



ArcelorMittal

# news release

## ***ArcelorMittal launches Steel Advisor for Industry, a fast, easy-to-use app to help customers find the right steel products***

**14 June 2016 – In an increasingly digitalised economy, ArcelorMittal Europe – Flat Products is providing its customers with a competitive edge via the launch of a new app, Steel Advisor for Industry, a product selection guide to help manufacturers and designers find the most suitable steel product for their applications.**

In today's business context, speed, connectivity and simplified processes are crucial. This new, simple-to-use app enables customers to locate the latest information on ArcelorMittal's wide range of steels for eight different industrial sectors – in a matter of seconds.

Aimed at customers, manufacturers, designers, architects and researchers, Steel Advisor is available as an app for both iOS and Android devices, providing quick and easy access to product information for anyone with an Apple or Android smartphone or tablet. Steel Advisor can also be directly accessed via the ArcelorMittal website: <http://industry.arcelormittal.com/steeladvisor>.

### **The right steel for each application - just a few clicks away**

In just a few clicks, steel customers can quickly locate information and discover a list of the recommended best-in-class ArcelorMittal products for each application, *whatever the sector* – building & construction, domestic appliances, electric machines, energy, industrial equipment, infrastructure, shipbuilding or yellow & green goods.

For example, a customer looking for sandwich panels with a metallic finish to use on a coastal building façade in North Europe can quickly find tailored recommendations for his/her requirements, such as Magnelis®, a coated steel with a zinc-aluminium-magnesium alloy coating ensuring optimal surface protection against long-term wear and tear.

For roofings, customers might opt for Granite®, one of the most resilient roofing materials on the market today. Like the rest of ArcelorMittal's organic coated product range, this best-in-class product is certified

without chromates and heavy metals, compliant with European environmental regulations (REACH<sup>1</sup>) and the quality and sustainability label ECCA Premium® for prepainted metal products.

And in just 3 clicks, customers in the mining industry can learn about ArcelorMittal's large palette of steels especially recommended for their excellent weldability, resistance to abrasion, formability and toughness, such as Relia® 400 and 450 and Armstrong® Ultra 700MC.

For solar farm manufacturers looking for HSLA (high-strength, low-alloy) steel grades with high mechanical properties and corrosion resistance, Steel Advisor recommends the HX340LAD+ZM, HX380LAD+ZM, HX420LAD+ZM, HX460LAD+ZM, HX500LAD+ZM grades combined with Magnelis® for extra corrosion protection.

*"Steel Advisor is the easiest way for our industry customers to find the suitable steel solution they are looking for,"* says Tabrez Ahmad, product marketing lead for hot rolled products.

### **Finding the right surface and colour scheme**

The app also features a palette selector for applications where visual aspect – such as colour and surface - plays an important role, such as the Granite® and Estetic® ranges for building and construction or home appliances.

*"At their fingertips they have all the information they need to find the best-in-class ArcelorMittal products and coatings for their application,"* says André Lavaud, responsible for organic coated products.

In addition, Steel Advisor provides a personalised contact service with a large team of experts to answer any technical or commercial questions they may have.

Steel Advisor supports ArcelorMittal Europe – Flat Products' recently updated online catalogue for industrial applications.

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#### **About ArcelorMittal**

##### **Europe**

*ArcelorMittal employs more than 80,000 people and produces approximately half of its total steel volume in Europe. With a presence in 17 European countries and around 400 different sites, ArcelorMittal Europe had revenues of €29 billion and a crude steel production of 44 million tonnes in 2015. We supply flat and long steel products for all major steel markets, including the automotive, construction, packaging and household appliances industry – supported by a leading R&D and distribution network with 9 laboratories and 1,000 full-time researchers in Europe.*

*For more information about ArcelorMittal Europe please visit: <http://europe.arcelormittal.com>*

##### **Worldwide**

*ArcelorMittal is the world's leading steel and mining company, with a presence in 60 countries and an industrial footprint in 19 countries. Guided by a philosophy to produce safe, sustainable steel, we are the leading supplier of quality steel in the major*

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<sup>1</sup> Registration, Evaluation, Authorisation and Restriction of Chemicals

*global steel markets including automotive, construction, household appliances and packaging, with world-class research and development and outstanding distribution networks.*

*Through our core values of sustainability, quality and leadership, we operate responsibly with respect to the health, safety and wellbeing of our employees, contractors and the communities in which we operate.*

*For us, steel is the fabric of life, as it is at the heart of the modern world from railways to cars and washing machines. We are actively researching and producing steel-based technologies and solutions that make many of the products and components people use in their everyday lives more energy efficient.*

*We are one of the world's five largest producers of iron ore and metallurgical coal and our mining business is an essential part of our growth strategy. With a geographically diversified portfolio of iron ore and coal assets, we are strategically positioned to serve our network of steel plants and the external global market. While our steel operations are important customers, our supply to the external market is increasing as we grow.*

*In 2015, ArcelorMittal had revenues of US\$63.6 billion and crude steel production of 92.5 million tonnes, while own iron ore production reached 62.8 million tonnes.*

*ArcelorMittal is listed on the stock exchanges of New York (MT), Amsterdam (MT), Paris (MT), Luxembourg (MT) and on the Spanish stock exchanges of Barcelona, Bilbao, Madrid and Valencia (MTS).*

<http://corporate.arcelormittal.com/>