

The Only Magazine Dedicated to the Effects of Weather and Climate on Roofing

# ROOFING ELEMENTS

SPRING 2022 • Vol. 2, Issue 1

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

## FIRE-RESISTANT COMPOSITE ROOFING

### EVALUATING LIGHTNING RISK

JOE KNOWS:  
DRAIN FLASHING  
INSTALLATION

### SIGNS OF POOR VENTILATION

### SEALING OUT STORM DAMAGE





## THE DM-ARM HAS YOUR BACK!

*Drexel Metals Association of Regional Manufacturers (DM-ARM) is a comprehensive portable roll former program designed to help you meet building codes and build your brand locally. The Drexel Metals DM-ARM program allows installers and regional manufacturers to grow their businesses by offering better local control, greater profits, freight savings, less scrap, and the ability to provide metal roofing on-demand.*

*As a DM-ARM member, Drexel Metals becomes your “back-office partner”, allowing your team to spend more time in the local market!*



Become a member at  
[www.drexmet.com](http://www.drexmet.com).

### Sell More with the Roofing Passport

Exclusive to DM-ARM members, the Sherwin-Williams® Roofing Passport is a groundbreaking platform that simplifies metal roof estimation and ordering. As a fully automated program, this digital platform enables project estimation in one click. The Sherwin-Williams Roofing Passport creates a powerful link between EagleView's highly accurate roof measurements and SmartBuild's automated estimation software, creating an easy-to-use bidding platform.

Learn more at [www.drexmet.com](http://www.drexmet.com)



# WELCOME BACK

**W**elcome back; this is the official re-launch of Roofing Elements. This is my first turn at the magazine; it's been a learning process. I truly hope you read through it and contact me with feedback. Constructive criticism is always welcome ... our aim is to fill each edition with practical information and news you can use.

Looking back through the pages of this edition, there appears to be a "Welcome Back" theme throughout. As you'll see on page 20, the Roofing Industry Committee on Weather Issues (RICOWI) resumed its in-person conferences with a March conference in Orlando, Florida.

While IRE was actually held in person last August, the International Roofing Expo held in February was outstanding by comparison. According to the event producer, the February

Expo, which was held in New Orleans, hosted just over 10,000 attendees. There was a palpable excitement and buzz throughout the exhibit hall on the days that Shield Wall Media staff attended. I couldn't even venture a guess as to how many people we spoke with. The vast majority were upbeat and optimistic; it was a great feeling.

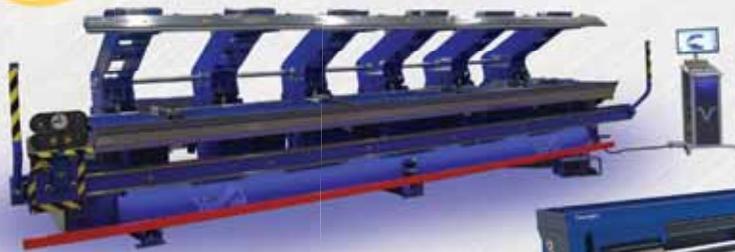
One of the people we met at the New Orleans event was Chuck Cooley of Hicks Lightning Protection. I was fascinated by the science behind lightning risk assessment. We put our heads together and Chuck was gracious enough to share the science with all of you, too. You'll find his article on pages 30-31.

As I mentioned earlier, this is my first go at Roofing Elements. I truly hope you'll share feedback about this edition, and let me know what information you would find most valuable and we'll work hard to satisfy your information needs. ●

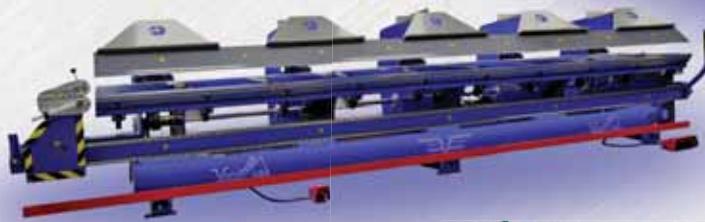


## Your Trim Shop Suite

Transform your coils into satisfied customers!



Variobend USA double folder



Variobend USA single folder



INFO@HERSHEYSMM.COM  
TOLL FREE: 877 289-3030  
420 PROGRESS DR. MATTOON, IL 61938

### Slinet,

the next generation  
in coil processing



- >> European engineering and American manufacturing; get the best of both worlds!
- >> Revolutionary Slit-Frei 2-way post cut slitter. Widen the bottleneck in your trim operation!
- >> Servo drive technology; highest precision and speed at minimum noise level!
- >> Servo drive ballscrew backgauge.
- >> Hardened tooling on clamping and bending beams.
- >> Brush table sheet supports.
- >> Massive 28" jaw opening for ease of access.



Speed. Accuracy. Service.

Don't just bend trim - Variobend it! Call Today!

# CONTENTS



22



26

## FEATURES

- 7** Let Your Voice Be Heard  
How To Contact Your Government Representatives
- 18** Recycled Roofing  
Incorporating Recycled Material In the Manufacturing Process
- 20** RICOWI Update
- 21** Joe Knows  
Pipe Flashing Installation
- 22** Passing the Test  
How Fire Resistance of Roofing Materials Is Determined
- 26** Sealing the Seams  
How To Properly Seal Roof Deck Seams Against Water Intrusion
- 28** Integrated Underlayment  
Benefits of Integration
- 30** Lightning Risk Assessment
- 32** IRE 2022 Review
- 39** Industry Update  
Roofing Materials Lose ENERGY STAR Rating June 1
- 40** Be Aware  
Signs of Inadequate Ventilation
- 41** Moisture Meters  
Do You Need One In Your Tool Kit?
- 49** Generate More Leads



**Managing Editor**  
Karen Knapstein  
karen@shieldwallmedia.com  
715.513.6767

**Editors**  
Linda Schmid, Anthony Brass

**Circulation/Subscriptions**  
Barb Prill  
barb@shieldwallmedia.com  
920.471.4846

**Digital Product and  
Data Engineer**  
For help with online Classified  
Ads & the Business Directory  
contact: Steve Duberstein:  
steve@shieldwallmedia.com

**Publisher**  
Gary Reichert  
gary@shieldwallmedia.com  
715.252.6360

**Director of Sales**  
Missy Beyer  
missy@shieldwallmedia.com  
920-216-3007

**Executive/Advertising  
Assistant**  
Kathy Budsberg  
kathy@shieldwallmedia.com

**Sales Assistant**  
Kathy Welk  
kathyw@shieldwallmedia.com

**Editorial Assistant**  
Nikki June

**Graphic Designers**  
Tom Nelsen, Kevin Ulrich

Roofing Elements Magazine is published four times annually in Spring, Summer, Fall, Winter by Shield Wall Media LLC, 150 Depot St., Iola, WI 54945. Copyright 2022 Shield Wall Media LLC. Names and logos referred to or displayed in editorial or advertising content may be trademarked or copyright. Roofing Elements Magazine assumes no responsibility for unsolicited materials sent to it. Publisher and advertisers are not liable for typographical errors that may appear in prices or descriptions in advertisements. Mailed free to roofing contractors and their suppliers throughout North America.



32

## COMING NEXT ISSUE

- Preview: FRSA's 100th Convention
- Effect of Heat on Roofing Systems



### ON THE COVER:

Fire-resistant composite roof from DaVinci Roofscapes. For information about testing roofing materials for fire resistance, see page 22.

Cover design by Kevin Ulrich.

## in this issue

- 3 Editor's Note
- 6 Publisher's Note
- 8 News
- 12 New Products
- 43 Business Connections
- 46 Project of the Month
- 51 Advertiser Index

12



# HELP WHERE YOU CAN, WHEN YOU CAN

**D**ear Readers and Advertisers, We are forced to become political, as we did during COVID. This is in response to the war in Ukraine and the general direction of domestic energy and economic policy. We are not pro conservative or pro progressive. We are not pro Republican or Democrat. We are unashamedly, unapologetically and enthusiastically pro common sense, practical solutions and pro America.

We need to increase US domestic oil production. Current policy including but not limited to the Keystone pipeline is problematic. The arguments regarding the number of leases and current production levels are intentionally misleading. For your own business to succeed, you plan years in advance. The current changes and instability of policy make long term investment in domestic oil production risky and unpredictable. This discourages exploration and the development necessary to keep growing production.

Many of the oil producing countries are our direct adversaries. Increasing domestic oil production will damage our enemies economically and make it more difficult for them to wage physical war in Ukraine and economic war globally. It makes no sense to weaken our economy and limit our ability to help our allies while enriching bad actors and regimes that would do us harm.

The recent talks between Saudi Arabia and China about a settlement system for oil in a currency other than US Dollars is extremely concerning. That would weaken our influence globally and compound inflation domestically.

Producing a larger share of global production will help us maintain the US Dollar as the world's reserve currency. As long as our country operates at a deficit, that is a requirement.

Restricting our energy production, as we have done, is misguided in any context. Arguing to reduce global demand for

energy or specifically petroleum products may be valid. Until global demand actually decreases, reducing production in the United States only means production shifts elsewhere, to jurisdictions and locations we cannot regulate or even adequately monitor. If the oil must be produced, the only sensible course is to control the production here, so it is produced as safely, cleanly and efficiently as possible.

If we do think globally, pollution does not just disappear when it is in a different country. Limiting domestic production shifts the environmental damage to a place Americans won't notice. It does not reduce or eliminate it. Not seeing does not correlate to not occurring.

The key to reducing demand is developing energy sources to replace oil. That only happens with investment in technology. Privately funded R&D occurs when our economy is strong and risk capital is available. Restoring our energy independence is critical to a strong US economy. Restoring energy production will help provide the funding needed for the research to eventually decrease global demand for petroleum products.

We must make it clear that politicians not acting in the strategic and economic interest of the United States will be opposed by every legal means at our disposal.

We have a resource of pre-written letters and links available on every website. It will take you less than 5 minutes to send one of these letters to your Representative, Senator and Governor.

There are detailed instructions on the websites, and printed versions of the letters are included in this issue as well.

You have our permission to share these resources everywhere and by any means.

It is our responsibility to help where we can.

*Gary Reichert, Publisher & CEO  
gary@shieldwallmedia.com*

## CONTACT YOUR REPS – IT'S EASY!

If you would like to reach out to your government representatives about US energy production but are at a loss for words, here are two sample letters for your convenience.

The "Contact Your Representatives" page on the Metal Roofing Magazine website — <https://roofingelementsmagazine.com/contact-your-representative/> — is home to a searchable list of State Representatives, Senators and Governors. Each listing has buttons allowing you to easily send a message. (They

are available digitally on the website so you can easily copy and paste the entire message, or passages that you choose.)

If you would like to snail-mail your representatives, we've formatted the letters on the opposite page so you can scan or photocopy the letter you would like to send. All of the postal mailing addresses are also available at the "Contact Your Representative" page on [roofingelementsmagazine.com](https://roofingelementsmagazine.com).

## Letter Expressing Your Support

Dear

Thank you for supporting American energy independence.

Current foreign events clearly demonstrate an item that seems to be common sense. The world is safer when the United States has a strong economy and energy independence.

Please fight to make the USA resume being a net exporter of petroleum products.

To that end I urge you to:

- Allow exploration in the Arctic National Wildlife Refuge and off-shore in US territorial waters.
- Resume the Keystone Pipeline
- Encourage and assist domestic energy companies (both petroleum and renewable) in any reasonable manner. This includes reallocation of stimulus funds to energy production and independence where possible.

These should be done safely and in an environmentally responsible manner, but they are critical to the future of our country. But they need to be done now.

The increasing the availability of energy would allow our economy to grow, mitigate inflation, reduce operating expenses and disrupt the cash flow of our enemies on the world stage.

In combination with sanctions against Russian Energy, it would benefit our strategic allies and the people of Ukraine.

But action must be taken now.

I have taken valuable time from running my business to express my opinion. Like most entrepreneurs, I would prefer to allocate this time and effort to growing my business and providing a better life for my employees and my family.

On behalf of the small business people that provide over 60% of private sector jobs, please restore US energy independence, grow our economy and undermine our enemies.

It is the right thing to do for us and the struggling innocent people in Ukraine.

*Sincerely,*

## Letter Expressing Your Disapproval

Dear

I urge you in the strongest terms within my capability to pursue American energy independence.

Current foreign events clearly demonstrate the world is safer when the United States has a strong economy and energy independence.

Please fight to make the USA resume its position as a net exporter of petroleum products.

To that end I urge you to:

- Allow exploration in the Arctic National Wildlife Refuge and off-shore in US territorial waters.
- Resume the Keystone Pipeline
- Encourage and assist domestic energy companies (both petroleum and renewable) in any reasonable manner. This includes reallocation of stimulus funds to energy production and independence where possible.

These should be done safely and in an environmentally responsible manner, but they are critical to the future of our country.

World oil consumption has continued to increase until the COVID Pandemic began in 2019. Until renewable energy is viable on a larger scale, oil usage will continue to increase. Energy produced domestically is produced more cleanly and with less negative environmental impact than the same products from Russia, the Middle East or South America.

Producing domestically is cleaner, less expensive to transport and grows our economy.

The United States consumes approximately 20% of the world's petroleum products. Until we can reduce the petroleum requirements of the other 80% the only responsible course is to control as much of the global production as possible. Then we know it will be clean, efficient and environmentally responsible.

Increasing the availability of energy would expand our economy, mitigate inflation, reduce operating expenses and disrupt the cash flow of our enemies on the world stage.

Please take the strategically, environmentally and economically sensible action.

Data shows that our production does not affect global demand. That makes the only responsible action controlling as much petroleum production as possible.

In combination with sanctions against Russian energy, it would benefit our strategic allies, the people of Ukraine and the ecosystem.

It is the right thing to do for the entire world and for the innocent people in Ukraine.

*Sincerely,*

## GARLAND NAMES MCDERMOTT PRESIDENT OF US COMMERCIAL ROOFING DIVISION

Garland Industries has announced the promotion of Matthew McDermott to president of The Garland Company [https://www.garlandco.com/], its commercial roofing division for the United States. Garland's commercial roofing division is the company's flagship roofing brand and the original core business of Garland Industries. The Garland Company US Roofing Division is a manufacturer of high-performance roofing and building envelope solutions for commercial, industrial, and institutional markets.



*Matthew McDermott, President, Commercial Roofing Division, The Garland Company*

McDermott earned a bachelor's degree from William Penn University in Iowa and completed his business graduate program from Northwestern University's Kellogg School. After a decade working as a roofing contractor, McDermott joined Garland in 2011 as a territory manager in Southeast Florida and was named the company's "Rookie of the Year." Since then, he has served in a variety of sales and marketing leadership roles with increasing responsibility and has been based at Garland's Cleveland headquarters since 2016.

Said McDermott, "I'm honored to serve in this role alongside my fellow partners in Garland's ESOP. My goal is shared by all of us at Garland — deliver unique value to our customers as a full-service manufacturer as we cultivate a one-of-a-kind corporate culture that puts the customer at the top of our org chart."

## TEAMCRAFT ROOFING CELEBRATES 25TH ANNIVERSARY

TeamCraft Roofing announced its 25th anniversary as a national, full-service commercial and industrial roofing contractor

TeamCraft began as a small commercial roofing firm in Hickory, North Carolina. Bob Farrell, owner and CEO of TeamCraft, started the company when he moved to the state in 1996. It began with just three employees and has grown into one of the largest roofing contractors in the country. The company offers a variety of commercial roofing solutions, including metal, single ply, bitumen, and built-up roofs (BUR).

"TeamCraft Roofing has experienced exceptional growth and development over the past twenty-five years," said Bob Farrell. "Moving forward, our focus will remain on offering excellent roofs with exceptional customer service. Every day I make sure we keep our customers happy, and that every one of our employees get home safe."

Over the past 25 years, TeamCraft has been successful at evolving and changing to stay ahead of other roofing contractors and has positioned itself in the most competitive way possible for continued growth and success in the changing global supply chain. Proactive inventory management has allowed TeamCraft to continue to work at 100% capacity through an industry wide material shortage.

## PALRAM AMERICAS PROMOTES ALBERT TO CONSTRUCTION BUSINESS UNIT MANAGER

Palram Americas [www.palram.com/us], a leading global manufacturer of polycarbonate and PVC sheets, has announced the promotion of Jeramy Albert to the position of Construction Business Unit Manager. Albert will be responsible for the strategic direction and product portfolio for the commercial, agricultural, and building products markets within the US and Canada. He will lead a team of factory and independent representatives to drive mutual growth for Palram and its customers.



*Jeramy Albert, Construction Business Unit Manager, Palram Americas*

Albert joined Palram's inside sales team more than 15 years ago, progressing into numerous roles in outside sales and national account management — a true testament of his commitment and the company's 'promote from within' culture. Albert has a proven record of building long-term partnerships and delivering value-add solutions to our distributors, dealers, and end-users. His in-depth knowledge of Palram's customers, products, and markets, combined with his strong leadership positions him well to support the company's strategic growth initiatives.

## ATLAS® ROOFING CORPORATION CELEBRATES 40TH ANNIVERSARY

As the company marks its 40th anniversary, Atlas Roofing Corporation has unveiled a new brand identity. The rebrand serves to connect all four divisions of the company as it works to meet customers' needs through the accessibility of its people and products. Atlas developed the new branding in conjunction with its 40th anniversary, which will be celebrated throughout 2022.

"Over the last four decades, Atlas has grown from a single manufacturing facility in 1982 to 36 facilities in North America with worldwide product distribution. This exceptional growth is due to the hard work and dedication of our employees and the ongoing support of our customers," said Ken Farrish, President, Atlas Roofing Corporation.

To coincide with the rebrand, Atlas also launched a new

THE NEWEST TEAM MEMBERS IN E-Z GUTTER GUARD PROTECTION.

# PREMIUM STAINLESS STEEL GUTTER GUARDS THAT ARE TOUGH AND EASY TO INSTALL.



## E-Z-LEAF ELIMINATOR

**STAINLESS STEEL TOUGH  
PREMIUM GUTTER FILTER**

Water from the roof easily flows through our uniquely designed water separator and debris lifter.

**EASY TO INSTALL!**  
SLIDES RIGHT UNDER THE SHINGLES.

- STAINLESS STEEL FILTER
- CORROSION RESISTANT
- ALUMINUM EDGES
- BEAD LOCKS
- WATER SEPARATOR
- INCLUDES STAINLESS STEEL SCREWS
- FLEXES TO MATCH THE ROOF PITCH

## E-Z-LEAF DESTROYER

**STAINLESS STEEL TOUGH  
PREMIUM GUTTER FILTER**

Our E-Z-Leaf Destroyer is the only stainless steel filter, on the market, that "snaps" into standard gutters with spring tension.

**EASY TO INSTALL!**  
SNAPS RIGHT INTO THE GUTTER.

- STAINLESS STEEL FILTER
- FILTER-FINE MESH
- SNAP-IN INSTALL - THE ONLY ONE ON THE MARKET
- ALUMINUM EDGE
- INVERTED ARCH
- BEAD LOCKS
- PROFILE SLOPES TO SHED DEBRIS

**SEE OUR COMPLETE LINE-UP OF GUTTER GUARD PROTECTION  
ONLINE AT [E-ZGUTTER.COM](http://E-ZGUTTER.COM)**

corporate website, [www.atlas-arc.com](http://www.atlas-arc.com), which features overviews of all four divisions, its products and key initiatives, leadership in the industry and information about the company, including career opportunities.

Atlas will be hosting anniversary celebrations at all of its manufacturing facilities in the coming months, including the corporate headquarters in Atlanta and Meridian, Mississippi where it all began.



## COVERTECH PARENT COMPANY ACQUIRES REFLECTIX INSULATION

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

“The acquisition of Reflectix brings the two top reflective insulation and radiant barrier manufacturers under one umbrella at Balcan Innovations,” says John Starr, Vice President, Coverttech/rFOIL Division. “We will continue to manufacture products recognized for their thermal performance and ease of installation for a growing number of markets.”

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

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

## NRCA ANNOUNCES CEO’S RETIREMENT

The National Roofing Contractors Association has announced its current CEO, Reid Ribble, will be retiring May 31, 2022. Ribble has led the association for five years.

A second-generation roofing contractor, former U.S. congressman and the first roofing contractor to lead NRCA as

CEO, Ribble has brought a unique perspective and leadership approach to the job from day one. His first priority was to determine where the roofing industry believed the organization should focus its efforts. After discussions with NRCA’s Executive Committee, board of directors, members and other industry stakeholders, a new vision statement was created—one that emphasizes the recognition of members as professionals and seeks to unite the industry to that purpose.



*Reid Ribble, CEO, NRCA.  
Photo courtesy of Informa.*

Since then, Ribble has worked diligently with NRCA’s board of directors and volunteers on the implementation of NRCA’s overall vision. Whether NRCA’s One Voice initiative, NRCA ProCertification® or Training for Roof Application Careers, Ribble has been highly engaged in instituting the strategy and direction of NRCA’s Executive Committee, chairman of the board and board of directors on behalf of NRCA’s members and the roofing industry.

In addition, Ribble has lent his political expertise to the development and implementation of Roofing Day in D.C. and launched a podcast series that celebrates roofing professionals’ meaningful experiences and stories of inspiration and generosity in the industry. He continues to lead the association and the industry through the COVID-19 pandemic and ongoing supply chain crisis, hosting several telephone town halls to connect with members and ensuring NRCA’s website is current with the latest relevant information.

“Reid has led NRCA with unwavering commitment, passion and dedication during his time as CEO,” says Rod Petrick, president of Ridgeworth Roofing Co. Inc., Frankfort, Ill., and NRCA’s chairman of the board. “The roofing industry has benefited from his efforts to enhance the industry’s professionalism, tackle ongoing challenges and unite all segments of the industry, and I have enjoyed working alongside him.”

“It’s been a joy to work with my friends and colleagues at NRCA for these past five years,” Ribble says. “I have been impressed by the commitment to the industry by our members and industry partners. On May 31, I will retire as interim CEO of NRCA. I am looking forward to spending more time with my wife of 47 years, my children and especially my six grandsons.”

NRCA Chief Operations Officer McKay Daniels will succeed Ribble as CEO June 1. Daniels has served NRCA for three years, managing the association’s daily operations and staff and overseeing member-driven initiatives. He has more than 20 years of experience in nonprofits, government and the private sector. ●

*Celebrating 100 years*



*and the American Roofer*

*1922 - 2022*



Join us July 19-22 in Daytona Beach for FRSA's  
**100th ANNUAL CONVENTION**  
*and the Florida Roofing & Sheet Metal Expo*

Register today at [www.floridarroof.com](http://www.floridarroof.com)

### LP NOVA CORE™ THERMAL INSULATED SHEATHING

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

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



### SWIFTGUARD™ ROOF UNDERLAYMENT

Westlake Royal Building Products™ has introduced SwiftGuard™, a synthetic roofing underlayment for steel, tile, shingle and shake roofing. The new roofing solution is easily installed and leverages a patented nail gasketing technology to provide durable all-season weather protection.

SwiftGuard is ideal for use in steep slope roofing installations. The underlayment benefits from a patented nail gasketing technology, which helps ensure steel, tile, shake and shingle roofing systems are better able to withstand the elements in all climates and seasons. Because of this technology, along with the product's UV and thermal stability, SwiftGuard may be left uncovered and exposed to the elements for up to six months, or 180 days, without degradation.

The underlayment boasts a high-grip backing and a non-woven thermally embossed fiber face for increased deck grab and superior walkability. The product is available in 10-square (1,000-foot) rolls weighing just 35.5 pounds each, providing lightweight ease in transporting, loading, installation and storing. Clearly identifiable lay lines and fastening markers also enable swift and easy installation.

SwiftGuard meets the physical properties of ASTM D226 Types I and II and is compliant to AC188 and ASTM D1970, Section 7.9.

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

### AQUA DEFENDER

Introducing Aqua Defender, a condensation solution for agricultural metal roofing and siding. Aqua Defender is a self-laminating felt applied during manufacturing to the underside of each metal panel.

Pole barns are increasingly popular as outbuildings, hobby farms, storage units and garages. While they offer versatility and cost savings, their single-skin metal roofing accumulates condensation as temperatures change.

Aqua Defender creates a lasting barrier between metal roofing and condensation. It not only absorbs moisture and prevents rust, but it also keeps your buildings dry and your livestock, equipment and property free from damage.

Aqua Defender is a synthetic fleece with pressure-sensitive adhesive and easy-release vinyl backer. It absorbs water quickly and prevents moisture from collecting on the underside of the roof.

Aqua Defender was developed specifically for smooth application. RoofAquaGuard offers a purpose-built applicator with an adjustable feed system to maintain tension, a removable loading shaft and casters for easy relocation and positioning. Aqua Defender is also compatible with leading third-party applicators. It is available in rolls measuring 39.25" by 1968"6", each weighing 256 lbs. and covering 6,439 square feet.

[roofaquaguard.com/products/aqua-defender](http://roofaquaguard.com/products/aqua-defender)

### CLIMATEFLEX® SHINGLE TECHNOLOGY

The NorthGate architectural shingle from CertainTeed is available with ClimateFlex® technology. NorthGate ClimateFlex is engineered for increased pliability on a molecular level, allowing for efficient, all-weather installations while providing outstanding hail resistance. NorthGate ClimateFlex also includes QuadraBond™, StreakFighter®, and



**DRIPSTOP**  
Condensation control



# Increase Profits Not Labor Costs

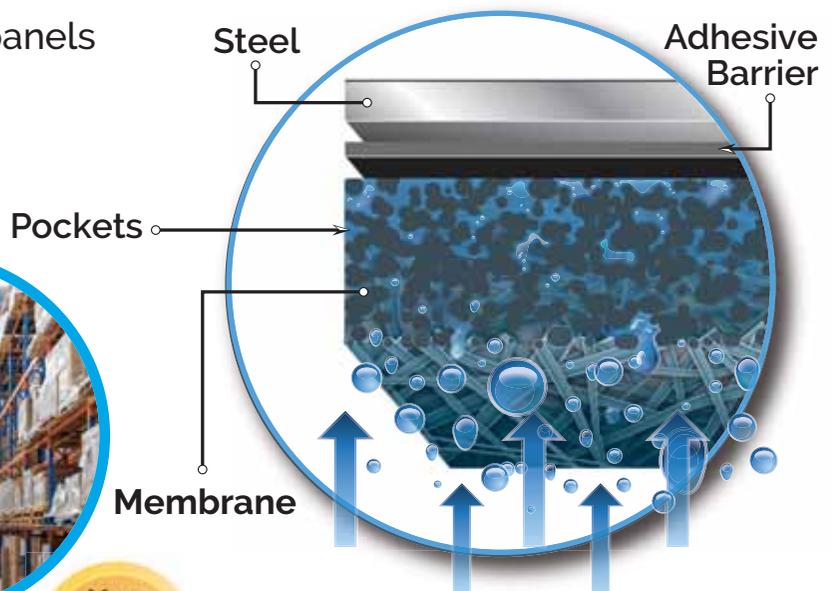
**A Necessity for Any Metal Roofed Building That is Not Climate Controlled.**

- Post Frame/agricultural buildings
- Steel buildings
- Self-storage
- Workshops/unattached garages
- Open-walled structures
- Carports, truck ports & RV storage

## Better Science Equals Drier Buildings

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

- Helps fight corrosion in livestock confinement
- Arrives on-site already on roof panels
- Cuts construction time in half
- Saves money



Water Droplets



**DRIPSTOP**  
Condensation control

**Fight Condensation Without Insulation**

Ask for it from your preferred steel panel supplier

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

NailTrak® technologies, which provide enhanced bond strength and algae resistance, along with rapid nailing speeds. The SBS-modified asphalt shingle offers Class 4 impact resistance, weatherability, and enhanced granule adhesion.

Contractors will welcome the ability to install the product even in the coldest temperatures.

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



## COOL-SIL™ FLUID-APPLIED MEMBRANE SYSTEM

Garland's newest fluid-applied membrane system, Cool-Sil, extends the life of aging single-ply, modified bitumen and metal roofs. This liquid rubber membrane significantly enhances watertight performance and eliminates the need for a full replacement.

Cool-Sil provides ponding water resistance, excellent UV protection and is an easy-to-install one-part product. The silicone rubber-based system is solvent-free with a high solids content that provides a thick and durable, mold and mildew resistant roof covering for proven protection in even the harshest weather conditions. Its high reflectivity can reduce energy cooling costs and provide a more comfortable indoor environment.

Additionally, Cool-Sil meets Garland's high standards of environmental stewardship. The product is P151 certified by NSF International, a globally recognized product testing organization, for not contaminating water runoff and as safe for waterways.

The Cool-Sil line includes numerous product variations to satisfy the performance and application requirements of every project. There is a high-build version for maximum protection, a flashing-grade option, primers, walkway coating, all-purpose sealant and a skylight sealer.

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

## FIRESTONE ULTRAPLY™ TPO FLEX SA

Firestone Building Products Company, LLC (FSBP), a provider of trusted commercial roofing and building envelope solutions, has announced the introduction of UltraPly™ TPO Flex SA. This new membrane is an evolution of two products, UltraPly™

TPO SA (self-adhered) and UltraPly TPO Flex Adhered, the most flexible TPO on the market\*. While the membrane formulation remains unchanged, and continues to be trusted by contractors, this new feature provides an easier-to-install, safer version of the category's most flexible TPO.

"UltraPly TPO Flex SA is an exciting introduction as we celebrate the 25th anniversary of UltraPly TPO, demonstrating our innovative focus at Firestone. We have a great understanding of how our contractors' needs are evolving, and this is yet another example of delivering products that meet those needs," said David Martiny, Director of Product Development. "Essentially, two great technologies have become one."

Since UltraPly TPO was first introduced to the market in 1996, more than five billion square feet of the membrane have been manufactured globally, delivering a solution that protects the building investment and drives energy efficiency through reflective properties. Over the past 25 years, Firestone Building Products has introduced four unique product offerings under the original UltraPly TPO umbrella: UltraPly™ TPO SA, UltraPly™ TPO Flex Adhered, UltraPly™ TPO XR, and UltraPly™ TPO Platinum.

UltraPly™ TPO Flex SA is Firestone's latest innovation that provides value to contractors through streamlined installation. UltraPly™ TPO Flex SA drives better installations on complex roofs easier to handle because it is the most flexible TPO on the market\*. Firestone's self-adhered installation method with Secure Bond™ technology allows for quicker installation reducing man-hours by up to 77% per square on membrane installation than traditionally adhered membrane\*. Additionally, Firestone SA products are odorless and non-VOC, so businesses can stay operational during installation.

*\*Based on testing conducted by a third-party in 2017 using UltraPly™ TPO SA versus standard adhered TPO. Application times vary with settings and environmental factors; actual results will vary.*

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





# THE BEAUTY'S IN THE DETAILS

Want the latest color? Want a color that lasts? At Sherwin-Williams, there's no element too small for us to obsess over. To us, color isn't arbitrary. It's human, environmental, emotional. Color is all we think about. That's why we are obsessed in making each detail count by putting our exterior metal coatings through the wringer. Because that's how to make color tough enough to look its best after Nature's thrown down its worst. So, our clients' visions shine for generations to come.

See where color can take you. Contact us at [coil.sherwin.com](http://coil.sherwin.com).



## PERMASEAM™

Nationwide Protective Coatings has announced its new product: PERMASEAM™. It is a 100% acrylic, nylon and fiberglass fibered elastomeric quick seam sealer that provides long lasting protection from water and weathering for most surfaces and improving the protection of known failure points on most roofs: the seams.

The sealer is eco-friendly and water-based, and has excellent penetration and adhesion on most substrates. It was developed to save time, money and labor for the tedious job of sealing seams.

This easy to apply Seam Sealer System provides years of durable protection and extends the roof's life.

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



## MULE HIDE UNDERLAYMENTS

Four new roofing underlayments from Mule-Hide Products Co. Inc. are designed to take the heat. Shur-Gard MU Force HT and Shur-Gard MU Ultra HT are for use in metal roofing systems. Shur-Gard TU Force HT and Shur-Gard TU Ultra HT are for use in steep-slope adhesive-bonded and mechanically attached concrete and clay tile roofing systems.

All four of the self-adhering, SBS polymer-modified underlayments are designed for use in high-temperature applications. They also enhance crew efficiency and safety with their slip-resistant surfaces, wide installation windows, easy installation and ability to withstand exposure to ultraviolet light.

Shur-Gard MU Ultra HT can be used in applications in which maximum temperatures reach up to 250 degrees. The others are temperature-resistant to 265 degrees.

All four underlayments have "textured" slip-resistant surfaces, making crew members feel safer and more secure while walking on the surface.

A broad temperature range for installation helps keep jobs on schedule. All four underlayments can be installed when material interface temperatures are 40 degrees and rising.

Wide-open windows for ultraviolet light exposure – 120 days for Shur-Gard MU Ultra HT and 180 days for the others – mean a longer dry-in time and greater protection from temporary



exposure to the elements, giving crews maximum flexibility in completing a job.

The underlayments also are designed for quick, hassle-free installation. The adhesive is protected by an easily removed, factory-applied split-release film. A 3" adhesive self-edge edge improves overlap bonding. The underlayments are packaged in 2-square roll sizes.

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



## MANOIR SHINGLES

BP Building Products of Canada (BP Canada) has announced the launch of its new line of Manoir laminated shingles, a breakthrough roofing collection that mimics the luxurious look of Europe's spectacular castles.

Billed as "the crown jewel" of BP Canada's shingle collection that is inspired by history but built for the future, Manoir premium asphalt shingles are not only striking in design – blanketing roofs with sophisticated natural stone and slate finishes – but also formulated to last longer and handle the roughest weather.

Featuring BP Canada's unique Weather-Tite® PLUS Technology – an improved version of the company's patented wind resistance technology – the shingles come with a standard wind warranty of 135 mph (equivalent to a category 4 hurricane), thanks to their two high performance sealant bands. The Weather-Tite® Band protects from wind-driven rain, while the Hurricane Band® provides superior protection from blow-offs.

Manoir shingles also feature an extensive dual-layer construction, and their SeBS polymer-modified asphalt formulation provides added flexibility and long-term granule retention, and meet Class 3 impact resistance requirements according to the Standard FM 4473.

Covered by a limited lifetime warranty, Manoir shingles are available in five colors inspired by the most breathtaking castles, from Scotland to Bavaria. The collection is the first line of shingles to come out of BP Canada's newly-created Chroma Color Lab™.

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

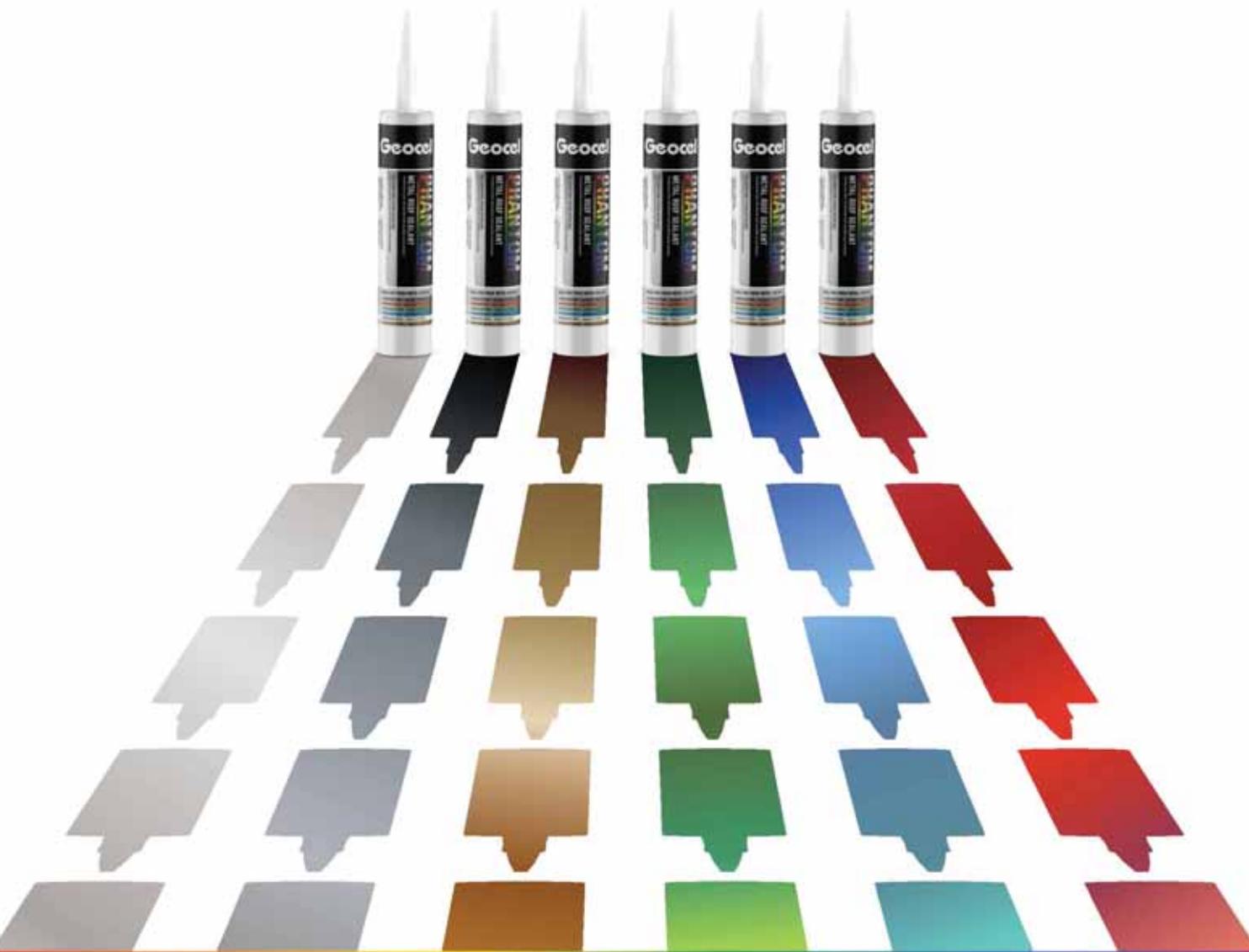
# Geocel

## SIX COLORS THAT DO THE WORK OF DOZENS.

**Geocel® Phantom™ is set to revolutionize the metal roof sealant industry.**

It features six translucent colors that allow any panel color to shine through and blend with the surface for an exact match every time.

Gone are the days of searching through multiple colors to find the right one for the job. With Geocel Phantom, less really is more.



**Geocel PHANTOM**

Geocel Products Group, Cleveland, OH 44145  
© Geocel GECC 81021

Contact your local distributor  
or go to [GEOCELUSA.COM](http://GEOCELUSA.COM)



# BUILDING SUSTAINABILITY

## MODERN ROOFING MATERIALS INCREASINGLY MADE WITH POST-CONSUMER AND INDUSTRIAL COPRODUCTS

By Karen Knapstein

**C**arbon footprint. Going green. Sustainability. We are hearing these phrases (and many others) used more often as consumers make their product selections. As a roofer, you need to familiarize yourself with “green” products and prepare for discussions regarding sustainability with your prospective customers. In this article, we’ll discuss a few of the initiatives companies you’re familiar with are undertaking to meet your customers’ demands.

Metal roofing is a true sustainable material; it is 100% recyclable. Other roofing materials are making progress toward sustainability.

For example, GAF launched the RoofCycle™ Process in 2021. It’s a patented recycling process that diverts shingle waste from landfills and reuses it in the manufacture of new shingles. During testing, the manufacturer was able to reclaim 90% of the waste shingle material made during the manufacturing process to be reused in the manufacture of new shingles.

Additionally, the company demonstrated its ability to manufacture new shingles containing up to 15% recycled post-consumer material that were

UL-certified for their safety and effectiveness. The U.S. Patent and Trademark Office issued GAF three patents covering this new shingle recycling process.

As of January 2022, which is less than a year from the announcement of the RoofCycle Process launch, GAF has diverted more than 200,000 pounds of post-consumer waste from landfills. The new shingle recycling process reduces



*GAF grinds post-consumer shingle waste into materials to be used in the company's proprietary process to manufacture recycled asphalt shingles.*  
PHOTO COURTESY OF GAF

the amount of raw materials required to make new shingles without compromising product quality or performance.

Harsco, which manufactures granules for use on asphalt shingles, keeps a significant amount of material out of landfills. The company upcycles hundreds of tons of coproduct each year into building products. The shingle granules are made from a recycled coal combustion coprod-

uct. As coal is combusted at a coal-burning power, there are minerals that don’t burn (they melt). These minerals form a molten glass-like or lava-like material that’s hot and fluid. That material falls to the bottom of a wet-bottom boiler where it goes through vitrification; it is quenched with water and cooled. When that cooling process happens, the minerals form a slag coproduct.

Harsco receives that coproduct from its suppliers and screens/sizes it into consistent sizes, resulting in shingle granules that are supplied to roofing manufacturers.

Two types of granules are commonly applied to asphalt shingles. Colored granules made out of quarried rock are applied to the exposed part of the shingle, whereas the mineral coproduct granules are used on the non-exposed headlap to make sure the shingle itself has an

even consistency. A smaller, finer material is applied as back surfacing. Harsco’s Brandon Sandy, Manager of Quality and Engineering, explained shingle granule applications: “The coarser granules are applied on the headlap for surfacing and to keep the shingle consistent with the colored surfacing. The finer granules are applied on the back to keep the shingles from sticking to one another.”

Shifting to membrane roofing products commonly used on commercial roofs, The Garland Co. added its StressPly® E modified bitumen membrane to its lineup in 2010 — more than a decade ago. Both pre-consumer (material that was diverted from becoming waste during manufacturing but never reached the end consumer) and post-consumer content are used to make the membrane (a total of 27% pre- and 8% post- recycled content, including tires, glass, and porcelain). “To put this into different terms,” said Julie Anne Geyer, R&D Manager, The Garland Company, “each batch of StressPly E saves eight tires from a landfill.” Additionally, the membrane includes sustainable bio-based content that includes bio-based oils and crushed oyster shells, which are used as filler.

Product development is a meticulous process. Garland works closely with its suppliers to assure the recycled materials don’t adversely affect product quality. “When it comes to sourcing the recycled raw materials, we work closely with our suppliers through product trials, first in our R&D lab, then with larger batches in our plant to ensure scalability,” Geyer stated. “Maintaining consistency and correct particle sizing is paramount not just in our manufacturing process, but also in the ultimate performance of the membrane in the field.”

Not all recycled materials are of the same quality or consistency. “Recycled materials have commonly gone through multiple heat cycles, faced UV exposure, and seen various mechanical stresses,” she explained. “Recycled materials also have added variability due to multiple raw material streams. Utilizing recycled materials improperly can lead to product failures, especially in roofing, where a product needs to withstand the elements for 30 years or more.

“Where recycled materials can play a role is as a synergist,” Geyer explained. “A synergist is defined as a material that increases the effectiveness of another agent when combined with it. So while recycled materials should not be relied upon as the crux of weathering performance, they have been proven as effec-

tive synergists for mechanical properties such as strength and impact resistance.”

### STEWARDSHIP IN ROOFING

“An investment in a roofing project is a sign of stewardship – it’s a commitment to that building, whether it’s a hospital, a school, a factory, or a home,” explained Geyer. “Recycled content in roofing

materials absolutely fits that ‘good steward’ mindset, but it can’t be the only talking point. The most sustainable roof is one that lasts. A roofer, together with the architect and roofing manufacturer, should focus on performance and ability to withstand the elements through the chosen system, application process, and ongoing inspection support.” ●



## MORE THAN A REP

See why Garland’s full-service approach to roofing is preferred among building owners and facility managers.

More at [garlandco.com](http://garlandco.com)



# LIVE, FROM ORLANDO

## RICOWI RESUMES IN-PERSON CONFERENCES

The Roofing Industry Committee on Weather Issues, Inc. (RICOWI, Inc.) held its first in-person conference since fall 2019 in Orlando, Florida on March 16-17, 2022. RICOWI held its event in conjunction with the International Institute for Building Enclosure Consultants (IIBEC) events.

On Thursday, March 17, the seminar was held. Speakers included Jodi Thomas with TRUFAST, Phil Dregger with Salas O'Brien, Daniel Boardman with FM Approvals, and Mike Silvers with the Florida Roofing and Sheet Metal Contractors Association. Following the seminar, the RICOWI Foundation held a fundraising event. The RICOWI Foundation was recognized as a 501 (c)(3) nonprofit in 2020 and was formed with the goal of enhancing and promoting research related to the performance of roofing products and systems.

On Friday, March 18, RICOWI Committee Meetings were held. The following committees met to discuss updates: Underlayment Committee



Speaker Mike Silvers presented the talk titled "Recent Hurricanes and Their Impact on Florida Building Code" at the March 2022 RICOWI conference. Submitted photo

Chaired by Greg Keeler, Owens Corning; Code Committee Chaired by Randall Ober, SPRI; Storm Investigation Program Co-Chaired by John Gimple, Gimple Roof Consultants; Conference Committee Co-Chaired by Dale McLean, Revere Copper Products.

RICOWI is actively seeking Committee Chairs for the following committees: Membership and Promotion and the Moisture Control and Green Committee/Climate Resilience.

You must be a RICOWI member to be a Committee Chair. If interested in membership, download an application at <https://www.ricowi.com/share/docs/membership-application.pdf>.

Also held on Friday were the RICOWI Annual General Meeting where a call for nominations for Affiliate Representative to the Board was made. Following the AGM, the RICOWI Membership Meeting was held.

RICOWI wants to acknowledge and thank the sponsors for the spring events. Platinum sponsors include Malarkey Roofing Products and Westlake Royal Roofing Solutions. Gold Sponsors include Building Envelope Consultants, Ltd., Duro-Last, and Georgia Pacific Gypsum, LLC. Silver Sponsor was the National Roof Deck Contractors Association.

RICOWI will be holding its fall events in Cincinnati, Ohio. A tour of the Kyocera-Senco Industrial Tools, Inc. plant is scheduled along with speakers, a RICOWI Foundation Fundraising event, and RICOWI Membership meeting will be taking place. ●

## StaffConnection

# WE ARE AT YOUR SERVICE

We invite you to send in your news for publication in *Roofing Elements* and the other Shield Wall Media business-to-business construction-related magazines.

Examples of situations that warrant your reaching out to us for a bit of free press include: significant company milestone; volunteer work; participating in programs or initiating programs aimed at bringing more people into the skilled trades;

mergers and acquisitions; new product releases; business expansions; new facilities opening ... if it's a big deal to you, it may be of interest to our readers.

The next time you get excited about something your company is doing, drop us a line. We are only an email or a phone call away.

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

# DRAIN FLASHING

## FLASHING A DRAIN ON A ROLLED ROOFING SYSTEM

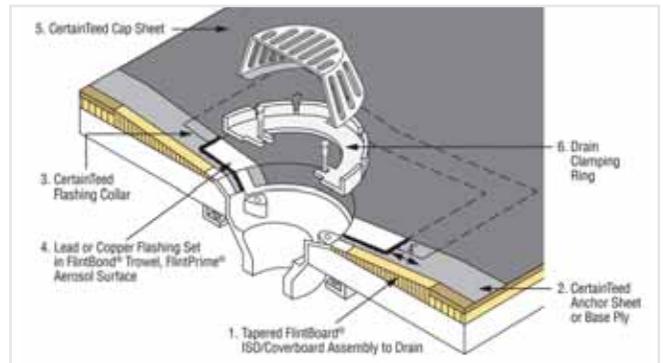
**R**oof leaks are a nuisance that can lead to property damage and lost workdays. Most flat roof leaks occur as the result of an improperly flashed penetration. One of the most important flashing details to master is a drain. That's because a drain's primary function is to collect water and divert it away from the roof system. Ensuring a drain is flashed properly and with precision will keep it watertight and prevent pooling or ponding in these areas.

Fortunately, this extremely important flashing detail can be secured against leaks if you follow these proven techniques. Read on for a step-by-step guide to flashing a drain on a rolled roofing system.

### STEPS TO FLASH A DRAIN

CertainTeed Flintlastic SA Cap, Flintlastic SA MidPly or Flintlastic SA PlyBase, FlintBond SBS Adhesive and FlintPrime Aerosol:

1. With any drain detail, you want to make sure you have positive slope from the field down into the drain. The FlintBoard Hinged Target Sump offers a quick, material-efficient way to achieve a positive slope.
2. When working with self-adhered membranes, prime all metal surfaces. Apply FlintPrime Aerosol to the top surface of the drain, and let that flash off until it's tacky to the touch—approximately 30 minutes. Tape off exposed bolts to avoid getting primer in the thread.
3. Position your base sheet and roll out over the drain. Allow the bolts to penetrate through the membrane before cutting out the drain access. Your base sheet should be positioned to avoid sidelaps running across the drain of either the base or the cap sheet.
4. The membrane should extend slightly over the drain edge. As with any self-adhered membrane, apply a weighted roller to remove any entrapped air.
5. Once your base sheet is in place, install a field-cut flashing collar of Flintlastic SA PlyBase or Flintlastic SA MidPly — sized to ultimately extend 4" beyond the lead on all sides.



6. Position the collar and press the bolts to the membrane before cutting out the drain access.
7. Position your lead centered on the flashing collar. Be sure to round the edges of both the flashing collar and the lead.
8. Use a mallet to define the bolt locations before cutting holes. Use the same technique to cut the drain access.
9. Now, set your lead in a 1/8" bed of FlintBond SBS-Modified Adhesive — Caulk or Trowel Grade. Set either to the back surface of the lead or onto the collar and apply pressure with a hand roller.
10. Apply FlintPrime Aerosol to the top surface of the lead, and again, let that flash off until it's tacky to the touch — approximately 30 minutes.
11. Now you can install your cap sheet. Make sure you're completely covering the drain bowl. You don't want any sidelaps or endlaps in this detail. Just like the base sheet, the fastest way is to roll out your membrane, allow the bolts to come through, and cut out your opening.
12. Once you've fully waterproofed the drain bowl, install the clamping ring.

For a video by CertainTeed's Joe Thompson that includes these step-by-step instructions, visit [blog.certainteed.com](http://blog.certainteed.com) and search for "Joe Knows."





# MAKING THE GRADE

## WHAT YOU NEED TO KNOW ABOUT FIRE RESISTANT COMPOSITE ROOFING

By DaVinci Roofscapes

*ALL IMAGES COURTESY OF DAVINCI ROOFSCAPES*

**F**ire. One word that causes panic for any homeowner. And, while we all want to sleep easier at night, roofers know that a truly fireproof roof is only a dream.

As appealing as it may sound, there's no such thing as a totally fireproof roof. That's because there's no roofing material in the world that will not burn, flame up or melt if an entire structure goes on fire.

That's the bad news. The good news is that there are a variety of fire resistant roofing materials that can indeed help protect a home. And, there are very specific tests to determine different levels of fire resistance for roofs.

So, creating a fire resistant roof is, indeed, a possibility.

### WHY DO WE WORRY?

Being concerned about fire is very natural. Fire moves quickly, and we can't easily control it. According to the National Fire Protection Association (NFPA), there were 1.4 million fires in the United States in 2020. Their research shows that these fires resulted in \$21.9 billion in property damage.

Do we have reason to worry? Absolutely. The NFPA estimates that a fire was reported in homes every 89 seconds in 2020. While many of those fires won't reach the roof structure, we all

want to make certain the roof overhead will protect us.

### UNDERSTANDING THE ROOF

Let's look at the types of roofing materials you can offer your clients that resist fire. There's natural slate, metal, concrete, clay and composite fire resistant roof tiles.

All of these can have a neutral to negative reaction to intense fire exposure. In addition, these fire resistant roofing materials are some of the safest available. However, you also need a solid roofing system to support them.

The National Roofing Contractors Association (NRCA, [www.nrca.org](http://www.nrca.org)) explains that the roof system has these

five properties:

**Roof Covering** – Shingles, tile, slate or metal, along with an underlayment that protects the sheathing from the weather.

**Sheathing** – Boards or sheet materials that are fastened to the roof rafters to cover a structure.

**Roof Structure** – Rafters and trusses constructed to support the sheathing.

**Flashing** – Sheet metal or other material installed into a roof system's various joints and valleys. This prevents water seepage.

**Drainage** – A roof system's design features, such as shape, slope and layout, that affect its ability to shed water.

### MAKING THE GRADE

The testing for fire resistance is from the outside of the roof structure, not the inside. This means that fire resistant roof shingles are your "first line of defense" against a stray spark from a bonfire. Or, even worse, the spread of wildfire in your

area.

Testing is very important for roofing systems. Strict guidelines have been established by two organizations. Underwriters Laboratories (UL) has the UL 790 "Standard Test Methods for Fire Tests of Roof Coverings." Similarly, the American Society for Testing and Materials (ASTM) has ASTM E108, "Standard Test Methods for Fire Tests of Roof Coverings." These tests provide the basis for the fire resistant designations of Class A, B and C.

### ARE COMPOSITE ROOFING MATERIALS FIRE RESISTANT?

Before we explain details on testing, think about the results. Class A is the highest level of fire resistance a roofing system can achieve. Generally, materials earning this grade are metal, concrete or clay. And, definitely composition slate and shake shingles, like those manufactured by DaVinci® Roofscapes.

Sometimes enhanced fiberglass asphalt composition shingles can also get a Class A roofing rating. These fire safe roofing materials stand up to severe fire-test exposure.

Class B would be lesser roofing products that cannot meet the rigors of Class A testing. After that, Class C materials would be wood shakes and shingles. Similarly, plywood and particleboard roofing would be in the Class C category. These roofing materials can only resist light fire exposure.

### HOW TO TEST FOR FIRE-SAFE ROOFING

Naturally, most people want the safest roof possible. That's the Class A rated fire resistant roof.

There are three tests that roofing products and systems must go through to achieve a Class A rating. The roofing product must pass all three tests to be listed as a Class A product. Once again,



## THE BEST WAY TO INSULATE METAL & POST FRAME BUILDINGS

• Residential Metal Roofing • Garages, Sheds & Carports • Pre-Engineered Steel Buildings • Post Frame / Pole Barns • Agricultural Buildings

**Benefits:**

- Blocks 96% of Radiant Heat Transfer
- Prevents Interior Condensation
- Class 1/A Fire-Rated
- Unaffected by Humidity
- Will not Promote Mold and Mildew
- Easy to Install
- UV-Resistant
- Patented Product



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

Manufactured by: **COVERTECH**



*It's important to use roofing materials that earn Class A fire ratings in wildfire-prone areas.*

composite roofing, made with a fire-retardant, passes all three tests.

**1 – Intermittent Flame Test** – an assembly of tiles is subjected to an intense flame for two minutes then turned off for two minutes. This is cycled 15 times to see if there is failure in the roof deck.

**2 – Spread of Flame Test** – flame and air current are applied for 10 consecutive minutes and then checked for failure.

**3 – Burning Brand Test** – a burning brand is placed on an assembly of roofing tiles with a high volume of wind behind it. The decking of the assembly is constantly monitored for 90 minutes to see if any fire burns through. If fire burns through the roof deck anytime during the 90-minute trial, the tiles fail.

## **BENEFITS OF CLASS A ROOFING**

Logically, the top benefit of promoting, selling and installing a proven Class A fire resistant roof is safety. A home, its valuables and the family inside are safer in a structure with fire resistant roof tiles.

Consider bringing up these points with your clients: If you own a home where high winds and dry conditions are prevalent, Class A roofing will bring you peace-of-mind. Let's say you're away on vacation. While traveling, a wildfire sweeps through a few miles from your home. Embers from the fire are carried by the wind. They land on your roof.

With Class A fire safe roofing on your home, there are no flame spread and no worries. Those embers will not ignite your entire roof. House saved. Vacation goes on.

Here's something else to think about: Insurance companies appreciate when homeowners invest in Class A roofing. They understand the durability of these roofs. And, they know that Class A roof coverings stand up to fire conditions, severe weather and other extreme

situations.

Many insurance companies reward homeowners who have Class A composite roofing. We've heard of people earning up to 30% yearly discounts on homeowners insurance because they installed fire resistant roofing materials.

## **WHAT IS WUI?**

While having fire resistant roofing may appear to be just good, common sense, it's more for some people. For those who live or work in "hot spots" throughout the country, Wildland Urban Interface (WUI) products and codes come into play.

WUI is the transition between undeveloped wildland (unoccupied land) and human development. This includes houses, retail, schools and other development. An interface fire can "jump" from a man-made structure to natural materials. This would include trees and shrubs. The opposite can also occur. A wildfire can "jump" from a forest to man-made buildings.

The basic requirement of WUI is that the exterior of a structure be ignition-resistant. It must also be able to resist the entry of flying embers and fire radiation during a wildfire. This is especially important for roofs.



*The basic requirement of Wildland Urban Interface is that the exterior of a structure be ignition-resistant.*

What does this mean to roofing installers? Most importantly, you should check local WUI code requirements and rules. You want to know which approved Wildland Urban Interface products are best for a home exterior.

### WUI RISK AREAS

According to the U.S. Fire Administration, more than 46 million homes in 70,000 communities are at risk for WUI fires. You may be surprised at the number of wildfires happening right now across the country. The National Fire Protection Association (NFPA) tracks those fires on a WUI zone map.

Class A is the highest level of fire resistance a roofing system can achieve.

In addition, NFPA has a FireWise USA® program. This helps communities reduce wildfire risks. You'll find locations of those current programs on the map. FireWise USA helps people learn to live in wildfire risk areas. Similarly, it helps neighbors work to prevent infrastructure losses.

### ROOFING PRODUCTS VERSUS ROOFING SYSTEMS

For areas concerned about WUI, Class A roofing systems are required. But, here's what you may not know. Meeting WUI standards is about more than just having a Class A rated roofing product. It's system specific. And, it's also two-pronged.

First, there are the fire-resistant roofing and underlayment materials. These create the total roof system. Second, WUI rules and regulations take into consideration the site where a structure is built. This includes the distance of the building from forests, trees or even shrubs. In other words, it's about creating a safe zone around a structure.

### FAREWELL TO REAL WOOD PRODUCTS

In recent years there have been restrictions on types of building materials used in many West Coast states. These regulations help builders and roofers create

homes that can stand up to flame spread. However, the materials can only help so much.

In the big picture, building materials are fragile. Many are also potentially flammable. Especially real wood products.

Even when treated, real wood can burn. That's one reason why many insurance companies do not want to offer homeowners insurance to people with real shake roofs. In addition, it doesn't take a wildfire to be right next to a cedar shake roof to make it burn. Flying embers from up to a mile away can land on a cedar roof. When that happens, it can start a fire.

### WHAT YOU NEED TO KNOW

If you are installing a roof make sure to first check your local building codes. And, if you're in an area with WUI code requirements, check on those. You

should also help your client with comparison research.

There is a possibility that your client currently has a real cedar roof. Perhaps they just want to replace it. However, after doing a bit of research, codes tell you differently. A homeowner may be "grandfathered in" with a real cedar roof now. But, when it comes time to get a new roof, code requirements may stipulate they install a WUI-compliant roof.

Something else your clients should consider are the expenses of a Class A fire-resistant roof. It certainly may cost more than other roof options. However, in the long run it's an investment to keep their home safer. And, in addition to potentially getting a homeowner insurance discount each year, they may discover a long-term warranty from the roofing manufacturer. This gives them peace-of-mind and a solid return on investment. ●

**ColorGard®**  
METAL ROOF SNOW GUARDS

**S-5!** 30 YEARS  
The Right Way

Engineer your system from start to finish with our online calculator.

TESTED. TRUSTED. ENGINEERED.

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

# SEALING THE SEAMS

## ADDED PROTECTION FOR ROOFING APPLICATIONS

BY MFM BUILDING PRODUCTS



Roll the entire membrane thoroughly with a hand roller to ensure maximum contact of the adhesive system to the substrate. PHOTOS COURTESY OF MFM BUILDING PRODUCTS

One of the most overlooked items in terms of waterproofing the roof deck is sealing the seams on the substrate boards of steep-slope roofing projects. This has caught the eye of several building code agencies who have already implemented codes to seal these seams with a roof deck flashing tape.

Some general contractors, both residential and commercial, have included sealing the roof deck seams as a general practice on their projects, regardless of whether it is code or not in their locale. Insurance companies are also taking notice of this practice as a good building strategy when it comes to protecting the building structure.

Changes in state and local building codes have already been implemented and more are sure to follow. Here is an overview of how to properly seal these seams for additional waterproofing protection.

### THE BASICS

The roof deck is the structural substrate to which the final roofing system will be applied. Typically, these are wood-oriented materials such as plywood or oriented strand board (OSB). When installed, the seams between all these boards are potential leak points for water, moisture, and air to infiltrate the building structure.

Typically, if water enters these seams during construction, it does not pose any

real problems. However, when the roof is completed and interior work begins, this is when a roof deck tape provides the highest value to the contractor and customer.

### MEMBRANE TYPES

For the locales that have adopted this code, the general rule is the use of a 4" wide, 40-mil, self-adhering waterproofing membrane that meets ASTM D 1970. In some cases, membranes that meet AAMA 711 are also accepted. You will need to investigate your building code specifics or if not code in your locale, seek a suitable flashing membrane that meets ASTM D 1970 at a minimum.

In essence, the code wants the membrane to be self-adhering and self-sealing around common roofing fasteners when the final roof system is installed. The self-sealing aspect is critical in terms of maintaining complete waterproofing protection before, during and after the roofing system has been installed.

What is typically not specified, but is a good idea, is to find a self-adhering flashing membrane that offers good foot traction. Make sure the membrane you choose offers this feature, whether it is an embossed traction surface or is chemically enhanced to promote better traction. Roof work is dangerous and the potential to slip on a smooth polymer facer membrane should be taken into consideration when selecting a product.

Most codes will also address what types of underlayments can be used after sealing the deck seams. These include saturated felt, synthetic or self-adhering products. Although more economical, felts and synthetic underlayments offer limited waterproofing protection as compared to self-adhering underlayments. What is interesting to note is that



Start by rolling the vertical seams, making sure to fully intersect the horizontal seams.

even when using a self-adhering underlayment, the codes still require the use of a flashing tape on the deck panel seams.

### BEST PRACTICES FOR SEALING DECK SEAMS

As with most roofing projects, start at the eave and work towards the ridge. The same is true when sealing the seams on roof deck panels. Tools required for installation include a sharp utility knife, measuring tape, hand roller and any necessary safety equipment when working on a pitched roof.

Before using any self-adhering product, be sure to read and understand the manufacturer's complete installation instructions. Most brands indicate a minimum installation temperature and maximum UV-exposure time. Depending on the manufacturer, some surfaces may require priming or there may be warnings about the types of caulks or sealants used in conjunction with the self-adhered membrane.

In general, when working with Roof Deck Tape, it is recommended to roll the entire membrane thoroughly with a hand roller. This ensures maximum contact of the adhesive system to the substrate. Always pay special attention to any overlaps when rolling the membrane. On long runs, you may need to overlap Roof Deck Tape to finish a section. On these end laps, the material should overlap by at least 4"-6" and rolled firmly.

This first step is optional and typically not needed. Start at the eave by inspecting the gap between the first course of roof deck panels and the fascia board. If there is a noticeable gap, you will want to seal this area. Install half of the membrane onto the roof deck and balance onto the fascia board. Roll firmly with a hand roller.

Work course by course following these same installation procedures for each roof deck section. Always seal the vertical seams first. Start at the top of the vertical seam. Be sure to center the membrane over the seam and start the membrane 1" to 1.5" above the start of this vertical seam. Remove the release liner and smooth the membrane into place with your hand. Roll firmly.

Finish all of the vertical seams first, then seal the long horizontal seam at the top of the first course. As you work across

this horizontal seam, **be sure** that the membrane completely covers the ends of membrane installed on the vertical seam sections. If a portion of the vertical membrane extends above your horizontal membrane, this can create a potential leak point. Always roll all overlaps firmly.

The rest of the process is the same. Install the flashing membrane onto the vertical seams, then finish by sealing the horizontal seam above it. Once a course is completed, move up the roof to the next section. The vertical membranes should extend beyond the lower horizontal membrane by at least 2". Again, this entire process is required to reduce the number of potential leak points across the decking surface.

At the ridge, **do not** install any flashing membrane across the ridge gap. This gap is required to let the roof breath and allows for needed ventilation. You can wrap the membrane into the gap or just start the membrane flush with the ridge gap.

This last step is also optional. Inspect the roof rake to ensure that there is not a gap between the roof deck and fascia. If needed, you may flash this section as explained earlier when flashing the roof eave. This completes a proper installation of sealing the roof deck seams. Installation of the roofing underlayment can now begin.

### GENERAL SUMMARY

To most, it may seem like an unnecessary step to seal the roof deck seams. However, if it is a required code, you will want to follow the steps above to ensure the job is done right. If it is not required, it may be soon, or other builders may be adding this step as a selling feature to customers. All in all, it is just another step in the never-ending battle against Mother Nature. ●



As you work across horizontal seams, be sure the membrane completely covers the ends of the membrane installed on the vertical seam sections.

# INTEGRATED UNDERLAYMENT

## SEALING OUT STORM DAMAGE

BY MATT MINCHEW, HUBER ENGINEERED WOODS

In the event of a severe storm, a durable roof may help protect against water intrusion at the most vulnerable area of a home. With the frequency and intensity of severe seasonal storms increasing, the stresses on roof assemblies and risk of leaks also increases. Under strong storm conditions roof leaks can cause costly repairs and put belongings inside at risk of water damage.

new construction projects has benefits for builders, too. Sealed roof decks built with integrated sheathing and tape from ZIP System™ building enclosures can help achieve a quick rough dry-in so interior crews can start sooner, and also help protect interiors from water damage while a roof may be exposed before cladding.

For more than 20 years, the Insurance Institute for Business & Home Safety (IBHS, [ibhs.org](http://ibhs.org)) has extensively researched and tested what makes a strong roof. A result of this research is the FORTIFIED Roof™ standard, part of IBHS's FORTIFIED Home™ ([fortified-home.org](http://fortified-home.org)) program, which promotes the use of a sealed roof deck as part of its nationally recognized standards for resilient building.

Resilient construction is designing and building structures that can be easily re-inhabitable after disasters or other setbacks.

A ZIP System™ Roof Assembly, comprised of engineered wood panels with an integrated, water-resistive barrier and advanced acrylic tape, provides a secondary continuous water-resistive barrier on a roof deck that helps prevent water intrusion at panel seams. Let's break down the difference between traditional roof assemblies and a FORTIFIED Roof™ sealed roof deck further.

### HOW A SEALED ROOF DECK PREVENTS WATER INTRUSION

Traditional roof decks may be constructed with oriented strand board (OSB) or plywood panels as the structural sheathing layer. Next, 15lb-30lb

felt (per local code) may be installed on top of the panels to repel water off of the wood substrate. Lastly, a roof covering, such as shingles, is attached. In the event the covering, and likely the felt with it, are blown away, this method can leave vulnerable panel seams exposed.

IBHS found that a primary cause of water damage associated with high wind events is that traditional roof assemblies can allow water to flow freely through panel seams when even a portion of the roof covering is damaged. From there, water may either trickle in or pour in with the help of strong, wind-driven rain events.

A sealed roof deck can provide a continuous water-resistive barrier to the roof to help protect the integrity of the structure by sheltering the interior from water damage in the event the roof deck is exposed. This exposure can occur during construction or in a high-wind event if the roof covering is blown off.

According to IBHS, an unsealed roof deck allows up to 60% of the rain that hits a damaged roof to enter the attic, while a sealed roof deck can reduce water entry by as much as 95%. Further, if all the shingles came off a 2,000-square-foot unsealed roof, up to 750 gallons of water could enter the attic for every inch of rain that falls – equivalent to nine bathtubs full of water.

There are four methods IBHS approves for installing a sealed roof deck to FORTIFIED Roof™ standards:

- Using tape and underlayment, which requires a certain tape and underlayment material applied directly to the roof deck.



Whether caused by heavy thunderstorms, damaging winds, or hurricanes, water intrusion through the roof can leave a homeowner out of their home for months or longer while waiting for insurance claims to be filed and repairs to be done.

Building sealed roof decks as part of

- Applying a full layer of self-adhering membrane to the roof deck.
- Installing two layers of felt underlayment to the roof deck.
- Applying spray foam on the underside of the roof at every joint and seam.

## INTEGRATED SHEATHING

ZIP System™ Roof Assembly is a streamlined approach to a sealed roof deck using tape and underlayment because of its integrated sheathing and tape design. Each panel comes with a built-in, weather-resistant underlayment, and when seams are sealed with flashing tape, it creates a continuous water-resistant barrier that eliminates the need for additional felt or self-adhered membranes to meet FORTIFIED Roof™ guidelines for a sealed roof deck.

This assembly also provides a continuous rigid air barrier by design, which reduces air leakage and can contribute energy efficiency benefits if the roof is built over a conditioned attic space. Using this streamlined approach to a sealed roof deck helps keep the water out in a high-wind, wind-driven rain event and also helps achieve a quick rough dry-in, which can help interior crews start work sooner.

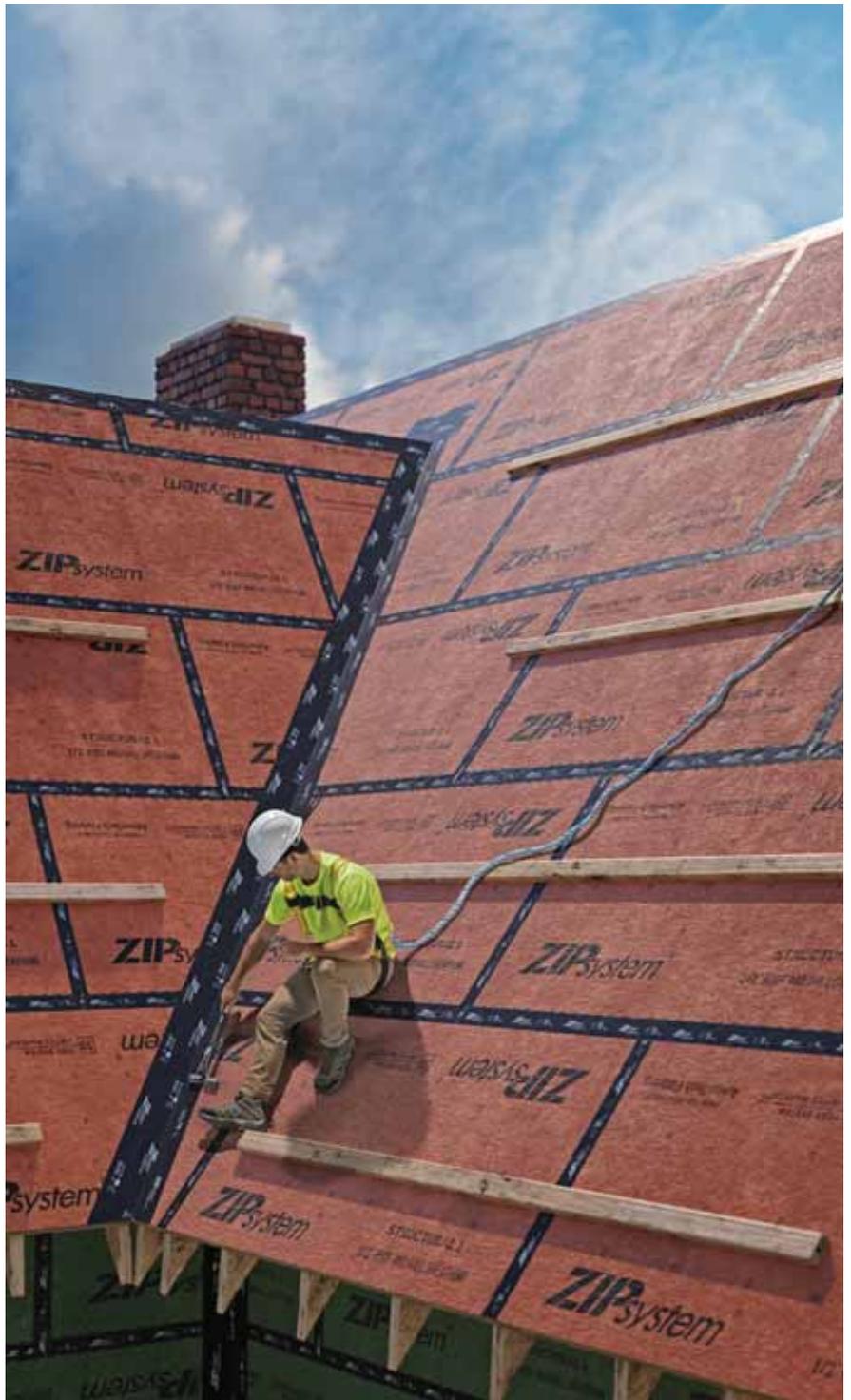
## SEALED ROOF DECK IN A HURRICANE-FORCE TEST

IBHS recently put sealed roof deck standards to the test, conducting a hurricane-force, wind-driven rain demonstration to show the water resistance of a FORTIFIED Roof™ sealed roof deck built with a ZIP System™ Roof Assembly.

In the demonstration, 105 fans reaching peak speeds of 105 mph and a rainfall rate of 8 inches per hour were released onto a model house.

The wall of fans was programmed to provide gusts and triangulation of wind to replicate wind trace data collected during Hurricane Florence in North Carolina. The sealed roof deck was 830 square feet and faced over 2,000 gallons of rain in 30 minutes, equating to about 4 inches during the 30-minute demo.

The result was a well-protected interior with a dry attic, which demonstrates that the roof assembly built with panels with



an integrated underlayment, sealed with seam tape, provides an effective water-resistant barrier even when completely exposed during Category 1 hurricane conditions.

The IBHS (DisasterSafety.org) mission is to conduct objective, scientific research to identify and promote effective

actions that strengthen homes, businesses and communities against natural disasters and other causes of loss. ●

**Matt Minchew** is the General Manager, ZIP System Roof Applications at Huber Engineered Woods, <https://www.huberwood.com/>.

# LIGHTNING RISK ASSESSMENT

## HOW TO DETERMINE IF LIGHTNING PROTECTION IS NEEDED

BY Chuck Cooley, Hicks Lightning Protection

### RISK MANAGEMENT

**R**isk management is a method that seeks to eliminate, reduce, and avoid the effects from potential exposures and avoid any future losses. Any loss due to potential exposures, can impact time, production, and revenue. We need to identify and possibly control the potential risk.

One of the risks that sometimes is overlooked, is the risk to a structure or a building due to a potential lightning event. Lightning Protection Systems are the last things to be installed on a project, but it's also the first thing that is removed or value engineered out of a project. The cost of a properly installed lightning protection system can be less than 1% of the overall cost of the project. However, the repercussions/damages of not having a lightning protection system in the event of a lightning strike, can outweigh the initial proposed cost.

Engineers, architects, and building owners typically rely on the risk assessment that is found in Annex L of NFPA 780 standard, the Installation of Lightning Protection Systems. This annex provides both, a simplified assessment, and a detailed calculation to achieve a more in-depth analysis. This article

will discuss and provide information on the simplified version of the risk assessment.

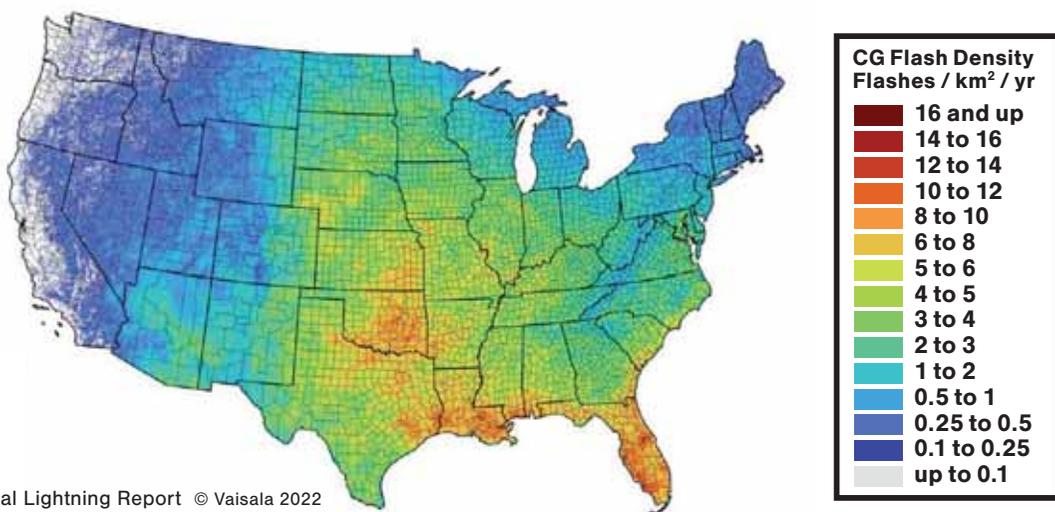
The NFPA risk assessment takes into consideration the following in determining whether a lightning protection system should be installed, or possibly considered optional.

- Building Environment
- Type of Construction
- Structure Occupancy
- Structure Contents
- Lightning Stroke Consequences

There are some instances where the need for lightning protection should be given serious consideration, regardless of the outcome of the risk assessment. Some examples would be:

- Large crowds
- Structures that contain explosives or flammable material
- Structures containing irreplaceable cultural items
- Continuity of critical services (ie. 911 call centers; hospitals)
- Tall, isolated buildings
- Environmental consequences
- High lightning flash frequency

## CLOUD-TO-GROUND FLASH DENSITY GRIDDED MAP 2021 <sup>(A)</sup>



2021 Annual Lightning Report © Vaisala 2022

## RISK ASSESSMENT

The first formula that makes up the risk assessment is the Annual Threat of Occurrence. It is derived from the following equation:

$$N_d = (N_g)(A_d)(C_d)(10^{-6}) \quad (1)$$

where:

$N_g$  = lightning cloud to ground flash density flashes/km<sup>2</sup>/year. This value is obtained from the U.S. Lightning Flash Density Map (shown on opposite page).

$A_d$  = is the equivalent collection area of the structure (m<sup>2</sup>). This is derived from the length “L”, width “W”, and height “H” of the structure.

$$A_d = LW + 6H(L+W) + \Pi(9H^2) \quad (2)$$

$C_d$  = is the relative structure location. The value that best suits the location of the structure will be used:

| Relative Structure Location  | $C_d$ |
|--|-------|
| Structure surrounded by taller structures or trees within a distance of 3H           | 0.25  |
| Structure surrounded by structures or equal or lesser height within a distance of 3H | 0.5   |
| Isolated structure, with no other structures located within a distance of 3H         | 1     |
| Isolated structure on hilltop  | 2     |

(3)

The second formula that makes up the risk assessment is the Tolerable Lightning Frequency. It is derived from the following equation:

$$N_c = (1.5 \times 10^{-3}) / C \quad (4)$$

where:

$$C = (C_2)(C_3)(C_4)(C_5) \quad (5)$$

### Construction Coefficient - $C_2$

| Structure   | Metal Roof | Nonmetallic Roof | Combustible Roof |
|-------------|------------|------------------|------------------|
| Metal       | 0.5        | 1.0              | 2.0              |
| Nonmetallic | 1.0        | 1.0              | 2.5              |
| Combustible | 2.0        | 2.5              | 3.0              |

(6)

### Structure Contents Coefficient – $C_3$

| Structure Contents   | $C_3$ |
|--|-------|
| Low value noncombustible                                       | 0.5   |
| Standard value noncombustible                                  | 1     |
| High value, moderate combustibility                            | 2     |
| Exceptional value, flammable liquids, computer, or electronics | 3     |
| Exceptional value, irreplaceable cultural items                | 4     |

(7)

### Structure Occupancy Coefficient – $C_4$

| Structure Occupancy                    | $C_4$ |
|--|-------|
| Unoccupied                             | 0.5   |
| Normally occupied                      | 1     |
| Difficult to evacuate or risk of panic | 3     |

(8)

### Determination of Lightning Consequence Coefficient – $C_5$

| Lightning Consequence   | $C_5$ |
|---|-------|
| Continuity of facility services not required, no environmental impact | 1     |
| Continuity of facility services required, no environmental impact     | 5     |
| Consequences to the environment                                       | 10    |

(9)

This simplified risk assessment takes the calculated tolerable lightning frequency ( $N_c$ ) and compares that it to the annual threat of occurrence ( $N_d$ ). If  $N_d$  is less than or equal to  $N_c$ , a lightning protection system is optional. If  $N_d$  is greater than  $N_c$ , it is recommended that a lightning protection system be installed.

## LIGHTNING PROTECTION INSTALLATION AND SAFETY

When having a lightning protection system installed, the components being used must comply to *UL96 Lightning Protection Components*. Also, make sure the lightning protection contractor is certified with Underwriters Laboratory and the Lightning Protection Institute. After the installation has been completed, the installing contractor will apply for a UL Master Label or a LPI Master Installation Certificate. This inspection is done by a 3rd party to ensure the installed system, complies to the requirements of NFPA 780, UL96A or LPI 175.

It is also important that everyone know the effects and the dangers of lightning. Lightning Safety Awareness Week was created in 2001 to inform people about the dangers of lightning. In 2022, Lightning Safety Awareness Week will start the week of June 19th. For more information on lightning safety, visit the Lightning Protection Institute at [www.lightning.org](http://www.lightning.org) or the National Lightning Safety Council at [www.lightningsafetycouncil.org](http://www.lightningsafetycouncil.org). ●

(1),(2),(3),(4),(5),(6),(7),(8),(9) Risk assessment charts and equations – NFPA 780 – *Installation of Lightning Protection Systems* – [www.nfpa.com](http://www.nfpa.com)

(A) Cloud-to-ground flash density gridded map 2021 – [www.vaisala.com](http://www.vaisala.com) – 2021 Annual Lightning Report

### About the Author:

**Chuck Cooley** is the Business Development Manager of Hicks Lightning Protection, Ponder, Texas.



More than 10,000 roofing trade professionals registered to attend the 2022 International Roofing Expo in New Orleans Feb. 1-3. PHOTO COURTESY INFORMA MARKETS

# INTERNATIONAL ROOFING EXPO

WHERE ROOFING PROFESSIONALS

BY Karen Knapstein

The International Roofing Expo was held February 1-3 at the Morial Convention Center in New Orleans. The show featured nearly 400 exhibitors. But no one quite knew what to expect. With Omicron cases surging in the city, New Orleans passed strict mandates. According to the city's website:

"As of January 12, 2022, the City of New Orleans is under an indoor mask mandate. Masks are required in all indoor spaces outside of your home. The indoor mask mandate will last indefinitely.

"Proof of full vaccination (two doses of a two-dose vaccine series (e.g., Pfizer, Moderna), or one dose of a single-dose vaccine series (J&J)) for all eligible individuals five years and older, or a negative COVID-19 PCR, molecular, or antigen test within 72 hours, is required at most indoor venues including dining and entertainment venues, and outdoor events where more than 500 people are in attendance."

Last August, show attendance was way down at IRE in Las Vegas. It was anyone's guess how significant the impact

of the mandates would be at IRE in New Orleans. While quite a few exhibitors said attendance was down from a "normal" year, attendance was much better than it had been in Las Vegas. In fact, according to Informa Markets, which sent out a news announcement on behalf of IRE, the event had "10,002 registered professionals."

The keynote address was given by Reid Ribble, NRCA CEO. Ribble spoke about the roofing industry. He also shared a life lessons learned from his father, his roofing business, his time in Congress (he



NRCA CEO Reed Ribble presented the keynote address. Ribble is set to retire from the NRCA in May 2022. PHOTO COURTESY INFORMA MARKETS



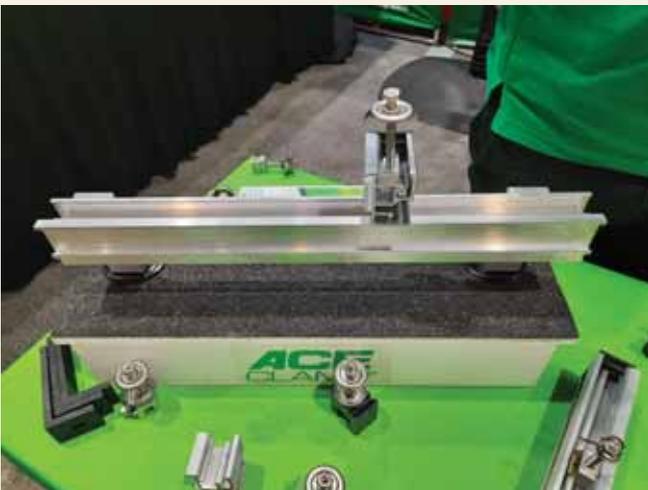
Dynamic Fastener is a supplier to the largest metal building manufacturers. Find Dynamic Fastener at the Construction Rollforming Show in October. PHOTOS BY METAL ROOFING STAFF UNLESS OTHERWISE NOTED.



David Hirte (left) and Brad Shreve were on hand at the AkzoNobel booth. The company manufactures high-performance coatings to meet the needs of the metal construction and roofing industries. Find AkzoNobel at the Construction Rollforming Show in October.



MFM Building Products, which supplies roofers with underlayments and waterproofing membranes, celebrated its 60th anniversary in 2021.



AceClamp exhibited its new Solar Snap™ heavy-duty racking system, in addition to the company's other mounting solutions. Elmer Cruz demonstrates. Find AceClamp at the Construction Rollforming Show in October.





ABC Supply has over 800 locations across the US. Their crew – and potential clients – showed up in force at IRE 2022.



Chameleon Power demonstrated the effectiveness of visualization tools in the sales process.



Atlas Roofing is celebrating its 40th anniversary in 2022. One lucky contractor will win a fully restored 1982 Chevy Silverado “Asphalt Life” Truck.



Owens Corning debuted (and delighted with) its 2022 Shingle Color of the Year: Bourbon.



Andrew Mullen (far left) and David Quehl (second from right) address attendee questions in the Direct Metals, Inc. (DMI) booth. Find DMI at the Construction Rollforming Show in October.



DaVinci Roofscapes, a Westlake Royal Building Solutions company, exhibited its composite roofing products.

served as the U.S. representative for Wisconsin's 8th congressional district from 2011-2017), and his tenure as the CEO of the NRCA. The keynote session was sponsored by Malarkey Roofing Products.

There was an upbeat feeling throughout the convention center. The vast majority of exhibitors and attendees decided to forgo wearing masks. (In case you're curious, the few who we asked said they weren't concerned because they had either

already had the virus or had been vaccinated.)

When queried about his IRE 2022 experience, David Quehl, director of sales and marketing, Direct Metals, Inc., commented: "IRE 2022 was a victim of the city of New Orleans instituting mask mandates AND vaccinations/COVID tests for public venues entry before the show." As a result, attendance was down from previous years, but those in attendance were highly motivated to find new sources of supply to help alleviate long lead times. The DMI booth was steady and had good opportunities to promote residential and commercial roofing fasteners, flashings and accessories for both shingle and metal roofs. Made in the USA products with better availability than overseas factories were in high demand.

Scott Friese, sales leader at Malco Products, SBC, was enthusiastic about the show: "IRE 2022 was a success! This year's event in New Orleans was well attended, thoughtfully organized, and a great venue to showcase Malco's line-up of professional tools for roofing contractors. Show highlights include supporting training sessions with Rob Balfanz, director of Workforce Development for the Vinyl Siding Institute, and meeting many enthusiastic Malco fans! We look forward to attending next year's show, but NOLA will be tough to beat!"

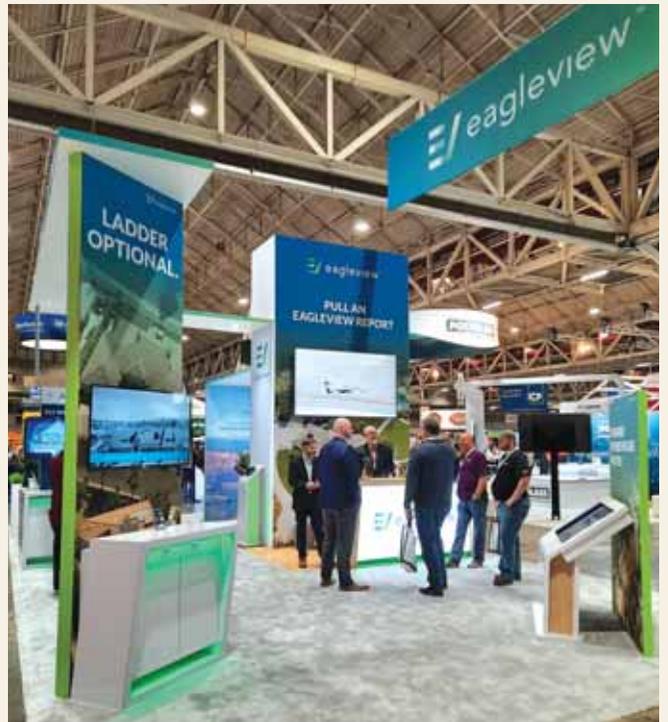
Georgia Pacific's Mallory Faust was enthusiastic, as well: "As a manufacturer dedicated to customer-focused innovation, IRE was a wonderful opportunity to meet with customers and hear from them what's happening in their world. Visitors to the booth saw our latest innovation, DensDeck® StormX™ Prime Roof Board, the first gypsum cover board designed to prepare commercial roofs for very severe hail conditions. Everyone we met was also excited to hear a new installment in our 'Four



With 188 reps nationwide, Garland has "someone local everywhere." The company's StressPly E is an eco-friendly modified bitumen membrane that keeps tires out of landfills.



Georgia Pacific promoted its DensDeck Roof Board, which holds up against severe hail.



EagleView specializes in creating roof reports based on extremely accurate geospatial data points. They capture clear, high resolution imagery using airplanes.

Dimensions of Protection' series will be releasing soon. We're looking forward to another great year!"

Thomas Schwarzer, ASC Machine Tools, summed it up when he said, "Thankfully the attendance of trade shows is getting back to normal or better 'pre-pandemic' status."

In 2023, the International Roofing Expo returns to the Kay Bailey Hutchison Convention Center, in Dallas, Texas, March 7-9. ●



Polyglass is celebrating 30 years in the U.S. roofing industry throughout 2022.



The WrapRoof system is a temporary roofing system in which the roof deck is covered with a 12 mil polyethylene membrane. It carries a one-year guarantee.



The National Hispanic Contractors Association hosts ExpoContratista events to connect Latino builders and contractors.



January 30 was National Women in Roofing Day. Held in advance of IRE, the one-day conference was an opportunity for women "to connect, discover, and cultivate new relationships with roofing professionals."



GAF demonstrated how LayerLock™ Technology mechanically fastens the common bond, allowing for a larger nailing area.



Geocel construction sealants, from Sherwin-Williams, bond to PVDF, SMP, and polyester coated steel, bare galvanized, Galvalume® metal panels, and more.

# Why **SHARKSKIN**? We Outperform the Competition!

**Tyndall AFB, Hurricane Michael, Ground Zero:  
Although the metal roof was lost, Sharkskin  
Ultra SA<sup>®</sup> maintained its integrity with no failure  
against 175 mph winds with 200 mph gusts.**



**CBS  
NEWS**  
CBSNEWS.COM

  
**SHARKSKIN**  
The Ultimate Roof Underlayment



877.742.7507

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



WINNER

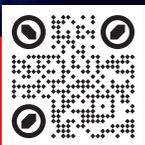
Visit us at the  
FRSA Show  
Booth 811

# 3RD ANNUAL Rollforming Construction Show



**OCTOBER 26-27, 2022**

**New Orleans Ernest N. Morial Convention Center**



**SCAN FOR  
UPDATES**

**FOR MORE INFORMATION  
CONTACT GARY REICHERT:  
[gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com)  
715-252-6360**

# SUN SETS ON ENERGY STAR RATING

## ROOFING STANDARDS SURPASS PROGRAM CRITERIA

The ENERGY STAR® Program for roof products officially ends June 1, 2022. ENERGY STAR is a government-backed designation that indicates a product has met the program's specific energy efficiency criteria. According to ENERGY STAR [energystar.gov], the ENERGY STAR label was established to reduce greenhouse gas emissions and other pollutants caused by the inefficient use of energy. It was also established to make it easy for consumers to identify energy-efficient products that offer savings on energy bills without sacrificing performance, features, and comfort.

At its core, ENERGY STAR-rated products must meet specifications set by the Environmental Protection Agency (EPA). The EPA lists its guiding principles as:

- Product categories must contribute significant energy savings nationwide.
- Certified products must deliver the features and performance demanded by consumers, in addition to increased energy efficiency.
- If the certified product costs more than a conventional, less-efficient counterpart, purchasers will recover their investment in increased energy efficiency through utility bill savings, within a reasonable period of time.
- Energy efficiency can be achieved through broadly available, non-proprietary technologies offered by more than one manufacturer.
- Product energy consumption and performance can be measured and veri-

fied with testing.

- Labeling would effectively differentiate products and be visible for purchasers.

The Program Requirements state qualifying products must comply with current ENERGY STAR Eligibility Criteria, which define performance requirements and test procedures for roof products and

*"In numerous cases, the listed standards have leap frogged over the current ENERGY STAR criteria."*

obtain written certification of ENERGY STAR qualification from a Certification Body recognized by EPA for roof products. As part of this certification process, products must be tested in a laboratory recognized by EPA to perform roof product testing. After the product is evaluated and approved, the manufacturers could use the ENERGY STAR symbol to market and promote it.

### SUNSET ON THE HORIZON

In May 2019, the EPA issued a memo to ENERGY STAR roof brand owners and other interested parties finalizing the sunset of the ENERGY STAR specification for roof products effective June 1, 2022. The EPA solicited feedback on the sunset proposal that was released in 2018. Feedback was mixed, but the EPA deemed there were no reasons compelling enough to not close the program. The most compelling reason published

on the Comment Response Document is that building codes and product standards have surpassed the ENERGY STAR criteria.

One comment summary on the Comment Response Document states: "Sunsetting the program will not result in backsliding and is supported. Widespread adoption of cool roofs through practice, codes, regulations; availability of ANSI/CRRRC S100 standard for radiative properties of roofing materials and CRRRC product directory ensure the market will not backslide without ENERGY STAR. In numerous cases, the listed standards have leap frogged over the current ENERGY STAR criteria."

The EPA's response: "EPA agrees with this point, noting that ASHRAE, IECC, Green Globes, and USGBC's LEED program all have standards for roofs, many of which exceed the stringency of the current ENERGY STAR requirements."

### AFTER JUNE 1

Although the program is officially sunsetting as of June 1, you may still occasionally see roofing products with the ENERGY STAR logo. There will be no new product certifications after that date. It's also prohibited for anyone to produce new promotional materials for roof products that use the ENERGY STAR name and mark. However, brand owners are permitted to use up existing printed material, including packaging, to minimize waste. ●

# PREVENT PREMATURE ROOF FAILURE

## INSPECT FOR SIGNS OF POOR VENTILATION

By Roofing Elements Staff

**Editor's Note:** Since 1998, Air Vent has been presenting free "Attic Ventilation: Ask the Expert™" seminars for roofing professionals throughout North America. This article is the result of one such seminar. Watch for more ventilation articles in upcoming editions of Roofing Elements.

**A** client contacts you and tells you they want their roof replaced. If you replace their roof without considering ventilation, there's a serious risk of premature roof failure — especially if their previous roof failed because ventilation was lacking.

Research by Joseph Lstiburek, Building Science Corporation [www.buildingscience.com], Westford, Massachusetts, cites a 10% service life reduction on shingles installed above unvented attics. However, according to Air Vent, who has been gathering feedback for more than 20 years, roofers estimate a much quicker loss; feedback from roofers and ventilation peers estimate shingle life can be reduced by as much as 24%. Furthermore, if the intake vents are blocked by insulation, roof replacement may be necessary in as little as 10 years.

Paying attention to the clues in front of you today can save you a lot of headaches in the future.

### SIGNS OF POOR VENTILATION

There are telltale signs of inadequate ventilation you can look for when bidding a job. Roofers reported the symptoms of shingle-life reduction due to the lack of ventilation to Air Vent; symptoms include extreme to complete granule

loss, blistering on the shingles, shingles curling up on the end, brittle shingles, premature dry-out, and cracking and fracturing throughout the shingle. Check the gutters; if you find excessive granules, you know there's a problem.

Other exterior clues include loose shingles, flashing visible where it shouldn't be, and a buckled or wavy roof deck. Is there blistering or peeling paint? If so, it indicates a moisture problem that may be due to inadequate ventilation.

### Net Free Area:

The total unobstructed area through which air can pass through a vent; generally measured in square inches. All nonpowered vents have a Net Free Area rating.

Ice dams in winter months can be a sign of inadequate attic ventilation (but also check the R-Value of the attic insulation which is the first defense against ice dams). Even if you are performing a roof inspection during warm weather in a Northern area, pay attention to what the gutters tell you.

You may even see exhaust vents but no visible intakes. Exhaust vents without intake are useless. Exhaust vents release the hot, moisture-laden air from the attic; it's equally important that intake vents be present to allow cool, fresh air into the attic. (To work most efficiently, the net free area of air intake and exhaust must be balanced.)

Attics also hold valuable clues about ventilation deficiencies. Look for rust on

nails, flashing, and duct straps. Keep an eye out for compacted insulation, mold or mildew, dark discoloration of the plywood, and odors. You may even discover condensation. All are signs that the ventilation system may be insufficient.

A roof over a space that collects and holds moisture will fail. It's just a matter of time. It doesn't matter where — North, South, and everywhere in between. Water vapor that is trapped — or even vented into an attic — is a recipe for roof system failure.

### WHAT NEXT?

The importance of being able to spot signs of poor ventilation cannot be overstated. As a professional in the construction trade, it's up to you to guide homeowners on the importance of building systems working together. Educate the homeowner by explaining what can go wrong with the roof and attic if it's not properly vented. Show them the shingle manufacturer's limited warranty, which specifically mentions proper attic ventilation must be part of the roof or it starts to reduce the warranty.

If you find the ventilation is inadequate and the homeowner won't remedy the situation, you have choices. A few of the choices are:

- You can absorb the cost of including proper ventilation when you bid the job.
- You can suggest a less expensive shingle to fit the bid to the homeowner's budget.
- Be willing to walk away. Don't compromise your professional reputation. You're the one who will be getting the call-back. A failed roof may cost you more than you can afford. ●

# ROOFERS' TOOLKIT

## ASSESS WATER DAMAGE WITH POINT-AND-MEASURE MOISTURE METERS

BY Kett US

**F**or roofing contractors dealing with any disaster where water intrusion plays a role, such as heavy rainstorms, hurricanes, or fire (due to suppression efforts), moisture meters are necessary to assess the extent of the water damage quickly and efficiently. This is vital to distinguish between salvageable and unsalvageable materials in order to cost-effectively expedite needed construction.

Excess water in roofing materials after a disaster can lead to mold growth and material rot long after the initial incident. The ability to provide sufficient documentation to prove existing water damage can also be stipulated for insurance claims or possible FEMA registration.



*These new tools are now helping to speed restoration and improve building quality.*

PHOTOS COURTESY OF KETT US

Although the roofing industry has access to moisture meters, to some extent, these tools typically require calibration, sampling, and specialized personnel. In addition, they are not very portable or flexible in measuring a variety of materials on the jobsite.

Fortunately, a new category of portable, handheld, instant moisture measurement devices are now available for roofing contractors that can be used on a wide range of materials with no special training. These “point-and-measure” units can be used at the jobsite wherever moisture is a problem. These new

tools are now helping to speed restoration and improve building quality and can be either purchased or leased.

So, today the typical roofing contractor’s toolkit needs an update. For initial assessment and throughout the building or renovation process, contractors involved in work where water intrusion is a problem will need a reliable, portable, instant moisture meter along with other equipment to dry and remove water.

“Since not all water damage is visible to the naked eye, using a moisture meter can help roofing contractors determine exactly just how much of a structure has been exposed to water, so they can save what is dry and safe, and rebuild only what is necessary,” says John Bogart. Bogart, an expert in moisture and composition analysis, is also Managing Director of Kett US, a manufacturer of moisture and organic composition analyzers.

### STORMS AND HURRICANES

A powerful, slow-moving hurricane can dump up to two feet of rain in a short time. A category 4 hurricane can reach wind speeds up to 155 mph with storm surge up to 18 feet, according to the Saffir-Simpson Hurricane Scale. This can cause serious roofing damage and require substantial repairs to homes as well as commercial and industrial facilities.

Whether the damage is visible or not, a powerful storm or hurricane can loosen shingles enough to allow water to creep in and rot the structure of a structure from the top down. A roofing contractor’s visual inspection of the roof can quickly assess any preliminary damage. But as they make necessary repairs after a major storm, they will also want to quickly discover any moisture seeping in before it causes too much damage.

Roofs are especially susceptible to wind damage from storms and hurricanes at the corners, perimeters, and joints. A thorough investigation of these areas, along with the areas surrounding any loose or damaged shingles, are all great places to begin locating damage that can allow water to seep in.

“A roofing contractor can use a moisture meter to learn whether or not water is working its way through a roof that has been compromised by gale-force winds and heavy rain,” says Bogart.

For example, one portable moisture meter that contractors have found to be effective to instantly check a roof for water damage is Kett’s HI520-02, which can measure through shingles and deep into the sublayers to evaluate roof sheathing for moisture.

## EFFICIENTLY INSPECTING ROOF MATERIALS

To efficiently inspect the widest range of roofing materials, Bogart recommends that contractors use moisture meters that utilize Near-Infrared (NIR) light. NIR light is a highly accurate, non-contact secondary measurement method that can deliver immediate, laboratory quality moisture readings.

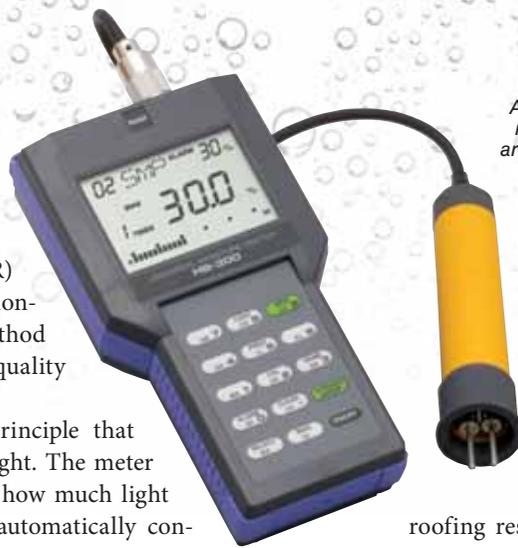
“NIR moisture meters follow the principle that water absorbs certain wavelengths of light. The meter reflects light off the sample, measures how much light has been absorbed, and the result is automatically converted into a moisture content reading. Roofing contractors can use the NIR meters on anything where measuring surface moisture is important,” says Bogart.

## MAJOR ROOF AND STRUCTURAL DAMAGE

If powerful winds, downed trees, or major flooding have caused extensive roofing and structural issues, chances are the home or facility has been exposed to a significant amount of water from rain, flash floods, or storm surge.

When structures are ripped open or flooded, it is important to discover the extent of the damage: Just how far did the water creep into the structure? Is only one area of the structure affected? What needs to be replaced?

If the building has incurred major roofing and structural damage, the best way to discover what is salvageable is to check



A new category of portable, handheld, instant moisture measurement devices from Kett US are now available for construction contractors.

what is dry and intact. A moisture meter will provide many of these answers.

## FIRE

Extinguishing a fire can require using large volumes of water which can prove to be just as destructive to a structure as the fire itself. So, on first inspection it can be helpful for a roofing restoration contractor to use a universal moisture meter or a NIR meter to determine the extent of water damage in plain view and behind the scenes.

Is the roof substrate too water damaged to salvage? Wood that has been exposed to water and flooding can be susceptible to dry rot. So, using a wood moisture tester to check that wood has properly dried can prevent losing structural integrity as a result of dry rot.

While initial assessment may be the primary focus of moisture measurement for disaster recovery, it can also be invaluable during the rebuild process as well.

“A moisture meter is good to use not only for assessment but also throughout the entire roofing and rebuild process as well since it helps contractors monitor moisture levels along the way to document building quality and compliance,” concludes Bogart. ●

# DID YOU KNOW?

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

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

Actual Card Size  
(3.5" x 2")

FOR MORE INFO CONTACT MISSY BEYER:

[missy@shieldwallmedia.com](mailto:missy@shieldwallmedia.com) 920-216-3007

METAL  
ROOFING  
MAGAZINE

Rollforming  
Magazine

Rural  
Builder

GARAGE • SHED • CARPORT  
BUILDER

FRAMEBUILDING  
MAGAZINE

ROOFING  
ELEMENTS  
MAGAZINE

**PREMIUM QUALITY ROLLFORMING MACHINERY**



**PANEL ROLLFORMER**  
**TRIM ROLLFORMER**  
**SLITTING LINES**

**PURLIN LINES**  
**DECKING LINES**  
**CHANNEL LINES**

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

**DAY STAR™**  
High Performance Natural Lighting Systems

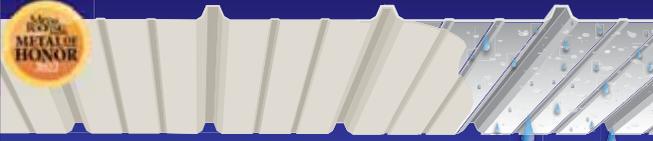
**Let light in, naturally.**



- ✓ Roof Connection Components Included
- ✓ Even, glare-free light distribution
- ✓ Energy Conservation & Efficiency
- ✓ Trouble-free Installation

**GIVE US A CALL TODAY!**  
**866-7-DAYSTAR**

**2009 METAL OF HONOR**



**Fight Condensation Without Insulation**

Ask for it from your preferred steel panel supplier

**DRIPSTOP**  
Condensation control

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

**Golden Rule**  
FASTENERS

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

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

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

**I BEAM SLIDING DOORS**

**DOORS THAT WORK!**

960 E Cemetery Ave, Chenoa, IL 61726  
815-945-3667 • ibeamdoor.com  
ibeamdoor@gmail.com

**MADE IN USA**

**UNITED STEEL SUPPLY**

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

*Understanding Superior Service*

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

- Pre-Cut Rollformers
- Post-Cut Rollformers
- Trim Folders
- Trim Rollformers
- Slit & Recoil Lines
- Controls

**Your Single Source Equipment Provider**



THE BRADBURY GROUP

1.620.345.6394  
bradburygroup.com



**Manufacturer of Roll Forming Equipment**



**Acu-Form**  
ROLL FORMING EQUIPMENT

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

**TAKE THE GUESSING OUT OF THE INSTALLATION.**  
Will the pipe flashing you have handle the correct pitch?

The NEW and IMPROVED Master Flash® Roof Pitch Data Calculator  
From the largest to the smallest Pipe Boots Available




Master Flash®  
Roof Pitch Data  
Calculator



**TOP 10**  
2021 PRODUCT  
Roofing

*aztec washer company* <https://rpc.aztecwasher.com>



**UNION**  
CORRUGATING COMPANY

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

[www.unioncorrugating.com](http://www.unioncorrugating.com)  
1-888-685-7663

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




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

**ROYAL METAL HONOR**

**DMI = BUILDING INVESTMENT PROTECTION**



**TOP 10**  
2021 PRODUCT  
Roofing

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

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

**ROYAL METAL HONOR**

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

**PROTECTION YOU CAN COUNT ON!**




SSG Classic Snow Stoppers  
Made of all stainless steel products.

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

**SNOW STOPPERS LLC**

Contact us and we can  
give you all the details!  
**717-209-0418**

**WE WELCOME  
WHOLESALE!**

**TOP 10**  
2021 PRODUCT  
Roofing

**LEVI'S**  
BUILDING COMPONENTS

**2021 TOP 10**  
METAL ROOFING  
PRODUCT

**ROYAL METAL HONOR**

**Did you know...**

Currently over 75% of our orders are  
shipped complete same or next day!

If service matters, call (877) 897-7020 or  
visit [www.levisbuildingcomponents.com](http://www.levisbuildingcomponents.com)  
today for the Levi's experience!

**PSI Green Post™**  
Planet Saver Industries

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

**P (610) 377-3270**  
[www.planetsaverind.com](http://www.planetsaverind.com)

Made in the USA



**SAMCO**  
People. Products. Passion.

Providing Complete Turnkey Roll Forming Solutions for 50 Years

**50**  
YEARS

1 416 285 0619  
[www.samco-machinery.com](http://www.samco-machinery.com)

**Graham Good Deals**

- Log Cabin Siding Wood & Vinyl
- 1x6 & 1x8 T&G Knotty Pine
- 2x6 T&G SYP & Treated
- 6" & 8" Cedar Bevel Siding
- Framing & Treated Lumber
- Rebar & Concrete Wire
- Fence Post & Fence boards
- Wood Barn Siding
- Used Guardrail
- 20' & 40' Used Cargo Containers

**OUR DIRT CHEAP PRICES ARE POSTED ON OUR WEBSITE  
OR CALL FOR A DELIVERED PRICE TO YOUR LOCATION**

**GRAHAM LUMBER LLC**  
Website: [www.grahamlumber.com](http://www.grahamlumber.com)  
Phone: 1-877-845-9663

**SAFE-WAY**  
GARAGE DOORS  
*Make a Statement.*

A Lifetime of Quality and Relationships



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

Proudly Serving Customers Since 1998!



**BUY DIRECT AND SAVE!**

We are the manufacturer specializing in:

- ▶ Metal Roofing
- ▶ Post Frame & Tube Buildings
- ▶ Pre-Engineered Metal Buildings & Storage Solutions
- ▶ Components and Accessories



- ▶ 45 Year SMP Paint Warranty
- ▶ Over 20 Colors Available
- ▶ Order Today, Pick-Up Today
- ▶ On In-stock Roofing & Supplies
- ▶ Delivery within 72 Hours on Most Products



Call Today 1-800-581-4645

**rFOIL**®  
Reflective Insulation  
**THE BEST WAY TO INSULATE METAL ROOFING**



**CLASS 1/A Fire Rating**

888-887-3645  
www.rFOIL.com



Manufactured by:  
**COVERTECH**

**LELAND** Specialty Fasteners



Our Powder Coated paint system allows us to match your painted steel supplier's warranty.  
Made in the USA  
**LELAND**  
1.800.263.3393  
www.lelandindustries.com

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

**PROFILE OPTIONS**

  
EVERLAST II

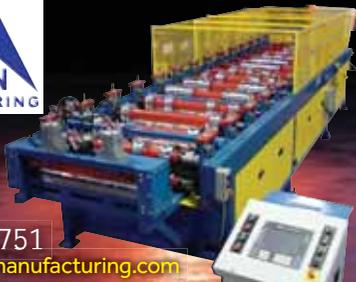
  
EVERDRAIN

**WHY EVERLAST?**  
AZM® with Activate Technology  
COLORBOND® Paint System  
Cut Edge Corrosion Inhibitor (CECI)  
Heat forming  
Most corrosion resistant panel in the industry

|                                   |                  |   |  |   |  |
|-----------------------------------|------------------|---|--|---|--|
| <b>AZM</b><br>ACTIVATE TECHNOLOGY | <b>Colorbond</b> | Lebanon, PA<br>10 Enterprise Court<br>Lebanon, PA 17042 | Howe, IN<br>7180 N 050 E<br>Howe, IN 46746 | Bridgton, ME<br>24 JR Mains Drive<br>Bridgton, ME 04009 | Orwell, OH<br>161 Grand Valley Ave<br>Orwell, OH 44076 |
|-----------------------------------|------------------|---|--|---|--|

FOR MORE INFORMATION CALL: 888.339.0059 OR VISIT US AT WWW.EVERLASTROOFING.COM

**WE ADD THE VALUE TO THE METAL**

- Automation Systems
- Metal Construction Rollformers
- Coil Processing
- Forming & Fabrication
- Recondition Existing Machines

620-382-3751  
www.marionmanufacturing.com



**3RD ANNUAL**  
Construction  
**Rollforming Show**  
**OCTOBER 26-27, 2022**  
New Orleans Ernest N. Morial Convention Center

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

**PLASTISLEEVE**®  
POST PROTECTION  
**The "Original" post protector**

- Low cost - Easy slide on
- Also available, **PLASTISKIRT**, board protector

sales@plastisleeve.com  
Toll free 877-775-3383  
**www.plastisleeve.com**



## SPECIFIED TO LAST

ROOFING SYSTEM WITH LIFETIME WARRANTY  
INSTALLED ON MINNESOTA MUNICIPAL PARK PAVILION



Family reunions, wedding receptions and birthday parties held at Battle Creek Regional Park Pavilion now have an improved look to them because Central Roofing Company recently installed a new roof on top of the massive pavilion structure.

With interior seating for 500, the pavilion in Maplewood, Minn. is a staple for community and private events. “The old asphalt shingle roof was simply at the end of its life,” says Ryan Ries, facilities and sustainability director for Ramsey County Parks and Recreation in Minnesota. “This large facility is in constant use. It features two kitchens, the ability to be split in half and other enhancements. It’s a staple of our park system, so we were extremely pleased to get the new roof overhead.”

### GETTING THE JOB DONE

Central Roofing has experience in working on many park system structures in Ramsey County. For this pavilion project, the team installed GAF Shingle-Mate® Roofing Felt, GAF WeatherWatch® Ice & Water Leak Barrier and then GAF Timberline HD® Shingles in a slate color.

“We’ve had good experiences with Central Roofing on at least 15 similar projects in the past eight years,” says Ries. “They don’t disappoint. The team delivered on schedule and returned promptly for a warranty call. Their workmanship is of high quality.”

“We have dozens of facilities in our system that continually need re-roofing. Typically we replace one or more roofs each



## PROJECT OVERVIEW

**LOCATION:**  
Maplewood, Minnesota

**PROJECT CONCERNS:**  
Being a municipal space, the expected life-span of the roof system influenced material choice.

**CONTRACTOR:**  
Central Roofing Company,  
Minneapolis, Minnesota

**SHINGLES:**  
GAF Timberline HD® Shingles

**UNDERLAYMENTS:**  
GAF Shingle-Mate® Roofing Felt  
GAF WeatherWatch® Ice & Water  
Leak Barrier



## PROJECT OF THE MONTH

year. Thanks to their responsiveness and work quality, we will definitely consider using Central Roofing again for our future needs.”

The unique style of the pavilion, with all its different roof levels and areas, made this a unique re-roofing project for the team at Central Roofing.

“We could only fit one or two workers up on the roof at a

time,” says Matt Drew, project manager with Central Roofing Company. “This project took just under a week to complete and required a good deal of coordination.

“The really good thing is that the county has upgraded the roofing product on the pavilion. This GAF material has a lifetime warranty, so they’ve made a great investment for the future.” ●



# PRO TIPS ON AFFILIATE PROGRAM HELPS YOU GENERATE REFERRALS

**W**hat percentage of your business comes from customer referrals? Would you like it to be more?

Referrals have an advantage. A satisfied customer's endorsement carries a lot of weight with their friends. In essence they are pre-sold. They know what they are getting and believe you are the right person for the job.

There are two keys to generating referrals. The first is to ask for them.

The second is exceed expectations and help your customers solve problems and have a positive buying experience.

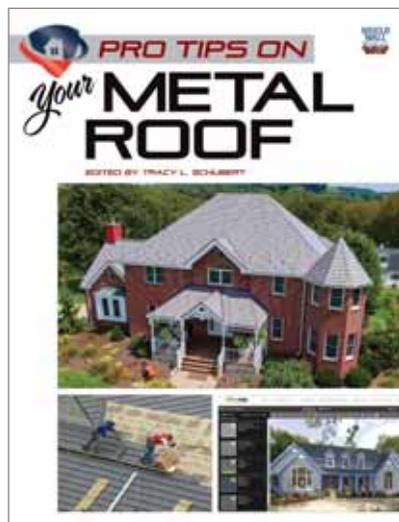
Items like cleaning up after and professional behavior help, but what are you doing to inspire their dreams and manage their expectations?

## POSITIVE CUSTOMER EXPERIENCES BENEFIT BUILDERS

Being successful can be boiled down pretty simply by two words: customer satisfaction. Offering and delivering a good experience makes sales happen every day. *Pro Tips On* books offer you the chance to deliver opportunity to your clients.

## THEY WILL SEE YOU FUNCTION AS A:

**Problem solver.** Customers seeking a build change, like a metal roof, are dealing with a perceived problem. *Pro Tips On* helps establish you as a solution provider. Sometimes there are physical issues of damage to items like a roof and



other times there are issues of aging that motivate folks seeking ease of lifestyle changes.

**Teacher.** Knowledge makes people feel comfortable. People do not often buy large items, so they will have lots of questions. Being open about sharing what people need to know to make the best decision for themselves makes you look good. It shows you are conscientious about their experience. *Pro Tips On* books help you have a directed conversation because you are able to share educational content from the same source.

**Protector.** Security in your expertise that becomes collaterally their expertise is reassuring. Seeing your business included in, and on the cover of, a nationally market book with educational content from experts shows your commitment to your trade.

**Risk Explainer.** People contemplating

a build often find the base risk is affordable cost versus longevity. *Pro Tips On* books explore differences in ways the matter. *Pro Tips On Your Metal Roof* covers the different types and gauges of roofing metal, the coating choices, and impacts of climate.

**Relationship Builder.** Ease of experience. Having a clear understanding of responsibilities is important. Once a customer knows what they want they need to know they will receive it in a prompt and professional manner. *Pro Tips On Your Metal Roof* offers reassuring contract guidance specifications that benefit both the customer and the builder.

**Dream Provider.** Pride in finished product. People like to feel they have made good decisions and enjoy when others compliment their choices. They like to know what they have envisioned will last. *Pro Tips On* books will help you educate you customers about warranty, so they know what to expect and the right way to take care of their roof moving forward.

Being involved in distributing a published book shows you are serious about your business. It allows you to have productive conversations with your clients. It opens the door to a great follow up call after you give someone a copy of the book to see if they have any questions.

To learn more about the *Pro Tips On* Affiliate Program you can contact [tracy@shieldwallmedia.com](mailto:tracy@shieldwallmedia.com) and visit us on Facebook at <https://tinyurl.com/hd9xrwah> ●

# GET MORE INFORMATION ABOUT PRODUCTS & SERVICES SEEN IN THIS ISSUE. HERE'S HOW:



***If you are looking for more information from companies featured in this issue, fill out this form.***

*Mail the completed form to us, and we will have those companies get in touch with you. There's no need to fill out multiple forms; we'll do the legwork for you.*

Name (please print) \_\_\_\_\_

Signature (required) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail \_\_\_\_\_ Date \_\_\_\_\_

**Please check one or more boxes to subscribe FREE/Renew for 3 years:**

- Garage, Shed & Carport Builder Magazine*     *Frame Building News*     *Metal Roofing Magazine*  
 *Rural Builder*     *Rollforming Magazine*     *Roofing Elements Magazine*

I would like to receive my subscription:  By Mail     Digitally

- Check this box if you wish to receive our Builders' Express newsletter and offers from our partners.  
 Check this box if you wish to receive our Roofers' Express newsletter and offers from our partners.

**Email address is required to receive newsletter.**

**CONTACT NAME & EMAIL (OR) NAME & PHONE NUMBER ARE REQUIRED. WITHOUT THIS INFORMATION WE WILL NOT PROCESS THE REQUEST.**

**SELECT A MAXIMUM OF 5 COMPANIES TO REQUEST INFORMATION FROM:**

Company Name: \_\_\_\_\_ PAGE: \_\_\_\_\_

I understand that by providing the above information I hereby consent to receive communication regarding my subscription via US Mail, telephone, and e-mail sent by *Roofing Elements Magazine*.

**Valid until JUNE 30, 2022**

**RE SPRING 2022**

**CHECK WHICH TITLE APPLIES TO YOU:**

- President
- Owner
- Partner
- General Manager
- Sales Manager/Rep
- Engineer/Architect
- Vice President
- Foreman
- Installer
- Other \_\_\_\_\_

**PLEASE CHECK THE PRIMARY CATEGORY THAT DESCRIBES YOUR BUSINESS:**

- Builder, Dealer, Remodeler or Installer
- Roofing Contractor
- Metal Roofing Contractor
- Building Material Dealer/Distributor
- General Contractor/Remodeler
- Manufacturer/Rep of Manufacturer
- Architect/Specifier
- Construction Consultant/Engineer
- Building Owner/Developer
- Other (Please Specify) \_\_\_\_\_

**ENGAGED IN THE FOLLOWING APPLICATIONS:**

- Gutters/Accessories
- Institutional
- Residential
- Agricultural
- Commercial
- Industrial

ASK THESE ADVERTISERS ABOUT THEIR PRODUCTS TODAY!

| Company  | Page # | Company                                  | Page # | Company   | Page # |
|--|--------|--|--------|---|--------|
| A.W. Graham Lumber.....                          | 44     | Garland Company,The .....                | 19     | Reed's Metals.....                                    | 45     |
| Acu-Form .....                                   | 43     | Golden Rule Fasteners .....              | 43     | rFOIL Reflective Insulation - Covertch .....          | 23, 45 |
| ASC Machine Tools Inc.....                       | 43     | Hershey's Metal Meister.....             | 3      | S-5!.....   | 25     |
| Aztec Washer Company.....                        | 44     | I Beam Sliding Doors .....               | 43     | Safe-Way Garage Doors .....                           | 45     |
| Bradbury Group,The .....                         | 43     | Kirsch Building Products - Sharkskin.... | 37     | SAMCO Machinery .....                                 | 44     |
| Daystar Systems LLC.....                         | 43     | Leland Industries Inc. ....              | 45     | Sherwin-Williams Coil Coatings .....                  | 15     |
| Direct Metals Inc.....                           | 44     | Levi's Building Components .....         | 44     | Sherwin-Williams Company, Geocel Products Group ..... | 17     |
| Dr!pstop - FILC .....                            | 13, 43 | Marion Manufacturing .....               | 45     | Snow Stoppers LLC .....                               | 44     |
| Drexel Metals - Carlisle Construction Group..... | IFC    | Midwest Enterprises .....                | 9      | Union Corrugating.....                                | 44     |
| Everlast Roofing, Inc.....                       | 45     | Planet Saver Industries.....             | 44     | United Steel Supply.....                              | 43     |
| FRSA.....  | 11     | Plasti-Sleeve .....                      | 45     |   |        |
|  |        | ProVia .....                             | BC     |   |        |

# Our New Digital Magazine Websites

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

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

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

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

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

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

# HEY ROOFING PRO!

INCREASE YOUR PROFITS WITH  
PROVIA METAL ROOFING



ProVia Metal Roofing is **more profitable per square** than asphalt roofing. It's the next generation of metal roofing—a premium stamped panel roof system that elevates your product offering, provides long-term ROI, and boosts your bottom line as well.



DOORS | WINDOWS  
SIDING | STONE | ROOFING

Check it out at  
[provia.com/6reasons](https://provia.com/6reasons)

