

INNOVATING BEAUTY: SOPHISTICATED NEW SOLUTIONS IN ARCHITECTURAL STEEL SIDING



A new option in high-performance architectural steel siding is giving builders, architects, and designers the opportunity to deliver an authentic wood look without the maintenance — and an exquisite luxury condominium project in Longboat Key, Florida, provides the perfect example.

Presented by **METALUNIC**

As a project manager for luxury residential condominium developer Property Markets Group (PMG), Jorge Torres works on projects at nearly every scale, from smaller mid-rise beachfront properties to sleek towers reaching high into the sky. But no matter a project's shape or size, there's one element all of PMG's developments have in common, he says: a discerning buyer with an eye for quality craftsmanship and detail. It's a demographic and demand that keeps Torres and his team always on the lookout for the best possible products.

The scenario rings especially true at Sage Longboat Key Residences, a recently completed boutique beachfront property near Sarasota, Florida. "It's a highly desirable area, and we are catering to a sophisticated buyer who will spend family time here and want to entertain," Torres says. "It's a large site for this building scale — almost three acres for 16 units — and with the amenities and landscaping,

every aspect is designed for a very particular buyer in the high-end luxury market."

Every aspect included the units' balcony ceilings, which called for wood or an exceptionally convincing wood-look product that provided maintenance advantages without sacrificing aesthetics. "I knew there were metal products and I knew there were vinyl products," Torres says. Wood would require inconvenient upkeep over time, especially directly exposed to the Gulf, he figured. The search for the perfect alternative was on.

Fortunately for Torres, associate principal and senior project

manager George Scarfe of Hoyt Architects had already — almost — happened upon a solution. "[Jorge and I] were going through a number of things, and I had Metalunic samples sitting next to my desk," Scarfe remembers. "He asked, 'What is that?' and then said, 'We need to see if we can get that on Sage Longboat Key.'"

As luck would have it, Scarfe had just learned about Metalunic at a metals convention just up the coast in Tampa, and he had sample boards at the office. "The developer loved the product so much," Scarfe says. "It's one of those perfect storm types of stories. The timing was just right."

METALUNIC ARCHITECTURAL

STEEL SIDING AT A GLANCE

- 26-gauge G90 galvanized steel
- High-performance PVDF paint coating that provides highly effective protection against UV fading, corrosion, chalking, wear, and abrasion
- 12 unique colors, with six shades per color
- Prominent-channel and channel-less looks
- Easy installation horizontally or vertically
- 40-year limited warranty (20 years for coastal applications)
- Fire and weather resistance
- Full line of matching accessories for an authentic look
- 100% recyclable



AN AESTHETIC POINT OF DIFFERENCE

High-performance architectural steel siding from Metalunic delivers the beauty of wood without the maintenance requirements. It can be installed horizontally or vertically as siding, and as in Sage Longboat Key Residences, on ceilings too. A proprietary collection of 12 colors — and six shades per color — allows architects, designers, and builders to create an upscale true wood look.

“One of the things we liked was the wide variety of colors and wood grains that aren’t always available with other products,” Scarfe says. “For Sage Longboat Key Residences we wanted that wood look — almost like an ipe wood — to create that natural feel, because this building is out on Longboat Key

with lots of lush landscaping.” It also breaks up and softens the look of the building’s sheathing, he notes.

Metalunic’s wood look can’t be easily achieved by vinyl or even fiber cement, Torres and Scarfe say. “This was the only acceptable alternative that I found to wood,” Torres says. “With vinyl, when I saw the finish, it didn’t meet our standards.”

Scarfe had a similar observation with fiber cement. “Cement-board siding products that get painted on try to look like wood, but never really do quite as well,” he says. “This price point is a little higher than those cement-board options, but the appearance, durability, and long-lasting attributes lent themselves to this project.”

COLLABORATING WITH A COATINGS PRO

Sherwin-Williams has been testing coatings products in South Florida for 60-plus years — and in other parts of the country for just as long with third-party test facilities. “We know Sherwin-Williams from all of their metal-coating products, and their reputation has been tremendous,” Scarfe says. “Durability and good fade resistance is something we look for.”

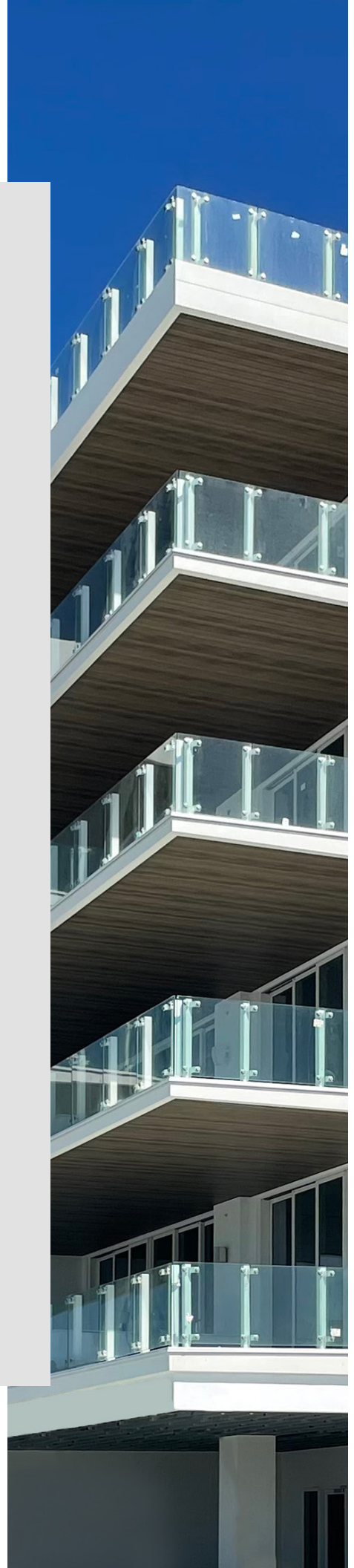
The track record for the company’s coatings comes thanks, in part, to rigorous testing. “It’s always making sure [our coatings] are out in the harshest environments, so that we know when we put something to market, it’s going to withstand the sun, the moisture, the humidity, and the temperature fluctuations in environments like Florida, where everything’s going to be thrown at it,” says Robyn Ommen, Marketing Manager, Communications, for Sherwin-Williams.

The Sherwin-Williams team partners on coatings with companies across dozens of industries. “It’s really working with the customer to understand their business and how their product is being used,” Ommen says. In the case of the paint manufacturer’s

collaboration with Metalunic on research and development, that understanding means ensuring durability, corrosion protection, and accurate, long-lasting colors. “Our Flurothane Coastal coating was developed specifically to withstand the harshest coastal environments, like what is seen with this project,” she says.

Sherwin-Williams also helps ensure the product works for Metalunic’s applicator/coil coater, who ultimately is responsible for seeing that the coating is correctly applied to the substrate, and can withstand the strain from bending. “The processes used to apply the coatings are critical to ensure a quality finish and consistent color,” Ommen says. “Our technical team works directly with our coil coating partners to ensure the coating runs as smoothly as possible.”

Ommen and the team at Sherwin-Williams bring color trends to the table, too, and they’re right in line with Metalunic’s offerings. “We’re seeing an uptick on prints — something that feels natural and familiar,” Ommen says. “It could be an accent or it could be a whole building.”





OTHER CONSIDERATIONS, INCLUDING STANDING THE TEST OF TIME

Although appearance is a top consideration, it isn't everything, the team points out. So is price and durability. "How can we find innovative products that have a wow factor, are durable, and don't break the bank?" Torres constantly asks himself as he's considering products.

Scarfe finds himself thinking the same thing. The key is straddling the line, he says. "What we try to do with our specifications is not specify something that's so unrealistically expensive that it'll get removed from a project, but to specify something that's slightly higher than alternatives but that has a longer life cycle," he says. "People live in our buildings for long periods of time. They're large investments. So it's worth it."

In Florida, durability and life cycle means complying with coastal building codes intended to help protect against punishing weather conditions, including hurricanes.

"It factors into everything — it's the first factor we look at when we're analyzing a product at the buyout phase in coastal settings," Torres says. Right down to the paint on the railings, "the highest possible warranties are on all of the products that are in the building envelope," he says.

Initially, the only piece missing from the Metalunic option was meeting Florida's coastal building code, Scarfe and Torres say. "But Metalunic went above and beyond to get their Florida product approvals in place for this product so that it meets all of the testing standards for hurricanes, salt resistance, and durability," Scarfe says. Metalunic stands behind its products with a 40-year limited warranty in most parts of the country, and 20 years for coastal applications.

Beyond securing Florida approvals, Metalunic provided the Sage Longboat Key Residences

project team with on-site support, which the team appreciated. "It's always good when you can get support in the field to make sure the installation looks good and our vision is carried through properly," Scarfe says.

As construction on Sage Longboat Key Residences came to a close, Torres was already looking forward to using Metalunic in the future. "I can see it being replicated in other projects, for sure," he says. Among those projects are six in the pipeline where Scarfe has already specified Metalunic.

Torres or one of his PMG project manager colleagues will be ready, thanks in part to the confidence gained through using Metalunic on Sage Longboat Key Residences. "The product is looking great and we're very satisfied," Torres says.