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**SOCIAL MEDIA:**



## Western States Metal Roofing Makes Technology Center Stage At 2023 International Roofing Expo

*A Leading Manufacturer in Metal Roofing Is Set To Demonstrate New Website Feature For Contractors To Assist In Project Submittal Process Plus Announce New Location & Display Expanded Product Line*

**Dallas, Texas (February 9, 2023):** Western States Metal Roofing, a leading manufacturer of metal roof and wall panels in designer paint prints, returns to the **International Roofing Expo** with a new focus on technology to help contractors and architects access and specify Western States Metal Roofing products faster and easier.

Attendees of the expo can visit the company's new expanded exhibitor space (**Booth #8312**) **March 7-9, 2023** in Dallas, TX at the **Kay Bailey Hutchison Convention Center** to view a demonstration of key website features that will help contractors gather all the company's technical documents for their metal roofing and wall products plus find other e-tools to help during the planning process.

Additionally, visitors to the booth will learn about the company's new **expansion into Texas**, specifically the Dallas/Fort Worth area, plus have a chance to win prizes and special discounts. A carnival-like atmosphere is planned inside the booth with games, a selfie booth, raffles, plus beer being served the first two days of the show.

When asked about their increased presence at the International Roofing Expo, it was decided that a larger booth size was needed to display the expansion of their product line plus deliver an in-booth experience that will be fun and memorable. At the center of attention in the booth will be the video demonstration of the company's **new spec builder tool** where attendees will get a chance to see this online tool first hand and how it works.

"For over a year, we've been working diligently since the pandemic to think of new ways we can bring contractors and architects together online through our website." said Mike Rubio, President of Western States Metal Roofing. "With our partners at Impact, and by using recent innovations in technology to help speed up the planning/decision making process, we are proud to finally unveil our **Spec Builder Tool** at this year's roofing expo, as well as demonstrate how it works."

Rubio continues, "In addition to our spec builder, we plan to update visitors on a series of other key website features recently added, like our **e-samples & e-textures available by LightBeans®**, and invite them to take another look at our updated **color visualizer** that was released during the pandemic."

Attendees at the show will also get a first look at their new **e-samples** of the popular T-8 PlankWall® series plus receive instructions on how to download and send themselves **smart textures** to use with their 3D design software from their smartphone.



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To experience what's new at Western States Metal Roofing and to join in on the fun at the International Roofing Expo this year in Dallas, TX. The company has set up a page on their website to give you updates about what to expect and provide you with more information on how you can plan and be a guest of theirs at this year's roofing show. The company's trade show information can be found online at [westernstatesmetalroofing.com/international-roofing-expo-2023](http://westernstatesmetalroofing.com/international-roofing-expo-2023).

**About Western States Metal Roofing:** Western States Metal Roofing is an independent, family-owned, leading manufacturer in painted metal roofing products that look old and weathered. We are the only manufacturer of roll-formed panels to offer a special selection of designer paint prints you won't be able to buy anywhere else. In addition to our specialty paint prints, we also offer our metal roof and metal wall panels in over 100 standard PVDF and SMP colors. Our entire line of panels can also be purchased in a variety of additional finishes and unfinished material choices such as Corten®, copper, and aluminum. For more details on Western States Metal Roofing and its metal roofing and metal wall products, please visit [westernstatesmetalroofing.com](http://westernstatesmetalroofing.com).

**About the International Roofing Expo:** The International Roofing Expo (IRE) is the largest roofing and exterior event in North America. Each year residential and commercial professionals come together to meet suppliers, discover new products, network with the global industry and improve how they run their businesses. To learn more about the IRE, please visit [theroofingexpo.com](http://theroofingexpo.com).

**EVERYTHING'S BIGGER IN TEXAS!**  
 See What We Have In Store For You @ **THE INTERNATIONAL ROOFING EXPO**  
**MARCH 7-9** in Dallas, TX | **BOOTH #8312** | Ken Bailey Hutchison Convention Center



Western States Metal Roofing | **Booth #8312**  
 Ken Bailey Hutchison Convention Center Dallas, TX | March 7-9, 2023  
**Show Hours**  
 Tuesday - 7:45 am to 5:00 pm | Wednesday - 7:45 am to 5:00 pm | Thursday - 7:45 am to 3:00 pm

[Click here to learn more!](#)



**Editor's note:** For photos or web banners in a variety of sizes, please contact Lauren Risotto at [lauren@westernstatesmetalroofing.com](mailto:lauren@westernstatesmetalroofing.com).

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