

Berry
METAL COMPANY

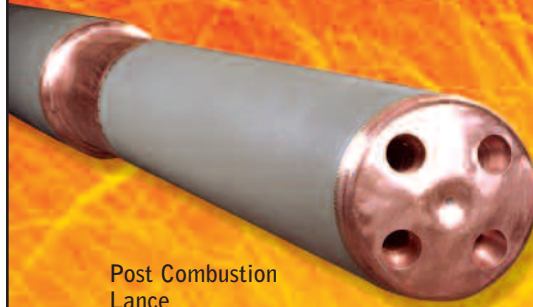


Advanced Steelmaking
TECHNOLOGIES NETWORK



Advanced Steelmaking **TECHNOLOGIES NETWORK**

Berry Metal Company has developed several strategic partnerships over the last 6 years with leading edge companies to bring cutting edge technology and equipment to the iron and steel industries. Through these worldwide partner companies, Berry Metal Company is now making additional technological innovations available to our customers, helping companies win within an environment of change. Berry Metal is creating and developing the conditions for manufacturers in the steel industry to identify and implement high quality products that benefit them immediately. Instant positive results via breakthrough technology – Berry Metal and its alliance partners are bringing this to customers, to help them succeed in a new world of competitiveness and performance.



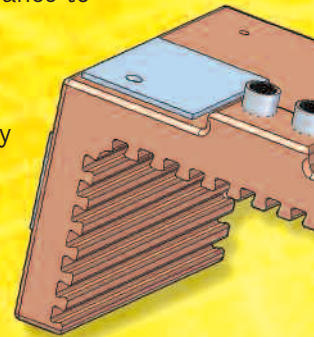
Post Combustion
Lance

TECHNOLOGY

Changes are inevitable in any industry, but few industries have been called on to change as fundamentally as ironmaking and steelmaking.

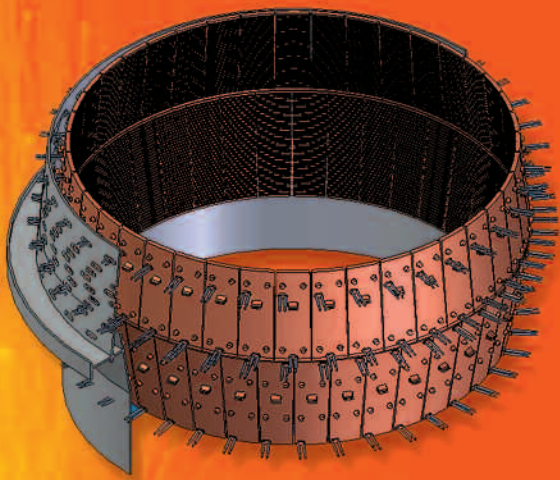
Radical changes in these industries make difficult requirements of companies who hope to remain competitive. Steelmakers must achieve higher productivity at lower cost. Simply "adjusting the dials" for small incremental gains in this mature industry will not be enough. Retaining a competitive advantage means companies must step up their performance to levels not achieved before.

The innovative application and implementation of the right technology holds the key.

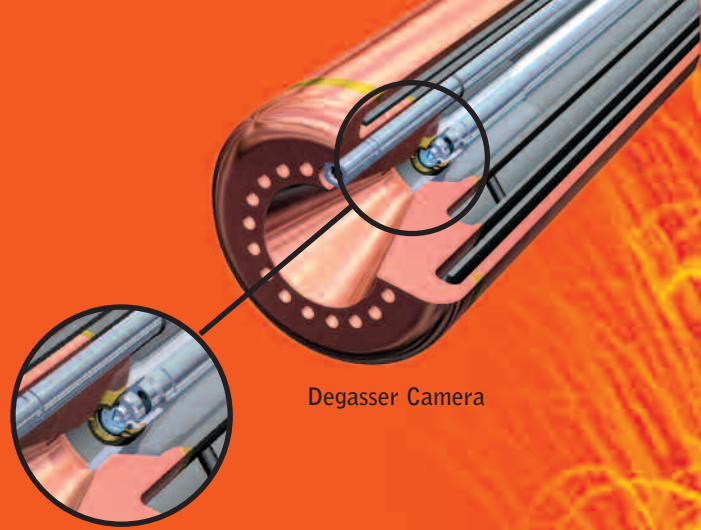


UltraLife Slag Door





UltraLife Staves



Degasser Camera

SERVICE

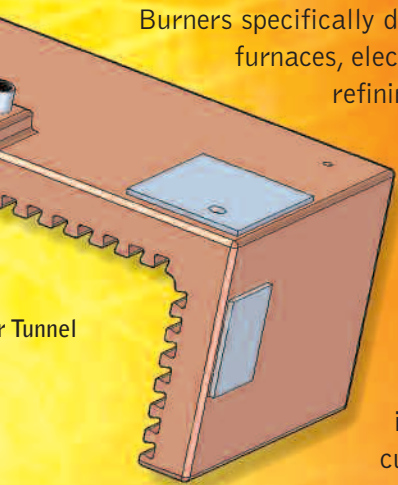
Technological breakthroughs with established records of performance offer the best, most cost-effective and immediate-impact solutions. Examples of such technologies already exist, and are now being brought to customers with the help of Berry Metal Company and its partners.

For many years, Berry Metal Company has developed technology with its own core business products, supplying Water-Cooled Oxygen Lances, Injection Lances, Sensor Lances, and Oxy-Fuel Burners specifically designed for basic oxygen furnaces, electric arc furnaces and other refining processes, as well as

special purpose, non-ferrous and research-related products.

Through partner companies worldwide, Berry Metal Company is now promoting additional technological innovations available to our customers such as water-cooled

UltraLife® copper technology, state-of-the-art manipulator and coupler systems, and advanced laser and camera measuring instruments.



Water Tunnel

Without follow-through service, a sale is little more than a simple transaction. The customer orders, the provider delivers the product, and each goes their separate way. Sales like this have no long-term benefit to either party. They do not lead to loyalty or long-term relationships.

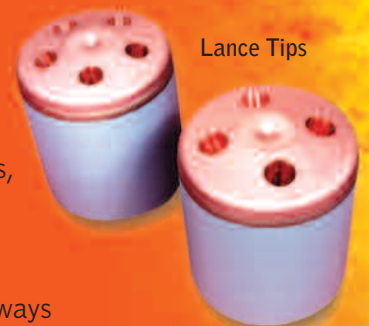
With true follow-through service, however, customer loyalty and long-term relationships can flourish.

Great service, relentlessly practiced and flawlessly delivered, creates an environment where customers choose you first.

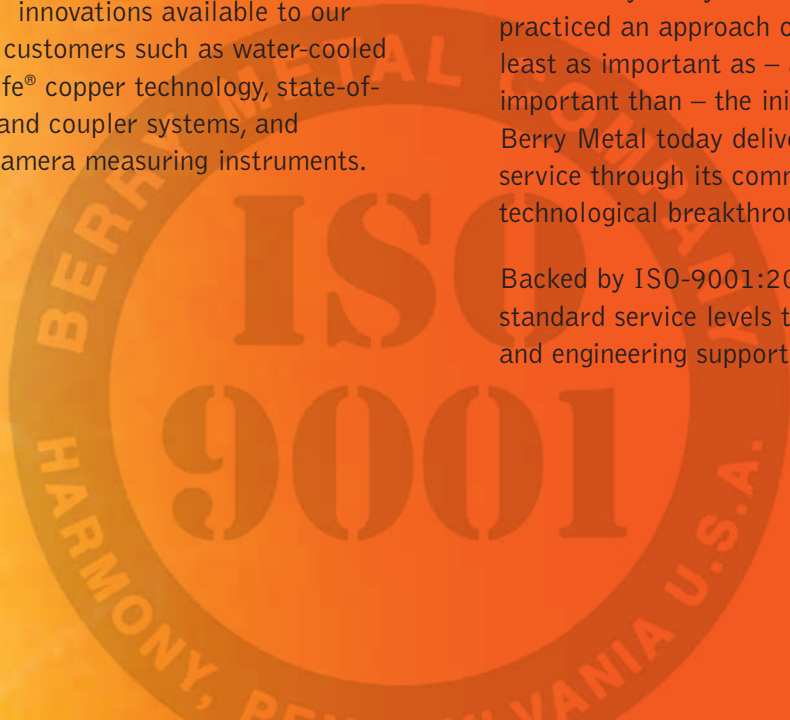
They believe in what you promise. They buy not only on price, or only on quality, but on trust. These kinds of sales build mutually beneficial relationships, which in turn build long-term success for everyone involved.

That is why Berry Metal has always practiced an approach of treating service at least as important as – and perhaps even more important than – the initial sale. That is also why Berry Metal today delivers an even higher level of service through its commitment to bringing the latest technological breakthroughs to clients.

Backed by ISO-9001:2000 Certification, we go beyond standard service levels to provide ongoing technical and engineering support.



Lance Tips





BERRY METAL STORY

Berry Metal Company is recognized as the world's leading technology-based designer and manufacturer of Injection Lances and Lance Tips for the steelmaking industry. Over its nearly 60 years in business, Berry Metal Company has earned a reputation not only for quality products but also for its technical services and repair capability. Our R&D and engineering staffs have developed 49 patents related to product innovation and improvements to process enhancements, and our service and sales departments have over 200 years of experience serving the steel industry. Today, we are taking the lead in establishing partnerships with technological innovators around the world.

The idea remains the same as ever – to serve existing and new clients as a trusted value-added provider of new innovations to help improve efficiency, lower costs and increase throughput in the steelmaking process. We are all about advancing breakthrough technology for our clients.

Berry Metal Company's goal is to deliver tomorrow's technology for companies to use today.

SUCCESS

The steelmaking industry can no longer be considered a static, established industry. Change at unprecedented levels continues to affect this industry, its primary manufacturers, its suppliers, its customers, its investors.

To succeed in this new environment of higher competitiveness and performance, players must embrace change and be willing to change themselves. So, as the steel industry is changing, so is Berry Metal Company.

We bring technology to help companies prevail within this environment of change. Berry Metal is creating and developing the conditions for players in the steel industry to identify and implement changes that benefit them immediately.

Instant positive impact via breakthrough technology – Berry Metal Company and its partners are bringing this to customers to help them succeed in a new world of competitiveness and performance.



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