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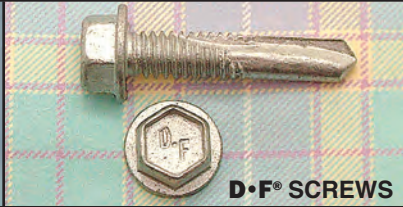
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Welcome to FBE 2025

Welcome to the 2025 Frame Building Expo.

A long time ago this was “my” show. I never actually owned it, but was responsible for selling booth space and working with the exhibitors along with Kyler Pope. That was a little over a decade ago. Time flies by so fast and everything changes. Usually for the better.

Today I am a paying exhibitor here and somehow ended up owning seven magazines, four trade shows and most of my day is spent on excel sheets rather than on the phone.

In life the one constant is change. In the last year we added a third show and



just announced we are adding the **Rural Builder Show** for 2026. We launched our first *CSI-Annual & Market Report* sharing industry data with all of our subscribers. We made our magazines available as audio files and as podcasts. And we have more new and exciting things coming in the future.

I am not much for sitting in the booth,



but please be sure and say “hi” wherever you find me. Old friends and fresh ideas are the best part of any show, whether you are an exhibitor or the owner.

— Gary Reichert, Publisher

IN MEMORIAM //

Wick Buildings Mourns Loss

John F. Wick helped establish a new segment of the construction industry

It is with profound sadness that Wick Buildings announces the passing of our esteemed founder, John F. Wick, who left us on January 15, 2025, after 98 ½ years. John Wick was not only a trailblazer in the post-frame industry, but also a caring leader whose vision, innovation, and dedication shaped the company and his community, and inspired countless others.

John Wick founded Wick Buildings in 1954 with a mission to improve the lives of farmers by making buildings that were more efficient, allowing for increasing production. Through innovative engineering and design ideas, and unwavering commit-

ment to excellence in materials and manufacturing, he built Wick Buildings into a leader in the post-frame industry serving a wide range of building needs.



John F. Wick, 1926-2025.
PHOTO COURTESY WICK BUILDINGS

“Beyond his professional accomplishments, John Wick will be remembered for his mentorship and dedication to empowering the next generation of innovators,” stated Allan Breidenbach, President of Wick Buildings. “He leaves behind a company that will continue to honor his vision.”

“It is only fitting that Wick Buildings is in the process of building a new production and headquarters facility on Wick Drive in Mazomanie, utilizing a parcel of land in an industrial park that John

Wick worked with local officials to establish,” added Breidenbach. “He was a strong supporter of the local community through development and building projects, and we are proud to continue that legacy.”

The Wick Buildings family extends our deepest condolences to John Wick’s loved ones and all who were impacted by his extraordinary life.

In continuous operations since 1954 and with over 79,000 buildings completed, Wick Buildings provides post-frame structures for agricultural, dairy, equine, residential, personal storage, municipal, commercial and light industrial markets. Wick Buildings are sold by independent builders, and built by independent builders and Wick crews who live and work in their local communities. **FBN**

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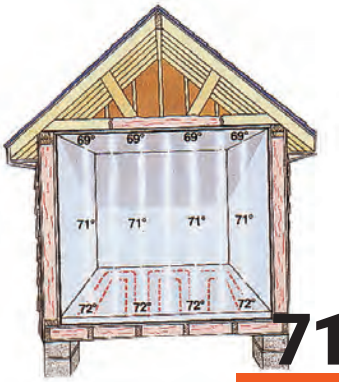
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Gary Reichert,
Publisher, Shield Wall Media

Post-Frame Problem-Solvers

MWI Components develops many new products for the post-frame industry

■ By Courtney Glover

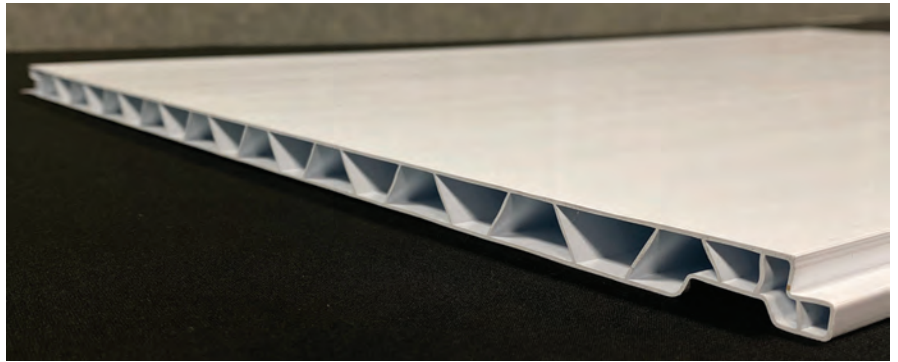
MWI Components has been in business and continually refining their product line since 1985. The company's CEO of Sales and Marketing, CEO of Operations, and Culture and Branding Specialist came together to tell us about the research and development that goes into adding a new product to their portfolio. The company feels that they are known for having one of the shortest lead times in the post frame industry, so they make this a top priority. They state that this, along with providing exceptional customer service, will lead them to expand in 2025.

New Products

2025 marks 40 years of providing the post-frame industry with MWI Components products. The last year has seen the launch of several new MWI products, with a couple becoming available just recently. Some products include Roofing Underlayment, Metal Wrap, X-Cell closures, Cupola Access Windows, and their latest product, Titan Board. These products were created to mitigate an array of issues within the industry.

Products' Background and Problem Solvers

MWI Components offers three synthet-



MWI Components' newest product: Titan Board, is made to enhance any space with the PVC cladding material. PHOTOS COURTESY OF MWI COMPONENTS; WWW.MWICOMPONENTS.COM.

ic roofing underlayments. Underlayment, the water-resistant barrier installed between the roof deck and roofing materials, protects the structure from moisture damage, leaks, and harsh weather. MWI's underlayment products range from 6.5 mils to 17 mils thick. They also offer a peel-and-stick (ice and water shield) option for roofing underlayment that is made to withstand harsh climates and creates a solution of walkability across the roof as you install. The underlayment was added to complement MWI's existing roofing products and is part of the Building Accessory product line.

Metal Wrap is designed to protect metal products from the roll former line to the job site. The woven design allows it to be durable with little likelihood of tearing. The wrap keeps unwanted dirt,

pests, and moisture from causing harm to the product. This wrap allows clients to protect their products while being able to promote their brand with MWI's private label option. This option allows customers to customize the label with their own logo to enhance branding throughout the metal wrap. This product is part of the Building Accessory product line.

X-Cell closures are a closed-cell closure that comes in multiple profiles. These closures help to keep pests, dust, and moisture out of a building. They are available in both inner or outer profile to adhere to where you need them on the building. This product was created to add more selection to MWI's Sealant & Retrofit product line.

The Cupola Access Window allows anyone to open a window panel with



The current line of MWI Components roofing underlayments: Superior; SA-250; Platinum; and Plasfelt.



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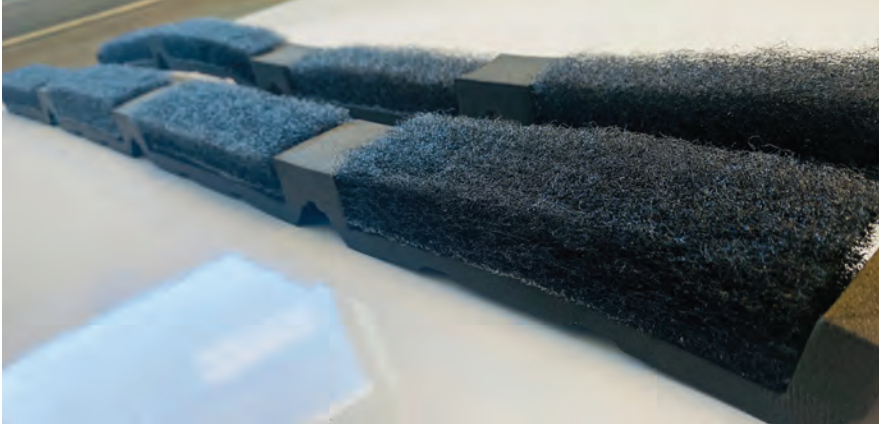
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SUPPLIER SPOTLIGHT //



XE and X2 breathable closure strips. PHOTOS COURTESY OF MWI COMPONENTS

no-drop thumb screws. This window is designed to make cleaning and maintaining a cupola easier. The window itself offers brackets and sealants to keep moisture out and maintain the cupola structure. This product was designed to solve a major hurdle that customers have faced for years. MWI Components states that they are eager to offer this product with light kit within 2025. This product can be found in their Cupola and Building Accessory product lines.

XE and X2 are breathable closure strips that are engineered to mold around and completely seal against the panel. The X2 is 2 inches across and the XE is 1.5 inches across. Made of durable, non-woven,

modified vented PET fibers that resist moisture, they both are easy to install with peel-and-stick adhesive and a nailing surface built into the closure strip. This product keeps pests and dirt out while providing positive airflow. This product is added to MWI's Ridge Ventilation product portfolio.

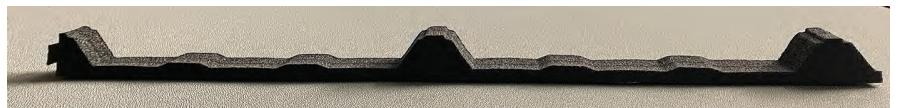
The latest product MWI has launched is the Titan Board, which includes the user's choice of either wood or metal screws. This

product is made to enhance any space with the PVC cladding material. Titan Board is meant to enhance indoor lighting and provide a clean, modern look. The white glaze finish is UV-resistant, allowing it to maintain its appearance without fading or yellowing with natural light exposure. MWI is also offering a sealant to pair nicely with this product. Titan Board can be found in MWI's Polycarbonate/PVC product line.

Conclusion

MWI Components strives to continue being a one stop shop for post frame building products. Expanding and continually improving their product line helps to achieve this goal for their clients. From Underlayment to their new Titan Board offering, customers can expect top notch products and customer service from MWI Components for years to come. **FBN**

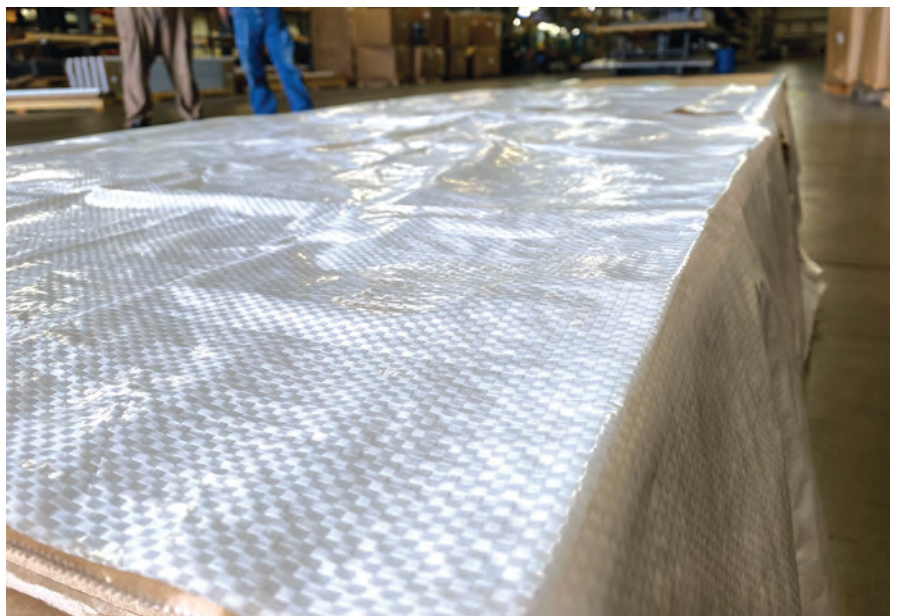
Courtney Glover is a freelance writer and photographer based in Milwaukee, Wisconsin. She contributes her talents to various publications.



X-Cell closures are a closed-cell closure that comes in multiple profiles.



Cupola with new Cupola Access Window.



Metal Wrap is designed to protect metal products from the roll former line to the job site.



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Framing for Windows & Doors

Guidance from The Pole Barn Guru

■ By Mike Momb, Technical Director, Hansen Pole Buildings

Sitting in a hotel room in Wilsonville, Oregon, on Christmas Day, I am reminding myself I have procrastinated about as long as possible on writing this article I have known about since August. Now it isn't as if I have not written it a dozen times in my head, it is wanting to craft solutions both structurally sound, as well as practical (and cost effective) for installation.

Before we get too deep in over our heads, a brief disclaimer. I went to school to be an architect. I am not a Registered Professional Engineer and ultimately any calculations and/or recommendations should be reviewed by your engineer. Calculations provided here can be adapted to fit your lumber choices and/or column spacing by “plugging and playing.”

For the benefit of Frame Building News readers: My experience and expertise is in post-frame construction, as will be reflected by my recommendations. If you are not currently a post-frame builder, you may want to explore it further, if for no other reason to have one more design solution available in your arsenal.

Where to start?

Determining loads to be resisted.

2021 Building Codes (currently adopted in most jurisdictions) are based upon ASCE 7-16. Wall forces will depend upon where components are located on any given wall. Most often, they will fall within Zone 4. Zone 5 is at corners and is defined as being 10% of least horizontal dimension (length or width) or 0.4 x height, whichever is smaller, but not less than either 4% of least horizontal dimension or 3 feet.

Negative (suction) forces for components and cladding are greater than inward forces, so will govern. Forces increase with mean height of roof (not wall or eave height), for sake of discussion we will use 20 feet (reflected in Tables). We will also assume building is enclosed (this may limit openings and require wind rated doors). Most building sites are also wind Exposure C.



PHOTO COURTESY HANSEN POLE BUILDINGS

Entry door columns....seriously, did any of us (me included, until recent years) really give them much thought? My mentor from 45 years ago instructed me to plant a pressure treated 4x4 next to entry doors and call it good (of course, he also gave me mountains of other bad information).

Ever try to find a 4x4 or even a 4x6 pressure treated to UC-4B requirements? Good luck. Our design solution ended up being mounting a 4x6 #1 SYP to a Simpson Strong-Tie EPB46 bracket. Eliminated need for pressure treating. But does it work structurally?

$(8 \times S_m \times F_b \times C_d) / (\text{Tributary area} \times \text{Span}^2) = \text{Load carrying capacity in psf (pounds per square foot)}$

$S_m = \text{Section Modulus of member (Width} \times \text{Depth}^2 / 6)$ for a 4x6 = 17.646”

$F_b = \text{Fiberstress in Bending, for a 4x6 \#1 SYP} = 1350$

$C_d = \text{Duration of Load, for wind} = 1.6$

Exposure & Zone	V 100 mph	105	110	115	120	125	130	135	140
B 4	-11.698	-12.897	-14.155	-15.471	-16.845	-18.278	-19.77	-21.32	-22.928
B 5	-14.44	-15.92	-17.472	-19.097	-20.794	-22.562	-24.403	-26.317	-28.302
C 4	-15.041	-16.582	-18.199	-19.891	-21.658	-23.501	-25.418	-27.411	-29.479
C 5	-18.566	-20.469	-22.464	-24.553	-26.735	-29.009	-31.376	-33.836	-36.389

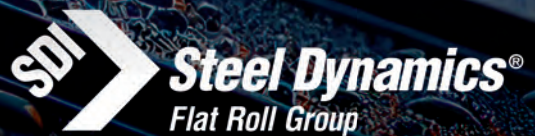
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BEST PRACTICES //

Tributary area = worst case would be ½ of bay width between columns (using 12' bay for this example)

Span = height of door

$(8 \times 17.646' \times 1350 \times 1.6) / (69.94' \times 6.67'^2) = 98$ psf, so appears load carrying capacity is all good.

But wait! Column has to meet deflection criteria.

IBC Table 1604.3 gives us deflection limitations. For exterior walls with flexible finishes (gypsum wallboard is a flexible interior finish), limitation is 1/120. However we get further baffled with some sly footnotes. Footnote "a" allows us to use 1/90 for secondary wall members supporting formed metal siding (would not apply if column supports gypsum wallboard on interior). Footnote "f" allows for wind load to be permitted to be taken as 0.42 times component and cladding loads.

What footnote "f" does not tell us is this 0.42 is of basic design wind speed V (used when calculating by LRDF). As most of us use Allowable Stress Design, this equates to 0.7 times Vasd values.

Allowable deflection will be $80'' / 90 = 0.889''$

Maximum actual load within deflection would be calculated by:

$(384 \times E \times I) / (5 \times \text{tributary width in feet} / 12 \times \text{span in inches})^4 \times \text{allowable deflection}$

E = Modulus of Elasticity = 1,600,000 for 4x6 #1 SYI = Width x Depth³ / 12 = 48,526 for a 4x6

$(384 \times 1,600,000 \times 48,526) / (5 \times 5.803' / 12 \times 80''^4 \times 0.889'') = 338.6$ psf / 0.7 = 483.8 psf

4x6 #1 SYP appears to be more than a reasonable option (as would #2 DFir/DFL).

Now, what about supporting top end of column?

With 2x6 external girts, 24 inches on center (these may be slightly more conservative than what your engineer may arrive at):

Lumber Fb ratings below	8' column spacing	12' column spacing
1000 #2 SYP	21.8 psf	
1170 #2 DFir	25.5 psf	
1300 #1 DFir	28.3 psf	
1350 #1 SYP	29.4 psf	
1950 SelStr DFir	42.5 psf	12.4 psf
2100 SelStr SYP	45.7 psf	13.4 psf
2400 MSR	52.3 psf	15.3 psf

A better design solution (especially for 12 foot column spacing) would be to bookshelf this girt. We happen to use 2x6 2400msr, at 32 inches on center, good for roughly 38 psf.

How about windows?

For external girts, let us place a 4'x4' window between 2x6 #2 SYP girts, where girt spacing (other than at window itself) is 24 inches on center and an 8 foot column spacing:

$(8 \times 2.0625 \times 1000 \times 1.6 \times 1.15) / (36'' \times 8'^2) = 13.18$ psf

Deflection changes when a window enters our scenario. IBC 1604.3.7 limits deflection to 1/175 using 0.6 times Component and Cladding pressures (0.6 happens to be Vasd).

$(384 \times 1,600,000 \times 1.547) / (5 \times 3 / 12 \times 96''^4 \times 0.549'') = 16.31$ psf

Although bending governs this scenario, load carrying capabilities are fairly small.

For higher wind loads or wider bay spacing, bookshelf wall girts provide a better design solution

In bending:

Lumber Fb ratings below	8' column spacing	12' column spacing
1000 #2 SYP	45.8 psf	19.7 psf
1170 #2 DFir	53.6 psf	23.1 psf
1300 #1 DFir	59.6 psf	25.6 psf
1350 #1 SYP	61.9 psf	26.6 psf
1950 SelStr DFir	89.4 psf	38.4 psf
2100 SelStr SYP	96.3 psf	41.3 psf
2400 MSR	110 psf	47.3 psf

However deflection may control (so be sure to check both):

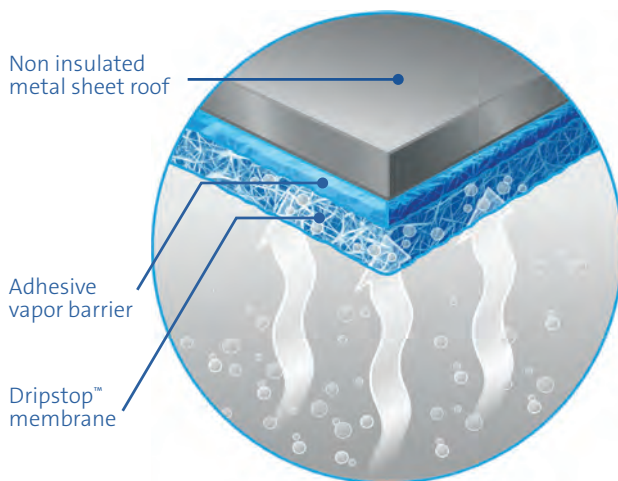
Lumber E ratings below	8' column spacing	12' column spacing
1.4E6 (2,400,000)	239.1 psf	29.2 psf
1.5E	256.2 psf	31.3 psf
1.6E	273.3 psf	33.3 psf
1.7E	290.4 psf	35.4 psf
1.8E	307.4 psf	37.5 psf
1.9E	324.5 psf	39.6 psf
2.0E	341.6 psf	41.7 psf

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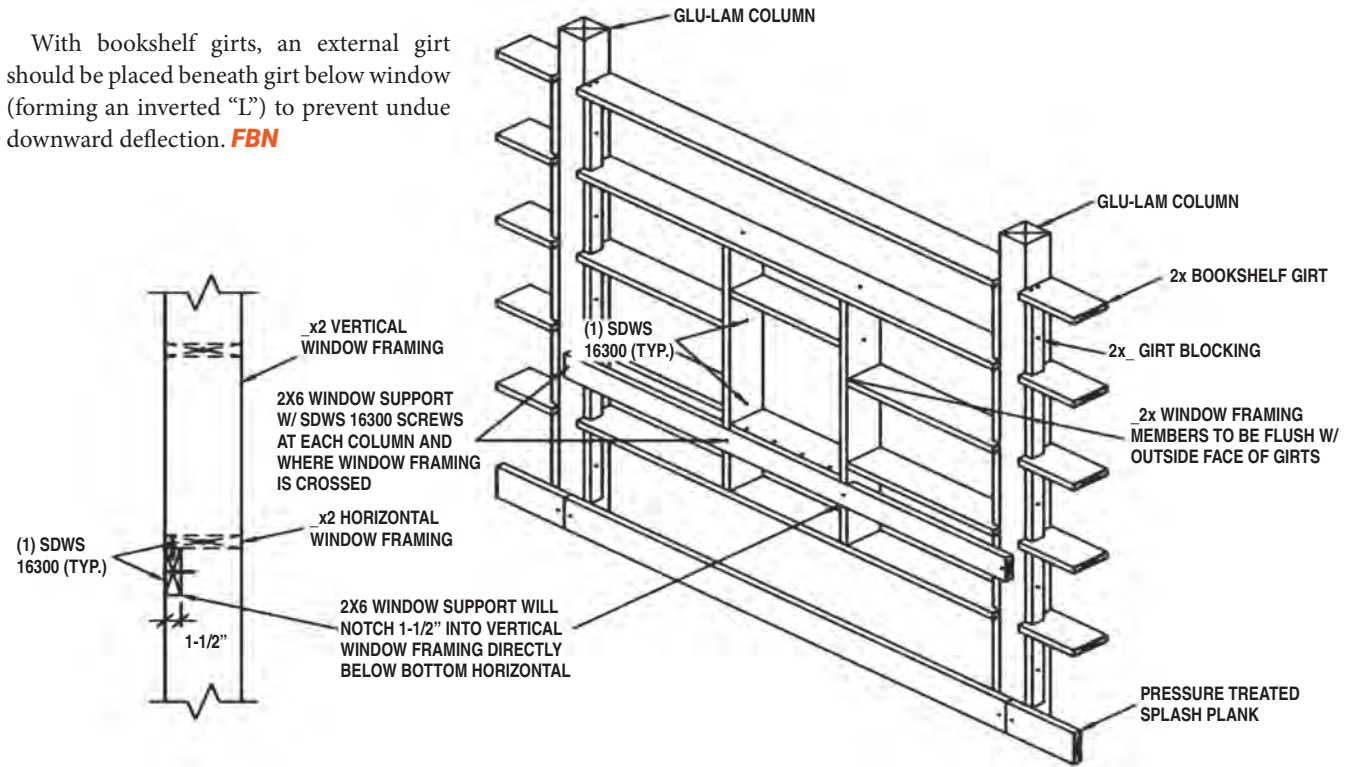
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BEST PRACTICES //

With bookshelf girts, an external girt should be placed beneath girt below window (forming an inverted “L”) to prevent undue downward deflection. **FBN**

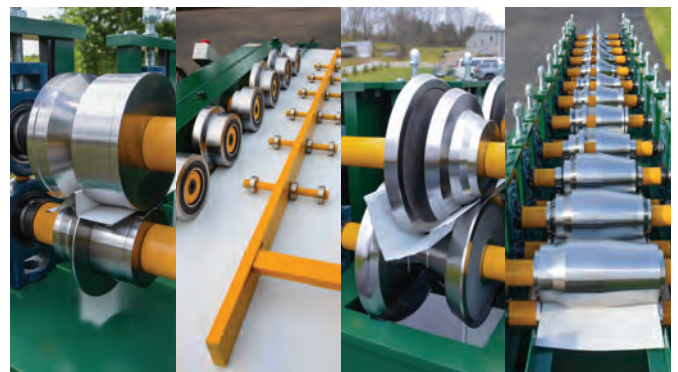


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Perma-Column's first and second shift team.

Perma-Column

Raising Up the Post-Frame Industry

■ By Linda Schmid

In the early 2000s, Bob Meyer was working at the post-frame building business his dad started, but the question kept coming to him: Why are we putting wood in the ground when we know that sooner or later, it's going to break down? He also wondered how many people had passed on post-frame for that very reason. He started pondering what could be done to resolve this issue. What would make post-frame more competitive with other types of construction?

He thought about concrete. Concrete didn't break down as easily as wood. Yes, it could crack from the freeze/thaw cycle, but maybe he could improve the concrete so it wouldn't be so reactive to the weather. Meyer overcame this challenge by creating a concrete post. He created concrete that could handle 10,000 psi. It's stronger than concrete roads and sidewalks and it doesn't freeze.

It would last a very long time; in fact, it is expected to last for generations.

"The original column is a five-foot precast concrete column reinforced with rebar and topped with a U-bracket," said Mark Stover, President. "This design ensures that wooden posts are installed above ground level, protecting them from moisture-related decay," Stover explained.

In 2003 Meyer got his product patented and Perma-Column opened their doors in Craigville, Indiana.

Growing

Over the years, the company has expanded through the Midwest to Illinois, Ohio, Pennsylvania, Tennessee, Idaho, Nova Scotia, Ontario and western Canada. They have ten distributors.

Their product line has expanded too, as they have continued to focus on ways to elevate the post-frame industry.

The product line now includes their pre-cast concrete columns, precast skirt boards, Sturdi-Wall® anchor brackets, composite footings called FootingPad®. Composite footings provide the equivalent strength and durability of concrete footers that save time, labor, and hassle.

The company began getting certification from the International Code Council (ICC) on their products and they have continued to do so. They also meet International Building Code (IBC) and International Residential Codes (IRC).

Challenges and Sunny Skies Ahead

The company's biggest challenge has been getting builders to try something new. They like to stick with the ways that have proven successful for them in the past. However, as many do make the change to Perma-Column, it becomes harder for builders that don't to compete with them. This is because the builders who aren't putting wood in the ground can



Perma-Column's third shift team.

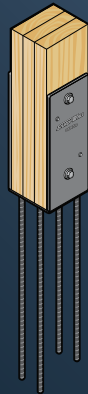
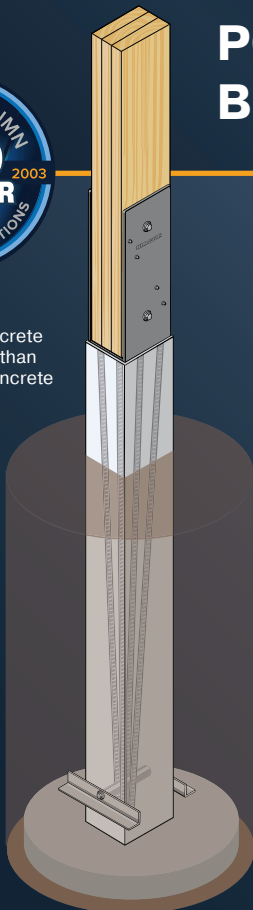
make a compelling case that their structures are more durable.

Lead by Ken Dearing, Director of Operations at Perma-Column, the team set their minds to educating builders on why they should change and how it would make their buildings better.

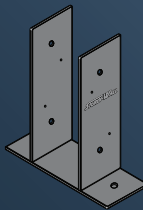
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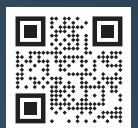
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They sell the product by explaining the competitive advantage to the builders.

“We helped break bracket systems into the barndominium business, too,” Dearing said. “When builders adopt new, innovative solutions, they grow. Those who don’t will not be the leaders in the industry.”

Everyone struggles to find enough quality workers, but Dearing said that it is easier for his team because they bring people in and train them.

Further challenges are those that everyone in the industry feels to some extent: inflation, high interest rates, uncertainty about the country’s leadership. All of these created some headwinds in the last half of 2024. However, Mark Stover sees good things for 2025.

“2025 is shaping up nicely,” Stover said. “There is lots of optimism and a lot of held-back business is now going forward. I think it’s going to be steady, predictable growth going forward into the near future,” he added.

In part, that’s because since the beginning of the COVID-19 pandemic, the trend has been to move out of the urban areas to take up residence in the countryside. This is happening because of a change in priorities, the desire for more space, and more people working remotely. He feels that is good news for post-frame building because rural areas are where people build barndominiums; they are usually not as prevalent in cities.

Company Culture

The culture that the company has cultivated is all about family Stover said. Everything that can reasonably be done is done to keep employees safe and happy. The company is now employee owned through an Employee Stock Ownership Plan (ESOP).

Key long-time employee and office manager Becca Meyer said the ESOP makes them all part of one big family. It provides a very compelling reason for people to come work at Perma-Column and to stay. It motivates people to do their best and pull together; after all, they get a piece of the pie.

A “family board” on the wall displays pictures of employees and their families. A slide show in the break room also has employee and family photos along with cultural events.

“We have steak cookouts or other lunches every month for every shift. That can mean grilling 56 steaks!” Meyer said.

Once a month the team has a “Fireside Chat” where they talk about finances, industry news, and they thank the employees for their labor. Meyer feels it is important to know that what they do matters to the company and all who are part of it.

Blueprint for Success

Stover believes it is important to have a vision and develop at least a five-year plan based on it.

“Then hire the best people, reward them with the best pay,” Stover said, “and make sure to give them compelling reasons that your product is going to help customers. If they believe in the products the way you do, you create advocates for your business



The Family Board. ALL PHOTOS COURTESY OF PERMA-COLUMN.

and the industry. Further, if you and your employees as a team are providing products that elevate the industry, most everyone in the industry will want to be part of it. We are competitors, but we can all grow together. Raise the tide, and all boats go up,” he concluded.

Reflecting and Looking Forward

Looking back, Stover believes there are several things that he would do a little differently. He would spend more time with employees; it’s always a great use of time.

He would try not to take challenges too seriously in the moment. Yes, they have to be dealt with, but most challenges do not have to be handled this second. Take a little time to think and you will likely make a better decision.

As for the future, Stover definitely has a vision. His goal? To double sales in five years. Perma-Column will continue to provide products that the post-frame industry needs, hire the people, and do what it takes to make it happen. **FBN**

NFBA Conference Schedule

The National Frame Building Association has announced the 2025 Conference Schedule.* Here's an outline of the schedule to help you plan your days — and your nights — April 1-4, 2025, in Knoxville. Anyone with questions or looking for more information can contact the NFBA's Sherry Freier at 800-557-6957 or sfreier@nfba.org.

TUESDAY, APRIL 1

2:00-3:00 pm • NFBA Executive Committee Meeting (Closed)

3:00-5:00 pm • NFBA Board Meeting (Closed)

4:00-7:00 pm • Registration Open

6:00-9:00 pm • NFBA Post-Frame Curriculum Certification Testing (Separate Registration Required)

WEDNESDAY, APRIL 2

6:30 am-5:00 pm • Registration Open

6:30-8:30 am • Breakfast

7:30-8:30 am • Breakout Educational Sessions

Business Management: *Improving Cash Flow & Inequitable Payment Practices* with Stephane McShane, Maxim Consulting Group

Sales & Marketing: *The Lost Art of Connecting: How to Build Relationships You Simply Can't Afford to Lose* with Tim Wackel, The Wackel Group

Technical & Safety: *Frost Protecting Post-Frame Buildings* with Caynen Klessig, PE

8:40-9:40 am • Breakout Educational Sessions

Business Management: *The Life Cycle of Estimating: Bidding with More Data and Less Gut* with Stephane McShane, Maxim Consulting Group

Sales & Marketing: *Marketing and Branding: Stand Out Online and Increase Sales* with Rachel Mawhirter, Marketing Maven Consulting

Technical & Safety: *Improving Safety at YOUR Company* with Gary Auman, Matt Greiner, Todd Meinhold & Dave Underwood

9:50-10:50 am • Breakout Educational Sessions

Business Management: *2025-2026: Anticipating Business Cycle Changes* with Michael Fuez, ITR Economics

Sales & Marketing: *The Professional Client Approach: Rules for Customer Engagement* with Marvin Montgomery, Marvin Montgomery & Associates

Technical & Safety: *Artificial Intelligence* with Kevin Fox, Fox-Werx Group

11:15 am-12:45 pm • Keynote: Olympic Gold Medalist in Greco-Roman Wrestling, Rulon Gardner and NFBA Membership Meeting

1:00-5:00 pm • Expo Open

2:00-3:00 pm • NFBA Past President's Get Together (By Invitation)

5:00-7:00 pm • Women in Post Frame (WinPF) Reception

8:00 pm-12:00 am • Plyco Reception

THURSDAY, APRIL 3

7:00 am-5:00 pm • Registration Open

7:00 am-8:30 am • Breakfast

8:00 am-9:00 am • Breakout Educational Sessions

Business Management: *The Power of Attitude* with Marvin Montgomery, Marvin Montgomery & Associates

Sales & Marketing: *Selling More in Today's Busy World: A Four Step Playbook for Creating Greater Sales Success* with Tim Wackel, The Wackel Group

Technical & Safety: *Post-Frame Barndominiums - Building Code and Structural Design* with Tim R. Royer, PE

9:10-10:10 am • Breakout Educational Sessions

Business Management: *Success Training* with Eric Miner, Blunier Buildings

Sales & Marketing: *Going Barndo 3.0!* with Stacey Lynn and Oliver Bell, The Barndominium Company

Technical & Safety: *OSHA and Safety: Safety Matters - What You Don't Know Can Hurt You and Your Business* with Gary Auman, Auman, Mahan & Furry

10:20-11:20 am • Breakout Educational Sessions

Business Management: *Building Success: Transforming Workplace Culture in Construction* with Lisa Ryan, Grategy

Sales & Marketing: *Barndo Design Tech & Build Strategy* with Stacey Lynn and Oliver Bell, The Barndominium Company

Technical & Safety: *Technology You Can Apply in Your Business: A Panel* Gary Auman, Joe Shimp, Scott Olson, & Jason Heath

11:45 am-1:15 pm • Awards Luncheon (Ticketed Event)

12:00-4:30 pm • Expo Open

5:00-7:00 pm • Christians in Construction Reception

7:00-10:00 pm • Expo Social and Foundation Auction

FRIDAY, APRIL 4

8:00-10:30 am • Registration Open

8:30-10:00 am • Continental Breakfast

8:30 am-12:30 pm • Expo Open

Screw-Driving Competition; Nail-Pounding Competition; Grand Prize Drawing. **FBN**

*Program Changes and Cancellations: The NFBA reserves the right to substitute speakers due to any unforeseen circumstances.

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The Frame Building Expo in Knoxville is a gathering of world-class goods and service providers for the post-frame industry.

Exhibitors and/or booth spaces are subject to change.



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June 25-26, 2025
920-216-3007 - Missy Beyer
missy@shieldwallmedia.com
www.postframebuildershow.com

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Richland Laminated Columns LLC

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Booth #937

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Rural Builder

Rural Builder Magazine

Booth #1507

PO Box 255

Iola, WI 54945

715-252-6360 (Gary, advertising)

920-264-0787 (Dan, editor)

dan@shieldwallmedia.com

www.ruralbuildermagazine.com

Rural Builder provides the news, features, products and how-to's geared towards builders and suppliers of primarily low-rise agricultural, small retail, municipal, and residential structures. Rural Builder serves a horizontal market targeting all types of low-rise construction in cities with a population of 250,000 or less. Published eight times annually, this trade resource has served the industry for over 55 years.



Rural Builder Show

Booth #1507

Gatlinburg Convention Center
234 Historic Nature Trail
Gatlinburg, TN 37738
January 21-22, 2026
920-216-3007 - Missy Beyer
missy@shieldwallmedia.com
www.ruralbuildershow.com

The 2026 Rural Builder Show will run in conjunction with the Garage, Shed & Carport Builder Show. The Rural Builder Show is a compliment to the long-running Rural Builder Magazine and is a business-to-business show, including all categories in the low-rise construction market.

Garage, Shed & Carport Builder Show

Booth #1507

Gatlinburg Convention Center
234 Historic Nature Trail
Gatlinburg, TN 37738
January 21-22, 2026
920-216-3007 - Missy Beyer
missy@shieldwallmedia.com
www.garageshedcarportshow.com

The Garage, Shed & Carport Builder Show is all about meeting the business, material and technology needs of those who build small, special-purpose residential structures. Whether an add-on or a freestanding building, small buildings face unique design challenges. If you are looking for best practices or products catering to this niche, you should be in Gatlinburg for the show.



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www.steeldynamics.com

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Booth #307

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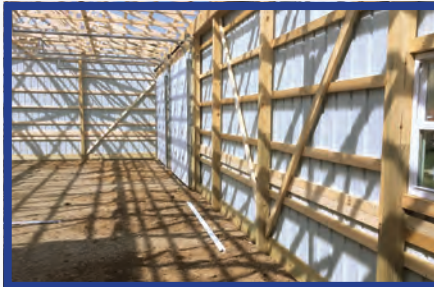
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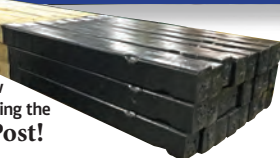
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Product To Debut At FBE

Ventco by Lakeside [Booth 322, www.profilevent.com] is launching ProfileVent2 at Frame Building Expo. PV2 is the result of years of research and development by Ventco's engineering team, offers enhanced performance that meets the demands of both residential and commercial applications. Engineered with precision and crafted from premium materials, PV2 is designed to improve ventilation efficiency compared to conventional products, ensuring optimal airflow, protecting roofs and interiors from moisture buildup, heat damage, and other environmental challenges. The innovative design not only enhances airflow but also reduces energy consumption, aligning with modern sustainability goals.

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Metal In Disguise

New finishes and forms are boosting the popularity of metal

By Karen Knapstein



Is the siding wood or steel? COURTESY OF STEEL DYNAMICS INC.

Metal has long been a powerhouse in construction, but recent innovations have propelled its popularity to new heights. Advances such as 3D metal printing, high-tech coatings that replicate wood and other materials, and new profiles like metal board and batten, lap siding panels, and even metal that mimics 3D logs have expanded its appeal among specifiers and building owners. A recent online survey conducted by Shield Wall Media confirms this growth, with more than 90% of respondents reporting an increase in metal's popularity. As its use expands into new applications, let's explore the finishes, coatings, profiles, and equipment driving this trend.

Advancements In Finishes

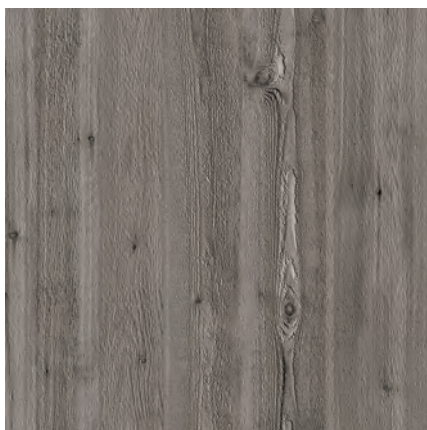
In recent years, coil coating technology has leapt forward, driven by innovations that transform both the aesthetics and performance of metal construction components. Steel Dynamics' 3D printing and AkzoNobel's coating systems are representative of the next frontier in coil finishing technology—merging aesthetic excellence with robust performance. Let's take a look at why these innovations are pivotal in driving the future of building with metal.

3D printing on metal has revolutionized the industry by enabling designers to create custom shapes and intricate details that were previously impossible or prohibitively expensive. This innovation results in lighter, stronger, and more efficient metal

components that meet unique architectural needs while minimizing material waste—benefiting both sustainability and creative design.

Steel Dynamics' (SDI; www.steeldynamics.com) Tru>Steel HD® specialty coil has significantly impacted metal's use. Introduced in 2022 after two and a half years of development, Tru>Steel HD® convincingly replicates the appearance of wood and camouflage. SDI's proprietary system utilizes high-tech 3D scans of actual materials to create authentic images that are printed on metal with a resolution up to 400 dpi. The collection includes, but is not limited to, striking patterns such as Cedar, Rough Sawn Cedar Dark Brown, Barnwood Plank, Pecky Cypress, and Charred Wood.

Conrad Farley, National Sales Manager at United Steel Supply [<https://united-steelsupply.com>]*—SDI's distributor for Tru>Steel HD®—explains the difference between traditional print roll patterns and hyper-realistic Tru>Steel HD®: "Standard prints have a repeating roll pattern every two to three feet. Tru>Steel HD®, on the other hand, uses real imaging." To achieve this, the development team photographed 400 square feet of material, producing a 32-foot-long image. Real materials are replicated in all the patterns; natural elements were gathered and scanned to create an unbroken, realistic print. "That's the difference in quality," says Farley. "Once installed, it looks so real you have to touch it*



Tru>Steel HD® Rough Cedar Grey.
COURTESY OF UNITED STEEL SUPPLY



Tru>Steel HD® Rough Cedar White Wash.
COURTESY OF UNITED STEEL SUPPLY

to know it's steel.”

Recognizing the demand for natural-looking finishes, Graber Post Buildings [www.graberpost.com] collaborated with SDI to select the best images for the board and batten profile. As the first Tru>Steel HD® customer, Graber Post initially ordered a small quantity of the digitally printed product, which sold out quickly. Today, they are one of the largest Tru>Steel HD® outlets, stocking a variety of wood-grain prints, including Hickory Natural, Rough Cedar Natural, Rough Cedar Aged, and Rough Cedar Natural. These prints are available on board and batten, standing seam, trim components, and in coil form.

Beyond prints, flat and textured coatings also help disguise metal, eliminating the shine and softening its appearance to better mimic wood and stone. However, formulation is key. AkzoNobel's CERAM-A-STAR® Expressions is a high-performance silicone-modified polyester



CERAM-A-STAR® Expressions is a high-performance silicone-modified polyester (SMP) textured coating that enhances wood and stone prints. COURTESY OF AKZONOBEL

(SMP) textured coating that enhances wood and stone prints. Developed with the advanced CERAM-A-STAR® 1050 platform, this coating uses proprietary resins and additives to deliver excellent durability, moisture and UV resistance, flexibility, and abrasion resistance. AkzoNobel's [www.akzonobel.com] Amanda Paterline says, “The natural-looking wood, slate, or granite finishes

make it a versatile choice for lap siding and board and batten applications.”

For siding applications, Paterline advises considering the full pre-painted metal system to ensure optimal performance. CERAM-A-STAR® Expressions comes with a best-in-class 40-year warranty for film integrity and performs best on properly cleaned and pretreated aluminum, Galvalume, and hot-dipped galvanized substrates. Additionally,



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PRODUCT FEATURE //

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Metal Siding: A Modern Take on Classic Forms

Board and batten, lap siding, Dutch lap, and even rustic log siding can now be replicated in metal.

Traditional wood board and batten siding, a staple in the residential market, is losing ground to metal board and batten. Metal provides the same charming aesthetic but with added durability, fire resistance, and low maintenance. When New Tech Machinery [www.newtechmachinery.com] introduced a portable roll former capable of producing board and batten profiles, it quickly gained popularity. "Our SSQ II machine can create panels designed to look

like wood, stone, or vegetation—whatever is on the paint-coated metal," explains Rick Zand of New Tech. "The industry is becoming more creative, allowing customers to bring a design to a metal manufacturer and have it replicated on the coil."

Farley emphasizes the appeal of metal siding profiles: "There's a lot of new equipment coming out, and costs are decreasing. Aluminum, vinyl, or wood board and batten require extensive maintenance, but steel is maintenance-free—no need to restain, repaint, or worry about moisture damage." As a result, metal board and batten is becoming a top choice for homeowners and builders alike.

Graber Post has found great success with its board and batten profile, which offers the timeless look of traditional siding without the upkeep. By utilizing Tru>Steel HD® and AkzoNobel finishes, Graber Post has provided a durable, visually appealing alternative to conventional wood siding.

Lap siding has also been a popular choice for residential and commercial projects. Now, metal lap siding panels offer a sleek, modern alternative to fiber cement or vinyl. These panels are highly durable, weather-resistant, and suitable for various architectural styles, from traditional to minimalist.

Metal Rollforming Systems [https://mrsrollform.com] offers numerous profiles designed to mimic wood, including board and batten, lap siding, soffit/horizontal cladding, and raised panels. Many options

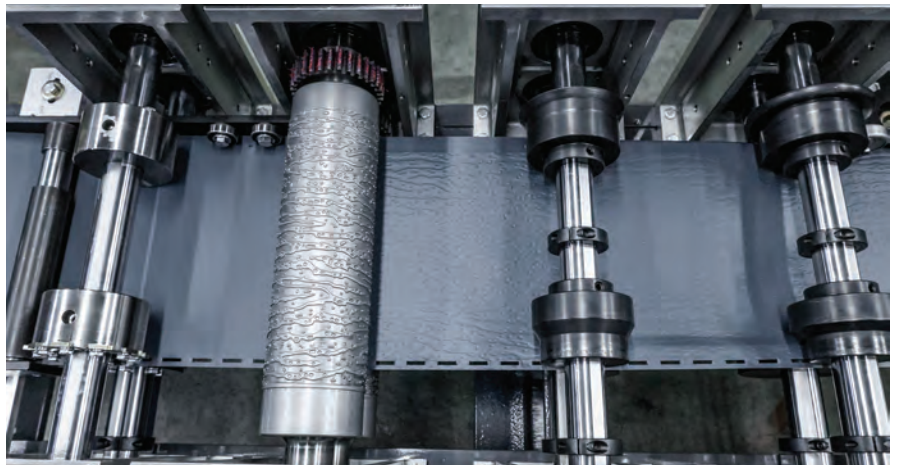


Tru>Steel HD® Barnwood was created using weathered barn boards. COURTESY OF UNITED STEEL SUPPLY

come in through-fastened or concealed fastener panels, providing flexibility in pricing and inventory management.

Many equipment manufacturers gauge the amount of interest in a panel profile to determine new machine development/offerings by paying attention to customer feedback, market trends, surveys, and testing new innovations in the field. "Our role tends to be a collaborative one," says Bill Griffin, Metal Rollforming Systems. "We're fortunate to have amazing customers and industry relations both on a national and international scale, this allows us the ability to be at the forefront of innovation. By aggregating these market trends, and collaborating with customers in a one-on-one environment, we're able to bring new and exciting designs to market. Consideration is given to coil widths and

Forms and finishes look so convincing that you need to touch this siding to know it's not wood. COURTESY OF STEEL DYNAMICS INC.



Coil going through the woodgrain embossing process of an Eastside Machine Co. machine. PHOTO COURTESY OF EASTSIDE MACHINE CO.

gauges, by designing around industry standards we are able to provide a cost effective solution to our customers without the need to add additional inventory, reducing costs and increasing inventory turns.”

New Tech Machinery takes product development very seriously, as well. “New Tech is always looking to innovate with features based on customer feedback,” says Zand. “We strive to be the premier manufacturer of portable roll formers and industry leaders when it comes to servicing, training, innovation, and technology.”

Eastside Machine Company’s [www.eastsidemachine.com] Brad Olson says, “We are always developing new profiles based on customers’ needs as they come to us. We ask them to send us the profile they would like to see, and we will build the attachment to make it. There is virtually no limit to what we can create. In ninety percent of the requests we receive, we are trying to mimic a wood product from the last 150 years. Every trend goes in cycles. For example, we’ve had our board and batten profile since the ‘70s, and it has recently begun experiencing a resurgence in popularity. ... Most recently, our plank profile, which resembles shiplap, has experienced significant attention.”

Eastside Machine Co. has a long history in roll forming. In 1973, the company patented a machine capable of producing 8-inch lap siding from aluminum coil. In fact, it was the first to successfully manufacture a portable siding machine with embossing, which was patented in 1977.

Fun Fact

The Eastside Machine Co. EM 6/8/10 Combo Seamless Siding Machine was used to manufacture the world’s longest continuous piece of seamless steel siding in 1998. This accomplishment earned it a spot in the Guinness Book of World Records. The siding measured 236 feet 9 inches long and was installed on a commercial building in Fargo, North Dakota, by a United States Seamless dealer. The record still stands today.

The Road Ahead

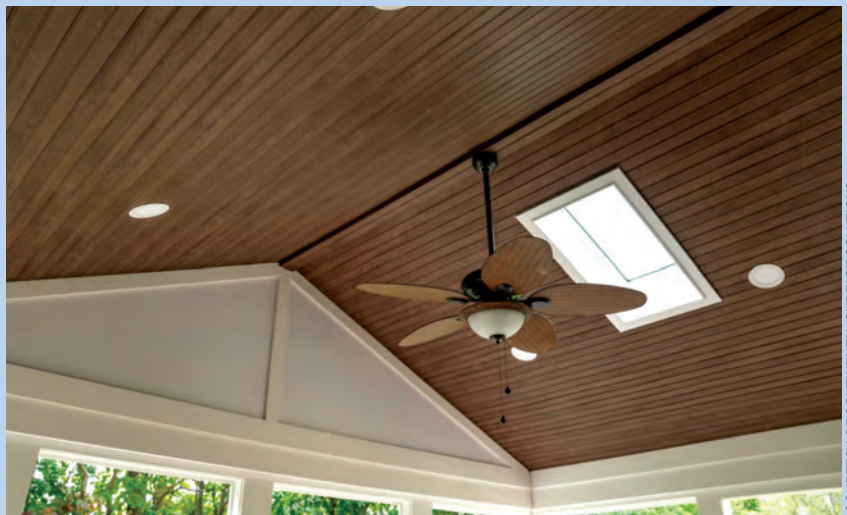
These innovations have transformed metal’s role in construction. No longer limited to industrial applications, metal has become one of the most versatile, stylish, and practical materials for homes and commercial buildings. Specifiers appreciate its ability to balance design and performance, while building owners benefit from its longevity, low maintenance, and cost-effectiveness.

“Architects, builders, and homeowners have long loved the look of wood, but the maintenance has always been a drawback,” says Griffin. “New profiles, coupled with advanced coatings and printing options, offer wood alternatives with significantly longer lifespans and reduced upkeep costs.”

Farley underscores the significance of these developments: “Board and batten and shiplap were not available in steel until recently. Now, they’re game-changers for light-gauge construction, opening up a whole new market for metal.”

Griffin agrees: “The collaboration between equipment manufacturers, coil suppliers, and coaters has propelled our industry forward. With manufacturers’ lead times extending beyond six months, staying informed and planning ahead is crucial.”

The bottom line: metal is no longer just about function—it’s about aesthetics, too. Thanks to these advancements, it’s becoming the go-to material for projects for which metal would not have been considered not long ago. **FBN**



COURTESY OF CONTINENTAL SURFACE SOLUTIONS

Applied Films Warm The Look of Metal

■ By Continental Surface Solutions

“Outdoor metal surfaces in buildings don’t always fit the desired aesthetic of the build. One solution to disguise the metal is using films to cover the surface.” – Joshua Snyder, Head of Industries – Exterior Surface Solutions, Continental

Outdoor films like the ones Continental creates can be used to cover metal surfaces so they look like anything else – from various wood decors to matte surface textures in stylish colors. They can be used on window frames, doors, garage doors and facades. These films are mechanically laminated, easy to clean and long lasting,

which cuts down on maintenance costs. Continental actually does extensive time-lapse weather simulations to make sure these films hold up in the most destructive types of weather.

Many builders are looking to mimic the outdoor environment in their builds, and exterior films can do that. A builder might use a pine-colored film to cover the window frames of a building that sits across from a park, and that same pine could match the indoor flooring and framing, so the indoor and outdoor surfaces match and tie directly into the outdoor environment.

BARNDOMINIUM

EAST KENTUCKY METAL

www.eastkentuckymetal.com

BUILDER: GW Construction

LOCATION: Corbin, Kentucky

SIZE: 40' x 100' x 14'

ROOF PITCH: 3/12

FOUNDATION: 8" CMU

ROOF PANELS: East Kentucky Metal 1.5" Standing Seam

WALL PANELS: East Kentucky Metal Board & Batten (wide)

FASTENERS: Levi's Building Components FastGrip Mini-Driller

OVERHEAD DOORS: Corbin Overhead Doors

WINDOWS: Pella 720 Series

VENTILATION: East Kentucky Metal Vented Zee Closure

COATING: Textured/Matte Black Finish

3-D SOFTWARE: SmartBuild



East Kentucky Metal is proud to have helped these homeowners make their dream a reality! The homeowners wanted an open floor plan, which drew them to residential barndominiums. They also wanted our full-service experience from design to build.

With the help of our design services, the homeowners were able to envision their barndo with 3-D renderings. They were also provided a complete materials list that allowed them to source all of their products through East Kentucky Metal.

From there, the homeowners' builder was able to bring the drawings to life. They achieved this modern monochromatic look with textured (matte) black metal panels. The roof is made with 1.5" Standing Seam metal panels. The siding is wide Board and Batten metal panels. All metal panels were run on-site with our jobsite roll former.





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EQUIPMENT DEALERSHIP

HERITAGE POST FRAME

www.heritagepostframe.com

LOCATION: Vineland, New Jersey

BUILDING SIZE: 17,144 sq. ft.

ROOF PITCH: 5/12

BUILDER: Heritage Post Frame

FOUNDATION: Perma-Column

TRUSSES: DL Truss

ROOF PANELS:

AB Martin Textured

WALL PANELS: AB Martin

COATINGS:

Sherwin-Williams Coil Coatings

FASTENERS: AB Martin

OVERHEAD DOORS: Clopay

POSTS:

Glu-lam/Structural Glu-lam



This Vineland, New Jersey, structure was built to accommodate the entire Weaver's Equipment operation. The 17,144 sq. ft. building is comprised of 5984 sq. ft. of retail space, 5760 sq. ft. houses the warehouse, break room, and office area, and 5400 sq. ft. is allocated for the repair shop.





GARAGE & STORAGE

RIGIDPLY RAFTERS
www.rigidplyrafters.com

BUILDER: Diamond N Builders,
Matt Noecker, Owner, Schuylkill
Haven, Pennsylvania

LOCATION:
Pine Grove, Pennsylvania

SIZE: 40' x 68' x 12'

COLUMNS:
Rigidply Rafters Glu-Lam Posts

TRUSSES: Rigidply Rafters, Inc.

ROOF PANELS: Fabral GrandRib
3 Plus, True Black

WALL PANELS: Fabral GrandRib
3 Plus, True Black

VENTILATION:
Plyco Corp. Quick Vent

FASTENERS: East Coast
Fasteners

OVERHEAD DOORS: F&L Doors

CUPOLAS: Plyco Corp. 3' x 3'
Premium Base

ENTRY: Rigidply Rafters Glu-Lam
Beams. Contractor hand-crafted
timber truss

STONework: Penn Star





Even running an extremely busy and successful auto body repair shop, owners Rick and Heather Heim determined to be “hands-on” involved in their project. Their goal was to blend wood, stone, and steel into an aesthetically pleasing yet fully functional building that seemingly always existed on the property. Working in conjunction with Diamond N Builders, Rick and Heather stained and sealed all the cedar wood used as ceiling, soffit and trim with no delays during the building process. Perfection is important to Rick, and the ability to color match and paint the Plyco Cupola vents to the cedar wood and overhead doors, along with the contrasting stonework has brought the building together as envisioned. Perfection is equally important to Matt Noecker, owner of Diamond N Builders, as evidenced by the pictures and customer satisfaction, it truly appears that Rick, Heather, and Diamond N Builders have achieved their goal of a building with a unique blend of wood, stone, and steel.



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FELLOWSHIP BUILDING

TRUE METAL SUPPLY
www.truemetalsupply.com

BUILDER: Price Construction

LOCATION: Cleveland, Tennessee

SIZE: 26' x 44' x 12'

ROOF PANELS: True Metal Supply Tuff-Rib, Sherwin-Williams Coil Coatings WeatherXL® Black

WALL PANELS: True Metal Supply Tuff-Rib, Sherwin-Williams Coil Coatings WeatherXL® Clay

TRUSSES: True Metal Supply Parallel Chord Steel Trusses

COLUMNS: Old South Wood Preserving #1 Southern Yellow Pine, Structural #1 6x6

FOUNDATION: Triangle Fastener Co. Sturdi-Wall Drillset Anchors (SW66)

OVERHEAD DOORS: Janus Model 950 Roll-up Doors

WINDOWS: Windows Supply 3'x4' Vertical Sliders with Black Grids

WALK DOORS: Plyco Series 99E Walk Door

FASTENERS: Levi's Building Components Frame Grip Structural Framing Screws; Atlas Bolt and Screw Co. Wood Ultimate® Fasteners

VENTILATION: SpeedLap Black Steel Soffit



The Cleveland Fellowship Building in Cleveland, Tennessee, is a standout project that combines expert design and high-quality components to meet the unique needs of its community. Constructed by Price Construction and supplied by True Metal Supply, this 26' x 44' x 12' post-frame building showcases thoughtful planning and attention to detail.

Key features include a Black Tuff-Rib, through-fastened metal roof and Clay Tuff-Rib metal siding, ensuring a robust and visually striking exterior. The use of Parallel Chord Steel Trusses underscores the structural integrity of the design, complemented by #1 Southern Yellow Pine post columns from Old South Wood Preserving. Additional enhancements, such as SpeedLap black steel soffits, Sherwin-Williams Coil Coatings' WeatherXL® coil coatings, and premium fasteners, reflect a commitment to long-lasting quality.

The inclusion of a 10' porch, cupola, and meticulously installed components like Janus roll-up doors, Plyco walk doors, and striking, vertical slider windows further enhance the building's functionality and aesthetic appeal.

With Price Construction's skilled installation and True Metal Supply's top-tier materials, the Fellowship Building is a perfect blend of form and function, designed to serve the community for years to come.



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HORSE BARN

SMUCKER BUILDERS LLC

www.smuckerbuilders.com

BUILDER: Smucker Builders LLC,
Dornsife, Pennsylvania

SIZE: 60' x 104' x 16'

ROOF PITCH: 5/12

FOUNDATION: concrete, 24"x8"
wet pour pads

ROOF PANELS: AB Martin/Red
Dot 26 ga. Textured

WALL PANELS: AB Martin/Red
Dot 26 ga. Textured

FASTENERS: ST Fastening
Systems ZXL-Woodbinder

WALK DOORS: Therma-Tru
3/0x6/8 9-lite Fiberglass with vinyl
frame

POSTS:
AB Martin 4 ply 2x8 glu-lam

TRUSSES: 5/12 4' on center

WINDOWS: VWD 3/0x4/0

CUPOLA: Royal Crown Cupolas,
48" painted Milford Cupola

SKYLIGHT: AB Martin 24" skylight

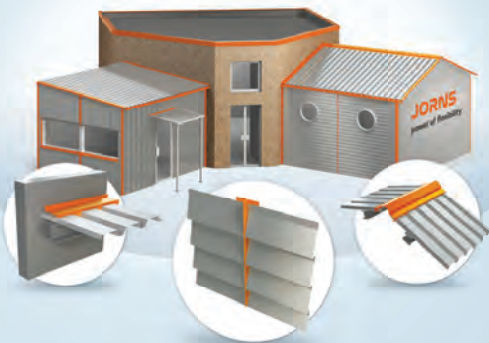


The customer was looking for a barn for her horses with an attached riding arena. Due to her property being located on the side of a hill, we were forced to reduce the footprint of the riding arena.





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ENTERTAINING SPACE

DISTINCTIVE CONSTRUCTION LLC

<https://distinctiveconstructionllc.com/>

BUILDER: Distinctive Construction LLC, Milroy, Indiana

LOCATION: Milroy, Indiana

BUILDING MANUFACTURER: Tree City Metal

SIZE: 48' x 72' x 14'

ROOF PITCH: 6/12

FOUNDATION: Concrete footing; Post Protector

TRUSSES: Scissor Truss

ROOF PANELS: Graber Post Buildings Snap Lock Standing Seam, AkzoNobel Burnished Slate Frost

WALL PANELS: Graber Post G-Rib; AkzoNobel White with Burnished Slate Frost wainscot

FASTENERS: ST Fastening Systems

OVERHEAD DOORS: 12' x 12' Clopay, Walnut

WALK DOORS: Steel insulated

POSTS: Graber Post Buildings 3-ply laminated

WINDOWS: Vinyl windows

VENTILATION: Ridge/eave vents

INSULATION: Spray foam

ADDITIONAL COMPONENTS: 3x3 cupolas with glass, black shutters, Unified Steel metal shingles on porch roof, cedar porch posts, tongue & groove porch ceiling



This custom multi-purpose building serves as a shop, garage, and entertaining space. It features solar power with back up battery, a stained concrete floor in the kitchen area and a glass garage door in a separating wall. Additional amenities include in-floor heat throughout building, rustic refurbished wainscoting in the kitchen, a loft area above kitchen, copper sinks, and tile in the bathroom.





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HOBBY SHOP

RAM BUILDINGS, INC.
www.rambuildings.com

BUILDER: RAM Buildings, Inc.,
Winsted, Minnesota

LOCATION:
Maple Plain, Minnesota

SIZE:
30' x 40' x 14' w/ 8' x 30' porch

ROOF PITCH: 8/12

TRUSSES: Littfin Wood Trusses

ROOF PANELS: Metal Sales
29-ga. Classic Rib

WALL PANELS: Metal Sales
29-ga. Classic Rib

FASTENERS:
SFS Woodgrip+ Screws

OVERHEAD DOORS: Midland
2" Energy Saver 2/ 24" x 12"
insulated windows

WALK DOORS: AJ Manufacturing
7100 Steel Walk Door

COLUMNS: Littfin Truss 3-ply
2x6 wood columns

WINDOWS: Thermo-Tech Classic
Series Vinyl Casement Windows

VENTILATION: Ventco ProfileVent

ADDITIONAL COMPONENTS:
Tyvek HomeWrap



This hobby shop building was built to help accommodate the owner's need for storage space, and his need for a dedicated location to grow his train hobby. The idea of regaining his attached-garage parking space, and move his hobby to a new structure had been on his mind since they moved in. The building is tucked in nicely behind the owner's house, among his mature trees, with the grading and landscaping completed by the owner, to make it feel like the structure was there many years ago.

The building was designed with specifically located garage doors to allow for future train tracking to run up inside the building, through the other end, and back on the tracks that circle the owner's property. Because the building sits lower in elevation than the house, the concern of a shiny metal roof was combatted by using a more matte-finished roof steel panel (Metal Sales: Burnished Slate Crinkle Coat). The cedar corbels, and porch design, were added as an ode to the features once seen on many historical train stations. Future plans include adding a lean-to from the building's sidewall, down over the tracks, to have a specific place for the train to sit protected from the weather.

MULTI-PURPOSE

JJ'S CUSTOM BUILDERS LLC

<https://jjscustombuilders.com>

BUILDER: JJ's Custom Builders,
Holtwood, Pennsylvania

LOCATION:
Holtwood, Pennsylvania

SIZE: 40' x 60', 3 stories

ROOF PITCH: 8 pitch; 4/12 on
shed dormers

FOUNDATION: Poured Walls

TRUSSES: D.L. Truss

ROOF PANELS: AB Martin

WALL PANELS:
AB Martin, Beartown Metal front

FASTENERS: AB Martin

OVERHEAD DOORS: Haas

POSTS: AB Martin

WINDOWS:
MI Windows and Doors

INSULATION: Spray Foam



The owner needed a horse barn with plenty of storage, plus a conditioned space for hosting events for friends. This three-storey building fits the bill: It has a horse barn with a recreational area upstairs, including a pickleball court.



HOBBY SHOP

GRABER POST BUILDINGS

www.graberpost.com

BUILDER: Graber Post Buildings

LOCATION: Indianapolis, Indiana

SIZE: 30' x 52' x 14'

ROOF PITCH: 4/12

FOUNDATION: 3-ply Nail Lam,
embedded in ground

TRUSSES: Graber Post Buildings
30' Clear Span, 4' OC

ROOF PANELS: Graber Post
Buildings 29 ga. painted
Galvalume

WALL PANELS: Graber Post
Buildings 29 ga. painted
Galvalume

FASTENERS: ST Fastening
Systems KwikSeal MB

OVERHEAD DOORS: C.H.I.
Overhead Doors 5283 Series 10x9

WALK DOORS: Plyco Corp. 36'
Fiberglass 6-panel entry door

POSTS: Graber Post Buildings
3-ply nail-lam

WINDOWS: Pella Encompass
Series 38" x 62"

VENTILATION: Marco Industries
Closure-Foam™

INSULATION: R19 fiberglass batts

WAINSCOT: Affinity Stone



The Wiley family located in central Indiana, contacted Graber Post Buildings with some visions for a dream project that they needed help making a reality. They were seeking a building to add to their property that would serve as a multi-functional space for storage for the toys, cars, and even a space that could hold family functions. They were able to metal-line and insulate the interior of the building to add an aesthetically pleasing look that they wanted; no exposed framing members or insulation showing on this one. The epoxy coated floor added to this look as well as creating a floor covering system that will allow for easy cleanups for many years to come.





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MINI-BARN

BEST BUY METALS

www.bestbuymetals.com

BUILDER:

Stewart Brothers Construction

ROOF PANELS:

Best Buy Metals 26 ga. Titan Loc 100 Standing Seam Metal Roof Panels, Galvalume, 1234.67 linear feet

WALL PANELS:

Best Buy Metals 29 ga. Craftsman Board and Batten steel siding, HD Barn Red (Premium), 1721.33 linear feet

TRIM:

Best Buy Metals

INSULATION:

Fiberglass batts

FASTENERS:

Best Buy Metals Ultralo/wafer pancake head screws; Stainless Steel Pop Rivets, Barn Red

SEALANT:

Best Buy Metals, Barn Red

VENTILATION:

Best Buy Metals



A multi-purpose/mini-barn, this post-frame structure allowed Stewart Brothers Construction to build a custom barn with the space to accommodate several purposes. It houses the owner's tractor/backhoe among other things. It also has a workshop on one side and a plant-starting area on the other side. And finally, it features a good size loft and a portico on the back for implements.



OFFICE EXPANSION

MILMAR BUILDINGS
www.milmarbuildings.com

BUILDER: Milmar Buildings,
LaPorte, Indiana

LOCATION: LaPorte, Indiana

SIZE: 40' x 64'

ROOF PITCH: 4/12

FOUNDATION: Post-frame with
Perma-Column bases

TRUSSES: ProTec, 4' OC

ROOF PANELS: Star Supply 29
ga. G-Rib Panels

WALL PANELS: Star Supply 26
ga. Cottage panels and tongue &
groove cedar

FASTENERS: GRK

OVERHEAD DOORS:
DAC Doors full glass

WALK DOORS: ProVia

POSTS: 3-4ply 2x6 laminated

WINDOWS:
ProVia Endure Black Vinyl

INSULATION: Spray foam roof
and wall batting



This building was built to expand Milmar Buildings' headquarters from the original late 1800s brick building that served as, among other things, a train station, a home, and a landscaping company in the past.

We wanted to expand into a modern, functioning office space, while maintaining some historical details to tie the addition in with the original building. We achieved that through varied rooflines, cedar accents and complimentary Board and Batten-look Cottage panel metal on the walls.





RESIDENCE/WORKSHOP

CLEARY BUILDING CORP.

<https://clearybuilding.com/>

BUILDING MANUFACTURER:

Cleary Building Corp.

BUILDER: Cleary Building Corp.

LOCATION:

Blanchardville, Wisconsin

SIZE: 30' 0" x 152' 0" x 17' 4"

ROOF PITCH: 3/12

ADDITIONAL FEATURE: Eyebrow
Monoslope truss Texture Steel



Cleary Building Corp. manufactured and built this 30' 0" x 152' 0" x 17' 4" residence and work shop building with a Crinkle Finish-Charcoal roof, Crinkle Finish-Burnished Slate siding, and Crinkle Finish-Burnished Slate trim.



EVENT BARN

WALTERS BUILDINGS

<https://waltersbuildings.com>

BUILDER: Walters Buildings

INTERIOR DESIGN: Heller Built

LOCATION: Versailles, Kentucky

SIZE: 60' x 72'

TRUSSES: Walters Buildings,
Eagle truss plates

ROOF & WALL PANELS:
Walters Buildings

FASTENERS: ST Fastening
Systems; Maze Nails

VENTILATION: MWI Components

CUPOLAS: Custom built

NOTE: Windows and doors were
provided by the home builder to
match the home on the property.



The Keene Event Barn is a premier example of high-end post-frame construction that blends rustic charm with modern luxury. Nestled in the Kentucky countryside, this elegant pole-barn event space was designed to serve as a versatile venue for weddings, gatherings, and special events, featuring both aesthetic appeal and structural excellence. Crafted with durable black steel siding and natural stone accents, the barn's impressive 60' x 72' structure showcases the scope of Walters Buildings' custom post-frame capabilities. With its grand exterior, dual cupolas, and a spacious layout, the Keene Event Barn stands as a model of how high-quality pole barn construction can create beautiful, functional spaces that fit seamlessly into any landscape.

The venue's covered porch and grilling area, overlooking a scenic man-made pond, provides a unique setting for outdoor entertaining and gatherings, adding to the barn's appeal as a high-end event venue.

Inside, the Keene Event Barn hosts a full-size indoor sports court, perfect for activities such as basketball and pickleball. While Walters Buildings focused on the exterior construction, the thoughtfully designed interior—executed by our partners at Heller Built—features custom gathering spaces that elevate the barn to a true multi-purpose event venue.

RESIDENCE

HANSEN POLE BUILDINGS

www.hansenpolebuildings.com

BUILDER: Hansen Pole Buildings

LOCATION: Sterrett, Alabama

SIZE: 24' x 48' x 20'

ROOF PITCH: 24' x 18' roof only
extension 8/12 slope

TRUSSES: Builders First Source,
Shelby, Alabama

ROOF PANELS: Union
Corrugating Master Rib

FASTENERS: Leland Industries
1-1/2" powder coated Diaphragm
screws

OVERHEAD DOORS:
Amarr 2000 Lincoln short panel

WALK DOORS: Plyco Series 95

POSTS: Richland Laminated
Columns Glulam Columns

WINDOWS:
Jeld-Wen vinyl Low-E Argon filled

INSULATION:
Closed cell spray foam



This cozy post-frame residence with modern amenities has plenty of extra living space; it features a 24' x 24' second storey built with clearspan wood floor trusses.



VIKING LONG HOUSE

BURKHOLDER CONSTRUCTION LLC

<https://burkholderconstructionllc.com>

LOCATION: Wakeman, Ohio

BUILDING DIMENSIONS: 32x56

ROOF PITCH: 10/12

BUILDER:

Burkholder Construction LLC

FOUNDATION:

Everlast 6x6 and 8x8 post bases

TRUSSES:

6x8 rough cut white pine

ROOF: Random width rough-cut white oak shingles

WALLS: Rough-cut white oak

FASTENERS: GRK in building frame; hot dip galvanized roofing nails

POSTS: 6x8 and 8x8 rough cut white pine

VENTILATION: Natural



The owner of this building is an enthusiast of traditional Viking culture. They wanted a building in the style of a traditional longhouse and will use the building as a personal building. They also host traditional gatherings at the site.

Post frame adapted well to this structure; the builder was able to be cost effective on the foundation as well as cover all exposed concrete and steel brackets so only wood is visible.



The Evolution of Post Frame

What's changed? What hasn't?

If you've been in this industry for any length of time, you know that post-frame construction isn't what it was even 10 years ago — let alone 20 or 30 years ago. With my 4+ decades in the industry, I've had a front-row seat to the evolution we have experienced ... some of them have been game-changers. At the same time, some fundamental truths remain as solid and steadfast as ever.

Our industry is a blend of tradition and innovation where we blend time-tested building principles with new technology. If you've been around long enough, you know that while we're always adapting, the core values of craftsmanship, relationships, and delivering value have never wavered.

Let's break it down and have a look at what's changed, what's stayed the same, and what does it all mean for the road ahead.

What's Changed?

1 Materials and Engineering Have Levelled Up

In my early days in this industry post-frame construction was primarily thought of as a simple and cost-effective way to throw up agricultural buildings. Today? While this statement is still true, we have evolved to where "It's a whole different ballgame." The materials we use, the engineering that goes into every structure, and the expectations from customers have all advanced.

Laminated columns have progressed to take their rightful place along solid posts as a go-to column application. Alternative foundations to remove or separate wood from ground contact is now a well-recognized construction technique. Roof trusses are now engineered with precision and metal panels have advanced in both

durability and energy efficiency. With these advanced panel coatings we now see long-life fasteners to be much more the norm. Insulation solutions, ventilation options and moisture mitigation allow for post-frame construction to be viable in applications that would've been unheard of years ago.

2 Post-Frame is No Longer Just for Agriculture

Sure, barns, machine sheds, and livestock buildings are still a massive part of the market, but today's post-frame buildings are everywhere. Residential barndominiums, commercial warehouses, equestrian barns, retail spaces and churches. If you can dream it some post-frame professional can likely build it.

The perception of post-frame construction has shifted from "cheap ag building" to a "versatile, cost-effective and durable construction method." That's a big win for everyone in our industry. The more applications we can serve, the stronger the demand.

3 Code Compliance and Permitting Have Tightened Up

If you've been selling in this industry for more than a few years then you have seen firsthand how building codes and permitting processes have tightened up. Once upon a time, a handshake and a rough sketch on a napkin were all you needed to get a building in the ground. Now? Let me know how that works for you today. Our industry has grown up and we all have found we need to grow with it.

Wind loads, snow loads and energy codes are an every day point of discussion for today's modern post-frame builder. Municipalities and inspectors are looking at post-frame with a much more critical eye.

Sure, while this can feel like a headache at times, it's actually a good thing. Stricter codes mean better-built structures which leads to an increased credibility for the industry with a higher value for our customers. It's just another reason why working with a knowledgeable supplier, manufacturer and builder matters more than ever. Also, working with trade associations such as the National Frame Building Association and the local chapters is so imperative. So much in the way of education, training and certification is available via membership.

4 Customers Are More Informed and More Demanding

The days of walking onto a job site and being the primary source of information for a customer are fading. The internet changed the game. Today's buyers come to the table armed with research, YouTube videos, and price comparisons. They know about insulation values, foundation options, and metal thickness before they even pick up the phone.

This shift means that we, as sales professionals and builders, have to step up our game. It's not enough to just know the products — we have to position ourselves as trusted advisors. If we don't, someone else will.

5 Marketing Has Gone Digital

If you're still relying solely on word-of-mouth and a phone number on the side of your truck, you're already in danger of falling behind. Marketing in post-frame has shifted from only newspaper ads, yard signs, trade-shows and word of mouth to social media, YouTube, and online lead generation.

LinkedIn, Facebook, and YouTube are now essential tools for manufacturers, dealers, and builders alike. Content

marketing—educating customers through videos, blogs, and social media—has become just as important as traditional sales tactics. As a matter of fact, I suggest a Hybrid approach where we combine the time proven old school techniques with the wonderful world of digital. The companies embracing this shift are winning. The ones resisting? Well, they're feeling it ... or soon will.

6 Labor is Tougher to Find and Keep While this isn't unique to post-frame, it is hitting our industry hard. Finding skilled labor, people who can read a set of plans, swing a hammer, AND actually show up is getting more challenging every year.

Many experienced builders are aging out, and younger generations aren't exactly flocking to the trades. The companies that invest in training, offer competitive wages, and create a strong company culture are the ones keeping crews together.

The ones that don't? Well, they're cycling through workers and struggling to meet demand. If we want to attract the younger generation to our industry, it's imperative that we grasp an understanding of what and how they feel, what they want in a career and other idiosyncrasies of this demographic.

Not to beat a dead horse here, but this is where a more digital approach will help. These younger folks "ain't looking in the yellow pages" for job opportunities. They want to be involved with a hip and tech savvy workplace. It's up to us to show them this.

What Hasn't Changed?

1 Relationships Still Drive the Industry

At its core, this business is still about relationships. Whether you're a manufacturer, dealer or builder, the people you know and trust make all the difference. This industry has always been built on relationship and hopefully always will be. Be it selling or buying, the person across the table, desk or hood of the pickup truck matters.

Sure, the tools have changed some. Maybe we are connecting on LinkedIn instead of at the local diner or responding to a great YouTube video versus a newspaper ad, but the importance of building real, long-lasting relationships hasn't diminished. The best in this industry know that a handshake (virtual or otherwise) still carries weight — and a lot of it.

2 Quality Matters — Now More Than Ever

A well-built post-frame building will always stand out. The guys cutting corners might make a quick buck, but they don't last. Builders who use quality materials, follow engineering specs, and do things the right way are the ones who stay in business for decades.

Customers still recognize craftsmanship. And in an era where online reviews can make or break a business, doing it right the first time and every time isn't just good ethics — it's simply good business.

3 Price Will Always Be a Factor, but Value Still Wins

Customers still want the best deal, but they also want to know they're getting value. Cheap buildings still exist and there will always be someone willing to undercut pricing, but at the end of the day, today's savvy customers realize that the lowest bid isn't always the best investment.

This is where the rubber meets the road in our job as sales professionals. It's essential that we help our customer friends understand the value we bring to the table. Explain why we go with a thicker gauge panel. Inform why we opt for the strength and trueness of a laminated column or better truss system. Instruct why we opt to install your metal with a long-life screw that matches the warranty of the paint system on the steel panel. More than ever we need to "Build Right," but we also need to "Sell Right." It's time to earn our keep, my friends.

4 The Best Salespeople Are Problem-Solvers

Selling in post-frame has never been

about pushing a product. It's about solving problems. That hasn't changed. Customers don't just want a building; they want a solution that meets their needs, fits their budget, and lasts. The best in this business don't just take orders, they ask questions, educate their customers and find solutions every step of the way.

5 Post-Frame is Still One of the Best Values in Construction

At the end of the day, post-frame remains one of the most cost-effective, durable, and versatile building methods out there. That's not changing anytime soon. Actually, with all the innovations and aesthetics available, it's only getting better. Regardless of the building use, post-frame continues to deliver efficiency, strength, good looks and affordability, which will allow us to keep thriving.

Where Do We Go From Here?

As the professionals of this industry, those of us who understand the value of relationships, education, and adaptation will continue to win. The landscape is shifting, but the fundamentals are still in place.

The key is to keep evolving. Stay ahead of the trends, embrace digital marketing, educate your customers, and always, always, ALWAYS deliver value. Those who do this will always have a place in the post-frame industry. **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



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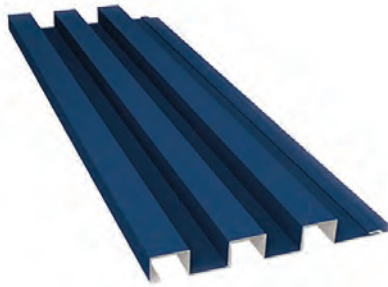
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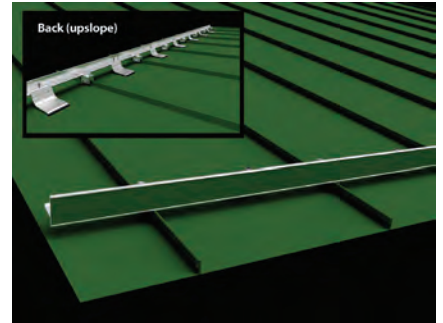
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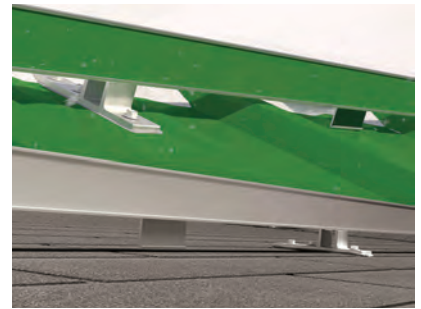
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This article was originally published in the November 2003 edition of Frame Building News.

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

If you have a post-frame project that incorporates in-floor radiant heating, we'd love to see it, and share it with our readers!

Contribute post-frame projects for publication at <https://framebuildingnews.com/get-your-project-featured-free/> to immortalize your company and outstanding buildings.

Questions? Contact Karen Knapstein, karen@shieldwallmedia.com.

In the meantime, enjoy this bit of post-frame history!

WARM Floors, HOT topic

Radiant heating systems make their way into post-frame

■ By Alan Deal, PE
Performance Engineering Group

Post-frame construction is increasingly incorporating in-floor radiant heating. In-floor radiant heat lends itself to post-frame buildings because it is efficient, comfortable, quiet, and draft-free.

In-floor radiant systems are either hydronic or electric. In hydronic systems, heated water is circulated through durable plastic tubing beneath or embedded in the floor, distributed to the proper heating zone by a manifold. The water warms the thermal mass of the floor, which passes along the heat to the room's occupants. Electric radiant systems work much the same way, but are typically used on a smaller scale, such as a single remodeled room.

Creatures of all types enjoy the benefits of radiant floor heating. For instance, warm floors reduce stress in milking parlors and keep floors much dryer, reducing foot disease in housed animals. Taking it one step further, in-floor radiant heat can even be zone temperature controlled, so animal shelters can be designed to have cool floors in exercise areas and comfortable floors in sleeping areas.

Aside from comfort, advocates promote radiant's energy efficiency. Radiant's ability to put heat in the right place allows users to set their thermostats 3 to 8 degrees lower than with conventional systems,

and studies have shown 40 percent savings in energy usage with radiant-heated homes, and up to 60 percent energy savings in commercial buildings.

With in-floor radiant heating gaining popularity, more and more post-frame builders are wondering if they, too, should recommend it for their customers.

But, to generate all of its advantages, in-floor radiant heating systems, like any other heating system, must be designed and applied properly.

Pre-installation considerations

When considering the installation of radiant heating systems in post-frame construction, it is critical to first determine if the radiant heating system will produce enough heat to satisfy the building requirements. This can be done by calculating the building heat loss, which is based upon the local ASHRAE-listed outside winter design temperature and the number of recommended air changes for the building use. Multiplying the available energy from the floor by the number of square feet being heated equals the suggested hydronic heat input for the building.

In some cases, the heat loss for a structure will only require that a portion of the floor be heated, such as an equipment storage or warehouse area where freeze protection is the concern. In other cases, the radiant energy may be insufficient to handle the heating load, such as repair facilities with high ventilation or infiltration



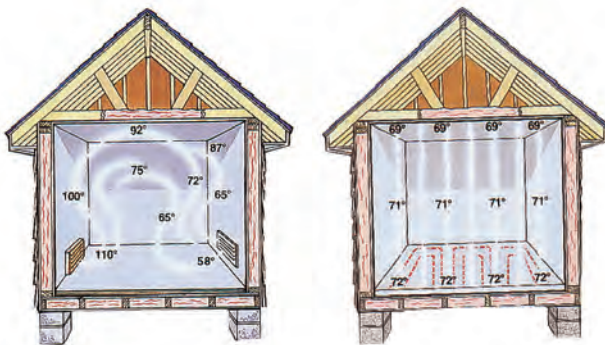
loads.

Radiant heating is not limited to the floor installations, as the walls and ceilings of these structures can be used as well if the output of the floor is insufficient to meet the building loads.

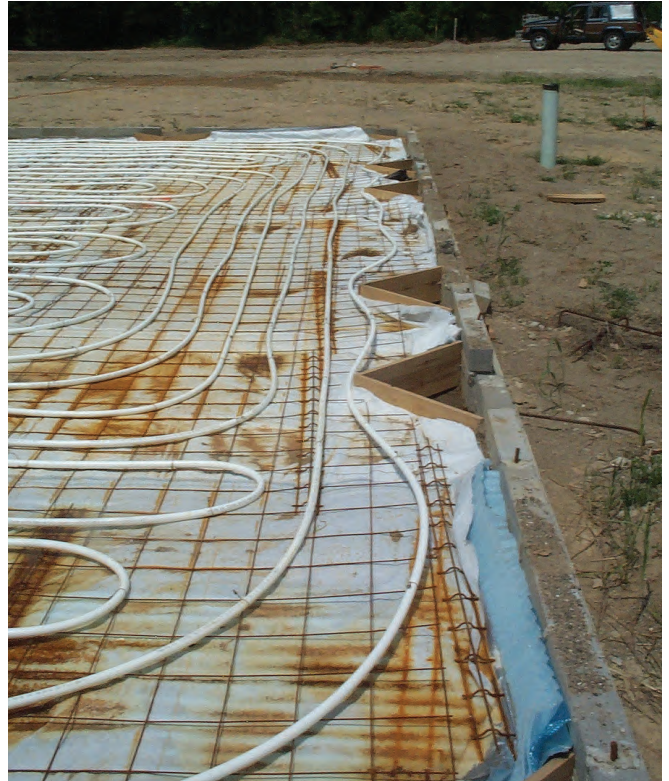
In-floor radiant heat is flexible, and can be used with nearly any type of floor covering and any type of hot water heat source. However, nearly all radiant systems are powered by hydronic boilers, which eliminate the need for unsightly warm air ducts. Also, some boilers can be placed outside so interior floor space is not wasted. When installed outdoors, they don't have to be vented and can eliminate fresh air louvers or chimneys.

Most in-floor radiant heating systems are designed to produce floor temperatures around 85 degrees Fahrenheit. This is the average skin temperature for most people, and the floor temperature should be at or below the body temperature if the space is to be occupied for long periods of time.

By limiting the floor temperature, the result is a heat output of approximately 35 BTU/hour per square foot. If the building



Conventional heating systems (left) often produce erratic temperature fluctuations throughout a room — higher near vents and at the ceiling, lower elsewhere. Radiant heating systems (right) promote a more constant temperature, warmest at floor level, and slowly increasing toward the ceiling. INFLOOR HEATING SYSTEMS IMAGE



With a hydronic radiant heating system in its new Ann Arbor, Mich. facility, the ETAS Company was able to better regulate its workplace temperature, even with high ceilings. Prior to installation, a membrane providing a vapor barrier and R-10 equivalent insulation was laid under the slab. The tubing was spaced on 12-inch centers, but reduced to 10-inch centers around the outside walls, where major heat loss occurs. PERFORMANCE ENGINEERING GROUP PHOTOS

is being used primarily for storage, the floor temperature can be raised to 90 degrees Fahrenheit to produce nearly 45 BTU/hour per square foot. It is important to keep in mind that if the floor is covered with wood or carpet, the heat output could decrease depending on the maximum operating floor temperature allowed by the floor cover manufacturer.

Radiant considerations

Once pre-installation details have been evaluated, there are some final factors to consider prior to installation of a radiant system.

First, you must choose a radiant professional. There are many radiant floor heating system suppliers and contractors available to builders, and thorough investigation of these contractors and suppliers who can deliver properly designed systems and equipment is a must. The most important consideration is to make sure the system supplier can show evidence of formal training in radiant design and installation by the Radiant Panel Association.

Once you've selected a radiant professional, have that individual provide the following:

1. Proper documentation of the installed system, with

warranties, installation and operating manuals, wiring diagrams, tubing layouts, and system operating procedure.

2. A complete heating and ventilation load calculation for the building based on the intended use.

3. Controls and system components that you can understand and operate when the installation crew has completed the project.

By following these simple guidelines, the choice of using radiant heat alone or in conjunction with some form of supplemental heat will be an easy choice. Then, installation of in-floor radiant in the post-frame construction project can begin.

Radiant installation complications

As with all heating systems, radiant can be misapplied. One post-frame builder tells the story of a customer who was unhappy with his in-floor radiant heating system. It was installed in an auto service garage where the overhead doors go up and down with regularity. The use of vehicle exhaust gas ventilation equipment also created a large heat load when the doors were down. In this building, the floor



Before the warmth: If the boiler is the heart of a hydronic radiant system, the PEX tubing represents the blood veins. These tubes are strategically spaced throughout a building's floor plan, spaced closer together where more heat will be needed, further apart in other areas. The pipes are then covered with concrete or a gyp-crete alternative, which provides thermal mass.

CONSOLIDATED PLUMBING INDUSTRIES PHOTOS

barely has a chance to warm up.

Technicians raised the boiler water temperature to its upper limit as they tried to get more heat output from the floor, but found some of the workers were still cold,

and some floor areas too warm for comfort. The in-floor radiant heating system did not fulfill the heat loss of the building, and supplemental heat was needed. These problems could have been prevented if the heating system was sized and installed to match the calculated heat loss. The desired comfort will not be achieved by simply turning up the thermostat after the heating system is operating at its maximum capacity.

Radiant's future

Improperly designed radiant heating systems aren't the only challenge awaiting the industry. Lack of awareness among builders and architects, lack of verifiable energy-savings statistics, lack of nationwide marketing, and lack of qualified installers are just a few of radiant's obstacles.

But with better-educated customers and technological advances, radiant heating systems should have little trouble selling themselves. **FBN**

In 2003, Alan Deal, PE, was president of Performance Engineering Group. PEG has been actively involved in designing and marketing hydronic radiant heating systems since 1964.



Three great post-frame buildings, three different styles, two things in common: radiant heating was used in these three winners of NFBA Building of the Year honors. (Above) A hydronic radiant system heats a large Minnesota horse barn. At below left, radiant keeps the floor warm for workers in a Pennsylvania machine shed (right) and automotive service center. NFBA PHOTOS



New CSI Survey Results Are In

The survey for the 2025 CSI-Annual & Market Report is closed and we are combing through the results.

The first statement is that we are making progress. This year, we have over 500 respondents, which is approximately a 40% increase over last year. More respondents equals better and more usable data, so **PLEASE SHARE OUR SURVEYS!** The data is all available free to subscribers, so help us help you be successful.

GENERAL BUSINESS SENTIMENT IS UP COMPARED TO 2024

32% of respondents thought 2024 would be better than 2023. For 2025, that number increased to 38.8%. Fewer people predict a decline for 2025, and fewer people also stated they are “Unsure.” So sentiment is positive, and there is less uncertainty about 2025.

THERE WERE MARKED DIFFERENCES BASED ON THE PRIMARY AREA OF CONSTRUCTION

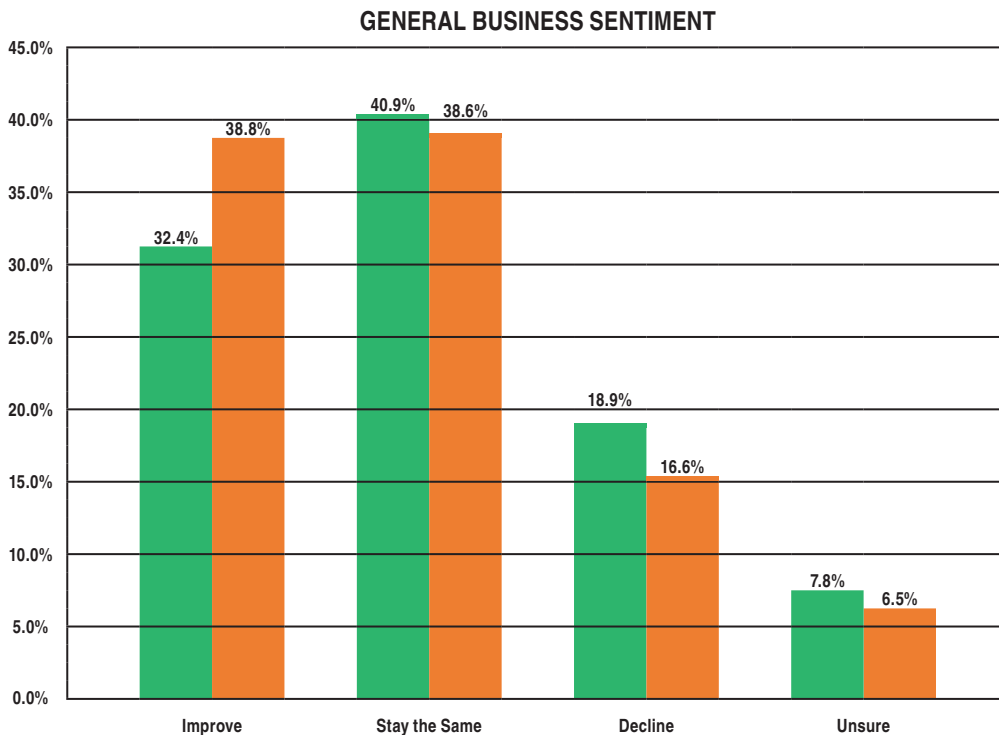
Roll formers had the most positive outlook. 50% of roll formers believed business in 2025 would improve. This was followed closely by metal roofing (43.2%), sheds and portable buildings (42.9%), and general roofing (41%).

Interestingly, roll formers were the only category with no respondents saying they were uncertain or there would be a decline.

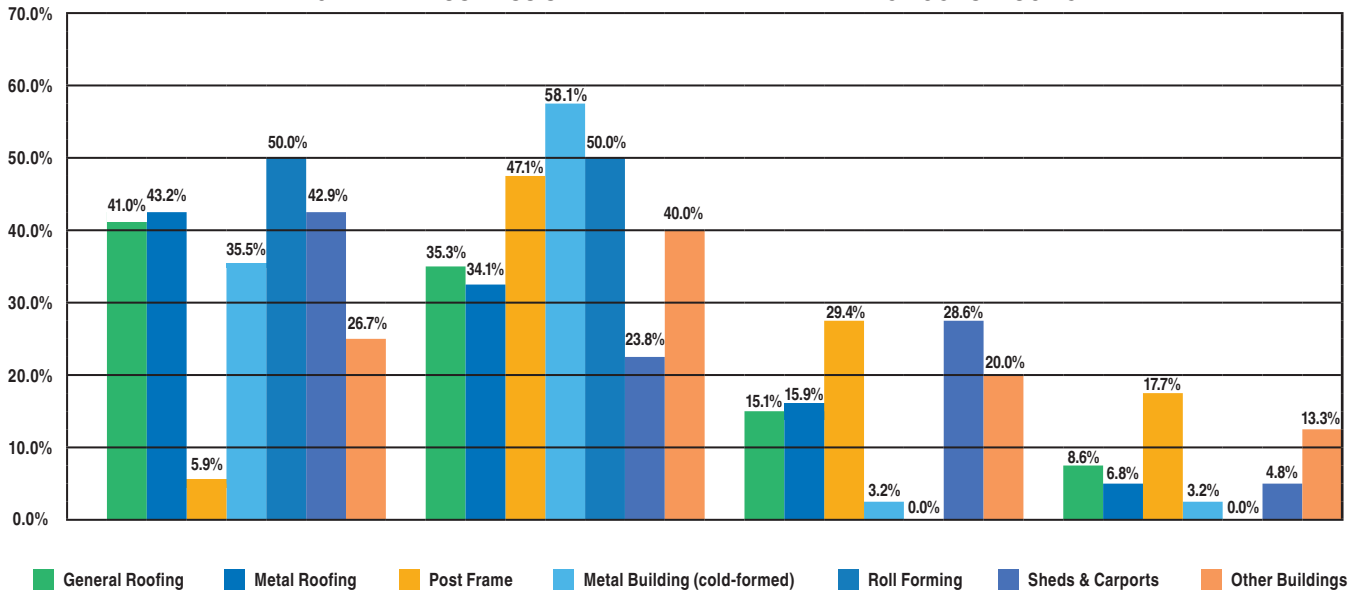
Cold-formed metal buildings are anticipating a generally good year. 58.1% said 2025 would be like 2024. Combining this with 35.5% looking for an increase, that makes 93.6% who say 2025 will be the same or better than 2024.

GEOGRAPHIC LOCATION HAD MINIMAL IMPACT ON OUTLOOK

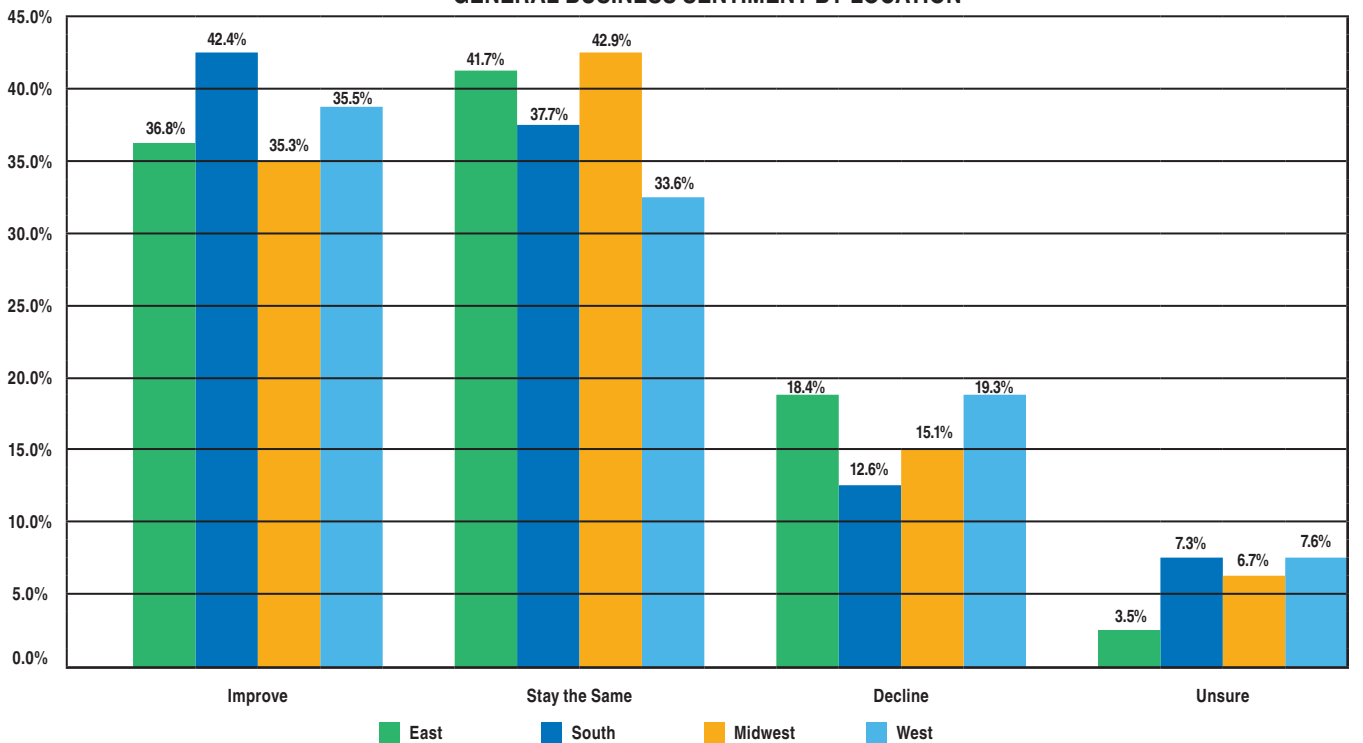
All regions had similar opinions about 2025. 35-42% are



GENERAL BUSINESS SENTIMENT BY PRIMARY AREA OF CONSTRUCTION



GENERAL BUSINESS SENTIMENT BY LOCATION



predicting an increase. 33-42% are predicting the same. 12-20% are predicting a decrease. In all cases, the spread is less than 10%.

THE POSITIVE OUTLOOK FOR 2025 IS COMING OFF A REASONABLY GOOD YEAR

45% reported increased gross sales and number of units sold for 2024 vs. 2023. 40% reported an increase in profitability vs. 2023.

THE BIGGEST CHALLENGE OF 2025

The #1 concern by a fair margin was cost of materials (51.4%), followed by inflation (33.9%), and taxes (27.0%).

2025 is looking like it might be a good year. More detailed information will be available when the *2025 CSI-Annual & Market Report* is released in the spring. Please share the information, share the surveys, consider sponsoring a section, and help us get you the information you need to make good business decisions. If you are interested in sponsoring a section, email gary@shieldwallmedia.com. **FBN**

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