

TruSteel HD[®]
SDI  You Can See The Difference.

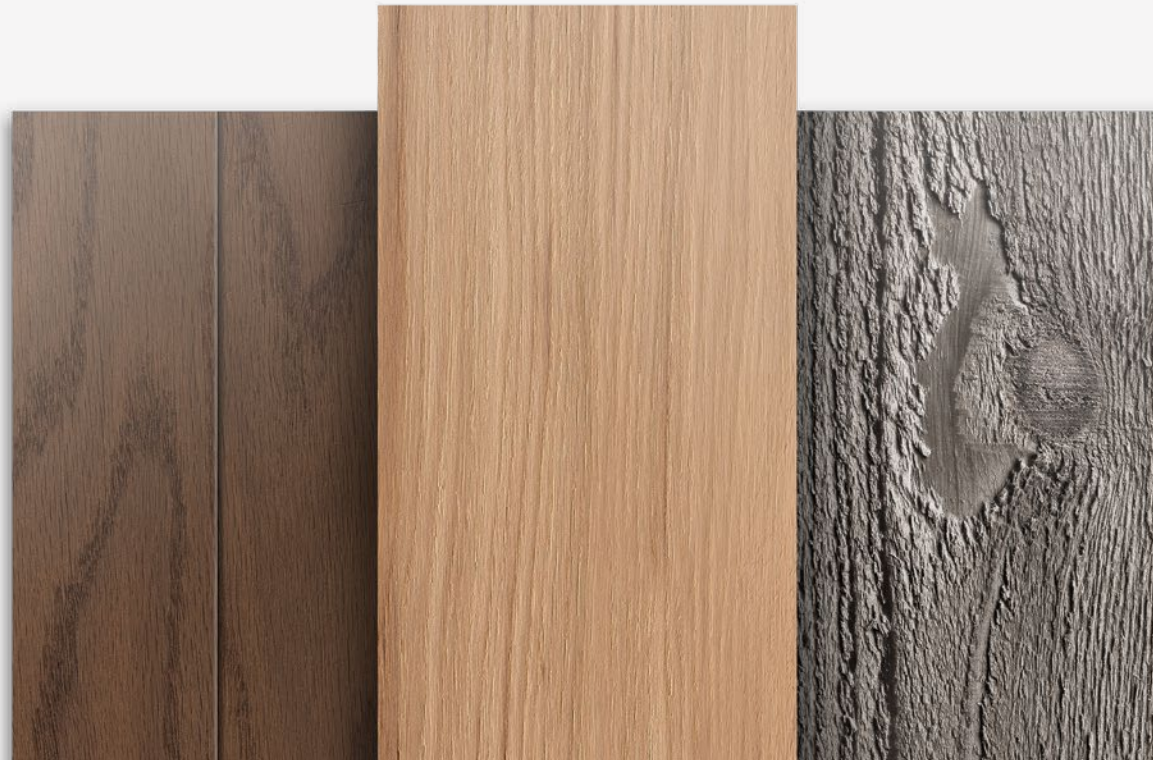


 **UNITED**
STEEL SUPPLY
Steel produced by
SDI  **Steel Dynamics**[®]





TruSteel HD[®]
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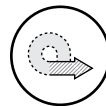
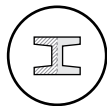


United Steel Supply

United Steel Supply
introduces to the market revolutionary
technology produced by Steel Dynamics.

- ▶ This is exactly what you have come to expect from United Steel Supply. With the help of Steel Dynamics, United Steel Supply introduces TruSteel HD® digital print technology for the construction market. These prints overcome many of the historical challenges — image quality, resolution, color, repeatability, and availability. The reason is that we start with real wood, so the images actually look like *real* wood, but with the durability of steel!

TruSteel HD®
SDI *You Can See The Difference.*



Finishing Strong with TruSteel HD®.

TruSteel HD® printing technology and SDI are changing the game.
Become part of the revolution today.

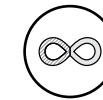
To find out more about how you can finish strong with TruSteel HD®,
contact your United Steel Supply representative.

▶ TruSteel HD® Advantages

With TruSteel HD®, you can offer a revolutionary, value-added product that costs less than wood or cement board, and allows you to create market differentiation for your customers. And, that's just the beginning.



Proprietary Process. TruSteel HD® is produced on the first digital printing line for steel in North America. The entire process has been developed by Steel Dynamics to support the construction market.



Unlimited Uses. What TruSteel HD® can do is only limited by your creativity and imagination. High-definition printing offers your customers unique design capabilities, enabling the creation of easy-to-fabricate steel products for both exterior and interior applications.



High Performance. SDI controls the entire process — steelmaking, painting, coating, printing — so you have the confidence and peace of mind that your projects will be done the right way, from start to finish.



Durability. United Steel Supply's products are built to last, and with TruSteel HD®, you can have the beauty of wood and other finishes — with less maintenance.

- Termite & insect resistant
- Highly scratch resistant
- Will not rot, warp, or swell
- Fire resistant

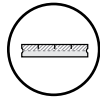


Cost Effective. At United Steel Supply, one of our biggest advantages is supply chain efficiency. We can streamline your supply chain, helping you reduce your costs and provide greater value to your customers.

Intentionally Sustainable

Because SDI's process uses up to 80% recycled scrap, TruSteel HD® not only ensures the use of sustainable materials, but also enhances the potential for your project to attain LEED certification.

- Faux wood steel products eliminate the destruction of our natural resources.
- At the end of the useful life, these products can easily be recycled — it's a full circle.



32 Feet. The TruSteel HD® printing process provides significant advantages including a seamless repeat every 32 feet, compared to the traditional rotogravure process repeating every 28–32 inches.



Made in America. TruSteel HD® is melted, rolled, coated, and printed in the United States.

▶ **Depth of Image**

TruSteel HD® images are original ultra high resolution scans of real wood, stone, or brick for superior depth and clarity. You can see the difference!

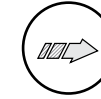


Knowledge. No one knows the construction market better than United Steel Supply. We understand your equipment and your requirements.

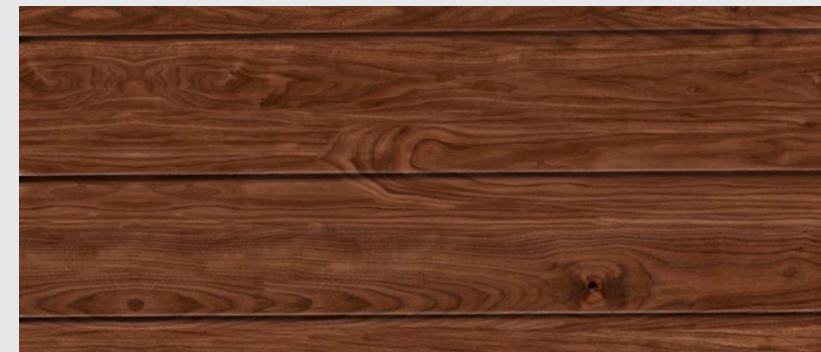
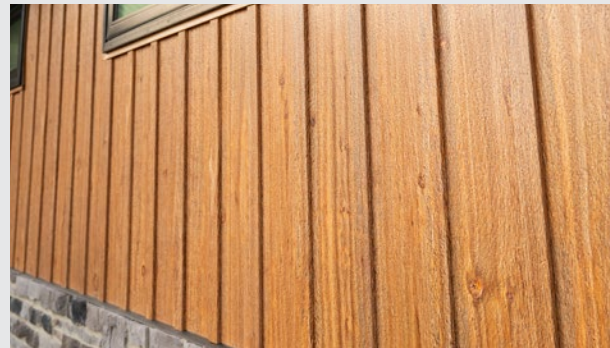


Run-to-Run Repeatability.

The TruSteel HD® manufacturing process ensures uniformity from one run to the next for consistent appearance and quality.



Speed. United Steel Supply understands the importance of and need for speed in the construction process, so we stock many of these TruSteel HD® prints at locations across the U.S.



How TruSteel HD® Works.

TruSteel HD® is produced on the first high-definition, digital printing line for steel in North America. This exciting new process is brought to you by United Steel Supply in conjunction with Steel Dynamics.

True to our reputation for delivering revolutionary products, we've developed a product and process like no other. TruSteel HD® combines the durability of environmentally-friendly electron beam curing technology, with the sustainability of a no-VOC product, at a cost reflective of our superior supply chain efficiency. This proprietary product offers unlimited uses while remaining green for the environment and cost-effective for our customers.

- ① **Cold Rolled Steel Base**
- ② **Galvanized/Galvalume® Coating**
- ③ **Pretreatment**
- ④ **Primer Coat**
- ⑤ **Top Coat**
- ⑥ **High Definition Image**
- ⑦ **Electron Beam Protective Clear Coat**



Standard Patterns & Finishes



brought to you by



Cedar

TruSteel HD[®]
▶ You Can See The Difference.

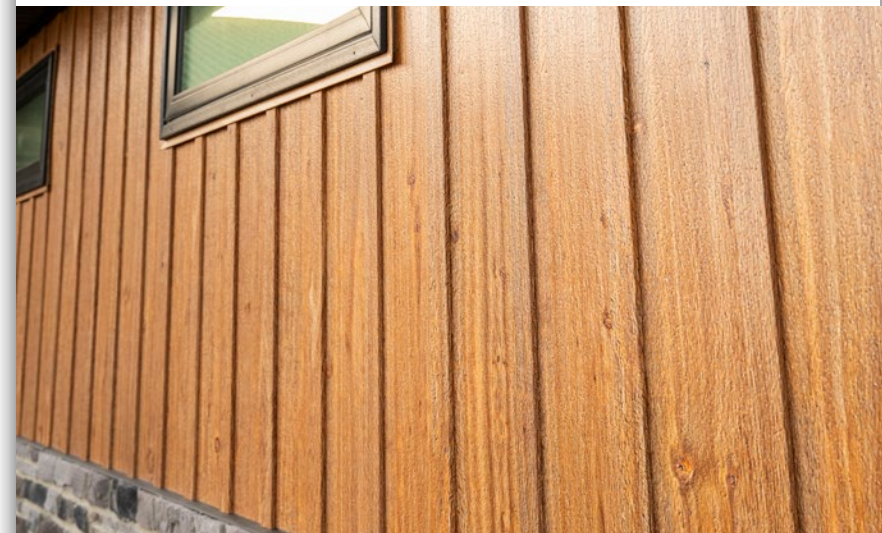
Cedar

Visually stunning and able to take center stage in a design without taking over, the natural beauty of Cedar brings an incandescent glow to any setting, be it interior or exterior. As a primarily neutral color, Cedar boasts amazing versatility, making it ideal for grand scale projects. And yet, its golden undertones add a level of warmth and refinement that support its use in more intimate and sophisticated environs.



Rough Sawn Cedar

Earthy and rustic with an Old World European flair, Rough Sawn Cedar complements a wide variety of mixed materials, from stone, concrete and brick, to glass, steel, and more. Its intriguing and rough-appearing texture and exquisite pattern of dark knots and multi-toned golden wood grains give it an organic sensibility and innate beauty that bring an inviting aura and Provencal charm to both contemporary and traditional projects.



Rough Sawn Cedar

TruSteel HD
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Rough Sawn
Cedar Dark Brown

Rough Sawn Cedar Dark Brown

Offering a wealth of rich sable color and a tangibly dense wood grain pattern, Rough Sawn Cedar Dark Brown has a notably traditional and western sensibility. The perfect choice for projects that require an authentic rustic aesthetic, this color is ideal for both interiors and exteriors, whether used as an accent or as the main attraction. Its raw natural beauty and traditional character bring gravity, strength, and a graceful elegance to designs.



Rough Sawn Cedar Gray

A modern twist on a rustic beauty, Rough Sawn Cedar Gray boasts the simple yet highly detailed texture of traditional cedar enriched by a cool, multi-tonal gray that ushers it into the 21st century and beyond. At home in an industrial setting, as well as environments inspired by the modern farmhouse movement, this color has the ability to add sophistication to a black and white color palette, tone down radiant colors, or establish a monochromatic urban Zen aesthetic.



Rough Sawn Cedar Gray

TruSteel HD[®]
▶ You Can See The Difference.

Barnwood Plank

Barnwood Plank

Embellished with deep grooves and artful lines carved by time, the raw beauty of Barnwood Plank lends a notion of historical significance to a project. A tapestry of faded colors in rich sables, tawny browns, golden honeys, and ash grays enable it to support and accentuate an array of architectural color schemes. Meanwhile, the underlying theme of bold texture unites the overall aesthetic of a project and adds a quiet dignity.



Dark Oak

A fresh take on a traditional favorite, Dark Oak provides your project with a rich depth of color that grounds the design and makes a bold style statement. Its enchanting warmth and soft luster foster equal measures of relaxation and confidence. When featured as a contrasting accent, it provides a touch of mid-century modern glamour. When serving as a focal point, it declares an affinity for pure luxury.



Dark Oak

Medium Oak

Medium Oak

Neither too dark, nor too light, Medium Oak strikes a color chord that is just right.

Possessing a handsome and subdued wood grain, this iconic American standard evokes a quiet strength capable of supporting both minimalist and maximalist design styles. A timeless choice, Medium Oak's delicately contrasted blend of light and dark characteristics enable those wielding its chameleon-like powers to play up either quality.



Gray Oak

Cool, calming, and very contemporary, Gray Oak is unabashedly modern and unapologetically stylish. A color that reads intelligent and worldly, it raises the standard and expectations of those who encounter it. Whether featured in a state-of-the-art industrial environment or serving as a contrasting color in a chic new facility, the sleek and polished wood grain of Gray Oak elevates every project's level of flair.



Gray Oak

TruSteel HD[®]
▶ You Can See The Difference.

Walnut

TruSteel HD[®]
You Can See The Difference.

Walnut

Timeless, decadently rich, and extraordinarily beautiful, Walnut is an alluring dark wood style that elevates the overall look of a project. Its cosmopolitan sensibility and remarkable versatility make it an ideal choice for a variety of design and architectural expressions, from traditional to modern. Used as the centerpiece for a project, it conveys a rousing mixture of confidence and daring. As an accent it provides texture, depth, and unwavering support.



Hickory

A color inspired by one of the oldest trees native to the United States, Hickory provides a classic American look that conveys strength, straightforward style, and enduring beauty. The clean lines of its wood grain, coupled with a well-balanced series of dark oval knots, brings a polished texture to projects that expresses honesty and integrity. Hickory's truly neutral tone enables it to pair well with almost any color, whether warm or cool.



Hickory

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Pecky Cypress

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Pecky Cypress

Projects requiring a distinctive look will find their champion in Pecky Cypress. Featuring an extraordinary wood grain with a unique pattern of straight lines and dark, honey-hued pockets of color, Pecky Cypress makes a bold style statement that is at once arresting and memorable. Its medium golden tone promotes a casual warmth and contemporary sensibility that complements a spectrum of colors, materials, and textiles.



Realtree® Camouflage

Inherent in the idea of camouflage is the notion of blending in, and yet everything about the style of Realtree® Camouflage is simply outstanding. From the artful mix of fall leaves and sprigs of evergreens, to the perfect blend of lichen dappled bark, exposed wood grain and overlapping branches, Realtree® Camouflage holds nothing back in creating a color-rich scene in which a world of beauty is hidden. Ideal for a wealth of applications, this eclectic print can be used to hide or highlight a project's form, function, and design.



Realtree® Camouflage



REALTREE

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EDGE

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Mossy Oak® Camouflage



TruSteel HD®
▶ You Can See The Difference.

Mossy Oak® is a licensed registered trademark of Haas Outdoors, Inc.

Mossy Oak® Camouflage

America's vast natural lowlands with their richly hued hardwood meadows serve as the inspiration for Mossy Oak® Camouflage. A print as refreshing as a walk in the woods, Mossy Oak® features an impressive selection of the most beloved oak species in North America. Dappled sunlight plays up the graceful grey-green mosses peeking out from among the leaves and twigs in this captivating pattern that brings authentic natural beauty to both interior and exterior projects.





Be inspired. See the difference.

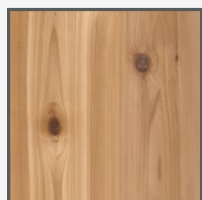


TruSteel HD® Standard Patterns and Finishes.

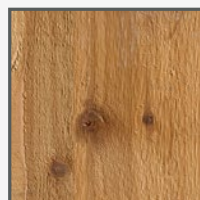
TruSteel HD® from SDI is available in a variety of patterns, as well as custom looks. Images are original scans of real objects for superior depth and image clarity not offered by any other technology.

Ask about available customization, such as varied-width planks, log designs, or bi-directional grain patterns.

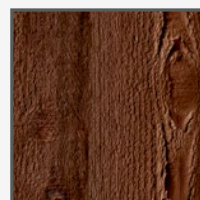
Imagine the possibilities!



Cedar



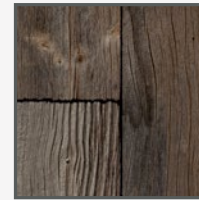
Rough Sawn Cedar



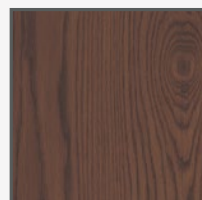
Rough Sawn Cedar
Dark Brown



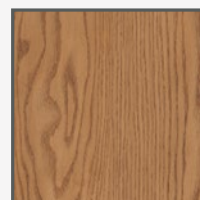
Rough Sawn Cedar
Gray



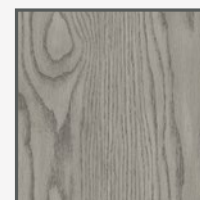
Barnwood Plank



Dark Oak



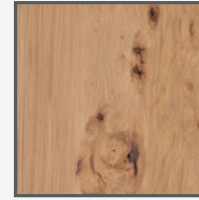
Medium Oak



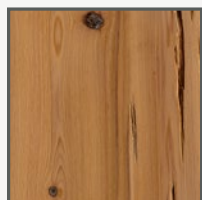
Gray Oak



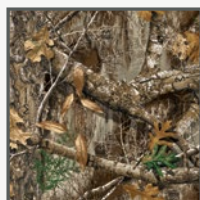
Walnut



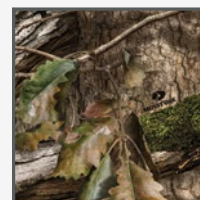
Hickory



Pecky Cypress



Realtree®
Camouflage

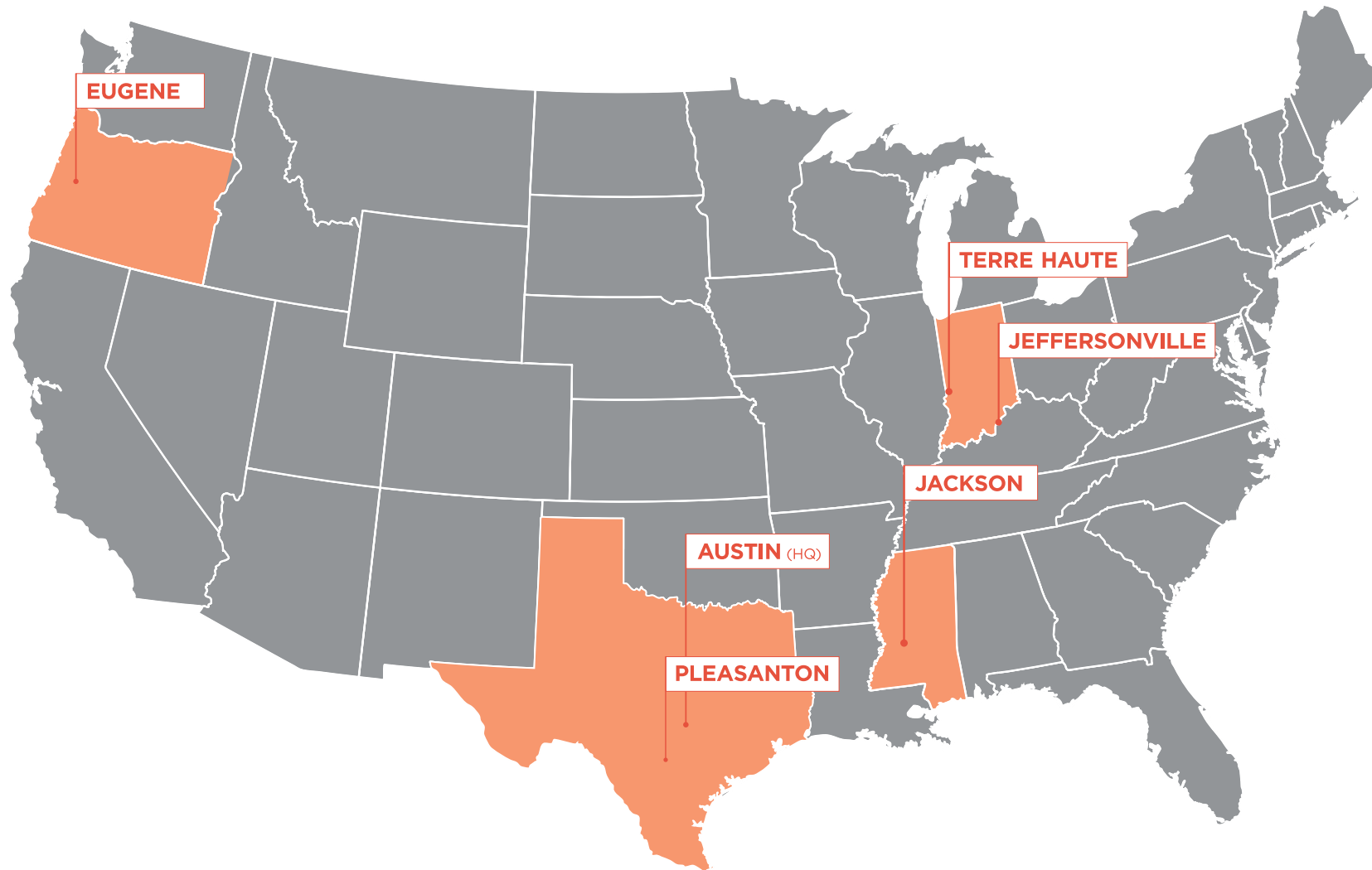


Mossy Oak®
Camouflage

► Additional
Options
Coming Soon!

Location. Location. Location.

With distribution warehouses across the country, United Steel Supply offers nationwide distribution and just-in-time delivery via truck, ship, barge, or train — in most cases within 24 hours or less.



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TruSteel HD®
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The TruSteel HD® product line from United Steel Supply
is produced by Steel Dynamics.