



AMM announces winners of 5th annual Awards for Steel Excellence

American Metal Market presented a total of 15 Steel Excellence Awards to 13 companies and one individual at a dinner held Tuesday, June 17 in New York celebrating best-in-class initiatives that introduced real and quantifiable change to the steel industry.

The fifth edition of the Annual awards program celebrated the efforts of individuals and companies whose ingenuity, dedication and difference-making savvy distinguished 2014's honorees from their peers over the past year.

Since the debut of the Steel Excellence Awards program in 2010 AMM has faced the same set of questions leading up to the Awards dinner: What constitutes high achievement in the steel industry? What distinguishes a steel organization or executive excellent? What does it take to be the best-in-class along the steel supply chain? The AMM Awards for Steel Excellence program addresses those questions on an annual basis and, in the process, has steadily grown to the point that the Award is now a high-profile, much-sought-after honor within the industry.

This year as every year, a panel of distinguished judges called on a wide-ranging level of expertise to evaluate a record number of nominations using a point-based qualitative approach to identify demonstrated excellence among nominees drawn from mills, distributors and other service providers with operations in North America. The judges' assignment: Identify and evaluate advancements that have delivered real change to the steel industry..

AMM congratulates the winners, listed below, and salutes their best-in-class initiatives.



Best Innovation: Product – New Star Metals Material Sciences Corp.

New Star Metals Material Sciences Corp. (MSC), developed Light Weight (or Lightweight?) Steel Laminate, a lightweight metal composite that is both highly formable and weldable and can offer substantial mass savings versus monolithic steel. The MSC Lightweight Laminate solution addresses many of the concerns of making sweeping changes to vehicle design over a short period, reduces risk and minimizes compromising performance.