

SSAB World

CUSTOMER BUSINESS IN FOCUS

BRINGING STRENX TO THE FORE

Lighter, **stronger**,
smarter



**INTRODUCING
GreenCoat,**
the sustainable,
innovative
color-coated steel
for the building
industry

2/15

CEO



RENEWED STRENGTH

The concept of strength is a recurring theme for us at SSAB. Not just the strength of our steel, but strength in our cutting-edge research and development; strength in our commitment to creating the best possible quality in all of our products; strength in our partnerships with you, our customer.

With strength in mind, I am proud to present our latest brand: Strenx; the focus of this issue of SSAB World. Combining the properties of Optim, Weldox and Domex, Strenx offers unparalleled possibilities for customers looking to manufacture stronger, lighter and more competitive products. You can read more about Strenx in our Theme section (starting on page 12).

In addition to Strenx, (on page 20) you can read about another new brand launched: GreenCoat. Aimed squarely at the construction industry, GreenCoat is the umbrella brand name for SSABs color-coated steels.

Hardox is also making history, and causing waves, as it is launched at sea for the very first time. Danish shipping company C. Rousing chose Hardox for the linerplate in one of their scrap metal carriers – the first time Hardox has been used in shipbuilding. (Read the full story on page 8.)

Elsewhere in SSAB World you can read about customer solutions from Australia to Italy; our latest customer roadshow; new web release and our new sustainability targets. And if you feel like planning next years summer holiday, we even have a list of the worlds greatest train journeys.

Whatever business you are in, I hope that we can continue to strengthen our relationship with you, now and in the future. Enjoy SSAB World.

Happy reading!

MARTIN LINDQVIST

SSAB
World
CUSTOMER BUSINESS IN FOCUS

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SSAB

Smart Solutions

Stronger steel and less weight helps make the difference for machine parts, truck manufacturing and automotive spare parts.

04



Hardox at Sea

Danish boat operator C. Rousing is the first company to use Hardox in an open water vessel. So far the results have been plain sailing all the way.

08

Introducing Strenx

After its official launch at Intermat, Strenx is on the market. See what a difference it can make towards stronger, lighter and more competitive products. And meet some of the companies already using it.

12



On Track

The rise of the industrial world is inextricably linked to the rise of the railway. Today, trains are as much about leisure as they are industry. SSAB World picks some of the most interesting rail journeys.

18

GreenCoat

SSAB's new range of color-coated steels for the building industry is tougher, more flexible and greener than ever before.

20



On the Road

SSAB's annual steel day hits the road



Smart SOLUTIONS

TOGETHER WE CREATE BETTER RESULTS



HARDOX AND STRENX BENEFITS FOR HOWARD PORTER

- ✓ Reduced weight results in lower fuel consumption
- ✓ Increased payload maximizes productivity
- ✓ Customers benefit from an overall more durable trailer

ROAD CONDITIONS IN remote parts of Australia can be very challenging. That's why customers in this part of the world demand road transport equipment that is robust, light and durable, with a high payload capacity.

Howard Porter, based in Perth, Western Australia and Guangdong, China, manufactures truck bodies and semi trailers for customers ranging from small to multinational transport companies, as well as mining companies and the government. It also manufactures and supplies Steelbro side loader semi trailers.

Western Australia is one of the remotest

parts of the world. With its vast distances and lack of rail infrastructure, it relies heavily on mining and agriculture. Meanwhile, the need for durable, effective and efficient road transport equipment is paramount. Howard Porter has developed a strong reputation for designing and manufacturing some of the world's highest-capacity roadtrains, which operate on and off road in Western Australia with payload capacities of up to 330 tons gross.

Howard Porter uses a combination of Strenx 700 and Hardox 450 for most of its equipment, which ranges from off-road heavy-duty

mining applications such as side tippers, to lightweight on-highway tipping trailers and dump bodies.

"Our greatest challenge is the compromise between durability and low tare weights. SSAB's products enable us to meet our customers' demands for products that are lightweight and carry a decent payload, without needing to sacrifice on durability," says Roy Lombardi, Managing Director, Howard Porter.

"Using SSAB's world-leading products helps differentiate us from competitors that use other brands of steel," he adds.



With a lack of good rail infrastructure, Western Australia relies on trucks to carry the load.

IFB automotive achieved great weight savings by switching to Docol.



DOCOL BENEFITS FOR IFB AUTOMOTIVE

- ✓ Excellent strength allows for reduced thickness
- ✓ Weight savings result in increased fuel economy
- ✓ Better formability compared with other equivalent steel grades

REDUCED WEIGHT, INCREASED cost efficiency, outstanding quality – these are some key buzzwords of the automotive industry. Since leading Indian auto component manufacturer IFB Automotive switched to SSAB's Docol steel grade, it has been meeting and exceeding all the demands of its discerning customer base.

IFB Automotive develops and supplies automotive components including mechanisms for seats, window lifters, door and hood latches, as well as parts for engines and transmissions. It delivers to both OEMs and tier one suppliers in India.

"The main focus of our business is auto seat components, which account for about 50 percent of our turnover," says Ajay Wani, General Manager, IFB Automotive. "IFB's High Strength Steel seat sliders – made of SSAB's Docol steel – are used in a variety of vehicle models manufactured by Honda, Ford and General Motors, among others."

In 2007, IFB sought to develop a new range of lightweight, cost-effective products that also complied with global performance standards. IFB evaluated a variety of steel grades and concluded that Docol would deliver significant weight

savings for its new generation of products.

"Docol offers better formability than other steel products of similar grades," says Wani. "It's also significantly stronger than other high strength, low alloy steel grades available in India. This has allowed our designers to reduce the thickness of the material without compromising on performance."

"Finally, Docol allowed us to reduce the weight of our new slider mechanism. This weight saving is incredibly important to our customers and has really helped boost market acceptance of our new products," he adds.



TOOLOX BENEFITS FOR PEDROTTI

- ✓ **Machinability is constant and consistent.**
- ✓ **No customer complaints due to consistent high quality**
- ✓ **High dimensional stability results in less waste, while tools last longer due to constant behavior of the material**

ITALIAN PEDROTTI SPECIALIZES in the production of high-quality plates, mold bases and components for the molding industry. Its catalog includes more than 30,000 standard items – most of which are used to create molds for aluminum and plastic parts in sectors such as automotive, food and medical.

Marco Zoia, Product Manager, explains that his company's customers use Toolox 33 for cavity mold-plates in plastic injection molds and for mold bases in die casting molds, while Toolox 44 is primarily used for special applications in the aluminum die casting field. Pedrotti also uses Toolox 44 in house for high-performance applications.



"Pedrotti's customers appreciate Toolox for its dimensional stability, excellent polishing characteristics and ease of machinability," confirms Zoia.

Pedrotti switched to Toolox in 2009 and, since then, Zoia says his company has "only experienced benefits in production".

In fact, the only initial challenge was helping the customer base transition from its previous steel material to Toolox.

"SSAB helped us all the way, providing technical support and end-user coaching to the customers. Now many of our customers confirm that they only use Toolox and would never replace it with another steel," admits Zoia.



Many of our customers confirm that they only use Toolox and would never replace it with another steel,

MARCO ZOIA,
PRODUCT MANAGER,
PEDROTTI

A SHIPPING INDUSTRY FIRST FOR HARDOX

In 2014, Carsten Rousing made history when he became the first ship owner to install a **Hardox 450 steel plate** as a linerplate in his ship. The linerplate is the part which gets dented most easily by his heavy cargo of rugged scrap material. Besides being more robust, because the steel plate is thinner it's lighter meaning he can **carry more cargo**.

BACK IN 2011, SSAB started to look into the possibility of using Hardox in parts of ships which are prone to great wear and tear. Strangely, even though Hardox is widely used in many industries, it had never been used as a wearplate in open water vessels.

However, to convince the shipping industry of the benefits of switching to high strength steel, SSAB first needed to find a 'pioneer' – a ship owner who was willing to try something new. Secondly, because this would be a new material for the industry, technical research and discussions with Germanischer Lloyd (which was later acquired by Det Norske Veritas), the shipping regulatory authority, were needed to get the necessary approvals. "After





● **ABOUT C. ROUSING A/S**

Founded in 1979, this Danish family-owned company specializes in the shipment of scrap metal in as environmentally friendly a way as possible. C. Rousing – and its subsidiary Maritim Supply ApS – is headquartered in Frederiksværk, northwest of Copenhagen. It also has a shipyard in the Polish port of Swinoujscie. The company operates 12 vessels which sail between Sweden, Finland, Poland, Denmark and the UK.

Rousing's scrap metal carriers take hard knocks from their cargo. Hardox helps toughen them up.

CASE: **C.ROUSING A/S**

“

Our ships carry heavy cargo which puts a great strain on them and they need to be robust to manage this cargo.

CARSTEN ROUSING

meetings, they said they had no problem with thin plates being used in the liner plate section of the ship where you load the cargo, so we got the green light,” says Christian Sahl, Business Development Manager for Hardox Materials at SSAB.

Around the same time, Carsten Rousing, who operates vessels carrying heavy cargos of scrap materials in the Baltic and North seas, was thinking about how he could reduce wear and tear on his vessels, particularly on the tank top or cargo hold of his vessel which gets heavily worn and dented when the cargo is loaded and unloaded. Not only were his vessels getting damaged from transporting the cargo, residual scrap often needed to be cleared from the vessel as it got stuck in the dents. A straight plate is needed for this part of the vessel as it is easier to clean and has a huge impact on the weekly operational costs of the vessel.

“Our ships carry heavy cargo which puts a great strain on them and they need to be robust to manage this cargo,” Rousing explains. “I got in touch with SSAB to see what steel products they could provide that would strengthen the steel plate on our ramp. They gave me a thorough overview of their products and we decided to go for Hardox 450 because it is hard, strong and tough.”

ROUSING ADMITS that he was skeptical initially as to whether Hardox would deliver the promised results as he had no previous experience with high strength steel. But, sold on the technical arguments, he believed it was worth a try.

In November 2014, the cargo hold box on the Ann Rousing vessel was worn out and she was placed in a dry dock in Poland for maintenance. Instead of replacing the cargo hold liner plate with an ordinary steel plate, Rousing agreed to replace it with a Hardox high strength steel plate.

“This was quite a breakthrough for us as it was the first time Hardox was used in the shipping industry,” says Sahl. “It opens up a whole new customer base and segment for SSAB.”

It’s not even a year since the Hardox plate was installed on the Ann Rousing but so far, despite being in constant use, there’s not a single dent to be seen. In addition, Carsten Rousing’s staff spend much less time cleaning up residual waste that has got stuck on the plate.

Rousing is cautious but optimistic. “Having a lighter, stronger steel plate for this part of our vessel



Using Hardox has made the vessels 23 tons lighter.

Hardox has never before been used in open water applications.



means hopefully the wear plates will have a longer lifespan. We had to replace the previous plates every seven years, now I hope we will only have to change them every ten to twelve years, or maybe even longer, let’s see,” he says.

Sahl is more ambitious, reckoning that the plates’ lifespan will be at least 14 to 16 years.

There’s also a financial benefit. Using Hardox 450 in the cargo hold of the vessel has made it 23 tons lighter meaning the Ann Rousing can carry an additional 23 tons of cargo. This is good news for Rousing who finds he needs to transport even greater volumes of cargo than ever before as the scrap industry continues to grow worldwide.

Rousing’s been in the shipping industry since 1972 so how does he feel about being a pioneer? “It feels good to do something that nobody else has done before,” he says. “And once I’ve inspected the Ann Rousing at the end of the year, and am still impressed, we will probably switch to Hardox plates in our other vessels.”





● **HARDOX IN THE ANN ROUSING**

The Ann Rousing is the first open water vessel in the world to have a Hardox 450 steel plate. This brings many benefits for the ship owner: the vessel is lighter meaning she can carry more cargo; the plates last longer than 'traditional' steel plates meaning less time and money spent on repairs; and the Hardox liner plate is more robust meaning less dents making it easier to clean. Hardox 450 has been approved by Norske Veritas, the shipping regulatory authority, for use in open water vessels.

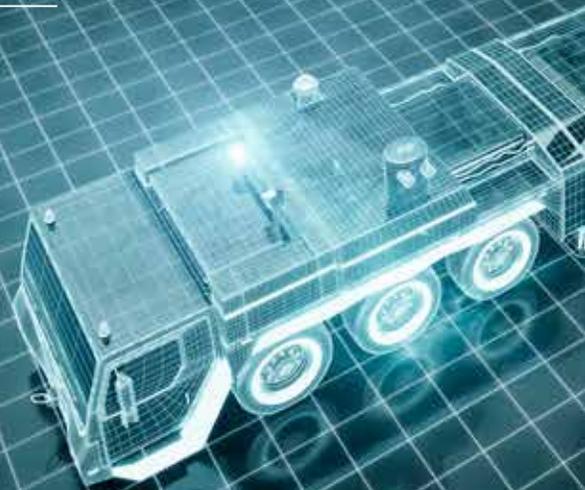


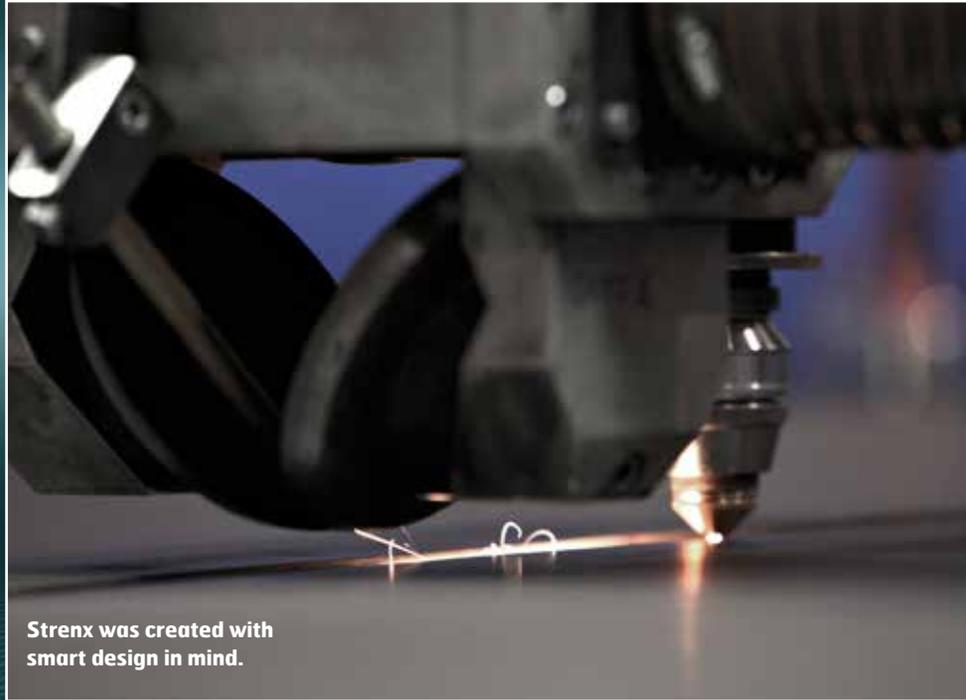
THEME

THE NEW STRENX

by ALASTAIR MACDUFF photo SSAB

With growing demand for stronger, lighter, smarter solutions in the lifting, transport and agricultural industries, SSAB created Strenx: a high strength, high performance structural steel brand. To help customers get the most from the new steel, a brand program - My Inner Strenx - has been launched alongside it.





Strenx was created with smart design in mind.



1. THE PRODUCT

STRENX IS SSAB'S new flagship product brand, officially launched on April 20th 2015 at the Intermat trade fair in Paris.

Strenx, a high-strength structural steel, is chiefly aimed at customers in the crane manufacturing, transportation and agricultural segments.

Strenx combines the properties of three former brands – Optim, Weldox and Domex, from SSAB and Ruukki, which is now part of the SSAB.

Advanced properties and guarantees allied to smart design enable Strenx to offer a wealth of possibilities to customers looking to manufacture stronger, lighter and more competitive products. It is available in a thickness range of between 0.7mm and 160mm and between 600 and 1300 Mpa in yield strength. Described as a 'Performance Steel', Strenx is targeted at advanced applications such as large cranes and other lifting applications, trucks, trailers and agricultural machinery.

SSAB will work together with customers to promote advanced solutions to the end user market and therefore have also launched the 'My Inner Strenx' brand programme.

2. BRAND PROGRAM OFFERS BENEFITS TO STRENX CUSTOMERS



Åsa Hedlund, Project Manager,
Corporate Marketing

THE NEWLY LAUNCHED My Inner Strenx brand program is targeted towards manufacturers with the desire to make the best possible products using Strenx steel. It offers its members support in a variety of ways and allows them to obtain products made with superior steel and quality-controlled production techniques for their demanding applications.

THE BRAND PROGRAM has recently gained its first members. Åsa Hedlund, SSAB's Project Manager, Corporate Marketing, outlined some key points about the membership selection process.

How do you identify potential My Inner Strenx members?

"They are identified by sales, then technical and business evaluations are made by SSAB. A membership decision is subsequently taken by the brand program operative board. The criteria for membership are that the member should be an equipment manufacturer and the majority structure of the application should be constructed from Strenx. The design and utilization of the high strength steel in their applications should be on an advanced level. They should also keep a high level of quality and service in both company and product level."

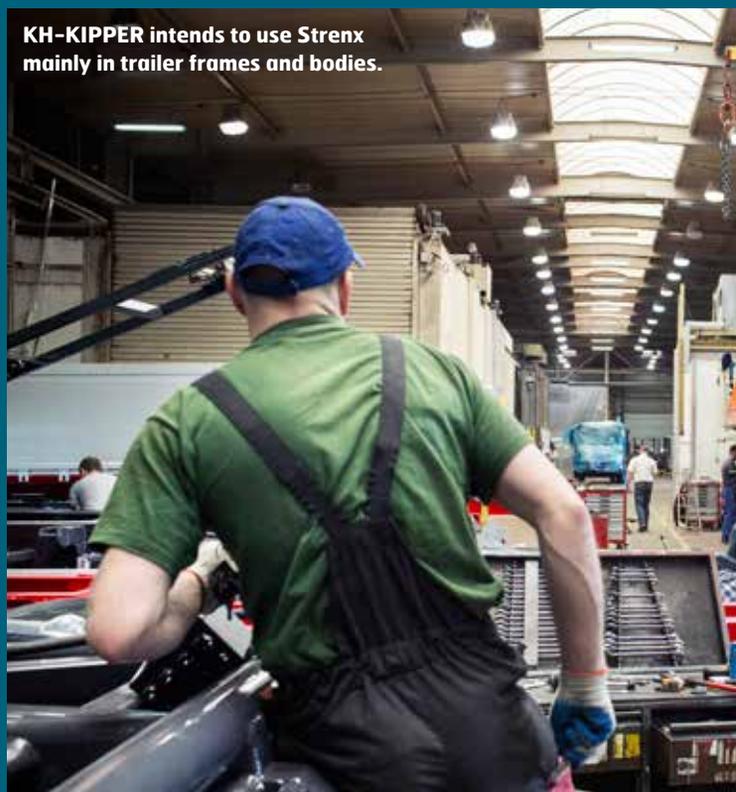
What are the potential benefits for My Inner Strenx members?

"They can be more competitive, since their customers will know that the design is optimized to be strong and light, that the applications are made of high strength steel, and that material choice and production methods have been certified by SSAB. Members will also get priority support, which includes technical development support, specialist support, marketing support, and direct access to SSAB Shape business advisors. SSAB will also provide backup in terms of marketing Strenx to end users."

Is the brand symbol an important part of the program?

The "My Inner Strenx" logo is a vital element of the brand program and will be visible on signs on the member's applications, which offers a guarantee that the application contains Strenx high strength steel, and that the designed is optimized to be light and strong. These signs are important when building brand recognition among end users."

KH-KIPPER intends to use Strenx mainly in trailer frames and bodies.



MEMBER PROFILE



Name of company: Feber Ltd.
Inter Cars Group Plc.

Location: Poland

Nature of business: Specialize in semi-trailer and trailer production as well as vehicle repairs.

FEBER-INTER CARS are well-established in Poland and have 43 branches all over the country. They offer their clients highly functional products featuring the most up-to-date technology. As well as semi-trailers, 3-way tipper and container trailers, they offer a repair service. They have been SSAB customers since the company was established in 2004. Previously they have used Domex 700 for the construction of vehicle frames

STRENX



and Hardox 450 for the construction of vehicle bodies. Feber Ltd. is now looking to use Strenx in the construction of chassis, as a result of its ability to facilitate strong and light solutions.

The benefits that My Inner Strenx membership brings are also highly attractive to the company. "Thanks to the technical and marketing support, our company can be more competitive on

the Polish market. We can easily promote products made out of Strenx high-strength structural steel. It creates mutual benefits. Being a part of the My Inner Strenx community offers support in brand building and marketing. It creates partnership for design and the manufacturing of great products. We are very happy to be part of it," says Jarosław Chałupka, Purchasing Manager, Feber-Inter Cars.

MEMBER Q&A

Name of company:

KH-KIPPER Sp. z o.o.

Location: Poland

Nature of business: A leading manufacturer of high-quality tipper superstructures. Also design and produce trailers, semitrailers, hook lifts, and install loader cranes and power hydraulics systems.

CEO ANDRZEJ KAMIONKA TALKS ABOUT WHAT STRENX MEANS TO HIM AND HIS COMPANY

How long have you been an SSAB customer?

Since 2000.

In what ways have you used SSAB products previously?

For bodies (floor, walls), trailer frames and sub-frames for heavy cranes

In what ways do you intend to use Strenx steel?

Mainly trailer frames and bodies

What do you see as the main benefits from using Strenx steel?

The main benefits are greater durability and a longer, trouble-free lifecycle. Using thinner sheets of steel ensures less weight of the body and also the construction itself does not require unnecessary reinforcements on side walls. It means a higher loading capacity and cost saving for the client.

What do you see as the benefits of being a member of My Inner Strenx?

There are several key benefits, as we see it.

- Technical support as far as production technology and construction is concerned, especially in new product

realization, prototype development and innovations.

- The improvement of production methods and material technology ensuring the development of better products.

- Shared troubleshooting connected to materials and metalworking.

- Priority access to the newest product knowledge and constant support from SSAB specialists.

- Priority service in material deliveries ensuring a short lead-time.

- Receipt of ready-made bended elements due to the possibility of using SSAB machines.

- Wide ranging marketing support: individual sales department trainings, shared marketing projects, the possibility to use ready-made and quickly available stickers and other advertising materials for products presented at trade fairs, shared activities in trade media including publishing of professional press articles about innovative projects and introduction of new solutions.

How do you see My Inner Strenx being important to your business?

Thanks to the My Inner Strenx brand program it is possible to develop innovative products based on well-considered solutions. We are pleased that our end customers are constantly provided with bodies and trailers which meet their expectations as far as durability, optimal load capacity and cost savings are concerned. Customers in every country receive the same products which are of the highest quality. The My Inner Strenx brand program will make a huge contribution to the improved competitiveness of KH-KIPPER products.



3. THE PERFORMANCE PORTFOLIO

Hot rolled plate

Hot rolled strip

Cold rolled strip

Tubes and sections

	STRENX™ 600 MC		
	STRENX™ 650 MC		STRENX™ Tube 700
	STRENX™ 700 MC		STRENX™ Tube 900
STRENX™ 700	STRENX™ 700 MC Plus	STRENX™ 700 CR	STRENX™ Tube 960
STRENX™ 900	STRENX™ 900 MC	STRENX™ 960 CR	STRENX™ Section 650
STRENX™ 960	STRENX™ 960 MC	STRENX™ 1100 CR	STRENX™ Section 700
STRENX™ 1100	STRENX™ 1100 MC		STRENX™ Section 900
STRENX™ 1300			

STRENX

Strenx was introduced with much fanfare at Intermat in Paris.

4. STRENX BRAND AND END USER PROGRAMME LAUNCHED AT PARIS EVENT

THE INTERMAT TRADE show was held in Paris between April 20th – 25th and saw the official launch of both Strenx and its accompanying brand programme 'My Inner Strenx'. The popular construction exhibition provided the perfect platform for SSAB to unveil its new flagship brand.

Intermat Paris was home to over 1400 exhibitors from 40 countries, and over 180 000 people visited the exhibition location over the course of the event's five days. A dynamic launch comprising several exciting events made sure that Strenx received a great deal of attention from those present. A press conference on the first day presented the brand and the 'My Inner Strenx' brand programme to assembled media from around the world. This was followed by an official launch ceremony, which featured a special performance, namely a balancing act. The artist's movements were choreographed to simulate a boom reach – Strenx being defined as performance steel, of course. A champagne reception followed this eye-catching display. There was an exclusive celebration held at Cercle Suedois (the Swedish Club) in the centre of Paris on the Thursday evening. This provided a valuable opportunity for customers to

learn more about SSAB and the new Strenx brand, as well as to mingle and enjoy a delicious Nordic buffet.

Loredana Colianni, Marketing Project Manager South Europe, was responsible for arranging Intermat and was also involved in the Strenx launch. She believes it offered the ideal stage to propel the brand and brand programme into the consciousness of prospective and existing customers. "We received a huge amount of positive media coverage during the event and did a lot of interviews about the launch. There were journalists present from France, China, Germany, Italy, as well as many other countries. I spoke to one customer who was extremely proud to be a partner of SSAB, as none of our competitors are doing anything similar to us in terms of communicating our brand through an end user programme. This unique approach has won us many admirers."

Intermat saw the initial launch of Strenx and 'My Inner Strenx', and attention will now shift to more local marketing activities in various parts of the world. The product brand message will be communicated in different ways and in different languages, yet with one unified focus.



ENTERTAINMENT

by ROB HINCKS photo: GETTY IMAGES

A feat of engineering in
the southern Alps.





OFF THE BEATEN TRACKS

FEW FORMS OF travel are as closely linked to steel as rail travel. Not just because the trains themselves run on steel rails, but because the development of the railway was so closely linked to the development of modern industrialisation and manufacturing.

Today, train travel as a leisure activity is becoming popular again. To help you plan your next trip, here is a guide to some of the world's unique rail experiences.

COAST STARLIGHT **Seattle – Los Angeles**

A double-decker sightseeing train where you can take in the glorious US west coast from the comfort of your own, window-facing armchair. Ocean, mountain and forest views come as standard. Local wine and cheese tastings in the parlour car cost extra – but are well worth it.

BERNINA EXPRESS **Davos, Switzerland to Tirano, Italy**

The word express is a little misleading in this case. The Bernina winds its way through southern Alps at the genteel speed of 32 kilometers-per-hour (20 miles-per-hour), taking four hours to reach its destination. On the way it takes in 196 bridges, 55 tunnels and some of the most breathtaking scenery in the world.

QINGZANG RAILWAY **China to Tibet**

Not for the faint-hearted, this is the world's highest railway journey. As it crosses the Tangula Pass, the Qingzang Railway climbs 5 000 meters (1 600 feet) to the permafrost covered Tibetan Plateau. The water in the toilet is heated to prevent it from freezing and you need emergency oxygen and a signed health certificate before boarding. Good luck.

PALACE ON WHEELS **Delhi to Delhi, India**

The clue is in the name of this elegant, luxurious train. It whisks you away from Delhi station on a tour of Rajasthan, before depositing you gently back in Delhi seven days later. In between is all the amazing scenery, luxurious comfort and fine cuisine that you could desire.



This multifunctional building with apartments and a meeting space for public functions features a roof and facade made from GreenCoat PLX.



GreenCoat

Nordic quality steel for harsh weather and greener living

Green building is on the rise. According to the latest World Green Building Trends Survey, **51 percent of respondent firms committed to incorporating sustainability into more than 60 percent of their work by 2015.** The same report confirmed that green building contributes to improved health and productivity, as well as energy savings, reduced emissions and natural resource conservation. It therefore comes as no surprise that more and more of SSAB's customers are demanding **environmentally sound, resource-efficient building materials.**



by ISABELLE KLIGER photo: SSAB





The outstanding performance of our coating is the result of 40 years of testing experience. Over the years, we've exposed more than 10,000 panels to the elements in locations on the Swedish west coast and in Florida, USA.

PÄR ÅKERBÄCK, DIRECTOR COLOR COATED PRODUCTS

SSAB'S NEW BRAND of innovative, sustainable color-coated products for the building industry, known as GreenCoat, is based on top-of-the-range Nordic steel. Incorporating the very best from both the previous SSAB and Ruukki product ranges, GreenCoat is the most high-performing green product on the market.

All GreenCoat products are based on premium Nordic quality steel in the substrate, globally recognized as one of the most leading-edge steels on the market. Unlike other color-coated products, which typically use traditional fossil-oil based coatings, some GreenCoat products feature a color coating partially developed from plant oil. This patented technology by SSAB significantly reduces environmental impact and results in advanced constructions that promote healthier, greener living. Additionally, most of the coatings are also chromate free and the rest will be transferred during 2016.

GreenCoat's unique coating solution also gives it an edge over other traditional materials in terms of what it delivers:

"The outstanding performance of our coating is the result of 40 years of testing experience. Over the years, we've exposed more than 10,000 panels to the elements in locations on the Swedish west coast and in Florida, USA. They have successfully endured excessively harsh, year-round climates and conditions," says Pär Åkerbäck, Director Color Coated Products at SSAB.

"For example, GreenCoat PLX is suitable for use in temperatures starting as low as -10 °C (14F). This allows roofing teams to work year round, leading to cost savings and a competitive advantage for industrial companies, roofers, tinsmiths, installation companies and architects," adds Åkerbäck.

In addition to Sweden and Florida, GreenCoat has also been extensively tested in Arizona, the West Indies, China and Australia, as well as on the coast of

France, in temperatures ranging from -10 to +40 °C (14 to 104 F). It has been exposed to elements ranging from saltwater to snow, ice, rain, UV radiation and high humidity, as well as strong winds and storms.

Available in more than 400 colors and a range of finishes, GreenCoat steel products are also 100 percent recyclable and easy to press, bend, cut, punch and profile. Furthermore, they offer builders a considerably lighter material than concrete tiles, with lower temperature elongation than other materials for reduced buckling.

GreenCoat products have been used successfully in a number of high-profile projects, including the distinctive steel roof of the redeveloped Eel Pie Hotel in London, which was built using GreenCoat PLX steel, and the De Grote Prins housing project in Rotterdam, the Netherlands, where GreenCoat steel was used to create an exciting façade solution. The architects who designed the project expect the self-cleaning surface to reduce maintenance costs and keep the building looking like new.

"While most green solutions compromise on performance, GreenCoat does the exact opposite. It offers long lasting finishes and enhanced performance and is ideal for use in roofing, rainwater systems, facades as well as indoor applications," says Anke Meyer, Corporate Marketing SSAB. "It is the high performing green product for the building industry that the market has been looking for."

● **ABOUT GreenCoat**

GreenCoat is the collective brand name for SSAB color-coated steel. The brand incorporates many existing color-coated products from the previous SSAB and Ruukki product ranges. Popular names like Pural, Purex and Hiarc will remain in the new, extended SSAB color-coated product portfolio.





“

While most green solutions compromise on performance, GreenCoat does the exact opposite.

ANKE MEYER, CORPORATE MARKETING SSAB

GreenCoat was chosen to be used in the high profile facade of the De Grote Prins housing project in Rotterdam, the Netherlands. The self-cleaning finish and long color lifetime were key factors for its selection.

NORDIC STEEL HITS THE ROAD

by LASSE BENGTTSSON

SSAB'S ANNUAL Nordic Steel Day is a gathering place for customers to take part in seminars, receive useful information and be inspired. This year, SSSAB tried a new concept: taking the event on the road, visiting four major Nordic cities in Sweden, Denmark, Norway and Finland.

The result was a success, with 355 participants in the four cities. "We managed to reach over twice as many customers in total as the year before," says Anna Rutkvist, Project leader, Corporate Marketing, with main responsibility for the events.

In all four events one or more members from SSAB's Group Executive were present, emphasizing the importance of these days. The combined company strengths after the merger with Ruukki give SSAB an even better position to achieve the vision of a stronger, lighter and more sustainable company and develop the business together with the customers.

SALES & CUSTOMER CARE TEAM PRESENTATION

The theme for the this year's event was "Competitive Together" and focused on the customer benefits of using SSAB technical knowledge and expertise. And since this was the first time that the combined company presented itself to the market, the new local sales and customer care teams were introduced to all visitors.

"It is important that our core customers are reassured of our market presence and also familiar with our sales and customer care staff on our home markets," says Lars Olsson, Nordic Sales Director

TECHNICAL BALANCING ACT

One highly appreciated part of the day was the balance act performed on a very thin but strong steel-bar. In Helsinki it was Production Efficiency



Pierre Bergsten demonstrating the benefits of thin and hard steel.



Manager Pierre Bergsten who explained the benefits of high strengths steel.

Connected to this, Tech Support and Knowledge Service Center focused on the complimentary services that SSAB customers can enjoy, especially in the customer workshop to initiate upgrade, innovative new design solutions and production efficiency.

NEW PRODUCTS – NEW BRANDS

In all four countries SSAB's new brands - Greencoat and Strenx - were presented. Greencoat is SSAB's new environmentally enhanced color coat-



We managed to reach over twice as many customers in total as the year before”

ANNA RUTKVIST,
PROJECT LEADER, CORPORATE MARKETING

ed steels, primarily designed for roofing. Strenx is the new brand for strong and light construction.

GOOD REVIEWS FOR FUTURE EVENTS

Feedback from the customers present indicated that the new concept was a success, with the closeness of the event and the use of local language being cited as advantages over previous years. The inspirational speakers were also highly appreciated. That alone can count as a reason to visit next year's events.

"Most likely we will continue on this route with four events in four cities," says Rutkvist.

by ISABELLE KLIGER



More than 200 attended the event from all around the world.

HARDOX WEARPARTS GLOBAL NETWORK MET IN SWEDEN

THE 2015 EDITION of the global Hardox Wearparts meeting was held in Sweden in June. The three-day event attracted more than 200 attendees from Hardox Wearparts centers around the world.

Hardox Wearparts is the world's largest provider of wear parts and services. It is a one-stop-shop service concept for wear products and services consisting of a worldwide network of more than

150 Hardox Wearparts Centers in 55 countries.

This was the second time in history that the global Hardox Wearparts event was held, taking place in Oxelösund, and featuring an exciting lineup of both internal speakers and external experts. Among the speakers were SSAB's CEO Martin Lindqvist, along with SSAB Oxelösund's Plant Manager, Johan Wiig.

The event provided a unique opportunity for

the attendees – most of whom were general managers and representatives of the worldwide Hardox Wearparts network – to expand their knowledge about the new Hardox Wearparts product and service offerings, which includes thousands of wear parts for all industries. It also created a forum for wear experts to share their knowledge and experience with colleagues from around the world.

NEW HARDOX WEARPARTS WEB SHOP

SSAB HAS LAUNCHED a new web shop for its Hardox Wearparts brand. The new site features dedicated web shops for Chile, UK, China, South Africa, Australia, Singapore, and in Vancouver and Montreal, both in Canada. The web shop was previously only available in the US in

Northport, Alabama. The Hardox Wearparts web shop provides 24/7-access to thousands of wear products across multiple market segments. Customers can go online anytime and anywhere and select their industry, equipment and associated wear parts, adding their order to a shopping cart for review before sending. Once confirmed, the order will be sent to their local Hardox Wearparts Center, who will respond with a quote.

The new Hardox Wearparts Web Shop is available in multiple formats – for PCs, tablets and smart phones. Orders can be placed at any time of the day or night, thus ensuring the fastest possible response and delivery time.

Visit the new Hardox Web Shop here:
www.hardoxwearparts.com/shop



by ISABELLE KLIGER



BY THE END OF 2019, SSAB WILL HAVE ACHIEVED THE FOLLOWING TARGETS:

- A lasting reduction of 200,000 tons in CO2 emissions
- A lasting reduction of 300 GWh (both electricity and fuel) in purchased energy
- Lasting improvements in the utilization of residuals. SSAB will improve internal recirculation and external sales of by-products to reduce the amount of material sent to landfill by 30,000 tons

CHALLENGING NEW SUSTAINABILITY TARGETS FOR SSAB

SSAB HAS SET itself new targets within energy, the environment, business ethics, gender diversity and competence development. These targets are designed to strengthen SSAB's position as an environmental frontrunner in the steel sector.

"It is SSAB's ambition to be one of the world's most sustainable steel companies," explains Maria

Långberg, Head of Group Sustainability. "We're constantly seeking to improve our environmental performance and increase our social responsibility, thereby offering our customers the advantage of partnering with a sustainable steel provider."

SSAB contributes to reducing the environmental footprint of its

customers' products by developing advanced high-strength steels (AHSS) and quenched & tempered (Q&T) steels. Upgrading a construction with higher strength steel makes it possible either to increase the load capacity, resulting in less need for transportation, or reduce the total weight, leading to improved fuel economy. SSAB's steel production is also resource efficient, exemplified for example by its CO2-efficient blast furnaces, which are seven percent more effective than the European average. SSAB's challenging new sustainability targets will further strengthen its position as an environmental frontrunner on the global steel market.



SSAB LAUNCHES NEW WEB

SSAB IS STRENGTHENING its digital presence with the launch of the new **ssab.com** website.

The new SSAB website has been optimized for a better user experience, focusing on the needs of its customers. According to the results of a recent online survey, 80 percent of visitors to ssab.com are looking for product information, which is why the objective of the new site is for product information to be clear and easy to find.

FEATURES OF THE NEW SSAB.COM INCLUDE:

Steel selector with new functionality

Improved functionality and design for the users to search and filter various options, with the ability to compare products.

Detailed product pages

Easy access to product information, data sheets and instructions.

Support

Providing effective, timely support to customers is SSAB's top priority. Contact your local Tech Support, access calculation software, tools and processing instructions or order SSAB's handbooks.

SUSTAINABILITY AND PROFIT

Hardox Wearparts is the leading manufacturer of wear parts and wear services in the world.

With more than 150 centers, and in more than 55 countries, there is always a Hardox Wearparts Center close to you.

www.hardoxwearparts.com

“ WE ARE UNIQUE IN URUGUAY”

by ALANNAH EAMES photo IGNACIO FERNANDEZ ANTIA

BASED IN THE CAPITAL of Uruguay, Calza Hermanos has been in business for over 60 years. It was founded by an Italian immigrant who left Europe for South America in 1922. He set up a repair workshop before extending his business to steel in 1948. Today, his grandchildren run the company which has customers in the quarry, mining, paper, forestry, construction and cement production industries.

Calza Hermanos' relationship with SSAB is a long one – the company has been a supplier of Hardox in Uruguay for 20 years. In 2014, Calza Hermanos also began to manufacture Hardox wearparts. In addition, the company offers its customers a steel advisory service, monitors performance of the supplied wearparts and carries out repair work on the customer's site when necessary.

“Wearparts are unique in Uruguay,” says Carlos Calza, Sales Manager for Hardox. “And the way we do business with our customers is also special – we believe in close relationships so we visit them on site and offer solutions on the spot.”

Often, SSAB technical experts join him on his customer visits. “We have a strong relationship with SSAB and we trust their technical advice which we share with our customers,” he explains.

Being part of Hardox Wearparts has been a good move, one which Carlos Calza believes they should have made earlier. “We have much more sales opportunities now so we can expand our business.”

Even though Uruguay is a small market, there are great opportunities to grow the sales of wearparts, particularly ready-to-install parts. Carlos Calza also wants to improve the after sale service. Having access to SSAB's technical expertise is important to move forward. “SSAB trains our people and we often organize seminars together; we rely heavily on this cooperation,” he concludes.



CALZA HERMANOS

Founded: 1955

Employees: 34

Located: Montevideo, Uruguay

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for harsh weather
and greener living*



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