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December 2024  
Vol. 5, Issue 6

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# Data Supports Change

**I**try to avoid publisher's letters when possible. Sometimes they are unavoidable because there is so much going on.

Last month we added audio to our magazine website, so you can listen to the articles. The next step is that our content will be listed in podcasts on Apple, Spotify, YouTube, and other locations. Where video is available, you will see the magazine pages, so you will see pictures, graphics, and the display ads within the print version of that article.

When you read this, the 2024-2025 CSI Survey will be closed, and we will be working on the 2025 CSI-Annual & Market Report. The objective of the CSI is to provide actionable business data. Sometimes we use our proprietary data to

make strategic decisions for our magazines and shows.

We are making a huge change to the Garage, Shed & Carport Builder Show for 2026.

The 2026 show will be in Gatlinburg, Tennessee, on January 21-22, 2026.

We partner our magazines and shows. The Construction Rollforming Show is partnered with Rollforming Magazine. The Post-Frame Builder Show is partnered with Frame Building News.

The 2026 show will be two shows in one. The Rural Builder Show will be partnered with Rural Builder magazine, and the Garage, Shed & Carport Builder Show is partnered with its namesake magazine. The logo and branding will change to the Rural Builder Show and the Garage, Shed

& Carport Builder Show.

A significant number of Rural Builder subscribers report that they also build sheds and portable buildings (53%). Many companies building with post-frame or metal frame include sheds and/or portable buildings in their portfolio.

Combining the shows will benefit both exhibitors and attendees. Exhibitors and attendees will gain access to a larger and more varied spectrum of potential customers while we maintain the quality and value for everyone.

The data we analyzed regarding who builds what type of construction is detailed in the CSI column on page 59 in this magazine.

Have a fantastic 2025.

— Gary Reichert, Publisher

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Combination Gym and Storage Shed by Old Liberty Structures (oldlibertystructures.com), Bedford, Virginia.

PHOTO COURTESY OF CHRIS ASHMAN

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### CONTACT THE EDITOR AT:

[dan@shieldwallmedia.com](mailto:dan@shieldwallmedia.com)

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Gary Reichert,  
Publisher, Shield Wall Media



### Managing Editor

Dan Brownell  
[dan@shieldwallmedia.com](mailto:dan@shieldwallmedia.com)  
920-264-0787

### Editorial Staff

Karen Knapstein,  
Linda Schmid

### Circulation/Subscriptions

Barb Prill  
[barb@shieldwallmedia.com](mailto:barb@shieldwallmedia.com)  
920-471-4846

### Publisher/CEO

Gary Reichert  
[gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com)  
715-252-6360

### Director of Sales

David Beckler  
[dave@shieldwallmedia.com](mailto:dave@shieldwallmedia.com)  
469-766-8842

### Director of Events

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

### Executive/Advertising Assistant

Kathy Budsberg  
[kathy@shieldwallmedia.com](mailto:kathy@shieldwallmedia.com)

### Advertising/Show Assistant

Cari Ullom  
[cari@shieldwallmedia.com](mailto:cari@shieldwallmedia.com)

### Graphic Designers

Tom Nelsen, Kevin Ulrich

### Social Media Manager/

### Graphic Designer

Aaron Plautz

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# Value-Added Selling

Be a Consultant, Not an Order Taker

BY RANDY CHAFFEE

**A**s with any industry, our role in the garage, shed, and carport industry extends beyond simply closing a sale. Our job is to deliver genuine value by guiding customers to make an informed decision that meets their specific needs and enhances their lives. Selling value as opposed to simply making it a transaction is not just beneficial, it's our duty.

## What is Value-Added Selling?

Value-added selling is focused on elevating the customer's experience. To do this, we must work to develop a thorough understanding of their unique requirements and deliver customized solutions that exceed their expectations. It's about providing options that genuinely enhance the product's functionality, durability, and overall value.

In contrast, if we have short, superficial exchanges with our customer, little personal interaction takes place, which results in a transactional sale instead of a relational one. The customer walks in, selects a product, pays, and leaves. There's little effort given to understanding the customer's broader needs. While this approach may work in some scenarios, I believe it misses the mark by a wide



margin in our industry, where customers often have very specific, unique needs.

## The Disservice of Transactional Sales

Limiting sales to a transactional approach does our customers a disservice. Here are three reasons why:

**Missed Opportunities to Meet Needs:** Every customer has unique needs that we may overlook if we use a shallow,

transactional approach. Customers often lack a complete understanding of what's available. They don't know what they don't know. By not delving deeper into their requirements, we risk selling them products they don't need or miss helping them obtain the benefit of options that could serve them better.

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for, we're letting them down if we don't offer guidance developed through our training, experience, and expertise.

**Missed Opportunities for Repeat Business:** Another important aspect to being the value-added expert is cultivating repeat business. Allowing an interaction with the customer to be strictly a transaction, we miss the opportunity to create a loyal advocate with benefits well beyond this one sale. A satisfied customer may come back next time, or they may go elsewhere. We want them to come back to us again and again for future sales, right?

**Missed Opportunities for Referrals:** We want enthusiastic customers who will tell friends and family that we're the place to go for their next project. This might happen with a simple transaction, but by truly assisting our client in making the best purchase possible, we can gain that undying support for a long time. A true raving fan will come back repeatedly and bring family and friends.

### **How Do I Become a Value-Added Consultant?**

To become a value-added adviser, we must first be an engaged listener. We can't assume we know what our customers want. Ask many open-ended questions and listen intently to the answers. Allow for a back-and-forth dialogue to determine the true needs, wants, and desires of our buyer. If we ask enough questions, the customer will tell us what we need to know to help them make a good decision.

As we foster this back-and-forth discussion, we can start offering options. Don't be afraid to upsell options. If they will truly benefit the customers and will make the product more useful, more durable, or more attractive, then you're helping the customer make a better long-term decision. By adapting the attentive-listening approach, we'll be positioned to offer the value-added options that bring a genuine benefit, rather than simply add-

ing dollars to the sale.

With any value-added option, there's almost certainly a higher cost that comes as part of the deal. This is why we must develop an understanding of what's important to the buyer. We can go overboard with too many costly add-ons, so make them based on the buyers' needs and desires.

Have samples and displays of your value-added options readily available for buyers to see and touch. Actual working models are best if possible. Suggesting a rather large added cost can be met with resistance, so if you're suggesting an upgraded option with an upgraded cost, be sure to give them an upgraded experience.

### **Overcoming Price Objections**

Resistance to higher costs is typical. Price is so often the first and strongest objection. So how do we overcome these? I've mentioned the importance of having working samples if possible. In addition, we can use technology to our benefit. Digital design tools with color selection are a powerful addition to your sales arsenal.

The excitement of "building" your client's structure on screen together can ease their concerns and allow them to see the difference between standard and deluxe, thus making it easier for them to justify the price. You can also have a digital catalog (or a nice printed one) of quality full-color pictures and/or videos to show other jobs you've done. Organize them by category to make it easier for your customers to find what they're looking for.

Customers will typically have an endgame in mind when it comes to budget, rather than an open-ended "whatever it takes" checkbook to work with. This is why I suggest talking in terms of "investment" rather than cost or price. For example, you could suggest, "For a small investment of only \$100, we can build

your structure with a 40-year-painted fastener as opposed to a non-warranted one." It's a small detail but one that can have better results.

Keep in mind that aesthetics should be considered an investment. If the customer wants a nice mini-barn or garage on a property where they plan to live for years, a small additional investment option that enhances the looks can truly be worthwhile.

You may object to upselling because you think your market is too competitive, but this mindset will lead you to the dangerous and unprofitable world of The Transaction. To many, the word "competitive" means "at the same price or cheaper." This is true, but only if your product is exactly the same as your competitor's. Are you offering the exactly the same size, doors, and windows? The same siding and roofing? The same options? Exactly the same means that he who is cheapest wins. A transaction will take place with the winner being the one with the lowest price; thus, there won't be much profit.

This is why it's so important to ask questions and listen — really listen — and solve the buyer's needs. Help them get what they really want or need. Help them see the value of what you offer as a builder/supplier. Set yourself up so they're not simply comparing price to price with little if any regard for what unique products and advice you have to offer.

If you approach each customer as a trusted adviser rather than a salesperson, you'll be in the position to add more value and assist your customer with purchasing a better structure, all while achieving a better profit margin. When you become known as the quality adviser who really knows the industry, truly understands how to help their customers get exactly what they want and need, and are backed by an earned reputation as such, you win!



# VALUE

I've discussed the value of training in previous articles. Never is it more important than when it comes to developing a rock-solid reputation as the consultant who prioritizes the customer-first model. We must train our people to know the industry, know the competition, know the value-added options available, and know how they can benefit the client. Becoming good at asking and listening is a skill that's very trainable.

### Conclusion

Being a value-added seller isn't just a strategy; it's a responsibility. By guiding our customers toward solutions that genuinely enhance their lives, we elevate both their experience and our professional standing. It's about moving beyond the quick sale to creating lasting relationships based on trust, knowledge, and shared success.

Let's embrace the role of the value-added seller. Let's commit to understanding our customers, educating them, and providing solutions that truly meet their needs. By doing so, we not only enhance their satisfaction but also build a stronger, more sustainable business model for ourselves. In the end, our success is deeply intertwined with the satisfaction and success of our customers. And that's the true value of value-added selling. Now, let's go build some wins! **GSCB**

**Randy Chaffee** brings four-plus decades of experience to the post-frame and metal roofing industries. A board member for the Buckeye Frame Builders Association and the National Frame Builders Association, his podcast is available at [facebook.com/BuildingWins](https://www.facebook.com/BuildingWins). No web access? Call (814) 906-0001 at 1 p.m. Eastern on Mondays to listen.



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# Gold Standard Customer Service

Going Beyond the Basics in the Shed Industry

BY SHANNON LATHAM



**W**hen I turned 24, I began a decade-long journey at a casino, a fascinating place that taught me invaluable lessons about customer service. This establishment, originally christened Players Island by Merv Griffin in 1991, transformed under new ownership into Harrah's Casino in Metropolis, Illinois. My role there from 2005 onward, in various departments, was an eyeopener to the art of delivering exceptional customer experiences.

## **Not Just a Product, An Experience**

Casinos, especially ones under the Harrah's brand, have an elusive yet potent strategy for excellent service. It all starts during the interview process, where candidates learn they're not just selling a product but an experience. Unlike a tangible purchase — like a shed, garage, or carport — where customers leave with something in hand, visiting a casino is all about fun. The thrill is intangible, and successful casinos capitalize on the ephemeral nature of entertainment. But the principles they use can apply to selling sheds as well.

## **Sales Is a Transfer of Enthusiasm**

In the world of tangible goods, your task isn't just to meet basic expectations; it's to ignite enthusiasm within your clients. Sales is often regarded as a transfer of enthusiasm. Are you fired up about the sheds you sell? Are you eager to assist customers in envisioning the positive change a shed could introduce to their lives — whether it's solving a storage issue or adding an aesthetic element to their backyard? If you're part of sales, customer service isn't just a function of your job — it is your job.

## **Make the Customer Feel Special**

I used to observe top-notch customer service practices unfold at the casino. Harrah's understood that visitors were seeking an experience, and our job was to make every customer feel special. Every transaction was as if you, the employee, were starring in the "spotlight," ensuring each guest interaction exceeded expectations.

This approach started with a simple, yet effective interaction: initiate a warm greeting, introduce yourself, and if possible, recall the customer's name from a previous visit. Added to this were key elements like vocal inflection, positivity, and mentioning any ongoing promotions. Upholding a positive, engaging demeanor was non-negotiable during my tenure.

## **Revisit Your Sales Process With Fresh Eyes**

Ahead of every shift, we met for a "buzz" meeting. It was where we caught up on new happenings, engaged in trivia games, and generated a wave of enthusiasm to carry through into our workday, ensuring everyone hit the floor bubbling with the right spirit. This begs the question: is such an energetic approach necessary for selling sheds? The short answer is no — but revisiting your sales process with fresh eyes just might be beneficial.

## **Make Meticulous Attention to Customer Care Your Gold Standard**

After visiting 30 states and speaking with shed enthusiasts — sellers, haulers, and builders — I frequently draw parallels between casino-based customer care and interactions at shed retailers. Back then, meticulous attention to customer service be-





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came my standard for evaluating my experiences as a consumer.

Working in the casino had raised my expectations so much that every customer service encounter outside of work became a mental benchmark test against the gold standard I had come to know.

We even had an “Own It” program at the casino, in which employees were encouraged to treat every customer interaction as if they were the owners. It revolutionized our approach, making accountability a cornerstone of the customer experience. This involved undercover evaluations, dubbed “spotlights,” from secret shoppers or management to ensure adherence to our high-set standards, ultimately influencing bonuses, promotions, and wage evaluations.

### **Be Proactive: Sheds Don't Sell Themselves**

This brings me to a pivotal reflection: what kind of customer service do you offer with sheds? It's sobering how often I observe a lackadaisical approach throughout the industry. Dealers not answering phones, neglecting to follow up with leads, and a general attitude that the product alone should impress potential buyers is far too commonplace. Some go to lengths insinuating these structures sell themselves, which sounds more like a passive excuse than a proactive sales approach.

### **Always Be Learning and Improving**

Instead, I believe in curiosity, continual learning, and benchmarking oneself through industry research. I continually seek out sales training, attend trade shows, and mix with the community — whether it's retailers, haulers, or builders — to elevate my understanding and performance. The cornerstones of great customer service are simple yet impactful: be present, stay on time, keep your hours, and answer the phone. Effective follow-up is critical, often a decisive factor in transforming a potential client into a successful sale.

### **Set Your Business Apart With Five Customer Service Strategies**

Here are five customer service strategies to distinguish yourself as a standout shed dealer:

**1. Personalized Consultations:** Tailored consultations are key to making clients feel valued. Spend time understanding their unique storage needs, aesthetic preferences, and site constraints. With this information, you can offer customized solutions aligned perfectly with their vision, building trust and a long-lasting relationship.

**2. Comprehensive After-Sales Support:** Extend your support beyond just the sale. Offer guidance on maintenance, repairs, and potential upgrades. Be readily available in case of any issues. This level of commitment reassures customers that their satisfaction is your priority and solidifies your reputation as a depend-



able, customer-focused brand.

**3. Virtual Showroom Experiences:** In today's digital age, immersive virtual showroom tours can significantly enhance the buying experience. Use interactive features to showcase your product range and provide live virtual assistance. Doing so not only broadens your reach but also meets modern customers where they are — online.

**4. Flexible Financing Options:** Recognizing that buying a shed is a major investment, offer diverse financing plans like rent-to-own options. Accommodating various budgetary needs improves accessibility and signals your understanding of financial constraints, distinguishing you from competitors.

**5. Proactive Communication:** Maintain transparency with clients through consistent and clear communication at every stage, including order updates and post-purchase follow-ups. Regular communication reflects respect for their time and boosts confidence in your reliability, reducing uncertainty and enhancing the overall customer experience, leading to loyal brand advocates.

These strategies require minimal investment but offer maximum return in brand loyalty and customer satisfaction. They provide the potential to transform customer interactions from transactional to relational — paving the way for sustained business growth and enduring customer relationships in the shed industry. **GSCB**

**Shannon Latham**, the driving force behind the *Shed Geek Podcast* ([shedgeek.com](http://shedgeek.com)), is a seasoned professional in the shed and portable building industry. He doesn't just work in the shed industry; he lives it. Hosting the *Shed Geek Podcast*, he builds community by engaging with industry experts and enthusiasts alike.





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# How to Find Your Unique Brand Identity

## And Put It to Work in Your Marketing

BY PHILLIP ATWOOD

**W**hether you're trying to retain existing customers or expand your company's reach through new marketing channels, a strong brand identity is key. But how do you define brand identity? In short: it's what tells your audience who you are and sets your company apart from the competition. Let's explore how to create a brand identity that speaks to your audience and makes a bold statement about your brand.

### What Is a Brand Identity?

A brand's identity is essentially the visual representation of the brand, how it's recognized and remembered by its target audience. Think about your logo, the font, colors, and graphics you use on your company website and other marketing materials. These are all elements of a clear brand identity, each contributing to brand recognition in different (sometimes subtle) ways. In fact, even the tiniest visual details can speak volumes in your marketing campaigns.

For example, the amount of space a brand leaves between the letters (known as "kerning") in its logo and marketing materials can affect how the public perceives that company. Tight kerning can look either messy or cohesive, while wide kerning can give



an impression of either freedom or visual chaos, depending on the rest of the design. Branding professionals know how to blend visual elements to make a clear, compelling statement about the brand in one catchy graphic or ad.

### How Is a Brand's Identity Different from its Voice?

If you're struggling to see the difference between a brand identity and a brand voice, you're not alone. Even different members of your marketing team might have slightly different definitions of the two. Here's our take on them:

#### Identity

Your identity is made up of all the visual elements in your



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branding. It's the careful choices you've made in typography, color, and graphics to create an instantly recognizable company image. Applying these choices consistently across your website, online marketing materials, print ads, flyers, and more establishes a consistent brand image, strengthening your identity and making your brand more recognizable.

### **Voice**

Sometimes called your brand personality or tone, your brand voice consists of the language you use — or choose not to use — in your marketing efforts. It's the way you speak to and connect with customers, informing the types of content you share with your audience. For example, if your brand has a formal voice, you might post a simple Happy New Year graphic on your social media channels, but if your voice is more relaxed, you might include silly memes and emojis in your content.

## **Tips for Finding Your Shed Manufacturing Company's Identity**

Now that you've got a clearer idea of what a brand identity is, use these tips to start building your own.

### **Define Your Target Audience**

Your target market could also be called your “favorite customers,” the ones who want the sheds, carports, and garages you like to build. They're willing to spend in your ideal price range, and their needs are the kind you strive to solve.

Imagine the perfect customer for your shed building company. Get specific: give them a name and a salary range. Determine their potential for discretionary spending and the pain points your sheds can address. Finally, consider their personal values and how they might drive their interest in your sheds.

### **Pinpoint What Makes Your Company Unique**

When you know who you're selling to, the next step is to understand why potential customers would choose your brand over the competition.

Your unique selling proposition (USP) might be the longevity of your business or your commitment to using sustainable materials to build your sheds and carports. In many companies, it's the company's mission that sets them apart. Whatever your USP, it should inform the identity you forge for your company.

### **Decide How You Want Your Company to Be Perceived**

Now that you know your target audience and their reasons for choosing your shed building company, you can decide what you want your brand's visual identity to say about it.

If your customers value working with an established company, your image should exude stability and trustworthiness.

However, if your audience is looking for a company that offers innovative metal buildings, your visual branding should feel forward-thinking rather than stodgy.

### **Consider Colors and Fonts**

The colors and fonts you use in your logo and other elements of your identity say a lot about your company without using words. Different typography and color schemes will evoke different emotions in your audience. The key is to tap into the font and color combination that sparks the feelings you want them to associate with your brand.

The colors and fonts you choose should be consistent across all marketing channels and touchpoints to keep your identity clear and recognizable. For example, if your logo uses a bold, sans serif font, you wouldn't want to choose a scripted font for your website copy.

## **How to Use Your Brand Identity in Your Shed Manufacturing Marketing**

Once you've created a strong visual identity for your brand, it's time to share it with the world. Try these manufacturing marketing tactics to improve your online marketing.

### **Keep Your Identity Clear and Focused**

It's vital that marketers maintain the integrity of their carefully honed identity. Don't muddy the waters by introducing new color schemes or playing with the logo's font size. Clear, focused branding is a long game, and it can take months to see results. But if you stay the course, customers will start to recognize your brand and associate your logo with your core values and service.

### **Boost Your SEO Efforts**

You might know that your website's graphic elements can im-





pact search engine optimization (SEO), but your marketing and sales teams might not. Search engines prefer websites that offer users an excellent customer experience.

Make sure the graphic elements you choose are consistent with your branding. Their file size should be small enough that your website loads quickly, and they should include meta tags that improve accessibility and help search engines catalog them. That way, search engines will reward your website with a higher search ranking and boost your website traffic.

**Be Consistent**

Your brand identity should guide all your digital marketing efforts, meaning all content should feature the colors, fonts, and graphic elements you've chosen to represent your brand.

Ideally, your audience should recognize your branding at a glance. When you're consistent with your brand identity, you'll build customer loyalty, brand recognition, and a more successful manufacturing marketing strategy. **GSCB**

**Phillip Atwood**, founder and principal of Vessel ([choosevessel.com](http://choosevessel.com)), leads a boutique marketing agency that caters to industries ranging from manufacturing to non-profits. With a focus on delivering personalized, custom-tailored solutions, Vessel specializes in branding, website development, and marketing strategies designed to elevate businesses and set their brands apart. With over 20 years of experience in marketing, sales, and technology, Phillip's expertise and infectious positivity are game changers in the marketing world, ensuring no cookie-cutter approach — just personal attention and impactful results for every client.



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# Construction Business Tax Payments

## Streamlining the Process With Technology

BY NIKO SPYRIDONOS

**B**uilders face numerous challenges when it comes to fulfilling their tax obligations to local governments. While much attention is often given to the financial burden of taxes themselves, the administrative processes involved in paying these taxes can be equally daunting and time-consuming. Many of these challenges mirror those faced by other construction-related industries, but they are often amplified due to the project-based nature and geographical spread of operations in the building sector.

One of the primary hurdles builders encounter is working with their landlords or property managers on tax payments, particularly for those operating from leased workshops or office spaces. In many cases, property taxes are included in lease agreements, with the landlord responsible for making payments

to the local government. However, this arrangement can lead to complications if there are discrepancies in the tax assessment or if the landlord fails to make timely payments. Builders may find themselves caught in the middle, potentially facing penalties or operational delays due to circumstances beyond their direct control.

### **Tax Payments Can Play an Important Role for Builders**

Ensuring timely payments is another critical challenge for builders. Local governments often have strict deadlines for tax payments, and missing these deadlines can result in significant penalties and interest charges. For builders managing multiple projects across different jurisdictions, keeping track of various payment schedules and tax rates can be a logistical nightmare.





This complexity is further compounded when different taxes (e.g., property taxes, business license fees, sales taxes) have different due dates and payment processes, or if the wrong amount is paid and then errors need to be amended.

These complexities are a real problem within local governments. Approximately 28.4% of governments recognize the complicated nature of their current process and would like to see improvements made in the tax payment process<sup>1</sup>.

### The Technology Working Behind the Scenes

Many builders rely on payment processors or third-party services to handle their tax payments. While this can streamline operations, it also introduces an additional layer of potential complications. Builders must ensure that their chosen payment processor is reliable, accurate, and compliant with local government requirements. Any errors or delays on the part of the payment processor can have serious repercussions for the busi-

ness, including late fees, compliance issues, and damage to their relationship with local authorities.

The consequences of delays or inaccuracies in tax payments can be severe for builders. Beyond the immediate financial impact of penalties and interest, such issues can create significant headaches for accounting departments. Reconciling discrepancies, correcting errors, and managing disputes with local tax authorities can consume valuable time and resources that could otherwise be devoted to designing, managing and completing builds. Moreover, these problems can potentially impact a builder's credit rating and reputation, making it more difficult to secure financing or bid on large-scale projects in the future.

Given these challenges, it is important for local governments and their building constituents to leverage the right processing technology provider to facilitate smoother, more efficient tax payment processes. Advanced automation capabilities today can significantly reduce the risk of errors and delays, ensuring that

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payments are processed accurately and on time. Automated systems can handle complex calculations, apply appropriate tax rates based on jurisdiction, and flag potential issues before they become major problems.

However, technology alone is not enough. Human-led customer service teams play a vital role in supporting builders and government agencies through the tax payment process. These teams can provide expert guidance on complex tax issues, assist with resolving discrepancies, and offer personalized support to builders navigating the intricacies of local tax regulations. The combination of advanced technology and knowledgeable human support creates a robust system that can address the diverse needs of builders across different project types and sizes.

### **Fostering a More Builder-Friendly Locale**

Implementing such comprehensive solutions benefits not only builders but also local governments themselves. By streamlining the tax payment process, governments can improve their revenue

collection efficiency, reduce administrative costs, and foster better relationships with the building community. This, in turn, can lead to increased compliance rates and a more stable tax base with long-term building operations to support essential public services.

Moreover, adopting user-friendly, technologically advanced tax payment systems can enhance a locality's attractiveness to builders. In an era in which construction companies have increasing flexibility in choosing where to locate their operations, the ease of doing business — including the simplicity of tax compliance — can be a significant factor in decision-making. Local governments that invest in modern, efficient tax processing systems may find themselves at a competitive advantage in attracting and retaining builders.

It's important to recognize that the transition to more advanced tax processing systems is not without its challenges. Local governments must carefully consider factors such as data security, system integration with existing infrastructure, and the need for staff training. However, the long-term benefits of such invest-

ments — both for the government and the business community — far outweigh the initial hurdles.

The challenges builders face in paying taxes to local governments are multifaceted and can have significant impacts on their operations and financial health. By recognizing these challenges and taking proactive steps to address them through the implementation of advanced processing technology and robust customer support, local governments can create a more builder-friendly environment.

This approach not only eases the burden on builders but also enhances the efficiency and effectiveness of local government operations. As we move forward in an increasingly digital world, the adoption of such solutions will be crucial in fostering a thriving, mutually beneficial relationship between local governments and the building community they serve.

**GSCB**

*Niko Spyridonos is CEO and Founder of Autoagent (autoagent.com), a leading provider of innovative payment processing solutions tailored for local governments. The company specializes in streamlining tax collection and management through secure online payment portals, making it easier for its government partners to fulfill their financial obligations.*



1: Autoagent tax processing survey of local governments; April 2024



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# Character, Competence, and Chemistry

Pine Hill Trailers' 3 Cs Keep the Company Moving Down the Road

BY LINDA SCHMID

## The Development of the Niche

At the turn of the millennium, the economy was strong in the Gordonville, Pennsylvania, region. The area had a reputation for producing excellent portable buildings at a fair price, and the public had sufficient disposable income to invest in them. Many manufacturers were taking many of the opportunities and running with them. However, gaps in the transportation part of the market went largely unfilled. In 2000, Dan Petersheim seized the opportunity to fulfill that service gap.

Initially the company focused on repairs and modifications of existing trailers. As the portable building industry grew, its transportation and logistics needs followed suit, and the shed hauling market developed. A busy shed-hauling market allowed for innovation, and Pine Hill began manufacturing a variety of trailers for a variety of needs.

## Bumps in the Road

Jay McCumber, CEO, said the economic downturn of 2008 had a strong effect on the portable shed industry, as on most other industries. Trailer orders dropped down to a trickle. President and founder Dan Petersheim's strategy included focusing on trailer maintenance and repair and reinvesting the revenue into innovation of the trailer line, thereby putting the company in an enviable position when the economic conditions improved.

Beginning in 2015, the company experienced several years of growth, which is of course a positive situation but it also creates challenges. Heightened demand leads to greater space and hiring needs. The solutions: opening a new manufacturing operation, expanding their parts store, and strategic hiring.

## Employees and Customer Service

What is strategic hiring from management's viewpoint? McCumber said, "Through rigorous interview and hiring processes we look for specific character, competence, and chemistry traits in each employee we hire, taking the time to ensure that the employee will be a good fit."

Part of fitting is having the same values. The company's philosophy and culture is based on biblical principles. It is important to have shared values since the team will carry out the company mission.

New ideas are encouraged, as management nurtures an innovative spirit, leading to better processes as well as driving manufacturing innovation.

Another shared value is their love of their work and pulling together to get it done. The community of workers is a team and leaders are coaches more than directors.

"Forming the best team we can is Priority One," McCumber said.

"With care and a heart to serve, we see ourselves and our customers and vendors as partners, working together to move lives, families, and businesses forward," he added.

Part of maintaining an A team is retaining team members. McCumber said that employee retention in the blue-collar world can be challenging since everyone wants these skilled technicians. They embrace assertiveness, openness, empathy, and good pay for good work, thereby hoping to see their employees flourish together at Pine Hill for many years to come.

## Great Partners

Serving your customers depends not only on your company's



actions, but your vendors' actions also. Pine Hill Trailers relies on these vendors to provide great products and service: US Metals, G3 Mechanical, RG Group, Beiler Hydraulics, Weaver Distribution, and Dexter axles and brakes.

## Lessons Learned

Manufacturing processes are quite expensive, McCumber said, so it would have been beneficial to be more knowledgeable about capital procurement. Looking back, he feels there may have been some creative options that could have made the process easier that were overlooked.

While growth is what every company strives for, McCumber thinks that the fast growth they experienced would have been better if they had stepped back and scaled their growth so they could plan and grow at a slower pace, thereby putting them in a more advantageous place for the future. Instead the company did what most companies would do — run to keep up with demand.

Enterprise Resource Planning software (ERP) is a great way to manage your business and streamline processes. However, a lot of research should be done so you know exactly how it will impact your operations; then you can plan your transition.

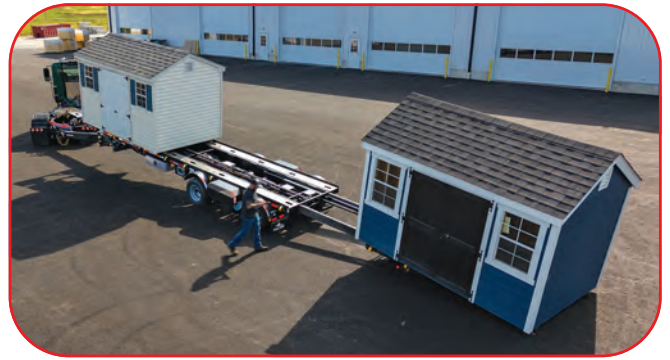
Marketing should not be neglected, and good marketing should never be underestimated.

McCumber's final piece of advice: "Good is never good enough. Better never stops."

## Trends and Opportunities

Transportation and logistics are market-correcting after the massive bump they had during COVID-19, McCumber said. The correction then moves downstream to affect smaller markets like shed hauling.

Customers are looking for more durable, heavy-duty products



than many sought in the past. Today, quality drives customer loyalty, not price.

While shed trailer manufacturing and trailer service are the company's core and will continue to be so, McCumber sees opportunities in other niches. One such is in custom manufacturing, working with partners who have unique manufacturing needs and ongoing projects. Another opportunity is in Jutland, the company's truck bodies division. They make aluminum truck and service bodies for the construction and service industries, in both standardized and customized options, so there is a lot of growth potential.

## The Future

In regard to what's next for Pine Hill Trailers, McCumber said, "The company will continue to produce the best shed trailers in the market while growing in our custom manufacturing capabilities and partnerships.

"Our Jutland brand is a big part of our future," McCumber continued. "Serving new markets in the construction and service spaces with the right truck and service bodies is a great opportunity for us with a low barrier to entry." **GSCOB**

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## Submit a Building Project for the Annual Building Showcase

BY DAN BROWNELL

**E**ach year, in the April/May edition of Garage, Shed & Carport Builder magazine, we publish building projects that showcase some of the many possibilities for small, special use, residential structures. Ultimately, our goal is to inspire builder/subscribers and help them better identify and meet market needs. By highlighting not only the potential of these buildings, but also the actual projects being completed, we aim to advance the industry.

As a project participant, you'll enjoy numerous benefits. If your project is selected for publication, your business will receive free promotion in a national magazine dedicated to garages, sheds, carports and other small, residential, special use structures. Despite being a regional builder, you'll gain

national recognition.

Moreover, you'll receive a badge that reads "As Seen in Garage, Shed & Carport Builder magazine," signifying your company's distinction as one of the few selected for publication. This badge can be used in your marketing materials, on social media, and wherever else you find suitable.

Another powerful benefit is a complimentary pre-written press release announcing your company's selection and publication from a pool of national submissions. Given the typical cost of professional press release services, this represents significant savings. Garage, Shed & Carport Builder magazine maintains a prominent position nationally and is the host of the annual Garage, Shed & Carport Builder Show, which brings builders, suppliers, and other industry experts together from all over the country. The 2025 show will be held Jan. 15-16 in Greenville, South Carolina. By presenting your project as a solution to industry challenges, you inspire fellow builders to enhance their performance and drive the industry forward.

To submit a project for the next Garage, Shed & Carport Builder Building Showcase, visit [shieldwallmedia.com/garage-shed-carport-builder-magazine-project-submission-form](http://shieldwallmedia.com/garage-shed-carport-builder-magazine-project-submission-form). This digital upload form has been streamlined to make it easier than ever to use. You can also reach the form by scanning the QR code. Simply fill in the required details (company and project specifics, along with a list



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of components and materials used) and upload clear, high-resolution images. Upon submission, you'll receive confirmation that your project details have been received. Remember, the more comprehensive your submission, the greater the chance of publication.

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# Proper Handling of Overheating Lithium-Ion Batteries

How to Deal with Thermal Runaway Safely

BY THE POWER TOOL INSTITUTE

**T**he Power Tool Institute ([powertoolinstitute.com](http://powertoolinstitute.com)), the leading organization for power tool safety resources, information, and education, has released a new video demonstrating how to properly handle a battery that's in thermal runaway. A lithium-ion battery that is too hot to touch, melting, smoking, or on fire may be in thermal runaway, which can be caused by misusing or abusing the battery, such as by dropping, puncturing, damaging, or exposing the battery to liquids.

Lithium-ion batteries, when purchased by an OEM for their respective tools, are safe. More and more counterfeit and knock off batteries have appeared in the market and can cause serious issues, including fires.

As detailed in the video, the quickest way to cool down and stop an overheating lithium-ion battery is to immerse the battery in a sturdy container filled with water and keep it there for 24 hours. The new video can be viewed at [takechargeofyour-battery.com/videos/safe-handling-of-overheated-lithium-ion-batteries](http://takechargeofyour-battery.com/videos/safe-handling-of-overheated-lithium-ion-batteries).

Before immersing a battery, there are some things to keep in mind:

- Don't physically touch the battery to move it; instead, use something like a long-handled shovel.
- Wear PPE to protect eyes and skin.
- Move the battery at least 15 feet away from combustible materials.



• If the battery is connected to a tool or charger, don't try to disconnect it. It's better to sacrifice those items than risk being injured. Put them in the water as well. Be sure to first unplug the charger from the wall outlet.

It's important to leave the battery immersed for at least 24 hours so additional cells within the battery don't reignite. Even if you don't see flames, the thermal runaway may not be over. While one cell is cooling down, a different cell might be heating up. Once it is safe to dispose the battery, never throw it into the trash or a municipal recycling bin. Instead, take it to a local recycling center or place it in a receptacle specifically designed for recycling batteries.



In general, when you take care of your batteries, they will take care of you. However, it's still important to be aware of proper safety procedures in the event of an emergency like thermal runaway.

### About PTI

With the vision to unify and educate others about power tools, since its founding in 1968, the Power Tool Institute (PTI) has established itself as the leading organization for building global understanding of power tools and for maintaining high standards of safety in the industry. A list of its members can be found on the PTI website. PTI's members are committed to improving the industry and to being the premier resource for power tool education. **GSCB**

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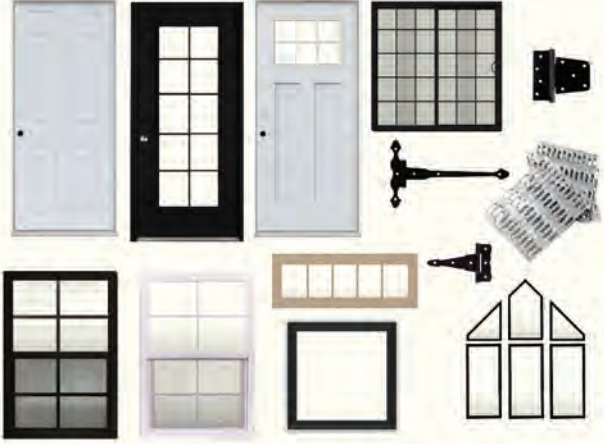




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# Builder Tips: Minimize Nail Pops

BY WARREN HAMRICK

**W**hy it Matters: Nail pops can create aesthetic issues with roofing and thin flooring, and cause floor squeaks that can become a quality issue for the builder and homeowner.

Nail “pop” or “backout” describes the protrusion of nail heads above the surface sometime after they were originally driv-

en into the wood (Figure 1). This sometimes happens when green (wet) lumber shrinks because of drying. The nail point stays put while the lumber shrinks along the shank, exposing the nail head.

Repeated wetting and drying of the wood may also cause “cumulative pop” (the nail backs out of the wood incrementally). Staples can also “pop” or “backout”

under these conditions.

**Tip 1: Choose the correct materials.** Use dry lumber or engineered wood framing such as I-joists, trusses, glulam, or structural composite lumber, which is manufactured in a dry condition. Remember that even kiln-dried lumber has enough water left in it to cause some shrinkage.

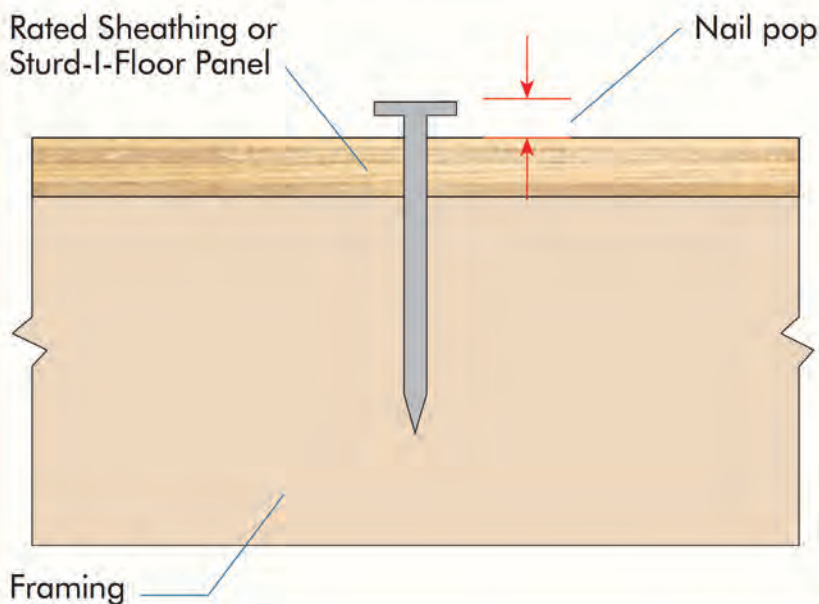
**Tip 2: Use the proper length of fasteners.** When attaching plywood underlayment to a subfloor (Figure 2), use nails having a length approximately equal to the total thickness of the subfloor and underlayment layers. If pneumatically driven fasteners are used, foot pressure should be applied near the fastener to assure contact between the underlayment and subfloor. Do not overdrive or underdrive fasteners, which could result in “telegraphing” fastener or panel joint location through resilient tile or sheet flooring.

**Tip 3: Reduce nail pops.** Use of deformed-shank nails may help reduce cumulative pop. For fastening underlayment, APA recommends ring- or screw-shank nails.

**Tip 4: Prepare the framing surface.** Attach wood structural panel roof or floor sheathing to a clean, level framing surface. If framing hangers or connectors

FIGURE 1

## EXAMPLE OF NAIL POP



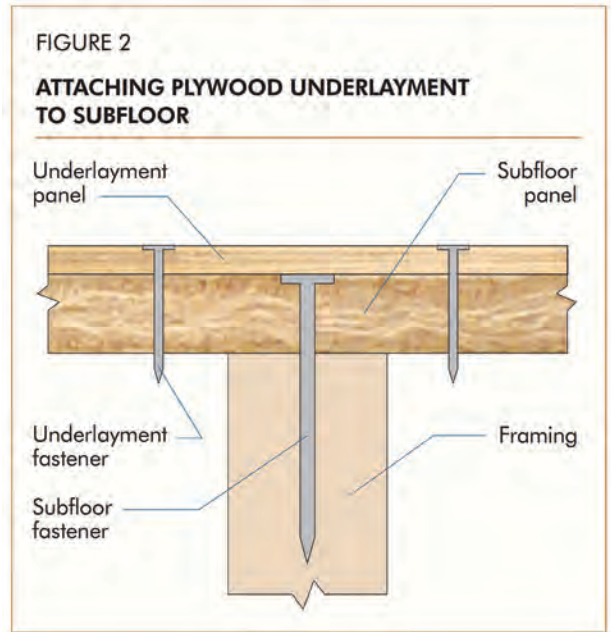


are attached to the top of supporting framing members, shims or furring strips made from wood structural panels may need to be placed between these hardware components, to make the framing surface flush. Otherwise, gaps between the sheathing and framing could result in nail pops when the sheathing is subjected to construction loads or foot traffic. **GSCB**

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**Warren Hamrick** is an engineered wood specialist within APA's Market Access and Development division.



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Nicholson holds a Bachelor of Science degree from Mansfield University in Mansfield, Pennsylvania.

- Hayden Doehrmann, Digital Marketing Content Specialist, Altenloh, Brinck & Co.: Based in the Bryan, Ohio, area, Doehrmann joins Altenloh, Brinck & Co. with close to 10 years of marketing and graphic design experience. In his digital role, he will manage accurate content across various systems for multiple product brands. Doehrmann will also play a crucial role in supporting and developing new content across third-party e-commerce platforms as well as SPAX and all brands’ websites.

A graduate of the University of Toledo,

Doehrmann holds a BBA in Marketing and served as an intern with the Toledo Mud Hens, Toledo Walleye, UT Athletic Department and Nightengale’s Harvest.

Before joining the Altenloh family, he spent several years with a local logistics leader, aiding in online growth, graphic design, SEO, and increasing brand equity and visibility within specified markets.

- Stephanie Feyen, eCommerce Manager, Altenloh, Brinck & Co.: In this role, Feyen will oversee the strategy, planning, and implementation of Commerce objectives. Acting as the primary point of contact for all Altenloh, Brinck & Co. Commerce-related matters, she will work collaboratively across departments to facilitate the successful launch and expansion of new eCommerce accounts.

Additionally, Feyen will focus on enhancing the performance of existing eCommerce retailers and other key partner marketplaces. Feyen has more than 15 years of experience in sales, eCommerce, marketing, and outstanding customer service and holds a Bachelor’s Degree in Business, Marketing, and Public Relations from Davenport University.

**Malco Tools Earns Minnesota’s Top Safety Recognitions**

Malco Tools, one of the nation’s leading solution developers and manufacturers of a variety of high-quality tools for the HVAC and building construction trades, has announced that it has earned two safety recognitions: Minnesota STAR (MNSTAR) certification from the Min-

nesota Occupational Safety and Health Administration (MNOSHA), and the 2024 Governor’s Safety Award, awarded by the Minnesota Safety Council.

Malco’s headquarters in Annandale is one of just 36 MNSTAR-certified facilities in the state, recognized as a leading company that goes beyond basic compliance with all applicable OSHA standards to prevent job-related injuries and illnesses. Prior to earning this top recognition, Malco rigorously maintained its MNOSHA Safety and Health Achievement Recognition Program (MNSHARP) recognition since 2004.

Scott Crane, chief strategy officer at Malco, added: “It is great to be recognized with these top safety designations, as it is testament to our team’s collaborative efforts in developing successful safety and health programs that we are all very proud of and that make Malco a great place to work.”

**mikeroweWORKS Foundation Surpasses \$11 Million in Trade Scholarships**

This year, the mikeroweWORKS Foundation is awarding \$2.4 million in work ethic scholarships to more than 300 aspiring tradespeople. As in past years, 2024 recipients include a broad mix of plumbers, electricians, welders, mechanics, pipe fitters, HVAC specialists, blacksmiths, cosmetologists, and many other skilled workers seeking to enter careers that don’t require an expensive four-year degree.

“It’s been really gratifying to help train



**Malco hosted a ceremonial flag-raising event on Aug. 7 to celebrate its MNSTAR certification. Malco is one of just 36 MNSTAR-certified facilities in the state of Minnesota.**



the next generation of skilled tradespeople,” said Mike Rowe, CEO of mikeroweWORKS. “The opportunities to prosper in the trades today are astonishing, and shining a light on those opportunities has been a real privilege.”

With this latest round of scholarships, Rowe’s foundation will have awarded nearly \$12 million in work ethic scholarships to more than 2,000 Americans, making mikeroweWORKS the largest trade school scholarship fund in the country. Along with its scholarship program, mikeroweWORKS is also leading the charge to reinvigorate the trades by challenging the myths and misperceptions that keep so many people from exploring a vocational career.

“It’s not enough to simply award scholarships to qualified applicants,” said Rowe. “If we really want to close the skills gap, we need to change perceptions in the broadest possible way. That means better PR for the trades. We need to show Americans that lots of skilled tradespeople are making a very comfortable six-figure salary, setting their own schedules, and finding real meaning and fulfillment in their work.”

For nearly a decade, the ratio of baby boomers retiring to those entering the workforce has been 5:2, according to Skillwork. The resulting “skills gap” has widened, and the Bureau of Labor Statistics reported in May that there are 8.1 million open positions — the majority of which do not require a four-year degree — and caused a labor shortage that’s left our workforce profoundly out of balance. Meanwhile, the cost of college has soared, leaving nearly 44 million Americans with \$1.6 trillion in student loan debt. And yet, high school graduates are still encouraged — often by well-meaning parents and guidance counselors—to borrow vast sums of money to attend universities that continue to raise their tuition, leaving millions indebted and untrained for the many vocational jobs waiting to be filled.

“Ever since we took shop class out of high school, we’ve been telling our kids that the best path for the most people is a four-year degree,” said Rowe. “And for decades now, we’ve been lending money we don’t have to kids who can never pay it back, so they can buy a diploma that no longer guarantees them a job. That has to stop. At mikeroweWORKS, we’re telling an honest story about college debt, and making a persuasive case for the many opportunities that exist in the skilled trades. That’s what we’ve been doing since Labor Day of 2008, and that’s what we’ll be doing this Labor Day. And hopefully, for many Labor Days to come.”

For more information about the mikeroweWORKS Foundation, visit [mikeroweworks.org](http://mikeroweworks.org).

### SBCA Foundation Announces Hardship Grant Program

The SBCA Foundation is excited to announce the release of the SBCA Foundation Hardship Fund. This fund is available to SBCA (Structural Building Components Association) and NFC (National Framers Council) member employees, and their families, who are facing unexpected crises or emergencies. The fund will cover expenses like housing, utilities, medical bills, or

other urgent needs during times of hardship, such as job loss, illness, natural disasters, or unexpected expenses. Any full-time employee or immediate family member of an SBCA or NFC member company is eligible to apply, and if approved, will be given on a one-time basis with a maximum of \$5,000.

This fund aligns with the mission of the SBCA Foundation: Giving back to our community through philanthropic avenues to improve housing-related opportunities for the disadvantaged. In 2024, the Foundation budgeted \$50,000 annually to this fund and is accepting applications and/or nominations now.

“Our industry’s success is dependent on both its people and the materials we use to fabricate our products,” said Don Groom, SBCA Foundation Trustee. “Investing in the wellbeing of both is essential if our industry is to remain sustainable far into the future.”

“The industry has given us so much, and the SBCA Foundation & Endowment is now a way to effectively give back,” said Joe Hikel, SBCA Foundation Trustee. “We are building an impactful legacy we can pass on to future generations that will help our industry continue to thrive.”

To learn more or to apply for the SBCA Foundation Hardship Grant, to nominate someone for it, or to donate today, visit <https://sbca.foundation>. **GSCB**



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# Make Connections

Shield Wall Media Shows Are Designed for Engagement

BY MISSY BEYER

**A**s we finalize the details for the 2025 Garage Shed & Carport Builder Show, I am reminded of the first trade show I attended many years ago. That show was big, lavish, and very loud. It was held in Vegas and the sparkle was everywhere. This was in a time and in an industry where the men wore suits, the few businesswomen on the floor wore tasteful skirt and blazer sets, and the other women in the room wore far less, handing out fliers and luring attendees into their employer's booths.

I am confident that a lot of business was accomplished at

that show, but I know firsthand that it was much too big for real connections to be made in that space. There was just too much to see and do for anyone to see it all, much less “sit a spell” and have a conversation.

Over the years I have attended, exhibited at, and managed many trade shows. Some were massive like that first one I attended all those years ago, and some were small shows with craftsmen selling to collectors. The one thing they all had in common was the need for that connection.

Something those of us at Shield Wall Media are proud of is our connections and our ability to help those in the industry make their own connections. At this year's show, you won't find a lot of sparkle and fanfare like at my first trade show all those years ago. While it might be a little loud at times, I doubt it will be so loud you won't be able to hear yourself think. What you will find at this year's show is connections. From chats with your peers at the complimentary breakfasts before the morning sessions where you can connect with the industry experts, to conversations on the show floor where exhibitors can take the time to explain what they have to offer to help your business grow, it is all about connections. Be sure to join us Wednesday for the complimentary Happy Hour buffet where you can fuel up after a long day and make even more connections while listening to some great music brought to you by the James Radford Band.

This year's event should be a great opportunity for building connections, and we have already made plans for next year's show to allow for even more, as it will be held in conjunction with the all-new Rural Builder Show. Attendees and exhibitors will be able to have two shows in one venue with even more opportunities to grow their business. The 2026 event will be held in Gatlinburg, Tennessee, January 21-22. If you really want to continue the connections between now and







# POST-FRAME BUILDER SHOW

# Construction Rollforming Show

then, be sure to attend the Post Frame Builder Show, June 25-26 in Manheim, Pennsylvania, and the Construction Rollforming Show, October 1-2 in Dayton, Ohio.

Speaking of connections, I would love to hear what you have to say about this year's Garage Shed & Carport Builder Show and any other Shield Wall Media event. Don't hesitate to find me on the show floor or reach out by email or phone

call if you want to connect. If you would like information on being an exhibitor or have a great idea that might make our events even better, please be sure to reach out.

See you at the show!

*Missy Beyer*

*Shield Wall Media Director of Events*



**Garage Door Operators by SOMMER**







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[info@senseidigital.com](mailto:info@senseidigital.com)

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GARAGE • SHED • CARPORT  
**BUILDER**  
**SHOW**

**GREENVILLE, SC**  
**JANUARY 15 & 16, 2025**  
**GREENVILLE CONVENTION CENTER**

**EXHIBIT HALL HOURS:**  
**WEDNESDAY, JAN. 15: 11:30-5:30**  
**THURSDAY, JAN. 16: 8:30-12:30**



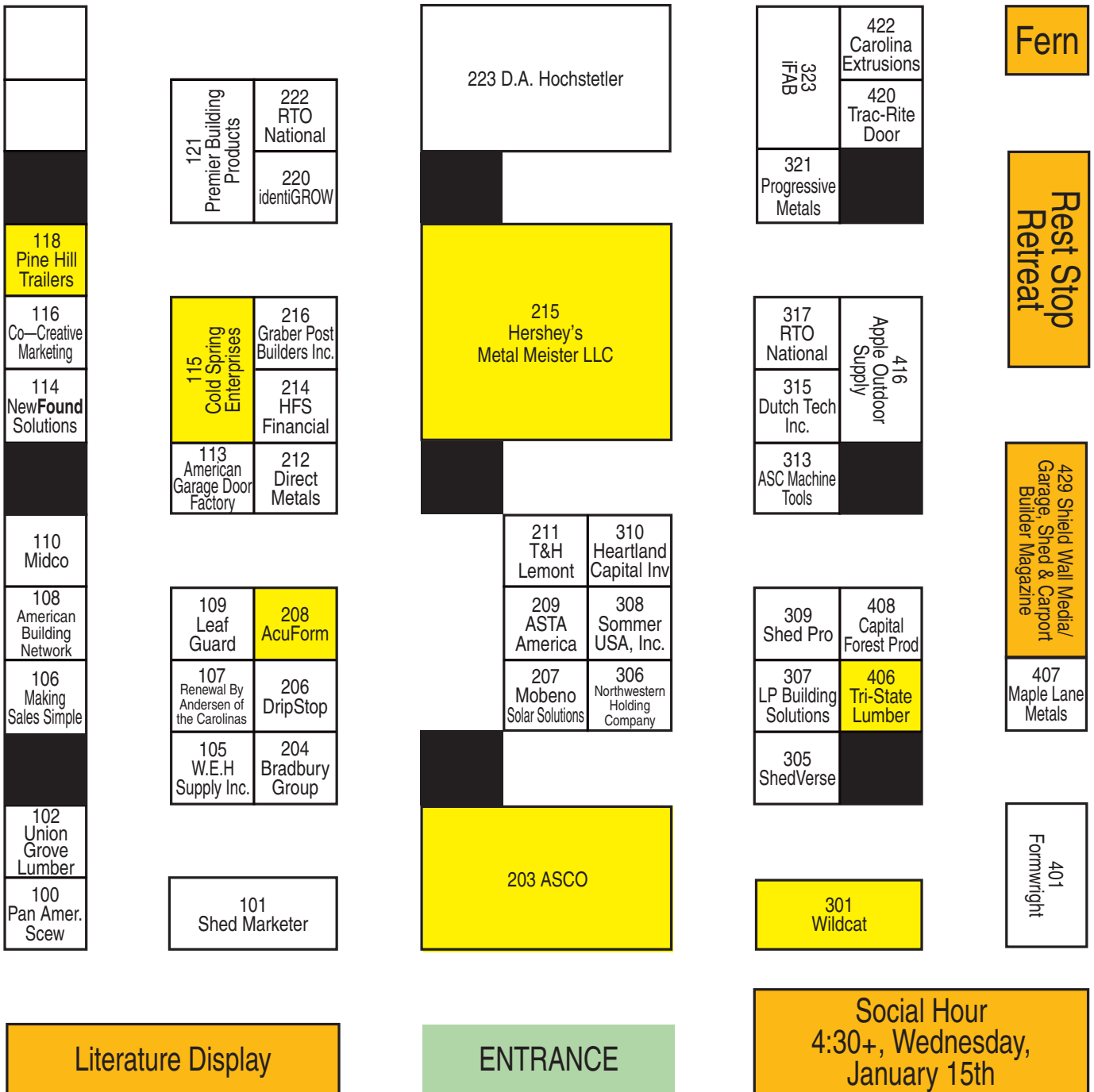
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**EXHIBITORS**

| Company Name                              | Booth # | Company Name                               | Booth #  |
|---|---------|--|----------|
| Acu-Form.....                             | 208     | LP Outdoor Building Solutions.....         | 307      |
| American Building Network .....           | 108     | Making Sales Simple .....                  | 106      |
| American Garage Door Factory.....         | 113     | Maple Lane Metals .....                    | 407      |
| Apple Outdoor Supply .....                | 416     | Midco Building Products.....               | 110      |
| ASC Machine Tools Inc .....               | 313     | Mobeno Solar Solutions .....               | 207      |
| ASCO Machine.....                         | 203     | NewFound Solutions .....                   | 114      |
| ASTA America by Janus International ..... | 209     | Northwestern Holding Company LLC .....     | 306      |
| Bradbury Group.....                       | 204     | Pan American Screw .....                   | 100      |
| Capital Forest Products .....             | 408     | Pine Hill Trailers.....                    | 118      |
| Carolina Extrusions .....                 | 422     | Premiere Building Products .....           | 121      |
| Co—Creative Marketing .....               | 116     | Progressive Metals .....                   | 321      |
| Cold Spring Enterprises.....              | 115     | Renewal by Andersen of the Carolinas ..... | 107      |
| D.A. Hochstetler & Sons.....              | 223     | RTO National .....                         | 222, 317 |
| Direct Metals Inc.....                    | 212     | Shed Marketer .....                        | 101      |
| DripStop™ .....                           | 206     | Shed Pro.....                              | 309      |
| Dutch Tech Inc.....                       | 315     | ShedVerse .....                            | 305      |
| Formwright.....                           | 401     | Sommer USA Inc.....                        | 308      |
| Graber Post Buildings Inc.....            | 216     | T&H Lemont .....                           | 211      |
| Heartland Capital investments.....        | 310     | Trac-Rite Door .....                       | 420      |
| Hershey's Metal Meister .....             | 215     | Tri State Lumber .....                     | 406      |
| HFS Financial .....                       | 214     | Union Grove Lumber .....                   | 102      |
| identiGROW .....                          | 220     | W.E.H. Supply Inc.....                     | 105      |
| iFAB.....                                 | 323     | Wildcat LLC .....                          | 301      |
| Leafguard of Charlotte.....               | 109     |  |          |





\* EXHIBITORS SUBJECT TO CHANGE

# GARAGE ■ SHED ■ CARPORT BUILDER SHOW

## PREVIEW

**Greenville, South Carolina  
January 15-16, 2025**

Why You Need to Be There!

**T**he fourth annual Garage Shed & Carport Builder show, produced by Shield Wall Media, will be held in South Carolina, at the Greenville Convention Center, January 15-16, 2025. It's a "don't miss" business building and networking event for everyone in the industry.

"As a targeted business-to-business trade show, the Garage, Shed & Carport Builder show brings businesses in the small residential building market together and has proven to be beneficial to companies on both sides of the aisle," said Missy Beyer, Director of Events. "Exhibitors enjoy the opportunity our shows give for them to interact one-on-one with the decision makers and attendees come away more knowledgeable and with connections that equate to their company growth.

"As a family-friendly show, the GSCB show makes it easy for those traveling along to be included and comfortable on the show floor and not squirreled away waiting for their family members to return from the event. Watching family-owned businesses walk the show with the next generation of owners is always a treat and helps us to see the future of the industry firsthand," she noted.

Because the show is a business-to-business event, exhibitors can expect that



attendees are those making buying decisions for their companies, and attendees can anticipate having time to network and make sound buying decisions without competing with non-customers for time with exhibitors.

- Find the products and services you need while making valuable industry contacts.
- Free guest passes are available from exhibitors up to two weeks prior to the event.
- Learn from experts at the free morning informational sessions.

• Greenville is a family-friendly city and provides a great opportunity for a working vacation.

- The region is known as a shed "hub?"
- The show has a central family rest stop and children's play area.

### **Admission and Preregistration**

General show floor admission with education classes included: \$50. Families are welcome; children under 14 are admitted free with an adult. To register for the show online, visit [garageshedcarportshow.com](http://garageshedcarportshow.com).





Greenville Convention Center entrance. VISITGREENVILLE. SC

### Show “No Solicitation” Policy

To provide a distraction-free environment for our exhibitors, sponsors, attendees and staff, the Garage, Shed, Carport Builder Show has a strict no-solicitation policy. We do not allow solicitation by attendees or any unauthorized party in any designated show areas. The Garage, Shed, Carport Builder Show reserves the right to deny access or remove any individual in violation of this policy without refund.

## Show Hours

### Exhibit Hall Hours

Wednesday, January 15

11:30 a.m. – 5:30 p.m.

Informational Sessions 9 a.m.-11 a.m.

### Happy Hour

**Complimentary Reception with Buffet, Bar, and Entertainment**

4:30 p.m. – 6:00 p.m.

### Exhibit Hall Hours

Thursday January 16

8:30 a.m. – 12:30 p.m.

Informational sessions 9 a.m.-11 a.m.

### Entertainment

The James Radford Band, featuring country music, will perform during Happy Hour on Wednesday evening.

### Airline Transportation

The Greenville-Spartanburg International Airport is approximately 11 miles from the convention center.



### Train, Buses, Shuttles, and Other Transportation Services

The Amtrak station is 4.5 miles from the convention center, with several shuttle and rideshare opportunities available to the show. Visit [garageshedcarportbuilder.com](http://garageshedcarportbuilder.com) for more information.

### Getting Around Greenville

#### Free Downtown Trolley

Greenville’s free red and blue open-air trolleys offer a vintage look and feel, complete with a cow catcher on the front and wooden bench seats inside. Trolleys are wheelchair accessible and are equipped with bicycle racks. The trolley provides service every 10 to 15 minutes. For more details and trolley hours, maps, and routes, visit [greenvillesc.gov/597/Trolley](http://greenvillesc.gov/597/Trolley).

#### Electric and Pedal Bikes

Greenville has several companies that rent electric and pedal bikes to get around the city or to take a scenic tour on the Swamp Rabbit Trail. For information, go to [visitgreenvillesc.com/travel-info/getting-around](http://visitgreenvillesc.com/travel-info/getting-around).

## Hotels

### The Hilton Greenville — \$119/night

**45 West Orchard Park Drive • Greenville, SC 29615**

6 minutes from the convention center

Free self-parking and Wi-Fi. Double Hilton Honors points when booking for the show.

- Book reservation online at [www.hilton.com/en/book/reservation/rooms](http://www.hilton.com/en/book/reservation/rooms). Use the “Special Rates” tab and enter 909 for the Group Code. (Please note: The rate that pops up is \$122, which reflects a portion of the nightly taxes.)

Or

- Call 864-232-4747. (Be sure to mention that you are with the Garage Shed & Carport Builder Show to receive the discounted show rate.)

### Sleep Inn by Choice Hotels - \$89/\$99/night

**231 N. Pleasantburg Drive • Greenville, SC 29607**

Located across the street from the Greenville Convention Center and close to downtown restaurants and shopping.

Includes breakfast. Shuttle available to downtown.

\$89/night: 1 Queen Bed

\$99/night: 2 Double Beds

- Book reservation online at [choicehotels.com/reservations/groups/CO82S2](http://choicehotels.com/reservations/groups/CO82S2)

Or

- Call 864-626-5642. (Be sure to mention that you are with the Garage Shed & Carport Builder Show to receive the discounted show rate.)

## Things to Do in Greenville

### Dining

Hey Y'all! While you're in Greenville for the Garage, Shed & Carport Builder Show, you'll want to enjoy some down-home hospitality and take advantage of what the city has to offer. When it comes to Southern hospitality, there's no better place to start than with good eats!

#### Casual and Snacks

##### *Old Europe Coffee & Desserts*

This coffee house and bakery has earned five-star ratings from hundreds of visitors. One look at their offerings and it's easy to see why. You'll find everything from a morning croissant to tiramisu fresh from the bakery. Order your favorite coffee drink to accompany it. You can even indulge in a glass of wine or champagne.

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

716 S. Main St. • 864-775-0210

##### *Kilwin's Chocolate, Fudge & Ice Cream*

Known for down-home confections and ice cream, made fresh from premium ingredients and original recipes. Treats include chocolates, confections, truffles, cremes, candy, caramels, and Mackinac Island fudge.

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

220 N. Main St. • 864-241-2003



Shoo Pancake at Tupelo Honey Cafe. VISITGREENVILLE. SC

#### Breakfast, Lunch, and Dinner with the Whole Family!

##### *Tupelo Honey Cafe*

If you are looking for a place that invites you to don your Sunday best yet offers Southern dining from scratch that the whole family will enjoy, Tupelo Honey is for you. Kids can munch grilled cheese or waffles, while adults enjoy shrimp and grits or

bourbon peppercorn glazed meatloaf. Everyone will love the fried chicken.

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

1 N. Main St., Suite T • 864-451-6200

##### *Trio - A Brick Oven Cafe*

For pizza people rave about in a warm and lovely environment, visit Trio. Their menu includes pasta choices for children, calzones, gluten-free options, salads, soups, beer, wine, and more.

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

22 N. Main St. • 864-467-1000

##### *The Dixie Family Restaurant II*

When you want to take the kids for a casual meal, but you want more choices than hamburgers, head out to The Dixie Family Restaurant. Choices include honey baked ham, grilled lemon pepper chicken breast, and fried country style steak along with macaroni and cheese, coleslaw, apple sauce, and more. They also offer breakfast for dinner on Tuesday and Thursday nights!

701 Wade Hampton Blvd. • 864-349-1730



Hall's Chophouse. PHOTO COURTESY OF HALL'S CHOPHOUSE

#### Fine Dining

##### *Hall's Chophouse*

The striking and elegant setting with riverside views is the perfect place for steaks, seafood entrees, heritage pork chops, and more. Accompany your meal with cocktails from the full bar service.

[hallschophouse.com/location/halls-chophouse-greenville](http://hallschophouse.com/location/halls-chophouse-greenville)

550 S. Main St. • 864-335-4200

#### Fun with the Kids!

##### *The Children's Museum of the Upstate*

Unique, interactive exhibits for visitors of all ages are pre-



sented. Kids can build dams and float toy ducks and boats in the Reedy River Bend, play guitar in the Garage Rock exhibit, build skyscrapers in the Construction Zone, or host a news show in the WTCM broadcasting studio. The Toddler Lily Pond is great for younger children. The on-site cafeteria is stocked with kid favorites. The museum is about a mile north of Falls Park. Parking is available in the public lot adjacent to the Hughes Main Library on Heritage Green.

tcmupstate.org/greenville  
300 College St. • 864-233-7755

### *The Roper Mountain Science Center*

Explore, imagine, and grow at the Roper Mountain Science Center. Through an array of state-of-the-art exhibits, kids' imaginations are nurtured and STEM learning is enhanced. Areas of discover include the Butterfly Garden, Dinosaur Trail, the



**The Roper Mountain Science Center.** PHOTO COURTESY OF THE ROPER MOUNTAIN SCIENCE CENTER



**Aerial view of Liberty Bridge, with Falls Tower and Deca in background.** VANZEPPELIN AERIAL / VISITGREENVILLESC

Hooper Planetarium, and Environmental Science and Sustainable Living.

ropermountain.org  
402 Roper Mountain Rd. • 864-355-8900

### *Falls Park on the Reedy*

Depending on the weather, you may want to spend some time at this amazing park. Features include the unique Liberty Bridge, allowing strollers to walk over the riverfront for great views of the falls. Inviting paths wander past gardens, mill ruins, and to the Furman Overlook, a bluff overlooking the river.

greenvillesc.gov/188/Visitor-Information  
601 S. Main St. • Phone: 864-467-4355

## **Night Life**

### *Group Therapy Pub & Playground*

This adult playground is the place to go if you're ready to play! Axe throwing, wacky mini golf, and ping pong are just some of the games. Snacky foods are available as well as wacky cocktails including Monster Smash, Cosmosis, and a Staycation.

grouptherapy.fun  
320 Falls St. Suite G • 864-284-4333



**Jack n' Diane's Piano Bar.** PHOTO COURTESY OF JACK N' DIANE'S PIANO BAR

### *Jack n' Diane's Piano Bar*

This live music venue is a hit! The piano players play a variety of genres, and the crowd tends to sing along. Sandwiches, burgers, and appetizers are on the menu along with beer, wine, and a variety of cocktails.

jackndianes.com  
115 N. Brown St. • 864-509-6414

## **GSCB**

# Featured Products at the Show

Stop By These Booths to See Them in Person

One of the best benefits of attending a trade show is the opportunity to see and handle products in person, and ask the supplier's rep any questions about them. It also provides a chance to create a personal working relationship with companies.

The 2025 Garage, Shed & Carport Show has a wide variety of products to check out. Here are just a few.



Graber Post Buildings, Inc. offers Tru-Steel HD digitally printed steel panels, which feature stunningly realistic wood patterns and textures.

## Tru-Steel HD Digitally Printed Steel

Graber Post Buildings, Inc.

Graber Post Buildings produces roof and siding panels and custom trim components. One of its top products is Tru-Steel HD digitally printed steel from Steel Dynamics. This product allows for the traditional wood look without all the hassle and maintenance of actual wood. Their most popular line is the metal board and batten profile. The 26ga. steel

is produced in the USA, featuring a 20-year vertical panel warranty at a competitive price point compared to wood, sometimes even cheaper. Graber Post is also a coil distributor, so it can sell job packs for builders to manufacture at their facility as well.



Mobeno's Zula Ventilation System provides air circulation in sheds, garages, attics, barns, and other remote/portable buildings. It replaces a standard 15"x7" gable vent. The air flow reduces moisture, humidity, mold, odors, and allergens to create a healthier space.

## Zula Solar-Powered Ventilation System

Mobeno Solar Solutions

Mobeno's Zula Ventilation System is an innovative, green energy ventilation solution that provides air circulation in sheds, garages, attics, barns, and other remote/portable buildings. Powerful solar-powered fans draw fresh air in and push stale air out. Because it's completely powered by the sun, no wiring, electricity, or permits are required. It replaces a standard 15"x7" gable vent, so installation is simple

and quick. The air flow reduces moisture, humidity, mold, odors, and allergens to create a healthier space.



Northwestern Holding, parent company of American Posts and Steelworks (APS), manufactures steel tubing that's designed to endure a wide range of environmental conditions. Its tubing undergoes rigorous quality checks and can be treated with advanced corrosion-resistant coatings to ensure it stands the test of time.

## Steel Tubing

Northwestern Holding Company

Northwestern Holding, parent company of American Posts and Steelworks (APS), manufactures steel tubing that's designed to endure a wide range of environmental conditions. Too often, imported or low-grade steel tubing falls short, leading to issues like rust, corrosion, warping, and bending under pressure. APS uses only top-quality, American-made steel, designed to withstand harsh outdoor conditions. Its tubing undergoes rigorous quality checks and can be treated with advanced corrosion-resistant coatings to ensure it stands the



test of time. This means less time on costly repairs or replacements and more time on building what matters.

Inconsistent quality in steel tubing can be a builder's nightmare, causing delays, fitting issues, and the need for rework on job sites. With over 100 years of combined experience in the tubing industry, APS's team ensures that its steel products are of the highest quality, so it fits and performs exactly as expected, helping projects stay on track and on budget.

From small agricultural sheds to large commercial structures, builders need the flexibility to choose specific sizes, finishes, and coatings. Unfortunately, limited availability and lack of customization options can restrict builders' ability to meet unique project requirements. APS

APS offers a wide variety of tubing sizes, finishes, and coatings to accommodate diverse project needs. As an American manufacturer, APS maintains control over its supply chain, ensuring that its products are readily available and customizable.



ASC Machine Tools, Inc. designs and manufactures seaming tables and drum winding stations for the production of roll-up doors.

## Roll-Up Door Seaming and Drum-Winding Station

### ASC Machine Tools Inc.

ASC Machine Tools, Inc. designs and manufactures seaming tables and drum winding stations for the production of roll-up doors. Our standard unit accepts variable door width between 3.5 ft and 20 ft. The drum winding station features a single or dual servo drive system with custom mandrel head attachments or shaft-clamp system.



At the show, Union Grove Lumber, Inc. will introduce the newest siding for the shed industry: IronClad Exterior Primed Siding, a 3/8" siding made from acacia, known for its exceptional resistance to decay, insects, and the elements.

## IronClad Exterior Primed Siding Union Grove Lumber, Inc.

At the show, Union Grove Lumber, Inc., a leader in innovative building materials, will be introducing the newest siding for the shed industry: IronClad Exterior Primed Siding, a revolutionary 3/8" siding made from acacia, a gamechanger for the shed industry. This will be the first-ever siding made exclusively from acacia. Designed specifically for the shed industry, this groundbreaking product combines the natural durability of acacia with the classic look and versatility of 3/8" siding, offering shed builders a premium solution.

Acacia, known for its exceptional resistance to decay, insects, and the elements, offers unparalleled performance in outdoor applications. With the introduction of acacia siding, shed manufacturers now have access to a material that not only enhances the lifespan of structures but also maintains a beautiful natural grain, making it an attractive option for customers seeking both form and function. Unlike traditional siding, acacia brings true hardwood and weather-resistance, ensuring long-lasting protection in any

climate. The unique wood grain of acacia also adds a touch of elegance, making it ideal for outdoor buildings where aesthetics matter.

Acacia is naturally resistant to moisture, rot, and termites, and the strength and density of acacia reduces the need for frequent upkeep, providing long-term savings on maintenance costs. With its rich, warm tones and striking grain patterns, acacia siding delivers a premium look that elevates the appearance of any shed. This new product offers simple installation without sacrificing quality.

In response to growing consumer demand for sustainable building materials, McCorry, together with Union Grove Lumber, developed this exclusive siding to help shed manufacturers meet aesthetic standards within 3/8" budget standards without compromising quality or performance. This product will not only transform the look and longevity of sheds but also set a new standard in the industry.

Beyond 3/8", the IronClad line also has 1/2" options, as well as a 7/16" 4'x8' Farm-House Board and Batten option.



Progressive Metals' newest product is Its Quartz Paint System available in 16 colors in 26ga. coil, grade 50, at 13.5", 20", and 41.2" widths.

## Quartz Paint System

### Progressive Metals

Progressive Metals' newest product is Its Quartz Paint System. They offer it in 16 colors in 26ga. coil, grade 50, at 13.5", 20", and 41.2" widths. **GSCB**

## SHOW SPONSOR



### Acu-Form

**Booth #208**

10550 Township Road 262  
Millersburg, OH 44654  
330-674-4003  
330-674-4035 (fax)  
wayne@acu-form.com  
www.acuformequipment.com

Acu-Form has been the trusted name for premium roll-forming machines in the steel roofing industry. Our unwavering commitment to tried-and-true manufacturing processes, founded on proven design principles and strict quality control checks, sets the foundation for the Acu-Form promise - quality, reliability, and longevity. When you choose Acu-Form, you're choosing a partner dedicated to your success.



### American Building Network

**Booth #108**

1317 Boggs Dr.  
Mount Airy, NC 27030  
336-673-6020  
www.americanbuildingnetwork.com

American Building Network is a nationally recognized metal building manufacturer that works closely with dealers across the nation, equipping customers with quality steel structures, affordable prices, and industry-backed guarantees. We're dedicated to delivering premium products, providing exemplary customer service, and setting the bar for how a company should do business in the metal building industry. Whether we're working with other business owners or extending dealer support for smaller companies, you can count on American Building Network to provide quality that lasts. We also proudly work with licensed

and experienced installation teams, supplying customers with long-lasting solutions for any infrastructural need.



### American Garage Door Factory

**Booth #113**

44815 Joshua Drive  
Bouse, AZ 85325  
714-223-1493  
sales@amgdf.com

American Garage Door Factory has been manufacturing sectional garage doors in the Southwest US for almost 20 years. Backed by more than 18 US and Canadian patents on our innovative garage door products, we are committed to creating better, quieter, and more reliable door systems for builders across the country.



### Apple Outdoor Supply

**Booth #416**

PO Box 1039  
Hildebran, NC 28637  
800-704-8112  
800-633-7916 (fax)  
orders@appleoutdoorsupply.com  
appleoutdoorsupply.com

Since 1997, Apple Outdoor Supply has been a wholesaler of Shed, Barn, & Playset hardware and essentials. We use both domestic and foreign vendors to bring the best possible quality and priced products to our customers. We have a knowledgeable and dedicated sales staff; our salesmen can provide product information and advice, on-site visits, and more. We are a wholesaler, but we sell to builders both large and

small. We ship orders on both freight and ground; we coordinate with you to make shipping easy. We have two different locations, one in PA and one in NC. Both locations can directly service local customers, and ship to customers outside of their area.



### ASC Machine Tools, Inc.

**Booth #313**

900 North Fancher Road  
Spokane, WA 99212  
509-534-6600  
509-536-7658 (fax)  
salesupport@ascmt.com  
www.ascmt.com

Established in 1949, ASC specializes in roll-forming machinery, tooling, and associated equipment utilized for metal processing. We offer a variety of panel lines, single and multi-trim roll formers, cz purlin lines, garage door and roll-up door lines, track lines, channel lines, bottom bar roll former and custom designed roll-forming lines — Made in Spokane, Washington USA!





## SHOW SPONSOR



**ASCO  
USA**

**ASCO USA, Inc.**

**Booth #203**

410 Richmond Avenue  
Mattoon, IL 61938  
217-955-ASCO  
jeremy@ascomachines.com  
www.asco-machines.com

ASCO Group is a leading provider of metal trim machinery across the world. We are excited to deliver top-quality products and exceptional customer service. Our team is dedicated, skilled, and passionate about ensuring our clients receive the best solutions and support.



**ASTA AMERICA**

BY JANUS INTERNATIONAL

**ASTA America**

by Janus International

**Booth #209**

638 Cassville White Road NW  
Cartersville, GA 30121  
800-423-0659  
marketing@astaamerica.com  
ASTAAmerica.com

ASTA America is your trusted provider for rolling steel and commercial sheet doors. We offer a full-line of rolling steel doors in every size, model and option in the book. Our products range from service doors to fire rated doors, counter shutters and more. While our company has expanded and our product offerings have evolved over the years, our un-

wavering dedication to quality products and commitment to our unsurpassed customer service remains steadfast.



**BRADBURY  
GROUP**

**Bradbury Group**

**Booth #204**

1200 E Cole  
Moundridge, KS 67107  
620-345-6394  
bradbury@bradburygroup.com  
www.bradburygroup.com

Bradbury manufactures a diverse range of roll-forming equipment, including panel, purlin, and trim roll formers, folders, slitter/shears, uncoilers, recoilers, sheet slitters, hemmers, and gutter machines. Whether you're a startup or an established manufacturer, Bradbury has the solution for your production needs.

**CAPITAL  
FOREST PRODUCTS**

**Capital Forest Products**

**Booth #408**

222 Severn Ave.  
Bldg 14, Suite 100  
Annapolis, MD 21403  
410-280-6102  
410-280-6108 (fax)  
info@capitalforest.com  
www.capitalforest.com

For over 40 years, Capital Forest Products has been leading the distribution of lumber and manufacturing materials for the building industry along the east coast. Exclusive relationships with our European and Canadian sawmills allows us to deliver high-quality, premium prod-

ucts to you in full or mixed loads. Supplying exceptional furring strips, framing lumber, panel products, and specialties to industry leaders allows us to be the prime resource that positions you leaps ahead of the competition.



**CAROLINA  
EXTRUSIONS**

**Carolina Extrusions**

**Booth #422**

2851 Rocky Branch Rd.  
Hamptonville, NC 27020  
336-488-1128  
info@carolinaextrusions.com

Carolina Extrusions is a manufacturer and distributor of aluminum railings for residential and commercial markets. Make your portable buildings stand out from the crowd by using top quality aluminum posts and rails for your porches.



**Cold Spring Enterprises**

**Booth #115**

2139 Highway 20 N  
Abbeville, SC 29620  
864-446-3645  
coldspring@wctel.net  
www.csecarport.supply

We provide everything you need to become a manufacturer of metal carports and garages. This includes the Versabend Tube bender, as well as all the accessories to build them.



## D.A. Hochstetler and Sons

### Booth #223

4165 S 500 W  
Topeka, IN 46571  
260-593-0445 x2  
260-593-0133  
info@dahochstetler.com  
www.dahochstetler.com

D.A. Hochstetler and Sons is a fourth-generation manufacturing business located in LaGrange County, Indiana. Established in 1950, we have been fabricating agriculture and industrial products for over 70 years. To learn more about our products please visit our website.



## Direct Metals Inc.

### Booth #212

1719 Baseline Court  
Fort Myers, FL 33905  
855-800-8878  
239-599-8545 (fax)  
orders@directmetalsinc.com  
www.directmetalsinc.com

Direct Metals Inc. designs and supplies fasteners, panel clips and many accessories for metal, low slope and shingle roofing. Primary products include long-life Dade County code-compliant SCAMP 304 SS Cap metal-to-wood fasteners as well the popular PANCLIP brand of Pancake head screws and panel clips for standing seam metal roofs. Additional products include drains, pipe flashings, butyl tape, foam rolls and closures, Ridgevent, 304 SS rivets, windows, reflective insulation and polycarbonate panels for skylights. OEM manufacturer, dealer and distributor sales only.



## Freudenberg Performance Materials LP

### Booth #206

3500 Industrial Dr.  
Durham, NC 27704  
937-660-6646  
info@dripstop.com  
www.dripstop.com

For over 25 years, Dripstop™ has been the absolute best way of dealing with condensation on non-insulated metal roofs. It has been tried and tested in every climate condition. Dripstop™ absorbs condensation as it forms and traps it in the specially designed pockets in the membrane and thus preventing dripping from the roof.



**DutchTech, Inc.**

## Dutch Tech Industries

### Booth #315

107 E 3rd Ave.  
Lobelville, TN 37097  
931-325-0000  
office@dutchtechindustries.com  
www.dutchtechindustries.com

We are proud to be an American owned and operated manufacturer located in Middle Tennessee. Dutch Tech's Therma-Guard is America's new favorite reflective thermal insulation. With a super strong woven backing that's nearly impossible to tear, Therma-Guard's premium strength sets it apart from the competition. A 3mm foam core gives it thermal resistance to insulate your building while the reflective metalized face reflects radiant heat keeping your building comfortable in the summer and in the winter.



## Formwright

### Booth #401

1195 S 250 W  
LaGrange, IN 46761  
260-463-4010  
260-463-4011 (fax)

Your standing seam roll-forming partner. Offering complete package setups, including NewTech Machinery roll formers, custom-built heavy-duty trailers, and all the tools and accessories needed for the ultimate metal roofing outfit. We also provide phone support and on-site service, ensuring your operation runs smoothly. Partner with Formwright for superior products and best-in-class service.



## Graber Post Buildings, Inc.

### Booth #216

7716 N 900 E  
Montgomery, IN 47558  
800-264-5013  
info@graberpost.com  
www.graberpost.com

Graber Post Buildings is a leading distributor and manufacturer of post-frame and metal roofing supplies and materials. We roll-form 6 different metal panels and we have a custom trim department that can produce almost any trim profile needed for your projects. We also produce nail-laminated columns and pre-engineered wood trusses up to 100' clear span. We also stock overhead doors, windows, sliding door components, cupolas, fasteners, underlayments, vapor barriers, insulation, and much more. A true 1-stop shop!





### Heartland Capital Investments

**Booth #310**

1104 Paris Rd.  
Mayfield, KY 42066  
270-247-3199  
www.hci.net

As a nationwide provider of Rent to Own programs - and one of the largest contract managers in the country - our clients trust our long-established expertise in the RTO industry. Our well-equipped personnel work one-on-one with your customer base to facilitate ownership throughout their rental agreement. Offering low payments, easy payment methods, and early payoff options, Heartland Capital Investments is committed to ensuring our partners are able to provide their customers with affordable payment options.



### HFS Financial

**Booth #214**

100 Owings Court #13  
Reisterstown, MD 21136  
800-254-9560  
contractor@hfsfin.com  
www.hfsfin.com

Simple No Dealer Fee Financing.  
Discover the ease of offering financing through HFS Financial.  
No Dealer Fees Ever!  
Offer Personal Loans up to \$350,000  
No Equity, No Appraisal.  
Financing consumer projects.  
Combine Multiple Projects into one Loan.  
Easy Monthly Payments.  
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### IdentiGrow

**Booth #220**

10603 Port Republic Rd.  
Port Republic, VA 24471  
540-283-9193  
540-283-9194 (fax)  
sales@identigrow.com  
identigrow.com

YOUR PRODUCT is your best advertisement, but ONLY if you IDENTIFY IT. Nameplates work! Don't wait. Call Now.



### iFAB

**Booth #323**

10715 Harding Road  
West Union, IA 52175  
563-422-7305  
ifab.nick@gmail.com  
www.ifabllc.com

iFAB focuses on the portable shed building sector, specializing in manufacturing equipment for enhanced efficiency, productivity, and precision. Our diverse range of products is designed to streamline and expedite shed building, specifically truss and door building, sales lots, and deliveries, offering simplicity and ease in every aspect of the process. We also offer custom fabrication to those in the shed building industry.



### Leafguard

**Booth #109**

4601 Corporate Dr. #165  
Concord, NC 28027  
704-821-5555  
www.leafguard.com

Get it Today.  
Protected for Life.  
No more clogging, cleaning, leaking gutters. Keep your home safe from water damage while taking gutter cleaning off your to-do list forever!

## SHOW SPONSOR



### Hershey's Metal Meister

**Booth #215**

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Mattoon, IL 61938  
217-234-4700  
info@variobendusa.com  
www.hersheysmm.com

Hershey's Metal Meister is a company dedicated to supplying unmatched machinery along with world-class customer service! Our Variobend trim folders have become a staple in the trim industry. We are here to serve our customers as they serve their communities.



## LP Outdoor Building Solutions

**Booth #307**

1610 West End Avenue Ste. 200  
Nashville, TN 37203  
lpcorp.com

LP® Outdoor Building Solutions® proudly offers a complete portfolio of products to help you build better outdoor structures with exceptional durability, curb appeal, and added value for your business. As the only manufacturer with an outdoor building solutions portfolio, LP is committed to supporting the needs of shed builders and manufacturers with our products.

## Making Sales

# SIMPLE

## Making Sales Simple

**Booth #106**

3593 S Dixie Highway  
Dalton, GA 30720  
863-225-1905  
help@makingsalesimple.com  
MakingSalesSimple.com

Elevate your shed and carport sales team with Making Sales Simple, an online training course offering beginner, intermediate, and advanced modules. Accessible on any device, our courses empower your teams to boost sales, generate leads, and close deals effectively. Sign up now for success in shed and carport sales.



## Maple Lane Metals

**Booth #407**

2386 CR 1400 E  
Lovington, IL 61937  
217-543-3680  
217-543-3103 (fax)  
maplelanemetals@ibifax.com

Maple Lane Metals is a family-owned business established in 2012. We manufacture aluminum thresholds and aluminum ramps for the shed building industry. We would be happy to serve you.



## MIDCO Building Products

**Booth #110**

1040 Dick Castleman Bypass  
Mayfield, KY 42066  
270-247-7447  
270-247-4963 (fax)  
jburnett@midcoproducts.com  
www.midcoproducts.com

MIDCO is proud to be the nation's leading manufacturer of pre-hung doors designed for the shed and carport industry. We are also a leading distributor of windows, hardware, roll-up doors, aluminum products, etc. With an extensive LTL program, and our own fleet of trucks, MIDCO can now deliver anywhere in North America, while striving to provide the best service possible to the shed building industry. For a full list of products we offer, please contact us for a catalog.



## Mobeno Solar Solutions

**Booth #207**

1028 Upchurch Farm Lane  
Cary, NC 27519  
919-924-9203  
mobenoeh@gmail.com  
www.mobenosolarsolutions.com

We are proud to offer shed, garage and attic ventilation using solar power and 3 powerful fans focusing on air circulation. The Zula System was developed and is manufactured in North Carolina. The Zula System produces 630 CFM and is offered to builders, dealers and local businesses to grow and differentiate your business offering.



## Northwestern Holding Company

**Booth #306**

805 Chicago St.  
Toledo, OH 43611  
419-726-0850  
sales@northwesternholding.com  
www.northwesternholding.com

Join us at the Northwestern Holding Company booth #306 to experience firsthand the American-made quality and craftsmanship that American Posts and Steelworks brings to the industry. Whether you're looking to enhance durability, simplify installations, or reduce maintenance, our pipe and tubing products provide the solutions builders trust.





## Pan American Screw

**Booth #100**

630 Reese Drive S.W.

Conover, NC 28613

800-951-2222

sales@panamericanscrew.com

www.panamericanscrew.com

Since 1957, Pan American Screw has manufactured and distributed professional grade threaded fasteners and components to a variety of manufacturers. Products stocked in our Conover, N.C. facility include post-frame, metal frame, hardware, decking, and wood-working fasteners. We also stock Big Timber™ construction lag screws, closure, ridge vent material, butyl tape, driver bits, nut setters and much, much more. Let us be your one stop shop for all of your shed, carport & garage fastener requirements.



## Pine Hill Trailers

**Booth #118**

2969 Lincoln Highway East

Gordonville, PA 17529

717-288-2443

888-897-1925

717-288-2436 (fax)

sales@pinehilltrailers.com

www.pinehilltrailers.com

From custom trailers to expert services and premium parts, Pine Hill is dedicated to Moving You Forward. We provide innovative, durable solutions with a focus on efficiency and top-tier craftsmanship. When you demand quality and reliability, you can trust Pine Hill to deliver the best in the industry.



## Premiere Building Products

**Booth #121**

3445 Harvest Drive

Gordonville, PA 17529

717-768-3837

www.premierellc.net

Premiere Building Products is a leading wholesale supplier servicing the building industry. Premiere specializes in the distribution of windows, doors, siding, stone and more. We are able to offer the personalized feel of a local company and that has an impressive inventory of a large national distributor.



## Progressive Metals

### Progressive Metals

**Booth #321**

PO Box 685

Cornwall, PA 17016

855-835-9762

www.progressivemetals.com

Progressive Metals aims to meet and exceed all customer coil needs. Offering a wide variety of colors in high quality 28 gauge coil and 26 and 24 gauge slit coil, excellent customer service, and exceptional delivery across the United States. We also offer a full line of accessories to finish your build.



## Renewal by Andersen of the Carolinas

**Booth #107**

4749 West Blvd.

Charlotte, NC 28208

704-659-0607

www.charlotterepacementwindows.com

Renewal by Andersen is a full-service window and patio door replacement company. This means we manage every aspect of the process, from the initial design consultation to the custom manufacturing, installation, and ongoing service. Our one-company accountability contributes to a hassle-free experience with a single point of contact throughout the life of your windows, giving you peace of mind and security.



## RTO NATIONAL

success made simple

### RTO National

**Booth #222**

PO Box 9759

Greenville, SC 29604

302-500-2124

mikesmall@rtonational.com

www.rtonational.com

RTO National is expanding its contract driver network across the nation. If you would like to partner with us or know of someone who may be interested, we'd love to connect with you. Stop by and meet with our team!



**RTO NATIONAL**  
success made simple

**RTO National**

**Booth #317**

PO Box 9759  
Greenville, SC 29604  
833-628-8536  
contactus@rtonational.com  
www.rtonational.com

RTO National is the industry-leading provider of Lease Purchase and Finance solutions for sheds, steel structures, and backyard products. Stop by booth 317 to learn about our programs, meet the sales team, and watch a demo of our Dealer Management System! We're here to make success simple.



**Shed Marketer**

**Booth #101**

211 E Main Street  
Second Floor  
Lakeland, FL 33801  
888-346-1069  
jmosier@shedmarketer.com  
shedmarketer.com

Shed Marketer's "Web Results Framework" is the only industry-specific digital marketing & lead generation system. Exclusively for shed builders & portable building manufacturers, it is designed to overhaul your entire digital presence to achieve one goal: Selling more buildings. The program takes a complete look at your website, Google Business Profiles, social media, email marketing, and online advertising, then implements proven strategies to increase sales.



**ShedPro**

**Booth #309**

2403 Massanetta Springs Road  
Harrisonburg, VA 22801  
657-201-5803  
hello@shedpro.co  
www.shedpro.co

Your Whole Shed Business. One Platform. ShedPro provides a complete solution for your business from custom ecommerce websites, targeted Google Ads, and custom 3D Configurators to lead management, inventory, operations, and delivery, all through a single, unified platform.



**ShedVerse**

**Booth #305**

34479 US Hwy 59  
Poteau, OK 74953  
888-779-3578  
info@shedverse.us  
www.shedverse.us

ShedVerse is a business management system designed for portable building companies. ShedVerse allows you to manage every aspect of your company from one place. This customizable system allows you to save your company time and money. Our software allows you to run every aspect of your business from one place. This includes manufacturing, inventory, sales, delivery, leasing, reporting and accounting! Come by our booth to learn more about our software and schedule a one-on-one demo.



**SOMMER USA, Inc.**

**Booth #308**

2217-F Distribution Center Dr.  
Charlotte, NC 28269  
704-424-5787  
www.sommer-usa.com

SOMMER garage door operators are designed and manufactured in Germany. With best-in-class longevity, maximum versatility, and an inventory-optimizing design, SOMMER operators are a clear best choice for garage and shed builders. For the end user, SOMMER provides a limited lifetime warranty, 128-bit encrypted radio controls for the highest level of security in the industry, and a huge array of add-on accessories to enable almost any feature or function imaginable.



**T&H Lemont, Inc.**

**Booth #211**

5118 Dansher Road  
Countryside, IL 60525  
708-482-1800  
sales@thlemont.com  
https://thlemont.com

The engineering staff at T&H Lemont, long known for its expertise in designing and building robust, innovative tube and pipe mills, likewise has a deep reservoir of roll forming knowledge. So if you need a machine for making roofing panels, ag panels, boards and battens, or items such as aprons, flashing, caps, drip edges, and trim pieces, T&H Lemont delivers. Made in the USA.





## Trac-Rite Door

**Booth #420**

314 Wilburn Road  
Sun Prairie, WI 53590  
800-448-8979  
tr@tracrite.com  
www.tracrite.com

Trac-Rite manufactures durable, 100% USA-made steel roll-up doors for garages/carports, sheds, self-storage, and pole barn applications. With a focus on quality, longevity, and exceptional customer service, we provide complete solutions for your project needs. Trac-Rite is North America's trusted door manufacturer with over 40 years of experience and is 100% employee-owned.



## Tri-State Lumber Company

**Booth #406**

PO Box 39  
Fulton, MS 38843  
256-398-1993  
tmcnut@tristatelumber.net  
www.tristatelumber.net

Located in Fulton, Mississippi, Tri-State Lumber Company specializes in manufacturing quality southern yellow pine timbers. We seek to manufacture and position our product as some of the highest quality lumber in the industry. We offer a wide range of products including 4x4 to 10x10 solid sawn timbers up to 32 feet in length. We take great pride in the quality of our products by always offering our customers a true #2 and better product. This same quality is continued in our treatment process by participating not only with in-plant testing but third-party inspection as well. The quality of all of our products is assured by Southern Pine Inspection Bureau and Timber Products Inspection. At Tri-State Lumber we are focused on quality and our products prove it!



## Union Grove Lumber

**Booth #102**

131 Lumber Drive  
Harmony, NC 28634  
704-539-5506  
erica@uniongrovelumber.com  
www.uniongrovelumber.com

Our business prides ourselves in quality products, competitive pricing, and timely delivery of ALL building products for the utility and pole barn industry. DuraTEMP, EuroSPF, PerformMAX, FloorJoists, NotchedRunners, T-1-11, trim options, TIMBERS, Log Cabin Siding and the BRAND NEW ACACIA FLOOR and SIDING! Want Precision End Trim? We do it FREE!



## W.E.H. Supply, Inc.

**Booth #105**

54 Denver Road  
Denver, PA 17517  
717-336-4984  
717-336-0661 (fax)  
sales@wehsupply.com  
wehsupply.com

W.E.H. Supply is a family owned and operated wholesale distributor and manufacturer of components for the Garage, Shed and Carport industry. Our quality focused product line (windows, doors, hardware, and accessories) serves customers throughout the USA and Canada. From a small lot to direct containers, we ship it the way you want. Our sales team is dedicated to customer service.

## SHOW SPONSOR



## Wildcat

**Booth #301**

21868 Driftwood Blvd.  
Bloomfield, IA 52537  
888-308-7858  
sales@wildcatcompany.com  
www.wildcatcompany.com

Wildcat provides the best Metal Roofing Fasteners all across the United States. With Free Shipping and No Minimums on Fasteners, we can get product to your business with your needs being our number one priority. Based in the Midwest, we are able to provide our customers with great lead times on all products. Call Wildcat for Great Service and Fantastic Fasteners!



## Shield Wall Media

PO Box 255  
Iola, WI 54945  
715-252-6360 (Publisher)  
920-216-3007 (Show Manager)  
469-766-8842 (Advertising Sales)  
subs@shieldwallmedia.com  
www.shieldwallmedia.com

Shield Wall Media (SWM) produces the Garage, Shed & Carport Builder Show, the Post-Frame Builder Show and the Construction Rollforming Show. Renew or sign up for free B2B magazine subscriptions at the SWM booth: Garage, Shed & Carport Builder; Frame Building News; Metal Roofing Magazine; Rollforming Magazine; Rural Builder; Roofing Elements; and Metal Builder. **GSCB**

# DO YOU HAVE A PROJECT TO SHOW OFF IN THE 2025 GARAGE, SHED, CARPORT BUILDER BUILDING SHOWCASE?

The **BUILDING SHOWCASE EDITION** (APRIL/MAY) offers a great opportunity to show everyone what you can do as a builder or supplier. If you have a nice project you'd like considered for inclusion, we're looking for finished special-use building projects, with information about the building and the products used in construction. If your project or product makes it into the magazine, you can highlight that recognition in all your promotional materials!

**SEND PROJECTS TO:**  
dan@shieldwallmedia.com

**FOR ADVERTISING OPPORTUNITIES**  
Contact dave@shieldwallmedia.com  
469-766-8842

Please fill in all fields relevant to your project either on the form at right, or online at [bit.ly/GSCBPROJECTS](https://bit.ly/GSCBPROJECTS) or scan QR code to fill out electronically. Email completed form & photos to: Dan Brownell at dan@shieldwallmedia.com



**Mark Your Calendar!**  
**Project Deadline:**  
**February 27, 2025**







## WHAT WE NEED:

**PHOTOS OF THE COMPLETED BUILDING:** At least 3-4 photos (high resolution: 300 dpi)

### THE FOLLOWING DETAILS:

Your Company Name: \_\_\_\_\_

Website: \_\_\_\_\_

Building type (home, school, etc.): \_\_\_\_\_

Roof size: \_\_\_\_\_

Roof pitch: \_\_\_\_\_

Location: \_\_\_\_\_

Architect: \_\_\_\_\_

Contractor(s): \_\_\_\_\_

Installer(s): \_\_\_\_\_

### PRODUCTS USED:

Roofing system manufacturer (if applicable): \_\_\_\_\_

Roof panels: \_\_\_\_\_

Roof size: \_\_\_\_\_

Wall panels: \_\_\_\_\_

Windows: \_\_\_\_\_

Doors: \_\_\_\_\_

Foundation: \_\_\_\_\_

Ventilation: \_\_\_\_\_

Fasteners: \_\_\_\_\_

Insulation: \_\_\_\_\_

Other: \_\_\_\_\_

### GENERAL DESCRIPTION OF THE PROJECT:

*(150 words of what did the customer want; what special elements set it apart; etc.)*

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Drexel Metals new Timber Series wood grain finishes.

**Drexel Metals Introduces New Timber Series Wood Grain Finishes**

Drexel Metals has introduced five new soffit and wall panel finishes. The Timber Series boasts a diverse array of colors, ranging from rich browns to shades of gray and white. A consistent wood grain pattern allows for coordination with other project surfaces.

Timber Series finishes feature a four-coat PVDF finish system, making them eligible for a 40-year Print Coat System Limited Warranty. To ensure seamless integration with project requirements, the Timber Series is available in various substrates and widths.

Drexel Metals will maintain inventory of 24-gauge steel and .032" aluminum in 48"-wide master coils. Additional gauges are available with extended lead times. Non-stock gauges have a minimum order quantity of 5,000 lbs.

**Grip-Rite® Debuts ProWrap™ SA Self-Adhering House Wrap and Flashing Tapes**

Grip-Rite has launched its ProWrap™ line of products, offering builders a comprehensive solution for creating tight, efficient, and breathable building envelope wall ProTecton.

The ProWrap line includes three high-performance products:

*Grip-Rite ProWrap SA*

A self-adhering house wrap, rated for both residential and commercial applications. It stands out in the market for its high breathability, labor-saving application, and economical cost for a premium product.

*Grip-Rite ProWrap Butyl Flashing Tapes*

Available in standard and Flex versions, these butyl-adhesion flashing tapes are perfect for straight lines and curved surfaces. They meet stringent industry standards, resist strong winds, reduce drafts and water leaks, and remain flexible at low temperatures.

Alex Barrego, Sr. product manager at Grip-Rite, highlighted the system approach of these products, "We are bringing to market a weatherproofing system that includes all three products. They are designed to work together, providing a solution for builders and dealers. With our industry-exceeding warranty,



Grip-Rite's ProWrap SA is a timesaving, self-adhering wrap that reduces labor that's rated for both residential and commercial applications.

we're offering a complete, reliable package."

The ProWrap line is distinguished by its high permeability, thus protecting the lifetime of homes. The timesaving "peel-and-stick" installation is a significant advantage, to help overcome the labor shortages in construction.

The products, designed to complement each other, meet the requirements of large builders and window manufacturers, particularly in the use of butyl wrap and flashing. Offering a 15-year warranty when all three products are used together, Grip-Rite ensures long-term reliability and performance.



FastenMaster's Cortex Deck Screws, Driller Screws, and Collated Plugs.

**FastenMaster Expands Cortex Hidden Fastener Options for Trex Decking**

FastenMaster is expanding its hidden fastening offerings for Trex Decking to include new stainless-steel fasteners for coastal applications and driller screws for metal deck framing.

The Cortex Hidden Fastening System remains the fastest and easiest way to conceal fasteners in decking boards from all major manufacturers, including Trex. The new 316 marine grade fasteners are available nationwide, making them ideal for various coastal and high-moisture applications such as decks, docks, patios, boardwalks, pool surrounds, and outdoor shower stalls. The corrosion-resistant fasteners are available in 2-½" lengths and feature the TORX® ttap® Drive System, ensuring easy installation with minimal strip-out.

FastenMaster's Driller screws for metal framing are made of 410 coated stainless steel and designed for use in steel or aluminum deck framing applications. The fasteners are 1-5/8" long and also feature the TORX® ttap® Drive System for a wobble-free installation.

Both the Driller screws and stainless-steel fasteners are packaged for 100 square-foot applications. Each box includes enough fasteners for two per board installation every 16-inches on center plus a setting tool.

Collated Cortex Plugs are now available separately from the screws. Plugs are available in all Trex board lines including Signature, Transcend, Transcend Lineage, Select, and Enhance. The collated plugs come in boxes of 400 and include one setting tool.

Time studies have shown that installing prealigned, collated Cortex plugs is up to 50% faster than using loose plugs, significantly improving jobsite productivity and time savings. Additionally, all Cortex Plugs are made from the same composite material as the boards, ensuring a 100% perfect color and texture match, and are warranted for the life of the project. **GSCB**



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# Gym & Storage Shed

Olde Liberty Structures • <https://www.oldlibertystructures.com>

**T**he customer needed a 16'x16' gym built on a steep slope to match his lakefront house in Virginia. He needed a steep 9/12 pitch roofline with black windows to match his house per HOA requirements. It was painted with Valspar StormCoat

to match the house.

This structure has 9' walls using 2"x4" construction on a pressure-treated floor system built on two beams with AdvanTech subfloor. The roof is built with 2"x8" rafters and has storage space beneath the building. This building also received its own dedicated 220-amp

electric service.

All construction work was performed by Olde Liberty Structures, and all building materials were supplied by Capps Home Building Center, Moneta, Virginia. Electric installation was performed by G.S. Home Solutions of Moneta. **GSCB**

## The Details:

**Builder:** Olde Liberty Structures

**Size:** 16'x16'

**Roof Pitch:** 9/12

**Foundation:**

Post foundation on footers

**Roof Panels:** Max Kendall Lumber & Tin, Rustburg, Virginia

**Wall Panels:** LP SmartSide

**Fasteners:**

- Metabo HPT nails
- Simpson Strong-Tie lags
- GRK Fasteners screws

**Walk Doors:** Custom-built wood doors by Olde Liberty Sheds

**Posts:**

6"x6" Yellowwood posts

**Windows:** Pella

**Ridge Vents:** Max Kendall Lumber & Tin, Rustburg, Virginia

**Other Features:**

Large carriage light to match house







# A Shield Wall Media Builder Trend: More Builders Go from Big to Small Than from Small to Big

**O**ne of the trends that crosses our magazine titles is small contractors trying to do what they need to be successful. That often includes multiple types of construction. The industry data shows some interesting trends. One is that it appears easier to migrate from larger buildings or general construction to smaller buildings and sheds than the other way.

Some examples:

- Of respondents listing post-frame as their primary business, 32% built sheds.
- Of respondents listing cold-formed metal buildings as their primary business, 29% built sheds.
- Of respondents listing pre-engineered metal buildings as their primary business, 23% built sheds.
- Of respondents listing general roofing as their primary business, 12% built sheds.

Conversely, of respondents listing sheds as their primary business:

- 11% built post-frame.
- 0% built cold formed metal buildings.
- 0% built pre-engineered metal buildings.
- 0% did general roofing.

The one construction method that bucks the trend is wood-framed (stick-built) construction:

- 16% of respondents listing wood-framed as their primary business built sheds.
- 33% of respondents listing sheds as their primary business built wood-framed.

It will be interesting to watch how these trends develop over time with the increasing market share and new applications for post-frame and cold-formed metal construction. **GSCB**

## Which of these building types do you participate in?

| Which of these best describes your primary area of construction? | General Roofing | Metal Roofing | Other Roofing (Gutters) | Post-Frame | Metal Building (Cold-Formed) |
|--|-----------------|---------------|-------------------------|------------|------------------------------|
| General Roofing  |                 | 53%           | 28%                     | 20%        | 19%                          |
| Metal Roofing  | 21%             |               | 30%                     | 23%        | 19%                          |
| Other Roofing (gutters)  | 25%             | 33%           |                         | 17%        | 8%                           |
| Post Frame   | 16%             | 44%           | 8%                      |            | 8%                           |
| Metal Building (cold-formed)                                     | 29%             | 57%           | 29%                     | 14%        |                              |
| Metal Building (Pre-engineered)                                  | 31%             | 23%           | 31%                     | 8%         | 54%                          |
| Roll forming or metal forming                                    | 14%             | 64%           | 29%                     | 36%        | 36%                          |
| Wood framed (stick built)  | 39%             | 29%           | 21%                     | 32%        | 13%                          |
| Other Building (sheds and carports)                              | 0%              | 22%           | 0%                      | 11%        | 0%                           |

| Which of these best describes your primary area of construction? | Metal Building (pre-engineered) | Roll forming or metal forming | Wood framed (stick built) | Other Building (sheds and carports) |
|--|---------------------------------|-------------------------------|---------------------------|-------------------------------------|
| General Roofing  | 22%                             | 19%                           | 18%                       | 12%                                 |
| Metal Roofing  | 19%                             | 26%                           | 2%                        | 9%                                  |
| Other Roofing (gutters)  | 8%                              | 8%                            | 0%                        | 0%                                  |
| Post Frame   | 16%                             | 16%                           | 40%                       | 32%                                 |
| Metal Building (cold-formed)                                     | 57%                             | 29%                           | 43%                       | 29%                                 |
| Metal Building (Pre-engineered)                                  |                                 | 38%                           | 8%                        | 23%                                 |
| Roll forming or metal forming                                    | 29%                             |                               | 14%                       | 14%                                 |
| Wood framed (stick built)  | 13%                             | 5%                            |                           | 16%                                 |
| Other Building (sheds and carports)                              | 0%                              | 0%                            | 33%                       |                                     |

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