

August 15, 2005

Follansbee Steel Joins The Metal Initiative

FOLLANSBEE, WV... Follansbee Steel joins the Metal Construction Association's Metal Initiative, an organization formed to promote the use of metal roofs and walls in commercial, industrial and institutional building sectors.

"It's great to be a part of such a beneficial program that helps the metal roof and wall markets," explains Ed Thomas, Vice President and General Manager. "This program reinforces the benefits of metal construction and helps build partnerships with customers to create market growth."

The Metal Initiative is based on a \$10.5 million funding program that spans a 5-year period. Their primary goals are to increase sales of metal architectural products by \$2 billion, achieve an increase in goods sold of over 600,000 tons in steel, aluminum and copper, and to increase metal roof and wall market shares by 25 percent.

Follansbee Steel offers a wide range of metal roofing products for commercial and residential construction including [Terne II®](#), [KlassicKolors®](#) and [TCS II®](#). Founded in the early 1800s, the Follansbee, WV, company has been manufacturing in its current location for more than 100 years. Modern alloys developed and patented by Follansbee have taken the original tin roof to new heights of performance and longevity. For more information call 1-800-624-6906 or visit www.follansbeeroofing.com.