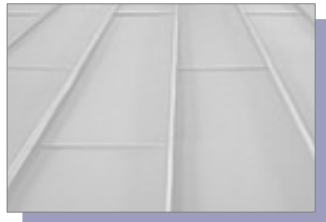
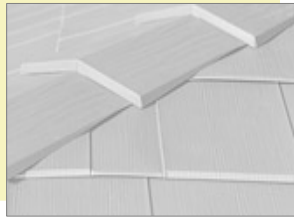


# 2006-2007 METAL ROOFING INDUSTRY PROFILE AND ANALYSIS



*The most accurate profile of market dynamics, trends and future conditions for metal roofing in residential and nonresidential applications*

August 2007

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## Abstract

This study is an updated report from 2002 which shows how the metal roofing market has shifted in the past four years. This report provides direct comparisons in market size and distribution as well as how builders', architects', installers' and homeowners' perspectives of roofing materials have changed. Findings are based on approximately 350 to 400 interviews with product/systems manufacturers, builders, installing contractors, distributors, architects/specifiers and consumers. The report estimates current metal roofing market conditions and forecasts market activity and performance through 2011. This study aids in strategic planning initiatives, product development, resource allocation and marketing promotional tools.

## About the Metal Construction Association

Founded in 1983, MCA has as its mission "expanding the use of metal in construction through marketing, technology, and education." MCA is an industry-wide vehicle through which members of the metal in construction industry can develop and implement both macro and microprograms and activities to more widely promote the use of metal in construction.

The MCA offers industry members an unusual opportunity to effectively coordinate and focus industry efforts to achieve expansion of the use of metal through innovation in the areas of marketing, technology, and education.

For more information on the Metal Construction Association, please contact MCA Headquarters, 4700 W. Lake Avenue, Glenview, IL 60025. Phone: 847/375-4718, E mail: [mca@metalconstruction.org](mailto:mca@metalconstruction.org)

## About Ducker Worldwide

Ducker Worldwide provide clients with the ability to achieve their performance goals and pursue growth opportunities through comprehensive market intelligence, critical thinking and strategic market planning. A rare combination of in-depth research, thoughtful analysis and strategic marketing activities has made Ducker Worldwide an indispensable strategic partner for its clients throughout the world.

We go deeper than simply offering you access to data and farther than only creating organizational solutions based on experience. More than just research and consulting, Ducker Worldwide's investigative approach and strategic processing yields a competitive advantage. Since 1961, Ducker Worldwide has enabled clients to navigate and prosper in a dynamic, global marketplace. Our core markets include, but are not limited to: Automotive and Transportation, Building and Construction, Industrial, Materials and Chemicals and Financial and Investment.

For more information on our strategic services, our expert team and how Ducker Worldwide can help you master your market, please contact Katie Janness, Associate Partner at 248-644-0086 or [katiej@ducker.com](mailto:katiej@ducker.com)

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