



First customers join SSAB's My Inner Strenx program

SSAB launched Strenx, its new high-strength structural steel product brand, earlier this year. The first customers are now joining SSAB's "My Inner Strenx" program, which provides members with wide-scale technical support and innovative design methods using Strenx high-strength steel.

"We are pleased to welcome our first My Inner Strenx members from Castleton Industries, Canada, but also from KH-Kipper and Feber Grupa Intercars from Poland. The new members are all forerunners in using high-strength steels in their applications," says SSAB's Head of Market Development **Gregoire Parenty**.



SSAB's new My Inner Strenx program is targeted to companies with a drive to make industry-leading products using Strenx steel. The purpose of the program is to optimize design solutions and production techniques to meet the high expectations of customers using steel structures for demanding applications.

Joining the My Inner Strenx program gives members priority access to SSAB's technical services and resources, from priority technical support to training, design and technical seminars. Member companies also can benefit from SSAB's extensive marketing support, such as exhibitions, brochures and digital marketing tools for Strenx.

My Inner Strenx is also a quality designation; members can stamp the My Inner Strenx logo on their products to show that they were developed with advanced design, using Strenx high-strength steel and produced with SSAB's approved manufacturing methods for uncompromised performance. Certified products will carry the My Inner Strenx sign upon delivery to customers.

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Find out more about the My Inner Strenx program:

<http://www.strenx.com/>

Become a member of My Inner Strenx (direct link to the application): <http://www.strenx.com/Design/My-inner-Strenx>

About Strenx: Strenx is designed for sectors where structural strength and weight savings are key competitive factors, especially in the lifting, handling and transportation industry. Strenx features the world's widest choice of high-strength structural steels both in terms of strength and dimensional range. Yield strengths range from 600 Mpa to 1300 Mpa, which is the strongest steel available on the market. Strenx is available in plate, strip and tubular products in thicknesses ranging from 0.7 mm to 160 mm.

SSAB is a Nordic and US-based steel company. SSAB offers value added products and services developed in close cooperation with its customers to create a stronger, lighter and more sustainable world. SSAB has employees in over 50 countries. SSAB has production facilities in Sweden, Finland and the US. SSAB is listed on the Nasdaq OMX Nordic Exchange in Stockholm and has a secondary listing on the Nasdaq OMX in Helsinki. www.ssab.com.