicFastener.com](http://www.DynamicFastener.com)

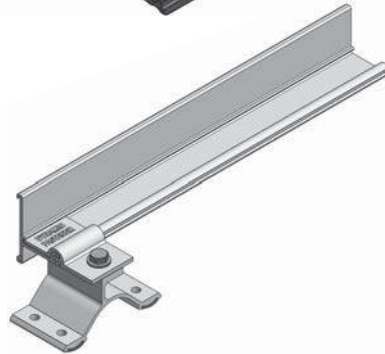
PHONE: 800.821.5448

**D**ynamic Fastener's Dyna-Guard Snow Retention System continues to be a valuable solution for snow and ice issues for metal roofing. Our company is always looking for better ideas to become problem solvers for our valuable customers and will continue to provide that support. With that thought in mind, Dynamic Fastener is proud to introduce new products to their very popular Dyna-Guard Snow Retention.



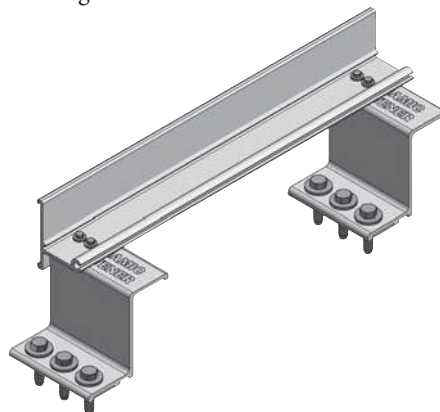
**DYNA-CLIPS™** are used as an option to attach Dyna-Guard to Dyna-Clamps. Dyna-Clips are necessary to use if the seams are not divisible by 4" or 6", or if the Dyna-Guard is not being installed perpendicular to the seams. Use unpunched Dyna-Guard when using Dyna-Clips.

**RETRO SNO-DAMS®** (above right) are very similar to the standard Sno-Dams, but the retro style, instead of being slid on, are designed to be pressed onto the back of the Dyna-Guard after installation. The end user must drive in a screw (included with purchase) through the hole in the Retro Sno-Dam.



**DYNA-CORR™** is a mounting attachment used to attach Dyna-Guard or practically anything to 7/8" or 3/4" corrugated roofing.

**DYNA-MOUNTS™** (below) are an attachment device to secure Dyna-Guard or practically anything to almost any exposed fastener trapezoidal metal roof. These mounts are offered in two different heights: 1.86" and 2.65".



**2021 TOOL & FASTENER HAND GUIDE**  
Over 99% of standard orders received by 4:00 p.m. CST will ship that same day!

KANSAS CITY	CHICAGO	HOUSTON	LAS VEGAS	MEMPHIS	ST. LOUIS	ST. PAUL
800-821-5448	800-821-5448	800-821-5448	800-821-5448	800-821-5448	800-821-5448	800-821-5448

**DYNA-GUARD®**  
D-P SNOW RETENTION FOR METAL ROOFS

**D-F DYNACLIPS™**  
D-F DYNACLIPS™

**D-F DYNACLAMPS™**  
D-F DYNACLAMPS™

**D-F DYNAFLESH™**  
D-F DYNAFLESH™

**CLEAN METAL ROOF™**  
CLEAN METAL ROOF™

**SAFETY EQUIPMENT**  
SAFETY EQUIPMENT

**POWER TOOLS**  
POWER TOOLS

MOORE COMMERCIAL SALES, INC. © 2021 ON-SITE SUPPLY LIST. SUBJECT TO CHANGE WITHOUT NOTICE.  
(800) 821-5448 Order online @ [www.dynamicfastener.com](http://www.dynamicfastener.com)  
© Copyright 2021 D.F.S.

## CATALOG

Dynamic Fastener's free 140-page full-color Tool and Fastener Hand Guide covers fastener applications, engineering data, availability of types, size ranges and fastener materials.

The Hand Guide also features Dynamic Fastener's flagship products: D•F® screws, Dyna-Guard® snow retention system for metal roofs, Dyna-Clamps® to accommodate many different profiles of standing seam roofs and 100 million D•F® rivets in stock, of which over 70 million are pre-painted and stocked in bags of 250 pieces.

In addition to discussing screws and anchors, the guide provides prices and other information relating to flashings, sealants, insulation tapes, safety equipment, hand tools, power tools and more. **RB**

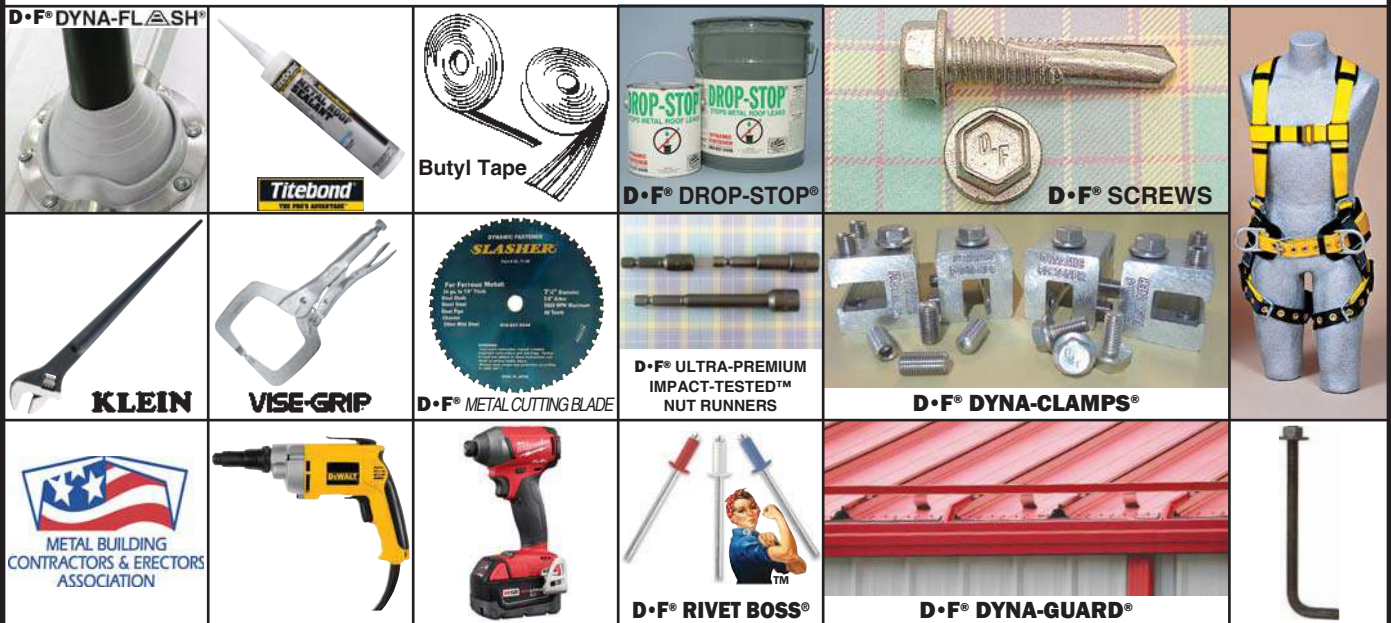
## LOCATIONS:

- Kansas City, MO
- Chicago, IL
- Houston, TX
- Las Vegas, NV
- Memphis, TN
- St. Louis, MO
- St. Paul, MN

# DYNAMIC FASTENER



Everything for the Metal Builder & Roofer®



**FREE** 140 Page Full Color Tool & Fastener Hand Guide provides prices, engineering data & details product offering.

**DYNAMIC FASTENER** is specifically geared to handle the needs of the Rural Building Contractor. We provide in-house custom color painting of screws and rivets with just a one or two day (days, *not* weeks) lead time. Over 100 million rivets, mostly pre-painted, & tens of thousands of power tools are stocked and sold at the lowest prices. Highest quality, top name brand fasteners are stocked and sold at the lowest prices. Same day shipment on orders received by 4:00 p.m. CST. We are a supplier to the largest metal building manufacturers.

We want to be **YOUR** source for screws, pre-painted rivets, anchors, flashings, Dyna-Guard® snow retention system, safety equipment, hand tools, power tools and accessories.

7 warehouses to serve your construction needs for tools and fasteners

(MAIN OFFICE)  
Kansas City • Chicago • Houston • Las Vegas • Memphis • St. Louis • St. Paul

CALL 800-821-5448 or Order Online @ DYNAMICFASTENER.COM

Call for your Free Full Color 140 Pg. Hand Guide. Better yet, call us for your next tool or fastener requirement. Discover for yourself why your peers enjoy doing business with our company!



# EVERLAST ROOFING, INC.

**WEBSITE:** [www.everlastroofing.com](http://www.everlastroofing.com)

**PHONE:** 888.339.0059

A symbol of quality and innovation, Everlast Roofing has continued to be an innovator in the industry by introducing its Next Generation of Metal Roofing, AZM®, with Activate Technology. This technology introduces magnesium into the already proven Galvalume® steel by allowing it to form a self-sealing, protective barrier in the most vulnerable spots, creating a more corrosion-resistant panel. As a result, you will rest easy knowing Everlast's panels are more robust and more durable, ensuring your roofing and siding last.

## WHAT IS NEW FOR EVERLAST ROOFING?

Combining new technologies with over 50 years of proven excellence, their exclusive paint system, tested in locations across the globe, makes them confident they surpass all other pre-painted steel in terms of consistency and durability. In addition, the proprietary paint system improves adhesion, resistance to corrosion, dirt retention, chalking, color fade and gloss retention.

Partnering with a state-of-the-art research and testing facility, Lebanon Quality Control, Everlast continues to conduct thorough accelerated laboratory corrosion testing while focusing on real-world and outdoor exposure tests to ensure their product provides optimal performance. With in-house testing thanks to the Singleton and Q-Fog machines, both machines offer a controlled, corrosive environment for rigorous testing.

Everlast introduced its fastener, designed for unmatched performance; The Answer RDP Woodscrew offers a long-life solution over standard fasteners. In addition, this fastener performs at the



same quality level as all Everlast products. Combining cross alloy mechanical plating with extra UV-resistant pigmentation, the Answer RDP Woodscrew is available to Everlast Roofing customers in 20 colors with a 40-year warranty at an affordable price.

Their knowledgeable staff is eager to provide precise product information, profile benefits and customer satisfac-

tion while continually striving to exceed expectations by ensuring that service is a top priority throughout the entire organization. As a result, they received a *Rural Builder* Gold Key of Excellence Award for 19 consecutive years (starting in 2003) for excellence in product quality and service, and the Metal of Honor Award from *Metal Roofing Magazine* 16 times (starting in 2005) for consistently high standards in serving the metal roofing industry.

Offering products to the agricultural, commercial, architectural and residential markets, Everlast Roofing, Inc. looks forward to partnering with you on your next building. For more information on the quality craftsmanship provided day to day, please call 888.339.0059. **RB**

# THE ANSWER

DURABLE • RELIABLE • AFFORDABLE






THE ANSWER    COMPETITOR #1    COMPETITOR #2

Accelerated Salt Spray Testing | Hours: 1,000+



11,000 Hours & Counting



-  40-Year Warranty
-  Cross alloy mechanical plating
-  Extra UV resistant pigmentation
-  Long life at an affordable price
-  Highest quality fastener on the market

1/2" Stainless Steel Washer



RDP Screw  
(Reduced Drill Point)



**Everlast Roofing, Inc.**  
OUR NAME SAYS IT ALL



888.339.0059  
EVERLASTROOFING.COM





# MAZE NAILS

**WEBSITE:** [www.mazenails.com](http://www.mazenails.com) **PHONE:** 800.435.5949 **FAX:** 815.223.7585

Founded in 1848, Maze company is celebrating 173 years in business in 2021!

**T**here's only one way to achieve that kind of longevity in the building materials industry...and that is with UNSURPASSED QUALITY. In addition, Maze is one of the very few remaining mills committed to manufacturing nails entirely in the United States of America.

We pride ourselves on selling only top-quality fasteners that will not rust, bend, break or back out. Maze **STORMGUARD**® Nails are known for their corrosion-resistant coating that customers ask for by name. Starting in 1916, Maze has been using the Hot-Dip Galvanized process for putting a thick, uniform coating of zinc on nails for the ultimate coating to withstand the elements. Our competitors tried every galvanizing and coating method they could think of—but the Double Hot-Dipping quality wasn't duplicated. Even the clever foreigners have pulled out their hair trying to emulate the Maze method. Bottom line: The MADE IN USA Maze **STORMGUARD**® coating works the best for ensuring no



*When other suppliers are struggling with inventory, Maze Nails has a warehouse full of nails ready for immediate shipment.*



*Maze has always been known as the Specialty Nail manufacturer handling all types of nails from Copper, Stainless Steel and Hot-Dipped Galvanized to Aluminum Nails.*

rust in treated wood and all other parts of post frame buildings.

The Maze Nail plant prides itself on keeping a large inventory of Hot-Dipped Post Frame nails, Rubber and Silicone washer nails, Gutter spikes, Connector

nails, Oil-Quench Hardened nails (and many other types!) IN STOCK FOR IMMEDIATE SHIPMENT.

Even during the pandemic—Maze kept up with the industry demand. Top-quality building products are only truly valuable if you can get them—and get them FAST. We want nails to be the least of your worries when completing a project.

Maze is the nation's largest maker of specialty nails—producing truckloads of hot-dipped galvanized and stainless steel nails for a variety of applications. Maze manufactures quality nails for metal roofing, post frame construction, fiber cement siding, cedar and redwood siding, roofing, cedar shakes and shingles, PVC trim products, decking, fencing and log home construction...in hand-driven and in collated for pneumatic nailers. "SPECIALS ARE US"—Maze can also design nails for your unique applications. If Maze does not have exactly what you need, reach out to our experienced sales team for a recommendation or help designing your ideal fastener.

The Maze Family continues to run its operation in Peru, Illinois, and is proudly 100% Made in the USA. Because of our loyal customers, Maze hopes to be around for another 173 years! **RB**



*Maze Nails is proud to be celebrating 173 years in business serving the building industry.*



*Maze Nails sponsors the nail pounding competition, which is held annually at the post frame show.*

# AMERICAN MADE

CONSISTENCY.  
DEPENDABILITY.  
PREDICTABILITY.

# MADE

BUILT ON TRUST



## OUR NAILS DESIGNED FOR:

- |                                |   |
|--------------------------------|---|
| Fiber Cement Siding and Trims  | Fencing                                 |
| LP Smartside® Siding and Trims | Roofing                                 |
| Cedar and Redwood Siding       | Joist Hangers                           |
| Cedar Shakes and Shingles      | Post Frame Building                     |
| Gutter, Soffit and Fascia      | Pressure Treated Lumber                 |
| Log Home and Landscape Timbers | Pre-Finished Siding Nails (100 Colors+) |

## BUILT ON TRUST & VALUE

- 100% American Made
- Double Hot-Dipped Galvanized, Stainless Steel, Copper and Aluminum
- Ring and Spiral Shanks hold tight in high wind
- Available in Coils, Sticks and Hand Drive
- Roofing nails are Miami-Dade County Approved
- Quick and accurate shipping from our Illinois manufacturing facility

**STABILITY**  
seven generations since 1848

**INTEGRITY**  
shaped by strong principles

**QUALITY**  
premium products

**SERVICE**  
impeccable standards



NAIL IT **ONCE**. NAIL IT **RIGHT**.®

1.800.435.5949  
**mazenails.com**



# MWI COMPONENTS

**WEBSITE:** [www.mwicomponents.com](http://www.mwicomponents.com) **PHONE:** 800.360.6467

**A**t MWI Components, we offer specialized metal products for customers in the post frame building industry. We are honored to receive our 19th consecutive Gold Key of Excellence, because it affirms we have upheld our values: quick delivery, excellent service and innovative products that make building on the job site easier.

Since 1985, we have manufactured cupolas. We provide a variety of sizes including: 24" x 24", 36" x 36", 48" x 48", 66" x 66" square cupolas, as well as 48" and 84" octagon cupolas. Another one of our original products, the Ridg-Vent®, comes in six different styles, with wider flange options available. Soffit is also available at MWI in either steel or aluminum with four different trim profiles. We provide pre-painted steel products in over 100 colors, and we can match almost any metal building color available. This variety of rooftop products is designed to help our customers deliver the exact buildings their clients envision.

We take pride as a leading manufacturer of equine accessories. With horse stalls, Dutch Doors and Sliding Doors, we help builders achieve the perfect balance between aesthetic and functionality. With an in-house powder coat paint line offering over 50 unique colors, customers no longer have to settle for white doors or black stalls.

Instead, they can find the exact color combination to fit their needs. We have also recently added a new horse stall latch to our product line, the Vault Latch™. With a simple grill bar pull system, this latch is sleeker than ever. Plus, the talon-like latch is located at the top of the stall, so horse play is minimized!

We take pride in manufacturing a complete line of round and square track hardware for all industrial, post frame, farm and commercial buildings. In late 2006, MWI purchased the slide door track and hardware division of Lawrence Hardware, the original creator of the square track slide door systems. This enables us to offer a complete selection of American-made round and square track hardware.

We are also proud to offer the Sabre Slim, a new door latch that offers the security of our popular Sabre Latch®. However, the



Upgrade your barn or building's look with MWI's Arcadian Sliding Doors, Dutch Doors and gorgeous cupolas! PHOTOS COURTESY OF LESTER BUILDINGS

Sabre Slim utilizes a standard 1½" quick frame. With an exterior-lockable, polished stainless-steel handle, the Slim measures just under 4½" tall. It has a zinc-plated center case with an inside handle, as well. The quick-mount bracket design installs within minutes to our MWI 2200 Series Vertical Rail. The ½" latch rod securely retains split sliders when used in conjunction with our BC85S Center Door Guide, a heavy ¼" thick zinc-plated steel-construction receiver that provides drive over protection. The center door guide ensures a split slider door coupling is complete and secure, and it surface mounts in a variety of applications.

For those seeking a heavy-duty jamb latch for 3.5" sliding doors, the new, first of its kind in the post frame industry, Raptor Latch® at MWI is perfect. This is the strongest latch available at MWI Components, and it comes fully assembled with a locating feature for quick installation. The two adjustable rods wrap around the girt bracket assembly for the ultimate, tight-holding grip!

We appreciate our customers' support, and we look forward to serving our clients' needs as they grow. **RB**



Vault Latch™





**THANK YOU TO THE  
RURAL BUILDER READERS  
FOR ANOTHER  
GOLD KEY AWARD!**

800.360.6467  
MWICOMPONENTS.COM

# MWI COMPONENTS

We are committed to serving the industry. At MWI, experience quality products with fast lead times & excellent customer service!



Learn more on the left page!





**PLYCO**  
CORPORATION

# PLYCO CORPORATION

**WEBSITE:** [www.plyco.com](http://www.plyco.com) **PHONE:** 800.558.5895 **FAX:** 800.257.5926

## Making a World of Difference

**M**aking a world of difference for over 60 years, Plyco Corporation thrives on servicing the construction industry and driving their customers' success. Building the best team has been the foundation to helping their contractor and distributor partners find the best products for their building projects. Plyco makes every effort to be the industry leader and resource for building components.

Providing the highest level of service, coupled with a wide range of products to fit industry needs, starts with its sales and manufacturing teams. With more than 500 years of combined experience in the

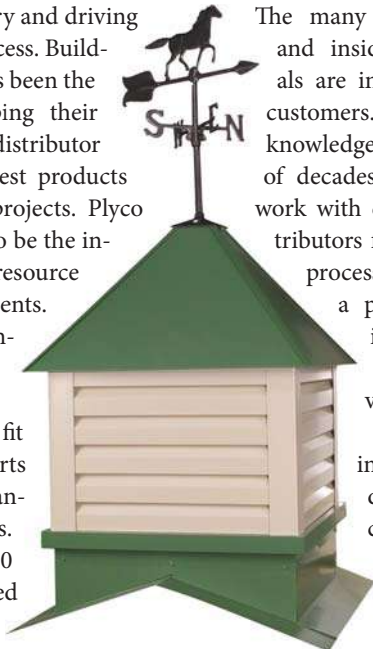
construction industry, the group has been involved with almost every type of building project. The many territory managers and inside sales professionals are in daily contact with customers. They offer product knowledge with the backing of decades of experience and work with contractors and distributors from the start of the process, through planning a project, to the final installation of doors, windows, ridge vents and more.

Plyco's engineering team focuses on product development and testing as a cornerstone for the company's continued promise for quality. The engineering team works to develop products

that meet performance and functionality expectations. Plyco products consistently undergo rigorous in-house, as well as third-party, testing to meet required building codes, including strict Florida and Texas wind approvals.

Plyco proudly manufactures products in one of two U.S. facilities. This allows the manufacturing and engineering team to control product quality—the kind of quality that includes staying ahead of the curve on code changes and making sure products continue to meet or exceed code and performance standards.

Plyco is dedicated to bringing to market quality products for the post frame, metal frame and commercial construction industries. For more than six decades, Plyco has partnered with the construction industry to build the best products available. It's about the best products, the best customer service and the best relationships with its customers. **RB**



# The First Look into Your Building



## Plyco Performance ♦ Plyco Quality

Since 1951 Plyco has created construction opportunities for contractors with a complete line of entry doors that surpass building codes and customer expectations.

Plyco's entry doors are designed for post frame and metal building applications:

### Structural Performance

Plyco doors are tested to ASTM E330 for structural performance of exterior doors. Each Plyco door is engineered to specifications for a durable long lasting product

- Series 92: AAMA LC-PG40 - LW +/- DP 40 PSF (4070)
- Series 20 w/deadbolt: ASTM E330 DP +/- 60 psf (4070)
- Series 95 w/deadbolt: ASTM E330 DP +/- 75 psf (3070)



**Structural Performance**



**Wind/Air Infiltration Tested**



**Water Infiltration Tested**

### Extensive Product Testing

Third party testing assures our products meet and exceed the IBC Building code standards

- Air Infiltration: ASTM-E283
- Water Penetration: ASTM-E331
- Physical Endurance: AAMA 920



# PLYCO

**800.558.5895 ♦ [www.plyco.com](http://www.plyco.com)**

WINDOWS ♦ WALK DOORS ♦ RIDGE VENTS ♦ FASTENERS ♦ HORSE STALLS  
SLIDE DOOR TRACK & RAIL ♦ SPECIALTY PRODUCTS ♦ PLY-FOIL ♦ CLOSURES



# SUKUP MANUFACTURING CO.

**WEBSITE:** [www.Sukup.com](http://www.Sukup.com) **PHONE:** 641.892.4222

**S**ukup Manufacturing Co. is proud to be a Gold Key of Excellence Award winner for the 37th year.

The company, founded in 1963, is privileged to have spent more than 55 years manufacturing steel products.

Sukup added steel buildings to its product line in 2011. The addition of Sukup steel buildings has allowed the company to more fully provide for all of the producers' needs. Sukup now offers a second option for a standing seam roof application. Its new "SA-16" panel comes in 24 gauge just like its CXP trapezoid panel, but is offered in a 16" coverage width and features a 2" tall mechanically seamed vertical rib. It is offered in all standard colors.

This panel is capable of radius bending and has been used on Sukup's unique clearstory curved roof hangars.

Sukup is IAS AC472 accredited, is a member of the MBMA and was ISO 9001 certified in 2020.

The clear span design of Sukup steel buildings allows the interior space to be customized to your customers' specific needs, whether room is needed to fold out a planter or partitions put up to create an office area, shop or storage area.

## SUKUP STEEL BUILDINGS FEATURE:

- Clear span construction.
- Pre-punched galvanized purlins and girts for a proper fit and faster installation.
- Straight or tapered columns.
- Wide range of exterior and trim colors.
- The seams on both Sukup standing seam roof systems are mechanically rolled to create a 360-degree Pittsburgh double-lock seam. This seam creates a durable, weathertight seal. Movable roof clips allow the roof to expand and contract with temperature changes, preventing stress on the roof components.

Sukup also manufactures a screw-down roof that is economical and easy to install.



Sukup Manufacturing Co. is the fastest-growing bin manufacturer in the world. It is also the world's largest family-owned and operated manufacturer of grain storage, drying, and handling equipment and steel buildings. Headquartered in America's heartland—Sheffield, Iowa, U.S.—Sukup's innovative solutions provide a one-stop shop for today's farmers and agriculture operations. In addition to

its line of steel buildings, Sukup's product lines include farm and commercial grain bins, portable and tower dryers, centrifugal and axial fans and heaters, stirring machines, bin unloading equipment, and bin floors and supports. Sukup also makes a line of material handling equipment that includes bucket elevators, drag conveyors, chain loop conveyors, support structures and catwalks. **RB**



Sukup Manufacturing Co. Headquarters - Sheffield, Iowa



Sydenstricker Nobbe Partners Implement - Chillicothe, MO



Ames Municipal Hangar - Ames, Iowa



West Fork Recreation Center - Sheffield, Iowa



Patterson Farms Grain Center - Fillmore, Missouri



**Sukup**  
STEEL BUILDINGS

With an expanding diversity of designs and uses, whether you need an agricultural building to house livestock, materials, or large machinery, or you are looking for an industrial or commercial structure, you can have it with a Sukup Steel Building.

**WHY PURCHASE A SUKUP STEEL BUILDING?**

- Clear Span up to 200'
- Purlins, Girts, and Eave Struts are pre-punched to ensure proper fit & faster installation and are galvanized for long life.
- Factory Welded Clips mean fewer pieces & bolts, lowering construction costs.
- Customizable to meet your specific needs.





# UNITED STEEL SUPPLY

WEBSITE: [unitedsteelsupply.com](http://unitedsteelsupply.com) PHONE: 512.263.0954

## United Steel Supply: Service Second To None



United Steel Supply is honored to win its third consecutive *Rural Builder* Gold Key of Excellence after winning this award in both 2019 and 2020.

America's largest distributor of painted steel and Galvalume®, United Steel Supply is a company built on a guiding principle of service.

"For over 15 years now, United Steel Supply's success has, in part, been based on a winning combination of quality products plus service our customers deserve and expect," said Conrad Farley, United Steel Supply Sales Manager. "We take tremendous pride in having great partnerships with our customers, and their feedback is key in adding value to everything we do to support them.

"When you truly put your customers first with the highest quality products and service," he continued, "it gives you a tremendous sense of pride and motivation to not only continue meeting—but exceed-



ing—your customers' needs."

United Steel Supply has a team that values every supply relationship they have. "Our team sees our customers as partners in how, together, we will not only move our market forward, but how we as an industry can be better tomorrow than we were yesterday," he said.

Farley expressed a debt of gratitude after accepting a third consecutive Gold Key on

his company's behalf: "Thank you, again, to all the customers who voted for United Steel Supply. We are truly humbled by your confidence. To *Rural Builder* readers who haven't partnered with us yet: We hope you'll give us the opportunity to prove our commitment to quality and service from the very first order, and that you will partner with us to help you build on your company's success." **RB**



# SERVICE AND QUALITY ARE THE KEYS TO CUSTOMER SATISFACTION.

At United Steel Supply, we're proud to be the country's largest distributor of Galvalume® and prepainted steel coils. We work hard to ensure that we have exactly what our customers need – along with high-quality products, outstanding service and competitive pricing. It's all part of developing long-term partnerships through customer satisfaction, something we take very seriously. So we're extremely honored to be a Gold Key recipient, because it's voted on by the people who count most – our customers.

Thank you for this honor. We promise to continue to deliver exactly what you need, without sacrificing quality or service. Because at United Steel Supply, your satisfaction is key.

---

[unitedsteelsupply.com](http://unitedsteelsupply.com) | 512-263-0954



©2021 United Steel Supply





# VENTCO

WEBSITE: [www.profilevent.com](http://www.profilevent.com) PHONE: 833.300.9515

Things are finally getting back to normal and it's shaping up to be another great year for ProfileVent® from Ventco® Inc. "Thanks to the readers of *Rural Builder* for recognizing how hard we all work at keeping our customers happy," said Marty Rotter, Owner of Ventco. "To win another Gold Key of Excellence award means a lot to all of us here at Ventco."

ProfileVent, available in rolls of 20', 50' and 100', is a single-layer ridge vent designed for metal roofs. It's a strong, durable modified polyester, non-woven, non-wicking fiber-based matting, designed specifically for metal roofs. ProfileVent is specifically cut to fit more than 50 metal roofing profiles, more than any other ventilation system manufacturer.

In 2019, Ventco relaunched its website at [www.ProfileVent.com](http://www.ProfileVent.com) with a fresh, uncluttered design, improved navigation and greater accessibility. Visitors to the new site see products better showcased with features and advantages highlighted in new ways. Content is now being freshened regularly to keep browsers updated on the latest happenings at Ventco.

"We're looking forward to getting back out to trade shows to see our customers face to face, but we recognize our website is the easiest way for people to find us," shared Rotter, who has more than 70 domestic and international patents and patents pending. "We have invested over \$8 million in facilities and equipment at our 118-acre facility and we're committed to providing ProfileVent and our other products to our loyal customers. Those roofers who haven't tried ProfileVent should give us a try. We believe they'll be pleasantly surprised with how well it works and how easy it is to work with."

"All of our highly skilled employees are cross-trained in all

ABOUT RIDGE VENT ABOUT US OUR PRODUCTS HOW TO INSTALL LITERATURE BLOG CONTACT (833) 300-9515 CONTACT US

## ProfileVent®

The Ridge Vent You Need for Proper Metal Roof Ventilation

The original custom ridge vent cut to fit standing seam and screw-down panels in over 50 roof profiles. Our ridge vents are an ideal choice to meet your metal roof ventilation needs.

I NEED GOOD VENTILATION

### About Us

Built on proven technology since 1998, our specially designed equipment precisely cuts the panel profile into the surface. Working at optimum performance within varied roof pitches from 2:12 to 20:12, ProfileVent ridge vent is custom cut to fit the individual panel profile. ProfileVent's compatibility with a steep roof pitch makes it uniquely suitable for these applications without sacrificing performance of your metal roof ventilation. Maintain the ridge line appearance without the need to raise the ridge.

production activities. Our employees have from 18 to 35 years of experience working with non-woven products."

"ProfileVent is simple to install, and saves time and labor," Rotter added. "It fits under any ridge cap and with any pitch, ranging from 2:12 to 20:12. It won't crack, dent or rust during shipping or installation and, best of all, it can be rolled out

and installed by one person.

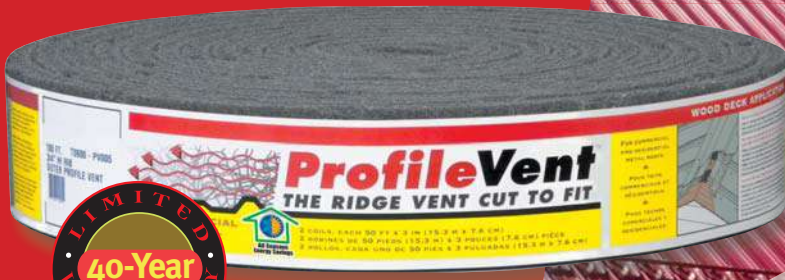
For more information, visit [www.profilevent.com](http://www.profilevent.com) or call 833.300.9515.

## ABOUT VENTCO INC.

Built on proven technology since 1986, Ventco produces ProfileVent, a revolutionary ventilation system for commercial and residential metal roofs. Specially designed equipment precisely cuts the panel profile into the surface. Working at optimum performance within varied roof pitches ranging from 2:12 to 20:12, ProfileVent is custom cut to fit the individual panel profile. ProfileVent's compatibility with a steep roof pitch makes it uniquely suitable for these applications. Maintain the ridge line appearance without the need to raise the ridge cap to accommodate the vent. For more information, visit [www.profilevent.com](http://www.profilevent.com) or call 833.300.9515. **RB**







# Superior Quality Superior Value Class A Fire Rated UV Stable

**Proven performance—preferred by  
contractors for over 30 years.**

## **THE ORIGINAL CUSTOM PROFILED RIDGE VENT**

Cut to fit **Standing Seam** and **Screw-Down** Panels in over  
**50 Profiles** for Commercial, Agricultural,  
and Residential Metal Roofs.

**Full Inventory—Ready-to-ship.**

- 40-year limited warranty
- Glue spots prevent slipping during installation
- Fits under any ridge cap
- Class A Fire Rating—WILL NOT BURN
- One person roll-out installation
- Over one million installed—zero call backs
- Miami-Dade approved Noa No.: 17-0821.09



**Also Available in  
3' Hi Rib Stick ¾" and  
R Panel Sticks  
2" or 3" wide.**



# **ProfileVent**<sup>®</sup>

**THE RIDGE VENT CUT TO FIT**



**Please check out our new website: [www.profilevent.com](http://www.profilevent.com)  
Toll Free 833-300-9515 • [customerservice@ventcoinc.com](mailto:customerservice@ventcoinc.com)**



# ACU-FORM

**WEBSITE:** [www.acuformequipment.com](http://www.acuformequipment.com)

**PHONE:** 330.674.4003

**FAX:** 330.674.4035

**F**or the last decade, Acu-Form has provided nothing less than the highest quality roll formers, implementing a tried-and-true manufacturing production process that prioritizes quality control checks, system and customer support.

The Acu-Form Promise includes:

**On-Time Delivery:** Your timeline matters. The timeline we promise is the timeline we deliver.

**Pre-Tested Machines:** Your machine will be pre-tested with your materials so when your machine arrives on site, it will be ready to put into production.

**Versatile Growth Opportunities:** Beyond your initial investment in the roll former, you have the ability to add and create new equipment to match your profile to expand your



product offerings.

**Exclusive Through-Hardened D2 Tool Steel:** Our machines are manufactured with higher quality materials to ensure durability and performance at costs our competitors can't match.

**Power Options:** We offer hydraulic, mechanical or electrical power sources according to your needs, with options to do full automation.

**Shipping, Delivery and Installation Available:** Once your product is ready, we can provide full-service shipping, delivery and installation for you, including arranging for an electrician to match the specs of your project.

**Customer Service:** We are here to support you beyond delivery and installation. If you have a breakdown, we have parts in stock, in house and can ship the same day. **RB**

The Acu-Form logo, featuring the brand name in a stylized font above the words "ROLL FORMING EQUIPMENT" in a smaller, sans-serif font, all contained within a green trapezoidal shape.

**Panel Lines**

**Shears**

**Decoilers**

**Coil Upenders**

**Slitters**

**Hemmers**

**Trim Machines**

**Perforators**

**Wrappers**



10550 TR. 262 Millersburg, OH. 44654  
Phone (330) 674-4003 • Fax (330) 674-4035  
Email: [acu-form@safecommail.com](mailto:acu-form@safecommail.com)

**Manufacturer of  
Roll Forming Equipment,  
using Hardened D2 Tool Steel for all forming  
dies, as a standard, not an extra cost.**



**Visit us @[www.acuformequipment.com](http://www.acuformequipment.com)**



# A.J. MANUFACTURING, INC.

WEBSITE: [www.ajdoor.com](http://www.ajdoor.com) PHONE: 800.328.9448 FAX: 715.568.3099

**A**J. Manufacturing is honored to be recognized with the Gold Key of Excellence award. A.J. is proud of and thankful for the collaborative customer relationships and the trust that those customers have in A.J.'s products and services. A.J. appreciates the opportunity to be an innovative partner to the post frame industry and looks forward to meeting the continuously expanding needs of the industry.

A.J. Manufacturing has been building high quality entry doors and windows for over 50 years. Their complete line of four-way universal swing doors are available with the following options:

- Thermal and non-thermal doors
- 4" x 4.5" zinc or stainless steel hinges
- Steel or aluminum door panels
- Foamed in place door lites
- Steel or aluminum jambs

- Custom painted doors and frames
- Full stainless steel panel and frame
- Doors that meet Florida Building Code requirements
- Crossbuck, two-panel and six-panel embossed and leather grain door skins
- White, clay, bronze or brown polyester painted panels and jambs

A.J. built Harmony™ and Main Street™ vinyl windows are available with the exclusive and patented EZ-v™ trim and flashing system, which was designed exclusively for the post frame industry.

Quality materials, exceptional customer service, innovative designs, product improvements and a dedication to excellence are the principles that go into A.J.'s promise to continue to deliver value beyond customer's expectations. For more information about any of A.J.'s products, call 800.328.9448 or visit [www.ajdoor.com](http://www.ajdoor.com) **RB**

## Protection Against the Elements Lite Commercial 5100 & 7100 Steel Walk Doors



9-Lite Crossbuck

Full View

9-Lite



Vue Lite

6-Panel

Vent-Lite

Standard



Full perimeter dual seal bulb and leaf of extruded Santoprene® flexible at -40°F

Polyurethane foam core with R-12 insulating value that is guaranteed not to swell, delaminate or warp

16-gauge painted galvanized steel frame in the 5100 Series



Weather stripped snap-in header parting stop for maximum weatherseal

### Commercial 5100 & 7100

Steel walk doors with steel jambs prehung and 4-way universal. A thermal barrier is added to the 7100 Series.



A. J. Manufacturing, Inc.  
1217 Oak Street  
Bloomer, WI 54724  
1-800-328-9448 • 715-568-2204  
[www.ajdoor.com](http://www.ajdoor.com)

Building Ideas



**A Rainbow of Custom Colors!**

Available



White, bronze, brown, and clay are standard, custom colors are available. Contact Customer Service for availability by model and size.



# THE BRADBURY GROUP

**WEBSITE:** [www.bradburygroup.com](http://www.bradburygroup.com) **PHONE:** 620.345.6394

The companies within The Bradbury Group provide quality equipment and exceptional service to customers with all production level requirements. If you are thinking of stepping into the panel roll forming business, we offer entry-level pre- and post-cut panel roll forming lines that produce the highest quality panel in the industry. For manufacturers already in the panel business needing to increase your output rate, the Bradbury BOSS panel line has production speeds up to 300 FPM with an accuracy of 1/16". We build hydraulic trim folders and trim roll formers that give you profile flexibility while saving floor space. If you would like to increase your manufacturing efficiency, our controls make production machines more profitable with our office to shop capabilities. We also offer control retrofits—one of the most economical ways to increase productivity and reduce scrap on an existing machine.

your business. Call us to find out more about our products and services. One Bradbury Group—working for you. **RB**



Trim Folders      Trim Roll Formers      Slit & Recoil Lines      Controls

Pre-Cut and Post-Cut Panel Lines

THE BRADBURY GROUP

## Your Single Source Equipment Provider

**WE BUILD MACHINES. WE SELL SOLUTIONS.**

+ 1.620.345.6394

[bradbury@bradburygroup.com](mailto:bradbury@bradburygroup.com)

[bradburygroup.com](http://bradburygroup.com)



# DIRECT METALS INC.

**WEBSITE:** [www.directmetalsinc.com](http://www.directmetalsinc.com) **PHONE:** 855.800.8878 **FAX:** 239.599.8545

**D**IRECT METALS INC. (DMI) is a supplier of fasteners, foam closure strips and building accessories for the steel frame, post frame, industrial and residential building industries. A core tenet of the DMI philosophy is to market products that enhance the value of any building project. DMI is a supplier to the nation's largest roofing supply companies.

For residential shingle roof applications, the BULLET BOOT pipe flashing carries a 35-year product warranty and is Florida Building Code approved.

Additional key products include the PAN-CLIP Pancake and Wafer head fasteners along with panel clips for standing

seam metal roof systems. Each are available in Galvanized and 304 Stainless Steel.

In keeping with the DMI value proposition, these fasteners are Miami-Dade listed and Florida Building Code compliant.

Building owners and contractors demand quality fasteners and accessories, which are an important part of their commercial or residential metal roof project. DMI supplies a wide breadth of corrosion-resistant fasteners. Carbon steel screws are standard with 1000-hour DMG85 corrosion-resistant coating. 304 SS cap SCAMP, ZXL DIRECT SEAL zinc-aluminum alloy molded head and ZAC fasteners all carry a 40-year warranty

against red rust to match those of metal panels. Powder coated color matching is available for many standard industry panel colors.

Other building accessories include 304 SS rivets, concrete anchors, butyl tape mastic and tube sealants, EPDM pipe flashings for metal roofs, foil insulation, solid and vented closure strips and rolls, and an extensive line of polycarbonate panels in various thicknesses for skylight and sidelight applications.

DMI would like to thank the readers of *Rural Builder* for the Gold Key of Excellence award. Bringing value to customers is at the core of everything we do. **RB**



## = BUILDING INVESTMENT PROTECTION



**Let DMI complete your building project with Code Approved & Warrantied:**

**HWH & PANCAKE FASTENERS • ANCHORS • PIPE FLASHINGS  
REFLECTIVE INSULATION • POLYCARBONATE PANELS  
SOLID & VENTED FOAM CLOSURES**



**[www.directmetalsinc.com](http://www.directmetalsinc.com)**

**855-800-8878**



# EDCO PRODUCTS

**WEBSITE:** [www.edcoproducts.com](http://www.edcoproducts.com)

**PHONE:** 800.593.2680

For over 75 years, EDCO Products has been leading the exterior building products industry with game-changing innovations and a relentless commitment to service and quality. Our award-winning metal roofing products offer timeless style and unmatched durability not found with any other product.

The demand for EDCO's metal roofing, in both shake and slate profiles, continues to increase in popularity with both home and business owners alike. Not only does it look better and last longer, it requires significantly less maintenance than other products in the industry. With metal roofing from EDCO, our manufacturing and design advancements continue to enhance the look,



increase the durability and reduce the cost of ownership across all climate conditions. With a lifetime warranty that includes hail and fade protection, it's clear to see why so many home and business owners are turning to EDCO for their design needs.

EDCO's commitment to designing and manufacturing the highest quality exterior building product has never wavered over the past 75 years and we are even more excited to see what the next 75 years will bring. Visit [www.edcoproducts.com](http://www.edcoproducts.com) to learn more. **RB**



Five-Time Rural Builder Gold Key Winner



## SUPERIOR LOOK. UNMATCHED QUALITY.

Metal roofing from EDCO Products offers unmatched beauty and durability. Our award-winning roofing products are virtually maintenance-free and built to last a lifetime.

- Lifetime, non-prorated warranty
- Lifetime hail protection
- Up to 40-year fade protection

Visit our website to learn more about the exceptional quality of EDCO's metal roofing.

800.593.2680  
[edcoproducts.com](http://edcoproducts.com)





# EXPRESS BARNs

WEBSITE: [www.expressbarns.com](http://www.expressbarns.com) PHONE: 785.214.4609

Thank you to our customers who took the time to nominate us for the Gold Key of Excellence award! At Express Barns providing a high level of service to our customers is our number one priority. If you purchase post frame building packages, we look forward to the opportunity to partner with you. **RB**




[expressbarns.com](http://expressbarns.com)

### Quality Products

- » Laminated Columns
- » Premium 29 ga. Metal
- » Roll Formed Trims
- » Engineered Trusses

### Our Services

- » Conceptual Drawings
- » Estimating
- » Engineering
- » Material Listing

## Post Frame Packages | Delivered to your Job Site



## CONTRACTORS WANTED

Let us prove to you that we can save you time and money. We want to be your Partner in Post Frame!

785-214-4609  
[info@expressbarns.com](mailto:info@expressbarns.com)





# GRABER POST BUILDINGS

**WEBSITE:** [www.graberpost.com](http://www.graberpost.com) **PHONE:** 800.264.5013

**G**raber Post has come a long way from building pole barns with a single crew of four men, to now servicing 35 states daily. The company only provides the best quality products, sells them at a fair price, delivers them on time, and offers unmatched customer service.

Perhaps the most advantageous factor for customers who visit Graber Post are the post frame building packages. Graber Post Buildings is indeed a "One-Stop Shop" for all materials post frame. Graber Post either manufactures or distributes every item needed for a total post frame project, which means a customer can make one phone call and have a total post frame package shipped right to the job site.

Company founder Glen Graber said, "We especially thank our many loyal wholesale customers and distributors. We're blessed to be servicing some great people and businesses."

Dating back to 1973, Graber Post Buildings continues to satisfy customers from all over the Midwestern United States with



second-to-none customer service and quality products. The "One-Stop Shop" philosophy has always stayed true to its word and will continue to do so in the future. Saving customers time and money, time and time again, has been the key ingredient for Graber's success. **RB**



- Metal Roofing & Siding Panels
- Laminated Columns
- Engineered Trusses
- Metal Trims & Accessories
- C.H.I. Overhead Doors
- Entry Doors & Windows
- Complete Lumber Yard
- SmartBuild Systems Software
- Complete Package Delivery



DEALER OF PALRAM POLYCARBONATE AND PVC PRODUCTS



**Graber Post Buildings, Inc.**  
7716 N. 900 E. Montgomery, IN 47558  
[info@graberpost.com](mailto:info@graberpost.com) | [www.graberpost.com](http://www.graberpost.com)





# LEVI'S BUILDING COMPONENTS

WEBSITE: [www.levisbuildingcomponents.com](http://www.levisbuildingcomponents.com) PHONE: 877.897.7020

Levi's Building Components® began as a small operation in Bird-in-Hand, Pennsylvania. Founder Levi Fisher developed innovative solutions to common problems facing the metal roofing industry, such as the Snow Defender snow guards and the ReGrip™ screw originally made to replace failing nails.

Levi also developed innovative, time-saving and cost-effective methods for custom painting and color matching roofing fasteners. With a strong and well-established business, Levi's son, Steve Fisher, became the new owner and CEO and brought the company into a period of growth with a rapidly expand-



ing catalog of products and a newly constructed, state-of-the-art facility in 2021.

Today, Levi's Building Components® products can be found on homes and buildings nationwide. Suppliers across the country trust its ability to deliver

on consistent product quality, customer service and quick shipping. With a large and continuously growing line of products, Levi's Building Components® is the one-stop shop for reliable metal roofing and post frame accessories. **RB**



Buy all your accessories in one place

Call to place your order today!

(877) 897-7020

[www.levisbuildingcomponents.com](http://www.levisbuildingcomponents.com)





# MARCO INDUSTRIES

**WEBSITE:** [www.marcoindustries.com](http://www.marcoindustries.com) **PHONE:** 800.800.8590

**W**e make the best roofing ventilation and accessories for metal roofs—period. With the most tested and certified products on the market, you can trust our solutions to perform in even the harshest conditions, protecting your roof and everything underneath.

## INVESTING IN QUALITY

For more than 25 years, we've assembled the best people and capabilities in order to deliver superior quality and performance. But earning multiple Top 10 Product awards, *Rural Builder's* Gold Key of Excellence awards and more aren't the goal. Customer satisfaction is. That's why, in addition to industry-leading testing and certifications, we invest in innovative design and manufacturing, including the only specialized non-woven material manufacturing capabilities in the industry. This competitive advantage allows us to use specially formulated polyester in our ventilation products—manufactured from recycled material—to prevent moisture absorption



and hold together to help keep out pests. (Polyurethane products soak up water, causing them to constantly expand and contract, eventually disintegrating.)

## PERFECTLY POSITIONED TO DELIVER

Our corporate headquarters and almost 220,000 square feet of made-in-the-USA manufacturing and warehousing are centrally located in Tulsa, Oklahoma.



From here, and through five distribution facilities across North America, we deliver Marco quality coast to coast.

## THE WEATHER-TITE™ SYSTEM

Only Marco offers the Weather-Tite System, a comprehensive line of metal roofing solutions that offers easy installation, remarkable building ventilation, lower utility costs, extreme durability and outstanding warranties. In short, quality metal roofing products that are economically and ecologically smart. That's why customers trust Marco products to deliver the industry standard in performance and reliability, time after time, through all kinds of weather. **RB**





# MCELROY METAL

**WEBSITE:** [www.mcelroymetal.com](http://www.mcelroymetal.com) **PHONE:** 318.747.8000 **EMAIL:** [info@mcelroymetal.com](mailto:info@mcelroymetal.com)

## McElroy Metal—Your One-Stop Shop for Everything Metal

**W**hen you can count on your suppliers, you come to appreciate them. “Yes!” is the word you like to hear and McElroy Metal has it all; it’s your One-Stop Shop for most any construction project.

McElroy Metal, with 13 manufacturing facilities, a wide array of products and almost 60 years of experience, knows how to say, “Yes!” to its customers. The family-owned manufacturer of metal roofing and wall panels, as well as substructural components, has become a national leader in multiple industries, providing solutions for projects ranging from single-family homes to multimillion-dollar commercial buildings.

### SELECTION

As a one-stop shop, McElroy offers an extensive lineup of roof, wall and soffit panels, in addition to accessories to help meet any design goal. The most popular standing seam roofing profiles for the rural builder markets are Meridian and Medallion-Lok.

No clips are needed for Meridian, an economical and easy-to-install “snap-together” panel that is quickly attached to the roof deck with pancake head fasteners. Medallion-Lok is a narrow 1¾”-tall standing seam panel that creates crisp, clean visual lines with hidden clips and a snap-together seam.

Matrix soffit panels add an elegant finish to any commercial or residential project. Matrix is available in 12” and 16” widths and in colors to match any of McElroy Metal’s Sherwin-Williams PVDF offerings.

Many post frame and residential panels look identical from one manufacturer to the next. McElroy’s Mesa panel is patent- and copyright-protected and features a nearly invisible lap, offering a distinctive look.

McElroy Metal is a third-generation, family-owned, “one-stop shop” with a strong culture of values that extends to customers, employees and vendors. Customers deserve to be treated in the same way we like to be treated by our suppliers. Some may say that makes us old fashioned. We’re OK with that.



### ABOUT MCELROY METAL

Since 1963, McElroy Metal has served the construction industry with quality products and excellent customer service. The family-owned components manufacturer is headquartered in Bossier City, Louisiana, and has 13 manufacturing facilities across the United States. Quality, service and performance have been the cornerstones of McElroy Metal’s business philosophy and have contributed to the success of the company through the years. As a preferred service provider, these values will continue to be at the forefront of McElroy Metal’s model along with a strong focus on the customer. More information can be found at [www.mcelroymetal.com](http://www.mcelroymetal.com). **RB**



# METAL ROLLFORMING SYSTEMS

**WEBSITE:** [www.mrsrollform.com](http://www.mrsrollform.com) **PHONE:** 888.284.6794

**M**etal Rollforming Systems (MRS) is excited and honored to receive our fourth Gold Key of Excellence award. MRS has been producing roll formers since 1993 and strives to create the best roll former for our customers.

Metal Rollforming Systems aims to be your one-stop shop for all your roll forming needs, allowing you to save time and money when purchasing a roll former. Along with our complete roll former panel lines, we specialize in custom trim profiles along with all the needed accessories to complete your metal panel needs.

Our most recent roll former design is our Patriot Rollforming Line. With its

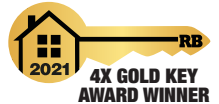
integrated shear and modular die set, any number of profiles can be run on a single machine. This offers our customers flexibility for their production while costing less than our standard lines. The Patriot Line can also be reconstructed into a slit and recoil line, which is ideal for trim and snap-loc panel manufacturing.

We pride ourselves on our technical support for our customers. Our customers' success is our success. Our business is based largely on repeat customers and referrals, and we are honored that our customers speak so highly of us. We live under the philosophy that, "Service is the lifeblood of our organization. Ev-

erything flows from it and is nourished by it. Customer service is not a department, it's an attitude."

We strive to make the best experience for our customers and to make them confident they've purchased the right roll former from the right company.

Metal Rollforming Systems has grown from a single man building roll formers to an 80-person crew. Our complete in-house design and production allows our team to keep precision control over each aspect of the manufacturing process. This assures us that each roll former is done right and will be reliable for our customers for many years to come. **RB**



*The Affordable Rollforming Equipment Manufacturer*



Metal Rollforming Systems' complete manufacturing line includes:  
Titan & Signature Rollforming Lines  
Patriot Rollforming Line  
Single & Multi-Trim Rollformers  
Hemming Rollformers  
Precision-Cut Slitting Lines  
Upenders  
Sheet Stackers  
Ridge Cap Press  
and much more!



4511 North Freya Street Spokane, WA 99217 888.284.6794 [www.mrsrollform.com](http://www.mrsrollform.com)



# MFM BUILDING PRODUCTS CORP.

**WEBSITE:** [www.mfmbp.com](http://www.mfmbp.com) **PHONE:** 800.882.7663 **FAX:** 740.622.6161

**W**indowWrap® is a family of self-adhering window and door flashing tapes manufactured by MFM Building Products. When installed correctly, these products will eliminate the infiltration of water, air, noise and insects to prevent damage to the building structure.

Products in the WindowWrap® family are easy to use, self-seal around fasteners and offer extended UV ratings. Regardless of the application, MFM can provide the right waterproofing tape to get the job done right the first time.



## 60-YEAR ANNIVERSARY

MFM Building Products is celebrating the company's 60th Anniversary in 2021 and wish to thank all our customers and employees for their support.

Free product samples, technical literature, approvals, installation instructions and more are available by calling 800.882.7663 or by visiting [www.mfmbp.com](http://www.mfmbp.com). **RB**



No matter the **WINDOW** we have the right **WRAP**®



## WindowWrap®—the system to stick with.

WindowWrap® is a family of self-adhesive, self-sealing waterproofing tapes that bring quality and value to any building application. These advanced flashing solutions are the ultimate defenders against wind, water, insect and sound penetration. **The WindowWrap® system of products deliver maximum protection for door and window weather barriers.**

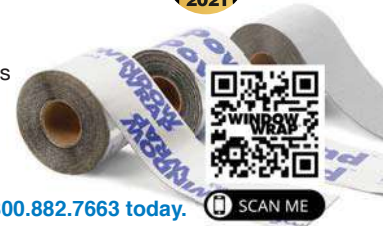


### WindowWrap® Flashing Solutions

- Straight flash options
- Flex options for sill pan and curved shapes
- Low-temperature installations
- Commercial or residential



Visit [mfmbp.com](http://mfmbp.com) for a free sample or call 800.882.7663 today.





# MILL STEEL CO.

**WEBSITE:** [www.millsteel.com](http://www.millsteel.com)

**PHONE:** 800.247.MILL (6455)

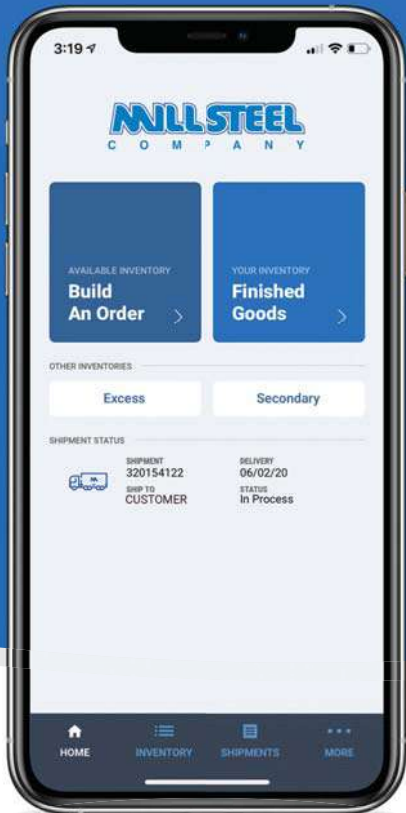
**FAX:** 616.977.9411

**M**ill Steel Co. is one of North America's premier flat-rolled steel suppliers. With an expert staff in building products and a diverse portfolio of the industry's top-of-the line coating systems, you are in good hands. Mill Steel offers strategically located inventory across the country with a network of dedicated carriers to provide quick turnaround on all your pre-painted and coated steel needs. We supply quality product backed by exceptional customer service.

In this unpredictable market, you can count on Mill Steel to stock the products you need, when you need them. With the Mill Steel Mobile App, you can view



inventory and effortlessly place an order from the palm of your hand. The Mill Steel Mobile App allows you to track shipments every step of the way and makes reordering as simple as pushing a button. See for yourself by downloading the Mill Steel App for free today! **RB**



## DISCOVER THE MILL STEEL APP

Buy steel on the go; anywhere, anytime!



Easy steel purchasing for your metal roofing needs. Download our free app today to experience industry leading service.





# PERMA-COLUMN

WEBSITE: [www.permacolumn.com](http://www.permacolumn.com) PHONE: 800.622.7190

## Permanent Solutions to the Treated Lumber Problem

Treated lumber prices skyrocketed this past year as inventories hit rock bottom. The result is shell-shocked project budgets. According to the National Association of Home Builders, lumber costs have spiked almost 250% since April 2020, increasing the cost of building an average single-family home by almost \$36,000.

At the same time, demand for new-home construction remains high, up 37% year over year in March, Market-Watch reports. Builders and consumers alike are looking for answers to the treated lumber supply challenges that are causing nationwide post frame proj-

ect delays. The good news is post frame construction has been shifting away from burying treated lumber columns in the ground in favor of a more permanent foundation solution: concrete.

Perma-Column® precast concrete columns, Sturdi-Wall® anchor brackets and Sturdi-Wall® Plus anchor brackets combine the versatility of post frame with the durability of concrete. Using familiar building methods, Perma-Column foundation systems eliminate the need for treated lumber columns.

Adding further value, the entire family of Perma-Column products is certified by the International Code Council

Evaluation Service (ICC-ES) to meet the International Building Code® (IBC) and the International Residential Code® (IRC). That means quicker project permits and approvals.

Treated lumber is mistreating you. Treat yourself, your post frame projects and your customers better with Perma-Column permanent foundation solutions that are readily available at more than 2,000 U.S. lumberyards and home centers.

Guaranteed to last generations, Perma-Column offers permanent solutions to the treated lumber problem. Get your projects back on track. Build better. Build stronger. Build to last. **RB**

# TREATED LUMBER MISTREATING YOU?

It is increasingly hard to find. Lumber costs have spiked 250%

## Get treated better.

Perma-Column® precast columns and Sturdi-Wall® anchor brackets are the post-frame builder's solutions to the treated lumber problem. No wood in the ground. No treated lumber required.

Contact your distributor today!



Build better. Build stronger. Build to last.





# RED DOT PRODUCTS

**WEBSITE:** [www.RedDotProducts.com](http://www.RedDotProducts.com)

**PHONE:** 833.473.3368

**FAX:** 717.740.6644

**W**e get it. Most medium-size roll formers and metal distributors are limited on space. You wish you could stock everything your customers ask for, but there's no way. Plus, you wouldn't get the high-value pricing unless you bought by the truckload. So your customers are left to shop elsewhere.

But not anymore.

Red Dot Products is like your new warehouse for building materials and metal roofing accessories. We use our purchasing power to give you competitive pricing and fast shipping—from small, direct-ship orders to full truckloads delivered to your shop. **RB**



## LET US BE YOUR WAREHOUSE!

**We stock it so you don't have to!**



Red Dot Products, LLC

**833-473-3368**

465 N Reading Rd,  
Ephrata, PA 17522

Fax: (717) 740-6644

[RedDotProducts.com](http://RedDotProducts.com)



**HOURS:**

Monday - Friday: 7 AM - 5 PM

Saturday: By Appointment

Sundays: Closed







# REED'S METALS

**WEBSITE:** [www.reedsmetals.com](http://www.reedsmetals.com) **PHONE:** 800.581.4645

For over 23 years, Reed's Metals, headquartered in Brookhaven, Mississippi, has been an industry-leading provider of metal roofing systems, metal roofing panels, pole barns and pre-engineered steel buildings in the South. Reed's is comprised of nine manufacturing sites utilizing state-of-the-art technology and fabrication methods to provide unprecedented quality and service—offering same-day availability on standard roofing orders and in-stock supplies, on-site roll forming for standing seam projects, and job site delivery within 72 hours on most projects. Our offerings include pre-engineered metal buildings, post frame structures, tube building structures and storage solutions. Our quality products come with an industry-leading warranty, and we have a huge selection with over 20 colors and 10 metal panel profiles available. The continued growth and success of Reed's Metals is due to our dedicated employees and our loyal customers who have chosen and installed our residential, agricultural, com-



mercial and industrial products all across the region. Customer service is and will remain our top priority! Reed's Metals was awarded a *Rural Builder* Gold Key of Excellence and a *Metal Roofing Magazine* Metal of Honor in 2021. We are truly honored. **RB**



## FEATURES & BENEFITS

- Metal Roofing, Post Frame and Tube Buildings, Pre-Engineered Metal Buildings & Storage Solutions
- Up to 45-Year SMP Written Paint Warranty
- Weather Resistant, Durable & Quality Products
- Fast and Reliable Deliveries

**Order Today, Pick Up Today on most in-stock items! • Buy Direct and Save!**

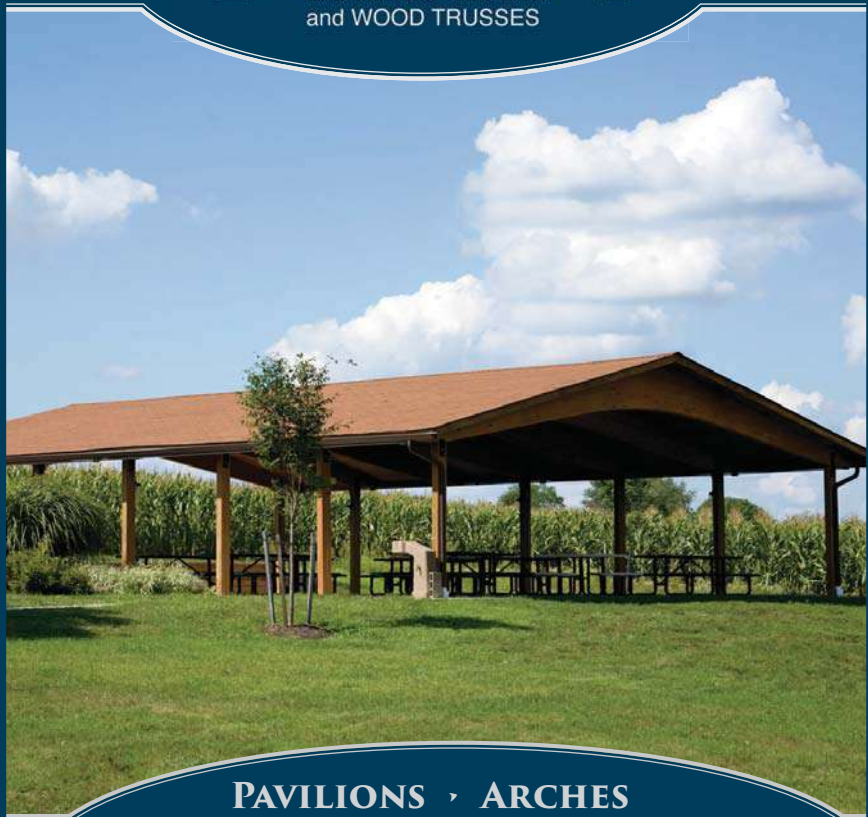
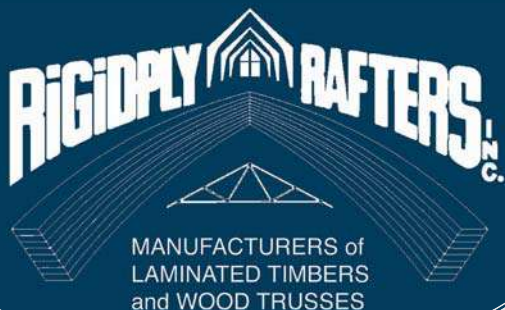
Headquarters - Brookhaven, MS 601-823-6516 • Benton, AR - 501-776-3825 • Florence, AL - 256-764-7943 • Horseshoe Beach, FL - 352-498-0100  
Jackson, TN - 731-300-3200 • Jasper, TX - 409-384-5777 • Scott City, MO - 573-803-4700 • Sulphur, LA - 337-625-5051 • Tupelo, MS 662-869-7797





# RIGIDPLY RAFTERS INC.

WEBSITE: [www.rigidply.com](http://www.rigidply.com) PHONE: 717.866.6581



PAVILIONS › ARCHES  
HEAVY TIMBER TRUSSES  
BRIDGES › POSTS › BEAMS

717.866.6581

WWW.RIGIDPLY.COM

701 E. Linden Street, Richland PA 17087



In the summer of 1954, the Shirk family began to manufacture laminated wood rafters in their home in Myerstown, Pennsylvania. Before and after school, several sets of rafters were glued and clamped together in the basement of their house.

In time, the family felt that the business needed a name that was truly descriptive of the quality product they were producing. The name Rigidply Rafters was established in 1954 by Chester F. Shirk, the owner and operator of this contracting company.

Today, the Rigidply Rafters name continues as a testament to the superior work produced by this family-owned business. Rigidply Rafters currently employs more than 200 people and operates a manufacturing plant in Richland, Pennsylvania. A second manufacturing plant is located in Oakland, Maryland.

Everyone at Rigidply Rafters is fully committed to serving its customers and providing them with the finest products available. The excellence the company strives for is to continually show its appreciation for its customers' loyalty to Rigidply Rafters.

Among the products the company produces:

- Glulam treated posts
- Roof and floor trusses
- Glulam arches
- Glulam beams
- T&G and V-groove decking
- Complete line of post-frame building materials
- Crane service **RB**



# S-5!

**WEBSITE:** [www.S-5.com](http://www.S-5.com)

**PHONE:** 888.825.3432

**FAX:** 719.495.0045

## ColorGard® by S-5!

**R**ooftop avalanches cause hundreds of millions of dollars in property damage, personal injury and fatalities each year, creating potential liability for building owners and contractors. S-5! has mastered the art and science of mitigating this hazard since 1992 with a variety of fully engineered snow guard systems.

S-5!'s ColorGard® with VersaBracket™ 47 is the ultimate snow guard solution for trapezoidal rib, exposed-fastened metal roofs and is the only system on the market designed and engineered on a site-specific basis.

ColorGard provides the safety and ser-



viceability you need while complementing the look of your roof, with a clean appearance and perfect color and finish-matching, all designed to last the life of the roof.

Extensively tested for load-to-failure results, S-5! ColorGard includes an industry-leading lifetime product warranty. **RB**

# ColorGard®

## SNOW GUARDS

*for Exposed-Fastener Metal Roofs*



# Protect Your Investment...

# with a

# Reliable System.



ColorGard®  
with VersaBracket™

**Tested. Trusted. Engineered.**

888.825.3432 | [www.S-5.com](http://www.S-5.com) |



# STARWOOD RAFTERS

**WEBSITE:** [www.starwoodrafters.com](http://www.starwoodrafters.com) **PHONE:** 888.525.5878

**S**tarwood Rafters was founded in 1964 as a manufacturer of laminated arch rafters and beams. Starting out in Independence, Wisconsin, it was a three-man operation, with the original owners, Joseph Wozney and his two partners, working nights after working at their regular jobs. They shipped mainly to Wisconsin, Minnesota, Iowa and the Dakotas.

In the early 1970s, they developed the Lam-Ply Truss, combining plywood, glu-lams and dimensional lumber to create a truss that is stronger than a conventional web truss. This

allows the builder to space them farther apart, reducing erection time and labor costs. This design also limits bird nesting and improves the ventilation in livestock facilities.

The Lam-Ply Truss can span up to 80' and is used in many applications, from machinery storage to livestock facilities, from horse arenas to park shelters. It also has been developed with a gambrel-style and a mono-slope design. All Starwood products are custom-designed to meet customers' specifications.

Today, Joseph's sons, Corey Wozney and Steve Wozney, operate the com-

pany. Still in Independence, Wisconsin, Starwood Rafters now ships products anywhere in the U.S. Starwood Rafters' biggest asset is its ability to be flexible to meet its customers' needs. There is no job too big or too small.

## WE PRODUCE:

- Lam-Ply Truss
- Gambrel Lam-Ply Truss
- Mono Lam-Ply Truss
- I-Lam Beam
- Laminated gothic arches
- Timber and specialty trusses made to customers' designs **RB**



**Independence, WI**



**GOTHIC ARCH**



**MONO**





**GAMBREL**

# LAM-PLY-TRUSS

**RIDING ARENAS • CATTLE ENCLOSURES • STORAGE • SHOPS**

- Spans up to 72 ft.
- Bird nesting control
- Up to 12 ft. spacing depending on desired load
- No feed alley post obstruction
- Additional ceiling height for more usable space




**starwoodrafters.com • 715-985-3117 • 888-525-5878**



# ST FASTENING SYSTEMS

WEBSITE: [www.stfasteningsystems.com](http://www.stfasteningsystems.com) PHONE: 800.352.4864

**S**T FASTENING SYSTEMS is a leading supplier of threaded fasteners to the pre-engineered metal building and post frame building industries. Product is shipped from two convenient service centers in Tyler, Texas, and Cincinnati, Ohio.

The heart of the ST FASTENING product line is the MAXX STEELBINDER self-drilling screw. Its drill point design consistently penetrates high tensile steel with no "point walking." The KWIKSEAL WOODBINDER MB with micro-bit engineering has a unique drill point that replaces the Type 17 sharp point. The micro-bit is more consistent in its drilling. It will drill multiple thicknesses of steel commonly found in metal roof ridge cap applications more consistently than a sharp point. Metal "pigtails" caused by sharp points are eliminated.

Zinc plating and clear chromate are standard on all metal building and post frame building screws. State-of-the-art POWDERFUL powder coating paint is an environment-friendly process that uses no chemical solvents and provides a tough barrier coat shell. For metal roofs offering a 40-year or longer written warranty, the ZXL STEELBINDER and ZXL WOODBINDER MB micro-bit drill point complete the system. Both have a ZAMAC zinc aluminum alloy molded head. A written warranty is available upon request. Pipe flashings, solid and vented foam closures and rolls, wafer and pancake screws for standing seam roofs and other accessories round out the product line.

In 2019, ST introduced its #12 WOODBINDER OSB fastener for attaching metal roof panels to OSB and other light density wood substrates. A ZXL version is also available.

ST FASTENING would like to thank the readers of *Rural Builder* magazine for awarding it a Gold Key of Excellence award for 2021. **RB**

## ST Advantage... Value Added Innovation

**POWDERFUL™**  
CORROSION DEFENSE  
POWDER COAT SYSTEM

UV Resistant  
Powerful™

Fading  
Brand X

Powder Coat Will Look New Many Years Beyond Wet Paint

**ZXL™**  
NO RED RUST  
ZAMAC DIE CAST HEAD

ZXL™

Red Rust  
Brand X

No Red Rust 40 Year Warranty ZAMAC Die Cast Molded Head

**MB™**  
MICRO-BIT  
SELF DRILL POINT

Multi-Layer Penetration

No Pig Tails

Consistent, Effortless Installation No Point Walking

**SteelBinder™**  
Metal to Metal Fastening Systems

**MAXX™**

Three Unique Technologies Create A Synergy of Unmatched Performance

**ZXL™**

40 YEAR WARRANTY

**WoodBinder™**  
Metal to Wood Fastening Systems

**KWIKSEAL™ MB™**

**ZXL™ MB™**

**#12 TYPE 17™**

40 YEAR WARRANTY

The OSB Screw

**Your Total Source for Fastening and Sealing Systems**

**Specialty Fasteners**

**Roofjack**

**Sealants and Tape**

**Closures**

**Snow Retention**

**www.stfasteningsystems.com**  
**Call Today! 800.352.4864**  
Built Strong Through Innovation



# TRIANGLE FASTENER CORP.

WEBSITE: [www.trianglefastener.com](http://www.trianglefastener.com)

PHONE: 800.486.1832

## ATTENTION METAL BUILDER, ROOFER, AND SPECIFIER

TFC has the largest selection of fasteners, sealants, tools & accessories for the metal construction industry.



Winner of Rural Builder's Gold Key of Excellence Award



### FASTENERS

- METAL
- WOOD
- CONCRETE
- DRYWALL



### SEALANTS

- SEAL
- FLASH
- COAT
- ADHERE



### TOOLS

- DRILL
- CUT
- SAW
- INSTALL



For more than 40 years, Triangle Fastener Corporation has specialized in supplying hard-to-find fasteners, sealants, tools and accessories for construction. They offer job site support, and can help you select the correct fastener for your application from any of their 23 locations.

Select from a wide array of popular commercial-grade products, including their high-performance TFC SPECIFIC™ brands that provide easy installation, assuring low in-place costs.

### PRODUCTS AND SERVICES FOR METAL ROOFING, SIDING AND TRIM

**PANEL-TITE®** Metal-to-Wood Screws: #9, #10, #12 and #14 diameters in lengths up to 3".

**CONCEALOR®** Pancake Head Screws: For SSR clip attachment in lengths up to 9".

**BLAZER®** Drill Screws: Available with the patented VRT® Back-Out Resistant Thread Technology for attaching panels to steel in lengths up to 10".

**ULTRA1000®** Silicone Sealant: Provides the superior UV protection. Available in colors to match most metal panels and trim.

**APS500®** Advanced Polymer Sealant: Widely specified and is available in over 24 standard colors.

**TFC BUTYL™**: Available in tubes and tape for exceptional performance in panel laps.

**KALIDA-KOTE™** Painted Screws, Rivets and Closures: The largest selection of painted screws and rivets to match many popular colors of panels.

DeWALT® power tools and accessories.

**PAK-ONE™** Inventory Management Program: Purchase only what you need for a specific job. **RB**



TRIANGLE FASTENER CORPORATION  
[www.trianglefastener.com](http://www.trianglefastener.com) | 800.486.1832



# UNION CORRUGATING CO.

**WEBSITE:** [www.unioncorrugating.com](http://www.unioncorrugating.com) **PHONE:** 888.685.7663

For three-quarters of a century, Union Corrugating Co., headquartered in Fayetteville, North Carolina, has served the metal building components market. Fast forward to 2021, and Union Corrugating Co. is proud to celebrate 75 years as an industry leader serving the residential, commercial and agricultural roofing and siding markets from 10 manufacturing facilities located throughout the central and eastern U.S. Union Corrugating Co. manufactures metal roofing that's more durable, efficient and sustainable with minimal environmental impact. Our unique distribution system provides the fastest and most reliable deliveries in the industry. Our support network ensures you'll get what you need, when you need it. Your Roof. For Life. On Time and Complete! We've seen a lot of changes over the years, but one thing remains the same: we are focused on delivering quality products, superior service and value for our customers. We appreciate our customers, partners, suppliers and vendors for their loyalty and



support during the last 75 years. Most recently, Union Corrugating Co. was awarded a 2021 *Rural Builder* Gold Key of Excellence, a 2021 *Metal Roofing Magazine* Metal of Honor, and Lowe's 2020 Building Material Supplier of the Year. We are truly honored. **RB**



*Your Roof. For Life!  
On Time and Complete!™*  
[www.unioncorrugating.com](http://www.unioncorrugating.com)



- Metal Roofing, Metal Panels, and Metal Building Solutions
- Up to 45-Year Written Paint Warranty
- Industry leader serving the residential, commercial, and agricultural roofing and siding markets
- Durable, Efficient, and Sustainable
- Over 20 colors and 15 metal panel profiles to select
- Superior Customer Services
- No Coastal Set Backs

Headquarters - Fayetteville, NC - 888-MTL-ROOF, 888-685-7663 • Morrison, TN - 931-668-4393 • Tifton, GA - 800-962-9131 • Tipp City, OH - 877-615-9812 • Orange, VA - 800-762-6785  
Ocala, FL - 800-331-3584 • Vicksburg, MS - 888-661-0577 • Yukon, OK 73099 - 866-373-5286 • Dunmore, PA - 570-383-2847 • Janesville, WI - 877-615-9812





# WICK BUILDINGS, INC.

WEBSITE: [www.wickbuildings.com](http://www.wickbuildings.com)

PHONE: 855.438.9425



## A PARTNER YOU CAN TRUST



RESIDENTIAL • SUBURBAN • COMMERCIAL • EQUESTRIAN • AGRICULTURE

Your customer expects the best from you.  
You should expect the same from your building partner. *Join our team!*

**WickBuildings.com • 800-356-9682**



**W**ick Buildings provides custom-designed and engineered buildings through a network of independent builders for residential, agricultural, commercial, suburban and equestrian use. With more than 75,000 buildings constructed in the past 65-plus years, Wick Buildings knows what it takes to create a building that will stand the test of time—and all that Mother Nature cares to send its way.

**Flexible Design.** One of our biggest advantages is design flexibility, both outside and inside. With a clear-span capability of 100' in width, Wick Buildings can incorporate interior build-outs and the addition of wings and leans for additional space.

**Energy Efficiency.** Energy efficiency is a hallmark of Wick Buildings. Wall and roof steel “cool colors” can be selected with sun reflectivity in mind to reduce roof temperatures up to 100°F. With several ceiling insulation options and insulated flush wall configurations, interiors are cozy, draft-free and ready for interior build-out.

**Customization.** Wick works with independent builders to customize each design around the needs of the buyer and local building codes. Wick Buildings’ Licensed Professional Engineers can provide stamped plans for code approvals.

**High-Quality Materials.** High tensile steel (80,000 PSI) on the exterior is the starting point to ensure durability and impact resistance against hail and wind-blown objects. G-90 zinc coating is applied for excellent corrosion resistance and finished with Ceram-a-Star 1050 Paint System for long-lasting beauty. All structural components utilize Machine Stress Rated (MSR) or Machine Evaluated Lumber (MEL) to make sure each Wick building will stand the test of time!

**Technology and Support.** Our state-of-the-art 3D visualization and pricing tools allow you to design it right from the start. Your support team at Wick helps reduce your time in nonproductive activities. Sell more and make more money with Wick Buildings. **RB**



# LOOKING AHEAD...

## RURAL BUILDER MAGAZINE

From the publishers of *Metal Roofing Magazine*, *Frame Building News*, *Rollforming Magazine*, *Garage, Shed & Carport Builder* and *Roofing Elements Magazine*

*Rural Builder* provides the news, features, products and how-to's geared towards builders and suppliers of primarily low-rise agricultural and small retail and municipal structures.



**TO SUBSCRIBE, VISIT: [www.constructionmagnet.com/subscribe](http://www.constructionmagnet.com/subscribe)**



### AUGUST

- Source Book - Featured Projects
- **Advertising Deadline:** July 27, 2021

### SEPTEMBER

- Metalcon Preview, Exhibitor Profiles
- **Advertising Deadline:** August 6

### OCTOBER

- 2022 Buyers Guide, Product Profiles
- **Advertising Deadline:** September 7

### DECEMBER

- Jobsite Security - cameras and equipment check-in
- **Advertising Deadline:** November 23

For more information contact: Gary Reichert at [gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com)  
715-252-6360

## upcoming events

BY RURAL BUILDER STAFF

Before traveling, we strongly recommend you check for event updates and cancellations.

### JULY

**7-9** Coverings: The Global Tile & Stone Experience. North Hall of the Orange County Convention Center, Orlando, FL. [coverings.com](http://coverings.com).

### AUGUST

**10-12** The International Roofing Expo (IRE) 2021. Mandalay Bay Convention Center, Las Vegas, NV. [theroofingexpo.com/en/home.html](http://theroofingexpo.com/en/home.html).

### SEPTEMBER

**12-14** The Construction Management Association of America (CMAA) National Conference & Trade Show. Philadelphia Marriott Downtown, Philadelphia, PA. [cmaanet.org/conferences](http://cmaanet.org/conferences).

**21-23** Associated General Contractors (AGC) National Convention. Marriott World Center, Orlando, FL. <https://convention.agc.org>.

**21-23** Western Roofing Expo. The Mirage, Las Vegas, Nevada. [www.westernroofingexpo.com](http://www.westernroofingexpo.com)

**28-30** The Utility Expo (formerly ICUEE). Kentucky Exposition Center, Louisville, KY. [theutilityexpo.com](http://theutilityexpo.com).



# WANTED!

**Contractors and construction professionals cite locating skilled trades people as one of the major challenges to running their businesses.**

Readers of Rural Builder, Metal Roofing Magazine, Frame Building News, Rollforming Magazine, Garage, Shed & Carport Builder and Roofing Elements Magazine use our publications to stay current in industry developments and best practices.

**REACH THE CONSTRUCTION PROFESSIONALS WHO READ OUR MAGAZINES TO FILL YOUR VACANT POSITIONS.**

Gary Reichert – [gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com) – 715-252-6360

**29-30** Shed Builder Expo. DeVos Place, Grand Rapids, Michigan. <https://shedbuilderexpo.com>

### OCTOBER

**5-8** Building Component Manufacturers Conference. Omaha, NE. [bcmcshow.com](http://bcmcshow.com)

**6-8** METALCON. Tampa Convention Center, Tampa, FL. [Metalcon.com](http://Metalcon.com).

**18-21** Fenestration & Glazing Industry Alliance (FGIA) Fall Conference. Sheraton Grand at Wild Horse Pass, Phoenix, AZ. [FGIAonline.org/events](http://FGIAonline.org/events).

**26-28** National Insulation Association (NIA) 65th Annual Convention. MGM National Harbor, MD. [insulation.org/events](http://insulation.org/events).

### NOVEMBER

**4-5** Garage, Shed & Carport Builder Show. Century Center, South Bend, Indiana. [constructionmagnet.com/garage-carport-shed-builder-show-home-page](http://constructionmagnet.com/garage-carport-shed-builder-show-home-page).

**16-18** DeckExpo. Kay Bailey Hutchison-Dallas Convention Center, Dallas, Texas. <https://www.poolspatio.com/en/deckexpo.html>

**16-18** International Pool / Spa / Patio Expo 2021. Kay Bailey Hutchison-Dallas Convention Center, Dallas, Texas. [www.poolspatio.com/en/home.html](http://www.poolspatio.com/en/home.html)

## 2022

### JANUARY

**11** Wisconsin Lumber Dealers Leadership Conference. Glacier Canyon Conference Center, Wisconsin Dells, Wisconsin. 888-544-6822; [www.nlassn.org/page/LeadershipCon](http://www.nlassn.org/page/LeadershipCon)

**18-20** Frame Building Expo. Gaylord Opryland Resort & Convention Center, Nashville, Tennessee. [www.nfba.org](http://www.nfba.org)

### FEBRUARY

**1-2** NLA Expo Nebraska. Embassy Suites Hotel & Conference Center, LaVista, Nebraska. 888-544-6822; [www.nlassn.org/page/expos](http://www.nlassn.org/page/expos)

**1-3** International Roofing Expo. New Orleans, Louisiana. [theroofingexpo.com](http://theroofingexpo.com)

**3-4** NLA Expo Iowa. Sheraton West Des Moines Hotel, West Des Moines, Iowa. 888-544-6822; [www.nlassn.org/page/expos](http://www.nlassn.org/page/expos)

**8-10** National Association of Home Builders (NAHB) International Builders' Show (IBS). Orange County Convention Center, Orlando, Florida. <https://www.buildersshow.com/>

### MARCH

**7-8** NLA Expo North. River's Edge Convention Center, Saint Cloud, Minnesota. 888-544-6822; [www.nlassn.org/page/expos](http://www.nlassn.org/page/expos) **RB**



**3RD ANNUAL**  
**R**ollforming  
Construction  
Show

**ANNOUNCEMENT  
COMING NEXT MONTH**

**FOR MORE INFORMATION CONTACT GARY REICHERT:  
gary@shieldwallmedia.com • 715-252-6360**



PHOTO BY SHARON THATCHER

# Reflections On Trade Shows

## How Exhibitors Can Get The Most Out Of Trade Shows

I AM SITTING IN AN airport returning from a much-needed (and too short) vacation. Part of the going and coming involved a swab up my nose to guarantee I am not an aspiring zombie. It's just one of many changes that have occurred and, like most things, not all of them are for the better.

Two weeks ago, we put on the second annual Construction Rollforming Show. The exhibitor booth space was down, mostly from manufacturer concerns about COVID-19 liability and the late lifting of travel restrictions. The actual attendance for the show was almost equal to the first, which was great, considering the circumstances.

Most of the exhibitors seemed to be actually writing business at the show and giving positive feedback. A very few were less thrilled about the outcome. This was fascinating to me because businesses that were successful and ones that were not were selling comparable products. In one specific instance, the exhibitor with less success had a much better location on the show floor. If companies sell similar products and have wildly different success rates, the obvious question is: "What are they doing different?"

My background is in the commercial fitness industry. When I was 21, I was selling gym memberships, which, at the time, was more like used car sales than anything else. From that, I furthered my education, went into coaching and then into commercial fitness equipment sales. I ended my stint in that industry as a VP of Sales and Marketing for a small company.

My first steps into professional sales, as opposed to hard closing retail sales, occurred when I was 29 and took a regional sales

position with Universal Gym Equipment, covering several Great Lakes states. My first National Sales Manager was Gene Calender; he was the closest thing to a sales version of Yoda I have ever seen.

A year's worth of magazines is not enough to cover everything I learned from him. But there are some things relative to working trade shows that seem to be completely forgotten in the last few decades. I will neglect to mention exactly how many, but writing that makes me feel very old.

### 5 TIPS FOR EXHIBITOR SUCCESS

Here are a few things that were drilled into me by "Yoda." These will proceed from most important to least important.

#### 1 ESTABLISH OBJECTIVES AND REMEMBER WHY YOU ARE THERE

Different shows and different situations will have desired outcomes that require different strategies. Are you there to:

- Meet new prospects
- Close business
- Maintain relationships with existing clients
- Introduce a new product

What you are hoping for in an outcome will determine your strategy and actions while you are at the show. Anything else is a distraction. Trade shows are a condensed opportunity to meet face to face with more people than you would typically see in months. Everything except meeting your objectives needs to be completely

forgotten during the two or three days of the show. Coming to the last morning of the show hungover counts as a distraction.

## 2 YOUR BEHAVIOR NEEDS TO MAKE YOU APPROACHABLE

This is the single biggest difference I noticed between successful and unsuccessful exhibitors at the Construction Rollforming Show.

To show you how much has changed: In the “old days,” we were not allowed chairs in the show booths. Sitting can create an impression that the potential customer is disturbing you. Most people are, by nature, polite. You will never know how many people were too nice to buy from you.

Other behaviors in the same category are eating and cell phone usage.

Eating in a booth is a tough decision. If you are the only person in the booth, you need to make a choice. You have to choose between missing clients by not being in the booth, eating in the booth and not being approachable, or just going hungry for a little while.

Cell phones are even worse. Put them on silent for the duration of the show. And there is almost no reason for texting or answering emails from the booth. Remember why you are exhibiting; you can answer emails in your hotel room after the exhibit floor closes.

## 3 YOU NEED TO APPROACH

Zig Ziglar once said, “Nothing happens until someone sells something.” Making an introduction is a sale. If you wait for someone to ask you a question, you have relinquished control of your ability to meet your objectives. By waiting for them to ask a question, you are making the assumption they know who you are or what you offer.

Have a way to introduce yourself. Your company provides you with swag. It may be lost now, but the purpose of swag at a trade show is to create introductions. It is as simple as saying, “You look like someone in desperate need of a hat. My name is Gary, and you are?”

## 4 ALWAYS HAVE A PEN AND BUSINESS CARDS

In today’s digital age, this may seem like a primitive statement, but it applies to every day (not just at trade shows). Scanners and software do not and cannot fill the same gap. Business cards provide a visual impression. Many people will remember what they see. A scanner takes that important connection out of the equation and your name and business never have the opportunity to imprint on the potential customer.

The backs of business cards should be blank, and always be sure to have a pen. (I put some business cards in the badge holder and clip a pen to the lanyard.) When cell phones were new, we only put the main office number on the business card. Then we would give out our cell number by writing it on the card. This indicated the prospect was important enough for us to do something we did not typically do—give out our cell number.

Times are different now, but the impression is the same; if you make a note on a business card, it is specific to that person. It’s not the same thing that everyone receives.

The blank space on the back of a card is also a place you can make notes about potential customers for later reference. Writing a note for you to keep creates the same impression for the prospective customer—that they are special and it is important for you to remember who they are and what they need.

## 5 FOLLOW UP AFTER THE SHOW

Until now, these important tips were listed in decreasing order of importance. This last could easily be the most important.

At most shows, companies collect leads and usually close business later. The Construction Rollforming Show seems different. I saw customers giving exhibitors checks and providing spec sheets on exactly what they were looking to buy. But, in most cases, it is about warming existing relationships or generating leads to close in the future.

Either way, follow up! You cannot close future business if you never hear from them again. For existing relationships, the follow-up can be as simple as saying, “It was great to chat. The next time you’re in town, I owe you lunch.”

If you are intent on “doing it right,” it is good to save a small announcement for after the show or have a prepared Frequently Asked Questions sheet. “Hi Bob, great seeing you at the Rollforming Show last week. This wasn’t official then, so I couldn’t say anything. But now I can, and I thought you would like to know...”

## CONCLUSION

I have always been fascinated by the way salespeople think. Often, salespeople will say, “I didn’t get anything from the show” or “these leads are worthless.” I always wonder what effort and process was put into them. In cases where similar companies have wildly different reactions to a show, the answer may be in looking at expectations and what was done in and around the booth.

Like most situations in the real world, the largest portion of your success or failure is in your own hands. That makes success a choice. To misquote the Most Interesting Man in the World, “Choose wisely, my friend.”

Now that we’ve covered exhibitors, in the next issue I’ll ramble incoherently about what it takes for an attendee to have a successful show. **RB**



# Attendees Take Action At Second Construction Rollforming Show



Gary Reichert, left, thanks Jim Rogers, Director of Development for the national nonprofit Building Homes for Heroes after Rogers delivered the keynote address at the second Construction Rollforming Show. PHOTOS BY SHARON THATCHER

**THE SECOND CONSTRUCTION ROLLFORMING SHOW**, produced by Shield Wall Media, was held June 3-4, 2021 in Cincinnati, Ohio at the Duke Energy Convention Center.

Big news came in mid-May, when it was announced the mask and social distancing restrictions would be lifted in Ohio at midnight, June 1 — just before show setup. “It was great to finally get the restrictions behind us and have a live and in-person show,” said show producer Gary Reichert. “Virtual may be the future, but there is no substitute for seeing living, breathing people face-to-face.”

*Rollforming Magazine* managing editor Sharon Thatcher revealed, “This was our first show since the pandemic sidelined trade shows last year. Most everyone was a little apprehensive going in, not only because of lingering Covid concerns but because of the temporary move to a month that is typically dedicated to construction work rather than shows. We wondered if the vendors and visitors would show up.”



The number of attendees at the second Construction Rollforming Show nearly matched the first.



Scott Thommesen was on hand to teach show attendees about A.J. Manufacturing's offerings: vinyl windows, HVAC doors and wall panels, and commercial entry doors.



The Cincinnati police were training their K-9 force at the Duke Energy Convention Center.



Tim Reddington, Progressive Metals, talks with a Construction Rollforming Show attendee.



(ABOVE) Brothers Howard, left, and Gordon Moeggenborg manned the Tough Trade Tools booth. They reported loads of inquiries and that they sold more tools than expected.



(LEFT) The Hershey's Metal Meister area was bustling with activity for the duration of the show.



"The people who were there, were there to buy, and they were serious about buying ... usually the first day [of a show] you're busy, but not like this. For five hours nonstop it was 2 or 3 people deep in my booth."

Tim Richmond,  
Marion Manufacturing



Levi's Building Components exhibited its snow retention lines, vent materials, and fasteners, among other products.



This was the first time Lakeside Construction Fasteners exhibited at the Construction Rollforming Show.

Some exhibitors chose to sit this show out, but those who did were pleased with the action at the show. It was evident that exhibitors and attendees were not only ready — but eager — to do business. There was a significant crowd waiting when the show opened.

“Although not everyone showed up, it was a bona fide success: Attendance was within 20 people of matching our first show in 2019, and we’ve received feedback from many sources that are overwhelmingly positive about the quality of exhibitors and the quality of visitors who came to buy,” explained Thatcher. “It’s a small show but a very laser-focused show where business gets done.”

“Despite all of the challenges,” said Reichert, “the turnout for

the show was good. More importantly the quality of the attendees amazed the exhibitors.

“The story that I think summed up the show,” he continued, “was when I was talking with an exhibitor and a potential customer arrived. I excused myself, saying ‘Now you have somebody important to talk to.’ The new guest pulled out a check and said, ‘I’m done talking.’ That example is a good indication of the show in its entirety. And it demonstrates just how strong our sector of the construction industry currently is.”

Plans are already in the works for the third Construction Rollforming Show, which will be held in late Fall 2022. As plans develop, updates will be published in *Rural Builder* and posted at [www.constructionrollformingshow.com](http://www.constructionrollformingshow.com). **RB**



Thomas Schwarzer, ASC Machine Tools, lead an educational session about choosing the right roll-forming line for your business.



The Construction Rollforming Show is an event at which people can inspect equipment up close before making their buying decisions.





Steve Butler (left) and CJ Eikenberry manned the Dynamic Fastener booth.



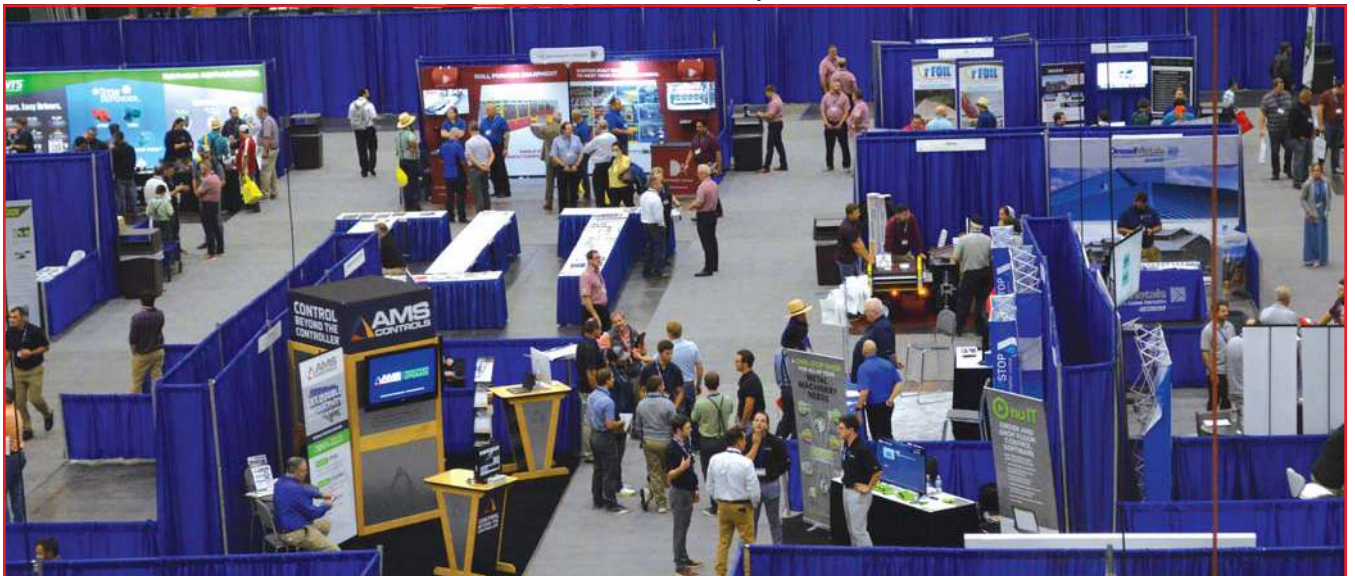
Star-1 Products was once again exhibiting at the Construction Rollforming Show, demonstrating its felt applicator.



SmartBuild Systems has made several new product releases recently. Potential customers could see the software demonstrated at the show.



Doug Irbe, left, and Diane Sims kept busy at the AkzoNobel booth. Irbe led one of the many educational sessions.



While some exhibitors chose to stay away for the second Construction Rollforming Show, those who did exhibit were, by and large, pleased with the amount of new business the show generated.

# TOP TIPS FOR EFFECTIVE ADS

## HAVE A CLEAR MESSAGE

With a straightforward, concise key message, you are able to communicate what really matters.

## USE HIGH RESOLUTION IMAGE(S)

Using high resolution images will ensure clear visibility for the reader.

## WHITE SPACE IS YOUR FRIEND

Effective use of white space helps the design convey the message to the reader quickly. The cleaner the look, the better the ad. Remember, sometimes *less is more.*

## CHOOSE THE RIGHT COLORS

Using colors that visually complement each other makes the ad more appealing for the reader. Be sure to use high-contrast colors for text/backgrounds. Don't place red text over green or white over gray, etc.



# TOP TIPS FOR EFFECTIVE ADS

## • Use a call to action •

This is an instruction or a logical next step for your customers to follow. It is literally a call for them to take action, such as “call us now” or “find out more.”

**CALL 202-555-0109**

**5100 Glenview, Detroit, Michigan**

*Effective ad*

Expert Advice For Creating Ads That Turn Browsers Into Buyers

**HAVE AN OBJECTIVE FOR THE AD**

If you don't know what you want it to do, it can't do it.

**LESS IS MORE**

Don't include too much... Too many items take away emphasis from what is actually important.

**INCLUDE CONTACT INFORMATION**

Potential customers can't reach you without your contact information.



**USE LEGIBLE FONTS**

Avoid using fancy fonts or uppercase text when using a smaller font, as it forces strain on the reader's eye.

**LIMIT THE NUMBER OF COLORS USED**

Two to three colors are more than enough. Too many colors make the ad look "busy."

**LIMIT THE NUMBER OF FONTS USED**

A big part of putting together a good design is making sure the overall look is consistent. Two to three different typefaces is sufficient.

**TOP TIPS FOR EFFECTIVE ADS**

• **USE A CALL TO ACTION** •

THIS IS AN INSTRUCTION OR A LOGICAL NEXT STEP FOR YOUR CUSTOMERS TO FOLLOW. IT IS LITERALLY A CALL FOR THEM TO TAKE ACTION, SUCH AS "CALL US NOW" OR "FIND OUT MORE."

**USE A CALL TO ACTION**

This is an instruction or a logical next step for your customers to follow. It is literally a call for them to take action, such as "call us now" or "find out more."

**CALL 202-555-0109**

**5100 Glenview, Detroit, Michigan**

*Less than effective ad*

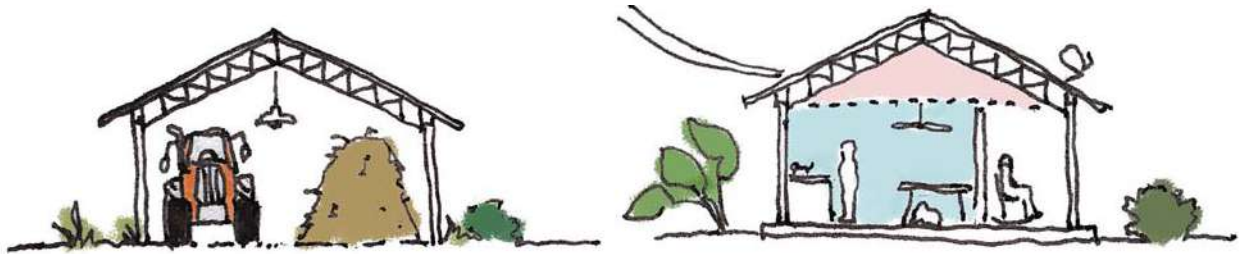


IMAGE COURTESY OF AU RURAL STUDIO

POLE BARN = POST FRAME

## View From The Front Porch

Architecture School Develops Adaptable, Low-Cost Building Plans

### RURAL STUDIO, A PROGRAM AT

Auburn University School of Architecture in Alabama, began in 1993 with three ideals in mind: 1. The best way to learn is by doing; 2. The problems we face as architects and citizens are challenging, so let's work on them together; and 3. Everybody deserves access to a good, healthy place to live and work. Good design isn't a commodity that should only be reserved for some.

From these ideals, and the belief that seeing people housed is an architect's duty, cofounder Samuel Mockbee took a group of students to Western Alabama with the goal of improving the living conditions. Thirty years later, the ideals are the same, but the methodology has changed. "In the early days," said Rusty Smith, Associate Director of Rural Studio, "we didn't spend a lot of money, but the houses weren't affordable." Since then, they have shifted from simple housing access with the 20K Project, to sustainability. Betsy Garcia and Mackenzie Stagg, former students of the program and Assistant Research Professors at Rural Studio, emphasized the value of considering the entire cost of a home over its lifetime. "We are really talking about four areas: efficiency, resilience, wellness and strengthening community networks," explained Stagg. On the issue of efficiency, Stagg continued, "We are trying to find the balance between upfront costs of upgrades versus the month-to-month bills."

That balance can also be very beneficial when determining financing for the homes. "What if financial institutions

could consider the cost of operation and maintenance when writing the front end of the mortgage?" suggested Stagg. "If the homeowner has to spend \$25 less each month on energy bills, that's \$25 that could go toward the mortgage. And if the house is built to withstand storm damage, the lender is protecting their investment."

### PLAYING WITH POST-FRAME

After observing a need for additional space and customization in previous 20K Homes, the team of students for the 2020/2021 school year are exploring a new direction: post-frame construction. In rural communities, housing inventory is limited, so when a family grows out of their current living situation, they commonly add on to their existing home instead of purchasing a new one. "When you look at substandard housing, the weak points are where an addition has been added, especially at the roof and foundation," said Stagg.

Post-frame construction was their solution. "One of the designs was to build a big roof and then build out the pieces that you need," shared Stagg. "Then owners can expand under the existing roof." The design calls for load-bearing posts, a full roof and a large slab built first.

The team for Reverend Walker's Home is employing a 32' x 60' single-source post-frame kit to achieve the clear span. Then, a one- or two-bedroom home is framed in under the roof with parts of the slab left open as an outdoor porch or storage space. Students have mapped out how the

house can be added to and rearranged as a family grows over time and their needs change.

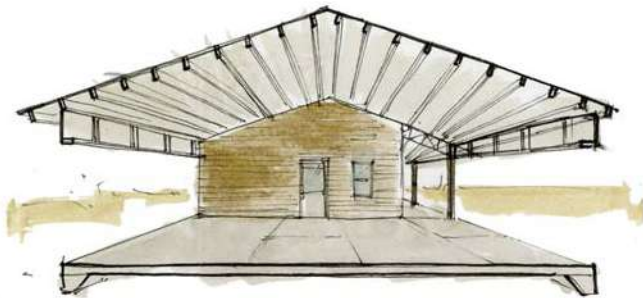
In newer iterations, the utilities in the house all come up at one spot, in the "core" of the home, so the rest of the space is truly adaptable for any room needs. And, the roof assembly has been altered to allow for a loft space for storage or an additional bedroom. "A big roof helps form construction through the life of the house," said Garcia. "Spring is the building season for Rural Studio and the rainy season in Alabama. If you have a roof, you have a dry space you can work under."

### NATIONWIDE APPLICATIONS

While Rural Studio has thrived, benefiting from a new crop of imaginative students each year and making good on generous donations from manufacturers and builders near and far, the program has also produced something more wide-reaching. The Front Porch Initiative, officially launched in 2018, builds on the work of the 20K Project to create reproducible prototype homes that factor in affordability over many years.

While simple, the homes have benefitted from years of research produced by Rural Studio. The homes are designed to be efficient to better predict energy costs, durable to prevent damage from severe weather and lasting so homeowners can "age in place" and build equity they can use.

Years of compiled research have led to four Product Line Home designs and a



The class of 2020 took on the “100-Year Home,” with the goal of creating a durable, buildable and efficient home within a tight budget. The home accommodates adaptations over time as the needs of the residents change. IMAGES COURTESY OF RURAL STUDIO



Construction photo of Rev. Walker’s home.

library of assemblies and variations that allow adjustments for climate, landscape, accessibility needs and more. As the Initiative continues, these designs and the documents used to erect them continue to be refined. “We are testing and learning with partners who are building the homes in different areas, working with volunteers or skilled workers, so we can learn how they work best in all situations,” said Stagg.

One of their main concerns in rural Alabama is maximizing a path of cooling. “There is a large overhang to protect from sun and rain, and cross-venting placement of windows relative to the overhangs to achieve natural light without the heat that comes with it,” said Stagg. Their designs implement a tight air seal and an energy recovery ventilator (ERV) to keep the homes efficiently heated and cooled with a constant flow of fresh, filtered air. It has been really effective in climate zones 2 to 4—hot-humid and mixed-humid—where they have conducted most of their research. Colder and dryer climates will require a different building envelope strategy, which is still being researched in the context of the program.

In one of the many balancing acts in this type of home construction, the Front Porch Initiative also works to ensure the homes they are building will be easily sustained by the occupants. “We have tried other systems, for example, tankless water heaters, that we thought were really efficient and low-maintenance, but they are hard to get repaired,” explained Stagg. “Now, when something breaks (which it inevitably will), the homeowner can use local materials to repair it.”

The researchers treat each build unique-

ly in many ways, referencing a library of details altering the plans and suggested materials for codes common to each climate zone. “If [a material] is not mandated by code it’s probably not available at local building supply,” noted Garcia. “They may not be able to find R-20 if the code calls for R-19. It’s a matter of where builders are located and what they can access.” Stagg added, “One of the missions of the Front Porch Initiative is understanding which aspects of a build are universal and which are specific. Some things are going to work in rural Alabama, but not in rural Wisconsin.”

### GET INVOLVED

Rural Studio is looking for their next round of Field Test Partners to implement Front Porch Initiative pilot projects. “We have not yet publicly released the drawings, said Stagg, “but we are trying to move in that direction.”

Front Porch homes can be built by faith-based organizations or nonprofits like Habitat for Humanity, or for-profit builders. “These are just good houses,” ex-

claimed Smith. “We take all of the knowledge we develop with partners and then provide it for free.”

Partners will build their homes to given specifications that maintain the performance quality of the home, while keeping in contact with the Front Porch Initiative so they can test and learn with their partners. “We will work with our field test partners to respond to local conditions with a limited range of vetted options for foundation type, exterior cladding and other modifications,” said Rural Studio on their “Partner With Us” page.

If you’re interested in becoming a Field Test Partner, fill out the Partnership Questionnaire at [www.ruralstudio.org](http://www.ruralstudio.org) or email the Front Porch Initiative at [frontporch@auburn.edu](mailto:frontporch@auburn.edu).

To become a material provider for Rural Studio student projects, contact the program at [rstudio@auburn.edu](mailto:rstudio@auburn.edu). “Just about any building materials that you can think of, we have probably had it donated,” said Smith. “We welcome one-time donations or donors who would like Rural Studio to use their products for our builds.” **RB**



Development at Chattahoochee Hills, Georgia. PHOTO BY JESSICA ASHLEY PHOTOGRAPHY

## new products

BY RURAL BUILDER STAFF



### ■ LP LEGACY® PREMIUM SUB-FLOOR ADHESIVE

LP Building Solutions (LP), a manufacturer of high-performance building products, has announced the launch of LP Legacy® Premium Sub-Floor Adhesive.

The new adhesive defends against squeaks and contains increased bond strength and effectiveness under dry, wet, and frozen surfaces to provide enhanced performance. The gun-applied, fast-curing PU collapsible foam adhesive is designed to provide excellent adhesion to OSB, treated lumber, masonry, decking, and plywood in both indoor and outdoor applications.

The adhesive expands to create a tight seal in small gaps between sub-floor panels, and one 29-ounce can of the adhesive provides up to twelve times the coverage of a typical tube of conventional sub-floor adhesive.

The 100 percent solvent-free building solution is VOC compliant and meets the toughest construction adhesive standard – ASTM D3498-19a.

### ■ NEW COLORS OF QUARTZ SURFACE LAUNCHED

Vadara Quartz Surfaces, a manufacturer of premium quartz surfaces, has added to its lineup six new color options. Inspired by the classic colors found in marble and quartzite, Vadara's latest color options include:

**Bella Dolce:** a bright white background with delicate brown and grey veining



**Calacatta Fresco:** a dimensional off-white and grey background with grey veining

**Calacatta Oro:** a dimensional off-white and grey background with brown and grey veining

**Cascada Perla:** a dimensional off-white and grey background with grey and white veining

**Solano Bella:** a dimensional off-white and grey background with delicate grey veining

**Varenna:** a luminous white background with delicate grey veining.

The products are virtually indistinguishable from natural stone while offering the strength, durability, resistance to staining and etching, and minimal maintenance requirements.



### ■ SAFE REWINDING LONG TAPE

Construction long tapes often end up busting the user's knuckles when rewinding. Crescent Lufkin revamped its design to create the new Steel Construction Long

Tapes, protecting the hands that use them while getting the job done. The tapes feature a rugged over-mold casing that surrounds the tape for greater protection and durability. Built-in tether points allow for fewer drops from height.

An extra-wide, dual-sided end hook increases surface area for a strong grip. Meanwhile, the dual-prong system folds up or down, allowing the user to utilize both sides of the blade. The crank is ergonomically designed with a built-in stop that allows the crank to travel above the user's fingers during retraction. The rewind ratio provides a fast, controlled mechanism, and the seated handle protects the crank assembly during storage.



### ■ MACH-BLUE DRILL BITS

The bits mark the debut of Spyder's proprietary Mach-Blue™ armor plating, an ultra-hard surface plating that helps retain sharp cutting edges and reduce heat build-up, resulting in faster cuts and exceptionally long life. Beneath the plating, the standard-sized bits are constructed of heat-treated M-Series tool steel, known for its durability and resistance to breakage. They are optimized for use in wood, steel, mild steel, aluminum, stacked materials and other tough-to-drill alloys. STINGER™ Mach-Blue™ HSS bits have been shown to drill up to 100 times more holes than titanium or black oxide drill bits before a replacement is required, and to make holes up to eight times faster than

titanium drill bits. Other features include a self-centering split point design that won't walk or wander, even on pre-hardened or curved surfaces. The impact-rated ¼" speed hex shank allows the bit to be used in quick-change impacting drivers as well as conventional three-jaw chucks in hand drills and drill presses.



■ **HEAVY-TOOL RETRACTABLE TETHER**

Gear Keeper's new ANSI-121 compliant, heavy-tool retractable tether's low profile keeps tools weighing up to 3.5 lbs. close to the body when retracted while still allowing complete accessibility when needed. Workers do not have to dance around a long, dangling tether or drag their tool on the floor. Engineered with user-ergonomics and safety in mind, the RT3-5605's durable, impact-absorbing nylon webbing does not require an additional shock-absorbing lanyard end. Tools are attached via a stainless steel, thumb-controlled, locking-gate carabiner. The retractor mechanism's low 7 oz. tension of the lanyard allows easy use, safely avoiding interference with the work being performed and still remains strong enough to keep the tether's 4½-foot line taut and out of the way. Also, when the tool is retracted, lanyard exposure is minimized to avoid snagging, especially when the tool is also placed in a tool bag/pouch.



■ **CURVED PERIMETER EDGE TRIM**

Sheet Metal Supply Ltd., a fabricator/supplier of custom perimeter edge systems, has introduced the MegaLock 2 Radius System for curved perimeter edges. MegaLock 2, the company's most popular ES-1 rated perimeter edge system because of its ease of installation, is now available custom fabricated and curved to almost any radius, concave or convex. MegaLock 2 Radius System is available in half-inch increments from 3" to 10" sizes. The base component is fabricated from 20-gauge G-90 galvanized steel and can be custom pre-punched to any specific project requirement. The face material is available in 28 PVDF colors in 24-gauge and 22-gauge G-90 galvanized steel or .032" and .040" aluminum.

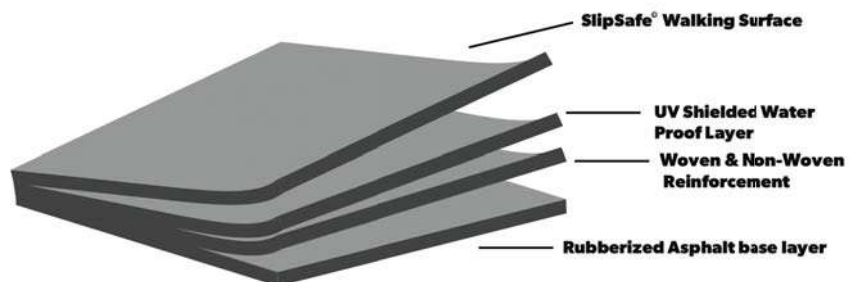
■ **ICE AND WATER GUARD ROOF UNDERLAYMENT**

Ox Engineered Products, manufacturer of structural sheathing and thermal insulation products, is introducing self-adhered, slip-resistant roof underlayment –

ToughSkin HT Ice & Water Guard™. Four key components make it ideal for tile and metal roofs that can last up to 75 years:

- A rubberized asphalt adhesive base layer that provides for superior adhesion even in high-temperature climates.
- Woven and non-woven reinforcement layers (laminated together).
- A UV-shielded waterproof layer for protection from rain, snow, and ice.
- A top layer that includes a SlipSafe® Technology walking surface to reduce the chance of slips or falls during installation, ensuring a safer working environment for roofers.

The product also features overlapping adhesive sealing strips at the seams for enhanced water resistance, a thick self-sealing adhesive base layer that seals around fasteners, and a lightweight split release liner made from siliconized film for easier installation. The standard roll size is 36" wide by 67' long (or 200 square feet). The product may be used as an underlayment on all sloped roof coverings including under slate, tile, cedar shakes, metal, and traditional asphalt shingles. **RB**





# Gambrel Ferrari Barn

All-in-one car shop, hunting lodge, and family hang-out space



**THOUGH IT LOOKS LIKE FARMER'S** heaven, there is no farming happening in this stunning gambrel barn in a rural area of Fort Wayne, Indiana. The 30' x 80' barn building has a 15' lean on each side opening up the first floor for an expansive auto shop with plenty of storage for vehicles, including the owner's bold red Ferrari. The front door was painted Ferrari red as a nod to the car.

The building's full second story is finished as a more liveable space, perfect for hanging out with the family on weekends, or warming up after a long day during hunting season. The four large windows have a great view of the wooded property and let in a lot of nice, natural light.

The space has forced-air cooling and is fully heated with a floor heat system in the concrete and under the 30-foot clear-span floor system.

One of the biggest challenges to overcome with this project was creating openings from the main building into the leans while still supporting the 30' floor system above. Meyer Building used steel I-beams and square tube columns to accomplish the loading needed to support the structure.

Mesa exposed fastener panels from McElroy Metal cover both the walls (Brite White) and roof (Matte Black). And a 4' lighted cupola finishes off the classic, farmhouse look. **RB**



## THE DETAILS:

**Building:** Meyer Building, LLC

**Building Size:** 60' w x 80' l x 14' h

**Location:** Fort Wayne, Indiana

**Trusses:** 30' Gambrel Scissor Truss/Cap,  
Meyer Building, LLC

**Wall & Roof Panels:** 29 gauge Mesa Ultra,  
McElroy Metal

**Fasteners:** ST-XL, ST Fastening Systems

**Foundation:** Perma-Column

**Posts:** Nail-lam columns, Meyer Building, LLC

**Insulation:** R-19 Fiberglass, Johns Manville

**Ventilation:** UniVent, MWI Components

**Walk Doors:** 20 Series, Plyco

**Windows:** Lifestyle Black, Pella

**Accessories:** 4' Lighted Cupola, Plyco

[www.meyerbuilding.com](http://www.meyerbuilding.com)



# GET MORE INFORMATION ABOUT PRODUCTS & SERVICES SEEN IN THIS ISSUE. HERE'S HOW:



***If you are looking for more information from companies featured in this issue, fill out this form.***

*Mail the completed form to us, and we will have those companies get in touch with you. There's no need to fill out multiple forms; we'll do the legwork for you.*

Name (please print) \_\_\_\_\_

Signature (required) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_ Date \_\_\_\_\_

**Please check one or more boxes to subscribe FREE/Renew for 3 years:**

- Garage, Shed & Carport Builder Magazine*  
  *Frame Building News*  
  *Metal Roofing Magazine*  
 *Rural Builder*  
  *Rollforming Magazine*  
  *Roofing Elements Magazine*

I would like to receive my subscription:  By Mail    Digitally

- Check this box if you wish to receive our Builders' Express newsletter and offers from our partners.  
 Check this box if you wish to receive our Roofers' Express newsletter and offers from our partners.

**Email address is required to receive newsletter.**

**CONTACT NAME & EMAIL (OR) NAME & PHONE NUMBER ARE REQUIRED. WITHOUT THIS INFORMATION WE WILL NOT PROCESS THE REQUEST.**

**SELECT A MAXIMUM OF 5 COMPANIES TO REQUEST INFORMATION FROM:**

Company Name: \_\_\_\_\_ PAGE: \_\_\_\_\_

Company Name: \_\_\_\_\_ PAGE: \_\_\_\_\_

Company Name: \_\_\_\_\_ PAGE: \_\_\_\_\_

Company Name: \_\_\_\_\_ PAGE: \_\_\_\_\_

Company Name: \_\_\_\_\_ PAGE: \_\_\_\_\_

I understand that by providing the above information I hereby consent to receive communication regarding my subscription via US Mail, telephone, and e-mail sent by *Rural Builder*.

Valid until Oct. 29, 2021

RB JULY 2021

**CHECK WHICH TITLE APPLIES TO YOU:**

- President  
 Owner  
 Partner  
 General Manager  
 Sales Manager/Rep  
 Engineer/Architect  
 Vice President  
 Foreman  
 Installer  
 Other \_\_\_\_\_

**PLEASE CHECK THE PRIMARY CATEGORY THAT DESCRIBES YOUR BUSINESS:**

- Builder, Dealer, Remodeler or Installer  
 Roofing Contractor  
 Metal Roofing Contractor  
 Building Material Dealer/Distributor  
 General Contractor/Remodeler  
 Manufacturer/Rep of Manufacturer  
 Architect/Specifier  
 Construction Consultant/Engineer  
 Building Owner/Developer  
 Other (Please Specify) \_\_\_\_\_

**ENGAGED IN THE FOLLOWING APPLICATIONS:**

- Gutters/Accessories  
 Institutional  
 Residential  
 Agricultural  
 Commercial  
 Industrial

**ASK THESE ADVERTISERS ABOUT THEIR PRODUCTS TODAY!**

<b>Company</b>	<b>Page #</b>	<b>Company</b>	<b>Page #</b>
ABC Supply .....	26, 27	Micana Quality Roofing.....	14
Acu-Form .....	14, 50	Mill Steel Company .....	62
AJ Manufacturing, Inc. ....	51	MWI Components .....	CVR, 40, 41
AkzoNobel Coatings Inc .....	28, 29	Perma-Column LLC.....	63
Ames Research Laboratories Inc .....	14	Planet Saver Industries .....	14
ASC Machine .....	13, 30, 31	Plasti-Sleeve .....	91
Bradbury Group, The .....	13, 52, 91	Plyco .....	42, 43
Chief Buildings .....	9	Red Dot .....	CVR, 64
Direct Metals .....	14, 53	Reed's Metals .....	CVR, 65
DrIpstop - FILC.....	32, 33	Rigidply Rafters.....	66
Dynamic Fastener .....	34, 35	Roll Former Corporation .....	11
EDCO Products .....	54	S-5! .....	67
Everlast Roofing .....	36, 37	Safeway Door .....	13
Express Barns .....	55	Snow Stoppers.....	14
FootingPad by AG-CO.....	19	ST Fastening Systems .....	69
Golden Rule Fasteners .....	14	Starwood Rafters .....	68
Grabber Post Buildings, Inc.....	56	Stockade Buildings .....	14
I Beam Sliding Doors .....	3	Sukup Manufacturing.....	44, 45
Kevmar Mfg. ....	13	Triangle Fastener.....	70
Levi's Building Components.....	13, 57	Union Corrugating.....	CVR, 13, 71
Marco Products.....	58	United Steel Supply.....	CVR, 13, 46, 47
Marion Manufacturing.....	91	Universal Tube & Rollform Equipment Company .....	13
Maze Nails .....	38, 39	Ventco .....	48, 49
McElroy Metal.....	59	Wick Buildings.....	72
Metal Rollforming Systems.....	CVR, 60		
MFM Building Products .....	CVR, 61		

**OUR NEW AND IMPROVED WEBSITE IS COMING SOON:**  
[WWW.RURALBUILDERMAGAZINE.COM](http://WWW.RURALBUILDERMAGAZINE.COM)



**PLASTI-SLEEVE®**  
**POST PROTECTION**

Typical Post Frame Design

The "Original" post protector

- Low cost - Easy slide on
- Made from the best, HDPE black plastic!

[sales@plastisleeve.com](mailto:sales@plastisleeve.com)  
 Toll free 877-775-3383  
[www.plastisleeve.com](http://www.plastisleeve.com)

**SHIELD WALL MEDIA IS HIRING**

**We are expanding faster than we can find people.**

**WORK FOR A COMPANY WHERE**

- Your input counts
- Your contribution matters
- Your ideas can become reality

**EDITOR & ASSOCIATE EDITOR**

- Competitive Salary
- Profit Sharing
- Medical/Vision/Dental
- 401 K



Contact [gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com) for more information



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

**WE ADD THE VALUE TO METAL**

1-888-865-8740 [www.marionmanufacturing.com](http://www.marionmanufacturing.com)



We Build Machines.  
 We Sell Solutions.

- |                   |                       |
|-------------------|-----------------------|
| Panel Lines       | Portable Roll Formers |
| Purlin Lines      | Insulated Panel Lines |
| Control Retrofits | Standing Seam Lines   |
| Hydraulic Folders | Garage Door Lines     |
| Trim Roll Formers | Slit & Recoil Lines   |



[www.bradburygroup.com](http://www.bradburygroup.com) 620.345.6394

# GARAGE • SHED • CARPORT BUILDER

A Construction Magazine Network Brand  
www.constructionmagnet.com

April 2021

**SHED  
SHOWCASE**  
PAGE 28

**PRODUCT  
PROFILES:**  
Tools & Materials  
To Help Your  
Business Thrive

**YOUR LAST  
ISSUE?**

**TO CONTINUE GETTING  
GARAGE, SHED & CARPORT BUILDER,  
SUBSCRIBE TODAY!**

SCAN CODE TO  
SUBSCRIBE ONLINE  
or fill out the card  
found in this issue

