

# METAL ROOF BUYER'S GUIDE



5 Simple Steps to  
Simplify Your Metal Roofing Journey

# WANT A GREAT ROOF? START WITH METAL

**Metal offers a number of benefits as a construction material. It's fire resistant, 100% recyclable, can be formed into a multitude of shapes and is one the most durable products available on the market. Most importantly, metal is available in a variety of color and finish options to enable the fulfillment of almost any design vision.**

This guide is designed to simplify the process of selecting the ideal metal roofing product by breaking it down into clear, actionable steps. Choosing the right solution involves several important factors, from achieving the desired aesthetic to ensuring long-term performance.

While the technical terminology surrounding metal roofing can feel overwhelming, not all terms are essential for making an informed purchase. This guide highlights key insights and practical steps to guide homeowners, residential remodelers, and DIY enthusiasts through their buying journey. For more technical assistance, please reach out to ASC Building Products or your trusted installer.

● **For further help selecting the right color, or finding the right design inspiration, visit [ascbp.com](http://ascbp.com).**

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# WHO IS ASC Building Products?

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**ASC Building Products manufactures metal roofing and siding, creating beautiful and durable products.**

At ASC Building Products, we understand the critical factors in delivering high-quality metal roofing solutions. Metal is unique because its paint is applied before being formed into the final product through a roll-forming process. This approach requires the paint to be exceptionally durable to withstand the forming process while maintaining consistency and quality through automated, tightly controlled environments.

The result is a finished product with reliable color performance, corrosion resistance, long-term durability, and a robust warranty—qualities that ASC Building Products has consistently delivered for over 50 years. Our materials have been trusted on thousands of roofs and walls across the Western United States, ensuring lasting performance and visual appeal.

As a trusted brand, you can count on ASC Building Products' variety of metal panels and colors to provide performance, long-lasting value, and peace of mind to protect what's important. ASC Building Products sells through a vast network of reliable distributors and home improvement centers.



**Tahoe Blue**  
SRI: 70 • LRV: 53

# FIVE STEPS FOR METAL SUCCESS

This guide outlines the metal roof purchasing journey into 5 simple steps. We'll explore each step in detail and provide a glossary of important terms.



## STEP ONE UNDERSTAND YOUR APPLICATION

PAGE 7

Identify and understand important considerations of your specific roof project.



## STEP TWO SELECT YOUR MATERIAL & COLOR

PAGE 10

Review the material and finish options available, and select the best option for your project.



## STEP THREE SELECT YOUR PRODUCT

PAGE 17

Understand the different products available, their advantages and differences.



## STEP FOUR FINE-TUNE OPTIONS

PAGE 26

Review additional product options which may improve the overall solution for your project.



## STEP FIVE FIND THE RIGHT INSTALLER

PAGE 29

Know what to ask and look for in your metal roof contractor.



**ZINCALUME® Plus**  
SRI: 64 • LRV: 67



# STEP ONE

## UNDERSTAND YOUR APPLICATION

**Metal is a highly versatile product available in many shapes, sizes and configurations. Knowing the details of your specific application in advance will strongly influence your color choice and product selection.**

Application considerations are summarized in the table below. The specifics of your project and the environment will impact a number of product and color considerations when selecting metal.

CONSIDERATIONS	
<b>AESTHETICS</b>	
<b>What look do you want to achieve?</b>	<ul style="list-style-type: none"> <li>• Choose colors and shapes to complement or contrast the structure.</li> <li>• Decide on brightness, contrast, and reflective preferences (LRV and SRI).</li> <li>• Select fastener type (exposed or concealed) to impact appearance.</li> <li>• Metal aesthetics vary with panel ribs, seams, and shadows.</li> </ul>
<b>STRUCTURE TYPE</b>	
<b>What are the characteristics of the structure?</b>	<ul style="list-style-type: none"> <li>• Determine product needs based on visibility, slope, and lifespan.</li> <li>• Is the installation on a solid base or open structure (e.g. plywood, OSB deck, etc.)?</li> <li>• Assess if the structure needs to be altered or improved in advance of a new roof installation, such as roof deck condition, insulation and more.</li> </ul>
<b>ENVIRONMENTAL</b>	
<b>What is the environment where the roof will be installed?</b>	<ul style="list-style-type: none"> <li>• High corrosion areas (e.g., near saltwater) may need enhanced protection.</li> <li>• Products are designed to handle fire, wind, hail, thermal expansion, and weathertightness.</li> <li>• Optional accessories, like snow retention devices, may improve performance.</li> </ul>
<b>FINANCIAL</b>	
<b>What is your budget?</b>	<ul style="list-style-type: none"> <li>• Material cost depends on type, thickness, and paint system.</li> <li>• Standing seam panels (concealed fasteners) cost more than exposed fastener panels.</li> <li>• Clips and complex roof designs add to installation costs.</li> </ul>
<b>Code and Regulation</b>	
<b>What are the regulations of the area?</b>	<ul style="list-style-type: none"> <li>• HOAs may restrict materials, gloss levels, or colors.</li> <li>• Building codes or jurisdictions may specify required products or installation types.</li> <li>• Insurance companies may outline requirements or offer premium discounts for metal.</li> </ul>



# STEP ONE (continued)

## UNDERSTAND YOUR APPLICATION



## SECTION SUMMARY

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**By understanding the specifics of your metal roof application, you will be better positioned to select the right product.**



**Key considerations for installation include aesthetic preferences, structural characteristics, roof environment, project budget and the broader regulatory environment.**



**Each of these considerations will be addressed in the following sections of this guide.**



**Zinc Gray**  
SRI: 43 • LRV: 22



## STEP TWO

### SELECT YOUR MATERIAL AND FINISH

**The selection of the base metal and the type of paint finish will significantly impact product performance, price, and long-term aesthetic appeal.**

The primary material options for metal roof products are steel, aluminum, copper and zinc. Steel is one of the most economical choices for roofing applications, offering exceptional corrosion resistance thanks to its protective metallic coating. This coating, composed of zinc and aluminum, is applied to the steel before painting to ensure long-lasting protection. ASC Building Products' steel roofing is engineered with a metallic coating designed to provide durability and performance that can endure for decades.

Aluminum is a lighter metal that offers superior corrosion resistance to steel and is often used for coastal applications. Aluminum is softer and more malleable than steel, which means it can be used to make more complex shapes. This also means it is easier to deform and does not offer the same wind performance attributes as steel, unless a thicker more costly grade of aluminum is used.

Copper and zinc are considered exotic materials for most roof applications due to their distinctive appearance, yet significantly higher price point.

MATERIAL	PROS	CONS	PRICE
STEEL	Price, corrosion-resistance, durability, availability, comes in a variety of shapes and colors, contractor familiarity, recyclability	Can rust prematurely if installed or cut incorrectly, some products not suitable in coastal applications, harder to form into complex shapes	\$
ALUMINUM	Lightweight, very rarely corrodes, comes in a variety of shapes and colors, malleable, and easy to cut and form, recyclability	Softness and impact on product performance, prone to denting, weaker wind uplift performance, more expensive compared to steel for comparable products	\$\$
COPPER	Distinctive look, aged patina color, never rusts, easy to cut and form, lightweight, can be soldered	Cost, skilled installation needed to allow for greater thermal movement, runoff stains surrounding areas	\$\$\$\$
ZINC	Classic color, never rusts, longevity of 60+ years, less energy intensive production process, low reflectivity, easy to form	Cost, requires skilled installation, underside corrosion if installed incorrectly, need to allow for greater thermal movement, more restrictive color palette	\$\$\$\$

# STEP TWO (continued)

## SELECT YOUR MATERIAL AND FINISH

### NOT ALL PAINT IS EQUAL

Painted metal roofing products typically feature three primary paint systems, each varying in performance longevity, cost, and warranty. The three most common paint systems are:



**Standard Polyester (Poly)  
ColorGuard 25 with Spectrascape®**



**Silicone Modified Polyester (SMP)  
Dura Tech™ xl or Dura Tech™ nt**



**Fluorocarbon/ Polyvinylidene Fluoride (PVDF)  
Dura Tech™ 5000 or Dura Tech™ mx**

**STANDARD POLYESTER PAINT SYSTEMS** are the most economical option, offering basic UV resistance and typically shorter product warranties compared to SMP and PVDF systems. In general these systems can be modified for varying performance levels and are available in a wide range of colors and gloss finishes, thanks to their flexibility. ASC Building Products only offers this system for agricultural and light-commercial applications, in a select range of economy products.

**SMP (Silicone Modified Polyester) PAINT SYSTEMS** are a step up in durability from standard polyesters. Their enhanced resin structure improves UV resistance, making them more resistant to chalking and fading. With good weatherability and a balance of performance and cost, SMP systems are the most common choice for residential roofing applications.

**PVDF (Polyvinylidene Fluoride) PAINT SYSTEMS** are the most durable option. They provide outstanding resistance to chemicals, chalking, fading, and weathering, even in harsh environments with urban grime, salt, or high humidity. Highly formable and ideal for intricate shapes, PVDF systems are often used in premium architectural and commercial projects. While more expensive, their superior performance may justify the cost for certain applications.

(continued) **STEP TWO**  
**SELECT YOUR MATERIAL AND FINISH**

Metal is painted in a continuous, efficient process, resulting in tight quality control and high product consistency. The process involves extensive production equipment and large quantities, which is why most metal roof manufacturers will offer a select color range compared to products such as interior paints.

<b>PAINT SYSTEM</b>	<b>POLYESTER</b>	<b>SMP</b>	<b>PVDF</b>
<b>OVERALL</b>	Good to better	Better	Best
<b>PRICE POINT</b>	Cost effective	Moderate	Higher
<b>WARRANTY</b>	25 Year	Limited Lifetime Residential and 25 Year Non-Residential	Limited Lifetime Residential and 40 Year Non-Residential
<b>DURABILITY</b>	Limited to Good	Medium to High	Highest
<b>APPLICATION</b>	Versatile, but typically low exposure applications such as agricultural and industrial buildings.	Wide range of construction applications including residential and commercial.	High-end, high-profile, architectural and commercial.
<b>BRANDS</b>	ColorGuard 25 with Spectrascape®	Dura Tech™ xl Dura Tech™ nt	Dura Tech™ 5000 Dura Tech™ mx

# STEP TWO (continued)

## SELECT YOUR MATERIAL AND FINISH

### WHICH COLOR?

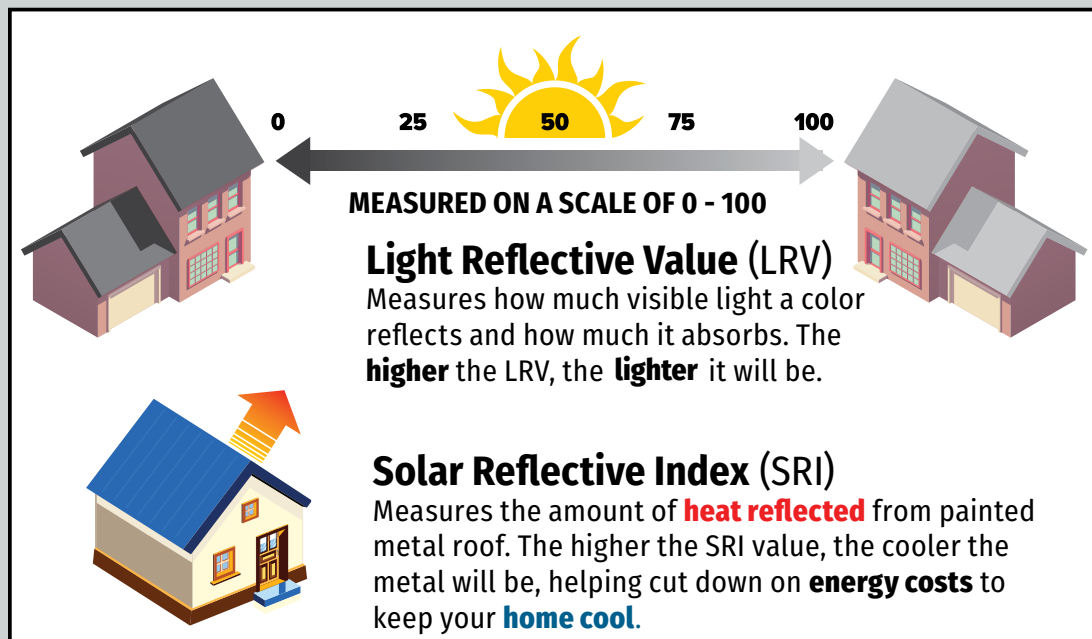
You may have your favorite color selected, but before making a final decision, there are a number of things to consider, including:

**IS IT A “COOL” COLOR?** “Cool” colors are coatings with pigments that have been altered chemically and physically to reflect Near Infrared (NIR) wavelengths. NIR light, which is not visible to the human eye, is responsible for heat generation. Reflecting NIR wavelengths means heat is reflected from the surface, improving the structures energy efficiency by reducing cooling costs.

**IS IT DARK OR LIGHT?** If you are looking to maximize structure efficiency and reduce heating costs, a light color is recommended. This does not mean just white – bright silvers or bare products such as ZINCALUME® are also highly efficient. Lighter colors will show dirt and dust more readily compared to darker finishes.

**HOW DO YOU WANT IT TO LOOK UNDER NATURAL LIGHT CONDITIONS?** Light Reflectance Value (LRV), often referred to as glare, measures the amount of visible or usable light that reflects from a surface. LRV is expressed as a percentage from 0 to 100; the higher the number the more visible light that is reflected. Typically, lighter colors will have a higher value than dark colors. These values are also published on color cards. Reducing LRV values may be required in order to meet HOA requirements or for better structure integration.

**IS IT A METALLIC FINISH?** Metallic finishes, due to the unique characteristics of their pigments are highly sensitive and can vary between manufacturing batches. Additional care is required by the product installer to ensure batches are not mixed or panels installed in differing directions.



SRI values in accordance with ASTM E1980 and are based on independent testing. Cool Roof Rating Council (CRRC) performance values (for CA Title 24) are based on color families.



## PEACE OF MIND WHAT A PAINT WARRANTY COVERS

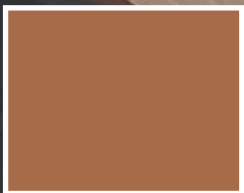
ASC Building Products offers robust warranties for our metal roofing products, ensuring long-term performance and customer satisfaction. Metal roofing can be subject to three warrantable types of excessive deterioration. They are excessive chalking, color fade, and delamination of the topcoat or primer.

**CHALKING** is caused by the degradation of the resin system on the surface, mainly due to UV rays. As the resin breaks down, resin particles along with embedded pigment particles lose adhesion and take on a white appearance. The physical similarity of these particles to chalk underpins the term 'chalking'.

**FADING** is caused when UV rays and substances in the environment attack the pigments in the paint and cause their color to change. Color change is typically assessed based on its variance to the base state when new.

**DELAMINATION** is the loss of paint adhesion to the metal or between the primer and the topcoat. It can be visually apparent in a number of forms including bubbling, peeling, checking, chipping, cracking, or complete loss of the top coat.

Coverage against these three items, and the length of this coverage will vary significantly between paint system types. For example, a polyester system will likely have little or no paint fade warranty coverage compared to a PVDF system. Carefully read the warranty being offered along with proposed remedial actions. The failure of a paint system can be due to improper application, poor formulation, poor coater quality control, or site-specific environmental conditions.



**Copper Penny**  
SRI: 53 • LRV: 28

## **STEP TWO** (continued)

### **SELECT YOUR MATERIAL AND FINISH**



## **SECTION SUMMARY**

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**Four common metal types, each with their own unique strengths. Steel is the most common for its combination of cost and performance.**



**Not all paint systems are the same. Of the three common paint systems, SMP is most commonly used for residential applications, due to a mix of performance and cost.**



**There are a number of things to consider when selecting a color including its efficiency and reflectance of light.**





ZINCALUME® Plus  
SRI: 64 • LRV: 67



## STEP THREE

### SELECT YOUR PRODUCT

**ASC Building Products harnesses the versatility of metal to deliver high-performance roofing solutions. Our painted metal panels are crafted to meet diverse project needs, offering the flexibility to be formed into a wide range of shapes and sizes.**

Utilizing advanced roll-forming technology, we ensure each panel is progressively shaped to its final form with precision. This process maintains the integrity of our durable finishes, guaranteeing consistent quality and long-lasting aesthetic appeal.

Selecting the right roof product by comparing different manufacturer offerings can be a challenge. While the list of product names may appear exhaustive, often products are variations of the same profile and fall into broad product types.

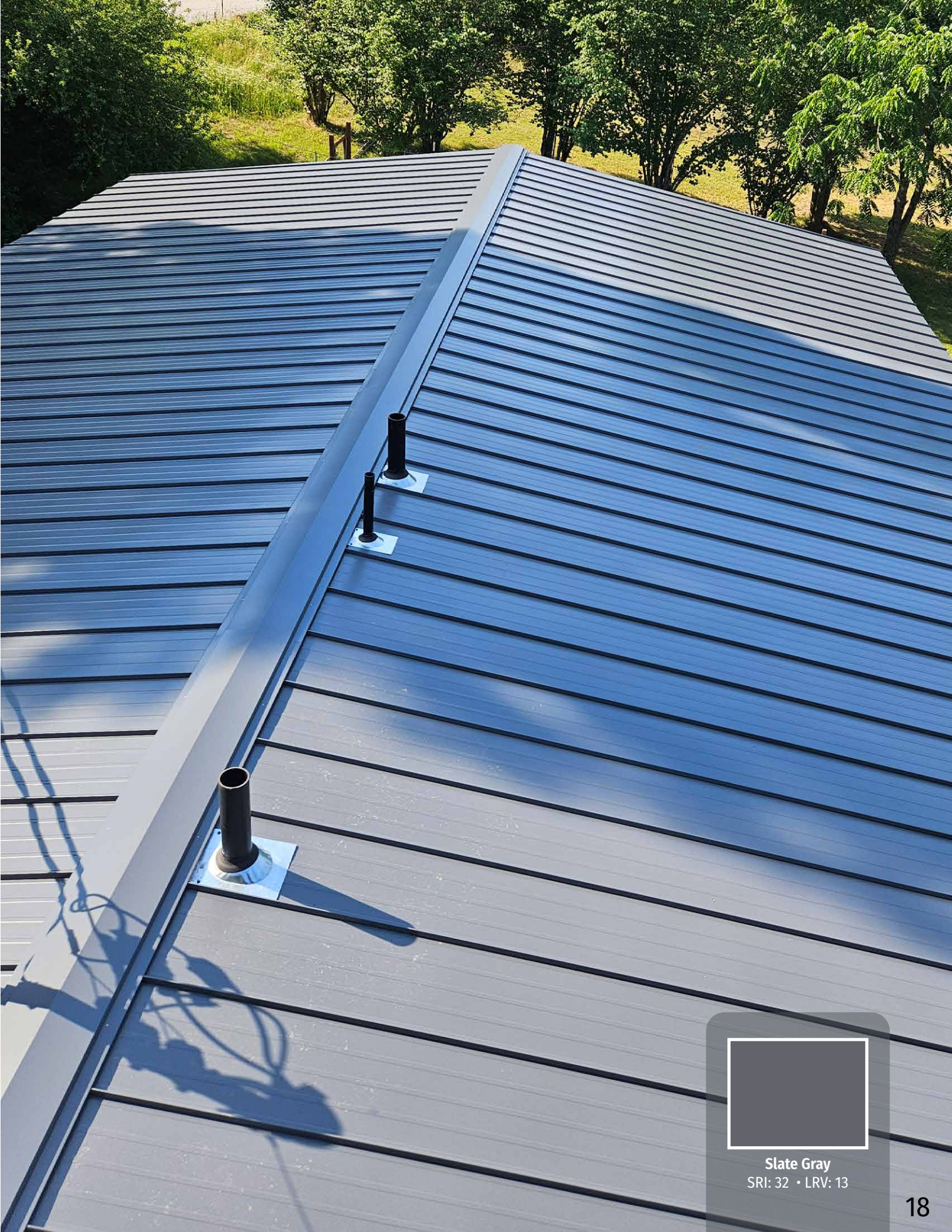
The following section is designed to provide a straightforward overview of ASC Building Products' line of metal roofing panels. These include:



**CONCEALED FASTENED PANELS**



**EXPOSED FASTENED PANELS**



**Slate Gray**  
SRI: 32 • LRV: 13

# STEP THREE (continued)

## SELECT YOUR PRODUCT

### Concealed Fastened (also known as standing seam)

Standing seam is the most common metal roof type for both residential and commercial applications. The seam is the vertical rib which interlocks between each profile and is raised from the flat base pan of the panel. The fasteners that attach these panels to the structure underneath are covered in the installation process, which is why they offer superior weathertightness and are also called concealed fastener roofing.

Standing seam panels incorporate one continuous piece from ridge to eave and are available in a variety of widths from 12 to 18 inches. The wider the panel the faster it can be installed, however, panel widths have a significant impact on the installed appearance. Panel width also impacts wind uplift performance as there are fewer roof attachment points in wider panels.

For most residential structures, 16 inch profiles provide the optimum configuration between desirable roof aesthetic, performance and speed of installation. Evaluating the rib height (height of the seam above the pan) is also important when making a product selection. A taller rib height will cast a more dominant shadow, creating greater visual distinction. For most smaller, residential applications, the shorter rib height is selected so as not to create dominant lines that may clash with other structure aesthetics.

### WHY DO I SEE SO MUCH STANDING SEAM?

Standing seam is by far the most prolific profile used for residential homes in the US. But why? Standing seam offers a number of benefits, including:

- Attractive, clean appearance that integrates well with a broad range of residential home styles.
- Installs over a base deck (such as OSB, plywood etc.) similar to other roofing materials.
- Can allow for thermal expansion (expansion and contraction of metal without damage).
- Offers a mix of performance relative to a cost effective price point.

(continued) **STEP THREE**  
**SELECT YOUR PRODUCT**

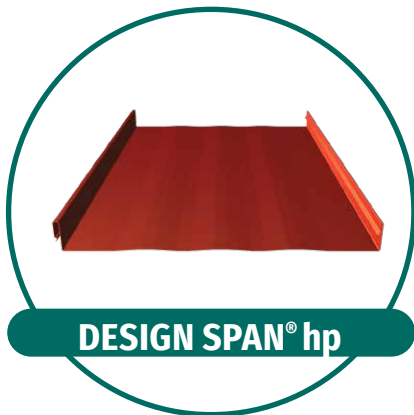
**STANDING SEAM OPTIONS:**



**Skyline Roofing** features snap-together panels made from 26-gauge steel with 12" or 16" net coverage. Panels have a 1" rib height and optional ribs or striations to minimize the appearance of oil-canning. All flat metal surfaces can display waviness commonly referred to as oil-canning. Oil-canning is an inherent characteristic of steel products, and not a defect.



**Skyline Roofing hp** is a high-performance panel crafted from a thicker 24-gauge steel, featuring a higher performance PVDF paint system. It comes in a 16" coverage and maintains the same 1" height and options as Skyline Roofing. This roofing is a trusted favorite among homeowners and roofers, making it the perfect choice for new residential construction or remodels.



**Design Span hp** is a high-performance structural panel engineered to exceed extreme wind and water infiltration requirements. This clip-attached panel is available in 12", 16", 17", and 18" widths, with a 1<sup>3</sup>/<sub>4</sub>" rib height, and offered in 24 and 22-gauge steel. Its seamless compatibility with traditional building materials provides exceptional flexibility, making it a top choice for owners seeking lasting performance and timeless appeal.

# STEP THREE (continued)

## SELECT YOUR PRODUCT

### Exposed Fastened (also known as through fastened)

These type of panels are lapped, or overlapped, one over another, with the fastener attached from the outside and driven directly through the metal. These panels are highly versatile and can be installed over a variety of substrates including lumber, plywood, steel deck and even masonry. Unlike many standing seam roofs, these profiles can be installed over open framing. This option is more economical as the individual sheets are cheaper to manufacture and package, provide broader coverage, and are faster to install. Since the fasteners are driven from the outside, they are visible once installed.

Exposed fastener panels will vary based on their configuration of ribs, which is the design and spacing of the raised parts of the panel. In general, these panels don't have large spacing between the ribs, as these ribs and their frequency, add strength to the panel, which is important once installed and when being handled. Agricultural and commercial applications are common for this type of panel where speed of installation and cost effectiveness are important factors.

This type of profile is attached using screws with washers and rubber grommets to create a weathertight seal. These fasteners must be placed strategically and with the right torque to ensure structural integrity and a correct seal. For additional weathertightness, some installers will place sealant between the seams. Exposed fastener roof panels are not suitable for low-sloped roof applications.

### VERSATILITY. EASE OF INSTALLATION.

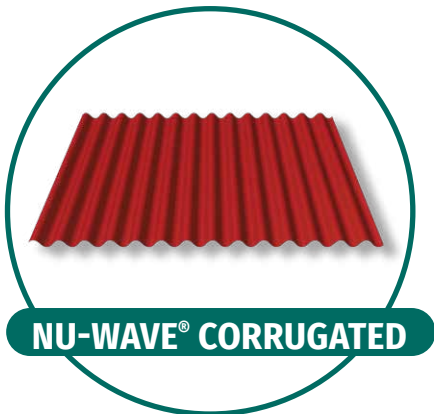
- Economical and faster installation – Panels are designed for quick assembly, reducing both material and labor costs.
- Compatible with various substrates – Can be installed over multiple surfaces, including lumber, plywood, steel decking, and even masonry.
- Ideal for agricultural and commercial projects – Strength and durability make these panels a popular choice for large-scale applications.
- Visible fasteners with effective sealing – Rubber grommets on fasteners create a weather-tight seal, ensuring structural integrity and performance.

(continued) **STEP THREE**  
**SELECT YOUR PRODUCT**

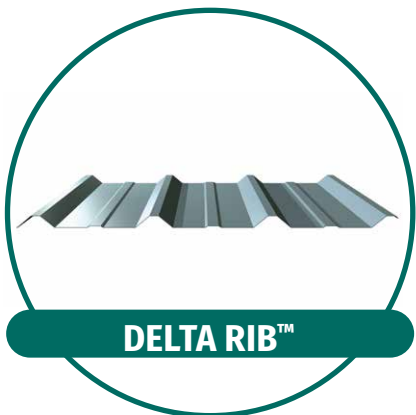
**EXPOSED FASTENED OPTIONS:**



**Nor-Clad®** is an exposed fastener panel with two minor ribs available in 26 and 29-gauge options. The panel features a 5/8-inch rib height with 9-inch spacing, providing a robust yet streamlined appearance.



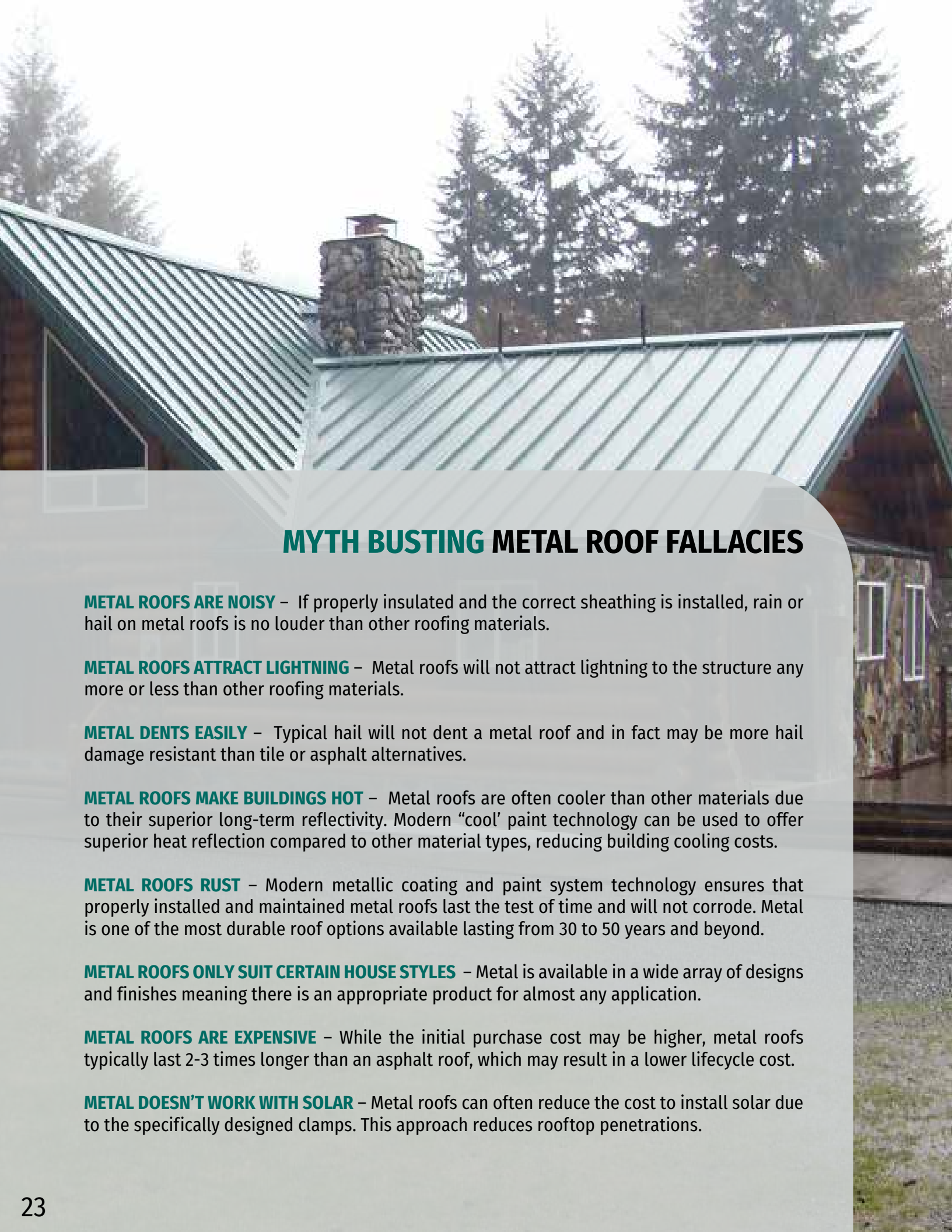
**Nu-Wave® Corrugated** is a classic 26 - 22 - gauge exposed fastener panel with 32" coverage. The sinusoidal, 7/8" deep corrugations make it ideal for commercial and industrial applications. The curved rib design provides more subtle shadow accents.



**Delta Rib™** is a versatile exposed fastener panel available in both 24" and 36" configurations to meet diverse project needs. Its singular minor-rib design offers a distinct aesthetic, while offered in 26 and 29-gauge options.



ASC Building products offers color matched fasteners for all exposed fastened products.



## MYTH BUSTING METAL ROOF FALLACIES

**METAL ROOFS ARE NOISY** – If properly insulated and the correct sheathing is installed, rain or hail on metal roofs is no louder than other roofing materials.

**METAL ROOFS ATTRACT LIGHTNING** – Metal roofs will not attract lightning to the structure any more or less than other roofing materials.

**METAL DENTS EASILY** – Typical hail will not dent a metal roof and in fact may be more hail damage resistant than tile or asphalt alternatives.

**METAL ROOFS MAKE BUILDINGS HOT** – Metal roofs are often cooler than other materials due to their superior long-term reflectivity. Modern “cool” paint technology can be used to offer superior heat reflection compared to other material types, reducing building cooling costs.

**METAL ROOFS RUST** – Modern metallic coating and paint system technology ensures that properly installed and maintained metal roofs last the test of time and will not corrode. Metal is one of the most durable roof options available lasting from 30 to 50 years and beyond.

**METAL ROOFS ONLY SUIT CERTAIN HOUSE STYLES** – Metal is available in a wide array of designs and finishes meaning there is an appropriate product for almost any application.

**METAL ROOFS ARE EXPENSIVE** – While the initial purchase cost may be higher, metal roofs typically last 2-3 times longer than an asphalt roof, which may result in a lower lifecycle cost.

**METAL DOESN'T WORK WITH SOLAR** – Metal roofs can often reduce the cost to install solar due to the specifically designed clamps. This approach reduces rooftop penetrations.



## **STEP THREE** (continued)

### **SELECT YOUR PRODUCT**



## **SECTION SUMMARY**

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**There are two main types of metal roofing: Concealed Fastened and Exposed Fastened.**



**Panel attachments impact weathertightness, product cost and installation cost.**



**Within concealed and exposed fastener panels, there are product variations. Products vary in their performance, installation complexity and the look they create on the roof.**



**There are many myths about metal roofs, including the false beliefs that they are excessively noisy, attract lightning, are prone to denting, or are susceptible to rust.**



MISH COMMUNITY CE



**Colonial Red**  
SRI: 35 • LRV: 9



## STEP FOUR

### FINE-TUNE SOLUTION ATTRIBUTES

**There are often a number of product attributes to consider when selecting a metal roof product. The following section details some of the common attributes to be fine tuned or reviewed prior to purchase.**

**GAUGE (thickness)** – Gauge (sometimes spelled as gage, or simply ga) refers to the thickness of the base steel. A smaller gauge correlates to a thicker metal. For example, 22ga is thicker metal than 29ga. 22ga-29ga are the most common gauges for metal roof and wall building applications. Material thickness is a key driver of product cost, and more importantly contributes to the structural performance of the panel. Thinner panels are also more prone to oil canning, the unwanted waviness of a flat metal surface.

The most common residential metal roofing products are 26ga while higher performance 24ga products are available for certain applications. Agricultural applications typically use 29ga products. Commercial projects requiring more demanding performance attributes use 22ga-20ga.

**STRIATIONS (standing seam only)** – Striations are the small ridges on panels engineered to help minimize the appearance of oil canning. For most residential applications, striations are recommended.

**PANEL WIDTH** – End-users may be able to select panel width from a few options for standing seam profiles. The panel width selected will impact the overall installed look, due to the ratio between flat area and the shadows cast by the repeat of the seam. The selection of an end product will depend on the desired appearance to be achieved. This choice will also impact installation costs and performance. For exposed fastener profiles with a repetitive rib, this is not an option.

# STEP FOUR (continued)

## FINE-TUNE SOLUTION ATTRIBUTES



### THE STRENGTH OF METAL PROTECTION AGAINST THE ELEMENTS

Designed with precision and built for longevity, ASC Building Products' panels combine exceptional durability with reliable protection. When installed and maintained properly, our metal roofs outperform traditional materials like asphalt shingles, providing long-lasting performance and peace of mind for homeowners.

- **SNOW AND ICE** – Metal roofing naturally sheds snow and ice with ease due to its smooth, slippery surface, helping to minimize the risk of ice dams. For added safety, snow retention accessories can be installed to prevent heavy snow from sliding off and causing damage to surrounding areas or structures such as chimneys and vents.
- **WIND** – Through customizable features such as seam types and clip spacing, our roof systems meet the demands of wind uplift testing, ASTM E1592, ensuring reliable performance in even the harshest conditions.
- **FIRE** – Our products achieve a Class A fire rating—the highest level of fire protection available when installed on non-combustible deck or framing per IBC, IRC, or when installed in accordance with UL listings (UL790).
- **HAIL** – Our metal roofs are tested to meet Severe Hail (SH) impact resistance standards, ensuring durability against hailstorms. This makes our products a smart, long-term investment for homeowners in hail-prone regions. Class 4 Impact (Hail) Resistance rated per UL 2218.
- **RAIN** – Unlike other material types, metal won't attract algae or be permanently discolored by frequent rain conditions. Always ensure you clean your metal roof in accordance with our suggestions found in our product warranty.

(continued) **STEP FOUR**  
**FINE-TUNE SOLUTION ATTRIBUTES**



## **SECTION SUMMARY**

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**Most products have the flexibility to select certain product attributes to ensure the product is best suited for your project.**



**Common attributes that can be selected include material thickness, panel width, and striations.**



**Selected attributes will impact the cost, performance and aesthetic appearance.**



**ASC Building Products can provide guidance on the product options offered.**



## STEP FIVE

### SELECT THE RIGHT INSTALLER

**Metal requires care and experience during the installation process to ensure the structure is weathertight and appropriately prepared for its surrounding environment.**

Contractors centered on installing asphalt, tile, or wood may not have the required experience to effectively complete a metal project. A metal roof installer understands unique installation factors such as storage and how to cut panels in the field, as well as affixing fasteners and trim detailing. These details can significantly influence the longevity of a metal roof.

There are three top elements to consider when researching contractors:

#### FIRST

Seek a pre-qualified contractor through industry organizations such as the Metal Roofing Alliance or Roofing Contractor Associations.

#### SECOND

Seek referrals through peer-rated internet reviews such as Angie's List, Yelp, or HomeAdvisor. Ask family, friends, or the community who they recommend.

#### THIRD

Talk with ASC Building Products, distributors, and designers. Everyone involved in your metal roofing project wants to achieve a successful installation. Design professionals and ASC Building Products will have insights or preferred contractors with experience or expertise they can refer to.

## CONTRACTOR EVALUATION

### USEFUL INFORMATION TO COLLECT:

- Contractor's Better Business Bureau (BBB) rating, license, insurance and other certifications.
- Samples of the contractor's previous work or locations where it can be observed. Previous work may be listed online, including Houzz, Instagram, Facebook or their own website.
- Tenure in the industry and years experience with metal.
- Warranties offered on workmanship.

(continued) **STEP FIVE**  
**SELECT THE RIGHT INSTALLER**

**Informed consumers can improve the success of metal roofing projects by being prepared to discuss items such as those listed below.**

**SIZE OF THE ROOF (SQUARE FEET)** – Typically the key factor in assessing the cost of the installed solution.

**ROOF PITCH/SLOPE** – Roof slope or pitch is typically expressed as a fraction, represents the vertical rise of the roof over the span of the structure. Often expressed as low slope, medium slope or steep slope. The steeper the slope the more material will be required and typically the greater the complexity of the install process. Roofs of a low slope or pitch (generally below 3:12) may be restricted as to the type of products available to ensure appropriate weathertightness.

**SHAPE OF THE ROOF** – Complexity of the roof can strongly influence solution cost. Complexity arises from the way different elements of the roof intersect or cross. Features such as dormered rooflines, mansard roofs, and other complex hip, ridge, gable or eave designs can influence overall complexity. Understanding the number of different planes (flat surface areas) the roof area incorporates is a good way to evaluate complexity.

**ROOFING UNDERLAYMENT** – This is a water-resistant barrier designed to improve overall weatherability. This barrier contributes to weathertightness, offers cold protection, and fire rating all of which are required by common building codes. The roofing underlayment is installed directly onto the structure prior to the metal roof panels. Quality and performance attributes can vary widely by brand and material.

**ROOF SUBSTRUCTURE** – The contractor may identify if the plywood sheathing, OSB or battens under the roof need repairing as part of the replacement. Internal water damage or sagging roofs are a common sign this may need to be examined and repaired.

**DESIRED PROFILE** – Discuss with the contractor the desired profile to assess design differences, installation experience, propensity for oil canning and other factors to be considered. If the contractor's views differs to your own, consider consulting the product manufacturer.

**FLASHING DESIGNS** – Flashing details also influence complexity and cost. Identifying the proposed flashing layout, the materials of proposed gutters and downspouts and final drainage locations near the structure are good items to discuss with your metal roofing installer.

**PENETRATIONS** – Penetrations including vents, chimneys and drains are often the weak spot for weathertightness in any metal installation. These penetrations represent holes or gaps in the material that requires proper sealing techniques. Understanding how the contractor plans to accommodate for roof penetrations will provide an overview of the complexity of the work involved and a point of reference for the amount of consideration given by the contractor.

# STEP FIVE (continued)

## SELECT THE RIGHT INSTALLER

**VENTILATION REQUIREMENTS** – Proper ventilation is always key to improving structure cooling costs and reducing condensation. Intake vents, gable vents or ridge vents may provide sufficient venting. Exhaust vents may also be required.

**SKYLIGHTS** – Skylights can introduce additional light into the structure but also present another penetration in the roofing structure. If desired, discuss with the contractor how these will be handled and flashed (edged) to prevent water infiltration.

**COLOR** – An experienced roofing contractor will have design insights for consumers when selecting colors. This includes how a color may integrate with the structure and its surrounding environment.

**COSTS** – It's important to understand precisely what's included in an estimate (and what's not included). Some costs include material, labor, accessories, old roof tear-off, waste disposal, and/or a workmanship warranty.

**TIME** – A project timeline has many parts including the scope of work, the time needed for each task, milestones, and more. These parts are important to understanding the differences between contractor quotes, the overall project, and impact on your home environment.

**INSTALLATION METHODS** – An important component to ensure compliance with a product warranty is to validate the metal roofing contractor's method of installation. If a contractor does not follow the manufacturer's recommendations, the product may not be in warranty.

**WARRANTIES** – Corrosion, workmanship and paint finish will be some of the different warranties available for a metal roof. A professional metal roofing contractor should provide relevant warranty documentation to customers.

**IMPACT ON THE HOUSE** – Large roofing projects have a significant impact on your home environment including noise, dust, and the contractor's access to power. Understanding these impacts in advance helps streamline the installation process.

**ACCEPTANCE PROCESS** – Homeowners do not have to accept improper or incorrect metal roofing installations. Understand the contractor's acceptance criteria in advance. This information illustrates the contractor's integrity and professionalism. When in doubt, ASC Building Products can offer guidance on acceptable metal roofing installations.



(continued) **STEP FIVE**  
**SELECT THE RIGHT INSTALLER**



## **DO IT YOURSELF TO DIY OR NOT TO DIY?**

ASC Building Products has installation and trim guides, and can provide guidance on the right tools required for installation. There is also a wide variety of educational content online and in remodeling publications. Unlike other products such as asphalt shingles, metal roofing materials must be handled with special care to avoid marring or scratching. These products are also not as forgiving if prepared or installed incorrectly.

### **ITEMS TO CONSIDER FOR DIY INSTALLS:**

- Standing seam roof panels are manufactured in custom lengths, specific to the structure. This avoids field cutting which is not as clean as a manufacturer's shear. Damage and subsequent panel replacement in the field may lead to significant delays.
- Metal fastener attachment and placement, penetration installs and integration with trim and flashing are generally more complex than other roofing materials.
- Incorrect attachment can lead to visual defects such as oil canning and performance loss through things such as water infiltration.
- Research and identify the right tools and skills needed for the metal roofing project.
- If you plan to DIY, start with a more forgiving metal product in a smaller application. An exposed fastener product for a small area is a great way to learn the metal install process.

# STEP FIVE (continued)

## SELECT THE RIGHT INSTALLER



## SECTION SUMMARY



Select an experienced metal roof contractor to ensure your roof is installed correctly.



Seek a pre-qualified installer. Reviewing feedback, references and reviews is a good way to help validate contractor expertise.



Understanding the elements of a roof install will help to align results with expectations.



An option for installing metal is to DIY"; however, individuals should assess their skills first. Doing a simple install with an exposed fastener product is a good way to start.

# THANK YOU

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**We hope you found this guide useful in your journey towards selecting a metal roof.**

At ASC Building Products we welcome your feedback! To provide feedback on this guide or for suggestions on the development of future content, please email us or scan the QR code below to reach the Ask ASC BP form on our website.

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