



## Community Chat With Barry Zekelman, Chairman and CEO of Zekelman Industries

July 26, 2023 | Michael Cowden, Managing Editor



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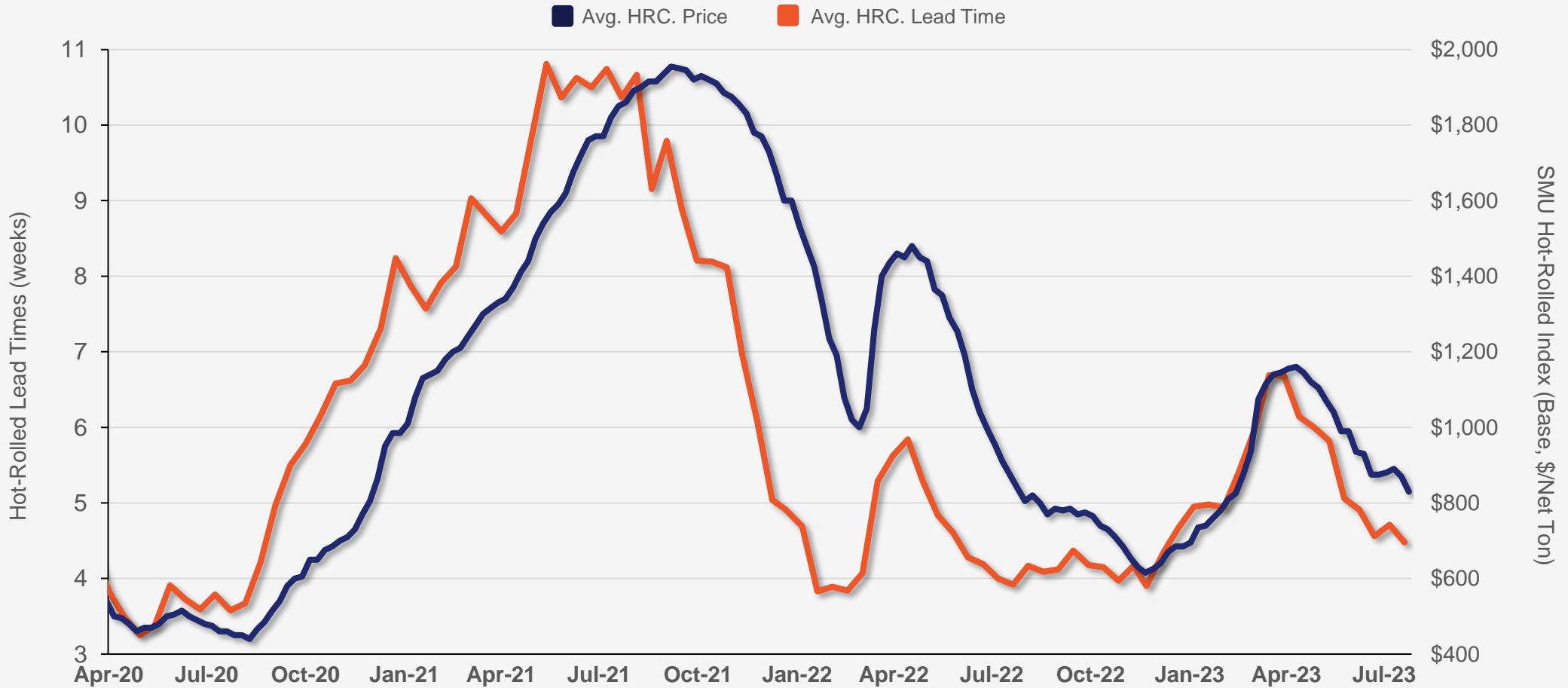
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# Hot-Rolled Steel Prices vs Lead Times

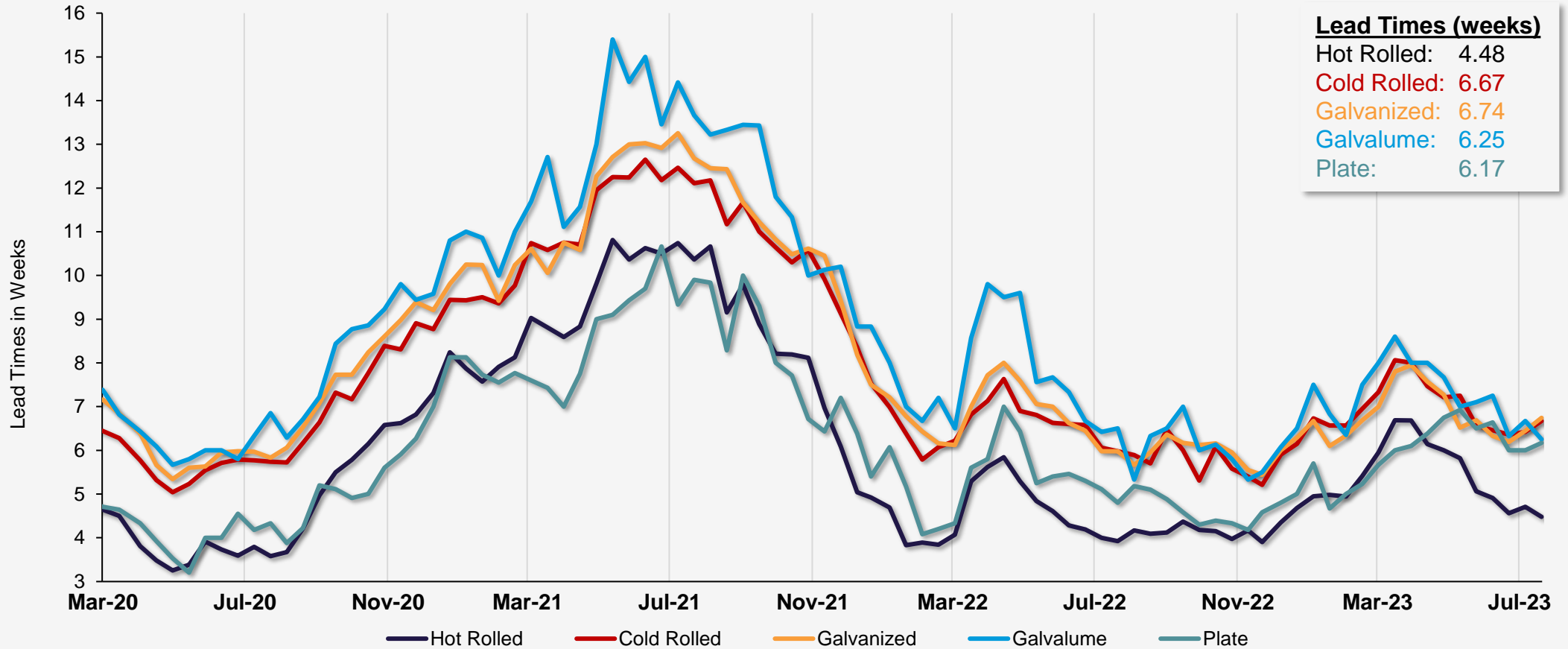
SMU's hot-rolled steel prices and lead times, with data through July 25, 2023.





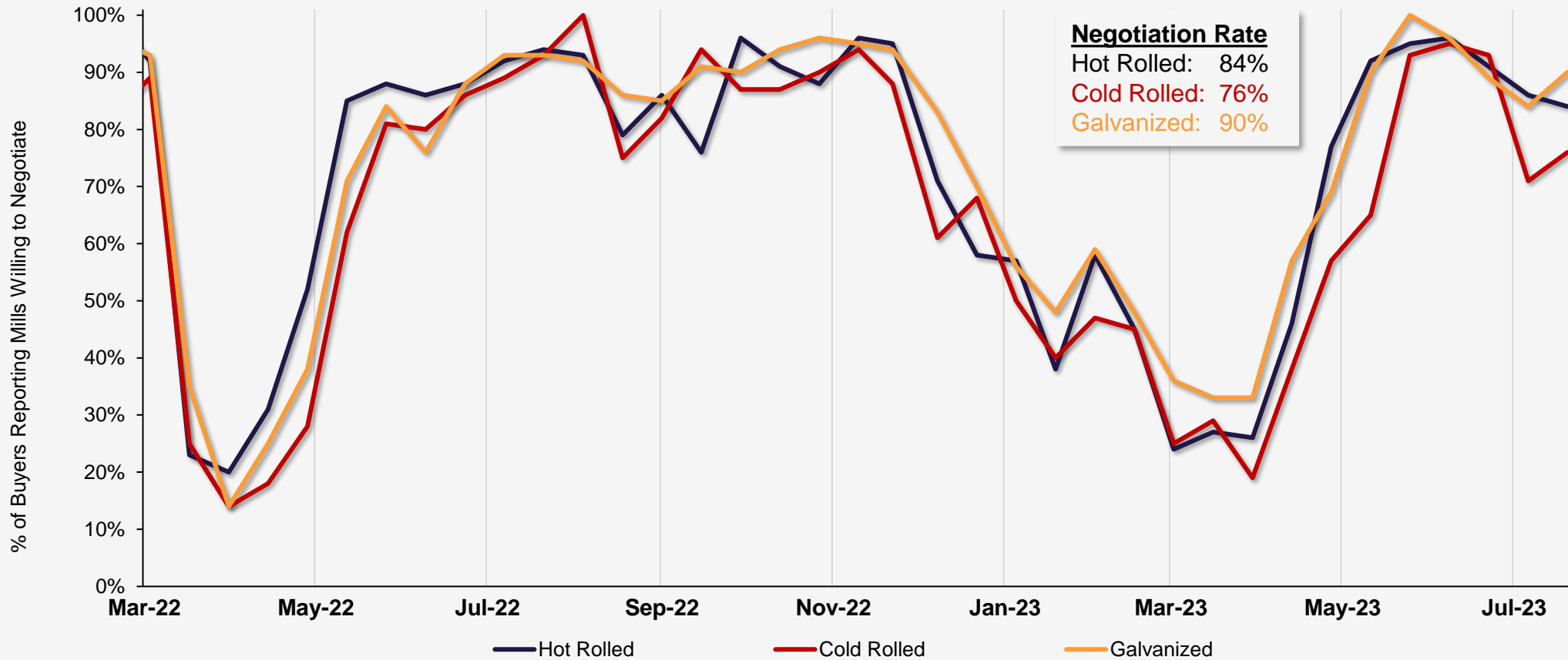
# Steel Mill Lead Times by Product

SMU lead times on new steel orders by product through July 19, 2023.



# Steel Mill Negotiations

SMU's price negotiations on new steel orders by product through July 19, 2023.



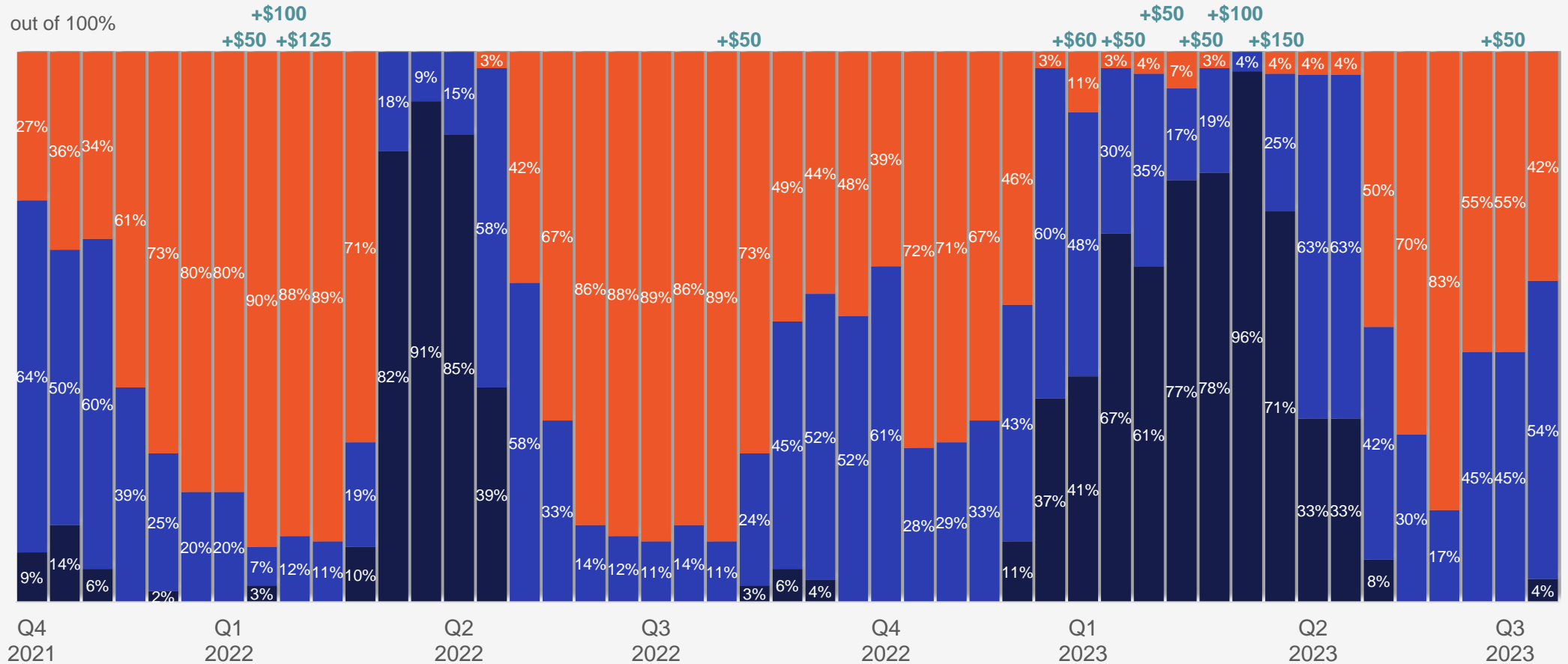
# Service Center View of Selling Prices

## Service Centers

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

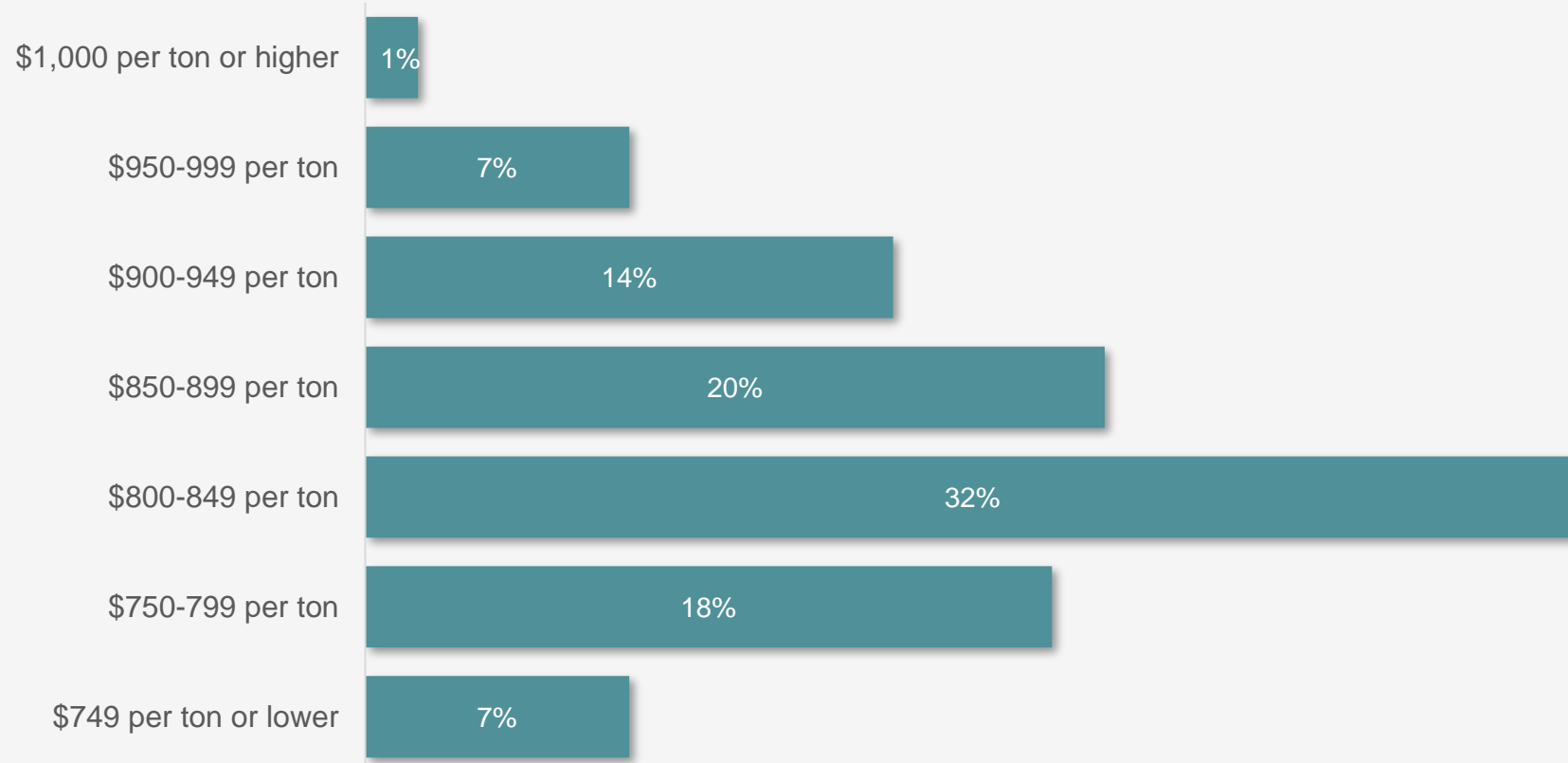
Historical Nucor flat rolled price increase announcements out of 100%

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



# Future Hot Rolled Prices

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



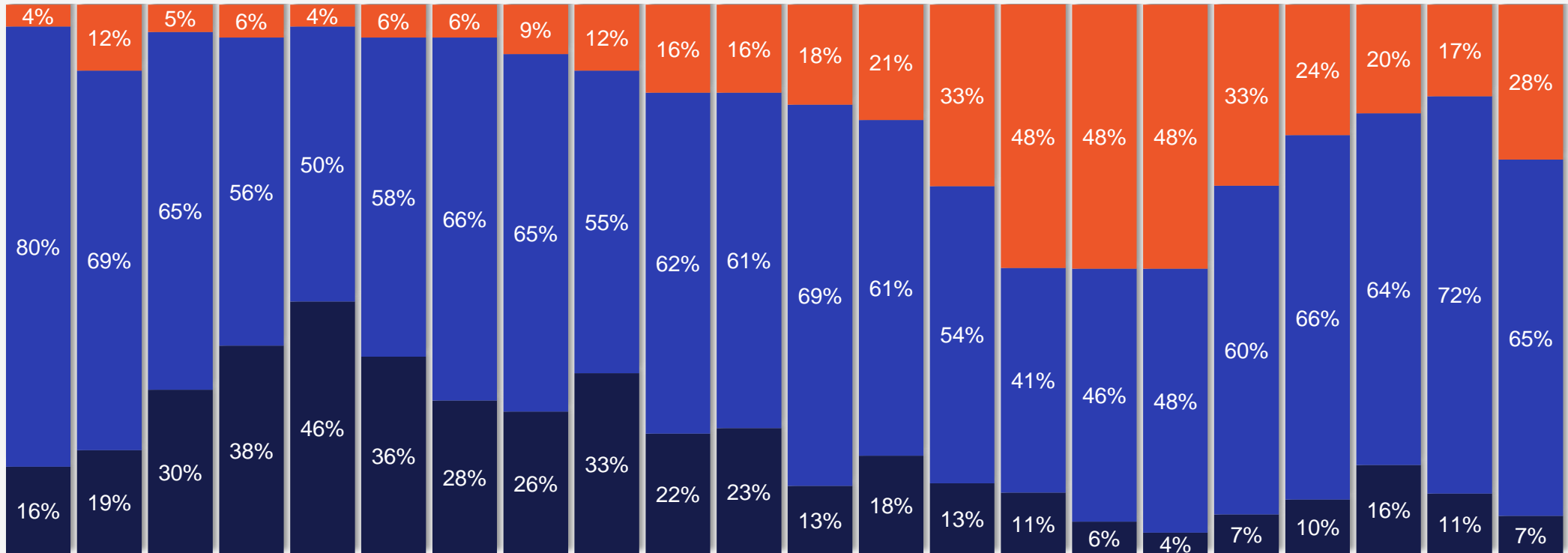


# Direction of Steel Mill Lead Times

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

■ Extending   
 ■ Flat   
 ■ Contracting

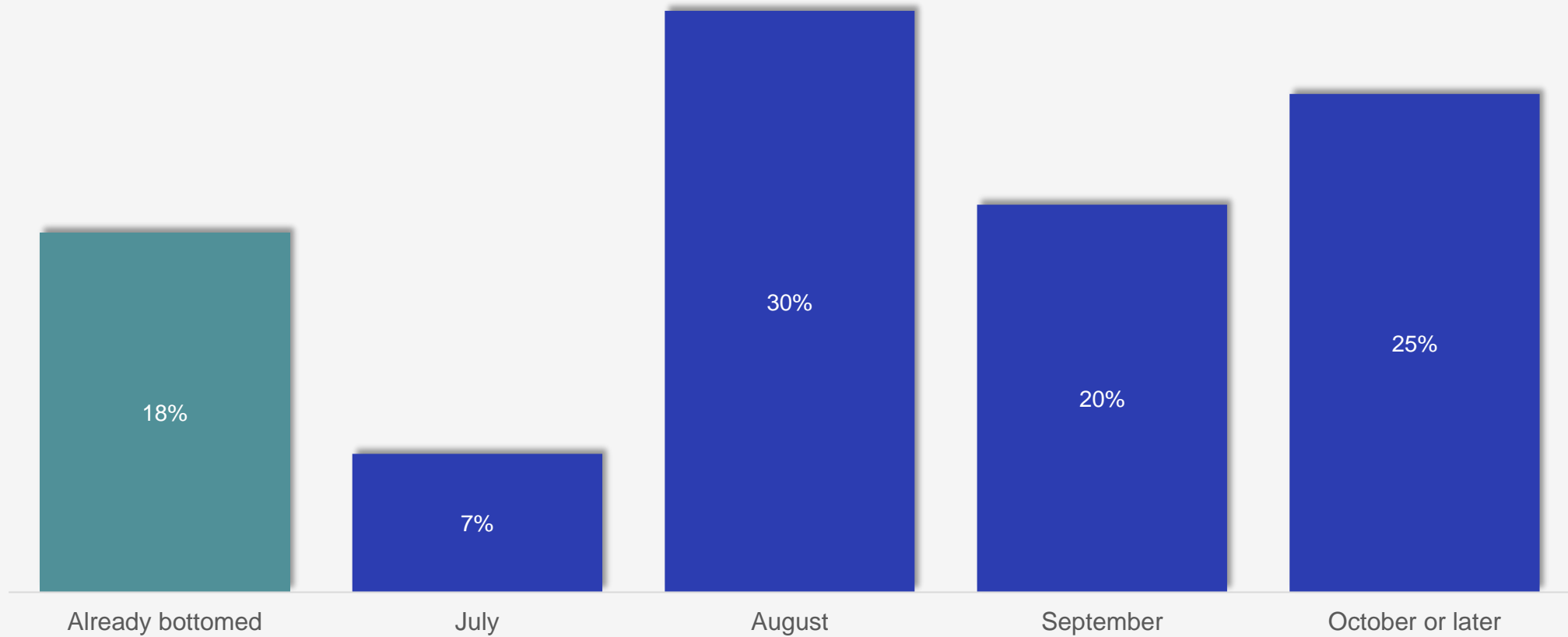
out of 100%



Sep 28 Oct 12 Oct 26 Nov 09 Nov 23 Dec 07 Dec 21 Jan 04 Jan 18 Feb 01 Feb 15 Mar 01 Mar 15 Mar 29 Apr 12 Apr 26 May 10 May 24 Jun 08 Jun 21 Jul 05 Jul 19

# Hot Rolled Inflection Point

When do you think steel prices will bottom?

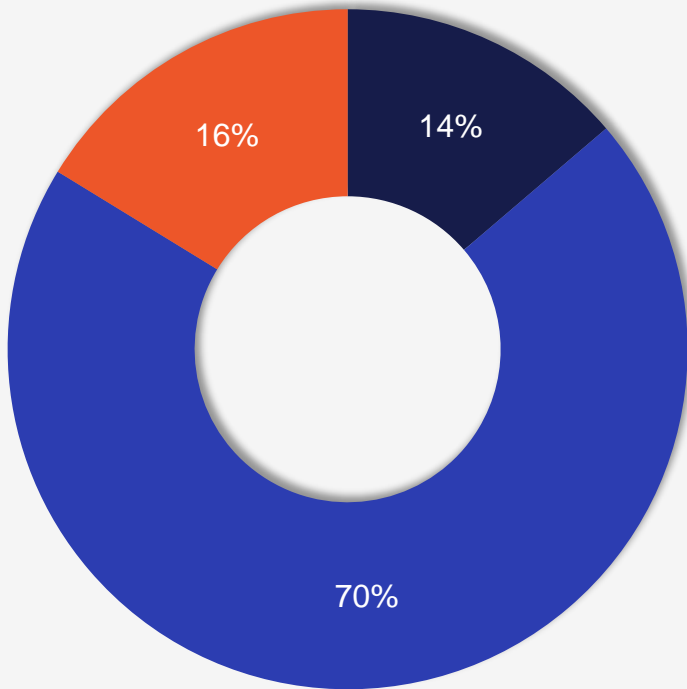


# Business Forecasts

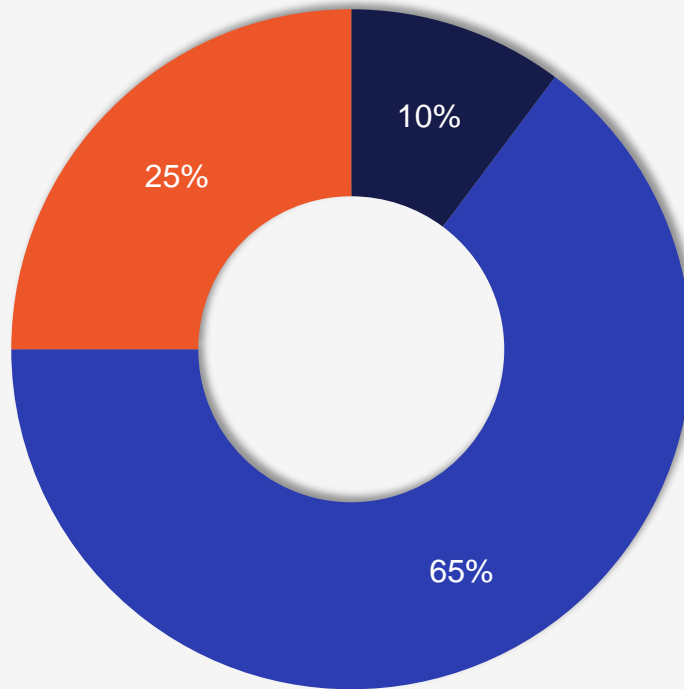
How will your company perform this month compared to your forecast?

■ We will exceed forecast    
 ■ We will meet forecast    
 ■ We will not meet forecast

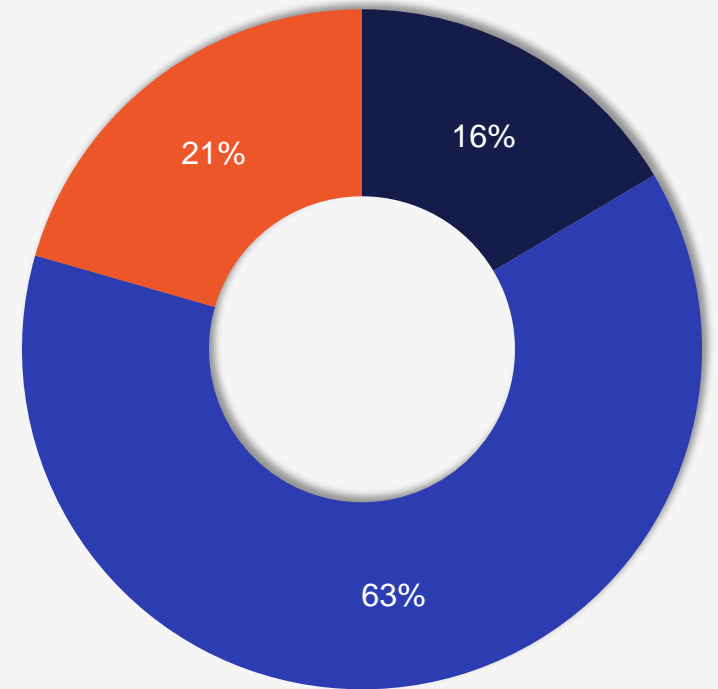
May 24, 2023



June 21, 2023



July 19, 2023

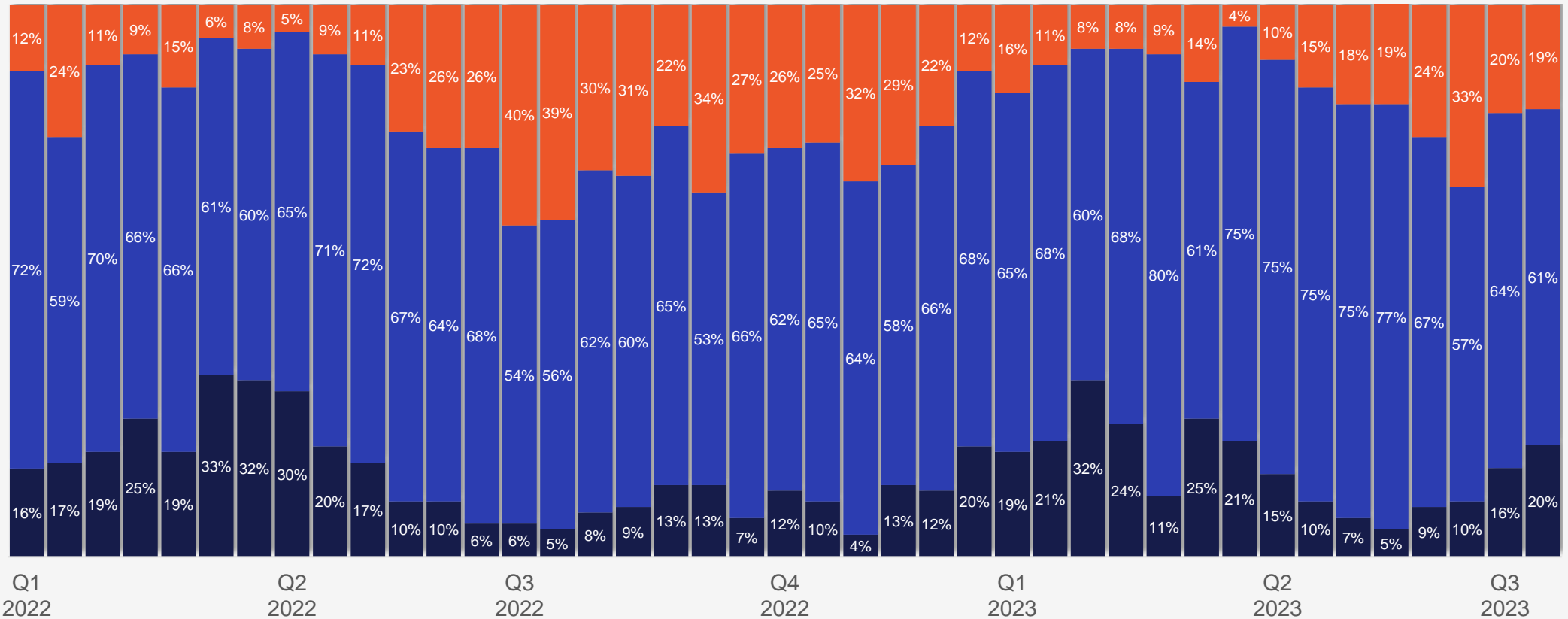


# Overall Demand History

How is demand for your products?

■ Improving 
 ■ Stable 
 ■ Declining

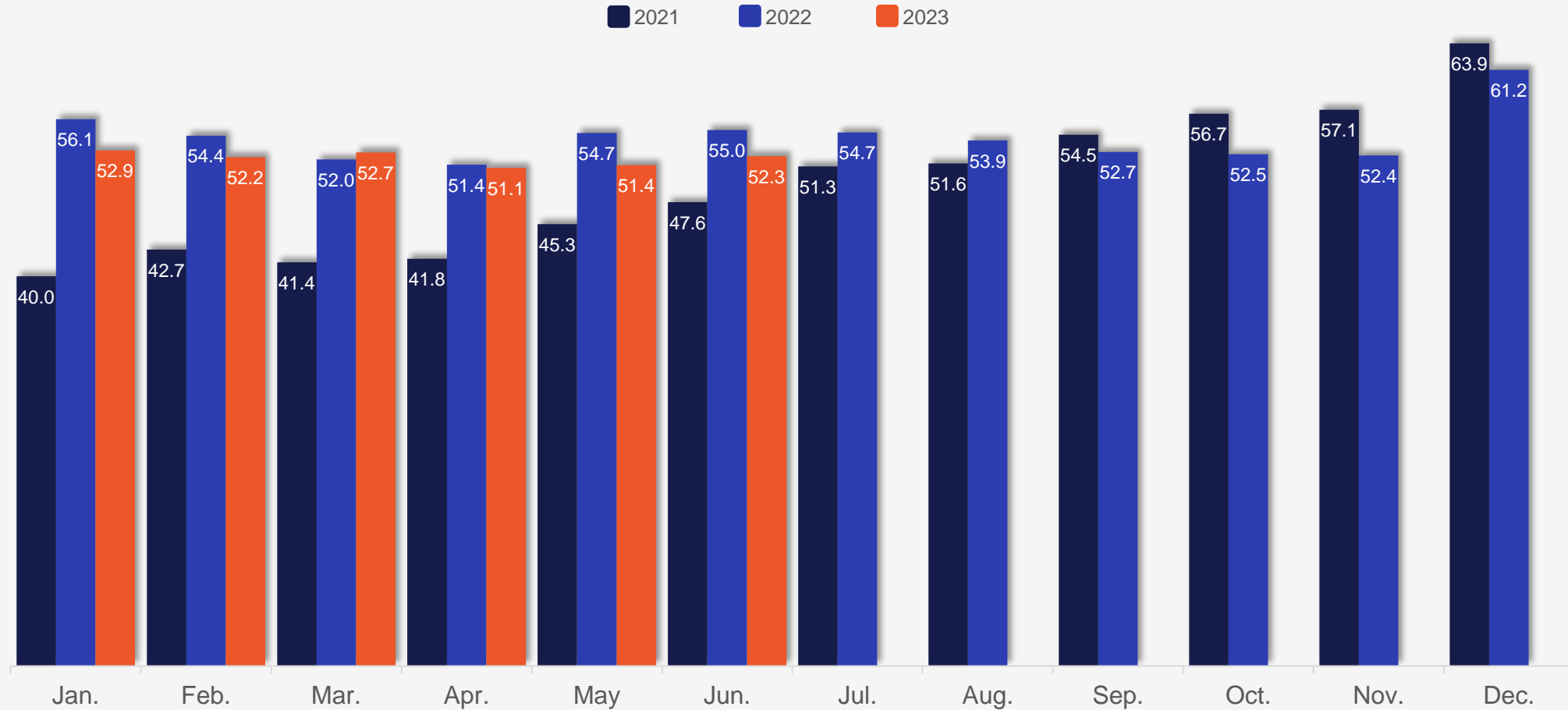
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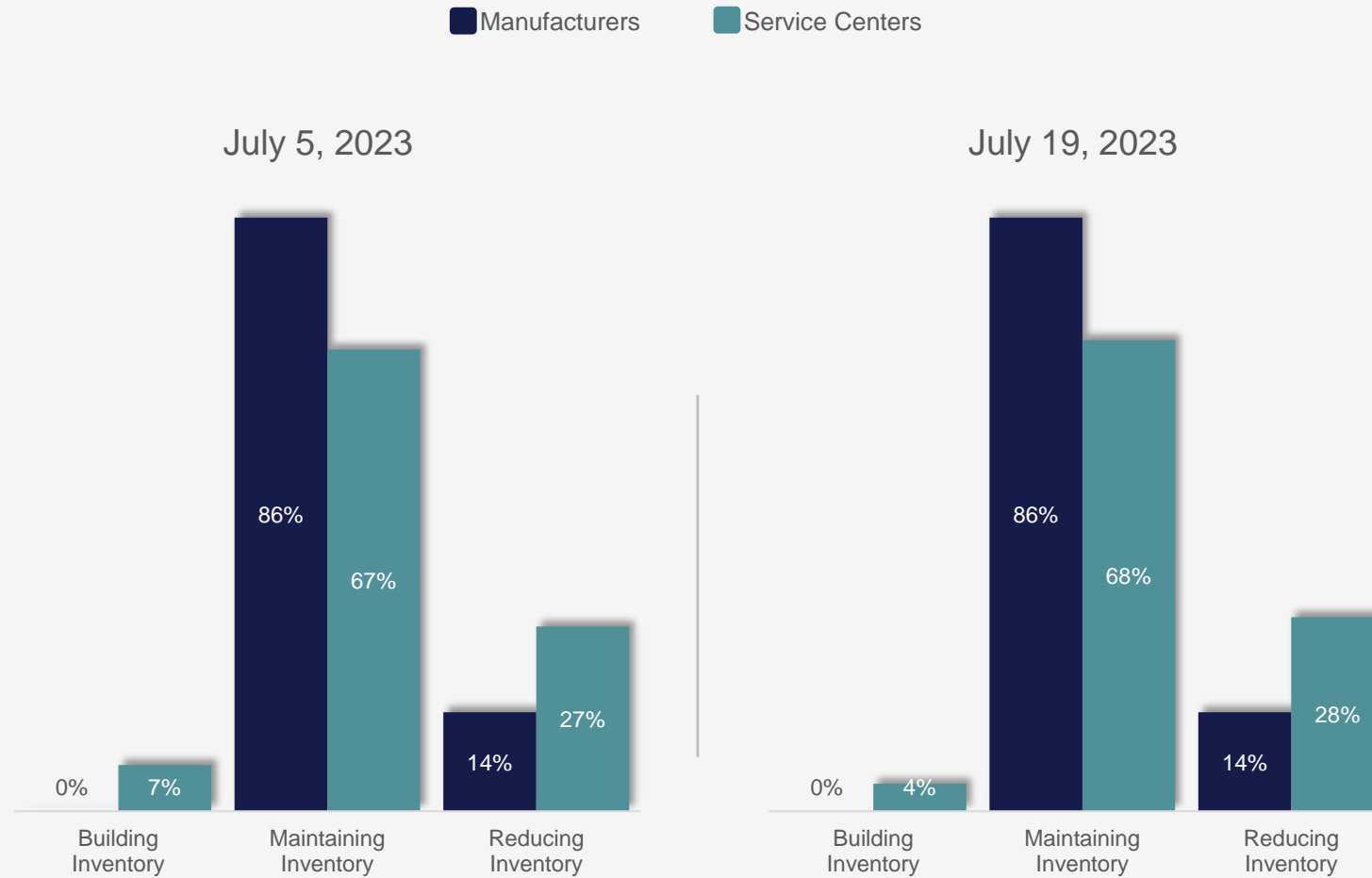


# Service Center Inventories

SMU's flat rolled product shipping days of supply, with data through June 2023.



# Manufacturer and Service Center Inventory Buying Patterns



# Barry Zekelman



Barry Zekelman is responsible for all aspects of business at Zekelman Industries. He has devoted his entire career to the development of the corporation. He started out at Atlas Tube and assumed ownership, along with his brothers, with his father's sudden passing in 1986. Under Barry Zekelman's leadership as CEO, chairman and president of Atlas, the business grew from \$2 million to over \$1.2 billion in sales. In 2006 Atlas became part of the company now known as Zekelman Industries, with Barry Zekelman as the corporation's chief operating officer (COO). He became CEO and president in 2008. In 2010 he became executive chairman and returned to the role of CEO in 2013.

Today, Barry Zekelman leads the largest independent steel pipe and tube manufacturer in North America with sales in excess of \$5 billion.

Zekelman was born and raised in Windsor, Ontario. He received his early education in Windsor and later attended York University in Toronto, Ontario.



# Thank You

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To contact Michael Cowden: [michael@steelmarketupdate.com](mailto:michael@steelmarketupdate.com)

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