

Global Awards for Steel Excellence

2020 FINALISTS

Nominations were received from across the world for the 11th annual Fastmarkets Global Awards for Steel Excellence, reflecting the global nature of the steel industry.

The 90 finalists in 23 categories are located in North America, Europe, the Middle East and Asia, signifying that "the entire steel supply chain is truly global," said Alex Harrison, Fastmarkets editorial and pricing director, metals and mining. "This year's finalists demonstrate that excellence transcends countries and continents. Cutting-edge innovation exists in every corner of the world and showcases international talent and customer-centric solutions."

Four categories are new this year, including ferrous futures trading and ferrous exchanges companies of the year. The other new categories are automotive supplier of the year, reflecting the close relationship between the two industries, and workforce diversity champion, celebrating those companies with exceptional commitments to inclusion and diversity.

Once the nomination period closes, the nominations are reviewed by Andrew Wells, global steel editor and steel pricing director, Fastmarkets metals and mining, and Grace Asenov, North American steel editor, Fastmarkets AMM to determine the finalists. Then the awards program's judges evaluate the finalists' submission using a point-based qualitative approach to determine the

winners. The nomination and judging processes are audited by and in full compliance with Euromoney/Institutional Investor guidelines and standards to ensure integrity and objectivity.

Four new judges joined the panel of seasoned steel industry professionals. New this year are Len Anthony, veteran steel industry financial executive and executive chairman of Nano Steel's board of directors; Phil Bell, president, Steel Manufacturers Association; Neil Bristow, managing director, HW Worldwide Limited, and Avetik Chalabyan, senior partner and metals practice lead, McKinsey & Company.

Returning judges are Michelle Applebaum, retired founder of Steel Market Intelligence and board of directors of Northwest Pipe; Thomas Danjczek, advisor and past president, Steel Manufacturers Association; Jo Isenberg-O'Loughlin, retired Fastmarkets AMM executive editor; Bill Jones, retired vice chairman, O'Neal Industries; Vince Pappalardo, managing director – metals, Brown Gibbons Lang & Company; Nick Sowar, retired global metals sector leader, Deloitte & Touche LLP, and James Wainscott, retired chief executive officer, AK Steel.

The pages that follow provide very short summaries of each Finalist's award entry. Winners will be announced at the Fastmarkets Global Awards for Steel Excellence dinner tentatively scheduled for October.

Best Service Center – Large

Alro Steel

Alro Steel, which ships from 70 locations in 12 US states, offers a unique combination of metals, plastics and industrial supplies. Next-day delivery is offered on cut-to-size orders from what Alro says is the widest product selection of any metals service center in North America. Since 1948, Alro's goal is to be a one-stop-shop for its customers, with a mission to exceed its customers' expectations. Honesty, integrity and loyalty are trademarks of Alro's business model.

Alro has more than 3,000 team members. Thanks to 70 facilities, the company provides its employees with opportunities to train for new roles or transfer to a new location. With a strong focus on safety, team members are regularly monitored and evaluated. Data is used to shape improvements in training, safety procedures, equipment, teamwork and leadership.

Potential organic and acquisition opportunities are evaluated on a weekly basis, resulting in a steady pattern of growth for the company. Multiple building projects are in progress, including facility expansions in Milwaukee, Oshkosh and Pottsville in Michigan and in York, Pennsylvania. Since 2018, Alro has acquired two companies: Sedalia Steel, which has locations in Sedalia and Camdenton, Montana; and Riverfront Steel in Cincinnati.

Supporting manufacturing is key to its success as a metals service center; Alro considers its growth and profitability to be direct results of its customers' success. With additional processing capabilities, Alro enables its customers to increase profitability through shorter lead times and lower raw material inventory. Next-day delivery, including processing to size, is a direct result of Alro's team members' continuous improvement efforts.



KLOECKNER METALS

Kloeckner Metals

Kloeckner Metals endeavors to make doing business with its 48 branches in 24 US states and Mexico as easy as possible. When the Roswell, Georgia-based service center started its digital transformation, it did so with the idea that its customers could do the same with tools developed by Kloeckner. Beyond mere eCommerce, digitized business evolved into a core competency.

Though effective from an eCommerce perspective, Kloeckner went further to leverage machine learning and artificial intelligence using sales data to enable better internal decisions and allow its customers to do the same. Through a customer portal, customers can analyze cost, quantity, and timing to forecast various activities in various ways typically reserved for larger organizations. Kloeckner Connect allows customers 24/7 access to catalogs, workflow, inventory, and ordering. To achieve greater efficiencies and improve safety, RFID is deployed in Kloeckner's individual facilities to better understand material flow, personnel and machines.

Kloeckner sees volatility as the steel industry's biggest challenge. It responds

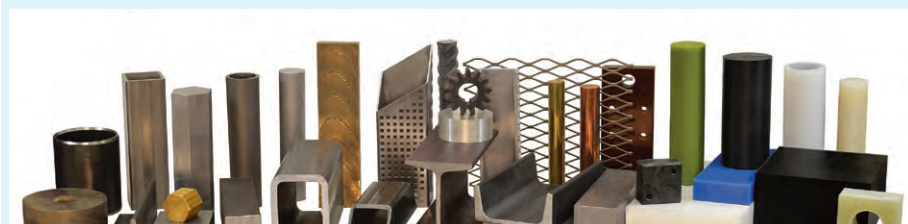
by developing tools and capabilities to assist customers turn some of the uncertainty into certainty. Better data helps customers make solid buying decisions with flexibility and transparency. Kloeckner has maintained its geographical footprint instead of shuttering facilities or acquiring companies in volatile markets and focused on radical efficiency and transparency.

Associated with its safety awareness initiative and demonstrating Kloeckner's commitment to engage, train and retool its workforce, every employee can access Kloeckner's 170-topic "Digital Academy" to take classes on a wide-ranging variety of subjects including eCommerce, computer programming, public speaking and data analysis. Each employee also develops a training and development plan from a curriculum with 400 different course offerings.

Leeco Steel

Leeco Steel is North America's largest steel plate supplier, and its success comes from its customer commitment and extensive inventory of quality steel plate products.

Many steel service centers approach sales with two representatives – an outside sales rep who makes visits to customer sites and solicits sales; and an inside sales rep who quotes business, enters orders, provides follow-up and performs other administrative tasks. Leeco customers enjoy the convenience and focus of one account manager.



ALRO STEEL



Alro Steel

Metals • Industrial Supplies • Plastics



Alro is Proud to be a Finalist for Service Center of the Year!

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Global Awards for
Steel Excellence

2020 FINALIST SERVICE CENTER OF THE YEAR - LARGE



Regardless of your stance on walls, **W. Silver Recycling** remains your **trusted scrap partner** in Mexico now with coast to coast **border coverage.**

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