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JUNE 2022 • Vol. 34, Issue 3

## 2022 POST-FRAME DIRECTORY



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Our June issue of *Frame Building News* magazine includes articles exploring getting the job done while overcoming many problems to provide components and finish builds in different locations, and even difficult circumstances. These include

pieces about suppliers and manufacturers overcoming the economic climate to provide specially made posts, seasoned post-frame pros going above and beyond to help build homes and churches overseas for a country now under siege, overcoming online reputation challenges as a business owner or contractor, truss and hardware know-how with insights, and a Flashback article to remind us that it's best not to repeat history – or at least prepare in many ways and to add services to keep your business profitable.

This issue also includes our annual Post-Frame Directory, complete with all the contacts with information at your fingertips all in one convenient location. Many have chosen to be included in this special section,

and as always we are more than happy to give suppliers, component manufacturers and builders easy access to each other.

The halfway point of your post-frame year is here. You are versatile and an expert, but stories and articles can influence all of us within this industry. Never stop learning, as they say. We are confident that these pages inside will inspire and propel you to new levels no matter what is on the horizon.

Editor,



Anthony Brass  
anthony@shieldwallmedia.com



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Photo (Right) Courtesy of Stockade Buildings, Project of the Month; Photo (Left) courtesy of International Network.  
Cover design by Kevin Ulrich

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**Gary Reichert,**  
Publisher, Shield Wall Media

Frame Building News (ISSN 1079-0870) (Volume 34, Number 3) is published five times per year (January, April, June, August 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 Frame Building News, Barb Prill, PO BOX 255, Iola, WI 54945. Copyright 2022 Shield Wall Media LLC. Frame Building News and its logo are registered trademarks. Other names and logos referred to or displayed in editorial or advertising content may be trademarked or copyright. Frame Building News 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. Technical articles appearing in Frame Building News are reviewed for technical content by an advisory committee consisting of a select group of post-frame industry and related academic personnel. Opinions and/or recommendations included in columns by guest authors are solely those of the authors. Frame Building News, committee members, staff, consultants and contributing authors disclaim any responsibility or liability for contents or opinions expressed in any article contained in Frame Building News. Publication by Frame Building News in no way implies endorsement of contents. Mailed free to post-frame builders and their suppliers throughout North America. Others may subscribe: U.S. \$21.98 for 1 yr, \$39.98 for 2 yrs, \$58.98 for throughout North America. Others may subscribe: U.S. \$21.98 for 1 yr, \$39.98 for 2 yrs, \$58.98 for 3 yrs; Canada, \$29.98 1 yr, \$56.98 2 yrs, \$84.98 3 yrs.

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# Post Production

Richland Laminated  
Columns Creating  
a Strong Base

By Anthony Brass

The critical factor of longevity in post-frame construction is a specialization for Richland Laminated Columns, the post manufacturer based in Ohio. The company produces laminated posts, designed to take the place of a solid 6 x 6, offering glulam and nail-lam. They make the Perma-Column precast, are an applicator for the Green Post Planet Saver polyethylene wrap and distribute the Post Protector Sleeve, FootingPad and more.

The company is wholesale only, and sells to traditional lumber yards, truss manufacturers and rollformers. Ed Atwell, outside sales, came on board through a business connection. “Elmer Sensenig started the company in 2005. I was actually in the wholesale lumber industry working for a distribution center down the road,” says Atwell. “I sold lumber to Elmer’s father-in-law, so we had a great relationship. I knew of Elmer and that he was starting the company. A couple years

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down the road our paths crossed again and I've been working for him ever since." Atwell says Elmer and the company prides itself on being wholesale, for the all-important foundation component. "We focus on the post only," says Atwell. They are in high demand and he adds that growth is the only difference he sees now versus years ago. They work for several post-frame companies and communicate and execute specific needs for each, but perform

their own process. "We're a precaster for Perma-Column, so we bring the steel in, and we precast and manufacture the product right in house, then distribute right out to retail lumber yards." He adds they control the manufacturing and sales of their products from beginning to end. But clients Atwell works with have certain standard requirements. Perma-Column's products, for instance, are ICC-code compliant. "There are certain designs that we have to abide by," Atwell says. "The product is pretty uniform from precaster to precaster. There are probably eight precasters throughout the country, in regards to Perma-Column, so we are all similar from one to the next."



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### 'Elmer's Glulam' vs Nail-Lam

Richland makes the posts and their clients have a choice. There are pros and cons for each, and glulam versus nail-lam is a debatable topic Atwell is used to. He sees benefits in using both. "Your glulam column, structurally speaking, is a little stronger than a nail-lam. It does have some better design values." He adds that the appearance of the glulam is better. "But, the benefits of a nail-lam are, if you're going to have a finished-off interior, is the nail-lam post is a little bigger. So, your studs will match up to it; you won't have to rip your studs down." Atwell adds the glulam is planed down and smaller. "Studs on an interior-finished barn will have to be ripped down. Your Y bracing on a nail-lam post will match right up to it; on a glulam post they will have to rip those down." He says the size of the nail-lam is your greatest benefit, despite the overall visuals. "It's not quite as nice-looking because it's not planed down as much, but a lot of guys will argue that they don't need to be to planed down because it's a post inside of a post-frame building and doesn't need to be the prettiest in the world."



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### Must have Structure

Many companies work on projects using Richland's wood posts above ground. The structural soundness can be a question for some who are not as familiar with the process. "There's been rigorous testing with that [concrete in-ground] column and that attachment point: You have a 5-foot pre-cast concrete post that goes in the ground and an engineered laminated post on top. So



there's a connection point there." Atwell added one company – using a similar setup with in-ground concrete posts – no longer puts wood in the ground because of post decay, and that the product has performed over the years. He says they also have thorough third-party testing performed by a timber product company. He stresses it's important to get the wood posts out of the ground, but they do offer alternatives if going the traditional sub-ground immersion. "They are more of a polyethylene wrap that does require a certain application to avoid some moisture with them."

### Bigger is Better, if Necessary

They work with large projects, some requiring sizable offerings, which are no problem for Richland. "Just being in the field, I've seen some basic large projects. I'm sure some of the guys in the shop have seen some crazier stuff. But, our glulam press is designed to go up to 38" on a post. So, we can make a post as big as you would need it." Atwell says they produce a 5- or 6-ply 2 x 8 as one of their largest. "That makes for a pretty large pole. We have 48' trailers so we've seen some 48' posts go out."

### Go with the Log Flow

The company is no stranger to the ebb and flow of the industry – for 18 years – including seasonal changes, weather, product developments and a mercurial lumber market changing the dynamics. "Last July was probably the slowest month we've seen in two

years," Atwell says. "The lumber market had tanked, so that was the major reason." He adds they still have to keep their product coming and work through industry obstacles. "We have to keep a good flow of lumber coming in; we're manufacturing poles every day. Regardless of what the lumber market is doing we have to have material to make product. So we have a constant flow coming in every day."

That wood of choice coming in is the Southern yellow pine, from here in the States. "Your Southern yellow pine is stronger than spruce, appearance-wise, it looks a little better."

### 'Post'-it Notes

Atwell is on the road more these days, especially being in sales. Last year and even before that "primarily" was an in-office scenario to help out Richland and be even "more valuable," he says. As the restrictions ease this is changing he notices. "I'm traveling a lot more now; it depends on the day of the week." The focus for the company and projects remains the posts as well as their reach of product distribution. "Years ago we recognized post decay happens, and we've taken on a couple different products that will help you. We also distribute Sturdi-Wall brackets and Post Protector Sleeves." There are additional products Richland distributes. "A new product we've added is manufactured by Post Protector, a skirt board protector. It's a polyethylene sleeve that slides over your tongue-and-groove skirt board to avoid it rotting out." **FBN**

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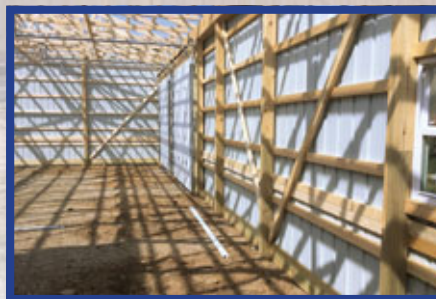
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# On the Right Track

Builders must select correct hardware for sliding door installs

By Anthony Brass

Red Acre Barn. Photo courtesy of ZTS Photo.  
Photo courtesy of MWI Components and Greiner Buildings, Inc.

**T**he sliding doors in your project get attention day in and day out. The type of track you install for your client's doors is important. This critical hardware is what makes your sliding doors open and close easily. Your choice of door has to work with the specific type of track. There are many sizes of doors requiring different weight loads.

You need to know the type, size and material of doors you choose for your client, based on their needs, before selecting the track. You can customize the sliding doors based on size requirements for each project and the client's needs for moving items through. Many post-frame projects will require larger doors for wider openings to bring in machinery or animals. You must present an array of choices and sizes that best fit their needs but also operate well with the track.

Sliding doors are made with many materials besides wood and steel. Lighter materials such as aluminum, provide du-

rability and strength, and are a lightweight option for easier operation. The lighter doors provide less weight and stress on your track. How often the client uses the sliding doors will also affect their choice.

"Everybody wants to keep it as light as they can," says Tyler Williams, sales manager, Zimmer Metal Sales Roofing and Siding. He adds if it's all steel it's going to be harder to operate.

It's important to remember the steel doors, though sturdy, are the heaviest and will affect your choice of track. Wood is placed into metal sliding doors, which is common and can add weight, but lighter options are popular. Zimmer says the span of the track will be double the width of each sliding door, so its composition will matter.

## Substrate Knowledge

The building you're adding doors to may be already complete or in the process of being finished. Doors and track are typically connected to wood, steel or alu-

minum. All have benefits and drawbacks.

"First, you need to consider the size requirements for the sliding doors," MWI Components Customer Service Manager, Alicia Cahill says. "This will help you determine which framing substrate and track is best for the door/doors' overall weight and size."

Substrate materials such as wood are light but can warp. "Wood will sometimes want to bow," says Dustin Ingram, director of operations for Sturdi-Built. "If you're in a very humid climate, lumber is going to want to twist."

Sturdi-Built prefers to use metal. He says is this a superior material that lasts longer as a connection for your door and track. "Our framework of the sliding doors is a 20-gauge steel, galvanized box girt. It aids in the trolleys so they don't prematurely wear out."

He says they do have wood trusses that they can affix the track to. However, the galvanized option is more weather resistant. "They [metal] are tremendously



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# A PROUD COMPONENT

in the frame building process.

➔ **Tracks located above (and below) the sliding doors must be carefully selected beforehand.**  
Red Acre Barn. Photo courtesy of ZTS Photo.  
Photo courtesy of MWI Components and Greiner Buildings, Inc.

lighter, more true,” Ingram says. He adds the metal will not contract or expand as much as one thinks, and not as much as lumber. He says the galvanized box girts don’t have these problems.

### Square vs. Round

Round and square track each have advantages.

“Both round and square track provide an aesthetically pleasing look for many indoor and outdoor projects,” says Cahill. But the functionality will outweigh the importance of looks.

Square track achieves the “classic, timeless look of older, traditional building designs,” says Cahill. However, she adds the square track typically has a lower weight rating than the round track. Heavier, longer sliding doors require higher load ratings.

Square track channels, due to their shape, collect debris over time, making them more high-maintenance.

“A round track has the natural curvature that allows dirt and debris to sift out,” Cahill says. The bottom of the track is open. The trolleys attached to the sliding doors are ball-shaped, so when they roll back and forth it aids in cleaning the track out.

The round track provides even load distribution, allowing for



increased weight capacity. This track results in an easier gliding action, with less resistance, which can increase the life of the doors. The nylon wheels on a round track also provide a quieter operating system.

### Tracking Challenges

Door hardware, especially track, are only part of the solution to preventing future problems. The durability and function of doors can become compromised through high use and Mother Nature. This affects the fit of the doors, exposes design flaws, causes warping, bending, spacing and sealing issues over time. But the installation of the sliding door and its fit will determine how well it works with your track including brackets and rails.

“Common door failures are often blamed on the track brackets, trolleys or track,” Cahill says, but “there should be bottom, center and side door retention planned to keep the doors secure from uplift or air exchanges within the structure.”

Common issues arise due to improper “complete” door securement. It’s the total securement of the door that helps the track and other hardware work in conjunction with doors after heavy

An advertisement for Wick Buildings. The top part has a dark blue background with the Wick Buildings logo and the text "Wick Buildings". Below that, it says "GROW YOUR BUSINESS WITH WICK'S HELP" and "Could you use innovative products, quality materials, exceptional value and customer service to differentiate yourself from your local competition?". It also mentions "We've developed a series of short videos which are being released over the next months featuring Wick Builders to help you." and provides a URL: "Visit: https://www.wickbuildings.com/dealer-busy-season/". The bottom part of the ad shows a photograph of a large, modern barn with a white porch and a QR code. At the very bottom, it says "WickBuildings.com • 800-356-9682" and "Commercial • Residential • Agricultural • Retail • Suburban • Equestrian".

use and adverse weather. Cahill stresses the ideal door retention should keep your doors “tight up against the building” to “prevent damage caused from winds.”

Securing doors when not in use will also prevent damage. The latch and other closing mechanisms should be properly in place and engaged when leaving. “No track choice will be successful if these measures are not taken into consideration.” Cahill adds that standardizing the use of heavy-duty products for all your exterior doors is a good preventative measure against high winds. The hardware, including track, must work with this in mind.

Space between the doors or track can develop over time through use and adverse conditions. Bottom or side guide rails prevent alignment or spacing problems over time and give doors stability during inclement weather. But the sliding doors – even lighter aluminum ones – may need to be adjusted.

The door is adjusted during installation. Gary Lambright, of Silvercraft, manufacturer of sliding doors, hardware and accessories, explains, “We have the trolley bolt; it has a shoulder, so it’s an offset bolt where they can adjust the doors.” As far as the track goes, he says spacing adjustments are unnecessary.

### ‘Flat’-Out, an Option

The flat track presents another option, but may not work for all applications. This track has an open design that is exposed to the elements, which will leave your sliding doors susceptible to premature wear and excessive water exposure.

“On the end of a barn, without a roof over the top, it [flat track] would not be a good idea because you’ll get some rain and water infiltration through the top of the doors because you don’t have your track cover,” Lambright says. “But, under a roof line or overhang or eaves it works great.”

If the exposed flat track is requested for outside, the building’s roof overhang or eaves must be sufficient to shield this v-groove wheel track system.

Many clients bring the barn door-style into their homes to capture the essence of that rustic motif and to enjoy this trend in popular interior design. But the flat track

used on these high-use doors among in-door dwellings, separating room from room, can’t always work on your outdoor build.

“The flat track is typically for smaller, lightweight interior doors where space savings is the concern,” says Cahill, on the popular choice of track for inside doors.

Your exterior sliding door projects will be a success when you plan ahead and use what’s best for the client. It’s all about informing each about the requirements for their door track and helping them understand that the right track will work seamlessly with the sliding doors for years so they won’t even think about it. **FBN**

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# Post-Frame Construction Well Received in

# UKRAINE

■ By Karen Knapstein

Post-frame construction has a firm foothold in the United States. In Europe, not so much. But post-frame proponents like Dwayne Borkholder, of Borkholder Building & Supply, have been working to change that.

The building tradition in Eastern Europe is in brick and steel. The buildings last for centuries, but the tradeoff is they take a lot of money, labor and time to build. By comparison, post-frame structures involve a fraction of these assets. While a post-frame structure isn't as strong as brick or steel, Dwayne said, "As long as you've got a good finish, you're going to still produce a good structural product."

Dwayne became active in the Eastern European post-frame building initiative about 16 years ago. He teamed up with International Networkx [internationalnetworkx.org], who helped facilitate more than 30 projects that have been built so far. International Networkx' Becky Ruland would organize and facilitate the necessary people, logistics, working with churches, getting food, and helping them understand what's needed. Dwayne would bring building crews and would tag on one or two local people to each crew so they could learn the building process. "Sometimes there was an interpreter," he said, "but we were training as we were going along.

"We've built structures – churches, a mission outreach center, pastors' houses, a camp – if you look at those examples you see that they're going to be able to rebuild faster and easier. They have the wood resources to do it. They just haven't developed the industry."

Of the International Networkx-Borkholder projects, 24 were built in Ukraine. Ukrainian Pasha Kakuran was Dwayne's on-location "understudy and protégé."

"After the second build," Dwayne recalled, "Pasha really took over the projects. He had good AutoCad skills and he actually then would meet with pastors – especially if the customer was a church – and figure out what they wanted. He would draw it up and email designs over here [to Borkholder]. We'd look at it and add structural comments. He would make the changes and then he would material list it and we would review." Pasha would order



**Frame Building News does NOT advise working without proper safety gear. This photo was taken in Ukraine, where they don't have the same regulations as in the United States. A team of locals are learning post-frame construction while building a church. ALL PHOTOS COURTESY OF INTERNATIONAL NETWORKX, WWW.INTERNATIONALNETWORKX.ORG.**

the lumber and steel. "Then he had three guys working for him, and they would show up at the build site and they would build the trusses and laminated posts, and they would erect the building."

Locals were impressed with how quickly post-frame buildings can be put into service. When the first church went up, "the first pastor said they would have expected it to take five to seven years to get the exterior shell up," said Dwayne. "They would go buy brick in an amount and then lay that brick. Then they'd save money to do it again. The last thing to go on is the roof."

Building the traditional way, "you can't use it till the roof is on," he explained. Versus post-frame building, when you can use it

much sooner: “You set the posts, put on the girts and set the trusses, and immediately you start drying it in. In another week or so, you have a building you can use in at least some degree ... even in its rough form it can be utilized. Those were the big aha moments for Ukrainians. It’s much cheaper and you can start using it before it’s finished.”

Once the first post-frame church went up, it drew a lot of attention. “I think within the first two years of that first church going up,” Dwayne recalled, “they had 120 church groups come and look at it.”

Another big thing to consider is concrete and steel are controlled building products, Dwayne pointed out. So if the government wants to monitor and control who builds what, they can control whether or not a church goes up in a given area. Post-frame creates a loophole: “A wood structure is considered residential, so they could add on to their house and put a [post-frame] church building right beside it.”

Borkholder operated for eight or nine years in Eastern Europe before the political climate shut them down. “It was very exciting for a while,” Dwayne said. “Then the governments changed; about six or seven years ago a pro-Russian president took over. All of a sudden small businesses were being fined and shut down. So we took our website down and really kind of stopped operations [over there]. Guys on the crews all got other jobs. But Pasha stayed involved with [Borkholder] to some degree.”

In fact, Pasha and his family were in Argentina working on an International Networx project when Russia invaded Ukraine in February. They are currently living with Dwayne in Indiana. So now, along with the rest of the world, they watch in horror as Russia continues its attacks on Ukraine.

Dwayne shared his goals for building in Eastern Europe: “My goal and mission were to go and not just ship and import lumber and supplies, but to help them create an industry from within,” he said. He liked Habitat for Humanity’s model of other people getting hands-on learning with a build.

It was important that the materials



be on the jobsite when the Borkholder team arrived. Manpower was also lined up ahead of time. “We told churches: ‘If you’re going to want to do something like this in the future – or if you want to help another church – you need to send at least two or three of your men for that week to be able to help and to experience the building process.’ Because we do need help; we’re doing a lot of things by hand over there.”

To build momentum for post-frame, more than men who are willing to swing a hammer are needed. “You need people on the ground with an investment or people here with an investment to take it to the next level,” he said. When the dust settles, and as humanitarian aid filters in, there’s opportunity to rebuild with post-frame.

Homes, churches, clinics, schools – how much will need to be rebuilt is astounding. “Take houses for example,” said Dwayne, “look at the devastation where they’ve leveled entire areas. Post-frame is as good an option as any to rebuild.”

“Also, there are a lot of Ukrainians coming to the U.S. You may have people in your own community. Keep your eyes and ears open – there are going to be people who need assistance. And not just our resources, but our skills to teach them. We could only teach and train so many people over there.”

“It’s been very rewarding to be able to go and connect with people,” he continued. “Maybe one of the biggest impacts on me: There was an older gentleman who had moved from somewhere in Russia. During the second church build, he asked through an interpreter, ‘Why would you come and help people who you have no idea who they are?’ I told him, ‘Because as part of a Christian family, you’re my brother.’ He cried; he said, ‘I’ve never seen or heard this before – that people would do this.’”

“There’s that whole personal connection. You can send money, but there’s a whole different impact if you work side by side with somebody.” **FBN**



# Reputation Building

## Steps You Can Take to Positively Impact Your Online Reputation

**Y**our online reputation is what customers see about your organization when they do research on the web. Your online reputation should allow potential customers to discover things like:

- Does the organization have good products?
- Do they have exceptional customer service?
- What's the correct contact information?
- Do they publish informative content?

It's important to have a positive online reputation because most potential customers will either start on the web or take their research to the web at some point during the buying experience. Today's buyers want to do a certain level of self-service. This could be as little as checking out your Google reviews or as much as completely buying your product online. Whichever it may be, your online reputation will help with both!

Let's discuss a few ways you can positively impact your online reputation...

### Consistent Brand

First things first: We must create a consistent brand online for ourselves. So many times, you will research a business and the contact information is different on Google than it is on Facebook or the color scheme is different on their website than it is on their Facebook page. These must become consistent. The consistent brand sends a professional and trustworthy message to your online shoppers. Show them that you are paying attention; the details matter here.

I encourage business owners to comb through all the web versions of their busi-



ness (Google, Facebook, website, Instagram, BBB, etc.). Claim them. Confirm that all the contact information is the same as well as the hours of operation. From there you can start creating your brand on each platform using the same colors, logo, and messages. The goal here is that when a customer bounces from your Google page to your website to your Facebook page they don't have to question if they are still researching the same company. It should be obvious because of the consistent look, feel and messaging.

### Google Reviews

The biggest mistake business owners make here is simply not asking for Google reviews. We must be proactive about getting Google reviews. Build this mentality throughout your organization because these positive reviews will lead to more sales for many years to come. Asking can be a bit intimidating but if you're working hard for the customer and treating them

right, then you've earned the right to ask.

The next time you ask for a review try this: First, confirm with the customer that they had a five-star experience. Once you've confirmed their experience, ask them for a favor and tell them that this favor is very important to you. Now you have their attention! You can now politely ask for the Google review. Don't hesitate to walk through the process with them or even follow up with them in a day or two to thank them or check on the status.

### Product Testimonials

Don't confuse this with a customer review. A product testimonial would be specifically about your product. How does your product hold up in windy weather? What does your product look like after 20 years? How much weight can your product hold?

I encourage business owners to reach out to local engineers or testing facilities to have some real data done on their prod-



ucts. If that isn't an option, do the testing yourself and share the videos as your product testimonial. Perhaps you could put a heavy car into a shed to demonstrate the weight. Or you could show a photo of one of your sheds that's 5, 10 and 15 years old. I recently saw an organization use a picture of the aftermath from a tornado. The photo was about two miles wide and the only thing that wasn't destroyed was a shed that the builder sold to a customer the year before. Around the shed there were torn down houses and destroyed fences. This photo was a testimonial to the strength of his product.

### Quantitative Data

Quantitative data are visual numbers that shoppers can look at and easily assign creditability to you, your organization, and/or your products. Let's say you're going to watch a movie on the construction

industry. For this example, two options show up in the search results. Option A has 17 views, two dislikes and only four downloads. Option B has 1,100 views, 800 likes and 900 downloads. Which option are you more likely to pick? Option B.

The reason this data is important is because humans generally like to do what other people are doing and approve of. (Known as "social proofing.") When shoppers see their peers buying from you and approving of their experience with you, then they are more likely to buy from you, too. When working with business owners I have them tell their story with numbers on their website. This is an attempt to build credit with potential customers. Examples could be: 10,000+ sheds built, 100,000 miles delivered, \$10,000 donated and so on and so forth.

I would highly recommend prioritizing your online reputation. Work on these

four online reputation-building strategies and encourage your entire organization to be cognitive of them. It's important to slow down at times and build a strong reputation for the future of your business. Once you have established your online reputation stay on top of it and keep it relevant. Just like your actual reputation it always needs some level of attention, and you always need to be aware of it!

My goal with these recommendations is to help you build a sustainable, profitable business for years to come. Give them a try and let me know how they work for you and your organization.

See you at the top! **FBN**

**Phil Carselovey** is co-founder of *New-Found Rentals* [<https://www.newfound-rentals.com/>]. He can be reached at [phil@newfoundrentals.com](mailto:phil@newfoundrentals.com).

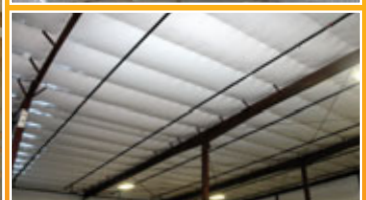


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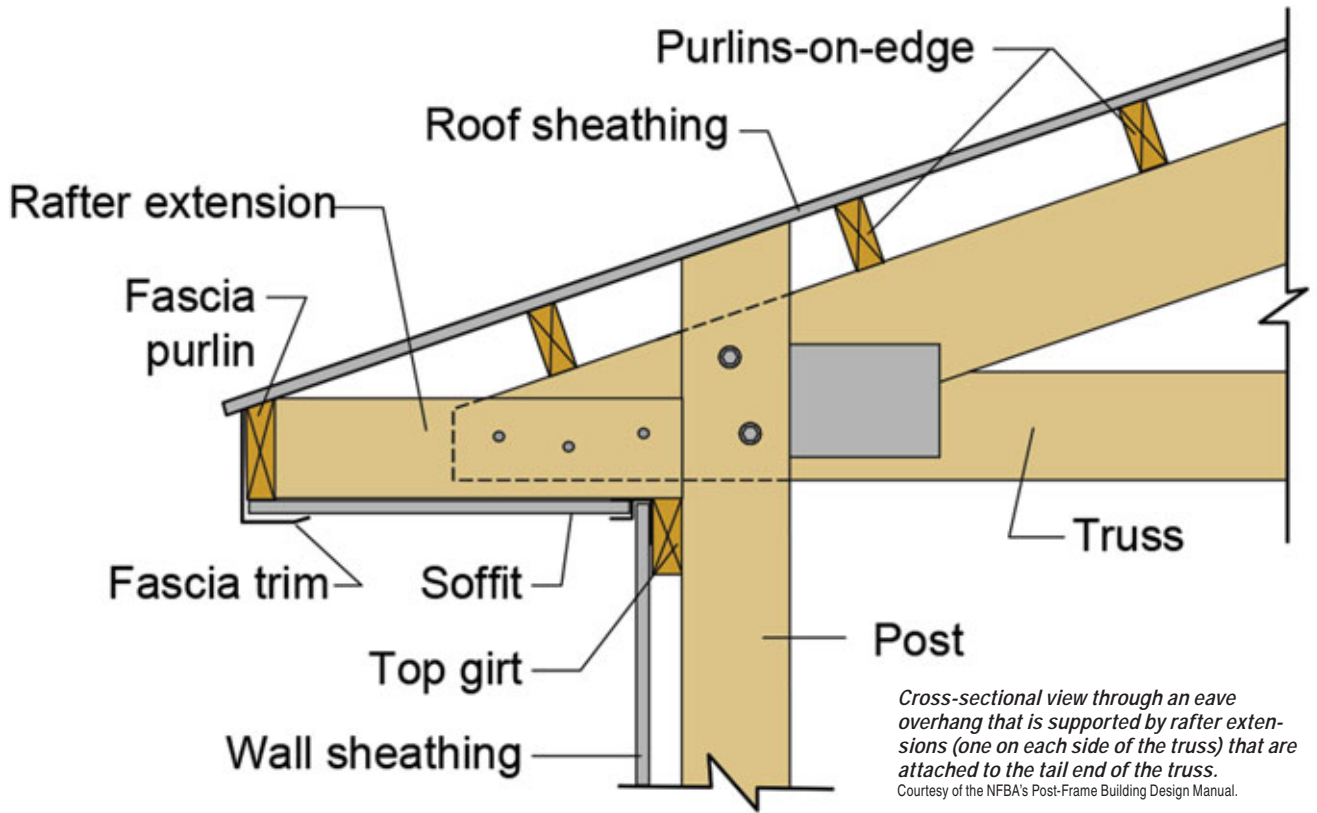
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# Make a Good Connection

Adequate truss-to-post connections are essential to building performance

By Sean Shields

This article series has been focused on installation best practices as it pertains to long-span metal-plate connected wood trusses in post-frame buildings. We've explored the reasoning behind why truss handling on the jobsite should be minimized, and how proper jobsite storage and use of the correct hoisting equipment can be effective in achieving that goal. We've also explored how long-span trusses need to be adequately braced to the ground during installation, then properly restrained and braced to each other before sheathing




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An example of a truss-to-post connection with a solid-sawn column.

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is applied. Most recently, we looked at effective ways to apply permanent bracing to a truss system to ensure it performs as expected over the life of the building.

All of those elements are extremely important to mitigate the chance something to go wrong during truss installation and you end up having to at best hold up the project to make a repair, or at worst clean up a large and expensive pile of spaghetti. Yet, following all those best practices are for naught if the connection of the truss to the post or column is not made correctly. Unlike truss bracing, there are several ways to do this properly, and different regions of the country approach columns and truss connections differently. Instead of going into depth on the myriad of options, this article will talk about the big-picture issues that must be addressed.

#### Forces to Be Reconed With

David Bonhoff, Ph.D., P.E., is a professor emeritus at the University of Wisconsin-Madison. He has written several technical articles providing thorough analysis of various aspects of post-frame buildings, including truss-to-post connections. In a recent discussion on connection best

practices his primary focus was on providing resistance to all of the forces that are applied to these connections. “Engineers typically address these forces as a shear force that acts perpendicular to the column, and an axial force that acts parallel to the column,” says David. “Then there are bending moment forces where the members within the connection want to rotate.”

Of those three forces, the bending moment is generally the biggest concern for the building designer and often dictates the size of truss and column members. That said, all of these forces influence the amount and direction of load being resisted by a truss-to-post connection, yet the connection has to successfully resist them all.

Steve Kennedy, P.E., an engineer for Lumber Specialties who has been designing long-span trusses for post-frame buildings for many decades, says, “When enough load acts on a truss, whether it’s a

snow or wind load, and the truss wants to move, that truss-to-post connection needs to be stiff enough to resist it.” If it doesn’t provide sufficient resistance the truss will move and the end result will be failure at that connection.

### A Pantheon of Columns

Post-frame columns are typically either solid-sawn or laminated. A laminated post is any column assembly that consists of two or more layers of dimensional lumber joined together by either glue, nails, a combination of nails, screws and/or bolts. Glue-laminated columns are typically horizontally laminated, while mechanically laminated columns are most often vertically laminated.

Some laminated column assemblies are unspliced, meaning each layer is comprised of a single piece of dimensional lumber. For several reasons, it has become more common for laminated assemblies

to come spliced, where at least one of the layers is comprised of multiple pieces of dimensional lumber.

While all of these approaches are acceptable, NFBA’s Post-Frame Construction Guide points out that spliced, mechanically laminated columns offer a significant advantage when it comes to enabling “saddled” truss-to-post connections (page 5):

*“These columns can provide efficient truss connection details because the length of the different laminations can be varied, creating a slot of the truss to slide into.”*

### On the Level

The first step in ensuring a good truss-to-post connection is making sure the bottom chord of the truss rests completely on the top of the column. “You want the bending moment (rotation) forces in that

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connection transferred to every ply in the post,” says David. This is done through the fasteners to the outer plies and through physical connection to the inner plies.

David also stresses that if the truss (or trusses, if the column is supporting multiple plies) is sandwiched between plies of the laminated column, the truss should be in full contact with the outer plies. “When they’re snug, that will produce considerable friction between the truss and post members, adding stiffness to the connection.”

Consistent column height and every truss-to-post connection is also important. “Whether the column is solid-sawn or laminated, it’s critical all the posts provide a consistent height to ensure the truss bottom chords are level once they’re installed on top of the columns,” says David.

He points out it can be difficult (though not impossible) to resolve a situation where the inner ply of the column is too

high. “In that scenario, it’s beneficial to have one of the outer column plies spliced. You can then mechanically laminate it in the field once you’ve cut down the inner ply to the height you need,” says David. “Another approach is to purposely leave the inner ply short and you can insert shims in the field to get that full connection in the inner ply.”

On occasion, it may make sense to shim the column at the foundation. “If you are setting columns on a slab and your slab isn’t perfectly level, you can shim the bottom of the post with one or more thin layers of polyethylene,” says David. “It’s a great material because it adds a moisture barrier to the bottom of the post where it comes into contact with the concrete, and the plastic has stronger resistance to crushing than the wood.”

#### A “Fasten-ating” Approach

“The key to the truss-to-post connec-

tion is making sure multiple fasteners are sufficiently spaced apart so they don’t share the same wood grain and aren’t too close to the end of a member that they cause it to split,” says David.

Truss-to-post connections can be accomplished with nails, screws, and/or bolts. David says, “The availability of proprietary fasteners has really increased over the last decade, so post-frame builders have a lot of options today. You just have to be careful that whatever fastener you are using you understand how many you need and how far apart they need to be spaced.”

“Ideally, you want a 12-16 inch truss heel at the connection so you have sufficient area to space out your fasteners,” says Steve. “Again, the whole goal of the connection is to resist the rotation of the truss members as the truss is resisting loads like gravity, wind, snow, etc.”

From his experience, David prefers





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bolts. “Bolts have the advantage of going all the way through the truss-to-post connection, so they provide increased resistance to shear and also suck the plies together to create greater friction. The larger diameter of the bolts also increases their resistance to corrosion. In addition, with bolts you need a lower total number of fasteners for the connection, so you can space them farther apart, providing greater bending moment resistance.”

### The Bottom Line

Proper long-span truss installation in a post-frame building presents several challenging elements. While minimizing lateral bending during handling and adequately bracing trusses during installation are very important to ensure trusses aren't damaged, compromising their ability to perform over the life of the building, proper truss-to-post connections are the most vital aspect of truss installation.

While there are many options when it comes to column configurations and fasteners, the key is ensuring the truss bottom chords are level, are in full contact with the column material, and are fastened using an approach that maximizes the stiffness of the connection to resist truss member rotation. **FBN**

Sean Shields is Director of Communications for the Structural Building Components Association (SBCA, <https://www.sbcacomponents.com>) and has authored over a hundred articles focused on structural framing and off-site construction since 2004.



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# Indiana Man Helps Build Pole Barns in Ukraine

■ By Lori McDonald, The [Seymour, Indiana] Tribune

**A** former Crothersville man has volunteered many hours helping the people of Ukraine build pole barn structures before Russia invaded the country Feb. 24.

Bob Malcomb is a structural engineer for homes and industrial applications. He currently lives near Hardy Lake and is a member of the Purdue Club of Jackson County [Indiana].

“Purdue teaches post-frame construction, which costs one-third less labor and one-third less material than traditional buildings,” Malcomb said. “I knew some Russian language, so Purdue asked me to go to Ukraine to teach people how to build pole barns for low-cost churches, and each building offers soup kitchens, free coats and medicine.”

The award Malcomb received in April is actually from 2021 but was delayed due to the COVID-19 pandemic.

“I will get the award on April 21. Then I need to be in Miami April 23 for the kickoff for where they are building a hospital on an island of 60,000 people off the coast of Haiti,” Malcomb said in early April. “This will be a pole building, and it’s amazing that after an earthquake, the beams swing back and forth, but then they stop and that’s it.”

Malcomb is being honored for traveling to foreign countries to design and build pole barn hospitals, churches and orphanages, and there have been 29 pole barn structures built in Ukraine so far.

He has been to Ukraine about a dozen times, visiting every year or two.

“I’ve been to most of the places where they are shelling and bombing — Sevastopol, Odessa and where they had the World War II conferences,” he said. “I’ve also been around Kyiv and En-erhodar, where the nuclear power plant was shelled.”

Purdue agricultural engineers are taught how to design wooden barns, and a group of Christians in Belarus asked Malcomb to help design churches.

Belarus is a former Soviet republic west of Russia, east of Poland, south of the Baltic nations of Latvia and Lithuania and north of Ukraine.

“The group did not have any money, and when I got there, they wanted to know if I would raise one or two million dollars for each of the churches,” he said. “They do not have a feel for large sums of money or what Americans might have available.”

He said places like Saint Basil’s Cathedral in Moscow are made



**Bob Malcomb, left, and a man named Andre are pictured at the Mercy Project in Ukraine. Andre drives a bus and picks up people who want to go to Salvation Army Church, and he also drives people to medical appointments and other places.**

Submitted photo

with marble walls and are great works of art.

“I showed the group the blueprints of pole barns and they were disappointed and asked if I wanted them to worship in chicken sheds,” Malcomb said. “I had a book of beautiful churches in the United States made from post-frame construction and explained I could get two or three churches in the U.S. to give \$2,000 each and it would be enough.”

He said the group liked the sound of receiving a free church.

“The trips were paid for by designing churches and barndominiums here in Indiana,” he said. “I work with a small group of volunteers making hospitals in Haiti, Mexico, Mauritania and Central Africa.”

Malcomb said Ukraine is a farm country with rich black soil, and many of the people there are farmers and love God.

“There are amazing people all over the world,” he said. **FBN**



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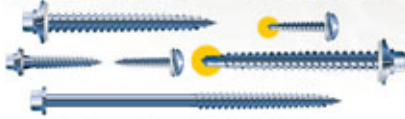
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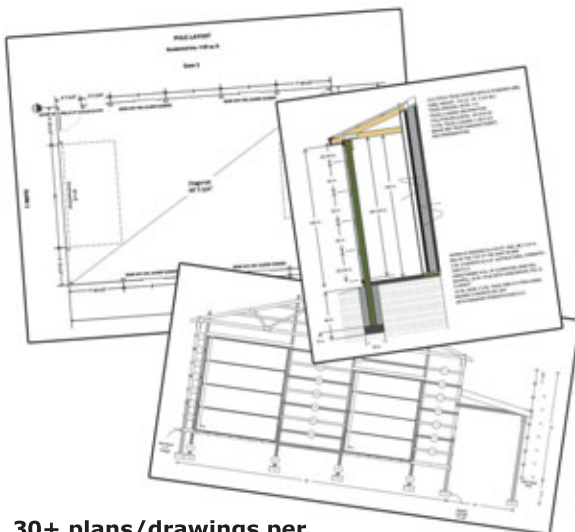
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"LP has thoughtfully considered each aspect of LP Legacy Adhesive, from the applicator gun to the formula of the adhesive, because it is the details that make a difference," said LP Director of OSB Technology and Quality Jeff Yelle. "Sub-flooring installation can be a challenging, lengthy process, so our team created this adhesive as a solution to optimize every step of the sub-flooring process, from application to performance."

LP Legacy Adhesive is designed to work in tandem with their Legacy Premium Sub-Flooring and LP TopNotch® 350 Durable Sub-Flooring. It can save valuable resources — including time, labor, money and materials — thanks to its application efficiency. One 29-ounce can is equal to up to 12 times the coverage of a typical tube of conventional sub-flooring adhesive. It can be applied to wet, dry, or frozen lumber, in addition to treated lumber, masonry, decking, concrete or metal.

LP Legacy Adhesive is applied with the

Legacy Sub-Flooring Adhesive Applicator, a non-stick professional-grade foam adhesive applicator. Unlike typical caulk guns, which require a lot of squeezing, LP's applicator uses aerosol, allowing for more user-friendly, even application.

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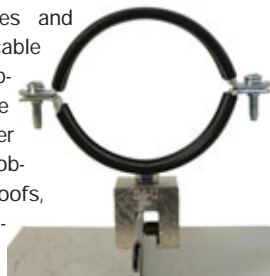
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S-5!, the inventor of engineered, manufactured, metal roof attachments, introduced its new electrical conduit clamp for metal roofs.

The new CanDuit™ clamp secures and supports chases and raceways, cable trays, gas piping, condensate lines and other round-shaped objects to metal roofs, in combination with any S-5! clamp or bracket, including the GripperFix® utility mounting system.

Made from electro-zinc coated steel, the CanDuit clamp features two halves that clamp around the pipe or conduit with an EPDM lin-



er pad that protects against abrasion and a threaded M8 stud that allows for attachment to S-5! products—providing easy, organized securement without scratching, corrosion or other damage to the roof.

The CanDuit can be used in both residential and commercial settings for a range of applications including electrical, solar, plumbing for gas or water and condensate drainage.

CanDuit Key Features:

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"Our customers repeatedly ask, do you have anything to mount pipes, conduits and other round-shaped objects to metal roofs," says S-5! CEO and Founder, Rob Haddock. "So, in an effort to respond to the industry's needs and as we continue to innovate new and better



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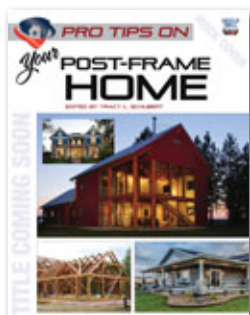
### Frame Building News Announces Pro Tips On: Affiliate Advantage Custom Program

Frame Building News has helped you stay current and build post frame for over 40 years. Now we are helping you sell post frame homes.

Our Affiliate Advantage customization program puts you on the cover of the book and into conversations.

Pro Tips On: Your Post-Frame Home enhances your customer's experience in building a post-frame home. Experts share their knowledge to help consumers and contractors have meaningful conversations that result in satisfied owners and inspired homes. Inspiration, post-frame component options, facts vs. fiction clarifications are all included.

With Pro Tips On: Your Post-Frame Home, expert knowledge can rest in your customers' palms. Post-Frame homes is designed to teach about the many advantages post frame provides. Tailor conversations to focus on



long-term benefits as opposed to the short-term costs.

Chapters include: Metal Roofing Essentials, Climate Zones; Factors, Fashion & Financing; Look Before You Leap and an Inspirational Gallery full of the gorgeous, quality completed-project images that motivate serious customers to buy.

- 144 Pages
  - Written by industry experts
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  - Gallery of beautiful, completed Post-Frame home builds
  - Need-to-know basics, climate factors
  - Warranties protections explained
  - Beneficial contract inclusions
- Contact Tracy Schubert for details:  
Tracy@shieldwallmedia.com, 715-445-1427

### Cultured Stone Adds Ethos to Color Palette for Pro-Fit Line

Cultured Stone recently introduced Ethos, a multilayered color palette, to the Pro-Fit® Terrain Ledgestone profile to blend classic and contemporary design. This is a clean and timeless style to enhance any interior or exterior space.

The new color palette adds versatility through its modern aesthetic, classic colorway and natural texture to incorporate biophilic design elements.

Ethos blends modern and traditional design styles to elevate exterior and interior space. The panelized format makes installation quick and easy.

Its design adds intense textural interest to any project. Homeowners and trade professionals can utilize this variegated color palette to seamlessly combine modern and traditional design styles while enhancing any interior or exterior space with a unique interplay of smooth and rugged organic textures.

"The concept of transitional style is blending modern and traditional styles to create a classic, elegant look," said Sarah Lograsso, director of marketing and portfolio management at Cultured Stone. "The clean, timeless style of Ethos opens a plethora of possibilities for professionals to incorporate this new and exciting design trend."

Ethos embodies a modern aesthetic while incorporating the aforementioned classic colorways and textures that have made stone a component of biophilic design. While predominantly gray in appearance, the color palette introduces a compelling mix of sand, ivory and beige hues to the alternating smooth and hewn faces of the profile.

The panelized format makes this profile quick and easy to install, with groups of small stones meticulously bundled together to form modular components of equal height. Slim, equal height pieces start at 4" high and extend from one of three options for length: 8", 12", or 20".

Pro-Fit Terrain Ledgestone also meets the highest indoor air-quality standard and has National Green Building Certification. This profile is available in four color palettes: Arctic, Ethos, Trek and Arcadia.

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# Garage & Shop Combo

Andover, Kansas

**T**his Stockade Buildings post-frame garage-and-shop project provides ample space for the client to place vehicles in and get right down to work.

The barn-style doors on the sides add a rustic touch while the cupolas each complete with a weather vane finish off this charming haven. The large doors are the perfect addition for gearheads, hobbyists or garage DIYers to bring their components, materials or vehicles through.

The gable porch with shade provides an outdoor respite from the multiple projects happening within the vast space inside the main portion of the building.

The Tudor Brown and Light Stone wall steel combination for the roof and matching sides add to the curb appeal of this classic workplace wonder. **FBN**

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

## PROJECT DETAILS

**BUILDER:** Stockade Buildings, Inc.

**LOCATION:** Andover, Kansas

**PROJECT & SIZE:** Garage and Shop, 54' x 70' x 14'6", 14' clear height (after concrete floor) with 8' x 20' hipped roof porch

**PRIMARY SUPPLIER:** Stockade Buildings, Inc.

**ROOF PANELS:** Max-Rib Ultra Kynar 500 painted 29-gauge steel, McElroy Metal

**WALL PANELS AND TRIM:** Roof steel and trims, Tudor Brown with Light Stone Wall Steel, McElroy Metal; interior steel liner, walls and ceiling, white 29-gauge SP, McElroy Metal; Matrix steel soffit, cut to length, white, 29 ga., McElroy Metal

**FOUNDATION:** In-ground columns: 3-ply, 2" x 6" treated, .80, CCA. Upper columns: 3-ply, 2" x 6" glue- and nail-laminated, #1 SYP Flush Frame System including 2" x 6" (factory-installed) spacer blocking for 2" x 6" wall girts, 24" o/c

**TRUSSES:** 56' with 12" overhangs, 10' o/c and a 15" heel height, Stockade Buildings, Inc.

**WINDOWS:** Columbia

**DOORS:** Plyco #20 Service Doors with 9 lite kit

**CUPOLAS:** 36" x 36", Plyco

**FASTENERS:** WoodMAC (stainless-steel) color-matched, SFS

**VENTILATION:** Continuous vented ridge, profile vent

**INSULATION:** 6" fiberglass walls R-30, blown-in, ceiling

**CONDENSATION/MOISTURE CONTROL:** Vapor barrier, Low-E Micro Bubble, ESP

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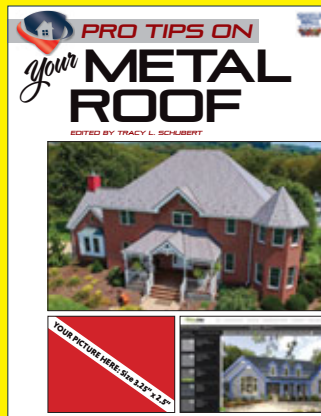
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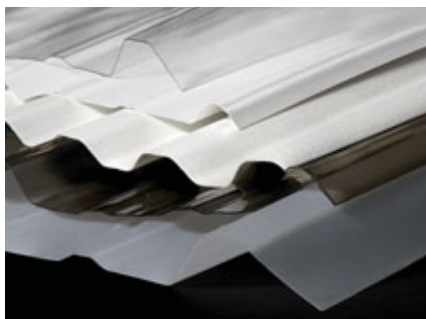
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### MWI Components



MWI offers a large color palette with over 100 colors for ridge vents to match most roll formers' metal panels. Additionally, MWI supplies Uni-Vent® II and Uni-Vent®III (to ventilate with a ridge cap) and manufactures two high and three low profiles of Ridg-Vents® for outstanding ventilation. To prevent rust stains and ease of handling, the vents have no raw metal edges. MWI Components is the industry's leading manufacturer of steel and aluminum soffit systems. They offer full-vent, center-vent and solid soffit systems with pre-cut or special cut lengths, and sizes ranging from 7-144".

[www.mwicomponents.com](http://www.mwicomponents.com)  
800-360-6467 ext. 5

### Diamond Doors



The Diamond bi-fold door and insulation package option is a great investment. ESP ridged board panels and foam weather seal create a complete barrier from the elements, preventing energy loss from your building. The insulation panels are pre-cut in factory for easy installation and have a consistent R value of R12 (2") and R16 (3"). These insulated bi-fold doors are great for heated machine shops and aircraft hangars.

<https://diamonddoors.com/>  
866-325-7600

### Midland Door Solutions



Midland Door Solutions offers bi-fold and hydraulic doors for Ag, Aviation and Commercial buildings. The doors are custom designed to meet your buildings aesthetics while providing outstanding durability. A 5-1 safety rating ensure the doors' load carrying capacities exceed expected or actual loads, resulting in optimum safety. In addition, Midland's team provides a turn-key approach - working with you from concept design through installation - which results in an ideal solution and fit.

[www.midlanddoorsolutions.com](http://www.midlanddoorsolutions.com)  
701-277-8836

### Royal Crowne Cupolas



Royal Crowne is a cupola manufacturer located in Paradise, Pennsylvania. Our cupolas are made with either cellular PVC (vinyl) or Western red cedar. We offer many styles in sizes 18" to 72" square. Our cupolas are a beautiful complement to your home, barn, garage, carport, or shed. Royal Crowne Cupolas can also provide ventilation or lighting to your building, and are a perfect Crowne for your building!

[www.royalcrowne.com](http://www.royalcrowne.com)  
717-288-2630

### MFM Building Products Corp



DeckWrap PowerBond, manufactured by MFM Building Products, is a self-adhering waterproofing membrane engineered to protect from premature rot and degradation. The PowerBond adhesive aggressively adheres to untreated, treated and synthetic wood types in temperatures as low as 25°F. It is ideal for use with posts whether they are in-ground, on a concrete pad, or attached to a metal bracket. Other applications include waterproofing ledger boards, joist tops, and joist ends.

[www.mfmbp.com](http://www.mfmbp.com)  
740-622-2645

### Perma-Column LLC



Perma-Column® and Sturdi-Wall®: Treat yourself and your projects better. Treated lumber prices are skyrocketing while availability has hit rock bottom. Perma-Column® precast concrete columns and Sturdi-Wall® anchor brackets are the post-framing solutions of choice. Get your projects back on track. Readily available nationwide. Build better. Build stronger. Build to last.

[www.permacolumn.com](http://www.permacolumn.com)  
800-622-7190

### Plyco Corp.



Ply-Foil is a multi-layer, reflective insulation for use in specialty and standard construction projects. Two outer layers reflect 97% of radiant heat. Each layer of foil is bonded to a layer of polyethylene for strength. Inner layers resist conductive heat flow while a center layer of polyethylene gives Ply-Foil additional strength. Perfect for new construction or retrofit.

[www.plyco.com](http://www.plyco.com)  
800-558-5895

### MWI Components



Infinity Shield™ is offered in standard rolls of 4'x125' Single Bubble Foil/Foil, Double Bubble Foil/Foil, Single Bubble White/Foil and Double Bubble White/Foil. We also manufacture a no seam 6'x125' and 8'x125' roll version of all the available SKUs. Infinity Shield™ is cost efficient and hassle-free. Additionally, the standard crushed edge tab (2") will result in simplified overlapping. Our ultra-white bubble has a more opaque finish — a result of additives throughout all layers of the bubble.

[www.mwicomponents.com](http://www.mwicomponents.com)  
800-360-6467 ext. 5

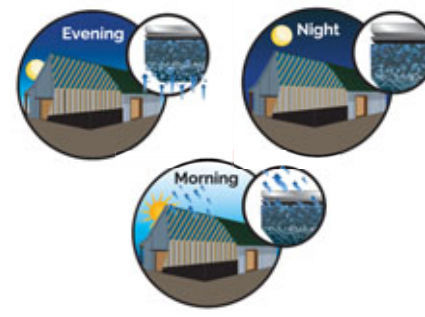
### FootingPad by AG-CO



FootingPad brand isolated post footings has introduced a 20" diameter footing. With over 300,000 sold, FootingPad has reduced the labor cost in thousands of buildings. These composite footings are lightweight and easy to use, saving labor and equipment wear and tear. The new 20" FootingPad has a load capacity of over 6,500 pounds and joins a line of four other sizes, with the largest, 24", carrying loads over 9,300 pounds!

[www.footingpad.com](http://www.footingpad.com)  
800-522-2426

### Dr!pStop



Dr!pStop is the absolute BEST WAY to handle condensation in uninsulated metal buildings; it fights condensation without insulation. Specially designed air pockets store condensation and hold it overnight, then it evaporates back into the air as humidity. Since Dr!pStop arrives on the jobsite already installed, it is not only safer, but it saves the time and labor costs of installing insulation. It also protects the steel by adding another layer of protection from the corrosive elements found in livestock confinement.

[www.dripstop.com](http://www.dripstop.com)  
937-660-6646

## Graber Post Buildings

Graber Post Buildings Inc. has been known for more than 30 years as a producer and supplier of quality building products to the post-frame industry. GPB Nail Lam column is another one of its top-quality products. This column has a #1 SPIB certified finger joint and GPB's program is inspected to ensure that its columns meet the high standards that its customers expect. GPB Nail Lam Columns will save you time and money on your next project.



[www.graberpost.com](http://www.graberpost.com)  
800-264-5013

## Starwood Rafters



Starwood Rafters' laminated wood products include Lam-Ply Truss, the company's most popular product. It combines plywood with glulams and dimensional lumber for stronger trusses that can be spaced farther apart. It can be used in many applications.

[www.starwoodrafters.com](http://www.starwoodrafters.com)  
888-525-5878

## Post Protector



"Get" that all pressure-treated wood in ground contact will fail and that all "alternative" foundations are designed to "separate wood from ground contact." You'll "go" Post Protector! All the goodness of post frame... simplicity, speed, in-ground strength, DIY friendliness, and of course, value... just without the ground contact.

[www.postprotector.com](http://www.postprotector.com)  
877-WONT-ROT (966-8768)

## Rigidply Rafters



Glue-laminated arches, beams, posts, and timber trusses manufactured by Rigidply Rafters give beauty a completely new meaning. Rigidply also manufactures metal-plated roof and floor trusses, tongue-and-groove and V-groove decking, and offers a complete line of post-frame building materials to complete your project.

[www.rigidply.com](http://www.rigidply.com)  
717-866-6581

## Richland Laminated Columns



Manufacture/Wholesale. We make and distribute Glulam Poles, Nailam Poles, Perma-Column precast concrete bases, Sturdi-Wall brackets, Greenpost/PlanetSaver post wrap, Post Protector/Grade Guard Sleeves and The Footing Pad. With several different foundation options available for your post frame buildings, turn to Richland Laminated Columns for the most trusted and recognized products available. We offer sales and service nationally.

419-895-0036

## rFOIL Insulation Products (Covertch)



rFOIL Reflective Insulation is a single or double layer of heavy-duty polyethylene bubble, bonded to two metalized foil sheets. A white interior facing is an option. rFOIL is designed to control heat gain/loss, and prevent interior condensation in all types of post frame, metal building and metal roofing applications. rFOIL provides the best defense against the radiant heat gain/loss that occurs commonly in these systems. The key is the aluminized surface(s), which block 96% of radiant heat transfer.

[www.rfoil.com](http://www.rfoil.com)  
888-887-3645

## Truss Components of WA



Truss Components of WA has been providing our customers with roof and floor trusses since 1992. Now, along with roof and floor trusses, we are providing its customers with pre-manufactured wall panels. Specifically designed for each project, they significantly reduce framing time. In addition, they reduce job site waste and theft.

[www.trusscomponents.com](http://www.trusscomponents.com)  
360-753-0057

## GreenPost by PlanetSaver

GreenPost from PlanetSaver Industries is an affordable, all-in-one solution for in-ground post decay, treatment retention and uplift restraint. GreenPost double-layer wrap is factory heat-sealed to the lumber, and delivered ready to install with uplift restraint notches. When used with cement, this technique provides maximum anchorage characteristics, resisting post withdrawal generated by wind load. It is non-toxic, environmentally friendly and termite tested.

GreenPost applicators: Richland Laminated Columns LLC, Ohio, (419.895.0036) and Structural Glulam LLC, Pennsylvania, (717.355.9813).



[www.advancedpostsolutions.com](http://www.advancedpostsolutions.com)  
610-377-3270

## Plasti-Sleeve Post Protection



First on the market by many years, Plasti-Sleeve literally created the foundation alternative category for post-frame construction. The clean fitting, easy-to-use, slide-on Post Protection sleeves provide the economical protection that many post-frame customers now expect. Quality black polyethylene plastic, more than 20 specialized sizes, and great pricing make Plasti-Sleeve a smart choice for post protection. Market leadership has continued with Short-Sleeve, for economical grade-level post protection, and Plasti-Skirt, an easy-to-use plastic skirt board protector.

[www.plastisleeve.com](http://www.plastisleeve.com)  
877-775-3383

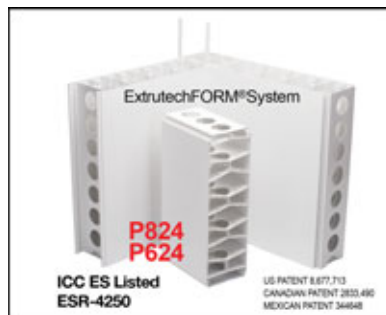
## Levi's Building Components



Uplift Plates from Levi's Building Components are designed to help the post-frame builder save time, money and meet or exceed the post uplift requirements for concrete posts. These inexpensive plates can be field applied with just a framing hammer, eliminating the need for extra tools and time associated with rebar and other uplift technology. They're lightweight, easy to handle and easy to install. They are low cost and stronger than rebar and protect the center of the post by eliminating exposure to the elements, thereby resisting decay.

[www.levisbuildingcomponents.com](http://www.levisbuildingcomponents.com)  
877-897-7020

## Extrutech Plastics, Inc.



The Extrutech Plastics "stay-in-place" concrete form for poured walls is pre-cut to project specifications and snaps together with a double-spline E-locking system. The Extrutech FORM offers an easy-to-clean sanitary surface on both sides. The product creates a structural wall system that is builder- and customer-friendly for use in dairies, car washes or food facilities. Initially designed for 6" poured walls, it is also now available for 8" walls.

[www.epiplastics.com](http://www.epiplastics.com)  
888-818-0118

## Northwestern Ohio Foam Products (NOFP)



Northwestern Ohio Foam Products manufactures high-performance insulation for the agricultural, residential, commercial and industrial construction markets. MicroFoil, Solex, and Performance Star lines of reflective material are high-quality products offering outstanding features and benefits, including multiple options and R-Values for all your building needs. The Barrier Radiant Floor Under Slab Insulation provides an ideal solution for radiant-heated slab projects.

[www.nofp.com](http://www.nofp.com)  
419-335-4850

## United Steel Supply



United Steel Supply provides high-quality flat rolled steel coils. We offer superior customer service, competitive pricing, and just-in-time delivery, allowing us to achieve the highest level of customer satisfaction. United Steel Supply offers Galvalume®, galvanized, and prepainted steel coils for metal roofing and siding applications in the agricultural, commercial, industrial, and residential markets.

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

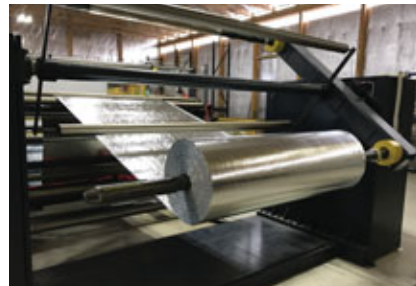
## Hitz Halter



Hitz Halter insulation is the choice for all below-grade applications. Its 3mil film on each side and termiticide-treated foam add long lasting value to your building. And the 4' x 24' fanfold sheets, with PEX and rebar spacings marked for you, make it a breeze to install.

[HitzHalter@HersheysMM.com](mailto:HitzHalter@HersheysMM.com)  
877-661-3030

## Kennedy Insulation Group



Versola Reflective Insulation is produced by Kennedy Insulation Group here in the Midwest part of the United States using a specialized product formulation to prevent against degradation and deterioration. Our product has been rigorously tested and is RIMA verified. Our facility boasts a dedicated 7 layer bubble film lamination machine to produce 4 and 6 foot seamless rolls. We believe we have the highest quality product in the market today because insulation is ALL we do!

[www.kennedyinsulationgroup.com](http://www.kennedyinsulationgroup.com)  
877-358-4580

## CertainTeed



CertaSeal INT™ is a water-based, liquid acrylic, spray-on air sealing solution that provides code-compliant airtightness. Use it to fill and seal any void, cracks, or penetration in a residential building envelope to help reduce air leakage in and out of the home. It also improves energy efficiency, indoor air quality and acoustical comfort for customers and buyers.

[www.certainteed.com](http://www.certainteed.com)  
610-893-6200

## Best Products



Provide a complete line of foundation needs for Post Frame Buildings. Precast concrete center guides and columns (Perma-Column), concrete anchoring systems and associated hardware for both dry set or wet set brackets (Sturdi-Wall), laminated wood columns and foundation pads (concrete or composite).

[midwestpermacolumn.com](http://midwestpermacolumn.com)  
800-598-7762

## LP Building Solutions

LP® NovaCore™ Thermal Insulated Sheathing is dual-layered and designed to protect structures against heat loss and gain. Structural OSB and XPS foam are bonded together to create an insulated wall panel that is easy to install and can be handled, cut and drilled like OSB, delivering an R-Value of 5 per inch of thickness. Provided that all panel edges are properly supported, LP NovaCore can be installed in vertical or horizontal orientations.



<https://lpcorp.com>  
888-820-0325

# BUILDING/ROOFING SYSTEMS & PACKAGES

SUPPLIES & SOLUTIONS

## Union Corrugating



For 76 years, Union Corrugating Company, headquartered in Fayetteville, North Carolina, has served the metal building components market 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 Company manufactures metal roofing that's durable, efficient, and sustainable with minimal environmental impact. Your roof for life, on-time and complete.

[www.unioncorrugating.com](http://www.unioncorrugating.com)  
888-685-7663

## Hixwood



Hixwood runs the largest, most efficient machines in the industry. Whether you need roof panel, wall panel, or trim, we will get you what you need – fast. Whether you are looking for custom metal on a commercial, industrial, recreational, or agricultural building, we will trim for any application and any size. No one does metal like Hixwood. We stock more, bend faster, and cut closer.

[www.hixwood.com](http://www.hixwood.com)  
715-644-0765

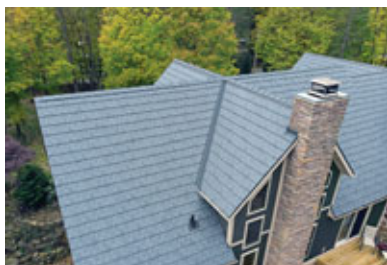
## Energy Panel Structures (EPS Buildings)



EPS is a recognized leader as a manufacturer of pre-engineered buildings that are custom designed to fit your needs and then built for you by our network of over 300 professional builders. EPS manufactures pre-engineered building packages designed for post frame construction, structural insulated panels and refrigerated and freezer structures. EPS building packages offer a wide range from Residential, Agricultural, and Commercial packages to cold storage.

[www.epsbuildings.com](http://www.epsbuildings.com)  
712-859-3219

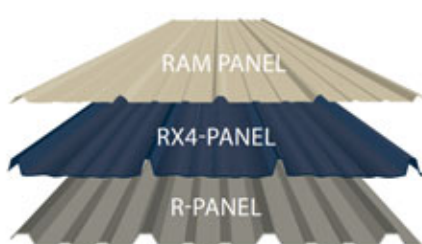
## ProVia



ProVia introduces a new metal roof system, American-made from recycled steel, with natural-looking shake and slate styles, a lifetime limited warranty, and a workmanship warranty. ProVia's stamped roofing panels are 26-gauge G90 galvanized steel—with 10% more steel than the industry average—for better protection against extreme weather. Third-party tested to meet or exceed industry standards for tensile strength, resistance to hail, rain, and corrosion, and certified to withstand winds up to 180 mph.

[www.provia.com](http://www.provia.com)  
800-669-4711

## Ramco Supply



Ramco Supply manufactures metal roofing panel systems. Standing seam roof profiles, exposed fastener and concealed fastener panels are available in a variety of substrates, gauges and colors, along with accessories, including DripStop. Ramco has developed a unique system that allows same-day pick-up of custom length metal roofing and siding, or Ramco can deliver and unload on-site in 48 hours.

[www.ramcosupply.com](http://www.ramcosupply.com)  
877-889-7802

## Reed's Metals



For over 24 years, Reed's Metals has been an award winning and industry leading provider of metal roofing and panels systems, post frame, tube buildings and pre-engineered steel buildings. Reed's Metals is comprised of 10 locations including 8 manufacturing sites (3 with IAS Certification) and 2 store-front locations utilizing state-of-the-art technology and fabrication methods for great quality and service, offering same-day availability on in-stock standard roofing orders and supplies, on-site roll forming for standing seam projects and job-site delivery within 72 hours on most projects.

[www.reedsmetals.com](http://www.reedsmetals.com)  
800-581-4645

# BUILDING/ROOFING SYSTEMS & PACKAGES

## Wick Buildings



Since our founding in 1954, Wick Buildings has become one of the nation's largest producers of post-frame buildings. Our buildings are constructed for a variety of uses, including: Residential homes and "shouses" (shop/shed house combinations); sophisticated animal confinement systems; horse housing and training facilities; on-farm storage buildings and workshops; suburban structures; municipal and church buildings; commercial, retail, and light industrial buildings.

[www.wickbuildings.com](http://www.wickbuildings.com)  
800-356-9682

## Trachte Building Systems



Trachte designs, manufactures, and erects a full line of steel self-storage buildings, including micro units, interior partition and corridor, and boat/RV.

[www.trachte.com](http://www.trachte.com)  
608-837-7899

## A.B. Martin Roofing Supply



Do you need an extraordinary look for that special project? Get Aged Metal rustic panels with a 40-year finish warranty. The dual-coat Kynar finish has been increasingly popular for exterior and interior projects. Made to custom lengths in all types of panels—including the 1¼" and 2½" corrugated panels, ABM Panel, and 16½"-wide ABSeam Panel. Get inspiration at [www.abmartin.net/aged-metal](http://www.abmartin.net/aged-metal). Order today!

[www.abmartin.net](http://www.abmartin.net)

## Graber Post Buildings



Graber Post Buildings continues to be a phone call away for all post-frame building materials and do-it-yourself packages. GPB manufactures metal panels for any residential, commercial, industrial, agricultural or roofing application. It also produces custom trusses, metal trims, laminated poles and also features a steel coil division.

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

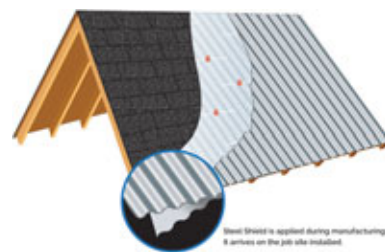
## Stockade Buildings, Inc.



Stockade Buildings is celebrating 47 years of providing quality pre-engineered building packages and award-winning services to our Authorized Builders. For the Agricultural, Equestrian, Commercial, Industrial and the Housing market. Stockade has the pre-engineered system with the design flexibility for success.

[www.stockadebuildingsinc.com](http://www.stockadebuildingsinc.com)  
800-548-6765

## Filec USA LLC



Steel Shield is specifically designed for the installation of steel panels directly over asphalt shingled roofs. The exceptionally durable membrane protects the underside of the steel roofing panels against abrasion due to temperature change expansion. Steel Shield saves the time and money typically spent when applying an additional vapor barrier, while eliminating the need for furring strips. Steel Shield can also reduce the need for walking boards since it is factory applied during the panel production process and shows up installed on the panels. From the makers of DripStop.

[www.dripstop.com](http://www.dripstop.com)  
937-660-6646



### BECK America



The patented SCRAIL® ROOFLOC® System was developed to install metal roofing, siding, and interior liner panel quickly and efficiently. Eight times faster than traditional screws and two times faster than collated screws. This performance could only be achieved by the combination of the pneumatic FASCO® Roofing Installation Tool and the SCRAIL® ROOFLOC® fasteners. Decreases time installing screws. Eliminates the need to pre-drill, eliminating metal shavings and pigtails. Creates a watertight seal.

[www.beck-america.com](http://www.beck-america.com)  
800-239-8665

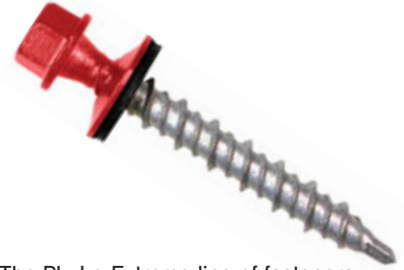
### Direct Metals Inc.



Direct Metals Inc. supplies fasteners and building accessories to the post-frame and steel-frame building industries. A key product is the #12 diameter SCAMP 304 Stainless Steel Cap metal-to-wood fastener that can be used in new construction or as a replacement fastener. Other products include PAN-CLIP fasteners, rivets and panel clips for standing seam metal roofs, sealants, pipe flashings, solid and vented foam closures, reflective insulation and polycarbonate panels.

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

### East Coast Fasteners



The Ply-Lo Extreme line of fasteners is designed for extreme environments. The Ply-Lo Driller is the latest innovative addition to the company's fastener line, designed to save contractors time and money. The patented Ply-Lo Driller features a design intended to be more forgiving than other fasteners. This means the tip is designed to reduce the likelihood of "walking" when fasteners are driven at a slight angle. East Coast has fasteners available in colors to match virtually any panel in lengths of 1", 1-1/2", 2", 2-1/2" and 3".

[www.eastcoastfast.com](http://www.eastcoastfast.com)  
800-558-5895

### Maze Nails



Founded in 1848, Maze Nails is celebrating 174 years in business this year! We pride ourselves on providing a superior product that withstands the test of time. Currently, Maze Nails is the largest specialty manufacturer in the country and continues to grow. Our top-quality fasteners are in stock and ready for immediate shipment; no worries about the global shortages affecting the fastener world because ours are domestically made. The Maze Family runs its operations in Peru, Illinois; we are proudly 100% Made in the USA.

[www.mazenails.com](http://www.mazenails.com)  
800-435-5949

### Dynamic Fastener



Dynamic Fastener has added lengths to partner with the popular 12-16 x 1/2" T-17 Hi-Lo fastener. Lengths now available: 2", 3", and 4". All are available with T-17 point, Hi-Lo threads, and a 5/16" hex washer head. This screw is used to attach up to 18-ga. sheet metal to wood. The screws can also be used to plug a previous #9 or #10 pole barn screw or anytime a slightly larger fastener is desired. Available with or without a 9/16" outside diameter sealing washer. Comes standard with the Dyna-Coat® 1000-hour salt spray premium coating.

[www.dynamicfastener.com](http://www.dynamicfastener.com)  
800-821-5448

### McElroy Metal



Designed for post-frame and residential applications, Mesa is a patent and copyright protected panel with a nearly invisible lap. Mesa, measuring 36 inches wide with ribs 3/4-inch high, is sure to add beauty to any project. Mesa's standard paint system is PVDF, the industry's best coating for long-term protection against chalking and fading. McElroy Metal, a leading supplier of metal roofing and wall products to the post-frame industry, is a participating supporter of the National Frame Building Association.

[www.mcelroymetal.com](http://www.mcelroymetal.com)  
800-950-6531

### Dynamic Fastener



Dynamic Fastener's Dyna-Guard® snow retention system is designed to be used on virtually any style metal roof. Dyna-Guard is an 8' long extruded aluminum rail with a T-shape profile. Dyna-Guard is installed by attaching non-ferrous clamps or mounts to a metal roof and bolting or screwing the system to clamps or mounts. Thirteen Dyna-Clamps® with round-point stainless steel set screws and Sno-Dams® are also offered. Sno-Dams attach to the back of Dyna-Guard and inhibit snow and ice from sliding underneath. Dyna-Clips® are available as a Dyna-Guard to Dyna-Clamp connection device when using unpunched Dyna-Guard. A 2" wide painted strip of metal from the same material as the roof is inserted in the Dyna-Guard for aesthetics.

[www.dynamicfastener.com](http://www.dynamicfastener.com)  
800-821-5448

### AceClamp® Solar



Solar Snap™ by AceClamp® Solar™ is an adaptive, robust solar racking system built to withstand harsh High-Velocity Hurricane Zone winds up to Cat 5. Designed to work with any of AceClamp's metal roof clamps, it's an ideal solution for SSMR, Island Style Cement Cover Board Roofing, and Single-Ply. Fully assembled components make for an easy-to-use, fast-installing product. The unique cross-platform design adapts to all roof types, meaning you'll have less inventory to maintain.

[www.AceClamp.com](http://www.AceClamp.com)  
860-351-0686

### Atlas Bolt & Screw



As a recognized industry leader, Atlas Bolt & Screw offers the widest selection of metal-to-metal and metal-to-wood fasteners. Our Long Life Ultimate Series has you covered for any wood or metal project. Both our Wood Ultimate and Metal Ultimates are backed by a lifetime warranty against red rust. The #12 Metal Ultimate features an EPDM tubular washer and a TCP self drilling point. The #10 Wood Ultimate features a multi-seal washer and a type 17 sharp point. Both are available in a variety of sizes.

[www.atlasfasteners.com](http://www.atlasfasteners.com)  
800-321-6977

### Everlast Roofing



Designed for performance, Everlast Roofing, Inc. introduces The Answer RDP Woodscrew. Offering a long-life solution over standard fasteners, The Answer RDP Woodscrew 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.

[www.everlastroofing.com](http://www.everlastroofing.com)  
888-339-0059

### Golden Rule Fasteners



Golden Rule Fasteners stocks a wide variety of fasteners for residential metal roofing, metal buildings, agricultural buildings, storage sheds, and carports. Whether you need fasteners for roofing, siding, or trim, mill finish or color matched to your painted panels, #9, #10, #12, #14, or 5/16" diameter, we probably have what you are looking for. Our extensive inventory allows us to ship most orders the same day they are received. Whether you are looking for a primary supplier or a good backup supplier for those hot orders, we are eager to assist you.

[grfast@centurytel.net](mailto:grfast@centurytel.net)  
334-283-4030

### S-5!



The S-5-N clamp is a non-penetrating, standing seam metal roof clamp for snow retention and other heavy and load-critical applications. The clamp features an innovative insert that ensures a superior fit for new and wider nail strip profiles as well as older ones. It is designed for use on the most popular 1" nail strips, including Taylor Metals' Easy Lock™, ASC Building Products' Skyline Roofing®, McElroy Metals' Meridian, New Tech Machinery's FF100 and roofing types with similar profiles.

[www.s-5.com](http://www.s-5.com)  
888-825-3432

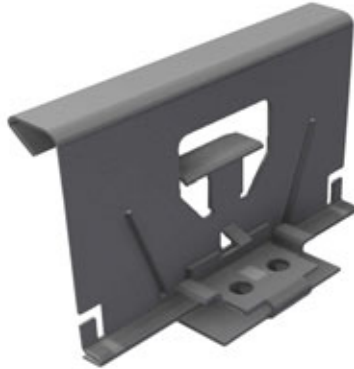
## Triangle Fastener Corp.



APS500® Advanced Polymer Sealant is engineered to produce superior adhesion to metal, coated metals, aluminum, zinc, brick, wood, PVC and most common construction materials. It is a class 50 sealant that provides exceptional movement capabilities compared to other class 25 sealants. It is NSF registered, UV resistant, paintable, and provides long-life performance. It is formulated to install in temperatures as low as -32°F. Available in 24 standard colors, and in smooth or textured finish.

[www.trianglefastener.com](http://www.trianglefastener.com)  
800-486-1832

## Building Products Development



Building Products Development (BPD) is a leading metal roof clip manufacturer in the United States. BPD offers a full line of high-quality clips and accessories for all standing seam profiles. With large stock readily available, BPD is able to process and ship most orders on the same day.

[www.wegotclips.com](http://www.wegotclips.com)  
866-564-2678

## Leland Industries



Mini Drill Points (MDPs) are the solution when fastening panels into wood or lightweight steel. MDPs deliver clean cut holes with no pig tailing, and with industry leading pullout values. MDPs can drill up to 16 gauge and will not fracture Fiberglass or PVC panels. The High Hex Head provides stability during installation and our Flow Cone Washer will never leak. MDP's Low Profile Head is ideal for residential applications. MDPs can be powder coated to match the color and warranty of your panel.

[www.lelandindustries.com](http://www.lelandindustries.com)  
800-263-3393



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### More daylighting options. More easily.

SunSky's first-in-class durability, high performance and superior light transmission are ideal for roof, side and skylight applications. So you can expand unique design possibilities, reduce energy costs, and enhance environments with more natural light. Available in several opacities, including Soft White, SunSky is backed by a 10-year warranty.

### Match virtually any metal profile with SunSky.



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[www.palram.com/us/sunsky](http://www.palram.com/us/sunsky)



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PREMIUM CORRUGATED  
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SUPPLIES & SOLUTIONS

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Acu-Form Trim Roll Formers produce precise parts in a variety of profiles, including custom matches. Our machines are built for longevity and ease of operation. All our forming dies are made from D2 tool steel for a longer wear life. The ease of operation and accurate production save you time, which is money. These machines can be powered by electric, hydraulic or mechanical.

[www.acuformequipment.com](http://www.acuformequipment.com)  
330-674-4003

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ASC Trim Rollforming Lines deliver the increased throughput required by customers with higher product demand. All of our trim lines are offered as complete coil-fed systems or as stand alone hand-fed rollformer. ASC customers can choose between a dedicated Single Trim or a Multi Trim Rollforming line producing multiple profiles on a common set of shafts. We also offer a variety of options for all of our trim lines to increase your production rate.

[www.ascmt.com](http://www.ascmt.com)  
509-534-6600

## Marion Manufacturing



Marion Manufacturing adds value to the metal by designing, fabricating, and installing custom manufacturing and production machinery. Marion specializes in metal-forming equipment such as roll formers, uncoilers, shears, stackers, etc. Marion Manufacturing also offers a full-service machine shop and retooling and service on other brands of equipment.

[www.marionmanufacturing.com](http://www.marionmanufacturing.com)  
620-382-3751

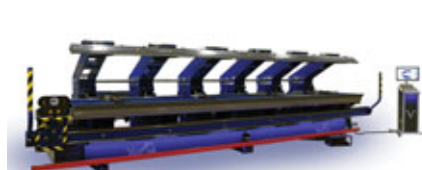
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The Bradbury Panther Cub III™ light gauge slit, cut-to-length unit is ideal for trim shop work and lighter roll forming applications. It allows you to slit and shear or slit and recoil. Features include a moving front end allowing operators easy access to slitter knives, a handwheel adjust lead-in, precision depth control, the ability to stop and move slitter knives to reduce scrap, an upcut shear for sheet-on-sheet stacking, and the Beck Automation Cobalt control.

[www.bradburygroup.com](http://www.bradburygroup.com)  
620-345-6394

## Hershey's Metal Meister



Wouldn't you like to have the same kind of quality and service that you strive to deliver to your customers? Variobend USA is the answer to your quest for speed, accuracy, and service in a trim folder. With European design coupled with American manufacturing and service, Variobend USA folders are built with you in mind. If you need proof of our quality and service, we are happy to let you talk with Variobend USA owners.

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## Metal Rollforming Systems



Metal Rollforming Systems (MRS) is a trusted supplier of equipment to many of the leading carport manufacturers. MRS product lines include panel machine, Hat and C channel lines, as well as trim lines. Trim selection includes ridge caps, L metals, box eaves and more! MRS designs and manufactures all equipment in house and in the USA. MRS also offers accessory items from upenders, slitters, ridge caps and many more. MRS takes great pride in customer support, both before and after the sale.

[www.mrsrollform.com](http://www.mrsrollform.com)  
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Since 1978, Roll Former seamers have a history of quality and durability. Our seamers produce perfect seams on all materials from 12 oz copper to 24-gauge Kynar-finished Galvanize/Galvalume at 30 fpm without damage to the material. They can seam NTM, Knudson, and ESE profiles! The Model SSX will form a complete double-lock standing seam with a single pass. Our exclusive nose switch cuts the unit off if it comes to the edge of the roof, eliminating expensive and time-consuming accidents.

[www.rollformerllc.com](http://www.rollformerllc.com)  
215-997-2511

## Malco Products, SBC



Malco Tools' TurboShear for Corrugated Metal cuts corrugated mild steel with ease! This versatile and portable TurboShear easily attaches to any drill to make easy cross cuts, fast lengthwise cuts, even circular and square outlet cuts in large or small pattern corrugated metal roofing and most trapezoidal (box) pattern metal roofing panels.

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800-328-3530

## New Tech Machinery



The revolutionary SSQ II MultiPro Roof Panel Machine is our best-selling, most advanced, accurate, multi-profile machine. It can produce 15 different roofing or wall panel profiles and features optional notching and angle cutting capabilities. With this user-friendly machine, one person can change tooling in 45 minutes or less.

[www.newtechmachinery.com](http://www.newtechmachinery.com)  
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Increase job site efficiency by eliminating the need to remove excess dirt out of post holes by hand before tamping. Replace manual labor with equipment and reduce worker injuries with The Badger™ post hole cleaner, which attaches to the skidsteer and auger heads you already have in your fleet. Our 51" extension shaft connects any 12" or larger Badger to a standard 2 9/16" auger head. Available in diameters from 6"-36" (custom sizes available). Patent pending.

[www.onecleanhole.com](http://www.onecleanhole.com)  
309-923-7321

## SWI Machinery



Minimize waste and maximize efficiency with our Marxman Plus Automatic Slitter. With eight pairs of auto-setting slitting blades, automatic part nesting, waste minimization software, and the capability to run up to 150 fpm, the Marxman Plus is outfitted with all the features to take your production to the next level. It's also possible to connect an offline label printer to the Plus so that labels can be printed for manual application by the operator.

[www.swimachinery.com](http://www.swimachinery.com)  
770-891-4388

## MetalForming Inc.



The Schlebach Quadro Portable Rollformer is the most advanced portable roll-forming system in the world. The Quadro is the only machine of its kind with instant changeover from one profile to another by simply rotating tooling cassettes (30 seconds to 10 minutes). It does more than any machine of its kind in terms of the huge variety of profiles (11), the variety of accessories you can add, the versatility it has for running starter panels, and its portability.

[www.metalforming-usa.com](http://www.metalforming-usa.com)  
770-631-0002

### PAC-CLAD | Petersen



PAC-CLAD coil from Petersen is available in multiple gauges of steel and aluminum and in multiple widths. PAC-CLAD coil is available in 46 Kynar-based Fluoropon colors as well as 16 wood grain finishes, and all come with a 30-year finish warranty. Unpainted coil also is available, as well as custom color matching. Standard coil width is 48", which can be slit to customized widths. Availability varies by location.

[www.pac-clad.com](http://www.pac-clad.com)  
800-722-2523

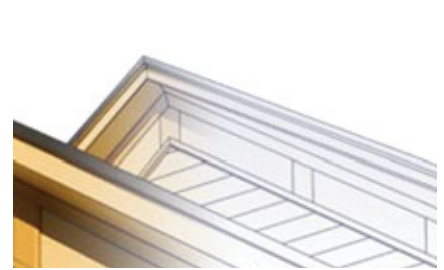
### Ridgeline Safety Systems



The new Ridgeline anchor is designed to be an easy, inexpensive way to add permanent tie-off points to any roofing/building project. These are attached to the roof deck immediately after the original ridge cap is removed in a re-roof application or while the truss is still on the ground in a new construction scenario. The anchor stays on the roof for the life of the structure and provides a tie-off point while working, as well as for any future repair or maintenance. The ridge cap screws down over the anchor, leaving only the ends of the tabs protruding, which all but disappear when looking from the ground. We offer these for a variety of construction types including the retrofit, 2' on center trusses with sheeting, 1.5" purlins, 3.5" purlins, stone-coated shingles, asphalt shingles, mono slope, end wall and custom options.

[www.ridgelinesafety.com](http://www.ridgelinesafety.com)  
309-923-7321

### AppliCad USA Inc.



AppliCad has developed software for simplified roof modeling in 3D that results in comprehensive cladding material and labor take-off, client proposals and job planning. The software creates complete material lists, cutting lists, workshop details, supplier orders, and a labor summary at the click of a mouse button. With 25+ years experience and software in 148 countries, AppliCad knows how to do estimates for metal roofing and wall cladding, including all associated trim and accessory items.

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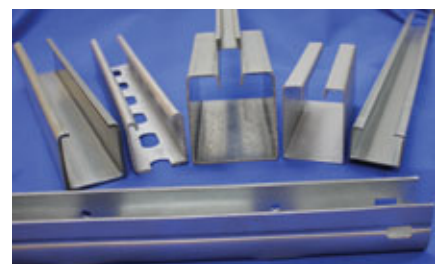
### GSSI Sealants Inc.



GSSI manufactures premier elastomeric butyl rubber sealant tapes. We have been producing tapes for a wide range of industries and applications for more than 30 years. Our MB-10A is a premier elastomeric butyl rubber sealant designed to meet the critical requirements of metal building applications.

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832-778-6400

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Manufacturer of roll formed metal products in all metals: U-channels, C-channels, hat channels, box & strut channels, angles, zees, mouldings, profiles, tracks, slides, purlins, louvers, slats, strips, panels, framing, rings, rims, ring clamps, & tubing in: open seam, lock seam, split seam, in special shapes. 20+ lines. Inline fabrications: holes, slots, end fabricating, cut-to-length, notching, cutouts, shear forms, miters, deburring, ring bending, sweeps, embossing, perforating, tabs. 2,000ft-5,000ft minimums.

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708-449-7050

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Roof Huggers are 10' long, tested, high strength, structurally correct, 16 gauge, 0.060" min., G-90, 50 KSI, "Z" shaped sub-purlins, specifically notched to let the ribs of any existing metal panel pass through the vertical leg of the "Z". This unique retrofit system allows any new metal roof to be installed over an existing metal roof without its removal, saving time and money, and allowing for thermal upgrading of the existing building.

[www.roofhugger.com](http://www.roofhugger.com)  
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[coilcoatings.akzonobel.com/us](http://coilcoatings.akzonobel.com/us)  
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## Palram Americas



Palram continues to expand its SUNSKY Polycarbonate Panel line, allowing builders to offer more daylighting and side lighting options to their customers. With Palram's proprietary MetalMatch Technology, Palram can match virtually any corrugated metal panel profile available, with minimal order requirements. Palram also offers a complete line of AG-TUF and DURACLAD PVC liner panels for interior use.

[www.palram.com/us](http://www.palram.com/us)  
800-999-9459

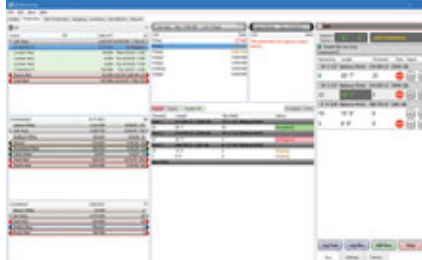
## PPG Commercial Coatings



For nearly 140 years, PPG has built a strong reputation as a global coatings leader. Our AQUACRON® 200 semi-transparent urethane and Aquacron 100 solid-color coatings deliver excellent exterior protection and exceptional color retention in a variety of pre-mixed colors or over 1,800 PPG THE VOICE OF COLOR® custom hues. PPG delivers more than world-class coatings. Unlike many shed and barn coatings manufacturers, we provide world-class technical support, on-site application training and color matching services.

[ppgtruefinish.com](http://ppgtruefinish.com)  
866-774-8783

## NC Automation

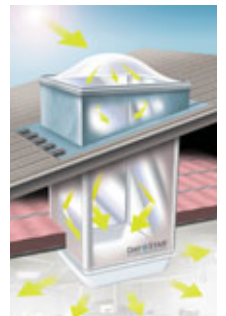


Are you tired of shuffling papers around and trying to keep track of orders and inventory? QB Metal Shop can increase your efficiency while reducing errors. Schedule and manage production and delivery with ease. Integration with shop equipment eliminates the need to enter data twice. Easy pricing tools make price changes a breeze. Demonstrations available so you can see how QB Metal Shop can save you time and money.

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DAYSTAR™ Natural Lighting Systems provide brilliant, even illumination with extended daylight hours. DayStar collects and disperses more natural light resulting in superior illumination without glare, extreme



temperatures, and shadows or direct sunlight. DayStar's insulated curb, light shaft and lens provide 40-50% better thermal value than conventional skylight designs. That means you'll lose less heat in winter, and gain less heat in summer, reducing the burden on your heating and air conditioning systems. Contractors save installation time with DayStar's Complete System which includes all the components needed for installation. Plus, contractor and building owners can have peace of mind that comes with an engineered curb designed for leak free installation for the life of the roof.

866-7DAYSTAR (732-9782)



**Parent Company of Covertch Acquires Reflectix Inc.**

Balcan Innovations Inc., the parent company of Covertch Flexible Packaging, which manufactures rFOIL insulation, has acquired Reflectix Inc.

“The acquisition of Reflectix brings the two top reflective insulation and radiant barrier manufacturers under one umbrella at Balcan Innovations,” says John Starr, vice president, Covertch/rFOIL Division.

“We will continue to manufacture products recognized for their thermal performance and ease of installation for a growing number of markets.”

Eric Orologio, president of Balcan, says the acquisition demonstrates Balcan’s vision to be the North American leader in custom films, flexible packaging and reflective insulation, with a commitment to excellence and innovation.

“We remain committed to the strong partners who have been integral in our success,” says Orologio. “This acquisition will allow us to broaden the range of solutions to customers while continuing our commitment to quality, innovation and service.”



**Maze Nails Celebrating 100-Year Anniversary of First Factory**

Maze Nails, the specialty nails manufacturer, is celebrating the anniversary of its first land purchase and factory.

In 1922, Hamilton and James Maze, grandsons of Maze Company founder Samuel Nesbit Maze, decided that trying to run a small nail shop in a back shed at Maze Lumber on Water Street was too difficult due to the frequent floods in the area.

James and Samuel purchased land at the foot of Church Street – the location of their first of many buildings. The structure was the erected to hold the new “Maze Nail” factory.

The company made their first nails back in the late 1880s. These were solid zinc nails used to fasten cedar shingles on local homes. (In fact, back then, if you bought your shingles at Maze Lumber they were free!)

Soon, other lumberyards came to Maze, askign to buiy some of their production. The once-“little” nail machine began running full time and more nail machines were purchased. The rest is history.

“We thank you [all] for your part in it,” says Maze nails.

**Ambassador Supply Acquires Orgain Buidling Supply**

Ambassador Supply revealed the acquisition of the industry-respected Orgain Building Supply based in Clarksville, Tenn., on March 18, 2022. We are excited to announce that the acquisition is now complete. Orgain Building Supply has always served its customers with quality and responsiveness, and this will not change. In fact, this new partnership will only help Orgain Building Supply continue in its mission and promise to its customers.

We are honored to welcome Orgain into the Ambassador Supply family as the company continues its dedication to the high-quality service that elevated them to being recognized as a leader in building materials. Located in Fort Wayne, Indiana — Ambassador Supply has been invested in lumber supply since 2012. With the assistance of Ambassador Supply leadership, Orgain Building Supply will maintain their current employees including 90 employees in Clarksville, Tenn.

Built on a strong, family legacy, Orgain Building Supply has always invested and focused on the success of its employees — it’s what has made the company what it is today. Based out of Clarksville, Tenn., it has a legacy of providing full-service building supply solutions throughout the greater Nashville area for 100 years.



“My employees and I are extremely excited to become part of the Ambassador Supply family!” Hunter Orgain said. “We look forward to our continued growth in Clarksville, Tennessee and surrounding counties in this new chapter joined with Ambassador Supply. Orgain Building Supply will continue to strive to take care of our contractors and

### AkzoNobel to Showcase Latest Wood Coatings Innovations at 2022 High Point Market

Wood manufacturers and designers at the spring 2022 International Home Furnishing Market in High Point will get insights into the color trends shaping this year’s furniture market from experts in AkzoNobel’s Global Color and Design Studio for Wood Coatings.

During the five days of the event, color specialists from the AkzoNobel team showcase the latest color and design influences in the wood industries, including the impact of trends in fashion, lifestyle and other areas of society.

“Our Global Color and Design Studio for Wood Coatings works closely with color designers to create new colors and effects in paints and coatings. We draw from centuries of expertise and combine that with our latest in-depth market research to develop industry-leading color trends that serve as inspiration for the year ahead,” says Rob Haley, Color Trends manager for Wood Coatings at AkzoNobel.

Among the modern design influences reflected in the latest products from AkzoNobel are the trend for fresh looks rather than distressing, the preference for less gray and more color, and bringing the outside in with the growing popularity of natural designs and smoother woods, such as birch, cherry, burl, walnut and maple. Organic elements such as rattan, jute, sisal and stone are also increasingly popular, while preferences are moving away from pale and desaturated furnishings.

In addition, the AkzoNobel team will be showcasing the company’s 2022 Color of the Year – Bright Skies™. Bright Skies is an airy, light blue that captures the

optimism and desire for a fresh start felt across society, after two years of disruption and uncertainty.

Experts from the Global Color and Design Studio for Wood Coatings have built four distinct palettes, using the Color of the Year to bring these trends to life: Studio, soulful, warm and modern tones; The Salon, embracing, artful qualities; The Greenhouse, reveling in nature’s influence; and The Workshop, creating flexibility in multifunctional spaces.

It is expected that these palettes will be a key influence on home decor in 2022, including furniture, flooring, cabinetry and building products.

### Truss Plate Institute Opens Public Review & Comment Period for Metal Plate-Wood Truss Revision

The Truss Plate Institute (TPI) announced the opening of a Public Review & Comment period for the draft BSR/TPI 1-2022 (revision to ANSI/TPI 1-2014) National Design Standard for Metal Plate Connected Wood Truss Construction. The Public Review & Comment period is open until June 20, 2022.

TPI began the process of revising the current ANSI/TPI 1-2014 standard in December 2019 with the formation of a Project Committee representing a cross-section of the industry. This draft, now open for Public Review, is the culmination of their efforts. The proposed revisions presented in the BSR/TPI 1-2022 draft provide enhancements to ANSI/TPI 1-2014.

Comments are being solicited to ensure that the views of all interested parties have been given full consideration. The draft BSR/TPI 1-2022 establishes minimum requirements for the design and construction of Metal Plate Connected wood trusses. The standard describes the materials used in a truss, both lumber and steel, and design procedures for truss members and joints. Responsibilities, methods for evaluating the metal connector plates and manufacturing quality assurance are also contained in the standard.

Those wishing to participate in the Public Review of the draft BSR/TPI 1-2022



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With a little help from **Pro Tips On Your Metal Roof**, the straight path to expert knowledge can rest in the palms of your potential customers. This 144-page book on metal roofing is designed to teach about the many benefits.



Our consumer-minded Shield Wall Climate Zone system will help tailor conversations about the short-term cost versus long-term protective benefit metal roofs offer for a specific area. For example, when a prospect should be considering the eastern spread of tornado activity and hail.

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standard should visit TPI's website ([www.tpinst.org/2022-public-review](http://www.tpinst.org/2022-public-review)) or contact the Truss Plate Institute at (240) 587-5582.

Copies of the draft BSR/TPI 1-2022, which currently consists of the TPI 1-2014 standard and a list of revisions to that standard, are available as a free download at TPI's website [www.tpinst.org/2022-public-review](http://www.tpinst.org/2022-public-review). Printed copies of the list of modifications to the TPI 1-2014 standard are available for \$20 each plus tax, shipping & handling and can be purchased by contacting TPI.

### ABC Supply Co. Inc. Announces Several New Branch Managers

Building products distributor ABC Supply Co. Inc. has announced that Joseph Supanchick has been promoted to branch manager of the company's location at 4108 30th Ave. South in Moorhead, Minnesota. Supanchick joined ABC Supply in 2013 as an inside sales associate in Sioux Falls, South Dakota.

Mariechen Brydon has been promoted to branch manager of the Corpus Christi, Texas location. Brydon joined the San Antonio, Texas location in 2019, bringing years of sales and industry knowledge.

Kevin Erickson has been named branch manager of the Melissa, Texas location. Erickson joined Bradco Supply Corp. in 2004 as a driver and roof loader.

Victoria Longo has been named branch manager of the Lubbock, Texas location. Longo joined ABC Supply's Manager Can-

didate Training Program in 2009 after her undergraduate program at Penn State and master's program in business administration from the University of New Orleans.

Andrew Bindl has been named branch manager of the Denver, Colorado location on Kearney Street, where he began his career with ABC Supply in 2012 as an inside sales associate. Michael Burgess has been promoted to branch manager of the Avondale, Arizona location. Burgess began his career with ABC 15 years ago at the Mesa, Arizona location on South Beverly Street.

Gary Moody has been promoted to branch manager of the Orange, California location. Moody joined ABC Supply's Manager Candidate Training Program in January 2020 at the company's Riverside, California location. Irving Nieves has been promoted to manager of the Chico, California location. Nieves joined ABC Supply in 2019 at the Roseville, California location as an inside sales associate.

Finally, Michael Pirrami has been promoted to branch manager of the Colorado Springs, Colorado location on South Sierra Madre Street. Pirrami joined ABC Supply in 2011 as an outside salesman.

### Clayton, Dubilier & Rice Cornerstone to Acquire Building Brands

Cornerstone Building Brands, Inc., the largest manufacturer of exterior building products in North America, recently announced it has entered into a definitive agreement to be acquired by affiliates of

Clayton, Dubilier & Rice in an all-cash transaction with an enterprise value of approximately \$5.8 billion, including the assumption of debt.

CD&R, in the aggregate, is currently the beneficial owner of approximately 49% of the Company's outstanding shares of common stock. The proposed transaction delivers substantial value to Cornerstone Building Brands' shareholders, who will receive \$24.65 in cash per share, representing an approximately 16% premium to the closing price of the Company's common stock as of March 4, 2022, and an approximately 75% premium to the closing price of the Company's common stock as of February 4, 2022, the last trading day prior to speculation in the market regarding a potential transaction.

The proposed transaction has been approved by a special committee of independent directors of the Company's Board of Directors (the "Special Committee") previously formed to evaluate and consider any potential or actual proposal from CD&R. The Board of Directors of the Company has approved the proposed transaction on the recommendation of the Special Committee.

"We believe this transaction provides substantial value for our shareholders while also accelerating Cornerstone Building Brands' aspiration to become a premier exterior building solutions company," said Rose Lee, president and CEO of Cornerstone Building Brands. **FBN**



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**Dynamic Fastener Releases New Version of Tool and Fastener Hand Guide**

Dynamic Fastener [toll-free (800) 821-5448] has released a new version of its popular Tool and Fastener Hand Guide.

The 140-page, full-color free gem provides concise answers to questions pertaining to fastener applications, engineering data, availability of types, size ranges and fastener materials specific to the metal building and roofing industry.

In addition to discussing screws and anchors, the Guide provides prices and other useful information relating to flashings, sealants, insulation tapes, safety equipment, hand tools, power tools and more. The 2022 publication includes details on the Dyna-Guard snow retention system for metal roofs. It also includes information about the company’s new rivet initiative that resulted in a stock level of 100 million rivets with 75 million pre-painted in more than 100 different colors.

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

**Renovar Construction Announces New Company Ownership**

Renovar Construction ([www.renovar-construction.com](http://www.renovar-construction.com)), a leading family-owned residential construction firm serving the Denver metro area since 2010, is pleased to announce Jacob McMahan

and Jerrod McMahan as the new company owners. With a combined 26 years of construction and project management experience, the leadership team is well-positioned to support Renovar Construction’s ongoing success.

Jacob joined Renovar Construction in 2016, and prior to the ownership transition and new role as Chief Operating Officer, he held positions as Project Manager and Construction Superintendent, where he focused on residential home building processes, understanding industry trends and connecting with customers. “I am eager and hopeful about taking on this new leadership role at Renovar Construction and working alongside my brother and business partner to create the best projects yet,” says Jacob McMahan, Chief Operating Officer and Co-Owner of Renovar Construction. “We are grateful for the trust and continued relationships we have built over the years.”

Jerrod joined Renovar Construction in 2017, and prior to the ownership transition and new role as Chief Executive Officer, he was Director of Operations, focusing on single-family and multi-family construction projects. Prior to joining Renovar Construction, Jerrod co-founded a residential and light commercial general contracting company in the southeast United States, where he was the Regional VP and Director of Operations.

He has also served in managerial roles at different home-building entities. “Fulfilling this role with my brother has been a dream come true,” shares Jerrod McMahan, Chief Executive Officer and Co-Owner of Renovar Construction. “We intend to continue to bring our customers’ visions into spaces that are transformative, memorable and, most importantly, functional.”

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

**US LBM Names 2022 Humanitarian Award Winner**

US LBM, a leading distributor of specialty building materials in the United States, has named Jannette Valdez, inside sales representative at US LBM’s Wallboard Supply Company, as its 2022 Hu-

**SEAL DEALS**

Consumers need carports to protect their vehicles and large adult toys like ATVs, boats, snowmobiles and RVs from weather damage and other harm. Experts share their knowledge to help customers have happy experiences and end up with what they desire.

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 715-445-1427



For our 40th Gold Key anniversary we will be publishing a 100+ page special issue, which will be included with the October issue of Rural Builder Magazine.

**HELP US CELEBRATE THE 40TH ANNIVERSARY OF GOLD KEY AWARDS!**

**40<sup>th</sup> Gold Key Awards ANNIVERSARY**

**"We Supply the Party Favors"**

Name **10 original Gold Key of Excellence Award winners** from 1983 and be added to a drawing to win one of three \$500 Visa Gift Cards courtesy of *Rural Builder Magazine*.

**WINNERS WILL BE NOTIFIED SEPTEMBER 15TH AND PUBLISHED IN THE OCT. ISSUE OF RURAL BUILDER.**

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## INDUSTRY NEWS //

manitarian Award Recipient for her outstanding community involvement and charitable work. Jannette is also the recipient of a \$10,000 grant from the US LBM Foundation, which she has elected to be awarded to the Nashua Police Athletic League (PAL).

Motivated by her own personal hardships, Jannette has chosen a life of giving back, dedicating time and resources to charitable organizations that support women, children and the homeless in her community. A few of the organizations she is involved with are Queen's Closet, which provides business clothes to those searching for work and Revive Recovery, organizing food drives for people in recovery while they get back on their feet. She is also a youth cheer coach through the Nashua Police Athletic League (PAL).

"During a difficult time in my life, the kindness of people in my community meant so much to me," says Valdez. "I try to instill that message of kindness in my children and get them involved in service to others whenever I can. I am grateful to US LBM for the recognition and hope this can only continue to build support for the organizations that I am involved with."

Jannette has chosen to allocate her \$10,000 grant to the Nashua Police Athletic League (PAL), a nonprofit organization dedicated to teaching youths the values and rewards that can be accomplished through self-determination, teamwork, and respect. PAL works in collaboration with the Nashua Police to support its mission of connecting kids with police through positive interactions and serves over 2,000 youths in Southern New Hampshire through athletic, education, recreation and enrichment activities.

"Nashua PAL is proud of Jannette, and grateful for everything she does to positively impact the Nashua community," said Shaun Nelson, Nashua PAL's executive director. "US LBM's generous donation of \$10,000 will directly support critical youth programming, such as free afterschool and summer care provided

to 300-plus youths in Greater Nashua, a cross country program in every elementary school in Nashua and many other impactful youth programs."

"US LBM's mission is to create exceptional value for all stakeholders while making a positive impact on our communities, associates and environment," said US LBM President and CEO L.T. Gibson. "Extraordinary associates like Jannette demonstrate the very best of us and allow us to reach into our local communities, make a positive difference and support organizations such as the Nashua Police Athletic League. The US LBM Foundation is honored to provide the funds to Jannette's chosen charity, the Nashua Police Athletic League."

### Lyman Companies Celebrates its 125th Anniversary

Lyman Companies, a leading provider of building products, services and expertise in the Upper Midwest, is celebrating its 125th anniversary.

Founded in 1897 in Excelsior, Minnesota, the company began as a small lumberyard called Lyman Lumber. Today, the company has grown to eight locations with more than 1,100 associates across Minnesota and Wisconsin and serves the needs of some of the largest building professionals in the Twin Cities area.

While the company has grown and evolved, it is what has stayed the same that continues to drive Lyman's success.

"At Lyman, we have a tradition of being there – for our associates, our customers and our community," said Lyman Companies President and General Manager Charlie Bradburn. "For our associates, we work to create a supportive environment where they can achieve their career ambitions."

Lyman Companies has several initiatives planned in honor of their anniversary. Throughout 2022 and beyond, Lyman Companies are using their social media channels to highlight their associates and customers. **FBN**

## Well-Considered Choices Equal Best-Possible Outcomes



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A post-frame construction site. COURTESY OF FOREST CONSTRUCTION

He identified the material for sale and advertised it. Some purchasers were people who wanted to build their own structures. Others were contractors whose purchases even included dented items. Evidently, some customers will even accept dented structures if the price is right.

At the same time, Ken tightened his recycling policy to ensure that all scrap steel and aluminum was saved for sale rather than just thrown away. Ken told me, "Having a recycling policy helps employees to understand how tight money really is. We don't want to throw anything away that can be sold as scrap."

### Examine Insurance Costs

Workman's compensation insurance costs are a major expense for all frame builders. In Pennsylvania, where Ken has his business, the rate for workman's compensation insurance is \$14 per \$100 of gross salary for construction employees.

Premiums are based on employer's estimates of the volume of business for the year. Therefore, as Ken notes, "When volume is not as high as anticipated, it is important to go back and review your policies, indicate the actual volume, and apply for premium reductions."

In addition to workman's compensation insurance, Ken comments that this is the time to examine all insurance policies. He increased his comprehensive and collision deductibles and dropped these coverages on some equipment that had seen heavy use. He told me that his decision to drop coverage depended primarily on equipment and vehicle condition rather than age.

### Cutting Equipment Costs

Like many other contractors, Ken has invested rather heavily in equipment during the past few years. His big purchases included a new crane, tractor trailer, and a digging unit. Each of these was financed

separately. Ken knew that he had to reduce his monthly payments since his cash inflow was down. He presented his bank with a plan that would reduce monthly payments by 50 percent. The plan called for one loan on all of his equipment and vehicles, with an extension of the financing period for about two years. Ken successfully negotiated the plan last December at a floating rate of one and one quarter percent over prime - a lower rate than he had been paying on the individual equipment loans. Ken does not envision purchasing any additional equipment for the next two or three years since some of his newer equipment is still not in heavy use. In fact, he is even holding off on the replacement of such minor office equipment as calculators when a backup is available. He will continue to rent specific equipment when needed - equipment such as man-lifting platforms that are not used regularly.

### Other Cost Saving Ideas

Ken has cut his monthly telephone costs in about half, saving about \$500 to \$600 per month. The savings was achieved by changing plans for his mobile telephones and for his “800” number. Ken notes, “Our cellular phone and long distance plans were based on a high volume

of calls. With business off, our usage has decreased. So, I checked and found that if we changed plans we could decrease our charges. Savings of this magnitude are a real help.”

In addition to negotiating a new loan for his equipment and vehicles, Ken is working with his bank to obtain an increase in

his line of credit. He knows that it is far better to negotiate for a loan in advance - when you don’t need the money - than to wait until you do. Banks like a lot of advance notice, and especially in this period of failing banks and cautious bankers.

As a part of his loan application, Ken had to have all of his properties reevaluated even though he had an evaluation about two and one half years ago. The change in real estate values necessitated it. He expected values to be less, and they were; however, the changes weren’t as great as expected. Ken feels the prices would have decreased more in his area if real estate sales had been greater, but now everyone seems to be just holding on and waiting rather than listing property and selling it at low prices.

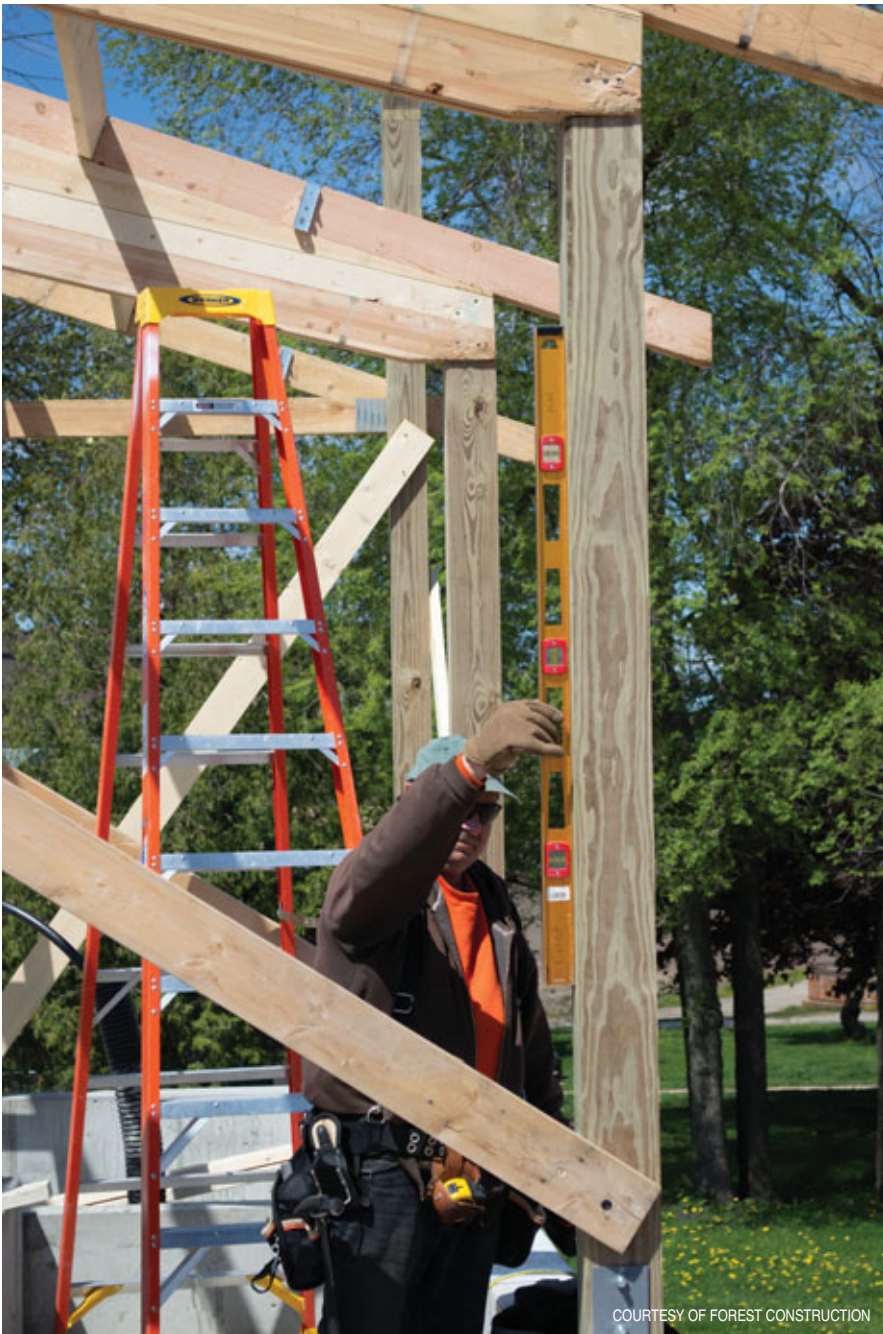
Ken is starting to look at the cost of employee benefits. Although his company does not have a pension or profit sharing program, the company does pay for employee health insurance. Now that Ken’s carrier notified him of a 20 percent rate increase - a large increase in slow times - he may be forced to ask employees to pay for a part of the premium.

### Closing Thought

Ken concludes, “Trimming overhead and watching all costs very carefully has given us flexibility to be competitive. We know our break even point at varying levels of volume and that really helps when it comes to bidding on larger jobs. I am not sure that other contractors know their break even points. Consequently, they may be underbidding jobs and this causes a problem for all of us. I think it is very important that all contractors study their costs very carefully and develop quotes that will assure a profit.”

## Publisher's Response

The Publisher’s letters for June/July Rollforming and July Rural Builder were





written based on the possibility that we are entering a recession. In April 1991 Frame Building News, Robert F Pritchard Ed.D. wrote an excellent article titled, "Strategy for Success During a Recession."

The Q1 GDP came in at -1.4% when everyone assumed it would be positive and recovering after the pandemic. The last negative GDP reports were when the pandemic started (when everything shut down) and before that in 2008.

A recession is defined by the Oxford Dictionary as "a period of temporary economic decline during which trade and industrial activity are reduced, generally identified by a fall in GDP in two successive quarters." With one quarter on the books, we may very well be entering a recession. Historically, recessions seem to last about two years.

The Producer Price Index is at approximately 8%, the highest since about 1980. So, the cost to manufacturing is up. The Consumer Price Index is about the same and the highest since 1982.

Either because of this, Fed monetary policy or both, several major financial institutions (including Deutsche Bank) are predicting a major recession. The more optimistic financial institutions are predicting only a minor recession.

I do not dispute what Dr. Pritchard wrote in 1991. His article provides valid suggestions that remain applicable after 30 years. But, I would like to provide a different perspective.

As a disclaimer, I have very little formal education in finance. Micro and Macro in college is the extent of my financial academic pursuit.

You may know, I personally went from being a Publisher to owning the business almost exactly three years ago (July 2, 2019). I had a conversation with a friend who owns another business a few months ago. He said (paraphrased, because I am old and forget things) that you are new to this and still in a growth phase. There is a point where you will decide protecting what you have is more important than growth.

Businesses have life cycles. They roughly follow a bell-shaped curve regarding growth. Accountants are not expert at creating growth. Their expertise is typically managing status quo or decline. They become involved after the growth phase and are tasked with managing success, not creating it.

There are two sides to any ledger, credits and debits. What distresses me is when accountants, bankers or financial academics address preparing for a recession or adapting to a decrease in revenue, they address the debit (expense) side of the ledger almost exclusively. They are paid and trained to be risk averse and conserve wealth above all else. Their responsibility is to count and protect their client's money. They typically were not integral to the decisions that initially generated the money.

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**"Our company had a meeting to discuss the recession, and we voted not to have one! The recession is in here," pointing to his head. "Not out there."**

- Zig Ziglar.

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Entrepreneurs, marketing or sales people look at the credit (revenue) side of the ledger when solving challenges.

One of my favorite quotes is "Our company had a meeting to discuss the recession, and we voted not to have one! The recession is in here," pointing to his head. "Not out there." - Zig Ziglar.

Yes, you can absolutely manage a recession by controlling the debit side of a ledger. I prefer to attempt to manage the revenue side.

To that end here are a few suggestions:  
Are you fully utilizing your resources?

One of the most often overlooked resources is your database of customers. If you provided good services or products, it is easy for existing customers to make another buying decision from a trusted partner.

What else are you equipped to produce

that these happy customers would buy?

If you do post frame construction, can you take the half step toward decks, portable sheds or other products? If you have done business with them already they have the financial strength for a smaller product and pre-qualified prospects.

Can you take market share from your competitors?

One of the first investments accountants drop in a difficult economy is marketing. If your competitors stop advertising, that may be the best time for you to start or increase. If customers cannot find you they cannot buy from you.

What services can you add?

Often, how you are perceived in the market allows you to gain market share. If you are adding services when others are struggling, the obvious impression is that your business is superior. One wonderful service to add is financing capability. In addition to appearance, you are solving a challenge for the customer and making it easier for them to say yes.

I do not advocate ignoring the debit side of the ledger; I am saying look at both. Everything is based on risk and reward. Focusing exclusively on the risk (debit/expense) side is not the answer.

In an attempt to compensate for my lack of formal economic education here is one final quote.

"In the midst of chaos, there is also opportunity" – Sun Tzu, *The Art of War*

Gary Reichert  
Publisher  
**FBN**

Sources:

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