



SMU Community Chat with Reibus CEO Temy Mancusi-Ungaro and President Chris Shipp

Jan. 9, 2024 | Michael Cowden, Managing Editor

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Prices | Momentum | Sentiment | Trends | Analysis

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Upcoming Events

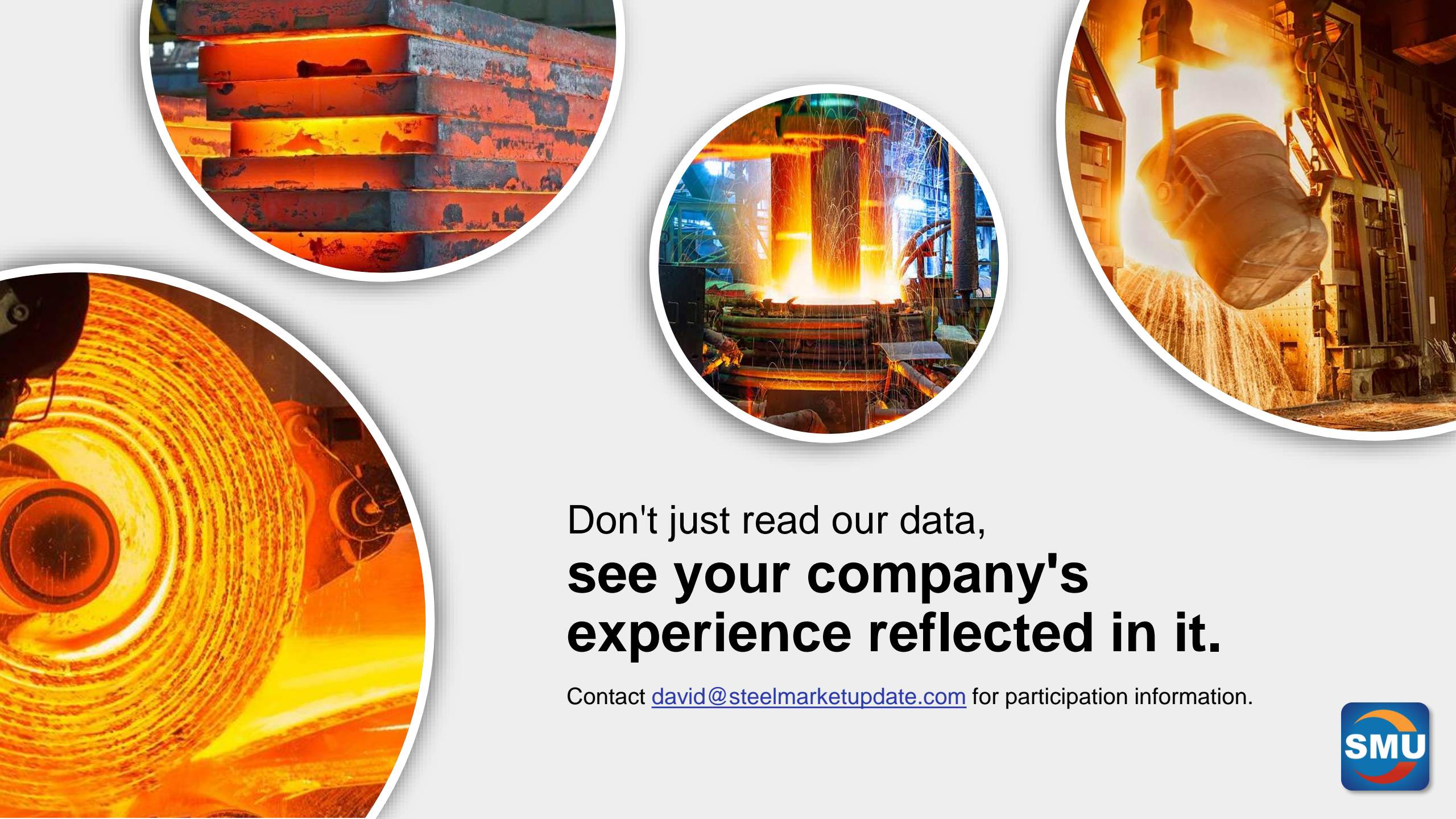


35th Tampa Steel Conference 2024
January 28-30, 2024 | Tampa, Fla.
JW Marriott Tampa Water Street



SMU Steel Summit 2024
August 26-28, 2024 | Atlanta, Ga.
Georgia International Convention Center

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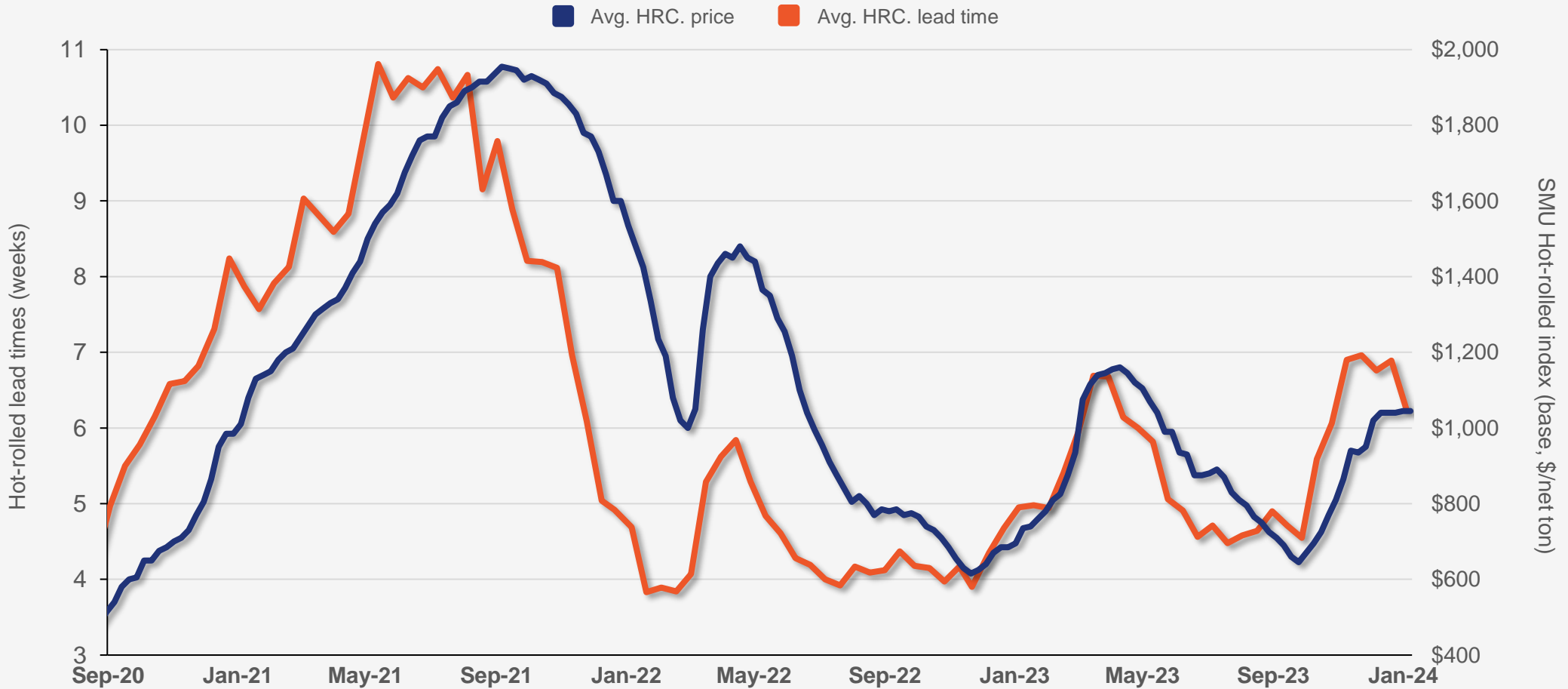
Don't just read our data,
**see your company's
experience reflected in it.**

Contact david@steelmarketupdate.com for participation information.



Hot-rolled steel prices vs. lead times

SMU's hot-rolled steel prices and lead times, with data through Jan. 9, 2024.

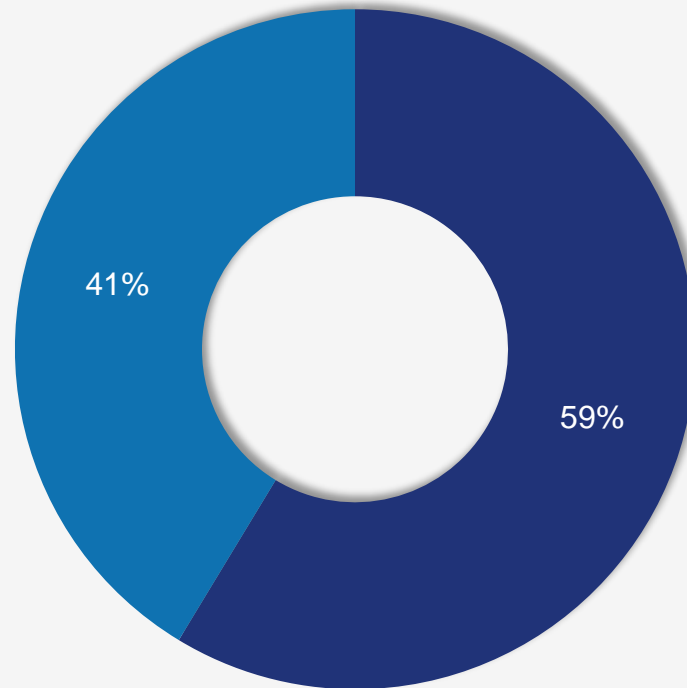


January scrap

Prime scrap prices in January will be:

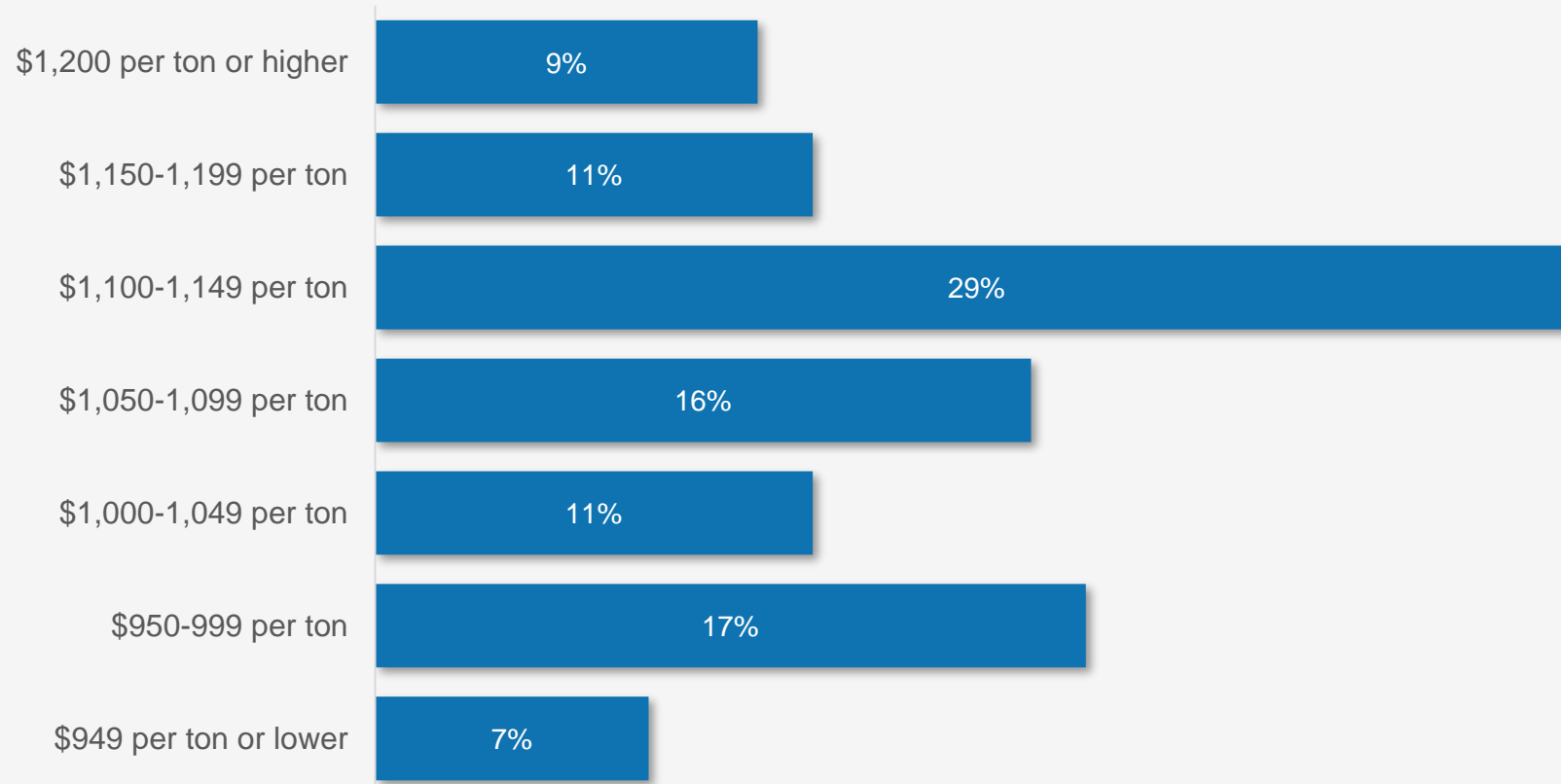
■ Up ■ Sideways ■ Down

Jan. 3, 2024



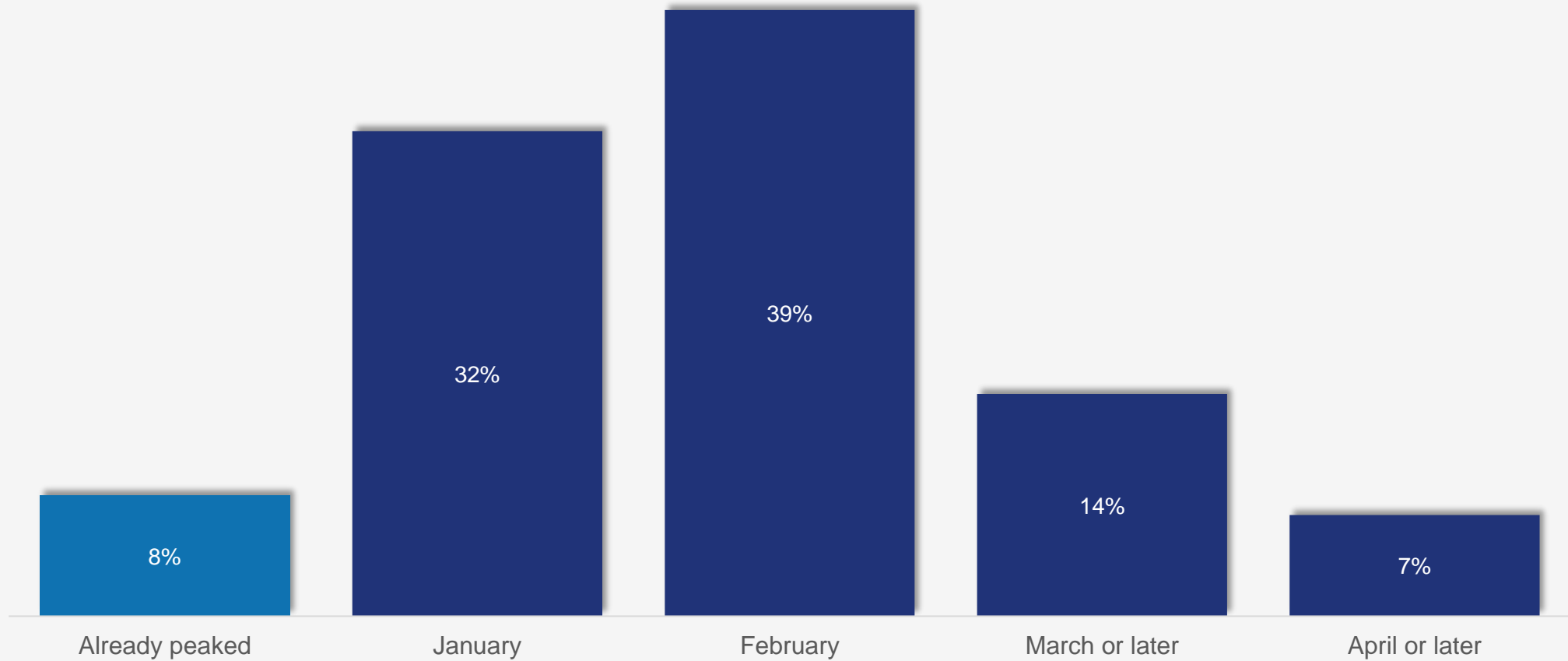
Future hot rolled prices

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



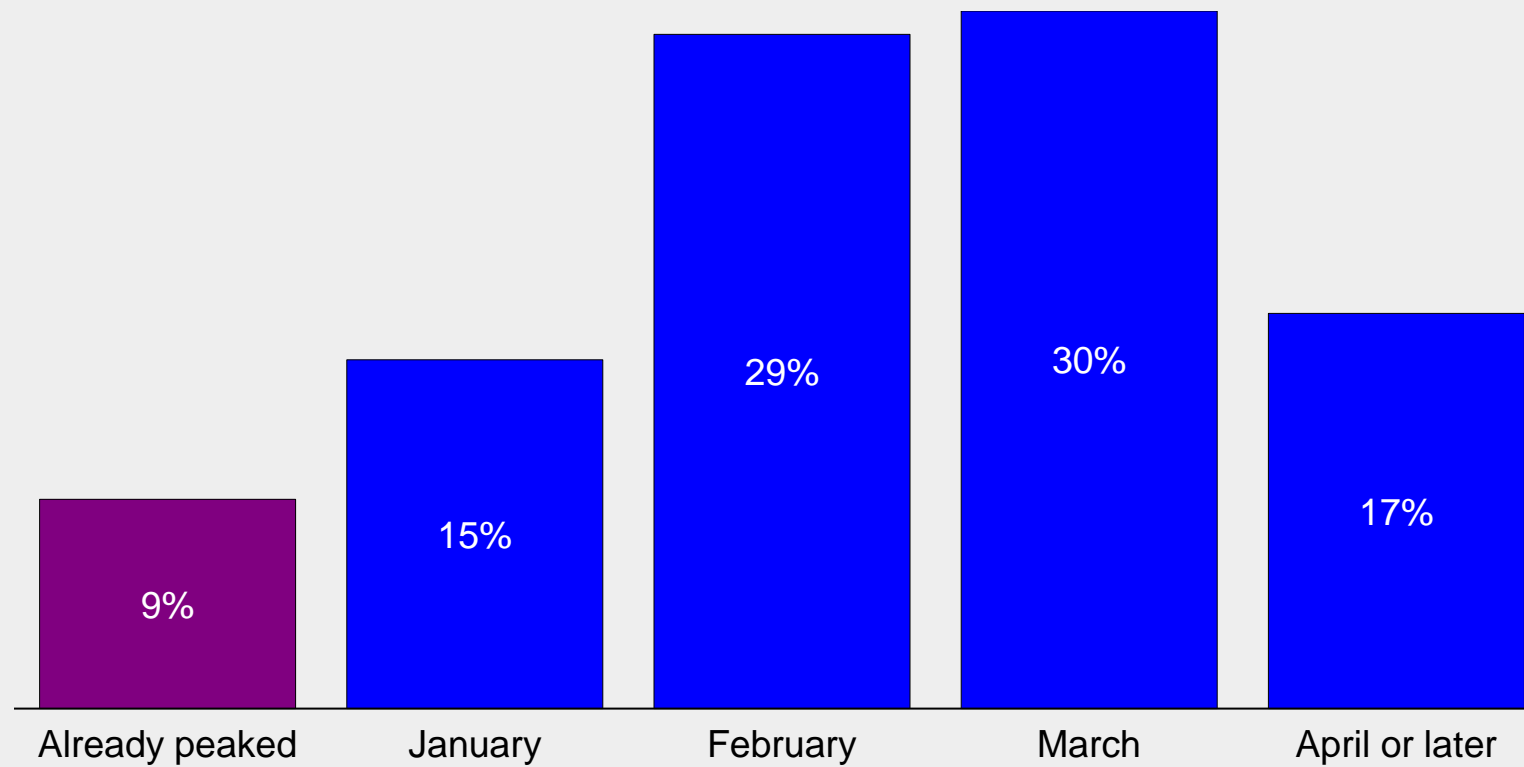
Hot rolled inflection point

When do you think steel prices will peak?



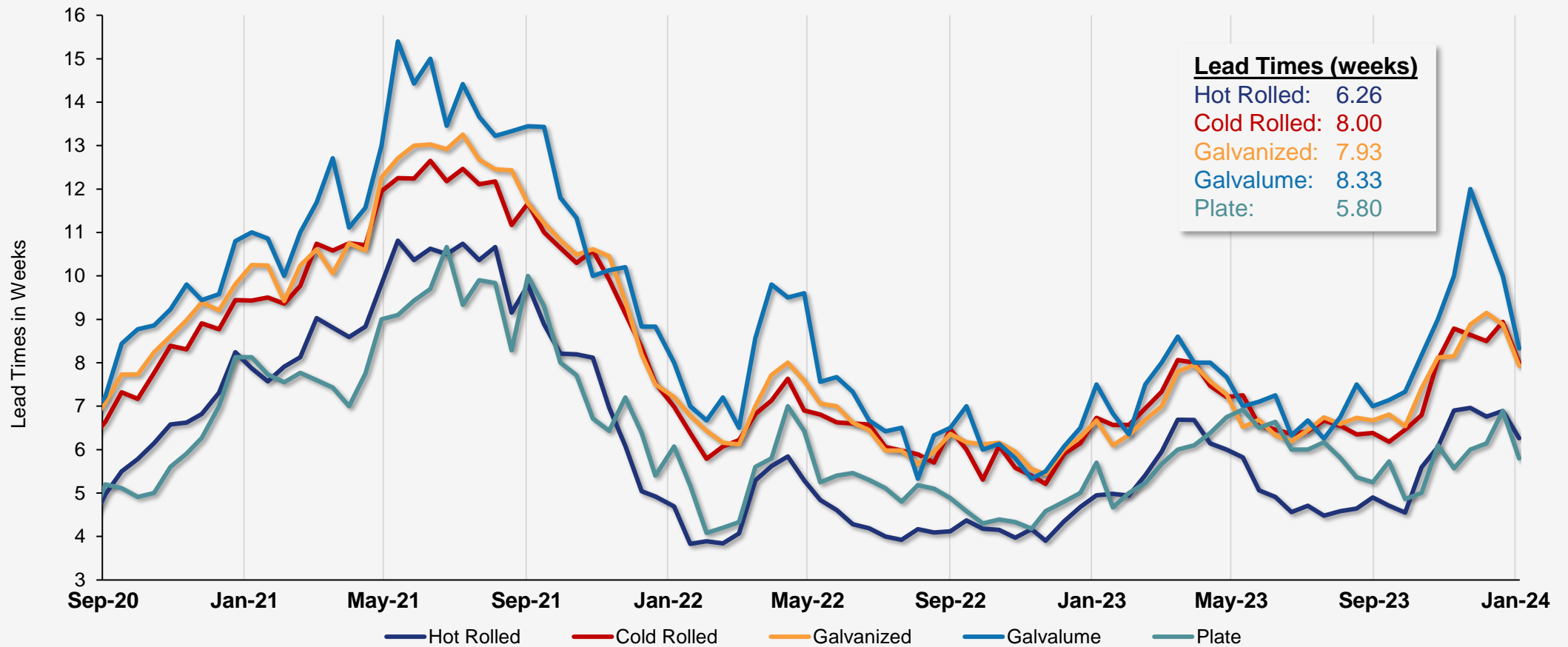
Hot Rolled Inflection Point

When do you think steel prices will peak, and why?



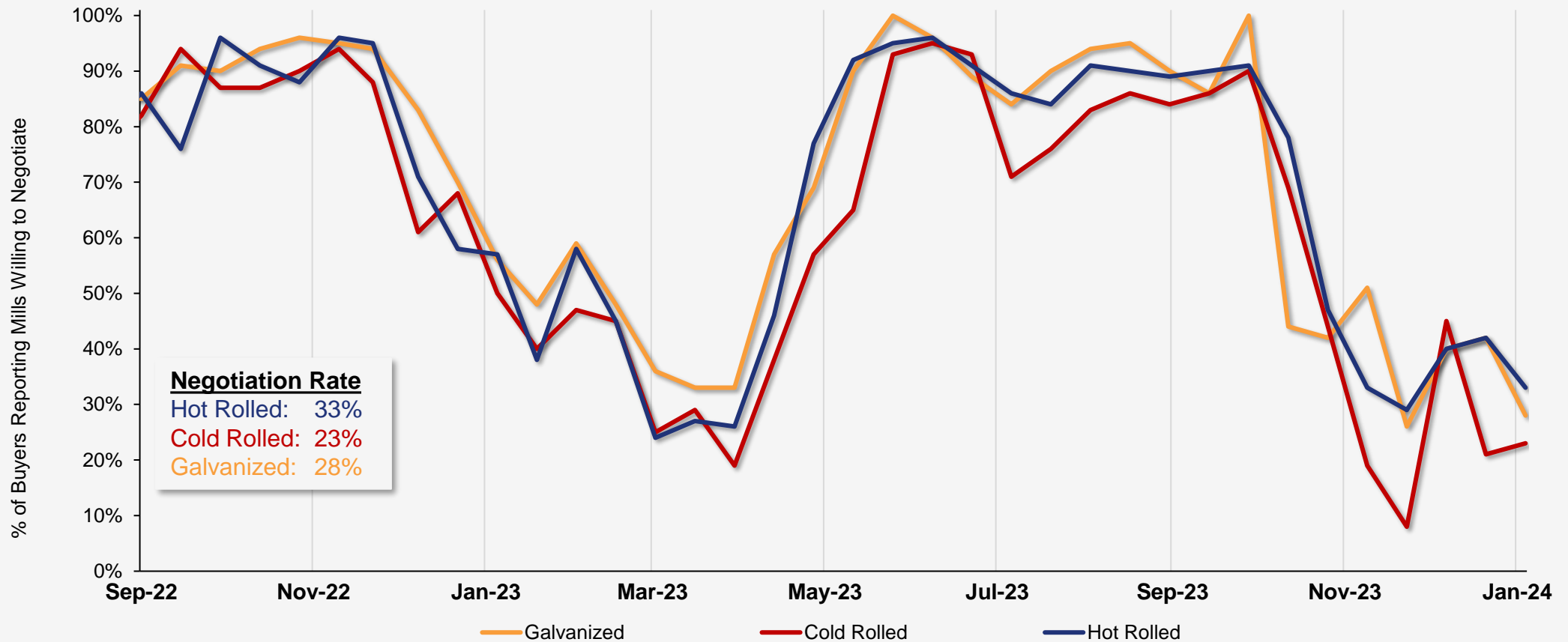
Steel mill lead times by product

SMU lead times on new steel orders by product through Jan. 3, 2024.



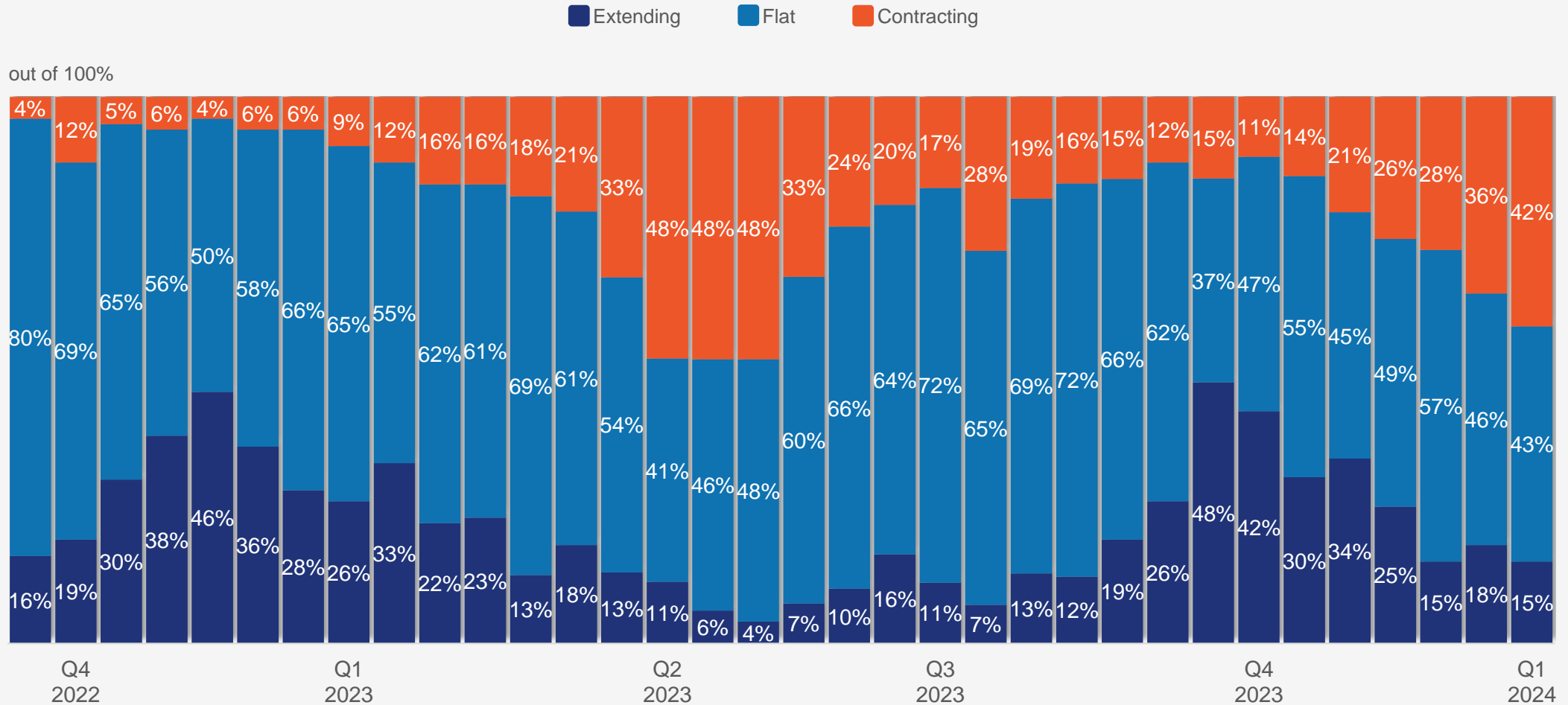
Steel mill negotiations

SMU's price negotiations on new steel orders by product through Jan. 3, 2024.



Direction of steel mill lead times

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



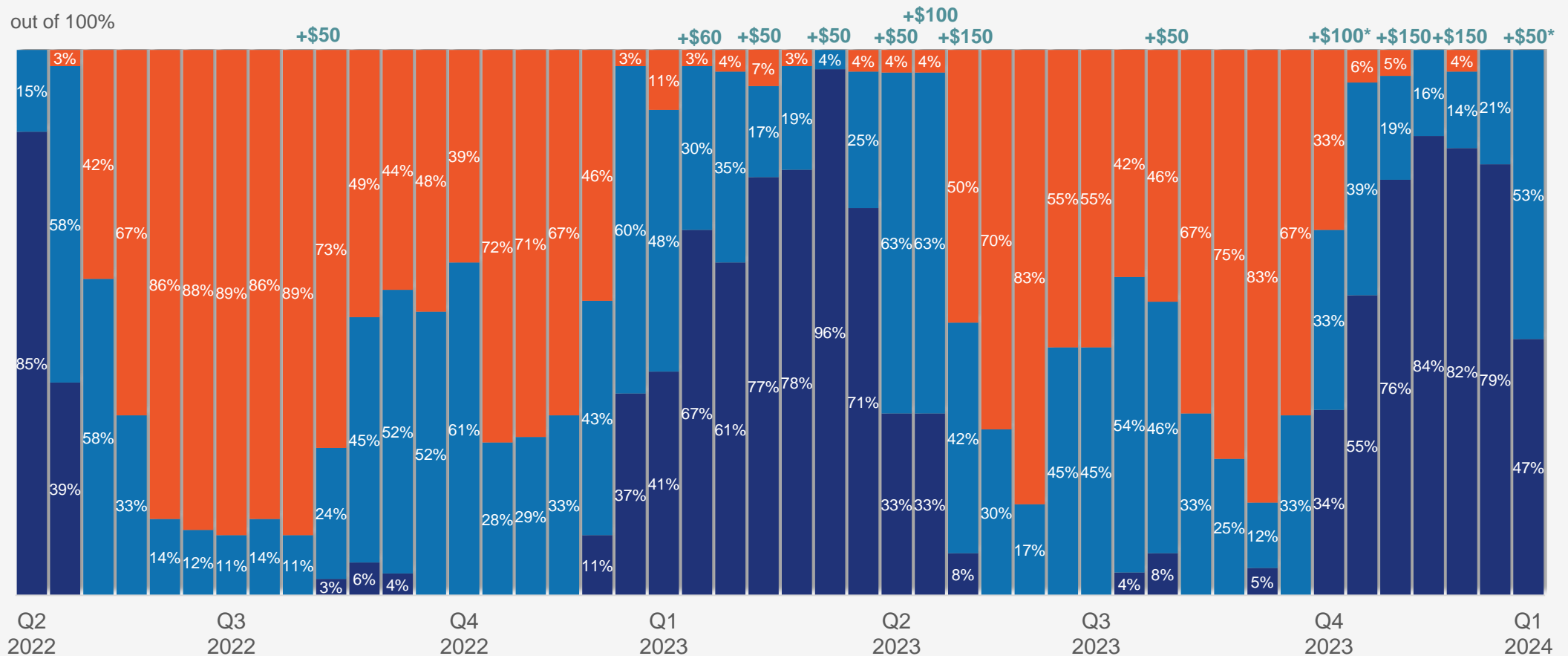
Service center view of selling prices

Service centers

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

Historical leading flat-rolled price increase announcements

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

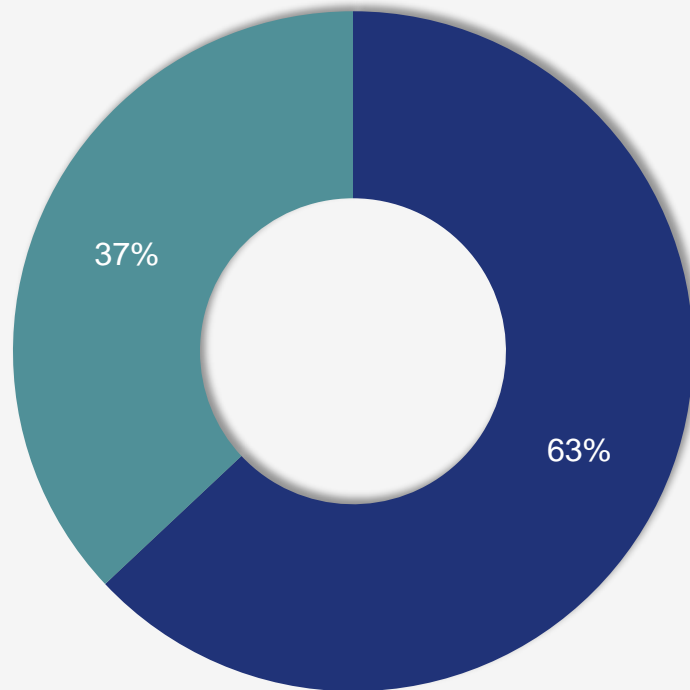


Foreign steel competitiveness

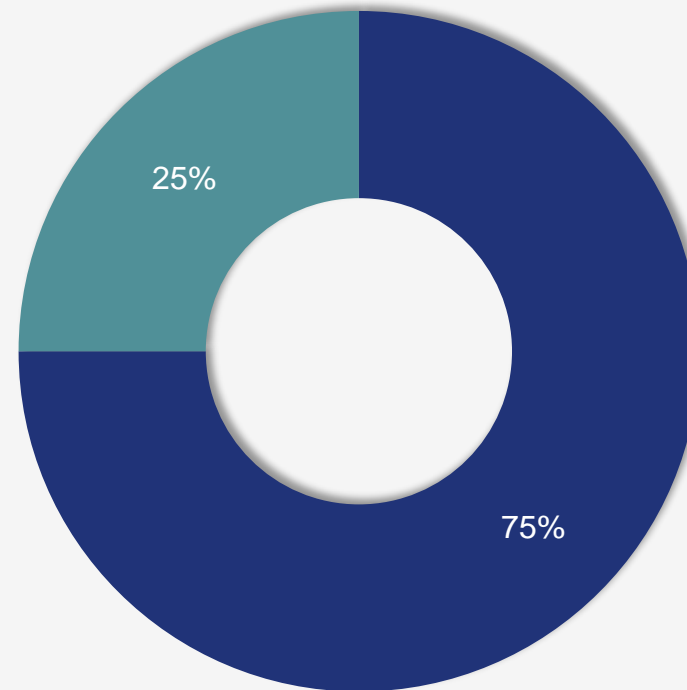
Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?

■ Yes ■ No

Manufacturers

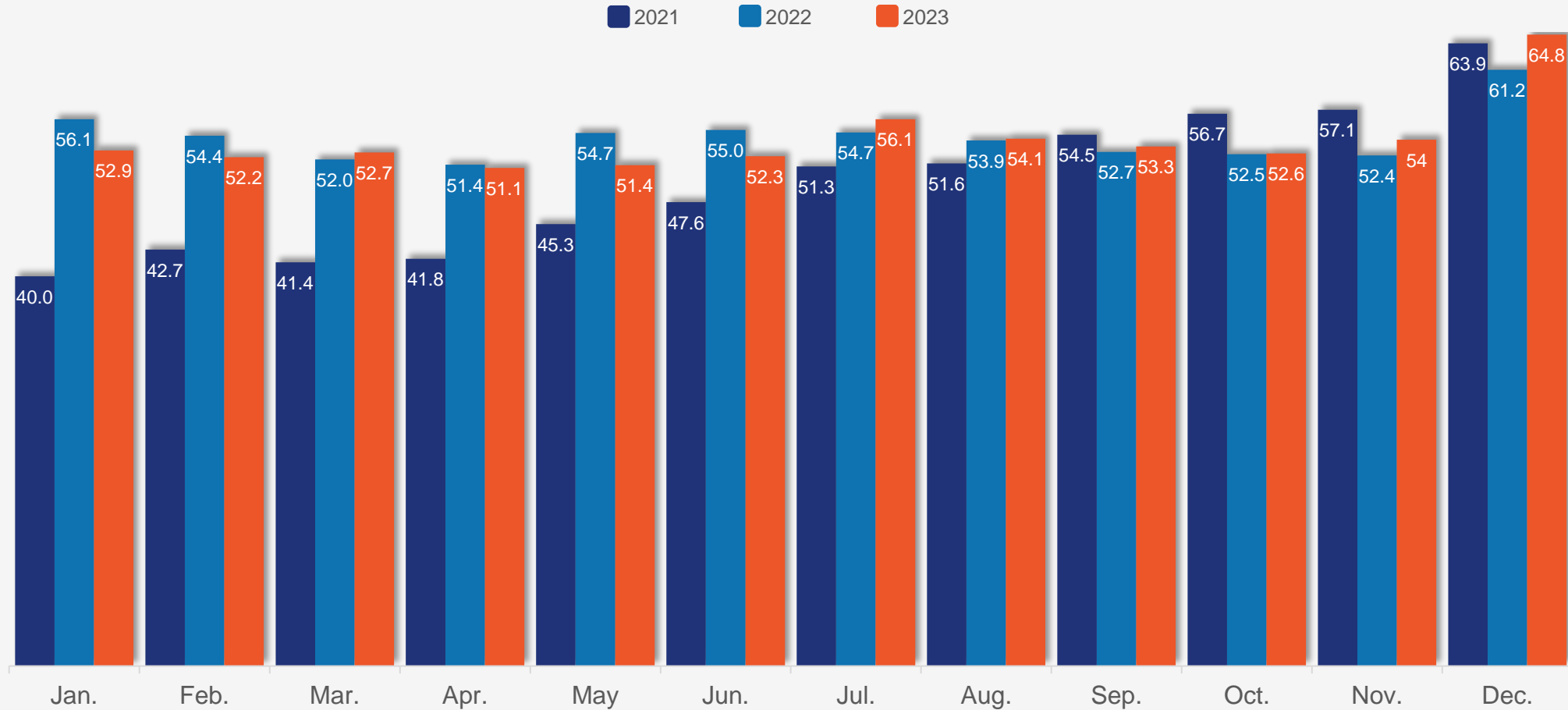


Service Centers



Service center inventories

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



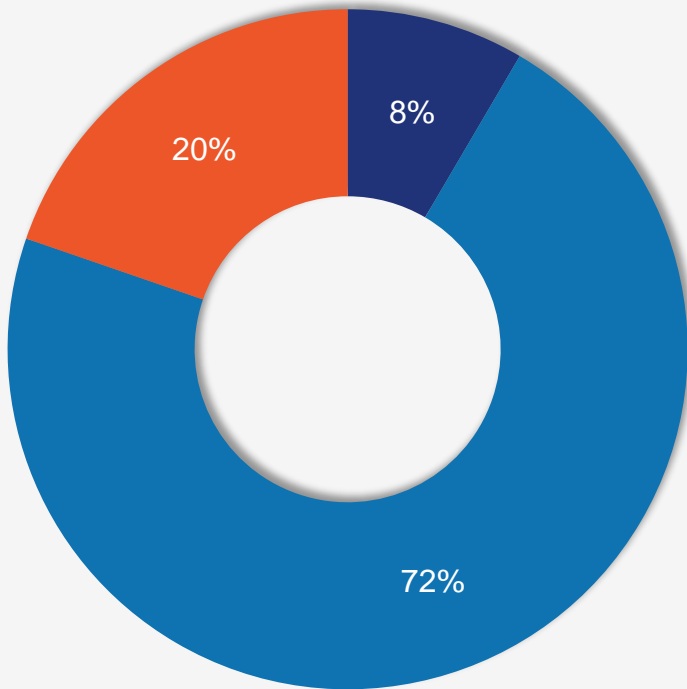
*flash report

Business forecasts

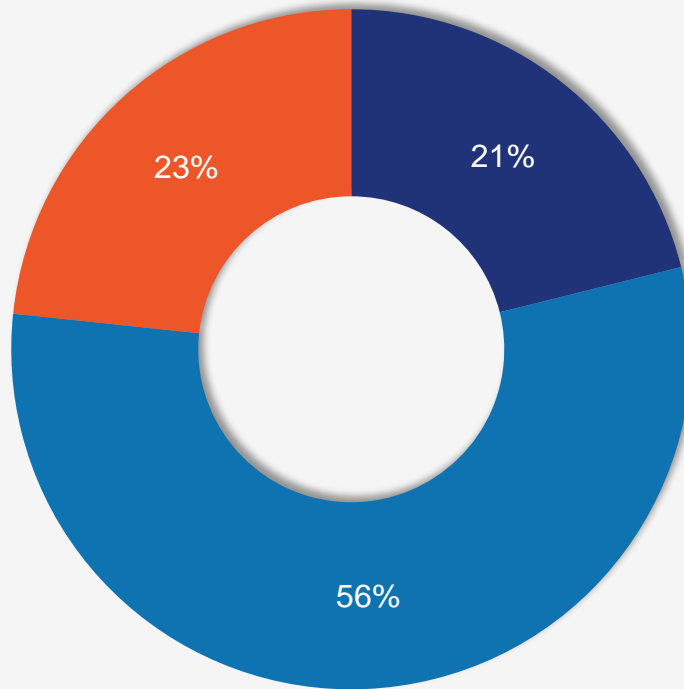
How did your company perform last month compared to your forecast?

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

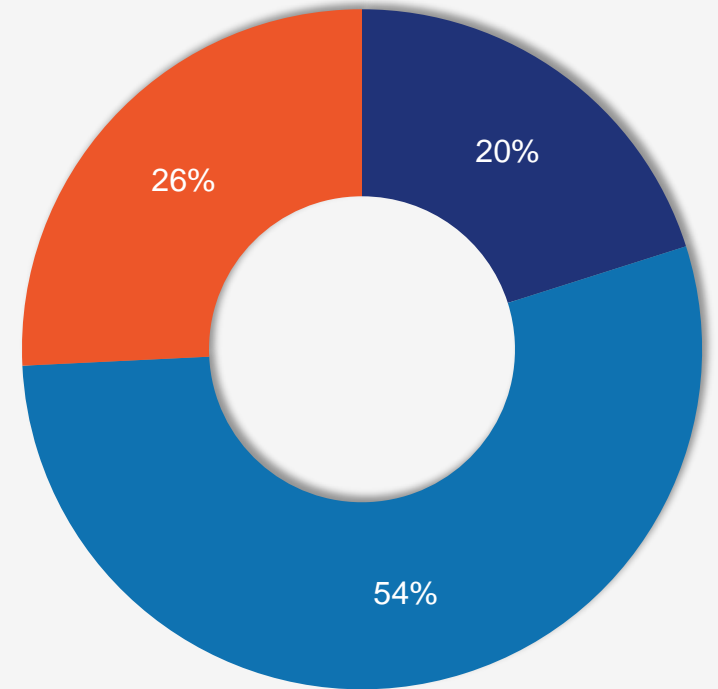
Nov. 8, 2023



Dec. 6, 2023



Jan. 3, 2024



Temy Mancusi-Ungaro and Chris Shipp



In short, Mancusi-Ungaro, a software executive, knows tech. And Shipp, an industry veteran, knows steel.

Before joining Reibus, Mancusi-Ungaro was CEO of Reachdesk, a data-driven corporate gifting firm. He was responsible for strategy and operations, ultimately leading the company to quadruple revenue in two years.

Shipp served 22 years in the U.S. Navy, deploying all over the globe. After retiring from the U.S. Navy in 2010, he worked for more than 11 years at Priefert Manufacturing/Priefert Steel in Mount Pleasant, Texas. There he served in multiple roles, including VP of sales, procurement, and supply chain - where he drove unprecedented revenue growth. Shipp has also held positions as SVP at Reibus International and as president of Kingdom Pipe & Steel in Texas. Additionally, he is an SMU Steel 101 instructor.

Thank You

Thanks for listening!

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To participate in our survey, contact David Schollaert: david@steelmarketupdate.com

To contact Michael Cowden: michael@steelmarketupdate.com

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