

# CSI NEWS

CALIFORNIA STEEL INDUSTRIES, INC.

The Employee Newsletter for People With Pride

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## Southwest Steel Coil: Expansion Supports Growth in Manufacturing in Region

"I want to continue to grow with CSI."

Ed Camden, President of Southwest Steel Coil, Inc., was adamant that as his company grows, so too will his business with CSI.

Southwest Steel Coil, a subsidiary of Calstrip, Inc., is a regional service center located in Santa Teresa, New Mexico, a town of about 5,000 people about 15 miles north of El Paso, Texas and the border city of Ciudad Juarez.

The company celebrated its most recent expansion of 35,000 square feet in September with a grand opening celebration attended by New Mexico Governor Susana Martinez. This expansion followed a 20,000 square foot addition to the original building, completed in 2012. The facility now reaches 115,000 square feet, doubling its size since it was constructed in 2000. Southwest Steel Coil now has 43 employees, adding 30 in just the past two and a half years.

Southwest Steel Coil provides commercial and forming steels in custom sizes, primarily to manufacturing sites located in Ciudad Juarez, where more than 300 "maquiladora" operations import parts and raw materials for assembly into finished goods. They also serve the southwest region of the U.S.

*A "maquiladora" is a Mexican manufacturing operation in a free trade zone, where factories import material and equipment on a duty-free and tariff-free basis for assembly, processing, or manufacturing and then export the assembled, processed and/or manufactured products, sometimes back to the raw materials' country of origin.*

The company currently sells hot rolled, cold rolled, galvanized and stainless steel products. With their slitting and leveling capabilities, they can reduce parent coils to narrow strip widths, sheets or blanks, all to the customer's exact specification.

In addition to adding space, Southwest Steel Coil is currently constructing a new 72" slitting line to add to their full service processing. Current equipment includes a 60" wide triple-head slitting line, a 60" wide cut-to-length line, and a 60" wide blanking line. The facility is directly served from its

own Union Pacific Railroad spur, with trans-loading capability for BNSF Railroad routing located within a few miles of the facility.

Pete Broderick, Regional Sales Manager, and Ralph Hayden, Manager, MQS, recently visited Southwest Steel Coil to discuss how CSI can

help expand the relationship between the two companies. CSI has a freight cost advantage over other steel mills, and this can be a plus to both Southwest Steel Coil and to their customers. CSI currently ships about 1,500 tons each month to Southwest Steel



Ed Camden, President of Southwest Steel Coil, (left) shows Pete Broderick and Ralph Hayden construction in process of their new slitting line.

Coil, and Camden's goal is to increase this to 2,000 tons or more.

Camden didn't pause when asked about the pluses and minuses of buying steel from CSI.

"CSI does two things very well for us," he said. "First is delivery performance. There is no need for me to be

checking on the status of my orders, or, if something hot comes up, it's often already on the railcar coming to us," he noted.

"Next is quality. The products I buy from CSI are the best of any mill I buy from."

He was also fair in noting that CSI could better its customer service through improvements to the customer website and order status information availability.

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Blanks ready for packaging and shipment, cut from a parent coil