

PLAIN BUILDER

SERVING BUILDERS IN PLAIN COMMUNITIES

FALL 2026
Vol. 2, Issue 3

**SUPPLIER
DIRECTORY:
EQUIPMENT
& MACHINES**

by
**SHIELD
WALL
MEDIA LLC**

**BUILDING
PROFIT ON
PURPOSE**

**WHERE DID ALL
THE PROFIT GO?**

**NAIL SPECS &
DESIGNATIONS**

STEP BY STEP

RECOATING A FLAT ROOF

**TIPS & TRICKS
REFLECTIVE INSULATION**

**BUILDER TIPS
HOW TO MINIMIZE NAIL POPS**



Construction Rollforming by *Shield Wall Media* Show

October 6-7, 2027

**First Financial Center
Cincinnati, OH**

We're a full year in

Believe it or not, we've been publishing Plain Builder for a full year now. It may not seem like it has been around that long because we only publish four issues per year. We've covered a lot of topics in each issue. I'm thankful we can cover such a diverse range of topics because it keeps the magazine interesting. I hope you find at least one happy surprise—perhaps even an “a-ha moment”—in each issue.

By including Tips and Tricks, Step by Step, and other practical articles, we aim to build value into every edition. With business-related columns, such as “Building Profit on Purpose™,” which makes its debut in this edition, we hope to tick the box for those looking for ways to make their businesses more profitable. The Voice of Experience also returns in this

edition, featuring Acu-Form's Firman Miller. We're honored to share his story with you.

We've recently completed the editorial planning for 2027. We have another year of information and insights in the works. But the editorial plans in our media kits aren't all-inclusive. We still have room for more articles and topics because we build space into the plan to accommodate timely news and article suggestions from readers and industry experts.

If there are topics you think we should address, please reach out and let me know. Also, if you've been around for a while and have insights and experiences you'd like to share with the Plain Builder community, it would be my honor to write your story or guide you if you'd like to write it yourself. Feel free to call me at 715-952-1633, email me at karen@shieldwallmedia.com,

or mail me through the USPS.

I'd appreciate it if you could take a few moments to think about the editions we've published so far. What are the features and editorial topics you find most valuable? Which types of stories do you enjoy most? Which types of articles do you think we could replace with something of more value? If that's the case, what might those stories be? Our goal is to continue to provide you with a valuable business resource and to strive to make each edition better than the last.

Until next time—be well.

Karen Knapstein, Editor

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Breaktime

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- COMBILIFT
- CUE TECH
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- DYNA CUT
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- TOOLCREST
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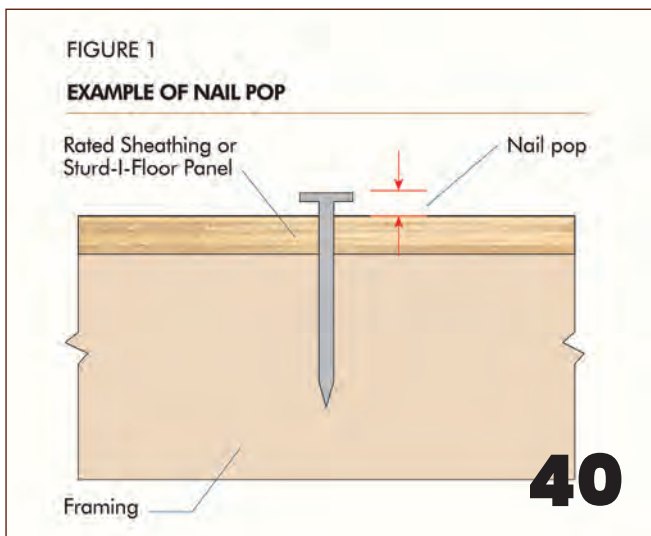
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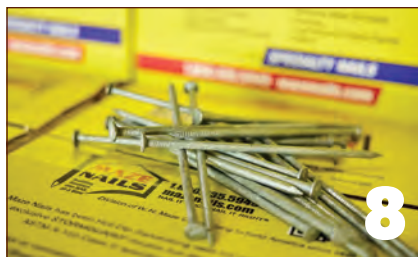
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ON THE COVER:

A portable roll-forming trailer from Formwright outfitted with a New Tech Machinery roll former.
PHOTO COURTESY OF FORMWRIGHT.

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Gary Reichert,
Publisher, Shield Wall Media

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Shield Wall Media supports and recommends the use of commonly accepted safety standards. We recognize, however, that members of some communities are exempt from such standards. To stay true to the members of the Plain Communities and the audience of Plain Builder, you will occasionally see photos in which government-mandated safety standards are not followed. Shield Wall Media does not endorse those practices.

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All You Need to Know About Nail Sizes

Origin of the “PENNY-WISE” Nail Designations

Courtesy of Maze Nails

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

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

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

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

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

NAIL SPECIFICATIONS

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



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ECONOMY

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Gold Star Buildings

Lofted Cabin

Location: Saltsburg, Pennsylvania

Building Size: 12x24 • **Roof Pitch:** 4/12

Trusses: Manufactured in-house at Gold Star Buildings

Roof Panels: Metal, Color: Charcoal, manufactured by Rolling Ridge Metals, Greenville, Pennsylvania

Wall Panels: Metal, Siding Color: Dark Red, manufactured by Rolling Ridge Metals in Greenville, Pennsylvania

Fasteners: Levi's Building Components

Walk Doors: WEH Supply, Denver, Pennsylvania

Posts: Yella Wood

Windows: Kinro

Ventilation: Marco Industries

Insulation: rFOIL

Other Features: Flower box from WEH Supply, porch railing

Description:

This 12x24 lofted cabin in Saltsburg, Pennsylvania, was added as an office space. The porch was added to enjoy the outdoor space and seasons in Pennsylvania. With dark red siding and a charcoal metal roof, it delivers a bold, clean look that matches the home.

724-253-2771



Backyard Escapes

Studio Greenhouse

Location: Pocomoke City, Maryland

Building Size: 10'x20' • **Roof Pitch:** Single Slope 3/12

Foundation: Stone Pad • **Trusses:** Rafters

Roof Panels: Ribbed Textured Metal Roof

Wall Panels: Duratemp Siding

Walk Doors: 5' 4-lite straight top Double Doors with diamond kick plate; 36" 4-lite straight top entry door

Windows: (5) 24"x36"; (4) 24"x27"; (4) 27" vented transom; (4) 4' transom

Insulation: Double Bubble insulation under roof

Ventilation: Gable vent

Miscellaneous Details: Miratec trim, 9' 3" high wall, 10'x10' shed area, 7'x10' greenhouse area, 3'x10' pergola porch area, 1"x6" Trex composite decking, soffit lights, exterior sconce lights, poly flower boxes with holders, black accent hardware

Special Interior Features: Electric package, pressure treated ground contact 4x4 runners, pressure treated 2x4 floor joists 16" O.C, 5/8" plywood floor



Description:

This 10'x20' Studio Greenhouse offers a convenient and efficient structure for gardeners who want to grow vegetables, flowers, herbs, and plants but still desire a backyard with storage space. Built with durable framing and high-quality panels that are engineered to maximize sunlight exposure while providing protection from harsh weather conditions, this greenhouse helps extend your growing season and improve crop yields.

410-713-8606

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USA

machines

A large industrial metal folding machine, the ASCO V2.5, is shown in a factory setting. The machine is blue and grey, with a red base. It has a long, horizontal body with multiple rollers and a control panel on the right side. The background shows a large industrial building with a high ceiling and a large open bay door.

V2.5 BY ASCO

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The V2.5 is a next-generation, fully electric metal folding machine designed to help manufacturers produce complex parts faster, more accurately, and more efficiently. Its innovative 300° clearance geometry expands profile capabilities, while Dynamic Pressure Regulation (DPR) ensures consistent, high-quality bends across a wide range of materials. Intelligent automation, including advanced gripper technology and automated cutting, reduces setup times, simplifies operation, and increases throughput. Powered by ASCO's advanced E-Drive system, the V2.5 delivers fast, accurate performance with lower energy consumption and less maintenance than conventional hydraulic machines. Built for today's fabrication industry, the V2.5 gives manufacturers the speed, precision, and flexibility to tackle increasingly demanding applications with confidence.

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Enduria Structures

Poolside Pavilion

Location: Danville, Kentucky

Building Use: Outdoor Living Space, Poolside Pavilion

Building Size: 18'x16'

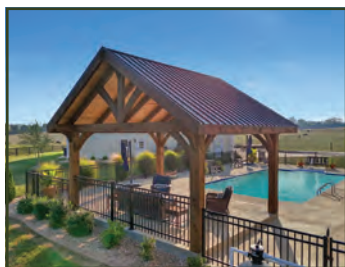
Roof Pitch: 8/12

Foundation: Concrete

Posts: 10"x10"x10'

Trusses: 4x8 Timber

Special Interior Features:
Open Ceiling



Description:

This 18'x16' Pool Pavilion in Danville, Kentucky, is the perfect addition to any backyard as a relaxing outdoor living space. Dry off after a dip in the pool or enjoy hanging out underneath the pavilion. The pavilion is ready for any occasion with natural timber frame posts and a strong metal roof.

814-807-5904



Golden State Buildings

Permitted Office

Location: Reedley, California

Building Size: 10'x12' with 5'x12' porch • **Roof Pitch:** 5/12

Foundation: 4" concrete pad w/ 12" footings

Trusses: Engineered wood trusses

Roof Panels: 29 ga. metal • **Siding:** LP Smart Panel, 7/16"

Fasteners: Simpson

Walk Doors: 9 Lite Fiberglass Entry

Posts: 4x4 DF Posts • **Windows:** 2'x3' Dual Pane

Insulation: Fiberglass batts

Description:

A mechanic shop needed a small business office to take better care of their customers and paperwork. This was on a public commercial property in town, so the permitting process took a lot of patience and persistence, especially since the project had multiple specs needed so that it could be ADA compliant (handicap accessible). But we pushed through now our customer has a beautiful, temperature-controlled office space to take great care of their clients and paperwork.

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Sunrise Structures

Home Office

Location: North Manchester, Indiana

Building Size: 14'x24' • **Roof Pitch:** 7/12

Foundation: #9 Limestone contained w/ wood border, installed by Sunrise Structures

Roof: Estate Grey Owens Corning Shingles (Black)

Siding: 6" Lap

Walk Doors: Double wooden doors w/ transom windows

Windows: 36"x60" vinyl insulated

Insulation: Spray foam

Miscellaneous Details: 8 ft. Roof Dormer, Custom Built Gable Accents, Lap Siding

Description:

This custom color 14'x24' shed in North Manchester, Indiana, was built as a home office. With custom color and custom gable accents to match the house, this structure fostered a unified and clean addition to the customer's backyard. Installing electricity and insulation allowed for a perfect getaway for work productivity in a clean and timeless structure.

574-893-5601



Wildwood Rustics

Kitchen Cabinets

Location: Mifflinburg, Pennsylvania

Material: Soft Maple

Hardware: Old World Handles

Stain: Woodwright stain

Technique: Circle sawn maple wood, pocket hole joinery construction

Description:

These custom kitchen cabinets located in Mifflinburg, Pennsylvania, were designed with coziness and comfort in mind. Built with circle-sawn soft maple, the cabinets were finished with a painted and glazed Woodwright finish that emphasized the natural saw marks, giving it a one-of-a-kind look!

Combining a timeless look with functionality, this kitchen was built with quality materials and craftsmanship that will highlight the custom woodwork for years to come.



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Build Better Bookkeeping Habits

Your Bottom Line Depends on Knowing the Numbers

As a business owner, you probably love working for yourself, making decisions, and adapting to the challenges that business throws at you.

But how do you feel about your business accounting? Do you understand your company's financial health? Finances can feel hard to manage. You know you're making sales, bringing in money, and paying your bills, but you have little insight into the reality of your books. Are you actually profitable? Where is the money going?

For example, maybe you've grown your business from \$3 million in annual revenue to \$7 million, but your inventory grew right along with that and now you have no more cash than you did when you had a much smaller business.

One of the most important financial tasks you can do for your business is reconciling your books. That means taking your end-of-month bank statements and matching them to the reports generated from your accounting software. You can do this yourself or have someone else do it, but it's essential for maintaining your business's health.

We know it can be tedious to have to go through your accounts and check for accuracy or find and fix mistakes when you have so many other (more interesting) things to do. But we still recommend it to every client we work with, and we do it ourselves!

Find Missing Money

Who have you billed? Are your customers sitting on invoices they aren't paying? Here's where you can use reports from your accounting software to compare against invoices you generated for your customers or against deposits

into your bank account.

Getting paid for your work is an essential part of running a successful business. Are you missing out on money because you don't even realize your customers haven't paid?

Find Mistakes and Prevent Fraud

A business that doesn't reconcile regularly ends up with a pile of mistakes at the end of the year. These mistakes muddy up your financials so you don't know exactly where your business stands and get in the way of closing the books. It can be a nightmare to untangle.

Getting paid for your work is an essential part of running a successful business.

Maybe your bank made an error on entry, or maybe one of your employees mis-entered a check amount. It's easy to make a data entry error, but if you're doing regular reconciliation, you can find and fix the problem quickly.

If you don't fix the issue, your numbers will be off every month (and mistakes usually compound).

Say your employee mis-entered a deposit of \$110 as \$100 one month. That's a small thing that could be corrected, but no one takes the time to figure out why your account is off \$10. The next month there's that error, plus an additional error when a \$200 check is deposited into your bank account but not entered into your accounting software. Now after two months you're \$210 off.

At this point you decide to dig into the problem, but it's going to be harder to figure out what happened. You're going to be looking for a \$210 error, but you need to be looking for \$10 and \$200 in

two separate months.

This is just a small example of how mistakes (and frustration) can build if you don't do regular reconciliation.

As more and more mistakes pile up (because we're human after all), fixing errors can feel like finding a needle in an ever-growing haystack.

For the most part, these are all honest mistakes. However, having accountability around your books also helps to keep bad actors from defrauding your business. If no one ever looks at your bank statements or checks them against financial reporting, it can be easy for one person to funnel money from your accounts into their own.

Closing Your Books Every Month Is Essential To Your Business' Financial Health

Why You Need To Make Reconciling Your Books a Priority

Make Sure Your Bills are Paid On Time

Your business has monthly bills, quarterly bills, and vendor invoices that show up after you've bought inventory or supplies. Maybe you've set things up to be auto-charged to a credit card or auto-deducted from your bank account.

At the end of the month, it's important to know what happened with your money. What money was taken out of your account? Were your bills paid? Are there bills that weren't paid, and when are they due? Do the same with your credit card statement. Can you or your bookkeeper match everything charged to cards with a receipt or invoice? As with your customer invoices, it's helpful to record vendor invoices in the software even if you don't need to pay them right away.

Forgetting to pay invoices can cost



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understand where your money is going. You can see things like bounced checks and catch small problems before they become bigger ones.

Reconciling your books every month gives you confidence that you understand what's going on in your business.

Generate Accurate Financial Reports

You, your team leaders, and your accountant all need reliable numbers for different reasons. When you reconcile your books, you can generate accurate information for everyone from your sales team to your purchaser. And of course your accountant needs to get a clear look at your books for tax reasons.

Your bank or other creditors also need to know that you're financially healthy, especially if you rely on credit for slow

periods of business or if you need to borrow money for capital improvements.

All of these people rely on having accurate reports that show the financial health of your business. But you won't be able to generate accurate reports without reconciling your books.

Why Does This Matter for You, the Business Owner?

Reconciliations are tedious, and it can be tempting to say, "that's just for the bookkeeper to worry about." However, a team typically values what their leader values. And if you as a business owner understand why having a strong reconciliation process in place is important for your business, you are better set up to give your finance team the leadership they need to build this process out well. **PB**

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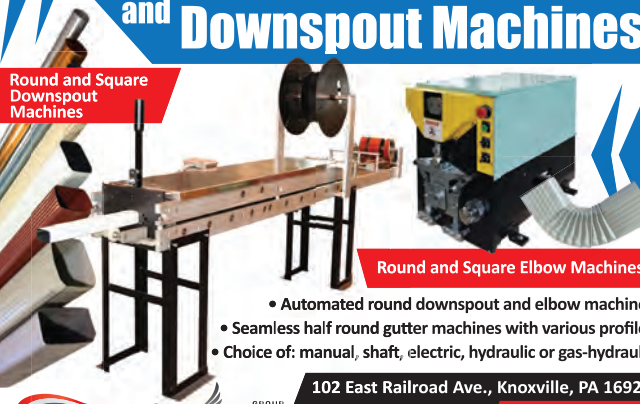
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Reflective Insulation

Practical Tips for Post-Frame Builders

Reflective insulation is commonly used in post-frame construction for two straightforward reasons: It is effective and it fits the building system.

In most post-frame buildings, metal panels are installed over wood purlins. The framing does not provide the deep cavities needed for thick insulation products such as fiberglass, and compressing those products can reduce their effectiveness. Reflective insulation offers a thin alternative beneath metal roofing and siding while also addressing both radiant heat gain/loss, and condensation concerns.

The material is suitable for a range of low-rise structures, including agricultural buildings, garages, workshops, storage buildings, residences and other post-frame construction. The correct product and installation method will depend on the building design, interior conditions, local code requirements and the desired level of insulation.

The following practices can help builders get better results on the jobsite:

Understand What Reflective Insulation Does

Reflective insulation works differently from bulk insulation. Its reflective surface helps reduce radiant heat transfer, particularly when it faces an air space. This makes it especially relevant beneath metal panels, which can become very hot when exposed to sunlight. Metal panels easily transfer heat in all seasons as well.

The temperature difference between a hot exterior metal surface and the building interior can be significant. A properly installed reflective product can help reduce the amount of radiant heat moving through the assembly.

Reflective insulation can also help manage condensation. When warm,



Applying insulation and metal together gives the installer a stable working surface and protects the insulation from wind and jobsite damage.

moisture-laden air meets a cold metal surface, condensation can form on the underside of roof or wall panels. Products with an insulating core, including bubble-core products, create a separation between the interior environment and the metal surface. Properly sealed seams also help the insulation function as a vapor-control layer.

Reflective insulation should not automatically be considered a replacement for every other type of insulation. In buildings with demanding energy requirements, conditioned residential space or specific code obligations, the complete wall or roof assembly should be designed accordingly. Check local requirements before installation.

The Proper Insulation Method Depends On the Application

The installation approach changes

depending on whether the insulation is being installed on a new post-frame roof, a new wall or a roof with a solid substrate.

For a typical new post-frame roof, there are two common methods:

- The insulation can be draped over the framing, allowing it to sag slightly between purlins.
- The insulation can be pulled tight over the framing, followed by installation of purlins/furring strips over the material.

The draped method creates an enclosed air space between the insulation and metal roofing. The furring method places the insulation beneath the purlins, which are then fastened through the material to the trusses.

Walls can also be installed using draped or furring methods as well, depending on the framing sequence and desired finish. In either case, the insulation should be installed on the interior side of the

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exterior panels and enclosed as part of the completed wall system. Reflective insulation is not intended for use as an exposed exterior covering or in a non-enclosed building system.

Residential roofing and reroofing require additional consideration. Where a solid substrate such as OSB is present, the insulation may be installed over the substrate with the reflective side facing upward. To create the necessary airspace, furring strips should then be installed before the metal roofing is applied.

Installing metal directly over the insulation and solid substrate can leave the material compressed against the metal, eliminating the air space needed for reflective performance. Furring also allows the metal panels to accommodate expansion and contraction as well.



Furring strips below metal panels help accommodate expansion and contraction.

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Install Roofs In Manageable Sections

On a new post-frame roof, the most common installation sequence is to work from the ridge toward the eave. The insulation generally runs perpendicular to the purlins, in the same direction as the metal roof panels.

Begin by securing the first edge of the insulation to the framing with a hand stapler or hammer tacker. Use fasteners long enough to hold the material securely. For rFOIL, a leading reflective insulation supplier in the market, their installation sheets specify staples at least 5/16 inch long to adhere the insulation to the purlins.

With the draped method, unroll the insulation across the framing and allow it to sag slightly between the purlins. The sag does not need to be pronounced. A modest drape created by gravity can provide the air space required between the reflective surface and roof covering.

With the furring method, pull the insulation tight and staple it in place. Install the purlins over the insulation and fasten them to the trusses through the material. The roof panels can then be installed onto these furring strips using the normal roofing procedure.

In both methods, the metal is installed as the work progresses. Applying insulation and metal together gives the installer a stable working surface and protects the insulation from wind and jobsite damage. Installing all of the insulation first can make the roof more difficult and less safe to work on, particularly when the roof is steep.

Plan Roll Widths To Reduce Waste

A small amount of planning can make installation easier.

One field practice is to begin at the gable edge with a 4-foot-wide roll. After the first 3-foot-wide metal panel is installed, approximately 1 foot of insulation remains available at the next first seam. Subsequent 6-foot-wide rolls can then be installed so

that each seam is easier to reach from the metal panel below.

This approach is not required for every project, but it can reduce awkward reaching for seams and simplify the sequence. Roll widths used should be coordinated with the building dimensions and product being applied.

Seam options should also be considered before material is ordered. Square-edge rolls can be butted together and sealed with compatible tape. Some products are available with a single tab that provides additional material for overlapping the adjacent roll. A tabbed seam can provide full coverage without requiring a wider overlap.

Products with an integrated adhesive tab can also reduce the need for separate seam taping. The important point is to select a seam design the crew can install easily and consistently.



Seal every seam for best performance. PHOTOS COURTESY OF RFOIL

Seal Every Seam

Sealing seams is one of the most important installation details.

Adjacent sections should be butted or overlapped according to the edge type

used. Then seal the joint on the exterior side with a metalized foil tape. If the project requires taping seams from the inside, use a tape that matches the interior facing. For example, a white poly tape can



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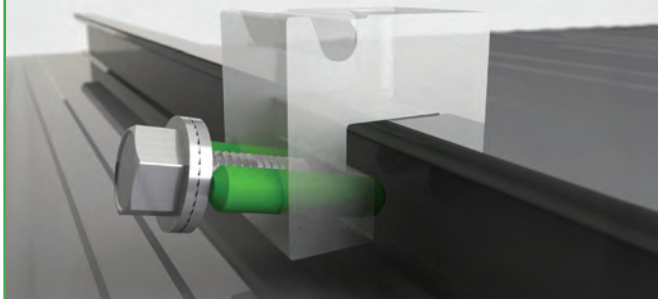


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be applied to a white interior insulation facing.

On both roofs and walls, taping on the exterior side as the work progresses helps keep moisture from reaching the metal panels through open seams. Unsealed joints can allow interior moisture to move between the open seams toward the underside of the metal, where it may collect between the insulation and metal. Over time, trapped moisture can contribute to corrosion concerns.

A sealed seam also helps the insulation function as a continuous vapor-control layer. Stapling the material to the framing is only part of the installation. Joints, edges, and penetrations must be properly sealed as well.

Keep wall installation tight and continuous

For a draped wall installation, attach the insulation at the top purlin and unroll it vertically. Keep the material reasonably tight as it is unrolled, allowing only the slight drape needed between purlins. Staple it to the framing as the installation progresses.

For a furring installation, secure the insulation to the top purlin, unroll it vertically and fasten it to the purlins. Install the furring members over the material and attach the wall panels as usual.

Continue each section from top to bottom. As with the roof installation, attach each layer of insulation and seal the seam. Sealing the seams is important to achieve a continuous vapor barrier at the wall system. If a white interior finish is desired, a white-faced reflective product can be installed.

Protect the Material During Construction

Reflective insulation is durable, but it should still be treated as part of the building envelope rather than a temporary jobsite covering. Avoid unnecessary cutting and tearing, and repair damaged areas with compatible seam tape where appropriate.

Plan around electrical wiring and devices, and exercise caution when installing reflective products near electrical components. The completed assembly should enclose the insulation as intended. It should not be left exposed to weather or used as an exterior finish.

The best results come from matching the product to the construction sequence, maintaining the intended air space, and sealing the seams. Whether the project is a farm agricultural building, garage, workshop or residence, reflective insulation is most useful when it is treated as a system component rather than simply rolled onto the framing.

For post-frame builders, the installation of reflective insulation is familiar: secure the material, maintain the correct orientation, create the appropriate air space, and seal the joints. Those details help determine how well the insulation performs once the building is complete. Properly installing reflective insulation will ensure long-term performance of the insulation system. **PB**

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Lessons that Last

How faith, experience and a strong work ethic can shape the way we lead, serve and live

First of all I don't consider myself a voice of much, but I have had a lot of experiences in life, some good, some bad, some did not seem well but were of the best.

When we think about experience we generally are referring to now, or the past, not the future. Therefore, with the majority of experience being in the past we come to understand that expertise is the conclusive by-product of past experiences. In simple terms, expertise can be defined as knowing not only what to do, but when to do it, how it works, why it works and being able to adapt when challenges arise. It is the advanced knowledge, skill, and practice a person develops in a specific field over time. It comes from consistent learning, hands-on work, problem solving, and repeated

exposure to real-world situations. It comes from simply learning the hard way! Education is important, but if we cannot apply it, what is gained?

The farm was more than a place to live; it was a training ground for character.

And now we add faith to that expertise and it no longer is just a skill set but a way of accomplishing tasks, connecting with people, and if we can attain a faith in Jesus Christ standing at the center of everything, it becomes a way of living out life, which includes business.

Scripture was not reserved for Sunday worship alone. Biblical principles guide decisions, relationships, and

attitudes toward work. There is a clear understanding that labor itself is honorable when done with integrity and gratitude. Colossians 3:23 are more than words on a page: *"Whatever you do, work heartily, as for the Lord and not for men, knowing that of the Lord ye shall receive the reward of the inheritance: for ye serve the Lord Christ."* Faith shapes humility, teaching that blessings come not merely from personal effort, but from God's provision and grace.

For myself, expertise (past experience) before the business world came from growing up in a farm setting in the "Plain Community," which I am still part of. The family farm setting is still idolized as ideal for learning the fundamentals of life and purpose and rightly so, as it is ideal. Growing up in that environment



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taught lessons that no classroom could fully provide. Every season carried its own demands, and every task carried meaning. The farm was more than a place to live; it was a training ground for character. The values learned there—work ethic, perseverance, humility, faith and responsibility become the foundation for navigating life far beyond the countryside.

Life on the farm requires commitment from an early age. Chores were not optional, nor are they postponed because of weather or inconvenience. Fields needed tending, and animals still depend on care regardless of fatigue or circumstance. Hard work is not spoken of as a virtue; it is simply expected. The understanding is clear: if one person neglects responsibility, the entire team feels the impact. This way of life develops a deep respect for labor and consistency. It teaches that success does not arrive through shortcuts, but through steady effort repeated day after day. Harvests

came only after months of preparation. Crops endured storms, droughts, and uncertainty, yet perseverance remains essential. The farm is a living example of patience and endurance.

Faith shapes humility, teaching that blessings come not merely from personal effort, but from God's provision and grace.

Not all have the privilege to experience the agrarian setting, it is doable otherwise, but this is my journey. Meeting with nature daily and its demands and consequences has no substitute. For example, if it rains and the hay gets wet, so be it, there's no choice other than to accept it and make the best out of the situation. There's nobody to shift blame or argue with. When working with nature, decisions are made and results are final.

Nature is often called the best

teacher because it reveals truth through experience, consistency, and observation. Long before textbooks and technology, people acquired wisdom by watching the land, the seasons, animals, and the consequences of their actions. Nature teaches lessons that are practical, spiritual, and personal. Perhaps most importantly, nature teaches honesty. The ground produces exactly what is planted. Good seed and hard work usually bring growth; neglect brings weeds. In many ways, life works the same way. Thoughts, habits, and actions eventually produce visible results. Nature is the most mature and sure teacher we can train under.

Transition from farm life into a manufacturing factory setting seems, at first glance, like stepping into an entirely different world. Yet beneath the surface, the principles learned on the farm remain remarkably relevant. Manufacturing environments demand reliability, discipline, and endurance—



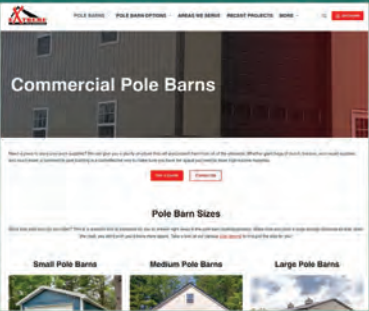
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the very qualities forged through years of farm work. Showing up early, staying focused during long hours, and having the satisfaction of completing difficult tasks become natural habits rather than burdens. With the physical and mental demands of factory work, the adjustment feels familiar because hard work has already become a way of life. The ability to persevere through difficult conditions is invaluable. Factory work often carries pressure: deadlines, equipment failures, staffing shortages, and demanding production goals. The ability to remain calm under pressure and continue moving forward even when circumstances are difficult is essential. When machinery fails or workloads increase, there is no panic—only determination to solve problems and keep working.

Another important lesson that carries from the farm into manufacturing is the value of teamwork. On the farm,

"Whatever you do, work heartily, as for the Lord and not for men, knowing that of the Lord ye shall receive the reward of the inheritance: for ye serve the Lord Christ."

Colossians 3:23

every member of the family had a role. Cooperation is essential because no one person can accomplish everything alone. That same mindset translates naturally into factory leadership. Successful production depends upon people trusting one another, supporting one another, and understanding the importance of every role within the process. Leadership in manufacturing is not simply about authority or titles. It is about influence,

reliability, and example. People are more willing to follow someone who understands hard work firsthand and who is willing to stand beside them during difficult moments. Encouragement becomes especially important in environments where stress and fatigue could easily discourage employees. Many workers faced personal struggles outside of work while also carrying demanding responsibilities inside the factory. A leader shaped by faith and perseverance can offer more than instructions; he can offer hope, patience, and understanding. Sometimes the most meaningful leadership comes through listening, helping someone through a difficult day, or reminding coworkers that their efforts matter.

When we decide to no longer punch the time card and become a business owner the challenge of balancing work and family can become very real. It begins with understanding that both require

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intentional time, attention, and presence. Balance does not always mean giving equal hours to each every day. It means making sure that neither work nor family is continually sacrificed at the expense of the other. One of the most important principles is learning to be fully present wherever you are. When at work, give your best effort and maintain integrity in what you do. When at home, give your family your attention, patience, and involvement. Many people are physically home but mentally still at work. Real balance happens when the people closest to you know they matter more than the demands of a schedule. Setting priorities is essential. Work provides income and stability, but family provides emotional strength, purpose, and legacy.

A workplace can often replace employees, but families cannot replace a husband, wife, father, mother, or friend. Understanding what matters most

helps guide decisions about overtime, commitments, and personal time. People who grow up in hardworking environments sometimes struggle to slow down because productivity becomes tied to identity. But family often remembers not how many hours were worked, but whether love, encouragement, and time was shared along the journey. Work supports life, but family gives life much of its meaning.

Faith, vision, and mission needs to guide these interactions. In both farming and manufacturing, people desire dignity, purpose, and encouragement. Servant leadership is a model for leading others with compassion and humility. True leadership is not about controlling people, it's about building them, inspiring them, helping them succeed, lifting morale, and treating others with respect. It's about being mutually profitable... meaning employer, employee and your customer. True success is measured not merely by

productivity, position or profits, but by the impact made on others and by the strength of the relationships built along the way. These is an equal responsibility shared by employers and employees to fulfill Colossians 3:23: *"Whatever you do, work heartily, as for the Lord and not for men, knowing that of the Lord ye shall receive the reward of the inheritance: for ye serve the Lord Christ."*

A life built on faith, integrity, and perseverance leaves an example for future generations. Whether standing in a field at sunrise or walking through the noise of a factory floor, the same principles remain true: work with purpose, lead with humility, encourage others, and put all trust and honor to God through every season of life. God Bless,

A Fellow Servant. **PB**

Firman Miller is the Operations Manager at Paint Valley Parts, Millersburg, Ohio.

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Roofing Opportunities

Coating a Commercial Metal Roof with Liquid Butyl Rubber

A step-by-step field process for a 20,000 sq. ft. standing-seam metal roof — from the Roof Protect wash-down through Seam Tight repairs to a finished, seamless one-coat membrane.

A large commercial metal roof fails in predictable places: seams, fasteners, flashing, and the rust that creeps out from under them. Tear-off is expensive and disruptive to the business underneath. Liquid Butyl Rubber solves the same problem for a fraction of the cost by turning the existing metal roof into a single seamless waterproof membrane with one coat and never primer needed, applied by a small crew, with the building fully occupied. Here is how a professional crew does it.



Figure 1. Before. Twenty thousand square feet of weathered standing-seam metal with rust bleed at the fasteners.
PHOTOS COURTESY OF EPDM COATINGS

1. Survey, Measure, and Plan the Day

Start with a walk of the entire roof. Note every seam separation, torn lap, backed-out fastener, rusted panel, and penetration, and mark them with chalk so you don't miss anything later. Then measure the true surface area. On a corrugated or ribbed metal roof, the raised profile adds real square footage — measure the ribs and add them to the flat area, or the job will come up short on material.

Liquid Butyl Rubber covers approximately 50 sq. ft. per gallon on a smooth substrate, or 250 sq. ft. per 5-gallon pail. Apply it at 50°F or higher for best results; it needs 55°F to cure, and the substrate temperature should stay below 130°F. Pick a day with no rain in the forecast — although the coating waterproofs within about three hours of application and is tack-free in six to eight hours.

2. Clean the Roof with Roof Protect

Adhesion is won or lost here. Roof Protect is an eco-friendly,

biodegradable cleaner formulated to work with Liquid Butyl Rubber; it chemically lifts oil, grease, mildew, and dirt and contains a mildewcide to kill mold spores before coating.

For a first cleaning before coating, dilute Roof Protect 1:5 with water—one cup of cleaner to every five cups of water. One gallon covers up to 500 sq. ft., so budget roughly 40 gallons of concentrate for a 20,000 sq. ft. roof. Wash the roof down with water, apply the solution, scrub with a soft-bristle brush, then rinse thoroughly and let it dry. For larger roofs, if you are power washing, stay at or below 2,000 PSI: begin at the lowest point of the roof and work upward, and once you reach the highest point, work back down with a final rinse to carry the loosened contaminants off the roof. Keep the solution off painted surfaces and vinyl siding. On subsequent annual cleanings, a 1:10 dilution is enough.



Figure 2. Applying Roof Protect. Crew scrubbing and rinsing from bottom to top before any coating goes down.

Critical: The roof must be **completely dry before applying any Liquid Butyl Rubber**. The product will not adhere to a damp surface. On a roof this size, plan the wash as its own day.

3. Repair Seams, Fasteners and Gaps with Seam Tight

With the roof clean and dry, address everything you chalked on day one. Repair or reinforce any hole, gap, seam, or tear wider than 1/16 inch. Wire-brush rusted areas to remove as much loose oxidation as possible—light corrosion that is tight to the panel can be coated over directly, but heavy rust gets a coat of Seam Tight first.

Seam Tight is a butyl seam compound with 400% elongation and 1,000 PSI tensile strength, and it is UV stable. Brush or roll it on; apply heavy, uniform coats over fasteners, seams, laps, and penetrations. Coverage runs about a 6-inch-wide band by 45 linear feet per gallon. For a torn or open seam, lay the product down roughly 8 inches wide with a roller or brush, embed a poly fabric into the wet compound, and let it dry—the following day, recoat the area with Liquid Butyl Rubber so the seam is fully encapsulated and will not come undone, and used on properly prepared surfaces. Apply between 50°F and 95°F; it waterproofs in about four hours and fully dries in 12 to 15 hours.

4. Chalk the Roof and Mix the Material

Divide the roof into measured sections with chalk lines so the crew can hit the spread rate by eye. For 5-gallon pails, lay out 25 ft. × 10 ft. (250 sq. ft.) grids. When a section is filled in, the pail should be empty — that is the built-in check that you are applying at the correct 20 mil thickness.

Mix each pail with a drill and paddle mixer until a vortex forms, for three to four minutes. Gear for the crew: long-handled rubber squeegees, long-handled 3/8-inch nap rollers, chip brushes for corners and hard-to-reach sections, a rubber spatula, a bag of rags,

and mineral spirits or xylene for cleanup while the product is still wet. The product can also be sprayed with an airless sprayer or a spreader

5. Apply the Coating — One Coat, Seamless

This is a true one-coat application; there is no second coat. Broadcast the material onto the roof in a letter “S” pattern. Follow



Figure 3. Detailing the penetrations. The crew applies the product using medium-nap rollers meant for solvent-based products.

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Figure 4. After, up close. Another significant benefit is that it waterproofs within 3 hours of application.

immediately with the 3/8-inch nap roller to release trapped air and even out the film—several strokes, moving at a speed that doesn't drag the material along. The product spreads more easily at higher temperatures and is less forgiving below 50 F.

Even thickness is everything: no thick puddles, no thin spots. Roller and brush marks that show at first will disappear within a couple of minutes as the product self-levels into a smooth, seamless membrane. Cut in corners, curbs, pipe penetrations, and edges with the chip brush. Wipe drips and splatter with rags and mineral spirits while the material is still wet. Work the chalked grid section by section, keeping a wet edge moving across the roof. On roofs approaching 10,000 sq ft and up, a spreader or commercial airless sprayer will significantly cut application time.

6. Cure, Inspect and Hand Over

Liquid Butyl Rubber stays somewhat tacky for a couple of hours and is not fully cured for up to twenty-four hours depending on nighttime temperatures. At temperatures over 75 degrees, it begins curing more quickly. Wait roughly 24

to 48 hours before walking the finished surface; once fully cured, it can handle foot traffic, inspections, and HVAC service. If the temperature drops below freezing overnight after application, no harm is done—the solvent simply goes dormant, and curing resumes when the roof warms back above 55°F, which is why crews can run these projects well into late fall. This chemical curing process has allowed many customers over the years to fix roof issues instead of waiting for spring with other roof coatings.

Walk the roof for a final inspection: confirm every seam, fastener, and penetration is encapsulated, the film is uniform, and no area was left thin. Then leave the owner with the maintenance step — an annual Roof Protect wash at 1:10 dilution to lift dirt and grease and extend the service life of the membrane.

Why It Works on Metal

A metal roof expands and contracts as temperatures change. And between a coating and the metal roof, the roof always wins. That is why you need a coating with significant elongation and tensile strength. Extend the life of your roof another 18-20 years. Liquid Butyl Rubber stays flexible, bonds directly to properly cleaned metal, and — because Seam Tight has already bridged the gaps and Liquid Butyl Rubber self-levels over the top — the finished roof has no fasteners, laps, or seams left exposed to water.

This is a true one-coat application and never needs a primer. This is because of the proprietary solvent the company developed years ago. Unlike other coatings that dry at ambient temperature, Liquid Butyl Rubber chemically cross-links and fuses to the roof substrate. If you were to look at the curing process under a microscope, you would literally see the molecular strands of the solvent cross-linking to each other; a unique curing process not seen in traditional coatings. **PB**

Greg Kazmierczak is the Sr. VP of sales for EPDM Coatings—a manufacturer of a unique Liquid BUTYL Rubber with a 30-year history of success.

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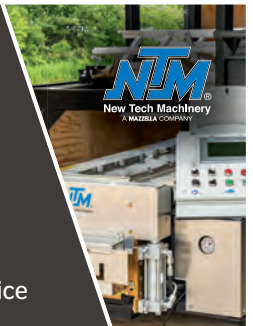
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Builder Tips

Minimize Nail Pops

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

Nail “pop” or “backout” describes the protrusion of nail heads above the surface sometime after they were originally driven into the wood (Figure 1). This sometimes happens when green (wet) lumber shrinks because of drying. The nail point stays put while the lumber shrinks along the shank, exposing the nail head.

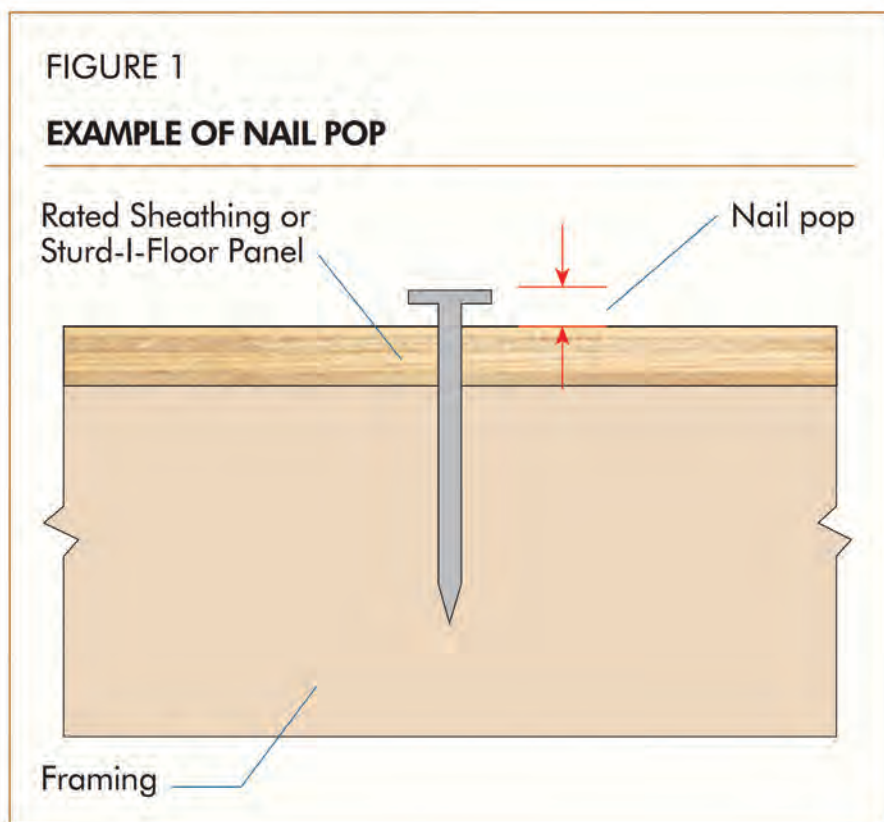
Repeated wetting and drying of the wood may also cause “cumulative pop” (the nail backs out of the wood incrementally). Staples can also “pop” or “backout” under these conditions.

Tip 1: Choose the correct materials.

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

Tip 2: Use the proper length of fasteners.

When attaching plywood underlayment to a subfloor (Figure 2), use nails having a length approximately equal to the total thickness of the subfloor and



underlayment layers. If pneumatically driven fasteners are used, foot pressure should be applied near the fastener to assure contact between the underlayment and subfloor. Do not overdrive or underdrive fasteners, which could result in “telegraphing” fastener or panel joint location through resilient tile or sheet flooring.

Tip 3: Reduce nail pops.

Use of deformed-shank nails may help reduce cumulative pop. For fastening underlayment, APA recommends ring- or screw-shank nails.

Tip 4: Prepare the framing surface.

Attach wood structural panel roof

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

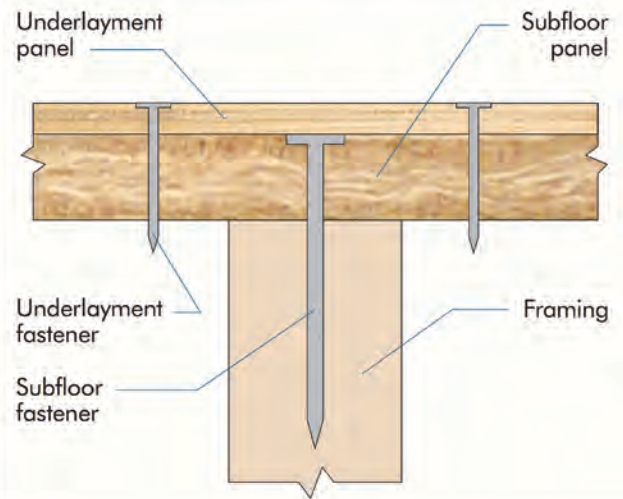
Bryce Luckett is an engineered wood specialist within APA's Market Access and Development division.

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FIGURE 2

ATTACHING PLYWOOD UNDERLAYMENT TO SUBFLOOR



New Product

MWI Components Introduces X-Treme Series Ventilation Products

MWI Components has introduced its X-Treme Series of ventilation products, which includes X-Flex, X2, and XE. The products are designed to provide airflow while helping protect roof assemblies from moisture, insects, dirt, and debris.

X-Flex is a ridge ventilation product designed to promote airflow while helping prevent pests and debris from entering the roof system. It is available in multiple profiles to accommodate a variety of roofing applications.

X2 is a closure ventilation product constructed from non-woven modified PET fiber. The design provides airflow while helping reduce moisture buildup and freezing concerns. The material also helps keep dirt, insects, and debris out of the roof assembly. The product is designed for straightforward installation.

XE provides a ventilation option with durable construction and a focus on ease of installation. It is designed to provide dependable ventilation performance while offering an economical alternative for applications where budget considerations are important.

The X-Treme Series products are available for use in a range of roofing applications, giving contractors, builders, and distributors options for addressing ventilation requirements while considering airflow, moisture management, durability, and installation.

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X-Flex X-Treme ridge vent closure.



X2 Classic Ag closure. PHOTOS COURTESY OF MWI COMPONENTS

Where Did All the Profit Go?

Recently, I was speaking with the owner of a busy trades business. By most standards, business was going well. The phones were ringing, the schedule was full, and there was no shortage of work. Like many owners, he was putting in long hours while carrying the weight of leading both a growing business and a growing family. As we talked, one thing became increasingly clear. The challenge wasn't finding customers or keeping everyone busy. The challenge was profitability. In fact, his profit margins were well below industry norms, yet despite working harder than ever, he wasn't sure what needed to change.

Profitability is a subject that receives far less attention than sales, marketing, or growth, yet it is one of the clearest indicators of a healthy business. Unfortunately, it's also one of the most misunderstood words in business. Some people hear the word profit and immediately assume it means putting money ahead of people or compromising quality in pursuit of a bigger paycheck. Nothing could be further from the truth. Healthy profitability isn't about greed; it's about stewardship.

A profitable business has the freedom to hire good people, invest in better equipment, weather difficult seasons, serve customers with excellence, spend more time with family, and give generously to causes that matter. Without healthy profit, even the best businesses eventually begin operating from a place of pressure instead of purpose. That's why every business owner should occasionally stop and ask one simple question: "Where's the profit?" Not because the business is failing, but because it's remarkably easy to confuse activity with progress.

One of the most memorable pictures in Scripture comes from Haggai 1:6: "... he who earns wages does so to put them into a bag with holes." It's a simple picture,

but one many business owners can immediately understand. The work gets completed. Customers pay their invoices. Revenue comes into the business. Yet when the month comes to an end and the income is reviewed, there never seems to be as much left over as expected. Like the business owner I mentioned earlier, our first instinct is often to chase more work. Sometimes that's the answer. But often the issue isn't what is going into the bag; it's the holes we've failed to notice.

Healthy profitability isn't about greed; it's about stewardship.

To provide a little more context, God wasn't saying that earning a living is supposed to feel like putting wages into a bag with holes. Rather, He was correcting the Israelites and showing them that there was a reason their hard work wasn't producing the results they expected. Whether you're reading the passage from a business perspective or simply appreciating the illustration, it's a picture that still speaks today. A bag with holes will never hold what it was designed to carry, and businesses often work the same way. Most companies don't lose profitability because of one catastrophic decision.

More often, profit quietly slips away through dozens of ordinary decisions that seem insignificant on their own. Over time, those small leaks become significant, leaving owners wondering why the reward never seems to match the effort.

One of the most common patterns I see is what I call the cycle of unprofitable busyness. It's interesting how being busy can deceive us into feeling productive. At the end of the day, we collapse into a chair exhausted. Our spouse asks, "How was your day?" and after working twelve hours, we laugh and respond, "I have no idea." Most business owners have experienced that moment. We worked hard, answered

the calls, solved the problems, and put out the fires. But did any of it actually move the business forward, or were we simply moving faster inside the same problems?

Business owners are especially susceptible to this because activity feels productive. Profitability, however, requires reflection. Eventually, every successful owner reaches a point where they realize they can no longer wear every hat, solve every problem, and measure success by how exhausted they are at the end of the day. Instead, they begin measuring something far more important: the overall health of the business.

If you're reading this and thinking, "I really do need to focus more on profitability," here's a simple place to begin. At the end of each month, instead of simply asking, "How busy were we?," ask yourself:

- Which jobs produced the healthiest profit?
- Which jobs quietly drained our profit?
- Did we price our work in a way that reflected the value we provided?
- What is one hole in the bag we can repair before next month?

While you can't solve profitability overnight, these questions will begin changing the way you think about your business. Before chasing more work next month, take a careful look at the work you've already completed. Ask where profit was earned. Ask where it quietly slipped away. Ask if you priced your work correctly rather than competing on price. Then begin repairing the holes. You may discover that the greatest opportunity for growth isn't found by adding more to the bag. It's found by making sure the bag no longer leaks. **PB**

Zach Forner is the founder of Profit Builders Group™, where he helps roofing and construction companies strengthen profitability, leadership, sales, and business operations through Christ-centered methods.

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