

RENT TO OWN: **EXPLORING A FLEXIBLE PAYMENT PLAN**

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February/March 2023
Vol. 4, Issue 1

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FORECASTING 2023

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Know Your Product

I am sitting at my desk sipping coffee about a week after the 2023 Garage, Shed, and Carport Builder Show in Greenville, SC. The first order of business is to say thank you to RTO National and Graber Post for partnering on the event. RTO was a great help and combined it with their open house the previous day. Graber Post sponsored the Happy Hour, which was a huge success.

I don't have thoughts often, but this morning I have one I would like to share.

Know your products and customers. This sounds obvious and simple but is frequently based on assumptions rather than data and listening to customers.

The show and this issue provides two examples related to our business.

In the CSI feature (inside back cover) the data possibly indicates that more targeted or specialized niches in construction may have out-performed more generalized areas of construction in 2022. It is easier to know your product and customers in a narrower, better-defined niche.

The show feedback makes me reconsider the 2024 Garage, Shed & Carport Builder Show location. I was originally considering where I grew up; PA Dutch Country supports a lot of shed and post-frame manufacturing. The feedback from the show suggested staying a little further south.

We haven't finalized a location for 2024 yet but hope to before the end of February. The feedback about locations did not match my preconceptions; a great example of the concept that knowing and listening to your customers and thinking you know your customers are two completely different things.

Have a fantastic week and a happy, healthy, and prosperous 2023.



Gary Reichert

A Busy New Year

Welcome back to Garage, Shed, and Carport Builder! Our team has been busy with the Garage, Shed, and Carport Builder Show. However, there is still a lot of information to unpack in this issue. Everything from the State of the Industry to our show coverage is inside this magazine. As always, our staples, such as the project of the month, can be found too.

Rent to Own (RTO) as a payment option kickstarts the editorial section. A must-read for portable building buyers, RTOs offer a level of payment flexibility that's unrivaled. On the topic of portable buildings, coverage from the Garage, Shed, and Carport Builder show is included. Attendee and exhibitor numbers are up from the inaugural show, and all were pleased with the turnout. Moving forward, you can expect to hear more about the 2024 Garage, Shed, and Carport Builder Show in the upcoming months.

Colors of the Year is back. This article focuses on what makes a color popular. Furthermore, the "why" behind customer color choices is examined including factors such as current events and how people are feeling.

New to this issue is the "Construction Survey Insights," or CSI. Readers will learn what the future may hold through



statistics. The CSI segment uses information gathered from surveys sent out to industry members, thereby giving readers information from their own backyard.



Marcus Josiger



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Gary Reichert,
Publisher, Shield Wall Media

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Rent to Own

A Great Alternative Payment Option For Dealers

BY MARCUS JOSIGER

RTOs and Portable Buildings

Investing in portable buildings can be challenging. The current state of the economy and inflation does not help with significant financial decisions. Customers need alternative payment plans. Today, alternative strategies exist to help customers pay for portable buildings. Understanding which payment plan is best for your customer is a business priority. Focused specifically on the Rent to Own (RTO) plan and its benefits, this article further explores the world of alternative payments, allowing readers to understand popular payment options.

Getting Up to Speed on Payment Plans

Financing usually occurs through a 3rd party—banks or credit unions are the most common. The lending party assigns an interest rate based on credit and several other factors. Interest rates generate profit for the lender. Both parties must agree on the interest rates and the repayment contract length. Financing plans are rigid payment options. Ensure that your plan allows you to pay off your remaining loan balance early with no penalty. Customers who have missed a payment may be subjected to a “late fee” charge. Furthermore,

any missed payments lead to damaged credit scores, even if you repay your loan afterward. The end goal of financing is to own the item.

Renting: Focused on borrowing a product or space. Usually rentals are for no longer than 30-day increments.

Rent to Own: Also known as leasing or lease to own, this is the most flexible payment plan available. There is no credit check. Instead, you can pay until the agreement is over at which time the customer owns it. Other options include exchanging the product for a different model. In layman’s terms, it is like a subscription to a service or product,

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where the customer can own the product at the end of the day. In this industry, leasing almost always leads to buying the product. The most common exception is leasing a storage room. In this case, the person leasing the space is simply borrowing the area for the length of the contract.

As mentioned previously, RTOs are like a subscription service; they give customers a sense of freedom. Canceling their shed payments is easy and allows clients to walk away from their “subscription” anytime. In contrast when the shed has a finance plan, customers would be required to sell the portable building outright and pay off their remaining loan or risk defaulting on a financial contract, risking repossession and damaged credit. Left with potentially increased interest rates, the client’s next loan will be faced with penalties. RTOs’ flexibility provides customers with comfort. In times of financial crisis, portable buildings are not the customer’s first concern; their families are.

Additional features RTO includes are contract buyouts. This perk allows customers to pay off the entire contract with the money in hand. Furthermore, RTOs may appeal especially to younger buyers because of the financial freedom it provides. Student loans, car payments, and high-interest mortgages are deciding factors for these market trends. However, RTOs are for more than just a younger demographic. Customers concerned about their credit or who are unsure if they may move are also great candidates.

RTO Usages in Portable Buildings/Structures Industry

RTOs are an excellent option for large purchases. Portable buildings, boat lifts, carports, steel buildings, and HVACs are just a few. However, this payment plan has its limits. Despite the range of products RTO covers, there are restrictions. For example, RTOs are not a viable option for buildings intended



for housing people. Structures with foundations also fall into this category.

Concerns for Portable Buildings with RTOs

Structural limits are not the only concern. Buyers must be aware of local regulations. Researching building and transportation limits is a must. Check in on local guidelines if your neighborhood has a local Homeowners Association (HOA). Planning is an absolute must.

Clients must consider installation and removal issues when placing an order. Wet/damp grounds are not suitable for any structure. Removal of the building must be possible, even if the customer plans to keep the unit, in case the customer can no longer afford the shed or does not wish to keep it. Installing the portable building is the top priority while avoiding structural and physical harm. The biggest concern with RTO and portable buildings is the weather. Extreme weather conditions can halt transportation making installation or

removal of products difficult. Often, bad weather can add days to projects. Complications can arise during wet periods. Mud makes removing the shed difficult. It can cause heavy vehicles to slide or become stuck. Winter freeze-overs can also be problematic. Sheds sink in water and mud, which freeze over, increasing the difficulty of product removal.

Conclusion

Despite transportation and repair issues, RTOs are a great alternative payment option for portable buildings. As mentioned before, market trends suggest that the housing market is changing. Younger people are looking into buying houses; often loans affect their financial decisions. RTO gives the freedom the customer desires while the dealer makes a valuable sale. When considering RTOs for your company’s purchase plans, be sure to weigh the positives and negatives of this option.

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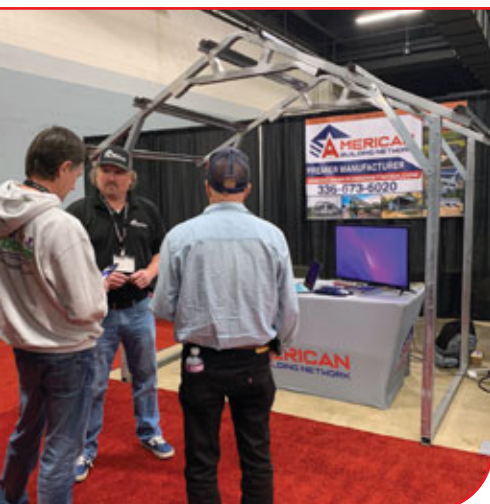
GREENVILLE BUZZES With Business

GSCB Show Draws Crowd That's Eager To Do Business

BY KAREN KNAPSTEIN



Cold Spring Enterprises provides “everything you need to become a manufacturer of metal carports and garages.”



American Building Network is a metal building manufacturer that works closely with dealers across the nation.

Trade show attendees have the benefit of getting information directly from product and service providers in a single location. It's valuable information that can help increase profits, learn best practices, reduce waste and lower expenses, and other rewards. New products and services – often first introduced at these shows — are developed to solve your customers' problems.

Connections were made and problems were solved at the second annual Garage, Shed & Carport Builder Show, which was held January 18-19 at the Greenville Convention Center in Greenville, South Carolina.

The South Carolina location was selected as a convenience to attendees; it's close to the center of the light gauge metal building world. The headquarters of RTO National, a leading provider of rent-to-own contracts for backyard storage units, carports, and other assets, is also located in Greenville.

Learning Opportunities

Before the exhibit hall opened, many attendees sat in on educational sessions. Admittance to all educational programming was included with the cost of admission. A few of the presentations included, but are not limited to: “Ways to Improve Panel Line Throughput” presented by Ben Schmidt, The Bradbury Group; “Marketing, Advertising and PR”

by Barbara Garcia, Shed Pro; “Designing Sheds and Other Buildings” by Royden Wagler, SmartBuild Systems; “Configurator Programming” by Jordan Miller, Idea Room; and “Using Google Maps for Shed Locations” by Jim Mosier, Shed Marketer. According to the attendance and feedback, show guests and exhibitors recognized the value of the sessions.

The State of the Industry presentation was scheduled to be held in the Demo Area in the exhibit hall, but the crowd noise in the hall dictated it be moved into a separate meeting room. The talk was co-presented by Garage, Shed & Carport Builder publisher Gary Reichert and RTO National Chief Sales and Marketing Officer Richard Mashburn. During his segment, Reichert presented construction data acquired through the industry survey which was co-executed by Shield Wall Media and METALCON. The survey results were broken down by industry — Sheds & Carports; Post-Frame; and Metal Buildings — as well as a whole from all respondents. Overall, respondents



Royden Wagler gives a presentation on building design using SmartBuild Systems software.



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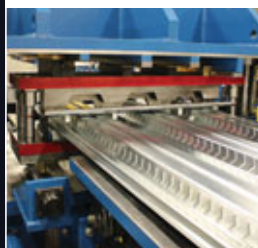
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were optimistic about 2023, with the majority expecting the new year to be at least as good as 2022.

During Mashburn's segment, he spoke about specific market information relevant to the shed industry and the market picture as a whole. He compared 2021 to 2022 data, which is aggregated by RTO National's software systems, and reported that 2022 shed unit sales increased for the total year. Carport sales increased every month in year over year unit sales. However, the end of the year showed signs of slowing growth. He also explained that the average square footage of sheds is increasing; the average shed size moved from a 10' x 16' to a 10' x 20'.

Applicable to the construction industry as a whole, Mashburn reported lumber has returned to more normal price ranges and are expected to decline slightly over the next 12 months. Steel prices are lower than the 2021 and early 2022 highs, and prices are also expected to decline over the next 12 months. He said while gas prices have dropped dramatically since summer, they are expected to rise throughout 2023.

Thank You

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We appreciate all the visits to our booth and great discussions we had.

Thank you for your interest and your continued patronage.

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Objectives & Perspectives

The exhibit hall was completely sold out and was filled with 51 exhibitors, all of which were relevant to the construction industry. Companies exhibit at trade shows to meet with existing and potential clients; they are there to meet your needs. The feedback from exhibitors is undeniably positive, which indicates attendees found what they were looking for.

Tim Schorn, Regional Sales Manager for Trac-Rite Door / Rack-Lock Pallet Racking Security, says, “Overall, I felt that the show was a good value. Our organization was able to meet with both existing clients and new prospects during the event. There was an appropriate audience that included decision makers from the shed and carport industries.”

Wayne Troyer of metal-forming equipment manufacturer Acu-Form enthuses, “We thought the show was great! It was in



The representatives of Gregory Tube said Greenville was a great place to hold the show.



A lively discussion at the 2023 Garage, Shed & Carport Builder Show.



The Bradbury Group staff was kept busy throughout the January 17-18 show.



Shannon Latham (left) took the opportunity to record Shed Geek podcasts during the 2023 Garage, Shed & Carport Builder Show.



Brenda Brown, Innovative Energy, Inc., answers attendee questions about reflective insulation.



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a very good location with a nice crowd of quality attendees that were actually looking to buy products.”

Ben Schmidt, Industry Sales Manager for The Bradbury Group, says, “We received 10x’s the leads compared to last year and we are excited to be a part of the continued growth associated with the Garage, Shed & Carport Builder Show.”

Rachel Grilliot, Bradbury Group Corporate Communications, continues: “The Garage, Shed, and Carport Builder Show allows us to connect with existing and potential customers in this targeted industry. We received quality leads from companies looking for specific roll forming and related equipment. We plan

to exhibit next year as this show continues to grow.”

Judy Moses, Marketing Manager at RTO National, which held an open house in conjunction with the show, is also pleased with the event. “We’re thrilled we were able to meet with our dealer partners in Greenville, South Carolina. From opening the doors to our headquarters to tour our facilities and meet with our team to then getting to demo the Dealer Management System at the GSCB Show – it was a memorable week! We were honored to have our Chief Sales and Marketing Officer, Richard Mashburn lead a conversation on the State of the Industry with GSCB’s very own Gary Reichert.”

Barry Hoffman of GreenPost/Planet Saver, says, “This was a great show for us. As I heard it said best: It’s big enough to at-



David Quehl addresses attendee inquiries at the Direct Metals, Inc. booth.



LEFT: Adrien de Maleissye of Innovations Manufacturing, Inc., offers ramps suited to a building’s specific purpose.

RIGHT: Kelly Myers of rFOIL Reflective Insulation extols the uses and benefits of reflective insulation.



Tim Schorn, Regional Sales Manager for Trac-Rite Door, mans the Trac-Rite Door exhibit.



Wholesale distributor/manufacturer W.E.H. Supply offers components including windows, doors, hardware and accessories for the garage, shed and carport industry.



There was a lot of interest in condensation control at the Garage, Shed & Carport Builder Show, as evidenced by the traffic in the DripStop booth.



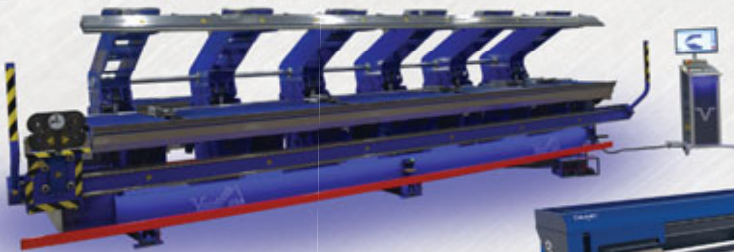
Planet Saver's Barry Hoffmann was pleased with the amount of interest in the Green Post rot-prevention solution.



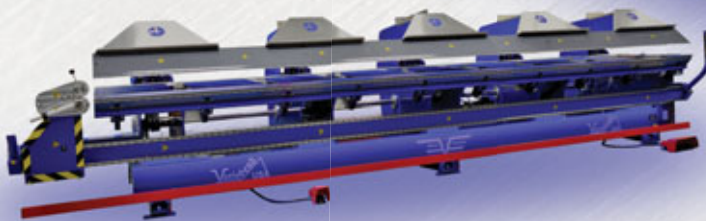
There was a lot of interest in what Quicken Steel has to offer: cold-formed steel buildings.

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tract, small enough to have quality conversations. I look forward to next year!”

Cole Wolford of 3GM Steel is gratified by the results: “We really enjoyed the show. Shield Wall Media shows always have a very targeted attendee group of professionals we want to meet. Gary and his staff are also very accommodating in helping us meet our goals as a vendor at his shows. The Garage Shed Carport Builder Show in Greenville was not an exception. It is a great location and a real benefit for our organization to participate as a vendor.”

David Quehl, Director of Sales & Marketing, Direct Metals, Inc., ponders, “After the inaugural Garage show in South Bend last year had a low turnout, it was natural for expectations to be muted at best. Suppliers recognize the hard work all Shield Wall Media team members put in to make the event a success. With excellent pre-marketing of the show and picking a location that suited the clientele it was marketing to, the results for 2023 were noticeably improved. There was a ‘buzz’ on the trade show floor that was absent last year.

“The cost to exhibit is very reasonable. Gary recognizes that

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the return on every marketing/trade show dollar an exhibitor spends is very important. As an example, there is no charge for a lead retrieval system, which helps overall costs. The social hour is a real bonus. Excellent food and drink help to keep both attendees and exhibitors on the trade show floor.

“The real metric is the quality of attendees who visit your booth. I think most suppliers were pleased with the quality of prospective clients at this show. Most who stop are decision makers. To summarize, I think each year this show will be able to build on the success of the previous one. With continued marketing and supplier support the futures for both the Garage, Shed & Carport Builder Show and Construction Rollforming Show look bright.”










Greetings with a smile: President / CEO Erica Goodnight in the Union Grove Lumber booth. PHOTO BY SAWYER NELSEN.

Reichert gives this post-show assessment: “Sifting through the feedback

and attendee data, the 2023 GSCB Show was definitely a success. Exhibitors up by 50% and attendees by 75%. As we improve our processes the show will evolve and improve. We do not want to be a show with thousands of exhibitors and millions of attendees; we want all of our shows to focus on a targeted audience and provide a great value for attendees and exhibitors. We learned a lot from the success of the 2023 GSCB Show and our future shows will be better because of it. We appreciate RTO National for helping to sponsor and promote the show, and we thank the exhibitors and attendees who made this possible.” **GSCB**

Watch upcoming editions of Garage, Shed & Carport Builder to learn when and where our next shows will be.

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Optimizing Your Inventory

Through Cloud Based Building Programs

BY MARCUS JOSIGER

Inventory management is a juggling act; having “enough” inventory can lead to overstock. Product abundance ties up funding that could be focused on other expenses. On the other hand, keeping a lean list can be problematic. Business risk not having enough resources for future projects, resulting in a loss of cash flow. That is why it is essential to find the “sweet spot,” where businesses have a healthy inventory with continuous product flow. Design systems like Customer Aligned Logistics (CAL) can help a company get a handle on what inventory they have in stock. Programs originally designed for post-frame, carports, and portable buildings also allow users to keep track of inventory. Product users need to capitalize on this feature for maximum profit.

Cloud-based building “software” increases sales. Building programs allow near-instant estimates on projects and 3-D rendering of structures, cutting down lead times and theoretically increasing sales. Growing sales can equal increased company revenue. When assets, such as building materials, move out of inventory and become part of a construction project, profits can be made.

Building programs typically keep track of sales. Trained users can see the frequency with which items are viewed. Company decision-makers can generate spreadsheets, giving them the information needed for ordering supplies. Building programs that track inventory allow users to create orders with increased accuracy. Builders passively save money by eliminating slow-moving products. Items that do not sell tie up funding that could be used elsewhere. After analyzing spreadsheets and implementing



these tips, users should see a gradual profit increase and tighter inventory control.

Lastly, cloud-based “software” gives users an ordering forecast. Companies can analyze sales and predict project needs based on previous sales, offering builders’ complete control of their inventory. Virtual builders will not solve all inventory issues. However, when used correctly, these tips will help increase your inventory management skills. **GSCB**



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Sunny Skies or Big Storms Ahead?

Discover the Professionals' Predictions for 2023

BY LINDA SCHMID

Many different economic indicators can be taken into account when looking for clues as to what the state of the industry is likely to be just a short distance down the road. One check is what the experts in a given industry see. Shield Wall Media, parent company of Rural Builder magazine, did a survey in conjunction with METALCON to measure the climate in the construction industry. The results are overwhelmingly positive; the majority of builders improved sales and profitability in 2022. Further, most believe that their business will not only sell more or about the same in 2023 as they did in 2022, but they project their overall profitability to be the same or better. (For further insights from our survey, see the Construction Survey Insights on page 51).

A look at industry behavior can be a great indicator of where things are headed. According to Sean Shields, Director of Communications of the Structural Building Components Association (SBCA), the Business Components Manufacturers Conference (BCMC) 2022 was the most well-attended since 2006. There were twelve education sessions full of people eager to pick up new ideas including panel discussions that fostered a vibrant exchange of ideas. Attendance was up from 742 in 2021 to 1,216 this year, exhibiting a great enthusiasm and willingness on the part of owners to spend money to better their businesses. That's a very good sign for the economy.

Ben Johnston, Chief Operating Officer at Kapitus, a finance provider for small and medium sized businesses observed that financing applications were up in 2022, 34% up year over year with the funded volume up 46% to approximately \$230 million. This of course speaks to the state of the industry last year when demand – and inflation – were both high. Contractors worked through spiking material costs, labor shortages, and supply chain issues.

Navigation in 2023

Going into 2023, Johnston expects rising interest rates to depress both residential construction as well as low-rise commercial projects. However, he believes that as demand

for new construction slows, many people will be investing in renovating the homes and business buildings they already own rather than trading up.

Zonda Media, however, is forecasting a drop in residential remodeling in 2023, and, in fact, continuing in a more limited way through 2024. Not only has there been a slowdown in existing home sales in 2022, but home prices are expected to decrease in every state in 2023, a correction in the market. This can lead to fewer home projects meant to increase value for sale or projects new homeowners instigate to make a newly purchased home theirs. Projections of declines in real incomes are also expected. All of this leads Zonda to conclude that remodeling will be down approximately 2.3% by the end of the year, mainly in the more moderate homes of lower income homeowners. However, the home improvement industry has some mitigating factors on its side, such as high levels of homeowner equity and savings. Also, many new homes were built in the early 2000s that are due for renovations and repairs.

On the other hand, Mike Collins, economist and Managing Principal at EquiNova Capital Partners predicted a 7 percent growth in residential remodeling.

"Homeowners have made the decision to stay put and throw money into remodeling, and they are willing to pay to have things just the way they want in what is a long-term investment for them," Collins said. "They have low interest rate mortgages, so they are not buying right now."

Businesswire offered positive predictions for the shed industry. They state that "the Europe & US outdoor shed market is expected to grow from US\$ 2,816.93 million in 2021 to US\$ 3,868.74 million by 2028." This assessment comes from taking the long view of the case.

The COVID-19 outbreak initiated greater interest in sheds as people looked for extra space while they worked from home. Many turned to gardening as other, more public, activities were not possible, thus requiring storage for equipment and supplies.

Industry, including automotive and the construction sector itself, is seeing increasing need for storage space, perhaps in part

because people are trying to keep more inventory on hand, but also for equipment, tools, and workshops. They want long-lasting, environment-resistant sheds so the demand is largely for metal sheds. As this demand increased, so did the price of raw materials such as steel. However, industry sees storage as a necessity and many homeowners have increasing disposable income and are willing to pay for what they want.

Industry Experts Weigh In

Jeff Yelle, Vice President, Chief Information Officer and Tom Hanzely, Senior Marketing Manager-Growth & Innovation, Siding see sunny skies on the horizon.

Yelle said, “The underlying demand for housing remains strong, so...we expect the industry to continue investing in growth, new innovations and operational excellence.”

Hanzely said that the “unprecedented labor and economic conditions” will cause companies to adapt or refocus. He believes that labor-saving and time-reducing products are the way to go.

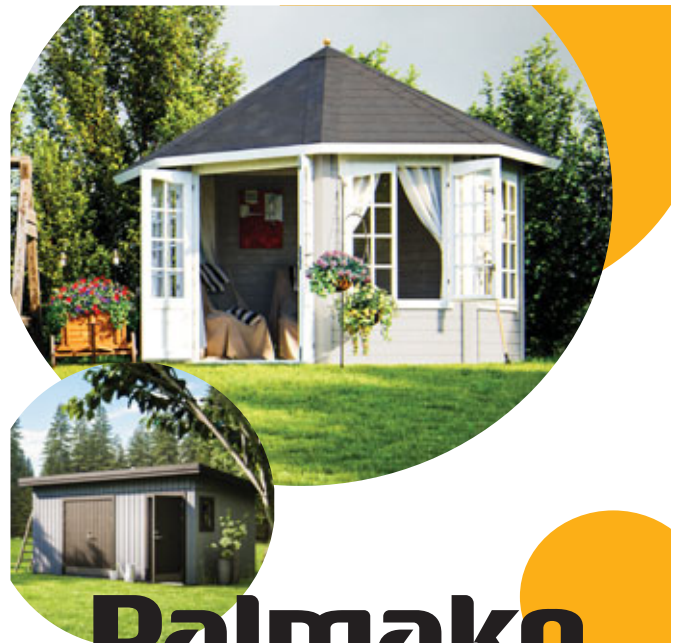
“I believe it’s a wonderful time to refine our approach to building better structures from the perspective of quality, performance, function and sustainability,” Hanzely stated.

Rob Haddock, CEO of S-5! believes what many economists have been saying, that the U.S. economy is likely going into a slowdown, if not a recession. He explains that the huge building boom that everyone has experienced is largely the product of the COVID-19 crisis and the supply shortages. The industry has been basically playing catch-up all through 2022. With demand up and supplies down, prices inevitably rose. Then inflation was added in. Haddock thinks these factors will likely bring demand down as we move through the first quarter of 2023. Then the industry will slow — noticeably — but not necessarily catastrophically. On the up side, this may help with the labor shortage.

Keith Dietzen, CEO of Keymark agrees that rising interest rates and tightening credit will have a bit of a dampening effect in the new year. As someone who studied economics, he said that the two key factors he watches are inflation and interest rates. If inflation doesn’t start coming down, the Federal Reserve will raise interest rates to try and bring supply and demand into balance. But, when rates rise, it impacts new construction and other capital expenditures and it can reduce demand throughout the economy. Still, he’s not convinced it will be a very dramatic slowing of the economy.

However, he has advice for businesses should there be more than a slight downturn.

“It’s a mistake to cut back too much, especially in your marketing budget. When the industry gets soft, that’s when you really need to get aggressive on the marketing end, getting people into your shop by advertising and at trade shows. That’s when you gotta market your products and



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services and find new customers.”

Not everyone agrees with these assessments. Christian Rios, Marketing Manager and Mike O’Hara, National Sales Manager at Levi’s Building Components foresee good things coming in 2023. They believe commercial construction particularly and construction overall will be strong. They speak to the slowly declining prices of lumber and steel as promising indicators, though they acknowledge that concrete, insulation, and some other material prices continue to rise.

Haddock also sees some prices going down and believes that material prices will stabilize eventually, once the demand calms down. He has already seen the cost of aluminum level and even decline as well as steel leveling out.

Not everyone is as optimistic about material prices. Amanda Storer, Director of Marketing at Metl-Span/Centria of the Nucor Insulated Panel Group said, “We foresee a gradual decline in projects, specifically towards the back half of ‘23 because of the continued rise in interest rates and higher than historical raw material costs.”

A sign Rios and O’Hara hail as good news in their own section of the industry is the continuing migration to the southern states, where they say awareness of the benefits of metal roofing is growing, promising great market growth.

Wayne Troyer of Acu-Form has seen that metal roofing and siding are gaining market share as more people begin to think long-term. He does see some serious challenges ahead though: interest rates and fuel prices. He believes that due to higher interest rates people are more likely to just hold on to the buildings they have instead of building or buying.

On the bright side, Troyer has a plan. He intends to partner with his customers, ensuring that his pricing is mutually profitable. Further, he thinks that the end user hasn’t felt the impact of the material prices that have dropped much yet, so once they do it should get things moving.

What Can “Trends” Do For You?

Dietzen has noticed a positive trend in the post-frame industry. Interest in barndominiums has been growing.

“It’s an interesting phenomenon,” he says, “because it’s not a supplier generated interest. It’s a demand on the part of consumers.”

This creates big challenges for some builders according to Dietzen, because many of them are accustomed to creating a shell for agriculture and sheds; they are not used to dealing with plumbing, all of the mechanical pieces that go into residential builds, and highly finished interiors. Many of them have turned to subcontractors to complete this part of the project.

Keymark has taken this challenge and used it to help expand the post-frame market by enhancing its software to support barndominiums. It’s one of the company’s primary focuses for

2023, along with incorporating supports for all metal building.

Taking advantage of trends is exactly what Beatriz Ceballos, Export Manager and Isocindu advise. They believe that some emergent trends will positively impact the industry, including the push for Green buildings, automatization for efficient building management and new digital technology.

“Some of the sectors will slow down,” she said, “but others such as cold chain will increase and there’s a high demand for material supply chain, labor, etc.”

Both Ceballos and Robert Zabcik, P.E., LEED AP Technical Director for the Metal Construction Association, see great growth potential in IMP use for cold storage niches such as agriculture, seafood, pharmaceutical, and cannabis.

Haddock sees great things for S-5! coming up, expecting significant growth in 2023. Many of the products they produce are related to safety, especially snow retention products and mounting fault protection systems. As well as being part of new construction, these safety items are often part of retrofits, and they are often required for code compliance.

While not life-saving, solar applications are quite popular as people try to bring their energy costs down. Energy costs have soared and the war in Ukraine has not helped. The more it goes up, and as governments offer incentives, the more attractive solar thermal and photovoltaics become.

“When you can install an electric generation system that will last 35 years or more and it pays for itself in the first few, who wouldn’t do that?” Haddock asked.

Energy costs in other parts of the world are generally even higher than in the U.S. and Haddock and company are expanding into new export markets, extending their reach and drawing in revenue sources from all over the world.

Johnston’s viewpoint coincides with Haddock’s belief that solar panels and accessories are a good industry sector to be in currently. He states that revenue will be driven into the residential sector of the industry, referring to the Inflation Reduction Act, in which the government has extended a wide range of tax credits for homeowners who install solar panels and other energy efficient products such as new windows, water heaters, HVAC systems and heat pumps. Of course, contractors can drive business by becoming knowledgeable about the potential tax and energy savings, tailoring their offerings and assisting potential customers to qualify for the tax benefits.

Other forms of environmentally friendly products can have an “enormous economic impact,” according to Collins. Manufacturing and/or offering products with great thermal performance, for example, are great options.

“Frankly, there is a lot of money to be made in making products that can contribute to easing the impact of global warming,” Collins said.

The Lumber, Building Material, and Hardlines (LBMH)

industry sees promise in investments in software. In line with the construction industry overall, these companies have seen great returns in 2022. With extra capital in their pockets and an expected downturn in the economy, they are in many cases expanding their e-commerce and support for online sales. 88% of those surveyed saw increases in their e-commerce over the last 12 months. The fact that consumers have accepted new e-commerce channels is promising and suggests that while builders may not be able to sell their finished product online, aids such as visualizers may be helpful in this business climate.

Customer Service & Employees

Rios and O'Hara believe that the key to being successful in the new year will be great customer service and ensuring that your company has the supplies they need in stock. Part of that involves pre-planning and communicating with your suppliers sooner rather than later.

Meanwhile, Storer warns that contractors and builders stockpiling materials way ahead of need because of past chain supply challenges are likely to cause more delays for those who need the supplies sooner rather than later.

When it comes to the employee shortage, O'Hara and Rios advise that you take care of your current employees. Managing customer expectations is an important factor in keeping employees from burning out.

ABC's Construction Confidence Index seems to support that idea. Over half of industry professionals indicated that they believe that staffing levels will remain the same or go down, and when you consider that the staffing levels have been short this year, it's probably a sign that employers should try to hold on to the employees they have.

Zabcik advises doing whatever you can to retain talent.

"Look to reroof and retrofit to pick up when new construction slows, but try hard not to lay people off," Zabcik said. "You'll never get them back"

Haddock agrees; he doesn't see the employee shortage going away any time soon. Forward-thinking companies will likely come up with new training techniques to increase efficiency and productivity and possibly reduce turnover, he said. However, he doesn't see labor costs going down a lot unless construction demand comes down in middle to late 2023.

Dietzen doesn't see an easy fix to the labor shortage. Like Haddock, he thinks there is opportunity for anyone who can find or develop solutions to help ameliorate the problem, such as automation, new software, any techniques or processes that require less labor or lower the bar on the skill level required.

For those who are struggling to find new employees, Collins advised hiring full- or part-time recruiters to focus on finding employees through various job sites and social media platforms.

Closing Arguments

Johnston offered this insight: "Builders will continue to struggle finding quality workers at affordable wages and will continue to see elevated costs of materials, while projects plateau or decline. Fortunately, we do expect inflation to be lower in 2023 than it was in 2022, and we expect the actions of the Federal Reserve to reduce inflation further as the year progresses, limiting further demand destruction and inflationary trends."

As far as trends in construction, Haddock has noticed over the last fifty years or so that commercial construction follows residential construction; though it does have roughly a six-month time lag. In other words, if residential construction slows down, commercial construction usually follows suit eventually. When residential starts to pick up, commercial will again follow suit.

Haddock has advice for those in the industry who would like to feel more confident about their prospects for the future. He suggested studying and thinking through the likely prognosis for different aspects of the industry. For example, if you build high-end custom residences that people pay over a million in cash for, they will likely build it even with an economic downturn, and low-cost housing is a necessity. But the \$300,000 to \$400,000 home buyer is the guy who is being squeezed. "Try morphing your business into a direction that will help protect you," Haddock said.

Johnston bears out this idea, noting that if there is a silver lining in the construction market, it may be the high-end residential market.

"High earners have not shown a meaningful decline in purchasing power," Johnston said. "In 2023 we expect high earners to continue investing in residential real estate and for high-end residential construction experts to remain in demand."

Other industry sectors that Haddock sees as safer and great options to expand a building business into: hospitals, nursing homes, and other medical facilities, and government buildings. These places are necessary and eventually they need to be refurbished if not rebuilt. Agriculture is another example of a more recession-proof sector. "People have to eat," Haddock says.

Dietzen notes that some business owners start as contractors, grow, and begin buying in bulk, developing a supplier business in addition to contracting or to replace their contracting business.

In conclusion, the name of the game seems to be: diversify. The more sectors you are involved in, the less you will be negatively impacted if one sector sees a downturn. **GSCB**



For more titles, check out Shield Wall Media online: www.shieldwallmedia.com



Cardinal Manufacturing

A Better Way

BY LINDA SCHMID

It's true what they say...necessity is the mother of invention according to Steve Borntreger, Sales Manager at Cardinal Manufacturing, LLC. Borntreger and his brother James started the company back in 2000, but at that time they were a shed company.

Like any business, Cardinal had its challenges. One of those challenges had to do with shed delivery. Some people wanted their sheds delivered to very specific, often tight locations. Some wanted their sheds delivered right away, rain or shine, without their lawns getting ripped up. Others wanted to wait until the weather was dry, then the company would get many calls from

people asking for their sheds to be delivered immediately before it began raining again.

The Borntregers thought there had to be a better way. They looked around thinking they would find a solution out there, maybe something they could tweak a bit to serve their own purposes, but they couldn't find anything. That was when they set to work and came up with their own solution. They called it "Esel", which is German for "mule", and it made maneuvering portable buildings so much easier they used it on all their jobs.

They continued to improve the Esel, and this machine that made their deliveries so much smoother did not go unnoticed

by others in the industry. Soon they were asking for Esels of their own.

In 2006 Cardinal made their third version of the Esel, they named it the Mule III, a more accessible name, and they made it available for purchase. Still, they continued to improve it, adding wider tires that allow the Mule to “float” over wet ground. In 2011 they added wireless remote controls. In 2018, features such as high torque drive hubs, automatic tracking, and on board diagnostics were incorporated into the Mule 524 model, a flexible machine with more than 97,000 in. lb. of axle torque. Still the innovation has continued as Cardinal offers more options for various types of jobs.

In more recent years, the company’s challenges have been related to supply chain issues. When they can’t get electronic or hydraulic parts, it delays production, thereby delaying delivery to the customer. They have shopped for different suppliers for the same or better products to fill the gaps, exhausting every avenue.

Borntrager acknowledges that the labor force is tight, but says that they actually have a very strong, loyal labor force, so they haven’t felt that pinch as strongly as some companies have.

“We engender a strong team spirit by being team players ourselves,” he said. “We talk to employees and encourage them to provide input in meetings. We work with employees who do not seem to be acting as part of the team.”

Of course, prices have risen also and the company watches the costs very carefully.

“Even with all of the challenges in the last few years, we have made improvements to our products, introduced new products, and we have lots of satisfied customers.” Borntrager takes these



The Esel II...from the archives



The most powerful Mule, the Mule 737T

things as wins.

In fact, their customers are so engaged with the company and its mission to make portable building delivery easy, that Borntrager hesitates to say what is coming on the horizon.

“We have something new being tested as always,” Borntrager says, but adds that they like to wait until they are ready to launch to announce their new products because above all they do not want to disappoint a customer.

Cardinal is located in southern Illinois, but they serve all of North America and even some international markets.

“We are a small company, supplying a niche market,” Borntrager states.

Their focus is in three areas: portable buildings or sheds, shipping containers, and portable storage, rental units like Pods that are delivered to your house for you to fill, then are taken to your new residence or to a storage facility. And they cover these niches well.

They see their mission as bringing solutions to their customers’ challenges. That is how they got their start and how they’ve continued down their path. They challenge themselves to do the best they can to develop equipment for the customer and to service the equipment after purchase.

The company and employees go about their business based on a strong Christian ethic. They believe in being honest, up-front, and treating others as they would want to be treated. Like any company they want to be profitable, but according to Borntrager, they don’t want profit at any cost. The goal is for everyone to profit, including their customer. **GSCB**



State and local leaders welcomed James Hardie to Missouri during a press conference in Crystal City.

James Hardie Grows in Missouri

James Hardie, a leader in fiber cement home siding and exterior design solutions, plans to build its newest manufacturing facility in Crystal City, Missouri. The new facility and James Hardie's partnership with local, state, and federal officials reflect the company's long-term commitment to Crystal City and the state of Missouri.

"We are proud to welcome a leading manufacturer like James Hardie to Missouri," said Governor Mike Parson. "As companies see increased product demand and begin to evaluate expansion locations, we are working hard to show them why Missouri should be at the top of their shortlist. We have some of the lowest taxes in the country, an unwavering commitment to workforce development, and world-class companies already operating here. We appreciate James Hardie choosing Missouri and know they will find a home, hospitality, and success."

Crystal City is a rural community located 30 miles south of St. Louis. The new facility will create nearly 240 new high-paying jobs in the region.

James Hardie has manufactured building materials for more than 100 years. The new facility will be built to keep up with the ever-increasing demand for Hardie® fiber cement siding, soffit, and trim products. James Hardie employs

approximately 5,200 people across the world – and this is their first location in Missouri.

Westlake Royal Building Products™ Acquires Palight® Trimboard

Westlake Royal Building Products™ USA Inc., a Westlake company, announced this week that it has completed the purchase of the Palight® Trimboard business from Palram Americas, Inc. Based in Kutztown, Pennsylvania, Palram is a manufacturer of extruded thermoplastic sheets, panel systems and finished products. The purchase was completed on November 30, 2022.

Through the acquisition of Palight Trimboard product lines, Westlake Royal will expand its portfolio of brands offered under Westlake Royal Trim & Mouldings Solutions™, which provides the finishing touch for the interior and exterior of the home.

CPSC Reannounces Recall of Portable Generators

Additional Finger Amputation and Crushing Injury Reported; New Repair Kit Available

Generac has reannounced the recall (Recall number: 23-040) of Generac® and DR® 6500 Watt and 8000 Watt portable generators due to the condition that an unlocked handle can pinch consumers' fingers against the generator frame when the generator is moved, posing finger amputation and crushing hazards. The firm has received a total of 37 reports of injuries, 24 resulting in finger amputations and five in finger crushing.

This recall involves 6500-watt and 8000-watt Generac portable generators with unit type numbers XT8000E, XT8000EFI, GP6500, GP6500E, GP8000E and HomeLink 6500E portable generators, and DR models PRO 6500M and PRO 6500E portable generators. This recall also involves all of these generators listed above purchased after July 29, 2021 through November 3, 2022, containing a repair kit which included full cover handle guards. The



generators have gasoline-powered engines that are used to generate electricity for use as backup power. The portable generators have two-wheels and a single, U-shaped, two-grip, flip-up pin-lock handle to help move the generator.

Consumers can check specific unit type, model number, and serial number location information at www.generac.com/service-support/product-support-lookup.

Consumers should immediately stop using the recalled portable generators,

unless the locking pin has been inserted to secure the handle in place before and after moving the generator, and contact Generac for a free repair kit consisting of a set of spacers to move the handle away from the frame, eliminating the pinch point. Customers who had responded to the original recall will automatically be sent a new kit.

About 321,160 units have been sold. (In addition, 4,575 were sold in Canada) These portable generators were previously recalled in July 2021. They were sold at major home improvement and hardware stores nationwide and online, including Ace Hardware, Amazon, Blain's Farm & Fleet, City Electric Supply, Costco, Do it Best, Fastenal, Home Depot, Lowe's Stores, Napa Auto Parts, Northern Tool & Equipment, Orgill, Power Equipment Direct, Ravitsky Bros., True Value, and W.W. Grainger from June 2013 through June 2021 for between \$790 and \$1,480.

Luke Menzel of JLT Enterprises LLC in Mocksville, NC purchased his first Mule in 2020, a Mule 5, and in October of 2021, he upgraded to a Mule 628T. That decision has made a world of difference in his work. "Due to having a Mule with tracks, I'm able to work through wet and muddy weather, where before I had to wait for the ground to dry out," he says.

"I'm working more towards the mountains," Luke explains, "and that's probably why it's more paramount for me to have the Mule so I can get the building into the location where the customer wants it. Often there's no way you can get a trailer in there."

Luke loves what he does, and loves the people he works with. He says, "I couldn't ask for nicer people across the board. Most all the shed haulers I meet on the road honk or wave, and everybody on Shed Haulers Facebook page is great, and all the shed hauler barbecues and competitions – It's a great community and I'm privileged to be a part of it."

Luke says the service he's received from Cardinal has been superb. "Anytime I reach out to them, someone's happy to get me an answer as quickly as possible and everyone I've spoken with has been superb at getting my questions answered. They are on the ball immediately. I could not recommend them more highly."

Thank you, Luke, for trusting us for your delivery solutions.

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“This strategic acquisition will add another high quality brand of PVC trimboard to our growing portfolio of building products,” said Scott Szwejbka, VP and General Manager, Westlake Royal Building Products.

The transaction builds upon a long-standing manufacturing relationship between Westlake Royal and Palram. Manufacturing will continue to occur in Kutztown, as Westlake Royal will assume responsibility for an existing manufacturing facility on the Palram campus.

Ambassador Supply Acquires Continental Carpentry Components

On December 16, 2022, Ambassador Supply announced the acquisition of Continental Carpentry Components based in Wanatah, Indiana. The acquisition is complete, and Continental Components will continue to service customers.

Ambassador Supply is honored to welcome Continental into the “family” as the company continues its dedication to quality that brought them to be a leader in prefabricated engineered components. Continental Components has been providing quality roof and floor truss systems throughout the Midwest US for the last 25 years. Located in Fort Wayne, Indiana, Ambassador Supply has been invested in truss manufacturing since 2012.

Nation’s Best Acquires Forslund Building Supply

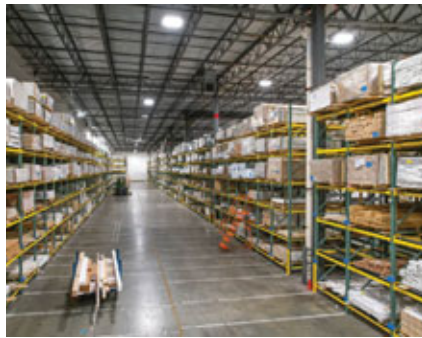
Nation’s Best, one of the country’s fastest growing independent home improvement companies, announces the addition of Forslund Building Supply, serving the Upper Peninsula of Michigan and northern Wisconsin, to its family of businesses.

“As a dominant player in a rural market, Forslund couldn’t be a better fit for the Nation’s Best family,” said Chris Miller, President and CEO of Nation’s Best. “As we continue to expand our presence across the country, the UP is an appealing area with tremendous growth opportunities. Through three generations, Forslund

Building Supply has established a strong brand and an even stronger reputation for serving their communities in Michigan and Wisconsin.”

“We proudly trace our history back to our founding in 1950,” said owner Gus Forslund. “And with Nation’s Best at our side, I know we’ll be able to take our business to the next level, serving our customers even better. There’s also tremendous potential for us to expand the Forslund brand in our market and I’m proud to be able to be a part of this next step in our company’s history.”

As part of Nation’s Best’s strategy, Forslund Building Supply will maintain operations under their existing name with their key leadership team overseeing company operations alongside Nation’s Best, which will provide the strategic and financial support necessary to drive optimal growth and profitability.



Empire Moulding and Millwork Opens New Distribution Center

Novo Building Products has announced the opening of a new Empire Moulding and Millwork distribution facility in Amherst, New Hampshire. Strategically located 60 miles north of Boston, the new 217,000-square-foot-facility services 750 independent lumberyards, specialty millwork shops, stair manufacturers, door fabricators, ProDealers, and home centers across New England.

“This strategic expansion allows Empire to better support and service customers throughout the Northeast with a wide breadth of products,” said Jeff Leys, President and COO of Novo Building Products. “The new Amherst facility is our response to the steady increase in

demand from New England customers seeking high-quality interior millwork products supplied on a timely basis.”

“The new Amherst facility created more than 70 new warehouse and administration jobs,” said Troy Mittler, regional VP Northeast of Novo Building Products. “The new facility is a state-of-the-art distribution center utilizing an auto stack racking system that maximizes space use, increases operating efficiency, improves employee safety, and minimizes the potential for damage to the product. The facility also has 16 loading bays plus four drive-through interior loading bays to facilitate the high volume of product that will be processed on a daily basis for our customers.”

The product assortment available from the Amherst location includes a wide variety of high-quality millwork products including stair parts, MDF, finger joints, and solid wood mouldings. High-quality products from other Novo Regional brands; L.J. Smith® Stair Systems, Ornamental Decorative Millwork, and Turncraft® Columns are stocked at the new facility.

Pella Corporation Acquires Win-Dor

Pella Corporation, a leading window and door manufacturer and designer, has acquired Win-Dor, LLC, a vinyl window and door manufacturer located near Brea, California.

“Having served the market for more than 30 years, the Win-Dor team has a deep understanding of customer needs, possesses a skilled workforce and capacity for continued growth, and embraces a culture of caring, quality and excellence similar to Pella’s,” said Tim Yaggi, president and CEO, Pella Corporation.

Win-Dor is sold nationally and specializes in expansive, multi-panel door systems. The brand and product offering will deepen Pella’s industry-leading vinyl portfolio. The demand for vinyl multi-panel doors is expected to grow as consumer demand for home remodeling projects persists.

Pella plans to take Win-Dor to the next

level of growth with resources to expand its business – increasing production, hiring new team members, and improving process and productivity. Win-Dor team members, about 200, will continue to work for the company, serving its current customers through the Win-Dor brand name.

“We are excited to be a part of the Pella family. It is both a strategic and cultural fit that will enable our business and our people to grow. Pella has an outstanding reputation, and we’re pleased to be part of a strong organization with a rich history in the window and door industry,” said Gary Templin, co-founder of Win-Dor.

APCO Siding and Window Company Announces Move

APCO celebrates 60 years in business with a new and expanded headquarters

offering a state-of-the-art showroom and distribution warehouse. The company’s evolution has long been in step with the growth of Columbus, Ohio. This has necessitated the company’s move into a larger facility that will help sustain its continued growth for the foreseeable future. The new building is company owned and is located at 2030 Dividend Dr., Columbus.

The facility features a showroom with 35 siding walls, 27 full-size windows, 28 full-size doors, and five full-size decks. The building accommodates 30,000 square feet of warehouse space, 20 offices, and two conference rooms. For employee breaks, a Fun Room provides a variety of activities, including workout equipment and yoga mats.

The founder’s son, William M. Clarkin, states, “The company’s investment in the new facility reflects APCO’s deep roots

in Columbus and their commitment to continue to provide its residents with the highest quality products and installation.” Clarkin is also proud to point out that his company is a 20-time recipient of the Consumers’ Choice Award.

APCO’s wholesale division offers contractors and builders products on a wholesale basis. The Pro Exterior division, located in Westerville, installs Hardie Plank fiber cement siding and Marvin Wood windows and doors for homeowners.

“The days of high-pressure sales reps with dubious hand-held samples coming to your home are over,” says Bill Clarkin. Instead, Clarkin adds, “Savvy homeowners are visiting home improvement showrooms to see and operate full-size samples and learn more about the company standing behind their warranty.” **GSCB**

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Fabulous FLOORS

GarageExperts Delivers More Than Great Looks!

BY LINDA SCHMID

When you hear the term “epoxy flooring”, do you imagine a high sheen, flashy floor used to showcase collectors’ cars or something similar? While epoxy flooring can be used for that, it’s not just about aesthetics. It is also the perfect flooring solution for so many other situations, both residential and commercial. That is according to Rick Hoeltke, franchise owner of GarageExperts of the Fox Valley in Appleton, Wisconsin along with his partner, Ryan Bednarowski.

Of course, GarageExperts’ system isn’t pure epoxy; their system is a combination of epoxy and poly-ascorbic coating. Hoeltke explains that epoxy penetrates the cement, forming a moisture and vapor barrier that resists hydro-static pressure thereby preventing cracks, a quality that is especially helpful in areas where the weather vacillates between hot and cold. Poly-ascorbic solution provides added durability and protection. Altogether, it’s the best of both worlds.

People install these floors in basements, on stairs, in pole sheds, barns, and in commercial structures including schools, casinos, industrial laundries and kitchens, clinics, and other

healthcare situations. According to Hoeltke, people like them because they are mold resistant and easy to clean; just mop with vinegar, water, and a squeegee and you have a sanitary floor. They require no additional maintenance and they are pretty scratch, stain and wear resistant. And, in the case of GarageExperts, they come with a lifetime warranty on concrete. (Wood floors have shorter warranties because the wood itself can fail).

Installation of these floors begins with prep. For new construction, prepping involves running over the concrete floor with a 20” diamond grinder to open the pores a bit so the epoxy can penetrate. If the concrete is older and has problems, Hoeltke says they have solutions to fill cracks and pits and build the floor back up before they take the grinder to it. The flake option is dispersed over the epoxy; this is the solution that provides the color. The epoxy and flake need a couple of hours to dry, then the floor is scraped to remove any extra. The final step is the poly-ascorbic top coat which includes an anti-slip agent.

Installation mistakes mainly have to do with timing. Once you start to lay the epoxy, you are on the clock; if you take too long to complete it you will find that the flake doesn’t bond well with



Grinding the floor so the epoxy will bond with the cement.



“Large Flake” flooring install.

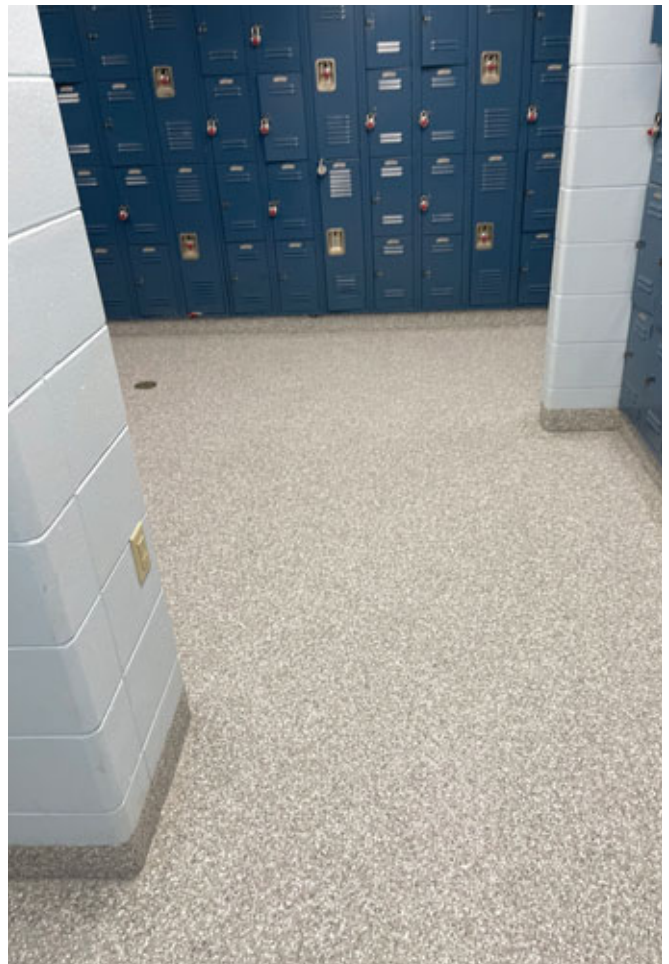


Cleaning the floor is the final step.

the epoxy because it has already begun to set. The results will be patchy at best. If the epoxy/polyascorbic flooring is applied to wood, you have even less time because the wood will absorb more product than concrete and absorb it faster.

Hoeltke and Bednarowski partner with several local construction firms for many of their jobs: Rucon Construction and Cypress Homes to name a couple. Building these types of relationships is helpful for all involved; they trust you to do quality work and you trust them.

Hoeltke and Bednarowski started their business 2½ years ago, but GarageExperts franchises began in 2008. Their proprietary products are created by Versatile Building Products.



A completed school locker room floor

After a lot of research, they decided to open their franchise because they like the flooring system, and they like all of the support they receive. New install teams are sent to Texas to headquarters for training.

“The training is excellent,” Hoeltke said. “It’s set up so that all you really need is a bit of marketing knowledge and determination to make it as a new franchise,” Hoeltke continued.

Community involvement, print ads, Facebook, Google, TV ads are all part of the marketing mix that Hoeltke and Bednarowski use, but early on the company grew most by word of mouth. Nothing convinces people to try a product and service like a friend or acquaintance talking it up.

“Word of mouth is our favorite way to grow,” Hoeltke says, “and that entails having a quality product, taking your time prepping, and following through on promises.” **GSCB**



A sophisticated, yet rustic garage project



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Hobby Shop/Horse Barn

Danville, Indiana

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This project started as a standard hobby barn for the Howard family. When they went to Graber for the design process, they knew they had a need for a standard size building to host small family functions as well as a building to store lawn equipment and garden tools.

They also knew they needed an updated horse barn for their riding horses. They assumed they would build one now and possibly add the horse barn later. Little did they know they were going to be able to combine this is all into one single post-frame building.

The room-in-attic gambrel truss design allowed for ample hay storage above the horse stalls and even some extra storage for hand tools. The beautiful Dutch



doors with glass added an attractive and inviting look to the front of the barn as well as a nice large opening to bring equipment inside if need be.

All the family's needs were met with the functionality and flexibility that post-frame brought to this project. **GSCB**

🏠 GARAGE OF THE MONTH 🏠



The Details:

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Size: 30' x 50' x 12'

Roof Style: Gambrel

Roof Pitch: Multi-pitch

Frame/Wall Panels/Siding:

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EVENTS CALENDAR

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

2023

March 2-6

2023 IIBEC International Convention & Trade Show
Marriott Marquis Houston
Houston, Texas
<https://iibec.org/iibec-events/>

March 15-17

ABC 2023 Convention - Associated Builders and Contractors
Gaylord Palm and Resort & Convention Center

Orlando, Florida
<https://abcconvention.abc.org/>

April 12-14

NASCC: The Steel Conference 2023
Charlotte Convention Center
Charlotte, North Carolina
<https://www.nascc.aisc.org/future-past-conferences>

April 20-21

International Window Coverings Expo
Charlotte Convention Center
Charlotte, North Carolina
<https://www.iwce-vision.com/>

April 20-22

Spring IDA EduCon & Tradeshow
Hyatt Regency Louisville
Louisville, Kentucky
www.doors.org/idaexpo-events/educon


May 11-12

Groundbreaking Women in Construction (GWIC)
San Francisco, CA
<https://www.enr.com/groundbreaking-women-in-construction>

September 26-29

Greenbuild 2023
Washington D.C.
<https://informaconnect.com/greenbuild/>
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Matte Woodgrain Metal Siding Colors

Steelscape, a West Coast manufacturer of coated and painted metal for roofing and siding launches two new matte woodgrain finishes ideal for metal siding.

The two finishes, Matte Barnwood and Matte Red Cedar offer an authentic wood siding alternative. The finishes expand the appeal of metal siding through a realistic woodgrain pattern, low-gloss finish, and rich color.

The two different finishes offer broad color versatility for

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metal wood siding. Matte Barnwood offers the distinctiveness of reclaimed wood products, and Matte Red Cedar provides the warmth and charm of stained wood. Both designs evoke the natural essence of real wood by eliminating typical metal shine through low-gloss paint technology. Both offer a refined finish for board-and-batten residential siding, lap siding, metal log siding, architectural wall profiles, and more.

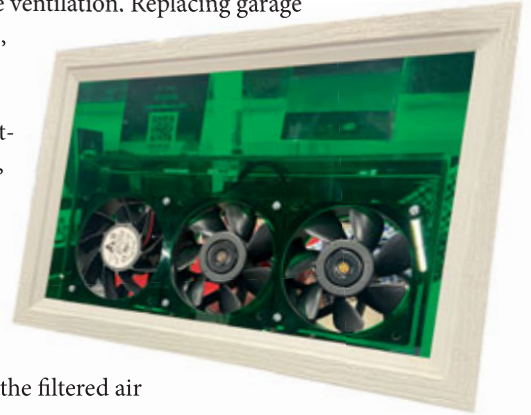


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The Colors of 2023

Inspire Your Customers with Contemporary Choices

BY LINDA SCHMID



Dunn Edwards' Terra Rosa



AzkoNobel's Wild Wonder

Paint and coating colors can seem like secondary considerations in the building process.

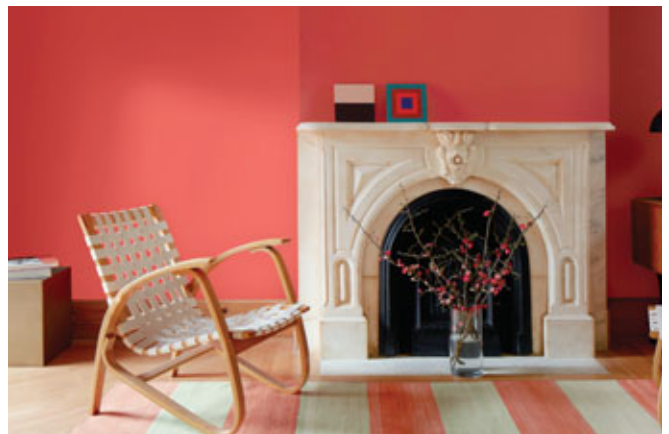
Yet, they can be important to the client who lives or works in a space every day. Paint and coating manufacturers choose colors of the year that they believe reflect our cultural state of mind, the ideals to which we aspire, an expression of the collective soul if you will. This year's choices definitely seem a case in point.

After all of the uncertainty of the last couple of years, people seemed to turn to the outdoors looking for comfort and inspiration, hence the masses of people heading to parks of all kinds, not to mention all of the people who took up gardening and back yard projects.

Hence, Azkonobel's color of the year is Wild Wonder, which they describe as having "a glowing natural tone that connects



Azkonobel's Forest Hues



Benjamin Moore's Raspberry Blush

us to nature and helps us feel better in our homes and in the world around us. It is based on the idea that, as people search for support, connection, inspiration and balance in their lives, they're diving into the wonders of the natural world to find it. The accompanying color palettes are Forest Hues, Raw Colors, Meadow Brights, and Seashore Tones.

Sherwin Williams has chosen Redend Point as their color of the year. This earthy tone is warm, subtle and comforting, remi-

PPG And The Art of Color Trending

PPG lays great emphasis on colors because they have seen that it is important to the people who live and work with the products they develop. The company provides paints and coatings for many different markets including automotive, agricultural, aerospace, consumer products, and of course, construction applications, among others. This vast breadth of markets helps inform each market; no industry performs in a bubble.

When it comes to colors in construction, color is a strong influencer on people's lives. They will live in these settings every day and there are strong psychological aspects to these colors.

Color experts look not only at micro-trends, or what is popular now and in the next couple of years, they also forecast what is going to be popular in 5 to 10 years, the macro trends. Of course, most of the time people don't know why one color does nothing for them or why another color seems to resonate with them. They don't need to; they can just enjoy. However, the color experts could probably explain why, because it's their job to know why.

They know because they look at what has happened in the recent past to understand what people are looking for today and what they are likely going to be looking for tomorrow. Does that sound a bit esoteric? Let's take a look at how they came up with their 2023 color forecasts.

They began with what had been happening culturally in the previous decade or so, 2010-2019 and found these themes: recession, reduction, social media, climate, me too, equality, and crypto-currency. Then the psychology of how these things affected people come into play. For example, recession could give people a need for something soothing, yet minimal, while climate concerns could make them yearn for colors from nature that feel stable and comforting or refreshing and inspiring.

The next step was to develop themes from these analyses. They came up with three: Serenity, Origin, and Duality.

Serenity is about disenchantment with a chaotic world and the need for sanctuary and calm. It includes graceful, watery tones and warm neutrals. Think of it as a mental reset to something romantic, ethereal and escapist, or cool and eco friendly. In fact, Vining Ivy, PPG's Color of the Year, comes from this palette of colors, and is often used as an accent color with warm neutrals.

Origin colors are about a sense of wonder, a balance between the earth and the cosmic. It includes natural and mystical hues, fibrous earth-like materials, and raw, distressed-looking patinas. Much of Origin design looks quite ancient, or alternatively, clean and contemporary like stone and marble.

Duality is a theme full of contrasts. It can be a blending of traditionalism and fantasy, bold and soft, real and "augmented". It can be quite dramatic – "old school glamor for the modern age" or a playful blend of design through the decades for a new and contemporary creative. One thing is for sure: duality design is anything but boring.

Finally, they looked at visuals that captured the essence and feelings of the themes and they found the colors that bring them to life, developing whole 2023 Color of the Year palettes.



PPG's Vining Ivy, The Color of the Year





Sherwin Williams' Redend Point



Behr's Blank Canvas



Valspar's Gentle Violet

niscent of natural earth-scapes.

Gentle Violet is one of Valspar's colors for 2023, a youthful color that embodies a coming together of natural and synthesized colors for a feeling of harmony and connectivity.

Behr's Blank Canvas is a warm and inviting neutral color with a lovely palette of colors to complement it.

Terra Rosa is the color chosen by Dunn Edwards. A romantic color that seems to speak to a simpler time, a soul-satisfying experience in a more complicated and changing world.

Benjamin Moore also went with a pink hue, but their color of the year evokes an entirely different feeling. Joyful and lush, Raspberry Blush is pure celebration. **GSCB**



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GSCB FEB/MAR 2023



CSI: How did all Respondents, Garage, Shed & Carport Builder Subscribers, Shed and Carport Sales and Manufactures and Residential Construction do in 2022) compared to 2021?

The purpose of the CSI section in all of our magazines is to provide data in more depth, in an attempt to provide useful information, insights or observations. Our magazines cover a wide range of market segments but have a significant amount of common ground. This means at times it can be difficult to find statistically significant differences between groups. That could be because our sample size isn't large enough, similarity between groups, or we are not asking the correct questions in the correct way.

This data may be the result of one or all these issues.

Since a survey is, by definition, self-reporting, it is one of the least reliable measures statistically. However, in our industry it is the only tool available.

The one difference in our data that stands out is all of the other categories outperformed "Residential Construction". This is interesting because "GSC Subscribers" and "Shed and Carport Sales and Manufacture" were closer to "All Respondents" than "Resi-

dential Construction". This is significant because Shed and Carport Sales and GSC Subscribers are, by definition, Residential Construction.

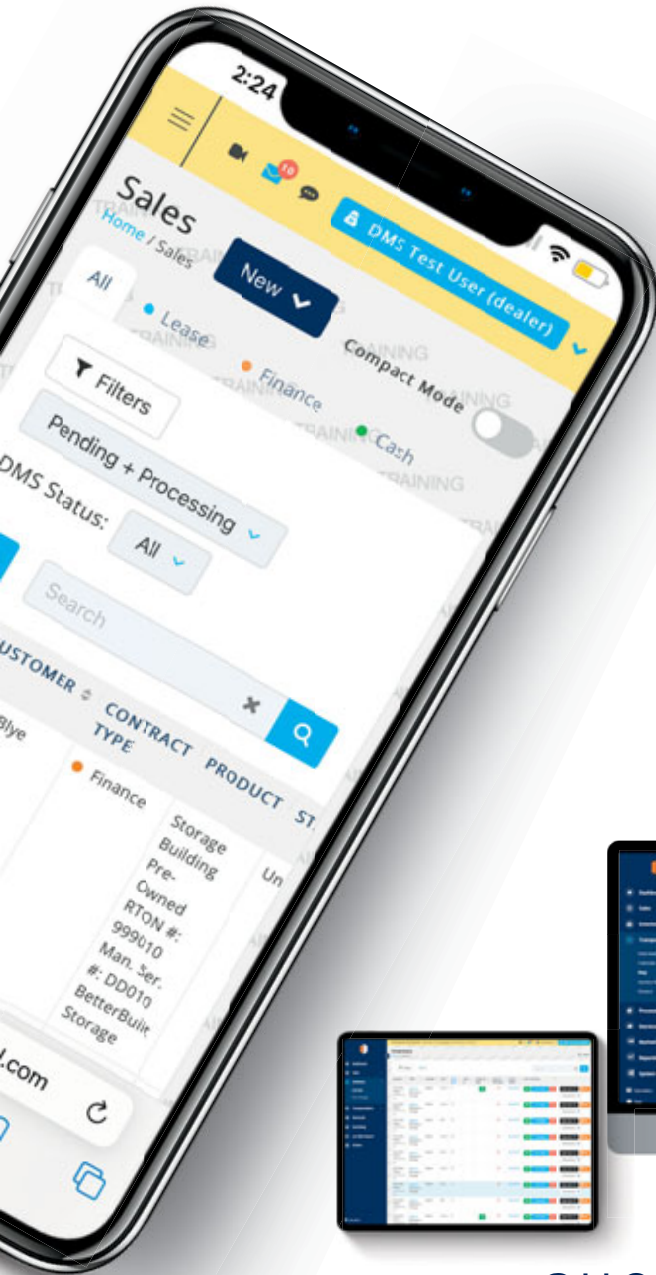
Let's take "Profitability" as an example. Residential "Up Significantly" and "Up Somewhat" totaled 55% in this group. The other categories ranged from 60% to 63%. Residential also had the highest "Stayed the Same" and "Down Somewhat", but the difference from the other categories was not statistically significant. **GSCB**

Gross Sales	All Respondents	Garage Shed & Carport Builder Subscribers	Shed and Carport Sales and Manufacture	Residential Construction
Up significantly	23%	25%	30%	24%
Up somewhat	45%	54%	43%	38%
The same	19%	20%	20%	27%
Down somewhat	11%	0%	5%	9%
Down significantly	2%	2%	2%	2%

Units Sold	All Respondents	Garage Shed & Carport Builder Subscribers	Shed and Carport Sales and Manufacture	Residential Construction
Up significantly	16%	18%	13%	16%
Up somewhat	45%	52%	58%	38%
The same	26%	21%	24%	31%
Down somewhat	11%	7%	2%	13%
Down significantly	1%	2%	2%	2%

Profitability	All Respondents	Garage Shed & Carport Builder Subscribers	Shed and Carport Sales and Manufacture	Residential Construction
Up significantly	13%	16%	16%	11%
Up somewhat	47%	45%	47%	44%
The same	27%	29%	24%	31%
Down somewhat	11%	9%	11%	13%
Down significantly	1%	2%	2%	0%

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