

SUMMER 2009

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BEST PRACTICES FOR INDUSTRY LEADERS

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DO YOUR
HOMEWORK BEFORE
EXPANDING GLOBALLY.

A SOLID ADDITION

The acquisition of the FLEXOPRESS line makes the already-solid Morsco Inc. even stronger.

FLEXIBLE & RELIABLE

Electrochem Solutions says it manufactures products for 'situations where failure is not an option.'



SOARING ABOVE THE COMPETITION

Itron Inc. is revamping its manufacturing processes in preparation for the transformation of North America's power distribution infrastructure.

AMERICAN STEEL PRODUCTS

www.amsteelpro.com / HQ: Swainsboro, Ga. / Employees: 80 / Product: Steel security products

Ken Feldman, president and CEO: "They unselfishly put the needs of the company ahead of their own."



AMERICAN STEEL PRODUCTS SUPPLIES SECURITY PRODUCTS SPECIFICALLY DESIGNED FOR THE DETENTION MARKET.

SUCCESS STORY

AMERICAN STEEL MAKES STEEL SECURITY PRODUCTS FOR THE DETENTION SECTORS IN THE UNITED STATES AND OVERSEAS.

American Steel Products (ASP) is a privately owned company located in Swainsboro, Ga. The company operates an 80,000-square-foot manufacturing facility, constructed in 1995, and employs 80 people. The company also maintains a satellite sales and engineering office in the Atlanta area.

ASP has provided material for the construction industry for more than 75 years. For the past 20 years, ASP has focused on supplying security products specifically designed for the

detention industry. ASP engineers and manufactures prison doors, door frames, windows, control stations, guard towers and other security products for the construction and renovation of penal facilities.

The company also provides blast-resistant steel window embeds for U.S. embassies in the Middle East, North Africa and other terrorist-plagued regions.

In conjunction with detention hollow metal, ASP has designed and

manufactured sophisticated security products for two Federal Reserve Bank facilities in Atlanta, Ga. and Birmingham, Ala.

ASP is currently one of the largest manufacturers of detention hollow metal in the United States. The company has built more than 10,000 prisons across all 50 states, Puerto Rico, Canada and South Africa. These include federal penitentiaries, state correctional facilities, county jails, municipal justice complexes and Immigration and Naturalization detention facilities, as well as local jails and police lock-downs.

American Steel has worked to build the largest and highest security level facilities in the country. It has supplied product for the Federal Correction Complex in Florence, Colo. – a Level VI super-maximum security facility, recognized as the most secure prison in the nation. In addition, in 1998, ASP completed work on the Arizona State Prison Complex (5,700 beds), in Buckeye, Ariz., one of the largest prison facilities in the country.

Prison architects specify select manufacturers whose products they want for inclusion in their projects. ASP engineers and manufactures its security products to the strictest architectural design and testing standards. ASP's products have undergone years of continually upgraded certification testing.

Successful completion and certification of these stringent testing requirements is one of the many prerequisites to be a manufacturer of prison products. With standards and criteria such as these, the industry is kept deliberately small to maintain the value and quality of the manufactured products.

PROJECTED PRISON POPULATION
According to the Pew Report on Public Safety and Public Spending, which forecasts America's prison

population from the year 2007 to 2011, America's prison population is projected to increase by 192,000 to more than 2.5 million inmates, leading the world in both number and percentage of residents incarcerated. For ASP, this means a near-limitless demand for its products.

Based on the Pew study, it is projected that \$12 billion will be spent on new prisons, not including the cost of renovating existing prisons, many of which are more than 100 years old.

INDUSTRY POSITION

American Steel's unique market niche positions the company in an almost recession-proof industry in the midst of today's turbulent economy. Having developed a reputation for on-time delivery of quality prison equipment, ASP is poised to consistently

secure a sizeable share of the federal, state and local detention and prison equipment market.

Given national security concerns ranging from domestic crime to illegal immigration to international terrorism threats, the company's potential for long-term growth and sustained success are bright.

On a national level, American Steel says that its size and organizational structure allow the company the versatility to respond quickly and competitively to the needs of the detention equipment market.

"The company's greatest asset is its employees," ASP President and CEO Ken Feldman says.

"Their hard work, commitment and unwavering loyalty fuels and sustains the company's growth and success. I am very proud of these people

and admire their dedication and sense of purpose. They unselfishly put the needs of the company ahead of their own.

"This, I feel, is our most rewarding accomplishment. Working with them is a true privilege."

American Steel says its ongoing challenge and mission are to continue building the premier detention equipment manufacturing company in the nation while creating a model company that honors commitments to customers, employees, community and suppliers.

American Steel Products is a true success story: a well-established, debt-free, privately owned business that has evolved into a highly competitive, nationally recognized company poised to meet the challenges of the future. **mt**

Providing material for the construction industry since 1933

For the past 25 years, ASP has focused on supplying security products specifically designed for the detention industry. With a combination of quality, product selection, competitive pricing, and on-time delivery, American Steel is sure to be your choice when selecting a Security Hollow Metal supplier for your next detention project.

- > Design-Build, Engineering, Manufacturing Expertise
- > Detention Grade Security Hollow Metal Doors, Frames and Windows
- > Detention Grade Control Stations
- > Labeled Fire Rated Assemblies
- > Field Repair, Service and Maintenance
- > Certified Performance Tested Products (NAAMM/HMMA 863 and ASTM F1450)
- > Certified HUBZone Small Business Concern (SBC)
- > Products Installed in over 10,000 Facilities



AMERICAN STEEL PRODUCTS

A Coastal Plain Ventures, LLC Company

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