

MARCH 2022 • Vol. 56, Issue 2

# Rural Builder

Serving The Construction Trade Since 1967

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**READY  
TO SHIP**

**ENTRY DOORS**  
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**FRAME BUILDING  
EXPO 2022**

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SOLVERS  
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CHECK OUT THE ENTRY  
DOOR EXPERTS ON PAGE 42

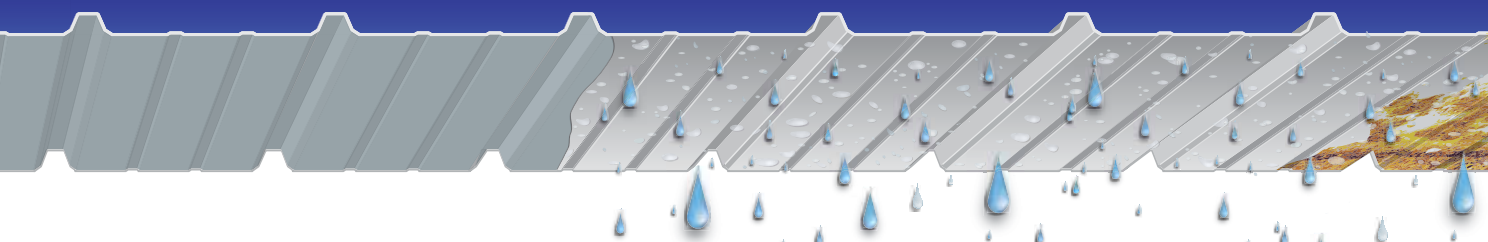
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Fight Condensation Without Insulation



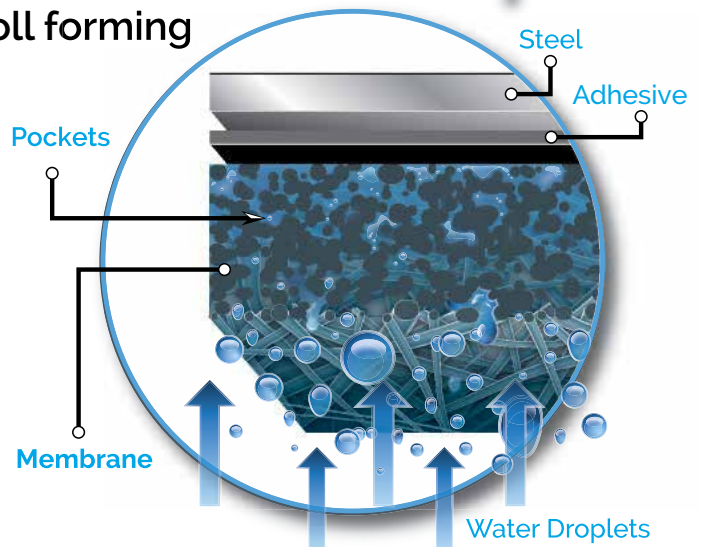
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# Get Out Of Your Own Way

Put Your Ego Aside And Succeed

## MANY BUSINESSES CURRENTLY FACE CHALLENGES

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

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

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

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

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

same regarding your opinion.

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

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

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

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

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

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





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# Rural Builder®

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**ON THE COVER:**  
Photo Courtesy of Thermal Concepts

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**www.ruralbuildermagazine.com**





# A Little Support Can Change a Life

Family and mikeroweWORKS Foundation Were There For Brandon Noe

BY LINDA SCHMID

**BRANDON NOE WAS A LITTLE** lost; though he'd done well in school and in sports, he'd had a rough childhood and an adolescence confused by family problems of drugs and alcohol.

When Noe had graduated from high school he got an associate degree in business, but he didn't like it. Meanwhile he was drinking and he was in and out

of jobs, but he persevered, pursuing one thing and one thing only: money.

It took realizing that he wanted to marry his girlfriend Kayla to incentivize him to make a change. He decided he needed a *real* job. His future father-in-law was a welder and he suggested that Noe try the trades, showing him an online job fair. Noe looked it over. There were a lot of jobs, but non-destructive engineering struck a chord with him.

Noe began classes working toward an associate's degree. School was different this time. "At first it was no fun," Noe said. "It was kinda scary. It was like waking to find yourself 300 feet in the air and headed downhill, then along the way, it became fun."

Still, it was a lot of hard work. Noe attributes a lot of his success in achieving his degree to Kayla Noe (yes, he married his girlfriend). She was attending school too and the two spent hours studying every night.

He recalls a month-long, hands-on course that was 10 hours a day, seven days a week that required cash; no financing was available. That's where mikeroweWORKS came into the story. Noe's mother-in-law found the scholarship. She, his father-



in-law, and wife all helped him to apply, which he said made the process easy.

Winning the scholarship made a great difference in Noe's journey. He said, "Some people might think it's only \$1,000, but it was help I needed to get through." Not only did the scholarship make a great difference financially, but he was the first person at his school to win the scholarship. "It was a great confidence booster," he said. "Plus, it showed me that if I put in the effort, I will reap the reward."

Showing others that they can also reap the rewards of working in the trades is why Brandon agreed to be interviewed



As a result of a collaboration with mikeroweWORKS Foundation ([www.mikeroweworks.org](http://www.mikeroweworks.org)), *Rural Builder* is featuring profiles of Work Ethic Scholarship recipients in each of its issues. Hundreds of scholarships have been awarded to trade-school students who value hard work and taking personal responsibility. *Rural Builder* applauds these students and wants to acknowledge their choice to apply their talents to skilled trades. Thank you, mikeroweWORKS Foundation, for your continuing efforts to close the skills gap and "reconnect the average American with the value of a skilled workforce."



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about mikeroweWORKS. He wants people to understand that the trades are essential and to know how they, too, can benefit from it. Noe didn't initially set out to work in the trades, but he started down a path, worked hard for it, and now he has a career he loves that pays well.

Noe now bears the title of non-destructive engineer. He explains that it involves testing the quality of structures, in his case pipes and their internal structures. More specifically he crawls inside of pipes and inspects and tests pumps and pipe seams for durability and safety.

"It's very detailed," Noe said, "and I can't imagine doing any other work. It's intriguing to know that I may be the only thing standing between life and death. If I get complacent on my job and miss details, someone's kid could end up dead.

"Did you hear about that pipe that burst in the middle of a field in Kentucky a few years ago?" he asked. "That is the kind of accident I attempt to prevent."

The most important quality that Brandon believes is needed in his line of work is to be willing to learn and learn some more. "I started in 2017 to get my degree and since then I've gone to seminars and done some studying on my own. You need to be willing to learn progressively because someone's life may depend on it."

In fact, Noe has purchased the books he'll need to take the test to become a Level 3 Manager of non-destructive engineering, which would mean that he will be helping to train others.

"That way, I can build up the next generation to become the first line of defense against unsafe construction," he said.

While Noe takes his work very seriously, he has time to enjoy the good life too. He and his wife were kicking back, fishing in the ocean when we caught up with them near his home in North Carolina. It seems that the trades really do bring the good life.

**RB**





# READY TO SHIP!

Let's Connect Builders With The Supplies They Need



**MANY BUILDERS AND CONTRACTORS ARE** still having difficulties finding the supplies they need. In a world where labor and supply chains have broken down and pricing is unstable, it's not surprising that it is taking a while to come back together. We've asked many of our contacts in the industry what they have that is ready to go so that our readers know where to go to get what they need.

## WHO'S GOT THE GOODS?

The majority of **Simpson Strong-Tie's** Strong Drive fasteners are produced domestically and are in stock and ready to ship. They have quick turn-around; if you order by noon they can usually send orders out the same day.

**Plasti-Sleeve** specializes in post frame decking, and depending on the size needed, they can ship now.

Andalina Torres of **Levi's Components** states that Levi's is fully stocked and ready to ship. They have experienced no real supply chain issues. If you order their screws and accessories by 11a.m., they ship the same day.

**S-5** has innovated new and automated manufacturing processes to hold cost escalations to minimal single digits. And, because they have a large distribution network, S-5! products are available for immediate shipment from 50-plus locations in the U.S. and Canada.

All of **Maze Nail's** products are made in America and they have worked with the same loyal vendors for a very long time. For those reasons, and since Maze keeps a lot of raw material on hand, they have been able to help some businesses who couldn't get materials and sales are up 10-15%. They have only turned away huge orders for interior product. They use higher grade steel for exterior fasteners. Maze can ship an order of a pallet or two the next day. Smaller orders can UPS the next day.

Zach Rhyme at **Tri-State Lumber** says that CCA-treated 6 x 6 timbers for pole barns are ready to go by the truckload.

Likewise, **3GM** has steel available to ship by the truckload.

Kent Haney at **Atlas** can ship wood fastening products and

everyday lead times are 2-3 days.

Scott Abraham at **Boral Roofing** said that their stone coated steel roofing, the roofing with a traditional asphalt look but the durability of steel, is ready to go. Other items are maybe a week out; he's seen as little as 3 days.

Rick Kennedy of the **Kennedy Insulation Group** says that they have managed to maintain their usual lead times of 4-7 business days on their single and double bubble reflecting insulation in 4' and 6' widths.

**Snap Z** has a 24-hour shipping turn-around time on their ventilation components for standing seam panels, according to John Lapp.

**Trac-Rite** is ready to ship the majority of their product, with the exception of a few springs, which may have lead times of 4-7 weeks and brush seals which are a few days out according to Chris O'Hearn and Tim Shorn.

**Metal Wholesale's** Brandon Fox reports that they ship fast, often the next day. They have very short lead times, and they make it easy for new lumber yard customers.

Wood trusses, posts and siding are ready to ship from **K&K Industries** according to Jason Hawkins. He says a few sizes may be short, but for the most part K&K has it.

**Precoat Metals** coats and paints metal coil for customers, and in these times of difficulty locating supplies, they have really stepped up their service. They help their customers locate coil and direct them to suppliers that have the coil they're looking for.

If you are looking for fastening tools, **Beck** has them. Their supplies have remained steady throughout the pandemic and supply chain issues. They have low profile and low cap framing nailers ready to ship.

**Tuftex** has acrylic sneeze guards ready to ship.

**Northern Building Components** has nearly everything ready to ship and they carry just about all the accessories you need for a post frame building: sealants, metal wrap, underlayment, screws, vented closures, snow guards, cupolas and more. **RB**

# Maze Nails

Founded in 1848, Maze company is celebrating 174 years in business in 2022!

**THERE'S ONLY ONE WAY TO** achieve that kind of longevity in the building materials industry...and that is with UNSURPASSED QUALITY. In addition, Maze is one of the very few remaining mills committed to manufacturing nails entirely in the United States of America.

We pride ourselves on selling only top-quality fasteners that will not rust, bend, break or back out. Maze **STORMGUARD**® Nails are known for their corrosion-resistant coating that customers ask for by name. Starting in 1916, Maze has been using the Hot-Dip Galvanized process for putting a thick, uniform coating of zinc on nails for the ultimate coating to withstand the elements. Our competitors tried every galvanizing and coating method they could think of—but the Double Hot-Dipping quality wasn't duplicated. Even the clever foreigners have pulled out their hair trying to emulate the Maze method. Bottom line: The MADE IN USA Maze **STORMGUARD**® coating works the best for ensuring no rust in treated wood and all other parts of post frame buildings.

The Maze Nail plant prides itself on keeping a large inventory of Hot-Dipped Post Frame nails, Rubber and Silicone washer nails, Gutter spikes, Connector nails, Oil-Quench Hardened nails (and many other types!) IN STOCK FOR IMMEDIATE SHIPMENT. Even during the pandemic—Maze kept up with the industry demand. Top-quality building products are only truly valuable if you can get them—and get them FAST. We want nails to be the least of your worries when completing a project.

Maze is the nation's largest maker of specialty nails—producing



*When other suppliers are struggling with inventory, Maze Nails has a warehouse full of nails ready for immediate shipment.*



*Maze Nails sponsors the annual nail pounding competition at the post frame show.*

truckloads of hot-dipped galvanized and stainless steel nails for a variety of applications. Maze manufactures quality nails for metal roofing, post frame construction, fiber cement siding, cedar and redwood siding, roofing, cedar shakes and shingles, PVC trim products, decking, fencing and log home construction...both hand-driven and collated for pneumatic nailers. "SPECIALS ARE US"—Maze can also design nails for your unique applications. If Maze does not have exactly what you need, reach out to our experienced sales team for a recommendation or help designing your ideal fastener.

The Maze Family continues to run its operation in Peru, Illinois, and is proudly 100% Made in the USA. Because of our loyal customers, Maze hopes to be around for another 174 years! **RB**



*Maze has always been known as the Specialty Nail manufacturer handling all types of nails from Copper, Stainless Steel and Hot-Dipped Galvanized to Aluminum Nails.*





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# MWI COMPONENTS

BUILT IN THE U.S.A.

At MWI Components, we strive to provide specialized metal products for customers in the post-frame building industry. We pride ourselves on delivering quality, cost-competitive products coupled with the shortest lead-time and best customer service in the industry. We are a one-stop shop located in Spencer, IA that manufactures and distributes a wide variety of products. Our customer base reaches all 50 states and Canada, and larger volume customers receive weekly deliveries.

Since our original founding in 1985, we have upheld our values and made building on the job-site easier. 13 years after being founded, Metal Works, Inc. added a marketing/distribution division to the company—known as MWI Components. Then, in late 2006, MWI purchased the slide door track and hardware division of Lawrence Hardware. This enabled MWI to offer a complete selection of American-made round and square track, hardware essentials, and slide frame. Finally, in 2013, the separate companies of Metal Works, Inc. and MWI Components merged to form what we now recognize as MWI Components.

Our products are found in the construction of metal-clad post frame buildings, equestrian complexes, garages, storage buildings, commercial buildings, steel frame and residential buildings. Our product lines include:

- Arcadian Sliding Doors
- Bale Doors
- Box Girts
- Cupolas
- Door Rail
- Dutch Doors
- Foil Insulation
- Hardware/Accessories
- Horse Stalls
- Polycarbonate & PVC
- Ridg-Vents®
- Round/Square Track
- Soffit & Trim Systems
- Ultra-X, Uni-Seal®
- Uni-Vent®
- Weathervanes

As we continue producing quality products in the U.S. to assist builders and bring post-frame visions to life, we would like to thank our MWI enthusiasts for their valued support.

See below for MWI contact information.

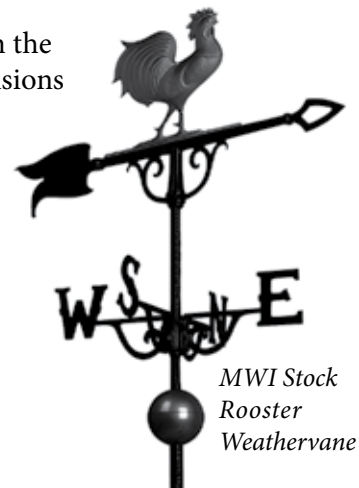
Website: [mwicomponents.com](http://mwicomponents.com)

Phone: 800 -360-6467 Ex: 5

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MWI Stock  
Rooster  
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# Direct Metals Inc.

**THE 2022 CONSTRUCTION INDUSTRY TRADE** show season is now in full swing after many were cancelled in 2021 due to the COVID pandemic. The Frame Building Expo in Nashville and the International Roofing Expo in New Orleans showcased new products and allowed suppliers and attendees to conduct business in person, rekindle and strengthen relationships and forge new ones. A common theme at these shows has been the difficulty in procuring key products in a timely fashion. Demand in both residential and commercial construction is still strong. Most attendees have a definite purpose in mind. If existing suppliers cannot meet their requirements, they begin the search for a new source of supply. This presents opportunities for suppliers to gain new customers, but they also need to protect existing market share with current customers. Some suppliers welcome growth opportunities while balancing the need to service existing customers. Others decide it is best to allocate existing supply among its current customer base, turning down new business until they're confident they can service this new influx. Lead times, traditionally days or weeks, allowed customers to order smaller quantities more frequently, helping to ensure an efficient turnover of inventory. The supply chain disruptions have now increased lead times

for high demand products, some as far as 10-12 months. Efficient inventory levels are no longer as important as procuring as much as possible.

How does a company respond to these challenges, compounded by a steady stream of double-digit percentage price increases? Purchasing agents, engineers and small business owners are now required to find alternative sources of supply to meet customer demand and accept different products as equal. Material costs have become secondary in importance to product and labor availability. The inflationary effects of these increases are passed along the supply chain. Demand remains steady, but if increases continue, projects will halt. No one knows when we will reach that point.

The saying "a rising tide lifts all boats" is apropos. Sales, revenues and profits remain strong. However, the economics of supply and demand always seek equilibrium. Now, demand is outstripping supply by a large margin and prices reflect that. Once supply catches up to demand, prices will begin to fall. This level of volatility in the economy has not been seen since the early 1980s.

In summary, business owners must balance how to service customers now, but not assume this is the "new normal". Mr Market has a nasty habit of surprising us when we are least prepared. **RB**



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# Thermal Building Concepts

## Solving Industry Problems Through The Years

**ALMOST TWO DECADES AGO, THERMAL** Building Concepts (TBC) developed solutions for the insulation industry with their product, Thermal 3H+ insulation that addresses three forms of heat transfer. From that point on, it became their mission to solve performance issues and other problems within the industry.

Mark Aspenson started in the industry in 2006. He was so excited he started Thermal Building Concepts in 2009, specializing in finding solutions for residential homes, commercial and agricultural buildings, retrofits, under concrete, and complete building envelopes. Making an impact in an industry with any product, let alone the segmented insulation market, is a challenge. It began with Aspenson, owner and CEO, living on the road, averaging 4000 miles a month and his team working with him. Face-to-face communications gave him insight into the issues customers were facing in real time, and spending countless hours on the road gave him time to think through these issues and develop solutions for them.

Fortunately, with that much drive time Aspenson got to think and find more solutions for the building industry with some other patent and patent pending products that also benefit the suppliers. He came up with a future patent pending franchise solution for them, which will lower product costs, give them access to exclusive products, and lower freight expenses also. This will give them greater opportunities in the near future.

When the cost of freight went up, transporting the product to areas 1200 miles away was so expensive, it was a deal-breaker. TBC solved this problem by having several manufacturers strategically placed to deal with suppliers' freight issues.

The most recent challenges faced by Thermal Building Concepts and the entire world have been the supply chain disruptions, transportation delays, and COVID-19; they have negatively affected most businesses and builders. The effects varied with different state's rules, regulations or mandates according to where that factory was located. Many people did not understand the level of disruption manufacturers were experiencing due to changing rules, sickness, material shortages, and diminishing labor pools.

One train of thought in the manufacturing industry was to ration products so that everybody would get some product, which in turn increased the turnaround time in many cases from three weeks to three months. TBC's solution was to shift some of the production to other smaller manufacturers with previous supplier relationships. The different facilities sourced their raw materials from different providers so individual plant delays were staggered and did not interrupt the ability to deliver the finished product. The timing also coincided with their slow season so the shift in production benefited both Thermal Building Concepts

and the manufacturers.

The diversification of production also partially alleviated the delivery issues. Because the geographical locations varied, shipping disruptions were also staggered, providing a constant supply of product coming in to ship.

The trucking shortage and delivery to the builder remain an issue. Increased regulations made freight operations difficult. The inability to find drivers and workers to load trucks also created delays. This was compounded by freight quotes, which are usually valid for 30 days. The delays would sometimes be longer than the 30 days specified in the quotes, making them invalid, so budgeting became more challenging for all parties. Occasionally, suppliers blame or get frustrated with freight companies, which may be unfair. Some of the hardest working people in the country, the trucking in freight industry had to deal with all kinds of new regulations and delivering to companies with no staff to help unload. Truckers were not motivated to continue driving, and who could blame them?

TBC's response to these challenges was to reach out to smaller freight companies and to independent truckers directly. Additional regulation changes hindered the large transport companies, but did not affect independent haulers to the same extent. TBC found ways to contact independent freight companies, partially filling the gap. Even though delivery times were slower than previously, they were better than the competition's times.

Aspenson and TBC have used problem-solving skills developed over 20 years to mitigate the new challenges presented to the company by the global pandemic. They are amazed at the sheer number of issues the construction industry has faced over the last couple of years and how strong and resilient the industry is as a result. They're grateful for the opportunities the industry has provided and they thank family, staff, loyal customers, and *Rural Builder* magazine for the opportunity to share good news with the building industry.

Aspenson is a wrestler and often reflects on a saying of wrestling champ Dan Gable, "After wrestling, everything else in life is easy." One of the keys in wrestling, life, and business is there is always a way to succeed, but it is not always the easiest or most obvious path. One must be creative to find solutions and be diligent in the pursuit. It is up to us to find ways to succeed despite the obstacles, and keep moving forward to achieve our dreams.

**About Thermal Building Concepts:** TBC is committed to saving energy, and through their extensive network of affiliates, their experience in the building and insulation industry, and their innovative insulation (one of the greenest insulation products out there) they are making the world more efficient, one building at a time. **RB**

## Building Solutions:

The Whole Envelope is Wrapped for Energy Efficiency!

The project showcased below was built for Gerald Miller, a supplier and long-time buddy of Aspenson. He was so successful that he needed the storage space for all the Thermal 3H+ insulation. Miller went on a missionary trip, long-distance. He drowned in a snorkeling accident at age 55.

TBC presents this project as a tribute to Gerald Miller, one of the industry's early pioneers of problem solving.



**1" WRE 3H+ on walls and roof.** PHOTO COURTESY OF TBC



**1/2" RRE 3H+ placed under concrete radiant heat floor.** PHOTO COURTESY OF TBC



**1" WRE 3H+ on finished walls and ceiling.** PHOTO COURTESY OF TBC

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	Y	N	Y	N
Radiant Heat	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convection	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conduction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thermal Bridging	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water Resistant	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insect & Mold Resistant	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stable Performance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-toxic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recyclable	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Durable	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saves Energy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lowers Utilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Versatile	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real World Results	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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## SUPPLIER NEWS

BY RURAL BUILDER STAFF

### ■ NEBRASKA-BASED CHIEF BUILDINGS OPENING A NEW MANUFACTURING PLANT

Chief Buildings, a premier metal building system manufacturer, just announced the purchase of a new manufacturing plant in Lancaster, South Carolina. Expanding their manufacturing footprint in the southeast will increase Chief's level of service to their Authorized Builder network with added capacity and increased resources.

In addition to the existing manufacturing plants in Grand Island, Nebraska and Rensselaer, Indiana, this new location will add around 100 people over the next few years and will allow Chief Buildings to increase its manufacturing capacity, helping to meet or exceed customers' expectations. The newly purchased manufacturing plant will be equipped with the latest state-of-the-art manufacturing equipment that provides the highest quality and safety standards.

"Lancaster was the ideal location to expand our operations. The expansion is a logical step in our business growth strategy and helps to ensure we meet the needs of our stakeholders," said DJ Eihusen, chairman of the board, CEO, and president of Chief Industries. "Logistically, the area is a prime location for expansion, given the talent needed for our manufacturing and trucking operations. This project in Lancaster would not be possible without the support from the Lancaster County Department of Economic Development. Opening a new location presents various challenges; however, their team understands how to work through those and provides the necessary guidance to make this new location a reality. We could not be more thrilled to be planting roots here and be a part of this community."

About Chief Buildings: Founded in 1966, Chief Buildings is a nationwide metal building manufacturer. With offices and manufacturing facilities in NE, Iowa, AL, IN, and SC, our production

capacity and customer service allow Chief Buildings to be a leader in low-rise, non-residential metal building systems. Metal building systems are custom-engineered steel solutions that optimize and integrate steel framing, roofing and walls. Chief's metal buildings are shipped to all 50 states and are sold through our network of authorized builders across the country. Chief is able to design and manufacture anything from large complex facilities to small warehouses across the nation.

About Chief Industries, Inc: Chief Industries, Inc. (Chief) is a private family-owned company with diversified operations that manufactures products and provides services for a wide range of industries. You will find Chief products and services used in agriculture, commercial construction, structural steel, factory-built housing, ethanol production, transportation and more. Chief's family of companies includes Chief Agri, Chief Buildings, Chief Carriers, Chief Construction, Chief Ethanol, Chief Fabrication, and BonnaVilla.

### ■ WESTLAKE ROYAL BUILDING PRODUCTS™ DEBUTS

The rich legacy of three leading North American building products manufacturers is brought together as one.

Fueled by two years of aggressive expansion throughout North America, the newly launched Westlake Royal Building Products combines the business and building product portfolios of Royal® Building Products, Boral® North America building products and DaVinci® Roofscapes

Westlake Royal Building Products will debut with new products, branding at the International Roofing Expo and the NAHB International Builders' Show in February, 2022.

Two years of strategic geographic and category acquisitions throughout the North American building materials market culminates today as the Westlake Royal Building Products™ brand is born. Bringing together the trusted product

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lines of all three companies under one unified brand signals a new era of growth and opportunity for the 50-year-old company.

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

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

Westlake Royal Building Products will make its official debut in February as an exhibitor at both the International Roofing Expo (IRE) from February 1-3, 2022, and the NAHB International Builders’ Show from February 8-10, 2022. The company’s booths at both trade shows will display the new branding, name and logo, as well as a broad and diverse range of exterior and interior building products, including siding and accessories, trim and mouldings, roofing, stone, windows and outdoor living.

WestlakeRoyalBuildingProducts.com.

About Westlake Royal Building Products: This Westlake company (NYSE:WLK), is a leader throughout North America in the innovation, design, and production of a broad and diverse range of exterior and interior building products, including Siding and Accessories, Trim and Mouldings, Roofing, Stone, Windows and

Outdoor Living. They have manufactured high-quality, low-maintenance products to meet the specifications and needs of building professionals, homeowners, architects, engineers and distributors, while providing stunning curb appeal with an unmatched array of colors, styles, and accessories.



**The Athader/Bradbury Group team, from left, Jim Sugars, Industry Sales Leader Coil Processing Lines; Thomas Hofstetter, Athader Service Technician; Jason Bartel, Technical Sales Engineer; and Harkaitz Luengo, Athader General Manager. Not pictured: Steve Baker and Eduardo Maldonado.**

## ■ BRADBURY GROUP EXPANDS NORTH AMERICAN CUSTOMER SERVICE

The Bradbury Group announces the addition of Thomas Hofstetter to its North American customer service and sales support team. As a service technician for The Bradbury Group, he will focus on servicing Athader equipment and customers.

Athader, located in Renteria, Spain, is a company within The Bradbury Group and a world-recognized supplier of technologically advanced, customized slitting, and cut-to-length lines. With hundreds of coil processing lines operating on five continents, Athader has improved customer productivity and coil processing operations for 30 years.

Hofstetter, working from The Bradbury Co., Inc. in Moundridge, Kansas, is ready to assist Athader customers with equipment troubleshooting, technical

instruction, remote service, spare parts, equipment upgrades and more. An inventory of Athader spare parts on the shelf at Bradbury ensures fast shipments and timely customer service.

Along with his degree in welding technology, Hofstetter brings five years of experience in Weapons Test and Assembly in the U.S. Navy and four years as a Shipboard Install Subject Matter Expert for all naval aircraft carriers. Thomas joins Athader’s North American service team working with Steve Baker, Athader sales area manager; Eduardo Maldonado, Mexico sales manager; Jim Sugars, industry sales leader, Coil Processing Lines; and Jason Bartel, technical sales engineer. He will also work closely with Athader service in Spain and Bradbury service in the USA.

Athader joined The Bradbury Group of companies in 2012, allowing Bradbury and Athader to combine expertise and experience in the coil processing industry. Bradbury Group’s cutting-edge equipment consists of slitting lines, cut-to-length lines, stacking and packaging lines, rotary shears, slitting heads, and the most up-to-date leveling technology, including the patented e-drive® leveler.

About The Bradbury Company: The companies of the Bradbury Group are known for the cutting-edge technology and reliability built into every product – and for the exceptional service that helps satisfy customers worldwide. Bradbury strives to set the standard for automated production and systems integration in the metal processing industry. Bradbury believes its leveling, cutoff, punch, folding and roll forming machines and automated systems set the highest standard for productivity, reliability and safety in coil processing.

## ■ ABC SUPPLY CO. INC. OPENS LOCATION IN LUFKIN, TEXAS

ABC Supply Co. Inc., the nation’s largest wholesale distributor of roofing, siding and other select exterior building



products, has opened a new location at 146 Winston 8 Ranch Road in Lufkin, Texas.

Carver James manages the new location. James joined ABC Supply in 2017 as a warehouse associate at the Champaign, Illinois location. He transferred to the O’Fallon, Missouri location in 2019. That same year, he was promoted to inside sales and accepted a position at the company’s Garland, Texas location in 2020.

“We’re excited to expand our presence in East Texas with the opening of our Lufkin location,” said Southwest Region Vice President Jonathan Shepard. “Carver will lead his team in providing contractors with the products and support they need to achieve their business goals.”

The location’s hours are 7:00 a.m. to 5:00 p.m. (CST) Monday through Friday. The phone number is (936) 216-6220. Contractors can also place and review orders and check the status of their deliveries using myABCsupply.

About ABC Supply: ABC Supply Co. Inc. is the largest wholesale distributor of roofing in the United States and one of the nation’s largest wholesale distributors of select exterior and interior building products. Since its founding by Ken and Diane Hendricks in 1982, ABC Supply’s sole focus has been serving professional contractors and “making it easy” for them to do their jobs by offering the products, support and services they need — including myABCsupply, a tool that allows contractors to order materials, track deliveries, pay invoices and more.

A 15-time Gallup Exceptional Workplace Award winner and two-time recipient of Glassdoor’s Employees’ Choice Award for Best Places to Work, ABC Supply is an “employee-first” company that treats its associates with respect and gives them the tools they need to succeed. The company was also named a Best Employer for New Grads by Forbes in 2021.

Headquartered in Beloit, Wisconsin, ABC Supply has over 800 locations nationwide.

**■ PARENT COMPANY OF COVERTECH ACQUIRES REFLECTIX INSULATION**

Balcan Innovations Inc., the parent company of Coverttech Flexible Packaging,

which manufactures rFOIL insulation, has acquired Reflectix Inc., a leader in reflective insulation and radiant barriers.


“The acquisition of Reflectix brings the two top reflective insulation and radiant


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

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

Orologio says, “This acquisition will allow us to broaden the range of solutions to customers while continuing our commitment to quality, innovation and service.”

Reflectix began as an energy-

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

rFOIL insulation is a single or double layer of polyethylene bubbles bonded to and sandwiched between a highly reflective surface and a white polyethylene sheet. rFOIL is recognized for its thermal

performance, easy installations, versatility, and environmental friendliness and offers a number of advantages over traditional insulations. Its unique construction is specially designed to reduce radiant heat gain or loss in residential, commercial, post-frame, metal frame and HVAC applications.

**■ SAMCO MACHINERY CELEBRATES 50TH ANNIVERSARY**



From its beginnings as a one-man operation to an industry-leading global innovator in roll forming and value-added solutions, Samco Machinery is excited to be celebrating its 50th anniversary.

“I had no idea that Samco would ever evolve into what it has become,” says Joe Repovs, Samco founder. “You start out

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with a bit of a dream and your goal is to have a small shop where you employ five to 10 people. What I learned is that, if you do a decent job, the customer forces you to go bigger. You will grow with your customers. That is what happened with us. The customers forced us to go bigger and it rolled like a snowball.”

Samco Machinery, an ISO 9001-certified, vertically integrated company, provides innovative customized solutions built around standard modules. “We work with the customer right from the initial discussion phase to understand their requirements and provide engineered-to-order solutions specific to those requirements,” Repovs says.

Samco’s well-defined Project Management system provides a structured

backbone to support the entire solution lifecycle, from product planning to engineering, through the various phases of manufacturing, installation and service.

The Machinery Division provides complete turnkey roll forming systems including uncoilers, coil cars, flatteners, roll-form dies, roll formers, presses and material-handling solutions for its global customers. The Rolling Division provides custom roll forming production services through its in-house rolling mills. Some of the industries Samco provides solutions for include automotive, metal building and construction, transportation, storage, energy and consumer products.

The company’s Fabrication Division is an industry-leading CWB-certified precision fabricator, offering engineering

solutions, rapid prototyping and manufacturing services to multiple industries. It is currently servicing mining, military, automotive, construction, injection molding, press manufacturing and more.

“The celebration of our 50-year milestone would not be possible without the dedicated employees, vendors, and customers that have supported Samco all these years,” says Bob Repovs, president and CEO. “People, products, passion. These are the main driving forces at Samco Machinery and have been behind everything the company has done for the past 50 years. We’re a global exporter that believes in embracing innovation and in engineering solutions for our customers.”

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**CONSIDER THIS**

BY RURAL BUILDER STAFF

# Inspiring Construction



**Victory Community Church Spire, Washington, Indiana.**  
PHOTOS COURTESY OF GRABER POST BUILDINGS



met the goal, completing the project by December 26, 2021. The first service was held in the new building that morning.

## CORNERSTONE BIBLE CHURCH

WHEN THE OLD ASBESTOS DIAMOND-SHAPED shingles began to fail on the Cornerstone Bible Church in Glendora, California, ATAS' CastleTop was chosen as a replacement. The shape of the .032 aluminum panels, which resembled the original shingles in appearance, was an important factor in their choice of a replacement roofing material. They also loved the idea of the longevity and durability of a metal roof, along with the fire resistance of the panels, a concern due to the Southern

## VICTORY COMMUNITY CHURCH

**PETE ALDRIDGE, FOUNDER OF LIGHTHOUSE** Recovery Center in Washington, Indiana, envisioned a goal of constructing a modern structure to help accommodate a bigger congregation. The previous building was no longer big enough and was beginning to have other issues such as needing a new roof.

Aldridge contacted Graber Post Buildings and sat down with an architect and they began putting his dreams and visions on paper. Of course, this is only the beginning step, but after all the designs were approved this project was off to the races.

Material shortages played a bit of a challenge on the church build, as they have affected many projects in the last couple of years. However, with lots of teamwork and communication, they



**Cornerstone Bible Church.** PHOTO COURTESY OF ATAS INTERNATIONAL



**CONSIDER THIS**

California location of the church. The metal shingles are more environmentally friendly compared to some other roofing materials, as the aluminum contains recycled content and can be recycled at the end of its long service life. Dustyn Howard, president of Howard & Sons, Inc. in Corona, California, stated that they removed the old asbestos shingles, and the CastleTop metal panels were installed over a solid wood deck. The panels and trims were purchased through RoofLine Supply and Delivery in Burbank, California.

CastleTop aluminum shingles are 15 3/4" x 15 3/4" in size and cover 13 1/2" x 13 1/2". They have an embossed texture with a 70% PVDF paint coating. A minimum roof slope of 3:12 is required for installation. Two colors, Rocky Grey and Charcoal Grey, were used together to create an aesthetically pleasing pattern on the roof. In addition to a long history of roofing applications, CastleTop shingles are commonly used as a wall cladding, to create unique and colorful facades.


The CastleTop shingles are an attractive complement to this church's natural stone walls. Prior to the building's opening in 1931, members of the church mined rock quarries in the mountains above the citrus farms of Glendora and brought




**Cornerstone Bible Church.** PHOTO COURTESY OF ATAS INTERNATIONAL


down large stones, out of which, they built the Cornerstone Bible Church.

This beautiful project was the third-place winner in the 2019 ATAS Project of the Year competition. **RB**



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# Choosing the Right Hard Hat

**INSPIRED BY THE HELMETS WORN** by World War I soldiers, the first hard hat was invented in 1919. In the 1970s, when OSHA was formed, hard hats became mandatory personal protective equipment (PPE) on work sites. Head protection has seen great innovation in the last several decades, making it more effective and more comfortable. The question today isn't "Should you wear a hard hat?" but, "What kind?"

The hard hat a worker chooses to wear depends on a few variables. The first thing to consider is how much and what kind of protection is needed. The job site and type of work being done influence this decision. The next factor is what features the wearer prefers. The last things to consider are the accessory needs the worker has and color/style preferences. To help workers and safety teams make the best choice possible, we will dive into these factors throughout this article.

## HARD HAT CLASSIFICATIONS

Like most PPE, the level of protection needed is highly influenced by the specific work environment. Head protection in

the US is regulated by the American National Standards Institute (ANSI-Z89). Under this standard, there are two types of hard hats and three electrical classes.

Type I hard hats are designed to reduce the force of impact on the top of the head. Type II hard hats reduce the force on top of head and laterally.

Hard hats are also defined by three electrical classes that detail their protection against voltage:

- Class E (Electrical): Intended to protect against falling objects and reduce the risk of exposure to high-voltage electrical shock and burns (up to 20,000 volts). Should be worn by electricians.
- Class G (General): Intended to protect against falling objects and reduce the risk of exposure to low-voltage electrical shock and burns (up to 2,200 volts). Work for most non-electrical-based jobs.
- Class C (Conductive): Intended to protect against falling objects but not to protect against electrical danger. Ideal for workers not involved with electricity of any kind.

## HARD HAT STYLES

There are three main styles of hard hats: full brim, cap style, and bump cap. There can also be variables within these styles like design, color, and features such as ventilation.

## FULL BRIM

Full-brim hard hats are traditionally what you imagine when you picture the headgear of a construction worker. They feature



a hard brim that encircles the entire hat. This brim offers 360-degree protection from falling objects, chemical splash, and weather elements like the sun and rain. Full-brim hard hats allow for added protection from the elements without reduced visibility.

**CAP STYLE**

Cap-style hard hats look similar to those used in baseball. Instead of a full brim, they have a brim just on the front. This style of hat provides impact protection for the top of head but only partial protection from environmental factors due to their smaller brim. Cap-style hard hats are often lighter and more compact than full-brim designs.

Bump caps are similar in style to cap-style hard hats but they offer less protection and do not meet ANSI standards. Pyramex bump caps come in the Ridgeline and baseball-cap styles. The baseball bump cap looks similar to a ball cap and features a fully washable outer cap and removable ABS shell. It is ideal for jobs where the risk of falling objects is low, like meter readers and food processors.

**HEAD PROTECTION MATERIAL**

An important factor when choosing a hard hat is what it is made of. Most hard hats on the market are made from high-density polyethylene (HDPE), polycarbonate resin, fiberglass or aluminum. The Pyramex Ridgeline Series hard hats are made from an ABS polymer. ABS allows for strong protection but a lightweight design.

Hard hats are available with a variety of different suspensions. Suspensions are mechanisms in the top of the hat that allow for adjustment to ensure the hat fits correctly. Most Pyramex hats are available in a 4- or 6-point ratchet suspension. However, the Ridgeline bump cap features a glide lock suspension, while the SL Series Sleek cap style has snap lock options.

- Ratchet suspensions are controlled by a knob on the back that can be turned to tighten or loosen the suspension.

- Glide lock suspensions tighten around the head like a typical cap.

- Snap lock suspensions snap into place and are also known as pin lock suspensions.

Another feature that should be considered when choosing a hard hat is ventilation. Pyramex has full-brim and cap-style options for vented hard hats – all meet Class C. Vents allow air to flow to

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and from the head, which helps workers stay cool. Sunshades, skull caps, sweatbands and other accessories can help with temperature regulation for workers who need electrical protection.

### ACCESSORIES AND APPEARANCE

Aside from cooling products, there are a variety of accessories that can be added to hard hats to make them multi-functional PPE. This can be done through existing slots or the addition of an adaptor. Popular accessories include cap-mounted earmuffs and face shields.

The last factor to consider when choosing a hard hat is color. Hard hat color can have a specific meaning on some worksites (e.g., white for supervisor). Some jobs require a hi-vis lime or orange



with reflective tape; other jobs allow workers more leeway on their choices. Pyramex offers about two dozen different color options including Copper matte hydro dipped and Hi-Vis Pink. Hats can also be customized with company logos.

Choosing the right hard hat is an important safety decision that should be made considering all the relevant factors above. It is up to workers and safety teams to understand their needs and ensure they choose the right head protection. **RB**

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## NEW PRODUCTS

BY RURAL BUILDER STAFF



### OWENS CORNING INTRODUCES STRUCTURAL INSULATING BLOCK

Owens Corning is introducing FOAMGLAS® Perinsul® SIB (Structural Insulating Block), coming spring 2022.

As the AEC community looks to achieve ever more energy-efficient buildings, Owens Corning is introducing a solution to improve thermal performance, increase energy efficiency and minimize

performance loss in the event of moisture exposure.

Owens Corning FOAMGLAS® Perinsul® SIB is a thermal-bridging solution for high-performance buildings. Material science helps explain its thermal performance. FOAMGLAS® Perinsul® SIB is a block made of cellular glass, enabling it to help eliminate thermal bridging beneath exterior masonry veneer walls. This thermal bridge near the foundation has historically been difficult to address due to the need for an insulating material that could meet both structural load and thermal performance requirements.

By achieving a continuous thermal barrier in various types of wall assemblies, FOAMGLAS® Perinsul® SIB protects against thermal energy loss at critical junctions. Cellular glass possesses impressive compressive strength and dimensional stability. To help protect against moisture, cellular glass insulation is nonabsorbent and impermeable to water. It will not shrink, compress or deform

over time – even in extreme temperatures. And cellular glass insulation has long been trusted to defend against thermal bridging in high-performing buildings in Europe.

The compressive strength of FOAMGLAS® Perinsul® SIB contributes to a robust insulating material for use in masonry veneer walls that is lightweight and easy to install. It can support masonry veneer wall loads for low-rise buildings and does so with no deflection.

Sizes match those of standard masonry blocks and are intended to abut end-to-end with no vertical mortar. Once installed, the product is designed to last the life of the wall and will not lose its thermal efficiency.

For North American specifiers and builders seeking materials that can help improve energy efficiency, reduce thermal bridging and defend against moisture, FOAMGLAS® Perinsul® SIB will be available in spring 2022.

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## ■ BOX RIB LINE ADDED TO PAC-CLAD PRECISION SERIES

Petersen's PAC-CLAD Precision Series wall panels now includes the Box Rib line. The four new Box Rib wall panels feature 87-degree rib angles and a variety of rib spacing patterns. The Box Rib architectural wall panels are 1-3/8 in. deep with a nominal 12-in. width. Architects and designers can specify one of the four panel profiles or combine multiple Box Rib panels on the same surface to create custom patterns of ribs and valleys.

Petersen's Box Rib panels are ideal for practically any structure that requires exterior wall cladding such as schools, hospitals, banks, sports facilities, office and industrial buildings, and most other nonresidential applications, but also residential buildings.

Each of the four Box Rib profiles is offered in a no-clip fastener-flange option, or a clip-fastened panel to accommodate thermal expansion and contraction. They deliver design flexibility while combining bold visual effects with easy, cost-effective installation.

[www.pac-clad.com](http://www.pac-clad.com)

## ■ PERMASEAM™ FROM NATIONWIDE PROTECTIVE COATINGS

Nationwide Protective Coatings is always working on providing the best options in the industry for elastomeric roof coating systems. At this time, Nationwide is expanding its roof coating lineup to include PERMASEAM™. It is a 100% acrylic, nylon and fiberglass fibered elastomeric quick seam sealer that provides long-lasting protection from water and weathering for most surfaces and improves the protection



of known failure points on most roofs: the seams.

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

This easy-to-apply Seam Sealer System will provide many years of durable protection and will extend the life of the roof.

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



## ■ BP BUILDING PRODUCTS ANNOUNCES: MANOIR LAMINATED SHINGLES

With Old World charm a current design trend that stands the test of time, leading roofing and building material company BP Building Products of Canada (BP Canada) has announced the launch of its new line of Manoir laminated shingles, a breakthrough roofing collection that mimics the luxurious look of Europe's spectacular castles.

Billed as "the crown jewel" of BP

Canada's shingle collection that is inspired by history but built for the future, Manoir premium asphalt shingles are not only striking in design but also formulated to last longer and handle the roughest weather.

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

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

The Manoir collection is the first line of shingles to come out of BP Canada's newly-created Chroma Color Lab™.

<http://bpcan.com/>



## ■ HUF COR® GFS ACOUSTIC SLIDE™ GLASS WALL PANELS

Hufcor® now offers GFS Acoustic Slide™ Glass Wall Panels in the company's GF Series. The aluminum framed glass wall panels slide in a sequential movement, with overlapping 1 3/4" (44) vertical stiles and interlocking top and bottom rails. Sliding Glass Wall panels can be ordered



with Sound Transmission Class (STC) Ratings of 33, 37 or 38, and all panels have top and bottom sweeps.

A typical partition in the GFS Acoustic Slide Glass Wall Panels consists of one to six panels, with pull handle hardware attached to the lead panel. Flush pull hardware includes a retractable edge pull, which extends by a push button. ADA and egress complying hardware with lock options are also available. The safe, smooth operations of the glass panels make them easy for anyone to use.

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



**■ KINVARO LIFTER AND DROP-DOWN SYSTEM FROM GRASS AMERICA**

Grass America, a leading supplier of functional hardware to the cabinet industry, announces the Kinvaro Series of Lifter Systems, with smooth, quiet action and sleek European design. The series includes a variety of designs — parallel lifters, bi-fold lifters, lift-up systems, and drop-down systems — that all provide quick and easy access to the vast amounts of storage space of large wall cabinets.

The Kinvaro L-80 Parallel Lifter system opens a single door that moves in parallel to the cabinet. In one smooth motion, the door is pulled up and away from the cabinet. The lifter holds the door firmly in any position.

The Kinvaro F-20 Bi-fold Lifter system moves two horizontal doors together in a smooth, quiet action to offer maximum access to the cabinet's interior. Bi-fold lifters allow quick and easy access to cabinet interiors while the lower door remains within easy reach for closing.

The T-series Lifter (T-57, T-65, T-71, T-76) opens a single door, pivoting the door to the top of the wall cabinet.

Rounding out the Kinvaro series of wall cabinet systems is the Kinvaro D Flap System, a stylish, modern drop-down flap system that creates a minimalistic look with clean lines while offering easy access to the cabinet contents. Functional and comfortable, the Kinvaro D offers an integrated damping system to provide a gentle opening that rests at 90° with the assistance of the Grass Tiomos Flap hinge.

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



**■ BRASS KNUCKLE® RED WARRIOR SMARTFLEX GLOVES**

When you're heading into the battle of another workday, you don't want to lose your grip on your implements. Brass

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

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


The softer feeling, high-quality polyurethane coating covers full fingers and palm in black, in contrast to the red knit, creating a just plain cool-looking glove that encourages compliance. It's one safety item PPE workers will want to wear.

These gloves deliver excellent grip without being sticky and even perform against oils, fats, and greases, making them an ideal choice for both dry and light-oil applications. Polyurethane coatings improve tactile sensitivity relative to other coatings, improve slip resistance particularly in wet applications, and are more breathable than flat-glove coatings.

Red Warrior offers best-in-class protection balanced against tremendous value for light-duty protection, all-day comfort and maximum flex.


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

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# Hixwood Merges with Qualiform & Country Metals

A Merger of Like-Minded Companies Means Greater Success For All

**HIXWOOD METALS, COUNTRY METALS, AND** Qualiform Metals, market leaders in metal fabrication and post-frame building kits, are merging. All three companies have made quality in products and service their focus, and now they will work together under the Hixwood name.

The company was begun by Harvey Zimmerman who built post-frame buildings in Pennsylvania. By 1998, he had moved to Wisconsin, and his post-frame business, located on Hixwood Road, was booming. By 2020, Hixwood operated a panel and roll-forming business, and had its own brand of post-frame packages,

a shed-building business, and coil sales with distribution throughout the US.

The company has seen a lot of growth in the last few decades, particularly in the last year. Hixwood increased sales by 53% in 2021. This was partly possible because of rising prices, but mainly because Hixwood's owners, Paul and Harvey Zimmerman, saw opportunities in product expansions and new business. With the merger, Hixwood is planning additional growth in the future. As Hixwood's General Manager Paul Zimmerman said, "Hixwood is ready to expand, but we've lacked the capital and resources in recent years to do so as aggressively as we'd like."

They were enabled to pursue these opportunities by Ambassador Supply, their parent company. Ambassador Supply, an investment, management, and holding company, acquired Hixwood in 2020.

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**A Hixwood project.** PHOTOS COURTESY OF AMBASSADOR SUPPLY

Ambassador Supply deals in both agricultural and urban/suburban buildings. In 2021 they earned revenue of \$250 million, split between the markets; in 2022 they expect to reach \$350 million. By 2024 they project \$500 million in revenue.

Ambassador Supply is an affiliate of Ambassador Enterprises, a philanthropic equity firm that focuses on "legacy businesses." Brad Crawford, president and CEO of Ambassador Supply, stated that a legacy company is a small company that has built up their business and equity in their business name. They are known as being down-to-earth and an important part of the community.

As a philanthropic equity firm, Ambassador Enterprises operates two divisions, one for profit and one for non-profit. A portion of the earnings supports missionary work, including



education in Liberia and other mission work throughout Africa. They also created a non-profit mall in Fort Wayne, Indiana where shops can operate without huge rent payments.

The mindset that Ambassador works with is three-fold:

1. Financial. Like every business, they need to be profitable.
2. Cultural. This means the way you treat your employees and your customers is important. If an employee is worked so hard that they have no time to give back to the community, for example as a coach, getting involved with 4H, or whatever way the person cares to participate, then the company is not treating them right. And of course, they want to always deal fairly with customers, too.

3. Faith-based. This does not mean that the people Ambassador works with have to be believers; it does mean that Ambassador employees treat everyone in a way that is compatible with their faith.


Further, the company culture that Ambassador exemplifies is through the lens that everybody in every position matters. It doesn't matter what the CEO does if the truck driver doesn't do his job, and vice versa.

Ambassador Supply is always on the look-out for like-minded companies, and Hixwood is a perfect fit. "Harvey and Paul are salt-of-the-earth kind of guys," per Crawford, and Ambassador helps make their vision reality. Further, he states that Ambassador is generally not a "buy-and-flip" type of company; they usually hold the companies they have acquired.

The merger means that Hixwood is now serving a total of 17 states across the Midwest and the Eastern United States. Customers of Country Metals and Qualiform Metals should expect the same commitment to quality services that they have always experienced, according to Crawford.

"The marketing, website and logos on the trucks have changed," he said. "Our relationships with customers have not. If anything, this will provide more resources to ensure we meet customer needs."




This is in keeping with Crawford's statement that on the rural side of the business, their aim is to help rebuild and revitalize rural America. He sees Ambassador as being part of a larger movement that has people working to rebuild the Town Square, businesses, and farms, not necessarily to modernize but to impact people in a positive way. That is what it's all about. **RB**



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# How to use Pro Tips On Series as a sales and marketing tool

**THE PRO TIPS ON SERIES** puts roofers, contractors and builders in a unique position. Our Affiliate Program puts you and your business in a professionally produced digital or print book, even including one of your pictures on the book's cover. This book can help close more business.

How many of your prospects get excited about the project, provide a quote and then you cannot close or lose to a competitor? If that is too familiar, these books may help bridge the gap.

Any sale has an emotional and an intellectual component. The emotional component is simple to see. You help the customer develop a picture of what they want and let them see themselves take ownership of the finished product. This is a huge part of the sales process. It is the reason why many manufacturers launched visualizer programs. It helps people see their dreams and makes them real. This step of making a positive end real is necessary to get people to agree to a sale. This part of the sales process is something a good salesperson controls.

The problem comes when the prospect leaves and thinks about the project. This is where control of the sales process is lost and the intellectual portion of the sale starts. Once offsite, they begin to examine what they see as facts. What does it cost? What are the mechanical specifications of the products? What is the warranty? What is the reputation of the contractor? When can the project be completed? Does what they want work with third parties like banks, insurance companies and Home Owners Associations? All of these questions are asked and compared to the information provided by your competitor.

The key to success is controlling what happens when the prospect goes home with a proposal. There are three parts to controlling the client's internal dialog after they leave.

1. What questions does the consumer ask?
2. What are the answers to those questions?
3. How credible, reliable and complete does the consumer see you and the information you provide?

*Pro Tips On* addresses all those needs.

1. What questions does the consumer ask?

One huge obstacle is prospects not knowing what to ask and how to distinguish between a good end product and a substandard one. Without that knowledge prospects look to price as the primary metric.

*Pro Tips On* provides information from recognized industry experts. It goes through the features of the subject exploring important elements and identifying which ones are less so. Knowing which questions customers will likely ask allows you to tailor the information you provide so you can either address the questions



before they are asked or provide context so that the customers understand the questions.

2. What are the answers to those questions?

There is an expression in sales that says you never ask a question if you don't know the answer. To know the answer, you need to know where the consumer's research will lead them.

*Pro Tips On* educates the consumers by providing information and data that answers their questions.

3. How credible, reliable and complete does the consumer see you and the information you provide?

Consumers have an ingrained tendency to question information from someone selling them a product or service. There is an inherent conflict of interest between the seller and the buyer. It does not mean the seller is being dishonest, it means the buyer has a legitimate concern regarding the veracity of the information sources and claims from the seller.

*Pro Tips On* is information from a 3<sup>rd</sup> party source. The source of the information has been publishing for builders and contractors for over 50 years, and does not have a vested interest in the



sale. A 144-page book is obviously more complete than simple handout literature, so it can be seen as an actual resource.

The ability to include a brief writeup about your company and pictures enhances your own credibility as a resource worthy of being in an actual book.

*Pro Tips On* Affiliate Program builds your status as a recognized contractor, helps consumers decide which questions to ask and provides answers directly to your prospective customers.

The best asset for a quality product is an educated consumer. Consumers need to know enough to distinguish between offerings. Providing the information necessary to make that distinction is the objective of *Pro Tips On*.

If you provide a quality product, your next questions will be the details of how you can utilize the *Pro Tips On* Affiliate Program to create a competitive advantage.

*Pro Tips On* is distributed as a Shield Wall Media Product, sold directly to consumers digitally and hard copy.

It is also distributed through the affiliate program by builders, contractors and manufacturers. Affiliate program copies will be branded for the sponsoring companies and include a cover picture, text on the Introduction page and pictures in the Inspirational Gallery.

Affiliate Editions can be bought in bulk for hard copies, in bulk as digital downloads and/or sold by affiliates through a link where the affiliate receives a commission.

In addition to the actual books, a marketing plan is included for the books. The marketing plan is an ongoing project and will be under constant revision. Please remember this is a new project for us and will assuredly change as we learn more about the individual markets and how our affiliates use the books. The marketing plan includes print ads, press releases and other marketing collateral to support the books.

Some potential ways to use *Pro Tips On*:

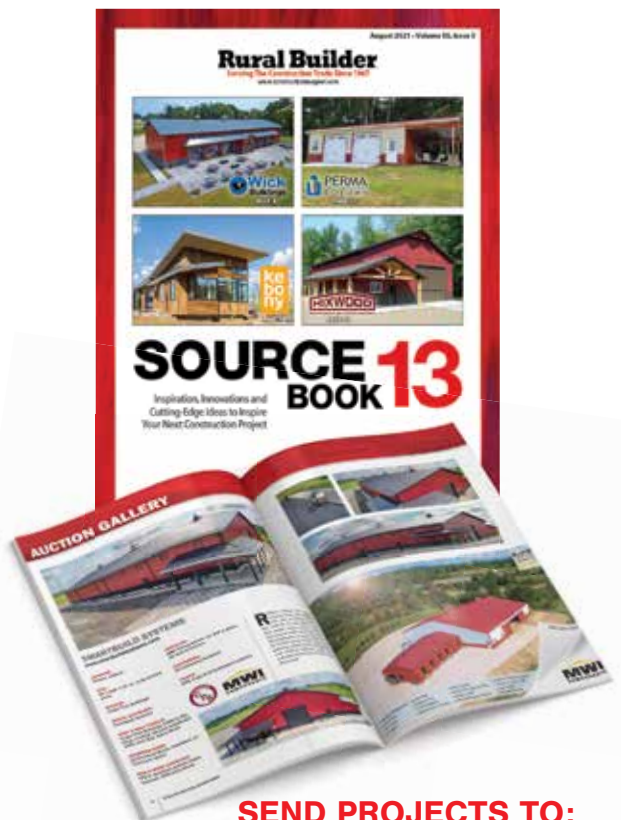
- Give the books free (digital or print) and use the requesters as lead generation
- Sell the books through a link and take the commission as an additional revenue source
- Use the books as hand out literature to high value prospects
- Brand the books as a manufacturer to support your dealer, distributors and contractors
- Use the book as a textbook to host an "Introduction to" type seminar in your area for lead generation
- Donate copies to areas following weather damage as a public relations move
- Provide the book as a resource to introduce the subject to zoning committees and Home Owner Associations.

Feel free to contact Tracy Schubert [tracy@shieldwallmedia.com](mailto:tracy@shieldwallmedia.com) to request more information regarding the Affiliate Program and how you can use *Pro Tips On* in your business.

We are also interested in input on what we can include in the Marketing Program to create the most value for you. **RB**

# DO YOU HAVE A PROJECT TO SHOW OFF IN THE 2022 RURAL BUILDER SOURCE BOOK?

In addition to advertising opportunities, the Source Book 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 post frame and metal building projects, with information about the building and the products used in its construction. If your project or product makes it into the magazine, you'll have bragging rights for all your promotional materials!



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920-216-3007

**Mark Your Calendar!**  
**Project Deadline: May 15, 2022**

The *Rural Builder Source Book* is published by the team at *Rural Builder* and mailed to more than 31,000 subscribers.

# KNOWLEDGE SELLS

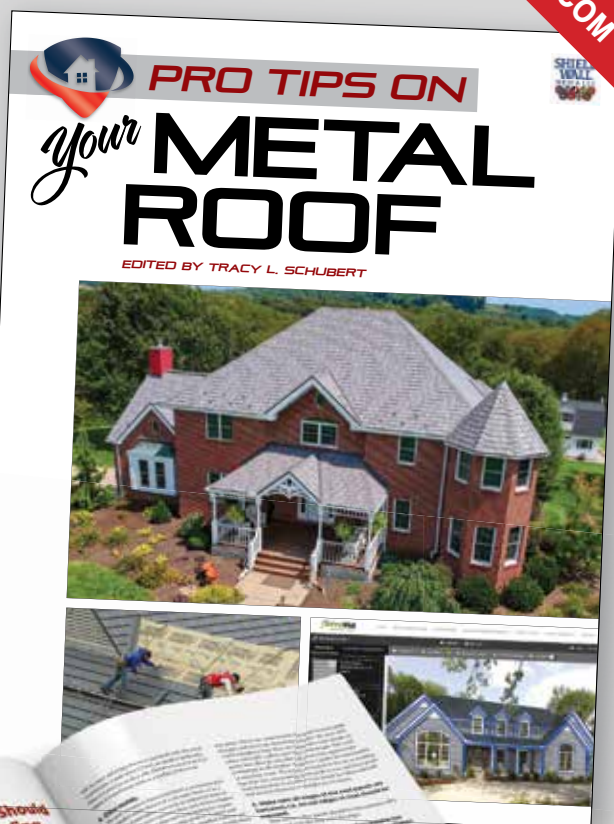
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**Chapters include:** *Metal Roofing Essentials, Climate, Facts, Factors, Fashion & Financing, Look Before You Leap and an Inspirational Gallery* full of the gorgeous, quality completed-project images that motivate serious customers to buy.

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- Written by industry experts
- Checklist for customers to evaluate their roof needs
- Gallery of beautiful, completed metal roof installations
- Coverage of need-to-know basics, climate factors, myth fact from fiction
- Warranties protections explained
- Beneficial contract inclusions





Rural Builder was called Farm Building News in 1974. This was the second edition that year.

**FOR 50+ YEARS RURAL BUILDER** has been providing the news, trends and resources builders need. Prior to the January 1974 edition, "Farm Building News," as it was called, was in newspaper form. However, those old papers are not to be found in our Shield Wall library. We would love to see some of them... it's our lost heritage! If you have one/some of them please **drop a line to me: [linda@shieldwallmedia.com](mailto:linda@shieldwallmedia.com)**. I'll publish a brief news story about you, your organization, and your projects in return!

This article from the March/April 1974 edition is about insulation. Read on and enjoy a bit of construction history!

# Insurance & Insurability

BY DAVID W. MCALLISTER

**DIFFERENT TYPES OF INSULATION** AND the insurability of insulated farm and agri-business buildings were topics for a panel discussion recently at the 18th Annual Farm Electrification Conference, sponsored in part by the University of Missouri-Columbia.

Carl Kroh, of Tampa, Fla., representing Celotex, presented the case for polyurethane insulation (Technifoam).

Charles Assaf, Owens-Corning Fiberglas Corp., called thermal insulation the "best, most efficient kind of insulation for maintaining constant temperatures."

Assaf said that his company has seen a great increase recently in insulation sales and said that he feels that buyers are more experienced and knowledgeable than ever before.

Jim Morrill, Dow Chemical Co., spoke on polystyrene insulation (Styrofoam), a Dow product. He called Styrofoam "permanent, efficient, economical, lightweight, easy to install, and resistant to moisture, rodents, and insects."

Morrill demonstrated the use of Styrofoam TG (tongue and groove), which can be used as exterior sheathing, with fiberglass batt between the studs on the interior side.

Increased insurance rates are not necessarily the answer to the insurability of farm and agri-business buildings, according to R.E. Hesston, director of engineering, Grinnell Mutual Insurance Co., Grinnell, Iowa.

He recommended the use of asbestos firewalls and keeping at least 50 feet between such structures to prevent rapid flame spread.

Among the factors he sees as affecting insurability of farm and agri-



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business buildings are the organization, management, and sales program of the operation; construction, including exposure, firewalls, insulation, and protection from physical damage; heating systems; electrical systems; method of processing and handling feed; fire protection factors, such as nearby lagoons, access roads, exits, and first-aid facilities; future plans for location and type of adjoining structures; and types of operations conducted inside such buildings.

Concerned with different types of insulation, he called for development of better guidelines for their use, including flammability tests. **RB**

**Editor's Note:** This article appeared in Farm Building News in 1974. At the time, asbestos use was legal and widely accepted. Since this was published, asbestos has been found to be hazardous and its use in building applications is prohibited due to its detrimental long-term health effects. Shield Wall Media and those cited in this article DO NOT condone the use of asbestos or asbestos-related products.

# THE FRAME BUILDING EXPO



## 2022 PHOTO BOOK

BY RURAL BUILDER STAFF

**T**he Frame Building Expo took place January 18-20 at the Gaylord Opryland Resort in Nashville, Tennessee. Exhibitors and attendees alike showed up ready to network, connect, buy and sell. Everyone seemed to agree that it was a good turnout and that the show went well.

People were in good spirits; not only was business good, but lunches and goodies were delicious and plentiful.

There was excitement in the forms of contests, speakers, and an awards luncheon.

As anyone who has been to the Frame Building Expo in Nashville knows, it's also a very nice venue with "Fantasy Land" right outside the trade show door!



*Everything's looking good at Hixwood! Their service and products are driving great growth for their business.*

*The view outside the Trade Show, a portion of Gaylord Opryland Resort.*







Both 3GM and Mac Metal Booths were kept busy; they had a good day!



Diane Sims and Mitch Voyles at AkzoNobel work in partnership to service customers to the highest standards.



The AG-CO FootingPad booth is where builders head for footings that save time, mess, and hassle.



The DripStop Booth showed how their product has been dealing with condensation for 25 years.



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# The Frame Building Expo

*Levi's Andalina Torres said they are "working to become their customers' one-stop shop!"*



*Above: Dustin Haddock helped man S-5!'s booth. S-5!'s metal roof solutions are installed on more than 2 million roofs worldwide.*



*Len Kasperski and J.P. Perez represent Maze Nails, offering nails that are 100% made in the USA. Once again, Maze sponsored the Nail Driving Contest.*



*McElroy Metal is a leading supplier of metal roofing and wall products to the post-frame industry.*





**LEFT:** Randy Herron at Triangle Fasteners Corporation offers a wide selection of fasteners, sealants, tools, and accessories.



**John Fehr (center) of I-Beam Sliding Doors assists a customer in finding the doors that fit his needs.**



**LEFT:** Want to keep rot out of your foundation? Talk to the guys at Perma-Column!



**Borkholder Buildings & Supply's goal is to provide customers with sustainable, attractive, and affordable building solutions.**



# The Frame Building Expo

Looking for cupolas, finials, or weather vanes? Royal Crowne has them!



Contractors across America trust Plyco's full line of track, SDR, ridge vents, cupolas, doors, and more.



Philip Mathias demonstrated at the Midland Door Solutions booth. Midland is a leader in design, manufacturing, and installation of bi-fold and hydraulic doors.



(ABOVE) MWI Components' whole team awaits to welcome you to their booth to share the company's extensive range of post-frame products including doors, cupolas, hardware, ventilation, and more.



(RIGHT) MWI Components' booth had great visual appeal.





*Plasti-Sleeve's President David Gruhlke was on-hand to talk about economical, versatile, and easy slide-on installation of post protection for 20 different post sizes.*

*(RIGHT) Novagard has been supplying sealant to construction professionals for 40+ years.*



*Reed's Metals uses state-of-the-art technology and fabrication methods to provide quality and service.*



*Bradbury's roll forming machines and systems are known for reliability, productivity, and scrap reduction ... and business is booming!*



*Dave Quehl is very helpful as he presents the many products Direct Metals offers: fasteners, foam and vented closure strips, and more.*

# Walk This Way

## The Perfect Entry Door and Installation Tips

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CORPORATION

### PLYCO SERIES 92 COMMERCIAL THERMAL BREAK DOORS

If you are looking for a sturdy and practical door, this heavy-duty-steel door has a lot going for it. It features a full thermal break that minimizes energy loss. It comes pre-hung with 2-way swing capability and features a 24-gauge insulated steel panel with a polyurethane foam core. The door is ASTM C1363 Thermal Performance Tested to 4.17, and it has a heavy duty weather strip for a weather-resistant seal.

These doors are ideal for almost any application: post frame, commercial, agricultural, utility, confinement, out buildings, metal buildings and retail.



## AJ Manufacturing's Installation Tips

During construction, square and plumb the framing of the door opening with quality materials. Leveling the concrete floor, slab, or footing will result in the best possible installation. Time or money saved in this process will usually result in challenges with fit and finish, operation, and performance of the door.



Familiarize yourself with the factory instructions for installation. In some cases, components installed in the wrong order might be difficult to correct or could require replacement of components.

Selection of the proper fasteners for the installation is important as the head, hardness, or color may vary. Be sure to select a new screw or fastener driver bit when installing the door. Stripped heads can lead to loss of control, and of course, you want to avoid scratched paint when installing components other than framing.

Have a partner to set prehung doors, at least to initially place the door and secure. Handling a door alone is likely to introduce a scratch or dent from a tool belt, knee, or framing. Take your tool belt off or swing around your waist during door installation. Don't invite a scratch or dent.

Sealant under the sill, shims behind the jamb and lock/deadbolt areas plumbed and leveled is key. Note: A door with the jambs not plumb or in the same plane will create the illusion the door slab is warped. It will also make closing/locking difficult or require modification of strikes.

Read the instructions on how to install the lock set. Many are adjustable for various backsets, door thicknesses, and material types. Failure to follow installation instructions frequently causes issues with operation. Exterior door locks are available in different grades and are more robust and complex than passage or interior sets.

Check the operation of the door. Keep in mind: The owner of the building will immediately judge the quality of the entire structure if the door binds, squeaks, rubs, sticks, won't close and latch easily, or has any resistance when operating. **RB**

# MWI

COMPONENTS

### MWI COMPONENTS ARCADIAN SLIDING DOORS

Arcadian Doors bring aesthetic appeal to any build while maintaining functionality. Thousands of color combinations are available in 26 standard sizes as single or split doors with double cross-buck or half-light options.

Constructed from aluminum slide frame, these doors feature extruded aluminum cross-buck and perimeter with powder-coating in a river-texture finish. The inserts or backer steel are 26 or 29 gauge pre-painted steel and are single-side laminated to a wood core.

Arcadian Sliding Doors work on many building types. While frame building projects such as pole barns are a natural choice for these sliders, they can really be used on many different projects such as sheds, shops, or even residential projects.

### MWI COMPONENTS DUTCH & FRENCH DOORS

Great visual appeal and thousands of color combinations make these French and Dutch Doors great choices. Perimeters, cross-buck and astragal are constructed from a 16 gauge steel, powder-coated in a river-texture finish. The inserts or backer steel are 26 or 29 gauge pre-painted steel and double-side laminated to a wood core.

Both doors are perfect for any type of barn, and Dutch Doors work especially well for horse barns, as they offer the convenience of opening horse stalls into an arena or the outdoors with ease.





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# Golf Cart Storage

Brickyard Crossing Golf Course, Indianapolis, Indiana

**ROGER PENSKE, AMERICAN BUSINESSMAN AND** entrepreneur known for his accomplishments as a driver and owner in the Indy racing circuit, purchased Indianapolis Motor Speedway in early 2020. Along with it, he acquired Brickyard Crossing, an adjacent golf course.

Adjacent isn't totally accurate as four holes (holes 7-10) are located in the infield of the famed track. Among the changes and improvements Penske oversaw was the renovation of the golf cart storage facility at the golf course. The original metal-framed barn with canvas walls was transformed into an enclosed structure by replacing the canvas with insulated metal panels (IMPs) from Metl-Span.

"Mr. Penske didn't like the way the existing structure looked," says Matt Kirgan, project manager with Shiel Sexton Company of Indianapolis. "I've been involved with a lot of design/build work, including some with insulated metal panels. This was really a no-brainer to use IMPs with the metal framing that was already in place."

The cart barn (7,975 square feet) is 145' long x 55' wide, with a drive-through power washing bay where golf carts are cleaned. The barn also has charging stations for the carts. Metl-Span's 42-inch-wide CF Light Mesa insulated metal panel was selected



to become the walls for the cart barn, including 5,075 square feet of 2-inch-thick panels in a Leaf Green exterior finish. The cart-washing area utilized longer panels for the needed height in the standard Igloo White finish.

"Our guys really paid attention to the details on this one," Kirgan said. "It was the easiest way to enclose this building. We dropped the canvas and kept everything under cover the whole time. One of the biggest benefits to using IMPs is the quickness of erection. The exterior and interior are finished when you put them up." **RB**



**THE DETAILS:**

**Building:** Golf Storage Renovation

**Building Size:** 7,975 sq. ft.

**Materials:** Insulated Metal Panels, (IMPs) from Metl-Span

**For more information:**  
[www.metlspan.com](http://www.metlspan.com)



***The prior golf barn had canvas walls, which have now been replaced by IMPs.***  
PHOTOS COURTESY OF METL-SPAN (MBCI)



# Moisture Meters

## Essential to the Contractor's Toolkit

After a disaster involving water intrusion, moisture meters are crucial to assess and document the damage prior to replacement or restoration



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

**AFTER A DISASTER INVOLVING WATER** intrusion, moisture meters are crucial to assess and document the damage prior to replacement or restoration.

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

Whether in roofing, drywall, framing, flooring, or carpet, excess water left behind in building materials after a disaster can lead to mold growth and material rot long after the initial incident. The ability to provide sufficient documentation to prove existing water damage can also be stipulated for insurance claims or possible FEMA registration.

Although the construction industry has access to moisture meters, these tools typically require calibration, sampling, and specialized personnel and they are not very portable.

Fortunately, a new category of portable, handheld, instant moisture measurement devices are now available for construction contractors that can be used on a wide range of materials with no special training. These “point-and-measure” units can be used at the jobsite wherever moisture is a problem. These new tools are now helping to speed restoration and improve building quality and can be either purchased or leased.

Today the typical contractor's toolkit needs an update. For initial assessment and throughout the rebuild process, contractors involved in work where water intrusion is a problem will need a reliable, portable, instant moisture meter, along with shop vacs, fans, and other equipment to dry and remove water.

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

### **FAULTY PLUMBING AND OTHER LEAKS**

The primary cause of most water damage in a structure is faulty plumbing as in burst or leaking pipes. When plumbing problems such as leakage occur within a building's walls, structural damage can take place out of sight until, eventually, it becomes evident and must be remediated.

Heavy rain can soak a building's interior during the construction of a new building or during remodeling whenever the structure is open to the natural environment.

Older home appliances such as washing machines, water heaters, dishwashers, and refrigerators can all leak water into a building's interior when hoses or connections weaken or crack. Heating, ventilation, and air conditioning (HVAC) units can also accumulate moisture from the ambient environment and leak.

### **HURRICANE**

A hurricane can loosen shingles enough to allow water to creep in and rot the structure from the top down. A contractor's visual inspection of the roof can quickly assess any preliminary damage. But as contractors make necessary repairs after a major



storm, they also need to quickly discover any moisture seeping in before it causes too much damage.

Some portable moisture meters can instantly check a roof for water damage, measuring through shingles and deep into the sublayers to evaluate roof sheathing for moisture. Some of these units also measure drywall, concrete, and mortar.

### FIRE

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

Is the base floor too water damaged to salvage? Wood that has been exposed to water and flooding can be susceptible to dry rot. So, using a wood moisture tester to check that wood has properly dried can prevent losing structural integrity as a result of dry rot. Be sure to check carefully around window and door frames for moisture too, where powerful winds can shift joints, and water can find its way in.

### INSPECT DRYWALL, FRAME, AND INSULATION

If a structure was exposed to serious amounts of water, from whatever cause, chances are, much of the affected framework behind walls will need to be replaced, as will any drywall and insulation that has been in contact with the water. Drywall and insulation will need to be removed and replaced well above any visible watermarks left after the flooding or standing water subsides. Exposure to water will weaken drywall and cause swelling, bulging, and crumbling, while insulation may quickly become a host to dangerous mold.

Drywall may seem fine at first glance, but the contractor will want to use a moisture meter to ensure that the structure's walls are free from moisture damage. Contractors can rely on a universal moisture meter or even a near-infrared moisture meter to provide reliably accurate moisture readings throughout a structure.

According to Bogart, Near-Infrared (NIR) light is a highly accurate, non-contact secondary measurement method that can deliver immediate, laboratory quality moisture readings.

"NIR moisture meters follow the principle that water absorbs certain wavelengths of light. The meter reflects light off the sample, measures how much light has been absorbed, and the result is automatically converted into a moisture content reading. Con-



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

tractors can use the NIR meters on anything where measuring surface moisture is important," says Bogart.

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

floods, or storm surge. Again, it is important to discover the extent of the damage: Just how far did the water creep into the structure? What needs to be replaced?

If the building has incurred major structural damage, the best way to discover what is salvageable is to check what is dry and intact. A moisture meter will provide many of these answers.

### CONCLUSION

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

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



**These "point-and-measure" units can be used at the disaster recovery jobsite wherever moisture is a problem.**

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