








STEEL: FROM DAWN TO DUSK

STEEL SURROUNDS US. IT IS EVERYWHERE
IN OUR LIFE AND FOLLOWS US ALL THE WAY
THROUGH OUR DAILY ROUTINE

06.55	WAKING UP		MILLIONS OF STEEL ALARM CLOCKS RING OUT EVERY MORNING
07.02	FRESHEN UP		STEEL HELPS GENERATE THE POWER THAT KICK-STARTS YOUR DAY
07.28	POPPING UP		BREAKFAST WOULDN'T BE THE SAME WITHOUT A HIGHLY POLISHED STEEL TOASTER
07.29	KEEPING TIME		A STEEL WATCH WILL HELP YOU BE ON TIME FOR AN ENTIRE LIFETIME
07.49	GETTING IN		BIKES, CARS, TRAINS, BUSES ARE ALL MADE FROM THIS INFINITELY RECYCLABLE MATERIAL
09.05	ROCKING UP		MODERN BUILDINGS NEED STEEL'S DURABILITY
09.08	LOGGING ON		NO STEEL, NO CHIP, NO COMPUTER
13.06	WORKING OUT		PUMP STEEL FOR A HEALTHIER HEART AND LIFE
13.26	SLICE & DICE		EVERY COOK NEEDS A GOOD KNIFE
15.30	CALLING UP		WITHOUT STEEL THE GLOBAL TELECOMMUNICATIONS NETWORK WOULD NOT EXIST
17.43	ON THE GO		NO STEEL, NO ESCALATORS, NO LIFTS
18.43	GETTING HOME		HOW IMPRACTICAL WOULD WOODEN KEYS BE?
19.52	COOK UP		STEEL CANS PRESERVE THEIR CONTENTS WITHOUT ANY ADDITIVES, ENSURING YOUR FOOD IS ALWAYS FRESH AND DELICIOUS
21.30	GOING OUT		COCKTAIL? YOU'LL HAVE TO SHAKE IT IN STEEL FIRST
23.25	NODDING OFF		THE SPRINGS THAT HOLD YOUR BED TOGETHER BRING YOU COMFORT AND REST AFTER A LONG DAY

CAN YOU IMAGINE YOUR DAY WITHOUT STEEL?

worldsteel
ASSOCIATION

TO FIND OUT MORE ABOUT OUR DAILY STEEL VISIT WORLDSTEEL.ORG