



Community Chat with Reibus Founder, CEO John Armstrong

May 3, 2023 | Michael Cowden, Managing Editor

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SMU developed its newsletter for active buyers and sellers of flat-rolled steel.

Prices | Momentum | Sentiment | Trends | Analysis

For more information visit www.steelmarketupdate.com

Upcoming Events



SMU Steel Summit 2023
August 21-23, 2023 | Atlanta, Ga.
Georgia International Convention Center



35th Tampa Steel Conference 2024
January 28-30, 2024 | Tampa, Fla.
JW Marriott Tampa Water Street

If you would like more information about any of our workshops and/or conferences, you may visit steelmarketupdate.com/events or e-mail our team at events@steelmarketupdate.com



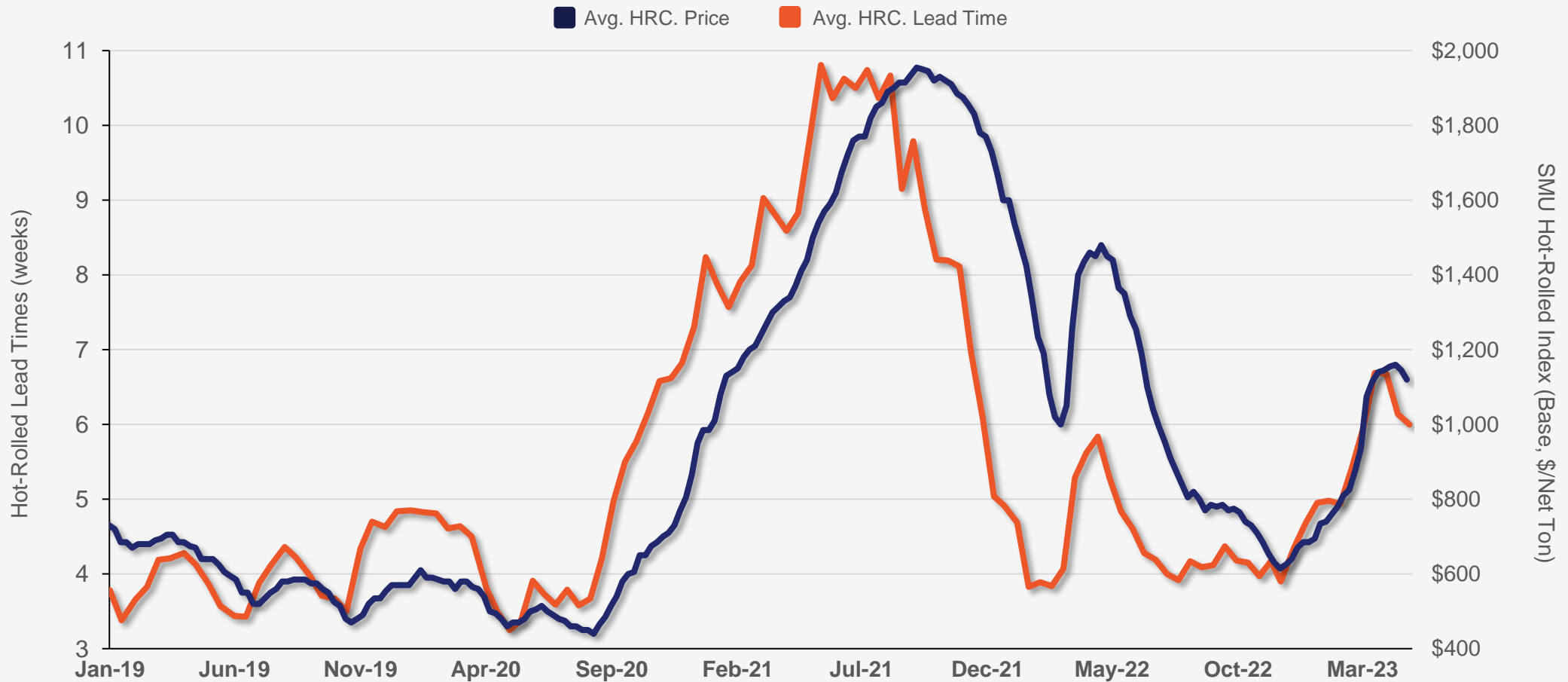
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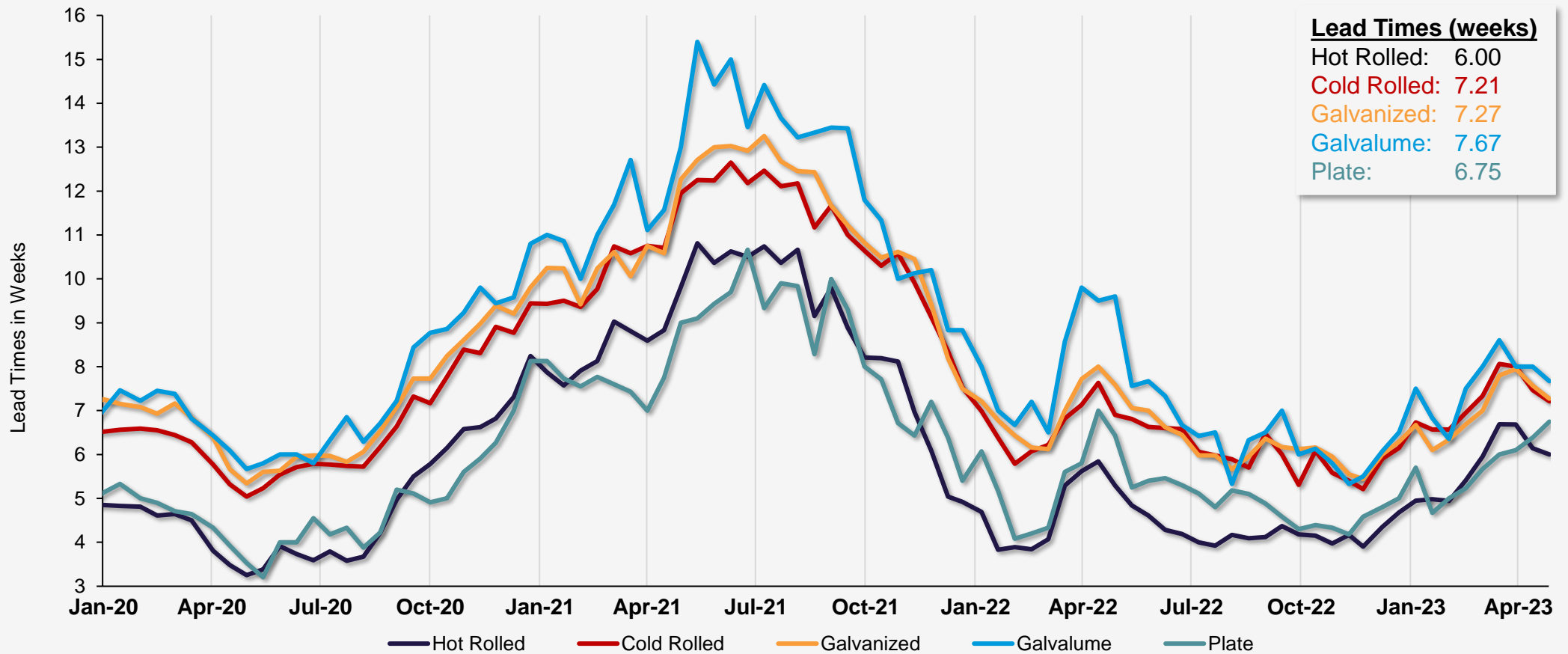
Hot-Rolled Steel Prices vs Lead Times

SMU's hot-rolled steel prices and lead times, with data through April 27, 2023.



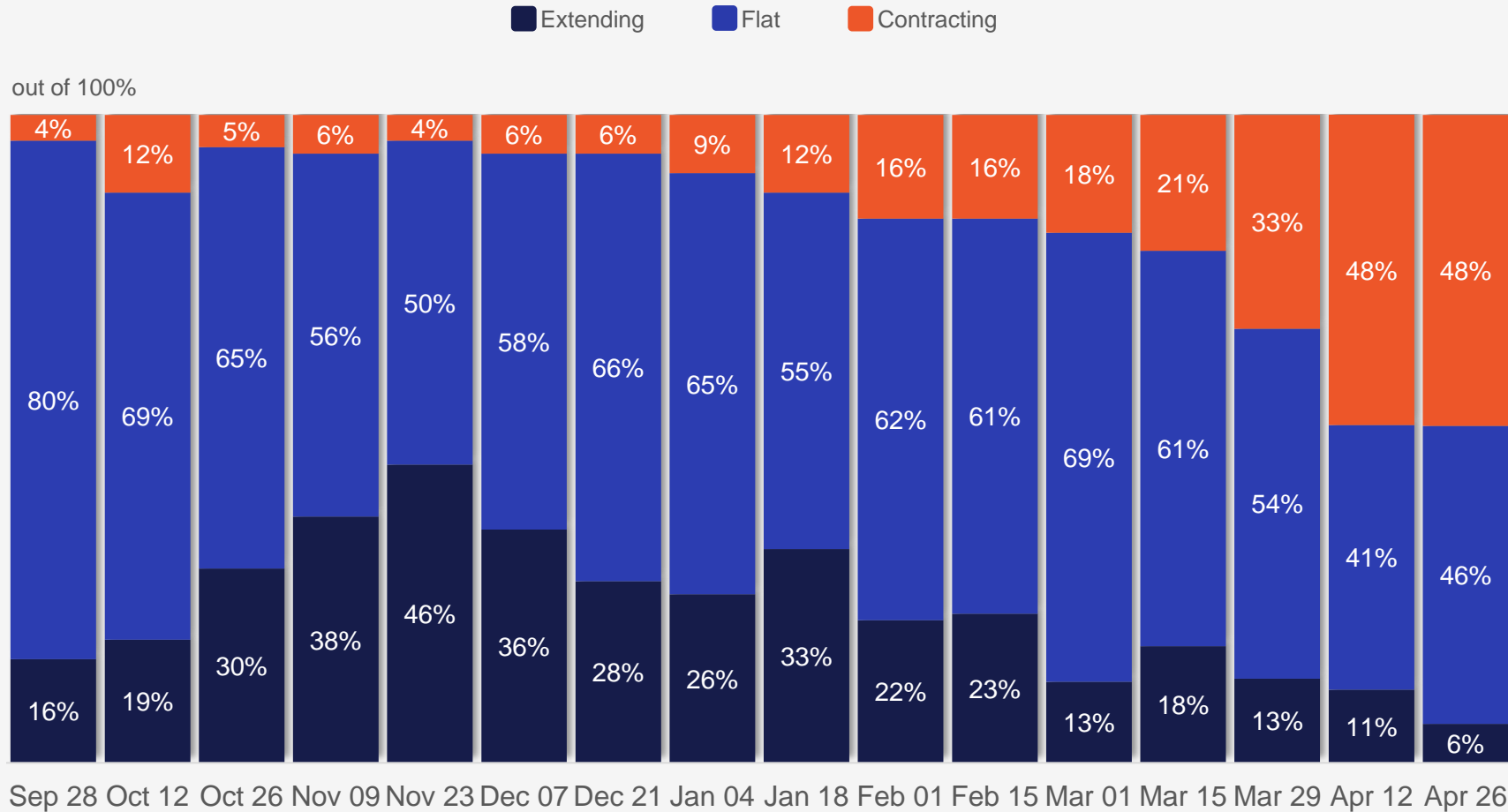
Steel Mill Lead Times by Product

SMU lead times on new steel orders by product through April 26, 2023.



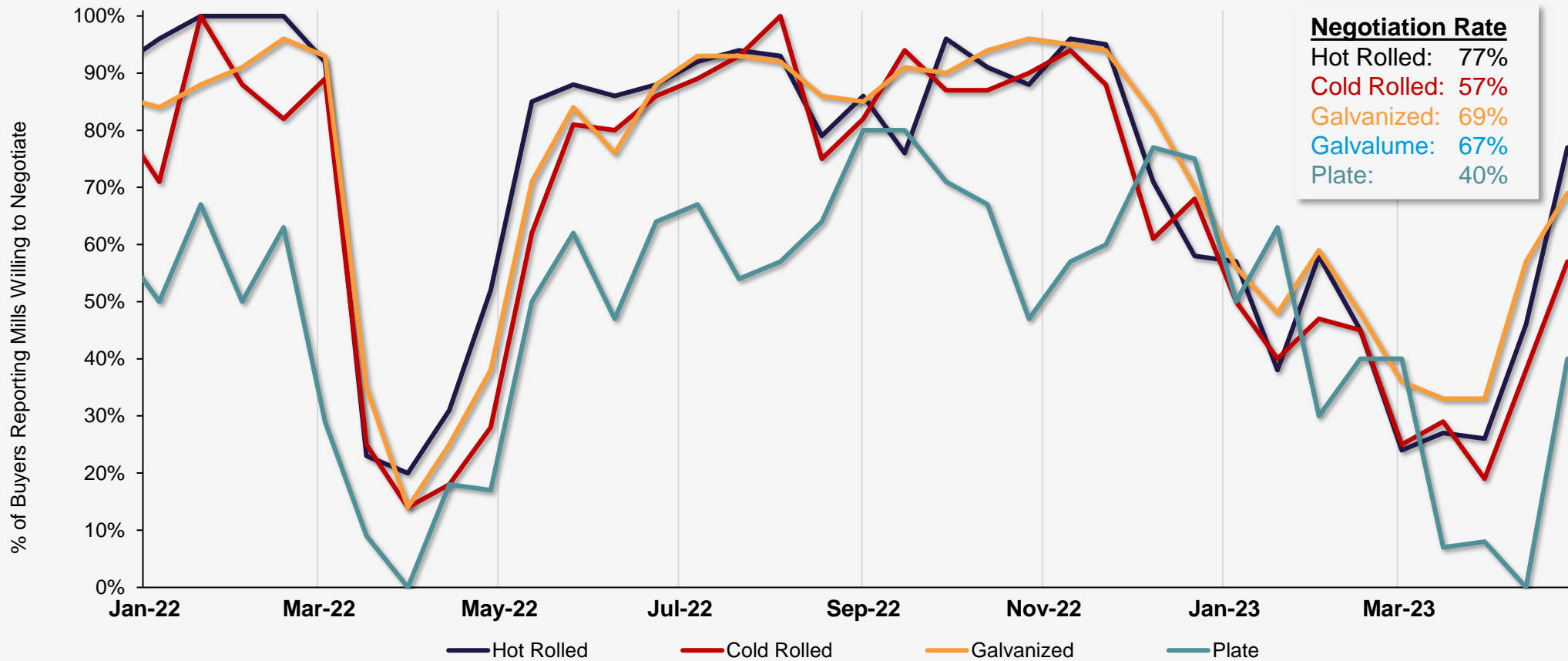
Direction of Steel Mill Lead Times

Two months from now, will lead times be extending, flat, or contracting?



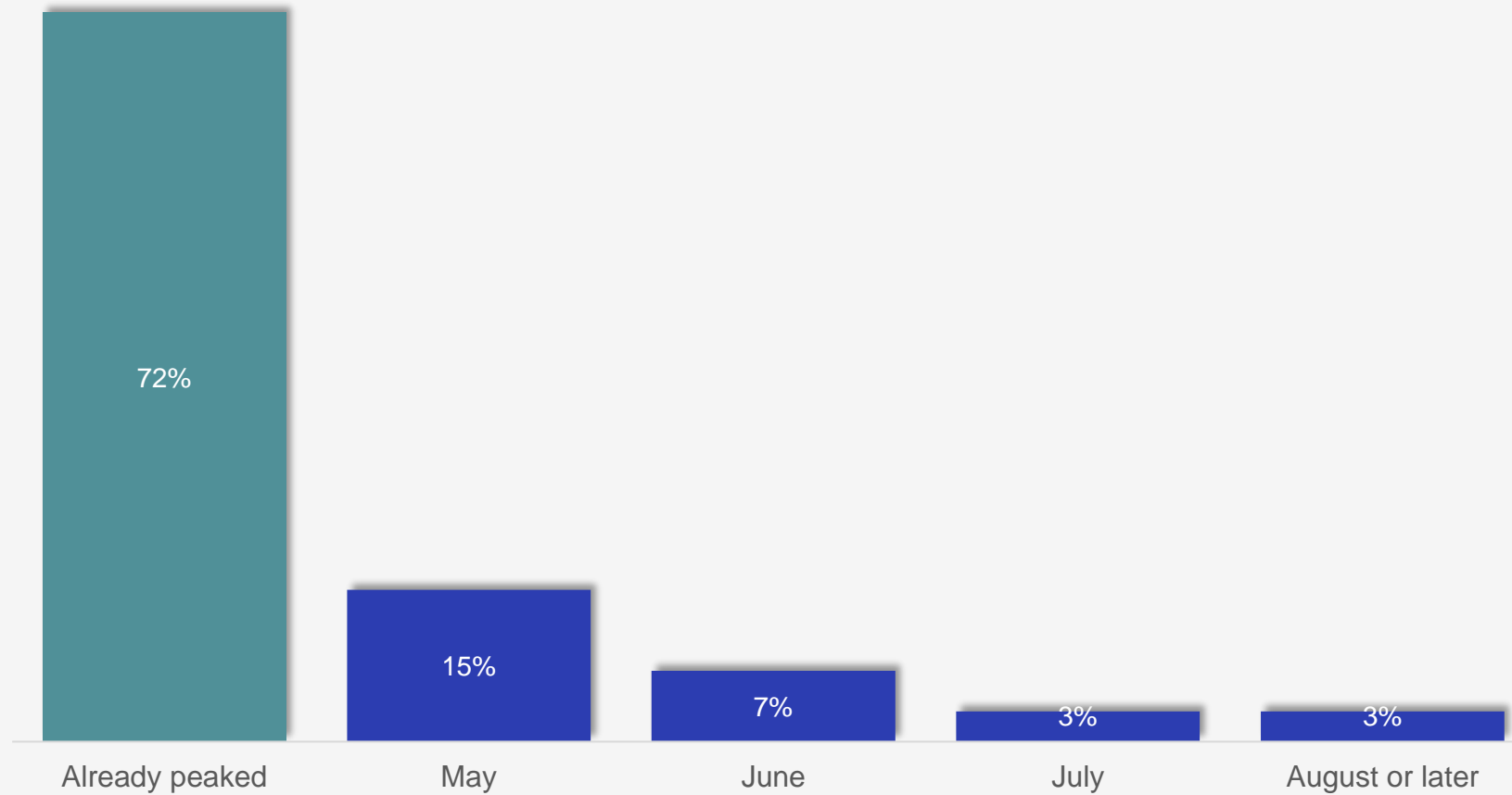
Steel Mill Negotiations

SMU's price negotiations on new steel orders by product through April 26, 2023.



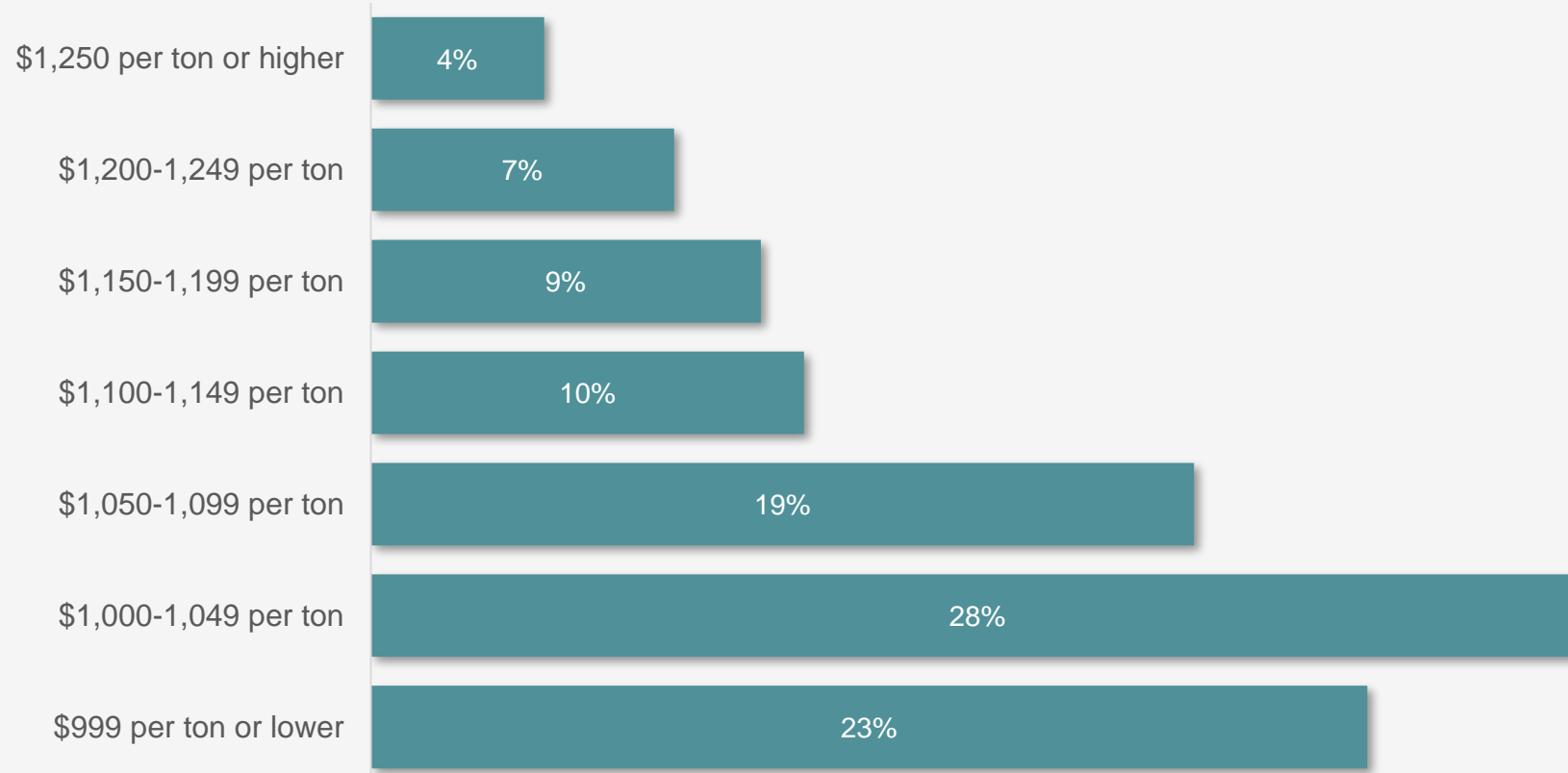
Hot Rolled Inflection Point

When do you think steel prices will peak?

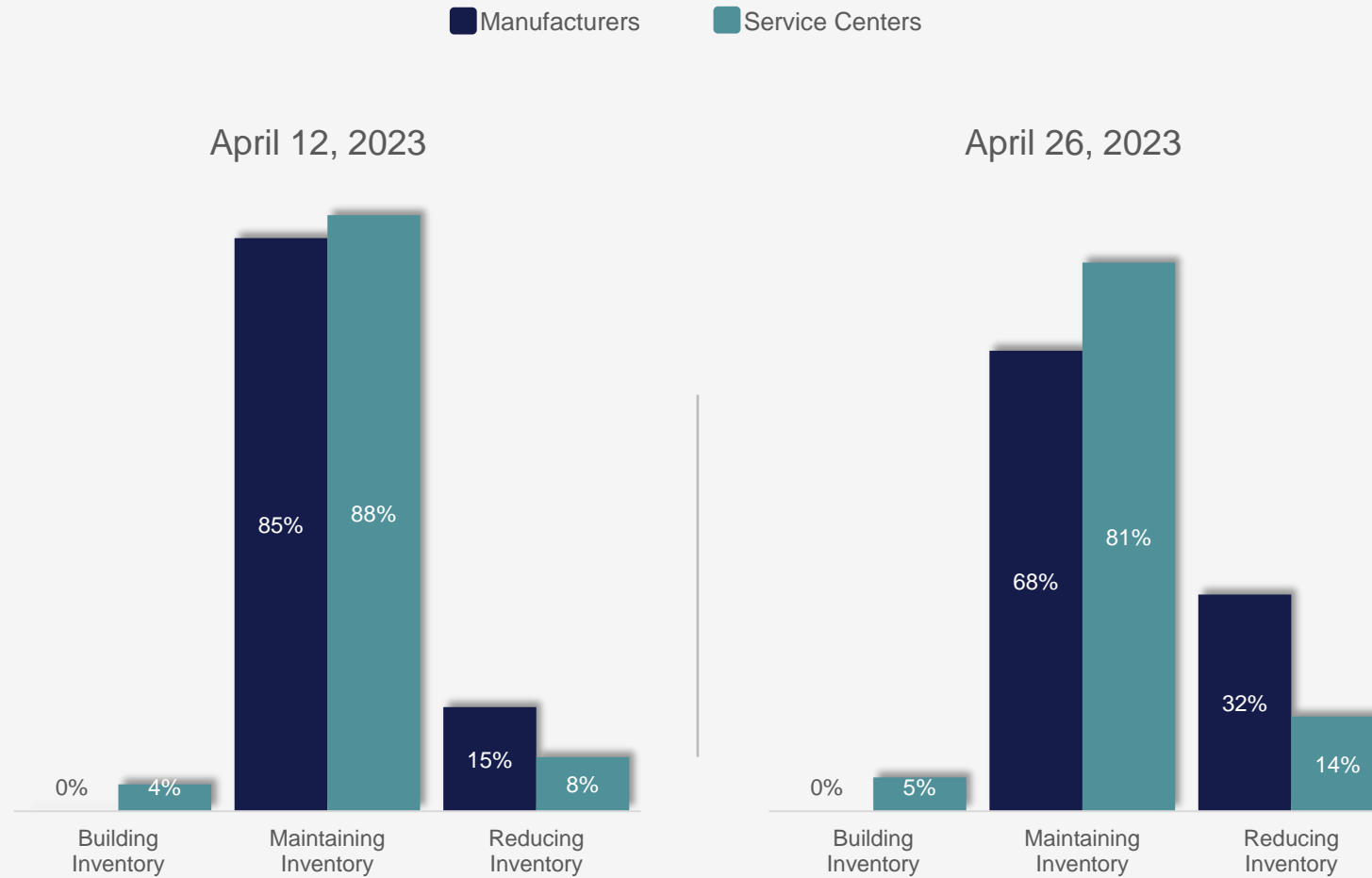


Future Hot Rolled Prices

Where do you think HRC prices will be in two months?



Manufacturer and Service Center Inventory Buying Patterns



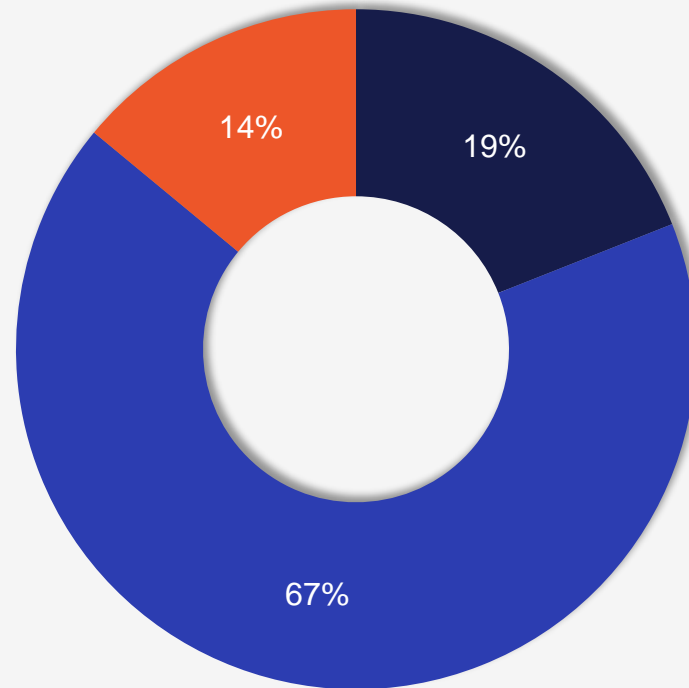
Service Center View of Selling Prices

Service Centers

Compared to two weeks ago, how is your company handling spot pricing to your customers?

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

April 26, 2023



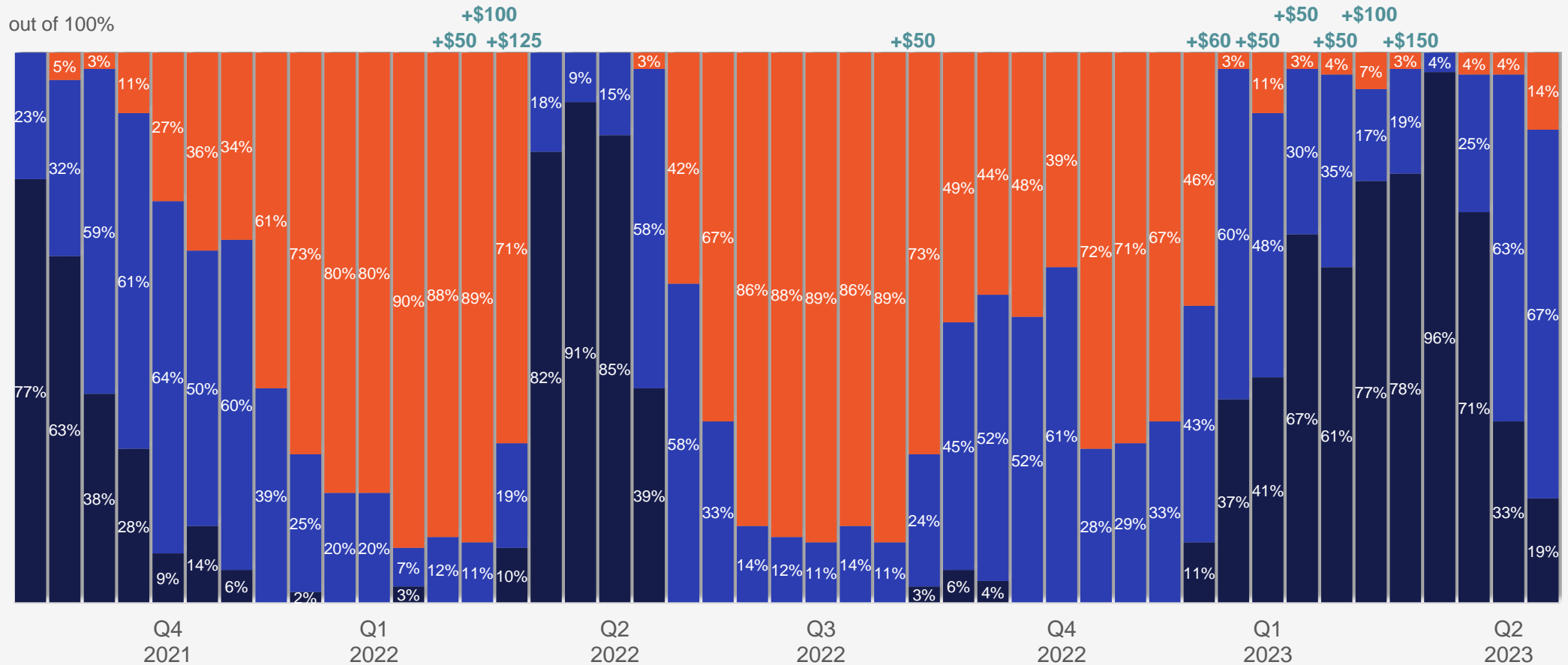
Service Center View of Selling Prices

Service Centers

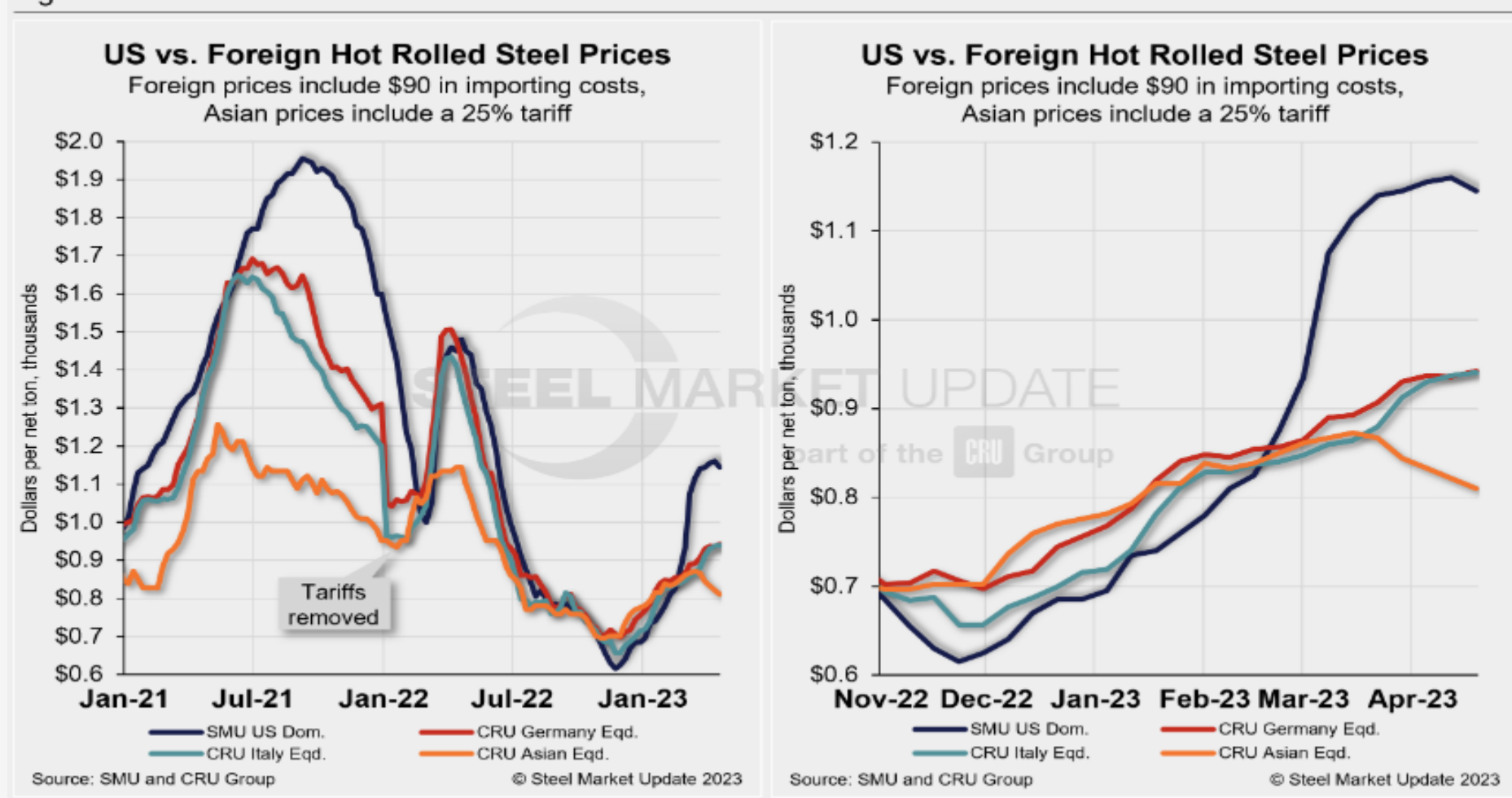
Compared to two weeks ago, how is your company handling spot pricing to your customers?

Historical Nucor flat rolled price increase announcements out of 100%

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



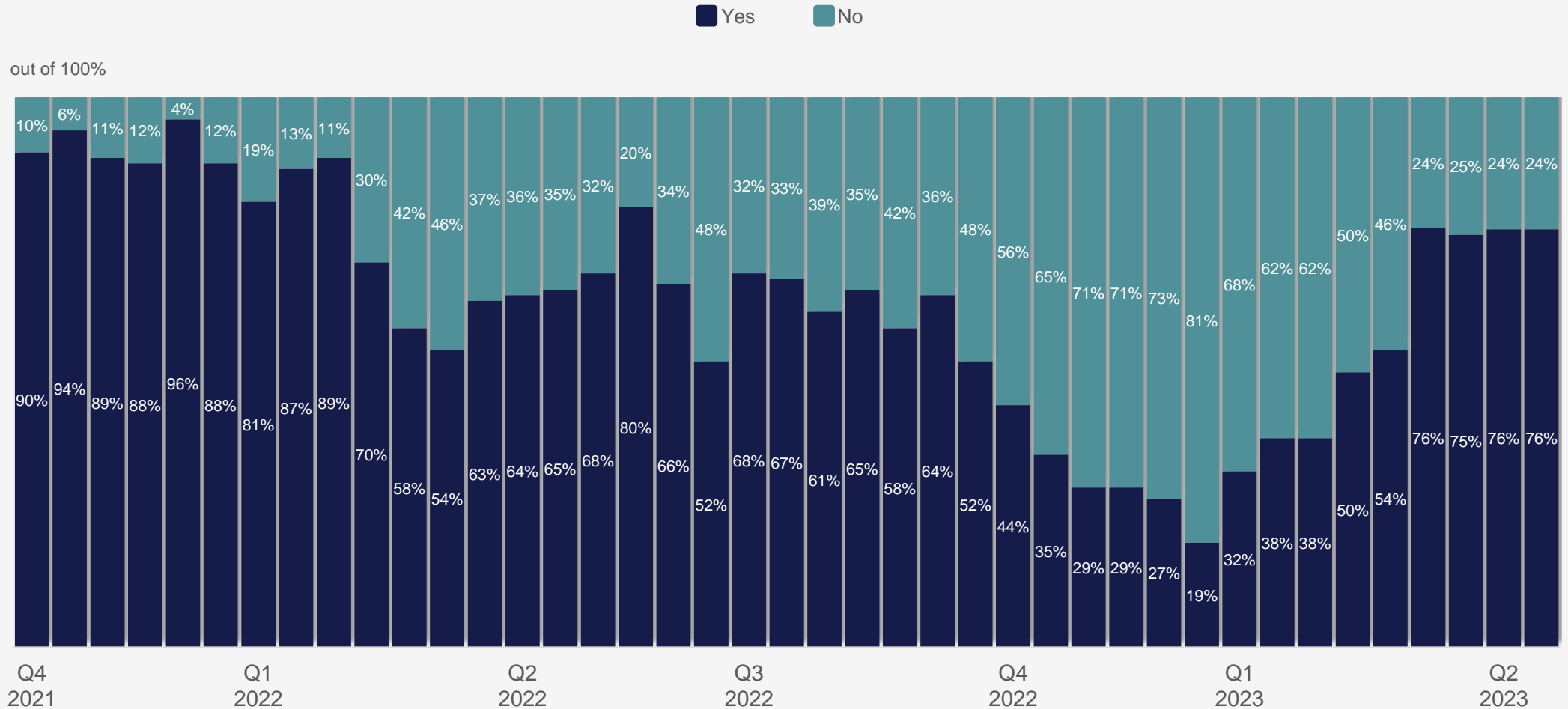
Foreign vs Domestic HRC Prices



Foreign Steel Competitiveness History

Service Centers

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

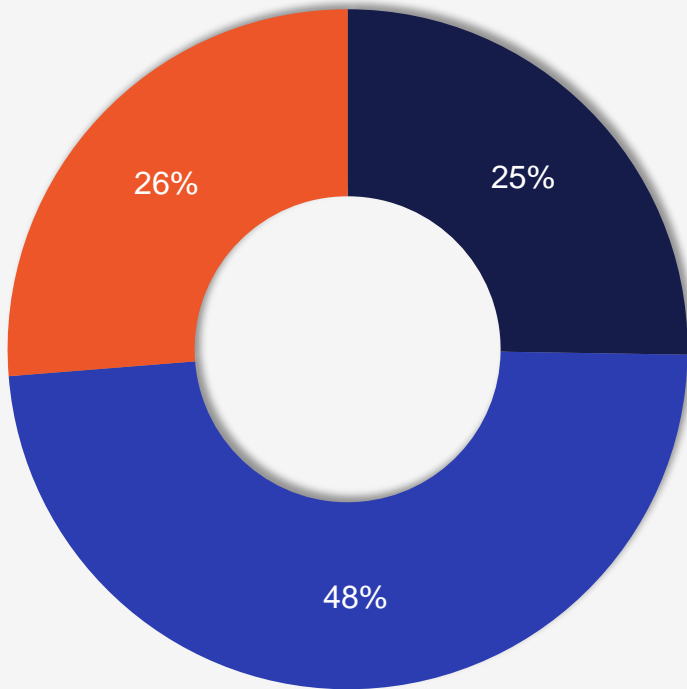


Business Forecasts

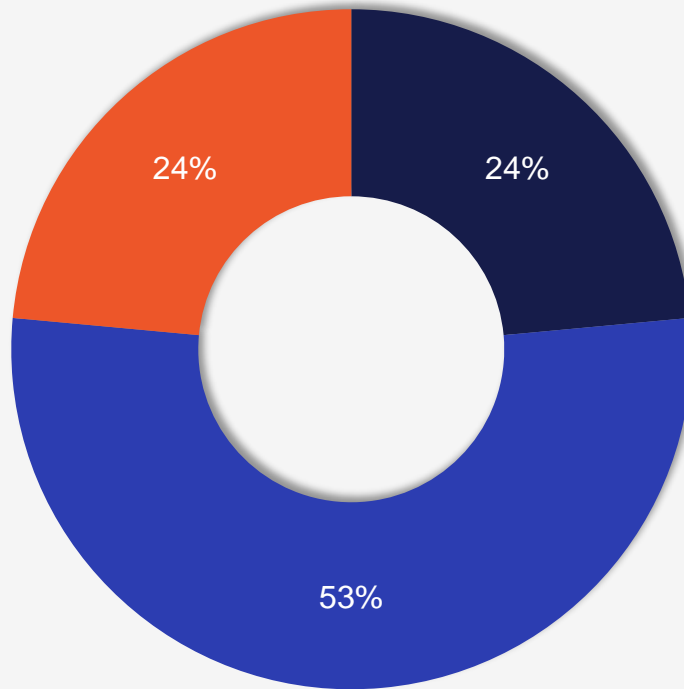
How did your company perform this month compared to your forecast?

■ We exceeded forecast
 ■ We met forecast
 ■ We did not meet forecast

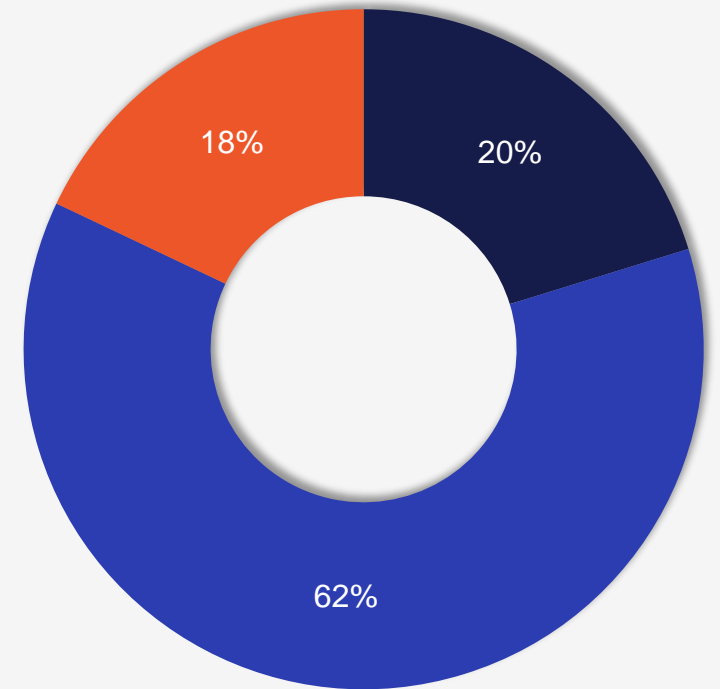
March 1, 2022



March 29, 2023



April 26, 2023



John Armstrong



John Armstrong is an accomplished business leader, and the Founder and CEO of Reibus International. He is recognized for his visionary leadership in transforming the metals industry through innovative solutions to address the ingrained supply chain challenges.

Armstrong established Reibus in 2018 with two primary objectives: to create a customer-centric company that fosters an exceptional work environment for employees and to provide distinctive solutions to the long-standing issues within the metals industry.

An innovator, a strategist, and a problem-solver, Armstrong is known for developing companies into category leaders by challenging the status quo.

Before starting Reibus, Armstrong held several key positions with leading global brands such as Sainsbury's, Saint Gobain, and Omnimax. During his tenure, he developed and implemented effective logistics, supply chain, and growth programs that helped these companies to expand their global reach and improve overall efficiency.

Born in Edinburgh, he spent his formative years in Scotland. Before finding his calling as an entrepreneur, his first passion was road cycling where he competed at an international level.

Today, he resides in Atlanta with his wife and two children.

Q & A



Thank You

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To become a data provider for our service center inventory report, contact Estelle Tran: estelle.tran@crugroup.com

To contact Michael Cowden: michael@steelmarketupdate.com

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