

RIDE THE WAVE



**Macsteel**

**Service Centers USA**

STRONG | CAPABLE | DEDICATED



## A SINGLE POWERFUL ENTITY

On January 1, 2004, four steel industry leaders began operating as one powerhouse under the name Macsteel Service Centers USA.

This move is a reflection of the growth, strength and momentum that you, as a Macsteel Service Centers USA customer will experience.

With a network of locations throughout North America, Macsteel Service Centers USA can provide you with one-stop service, distribution and processing of carbon, stainless, aluminum and specialty steels.

As a single entity, Macsteel Service Centers USA has the strength of a billion dollar organization. That's the kind of clout we can use to bring you considerable benefits, including outstanding sourcing, a diverse and value-added product line, more flexibility in scheduling and very competitive pricing.

*Ride the wave!*

Macsteel Service Centers USA is owned by Macsteel Holdings of South Africa. Macsteel Holdings includes The Macsteel Service Center Group, which is one of the world's largest service center organizations.

Macsteel started business as Pan Africa Staalhandel, an agency founded in 1957 by Dave Samson.

The company sold fencing and related products on behalf of domestic and

overseas principals. After taking over the reins from his father in 1962, the current co-chairman Eric Samson saw an opportunity and acted on it. He took the company into steel stockholding in 1969. This was to be the first of several major steps that were to transform the company from a humble fencing agency to a multinational processor, service center and steel trader. Today, Macsteel Group is a privately-operated business and an international leader in the metals industry. The consolidated Macsteel Group of companies comprises over 8500

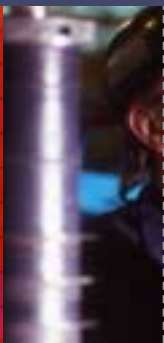
employees across its international marketing/trading and service center arms.

In 1983 and 1985 Macsteel acquired two major US headquartered groups – Ferro Union, a large steel warehousing and processing operation in the Western U.S., and Associated Metals and Minerals Corp., a

worldwide trading organization with offices in the major steel source and supply markets.

**STANDING ON OUR OWN BUT WITH DEEP FAMILY ROOTS.**

Macsteel Service Centers USA grew generically, and via acquisitions, most notably the joint venture and subsequent acquisition in the '90s of Usinor's service center group Edgcomb, which greatly expanded Macsteel's presence in the Eastern U.S. In 2002, Dufasco's Baldwin facility was acquired and in 2003 the acquisition of structural steel specialist Regal from Corus was completed. Macsteel Service Centers USA, a wholly owned subsidiary, is today among the top ten largest steel service centers in North America.



YOU BENEFIT FROM OUR FINANCIAL STABILITY



## WHAT'S IN IT FOR YOU.

As a Macsteel Service Centers USA customer, you have a resourceful, responsive source, with access to a remarkably deep pool of experience, knowledge and skill. Our global reach, combined with experience and knowledge, gives us a unique ability to readily recognize and quickly react to market changes.

In today's technology-driven economy, market demand and globalization are driving changes that require companies to be faster and more responsive than ever before.

With Macsteel as your primary source, you have a metals supplier that is capable of anticipating market shifts and is ready to respond in ways that work to your advantage.

## WHERE WE ARE GOING...

Our goal: to be your premiere source, low cost/high value supplier, and most powerful metals service center. We are a flat, lean organization providing high quality service to customers across North America, and we are determined to strengthen our position and become an even more powerful force going forward. Will that help make your company more competitive? Bank on it.



## ...AND HOW WE'RE GOING TO GET THERE.

This is just the beginning. Metals buyers are clear in what they want—a single-source supplier that not only delivers product but can streamline the supply chain process and positively affect their bottom line. It's what you want. It's what thousands of other buyers want. It's what we intend to provide. Our plan for getting there: continued growth in market share gains and acquisitions, continuous upgrades of equipment, strategic selection of locations, efficient operation of our business and, most important, responding appropriately to customer demands and needs.

OUR ALLIANCE PROGRAMS WORK TO SERVE.



AND SERVE TO WORK.

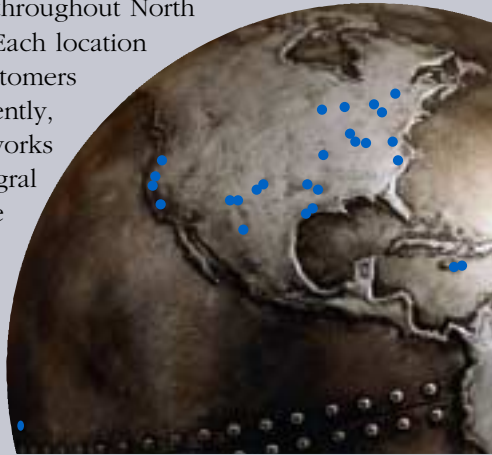
Macsteel Service Centers USA actively seeks out strategic alliances with multi-national manufacturing companies in virtually all industrial sectors. Through these partnerships, our customers' presence and ability to bring world-class products to global markets is enhanced.

Macsteel Service Centers USA offers our alliance customers the full resources of our sales, purchasing and technical staffs. These teams work in tandem with our alliance customers to explore, review and document all potential cost saving opportunities with the goal of becoming the low cost material supplier. Our Strategic Waste Elimination and Efficiency Program (SWEEP) allows our customers to be the lowest cost supplier in their respective marketplace.



### A NETWORK OF DIVERSE LOCATIONS.

Macsteel Service Centers USA currently has a growing number of locations throughout North America. Each location serves customers independently, but also works as an integral part of the Macsteel network. No matter where you are, you can count on us for the products and processing you need.



### FLEXIBILITY, POWER, SPEED, PASSION AND INTENSITY. OUR IDEA OF WHAT IT TAKES TO GET THE JOB DONE.

Macsteel Service Centers USA is stronger and better positioned to meet our customers' needs. Throughout our network there is a passion for getting the job done right. It's an intense drive to constantly raise the standards and reject notions about what is "good enough". At our company, "good enough" is never enough.

As a means of improving product quality, reducing costs and consistently meeting customer specifications, a comprehensive quality assurance system has been implemented across the organization. Macsteel was the first US service

center to earn ISO Quality System registration. For our automotive customers, we have attained QS-9000 registration which affirms that our processes and procedures meet the strict quality requirements jointly developed by the nation's top three automakers.

Going hand in hand with our approach to quality, Macsteel has documented Safety Management, Equipment Management, and Environmental Management Programs to provide safe working conditions for our employees while conserving natural resources and protecting the environment. These programs also serve to ensure that you are dealing with a responsible and reliable company.

### ONE OF THE LARGEST METALS INVENTORIES IN THE SERVICE CENTER INDUSTRY.

To meet specific customer and market needs, we continuously adjust our inventories and always welcome the opportunity to develop Special Stocking Programs and Contract Partnerships. Industry standards such as EDI, Kanban and JIT are integrated throughout our operations. We are experienced with consignment, warehousing, single invoice prepaint packages and electronic invoicing. Tell us what you

need, where you need it and when you need it. We'll handle the rest.

### ANYBODY CAN SELL YOU PRODUCT, BUT FEW CAN MATCH OUR TECHNICAL ASSISTANCE.

Throughout the network, we have metallurgists on staff as well as access to mill metallurgical support, prepaint technical staff, assistance in product design and cost reduction efforts. Need application engineering help? We have in-depth relationships with every high quality domestic and foreign mill.

### TAKING MARKET LOGISTICS TO A NEW LEVEL.

We're applying advanced supply chain management technologies to optimize distribution to every customer. Compared to other suppliers, Macsteel Service Centers USA can offer you more productive procurement professionals, updated sales information, faster transaction processing and improved scheduling, and better overall inventory turns. Strategically located distribution points along with company-owned trucks ensure that you get the best delivery service at a competitive price.



## THE POWER OF THE WAVE

### AN OCEAN OF VALUE-ADDED PRODUCTS

Our inventories include a full range of carbon, stainless and aluminum flat rolled products, tubing, piping, cold finished bars, hot rolled bars, structurals, metal building products and an array of stainless and aluminum bars and plate products.

#### CARBON FLAT ROLLED

- Hot rolled
- Hot rolled pickled & oiled
- Cold rolled
- Galvanized steel
- Electrogalvanized steel
- Galvannealed steel
- Galvalume
- Aluminized steel
- Prepainted metals

#### PREPAINTED

- Pre-treated or pre-primed
- Smooth or textured coatings and finishes
- Laminate with a wood grain
- Laminate with marble look
- Laminate with high sheen look
- Embossing in stucco, seville, woodgrain

#### PLATE PROCESSING

- Carbon plate
- Stainless plate
- Aluminum plate

#### STAINLESS STEEL & ALUMINUM

- Stainless steel sheet and coil
- Stainless strip
- Stainless plate
- Aluminum common alloy sheet and strip
- Aluminum heat treated sheet
- Aluminum plate

#### BUILDING PRODUCTS

- Metal roofing for commercial and residential
- Coils for metal roofing
- Coil coated steel

#### LONG PRODUCTS & TUBING

- Cold finished bars
- Hot rolled bar
- Structural
- Aluminum
- Extrusions

- Aluminum shapes
- Stainless steel bars
- Stainless steel long products
- ERW mechanical carbon tubing
- Structural tubing
- Cast tool & jig
- 6061-T6 aluminum tread plate
- 3003-H22 aluminum tread bright

#### PIPE

- Carbon steel pipe
- Black plain-end pipe
- Black end seamless pipe
- Black threaded and coupled pipe
- Galvanized threaded and coupled pipe
- Galvanized plain-end pipe

#### SPECIALTIES

- Door skin stamping
- Tube manufacturing
- Embossing
- Roll forming

### PROCESSING

To consistently stay in step with customer needs, Macsteel continues to invest in processing equipment throughout our network. We currently offer state-of-the-art slitting, leveling, multi-cut blanking, profile plate burning, shearing and saw cutting, embossing, stamping and fabricating.

## WHAT SOME OF OUR CUSTOMERS ARE SAYING:

### ONEIDA, LTD

"We have had a beneficial relationship with Macsteel Service Centers USA for over 25 years. As a supplier, they have provided solutions to many of our problems and needs, and have always gone out of their way to respond promptly and work with us on any issue, from pricing to delivery. We have been very pleased with Macsteel's high level of service over the years and we continue to receive that kind of attentive service today."

Peter J. Kallet, Chairman of the Board  
President and Chief Executive Officer

### ESAB

"ESABs relationship with Macsteel Service Centers USA spans over 12 years. In the early years of our relationship, Macsteel supplied approximately 20% of the carbon steel strip used for manufacturing flux cored welding wire. As a result of good quality, excellent service and competitive pricing that Macsteel has provided ESAB, they now are the major supplier to both our Hanover, Pennsylvania and Monterrey, Mexico facilities. They are a true partner in our business."

Bo J. Bergquist, V.P. Global Procurement  
ESAB Welding & Cutting Products

### TRANE

"Macsteel Service Centers USA has been a supplier to various Trane locations for many years. Recently, Macsteel became the primary supplier for the majority of our prepaint, aluminized and galvanized requirements. The foundation for this decision was based on the Macsteel Alliance program, which encourages and initiates cost reduction improvements. The program explores all facets of our manufacturing process and fosters continuous improvement. This equates to additional cost savings for the Trane companies."

Mark Bernasconi, CPM, Strategic Supply Chain Manager  
Steel Commodity Team



**Macsteel**  
Service Centers USA

**CORPORATE HEADQUARTERS:**  
888 San Clemente Drive, Suite 250  
Newport Beach, CA 92660  
949-219-9000

**CORPORATE ADMINISTRATIVE OFFICE:**  
555 State Road  
Bensalem, PA 19020  
215-245-3300

[www.macsteelusa.com](http://www.macsteelusa.com)

