

MBCI, METALFORMING ALIGN FOR PRODUCT LICENSE PROGRAM
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MBCI and Metalforming, Inc. have announced an alliance whereby MBCI will offer the technology transfer, credentials, and marketing tools for five of its most popular panel profiles under a License Agreement to Metalforming customers purchasing its Schleich Quadro FLX portable rollformer.

Following is an interview with Kelly Ginn, President, MBCI; Wayne Dickinson, Executive Vice President, MBCI; Ken Buchinger, General Manager/Product Development, MBCI; Lynn Widrick, General Manager/Equipment, MBCI; Mark Dobbins, Vice President/Manufacturing, MBCI; and Geoff Stone, Partner, Metalforming, Inc.

MCN - This alliance is very surprising because most fixed base rollforming companies in the industry, such as MBCI, have always sold factory quality over portable rollformers. What changed your mind?

DICKINSON - Our concern in the past has always been quality issues when considering on-site rollforming equipment. We at MBCI have tried to take a leadership role in producing quality products that reflect positively on our industry. In the past we did not believe the hardware technology was available to accomplish this with on-site rollformers. After extensive meetings with Metalforming as well as the engineers and designers of Schleich Rollforming Equipment, we now feel comfortable with aligning our products and MBCI with both Metalforming and Schleich. Basically, we always shied away from on-site rollformers. Now, we feel that we can pursue this market.

GINN - Over the years, MBCI has spent millions of dollars developing our proprietary products through extensive testing. Our policy has been and always will be to "take the high road" and not take shortcuts with product development. Having said that, let me assure you we would never consider licensing our proprietary products unless we were absolutely certain these products would be manufactured on equipment capable of producing quality products consistent with the standards MBCI has always set for itself. It is like a marriage of technologically advanced hardware to our soft technology with the end result of producing high quality panels in the field.

DICKINSON - Everyone in our industry should be concerned with producing quality products. Our entire industry gets a "black eye" when a roof leaks or inferior products show up in the market place. We believe by aligning ourselves with the right on-site rollforming equipment manufacturer, we can raise the benchmark by offering our tested products and our inspection and certification services in conjunction with our warranty programs. MCN - What is included from MBCI if the contractor wants to purchase a license for one or all of the panel systems offered in the program?

GINN - The license package includes testing and design information that MBCI has developed over the years. This will allow the licensee to manufacture and market our proprietary products under their own trade name. Thus, the term, Technology Transfer.

DICKINSON - Our plan is to market our Single Source Warranty Program through the licensees. The inspection process during construction ensures the design professional and building owner that he will get what he paid for - a quality, leak free roof for years to come with a major manufacturer standing behind the warranty from day one.

MCN - Which MBCI panels are available for the licensee?

DICKINSON - We are offering BattenLok, Curved BattenLok, LokSeam, SuperLok, and two sizes of the Craftsman Series.

MCN - What are the basic components of the Licensee Program?

DICKINSON - With a License, the contractor will be able to roll form one to five of MBCI's most popular panels; have access to our proprietary testing; purchase coil and accessories; and be able to offer our warranties.

MCN - What are the advantages to the contractor and why should he pay for a license for this technology transfer.

DOBBINS - This partnership will provide a tremendous advantage to the roofing contractor that wants to produce the roof panels at the job site. He will not only have the flexibility to produce the panels when he is ready for them, he will have the advantage of a major supplier behind him. He can expand his company in a direction that has never been available in the past. He will have quality coil and a superb paint system available. Probably the biggest advantage to this contractor is

the ability to provide paint, Galvalume and weathertightness warranties backed by a major manufacturer.

BUCHINGER - The job site rollformer will have a full arsenal at his disposal when calling on architects, schools, churches or to whomever he is selling a project.

? Approved UL construction methods, more than any manufacturer in the industry.

? ASTM E-1592 wind uplift testing, air and water infiltration testing, diaphragm testing, as well as, UL impact ratings and various fire ratings.

? MBCI certification courses.

? The industry?s most complete technical and installation manuals.

? A Research & Development Department that is continually testing to offer the strongest product available in the industry.

GINN - The Single Source warranty is the best in the industry in that it provides the building owner with a weathertightness warranty that is backed by MBCI beginning with the project?s date of substantial completion. The owner does not have to worry about a 24-month leak-free period in which the roofing contractor is responsible which is a common caveat in the ?Industry Standard? warranties.

MCN - What can you tell us about the Quadro FLX portable rollformer?

STONE - From the very beginning it was our intention to upgrade the quality of on-site rollforming. The quality of the Quadro FLX design and the panels it produces along with its flexibility are quite unique.

In our view, MBCI is unsurpassed for providing quality products and services to the metal roofing industry. We are quite certain that the addition of MBCI products, services and brand strength will be of enormous interest to our customers. We believe that this alliance will serve to raise the bar for professional grade on-site rollforming.

WIDRICK - Technological advances in the design of striation tooling minimizes the age-old problem of oil-canned panels. In addition, hot melt equipment has become available for use in a portable roll forming application. Taking these factors into consideration, our alliance can provide the equipment and the technology to produce quality jobsite roll formed panels.

DICKINSON - Flexibility in manufacturing is important whether at the factory or at the jobsite. The Quadro FLX rollformer operates with

cassettes of panel profiles, which can be quickly changed over. Product diversity, flexibility and quality are what contractors need to be competitive.