



NEWS

For Immediate Release

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MBMA Introduces Series of Three Videos: *How Metal Buildings Compete in Today's Market*

CLEVELAND, OHIO – www.mbma.com: [The Metal Building Manufacturers Association \(MBMA\)](#) has released a series of three videos entitled “How Metal Buildings Compete in Today’s Market.” These videos, each between three and four minutes long, are now available on MBMA’s [YouTube channel](#).

“This new video series sums up why metal building systems are the most popular, low-rise commercial building solution in use today,” says Tony Bouquot, MBMA General Manager. “Viewers get to see the many benefits of a metal building solution, including aspects such as their versatile design, durability, single-source responsibility, speed of construction, sustainability and low maintenance costs.”

Throughout the videos, industry experts and professionals speak to why so many buyers choose metal building systems. “Part 1: Economical Design and Construction” focuses on the design options for metal buildings as well as the speed-to-market ability of single-source manufacturers.

The second video in this series, “Accelerated Construction,” highlights the speed of construction for metal building systems. Because they are created and sourced from one manufacturer, the building components are constructed quickly and efficiently. The speed of construction ensures that the owner or tenants get into their building faster – an important advantage in today’s quickly changing marketplace.

The third video, “Benefits of Metal Building Systems” reviews the attributes of this construction method. As noted in the first two videos, they offer a variety of end-uses, are

economical, efficient to construct, and can be erected quickly. Additionally, metal buildings have many highly sustainable attributes. The metal used often comes from recycled sources and is completely recyclable at the end of a building's life-cycle. Wall panels and roofs allow for a wide range of insulation, making them airtight and energy efficient.

Founded in 1956, MBMA serves manufacturers and suppliers as it works to promote the metal building systems industry. For over 60 years, its membership has supplied high-quality buildings for use in commercial, retail, office, industrial, institutional and other end-uses. The association provides a wealth of useful information on its website, MBMA.com, for anyone who works with or is interested in metal building systems. Resources include technical materials, research reports, videos and design guides.

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