

GARAGE • SHED • CARPORT BUILDER

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October/November 2021

ONLINE INSIGHTS

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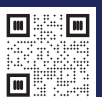


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Certainties & Uncertainties

Dear Readers,

It's déjà vu all over again.

We are going into the fall show season and are surrounded by uncertainty. Will there be mask mandates? Will there be vaccine mandates? Will there be exhibitors? Will there be attendees?

A month before the first ever Garage, Shed & Carport Builder's Show we have almost the same scenario we had before the Construction Rollforming Show that was originally scheduled last December, and was postponed.

First, I would like to clarify our policy in case anyone has doubts. We will not have a show in any location or at any time in a venue where there is a mask or vaccine mandate. I personally have been vaccinated but believe it should be an individual choice. If a venue or

We will not have a show in any location or at any time in a venue where there is a mask or vaccine mandate.

airline or establishment requires masks, we will comply. It's their house, so we follow their rules. We will not attempt to force masks or vaccines on anyone at any time. We will change the dates or venue instead.

With that said, I encourage you to register early for the show. Even if you get a free pass from a supplier, it's important to register with your contact information so we can keep you apprised of updates (i.e. changes in venue, dates, and the like). Your privacy is important to us! We will not share or sell your contact information. You can be certain of it.

Second, if you exhibit or register to attend one of our events and it is cancelled or delayed, we will *not* keep your money. We did not earn it and taking payment without providing the product or service is dishonest and theft. We believe this so strongly that we're willing to put it in writing.

Hopefully we can move forward with the show and have a good time.

If we are unable to provide you with a product or service, I can promise you will not lose anything by supporting us.

I hope to see you in South Bend in November.



— Gary Reichert, Publisher

🏠 EDITOR'S NOTE 🏠

I'm on pins and needles! Gathering up the info to give you a preview of the first annual Garage, Shed & Carport Builder Show is really building my anticipation. Of course, there are so many unknowns ... we're only weeks away, and no one knows how the reaction to the pandemic will play out ahead of our Nov. 4-5 show. Gary addresses how we will deal with it above, so I'll avoid any further commentary and stay the course with our planning efforts.

If you've attended any number of trade shows in the past, you're no doubt aware that buying a pass for the educational sessions and presentations are usually a significant upgrade from the regular show-floor pass. That's not the case with the Garage, Shed & Carport Builder Show. When you buy your show pass (or get your free show pass from an exhibitor), it includes all the educational sessions! Not only that, your show pass will also include a complimentary happy

hour (with good eats!) and other fun stuff. (Register early so we can deliver updates directly to you.)

Focusing back on this edition, in addition to the show information, you'll find a business profile of Reeds Ferry Sheds. I'm reluctant to admit it, but until they introduced themselves to me, I was unaware of them. I'm so glad they reached out; they really have a fascinating story and were generous enough to not only share their history, but also some of the keys to their success. You may be able to use some of these keys to your own company's benefit.

Looking ahead to our next edition, it will feature post-show coverage and also our annual Buyers' Guide. In it, you will find supplier and manufacturer profiles, as well as a whole slew of Product Profiles. In short, the December issue will feature the products you want and need for your shed building, as well as the

manufacturers who can provide you with those supplies.

Big things are coming with tiny dwellings. You'll also learn about the Warrior Village Project, which is an effort to train high school students in the skilled trades and, at the same time, help homeless veterans. The topic of ADUs/ tiny homes is heating up. Converting backyard shed designs into ADUs is a natural progression, so you can look forward to seeing more coverage on this topic in the future. We'll also get input from the Tiny Home Industry Association about standards and ordinances.

Don't miss the article beginning on page 28, which will give you some valuable pointers for getting the most out of attending trade shows. I hope to see all of you in South Bend in November!

Until next time — be well.

— Karen Knapstein, Editor



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- Site Prep for Portable Sheds
- Prefab Metal Mini-Buildings

GARAGE • SHED • CARPORT
BUILDER

Managing Editor

Karen Knapstein
karen@shieldwallmedia.com
715-513-6767

Editors

Sharon Thatcher, Toni Rahn,
Linda Schmid

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

Executive/Advertising Assistant

Kathy Budsberg
kathy@shieldwallmedia.com

Sales Assistant

Kathy Welk
kathyw@shieldwallmedia.com

Graphic Designers

Tom Nelsen, Kevin Ulrich

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Owens Corning Awarded Manufacturing Leadership Award

Owens Corning has been recognized as a 2021 Manufacturing Leadership Award recipient for its outstanding achievement in material science innovation supporting environmental sustainability. Additionally, Owens Corning was named a “High Achiever” for receiving the highest score among awardees in the “Sustainability Leadership” category.

The innovation – FOAMULAR® NGX™ (Next Generation Extruded) extruded polystyrene (XPS) insulation – reflects Owens Corning’s goal to reduce global greenhouse gas emissions 50% by 2030. FOAMULAR® NGX™ features a proprietary blowing agent that delivers a 90% reduction in global warming potential (GWP) compared to legacy FOAMULAR® insulation blowing agents. Researchers evaluated more than 100 blowing agent formulations and developed proprietary manufacturing processes to achieve a greater than 80% reduction in total product embodied carbon.

The new product was launched on January 1, 2021, as a growing number of U.S. states and Canada enacted new environmental regulations. Given intense interest in green building, Owens Corning is making the new product available throughout the U.S. and Canada.

“Moving beyond complying with regulations and codes, we’ve found that sustainably-minded architects have a fierce interest in creating more sustainable buildings, and our products have an important role in meeting their needs,” said Frank O’Brien-Bernini, senior vice president and chief sustainability officer at Owens Corning. “Collaborating around customers’ goals is a foundation for evaluating how to reduce embodied carbon and improve the overall efficiency of buildings.”

Awardees were selected by an expert panel of high-level digital manufacturing executives, who evaluated nominations based on five criteria: technology use, scale throughout the organization, business impact, process impact, and strategy impact.

Fortress Debuts Steel Pergolas

To provide homeowners and building professionals with a freestanding outdoor structure that delivers limitless design possibilities, Fortress Building Products [fortressbp.com/pergolas] debuts its newest product category, pergolas. Fortress® pergolas combine steel’s unmatched weatherability and low maintenance qualities with its modern aesthetic to bring lasting style to the backyard equation. Highly versatile, Fortress pergolas can be configured in infinite ways to meet a customer’s creative vision and can be employed across any type of outdoor surface to define usable space. An answer to continued demand for personalized outdoor living spaces, Fortress’ latest offering is available across its North American dealer network.

Drawing from the premium performance capabilities of Evolution steel deck framing, Fortress pergolas sidestep issues associated with moisture absorption, one of the most common reasons for decomposition in standard wood pergolas. The sleek structural steel is dual layer protected against fire, corrosion, twisting, insects and rot. Resistant to moisture and the effects of weathering, customers can define their space with a freestanding pergola that’s built to last.

“Pergolas add function to an otherwise variegated landscape,” said Katherine Haverkamp, Senior Product Manager, Fortress Building Products. “But practicality aside, they also give customers the freedom to build a custom space that complements their personal style. To create a private, shaded retreat, Fortress pergolas can be finished with composite boards. Left in their bare form, they can bring forth clean lines that play to today’s in-demand ultramodern, industrial look.”

Customers can select from three freestanding pergola styles available for download, including one Traditional and two Modern options. Each style can be assembled in countless configurations to accommodate ever-expanding backyard functions. To spark design inspiration, customers can preview the Traditional and Modern pergola styles in a variety of formations using the Pergola Visualizer.

Like their steel deck framing counterpart, Fortress pergolas support a simple installation process similar to lumber and enhanced performance in system integrity and safety. Customers that have worked with wood or framed a wall with steel studs

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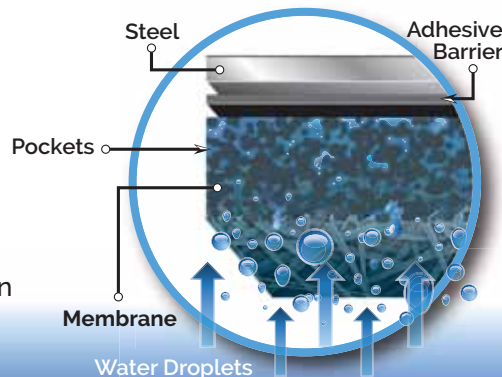
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and track will feel at home constructing a steel pergola system – no specialized tools required. To their advantage, Fortress pergolas offer dealers and distributors that currently stock Evolution steel deck framing a low barrier to entry, as the two steel building products share the same SKU. The assembly is backed by a 25-year limited manufacturer warranty.

Studio Shed Launches Virtual Showroom

With a growing demand for flexible space in homes across the country and a surge in sales of Accessory Dwelling Units (ADUs), Studio Shed, the leader in modern, prefabricated outdoor structures, today announced the first virtual ADU showroom in the industry through an exclusive partnership with SPINE [<https://spine3d.com>]. Homeowners can now easily design, visualize, and scale their custom backyard sheds and home improvement projects.

“Since the start of the pandemic, we have not only seen an increase in sheer volume of shed sales but, this year, there is a real demand to build larger, more flexible spaces including ADUs,” said Jeremy Nova, co-founder and creative director of Studio Shed. “Our customers want to create and design their unique spaces on their own time and with our new showroom, they can now visualize exactly how their projects will look in their own backyards.”

After experiencing explosive growth in 2020 for small single room studios (120-180 sq. ft.) and larger ADUs with integrated kitchens and bathrooms (300-1000 sq. ft.), Studio Shed had record-setting revenue in sales this summer. Today, nine out of ten customers design a fully finished shed with drywall, electricity, and interior finishes for use as guest suites, home offices, workout studios and more. Committed to elevating the shopping experience for those customers, the company designed the new virtual showroom to make researching cabinets, flooring, and countertops fun and easy, even including interactive views of fully staged interior and exterior layout examples.

“The online 360° configurator [<https://tour.studio-shed.com>] is the first of its kind and allows Studio Shed customers to explore backyard modern sheds and ADUs like never before,” said Johann Beckford, co-owner and COO of SPINE. “These interactive walkthroughs can be experienced on any device, only require an internet connection, embedded on any webpage, and easily shared on social media.”

Studio Shed is redefining the category of prefabricated backyard structures by creating turnkey lifestyle solutions. Delivered flat-packaged as a kit and installed DIY or through the company’s network of certified installers, models are going from online customization to home delivery in 6-8 weeks. In addition to the new ADU showroom, the Colorado-based company launched new online financing options this year, location-based tools to identify and manage necessary permits, and exclusive partnerships with leading companies such as Marvin Windows.

LP Building Solutions Awards College Scholarships

LP Building Solutions (LP), a leading manufacturer of high-performance building products, has announced that it has awarded more than 50 college scholarships to the children of LP employees for the 2021–2022 academic year.

The LP Scholarship Program recognizes and rewards the accomplishments of employees’ children who excel in their studies and make positive contributions in their communities.

“This scholarship will contribute immensely to furthering my education and reaching my goals,” said University of Tennessee at Chattanooga sophomore and first-time scholarship recipient Sabrina Kopecky, whose mother is a public policy manager at LP’s Nashville headquarters. “I am extremely thankful for the LP Scholarship Program and the support it provides to students like myself. It will be a huge help throughout my post-secondary education and the years following.”

Recipients are awarded up to \$6,000 for four years of full-time undergraduate study or until the student has completed their program, whichever comes first.

“I am so grateful for my scholarship from LP Building Solutions,” said Danville Community College student and renewal recipient Dalton Blanks, whose father is a quality technician at LP’s Roxboro, North Carolina OSB facility. “It has allowed me to continue my degree in electrical and electronics engineering technology. After college, I hope to pursue a career in the power plant industry. With LP’s contribution, I am sure I will be able to achieve this goal.”

Since 2001, LP has provided more than \$2 million in scholarships to help more than 400 students complete their undergraduate college education.

“Our people are our most important resource—caring for them and their children is critical to our success,” said LP Senior Vice President, Chief Human Resources & Transformation Officer Robin Everhart. “We recognize that healthy, happy employees working in a supportive, safe environment builds a successful, productive workforce. LP’s Tuition Assistance Program for employees and Scholarship Program for the children of employees are two ways we encourage and support continuous learning and improvement.”

“This year’s class of scholarship recipients represent the best and brightest,” Everhart continued. “We are incredibly proud to support them as they continue their academic journeys.”

The LP Scholarship Program is administered by Scholarship America®, and submissions are evaluated based on each student’s academic record, demonstrated leadership and participation in school and community activities, honors, work experience, statement of goals and aspirations, unusual personal or family circumstances, and an outside appraisal. Financial need as calculated by Scholarship America® must be demonstrated for the student to be awarded a scholarship. **GSCB**

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Brass Knuckle® Grasshopper (BKDST-1010N) dust goggle/spectacle offers workday versatility without sacrificing comfort. A soft, comfortable EVA foam dust filter with built-in air channels fills the gap between glasses and the face, keeping dust out. The filter also easily removes, transforming Grasshopper into standard protective eyewear.

Lenses are durable polycarbonate, meet or exceed ANSI/ISEA Z87.1-2020, and are manufactured with Brass Knuckle's N-Fog™ anti-fog coating. N-FOG performance testing shows its anti-fog capability exceeds the world's most stringent anti-fog standard — European EN 166/168 — lasting 15 times longer.

This high degree of fog protection makes Grasshopper perfect for jobs requiring workers to migrate between widely varying temperature extremes that make fogging eyewear an occupational hazard.

The sporty European design features a stylish, wraparound lens for an unobstructed field of vision. Bend-but-don't-break flexible thermoplastic rubber (TPR) grass-green temples provide hypoallergenic, non-slip comfort, adapting to any facial profile without distorting optics. Grasshopper is also fully dielectric (no metal anywhere).

www.brassknuckleprotection.com



Hi-Visibility Jackets from Pyramex

Pyramex® Winter Workwear jackets are designed to be highly functional when in the field. They have features that provide the protection you require from both a safety standpoint and against the elements.

According to the United States Bureau of Labor Statistics, more than 20,000 work injuries involved ice, sleet or snow in 2017. Experts agree key factors in staying safe when working outdoors in the winter include dressing the part and being visible.

The RC7P35 Series waterproof, hi-vis jacket has both an outer parka and inner jacket. Constructed of highly resilient orange-polyester, the outer parka has a quilted lining and black material on the bottom and at the storm cuffs. With snaps to hold the inner jacket in place, the jacket has a bevy of features including heavy-duty zipper front closures with snap storm flaps, a concealed detachable hood with a drawstring and plenty of inner and outer pockets. The jacket is rated to ANSI Type R, Class 3 and ANSI/ISEA 107-2015: AATCC 127 Waterproof standards.

The RPB36 Series jacket (shown) features a lime Teflon™-treated waterproof, hi-vis rip stop polyester shell. The jacket has



both an outer parka and an inner fleece jacket. Keep the cold out with elastic bands at the wrists, and drawstrings around the bottom. The outer parka has 8 outer and 2 inner pockets, while the inner hi-vis polyester fleece has 2 outer and 2 inner pockets. The RPB36 Series jacket meets ANSI Type R, Class 3 safety standards.

The RPB3511 Series jacket has a waterproof black background rip-stop polyester shell that is Teflon™-treated and has 2" non-connected silver reflective material. Built tough, the jacket has all heat-sealed seams, a dual zipper front closure with a hook and loop storm flap, and a concealed detachable hood with drawstring and slack adjustment. A soft quilted interior keeps you warm along with elastic bands at the wrist and drawstring around the bottom to keep you dry. The RPB3511 Series jacket is safety tested to meet ANSI Type O Class 1 and ANSI/ISEA 107-2015: ATCC 127 Waterproof standards.

www.pyramexsafety.com

Cordless Finish and Trim Nailers from SENCO

KYOCERA SENCO Industrial Tools (SENCO), an industry leader in fasteners and fastening systems, has updated its cordless finish and trim nailers, the company announced. The new F-15XP 15-gauge finish nailer, F-16XP 16-gauge finish nailer, and F-18XP 18-gauge brad nailer are available through SENCO distributors.



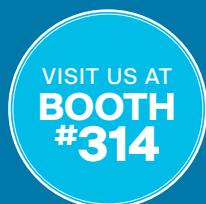
The new tools feature SENCO's patented FUSION Cordless Pneumatic Technology and maintain the feel and performance of a true pneumatic nailer. However, they have been re-engineered to be more robust, powerful and ergonomic, as well as easier to use and repair than previous generations. Each new SENCO cordless tool includes an air valve that allows the tool to be quickly and safely depressurized. The internal components can be easily removed and rebuilt, and the tool can be repressurized through the air valve.

"The new FUSION finish and trim tools were designed to be service-center friendly with easy access to internal components, so they are even more like a traditional pneumatic tool now than they were before," said Eric Bellman, Senior Product Manager. "While other brands require tools to be sent back to the factory, SENCO's new cordless tools can be serviced at any authorized SENCO service center, allowing for faster repairs and less downtime."

Each new cordless finish and trim tool powered by FUSION technology comes with a 1.5Ah battery and a quick charger, a durable storage bag and a 5-year warranty. They are also compatible with SENCO's 3.0Ah batteries included with the company's DURASPIN auto-feed screwdrivers and FUSION cordless framing nailers.

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Rolling Components

How Carport Framing Is Made

BY KAREN KNAPSTEIN

Carport components seem like simple things, right? Perhaps you may believe your components should cost less. But there's more to the manufacturing process than you may realize. It's important to remember you're not just buying some steel from your component supplier. They've invested a lot of money in their equipment, and they continue to invest in the equipment's maintenance. Here, with the help of Ralph Girkins of Universal Tube & Rollform Equipment, we will look at the process of making tube from coiled steel.

Girkins, who has "made this business his business for 40 years," founded Universal Tube & Rollform Equipment of Perrysburg, Ohio, in 1984. In 2005, he, along with Ken Metzger and Laura Smirin, formed Universal Controls Group (UCG) to offer their customers more options when buying metal-forming machinery. Today the company offers one of the largest in-stock metal-working machine inventories, machine reconditioning, on-site field services, new controls, drive systems, and buying and selling options for surplus machinery.

Girkins said, "We have 15 tube mills in stock and about 45 roll-forming machines, including used and rebuilt

equipment. A lot of new guys want used equipment to get started. Once they start making money with it, then they want a new machine because they want to go faster. We can supply all the machines and equipment you need for a tube mill." He said the typical cost for a new tube mill is about \$600,000-\$800,000, depending on the machines and tooling included in the lineup. A used machine is about half the investment.

How It's Made – Coil to Cut

Carport framing members, supports, panels, and trims are made by roll forming coils of galvanized steel. (Trims can also be made by folding metal; watch for an article addressing this method in a future edition.) Hat channel, commonly rolled from 26- and 29-gauge steel, is used to support roof and wall panels. U channel, used for braces and supports, help reinforce the structure. Panels and trims are rolled quickly and easily from 24-gauge to 28-gauge coil steel. Companies like ASC Machine Tool, Metal Rollforming Systems, and The Bradbury Company manufacture machines that roll form several profiles, eliminating the need for multiple trim machines.

Roll forming tube steel is a bit more complicated than roll forming panels and trims. The gauges used for carport framing are heavier — primarily 12- and 14-



A new UCG/ERW Tech Carport Tube Mill will come with all the necessary components and was created specifically for the carport industry. This machine is capable of forming whatever size carport framing is needed. COURTESY OF UCG/ERW.

Ken Metzger, Universal Controls Group, 419-872-2364, ken@utubeonline.com



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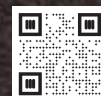
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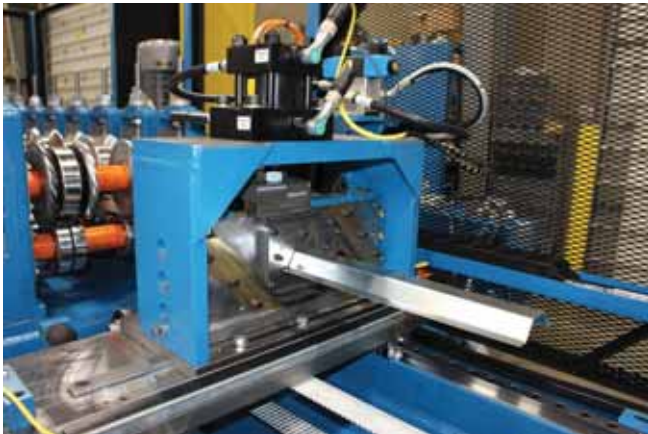
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An ASC Machine roll-forming machine produces hat channel, which is used for framing. PHOTO COURTESY OF ASC MACHINE TOOLS

gauge steel. Tubing usually measures from 2" to 2 1/2". "The gauge you use depends on the size of the structure you're building. The bigger the structure, the heavier the gauge of framing you need to use," explained Girkins.

There are more steps to the process and more equipment is involved in making steel tube. The high-speed equipment runs

at a rate of 150-250 ft. per minute, although Girkins said they manufacture some mills that run at up to 1,000 ft. per minute.

There are several steps involved in turning a flat coil of steel into a round or square tube. If the tube will need holes or slots, they are punched into the steel before it's formed into tube. Universal Controls Group manufactures machines that measure the flat coil steel and punch holes and slots in it. "It's a lot easier to punch holes in the material while it's still flat," said Girkins.

The steel coils are butt welded to make a long, continuous strip and loaded onto an accumulator. Welding the butt ends together eliminates the need to rethread the machine, it reduces waste, and reduces changeover time between coils. It also reduces the risk of damaging the dies because of mis-threaded steel.

From the accumulator, the coil is fed into the mill into a pinch roll. "The mill never stops," he explained. "The theory is you never shut the tube mill down. You use the accumulated material to keep it going until you're done for the day."

As the flat coil runs through the machine, it's formed up and around until it makes a tube. It is like pulling the strip thru a funnel. Before it's cut, the tube goes through a high-frequency welder. "A high frequency weld isn't welded with a torch," Girkins clarified. "The welder heats up the edges and the edges are squeezed together. It's more forged than welded."

The edges are heated up to approximately 1800 degrees, which is so hot the pre-galvanized protective zinc coating burns off the heated area and it creates an upset. A lathe tool is used to scarf off the upset material, making the area smooth again. A torch and automatic spray welder are used to reapply the protective zinc layer on the top of the seam.

After the zinc coating is reapplied, the round tube runs through a 20' cooling trough where it's sprayed with coolant (water). The standard way to create the square tube used in



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An ASC Machine roll-forming machine produces U channel, which is used for framing. PHOTO COURTESY OF ASC MACHINE TOOLS

framing carports is to make a round tube and then squeeze it into its square shape.

It usually takes three passes through the sizing mill to get the square shape. After it goes through the turkshead unit, where it's straightened and squared (if desired), it runs through an encod-

er where it's measured. Then it'll go through either a flying saw or a cutoff. "Many carport people use flying cold saws now; it's a nice, clean, easy way to cut," he said. "There's no deformation in tubing when the blade goes through and there's no burr." Neither the material nor the machine stop to make the cuts. A die travels along the tube at the same speed as the tube and makes the cut when it receives the signal from the encoder.

It's at this point that the lengths are run through a swager, as a secondary operation, if needed. If the tube is going to be used for slip-fit construction, the lengths are put through a swager to squeeze one end of the tube enough that it will slip inside the end of another tube.

At this point, the framing components are finished and waiting for you.


Conclusion

Now that you've learned a bit about the process, you can appreciate the effort — and understand the cost — that goes into making the components. Tube mills are a major investment. But if you're ready to invest in a mill of your own, either new or used, there are plenty of companies that are ready to help guide you. **GSCB**

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ADUs for Veterans

Warrior Village Project Seeks To House Homeless Veterans While Providing Training to High School Students

BY KAREN KNAPSTEIN



The California-based Warrior Village Project is an effort to alleviate the problem of homeless veterans. Founder Mark Pilcher says the idea for the project was inspired by connecting two problems: the serious homelessness and housing affordability problem and the shortage of students coming out of schools into the building trades. Pilcher, who has a lot of experience with nonprofit volunteer work, felt he could help with the housing shortage and, in the process, get high school students interested in construction. His thought: What if high school students could build affordable housing while receiving training in building trades?

"I started by sharing my idea with faculty at Palomar College, a community college in San Marcos with a construction pre-apprenticeship program," Pilcher recalled. They thought the idea had merit so he continued his research. "I also spoke with the Building Industry

Association of San Diego (BIA). When I showed up, the entire staff of the BIA met with me. They were in the process of evaluating the Building Industry Technology Academy (BITA) program sponsored by the California Homebuilding Foundation. The BITA curriculum is offered to high schools who want to teach construction trades to their students."

The BIA and the California Homebuilding Foundation are making real efforts to get industrial arts back into high schools, and this idea fit right in. Pilcher was invited by Mike McSweeney of the BIA to visit one of the schools participating in the BITA program. "I visited a school and spoke with the teacher. We walked around the shop site and saw little shower-stall-size rooms that the students were building to practice their framing skills. After the practice projects were finished, they were torn apart and the materials were either reused or thrown away. I asked them if they would like to build real houses instead

of practice projects. I said: 'How about building something you don't throw away when you're done?' They loved the idea and I came away from the visit with the impression that it could work. That there would be an appetite for the program in schools."

The visit inspired Pilcher to continue his efforts developing the project. "I was sending emails all over San Diego County to high schools that had wood shop programs or some kind of trades class like industrial arts or engineering. I was blasting emails all over to any contacts I could find," he said. Most schools did not respond or weren't interested.

But then his email landed in the right inbox. "The San Marcos High School engineering teacher got my email and forwarded it to the wood shop teacher. The wood shop teacher forwarded it to the head of The San Marcos Promise [<https://www.thesanmarcospromise.org>], a non-profit organization that provides students in the San Marcos Unified School District the tools and resources to plan and prepare for their futures beyond high school," he explained. "The Executive Director of The San Marcos Promise, Lisa Stout, loved the idea and reached out to me. The 501(c)(3) nonprofit organization was looking for more ways to connect education, business, and industry leaders to impact student futures and really wanted to help provide real-world exposure and opportunities so students have a better sense of self, purpose, and direction for their futures as they move into their adult lives." San Marcos High School adopted the BITA curriculum and started a building class, and The San Marcos Promise became the fiscal sponsor for the Warrior Village Project at the school.

Pilcher's friend, architect Michael E. Robinson, volunteered to draw up plans for an ADU (Accessory Dwelling Unit). Robinson designed a 400 sq. ft. cottage, which would be built in two halves on the high school campus. Although the ADU would be built off site, in a Factory-Built



The goal was to match the exterior of the Warrior Village Project ADU to the exterior of the main residence. Sherwin-Williams in Vista did an excellent job of color matching the paint that they donated. PHOTOS COURTESY OF WARRIOR VILLAGE PROJECT, WWW.WARRIORVILLAGEPROJECT.COM



Housing environment, it was designed to comply with state and local building codes for stick-built houses.

"Everything came together," said Pilcher. "We had the plans. We started receiving donations of lumber and other materials, the curriculum was in place, and we got buy-in from the school board." In September 2019, students at San Marcos High School, the biggest high school in the county with an enrollment of nearly 3,500, began building the first two cottages. "There were 23 students in the class, so the instructor, Chris Geldert, wanted to build two houses; he didn't want the students bumping into each other trying to work on only one house. Mike McSweeney and Jon Hill and Alan Jurgensen from the Association of General Contractors Apprenticeship Program supervised the



Master painter Mike McSweeney says it takes nine hours of preparation for every hour of painting; he left the paint preparation to Chris Geldert and Mark Pilcher, while he focused on the skilled work of paint spraying.

kids during the framing phase.

"Our house is kind of different," explained Pilcher. "It's modular, and is built off-site like factory-built houses. Factory-built houses are regulated differently than stick-built houses that are built on-site." In California, the design and construction of a factory-built house is

controlled by state approved third-party agencies. The design and construction of a stick-built house is controlled by local building departments. In a highly unusual arrangement, the County of San Diego agreed to review and approve the building plans and do inspections during off-site construction at the school.

The students worked on the houses from September 2019 until March 2020. "When the pandemic hit," Pilcher said, "they had already done a lot of work on the houses." The framing had been nearly completed, and the plumbing and electrical work had been started.

While the students were away, volunteers kept working on one of the cottages. Volunteers also built the foundation for the first house with donated concrete, lumber and rebar. "AGC instructors and two teams of Navy Seabees built the foundation and trenched for the utilities two weekends in a row," explained Pilcher. The first of the cottages was moved to its permanent site and is now nearing completion. "The outside is basically done. We're finishing the inside now." The Palomar College Departments of Architecture, Cabinet and Furniture Technology, and Interior Design are providing architectural and interior design support and building custom cabinets for



Boral Steel® donated the roofing material for the first two Warrior Village Project cottages. The company provided training, tutorials and mentorship for the roof installations while making sure the steel cutting and bending equipment was available to do the job. Installed over 30-lb. asphalt saturated felt by a team of volunteers, the lightweight stone-coated steel roofs are considered "cool roofs" and installed creating Above-Sheathing Ventilation (ASV). The metal roofing material delivers high total solar reflectance and high infrared emittance, keeping homes cool and saving energy by re-emitting most of what solar radiation is absorbed. PHOTO COURTESY OF BORAL STEEL

the cottages.

One of the unique aspects about the Project is it's not about building ADUs to place here and there. Its goal is to build enough compact, highly efficient homes to populate pocket neighborhood communities designed to house veterans in need, with each village comprised of 12 cottages and a community center.

"The biggest challenge is finding places to put the houses after they're built," said Pilcher. While the challenge of finding a location for the first village of ADUs hasn't been solved yet, the efforts to house homeless veterans continues.

"Our first cottage was placed in the backyard of a house owned by Wounded Warrior Homes, a local nonprofit based in San Marcos that operates three homes in San Diego County. They have 13 bed-

rooms in three houses and can accommodate up to 13 veterans at a time."

The cottage will provide an additional bedroom and serve as a transitional home. "Wounded Warrior Homes has found that some veterans don't do well when they leave a group home and go out on their own," Pilcher said. "Many guys entered the service out of high school and have always lived with someone. So instead of going from a group home into an apartment on their own, they'll live in the cottage for a while to get used to living alone. It has a kitchen, bathroom, and bedroom, and plumbing for a washer and dryer. We're hoping that by going through a transitional living phase alone in our cottage they will be more successful when they do move out on their own."

The Warrior Village Project is a collab-

oration of building industry trade groups, nonprofits serving veterans, high schools and community colleges, business and private donors, and private citizens. Once the Project is fully up and running, these groups will all work together to provide affordable, permanent housing for homeless veterans while training the next generation of home builders. The mission is still in its infancy, but it has the potential for housing veterans in need and providing inspiration and guidance for youth who may do well in the skilled trades.

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Stay apprised of the progress made on the Warrior Village Project by signing up for their e-newsletters at warriorvillageproject.com/newsletters/.

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Reeds Ferry Sheds is a study in reliable delivery. The company employs 18 of its own install crews and trucks. Sixteen are on the road while 2 wait on standby in case something happens with any of the others. ALL PHOTOS COURTESY OF REEDS FERRY SHEDS, WWW.REEDSFERRY.COM.

New England's 'Shed Improvement Store'

Reeds Ferry Sheds® Shares Keys to Growth & Longevity

BY KAREN KNAPSTEIN

Hudson, New Hampshire's Reeds Ferry Sheds® is one of the largest shed manufacturers in the United States.

Founded in 1960 by Hobart Carleton and his son Harry, the business has grown from a small, two-man operation housed in a garage north of Nashua, New Hampshire, into a 16-acre campus with over a hundred employees. The growth and success are the result of extreme focus on their product and customer.

History of Hard Work

The story of Reeds Ferry Sheds [www.reedsferry.com] is one of humble beginnings. Hobart and Harry built a few pine sheds in 1960 and sold them out of the family garage. By 1962 they were ready for larger accommodations, so the business

moved into a closed gas station. Mike Carleton, one of Harry's sons, recalls working with his father when he was 8. "Back then kids working wasn't an issue," he says. "We did a lot of the actual shed work." And he and his family have never stopped working. Mike, along with youngest brother Tim and older brother Steve run Reeds Ferry Sheds today. Tim is president while Mike handles the operations side of the business. Steve is in charge of custom orders and designs.

Mike traces the company's dramatic growth, and why the future looks very promising. He explained some of the ways Tim has been instrumental in the company's path to success. For example, in 2004 Reeds Ferry was selling \$2.5 million per year. Not a bad result; but during that year Tim convinced his family to buy 3.7 acres along a busy state highway

and build a new factory. Mike says, "If it weren't for Tim we would have been happy to be a \$2-\$3 million company. But in order to survive you have to invest, and in 2004 home improvement store sheds were popping up all over New England, so the new factory was simply a matter of survival."

A 'Shed Improvement Store'

"We've been able to 'outshed' the big box stores," says Mike. "The two big well-known brands not only sell sheds, they also have over 100 stores in Reeds Ferry's market area." These national chains have the huge advantage of recognition and resources, but Mike explains how Reeds Ferry has been able to outperform the big box stores: "We consistently promote a simple point, that they might be a 'home improvement store,' but Reeds Ferry is

a ‘shed improvement store.’” According to Mike, many of their customers report a poor experience when they first try to buy a shed at their neighborhood box store. “At the home improvement store, sheds, along with the shed customer, are often an afterthought, but at Reeds Ferry helping shed customers is our only thought, and when you walk into Reeds Ferry Sheds you are the most important thing that has happened to us all day.” Focusing only on ‘shed customers’ is key.

No “Fallaparticle Board”

Mike claims Reeds is ‘not’ in the business of selling sheds: “Instead, we’re in the business of building a higher quality shed and it sells itself.” There’s a big “orange” home improvement store just down the street from Reeds Ferry and Mike urges his customers to go there and compare. “When the customer returns they notice that many of the box store sheds are made with particle board, so I remind them when ‘particle-board’ gets wet, it



Reed’s Ferry offers six different siding options: vinyl, DuraTemp, cedar tongue and groove, cedar clapboard, vinyl shake, and cedar shake.

turns to ‘fallaparticle-board.’ The word ‘fallaparticle-board’ always gets a chuckle, and he says the description is a perfect way to highlight the difference in quality between a Reeds Ferry Shed and sheds sold in the parking lot at the box store.

“We back the quality of our shed with a 30-year warranty. Our warranty is really no more than a promise that we will be here for them for years to come.” He said they recently replaced the door on a pine shed they installed in 1966 — free



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of charge. “Nothing gets us more excited than shocking a long-time customer with over-the-top service.”

Volume and Growth

Today the company operates three factory buildings, it has two indoor showrooms, and it has a hundred sheds on display. The shed campus covers just over 16 acres. It’s so large, customers are provided with golf carts to make their way around.

Their success is not built on the short-fall of quality of other sheds, but on the high quality of their own. On average, the company builds about 25 sheds a day. It offers 12 standard styles with options available. “Our whole thing is to deliver a really good shed but get a lot of them out the door,” Mike explains. “It doesn’t mean we don’t [customize], but we don’t push that to the degree that it’s slowing down the company, because reinventing each and every shed slows production.

“We typically don’t do full customizations, but we often help customers line-up with our partner contractors who will insulate and finish the interior for them,” he adds.

Mike attributes some of their success to the shed design software on their website. The simplicity of it makes it easy to use and “it doesn’t let you do dumb things like fill a wall with vents,” creating an error. The software builds the most popular sheds with



While their core customer base is in Massachusetts, Reeds Ferry Sheds delivers throughout New England. ALL PHOTOS COURTESY OF REEDS FERRY SHEDS, WWW.REEDSFERRY.COM.

the most common options. “If you give a customer too many options, they opt to do nothing,” he observed. “People use it to buy online, or to get a general idea about what they want before visiting our showroom.” Oftentimes customers will use the shed design tool to print out their selection, then when they arrive, they are able to compare it to the actual shed on display.

“Using the design tool and buying online means you don’t have to come see us,” he says, “But still, most people visit our showroom to place their order. Our shed is in your yard for decades, so they want to see the quality first-hand and be sure every detail of their order is correct.

Building for quality means engineering and creating a building that will last for many years. “We build to Massachusetts building codes,” Mike explains. Standard building practices include framing with 2x4, 16” on center frame and sheathing with thick plywood. The roofs are built with engineered 2x6 rafters and meet Massachusetts standards for snow loads. Since most customers live near Boston, they follow the Massachusetts codes.

To meet customers’ needs, they offer six different siding options: DuraTemp hardwood siding, durable vinyl siding, cedar tongue and groove, cedar clapboard, vinyl shake (which looks like painted cedar shake), and real cedar shake. “The goal is to build sheds that are so good looking you can put it in the front yard. A storage shed is no longer an embarrassment — it’s part of your house,” he explains.

Service is Top Priority

Standing behind its product and making good on promises made are among the company’s top priorities. “We stand behind our sheds. If someone has a problem, we fix it. We know what we’d want if we were buying a shed,” he says. “We can understand someone else wanting to be happy. So if we say we’ll do something, we do it. And then we follow up afterwards to make sure everything is ok. If there’s a problem, we take care of it.”

To ensure timely deliveries, the company employs 18 installation crews



Reeds Ferry Sheds® is a participating contractor on the television show This Old House.



The company has a hundred sheds on display throughout its Hudson, New Hampshire, campus.

and trucks. They have 16 trucks on the road and two waiting on standby to avoid delivery delays should there be a problem with one of the trucks. “All our delivery crews are employed by us and not subcontracted out. The crews are qualified and take pride in their work. It’s a huge advantage and an advantage to the customer. ... Some of the sheds are so much larger that it can take a good portion of a day to put a shed together on a site.” Having ample crews means if one crew is busy at a site, it won’t cause delays in other shed deliveries.

Material Prices & Availability

“The pandemic has been a crazy thing,” Mike said. “It caused an increase in sales. We didn’t know what would happen, so even though the peak shed season is spring in our area, we took our foot off the gas when the pandemic hit.” There was a brief lull with the shutdowns, but “business made up after we opened back up. We were crazy busy last year.”

Like the rest of the construction trade, Reeds Ferry has not escaped the impact of material shortages and drastic price

increases. While reported lumber futures prices are coming down to a more customary level, Mike says we’re not there yet. “It’s been very scary getting materials,” he says. “We have great relationships with lumber providers. We buy in substantial volume and order big while the ordering is good. We try to get as far ahead of the game as possible. Lumber futures are coming down, but so far ‘the future’ hasn’t arrived at the end-user yet. We’re hoping soon they will and we’ll get back to a more customary shed price.”

Conclusion

Reeds Ferry Sheds has developed and established a product for which buyers are willing to travel. Consistent (and memorable) advertising gets their brand out in front of consumers. Top-notch customer service, keeping every promise, and a willingness to service any problem that comes up after purchase make it easy for buyers to recommend the company and its sheds to their friends, neighbors, and families, which leads to even more growth. Quality products and service pay off. **GSCB**

3 Keys to Good Business

1 View all your business practices as if you were the customer. If you don’t like a pushy salesman, if you hate being put on-hold, then assume your customer doesn’t either. Figure out and fix problems on your side, by pretending you’re on the other side.

2 Don’t cut corners with your product. Build a higher quality shed and it will sell itself.

3 Deliver on every promise. If you do, your customer will tell their neighbor. Remember that every customer is a walking advertisement (either good or bad) for your company. If someone has an issue, fix it. If you say you will be there at 7 a.m., be there at 6:55. Success in business doesn’t require an MBA. It’s really very simple if you deliver on every promise made, and don’t make ones you can’t keep.



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Standing Out

How You Can Differentiate Yourself From Your Competitors

BY JEFF HUXMANN

Many shed manufacturers worry about shed shoppers who are searching for the biggest bargain. And that can lead some manufacturers to take shortcuts or use inferior building materials to keep prices low. But shed customers value, well, value! It's not always about being the lowest, it's about providing features that customers will enjoy. What you'll find is that customers will notice a well-built building. They will notice the features you provide, and — very importantly — customers are willing to pay more for what they value.

Purchases, large and small, are heavily influenced by emotion and social influence. Keep these things in mind when you are selling sheds. The emotions of the buyer heavily influence a decision, perhaps just as much as their budget. For example, does a person need a fancy sports car to ride around town? Not at all. There are much less expensive models of cars. But the people who buy sports cars value style, speed, and handling, and are willing to pay more for a product they value.

So how do you stand out in a crowded field of shed manufacturers? Here are a few of the many ways you can set yourself apart:

Great Expectations

Always be up front about the time it can take to get a custom shed built, but add a week or two more to the delivery time. When the shed is done sooner than the customer expects, you have now just exceeded customer expecta-

tions. If further delays come up, you are then closer to what you originally told your customer. Setting and exceeding expectations is much easier than managing expectations when a customer feels let down. It will also help you stand out as a company.

Best Customer Service = Best Communication

Sheds and carports are in high demand and in many instances there aren't enough crews to build fast enough. Quotes get ignored, the phone is ringing constantly, and the sales people are terrified of being undersold by your competitor. This leads to razor thin margins and staff that are frazzled and ready to jump ship. This doesn't need to be.

Set your price points so that you can do the *right* job, not the cheapest job. In this economy, having happy staff leads to happy customers. If your staff are calling your customers and they sound tired and rude, that reflects on your company, and then those customers are definitely going to go somewhere else!

A great way to stand out from the pack is to dazzle your customers with such excellent customer service that they go home bragging to all their friends about their shed. Over-communicating with customers is OK to make sure they know about the status of their order. If issues come up, the customer has a better chance of being a good sport about delays if you have demonstrated to them that you care about their building.

Keep in mind a shed is one of the most expensive things beyond a home or car that a person will purchase in their

lifetime. They have a lot of emotional energy tied to this purchase. Keeping them delighted with good communication is really important.

Follow-Up is Fruitful

After you have delivered an order, following up with a customer can prove to be a valuable standard practice. Many customer service people may be thinking "If the customer is not complaining, why call them? Won't that give them an opportunity to complain about something?" Yes, but that is OK!

Every company should learn from their customers and be ready to improve based on customer feedback. Many customers may be frustrated by little things, but don't share that with the company. Asking about how their order and delivery went will help you weed out problems within your company, and you'll also discover which customers absolutely love your products, and here is where those customers can help you. If you ask them to leave a review on Google or Facebook, those reviews can help bring in your next customer. Send those customers links to review you and tell them how much you would appreciate it if they would help you in this way.

Another good form of follow up is to send a thank-you card to each of your customers. This "warm-fuzzy" gesture can only help your company by letting the customer know that you appreciate them.

Fancy and Finished

Real estate prices are growing across the country and prices in places like Cali-

fornia have been sky-high for decades. The housing crunch means more people can't find a home or can't afford a large home. Many people are also re-thinking the necessity of needing lots of things. Billionaire Elon Musk recently sold all his homes and is now living in a 375 sq. ft. modular dwelling delivered near Starbase, Texas. For many people, less is more.

But few people actually want to live in a bare-walled shed. They want all the comforts of home, just less square footage to maintain. Companies like Boxable, InShed, and Studio Shed take sheds and small spaces to the next level by delivering small, but posh, dwellings. They take more effort to build, and the price tags get bigger, but people are willing to pay more for the comfort and ease of not having to finish out their own tiny home.

Kit and Ship

As mentioned earlier, places like California have a huge need for housing. California has also had a labor shortage for a long time now. Delivering sheds to semi-urban areas can also be a challenge as most homeowners have fences and it's a tight squeeze to get into backyards. To help with labor shortages and to open up their products to customers with

smaller parcels, many shed companies have found a happy medium between on-site building and 100% factory-built sheds. These sheds are prebuilt, and then disassembled into larger pieces that can be fastened together with ease on the customer's property. These kits can be built with smaller crews and in less time. Some kits, such as those delivered by the Little Cottage Company, are meant to be easy enough to put together that the customer could build the structure themselves. When you make kits like this, the advantage is that your sheds can go anywhere a pallet can be shipped. This may open up a new territory for you.

Get Rough

As prices of lumber kept going up throughout the pandemic, many people with otherwise-dormant small lumber milling equipment realized they could make good money by cutting lumber themselves. The lumber that comes out of smaller machines may be rough-cut, but that look is in vogue. Consider using a more rugged look. Who knows, you may be able to market and sell the shed made with rough-cut lumber for more than the more finely finished wood products.

Most small-time operations can't produce treated lumber. Using treated run-

ners and flooring materials is still a good idea. Anything above the floor is the best for the rough-cut look.

Olfactory Delights

Have you ever walked into a kitchen filled with pleasant odors and suddenly been thrust into a memory of your childhood? Probably. Have you ever walked into a shed and thought to yourself, "This is the best-smelling shed I have ever been in!"

No?

Neither have I. But I know there are people working on that right now. If you want to get people to remember your building the moment they walk in, think about natural wood products that have a pleasing odor. I'm thinking cedar or eucalyptus trim on the interior of the shed might help.

I hope this gives you some ideas of how you can make yourself more memorable to potential customers. How is your company standing out from the crowd? **GSCB**

Jeff Huxmann is the founder of shed industry marketplace *ShedHub* (shedhub.com), which offers marketing tips, sales tips, and more. Send comments and feedback to jeff@shedhub.com or call 415-915-7433.



LOW ON LOT MODELS?

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Making the Most of Trade Shows

Establish Clear Objectives To Capitalize on Trade Shows

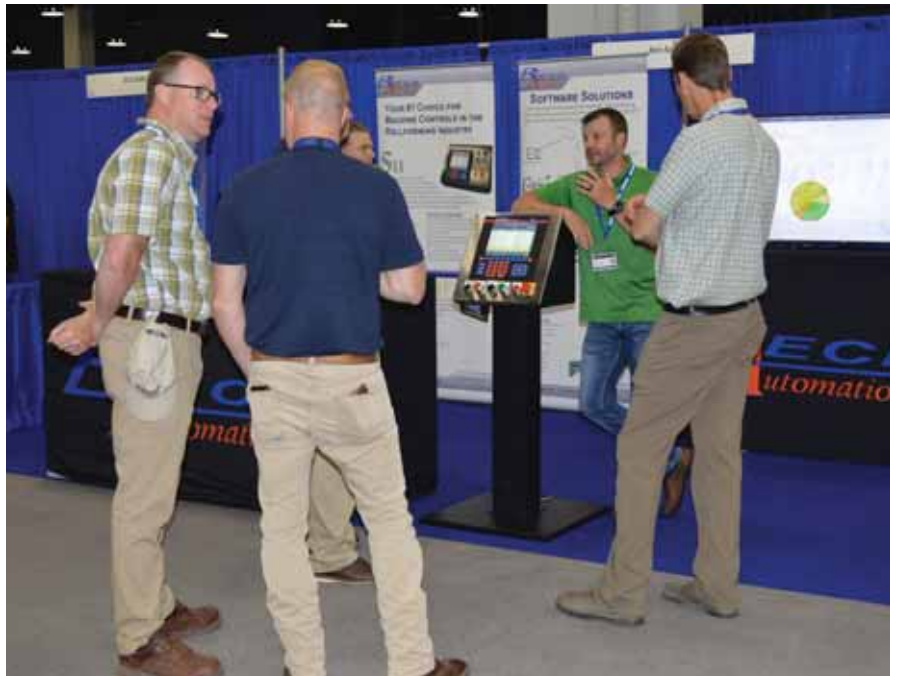
BY GARY REICHERT

Fall has arrived. That means it's time for the construction-related trade show season. Most big shows traditionally fall in Q3 or Q4 to avoid the active building season. It has been an interesting year for events in general; attendance is usually down and the organizations putting them on have difficulty planning because the situation can change in a day. This creates challenges for management, exhibitors and attendees.

Until the world returns to normal, I strongly recommend that you have a way to communicate with show management. We have had to postpone two shows. One of our biggest concerns was notifying potential attendees. Shows have contact information for exhibitors and attendees who pre-register. If the dates change and you have registered in advance, you should be notified of the change.

If you plan to attend and pay at the door, the show has no way to know that; they can't contact you. Advertising in print and most media is placed and cannot be changed approximately a month before you receive it. If there are changes in mask requirements or lock downs in the weeks preceding the show, it may not be reflected in the advertising.

With the current rapidly changing landscape, pre-registering is more important than ever. You will want to provide the show with the information necessary



to notify you of changes including mandates and social requirements.

You should not have to worry about your payment for the show. You have pre-paid for a service, whether you are an attendee or exhibitor. If the service is not provided, a reputable show will refund 100% of your money. In most states keeping money for services you were unable to provide is illegal. In all cases it is unethical.

As with most things, the first step in your planning process is to establish clear objectives. Why are you going to the

show? How will you judge the outcome? Ideally, you had objectives before arriving. The objectives are important in choosing which show to attend.

Find the 'Right Show'

Companies attend shows for different reasons. Define your reasons.

- Are you looking for new products or business opportunities, or different sources for products you already use?
- Are you looking for Continuing Education or training for yourself or your crews?

- Are you looking to network among peers?

- Why are you going to the show?

Determining what you want to get out of attending a show will help determine which shows you should attend. This will affect the type of show, the size of show and the location, but the size and nature of your business also impacts the type of show that will meet your needs.

If you are a small contractor looking for new sources of building materials, you should look at small shows. National shows will have manufacturers, but most manufacturers are not set up to sell in small lots. If you can buy in pallet, container or truckload quantity, then talk to the manufacturer. If you buy in relatively small quantities you may have better luck at smaller or regional shows.

If you are looking at Continuing Education Credits, crew training or certifications, then look to national shows. Many national shows are associated with trade associations and place an emphasis on education.

Attendee Do's & Don'ts

You have found a show, the sun is shining, your travel goes perfectly and you arrive at the show. How do you make the show a success for you and your company?

Here are five ways to make the show a success for you plus five pitfalls to avoid.

Top 5 Success Factors

#1 Focus on your goals.

One of the current buzzwords in the event industry is User Experience. Happy hour, keynote speakers, panels, contests and a host of things happen designed to make the event fun. Take advantage of all of them and enjoy yourself. But, complete your objectives first. If you are there to



find suppliers, work the show floor first. Your show can be a win if you miss a happy hour; it can't be a win if you don't fulfill your reason(s) for going.

#2 Work the Show Floor.

At national shows, there are often too many exhibitors to see in a single day. If any of your goals include exhibitors, make a hot list before you go. These would be the exhibitors most likely to provide the product or service you want. See them first. If you can, try to schedule appointments prior to the show. The first day of a show is the busiest day. You may have better success prospecting on the first day and scheduling a time to meet later. The last day of a show is usually slow. Use Day 1 as a quick introduction and qualifying day, then schedule appointments for a slower time when you will have the rep's undivided attention.

#3 Be observant and prepared for opportunities in strange places.

Most shows have print badges. These

typically have the company name, the person's name, and whether an exhibitor, presenter or attendee. No matter your objective, you need an elevator pitch. You need to communicate why the person should be interested in you in 15 seconds (how long you have between floors in an elevator). You also need a way to provide information to them, or exchange information, so they can follow up. This means ALWAYS having a pen and business cards. I also make certain our business cards are blank on the back so you can add notes. If the person does not offer a card of their own, you can write "Bob from XYZ Fasteners" on the back of one of your cards and it will help you follow up.

#4 Have a "Why I'm a big deal" 10-second pitch.

The great thing about trade shows is they condense a month of people, businesses and opportunities into a few days. This is true for the presenters and exhibitors, as well as attendees. When you

are meeting new contacts, you need to be able to communicate who and what you are succinctly. A sales person working a booth is hunting for existing customers and potential future customers. If they do not see you as a viable prospect and an existing customer comes up, it is perfectly natural and reasonable for them to find a way to move on. If you are a legitimate potential customer, they will appreciate knowing and devote the time you deserve. If you are just shooting the breeze, have the courtesy to allow them to do their job and move on if it is busy.

#5 Be aware of the schedule.

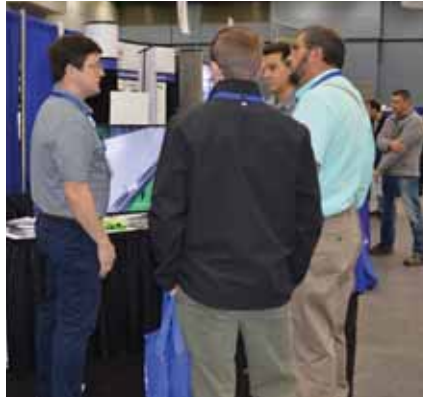
Certain times are busy and some are slower. With trade shows there is a pattern. Think about the pattern and use it to your advantage. When the show first opens, a huge influx of traffic occurs. Ninety percent of attendees start at the front of the show floor. If you have a hot list of exhibitors, start with the ones at the back of the show floor and move to the front late in the day.

The first day of the show is the busiest and the last is the slowest. Attendees leave the floor late in the day. Often the first hour of the show is slow on days following social events. Take advantage of the natural ebb and flow.

Top 5 Pitfalls to Avoid

#1 Travel problems.

I recently missed a trade show because of flight issues. That is a normal part of travel, especially in light of worker shortages and COVID. Spirit Airlines canceled my outbound flight twice, so I opted not to go because I would have missed the appointments I had scheduled during the one-day trip. The hotel charged me a night because I did not cancel 24 hours in advance, mostly because the flights



were not cancelled 24 hours in advance. The customer service for the airline is horrendous, and after a month, I have not received a refund for either leg of the flight. Other than saying unkind things about Spirit, there is a point. Consider the travel insurance if it provides a refund. The travel insurance gives you a dedicated contact when challenges occur and it may be worthwhile.

#2 A contact doesn't follow up with you.

Plan to follow up with everyone that is valuable after the show. Often waiting for a sales person to chase you may be a negotiating strategy, but it is likely to backfire at a show. In the old days sales people would sort through collected business cards at the end of the day. If they were valuable there would be a brief note. Often just a card. When they see 100 people in a day it is not reasonable to assume they will remember every detail about every person. If they are related to your objectives, get contact information so you can follow up with a call or email after the show. Many shows are getting away from badge holders. Mine usually holds my cards, the cards of people I spoke with and a pen. If the contact is important, take control and get what you need to follow up.

#3 Lost business cards or contact information.

Trade shows have many moving parts.

People collect cards, literature, swag and a flood of impressions. Make sure to sort and categorize everything while it is fresh in your mind. You will remember the conversation for a few hours. If I wait a week, I can guarantee I will forget the person's name and what we discussed. Write a follow up report for yourself every night. If you have a cell phone, take pictures of each business card. Cards are easy to misplace, or get inside literature or free magazines and discarded.

#4 Carrying 30 pounds of magazines and literature you will just throw away.

Shows are great for landfills. Tote bags or backpacks are one of the more popular items of swag. Unless you are exhibiting, don't bring literature. As someone who has stood in trade show booths, I can tell you with certainty, any paper literature you give them will not make it home. The person will also be reluctant to tell you they threw it away. If you have information you need to communicate, follow up and send it after. Then they receive it, and will actually have time to review it.

#5 Getting ejected from the show.

Please be considerate and do not try to sell on the exhibit hall floor unless you exhibit. Networking is great. Introducing yourself is great. The companies that exhibit are there to sell. That's why they paid for a booth and supported the show.

Some companies are unable or unwilling to exhibit, but everyone is capable of being considerate. If it is one of our shows and you are selling as an attendee (not an exhibitor), you will be required to stop. Please do not put yourself or show staff in an awkward position.

There are many do's and don'ts for trade shows. The one line to summarize a lot of rambling is: Pick the right show for you and remember why you are there. Everything beyond that is mechanics.

Hopefully I will see you on the exhibit hall floor. **GSCB**

Iron Stain

Choose the Right Fasteners to Avoid Unsightly Iron Stains

THE FOREST PRODUCTS LABORATORY

Iron stains occur from rusting of fasteners or by the reaction of iron with tannins in wood. The appearance is different for each of these reactions.

In wood species lacking tannins, iron merely rusts, giving a brown stain to the wood surrounding the fastener. The iron also causes slight degradation of the wood near it (often referred to as “wood sickness”). This discoloration develops over many months or years of exposure.

In those wood species with tannins, a chemical reaction occurs between the iron and the tannins. Tannins are just one of the many chemicals (extractives) in wood. Species such as the cedars, oaks, and redwood are rich in tannins. Iron reacts immediately with the tannins to give a blue-black discoloration.

Steel fasteners are the most common source of iron, but traces of iron left from cleaning wood with steel wool or wire brushes cause iron stain. Poor quality galvanized nails corrode easily and, like uncoated steel nails, usually cause unsightly staining of the wood.

Using the wrong fastener can be costly—it may become necessary to replace all the siding.

If iron stain is a serious problem on a painted surface, countersink the fastener, caulk, spot prime, and top-coat. This costly and time-consuming process is only possible with opaque finishes. Little can be done to give a permanent fix to iron stains on wood having a natural finish. Removing fasteners, cleaning the affected areas with oxalic acid solution, and replacing the fasteners may not give a permanent fix because residual iron left behind continues to cause staining. Removing the fasteners often splits the siding. Using the wrong fastener can be costly—it may become necessary to replace all the siding. Use corrosion-resistant fasteners such as stainless steel rather than risk iron stain, particularly when using natural finishes on wood containing high amounts of tannin (such as western red



Iron stains in red oak. In this case, bits of steel in the tree caused staining throughout the harvested wood. COURTESY OF WOODWEB.COM

cedar, redwood, and oak).

If using galvanized fasteners, they must be hot-dipped galvanized fasteners meeting ASTM A 153/A specification. Other galvanized fasteners fail. Unfortunately, contractors and their employees may have difficulty recognizing the difference among galvanized fasteners. Iron stain occurring beneath a finish is extremely difficult to fix. The coating must be removed before the iron stain can be removed. Oxalic acid will remove the blue-black discoloration. Apply a saturated solution (0.5 kg of oxalic acid per 4 L (1 lb gal-1) of hot water) to the stained surface. Many commercial brighteners contain oxalic acid, and these are usually effective for removing iron stains. After removing the stain, wash the surface thoroughly with warm water to remove the oxalic acid. If even minute traces of iron remain, the discoloration will recur. **GSCB**

From the USDA Forest Products Laboratory's Wood Handbook, Wood as an Engineering Material. Download the entire Wood Handbook (509 pages, free) at <https://bit.ly/FPLhbk>.

Reputation Building

Steps You Can Take to Positively Impact Your Online Reputation

BY PHIL CARSELOWEY

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

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

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

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

Consistent Brand

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

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

Google Reviews

The biggest mistake business owners make here is simply not asking for Google reviews. We must be proactive about getting



Google reviews. Build this mentality throughout your organization because these positive reviews will lead to more sales for many years to come. Asking can be a bit intimidating but if you're working hard for the customer and treating them right, then you've earned the right to ask.

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

Product Testimonials

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

I encourage business owners to reach out to local engineers or testing facilities to have some real data done on their products. If that isn't an option, do the testing yourself and share the videos as your product testimonial. Perhaps you could put a heavy car into a shed to demonstrate the weight. Or you could show a photo of one of your sheds that's 5, 10 and 15 years old. I recently saw an organization use a picture of the aftermath

from a tornado. The photo was about two miles wide and the only thing that wasn't destroyed was a shed that the builder sold to a customer the year before. Around the shed there were torn down houses and destroyed fences. This photo was a testimonial to the strength of his product.

Quantitative Data

Quantitative data are visual numbers that shoppers can look at and easily assign creditability to you, your organization, and/or your products. Let's say you're going to watch a movie on the construction industry. For this example, two options show up in the search results. Option A has 17 views, two dislikes and only four downloads. Option B has 1,100 views, 800 likes and 900 downloads. Which option are you more likely to pick? Option B.

The reason this data is important is because humans generally like to do what other people are doing and approve of. (Known as "social proofing") When shoppers see their peers buying from you and approving of their experience with you, then they are more likely to buy from you, too. When working with business owners I have them tell their story with numbers on their web-

site. This is an attempt to build credit with potential customers. Examples could be: 10,000+ sheds built, 100,000 miles delivered, \$10,000 donated and so on and so forth.

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

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

See you at the top! **GSCB**

Phil Carselowey is co-founder of NewFound Rentals [<https://www.newfoundrentals.com/>]. He can be reached at phil@newfoundrentals.com.





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Online Shed Sales

Online Platforms Extend Reach For Shed Sellers

BY SHANNON LATHAM

How has online selling affected the world around me? Well, I just recently drove by an abandoned Toys “R” Us at our nearest shopping complex. I couldn’t help but wonder how much of an impact websites like Amazon have played on the store’s closing. I’m not sure we’ll ever know; however, its obvious sites like these are here to stay. It seems they can lower overhead and still provide the amount of customer service necessary to satisfy buyers. Even as I look around my office, I realize our equipment was purchased 100% by shopping and comparing online. TV’s that serve as monitors, and even my Shed Geek Podcast mouse pad are all from online searches.

For this first column, we’ll look at how shed builders and manufacturers can benefit from online selling platforms. Jeff Huxman, founder of ShedHub.com, and Jim Kuhlman, founder of ShedsForSale.com, who are both innovators for creating online shed-selling platforms, shared some insights with us.

Let’s first clarify what “selling online” means. Kuhlman explains that online sales include shopping and “checking out” online, but that “it is also shopping online and connecting with a salesperson found through the online shopping experience.”

Huxman said he defines online sales as “any transaction that happens in part or in whole through a website, app or other electronic means.

“When it comes to sheds, people will often start their shopping journey online, and end it in person at the lot,” he continues. “Many other shoppers start online, then visit the lot, and complete the sale digitally after they visited the lot once. This saves them from having to make two trips.”

When asked how online selling platforms add value for the manufacturer or dealer, Huxman said his platform “is a way for people to see your products that might not otherwise see them. For the dealer, you’re providing shed shoppers the shopping experience they expect to get in this day and age of online shopping.”

Kuhlman echoes the sentiment by saying an online platform will give dealers an avenue to show inventory online “more easily than their own website or ads placed on broad sales pages.” Dealers can keep their inventory listings current and visible for potential customers shopping online. “A customer will have the choice to reach out through the app or visit the dealer’s sales lot,” he explains. “This will create a more professional and simpler experience than texting pictures of inventory to a potential customer.”

Serious customers who are looking to buy a shed will be drawn to websites that only sell sheds. As opposed to general online

marketplaces, they won’t have to sift through tons of products they’re not interested in to find the sheds they want to see. “My experience is these sites attract lesser quality leads, confuse potential buyers and distract shoppers from their original target item,” says Kuhlman. “Think Wal-Mart. How often have you gone into Wal-Mart and came out with everything else you didn’t need (or weren’t looking for) only to have forgotten what you went there for in the first place? Consumers seriously considering purchasing a shed will want to use a site like Shedsforsale.com.”

Huxman feels the same way – that online platforms strictly for selling sheds will meet a consumer need. “Shedhub.com is a marketplace specifically for sheds and other accessory buildings. Facebook is trying to sell everything to everybody and can’t focus on any one thing. Consumers are very much used to marketplaces that sell a very specific set of products and rely on these marketplaces to make good shopping decisions.”

When asked what online selling platforms might offer a dealer who chooses to operate under “old school” face-to-face selling techniques, Huxman explained, “Marketplaces are great things for people who live a little bit out-of-the-way from certain sellers. For instance, if it wasn’t for autotrader.com, I would’ve never found a car in a town that I normally would never go to; I only went there because they had the car I was looking for. The same thing holds true for sheds. You have customers looking for your products, and are not going to spend the time to travel to you unless they know they’ll be able to see the buildings they are interested in. Showing current inventory online is a great way to bring people out to your location to complete a deal face to face.”

Kuhlman agrees: “The goal isn’t to take away from physical sales lots but to enhance the old school way of selling by making your sales location and inventory more visible to online shoppers. This also helps to create more value with shed manufacturers. Most consumers want the option to shop online and view in person, or shop in person and research online.”

Online marketplaces like ShedHub.com and ShedsForSale.com are another way to introduce your sheds to more potential customers. **GSCB**



Shannon Latham is a 6-year veteran of the shed industry. He has served as sales manager, quality control, and RTO dealer support specialist, among other roles. He hosts the Shed Geek Podcast [shedgeek.com/] along with Kyle Summers, and has a desire to help move the shed industry forward.

EXHIBITOR NEWS

PPG introduces color collection for shed builder market

PPG (NYSE:PPG) has introduced a new selection of hues for its PPG AQUACRON® shed coatings portfolio, complete with color collections for sheds, playhouses, gardens, and backyard studios. Developed with input from shed manufacturers and buyers, the new collection reflects today's consumer preferences for color while embracing the emerging role color plays in the consumer decision-making process.

"At PPG, we know that consumers will often make a purchase decision based on color selection and availability," said Ruthanne Hanlon, PPG national color and design manager. "Backed by our more than 135 years of industry-leading expertise, we created a color palette that appeals to today's consumers, who often want a hue that correlates with the purpose of their shed, or complements the color of their home.

Ultimately, this color collection will help eliminate the guesswork for customers."

One important aspect of the PPG Aquacron shed paint offering that hasn't changed is PPG's commitment to support service. It starts with the partnership PPG forms with each customer. In addition to offering top-of-the-line technical guidance and marketing support, PPG offers their shed building partners the expertise of a PPG professional color team that lives and breathes color on a daily basis. This includes the ability to custom match any color a consumer may desire.

For an interactive look at the new PPG Aquacron shed paint color palette, visit the PPG Color Selector at ShedHub.com. To learn more about PPG Aquacron shed coatings, visit the PPG website or call 501-336-7326.

Booth #314

Arcitell Hires Sales Director

Arcitell, LLC recently announced the hiring of Brian Martin as director of sales and marketing. He has a history of business development and demonstrated sales success. His vast experience includes national product sales and marketing for American Biltrite Inc. and IDI Distributors, Inc. His role as national sales manager for Saint-Gobain | CertainTeed Corporation and his experience as a veteran of the US Army, will serve him and Arcitell well as he helps to develop relationships that will expand distribution of the Qora Cladding composite, panelized stone in new and existing regions nationwide.

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

Booth #405

SEE THESE NEW PRODUCTS AT THE SHOW

Qora Cut LedgeStone

Booth #405

Achieve the timeless quality of stacked stone with the beauty of a modern, textured finish. Qora Cut LedgeStone TightStack is a lightweight, easy-to-install, panelized cladding system that achieves the look and feel of genuine stone, without the time and expense often associated with masonry. It's your immediate cladding solution to achieve an indistinguishable, stacked stone aesthetic that is ideal for exterior accents, knee wall and wainscoting applications.



SmartBuild for Garages & Sheds

Booth #215

SmartBuild is known for Post Frame software. However, making its debut at the Garage, Shed, and Carport Builder Show is SmartBuild for Garages and Sheds! Just like the original, this software features the familiar SmartBuild process of designing structures graphically on screen while automatically



generating a 3D model, material list, labor calculations, pricing, and a full set of drawings.

Adding to the standard options, SmartBuild for Garages and Sheds displays and removes multiple layers of materials for roofs and walls, displays multiple types of roofing and siding materials, and generates floor construction materials for sheds.

TracRite 977 Roll-up Doors

Booth #200

Trac-Rite's model 977 was designed for performance. With a standard wind rating of 140 mph for 11' wide openings and over 180 mph for a 977WL (windlock), these are seriously strong doors. The doors are loaded with features for long life such as the EP3 coated spring, which resists rust and requires no lubrication. An optional chain hoist system allows for effortless operation for larger door openings, and extra wide felt strips on the back of the door provide smooth operation for decades. A newly redesigned windlock system (977WL) utilizes nylon locks to positively link the door curtain to the guides for greater protection during severe wind events while allowing for easy operation. **GSCB**



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Booth #114

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Booth #101

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Nappanee, IN 46550
www.borkholderbuildings.com

Borkholder Buildings and Supply has been designing and supplying buildings since 1962. The home office is located in Nappanee, Indiana, and includes the corporate offices, engineering center, full-line lumberyard, custom truss and post manufacturing plant, and delivery fleet. This gives them ready access to all the components needed for each building package and quick shipment. Borkholder's goal is to provide custom-

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CAPITAL FOREST PRODUCTS

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Kevmar Door is a manufacturer of specialty garage doors. Our products are sold across the U.S. and Canada, with deliveries via company trucks in the Midwest. The Kevmar product line includes a high value line of pan-type stamped steel doors for the shed industry.



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mercial, and industrial overhead garage doors in steel, wood, and aluminum. Headquartered in Indiana, Safe-Way also operates facilities in Tennessee and Missouri with distribution throughout North America and Canada. Residential and commercial doors are available in multiple configurations including polyurethane and polystyrene insulated, un-insulated, up to 11 colors in steel, and multiple powder coat colors in aluminum.



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SmartBuild LLC

Booth #408

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303.579.6277

SmartBuild is known for Post Frame software. However, making its debut at the Garage, Shed and Carport Builder Show is SmartBuild for Garages and Sheds! Just like the original, this software features the familiar Smart-Build process of designing structures graphically on screen while automatically generating a 3D model, material list, labor calculations, pricing, and a full set of drawings. Adding to the standard options, SmartBuild for Garages and Sheds displays and removes multiple layers of materials for roofs and walls, displays multiple types of roofing and siding materials, and generates floor construction materials for sheds.



Tough Trade Tools by County Line Concepts

Booth #418

211 N. Lansing Street
Mt. Pleasant, MI 48858
www.toughtradetools.com
989.859.2168

Tough Trade Tools by County Line Concepts' original featured tool is the Ridge-R3:10, which has a 36"-long HDPE base with four custom-designed hardened spring-loaded steel punches. It allows six, 29-ga. metal panels to be accurately punched at one time. Adjustable arms allow instant spacing of the holes. The newest featured tools are designed for marking angles. The Ridge-L is used for any flat surface, the Ridge-L9 is used on 9" OC ribbed panels, and the Ridge-LSS is for use on standing seam panels. They are made

of HDPE bodies with anodized aluminum adjustable arms.



Trac-Rite Door

Booth #200

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Tuftex brand polycarbonate and PVC panels by Onduline North America are designed for roofing, daylighting and interior wall/ceiling lining applications. Tuftex is MADE IN THE USA by Onduline and offers lightweight and easy to install material for all kinds of applications. Purchase direct from the manufacturer. Distribution opportunities available. Contact the U.S. based customer service team today for more information. A worldwide leader in lightweight roofing, Onduline has 10 plants in eight countries and 70 years of experience.





Unique Family Fun

South Bend, Indiana, offers a plethora of unique experiences both indoors and out.

Howard Park is a one-stop adventure for the whole family. The facility's all-ages playground has over 13,000 sq. ft. of playground equipment. Each area of the playground is designed specifically for different age groups from ages 2-12. A scenic river walk connects to a larger network of trails that extend to all of South Bend's downtown parks, including Ferrettie/Baugo Creek County Park and St. Patrick's County Park.

Head to Mishawaka for the Sky Zone Trampoline Park and Strikes and Spares Entertainment Center for bowling, mini golf, arcade games, and more. Or, stay downtown and tour the South Bend Chocolate Company, a functional chocolate factory and museum, or the world-class Studebaker National Museum featuring 150 years of automotive history.

PHOTO COURTESY OF THE SOUTH BEND CHOCOLATE COMPANY



Iconic and Historical Sites

South Bend is home to historic Notre Dame University and the Fighting Irish. Tour the beautiful campus, attend mass at the Basilica of the Sacred Heart, and be sure to stop by the bookstore for Fighting Irish gear!

The History Museum and its sister location, the Kidsfirst Children's Museum, are packed full of hands-on and walk-through exhibits exploring local Native American experiences, the fight for women's suffrage, and the All-American Girls Professional Baseball League.

PHOTO BY BARBARA JOHNSTON



Don't Miss the River Lights!

Unveiled in 2015 as part of South Bend's 150th birthday celebrations, the South Bend River Lights are now a fixture of the downtown landscape. Vibrant color washes over the St. Joseph River, highlighting the "Keepers of the Fire" statue and the water as it rushes downriver.

The lights turn on a half hour before dusk and stay on until sunrise. They operate 365 days a year.

The best viewing spots are the Colfax Bridge, Island Park and Pier Park. There's 24-hour access at Island Park, which has drawn national acclaim, except during private events. Downtown South Bend parking is free after 5 p.m. on weekdays and all day on weekends. The best parking available for River Lights access is along Niles Avenue, at Century Center and at Seitz Park.

Where family
fun is always
"just around
The Bend"



PHOTO COURTESY OF VSBM

Dinner on the Town

Midwestern comfort food and a selection of international fare make up the palate of downtown South Bend. Check out these community favorites!

- PEGGS (local-favorite breakfast and lunch)
- Spirited (vegan-friendly with extended hours)
- Barnaby's (specialty pizza near Howard Park)
- Cambodian Thai (authentic Asian cuisine)
- Fiddler's Hearth (downtown Irish pub)
- The Skillet (Polish favorites with a legendary buffet)



PHOTO COURTESY OF EVIL CZECH BREWERY

Local Beverages on Tap

A surprising number of local breweries, distilleries, and wineries thrive in the city.

- South Bend Brew Werks (brew pub with 20 rotating taps)
- Crooked Ewe Brewery & Ale House (gastro-brewery with family dining area)
- The Indiana Whiskey Company (locally sourced distillery with tours)
- Hall of Heavenly Goat Brewing Co (barrel-aged beer, wine, cider)
- IRONHAND Wine Bar (Indiana-grown boutique winery)
- Evil Czech Brewery and Public House (quirky beers from "brew warriors")

**ON YOUR
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Net Zero 'tiny homes'

Dwayne Borkholder spends more time than most thinking of others. The president of Borkholder Building and Supply as well as New Energy Homes, of Nappanee, Indiana, modestly has been a part of humanitarian projects all over the world.

Hurricanes and earthquakes in Haiti have long since inspired Borkholder to design a durable, compact and affordable home kit that would help the situation. Borkholder is hoping that someday, his Net Zero post-frame "Tiny Homes," can provide a humanitarian solution. The Tiny Homes are constructed for strength and energy efficiency, with durable products, like the Multi-Rib metal roof and wall panels from McElroy Metal [www.mcelroymetal.com].

"It's always been a part of my philosophy to build a home with materials that won't have to be replaced before the 30-year mortgage is paid off," Borkholder says. "With (asphalt) shingles you get 10 or 15, maybe 20 years. Vinyl siding has to be replaced after 20-25 years. If you can use a product like metal, that has a proven record of lasting longer, why wouldn't you use it?"

While the plan to get package homes into Haiti is not yet feasible, there has been some interest in the Tiny Homes



right in Borkholder's backyard. A professor putting together a sustainability department at nearby Indiana University has asked about the Tiny Homes and has brought Borkholder into the classroom to educate IU students. There's also been some interest in erecting Tiny Homes for Habitats for Humanity.

Borkholder says that South Bend, Indiana, has, in the last few years, changed its ordinances to allow for the construc-

tion of an Auxiliary Dwelling Unit, or an ADU, on city lots. By erecting an ADU, there's no need to purchase additional land or add infrastructure like electricity and water. It adds value to the property and creates a source for added revenue as a rental space.

"New Energy Homes are post-frame structures, built to be affordable, with a focus on the building envelope," Borkholder says. "It has to have a Net Zero

Design and Installer: Borkholder Building & Supply/New Energy Homes, Nappanee, Indiana.
Completed: March 2021

🏠 PROJECT OF THE MONTH 🏠

footprint with a high-performance envelope. Post-frame offers an affordable, but very durable and very dynamic system.”

The homes are 600 square feet, but have a spacious feel because of the way they are designed by Borkholder and his staff architect, Mike Blue. They have nine models available on the New Energy Homes website [<https://newenergybuilding.com>] with plans for more. The homes were submitted for consideration in the 2021 Builders Showcase of the Home Builders Association of St. Joseph Valley and garnered several awards, including Best of Show. In addition to the metal panels from McElroy Metal, other sustainable products used on the project included metal panels from Quality Edge Vesta in Gilded Grain, entry doors from Therma-Tru, thin-film laminate solar panels from MiaSolé and balcony railing from Westbury Aluminum Railing’s Tuscany line.

Why metal? Borkholder cites three reasons: Aesthetics, longevity and energy efficiency.

“The look of metal and wood grain are in right now,” he says. “When you look at barns around here in Amish country, you’ll see galvanized roofs that are 50, 60 or 70 years old. They may have a little rust in spots, but they’re not leaking and if you can

get that kind of life expectancy out of metal as roofing, just think how long it will last as a wall panel, where it doesn’t endure the direct weather that a roof does.”

When it comes to energy efficiency, Sherwin-Williams Fluoropon PVDF reflective paint colors help reduce heat transfer. McElroy Metal’s Multi-Rib roofing and wall panels on the tiny house are Matte Black.

Borkholder says orders aren’t flooding in, but the inquiries are. It takes some time for people to buy into a new and extreme idea.

“Steel has a lot more value than most people think,” Borkholder says. “People need to see and feel what it’s like, they need to ‘experience’ the Tiny Homes.”

Of the first two Tiny Homes, one was sold to an executive at Inovateus Solar, the MiaSolé solar panel supplier. The second remains available on Air BNB. **GSCB**



Premium Finish

How to spray waterborne semi-transparent urethane coatings

BY JAMIE WHITE, PPG

AT-111 shed coated with Honey Gold stain has always been an iconic look in the shed industry. In recent years, more and more sheds are being built with substrates that have a pre-primed surface. These new substrates offer many advantages, however, one of the disadvantages is they eliminate the ability to get the rustic stain finish that many shed builders and customers prefer. True exterior penetrating stains are not made to go over a primer or lay on the surface. They were designed to penetrate and seal raw wood. Though we still see some builders using them over pre-primed substrates, it is not recommended and can have some long-term durability issues. Waterborne semi-transparent urethanes were developed to provide shed builders the ability to achieve a rustic stain-like appearance over a pre-primed substrate. They also provide superior exterior durability when compared to acrylic paints or exterior penetrating stains.

It is no surprise that waterborne urethanes have quickly become the premium type of coating for the shed industry. They do present one challenge, however, and that is in the application. When visiting shops around the country, we have seen that some painters have mastered the application, while some still struggle with it. Other painters have not even started to use urethanes because of not knowing the proper

technique to apply them. When applying a semi-transparent coating over a primed surface, the goal is to make it “look” stained when in reality, it is not actually stained. When applying semi-transparent urethanes, you want an even stained finish, no streaks, no dark spots and no sags or runs. To accomplish a quality “stained” look, you have to adjust your application method from how you paint a solid color.

Below are some best practices that should help you achieve the appearance you desire.

1 Change your tip size. For solid color paints, most shops are using a 415 or 517 tip. These tips give you a wide fan and also provide a good volume of material, which is important when trying to cover/hide the surface. When applying the semi-transparent urethanes, we do not need as much material. We recommend using a 513 tip. This will give you a 10” fan and just the right volume of material. The wider fan helps you to overlap your spray pattern and achieve an even finish.

2 Spray with the grain. If the grain of your boards is running vertical, then spray up and down. If you are using lap siding and your boards run horizontal, then spray left and right. **DO NOT SPRAY** both vertically (up/down) and horizontally (left/right) on the same surface! If you spray in multiple directions, you will end up with dark stripes

and an uneven finish. For example, when you come to windows or doors, continue to spray the same direction. Do not change to left/right spray for one and then use an up/down spray for another.

3 Overlap your spray pattern. Whether spraying up/down or left/right, it is important that on each pass you overlap 50% of the previous pass. This technique will help eliminate light spots and streaks.

4 Spray in to or towards the corners/ edges of trim boards. Keep your pattern of vertical or horizontal spraying (not both). Only spray in or towards the trim pieces, not all the way across. For example, if you have a trim board running horizontally across a gable end, if you spray vertically up to and across the trim board, you will create a light area or “halo” above the trim board, which becomes difficult to hide. By spraying up to the bottom side/ edge of the trim and then spraying down to the top side/edge of the trim, you can eliminate the “halo” effect.

5 Practice first. If you are new to spraying waterborne semi-transparent urethane coatings, it is best to practice first on scrap boards to get the technique down before you spray a full shed. **GSCB**

Jamie White (jamiwhite@ppg.com), PPG Segment Specialist, can help you better understand how to get the best coatings system.

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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

CALENDAR OF EVENTS

Before making travel arrangements, check with the show producer to confirm there have been no changes to event dates, venue, or show hours.

Nov 4-5

Garage, Shed & Carport Builder Show, Century Center, South Bend, Indiana. 715-252-6360; <https://garageshedcarportbuilder.com/2021-gsc-builder-show/>

Nov 16-18

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

Nov 16-18

International Pool / Spa / Patio Expo 2021, Kay Bailey Hutchison-Dallas Convention Center, Dallas, Texas. www.poolspatio.com/en/home.html

2022

Jan 18-20

Frame Building Expo, Gaylord Opryland Resort & Convention Center, Nashville, Tennessee. nfba.org

Feb 1-2

NLA Expo Nebraska, Embassy Suites Hotel & Conference Center, LaVista, Nebraska. www.nlassn.org/page/expos

Feb 1-3

International Roofing Expo, New Orleans, Louisiana. theroofingexpo.com

Feb 8-10

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

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