

# GARAGE ■ SHED ■ CARPORT BUILDER

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February/March 2022  
Vol. 3, Issue 1

## STATE OF THE INDUSTRY

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FROM  
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ANCHORING BASICS

**SHED LOTS**  
THAT SUCCEED

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## Welcome to the first issue of a brand new year

**T**he first issues of the year traditionally feature State of the Industry articles. For these articles we survey our readers, our advertisers and interview key personnel in our industry. The goal is to review the events of the previous year and anticipate the changes coming up. We typically stay general because it is the future, we can guess, but in reality, no one knows.

For a decision maker or business owner, good business intelligence and data is critical for planning. The ability to anticipate and manage upside and downside risks allows you to survive tough times and prosper in good times. The question is always, "Where do I get this information?"

You have several resources: News,

data services and trade associations all conduct market research and attempt to measure trends. In this environment, we want to be your resource. We see one of our growth areas as data generation. We are in a unique position to measure our industry. In November we passed 100,000 subscriptions. No association or market data company has that potential sample size. (There are other factors, but sample size is a major factor deciding validity of the information collected.)

One of the things we use as a resource for the articles are current and previous surveys. Help us help you survive and prosper.

Please complete and respond to our surveys. The information you provide is anonymous and will not divulge any proprietary information to your

competitors. We will continue to share the information we collect, free of charge, to our readers.

I would also like to know what questions you would like us to ask. If you have a question, chances are you are not alone among our 100,000 subscribers. This goes back to our phrase of the day: Help us help you.

Starting in 2022, Shield Wall Media wants to be your resource for industry trends and data.

Have a happy, healthy, and prosperous 2022.



Gary Reichert, Publisher  
gary@shieldwallmedia.com

## Spring – and opportunities – are in the air

**I** know I may be rushing the "Spring" thing a bit, but I'm tired of feeling Winter in my bones. Over the last few weeks I had the opportunity to attend both the Frame Building Expo in Nashville and the International Roofing Expo in New Orleans. Besides the benefits of visiting areas that are much warmer than my native Central Wisconsin, I found attending the trade shows to be invaluable. They were both perfect opportunities to connect with acquaintances new and old.

Frame Building Expo (FBE) featured approximately 120 exhibitors, all of which were part of the post-frame industry. International Roofing Expo (IRE) hosted nearly 400 exhibitors. They were both well attended and both, overall, had a very upbeat, positive, and optimistic

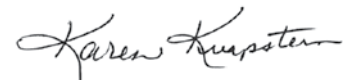
atmosphere.

Trade shows are the perfect opportunity to get the news straight from the manufacturers. I took advantage of the opportunities and spoke with manufacturers and suppliers about the state of the industry, supply chain issues that have been plaguing the trade of late, and what opportunities and challenges we may be facing this year. While we (like you) don't have a crystal ball to see what's going to happen, we put together some thoughts and observations for the State of the Industry coverage that begins on page 16.

As the Table of Contents shows, this edition is packed with news and features. We're ramping up our carport coverage in general, but in this issue we have a feature about anchoring carports. Neil

Osborne, who is with Express Carport, was gracious enough to spend some time with me and run through the basics of carport anchoring, which we share beginning on page 22.

If you are willing to share your experience and knowledge with our readers, we'd love to hear from you. Participating in our editorial coverage is a great way for you to establish yourself as an expert in the industry and earn some free press for your company. Also, sharing accurate information is an excellent opportunity for you to have a positive impact on the trade.



Karen Knapstein, Editor  
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# CONTENTS

## Features:

- 6** Water in the Desert  
Arizona Business Giving Back
- 16** State of the Industry  
Construction Outlook for 2022
- 22** Prevent Fly-Aways  
Carpport Anchoring Basics
- 26** Nails A to Z  
Courtesy of Maze Nails
- 28** Product Feature  
Garage Door Components Affect Form
- 30** Setting Up a Dealer Lot?  
Shed Lot Strategies For Success
- 32** Shed Geeks  
Technology In The Shed Business
- 36** Frame Building Expo  
Attendees Get Down to Business
- 44** Cold Stress  
Spot, Prevent Cold-Related Injuries
- 48** Adapt to Succeed  
Be Open To Trying Something New





**On The Cover:** Ambient Madera Series polyurethane injected garage doors. COURTESY OF SAFE-WAY DOOR. **Above:** A scene from Frame Building Expo, held in Nashville, Tennessee, January 18-20. PHOTO BY KAREN KNAPSTEIN

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## Departments:

- 3** Publisher's Note
- 3** Editor's Note
- 34** Business Profile
- 40** Business Connections
- 42** Building Progress
- 46** New Products
- 50** Products & Services
- 51** Advertiser Index



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**Next  
Issue:**

- Building Showcase
- Product Profiles
- Ventilation





# Water In The Desert

BY KAREN KNAPSTEIN

**A** Always Open Garage Doors (<https://www.alwaysopengaragedoors.com/>) is a family owned and operated business that was founded 25 years ago in Scottsdale, Arizona. With a long-standing tradition of customer service, the company recently established a new tradition.

Ray Dal Soglio said his dad, Mark, founded the company because he believed the job could be done better than it was being done by the company he was working for. “Dad kind of fell into it,” Ray explains. “He worked for a big company, but it was run kind of poorly. It inspired my dad to start his own business and run it the way he believed it should be run. He focused on repairing doors, doing quality work, and customer service.

“He started out with the mission to provide quality service,” Ray continues. “It’s kind of our main policy. We’re more than a repair business; we’re a customer service-based business.”

Today, Mark’s sons Ray and Zach are in the process of taking over the business. “As soon as we were old enough, we started helping out,” Ray says. “Dad taught me and my brother at a young age to do good work and do extra. We grew up racing motorcycles. If you want to do well racing, it’s about taking care of the bike and making sure everything is perfect.”

That same effort to do good work is brought to their garage door business. They even sweep out the garage when they’re finished with the job. “Doing extra sets us apart from other companies,” Ray says.

Pairing a strong work ethic with providing customers with products and services they want serve the family well in building the business. Services



include installing automatic garage doors, installing and servicing commercial garage doors, providing preventive maintenance, garage door repairs, and spring replacements or repairs. To better serve their customers, they even have an exclusive deal with spring manufacturers to manufacture springs that are better designed to hold up to harsh Arizona conditions.

While it’s doing well, the company is affected by the labor shortage. “It’s a challenge, recently, to find employees,” he says. “We kind of hold a little bit higher standard for our employees.” The company goes through a lot of interviews to find one candidate that’s a fit. “We try to go above and beyond every day. That’s kind of why we’re particular in hiring. We need to make sure our employees can deliver high-quality customer service.”

## Giving Back

About two years ago, Mark came up with an idea to show the company’s appreciation for the support their customers and their community have given A Always Open Garage Doors. The idea to give back is simple: The company will donate a case of water to St. Mary’s

Food Bank for every job it does. “We wanted something doable,” Ray said. “We wanted it to be easy enough that we could do it consistently and keep up with it.”

It’s a simple idea that further connects the company with its customers and the community. “It comes down to wanting to be more than just a repair business,” Ray says. “A case of water is something we can do consistently. And water is important – especially in Arizona. We live in a big desert; it’s hot and water is something you always need.

“The customers have liked the program, too,” Ray continues. “It’s a little extra that the customers feel they’re giving back, as well.”

The water donations for A Always Open Garage Doors averages about a hundred cases per month — about 2,400 cases of water donated so far — which they deliver every two to three months.

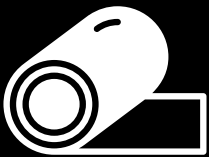
Ray humbly says, “It’s not going to change the world or anything.” However, this “little something extra” donated to a well-regarded and respected food bank dedicated to feeding the hungry in Phoenix and nine Arizona counties is certainly bettering the local community.

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**LP Building Solutions Announces Plans for a New Facility**

LP Building Solutions [LP, LPCorp.com], a leading manufacturer of high-performance building products, has announced it will build a new LP® SmartSide® ExpertFinish® prefinishing facility on 75 acres in the Town of Bath, New York. With a targeted opening date in the third quarter of 2023, the facility is projected to add more than 60 new jobs to the Steuben County community.

“LP’s prefinished siding product, ExpertFinish, has seen phenomenal growth since launching in 2020,” said LP Executive Vice President, Siding Neil Sherman. “To support strong customer demand, LP is aggressively pursuing prefinishing capacity expansion plans both within our existing facilities as well through this greenfield facility in Steuben County, New York.”

The Southern Tier region of New York is ideally suited for ExpertFinish production due to its proximity to the new construction and repair and remodeling home siding markets in the Northeastern U.S. The new facility, which is contingent upon site acquisition and permitting, will be designed for future expansions and join LP’s three existing siding prefinishing facilities—LP Roaring River, LP Green Bay, and LP St. Louis.

“The Steuben County Industrial Development Agency is thrilled to be working with LP and our economic development partners to bring this project to Steuben County,” said Steuben County Industrial Development Agency Executive Director James C. Johnson. “This investment and the jobs associated with it will be transformational for the Bath community, and we look forward to supporting the company’s future growth.”

“For over 20 years, LP SmartSide Trim & Siding has provided customers the beauty of traditional wood with the advanced durability of engineered wood,” said Sherman. “A key element of our SmartSide siding growth strategy is to expand our prefinished strand-based solutions, particularly in the Northeast. With LP’s prefinishing expertise and capabili-

ties as well as the increased capacity the Bath facility offers, we are well positioned to grow in this market.”

**Westlake Royal Building Products™ Debuts**

Two years of strategic geographic and category acquisitions throughout the North American building materials market culminates today as the Westlake Royal Building Products™ brand is born [WestlakeRoyalBuildingProducts.com]. Bringing together the trusted Royal® Building Products, Boral® North America building products, and Davinci® Roofscapes product lines under one unified brand signals a new era of growth and opportunity for the 50-year-old company.

The newly launched Westlake Royal Building Products brand is built on strength and promise, featuring the dynamic portfolio additions of decorative stone, concrete and clay roof tiles, stone-coated steel roofing, and windows to its product category lineup. The complete offering now includes industry-leading brands in Siding and Accessories, Trim & Mouldings, Roofing, Stone, Windows and Outdoor Living.

“Today is a historic day for our team as we launch Westlake Royal Building Products, which represents our depth of experience and ongoing commitment to quality, innovation and customer relationships,” said Steve Booz, vice president of marketing at Westlake Royal Building Products. “Westlake Royal Building Products goes to market with a broader, more diverse range of products, services, and solutions that meet the needs of architects, builders, and homeowners throughout North America.”

**Parent Company of Coverttech acquires Reflectix Insulation**

Balcan Innovations Inc., the parent company of Coverttech Flexible Packaging, which manufactures rFOIL insulation, has acquired Reflectix Inc., a leader in reflective insulation and radiant barriers.

“The acquisition of Reflectix brings the

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

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

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

**About Reflectix**

Reflectix began as an energy-management company in the early 1980s and became a reflective insulation and radiant barriers leader. Reflectix is dedicated to researching, developing and manufacturing technically advanced energy barriers designed to reduce consumption and be non-detrimental to the environment. The developed products are safe, easy to use and provide significant economy for the user wherever there is a desire to control heating and cooling. Reflectix has achieved the ISO certification to ensure its customers’ highest and consistent product quality.

**About Coverttech/rFOIL**

rFOIL insulation [https://www.rfoil.com] is a single or double layer of polyethylene bubbles bonded to and sandwiched between a highly reflective surface and a white polyethylene sheet. rFOIL is recognized for its thermal performance, easy installations, versatility and environmental friendliness and offers a number of advantages over traditional insulations. Its unique construction is specially designed to reduce radiant heat gain or loss in residential, commercial, post-frame, metal frame and HVAC applications.



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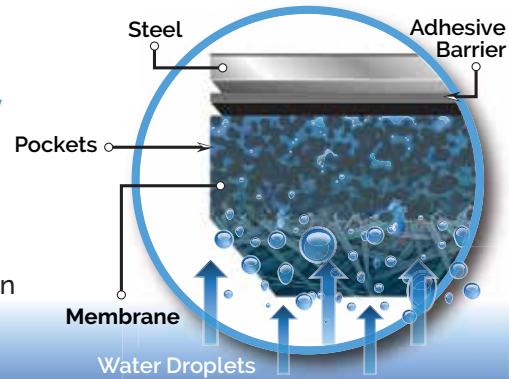
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**Leyden Promoted to VP of Residential New Construction Sales at ABC Supply Co.**

Jeff Leyden has been promoted to vice president of residential new construction sales at building products distributor ABC Supply Co. Inc. ([www.abcsupply.com](http://www.abcsupply.com)).

Leyden began his career with ABC Supply in 2010 when the company acquired Bradco Supply Corp. Since 2016, he has led ABC Supply's efforts to grow in residential new construction as director of residential new construction. In addition to his current responsibility of managing the relationships with national and regional builders for ABC Supply, he'll also be managing these relationships for L&W Supply, a division of ABC Supply.

"Jeff is the perfect person to work with both the ABC Supply and L&W Supply business development teams to provide a service and a product portfolio that is unique to the industry," said Chief Operating Officer Mike Jost. "He'll be great at ensuring our efforts are aligned across both teams."

In his new role, Leyden will lead his team in a unified effort to grow in the new construction space while helping contractors find the materials they need to build better businesses.

**MoistureShield Launches Valued Partner (MVP) Certified Contractor Program**

MoistureShield®, a division of Oldcastle APG, a CRH Company, introduces the MoistureShield Valued Partner (MVP) certified contractor program. The new MVP program offers contractors additional training, support and rewards, as well as a labor warranty program for Pros that actively use MoistureShield [[www.MoistureShield.com](http://www.MoistureShield.com)] products to build quality decks.

"We're very excited to introduce the MoistureShield Valued Partner program to benefit our loyal deck builders," said Matthew Bruce, Vice President of Sales, MoistureShield. "The MVP program solidifies our contractor partnerships as an investment in their success, as we learn,



**The new MVP program offers contractors additional training, support and rewards, as well as a labor warranty program for Pros that actively use MoistureShield products to build quality decks.**

earn and grow together."

The three-tiered program features multiple benefits to contractors designed to enhance their MoistureShield decking experience:

Access to the exclusive MoistureShield University (MSU) online training resource only available to registered MVPs on-demand on their computer or mobile device. The MSU courses are designed to educate contractors on MoistureShield's product portfolio and installation best practices, while accommodating contractors' busy schedules.

The new MVP program incorporates MoistureShield Contractor Rewards with a chance to earn up to 3X the reward points based on their MVP level. Contractors can earn points on all MoistureShield and sister-brand Belgard Paver purchases along with 19 other top building brands - redeemable for more than one million items such as pro tools, golf clubs, electronics and travel.

- Priority status on MoistureShield's Find a Contractor web page.
- MoistureShield-branded gear gifts.
- Labor Warranties of up to 5 years.
- Access to co-op marketing funds for high-performing contractors.

**US LBM Acquires Oldham Lumber of Texas**

US LBM, a leading distributor of specialty building materials in the United States, has expanded in Texas with the acquisition of Oldham Lumber Company, which serves professional builders in North Texas, including the Dallas-Fort

Worth Metroplex.

Founded in 1921, Oldham Lumber provides lumber, plywood, engineered wood and framing materials to residential builders and commercial contractors in Collin, Dallas, Denton, Hunt, Kaufman, Rockwall, and Tarrant counties in North Texas. Oldham operates two locations: a 10-acre yard in Dallas and a 12-acre yard northeast of Dallas in Melissa, Texas that currently operates under the name McKinney Lumber and was acquired by Oldham earlier this year.

"What has made Oldham Lumber successful over the past 100 years is establishing strong relationships and creating a high level of trust with our customers, and we're pleased to find a partner in US LBM that shares and recognizes the importance of these values," said Harley "Bubba" Finnell, Jr., who will lead Oldham Lumber as president and general manager. "Our partnership with US LBM and the benefits it brings, such as wider access to technology, a broader catalog of products and professional development opportunities, will allow Oldham, our team and customers to continue to thrive and prosper together."

**PPG Architectural Coatings Partners with BIMsmith to Provide New BIM Resources**

PPG Architectural Coatings has announced the availability of a new comprehensive library of Building Information Modeling (BIM) materials for its Johnstone's Trade, GORI, and PPG Protective Coatings products through a new partnership with BIMsmith®, a leading product research platform for architects and designers.

The partnership involves the creation of data-rich digital materials that enable designers to visualize and render photorealistic colors of Johnstone's Trade, GORI, and PPG Protective Coatings in Autodesk® Revit and other leading architectural design applications.

As part of the partnership, products from PPG Architectural Coatings are also now available to architects and designers around the world on BIMsmith Market,





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The new PPG BIM materials are also now available on a new PPG specifier website [bimsmith.com/JohnstonesTrade]. From BIM material files and environmental product declarations to Green Building guidance and the latest news & insights from PPG, the new PPG specifier site provides easy access to essential information and tools to support designers through the specification process.

**Bay Supply Launches New B2B Online Marketplace for Fastening Industry**

Bay Supply has launched its new Baysupply.com B2B e-commerce platform as the first B2B vertical marketplace to serve the fastening industry.

Bay Supply is an online marketing division of Bay Fastening Systems and a key part of the Bay Marketing Network serving the global industrial supply marketplace.

One of the new platform's highlights is an RFQ workflow that auto-populates part specifications to streamline the submission process. Buyers can quickly create RFQs and specify category or brand-specific requirements. The quote requests are automatically syndicated to the relevant suppliers that meet their procurement requirements with a single click.

Although access is free to all users, Bay charges a small fee to sellers for all successful sales transactions on the platform. Bay uses the majority of collected success fees to fund software enhancements for users, to cover integration costs with third-party services and to expand digital marketing exposure for the platform and its participants.

**Sherwin-Williams Breaks Ground on New Global R&D Center**

The Sherwin-Williams Company has announced that it held a groundbreaking ceremony October 22 to signal the official start of construction for the Company's new global Research and Development Center.

Part of the Building Our Future project, the 600,000-square-foot facility located in Brecksville, Ohio, will bring chemists, engineers, technicians and support teams together into a state-of-the-art hub for innovation and development of the company's future products and services. The new R&D Center will support product development, coatings research, color technology and process engineering.

"This is a monumental day for our organization," said John G. Morikis, Sherwin-Williams Chairman, President and Chief Executive Officer. "This new R&D Center will be the global innovation epicenter for creating solutions that solve our customers' problems, as well as a key to us to retaining and attracting top talent. We're also celebrating the broad and diverse group of companies and individuals that will be working on this project, along with the ongoing impact the project will have on the community and region for years to come. And we're proud to be building it right here in Northeast Ohio, our home for more

than 155 years."

The Building Our Future project includes both the new R&D Center in Brecksville and a new global headquarters in Downtown Cleveland, which will be approximately 1,000,000 square-foot in size. Sherwin-Williams plans to invest a minimum of \$600 million to build both the headquarters and R&D facility.

"We appreciate the investment made by Sherwin-Williams in creating world-class facilities for research and development in Brecksville and a new global headquarters in downtown Cleveland," said State of Ohio Governor Mike DeWine. "Combined, these new facilities will generate positive economic impact as well as serve as a catalyst for future development throughout the region."



Latest rendering of the Sherwin-Williams new Research & Development Center located in Brecksville, Ohio.

Together, the two facilities will house more than 3,500 employees with room to accommodate future growth. Sherwin-Williams estimates it will add a minimum of 400 jobs at these facilities over time, an increase of 11 percent to the company's current local workforce. Many of these jobs will include professional staff, engineers and chemists.

"We have been incredibly fortunate to have Sherwin-Williams be part of our community for the past 155 years, and Cuyahoga County is pleased that we were part of a strong public-private partnership that provided the necessary financial commitments designed to support the company's decision to remain in Northeast Ohio," said Cuyahoga County Executive Armond Budish. "And we are incredibly fortunate that they want to invest in our region with both a new global R&D Center in our own backyard while a new headquarters site is being developed in the heart of downtown Cleveland."

In addition to Governor Mike DeWine, County Executive Armond Budish and Mayor Jerry Hruby, Sherwin-Williams was honored to have additional public dignitaries provide remarks at the ceremony. They included Senator Sherrod Brown, Senator Rob Portman, State Senator Matt Dolan and State Representative Phil Robinson.

"The investment in this new R&D Center will spur additional investment by others and continue to strengthen and develop our local economy and translate into incremental tax dollars for the city and the schools," said City of Brecksville Mayor Jerry



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Hruby. “Sherwin-Williams has been a fantastic partner in working with us to strengthen this area of our city. We are looking forward to welcoming Sherwin-Williams employees to their new R&D Center in 2024.”

The R&D Center is expected to open by the end of 2024 and is projected to generate 3,000 construction jobs.

### **LP Foundation Donates Over \$550,000 in 2021 to Support Local Communities**

LP Building Solutions (LP, LPCorp.com) has announced that the company donated more than \$550,000 in 2021 through its LP Foundation and other corporate giving initiatives. The LP Foundation, a 501(c)(3) nonprofit organization, has five philanthropic programs: Grants and Sponsorships, Disaster Relief, Community Mill Grants, Employee Nonprofit Board Sponsorships, and the Employee Giving Match Program.

The LP Foundation’s philanthropic focus aligns closely with LP’s vision, values and purpose of Building a Better World™. Donations are directed at nonprofits and public schools within the following categories: housing; environment; K-12 public education; and diversity, equity and inclusion.

“We stay true to LP’s purpose of Building a Better World™ by enriching our community through thoughtful giving and volunteering,” said LP Foundation President Breeanna Straessle. “2021 was an outstanding year for the LP Foundation in terms of both giving and impact. In addition to donating more than half a million dollars, LP employees also volunteered their time to dozens of local causes, such as building homes with Habitat for Humanity, teaching high school students about sustainable forestry, and collecting school supplies for teachers.”

In 2021, the LP Foundation had a record-breaking year of giving through its Community Mill Grants program, donating more than ever within the communities where it operates. Organizations and schools were identified by employees at LP mills across the U.S. and

Canada based on community need. The foundation also continued its tradition of contributing to nonprofits in Nashville, Tennessee, where the company is headquartered. Among these hometown grants was a \$50,000 donation to the Adventure Science Center, a nonprofit science museum for children. The donation contributed to the development of an urban arboretum in the heart of Music City, a particularly fitting project given LP’s long history of sustainable forest management.

“Support from the LP Foundation was instrumental in creating the Adventure Science Center 75th Anniversary Arboretum, a project that allowed us to take our nonprofit mission outdoors, provide free learning experiences for the community, and celebrate a significant milestone in our history,” said Adventure Science Center President and Chief Executive Officer Steve Hinkley. “Strong relationships with the business community have helped make Adventure Science Center an irreplaceable part of Nashville and Middle Tennessee, and we are grateful to the LP Foundation for their partnership.”

The LP Foundation continued its long-time partnership with PENCIL, which connects community resources with Metro Nashville Public Schools. This year, the LP PENCIL Box program reached an incredible milestone—surpassing \$10 million in free teacher supply donations since the program was launched in 2006.

Additional grants were issued this year to nonprofits such as LP’s long-standing partner, Habitat for Humanity of Greater Nashville; Hard Bargain Association; Rebuilding Together Nashville; Tennessee Wildlife Federation; Serving Souls; Two Harbors Fire Department; Project Backpack; and United Way of Southwest Alabama, among others.

The LP Foundation was established in 1973 as a U.S. 501(c)(3) nonprofit organization. Since its founding, the LP Foundation has donated more than \$20 million to nonprofits and K-12 schools in the communities where LP operates.

### **James Hardie Industries Celebrates Grand Opening Of New U.S. Headquarters**

James Hardie Industries plc, the world’s #1 producer and marketer of high-performance fiber cement and fiber gypsum building solutions, recently celebrated the official opening of its new US headquarters in Chicago, Illinois. Featuring remarks from James Hardie CEO Dr. Jack Truong and Governor JB Pritzker, the event marked a significant milestone in the global corporation’s strategic transformation to a consumer brand.

The company’s 68,000-square-foot office at 303 East Wacker overlooks Lake Michigan and the Chicago River, and supports the brand’s focus on the consumer and market-led innovation, enabled by collaboration and the cross-functional teamwork of its more than 5,000 employees around the world.

“On LaSalle Street, we used to look at buildings, now we have unobstructed views of the river and of downtown Chicago. On a clear day, we can see Lake Michigan for miles, this is very intentional,” remarked Dr. Jack Truong during the ribbon-cutting ceremony. “In moving to this location, we were determined to elevate and enlarge our perspective. We wanted to look beyond building exteriors, to the neighborhoods where our customers and employees live and work. We wanted to focus on the needs of the trade, of course, but also to lift our gaze to the homeowner, whose dreams we intend to fulfill.”

The state of Illinois will play a significant role in James Hardie’s transformation and continued expansion. In addition to the new corporate offices in Chicago where the company’s leadership is based, there is a James Hardie manufacturing plant in Peru, Illinois.

Marking more than 15 years of partnership with Habitat for Humanity, James Hardie leadership presented a check for \$100,000 to Habitat for Humanity Chicago. In addition, company leadership recognized Veteran’s Day by presenting a check for \$100,000 to the Wounded Warrior Project. **GSCB**



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# 2022: What's in Store

## Lumber, Steel Industries Shifting, Expanding

BY GSCB STAFF

**L**ast year had plenty of challenges. Lumber prices are erratic and still higher than historical norms, manufacturers and builders have had to deal with material shortages, and everyone is dealing with longer lead

We'll focus on steel and lumber, the two most common materials used in — and critical for — all types of low-rise construction and special-use buildings.

Early in the pandemic, steel companies shut down production and inventories were depleted, creating a raw mate-

and builders (and do-it-yourselfers who had time on their hands) quickly cut through the lumber supply. The result was a decrease in supply, and an increase in demand. The inability of domestic mills to rapidly increase lumber production to meet the demand resulted in an unprecedented increase in lumber costs. The Random Lengths Framing Lumber Composite Price, an industry benchmark, increased about 175% between April and September. In May 2021, the FLCP topped \$1,500 per thousand board feet (\$1,500/mbf). A report from the National Association of Home Builders (NAHB) said, "The production gap, and the material cost impact, can only be closed via a significant increase in domestic production, more U.S. imports of lumber, or a significant substitution to other building materials."

To understand current lumber market activity, listen to the Structural Building Component Manufacturers' (SBCA) bi-weekly Lumber Connection podcast (<https://www.sbcacomponents.com/media/lumber-connection>), on which lumber market professionals "discuss today's market and explore tomorrow's trends." In the January 17 podcast, Ken Timmins and Justin Binning, both with American International Forest Products (AIFP, [lumber.com](http://lumber.com)), discussed the lumber market imbalance. During this particular podcast, they explain why the lumber market is under-inventoried due to transportation issues, the weather, and COVID-19. In part, the mild weather in the fall and early winter kept construction going strong. Jobbers worked through their inventory at the end of 2021 and the work kept coming in; demand continued

times getting raw materials or supplying their customers. But there have also been opportunities. Let's look at a few of the challenges and opportunities of 2021, and what might be coming our way throughout 2022.

### Material Challenges

You'd be hard-pressed to find some sector of construction that didn't have at least some supply disruption in 2021.

rial shortage. Overseas and domestic shipping problems (and other reasons) challenged the supply and resulted in higher prices in 2021. However, demand remained strong. At the Steel Summit meeting in August 2021, hosted by Steel Market Update, industry experts predicted a strong 2022, with some recessionary activity potentially in the second half of 2023.

Lumber mills were also shut down





to outpace lumber production. Plus, the late-year holidays and COVID outbreaks in sawmills caused mills to shut down for weeks at a time. Wood continues to leave plants and lumberyards, but logistical issues and COVID continue to have a serious impact on the volume entering the market.

They said there's no quick or perfect fix for the supply chain issues, and you have to roll with the weather when it comes to getting your jobs done. They recommend keeping close touch with lumber suppliers and stay up to date on the lumber price and availability information so you can make informed decisions when it comes to running your business.

Many suppliers, not just lumber suppliers, have pointed out there's not a single break in the supply chain; there are many. Some of which are:

- Ships loaded with filled shipping containers are awaiting off-loading off the California coast.
- Rail car and truck shortages.
- Shipping yards are full, so there's no place to hold more containers before they continue to their destination.
- Container shortages due to filled containers being tied up in the intermodal transport snafu.

(Container shortages will also have an impact on those companies that specialize in converting shipping containers into ADUs and other modular buildings.)

### Expansion Plans

Several North American steel companies are in the process of adding production. While some of these projects are not directly aimed at steel for the construction market, any new capacity will help to

ease overall supply constraints.

Blue Scope has new capacity expected to come on stream in Q2 at its North Star steel mill in Ohio.

Big River Steel, now part of United States Steel Corporation (US Steel) has a major expansion underway in Arkansas, which should be finished mid-year 2022.

US Steel has also committed to a new a mini-mill at a site yet to be announced, with construction to begin in the first half of 2022 and production expected to begin in 2024.

Steel Dynamics has announced plans to expand at its Terre Haute, Indiana facility as well at its Pittsburgh Techs Division. Some production at its new Stinton, Texas EAF operation went online in 2021, but weather delays has put behind the opening of the primary facility, now expected to come on stream in the

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second quarter of 2022.

Nucor has plans for a new steel sheet plant in either Ohio, Pennsylvania, or West Virginia.

Ternium and Arcelor Mittal are committed to expansions in Mexico, which feed into the U.S. market.

As for lumber production, several

new mills and mill expansions are in the works in the South. Softwood lumber mill capacity in North America is approximately 74 billion board feet per year. Over the last decade or so, mills have moved from the West to the South, which is now the largest softwood lumber-producing region

in North America. Last September, Forisk Consulting [<https://forisk.com/>] announced, “Based on announced sawmill builds and expansions, the U.S. South could add an additional four billion board feet of softwood sawmill capacity by 2022.” According to the announcement, the region’s plans for increased production included: “47 mill capacity increases, which includes 12 new mills and four reopenings. Of note, Roseburg Forest Products is building a 400 MMBF sawmill in Weldon, North Carolina. Recently, there have been several new announcements in Louisiana. These include the Canfor 250 MMBF greenfield sawmill in DeRidder, Interfor’s planned reopening of the former GP Dequincy 200 MMBF sawmill, and the partnership with Hunt and Tolko to build a 320 MMBF sawmill in Taylor, Louisiana.”

## Attention Renovators

James Hardie Industries (JHI), producer and marketer of Hardie Board and other high-performance fiber cement building solutions, reported on the driving forces behind the home renovation boom during 2020-2021, which it calls “the COVID era.” The findings are from a James Hardie Survey conducted by Wakefield Research, which polled 1,000 homeowners of single-family or multi-family homes from October 4-12, 2021.

In part, the report from JHI says:

“The pandemic has meant spending more time at home for many people, leading homeowners to reassess their home’s exterior. A startling 70% of homeowners said their home exterior needs a facelift, with 59% of homeowners wanting to improve their home’s exterior (notably including 77% of parents).

“According to the Leading Indicator of Remodeling Activity (LIRA), annual gains in homeowner improvement and maintenance spending were set to accelerate in the second half of 2021 and remain elevated through mid-year 2022. James Hardie’s study confirms this trend: 87% of homeowners said they want to continue renovating in 2022.

“The survey found that parents and millennials were disproportionately renovating; and the demand is not expected to abate this year. Millennials were the most likely (75%) to have made COVID-era renovations, and they spent more – \$40,600 versus \$10,000 for Gen X and \$11,000 for Boomers. In a tight housing market, this new generation of homeowners sees their first-home purchase as a long-term investment and forever homes. And perhaps due to remote learning needs, four in five parents (80%) made renovations versus only 52% of homeowners without children.” **GSCB**

### Look For Opportunities

Consumers are still looking for ADUs and home offices. According to a recent report from the NAHB, homeowners jumped on the opportunity to update their homes with home office spaces. With the onset of the pandemic, and the number of people working from home at an all-time high, homeowners realized they needed a dedicated home office space. That trend is expected to continue

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throughout 2022.

The NAHB also reported that interest in accessory dwelling units (ADUs) is growing. “Increased approval from planning and building departments has boosted ADU popularity,” the report says, “especially as a housing solution for homeowners needing space for returning grown children, for renters to help meet the shortage of affordable housing, and older parents wanting to age in place privately.”

There’s no doubt 2022 will continue to see its fair share of challenges. However, within those challenges are opportunities. Don’t be committed to doing what you’ve always done if it’s not working ... especially when your biggest opportunities may be in new areas. **GSCB**





The expectation for 2022 is that interest in ADUs and home offices will continue to grow, which bodes well for builders of special-use residential structures. PHOTO COURTESY OF SHEDHUB/COUNTRY CABINS.

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# State of the Industry

## The Building Industry from a Publisher's Point of View

BY GARY REICHERT

One of the unique things about my position is I have the opportunity to regularly communicate with many people in different segments and strata in the construction industry. My conversations include marketing and advertising, but also other topics related to general and specific events effecting our world. The specifics of these conversations are always confidential, but it allows me to aggregate information relevant to our portion of the construction industry. Without violating confidences here are some take aways based on our surveys and my conversations. Please understand that these are opinions and anecdotes. The information possibly inaccurate and being presented for consideration only. Do not base any business decisions solely on opinions expressed in this article without verification through other sources.

continue for the next 3-5 years, or longer.

The supply chain is facing challenges at multiple levels with different underlying causes. Essentially it is a mess. Everything from shipping to labor shortages is affecting the availability of products. This creates short term uncertainty and makes it difficult to forecast and predict cash flow. In larger companies this may represent a larger challenge and cause them to be conservative in the short term. With additional levels of management, reacting to change takes more time and there is a greater aversion to risk. Indications seem to be that this will lessen after first quarter.

Generally the business climate is good and most people I speak with believe 2022 will be similar to or a up from 2021. Most of the businesses experiencing challenges seem to be suffering supply chain issues and unable to receive or ship product. Demand is high and the increased material and labor cost have not driven process up to the point it restricts demand.

Energy and fuel costs are an issue, but do not seem to be a major damper on business as they are just passed through the supply chain to the end user, and the tipping point where it affects demand does not appear to have been reached.

The labor shortage is a continuing challenge. This may lessen, as the government is cutting back programs that subsidize workers staying home and COVID recommendations change. Interestingly I read an article today asking "How long can American's afford to not work?" That topic being discussed in conventional media makes me hope that we are nearing the end of this obstacle.

Political instability, COVID policy, a looming election year, possible interest rate hikes and ongoing mergers and acquisitions introduce an aspect of uncertainty. As a rule, uncertainty limits expansion and capital investment, but our industry seems to be running counter to that trend, primarily because demand is high.

I am only in the business of making predictions about my own business. I would not recommend anyone taking my opinions too seriously. We have many reasons to be optimistic about 2022. The possibility of labor returning, shipping and supply chain issues resolving and continued high demand may make 2022 a very interesting year, in a good way. **GSCB**



In no particular order, some thoughts about the upcoming year.

Machinery and capital goods manufacturers are doing very well. Demand is up and lead times are longer than typical. For some products lead time is running a year or more. Typical leads times used to be 3-6 months. This is good for the manufacturers and a sign of general optimism. These are expensive durable goods that depreciate over a period of years. A company is not going to make a large investment in capital equipment if they believe the economy will support the investment over time. A lot of people must believe the increased demand will



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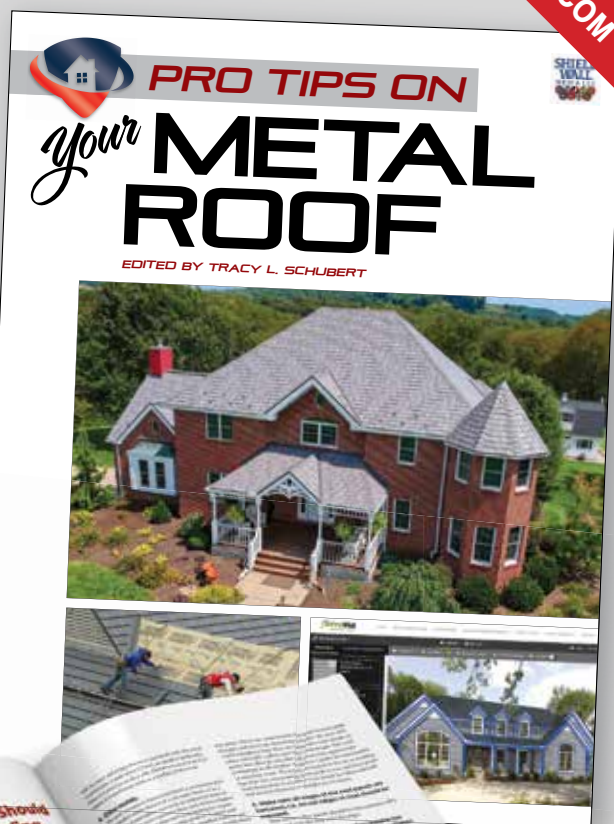
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# Prevent Fly-Aways

Carport Anchoring Prevents Damage and Loss

BY KAREN KNAPSTEIN

**W**hile you may not be installing carports on the windy, open plains, even occasional gusts are enough to wreak havoc on a structure built with light-gauge metal framing — especially if it's not fully enclosed. As an installer, you're not only the last line of defense, but also the one the carport manufacturer will be calling on if the carport fails to stand up as expected.

With about a decade of experience, Neil Osborne, Express Carport [www.expresscarport.com], explained how the steel building industry is growing incredibly quickly. "Some time ago, you could choose three styles of carport up to 21' x 30'" he said. "The industry now offers dynamic solutions for putting a roof over an area up to 100' wide. We have engineered plans to be more competitive with pole barns and red iron buildings. We

can do anything from carports up to barndominiums." Regardless of the building's size or purpose, it must be properly braced and anchored.

## Certified vs. Non-certified Buildings

"You have two different types of carports: certified and non-certified," explains Osborne. A non-certified structure is built to whatever the manufacturer thinks is OK; they may or may not use engineering in the structural plan. The gauge of the steel tubing, the leg spacing, the bracing are all based on whatever the manufacturer believes will be sufficient.

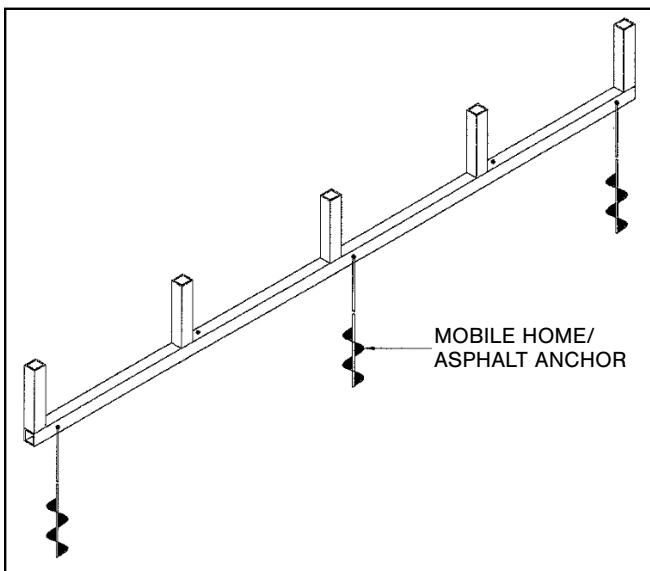
"Our company sells only certified buildings," he continues. Depending on the building, the cost of an engineered versus a non-engineered building might be a couple hundred dollars. "For the cost of \$300 for certified versus non-certified, I'd rather sell certified. It's not going to fail, and it's not worth the liability. The wind won't destroy the building or the items under the building. Within our engineered plans are callouts for every size of building and the rules for how they should be anchored and braced," he continues.

## Regional Influence

The region in which the buildings are going to be placed influence the anchoring specifications. "Primarily, we operate in North Carolina and South Carolina. None of our locations have a wind rating higher than 115 mph," he says. "And we don't have any snow ratings higher than 15 psi. When you get closer to the coastline, you'll have upwards of 190mph wind ratings in South Florida. The anchoring and structural integrity to withstand that type of wind is going to vary."

## Anchoring: "Earth"

If anchoring a carport into grass, dirt, gravel or other non-manmade surface, the common practice is to anchor carports





with 20”-long rebar spikes by pounding the spikes through holes that are pre-drilled through the base rail into the earth. This will hold the building to the earth but there’s no protection against the wind. Osborne says, “If it’s only anchored with rebar spikes, a wind gust can relocate the building.”

Using spiral auger anchors instead of rebar will hold the building fast and will give the owner a building certified for wind ratings. “Depending on the density of the soil, most plans call for 36” mobile home anchors,” he explains. A hole is drilled in the base rail, a bolt goes through the eye of the anchor, and it’s fastened with a nut and washer. Properly anchored with spiral auger anchors, the structure is protected against uplift.

When anchoring a carport to the earth, the distance between the anchors depends on the building; the number and placement are specified on the plans. Anchors should be placed within 8’ of each corner of the building. As an example, a 20’ building with legs 10’ apart would have four anchors (two on each side); a 30’ building would have six anchors (three on each side). There shouldn’t be more than a 16’ gap between any two anchors. The same rules apply as buildings get larger.

**Anchoring: Asphalt**

If you’re anchoring a carport on an asphalt surface, it’s a little different. Mobile home anchors are used following the same distance guidelines as anchoring on earth. Thirty-two-inch-long anchors are inserted through pre-drilled holes in the base rail. A small hole is made in the asphalt and the anchor is driven through the asphalt into the ground with a sledgehammer.

**Anchoring: Concrete**

If the carport is to have a concrete foundation, the concrete pad usually measures at least 5” with footers that go down at least 12” into the earth. The structure is again anchored through holes in the base rail. In this case, concrete wedge anchors are used. A hole is drilled through the top of the base rail within 6” of each leg into the concrete pad. Concrete wedge anchors (Red Heads) are installed through the holes into the concrete. As the bottom sleeve of the anchor



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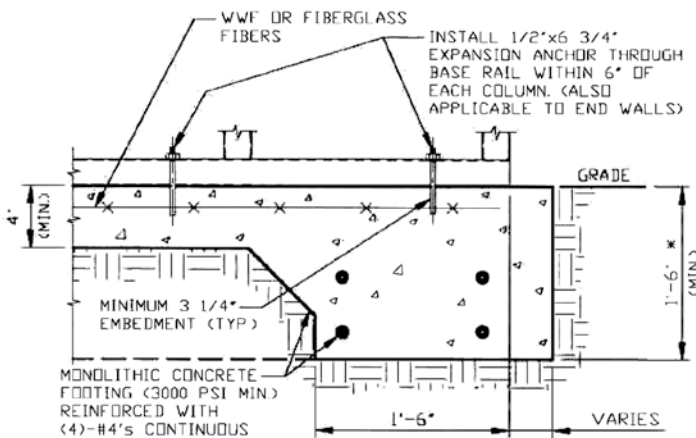
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expands, it creates a wedge to prevent the bolt from backing out and holds the building fast.

There are some variances, depending on the engineering, where bolts need to be. “Some manufacturers are adding L brackets to the base rail to get away from the edge of the

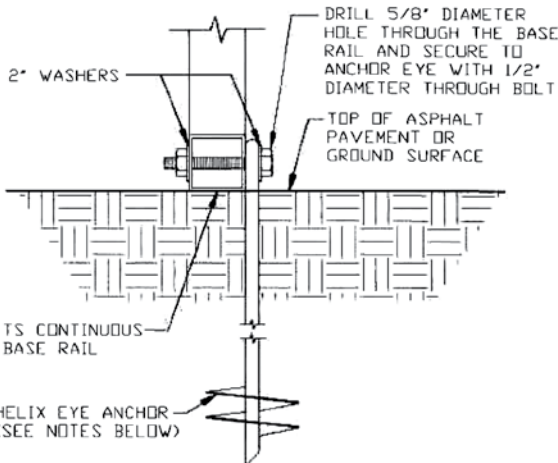
concrete,” explains Osborne. “Concrete has been known to crack off as you get close to the edge, which would reduce the integrity of the anchoring system. Some manufacturers are also starting to do some modifications and do some different things to bring the bolts inward, and away from the edge of the slab.”

# Base Rail Anchorage Options



When installed properly, anchors are difficult to see.

- 2 CONCRETE MONOLITHIC SLAB BASE RAIL ANCHORAGE**  
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 MINIMUM ANCHOR EDGE DISTANCE IS 4"  
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- 2A GROUND BASE HELIX ANCHORAGE**  
 SCALE: NTS (CAN BE USED FOR ASPHALT)  
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## GENERAL NOTES

NOTE: CONCRETE MONOLITHIC SLAB DESIGN BASED ON MINIMUM SOIL BEARING CAPACITY OF 1,500 PSF.

### CONCRETE:

CONCRETE SHALL HAVE A MINIMUM SPECIFIED COMPRESSIVE STRENGTH OF 3,000 PSI AT 28 DAYS.

### COVER OVER REINFORCING STEEL:

FOR FOUNDATIONS, MINIMUM CONCRETE COVER OVER REINFORCING BARS SHALL BE PER ACI-318. 3" IN FOUNDATIONS WHERE THE CONCRETE IS CAST AGAINST AND PERMANENTLY IN CONTACT WITH THE EARTH OR EXPOSED TO THE EARTH OR WEATHER, AND 1 1/2" ELSEWHERE.

### REINFORCING STEEL:

THE TURNDOWN REINFORCING STEEL SHALL BE ASTM A615 GRADE SO THE SLAB REINFORCEMENT SHALL BE WELDED WIRE FABRIC MEETING ASTM A185 OR FIBERGLASS FIBER REINFORCEMENT.

### REINFORCEMENT MAY BE BENT IN THE SHOP OR THE FIELD PROVIDED:

- 1 REINFORCEMENT IS BENT COLD.
- 2 THE DIAMETER OF THE BEND, MEASURED ON THE INSIDE OF THE BAR, IS NOT LESS THAN SIX-BAR DIAMETERS.
- 3 REINFORCEMENT PARTIALLY EMBEDDED IN CONCRETE SHALL NOT BE FIELD BENT.

### HELIX ANCHOR NOTES:

- 1 FOR VERY DENSE AND/OR CEMENTED SANDS, COARSE GRAVEL AND COBBLES, CALICHE, PRELOADED SILTS AND CLAYS, USE MINIMUM (2) 4" HELICES WITH MINIMUM 30" EMBEDMENT OR SINGLE 6" HELIX WITH MINIMUM 50" EMBEDMENT.
- 2 FOR CORAL USE MINIMUM (2) 4" HELICES WITH MINIMUM 30" EMBEDMENT OR SINGLE 6" HELIX WITH MINIMUM 50" EMBEDMENT.
- 3 FOR MEDIUM DENSE COARSE SANDS, SANDY GRAVELS, VERY STIFF SILTS, AND CLAYS USE MINIMUM (2) 4" HELICES WITH MINIMUM 30 INCH EMBEDMENT OR SINGLE 6" HELIX WITH MINIMUM 50" EMBEDMENT.
- 4 FOR LOOSE TO MEDIUM DENSE SANDS, FIRM TO STIFF CLAYS AND SILTS ALLUVIAL FILL, USE MINIMUM (2) 6" HELICES WITH MINIMUM 50" EMBEDMENT.
- 5 FOR VERY LOOSE TO MEDIUM DENSE SANDS, FIRM TO STIFFER CLAYS AND SILTS, ALLUVIAL FILL, USE MINIMUM (2) 8" HELICES WITH MINIMUM 60" EMBEDMENT.



**Tips & Tricks**

Osborne shares practical advice that may save installers some trouble down the road. “Make sure you have everything on your truck before you leave,” he advises. “From anchors to braces to whatever that may be.” And make sure you know what the installation surface is for each structure.

Armed with the knowledge of the surfaces you’ll be working with, also make sure you have all the tools in the truck that you will need for all the jobs on the load. “Drills, drill bits, auger machine to drive mobile home anchors into the ground. Everything. Be prepared to do the job,” he advises. “If you leave your home base without the tools needed, that’s not one customer that’s impacted, it’s five (or however many buildings you have on your truck).”

You need to also make sure the customer has marked the ground. “If you’re driving anchors 36” into the ground, you don’t want to drive a 3” auger through a septic line,” he warns. Get verification from the homeowner that there’s nothing in harm’s way.

Most manufacturer work orders say the installers and manufacturers are not responsible for underground damage, whether from the truck and trailer or from driving augers or anchors.

“It never hurts to ask again,” he says. “Some installers carry an additional signoff sheet. Ultimately, we don’t know what’s in the customer’s ground. Getting confirmation and getting additional signoff is never a bad idea. As an independent contractor you want to protect yourself. If you haven’t confirmed there’s nothing under here and you hit a pipe or electrical line, having that signoff to indemnify yourself is always a good thing.”

Osborn also says that in most cities it’s not required that the homeowner show the installer a permit. “Most people have a fear of being cooperative,” he says. “We don’t report to any permit agencies; it’s completely up to the customer to pull a permit. If a permit has been pulled, most of the time a septic inspection

is included in the placement permit; it’s a little more certainty that you’re good to go.”

Osborne cautions that installers should never forget to put the anchors in if it is a certified building. And if it’s not a certified building, follow the anchoring guidelines to assure the structure stays put. “If it’s not a certified building, when on-site always offer additional anchoring whether the customer needs to pay for them directly or go through the dealer,” he recommends.

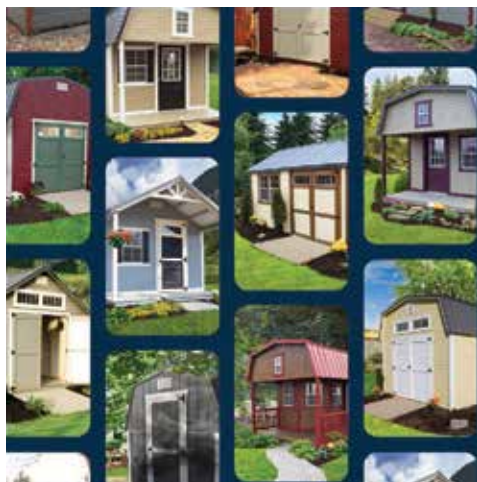
The installer is the last level of protection for the customer; it’s always a great precaution. “It might cost \$30-\$40 to have it done,” he says, “but it’s a lot less expensive to put anchors in and let the customers know that it’s not every day you’re going to have a gust of wind that will send a building flying. But on the occasion that it does happen, it’s a giant parachute effect. Rebar anchors are just not going to hold it down.” Don’t skimp on the anchoring system out of respect for the safety of the homeowners and their neighbors.

“Always carry extra anchors in your truck,” Osborne recommends. “Every customer needs them; never roll without them. Also, always ask the customer what the installation surface is and make sure to always have all three types of anchors in your truck.” To eliminate extra trips back to the shop or manufacturer, you want to carry enough along to anchor however many carports you’ve got on the load. “The last thing you want to do is finish up a building except for the anchoring,” he says.

**Conclusion**

Installing the anchors is the final step before the job is done. “It’s the last step driving in those anchors, but installers are all getting paid by the job,” says Osborne. “We tell our customers go through and look and makes sure you got everything you paid for.” Once the anchors are in you can move on to the next install.

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# All You Need to Know About Nail Sizes

## Origin of “PENNY-WISE” Nail Designations

There are two explanations for the English “penny” system of designating nail lengths. One is that the eight penny, six penny, two penny nails, etc. were so-called originally because one hundred nails cost eightpence, sixpence, twopence, etc. The other theory says that one thousand eight penny nails, for example, weighed eight pounds, one thousand four penny nails weighed four pounds, etc.

The “d” abbreviation for penny (8d for example) is of ancient origin and represents the first letter of the Roman coin denarius.

Nails used for wood-to-wood applications (such as wood siding nails, cedar shingle nails, etc.) are traditionally referred to by the “penny” designation, i.e., 5d or 6d nails, etc. However, nails for non-wood applications, fiber-cement siding nails, metal roofing nails, etc., are primarily referred to by inches, i.e., 1 1/2” or 2” nails, etc.

There is no readily apparent system for correlating the various penny nail designations. They must be memorized individually. **GSCB**

PENNY-INCH NAIL EQUIVALENTS		
2d = 1”	8d = 2-1/2”	30d = 4-1/2”
3d = 1-1/4”	9d = 2-3/4”	40d = 5”
4d = 1-1/2”	10d = 3”	50d = 5-1/2”
5d = 1-3/4”	12d = 3-1/4”	60d = 6”
6d = 2”	16d = 3-1/2”	70d = 7”
7d = 2-1/4”	20d = 4”	80d = 8”

## NAIL SPECIFICATIONS

Nail Gauge	Decimal Equivalent	Nearest Inch
5 1/2	.200	13/64”
7	.177	11/64”
9	.1483	5/32”
10	.135	9/64”
11	.1205	1/8”
11-1/2	.115	7/64”+
12	.1055	7/64”-
12-1/2	.099	3/32”+
13	.0915	3/32”-
14	.080	5/64”+
14-1/2	.076	5/64”-
16-1/2	.058	1/16”

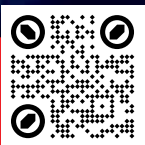


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# Garage Door Composition

## Material Types Affect Warranties

BY KAREN KNAPSTEIN

**U**nderstanding how the materials used in manufacturing a garage door affect the form and function of the door will allow you to help your customers make suitable choices. The door rail and operating systems need to be able to handle the door, and the material needs to be suited for the environment.

The materials determine the appearance, weight, and longevity of garage doors. Willis Miller, Kevmar Manufacturing, explained how the garage door function doesn't change much with different materials, but the form changes significantly.

As you well know, stamped steel doors (\$) are often installed in garages and portable sheds. Miller said the stamped pattern helps give the door panel rigidity, which allows the use of a lighter-gauge metal without sacrificing strength. (For comparison purposes, an 18'x16' stamped steel door weighs about 500 pounds.)

Doors made of steel and glass are a design and material upgrade from a steel pan door (\$\$). Since the steel is smooth in this type of door (there is no stamped pattern), steel in a heavier gauge is used. "It's either 24 or 22 gauge, depending on

the color and potential heat absorption," Miller explains. "A black door will absorb more heat, so black steel is 22 gauge to buffer against distortion if the steel gets too hot." (An 18'x16' steel and glass door weighs about 850 pounds.)



**Framed glass doors give buildings a contemporary look. Since the glass is much heavier than other materials, it puts more limitations on the operators that can be used.**

PHOTO COURTESY SAFE-WAY DOORS.

Molded fiberglass doors (\$\$\$) feature a fiberglass skin that's about 1/8" thick. The fiberglass is molded to replicate a conventional wood door with deep panel profiles and wood grain. Again, the molded patterns add rigidity. (An 18'x16' fiberglass door weighs about 1,000 pounds.)

Kevmar's top-of-the-line doors are their all-glass sectional doors. "They

are made with 1/8"-thick glass and are frameless. We do quite a lot of them," Miller said. "They're made with tempered glass, so they have a lot of strength. Very seldom do we have an issue with breakage. It's kind of like a back-hatch on a vehicle or a backhoe door." The back of the garage door either has window openings left uncoated to see through, or it is coated with ceramic frit, like around the edges of a vehicle's windows. (An 18'x16' all-glass door weighs about 1,300 pounds.)

Miller explained that there's not a lot of variation on track thicknesses from manufacturer to manufacturer, but the thickness of the tracks depend on the weight of the door. Horizontal tracks that hold the door in the "up" position measure from .055" to .075" thick.

Billy Thompson, Vice President of Safe-Way Doors, said the various materials used to finish garage doors (and the type of insulation used) can have quite an impact on performance, warranties, warranty exclusions, and maintenance.

Safe-Way manufactures doors ranging from very basic commercial to high-end residential garage doors. They offer wood, insulated and non-insulated steel, raised and flush panel, aluminum, and carriage house-style overhead garage doors in

both steel and wood.

Thompson said hollow-back non-insulated pan doors are commonly used on sheds, but homeowners are starting to want insulated doors. Doors may be insulated with a vinyl-backed foam insert, or a three-layer door may have a steel front and back with polystyrene insulation glued between the layers. Yet another option is polyurethane-injected insulation, which has better thermal performance but is heavier than polystyrene. “Customizable doors always have more of an impact as far as weight, warranty, and warranty exclusions,” he said.

Turning to the outside of the door, Thompson explained that newer urethane-overlay doors, on which urethane panels are adhered to a steel substrate, offer a more custom-type application. “That material is much lighter, so it doesn’t have as much of an effect on the door as a wood overlay. A wood overlay on carriage house doors gives an Old World look but are very high maintenance. They need to be painted and sealed multiple times per year to keep up the appearance.

“A vinyl overlay is a little bit heavier than urethane,” he continued. “It’s less customizable. You can only use certain paints, and certain colors to avoid issues with solar gain properties, that can cause the vinyl-overlay to curl, split and peel if not properly coated.”

While overlays offer a great deal of versatility in door design, it can have an impact of additional limitations on warranties because the manufacturer is using glues to adhere different mediums onto a steel pan.

Location and environment can have a big impact on garage door components. “You wouldn’t want doors with vinyl overlays in dark colors in hot areas like Texas,” Thompson said. “It will degrade more quickly. It won’t hold up as well in Texas as it would in Ottawa, Canada. Vinyl tends to hold up better in intercoastal areas. Either a vinyl door or a door with vinyl overlays holds up to salt spray,



**Glass and smooth steel from Kevmar Manufacturing (\$\$).** COURTESY OF KEVMAR MANUFACTURING.



**Kevmar’s all-glass doors are nearly three times heavier than steel pan doors (\$\$\$\$).** COURTESY OF KEVMAR MANUFACTURING.

chlorine and those types of chemicals, and acid rain.”

### **BIG Doors**

Midland Door Solutions manufactures overhead bi-fold and swing doors. Midland’s Jason Myrvik shared some insights about door design and finishing. “Anything can be used to cover the door,” he explained. “Wood, steel, aluminum, glass. But [the designer] has to think about the additional weight added to the door to ensure proper sizing of the operating system. Also, they have to think about whether or not the building is structurally capable of handling the additional weight that is going to be applied with a



**Insulated fiberglass doors are significantly heavier than steel pan doors so it places limits on the operators that can be used (\$\$\$).** COURTESY OF KEVMAR MANUFACTURING.



**An uninsulated stamped steel (pan) door commonly installed on portable sheds and garages (\$).** COURTESY OF KEVMAR MANUFACTURING.

heavier door.

“When working with a door manufacturer,” he continued, “It’s critical for them to understand the door will have to be built differently to accommodate whatever façade they’re putting on the inside and outside of the door.”

The most important thing to keep in mind if you’re helping your customer select a garage door is to determine the goal of the building, and then look at the options that are available. Establish the functionality and that will help you determine which type of door best fits the building. **GSCB**



# Dealer Lots

How to set your sales lots up to be successful

BY PHIL CARSELOWEY, NEWFOUND RENTALS

**A**s a dealer for sheds, garages and/or carports it's essential to have a sales lot that promotes success. Your lot could be manned or unmanned. Whatever it may be, for it to be successful you need to make sure that sales lots are welcoming, informative, and fresh! In this article we will learn how to accomplish these things for your physical sales lots!

Let's start with location, location, location. You'll want to do research on the population around the lot you are considering as well as get a traffic count on the lot. Another great thing to consider for your location is if traffic stops at or around the location. Next, you'll need to negotiate as competitive of a rent price or purchase price as you can. Remember that the lower the overhead the more opportunity for success. Don't be afraid to negotiate!

Once you've landed a location it's time to move in inventory. You'll want as many units at your location as possible. Make sure you supply your lot with a wide variety of units. You want your potential customers to be able to view anything from an economy shed to a gazebo to a finished-out cabin. The unique units on your lot will increase interest, traffic, and phone calls. This large variety will also help the customer create a vision of what they are needing.

You'll want to place your units in a strategic manner. Utilize as much road frontage as you can. Create a driving path with your units that allow customers to drive in one way and out another

way. This creates a circular motion and allows your sales team two opportunities to engage the potential customers. Make sure your entrance point is easy to find and is extremely welcoming!

Keep your units fresh. It's important to move your units around to keep the customers curious. If they get used to seeing the same units in the same place when they drive by, they will start to get bored with what's going on. When you have the moving equipment at your lot, move your frontage units and rearrange them to prevent a stale look. Also, get creative by opening all the doors on your units periodically to turn some heads and catch the attention of drive-by traffic.

Another aspect of keeping your lot fresh is the maintenance. Keep it mowed, have the driving area looking nice, place some units on a pad, and do some landscaping around a few display units. This creates a clean image and allows customers to envision what the units would look like in their backyards. Having pads and landscaping on your units will also allow you to up-sell those services!

Literature and signage are your friend. Research shows that most customers like to shop by themselves and educate themselves without engaging with a salesperson. This means that most of your customers are checking you out online and coming to your lot after hours and on days you aren't open. So, if your lot is unmanned or has closed hours, we must use literature to educate the customers. Be strategic with your signage and literature.



### Signage & Literature

I like to consider the signage and content to be layered. Give the customer what they want based on how far or close they are to your products. The customer driving down the road wants less information than the customer that gets out of their car and steps into one of your display units. If they are 100 feet away, don't give them much content; if they are 2 feet away, give them more content because they are demonstrating that they want to learn more.

Large signs or banners are your first move, "layer one" I call them. Your layer one content needs to be large and have a short message. Make sure your customers driving down the road can read and digest your layer one signage. Name of your business, products that you sell and how to get a hold of you are good examples of layer one content.

Your second layer of content needs to address the cars that drive into your lot. Imagine posters or laminated sheets on the outside of your buildings that someone can read from their car as they drive through your lot. This layer of content needs to have "trigger words." Trigger words are things that would increase interest to the customer to explore your offerings more. A few examples could be: Ask About Same as Cash, Rent to Own

No Credit Check, 30-Year Warranty, Satisfaction Guaranteed, Call or Text at Anytime, etc.

The third layer of content is for the customers who are willing to get out of their cars and are digging for information, most likely walking into your units. This content needs to be very granular and needs to educate the customer as much as possible. My recommendations here are pricing, brochures, business cards and interactive content. The interactive content can be a sheet for the customer to take with them to compare your shed to the other sheds they are considering. It could also be a QR Code that drives the customers to your Google reviews, 3-D builder, or a rent-to-own application.

Try these strategies out and happy selling! I'll 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](mailto:phil@newfoundrentals.com).



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# What the Tech?

## Technology in the Shed Industry

BY SHANNON LATHAM

It's obvious that the emergence of tech platforms in the shed industry are here to stay. I can remember very clearly sitting in a computer class during the 8th grade and attempting to learn about the details of RAM (random access memory), and ROM (read-only memory). I recall being overwhelmed by the complexity of all the things that made up a computer and the programs that made it work.

I was bored! So bored! I was usually lost in a daydream, thinking about baseball or drawing a picture to attempt to get out of learning about this dreadful tool called the computer.

Skip forward a few years and computers were everywhere. We even had one of the first home computers made by Apple in our living room. I can remember all the advice coming from my parents' peers: "Go get a job in computers!"

I wasn't exactly sure what that meant; to be honest, I'm still not. Yet, the continued presence of computers (even more so tech software and gadgets) have steadily taken up more space in my head that once were reserved for my imagination. Nonetheless, computers are still here today, and so are all those jobs working in computers, on computers, and with all that software that makes our lives easy, right? (I say that tongue in cheek.)

For the most part, I consider myself tech challenged. I've always been more of a creative type, and for me that means it's difficult to use someone else's creation. I



usually identify with the person who mutters, "Smartphone? I guess I'm not smart enough to use it."

It has taken me a while to improve my tech skills; I'm not one to adjust to change very quickly. I've learned this is a common denominator among much of the shed industry.

Change is difficult; it interrupts consistency and stretches me to grow, yet I find two things to be true. First, as I begin to dive into these changes, more often than not I find it gets easier and even helpful over time. Second, tech is here to stay and we are not exempt from it in the shed industry.

So what do we do about it? We learn; we get involved; we use these platforms that continue to emerge to lift our industry to new heights. Even if we go begrudgingly — we go!

Is it just me? Is all this just the

rumblings of my one-dimensional point of view? To answer this question, I called upon a few of my shed-industry acquaintances. Calling them "acquaintances" doesn't really do justice to them. They are friends and fellow shed geeks. They are Arlan Riehl, co-owner of Liberty Sheds in Due West, South Carolina, and Ervin Stutzman, co-owner of Summit Portable Buildings in Farmington, Missouri.

I asked what their thoughts were on all the tech we've seen emerging over the past few years and how automation seemingly increases without fail. When you're in the shed industry, you can't help but develop a couple (or, in Kyle's and my experiences, a couple dozen) friendships along the way. I appreciate the opinions and ramblings of my comrades when asking them to give me some perspective outside my limited outlook.

In no particular order, here are the thoughts they shared when I asked them to describe how the technological side of the industry has emerged since their initiation into the shed life.

### **Ervin Stutzman, Summit Portable Buildings**

Ervin says: My first real connection to the shed industry started in 2006. I started out hauling sheds for a small company in northern Missouri, which is

now owned by my brother. Fast forward to April 2011, I started running a sales location selling sheds, carports, swing sets, and lawn furniture. I grew up with hardly any technology, so that, in itself, was new to me. I created a Facebook page and also used Craigslist to post some content. I would say I used it moderately but not as much as I could have. I was located on the main drag in a town of approximately 16,000 people and seemed to do well with drive-by customers and referrals.

Moving forward to 2016, I started running a shed manufacturing company that I am now co-owner of. It wasn't until that point I started to realize the power of an online presence. I could see the direct correlation of higher sales numbers by dealers maximizing social media and dealers that didn't see the value of it. There was a statement made by one of our dealers: "The rural people in my area don't use internet, therefore it's not going to do much good for me to post content on social media." Although that statement may have some truth to it, I would venture to say there are far more rural people using the internet than we realize!

I feel it could be possible to grow a sales location minus technology, but a person will need to devise other ways to create sales and will need a really good financial plan due to the potentially slow growth.

I feel there are many things in the technology world that will enhance sales if used properly. It could include the following things such as social media business pages, updated websites, 3-D designers that can capture leads, cross-posting in social media, consistent use of social media, tools to create professional quotes, and e-signatures for contracts, just to name a few.

The biggest changes I've seen in the social media world in the last 5-7 years are simply more people online and more companies showing up on social media. I also believe Facebook has taken huge amounts of traffic away from Craigslist by

designing an easy one-stop shop. It seems as though Facebook dominates the social media world, but I hope that there would be other options as good — or better — in the near future.

### **Arlan Riehl, Liberty Sheds**

Arlan says: There is little doubt that internet connectivity has improved all businesses' internal processes, resource planning systems, communication, data storage, and data collection. But for many large businesses and big organizations, they've been using computers to do operational stuff like this for over five decades (the Computer Age).

I would posit that the genius of the Internet Age is the paradigm shift in commerce. With the help of big companies like eBay and Amazon, much of recent technological development has completely changed the customer's experience in purchasing and receiving goods and services. The proliferation of internet-connected devices has contributed to the advancement of technologies such as augmented reality, customizable 3-D renderings of products, digital signatures, digital payment, and digital communication.

Add in the environment of the COVID-19 pandemic and the expectation now is that ALL customers should be able to, should want to, and actually can quickly and accurately purchase ALL products and services. Because of this, I believe there are very few products and services where a majority of people in advanced countries would say, "I'm not buying that without physically touching it." Sheds notwithstanding, which is why we saw some of this technological advancement trickle down to us at the Shed Builder Expo in the large selection of customer-based retail sales tools.

### **Conclusion**

So what does all this mean? Well, my conclusion is simple: Tech is here to stay.

It's here to stay both in and outside of the shed industry; we're not immune to its existence or its reach. We might as well embrace it, learn from it, and use it in the toolbox as just one more tool to reach our destination of a finished project.

That use might include selling through an online sales platform or using a lead-generating app. Perhaps you see the opportunity to automate your rent-to-own (RTO) order form or payment processing.

Maybe it's just using a fillable PDF for your dealers. Or maybe that technology is a more robust system that tracks material costs and helps break down the cost of the building by tracking material cost/use.

Who knows? There is literally tech out now that aims to help the manufacturer, dealer, hauler, RTO company, and more than anything, the end user — the customer!

Take my advice: Learn what these programs have to offer. You may be surprised that the very thing you are struggling with could be the same as others, and someone saw an opportunity to address that concern. If it doesn't work, then let it fall by the wayside. No harm, no foul! I have learned to embrace the difficulty of learning, and stretching myself beyond, "This is the way I have always done it." It worked for me, and I'm certain it can work for you.

I guess I should tell my parents and their friends: I finally took a job working in those computers. **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/](http://shedgeek.com/)] along with Kyle Summers, and has a desire to help move the shed industry forward.







# Ups & Downs In The Door Business

## How One Business Owner Overcame Common Obstacles

BY JOEY HANCOCK

**A**fter years of traveling for his industrial construction job, Dave Kryzak decided it was time to put down some roots and open the door for a new opportunity. Tired of being on the move for his construction job, Kryzak reached out to friends he knew in the garage door industry to learn the trade, which eventually led to starting his own business, Palm Valley Garage Doors [www.palmvalleygaragedoors.com].

A few years after learning the garage door business Kryzak decided it was time to start his own company installing and repairing garage doors. During his time as owner of Palm Valley Garage Doors,

Kryzak has learned some valuable lessons that anyone starting their own garage door company can benefit from.

### **Marketing Your Business**

Gone are the days of simple word of mouth advertising and Yellow Book listings. In today's world businesses must use the power of the internet to promote their companies and find customers. Review sites like Yelp, Angie's List and others can prove beneficial for many companies but the power of Google remains at the top of the list when marketing your business.

"One of the biggest struggles I had starting out was navigating the internet to produce business," Kryzak said. "You used to be able to put an ad in a phone book

and then your phone would ring. Now you have to understand Google and get your name out there through the internet."

Navigating Google and its different analytics can be a daunting task for any business owner who is not familiar with the platform. Marketing companies come out of the woodwork to get your business and offer ways of helping you promote your brand but not all do the job they tell you they will.

"At first people call you and offer a year contract to promote your business but they don't actually do the work to help you," Kryzak said. "After dealing with other companies who overpromised I found a company here in town that does what they say they will, and my business

has been growing ever since.”

Finding the right people to work with outside of your business is beneficial in growing any company. Having trust in someone that tells you what they can do for your company, does it, and can show you the results is critical when finding a marketing business to promote your company.

### Growing Your Business

After marketing his business Kryzak came across an issue many businesses’ owners face: Is it time to grow and how do I do that?

“There comes a time where you have to feel out if there is enough business where you can put another truck on the road,” Kryzak said. “You have to make sure you can pay your employees, yourself and decide if you are losing business because you are too busy and have to turn away potential customers.”

When deciding to grow his business, Kryzak had to make the decision on who to hire. He said it was a difficult decision in choosing between potential hires with varying experience levels.

“I wasn’t sure if I wanted to hire a guy who has a lot of experience but is asking for a lot of money or hire someone I can train,” Kryzak said. “Either way I was going to be able to free up enough of my time to do more jobs. I ended up hiring someone I could train so I could teach them how I did things, and we were on the same page when it came to how the job should be done.”

When making the decision to hire new employees you have to know they will do the job and do it the correct way. By training his new employees, Kryzak said he was able to make sure his customers were still receiving the best service possible and keep the integrity of the business above board.

### Overcoming Obstacles

Many homeowners like to take on home improvements and repairs them-

selves; they often don’t want to spend the money to hire a professional. But when they get into doing the job, they realize they are in over their head. Kryzak said he has had many experiences just like this. A homeowner has started a job but can’t finish it or after the homeowner does a garage door repair it still doesn’t work.

“The difficult part in working with homeowners who worked on their own garage door is telling them they did the repair or installation wrong,” Kryzak said. “Sometimes the customer will get angry because they have to call someone to fix the issue but once you show them where they went wrong, they typically calm down.”

Being professional and speaking respectfully to your customers goes a long way in customer service. Let your customers know you are there to help them and fix the problems they are having with their garage door. Instead of just telling them what is wrong, show them and it will often calm a frustrated customer.

“Most of the people doing work on their garage doors are capable of recognizing their mistakes,” Kryzak said. “They just have to be shown where they went wrong and then they understand.”

### Future of the Business

Owning a garage door company is becoming more complicated as big companies are now offering services and attracting more customers due to their lower costs and ease of service. Amazon has cut into the garage door business especially as they are now offering installation services if you purchase garage door equipment through the Amazon website.

Having enough trucks on the road and maintaining a loyal customer base allows Kryzak to keep his business running as he competes with the conglomerate companies. In the end Kryzak says his business always comes down to one important aspect every business owner should strive for: good customer service.

“Customer service is key,” Kryzak said. “If you treat your customers right and do a good job, they will tell their neighbors and help you bring in more business. If you treat your customers right, you can never go wrong.” **GSCB**

*Joey Hancock is a freelance writer in Tempe, Arizona. He has written on a variety of topics including engineering, construction, and business for multiple news outlets.*







# Frame Building Expo Returns

Exhibitors, Attendees Get Down To Business

BY KAREN KNAPSTEIN

**T**he Frame Building Expo took place at the Gaylord Opryland Resort in Nashville, Tennessee, from January 18-20. Although before the show opened the pandemic had many questions hanging in the air, more than 120 exhibitors greeted attendees over the course of the three-day event. Exhibitors offered everything from cupolas to FootingPad foundation plates, metal-working equipment to fasteners. Whatever component or detail builders were on the hunt for, there's a good chance they found it in Nashville.

It was a pleasure seeing familiar faces of representatives from suppliers and manufacturers you've come to know and trust: DripStop, MWI Components, Plyco Corp., Direct Metals and so many more.

There were new companies, too. We met up with the founders of Wildcat, LLC, a new fastener company. Co-founder Lane Morrison said they hand-assembled 500 (really cool) sample

boxes to prepare for the show. It was worth it; the new entrepreneurs came away with a lot of new business connections and a lot of ideas.

Metal Wholesale LLC is another new company that exhibited at the Expo. The company supplies lumberyards throughout the Midwest with fasteners, accessories, sealants, ridge vents, pipe flashings, trims and panels.

In speaking with exhibitors, many had the same concerns about the upcoming year in the construction industry: supply chain issues, labor shortages, and rising costs — all of which push the importance of providing outstanding customer service to an even higher level.

At the end of the show it was obvious exhibitors were ready to pack it in. Though exhausted, they appeared pleased and satisfied that showing up and taking the gamble paid off.

The next Frame Building Expo is scheduled for February 22-24, 2023, in Louisville, Kentucky. [GSCB](#)



## 🏠 TRADE SHOW NEWS 🏠



David Quehl at Direct Metals Inc. (DMI) answers questions about their product lines. Find DMI at the Construction Rollforming Show.\*



Cupolas and FootingPad foundation plates were the stars of the AG-CO, LLC booth.



Janus International is a global manufacturer and supplier of roll-up doors.



Richland Laminated Columns offers Glulams, Naillams, Perma-Column foundation solutions, Greenposts, FootingPad foundation pads and more.



In preparation for Frame Building Expo, startup Wildcat Fasteners hand-packed 500 sample boxes. The company offers fasteners that are color-matched to metal roofing and siding, no minimum orders, and free shipping.

**\*The Construction Rollforming Show • Ernest M. Morial Convention Center,  
New Orleans, Louisiana • October 26-27, 2022**



## 🏠 TRADE SHOW NEWS 🏠



Northern Building Components (NBC) has added quite a few new components to its catalog over the past year. One of the company's newest offerings is peel and stick roofing underlayment. Find NBC at the Construction Rollforming Show.\*



Representatives of Levi's Building Components were kept busy throughout the show. Find Levi's at the Construction Rollforming Show.\*



Hixwood offers metal panels and trims, plus all the accessories needed for finishing a building. Find Hixwood at the Construction Rollforming Show.\*



Pine Hill Trailers, a company founded in 2020, filled its space with a tilted trailer.



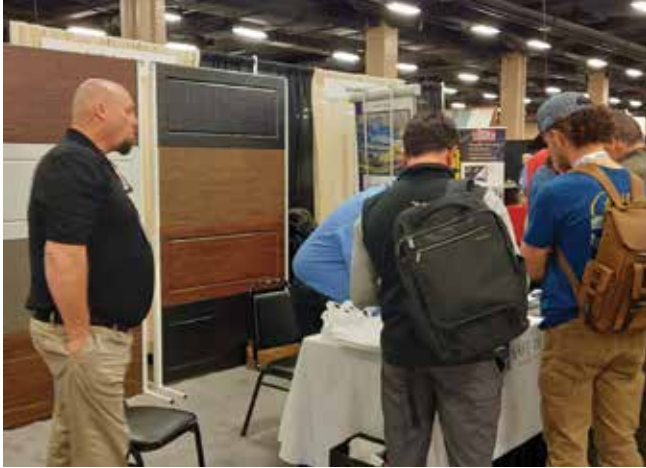
DripStop has been tried and tested on non-insulated metal roofs in every climate condition. The membrane absorbs the water caused by condensation, which prevents dripping from the roof. Find DripStop at the Construction Rollforming Show.\*



Reed's Metals manufactures pre-engineered steel buildings and other components from 10 U.S. locations.



# 🏠 TRADE SHOW NEWS 🏠



Vice President Billy Thompson was kept busy at the Safe-Way Door exhibit throughout the three-day event.



Buddy Pullen (right), Vice President of Pro Sales, TUFTEX, speaks with an attendee at the Frame Building Expo 2022. Find TUFTEX at the Construction Rollforming Show.\*



Just inside the exhibit hall entrance, the Plyco Corp. booth welcomed attendees. Find Plyco at the Construction Rollforming Show.\*



The new Cut LedgeStone TightStack panel (front) was featured in the Qora Cladding (Arcitell) booth.

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# Recognition Earned

Building Progress Award Recognizes Trade Professionals

**T**he Shield Wall Media Building Progress Award has been launched to recognize individuals who have made significant impacts on the growth and/or development of the construction trade.

The new award replaces, and builds upon, two previous awards from our sister publications: The Rural Builder Hall of Fame and the Metal Roofing Magazine Hall of Fame awards. Both were long-standing programs. The Rural Builder Hall of Fame ran from 1982-2020. The Metal Roofing Magazine Hall of Fame ran from 2007-2019.

Both of these Hall of Fame programs have now come to a close and have been replaced by the Building Progress Award program.

## Details about the Building Progress Award Program

In this program, one award will be presented each year, beginning in 2023. Anyone can nominate one or more individuals who have had a significant impact on some facet of the low-rise construction trades serving the town and country market (population of 250,000 or less).

As the name implies, the Building Progress Award will be bestowed upon someone who has spent their career bettering and advancing the low-rise construction industry. Those advancements may include innovating products or processes, developing solutions to significant problems in the trade, influencing young people entering the workforce or people from other professions to join the construction trades, supporting trade education efforts, or any number of other ways to positively influence the construction industry.

## Nomination & Voting Process

The nomination process is non-exclusionary; anyone who has a vested interest in the construction trade may nominate a candidate who has made an impact on the low-rise construction industry. Builders, manufacturers, public relations and media professionals and anyone else who comes in frequent and close contact with construction trade leaders and influencers are in an excellent position to make nominations.

Candidates must have made exceptional, enduring contributions to the success of the industry and must have been active in the industry for a minimum of 10 years. Individuals who have received entry into the Metal Roofing Hall of Fame or Rural Builder Hall of Fame are also eligible for the Building Progress Award.

Once a nominee's qualifications have been reviewed and vetted, the candidate's professional profile will be published on all Shield Wall Media branded websites and in all Shield Wall Media magazines (time permitting).

The nomination period for the Building Progress Award cycle closes Dec. 31 each year. To accommodate late-cycle nominations, voting will commence February 15 and will close June 30. Ballots will be published in each of our magazines, distributed via email, and voting will be available online on each of the Shield Wall Media websites.

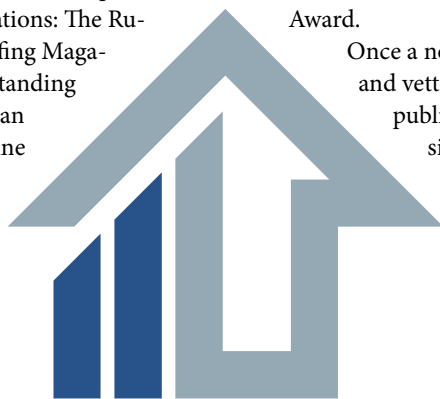
Voting is open to everyone over the age of 18, but is limited to one vote per person.

The winner will be announced through publication in Shield Wall Media magazines, on its websites, through its e-newsletters, and on its social media accounts. This person will have the distinction of being honored with the inaugural Shield Wall Media Building Progress Award. In addition to receiving an award, Shield Wall Media will donate \$1,000 to the charity of the recipient's choice. The charity is subject to approval and must be a 501(c)(3) organization.

All non-winning candidates will be rolled over and included on the next year's ballot, making repeat nominations unnecessary.

Download the form online at <https://bit.ly/BuildProg21> or by scanning the QR code shown. Questions may be addressed to Karen Knapstein ([karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com); 715-513-6767).

Due to extenuating circumstances of 2020-2021, the nomination period for the inaugural award will continue through December 31, 2022. **GSCB**



## Shield Wall Media BUILDING PROGRESS AWARD







## *Official Nomination Form*

---

Name of Nominee: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Company/Position: \_\_\_\_\_

If retired, most recent position held: \_\_\_\_\_

Professional Achievements: \_\_\_\_\_

Association Affiliations & Offices Held: \_\_\_\_\_

Years in the Construction Industry: \_\_\_\_\_

Nominated By (name): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Title/Company: \_\_\_\_\_

Relationship to Nominee: \_\_\_\_\_

Please describe why this person should receive the Shield Wall Media Building Progress Award.  
How have they influenced or advanced the construction industry?

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

---

**Email the completed form to one of the editors.**

**Questions? Contact an editor:**

Karen Knapstein: 715.513.6767; karen@shieldwallmedia.com

Linda Schmid: 920-659-6319; linda@shieldwallmedia.com

**Mail To:**  
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# Out In The Cold

## How to Prevent, Spot, and Treat Cold-Stress Injuries

**W**hen temperatures drop, the risks for cold stress injury increase. Cold temperatures and wind chill cause heat to leave the body more quickly, putting workers at risk of cold stress. In colder temperatures, it's important to know the dangers and the symptoms of cold-related injuries.

Those who work outdoors should be on the lookout for dangerous cold stress-related symptoms that could result in illness and injuries such as hypothermia, frostbite, trench foot, chilblains, dehydration, and sunburn. The National Institute for Occupational Safety and Health (NIOSH) has created helpful outdoor work information to identify cold stress illness and injuries, their symptoms, and first aid steps to stay safe. NIOSH also has a list of general suggestions to help workers prepare for cold weather work.

### Hypothermia

When exposed to cold temperatures, the body loses heat faster than it can be produced. Prolonged exposure to cold causes internal body temperature to drop, resulting in a condition called hypothermia. Hypothermia affects brain function, making the victim unable to think clearly or move well (i.e., they may be unable to protect themselves from hazards, or experience slips, trips, and falls). This makes hypothermia particularly dangerous because a person may not recognize the symptoms and will be unable to make life-preserving decisions. Symptoms of hypothermia can depend on how long a person has been exposed to cold temperatures and individual variability.

Early symptoms include shivering, fatigue, loss of coordination, confusion, and/or disorientation.

Late symptoms include no shivering, blue skin, dilated pupils, slowed pulse and breathing, and/or loss of consciousness. If hypothermia is suspected, medical assistance should be requested immediately (e.g., call 911).

#### First Aid:

Take the following steps to treat a worker with hypothermia:

- Alert the supervisor and request medical assistance.
- Move the person into a warm room or shelter.
- Remove any wet clothing.
- Warm the center of the person's body (chest, neck, head, and groin) first, using an electric blanket if available or create skin-to-skin contact with the person under loose, dry layers of



**Adequate cold-weather gear is the first line of defense against cold-related injuries.**

blankets, clothing, towels, or sheets.

- Warm beverages may help increase the body temperature, but do not give alcoholic beverages. Don't try to give beverages to an unconscious person.
- After the person's body temperature has increased, keep him/her dry and wrapped in a warm blanket, including the head and neck.
- If the person has no pulse, begin cardiopulmonary resuscitation (CPR).

### Frostbite

Frostbite is an injury caused by freezing of the skin and deeper tissues, resulting in the loss of feeling and color in the affected areas. Frostbite can permanently damage body tissues, and severe cases can lead to amputation. Examples of risk factors for frostbite include contact with metal or water, dehydration, diabetes, smoking, alcohol abuse, sedating or judgment impairing medications, and prior history of frostbite.

Symptoms of frostbite include numbness; tingling or stinging; aching; and bluish or pale, waxy skin. During treatment of frostbite and trench foot, avoid rubbing or putting pressure on affected areas, since that can damage tissue.

### **Workers suffering from frostbite should:**

- Get into a warm room as soon as possible.
- Not, unless absolutely necessary, walk on frostbitten feet or toes — this increases the damage.
  - Immerse the affected area in warm — not hot — water (the temperature should be comfortable to the touch for unaffected parts of the body).
  - Warm the affected area using body heat; for example, the heat of an armpit can be used to warm frostbitten fingers.
  - Not rub or massage the frostbitten area; doing so may cause more damage.
  - Not use a heating pad, heat lamp, or the heat of a stove, fireplace, or radiator for warming. Affected areas are numb and can be easily burned.

### **Trench Foot**

Trench foot is an injury of the feet after prolonged exposure to wet and cold-related conditions. Trench foot occurs because wet feet lose heat faster than dry feet. To prevent heat loss, the body constricts blood vessels in the feet, and then the skin tissue begins to die. Symptoms of trench foot include reddening of the skin, numbness, leg cramps, swelling, tingling pain, blisters or ulcers, bleeding under the skin, and gangrene (e.g., foot turns purple, blue, or gray).

#### **First Aid:**

- Workers suffering from trench foot should:
- Remove shoes/boots and wet socks.
- Dry and warm their feet.
- In later stages, avoid walking on feet as this may cause tissue damage.

### **Chilblains**

Chilblains are the painful inflammation of small blood vessels in the skin that occur in response to repeated exposure to cold but nonfreezing temperatures. Small blood vessels in the skin may become permanently damaged by cold temperatures, resulting in redness and itching during additional exposures. Symptoms of chilblains include redness, itching, possible blistering, inflammation, and possible ulceration in severe cases.

#### **First Aid:**

- Workers suffering from chilblains should:
- Avoid scratching.
- Slowly warm the skin.
- Use corticosteroid creams to relieve itching and swelling.
- Keep blisters and ulcers clean and covered.

### **Dehydration and Sunburn**

Just because it is winter does not mean workers are safe from dehydration and sunburn. Be prepared with water or other liquids and sunscreen.

### **General Recommendations**

Being aware of specific types of cold stress is important, but there are also general outdoor worker tips to keep in mind. Of

course, avoiding exposure to extremely cold temperatures is best. When that's not possible, try to schedule work during the warmest hours of the day. When that is not an option, follow these basic tips to keep yourself and your coworkers safe during the winter season.

1. Wear appropriate clothing. In most cases wearing several layers of loose clothing is better than fewer layers. Layering provides better insulation.

Tight clothing reduces blood circulation. Warm blood needs to be circulated to the extremities.

When choosing clothing, be aware that some clothing may restrict movement, causing a hazardous situation. In some situations, where better dexterity is needed or where loose-fitting clothing could be dangerous (around machinery), it may be necessary to go with tighter clothes and fewer layers. Alternatively, workers could temporarily remove layers to complete the tasks and put layers back on to warm up. Make sure to protect the ears, face, hands and feet in extremely cold weather.

Boots should be waterproof, insulated, and meet any other safety requirements. Consider layering socks, too.

Wear a hat; it will keep your whole body warmer. (Hats reduce the amount of body heat that escapes from your head.)

2. Move into warm locations during work breaks; limit the amount of time outside on extremely cold days.

Warm your body up and dry out clothes.

Eat warm snacks and drink warm liquids.

3. Be careful when warming up. Temporary warming shelters can be dangerous. If heated incorrectly, they can cause carbon monoxide poisoning. Because it is colorless, odorless, and nonirritating, carbon monoxide can overcome people without causing symptoms. Do not allow the use of or operate gasoline-powered heaters inside buildings or in partially enclosed areas unless gasoline engines can be located outside away from air intakes. Use of gasoline-powered heaters indoors can cause fatal carbon monoxide accumulation.

4. Keep with you cold weather gear, such as extra socks, gloves, hats, jacket, blankets, a change of clothes, and a thermos of hot liquid.

5. Include a thermometer and chemical hot packs in your first aid kit.

6. Avoid touching cold metal surfaces with bare skin.

7. Monitor your physical condition and that of your coworkers. Work with a buddy. If this isn't possible, a supervisor should routinely observe workers for cold stress symptoms.

More information on outdoor workers and cold stress can be found on the NIOSH website at: [www.cdc.gov/niosh/topics/coldstress/](http://www.cdc.gov/niosh/topics/coldstress/). **GSCB**

Primary source: NIOSH [2019]. Preventing cold-related illness, injury, and death among workers. By Jacklitsch B, Ceballos D. Cincinnati, OH: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Institute for Occupational Safety and Health. DHHS (NIOSH) Publication No. 2019-113, <https://doi.org/10.26616/NIOSH-PUB2019113>.





### SENCO Cordless Pneumatic Stapler

KYOCERA SENCO Industrial Tools (SENCO), an industry leader in fasteners and powered nailers, staplers and screw drivers, has introduced its first-ever cordless stapler, the F-LXP. Using SENCO's FUSION technology, the new stapler feels and performs like a true pneumatic stapler, with no hose or compressor required.

The F-LXP shoots 18-gauge L-wire staples with a 1/4" crown. Ideal for heavy upholstery, cabinet assembly, insulation, soundproofing, paneling, trim, sheathing, underlayment, siding, soffits and more, the F-LXP accommodates staples from 3/8" to 1-1/2" in length and packs the power to sink them in most common materials.

"SENCO revolutionized the cordless nailer industry when we created and launched FUSION cordless pneumatic technology in 2010," said Eric Bellman, senior product manager for SENCO's cordless tools. "That same powerful, time-tested technology — which harnesses air power rather than combustible gas or mechanical flywheels to drive fasteners — is now available in the F-LXP cordless stapler"

Like all SENCO cordless tools, the F-LXP includes a self-contained com-

pressed air cylinder. When the trigger is pulled, the tool's driver blade is released, driving fasteners just like a traditional stapler. The tool's 18-volt, lithium-ion battery powers an electric motor that recompresses the air in a fraction of a second, allowing for instant firing with no ramp-up time.

The air cylinder never needs refilling from everyday use. However, like all of the latest SENCO cordless tools, the F-LXP is designed to be service-center friendly. A pressure release valve allows the tool to be depressurized and refilled quickly and safely if maintenance or repair is required.

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



### ExoDek QuickClip Fasteners

Nova USA Wood Products, Inc., a leading supplier of high-quality hardwood products and accessories, has introduced a new line of ExoDek® QuickClip® hidden fasteners that expand and contract with the natural swelling and shrinkage of hardwood and softwood decking products as well as PVC and composite deck boards.

The ExoDek QuickClips were specifically designed for Nova's line of premium hardwood decking products like Ipe, Batu, Cumaru & Mahogany. Exceptionally easy to install, the new hidden fastener system was developed after years of scientific testing to specifically ensure that deck boards remain securely fastened through all four seasons and greatly reduce the possibility of inadequate or uneven spacing and loose, buckled and/or damaged boards.

"Natural hardwood decking is likely to expand and contract in the width of the boards as a result of seasonal humidity changes, while composite and PVC deck boards are prone to shift when temperatures repeatedly go up and down," says Steve Getsiv, president and CEO of Nova Products, Inc.

"Our new ExoDek QuickClips respond naturally to this swelling and shrinkage. When the wood dries out, or the composite boards cool down, the hidden fastener system's resilient design automatically moves the boards back into place, spaced perfectly, and securely fastened to the joist below. We're unaware of any other products in the marketplace that work as well to control the natural movement of deck boards."

Designed with glass fiber-reinforced Nylon (Polyamide 6/6), the new ExoDek QuickClip hidden deck fastener system is perfect for ensuring the long-term structural integrity of high-end decking projects. With the ability to secure up four to five rows of decking at a time and fit easily into grooved deck boards, the clips can also reduce installation times when compared to similar systems.

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



### CAMO ClipDRIVE™

CAMO® introduces the next generation of stand-up fastening with the CAMO ClipDRIVE™. Designed for fastening CAMO Universal Deck Clips, the ergonomic, lightweight tool attaches to any

drill and allows you to stand comfortably while fastening any type of grooved deck board.

“We’ve been working closely with contractors to get a deep understanding of their everyday jobsite challenges,” said Doug Hutchings, vice president of Product Development at National Nail. “Building on existing CAMO innovation, the CAMO ClipDRIVE answers the call for a better way to install grooved deck boards.”

The ClipDRIVE features a height-adjustable handle and weighted nose so you can quickly swing the tool from joist to joist and easily target the exposed screw head. With a simple design and reliable performance, you don’t need an instruction manual to get to work with ClipDRIVE. The heavy-duty contractor-grade tool is simple to put together and comes with a T-15 bit that’s easy to install.

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



### Brass Knuckle® Red Warrior SmartFlex Gloves

Brass Knuckle® introduces Red Warrior SmartFlex (BK504) gloves, which provide excellent, spongelike slip resistance with a proprietary polyurethane foam coating process. Plus, they’re 20% thinner than comparable 15-gauge coated gloves, yet thick on comfort and flexibility.

Red Warrior gets its eye-catching red color from a seamless nylon knit material for maximum flex and tactile sensitivity, with an uncoated back and wrist that helps improve ventilation. The seamless and stretchable full-knit wrist provides a snug fit and prevents dirt, debris and cold from getting inside the glove.

The softer feeling, high-quality polyurethane coating covers full fingers and

palm in black, in contrast to the red knit, creating a just plain cool-looking glove that encourages compliance.

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



### Dispensing Shopserve® Microfiber Towels

Hospeco Brands Group’s Shopserve® microfiber towels are now available in a convenient dispensing box. These thin but durable 12” x 12” towels are perfect for quickly removing dirt and dust from surfaces requiring little to no chemicals. And now, with the convenient dispensing box, microfiber cleaning towels can be kept in areas where cleaning up or wiping down surfaces is a more constant undertaking.

Shopserve® microfiber towels are economical enough to be used as a disposable towel or can be laundered for limited reuse.

Shopserve microfiber cloths are made of polyester and polyamide. The fibers are more than 100 times smaller than a human hair, creating a larger volume of fibers touching a surface compared to traditional cotton cloths. The increased surface area makes the microfiber significantly more absorbent, seemingly lifting and trapping dust and dirt into the fiber web. They are non-linting and excel at absorbing grease and oil.

These general-purpose cleaning and detailing towels are suitable for applications as diverse as building services and maintenance, industrial, manufacturing, automotive, healthcare, agriculture and more.

Shopserve is offered in a variety of colors including red, yellow, green, and blue

to help prevent cross contamination and to indicate different chemical use. The machine-washable, colorfast, edgeless towels are non-abrasive and won’t scratch surfaces.

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



### Haas Door Expands American Tradition™ Series

To meet the demand for more sizes and options in its American Tradition™ Series of garage doors, Haas Door has announced changes in its American Tradition Series.

The steel garage doors are now offered in a maximum width up to 18’ 2” and maximum height of 16’. Thickness of the base door is 1-3/8”, plus when adding overlay boards that are 5/8” thick, the total thickness is 2”.

The woodgrain embossed door is available in solid color options that include Almond, Bronze, Brown, Charcoal, Carbon Black, Gray, Polar White and Sandstone as well as woodgrain finishes of Mahogany, Ash, American Walnut and English Oak. The series allows customers to mix-and-match these woodgrains together or with solid color options. Powder coatings are also available for hardware, track, springs, end stiles and struts.

Lites are now available in the top two sections of the 9600 Series. This allows for a stronger aesthetic for the commercial door sizes, balancing the glass panels to door panels. For double doors, both single- and double-arch window options are available. Both specialty and impact glass options are available.

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

GSCB

# Get Out Of Your Own Way

Put Your Ego Aside And Succeed

BY GARY REICHERT

**M**any businesses currently face challenges from the indirect effects of the pandemic and other factors. Import, shipping, and multiple levels of the supply chain are all disrupted. Interest rates are increasing, and inflation is here to stay. Labor is in short supply and material costs are rising.

The athletic quote is: Train your strengths to impress your friends and train your weaknesses to impress your opponents. Examine every step in the process. Improvement will translate to results — but improving the weakest parts will typically result in the biggest increase in performance.

The writing quote is: If you fall in love with a line you wrote, it should probably

admit when a decision is bad and make a change. No one enjoys being wrong. Part of success is seeing alternatives and accepting responsibility. Maybe a decision is a mistake, maybe not. If you do not entertain alternative points of view, you will never know. If you are not succeeding and do not change, the failure is on you.

Several stories we have published recently include companies that think outside of the box to solve problems. Follow their example.

No one can be an expert in every peripheral aspect of their business. I am not an expert in paper and printing. I am not an expert in the software we use to lay out magazines or to design websites. I have people who are experts and I listen to their opinions.

You may not be an expert in shipping, manufacturing, marketing or any other isolated aspect. If that one thing is part of the process leading to your pain point, be open to alternative ideas. Don't let your unwillingness to accept other perspectives or your need to be right limit your success.

You are not obligated to agree with every point of view or act on advice. Many opinions are actively wrong. But, if you are not getting the result you want, it is arrogant to not consider other options. Ultimately, success or failure is on you and your decisions.

There is always a way to succeed. Get out of your own way and find a path to success. **GSCB**



The disruptions are real. I have come to the conclusion that much of the actual damage to businesses is self-inflicted.

Drawing from athletics (not really a surprise to anyone who knows me) and creative writing (long ago in a land far away, I co-authored several science fiction/fantasy novels that were published by DAW) one quote from each experience will explain the problem. I am certain the quotes are butchered and apologize for not remembering the exact phrases or specific attributions.

be removed. Often, the worse the decision is, the more emotionally attached we become. Think of the last political disagreement you had. Regardless of which side you are on politically, at some point you thought, “Wow! That is stupid.” The person expressing the opinion did not think it was a stupid opinion, and this probably did not alter their enthusiasm for defending their point of view. I would also bet they thought the same regarding your opinion.

The point is you need to be willing to



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

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

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## ADVERTISING INDEX

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Company	Page #
3GM Steel.....	7
Acu-Form .....	41
ASC Machine Tools Inc.....	18, 41
ASTA AMERICA by Janus International.....	11
Aztec Washer Company.....	41
Bradbury Group, The.....	40
Cardinal Mfg.....	15
Daystar Systems LLC.....	41
Direct Metals Inc.....	41
Dr!pstop - FILC.....	9, 41
Golden Rule Fasteners.....	40
Hitz Halter.....	19
I Beam Sliding Doors .....	40
Levi's Building Components .....	40
LP Outdoor Building Solutions .....	IFC
NewFound Rentals .....	23
Planet Saver Industries .....	41
PPG .....	13
Reed's Metals.....	40
RTO National.....	17
Safe-Way Garage Doors .....	41, BC
SAMCO Machinery.....	40
Shed Hub .....	25
Snow Stoppers LLC.....	40
Union Corrugating .....	40

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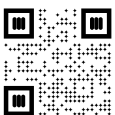
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