



# Performance: The Only Measure That Counts!

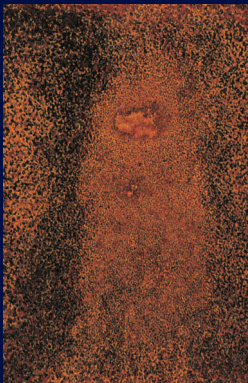
McElroy Metal is proud to be selected for its 33rd consecutive **Gold Key** from the readers of *Rural Builder*. We view this on-going process as a validation of the values which the McElroy family has brought to the metal construction industry for over five decades. We humbly thank you for this honor!

## SUBSTRATES

### Better from the Base Up

There are two types of substrates – Galvalume® and Galvanized. Performance studies show Galvalume performs better in every way. Galvalume is backed by a 25-year steel mill warranty. Galvanized has no steel mill warranty. Galvalume enjoys a superior service life and superior corrosion resistance because it's chemically superior due to its zinc-aluminum alloy.

Look at these photos:



Galvanized test panel covered in red rust after 18 years in a rural environment.



Galvalume test panel shows only moderate edge discoloration after 23 years in same rural environment.

## COATINGS

### Performance and Aesthetics for the Long Run

Three types of coatings are available for metal panels – best, better and good. Coatings are ranked by their ability to fight “fade” and “chalking.”

**Kynar 500®** (PVDF) is the “best” for long life, color retention and chalk resistance. Selecting Kynar 500 (PVDF) means a building with decades of “like new” appearance vs. one whose appearance can begin to degrade after a few years.



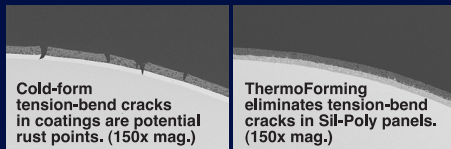
Both Kynar 500 (PVDF) and Silicone Modified Polyester (SMP) panels were installed on this Louisiana residence. On day one, colors were identical. Photo taken less than eight (8) years later shows fading and chalking of the lighter Silicone Modified Polyester (SMP) panels. Note **NO** fade or chalking of the darker Kynar 500 (PVDF) panels.



This building was built in two phases, nine years apart. The superior performance of Kynar 500 (PVDF) is dramatically illustrated. Note, **NO** color difference in the two halves of the roof. **No fade! No chalk!**

## PROCESSES ...to make the best as good as it can be!

McElroy's extra efforts will enhance the normal performance, quality and longevity of your McElroy panel. These include:



### THERMOFORMING

McElroy warm-rolls all Max-Rib Silicone Modified Polyester (SMP) panels. ThermoForming lessens tension-bend cracking, providing corrosion protection for increased longevity, visual appeal and value. Ask your McElroy representative for a copy of the Technical Bulletin.

### EDGE-RUST INHIBITOR

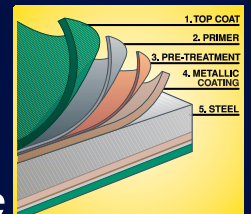
A special clear, rust inhibitor is factory-applied to the cut ends of each Max-Rib panel. This inhibitor deters rusting of the exposed panel ends.



Environmental tests show extensive corrosion along the cut end of a panel without Edge-Rust Inhibitor.



Minimal corrosion is detected along the cut end of a panel with Edge-Rust Inhibitor application.



### ZINC PHOSPHATE

All panels are pre-treated with Zinc Phosphate during the coil coating process, providing an additional level of corrosion protection.

# Performance:

## The Only Measure That Counts!

Now in its third generation of leadership, the McElroy name is synonymous with “quality and performance.” This commitment to excellence extends across all McElroy products, people, plants and processes. The end result of McElroy’s focus on performance and quality is a selection of panels and components that are unmatched and unsurpassed in the industry.

### DON'T GET TRAPPED BY THE “WARRANTY” GAME

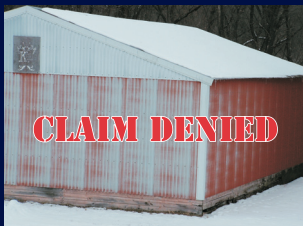
Do not be blinded by long-life, fine-print warranties that promise far beyond the known performance of either panel or coating, or both. Remember, performance rather than warranty is a better gauge of quality and long-term customer satisfaction. Understand these warranty terms to protect yourself.



**Fade:** Fading occurs when the environment attacks the pigment portion of the coating system. Testing for fade occurs after all chalk and surface impurities have been removed using cheese-cloth and detergent. The faded area, as shown in the image to the left, represents an acceptable level of failure for Silicone Modified Polyester (SMP) coatings. Kynar 500® (PVDF) coatings provide the best protection against fade.



**Chalk:** Chalking occurs when the environment attacks the resin in the coating system. As the resin degrades, it takes on a whitish appearance, called chalk. Shown is an acceptable level of failure for Silicone Modified Polyester (SMP) coatings. Kynar 500® (PVDF) coatings provide the best protection against chalk.



**Film Integrity:** Film integrity is the ability of the coating to stay adhered to the metal substrate. Film integrity has little to do with fade and chalk ratings. Therefore, a bright red wall or roof can be a muted pink (or even chalky white) and the film still be intact. This is an acceptable level of failure for Silicone Modified Polyester (SMP) coatings. Kynar 500® (PVDF) coatings provide superior film integrity.

#### Recommendations:

1. Read and understand your supplier’s warranty.
2. Make purchasing decision based on panel performance, and not warranty.
3. For long-term customer satisfaction, use the best combination of substrate and coatings.

For more information about substrates, coatings and overall panel performance, visit [www.mcelroymetal.com/university](http://www.mcelroymetal.com/university) and view McElroy’s educational video series. Or, ask your McElroy representative for a copy of the McElroy University DVD,

**“Choosing The Best”**



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