

Prefinished steel.
Added value for our customers.

Thinking the
future of steel

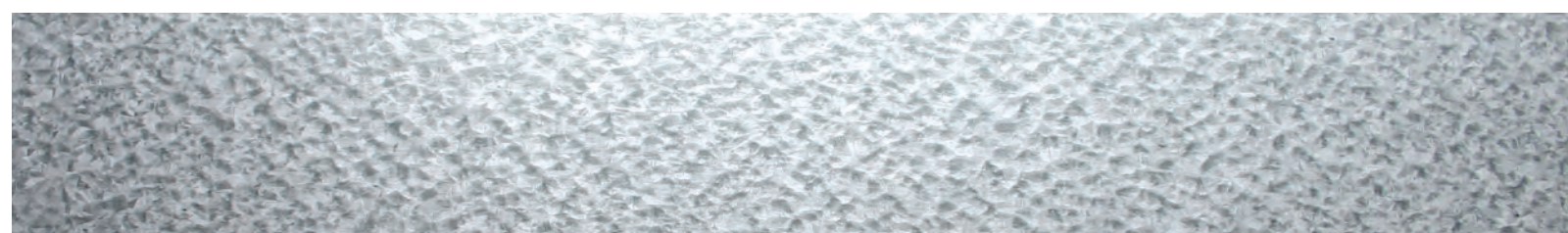


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ThyssenKrupp Steel Europe

ThyssenKrupp Steel





„We create designs in steel“ Discover us and our products!

Tradition, progress, highly trained employees, advanced technology, innovation and closeness to customers – these are the hallmarks of ThyssenKrupp Steel AG and the reasons for its success on the markets of the world.

The Color Profit Center, part of the Industry Division, is structured like a small business with close customer relationships and short decision-making lines. A key part of this is our team-based organizational structure, allowing us to respond quickly to changing market and customer requirements. Highly trained production and service teams are responsible for the high-quality products of our four coil-coating lines and provide customized advice on products and applications. Lean structures and efficient planning shorten processing times and increase reliability in a continuous improvement process.

Working together with other areas of the ThyssenKrupp Group brings diverse synergies. The Color Profit Center scores as both a development partner and an extended workbench. Our coating experts work with the Auto Division's Center of Excellence for Materials and the Dortmunder OberflächenCentrum (DOC®) surface engineering center to develop advanced coating materials and systems. The companies of the ThyssenKrupp construction sector use our brand products and innovation capabilities to produce modern construction elements.

Our business philosophy is to provide high-quality products and advice. Our services cover all aspects of prefinished steel, tailored to customers' individual requirements. Our consulting services are aimed at supplying specific solutions for all application and processing questions, from assisting in business expansions to developing cost-effective solutions to acting as independent experts.

Our sales department consists of four teams, each supporting customers or customer groups in a specific industry. Customers' questions and problems are directed to a fixed contact partner ("one face to the customer"). The answers and solutions are delivered quickly and competently by account managers working on a project and/or product basis.

Coil-coated steels from ThyssenKrupp Steel are leading-edge high-tech products.

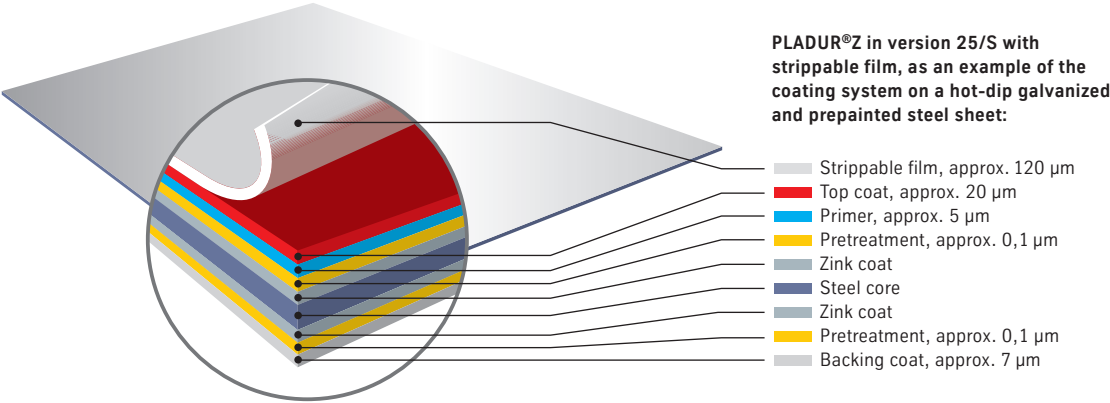
Platal®/Pladur® are now PLADUR®. As the boundaries between film and paint coatings have become increasingly blurred, in the future we will be marketing our products exclusively under the PLADUR® brand name (see our detailed range of products). All coil-coated steels in our range have become market successes because of their proven substrate material, good formability, resistance to mechanical loads and environmental influences and attractive appearance. Their applications are varied, extending from the appliance, teletronics and auto industries to the construction and building supplies sectors.

The product range is as extensive as the applications are varied: paint and film coatings can be produced in practically any desired color and texture on a large number of substrates. The choice of steel grade is based on customer requirements with regard to strength and forming properties. The broad range of organic coated flat products from ThyssenKrupp in coils, cut lengths and blanks meets every conceivable requirement in all areas of industry.

The Color Profit Center supplies its top product ReflectionsOne® - color-coated construction elements for industrial and commercial buildings – via ThyssenKrupp Hoesch Bausysteme. With these elements, buildings can be designed to blend in with their surroundings and create visual highlights without being uncomfortably conspicuous. Thanks to ReflectionsOne®, steel is a natural-looking building material with a unique color appeal. A large number of highly individual industrial buildings have already been built with this color-coordinated material, consigning drab factories to the history books.

Alongside the specific advantages mentioned above, various other factors favor the use of coil-coated material:

- Lower costs due to simplified production processes in the user's plant.
- Environmental compatibility in all phases of the product life cycle.
- Consistent quality.







New structures, filled by highly motivated people.

Business processes at ThyssenKrupp Steel are defined not just by products but by customer requirements. Our lean, customer-focused structure allows us to implement efficient processes throughout the company. Not least, our strong emphasis on “short distances” improves delivery performance. Central contacts for customer problems mean that solutions are found fast.

The goals pursued by the reorganization are ambitious: shorter lead times between order receipt and completion, delivery to specified quality at customer’s required delivery date, customized services – to summarize the main objectives.

Another part of this is constant analysis of customer needs: spotting general market trends, identifying specific user requirements and developing strategies to meet them is one side of the work of our “Market and Innovation” team. Another is to use their market knowledge to offer customers products that generate added value. One tool in this is the use of simultaneous engineering project teams, focused on maximizing customer benefit and shortening development times. To help in this, the Dortmund surface engineering center (DOC®) is fitted with the latest equipment for researching new materials and processing technologies: for characterizing surface structures, assessing formability, applying new forming and joining techniques and testing component loads. Recycling issues are another factor in this.

Together with our customers we develop solutions to reduce their in-house processing. The steel supplier of the past has become the system parts partner of today.

We create designs in steel at four efficient production facilities in North Rhine-Westphalia.

In the production of carbon steel flat products, key competitive factors alongside innovative process technology and optimum facility sizes are tailored production routes. At ThyssenKrupp Steel, responsibility for production is structured according to locations and production is organized on a process-oriented basis. To ensure consistent quality, our equipment lines are combined into standard production routes according to specific customer groups. The same production routes are always used depending on product and customer. This also corresponds to the principle “One face to the customer”.

The centers for organic coil coating are located in Duisburg, Kreuztal-Eichen and Kreuztal-Ferndorf.

Coil coating lines 1 and 2 in Duisburg-Beeckerwerth

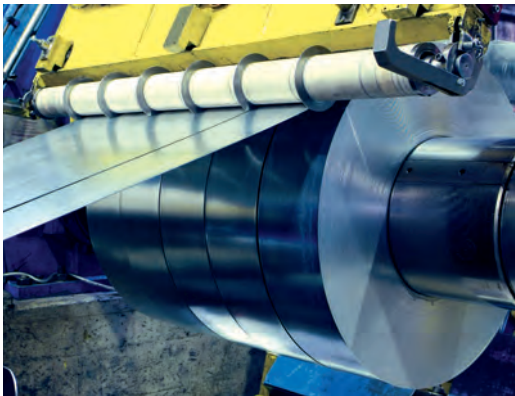
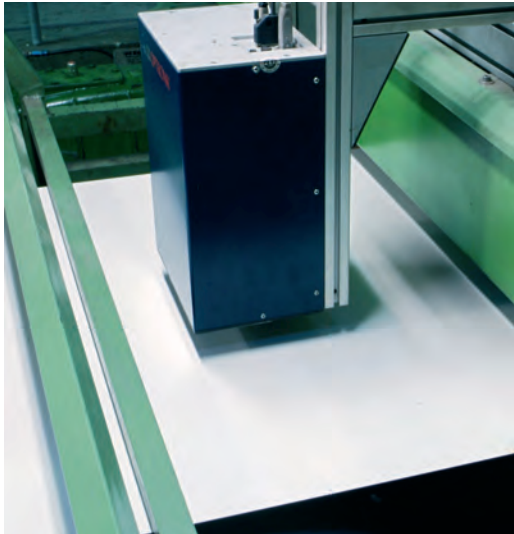
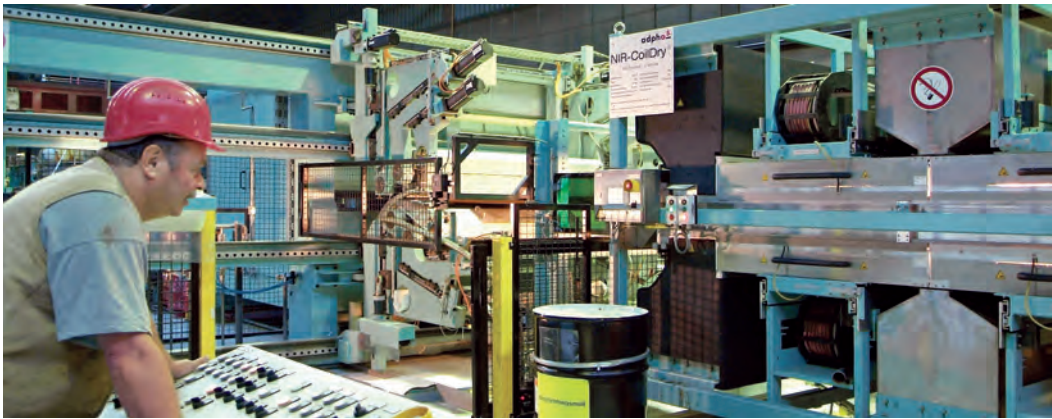
Two of the Color Profit Center's production units are located among the Auto Division's production facilities in Duisburg-Beeckerwerth. Two adjacent coil coating lines (BBA 1+2) here supply products in particular to customers from the garage door and cold room sectors. Coating work for the Auto Division and Group companies (e.g. Rasselstein) complements the range of services.

Coil coating line 3 in Kreuztal-Eichen

The Kreuztal-Eichen site has a state-of-the-art hot-dip coating unit which produces GALFAN® and GALVALUME® from ZA/AZ for customers throughout the world. On the neighboring coil coating line (BBA 3) these products are color coated to meet the demands of customers in the construction industry. The special product BONDAL® is produced exclusively at this site. The finishing department with one of the most highly specialized cut-to-length lines for plastic-coated material in Europe meets exacting customer demands.

Coil coating line 4 in Kreuztal-Ferndorf

The Kreuztal-Ferndorf site features a high-performance hot-dip coating line with a unique inline hot strip pickling unit. The neighboring coil coating line (BBA 4) specializes in coatings for the appliance industry. Slitting and cut-to-length lines complete the range of facilities.



Our customers set the standards for what we do.

As a manufacturer of premium coil-coated brand products we are certified to ISO 9001:2000 and ISO/TS 16949:2002 quality standards. Our Total Quality Management covers not only our own processes but also those of our suppliers.

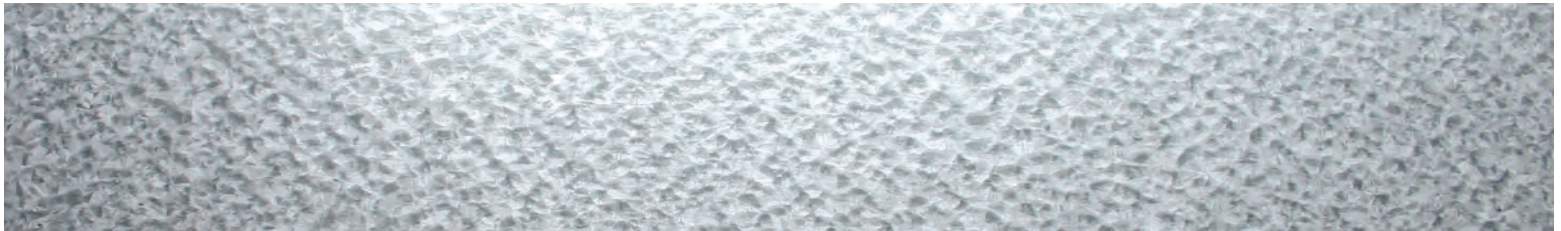
Beyond these standards we use the EFQM model (European Foundation for Quality Management) to structure and control our management and business processes.

In addition we have an increasing number of Six Sigma black belts in our company.

Maintaining and improving these high quality standards is the stated aim of all our teams in production, sales and service.

We are continually enhancing our quality profile in constant dialogue with our partners:

Our customers set the standards for what we do – we are committed to meeting them!



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