



f Mutual Interest

March 2010

Helping Our Service Center Marketing Partners Activate Their Ideas in Stainless

New Tubular Leadership Team



Outokumpu North America is a top producer of heavy wall pipe used in the oil & gas and energy industries.

In the past several months, two key positions have been filled at the Outokumpu pipe and tubular operations in North America. In January, Kris Podsiad was appointed Vice-President General Manager for Outokumpu Stainless Tubular Products (OSTP) in North America. In the previous issue of *Of Mutual Interest* (December 2009) we announced the appointment of Allen Cantrell as Vice-President Sales and Marketing for our Wildwood, Florida pipe facility (click here for more details).

Bringing Global Strength to North America

In his new role, a key issue for Kris Podsiad is creating a more complete tubular presence in North America. Podsiad began his career in 2001 with AvestaPolarit ABE in Canada as Financial Controller. In 2003, he was appointed Managing Director of OSTP with the responsibility of leading our production operations for the North American fittings market. He relocated to Stockholm, Sweden in 2008, taking the position of Vice President of Strategic Projects for Outokumpu Stainless Tubular Products AB.

As Podsiad explained, “Step one is to integrate Wildwood with our fittings production in Brockville, Canada from a market perspective; and then to bring all the capabilities of our group—in Europe and North America—together to create a complete package.” One means by which Podsiad plans to add value for service centers is by further developing the product mix available

in duplex and other special grades, such as our lean duplex LDX 2101® and high-corrosion resistant duplex 2205 Code Plus Two®. In addition, he cites securing OSTP’s reputation for high quality and adding value to customer operations as key aspects of Wildwood’s strategy for meeting business challenges in the future.



Last month Kris Podsiad was appointed Vice-President General Manager for Outokumpu Stainless Tubular Products (OSTP) in North America.

Cautiously optimistic about the economy, Podsiad sees the oil & gas and energy industries as showing growth patterns, which bode well for Wildwood as one of North America’s top producers of heavy wall pipe and process pipe. “These markets can positively impact service centers that have maintenance, repair, and overhaul contracts on energy projects,” he noted. According to Podsiad the energy sector is also a mature market for duplex grades, which is another plus for Outokumpu. “In other industry segments you may still have to create the reason to substitute duplex grades. But the energy industry is well aware of the value of these grades.” ■

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Fittings Facility Ready for Growth

With a priority for the new leadership of North American tubular operations being increased integration into the marketplace of products from our Wildwood, Florida pipe mill and fittings from our Brockville Ontario, Canada facility (see story on page 1), Brockville's VP of

material issues

Sales and Marketing, Rick Cockbain, welcomes the new opportunity.

"We're looking to expand our product range so we have the inventory on hand to become a broader range supplier to our service center customers," he confirmed, "especially in duplex grades where interest has definitely increased."

In addition to standard grades, Brockville now stocks duplex 2205

Code Plus Two® and lean duplex LDX 2101® in butt weld fittings up to 24" (or larger depending on specification). "There are not too many producers—if any—that can provide a range of products equal to Outokumpu," Cockbain noted.

Along with increased production at Brockville, finished product from European operations will complete the product offering. Outokumpu recently announced the closing of a fittings production mill in Veteli, Finland and the integration of fittings production into process pipe plants in Sweden and Finland for optimal efficiency and cost savings.

The Brockville facility was also re-certified to the ISO 9001-2008 Quality Management System Standard by TUV Sud in December of 2009. The



The Outokumpu fittings facility in Brockville, Ontario will be expanding its product range in 2010.

registration of the Quality Management System with TUV completes Brockville's efforts to consolidate the ISO 0991-2008 with both the Pressure Equipment Directive 97/23/EC and AD 2000 Merkblatt W0/TRD 100 certifications under a common registrar. ■

Outokumpu Bar Hits the Mark for the Firearms Industry

Manufacturers in the firearms industry are finding three grades of Outokumpu stainless steel bar ideal for meeting consistency, machinability, and finishing requirements. As Lou Kern, Senior Vice President for Outokumpu's Long Products, explained, "there are a lot of large and small firearms manufacturers in North America offering a market opportunity for our bar products. These manufacturers are mainly producing shotguns and rifles used in target practice, skeet shooting, and some field sport hunting like turkey and deer."

For this industry, two common applications of stainless steel bar include rifle barrels and choke tubes for shotguns. Other precision components are also sometimes made of stainless.

"One concern that manufacturers have is corrosion," noted Kern. "Rust can inhibit the performance of a firearm. By using stainless steel, the manufacturer minimizes the occurrence of corrosion." Outokumpu stainless steel bar not only provides benefits to manufacturers in the field, but also in the production process. Kern added, "When a manufacturer runs our stainless bar through their production line the result is incredible consistency heat-to-heat and bar-to-bar, which limits down time while improving efficiency." He also pointed out that some manufacturers have special tolerance requirements and high tensile strength demands for their stainless bar, which the Outokumpu bar facility in Richburg, SC can meet with ease. ■

The three stainless steel grades most commonly used in firearms production are:

- 416RQ—for precision-grade rifle barrels,
- 416FQ—for shotguns, rifles, and accessories, and
- 17-4—for firearms parts requiring precision machining like choke tubes.



Frank Alvin to Lead Sales for North American Plate

Frank Alvin has been named VP Commercial for North American Quarto Plate. In his new role he will manage field group sales as well as marketing and sales administration for the North American operations at our New Castle, Indiana mill. Previously, Frank was

Outokumpu's Regional Sales Manager for Plate Products. He now takes over many of the responsibilities formerly held by General Manager of Sales and Marketing, Bill McNamara, who

Specialty: Wide and Long Plate

The Outokumpu New Castle facility produces what Alvin refers to as a niche product—specialty wide and long plate. Going forward, Frank sees opportunities for plate mill plate in petrochemical, energy, and water processing segments of the economy. He also noted that



Frank Alvin was recently named Outokumpu's VP Commercial for North American Quarto Plate.

changes in U.S. energy policy on nuclear plants could open significant opportunities for stainless steel in all product forms.

The New Castle mill will soon be positioned to meet demand from these and other industries. In June 2010, New Castle looks forward to completing interior improvements that will increase the plant's flexibility to produce tailor-made plate mill plate, particularly in special grades. The facility's shipping bay has already tripled in size to efficiently meet customer orders, a strength of particular importance to Alvin. "We have a solid reputation and foundation for delivery integrity and for the value of the additional commercial and technical services we offer," he added. "When we get an order, we get it right." ■

2010 Grades Chart and Product Guide Available

The latest grades chart and product guide have been posted to the Outokumpu web site. As Maureen Meeker, Manager, Marketing Communications & Advertising for Outokumpu explained, "each year these two very important tools are updated with our most current compositions and product forms." Both documents can be found at the web site or via this link http://www.outokumpu.com/pages/Page___35049.aspx.



Outokumpu Videos on YouTube and WebTV

Outokumpu is now on YouTube! Service center customers may want to view three company videos from Outokumpu, now posted to the media-sharing website, www.YouTube.com. All three videos have been posted in English and each are under five minutes in length. More than 3,000 people have viewed the production process posting.

Click on the links below to watch the Outokumpu videos on YouTube:

- Stainless Steel Production Process
- Corporate Presentation
- The Outokumpu Brand

E-newsletters Now Available

In 2010, Outokumpu will be publishing a series of e-newsletters focusing on specific industries including oil & gas, power, fabrication, clean water, construction & building, and biofuels. According to Maureen Meeker, Manager, Marketing Communications & Advertising for Outokumpu, "the e-newsletters are short communications that highlight specific applications and projects in which our stainless steel grades and products have been used." The e-newsletters, called E.ssentials, are published quarterly and available only to subscribers. To subscribe to our e-newsletters, please visit <https://nad.outokumpu.com/public/continfosu>.

getting to know our people

passed away in 2009. A third-generation

Pumping Up XM-19

A new breakthrough in the multi-million dollar body strengthening industry? Probably not. But maybe it will be a breakthrough for the highly fabricatable, highly weldable, nitrogen-strengthened austenitic stainless steel grade XM-19. These 22 lbs (10 kg.) bar bells were specially created in XM-19 at our Richburg, South Carolina bar facility as a Christmas present for health enthusiast and Outokumpu's long-standing Vice President, IT and Systems Development, Melissa Bales.

XM-19 bar is more often found in valve shafts and fasteners in chemical and petrochemical equipment. XM-19 has twice the yield strength at room temperature compared to 316/316L and 317/317L. XM-19 also does not become magnetic when severely cold worked (a unique



These 10 kg. bar bells were recently fabricated from Outokumpu XM-19 stainless bar.

attribute) and it has outstanding corrosion resistance in harsh environments, which makes this grade a good fit for boat shafting and marine hardware applications. ■

Outokumpu Tops at Reporting Corporate Responsibility

For the second time, Outokumpu has received top ranking for corporate responsibility reporting in a review of some 160 Finnish companies and organizations. The results of the 2009 review were announced in November, in Helsinki, Finland. In the review, special emphasis was placed on efforts to report social responsibility aspects of supply chain management and human resources management. Outokumpu's report, awarded the best of the competition, focused on listening to stakeholders, with the jury particularly noting Outokumpu's web-based stakeholder dialogue and stakeholder panels. ■

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Outokumpu is a global leader in stainless steel. Our vision is to be the undisputed number one in stainless, with success based on operational excellence. Customers in a wide range of industries use our stainless steel and services worldwide. Being fully recyclable, maintenance-free, as well as very strong and durable material, stainless steel is one of the key building blocks for sustainable future.

What makes Outokumpu special is total customer focus – all the way, from R&D to delivery. You have the idea. We offer world-class stainless steel, technical know-how and support. We activate your ideas.


 The logo for Outokumpu, featuring the word "OUTOKUMPU" in a bold, blue, sans-serif font. The letters "O" and "U" are stacked vertically, with "OUTO" on top and "KUMPU" on the bottom.