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MBCI Names Mark James to Launch Improved NuRoof Retrofit Program

MBCI has announced that it has revamped and expanded its NuRoof Retrofit System and has appointed Mark James as General Manager, NuRoof Retrofit Systems. He is responsible for product development, training and program promotions.

James said the retrofit roofing market has changed significantly over the years and the changes MBCI has made will position the company to be more responsive to contractors and architects.

“Retrofit has evolved into a very complex, technical-design concept that has matured in recent years,” James said. “Driving some of these changes include building codes and retrofit metal roofing’s acceptance within the design community. Add to that the absolute necessity of designing a framing system to match the existing roof’s structural grid and the retrofit job becomes a metal construction hybrid that challenges everyone having a role in the project.”

There are still those low-slope rectangular roof projects, but the norm today is the job with a multitude of hips, valleys, dormers and other architectural elements according to James.

James, an industry veteran with 35 years experience, and a specially appointed committee thoroughly evaluated the current MBCI NuRoof system which was introduced in 1992.

The committee worked with MBCI engineers and product development to evaluate what was needed to be more competitive in the marketplace. “Every facet of the existing product offering had to be analyzed with an open mind to determine what changes or additions needed to be made. We had to do this to better serve our customers both in retrofit construction as well as in the design community,” he said.

This evaluation resulted in the development of more cost-effective and erector-friendly framing components, design standards, assembly details, specifications, estimating methods and order processing. “With the redevelopment complete, the product has now taken on a renewed energy within the halls of MBCI,” James said. “Our sales department is already delivering favorable results in the form of increased sales bookings over the same period last year.”

It became apparent that internal and external training would have to be a major part of the overall plan, James explained. In early November, MBCI started a series of employee training sessions focused on the retrofit concept. Conducted at the NCI Training Center in Houston, the two-day course included the proper design and application of retrofit framing systems with hands-on installation of a 360 sq. ft., L-shaped mockup.

James said the training sessions were a huge success, with 130 MBCI employees from each of the company’s 16 U.S. locations. “They represented many different disciplines such as inside

and outside sales, estimating, engineering, drafting and project management,” according to James. “Even members of the company’s general management team attended. Now every employee that has a role in MBCI’s retrofit opportunities and projects is equipped to assist customers with technical issues,” he added.

To further support the NuRoof initiative, MBCI will be offering similar training to design professionals and contractors/installers beginning in late January 2007. Contractor customers who attend the training will become certified installers of NuRoof. James said the program is not novel, but its execution is.

“MBCI is taking it one step further,” he said. “The certified program is directly linked to the company’s very successful Certified Roof Systems Installer program. The result is that design professionals and building owners will have the assurance that their projects are first expertly engineered by MBCI providing the ground work for the construction of the project being completed with the utmost attention to quality by trained and certified contractors.”

“MBCI has led the industry with many product innovations over the years. And that company commitment to quality products is alive in the NuRoof program as well. We want to take retrofit to the next level by developing a comfort level in the marketplace where these complex projects are managed, processed and completed correctly. To achieve this, we as a retrofit system manufacturer must take on the role of the expert and educator, as well as a consultant to the design community. Everyone wins with this scenario,” James concluded.

MBCI is the leading industry manufacturer of metal roof, wall, fascia and soffit systems. It offers a wide variety of concealed and exposed fastener systems including six separate and complete standing seam roof systems. It has 16 plant locations across the country.

For more information on the new NuRoof Retrofit Systems or any MBCI product, visit MBCI’s website at www.mbc.com or contact your MBCI Regional Sales Manager.

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