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**PRODUCT
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Show Highlight at Show Start

Every trade show teaches you something about the industry and something about shows themselves. At our Construction Rollforming Show in Cincinnati in September, one of my key learning moments took place before the show even really began.

It was in the opening educational session and it was a presentation by Randy Chaffee, a Frame Building News columnist. As an industry veteran of five decades he gave advice about how to work a show, primarily intended for the people who haven't been at a show before.

The advice given was for both exhibitors and attendees. There are a few key things to know, and both Randy and our Publisher/CEO Gary Reichert stressed them in tandem.

• **Have a plan.** Look at the map beforehand, and/or walk the show once (very quickly) at the start of the show, and create a prioritized plan. Worst case is you have a good conversation with a few key partners, versus trying to visit every exhibitor.

• **Write down everything you will need to remember later.** You're not going to be able to remember everything. You're going to get home with business cards and

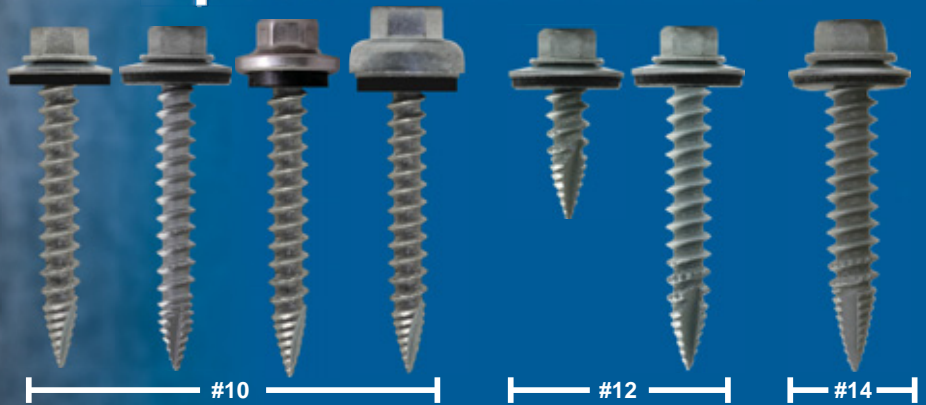
flyers and have no idea why you have them. So write notes on the business cards and flyers themselves.

• **Create a process for followup, and own that yourself.** Do not rely on the other person to contact you. Make yourself responsible for following up.

See you at a show soon.

Rocky Landsverk,
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Cover design by Kevin Ulrich



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Gary Reichert,
Publisher, Shield Wall Media

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Future of Post-Frame

Barndos Are the Headliner. What Else Can We Expect?

■ By Rocky Landsverk, Editor

Almost everybody in the post-frame industry agrees that the primary opportunity in future of post-frame is barndominiums. The biggest question remaining seems to be “is there anything else we might miss if barn-dos are the only thing we rely on?”

We spoke to several longtime post-frame experts and there aren’t many derivative storylines in post-frame besides 1) barndos and 2) the general construction environment, including the economy and interest rates.

We’ll touch on the latter for a bit, then we’ll (again) talk about barndos, and then we’re going to try to unearth some other trends.

Mortgage Rates

When talking about the future of any construction industry, you have to start with interest rates. From the National As-

sociation of Home Builders in September: *Persistently high mortgage rates above 7% continue to erode builder confidence, as sentiment levels have dropped below the key break-even measure of 50 for the first time in five months.*

Builder confidence in the market for newly built single-family homes in September fell five points to 45, according to the NAHB/Wells Fargo Housing Market Index (HMI) released today. This follows a six-point drop in August.

“The two-month decline in builder sentiment coincides with when mortgage rates jumped above 7% and significantly eroded buyer purchasing power,” said NAHB Chairman Alicia Huey, a custom home builder and developer from Birmingham, Ala. “And on the supply-side front, builders continue to grapple with shortages of construction workers, buildable lots and distribution transformers, which is further adding to housing affordability woes. Insur-

ance cost and availability is also a growing concern for the housing sector.”

Longtime industry veteran Josh Nowlin of the National Frame Building Association Board of Directors said mortgage rates and higher costs across the board are starting to have an impact, but only very recently.

“There has been a bit of a slowing over the last couple of months,” Nowlin said. “Everything is more expensive. You’re paying more to go out to eat. You’re paying more for fast food. You’re paying more for gasoline. You’re paying more for insurance. And all those incentives that were put in place during COVID are expiring.

“Bundle all those things together and people like are wondering, ‘Is now the right time to build that shop?’ Or, ‘Is now the right time to sell our home and potentially buy a new home and go from 3 1/2% to 6 or 7%?’ So I think the slowing has begun.”

The industry can’t control much of that

situation. Let's discuss what we can control.

Barndos Still Red-Hot

The fact that there might be a slowdown of some consequence in the construction industry has been expected for a couple years now. Within post-frame, will increased market share make up the difference? It would certainly appear so if you're an enthusiast of the barndominium craze.

"You can be getting a haircut, and they ask what you do, and in the small talk, you say you build pole barns, or post buildings, and they'll say, 'Oh, you mean barndominiums?'" Nowlin said. "Even my teenage daughter brought up something about wanting to have a barndominium.

"Now, often when you say 'barndominium' people don't understand what that really means. I think the general public just knows it's that farmhouse-type look. They don't know that it's post-frame."

Keith Dietzen of SmartBuild has been creating construction software for decades and can detail the history of post-frame;

we'll save that for another time. Using his historical experience, he said numerous trends play into a bright future for post-frame, especially because of barndos.

Today's technology, including SmartBuild's new software that allows for interior barndominium plans to take hours versus days, allows builders "to build these structures very quickly. Further, with post-frame, because of the lengths created between the posts, and the widths available then of the cavities created by these bigger posts, you can increase the insulation widths and values. I can make a very energy efficient structure to boot."

Put together the three primary attributes of barndos — open floor plans, energy efficiency, and affordability if you want to quickly create a residential building — and "this led right into our barndominium phenomenon," Dietzen said. "[Post-frame marketing] reads like an HGTV pitch, which is very, very effective. Now I can have this shell built in a small fraction of the time it would take me to get a custom home built.

"I can build it without even paying for a concrete floor, and when I can afford it, then I'll go for my concrete floor. I can DIY the inside myself if I want. Those won't be load-bearing walls, so I don't have to worry about building the whole thing at once. I can have the contractor build maybe one partition wall on the inside and I'll use it today for my storage."

Marketing Barndos

Are we getting better as an industry in marketing post-frame via barndos and those attributes mentioned above?

Mark Stover of Perma-Column said builders like those in the company's Pro Builder program are spreading the word out on the front lines. That includes well-known post-frame enthusiast Kyle Stumpenhorst of RR Buildings, among others. "They're doing a great job marketing the product, but they also make money with it," Stover said.

The other proof in the pudding is the marketing for barndominiums that's hap-

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pening across the internet, in particular on Facebook. “Some of these architectural firms that are throwing barn/condominium plans out there for \$500 or \$1,500,” Stover said. “There are social media clubs and it’s happening organically. It’s creating that collective awareness.”

As a quick aside, Stover said regardless of any other trends, their company is gaining market share as builders and consumers alike realize that their product solves a problem. “Our precast concrete posts are doing extremely well,” he said. “The industry is moving away from wood being in the ground, and our builders will use a good/better/best strategy. “Future post-frame customers look at that and wonder why anybody would put wood underground; now they may consider post-frame buildings.”

Everybody interviewed agreed that one message that post-frame can utilize is that it can be marketed as affordable. “Post-frame has always been marketed as an easier, lower-cost method of construction,” Nowlin said, citing just one example. “You can use you know any type of exterior cladding.”

Tom Granitz, National Sales Marketing Manager for Plyco, agreed that post-frame can benefit from being available at the lower end of the market during lean times. “The post-frame buyer is often different than somebody who wants to buy a three-bedroom, two-bath house in the suburbs,” Granitz said. “Post-frame is often rural and may even be a second home, or it might be for your kids when they visit. So it tends to be on the affordable side.”

Stover said there is growth opportunity as architects and engineers learn about these opportunities. There can also be a more unified effort as the big post-frame manufacturing companies work more together.

Trends Beyond Barnidos

Barry Hoffman of Planet Saver Industries, an in-ground-post protection company, helps builders and manufacturers nationwide, in all business types. Because of that perspective, we asked him if he is seeing trends above and beyond the obvious in post-frame. “Over the last 12 to 18 months, we are seeing a tremendous increase in barn/condominiums, administration buildings, fire stations, and retail businesses,” Hoffman said.

He said there seem to be a couple prominent factors in all sectors: 1) price, because post-frame construction can be more affordable than other methods of creating a large-span building of these sizes, and 2) marketing, in that the industry seems to be getting better at making people aware of the features and benefits.



Building by American Building Components, AW & Sons Construction, and Mid-State Metals.



PHOTO COURTESY OF WICKBUILDINGS

“People are getting more educated to the features and benefits of post-frame construction across the board,” he said.

What is causing the increase in administration and government buildings? “I can’t give you an absolute, single reason,” Hoffman said. “I think it falls to the fact that people are getting more educated to the post-frame construction opportunities. We’re seeing buildings that you can’t even imagine, by looking at them, that they would be post-frame.”

Granitz agreed that residential has been impacted while agricultural has been doing well, and commercial has been stable. “As you hear from the news, the residential side certainly gets impacted more by interest rates and the access to loans,” Granitz said.

Granitz said one trend that Plyco is seeing across the board, not just in post-frame, is that consumers want choices and customized options. Meanwhile they still want speed to market — fast delivery. Those two don’t really go hand-in-hand for manufacturers. “We’re known for having a lot of products for our customers, and on short lead times, but they’re wanting even more options,” including colors, thresholds, and more,” he said. “The end user wants something unique and different but there’s a time frame associated with the ability to build that. So the tug of war for us is trying to marry those two — shortening lead times while having options for our customers. We know that we’re going to continue to increase the options in our product line.”

The Biggest Challenge

Hoffman and his team see a lot of posts in their role of adding their in-ground protection. He said post-frame is going to have a challenge in the future if the industry doesn’t immediately take a hard look at some of the timber it’s using. “We’re seeing rot and decay occurring much sooner than ever experienced in the history of our industry,” he said. “We’re seeing stuff that’s coming through that has the treatment missing unlike anything we’ve ever experienced in history.”

That will not play well over time because post-frame is trying to be an option that is both affordable and long-term. But some of today’s posts are not grown for long-term stability.

“We have old-growth timbers mixed in with these faster growing timbers,” Hoffman said. “Old-growth timbers that have the standard growth rings on a three-ply 2’x6’, which is a laminated post that’s 4 1/16” by 5 1/4”, we used to have between 80 and 90 growth rings. On some of these newer timbers, we’re helping less than 30. I have builders seeing rotting and decay starting to occur after eight or nine years, and that’s about when the faster-growing timbers were introduced to us in the industry.” *FBN*

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Reflective Bubble Insulation

Minimizing Condensation While Keeping Heat In (or Out)

■ By Mark Robins

Because of condensation, an unprotected, non-insulated pole barn can seem like a tropical rain forest. This is due to the temperature difference created by the outside and inside of it, and the large amount of heat transferred in and out.

You may have experienced the condensation phenomenon when you take a bottle of cold beer out of a refrigerator on a humid summer day and the bottle cools the surrounding air to the dew point; condensation forms on the glass. The dew point is the temperature at which fully saturated air can hold no additional moisture.

Condensation because of moisture (in the form of water vapor in the air) can cause adverse health effects. Also, condensation can cause immediate- and long-term building damage, create critical dampness problems (mold and mildew), and negatively impact building temperature. Condensation is most likely to occur on the inside of exterior walls or roof assemblies, and when there is a high level of humidity inside a building.

Obviously, during hot summer months when the sun is beating down on a roof, heat can penetrate into the building. In the winter, any heat created inside of a building can easily escape. An energy-inefficient building will raise fuel bills, often one of the largest controllable operating expenses. Reflective bubble insulation installed correctly can prevent these problems from happening. It prevents unwanted heat loss (or gain) in structures and keeps internal temperatures within the optimum temperature necessary to avoid condensation.

Additionally, a well-insulated pole barn



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Bubble Insulation

Comprised of air bubbles encapsulated between metal surfaces, bubble insulation can create a radiant barrier that can reflect as much as 96% of the radiant heat from the sun's rays. Using reflective foils on its surface, it reduces heat transfer and gives a nice clean, finished appearance to the interior of the building.

The bubble foil insulation pack in the center provides a fixed air space and ther-

mal break. It comes in different sized rolls and can be ordered with foil on both sides of it or foil on one side and white on the other. It can be attached to the inside of purlins or draped over them, stapled to rafters or studs, or rolled out onto roof decking or existing shingles prior to installation of metal roofing or siding panels.

Single bubble insulation is very thin and mostly used in warmer climates. It has a highly reflective metalized coating. It's durable, yet easy to cut with utility knife or scissors, and is lightweight, and easy to handle and install. Most have a 1/8" approximate thickness, which compresses slightly while on the roll.

Double bubble foil insulation features an extra layer of bubbles to provide maxi-

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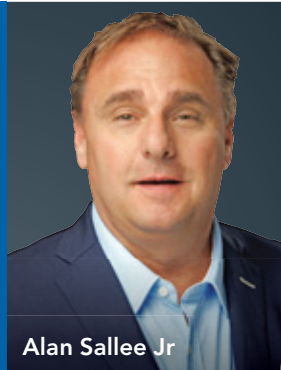
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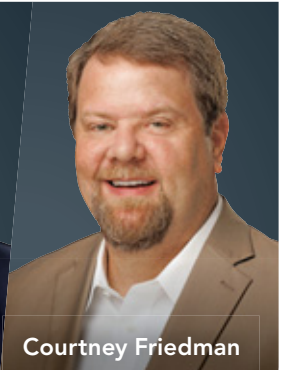
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mum protection against condensation build-up in colder temperatures. Two layers of bubbles help prevent formation of frost and condensation on either side of the material. It acts as a 100% vapor barrier when properly installed with insulation tape. Both types of this bubble insulation can be a barrier for methane, radon, moisture, termites, and other pests. They can be combined with fiberglass or foam insulation, or on their own; always refer to local building codes.

“Single bubble and double bubble can both be made with white/foil or foil/foil applications,” said Jake Jeppeson, east manager, MWI Components. “White/foil has white on one side with one layer of metalized, low-emissivity surface on the other. Foil/foil has two layers of metalized, low-emissivity surface on both sides of the bubble.

“Single bubble can be used in tighter spaces than double bubble. Double bubble

has more structural strength and rigidity than single bubble. White/foil’s metalized surface on one side of the bubble reflects radiant heat away from the structure while providing an opaque finish on the inside. Foil/foil’s metalized surface on both sides of the bubble reflects radiant heat away from the structure and helps maintain a comfortable temperature on the inside due to the added metalized layer.”

“These products are designed for new and retrofit installation in roof and wall assemblies of post frame buildings,” said Wesley Hall, sales manager at Reflectix. “The products provide a range of R-values depending on where and how they are installed in the building.”

“The key to the product is not the bubble, it’s the foil,” said Kelly Myers, national sales manager at rFOIL Insulation Products. “The foil is doing all the thermal work; the foil is a fantastic insulator. Metal gets heated up — superheated by the sun

— then it turns into a giant radiator. The foil takes that heat radiated off the hot metal, then bounces it back in the direction it came from. The result is it slashes the heat gain inside the building.”

Installing Reflective Bubble Insulation

To achieve the maximum performance, the insulation must always be properly installed according to the manufacturer’s specifications. But Myers said installation isn’t problematic. “It is really simple. For anyone who knows how to install installation of any kind, this is as easy as it gets. [Bubble insulation usually] runs parallel to the metal usually stapled to the purlins, or laid down on the purlins and tacked down on the purlins with nails. Ideally you will tape the seams where two [rolls] come together. Ideally, if you can get a little bit of a drape between the purlins that’s great.”

Hall agreed with this ease of installation. “It is a very straight forward installa-

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tion and only requires basic hand tools. [It involves] fastening with staples or screws, to the framing members of the structure. There are no typical problems related to installations. One of the benefits of installing a reflective insulation is the 'easy to handle and install' characteristic of the product. This feature reduces the labor necessary for installation and provides an 'itch-free' product experience."

To function correctly, according to Ron Holder, general manager at Bay Insulation Systems, it should always be installed with the reflective side of the product facing an airspace. "This airspace can be quite small — 3/4" for the product to be effective. Caution should be taken to ensure the products installed have been properly tested to ASTM and to RIMA Standards. Untested products may not have the correct inhibitors added in. Exterior applications where it is exposed directly to the elements should be avoided. Caution should be used around electricity. Avoid temperatures over 180F"

Innovative Energy's AstroShield and Astro Armour reflective insulation products can be installed in metal and post frame buildings with a 3/4" air space on each side of the insulation for optimal performance. "The air space may be larger, but a smaller air space can affect the performance of the material. To create a vapor barrier, the seams of the material should be butted and taped with either foil tape or white poly tape," said Whitney Hagarbome, vice president at Innovative Energy Inc. "All seams must be sealed thoroughly to create a vapor barrier.

"Never use duct tape on either material. Both materials should be in-

Reflective Foam Insulation

By Tim Easley, CEO, Dutch Tech Inc.

Single and double bubble have been around for many years. They got a bad wrap from the start because their product fell apart shortly after being on buildings. A newer product to the market is reflective foam wrap. Its woven, tarp-like backing holds in place to framing much better and has raw materials that will likely last beyond its 10-year warranty.

Reflective foam insulation like Therma Guard has a strong and durable woven backing that does not disintegrate over time. Its reflective nature does not absorb or retain heat. It was designed to be easy to install with standard staples, no special tools needed. It can be used as an air and/or vapor moisture barrier, and keeps the interior cool in hot summer months while keeping interior heat from escaping in cold winter months. As with all insulation it improves the energy efficiency of buildings. And, it can also help to deaden sound of weather when installed on a roof.

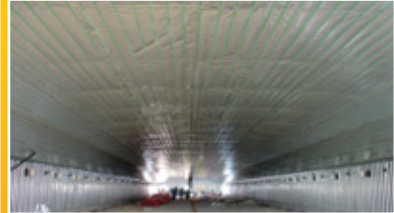


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stalled at least 3' from any heat-producing fixtures, chimneys, blowers, etc., and never install either AstroShield or Astro Armour directly above lighting or other heat-producing devices because metalized film is an excellent conductor of electricity.”

Jeppeson said, “Gaps between rolls may allow air to penetrate, reducing the effectiveness of the insulation and increasing the risk of condensation buildup. Ensure complete coverage of material when insulating by overlapping and taping seams. [To ensure the requisite] ¾” air gap between the barrier and the surface exposed to the heat source to reflect radiant heat most effectively ... install furring strips between the radiant barrier and the installed surface.” *FBN*

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Dutch Tech, Inc., Therma Guard in production.

Reflective Bubble Installation Guide

By Jake Jeppeson, East Manager,
MWI Components

New Construction

Roof Application. Staple the foil insulation by running the foil insulation across the trusses. Purlins should be installed over the insulation. The purlin will create an airspace between the foil insulation and the roofing steel.

Wall Application. Staple the foil insulation horizontally to the support beams. Horizontal girts and sidewall sheet steel can be installed over the foil insulation. From the interior, the foil can be stapled to the horizontal girts.

Frame Retrofit

Retrofit Roof Application. Staple the foil insulation to the bottom of purlins and the bottom of the top plate at the walls. Tape butt seams with foil tape. When applying new sheet steel on a retrofit, the process for new construction can be followed.

Wall Application. Can be installed either horizontally using the girts or vertically by installing furring strips on the interior of the building.

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www.dutchtechindustries.com

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www.ecofoil.com

Fi-Foil Company
Auburndale, Florida
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www.fifoil.com

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(219) 696-3639
www.innovativeenergy.com

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www.insulation4less.com

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FASTENMASTER TRUSSBRACE BEING INSTALLED.

Improving Products One Contractor at a Time

FastenMaster Uses Feedback to Make Fastening & Framing Easier

■ By Rocky Landsverk

We've always known about FastenMaster here at Frame Building News, but our attention was elevated in the past year when we saw a particular product called the TrussBRACE. It helps set trusses faster and more accurately than you could before, and we're going to feature it in a future issue.

That led to us asking the company about its other new products, and led to this interview with Web Shaffer, Senior Vice President and General Manager of FastenMaster, which is a division of OMG, Inc.

Summarize your company history

FastenMaster is a division of OMG, Inc., which was established in 1981 by Art and Esther Jacobsen, who named the company Olympic Fasteners Inc., and bought and sold screws for the commercial roofing industry. In 1984, after experiencing great success, it began manufacturing its own line of fasteners in Agawam, Massachusetts.

In 1993, the company became Olympic Manufacturing Group, and later in the 1990s it was renamed simply as OMG.

Today, OMG, a wholly owned subsidiary of Steel Partners Holdings L.P. (NYSE:

SPLP), is a leading manufacturer and global supplier of fasteners, products and technology for residential construction and commercial roofing applications. The company currently employs nearly 650 employees globally and is one of the largest employers in Western Massachusetts.

In addition to its Agawam-based operations, OMG has manufacturing plants in Addison, Illinois, and in Rockford, Minnesota, and a global sales force of over 100 in North America, Europe, and Asia. The company produces more than 1.5 billion fasteners and plates per year to support its two operating divisions — OMG Roofing Products and

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FastenMaster.

FastenMaster differentiates itself from the competition by continually soliciting contractor feedback, and then developing highly engineered solutions that help improve installation productivity while delivering a premium finish. Through this process, they have revolutionized the industry with several breakthrough products, including: the LOK Line of structural wood fasteners, the FrameFAST Structural Framing System for making critical connections along the continuous load path, Cortex hidden fastening systems for deck and trim, Tiger Claw hidden deck clip system, and the PAMFast AutoFeed screw system.

What products and services do you provide?

FastenMaster manufactures task-specific fasteners and tools for a wide range of residential fastening applications. The company is committed to offering professional contractors fastening solutions that improve jobsite safety and increase productivity. The overrid-



FastenMaster makes millions of fasteners every year. At right, the Cordless PAMFast is called "the smoothest, most versatile PRO grade screw delivery system available."

ing philosophy is to develop products that make various types of construction connections faster, stronger, easier, and safer, and in so doing, everyone wins.

FastenMaster products provide installation benefits to remodelers, residential framers, home builders and professional deck builders. Its products are widely used in residential wood framing, interior remodeling, new construction and decking projects.

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- **TimberLOK:** The industry's first wood-to-wood structural fastener;
- **FlatLOK:** The first fastener designed to connect up to four-LVL plies into a structural beam;
- **TrussBRACE:** The industry's first truss bracing solution that includes both lateral and diagonal support in one connection;
- **FrameFAST:** A structural framing system with three interchangeable heads that uses one screw to provide code-compliant connections as a replacement for standard hurricane ties, clips and straps;
- **NLB:** The first non-load bearing fastener for securing the top of non-load bearing walls to trusses and joists above;
- **ThruLOK:** The first fastener to eliminate through-bolts by using a unique self-tightening nut to make connections in a fraction of the time.

What is your current territory?

FastenMaster products can be found throughout North America at thousands of lumberyards and major home centers such as The Home Depot, Lowe's, and Menards, all supported by a large direct field sales team.

What is the current business climate in your area?

Most of the COVID-related supply chain and labor shortage issues have been resolved and OMG's manufacturing operations are

largely back to normal. In regard to the end markets where we sell FastenMaster products, business has been very strong throughout 2023. In new residential construction, high interest rates have, surprisingly, not depressed the market for new homes. This is because high demand for housing has run up against a historically low inventory of existing homes for sale as current homeowners stay put due to their low mortgage rates. Therefore, the high demand for housing combined with home builders' willingness to help buyers with favorable financing options explains why new housing construction has been so strong, particularly for first-time home buyers.

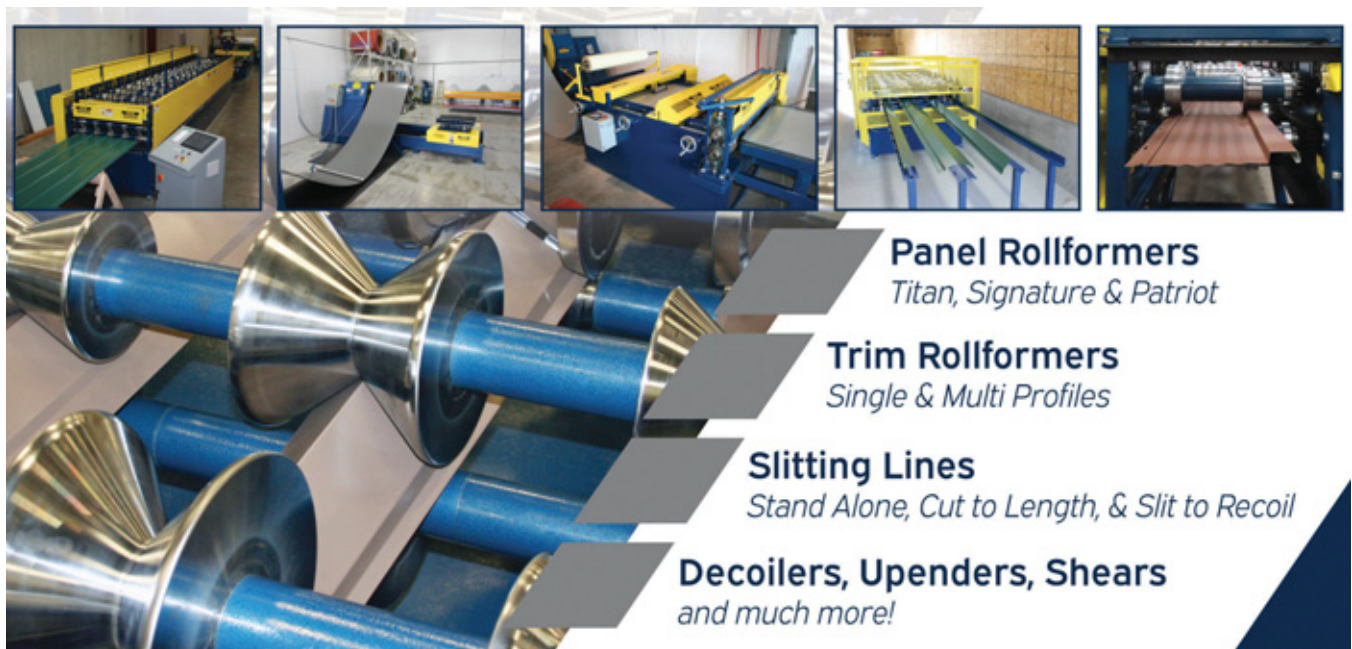
FastenMaster's other big market is home repair and remodeling, where demand has remained very strong for all of 2023. Many factors are driving remodeling growth, including record-high homeowner equity and low mortgage payments which encourage homeowners to improve their homes rather upgrading to a different home. FastenMaster is well positioned to capitalize on this remodeling market growth with our wide range of fastener products.

What is your primary customer base?

Our primary focus is on residential contractors, framers, custom home builders, and deck builders.

How do you differentiate yourself from your competitors?

FastenMaster differentiates itself by developing innovative prod-



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ucts that address contractor challenges and support the PRO community with a large field team. We continually solicit contractor feedback, and then develop highly engineered solutions that help improve installation productivity while delivering a premium finish.

By actively listening to our PROs, FastenMaster has helped contractors achieve great success by offering them the very best solutions on the market. Developing productivity solutions through innovation has been our north star during the past 25 years and we expect to deliver even more new and innovative solutions to the market in the next 25 years.

Tell us the challenges the company has overcome, and how did you do that?

Based on the innovation we bring to market, we've been able to convert contractors to new ways of building, and to using screws where traditional nails and plates or straps were used, and we've demonstrated the clear productivity and performance advantages that FastenMaster solutions such as TrussBRACE, FrameFAST, Tiger Claw, LOKs, and Cortex can provide.

COVID also provided a host of challenges to contractors and to FastenMaster. Despite the shutdowns, our team worked overtime to provide screws to the support the construction boom and we continued to develop new products that help to drive contractor productivity, including our MVP Fastener and EVO Joist to Ledger Deck Framing Connector.

Similarly, to what do you owe the success of your business?

OMG and FastenMaster are focused on continuous improvement where we encourage every employee to think about what could be. What is a better way? How do I improve efficiency? Can I work safer? Can I work faster? The goal is to get everyone to understand the principles of driving the waste out of everything the company does. There's always an alternative, and we must pursue that to stay competitive and stay out in front.

What would you tell yourself five years ago if you could?

Be prepared for unprecedented changes



FastenMaster FrameFAST is a better way to make critical connections along the continuous load path, FastenMaster says, citing "One screw, one tool, and three interchangeable heads replace a variety of clips."

in how you conduct business. Labor shortages, supply chain disruption, and high inflation all made making and selling screws more complicated. Because we make most of our screws in the U.S., we were in a good position to adjust our business to meet the various challenges we faced.

What is your advice to somebody who is brand new in your line of business?

Be prepared for a dynamic and challenging environment! Customers place a premium on suppliers who can deliver value to their business. So, you must remain laser-focused on this if you want to win.

Where do you see the biggest opportunities in the coming months? Coming years?

Labor shortages are a permanent fact of life in construction so developing products that deliver productivity gains is crucial. Climate change will also drive building code changes which provides another opportunity for innovation.

Where do you see the biggest challenges in the coming months and years?

The biggest challenges have to do with managing:

- Rapid shifts in demand,

- Supply chain disruption,
- Shifting distribution (channel consolidation),
- Cost in the face of inflationary pressure.

What are the things that you would love to learn more about?

How the building material industry is changing to address climate change. This includes new types of material (like aerated concrete), engineered wood/mass timber, 3-D printed houses and increases to the recycled content in building materials. Exciting stuff.

What are your Three Keys to Good Business (three things to which you attribute your success).

- Safety First.
- Developing our people.
- Focusing on continual improvement.

What are your business goals for the future?

FastenMaster will continue to develop and launch innovative products that change and improve the way PROs do their jobs. We have built our reputation on this and we will continue to find new, better, and safer methods for building. *FBN*

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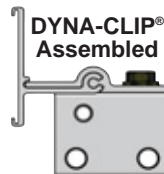
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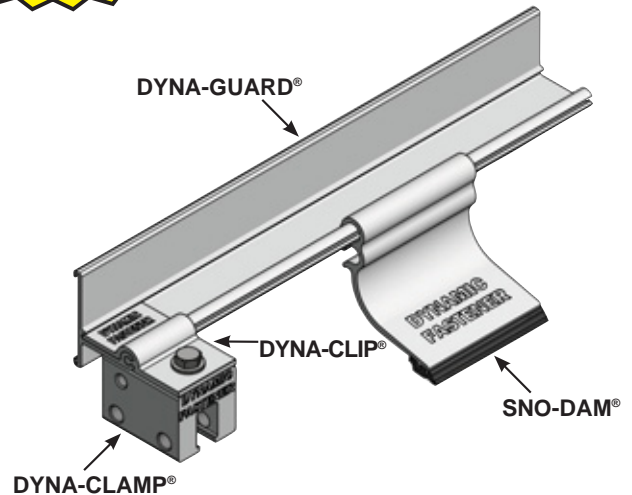
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Frame Building Professional, March 1991

FOR 30+ YEARS FRAME BUILDING NEWS has been providing the news, trends and resources builders need.

About Computer Upgrades

It was just a few decades ago that many businesses functioned quite effectively without computers. Today those businesses are few and far between. While some may see this article as archaic, others may be grappling with these issues today. And those who have upgraded to computers, or began their business with computers in place, may feel they are in a parallel situation to the person questioning the necessity of the computer as they try to decide if they can justify an upgrade to the technology they use.

Introduction

The implementation of computers by any business involves some important considerations. Fundamentally, two major elements within each business — people and computer components — work synergistically to produce a better quality service and a higher level of productivity. The quality and productivity of each of these two elements play important roles in the implementation process. Clearly, the people have to be well experienced to provide their service. They must also understand how the software and hardware computer components can be used in their daily activities. They should select hardware and software that meet the immediate needs of their business and that consequently augment the flow of their activities without causing significant changes to them. Such a computer system would be less intimidating initially, yet would permit growth as their expertise increased. Consequently, this would diminish the time needed to close the gap between the existing technology and its use.

Can I Justify a Computer for My Business?

Historically, the justifications for purchasing a computer have been increased productivity improved communication, improved record maintenance and faster completion of repetitious activities. Owners of small firms may find it quite difficult to believe that after spending months reading manuals and getting familiar with a computer, increased

productivity will result. What does increased productivity mean for a business? Much of what a “computer promises” takes an enormous amount of time to perfect. Does a small construction business have the time and money to invest in computers and computer applications?

Although it is sometimes not well explained, Groll and Turche (1987) report that the computer can do what you originally did by hand. Although it may take the same time to do the basic calculations, a computer can do a variety of extra functions not normally examined via hand calculations. Most construction firms are so busy completing jobs, they have very little time to do any detailed analyses of their previous jobs. Any added costs encountered during previous jobs are likely regarded as unfortunate; there is seldom time to examine the real costs.

The successful implementation of computer technology in the building industry is not, I believe, a technical problem, but a training and educational one. The main problems are limitations on computer access and frequency of computer use. Those who do not have unlimited access to a computer are less likely to use it. As they use it less and less, their ability to operate it diminishes. This experience can become extremely frustrating and may lead to the rejection of the computer as a viable tool. Today, user-friendly computer programs for structural analyses are readily available and will get better as a result of the intense competition in the computer software industry.

Computer Application in the Post-Frame Industry

The functionality and benefit of computers for correspondence, reports, and financial statements has been well established, and as a result, the majority of offices within the post-frame industry use the computer for word-processing and accounting. Today, the availability of specific use programs, databases, spreadsheets, and expert systems provide the required technology for scheduling, estimating, ac-



counting, specification writing, documentation development, drafting, design and engineering, as well as the integration of some or all of these activities.

There are several computer programs on the market that would satisfy the needs for engineering and design of post-frame buildings. The author believes that in-house development of software is seldom necessary.

Considerations in the Purchase of Hardware and Software

Firms shopping for a computer program must consider the ability of the program to adapt to their present and future product lines. I would avoid reprogramming and the associated debugging of programs developed by someone else. That process takes considerable time and effort.

Two important measures of quality of software are (1) flexibility, and (2) compatibility. Flexibility refers to how well the program fits a firm's existing product line, and how it may adapt to future product changes. Another aspect of flexibility is whether the software allows users to consider different assumptions for modeling structural analogs and loading conditions. The ability of a software program to integrate several functions, such as drafting, pricing, and engineering is most desirable. Integrated systems that design, draft, and price a building in a few minutes from a single input are becoming available.

Compatibility refers to whether the software is compatible with the hardware and existing software, such as the operating system, etc. It is important to ensure that the computer system has sufficient memory space for the software to be acquired. If not, upgrading will be necessary.

A measure of software productivity is how easy the program is to learn and use. The availability of support for both the implementation and ongoing operation of the program is an essential element. One aspect of support is well-written documentation that is kept current and that contains solutions of example problems and/or tutorials that the novice can use for practice.

An essential element of quality hardware is serviceability. A frequent computer user cannot afford to wait weeks for service.

(Ed. Note: A discussion of design criteria

and limiting factors for design is omitted here due to considerations of space. The article continued with the discussion reprinted below of the programs the author specifically identifies as assisting with these factors.)

Solver, METCLAD and PPSA III

The unique feature of these three computer programs is that they are tailored for wood engineering. Using these programs, one can analyze and design beams, trusses, frames, and grids in two-dimensions, for virtually any type of loading conditions. The SOLVER program can also be used to analyze three-dimensional, skeletal structures.

The METCLAD program has the unique option to include diaphragm design of metal-clad, post-frame rectangular buildings. METCLAD is the only known program that directly incorporates diaphragm design of metal-clad, post-frame buildings.

The SOLVER and PPSA III programs can be used to include diaphragm design in the analysis but at least three sequential computer runs of the same post-frame are required for the final answer. These three computer runs are required to: (1) solve for the horizontal stiffness of the frame, (2) solve for the horizontal restraining force at the eave height, and (3) analyze the post-frame building with diaphragm action with METCLAD, the three runs are integrated into a single run.

These three computer programs are quite easy to learn and use, and each comes with a manual that shows a step-by-step procedure for operating the program. The manual includes solutions to example problems that allow the user to model the

structural analog to simulate its actual behavior (such as simulating semi-rigid connections using fictitious members) and provides output results that are useful for checking the limiting factors for design.


Summary

Some of the most innovative building companies, both large and small, have virtually eliminated the manual aspects of drafting, estimating, scheduling, and engineering. Today, the market demands engineering speed, optimum design for safety and economy, and flexibility. Firms that are moving to take full advantage of electronic drafting, engineering, estimating, scheduling, and other functions should profit. Offering better service and improved turnaround will be the most important ingredient in increased profitability for many firms.

The successful implementation of computer technology in the post-frame industry is probably not a technical problem, but rather an educational one. Consequently, the educational issue is of paramount importance. Many post-frame professionals require information about the selection of computers, the capabilities of computers with respect to carrying out specific tasks, and the impact of computers on engineering speed, profitability, and on doing things differently. *FBN*


By Kifle G. Gebremedhin,
Associate Professor,
Agricultural and Biological
Engineering Department,
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Back to the Start

Why Print Advertising Still Works in the Construction Industry

■ Gary Reichert
Publisher/CEO, Shield Wall Media

Welcome to October. The nights are cooling, leaves are turning, and businesses are budgeting for the coming year.

For many companies, that includes building a marketing budget and getting proposals for advertising. While I am not an expert on all advertising, I do have a reasonable handle on print and digital advertising for Business to Business. I will mostly limit myself to the B2B side, but most of the general information and concepts will apply to consumer advertising as well.

There is one HUGE difference between most B2B and B2C. B2B is predominantly branding and education. Using our publications as an example, a \$250,000 roll former or finding a new supplier is not usually an impulse buy. Capital equipment and building supplies have longer buying cycles.

If a contractor needs a fastener supplier, their existing supplier either fell through on an order or raised prices. There is no way to know when you can capitalize on a competitor's mistake. To be prepared is all about branding and frequency; when the customer needs you, they need to be able to find you. They will either find you in that publication, or they need to remember your name to find you online. SEO is good and necessary, but branding means they search for you by name.

Education is about distinguishing your product so it is not seen as a commodity. Customers purchase commodities primarily on price. Sophisticated customers purchase on features and benefits. Educating consumers combines editorial and advertising. Editorial presents the message in a credible and accurate form. Advertising repeats the message so consumers remember. The two together create sophisticated and knowledgeable customers.

This corresponds with big-ticket B2C items. Houses, cars, or major renovations are not usually impulse purchases. Much of the common information on advertising applies more to selling T-shirts than selling a custom home.

At Shield Wall Media, we are obviously firm believers in print media, especially in our niche. There are multiple reasons.

1. A large portion of our audience is plain community.
2. Our audience is primarily decision makers or C-Suite level. This group is older and often prefers printed media.
3. Print is consumed in a different manner than digital. More time is spent viewing and more attention is paid to a specific item. Print readers have less tendency to bounce around.

4. Research shows that information from printed media is retained longer than from digital media.

5. Printed magazines are physical, can easily be passed between readers and are seen multiple times.

Digital works best as a direct-response medium. In many ways, that is more suited to consumer products and an impulse buy. I have many T-shirts that made me laugh for inappropriate reasons. I may not be able to wear them in polite company, but they have my money.

Branding in digital is largely companies with million-dollar budgets. Because the impression is not recalled as easily more impressions are required. To achieve that frequency level on a large platform requires an investment beyond the reach of most companies.

All successful advertising focuses on message, audience, and repetition.

Audience refers to the type of person, and how many of them receive the magazine or digital product. For B2B publications, demographics like age and gender are nearly irrelevant. You will want to know if the subscribers are applicable for your product and their role in the buying decision. Most advertising targets decision makers and influencers for obvious reasons.

Most B2B trade publications are “qualified” and “free requested” publications. For someone to be a subscriber, they must answer a few questions to say they are “qualified” and ask to receive the publica-



tion. For digital products this is an “opt in” list. Opt in indicates someone asked to receive it but there are usually no criteria showing they are legitimate prospects.

After determining the magazine reached your audience, verifying the number of copies printed and mailed is the most important step. The circulation determines the advertising rates.

For print media, the U.S. Postal Service has a several requirements to be a “publication” and qualify for discounted postal rates. The Post Office verifies subscribers when they audit a magazine or grant it publication status. They pick subscribers randomly from the list and confirm the address is valid and they requested the publication.

The USPS requires that over half of the subscribers have been subscribers for less than three years. They also require an annual Statement of Ownership (SOI). These have to be submitted every year and published in the magazine. They state

Always ask yourself these questions

1. What do I want to achieve with my advertising?
2. Do I think this product will reach my potential customers?
3. Will my message appeal to my prospective customers?
4. Will my audience be able to see and/or read my message in the ad?
5. Will my budget allow me the frequency required for consumers to remember my message?
6. Is the ad rate appropriate to the audience reached?

Always ask the company supplying the media these questions

1. Is your product opt in (if digital) or qualified / requested (if print)?
2. How many readers or subscribers do you have and how can I verify them?
 - a. Are you a registered periodical with the USPS?
 - b. What issue contains your Statement of Ownership?

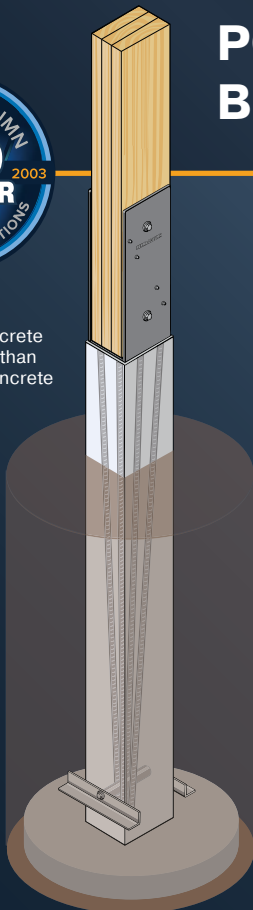
the ownership and the number of copies printed. The SOI is a simple way to verify the circulation of any magazine. An SOI is required for a magazine as a registered as a periodical and receives a lower post-

age rate. If a magazine does not publish an SOI, you should ask why.

Advertising is based on Cost per Thousand, abbreviated as CPM. CPM is how rates are determined for both print and

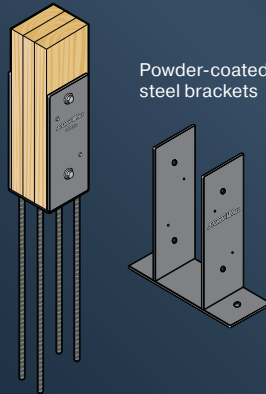


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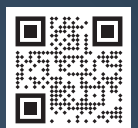
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For printed B2B/Trade publications CPM for a full page 4-color ad varies between \$150 and \$300 depending on the focus of the publication. The narrower the focus, the more of the requestors will be in your specific target audience. Rural Builder incorporates different types of construction, all parts of the building and everything from residential to agricultural. Rollforming targets metal forming for construction. Since Rollforming is more targeted, the CPM will be higher.

As an example of CPM pricing, Frame Building News has 20,000+ requested subscribers. With a CPM of \$150 to \$300 the rate for a full page would range between \$3,000 and \$6,000 depending on the focus of the magazine. Frame Building News is exclusively post-frame, so fairly targeted and falls in the middle of that range.

By contrast Garage, Shed & Carport Builder has 8,000+ subscribers. The range for a full page would be \$1,200 to \$2,400.

A smaller circulation for a smaller rate.

Note that offering a Black & White rate is usually a sales trick or a forgotten leftover from years ago. Years ago, some pages in a magazine were printed in black and white some pages in color. It cost more to print the color pages, so the rate was higher. Virtually all magazines today print every page in 4-color so there is no cost difference for black and white. This doesn't apply to newsprint or some small event programs.

By contrast, CPM for digital advertising varies between \$25 and \$60. An email of 15,000 then would be between \$375 and \$900. The question to ask regarding any email campaign is "is it opt in?" That is the equivalent of being "requested" for a print publication.

Be wary of digital pretending to be print. Print ads often do not work as digital ads. This number in-

creases every day, but currently about 49% of digital media is consumed on phones. Even a full-page ad scaled down to 2.75" sideways and 5.5" high will be virtually unreadable. The magazines should also be reformatted to be read on a device. A PDF or flip book does not work on a phone.

Advertising is a product like any other. To be satisfied with the product, understand what you are buying and how you plan to use it. **FBN**



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constructionrollformingshow.com

ADMIT 1

For More Information Contact Missy Beyer:
missy@shieldwallmedia.com ▪ PH 920-216-3007



The aisles were full, especially on the first day of the show.

Construction Rollforming Show Hits the Mark in Cincinnati

Rollforming manufacturers and the companies that use the machines and their accessories had a successful get-together at the fourth Construction Rollforming Show, held September 27-28 in Cincinnati by Shield Wall Media, publishers of *Frame Building News* and *Rollforming Magazine*.

The show set its records for both exhibitors, with more than 60, and attendance. The weather was near-perfect, the vibe was positive, and exhibitors said they were writing orders at a rapid pace.

“It is great to see the Construction Rollforming Show mature,” said Shield Wall

Media Publisher/CEO Gary Reichert. “This year, attendance and exhibitors increased by more than 20%. We are close to capping the growth. Our shows are not intended to be 300 exhibitors and 10,000 attendees. Just like our magazines, we are looking for a narrow, targeted audience.

“Multiple exhibitors stated they did not have a second on the first day when they were not engaged with a legitimate prospect. We are going to have to add hours to the first day of next year’s show to accommodate the growth.”

That record-setting attendance not only put buyers in front of sellers but the show also donated attendee proceeds after Sep-

tember 1 to Hawaii wildfire relief. Shield Wall Media will be cutting a check for \$11,000.

The educational programming was highlighted by highly attended presentations by Frank Schiene of MRS (roll former maintenance) and Thomas Schwarzer of ASC Machine Tools (choosing a panel roll former). Ryan King of CIDAN Machinery gave two presentations, while others included Building Wins podcaster and Source One Marketing product rep Randy Chaffee; Brad Shreve of AkzoNobel (coatings and warranties); Royden Wagler and Keith Dietzen of SmartBuild; and Adam Buck of 3GM (coil basics).

New products unveiled included a ladder called the Ridge RAT (Roof Access Tool) that provides a new and unique way to work on a roof and was introduced at the show by Formwright; the new Plyco window that has a scratch-free acrylic finish; and new Firm Grip gloves that are cut-free not only on the palm side but also on the back, which were at the ST Fastening Systems booth. Northern Building Components introduced a new door that has a fiberglass panel that doesn't need to be painted, and a new door jamb that can be painted.

The next Shield Wall Media show is the Garage Shed Carport Builder show in Knoxville in January 2024.

Next year's edition of the CRS will be in Grand Rapids, Michigan, on September 18-19, 2024.

"The hospitality is unmatched compared to other expos we attend as well as not being nickel and dimed for every service you offer with your event, from lead retrieval to attendee list," said Zach Harvey of Hershey's Metal Meister. "We look forward to next year!" *FBN*



New products unveiled included a ladder called the Ridge RAT.



The educational sessions for the technical topics were particularly well-attended, including this presentation by Thomas Schwarzer of ASC Machine Tools.

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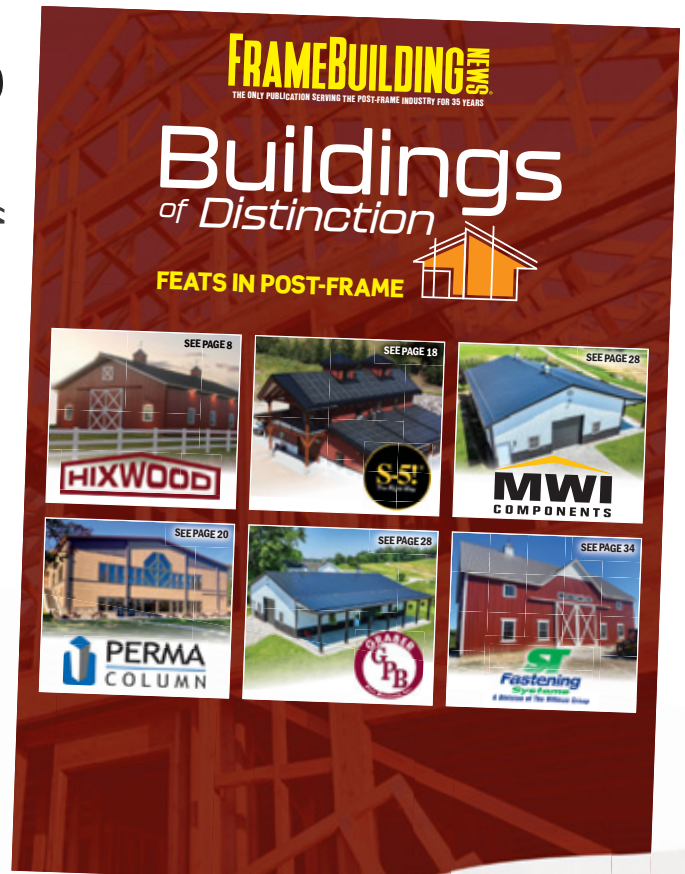
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**Deadline for FN
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Projects received after that date will be kept on file for possible publication as a Project of the Month.





SmartBuild Releases Barndo Interior Design Software

SmartBuild LLC announced recently their development plan and actual recent release of their first working release of the ability to design barndominium interiors in their flagship SmartBuild for Post Frame software system.

“With the recent posting of version 1.86 of SmartBuild, customer can now very easily enter and place rooms with a simple mouse movement inside post frame building shells,” SmartBuild CEO Keith Dietzen said. “Adjacent rooms and closets can be easily placed next to each other to quickly build a floor plan for living or office space. Once that is done, SmartBuild will generate all required framing, material takeoffs, and pricing.”

This is just the first of several releases SmartBuild has planned at smartbuildsystems.com/floor-plan-design-system to help customers create even complicated barndo designs.

“Future releases include adding lofts and mezzanines in 1.88 which is only weeks away,” Dietzen said. “Then 1.89 will include enhancements to help generate working drawings for floor plans. Then 1.90 will likely include the ability to lay out second story interior construction.

“Our customers and prospects have told us they can spend an entire day to do a takeoff and bid on a barndominium by hand. They will spend even more time or money to create floor plan drawings. With these enhancements, our customers will be able to generate this information in

a small fraction of the time.”

SmartBuild unveiled the technology at the Construction Rollforming Show in Cincinnati on September 27-28.

NFBA Updating Membership Dues

National Frame Building Association (NFBA) will be implementing its new

simplified membership categories and a new dues structure which will be applied to members’ 2024 Membership Dues.

NFBA Members will now fall into one of three membership categories:

1. Contractor Member
2. Associate Member
3. Academic/Design/Code Professional Member

In addition to the simplification of membership types, NFBA is now able to provide payment options for membership dues in order to better meet the needs of its members. It will continue to accept annual payments, but will now also be offering monthly payment options for its Contractor and Associate Members. The Contractor Member membership category type is for builders. Their business includes crews who build post-frame structures.

The Associate Member membership category type includes any business that

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provides materials or services to builder members or those who supply builder members. The Academic/Design/Code Professional Member membership category is for professors, instructors, engineers, architects, design consultants, and design code professionals.

The restructuring aims to streamline membership categories, making it easier for members to understand and select the appropriate level of membership that applies to them. Previously, several NFBA members were not selecting the correct level for their membership. This clarity can help members avoid confusion when choosing their membership type.

From the NFBA website:

By eliminating the potential for Members to improperly identify their specific membership tier, NFBA can enhance the overall value proposition for members. This means more valuable benefits, services, and resources that directly contribute to their professional growth and success.

As the industry evolves, so do the needs of its professionals. The restructured dues system reflects NFBA's commitment to staying responsive to member needs, ensuring that the association remains relevant and supportive. Restructuring dues can provide NFBA with a stable financial foundation to sustain and grow the association's offerings. This translates into a stronger and more resilient organization that can continue to support its members effectively.

NFBA's commitment to restructuring dues demonstrates a transparent approach to managing resources and serving its members. This transparency can foster trust and confidence among members that their membership fees are being used wisely.

84 Lumber Donates to Boy Scouts of America


84 Lumber, the nation's largest privately held building materials supplier, continued its years-long tradition of supporting the Boy Scouts of America by donating \$155,884 to the Westmore-



land-Fayette Council at its 33rd Annual 84 Lumber Invitational at Nemaocolin. Over the course of the two-day event, 84 Lumber associates were joined by nearly 300 vendor partners. Following a day of premier golf at Nemaocolin's Shepherd's Rock and Mystic Rock courses and shooting at the Nemaocolin Field Club, the company hosted a dinner where the donation was presented.

"We are honored to continue extending our support to the Boy Scouts of America," said Maggie Hardy, owner and CEO, 84 Lumber. "It's been wonderful to have the opportunity to give back to such a great cause and we are all excited to watch these young adults succeed in the years to come."

The local council serves more than 2,000 local young men and women in Westmoreland and Fayette counties. Marcus Ragland, scout executive of the Westmoreland-Fayette Council said, "The long-term impact of the generosity of the Hardy family, 84 Lumber, and their vendors to local scouting is incalculable. We are so grateful for their continued support. It's hard to put to words how their generosity has advanced the opportunities our kids have received."






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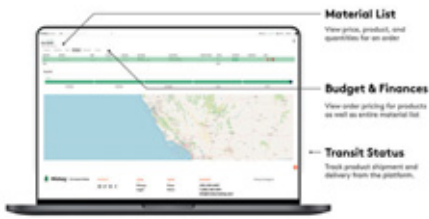


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Mickey Launches Contractor Direct Order Fulfillment Service

Mickey, a B2B technology company, announced the launch of its Mickey | Contractor Direct division, which will be focused on assisting contractors with building project order fulfillment, from product procurement to shipping updates and online payment functionality.

Mickey | Contractor Direct is aimed at becoming the ultimate source for construction firms looking to source everything for their building project, from lumber and framing to doors and windows and beyond. Contractors and builders will be able to track their quotes and contracts, and buyers will get a real-time view into the status of their orders, shipments, and invoices, powered by ‘Mickey OS,’ the company’s proprietary operating system that also powers lumber marketplace MaterialsXchange.

With the launch of Mickey | Contractor Direct, industry veteran Jeffrey Crouse will lead the new division as the Vice President of Trading. Crouse has spent more than 20 years in domestic and international lumber wood trading, as well as panels, EWP, Trusses, and other multifamily building materials. Before joining Mickey, he served as a contractor direct lumber trader at IdaPac.

Smith, Currie & Hancock and Oles Morrison Rinker & Baker Combine

Smith, Currie & Hancock LLP and Oles Morrison Rinker & Baker LLP, two of the nation’s leading construction and federal government contract law firms, have announced their combination. The union of the firms will further cement the current positions individually held by Smith Currie and Oles Morrison as top nationally ranked construction and government contract law firms. The firm will use Smith Currie Oles and Smith Currie,

along with corresponding logos, under the auspices of Smith, Currie & Hancock LLP.

The decision to join forces was based upon both firms’ complementary practices and desire for growth, ultimately providing more legal counsel resources to their clients. The combined firm will have a greater ability to service current and future clients from coast to coast more efficiently and effectively. Key outcomes of the combination will strengthen and enhance the firm’s overall practice areas of construction law and government contracts, particularly, in the Heavy Highway/Civil and Infrastructure sectors.

IRE Partners to Create Metal Roofing Clinic at Expo

The International Roofing Expo (IRE), the North American roofing and exteriors industry’s largest annual event, an-

nounced its partnership with the Metal Construction Association and the Metal Roofing Alliance to debut the all-new Metal Roofing Clinic, presented by the Metal Construction Association and Metal Roofing Alliance, at the February 6-8, 2024 expo in the Las Vegas Convention Center.

The Metal Roofing Clinic will offer three days of hands-on learning as well as demonstrative activities in metal roof installation and repairs, where industry experts will walk attendees through the benefits, methods and types of materials used in metal roofing installation.

The metal roofing segment is projected to experience the most rapid pace of annual growth as demand for metal shake, shingle and tile roofing is forecast to expand as the demand for durable materials increases and homeowners gravitate toward more sustainable options with better performance. **FBN**

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As the Industry Evolves

Quality Structures Focuses on Customer and Crew Care

■ By Linda Schmid

Quality Structures is celebrating its 20th year in business. In the beginning, this post-frame building company did a lot of agricultural buildings and equipment storage; all that was really required was a roof and a few walls to keep the elements out, according to Rick Gudenkauf, Sales. They've seen quite a change in the industry, he continues. It's not that simple anymore.

From Founding to Flourishing

The company's founder Reuben Esh moved to Kansas to marry his wife in 2003. He started Quality Structures, emulating his dad's business back in Pennsylvania.

He advertised in the "shoppers" that you pick up in gas stations, and the business thrived.

The company changed hands a couple times. It was acquired by Robert Pearce in 2010, then Ambassador Supply purchased it and leadership was transferred to Rick Gudenkauf in 2019.

Now, Quality Structures builds about 650 buildings a year across Kansas and Missouri. Their service area extends across Colorado and Nebraska when you take into account the kits including all of the lumber and metal panels for buildings.

They get most of their supplies from Hixwood Metals, their sister company, plus East Coast Fasteners/Plyco, and

MWI Components. The panels they rollform themselves. Some of these buildings are agricultural sheds, but often customers are looking for more complex structures: barndominiums, show cases, hobby shops and event/party barns.

The change in building types has required post frame builders to deal with things they may not have had to consider before. It requires more job coordination with the customer, plumbers, and other subcontractors to get everything done in the right order.

"It has meant building up staff so that if we have to wait for electricians or plumbers to come in, we can have another crew come back to finish up after," Gudenkauf said.



companies, they have difficulties finding skilled employees in the area. However, they have come up with a plan that, if it's not a solution it is at least a step in the right direction. Crews are becoming decentralized so that they work in specific areas and no one has to travel very far. With happier crew members, both retention and recruitment should be improved.

"Everything is about keeping crews and customers happy at the expense of anything else," Gudenkauf said. "For example, if a crew needs something, administration will drop everything and run it out to them."

Incentive programs are in place based on timeliness and communications. If crews contact the office daily and keep management apprised of their progress and how the build is going, they are eligible for incentives.

Management takes the stance that if a crew leaves them, it is a failure on the company's part. It could be that they didn't provide enough training or there was some other failure, but it is not the crew's fault.

Challenges & Solutions

The production team's goal is to have crews busy everyday. However, illness, death, weather, and last-minute changes from the customer can all mess with the schedule, so they need to be able to make changes on the fly and still provide a good, quality experience for the customer. This is why teamwork and cohesiveness are so important, Gudenkauf said.

"We also have super trainers in the field, so if an adaptation is working well, the crews share best practices, always working toward the most efficient solution for the customer," he added.

Management attributes much of their success to their focus on keeping their crews busy and happy.

Happy Crews Build a Successful Company

Of course, the employee situation has changed. Originally the crews were 100% Amish, and now Gudenkauf says they are about 60% and, like many other

Supply chains have definitely been challenging Gudenkauf says. When a building is complete with a hole where a door should be, the customer doesn't necessarily understand that it is not the builder's fault. These situations have forced the company to reevaluate their lead times and stocking procedures to compensate for slow-downs in deliveries.

Even how the company is marketed has changed. In the past, they advertised primarily in free print newspapers available at convenience stores, but during COVID-19, that wasn't the best way to reach people who were, primarily, in their homes. Now their advertising is spread across media channels, print, radio and online.

A Quality Mission

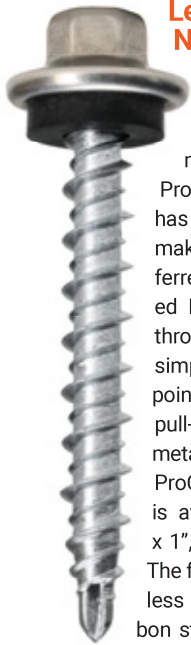
Through all changes and challenges, the company has persevered with their eye continually on their mission: to construct a quality build at a competitive price in a timely manner with professional quality service. They are proud that every one of their buildings is engineered by a certified engineer and the amount of lumber and bracing they use leads the market. Many competitors have begun to mimic their practices, Gudenkauf said.

"If you take care of the customer," Gudenkauf says, "the customer takes care of you."

Quality Structures appears to be ready to provide the ever-refined quality that the industry demands while providing a working culture that cultivates happy crews. **FBN**



*Private Party Barn by
Quality Structures*



Levi's Introduces New Mini Driller

Levi's Building Components has added a fastener to the ProCap line of metal-to-wood fasteners. The ProCap #10 Hi-Lo MINI-DRILLER has all the characteristics that make the ProCap #10 the preferred fastener but with the added MINI-DRILLER point. Driving through metal panels is made simpler with the MINI-DRILLER point. Hi-Lo threads offer greater pull-out strength when involving metal-to-wood applications. The ProCap #10 Hi-Lo MINI-DRILLER is available in three sizes, #10 x 1", #10 x 1-1/2", and #10 x 2". The fastener features a 304 stainless steel cap, a zinc-plated carbon steel shank, an EPDM rubber washer, and a 40-year warranty.

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Building using Firestable.

Firestable Introduces NFPA-275 Certified Thermal Barrier Spray Foam Insulation

U.S.-based Firestable Insulation Co. has entered the building insulation market with patented, directly code compliant, NFPA-275 thermal barrier closed-cell spray foam insulation. It meets the International Building Code (IBC) upon application without the need for an additional thermal barrier. QAI Evaluation Services has issued a product certification for FS 2.0 closed-cell foam to Firestable Insulation Company for its compliance with NFPA 275 as well as IBC 2603.9 special approval.

Kent Adamson, president of QAI Laboratories said, "QAI is excited to issue certification for the Firestable FS 2.0 Spray-Applied Foam to NFPA 275 'Standard Method of Fire Tests for the Evaluation of Thermal Barriers'. It is a foamed in-place insulation that has achieved a rating as an all-in-one true thermal barrier. There is no need to cover it with an intumescent coating or sheetrock when installed according to the stipulations outlined in the QAI Listing."

The Firestable technology is an FPA-275 and IBC 2603.9 certified single application, spray foam insulation—as well as air, vapor, and water barrier. Firestable FS 2.0, as soon as cured, meets the IBC code. It can be left exposed immediately after installation without fire risk, eliminating time and costs to install gypsum board or other fire-protective products, such as intumescent coatings. It can be applied with conventional spray foam equipment.

www.firestable.com



Rocky Mountain Snow Guards' Drift Solar Snow Fence System

The new Drift Solar Snow Fence System from Rocky Mountain Snow Guards, Inc. will be ready to carefully handle the melting conditions of fallen snow. Designed specifically for snow retention below solar panel installations on shingle roofs, the 12" tall, 4-pipe aluminum Drift Solar snow retention system ensures no snow slips past the snow fence. It serves as a "catch basin" for snow. The system comes in Mill Finish Aluminum or Coated Aluminum.

"The key is to protect people and property from snow accumulating below the solar panels as they keep working," said Lars Walberg, president of Rocky Mountain Snow Guards. "With the Drift Solar Snow Fence System, the snow is held back and released gradually."

Suitable for both new roof and retrofit roof applications, the brackets must be bolted down to the roof support structure.

www.rockymountainsnowguards.com

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Duro-Last Expands Roofing Solutions

Duro-Last announced the expansion of its EV membrane solutions with the addition of Duro-Last EV 80 mil and Duro-Last EV Fleece. Duro-Last EV is a Ketone Ethylene Ester (KEE) containing membrane utilizing Elvaloy from Dow. Offering superior flexibility and weldability in low temperatures, Duro-Last EV is available in 50-, 60-, and now 80-mil thickness options.

Further expanding EV membrane options, Duro-Last EV Fleece combines high-quality fleece material on the underside of the membrane with the proven performance of the Duro-Last EV roofing membrane. Compatible with a wide variety of substrates, Duro-Last EV Fleece is an ideal solution for adhered and mechanically fastened low-slope roofing projects requiring a long lasting, energy efficient membrane. Duro-Last EV Fleece is available in 60- and 80-mil thicknesses.

www.duro-last.com

BLOCKSEAL Creates Waterproof Seal on Variety of Surfaces

APV Engineered Coatings introduces BLOCKSEAL, a water-based, waterproof liquid flashing that seals window and door substrates in new and existing residential, commercial, and industrial applications. It is one of the few liquid flashing products to meet and exceed AAMA 714-19, Voluntary Specification for Liquid Applied Flashing Used to Create a Water-Resistive Seal around Exterior Wall Openings in Buildings. BLOCKSEAL Liquid Flashing is a low-VOC, fast-drying acrylic adhesive that keeps moisture from penetrating door and window openings beneath a structure's exterior façade. Its high resin content provides excellent adhesion to the substrate, eliminating any possibility of moisture penetration.

BLOCKSEAL can be applied to a wide variety of surfaces, including weathered wood, shakes, plywood, clapboard, primed metal, galvanized metal, urethane, polyester, adobe, brick, stucco, masonry, slate, and slab. It also



can be installed on concrete, including green concrete that has set but has not appreciably hardened. Surfaces should be cleaned prior to application to remove any previous coatings, dirt, grease and other foreign materials.

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Not Your Father's Pole Barn

This Is Not Your Father's Oldsmobile." In 1988, General Motors Oldsmobile brand introduced what it described as a new generation of cars under the tagline "This Is Not Your Father's Oldsmobile." The commercials featured celebrities like William Shatner and Ringo Starr paired with their adult children.

The slogan was meant to convey that the new Oldsmobile models were sleeker, more technologically advanced, and appealing to a broader demographic. It emphasized the idea that Oldsmobile had made significant changes and was no longer associated with the cars that older generations might have driven.

Ever since its introduction around the 1988 Seoul, South Korea Olympics, this iconic tagline has become synonymous with how things have changed.

This Is Not Your Father's Pole Barn

The American pole barn has a long history, tracing its roots back to the early 20th century. During that time of economic strife, the affordability and ease of construction lead to the birth of this industry so many of us have been blessed to live and work in for decades.

Our great grandparents and earlier used what was available. The term "Telephone Pole Barns" was a popular name for this type of building due to the use of round telephone poles.

These barns were very simple and utilitarian at the time, typically built with only a dirt floor. These buildings featured bare galvanized corrugated steel roofing and siding, attached with an unpainted galvanized nails with a neoprene washer. Typically a couple of slide doors, a man door, and no eave or gable overhang was the norm.

As a very basic but quick and a cost-conscious alternative, these "telephone pole barns" started dotting the countryside of rural America. During its infancy the pole

barn was primarily a farm building.

What a difference a few decades has made. Today we have post-frame buildings that can rival or even surpass other types of construction. Let's take a look at some of the design features which have impacted our industry.

Preprinted Metal

The options are seeming limitless. Such an arraignment of colors to choose from it would appear impossible for a homeowner or business owner having an issue finding just the right look. In addition to the obvious aesthetics garnered from all the high-tech paint systems, we have choices on substrates like galvanized and galvalume. Couple this with multiple gauge options and the desired cladding is easy to obtain. The decades-long paint warranties add to the acceptance of post frame in so many applications. With the new textured, frost or crinkle finishes available, we have an even broader range of design options.

Cupolas

The cupola can trace its existence back to ancient times. Today these are such an in-demand product. An array of sizes, shapes, and colors manufactured from an assortment of materials make these a must on many structures. While primarily used as an accent, they can be operative from the standpoint of ventilation or as a light source.

Porches, Awnings, etc.

Your vision seems to be the only limiting factor here. We have all seen so many great designs incorporating everything from the simple awning built over an entry door all the way to beautiful porches ... some even wrapping several, if not all, sides of the building.

Doors, Windows, and More...

Again, so many choices. From very utilitarian to barn-dominiums, the choice of doors and windows is also endless. With

today's options and acceptability in our industry, the sky is the limit on what we can accomplish.

Don't forget equine structures! Dutch and Bale doors, pre-built manufactured cross buck and window slide doors, French doors and stall options for the inside. An amazing array of options to choose from

Posts

Let's not forget the posts themselves; after all, we are in the post-frame or pole barn industry, right? We are such a far cry from the original "Telephone Pole Barn." Of course there is the old standby treated solid sawn pole but, we have many more options at our disposal today. Laminated columns in nail lam, nail/glue lam, and glue laminated are readily available and add a whole new depth to the decision marketing process. Couple the treated posts with all the alternatives to wood in the ground and the options continue to grow. These options greatly assist in getting post frame approved for a myriad of projects that may not have been open to us in the past.

Let's finish up with barn-dominiums, which are experiencing rapid and substantial growth. What an opportunity for some high-level growth. There are so many design options which only a post-frame or metal frame building can facilitate. This makes for a designer's dream.

There we go my friends. We are at such an exciting place in our industry. Remember ... this is not your father's pole barn.

FBN

Randy Chaffee brings four-plus decades of experience to the post-frame and metal roofing industries. A board member for the Buckeye Frame Builders Association and the

National Frame Builders Association, follow his podcast at [facebook.com/BuildingWins](https://www.facebook.com/BuildingWins). No web access? Call (814) 906-0001 at 1 p.m. Eastern on Mondays to listen.





Subscribers and Show Attendance

We added a new set of questions to the Mid-Year State of the Industry Survey. These questions addressed magazine subscription and show attendance.

We are in show season. Here is a chance to see who attends which shows.

We have included data on competing shows. Please consider that these numbers may be skewed because while we did partner with METALCON and the Metal Construction Association to gather data, we also included our own list, so the data may be biased toward our audience.

The top three shows (in order) for different categories of people who we polled are as follows:

Post Frame

1. Frame Building Expo
- Tied for 2&3. METALCON and Post Frame Builder Show

Metal Buildings

1. METALCON
2. Construction Rollforming Show
3. Frame Building Expo

Agricultural

1. Frame Building Expo
2. METALCON
3. Post Frame Builder Show

If you like the CSI columns or find the information useful, help us help you. Shield Wall media sends a State of the Industry Survey in fall and a mid-year State of the Industry Survey in Spring. Sign up for our emails on our website to get invited to take our survey. FBN

BY TYPE OF CONSTRUCTION	All respondents	Construction Rollforming Show	Garage, Shed & Carport Builder Show	Post Frame Builder Show (new in 2024)	METALCON
All respondents		33%	12%	30%	50%
Post Frame	42%	40%	16%	56%	56%
Metal Building	52%	51.72%	13.79%	37.93%	72.41%
Wood framed (stick built)	46%	31.82%	18.18%	40.91%	63.64%
Other Building (sheds, carports)	34%	43.75%	18.75%	37.50%	81.25%
Other Building (masonry, SIPs, tip up concrete)	17%	22.22%	11.11%	22.22%	88.89%
Sub-Contractor (site prep, electrical, HVAC, plumbing)	14%	40%	40%	20%	60%
Residential- single family	59%	34.38%	15.63%	34.38%	53.13%
Residential - multi-family	31%	55.56%	22.22%	33.33%	88.89%
Agricultural	43%	29.17%	16.67%	45.83%	50%
Commercial	64%	32.35%	14.71%	32.35%	64.71%
Industrial	29%	52.94%	11.76%	35.29%	76.47%
Retrofit/remodel	24%	27.78%	5.56%	38.89%	66.67%

BY TYPE OF CONSTRUCTION	All respondents	Shed Builder Expo	Fabtech	International Builder's Show	Regional or State Farm Shows
All respondents		7%	8%	12%	12%
Post Frame	42%	4%	4%	16%	20%
Metal Building	52%	6.90%	13.79%	13.79%	10.34%
Wood framed (stick built)	46%	9.09%	9.09%	27.27%	9.09%
Other Building (sheds, carports)	34%	6.25%	6.25%	18.75%	12.50%
Other Building (masonry, SIPs, tip up concrete)	17%	0%	22.22%	44.44%	11.11%
Sub-Contractor (site prep, electrical, HVAC, plumbing)	14%	20%	40%	0%	40%
Residential- single family	59%	9.38%	9.38%	15.63%	18.75%
Residential - multi-family	31%	5.56%	11.11%	33.33%	11.11%
Agricultural	43%	12.50%	12.50%	8.33%	25%
Commercial	64%	11.76%	11.76%	14.71%	17.65%
Industrial	29%	11.76%	17.65%	23.53%	17.65%
Retrofit/remodel	24%	0%	5.56%	27.78%	16.67%

Barndominium Design With SmartBuild



SmartBuild, the industry leading post frame design system is now capable of designing interior floor plans for Barndominiums and Offices.

Users can easily enter a room size (or closet, or office) and place that room inside a shell by just moving their mouse. Individual walls can easily be entered. Windows and doors can be easily placed with the help of live coordinates.

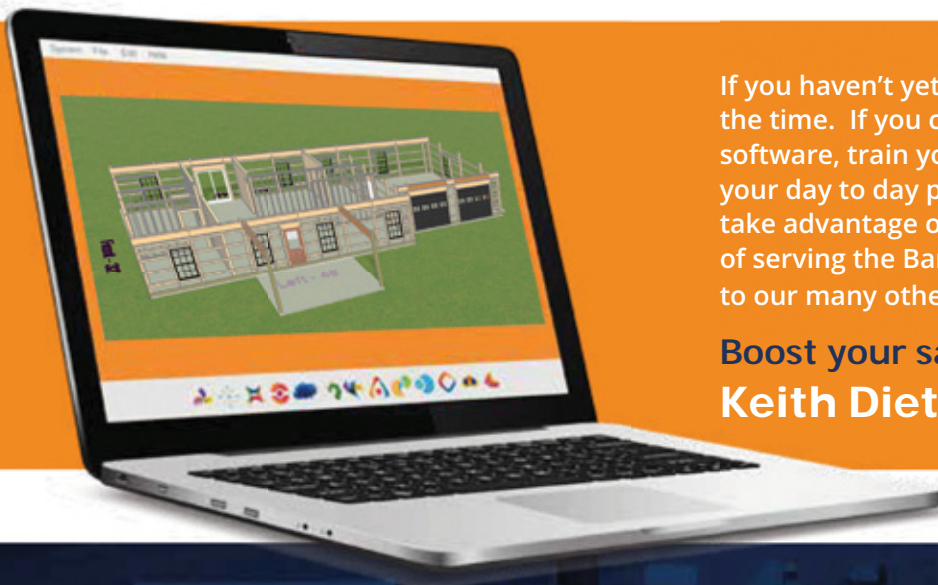
All items can be easily edited.
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And when interiors are done,
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- Full priced sales proposals

What used to take as much as a full day can now happen in minutes.

Partner with SmartBuild – Grow your business!



If you haven't yet adopted SmartBuild, now is the time. If you commit today, implement the software, train your people, and make it part of your day to day process, you will be positioned to take advantage of our rapidly growing capability of serving the Barndominium market in addition to our many other capabilities.

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