



# STEEL MARKET UPDATE

part of the **CRU** Group

## SMU Flat Rolled Market Trends Analysis

Responses from our July 22-25, 2019 Market Survey





- 31 years actively selling flat rolled steel – 40+ years in the steel business.
- Newsletter developed for active buyers & sellers of flat rolled steel.
- Prices – Momentum – Trends – Analysis – with a guarantee.
- For more information visit [www.SteelMarketUpdate.com](http://www.SteelMarketUpdate.com)



Steel 101 Workshop, Severstal Dearborn 2012

Our goal is to provide quality information to the flat rolled steel industry.

We invite over 650 companies to participate in our surveys.

Normal response rate is 100-150 individuals on any one survey.

All responses are kept confidential and are never attributed to the individual or company responding.

**Steel Summit:** A steel conference for manufacturing companies, fabricators, service centers, wholesalers, trading companies, steel mills, toll processors and companies who provide products and services to the steel industry.

**When:** August 26-28, 2019

**Where:** Atlanta, Georgia, USA –  
Georgia International Convention Center

**Lead Hotel:** Atlanta Airport Marriott  
Gateway Hotel (adjacent to the Georgia  
International Convention Center)

Additional details can be found at [www.SteelMarketUpdate.com/Events/Steel-Summit](http://www.SteelMarketUpdate.com/Events/Steel-Summit)





# Steel 101: Introduction to Steelmaking & Market Fundamentals

**Instructors:** John Packard, Charles McDaniels, Mario Briccetti, Sandy Simon & Roger Walburn

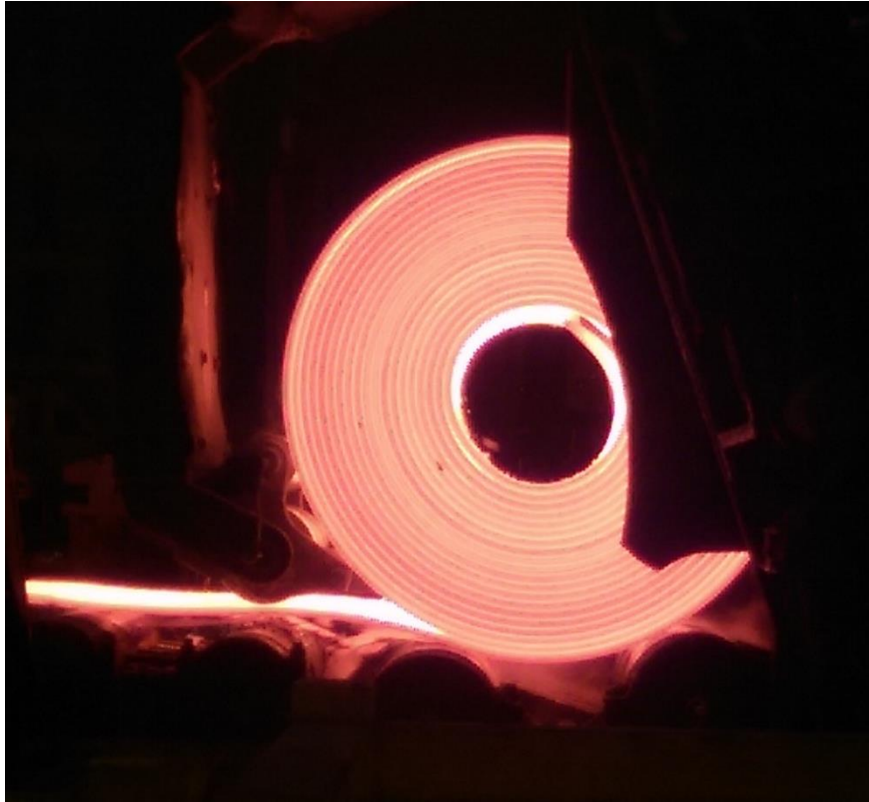
We have both classroom & on-site (mill) instruction during our 2 day workshop.  
For more information [visit our website here.](#)



Steel 101 Workshop, Severstal Dearborn 2012

# Next Steel 101 Workshop

## October 8-9, 2019



Steel 101 Workshop, NLMK Indiana 2015

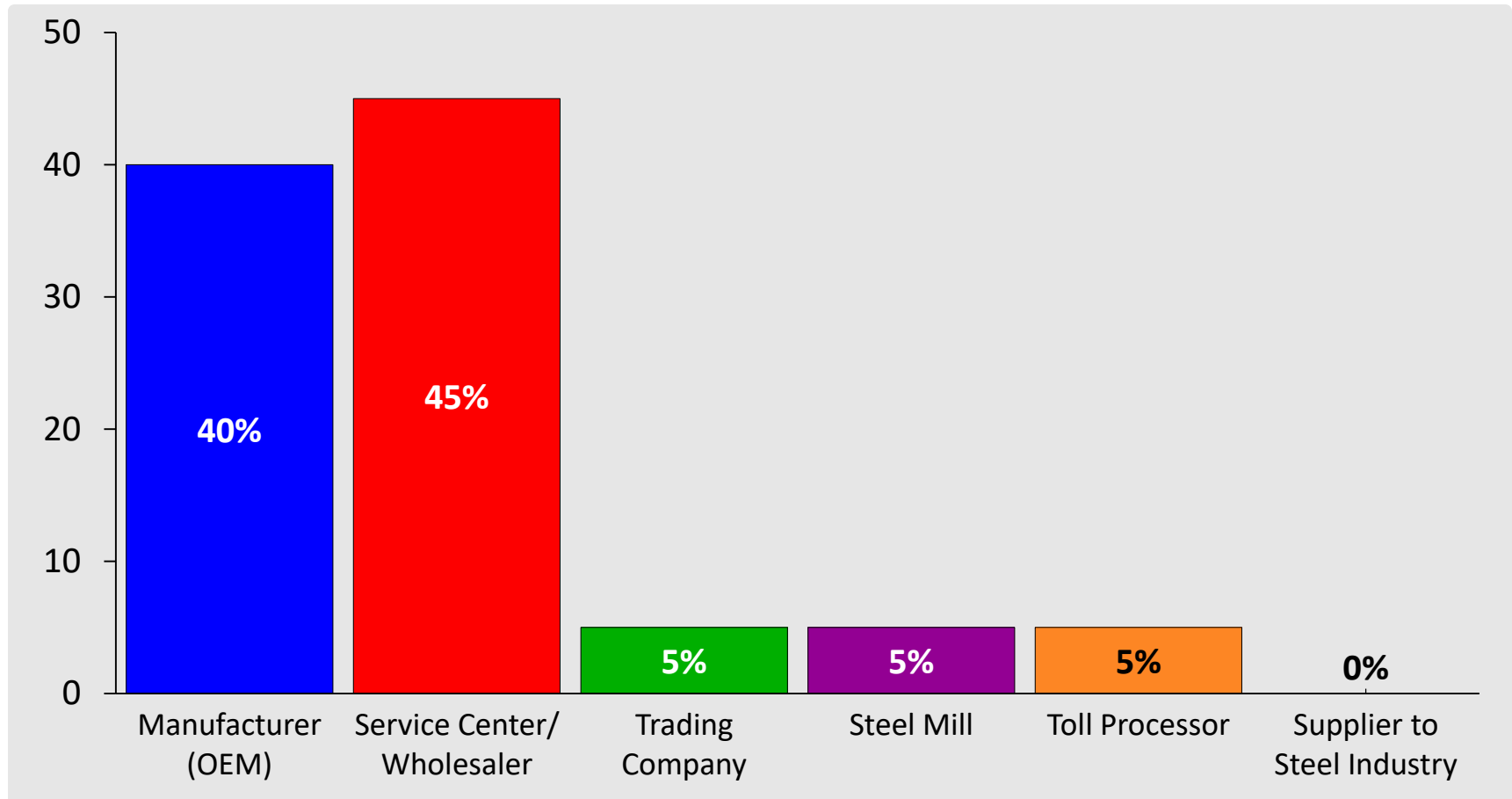
Our next Steel 101 workshop will be held in **Cincinnati, Ohio** on **October 8-9, 2019**. Our class will tour the Nucor Gallatin steel mill.

If you would like more information about any of our workshops, you may visit

[SteelMarketUpdate.com/Events](https://SteelMarketUpdate.com/Events),  
call our office at 800-432-3475,  
or e-mail our team at  
[Events@SteelMarketUpdate.com](mailto:Events@SteelMarketUpdate.com).

# Survey Participants

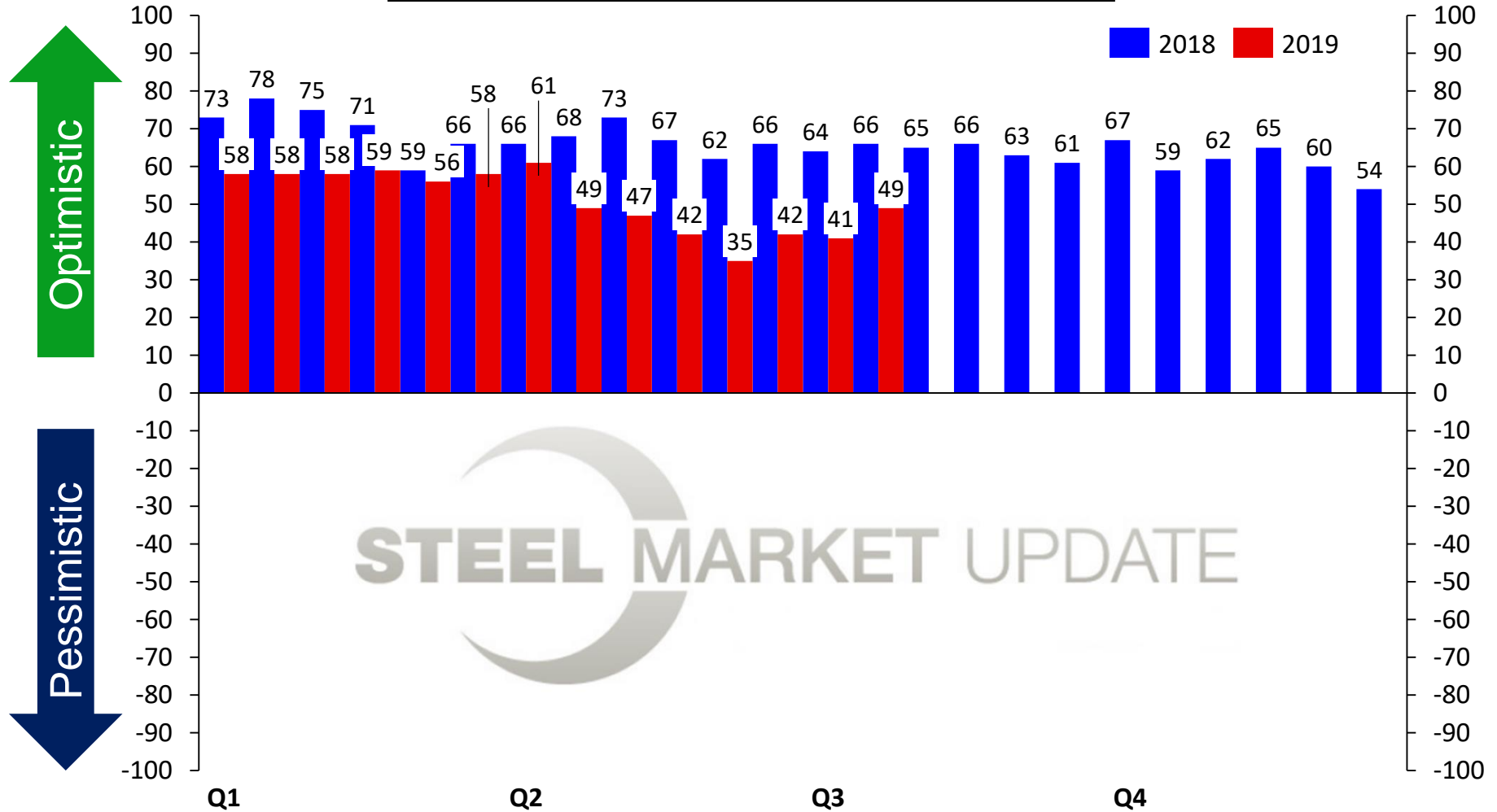
Our survey is by invitation only- Nearly 600 companies, mostly in the manufacturing or distribution industries, are asked to participate. Here are the percentages of participation in this week's survey by market sector.



# SMU Buyers Sentiment Index

Up 8 points to +49

## Steel Market Update Buyers Sentiment Index

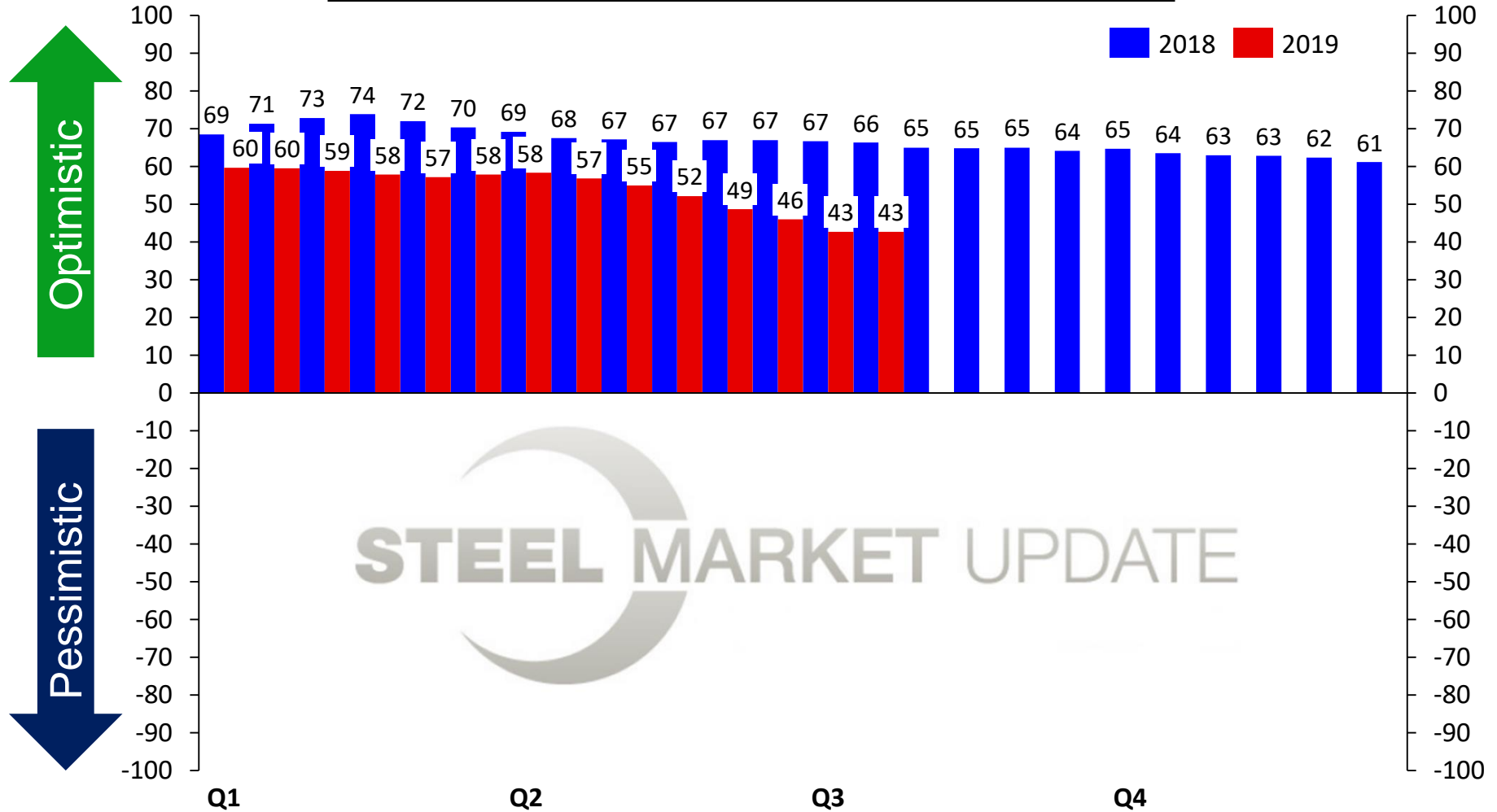




# SMU Buyers Sentiment Index

Three Month Moving Average at +42.67

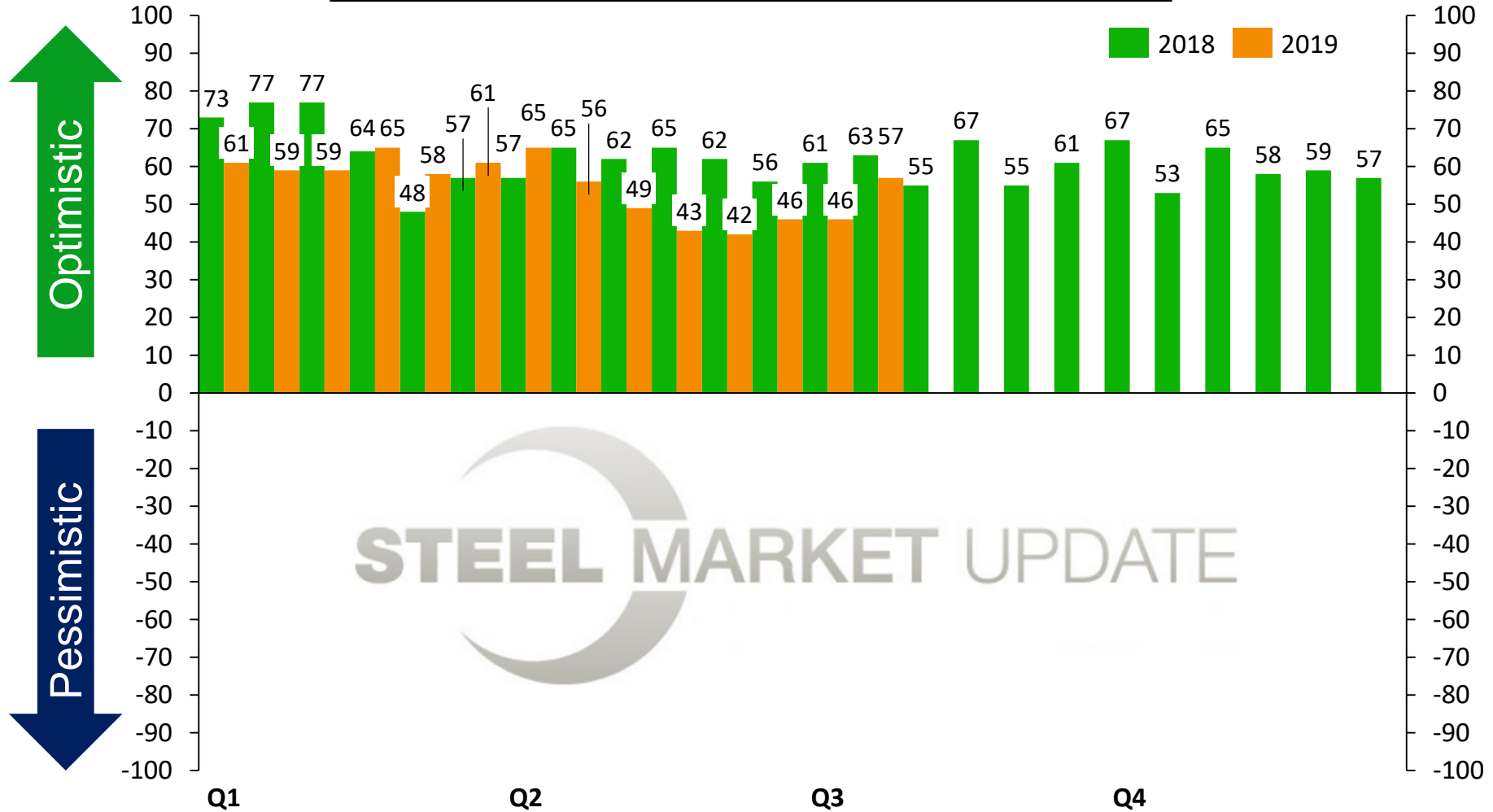
### Steel Market Update Buyers Sentiment Index 3MMA



# SMU Future Buyers Sentiment Index

Up 11 points to +57

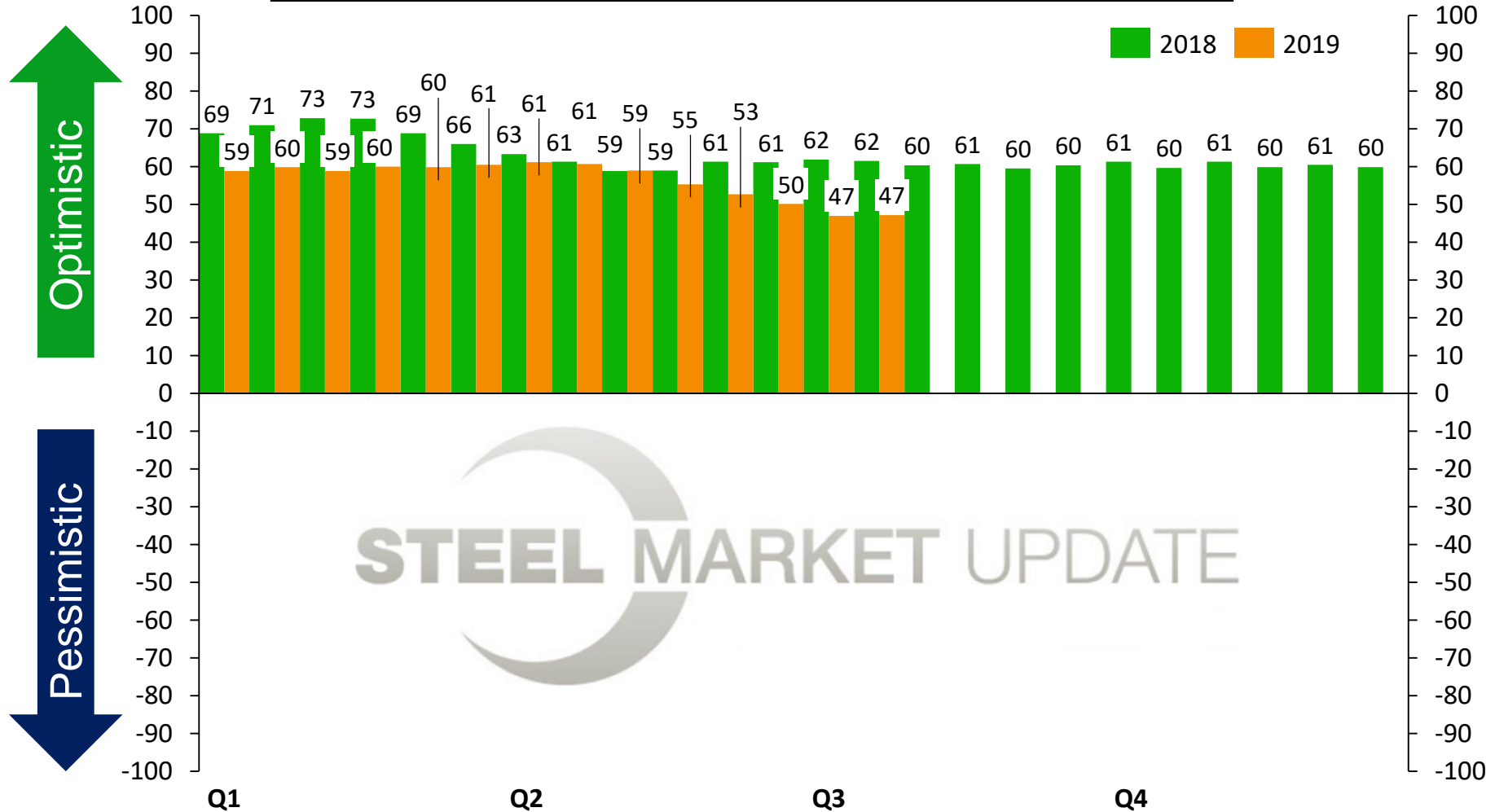
## Steel Market Update Future Buyers Sentiment Index



# SMU Future Buyers Sentiment Index

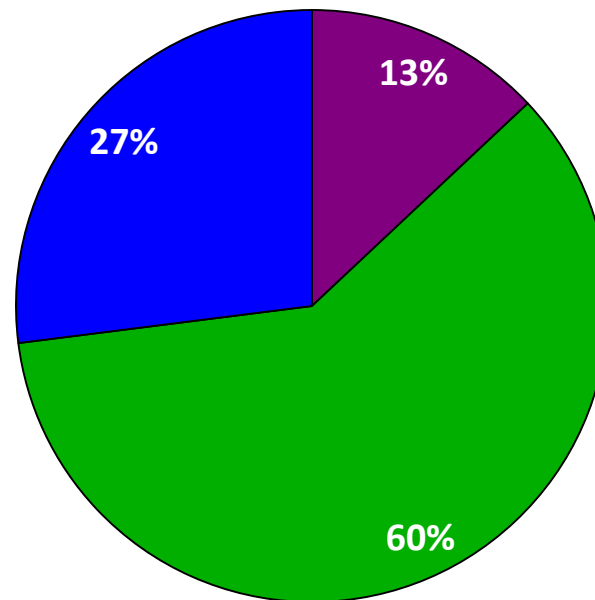
Three Month Moving Average at +47.17

## Steel Market Update Future Buyers Sentiment Index 3MMA



Are you seeing demand for your products improving, remaining the same or declining?

- Demand is improving
- Demand is remaining the same
- Demand is declining

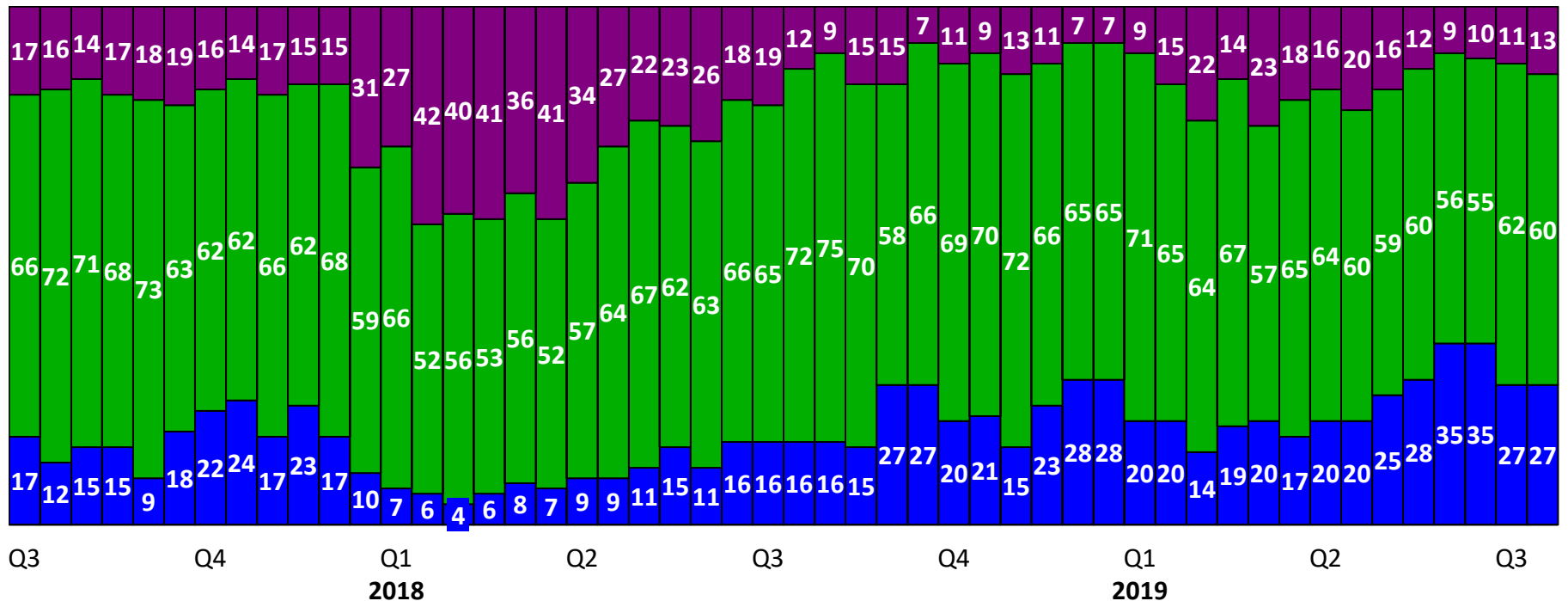


# Overall Demand History

Are you seeing demand for your products improving, remaining the same or declining?

- Demand is improving
- Demand is remaining the same
- Demand is declining

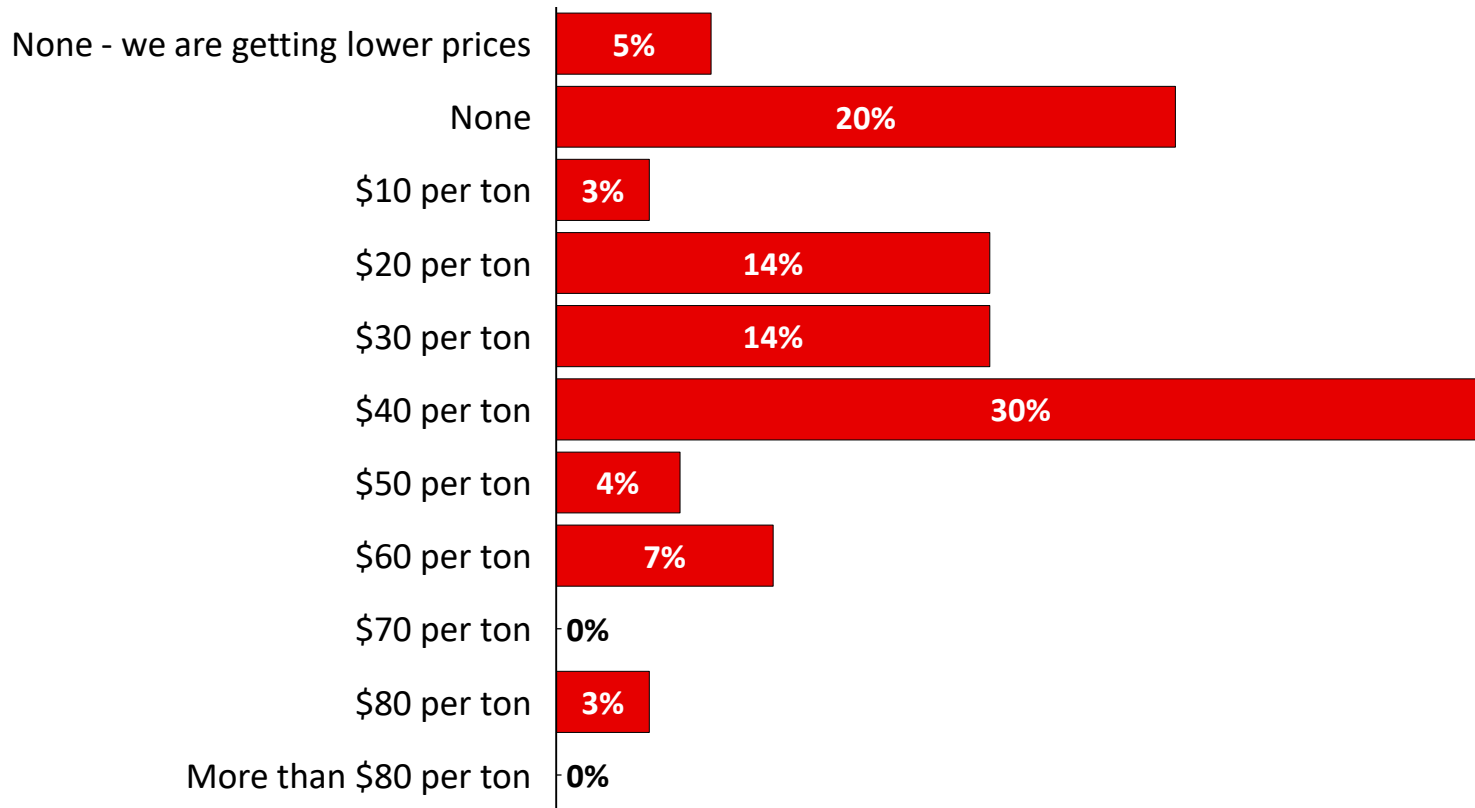
out of 100%





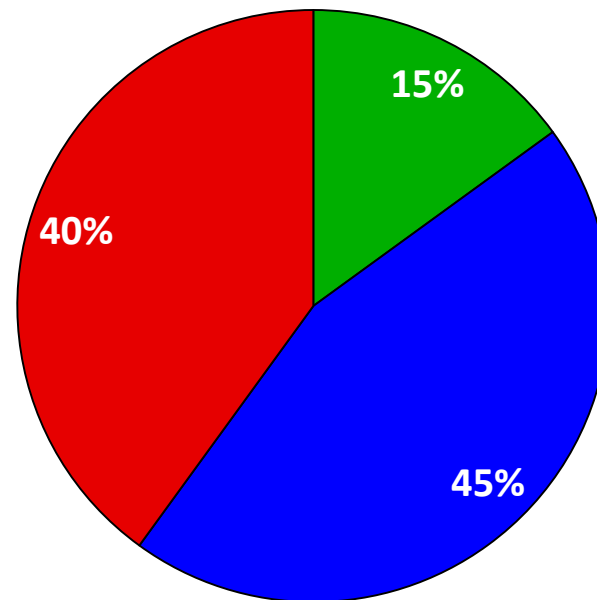
# Mill Price Increases

The flat rolled mills have announced \$120 per ton (\$6.00/cwt) of price increases, how much of the increase has stuck so far?



**Manufacturers-** Compared to this time last year –  
is your company buying more, less or the same  
amount of flat rolled steel as one year ago?

- Buying more steel
- Buying the same amount of steel
- Buying less steel

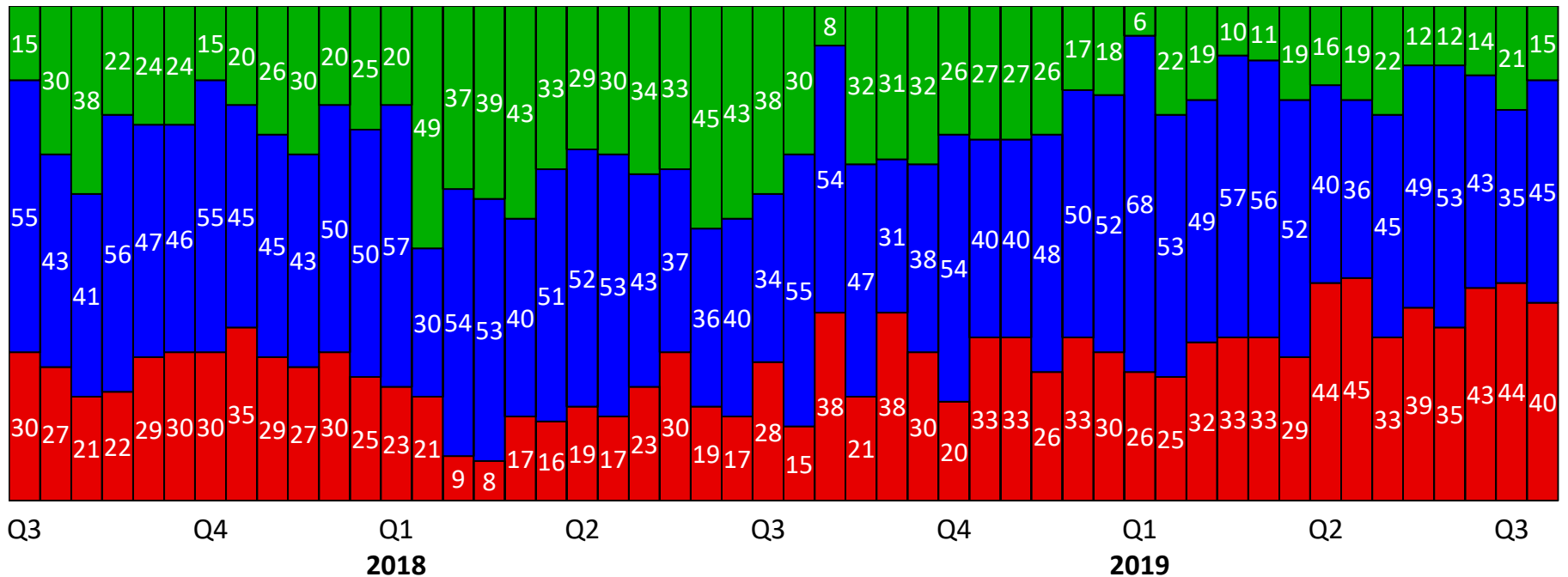


# History of Manufacturer Purchases

**Manufacturers-** Compared to this time last year – is your company buying more, less or the same amount of flat rolled steel as one year ago?

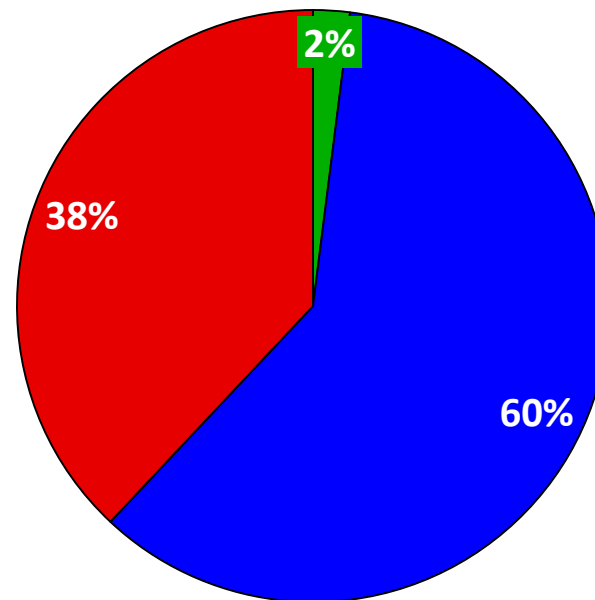
- Buying more steel
- Buying the same amount of steel
- Buying less steel

out of 100%



**Service Centers-** How do you see your customers releases (demand) for the products your company provides this year compared to this time last year?

- Releasing more steel
- Releasing the same amount of steel
- Releasing less steel

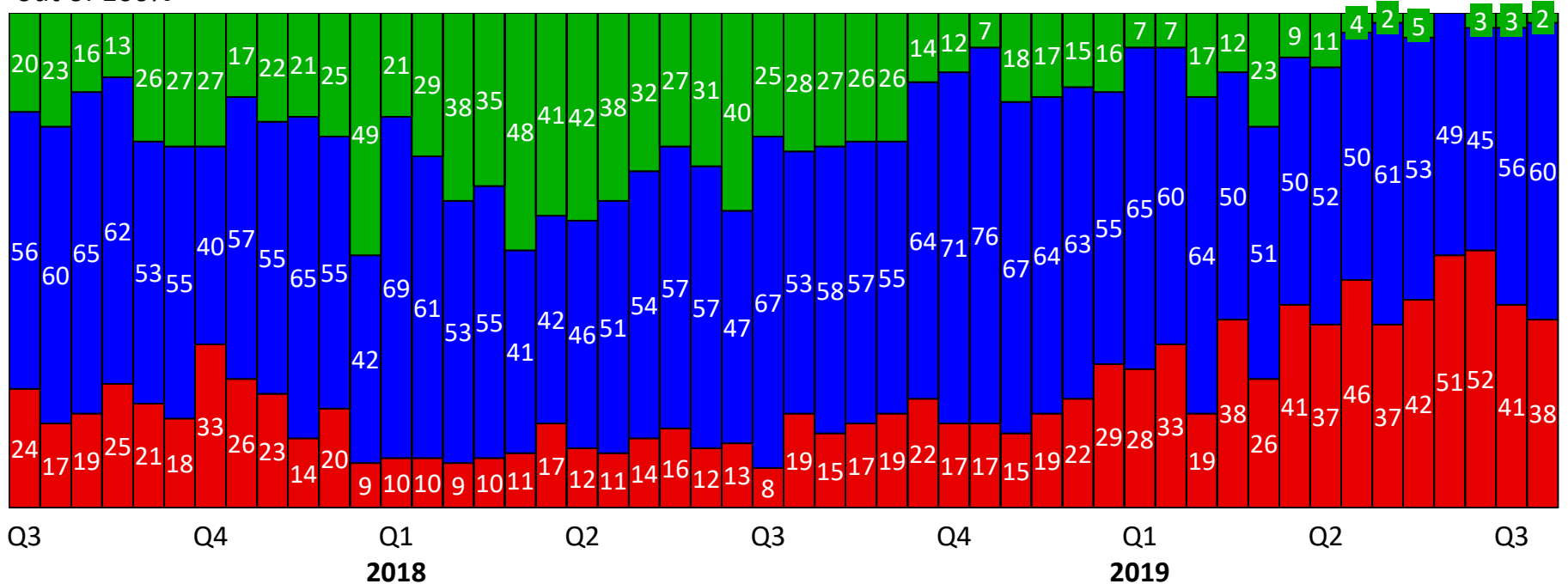


# Service Center Release History

**Service Centers-** How do you see your customers releases (demand) for the products your company provides this year compared to this time last year?

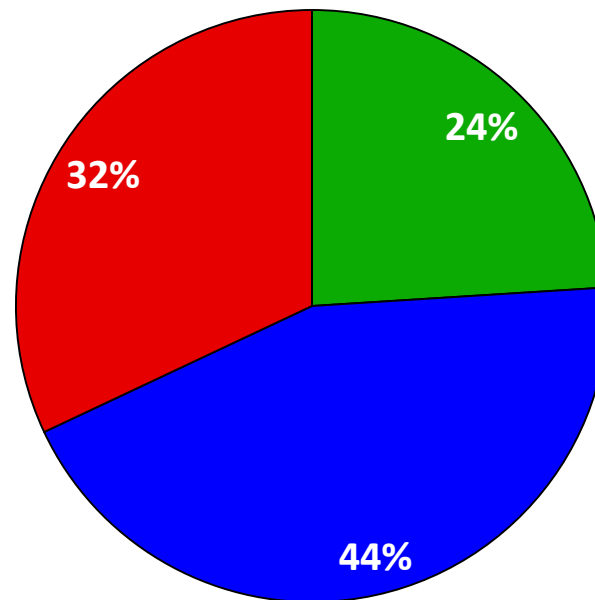
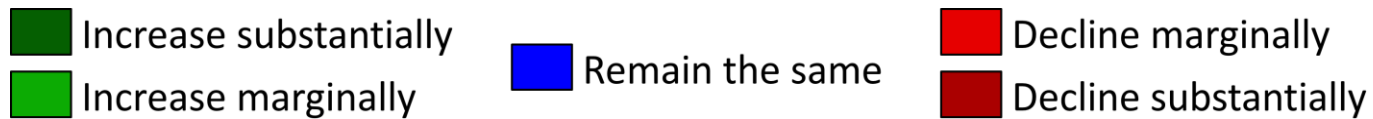
- Releasing more steel
- Releasing the same amount of steel
- Releasing less steel

out of 100%



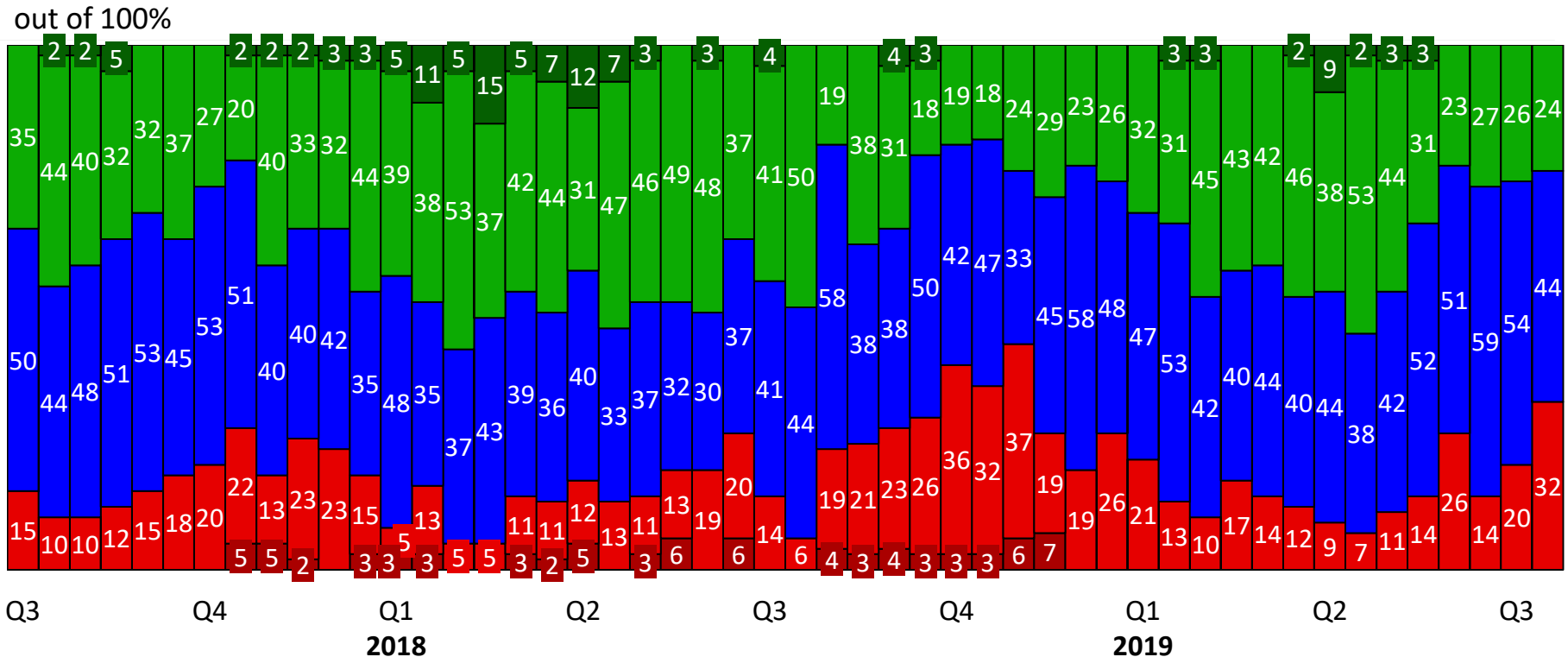
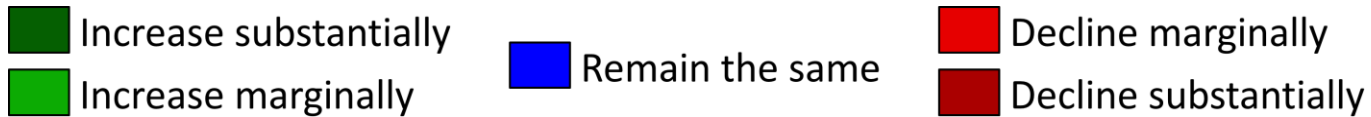


**Manufacturers-** Demand for your products will \_\_\_\_\_  
over the next 3 months based on current order flows.



# Manufacturer Demand History

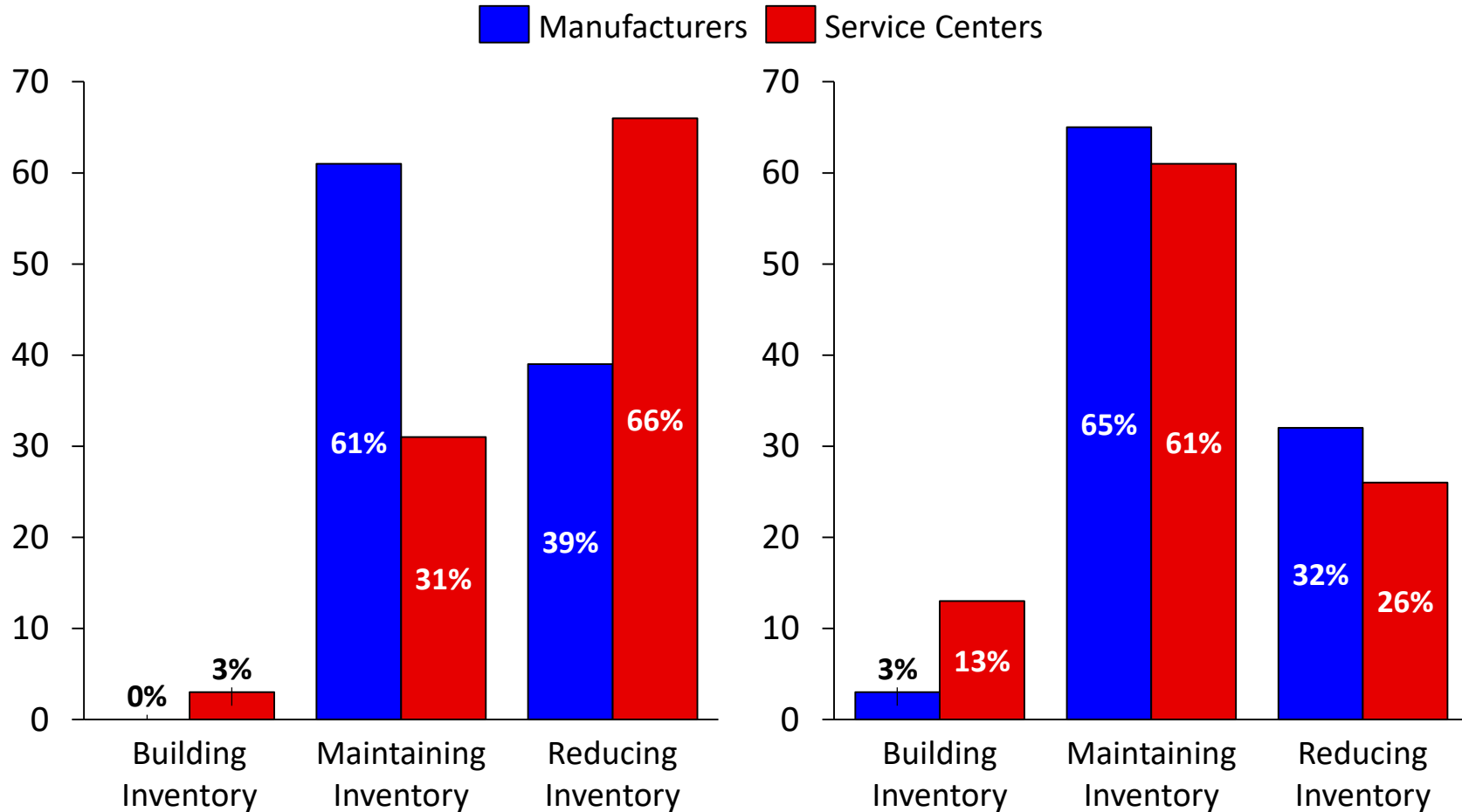
**Manufacturers-** Demand for your products will \_\_\_\_\_  
over the next 3 months based on current order flows.



# Manufacturer and Service Center Inventory Buying Patterns

June 21, 2019

July 26, 2019

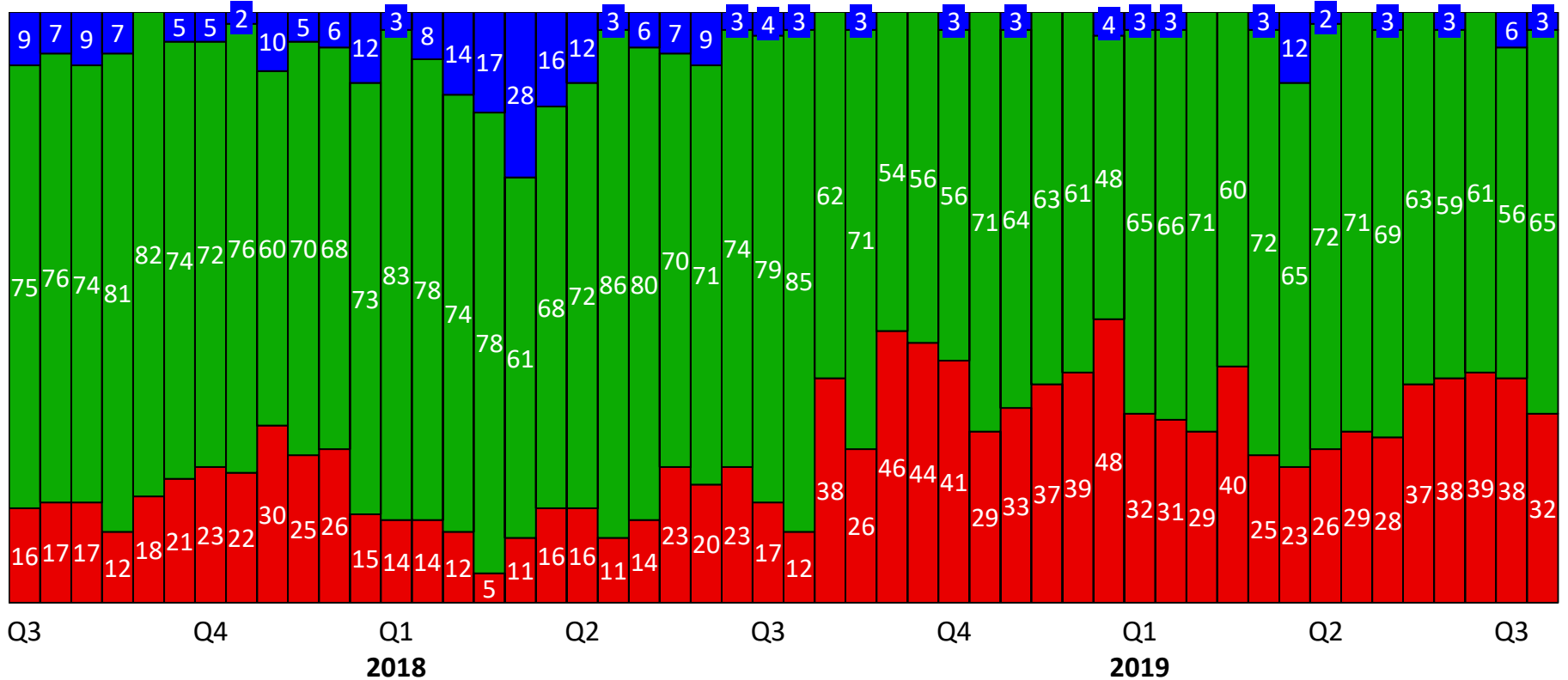


# Manufacturer Inventory Buying History

**Manufacturers-** Is your company building, reducing or maintaining its flat rolled steel inventory?

■ Building Inventory  
 ■ Maintaining Inventory  
 ■ Reducing Inventory

out of 100%

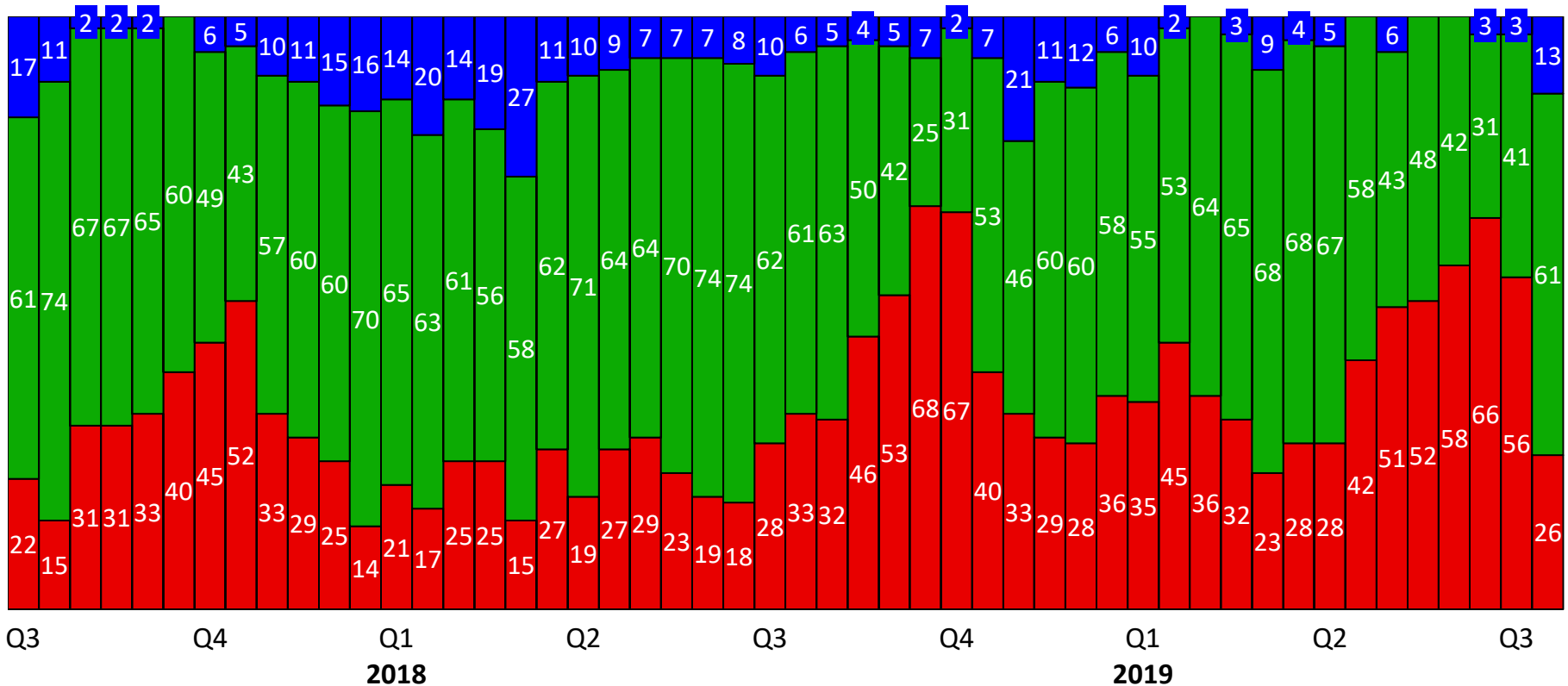


# Service Center Inventory Buying History

**Service Centers-** Is your company building, reducing or maintaining its flat rolled steel inventory?

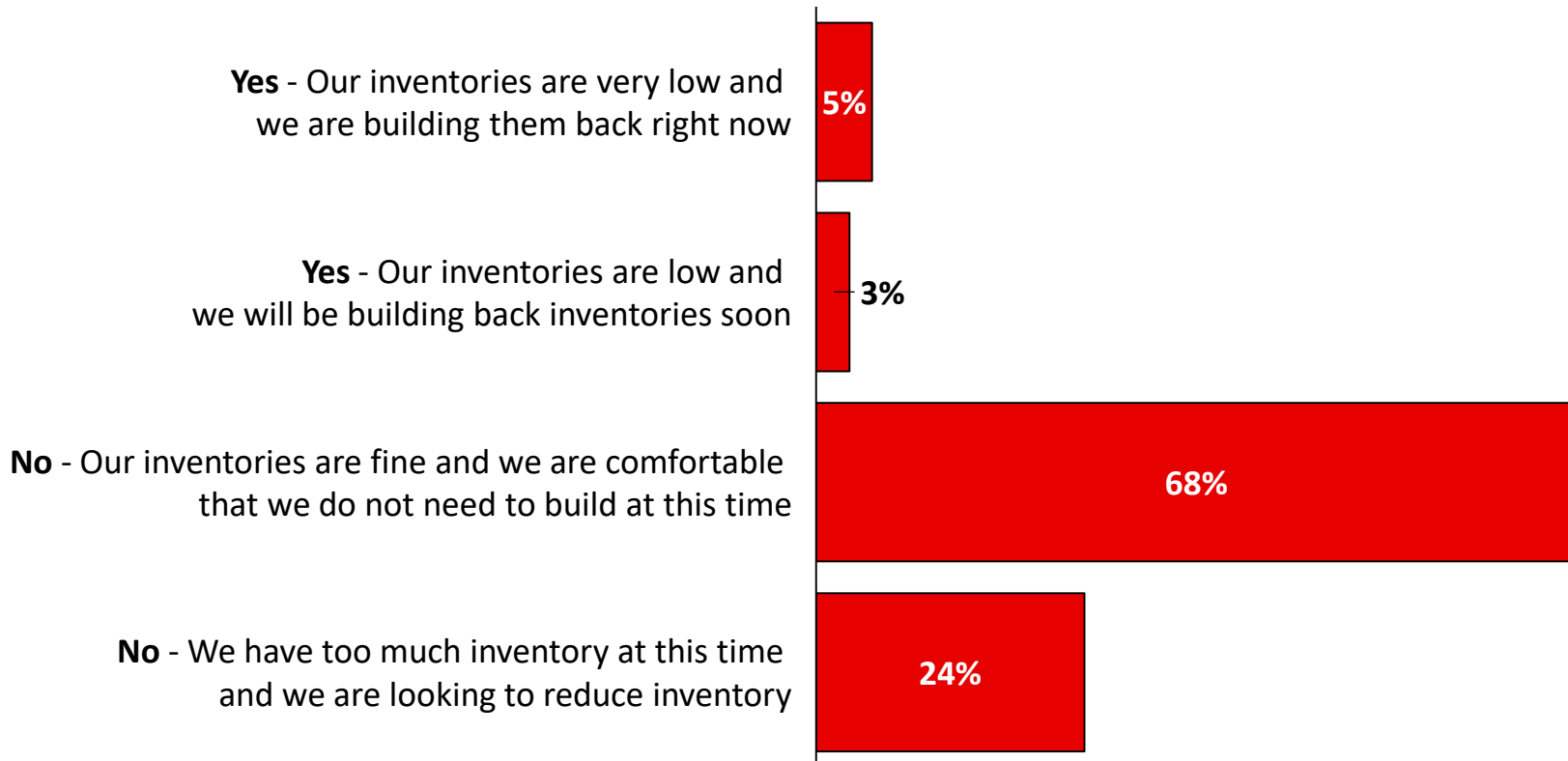
■ Building Inventory  
 ■ Maintaining Inventory  
 ■ Reducing Inventory

out of 100%





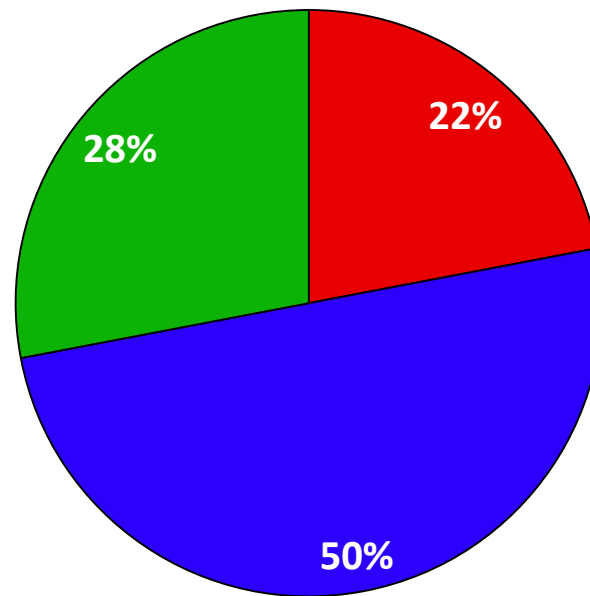
**Service Centers-** Does your company need to build back inventories or are you comfortable with the levels you are holding on your floor?



# Manufacturer's View of Service Center Selling Prices

**Manufacturers-** Which comment do you feel is representative of service center pricing right now compared to two weeks ago?

- We are seeing prices decreasing from our service centers
- We are seeing prices stable from our service centers
- We are seeing prices rising from our service centers

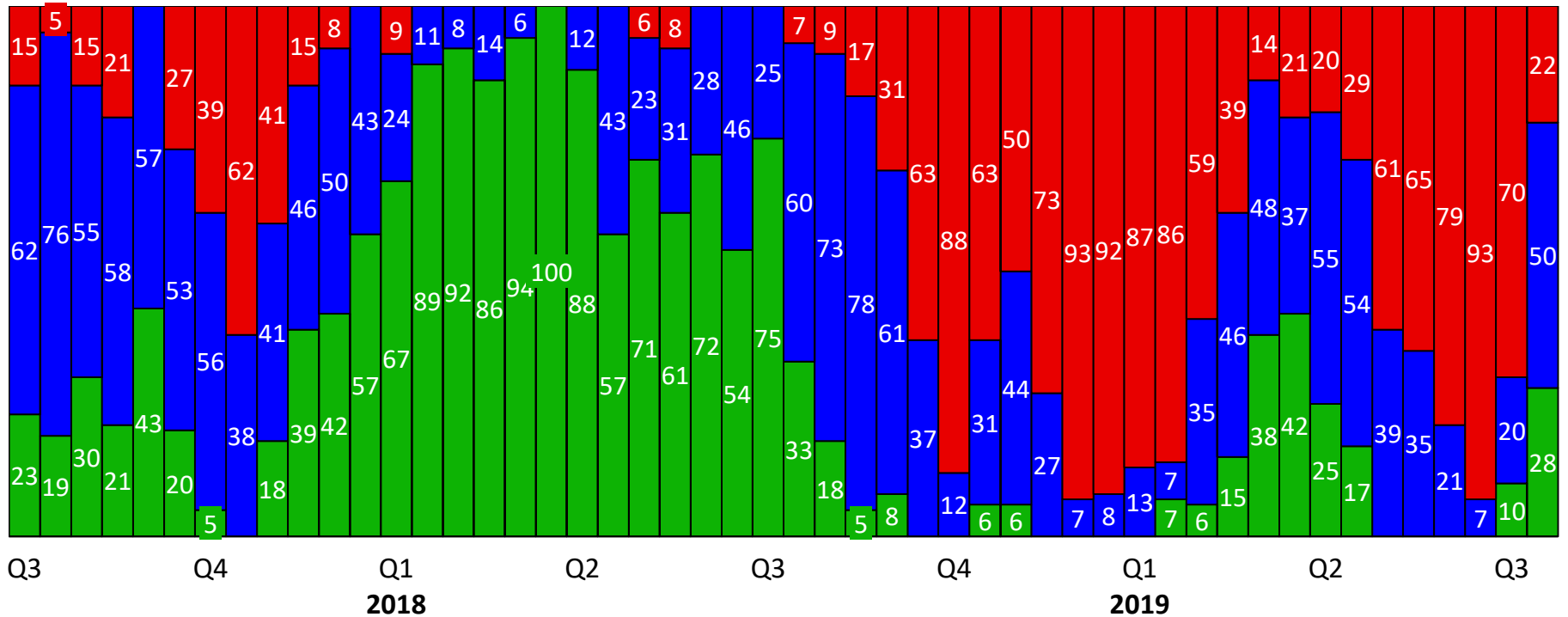


# Manufacturer's View of Service Center Selling Prices History

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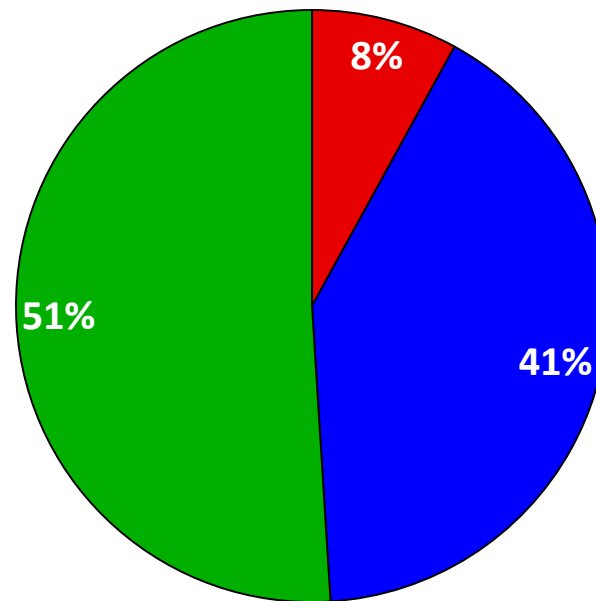
- We are seeing prices decreasing from our service centers
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out of 100%

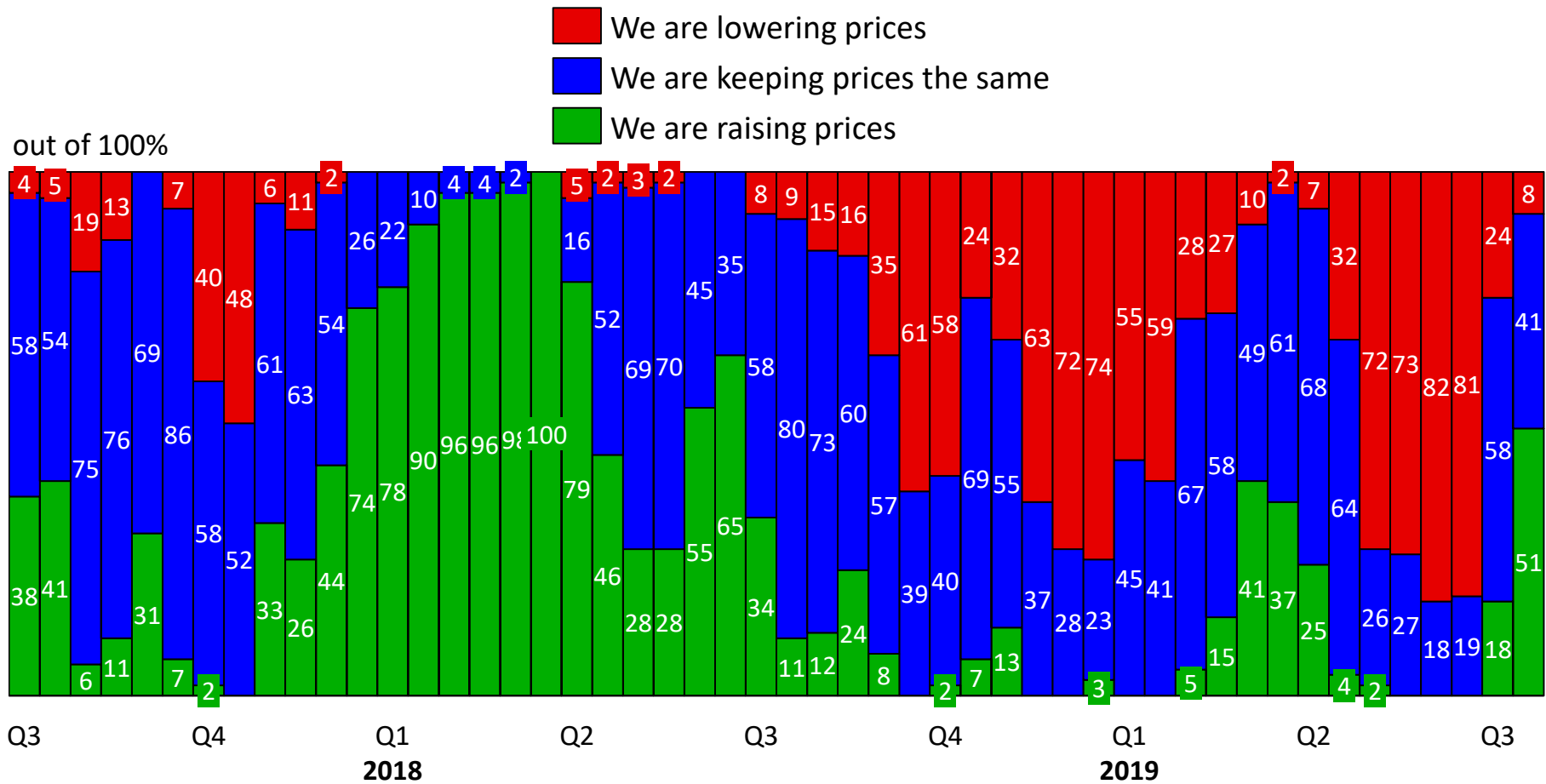


**Service Centers-** Compared to two weeks ago, how is your company handling spot pricing to your customers at this time?

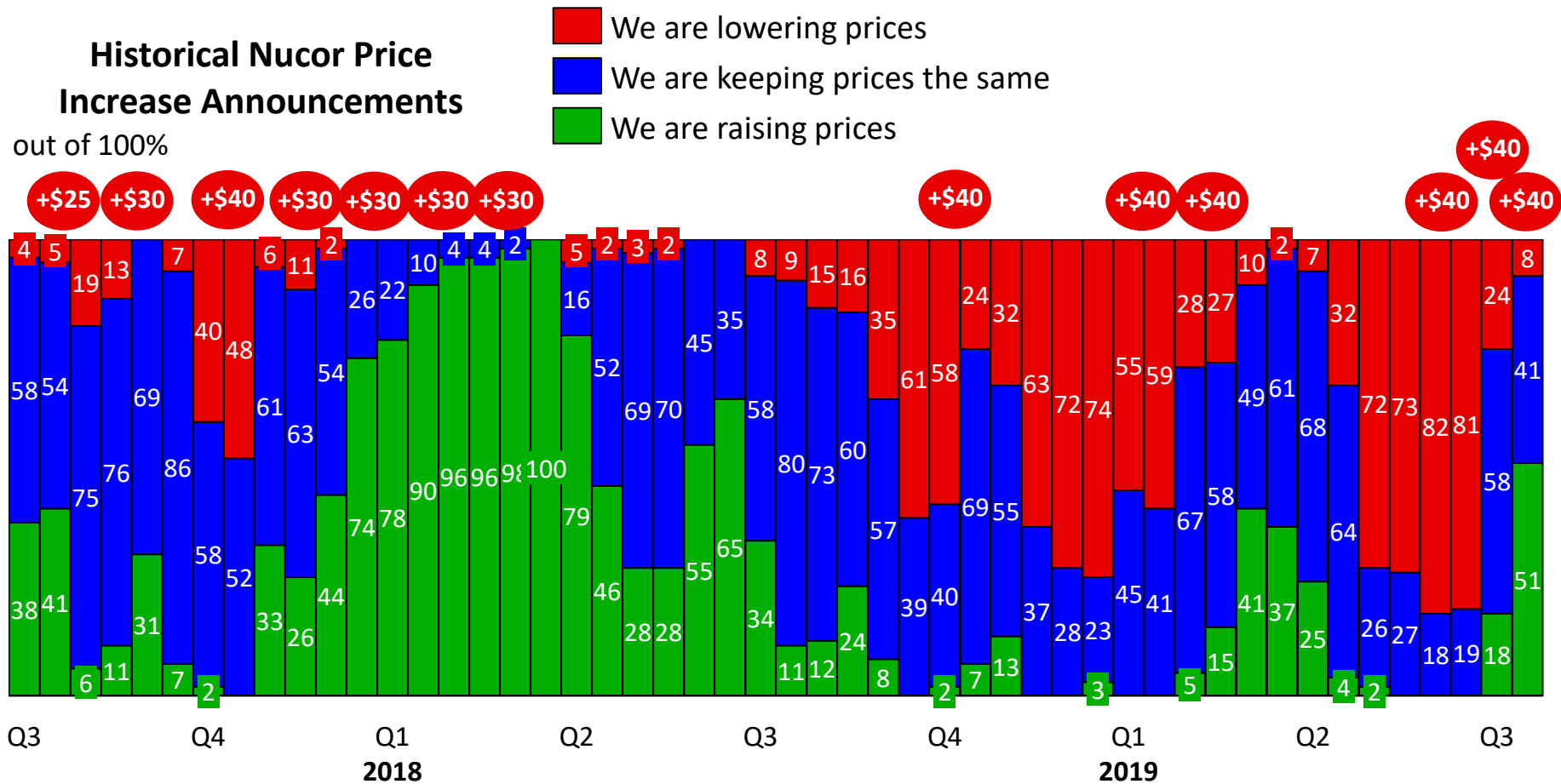
- We are lowering prices
- We are keeping prices the same
- We are raising prices



**Service Centers-** Compared to two weeks ago, how is your company handling spot pricing to your customers at this time?



**Service Centers-** Compared to two weeks ago, how is your company handling spot pricing to your customers at this time?

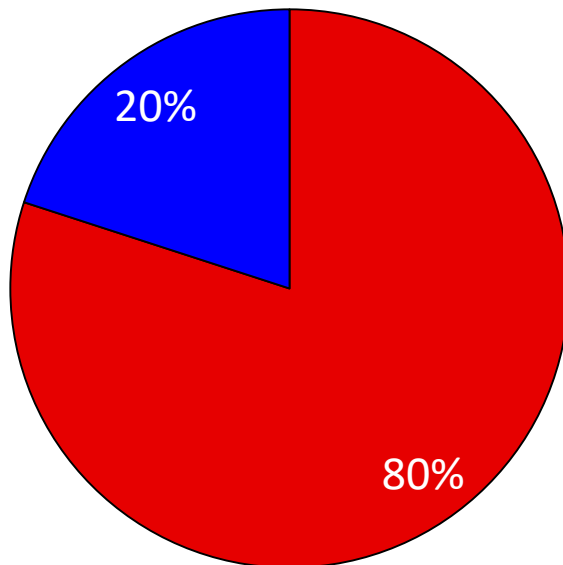


# Passing Along Higher Prices

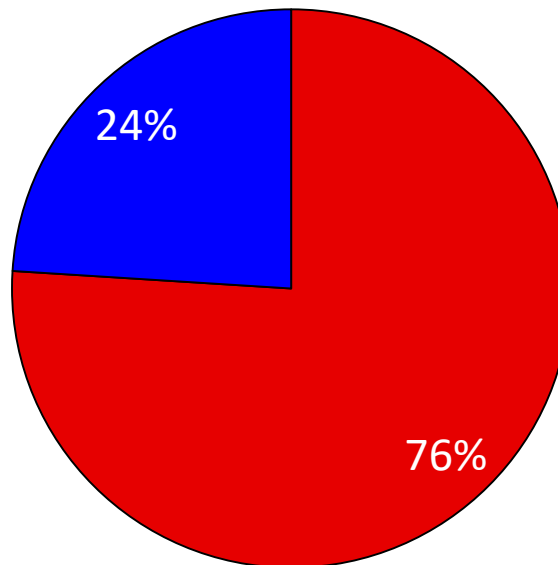
**Service Centers-** Are you having any difficulties in passing along the new higher prices to your customers?

Yes No

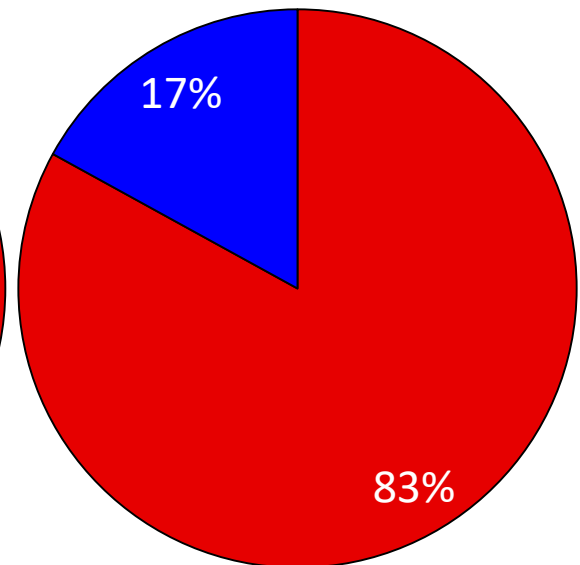
January 11, 2019



April 5, 2019

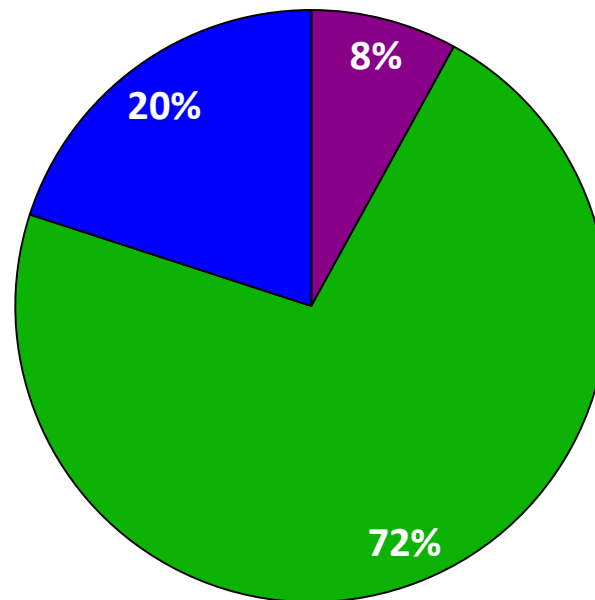


July 26, 2019



**Service Centers-** Are your manufacturing customers increasing orders, keeping them the same or reducing orders at this time?

- Our manufacturing customers are increasing orders
- Our manufacturing customers are maintaining their orders
- Our manufacturing customers are reducing their orders

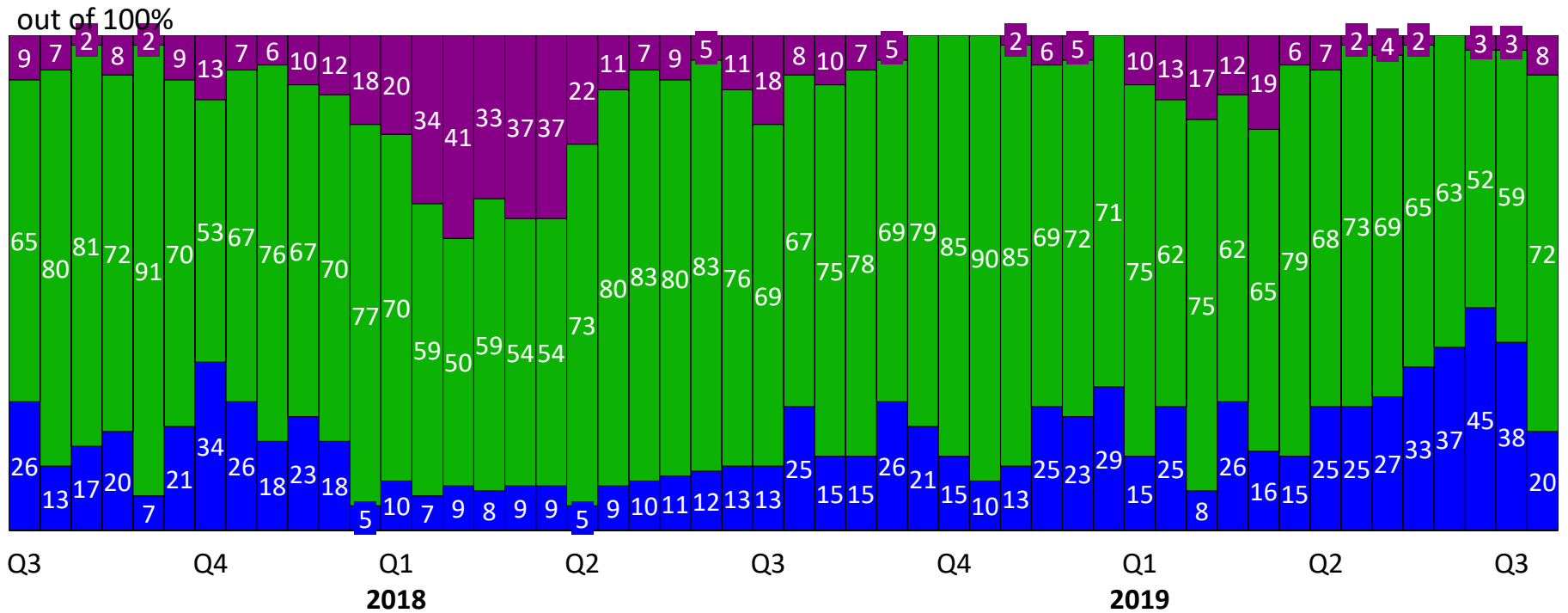




# Service Centers on Manufacturer Orders History

**Service Centers-** Are your manufacturing customers increasing orders, keeping them the same or reducing orders at this time?

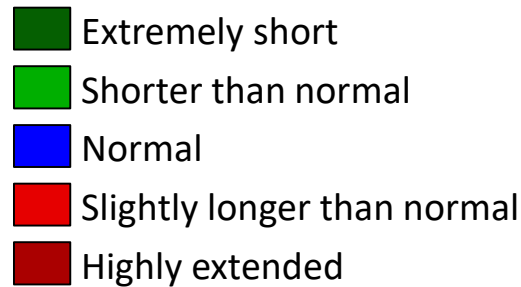
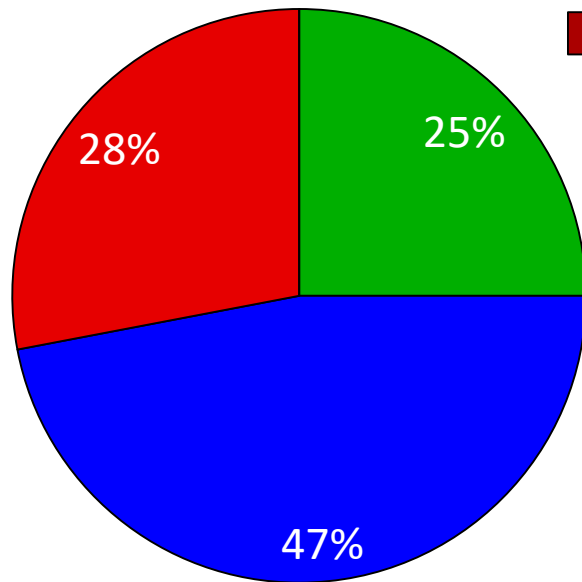
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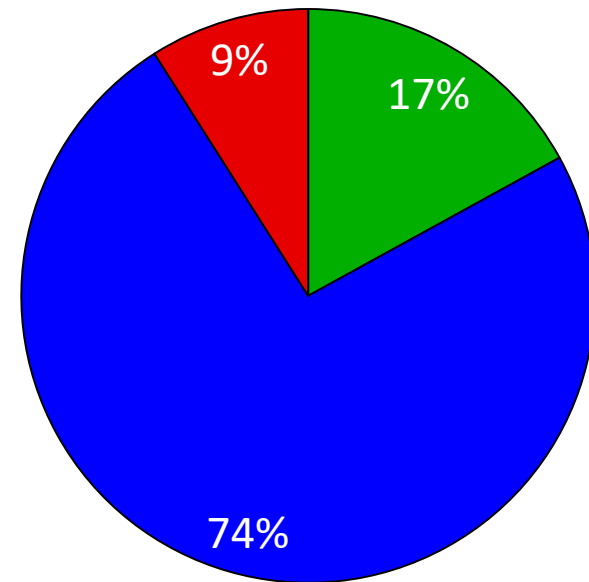
# Mill Lead Times

How would you describe domestic mill lead times for new orders placed right now?

## Manufacturers

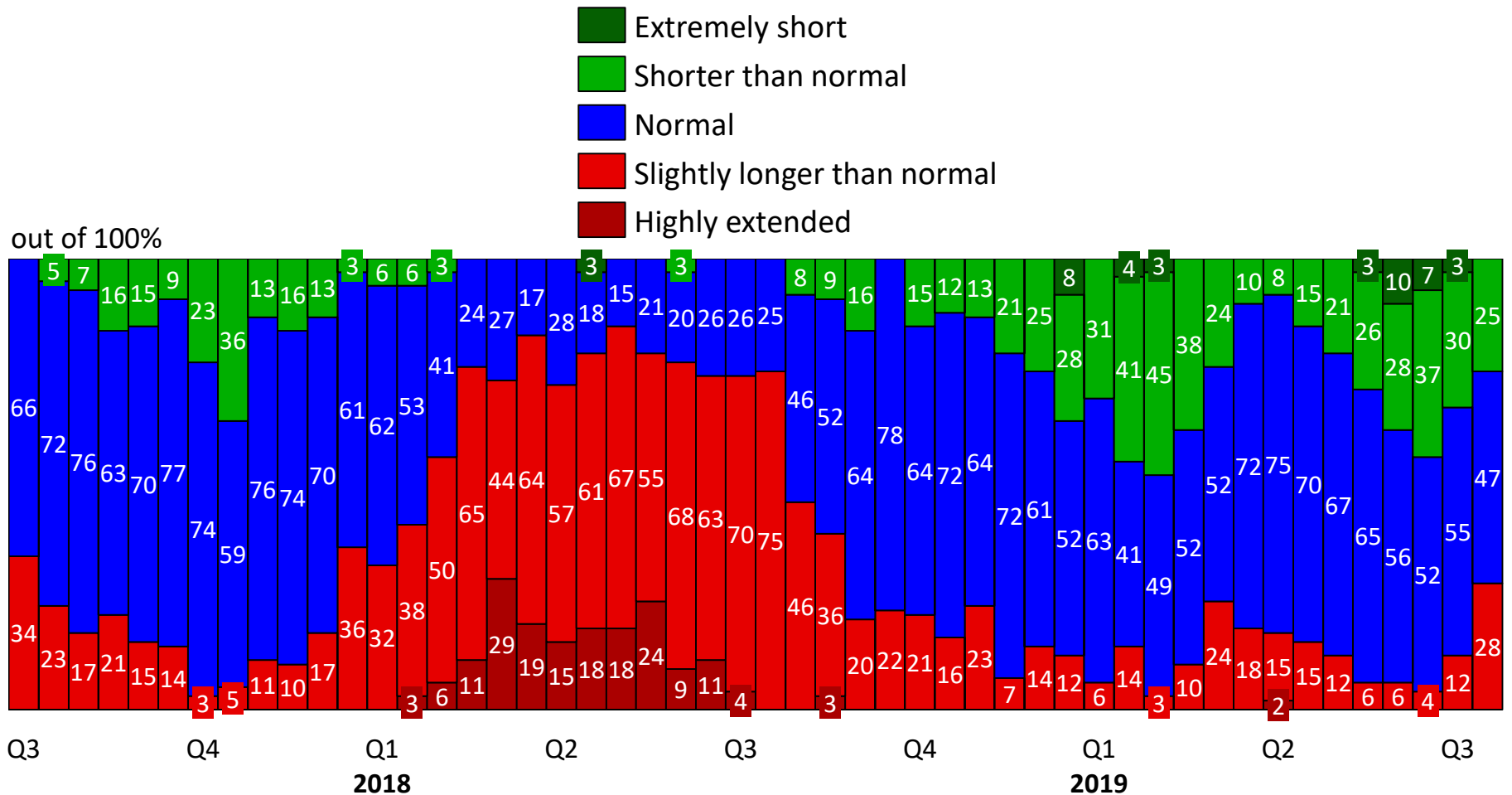


## Service Centers



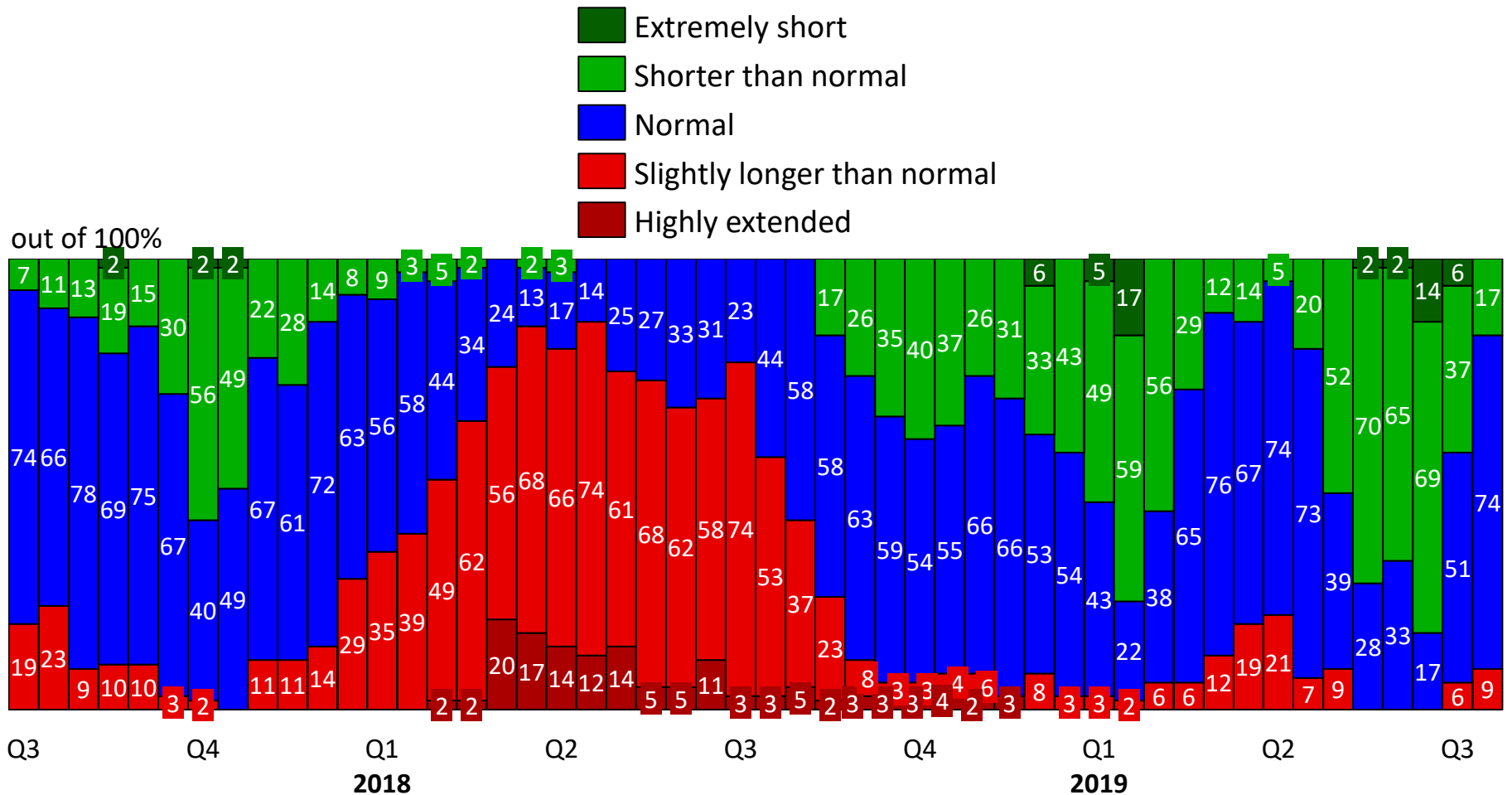
# Mill Lead Times History

**Manufacturers-** How would you describe domestic mill lead times for new orders placed right now?



# Mill Lead Times History

**Service Centers-** How would you describe domestic mill lead times for new orders placed right now?

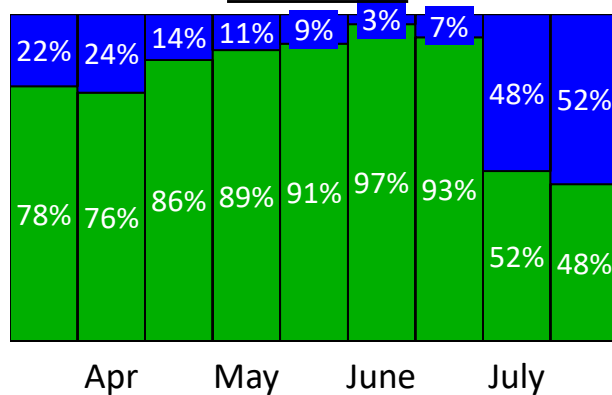


# Mill Negotiations

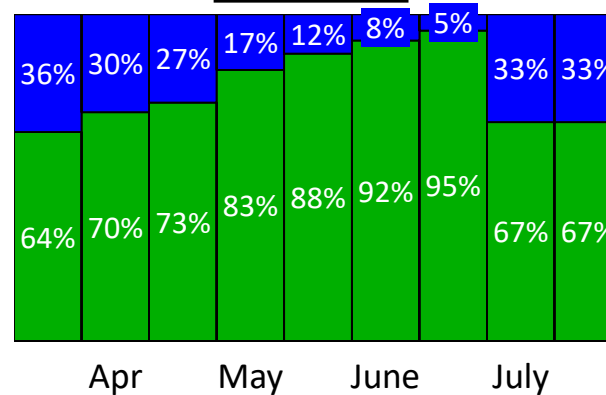
Are you finding the domestic mills are willing to negotiate pricing on brand new orders placed this week?

Yes No

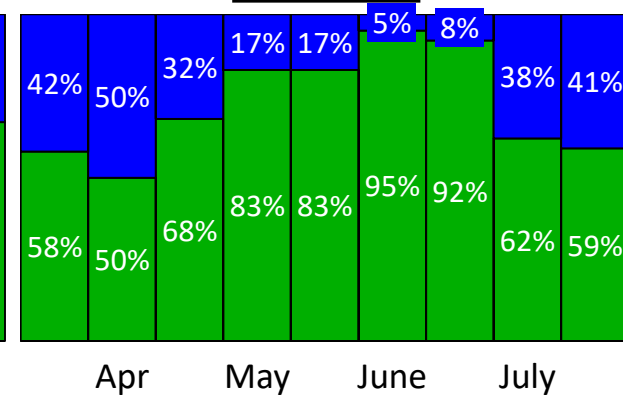
Hot Rolled



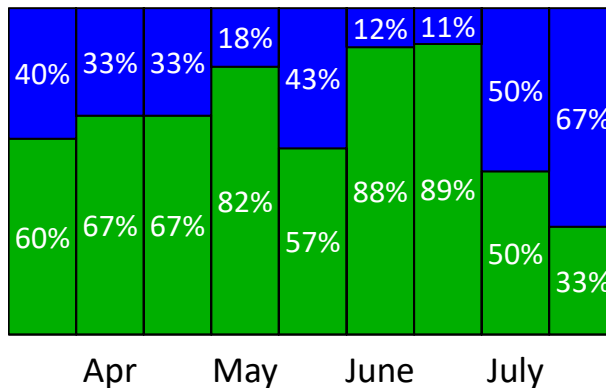
Cold Rolled



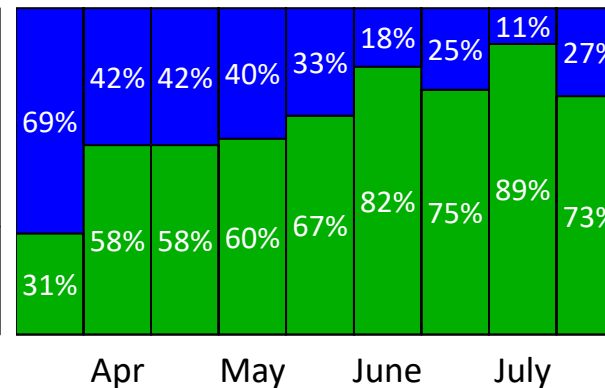
Galvanized



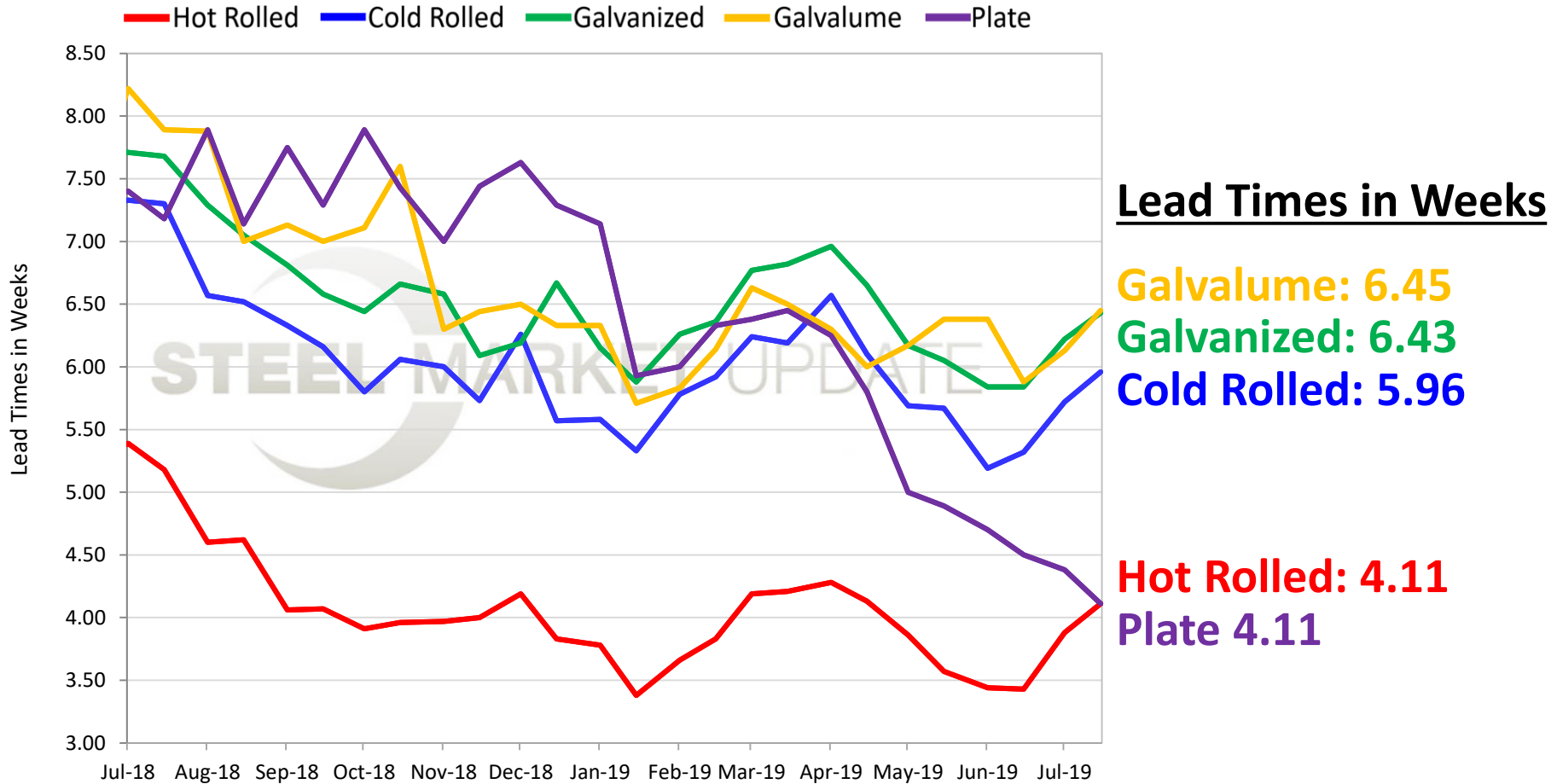
Galvalume



Plate



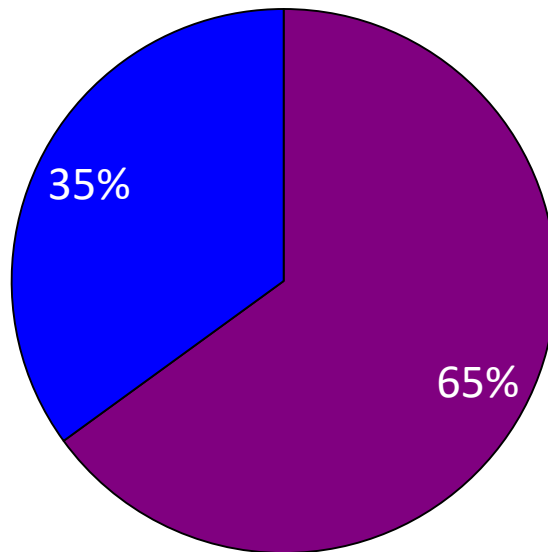
# Mill Lead Times



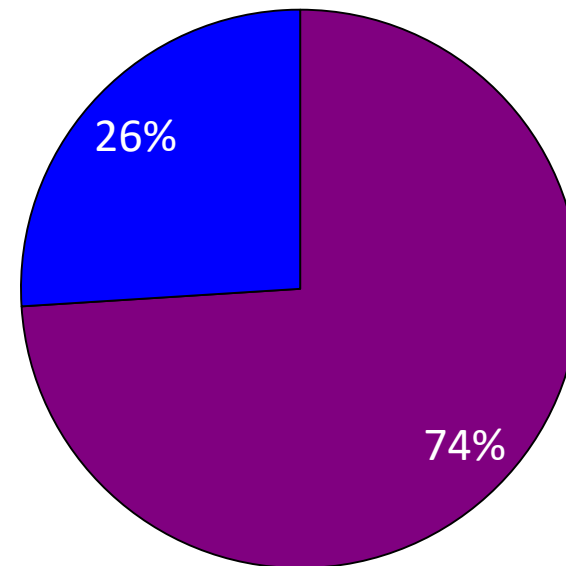
Does your company buy foreign steel?

Yes No

## Manufacturers



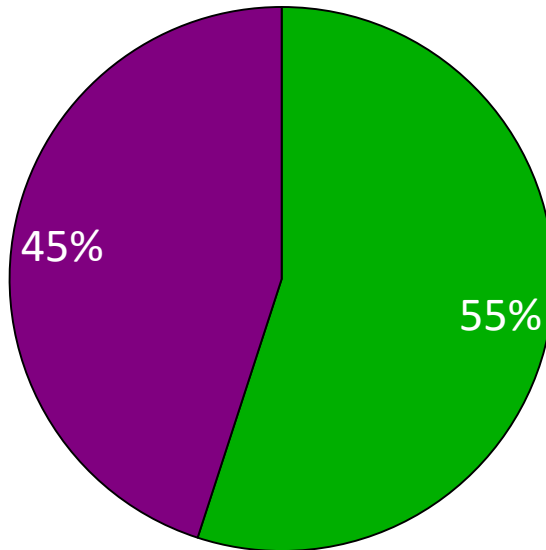
## Service Centers



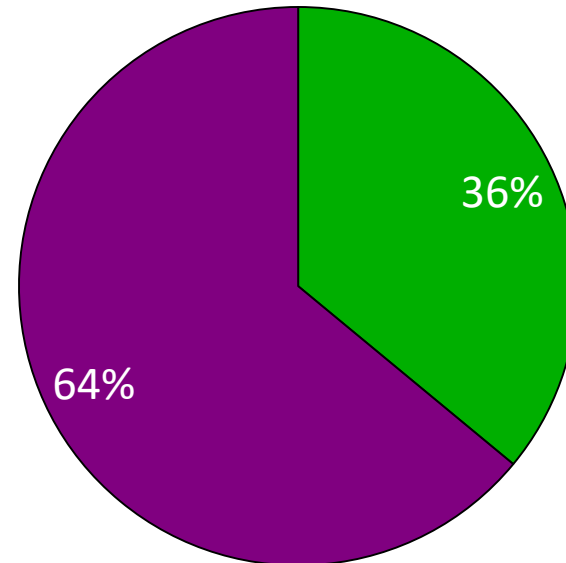
Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?

Yes No

## Manufacturers



## Service Centers



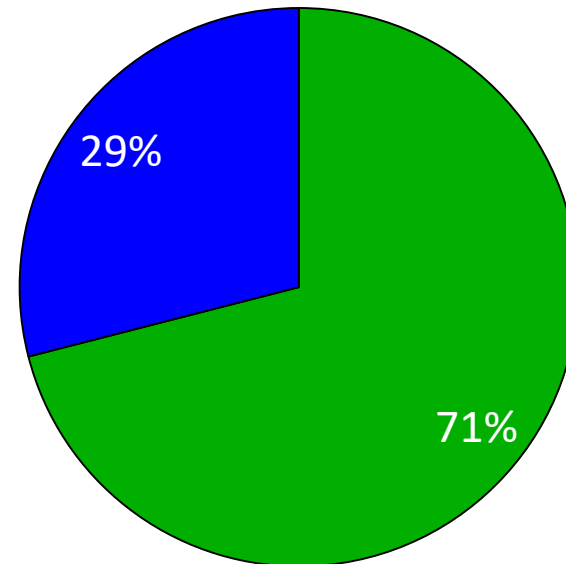
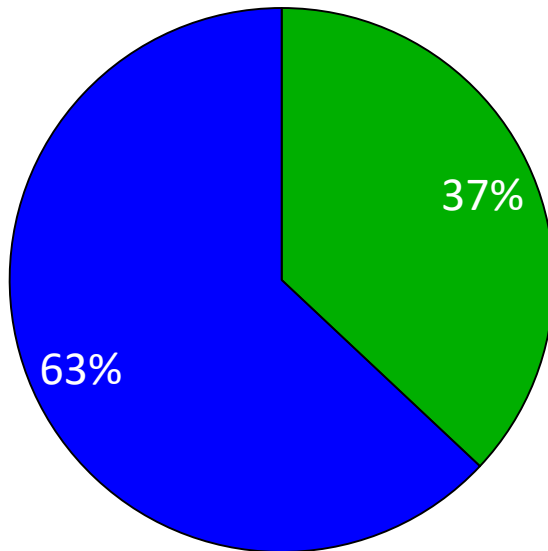


# Foreign Steel

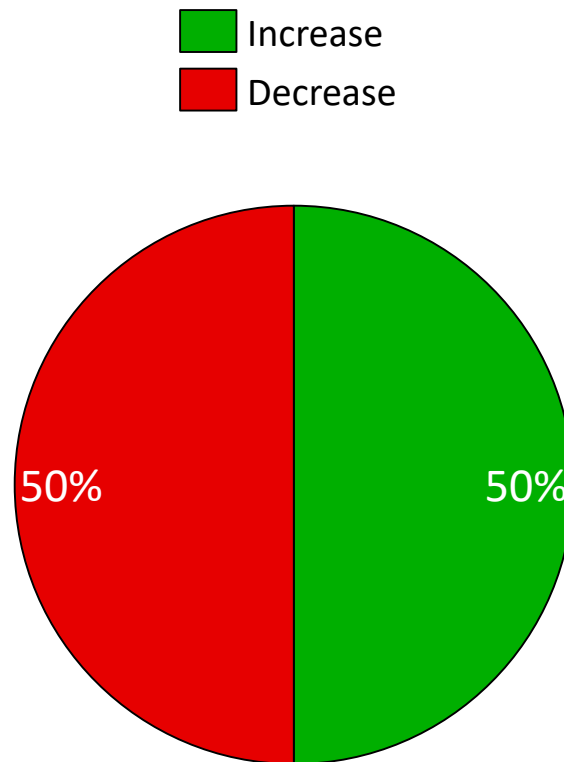
**Manufacturers-** Are you buying new orders of foreign steel for future delivery?

**Service Centers-** Are you decreasing the percentage of foreign steel on your order book?

Yes No



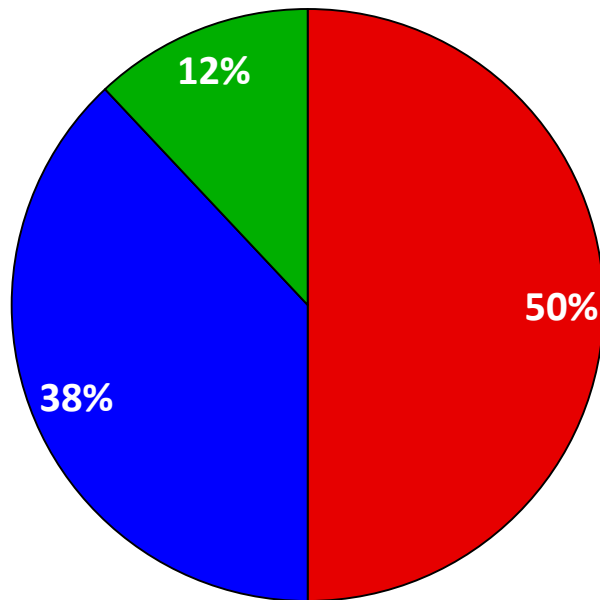
At this time, are you seeing an increase or decrease in orders from your North American buyers?



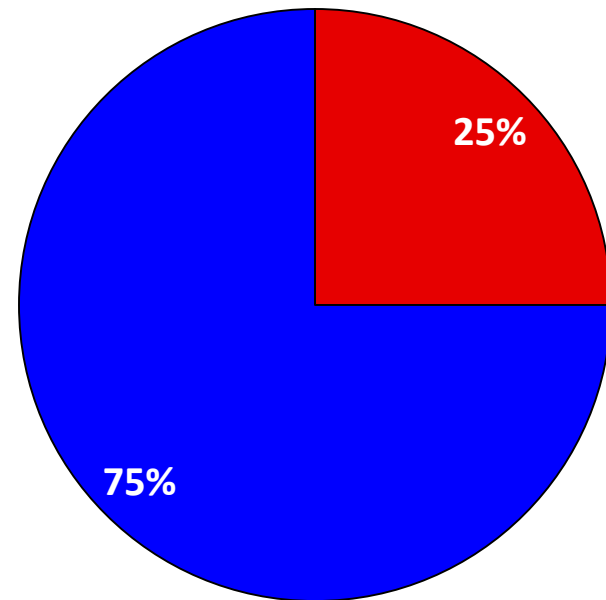
Without a price increase out of the domestic steel mills, do you expect your business supplying foreign steel to decline over the next 30 days?

- Decline
- Stay the same
- Improve

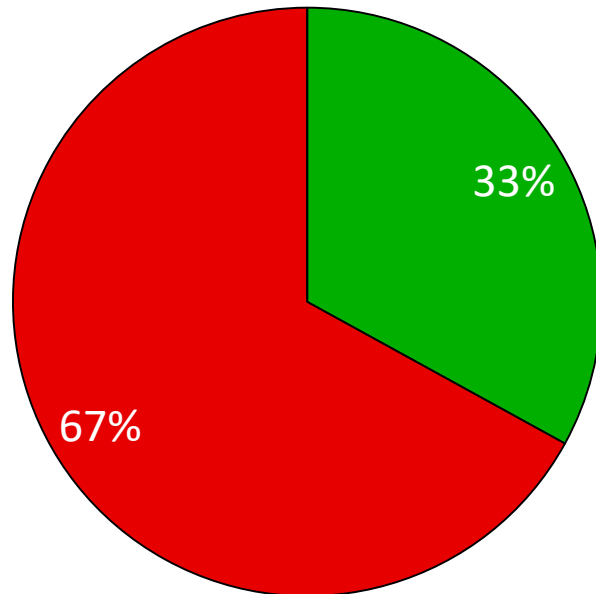
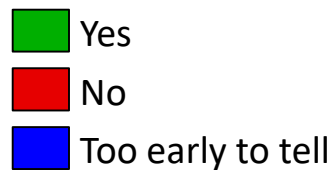
July 12, 2019



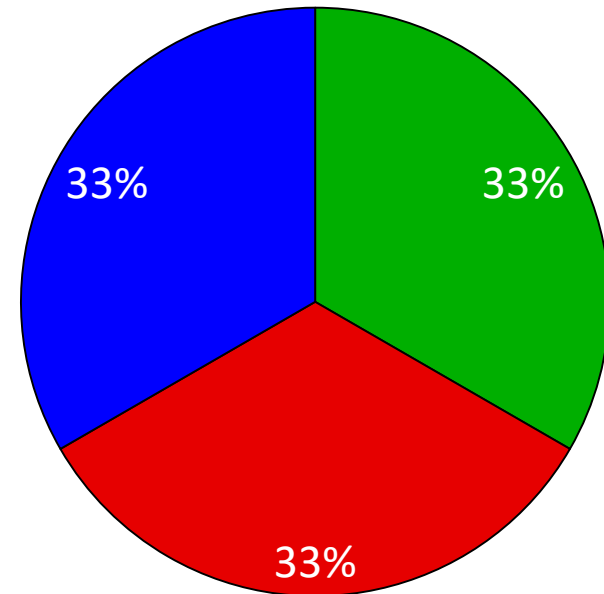
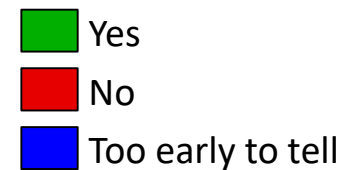
July 26, 2019



Are your galvanized prices competitive enough right now to get orders (including the new duties)?

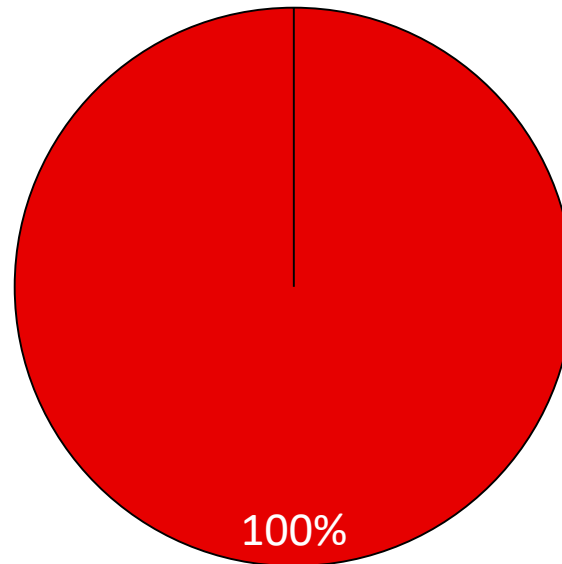


Are your Galvalume prices competitive enough right now to get orders (including the new duties)?



Are you able to offer plate pricing that is attractive to buyers right now?

Yes  
No



# Questions?

If you have any questions regarding the information presented here, please contact us at [info@SteelMarketUpdate.com](mailto:info@SteelMarketUpdate.com).

If you would like a copy of this presentation, please send an email to the above email address with your request.

We always appreciate referrals- tell your friends, suppliers, and customers to sign up for a free trial at [SteelMarketUpdate.com](https://SteelMarketUpdate.com).

# Look for Our Next Survey



Our next survey  
will be conducted  
the week of  
**August 5, 2019**

The logo features a stylized circular element on the left, composed of two curved segments. The top segment is orange and the bottom segment is red, meeting at a central point. The text 'STEEL MARKET UPDATE' is written in a bold, white, sans-serif font across the middle of the image, with the circular logo partially overlapping the word 'STEEL'.

# STEEL MARKET UPDATE

part of the  Group

When you need answers... [www.SteelMarketUpdate.com](http://www.SteelMarketUpdate.com)