



1600 Airport Road
Waukesha, WI 53188
P: 800-558-2162
F: 262-549-6009
www.metalera.com

PRESS RELEASE

For Immediate Release

Contact
Angela Arndt
262-650-6423
angela@metalera.com

NEW ONLINE VIDEO SERIES FOR THE ROOFING INDUSTRY: ROOFTOP TALK PREMIERES

Waukesha, WI—[Metal-Era, Inc.](http://www.metalera.com), the national leader in commercial roof edge and roof ventilation solutions, introduces a new online video series, called Rooftop Talk. The series will feature short segments on roofing issues relating to commercial roof ventilation and how to properly terminate your roof edge. Currently, two episodes have been released with more to follow.

Episode one answers the question, “Why use 12-foot long fascia and coping systems?” It does a labor comparison of 8-foot, 10-foot and 12-foot lengths showing the cost savings from less material handling. The second episode examines several common misconceptions about premanufactured perimeter edge metal and what can be done to ensure that your fascia system has quick lead times, is engineered to the needs of the building and is economically priced.

All the videos are available on Metal-Era’s YouTube channel,
www.youtube.com/user/MetalEraSolutions.

“The Rooftop Talk series is an exciting opportunity to quickly address a number of the common questions we receive every day from architects, roofing contractors and roof consultants,” says [Tony Mallinger](#), Chief Operations Officer.

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To view the current episode of Rooftop Talk or subscribe to Metal-Era's YouTube channel, visit www.youtube.com/user/MetalEraSolutions. For more information about Metal-Era visit www.metalera.com, or call 800-558-2162.

About Metal-Era, Inc.

Celebrating over 30 years of unequalled service in the industry, Metal-Era provides a wide selection of [engineered roof edge systems](#) designed to meet the roofing industry's strictest standards. In 2006 Metal-Era introduced an innovative line of [airflow products](#), to provide commercial buildings with proper intake and exhaust venting. Metal-Era employees and its nationwide network of experienced representatives and distributors are dedicated to providing superior products and personalized service. For more information about Metal-Era, visit www.metalera.com.

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