

SMU Community Chat

October 20, 2021

Starting at 11 AM Eastern

Michael Cowden, Steel Market Update

Michael Lerman, Steel Warehouse



SteelMarketUpdate.com/Blog/SMU-Community-Chat-Webinars

Steel Market Update



SMU Newsletter developed for active buyers & sellers of flat rolled steel.

Prices – Momentum – Trends – Analysis – with a guarantee

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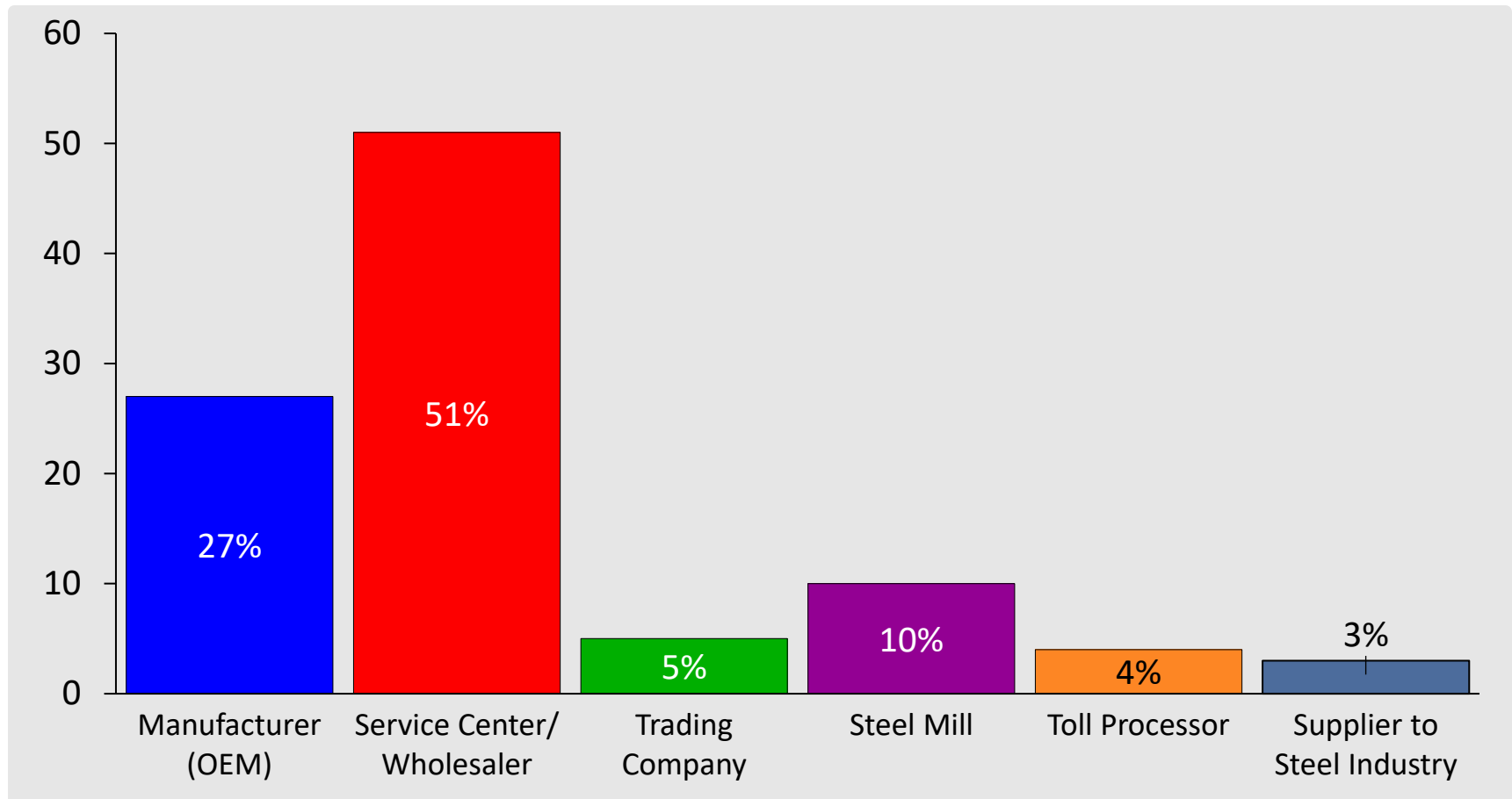
Upcoming SMU Events

Date	Event	Status	Venue
November 2-3	SMU Steel Hedging Workshop	Virtual	Online
December 7-8	CRU Carbon Offset and Clean Power Strategies Training Course	Virtual	Online
February 14-16	Tampa Steel Conference	Live	Marriott Waterside Hotel Tampa, Florida
August 22-24	SMU Steel Summit Conference	Live	Georgia International Convention Center, Atlanta, Georgia

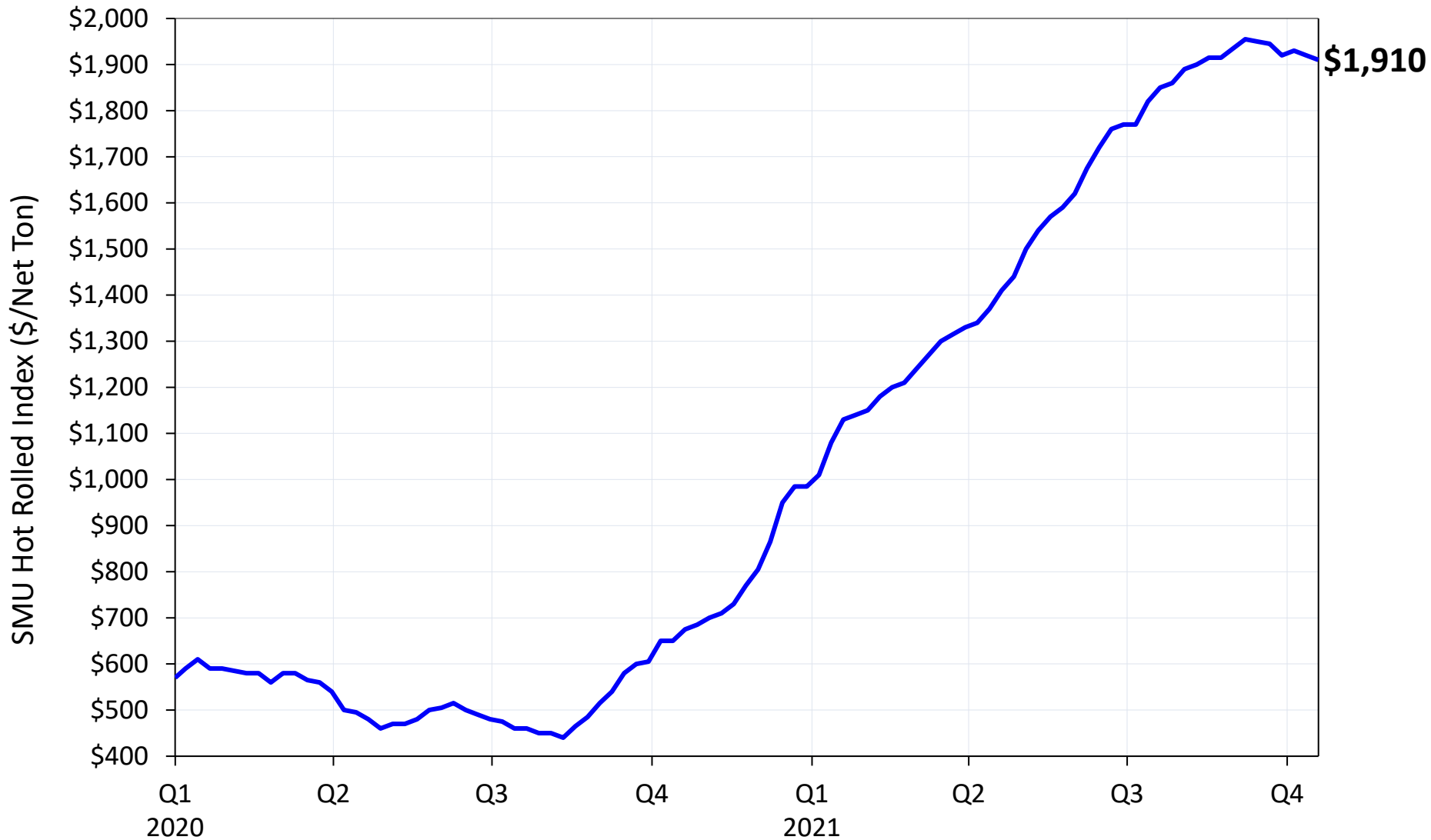
If you would like more information about any of our workshops, you may visit SteelMarketUpdate.com/Events or e-mail our team at Events@SteelMarketUpdate.com

Survey Participants

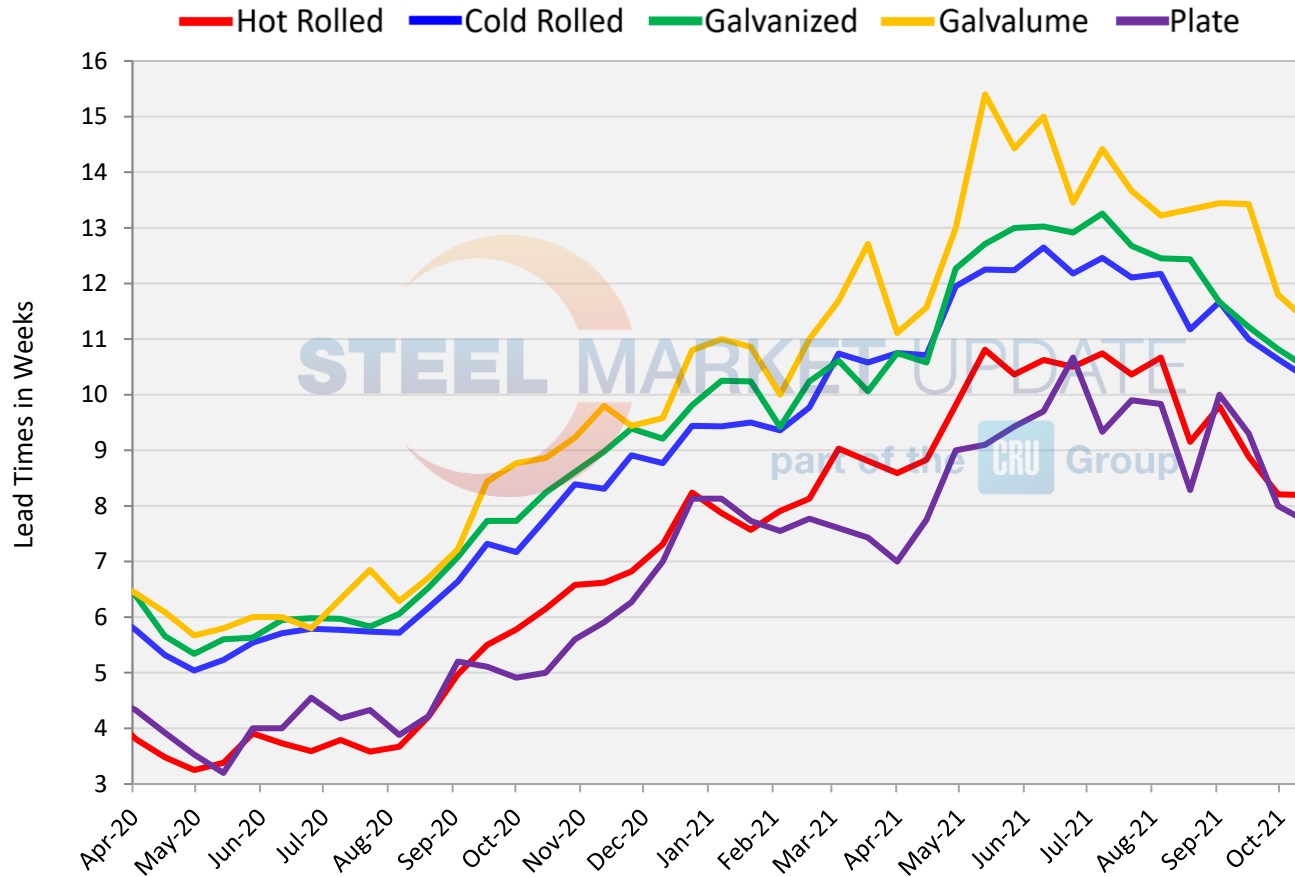
Our survey is by invitation only- Over 500 companies, mostly in the manufacturing or distribution industries, are asked to participate. Here are the percentages of participation in this week's survey by market sector.



SMU Hot Rolled Price Average



Mill Lead Times



Lead Times in Weeks

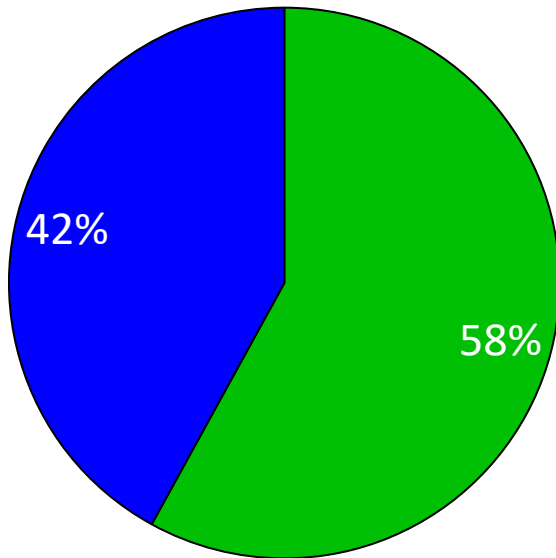
Galvalume: 11.33
Galvanized: 10.48
Cold Rolled: 10.30
Hot Rolled: 8.19
Plate: 7.71

Mill Availability

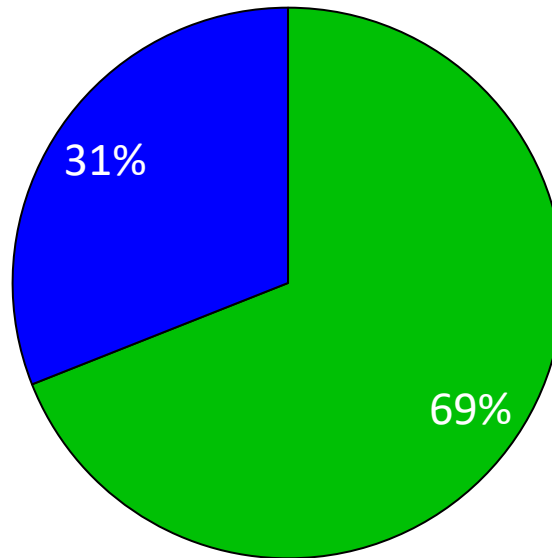
Are you seeing more availability from domestic mills?

Yes No

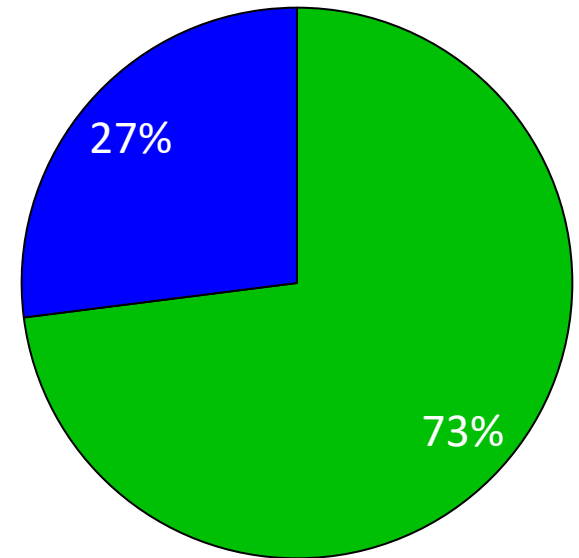
September 16, 2021



September 30, 2021



October 14, 2021

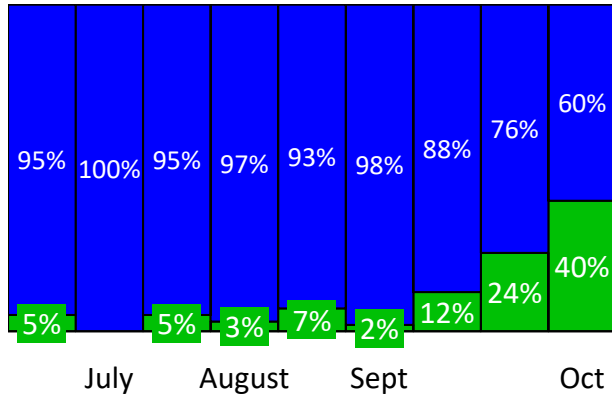


Mill Negotiations

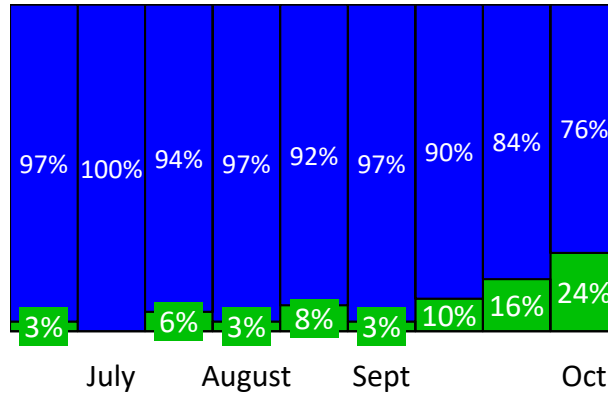
Are you finding the domestic mills are willing to negotiate pricing on brand new orders placed this week?

Yes No

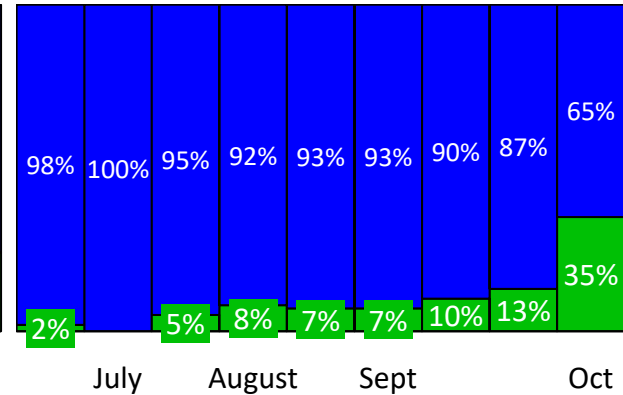
Hot Rolled



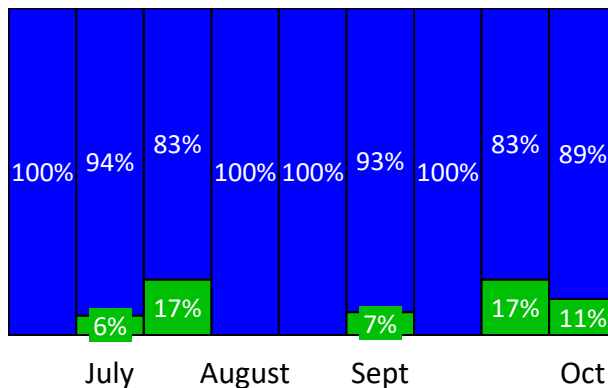
Cold Rolled



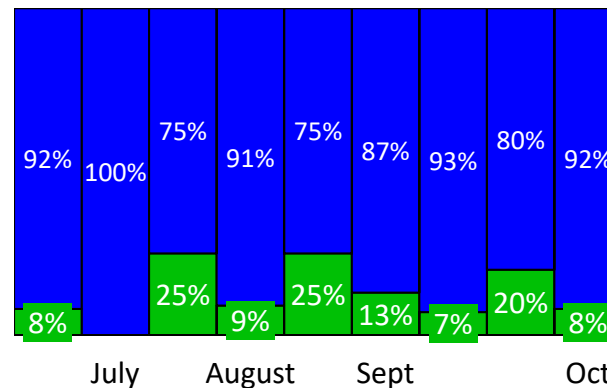
Galvanized



Galvalume

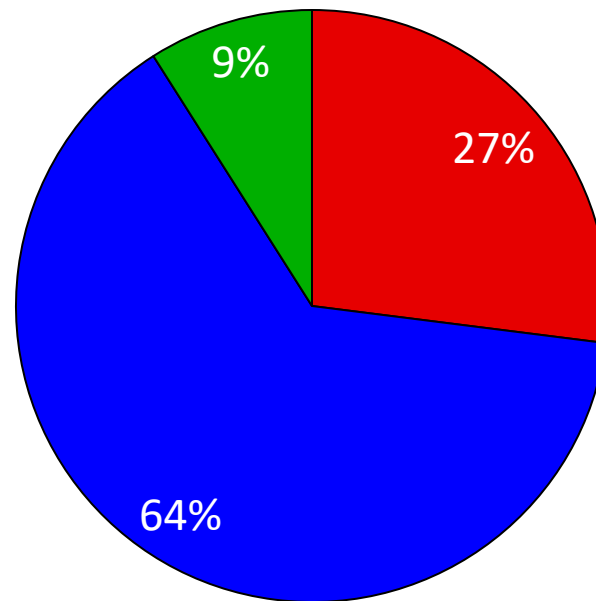


Plate

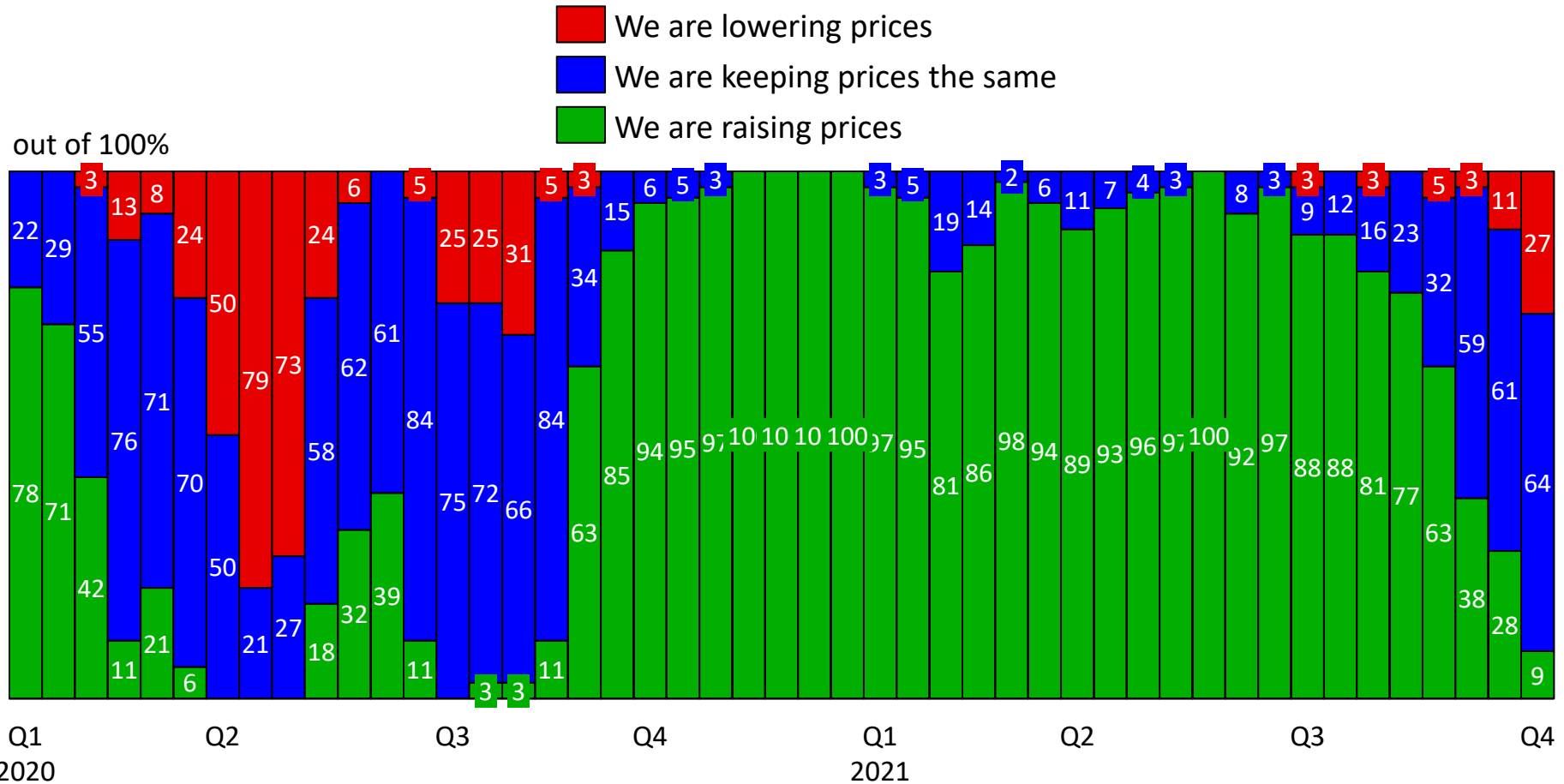


Service Centers- Compared to two weeks ago, how is your company handling spot pricing to your customers at this time?

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

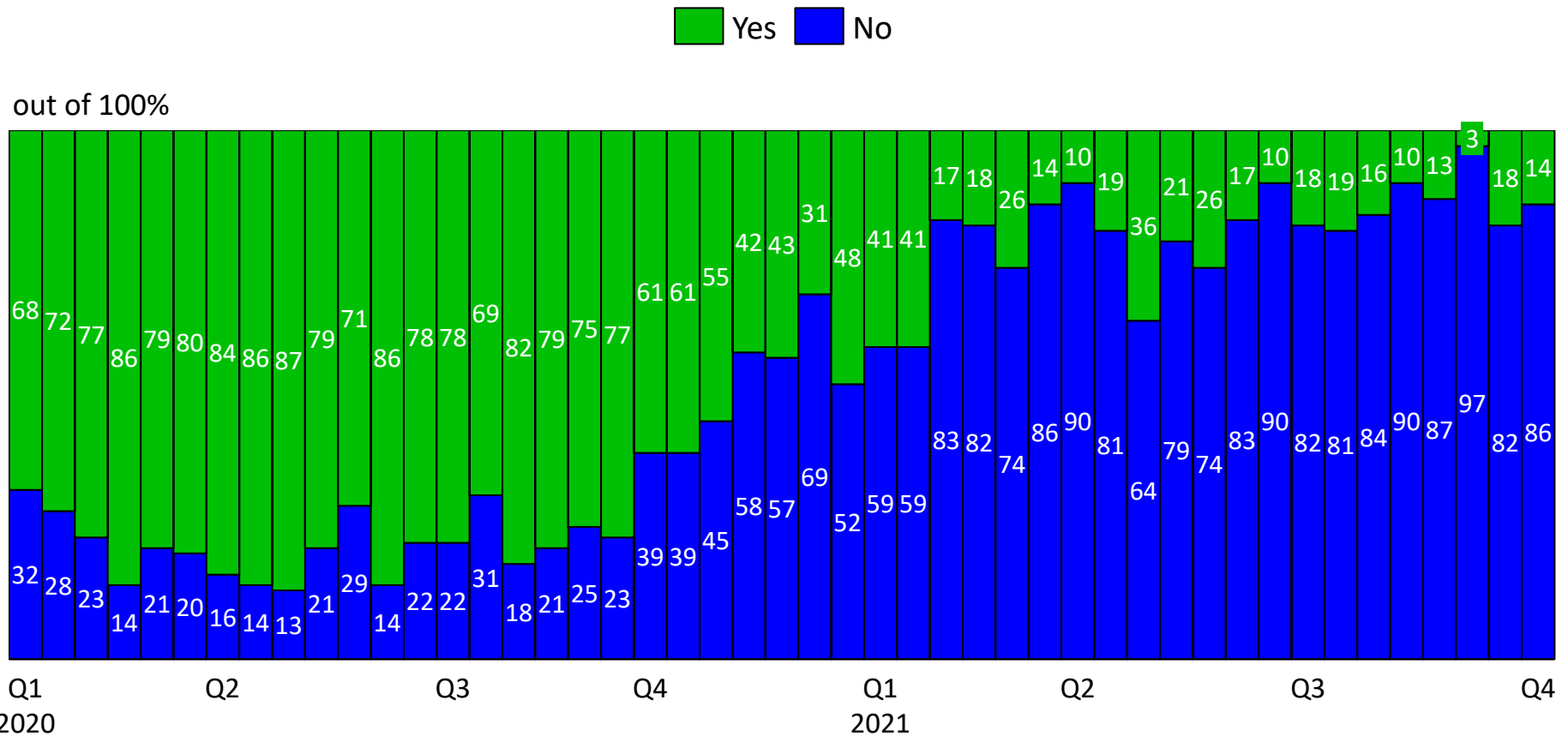


Service Centers- Compared to two weeks ago, how is your company handling spot pricing to your customers at this time?



Foreign Steel Order History

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





Mike Lerman serves as president of Steel Warehouse, founded by his father, Nathan Lerman, in 1947.

As president, he oversees the service center company's Northern operations. Mike won MCN's Executive of the year in 2019.

He has been instrumental in the growth of the company, which was the 14th-largest in North America in 2021. Steel Warehouse has operations in 13 locations in the U.S. including Mexico and Brazil.

Among his many accomplishments at Steel Warehouse was helping create a health clinic for all of the company's employees at its South Bend, Ind., location.

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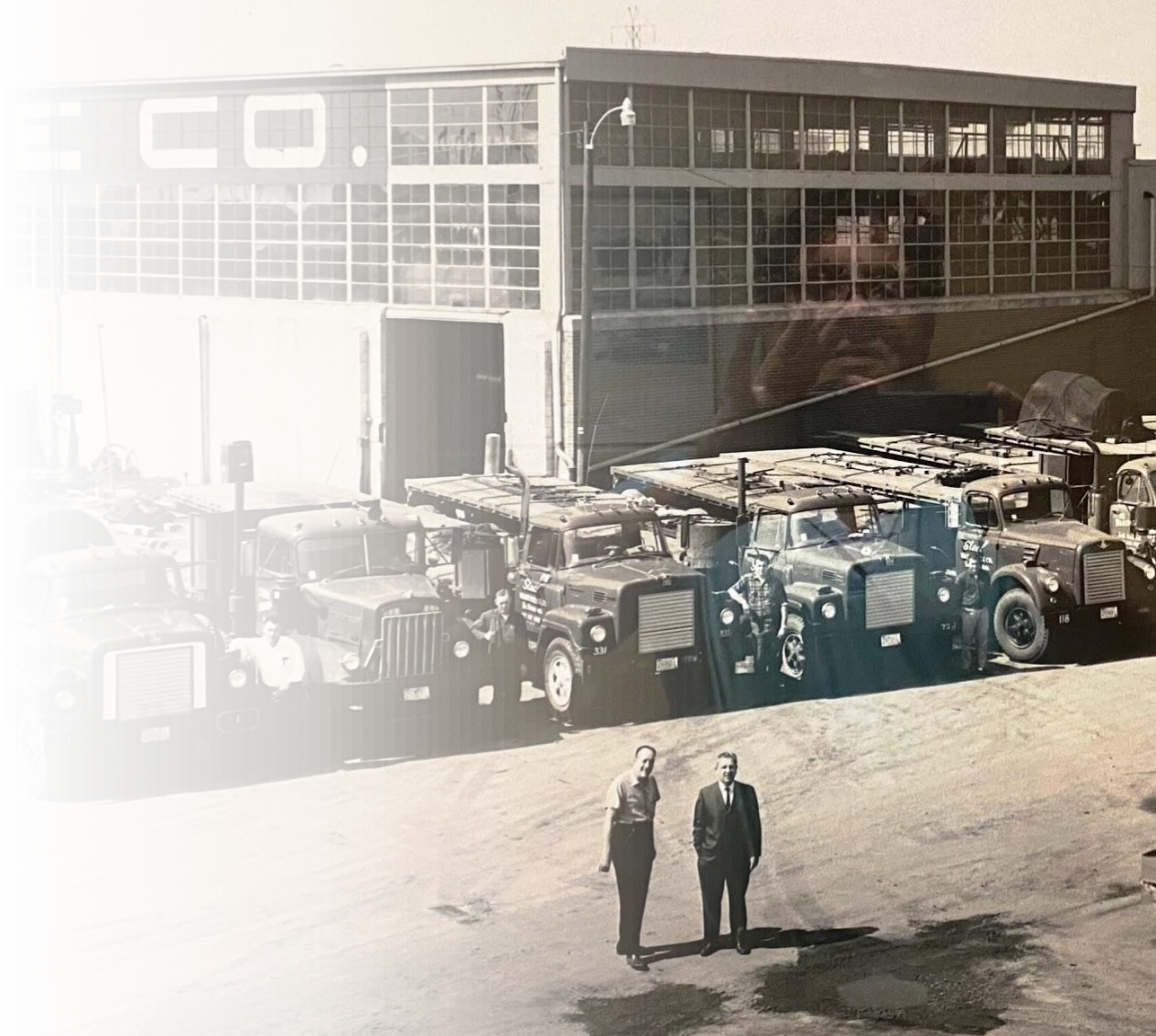


STEEL WAREHOUSE

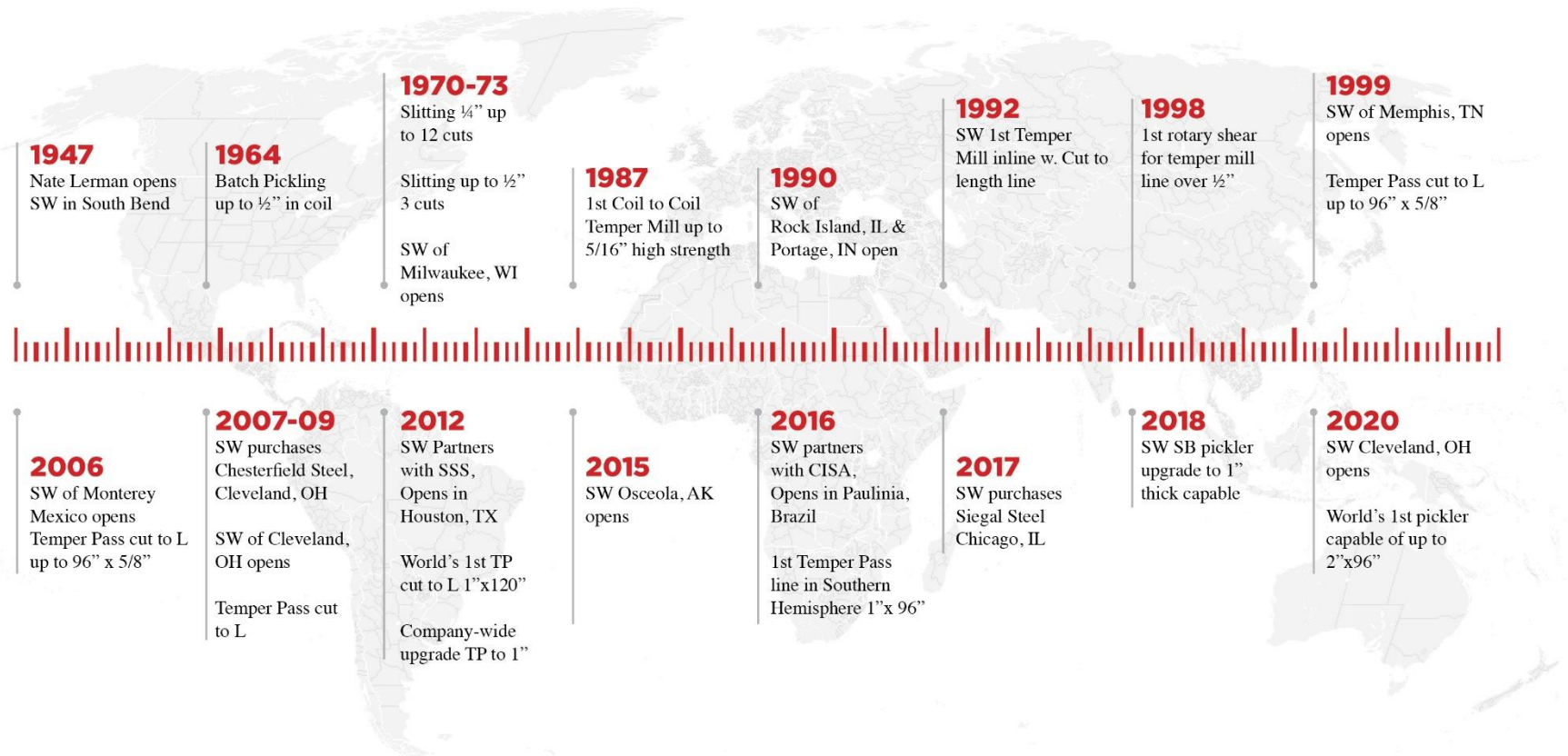
THE TRUSTED SOLUTION, SINCE 1947

OVER 70 YEARS OF HISTORY

- **In 1947**, Nathan Lerman started Steel Warehouse with a rented building, a used shear, a truck, integrity and strong work ethic.
- **Over 70 years later**, with 2,000 employees and international operations, our commitment is the same- integrity and problem solving. We plan for the future by constant re-investing and innovation. We aren't in the top 15 Steel Service Centers in America by happenstance.



Legacy of Growth & Innovation



LOCATIONS

- 10 Domestic Service Centers
- 2 International Service Centers (Brazil & Mexico)
- 2 Specialty Steel Centers



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INVENTORY MANAGEMENT

- Daily inventory averages 400,000 tons
- Just in time delivery with 14 locations
- Customer production forecasting
- **Benefits to our Customers:**
 - Increase inventory turns
 - Turn floor space from inventory to production
 - Web-based inventory customer portal





PRODUCTS

- Hot Rolled Steel
- Cold Rolled Steel
- Low Carbon Steel
- Standard Carbon Steel
- Abrasion Resistant Steel
- Floor Plate Steel
- Galvanized Steel
- Zinc Magnesium Sheet
- High Strength
- Cold Rolled Strip





PROCESSES

- Temper Passing Cut to Length with Brushing
- Cold Reducing
- Corrective Roller Leveling
- Pickling
- Slitting
- Blanking and Shearing
- Temper Passing Gauge & Shape Correcting
- Beveling
- Batch Annealing
- Stretcher Leveling



INDUSTRIES

- Aerospace
- Automotive
- Agriculture
- Construction & Infrastructure
- Cold Mill Applications
- Defense
- Energy
- Heavy Equipment & Mining
- Medical & Exercise Equipment
- Pressure Vessel
- Transportation
- Solar



THE FUTURE OF STEEL WAREHOUSE

“Proper business ethics, hard work, innovation, motivation, and customer service define our mission.

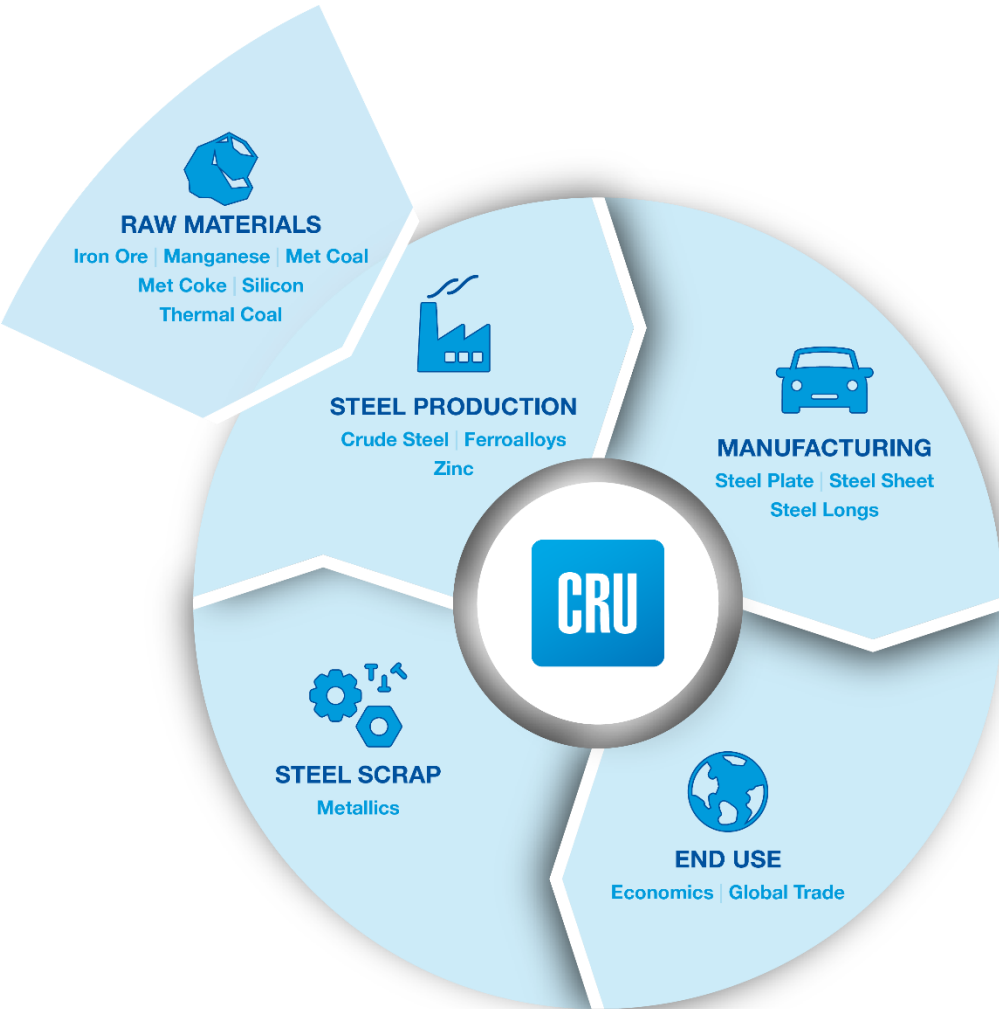
Dave Lerman
Chairman of the Board

“ The commitment of the owners is to work with customers to solve their problems and improve their opportunity to succeed. We will continue to invest in the resources and capabilities to achieve that end.

Ted Lerman
CEO

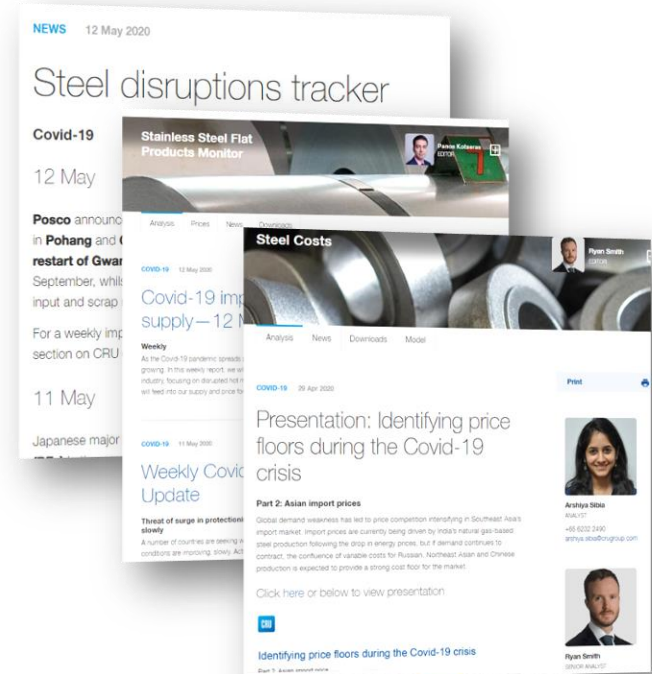


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Get in touch for more information or a demo



Michael Del Giudice is a principal in the consulting group at Crowe. He specializes in information security and data privacy for the public sector and implementing governance, risk, and compliance (GRC) solutions. Michael has deep experience providing information security services to a broad range of Fortune 500 organizations across industries including insurance, financial institutions, energy, transportation, healthcare, and government services.

Michael has more than 18 years of expertise evaluating and developing solutions to improve IT capability, maturity, and governance. He assists clients with the execution of security strategies, including solution design, requirements gathering, and vendor selection. In addition, Michael designs and implements customized cybersecurity frameworks to address confidentiality, integrity, and availability requirements.

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Thank You

Thank you for attending our SMU Community Chat. And a special thank you to Mr. Lerman for his participation today.

Our next webinar is **Wednesday, November 3 at 11 AM ET** with Mike Del Giudice of Crowe.

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To contact Michael Lerman: Natalie.Liskey@SteelWarehouse.net

For information about subscribing to SMU, contact Paige Mayhair: Paige@SteelMarketUpdate.com

To participate in our survey: Info@SteelMarketUpdate.com

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