



# STEEL WINS IN MORE WAYS THAN ONE

The Why, How, and When



Smarter.  
Stronger.  
Steel.

# Roadmap

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- The role of the Structural Steel Specialist
- Messaging points for structural steel fabricators
- AISC Market Development National Programs
- Additional tools and resources

# Structural Steel Specialist

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# What's in your toolkit to win with steel?

## BRING YOUR VISION TO LIFE 50% FASTER

Supercharge your project schedule! A fabricator can work on your steel package during site preparation and foundation work, taking full advantage of controlled shop conditions to give you high-quality steel and reduce the number of onsite fees that delay schedules.

Steel will arrive at the jobsite as soon as it's needed, and erection takes place at lightning speed in any season without waiting for forming, shoring, or curing.

### HARNESS THE POWER OF AN UNMATCHED SUPPLY CHAIN

Steel's fully integrated supply chain leads the construction industry with superior availability and advanced technology.

Domestic structural steel is readily available with U.S. mills producing roughly 10 million tons, enough to meet the needs of the built environment. The country's huge network of service centers also have an extensive inventory to meet today's needs.

### STAY ON THE CUTTING EDGE

Advanced technologies like building information modeling (BIM), computer-aided manufacturing, and robotic fabrication streamline all stages of design and construction while facilitating collaboration, reducing or eliminating errors, improving safety, and cutting project costs.

### FEWER STRUCTURAL COMPONENTS = FASTER ERECTION

Structural steel is the most efficient construction material out there. Longer spans (only possible with steel) mean fewer columns, and less weight means faster foundation construction.

New technologies allow you to design, fabricate, and construct a steel building 50% faster than you could just a few years ago.

Steel: The obvious choice

## AMERICAN STRUCTURAL STEEL OFFERS THE BEST VALUE FOR YOUR MONEY

"ARCHITECTURE IS ABOUT TRYING TO MAKE THE WORLD A LITTLE BIT MORE LIKE OUR DREAMS."  
—DANISH ARCHITECT BJARKE INGEL

Steel is a low-cost structural leader because of its speed of design and construction.

Steel is fabricated offsite during preliminary site preparation and foundation work, reducing on-site labor and construction cycle time and weathering in winter temperatures and lower flooring costs.

Steel has benefits onsite, too. Say goodbye (and good riddance) to lifts that fix misaligned embed plates in concrete and other trades cooling their heels while waiting for the structural system to cure.



**SPEEDCORE: A GAME-CHANGER**  
Your steel structure may stand for a century—but the industry is changing the rules today. Innovations like SpeedCore make steel the gold standard for rapid erection.

This building went up 80% faster because the design team chose steel—a savings of 10 months, in this case. That's 10 more months of revenue from the whole building, and that adds up fast. Learn more at [aisc.org/speedcore](http://aisc.org/speedcore).

To make your dream a reality, you need a structural material that is fast, low-cost, high-quality, and sustainable. Only steel can deliver all four.



## NEW NEEDS? NO PROBLEM.

Steel's unsurpassed durability means that your structure can resist itself to meet an unanticipated need.

No other material can match steel's flexibility and value when it comes to adaptive reuse.

**LESS FRAMING MATERIAL IS MORE (SPACE)**  
Thanks to its superior strength-to-weight ratio, steel offers longer spans, smaller and fewer columns, and larger bays. Owners, developers, and current occupants will appreciate large interior spaces, more usable floor space, and versatile floor plans.

The typical steel column occupies 75% less floor space than an equivalent concrete column. Integrate HVAC systems into structural cavities for taller interior spaces with more natural light.

**CHANGE, CHANGE, CHANGE**  
Your occupants are more likely modified than those using other structural systems, thanks to their more efficient frames. Need to add a solar canopy? Come on up. Want to change the MEP system without disrupting the surrounding structure? Cool. Earthquake moving into the perimeter? Just reinforce the existing steel members to accommodate the additional load (and stick up on demand).

**AIM HIGH**  
A structural steel frame is uniquely suited to both horizontal and vertical expansion. Steel's light weight makes it easy to add more floors later while minimizing the impact to existing structure and foundation systems.

**A GREEN FUTURE—THAT SAVES GREEN, TOO**  
The most sustainable building is the one you don't have to build. Choose a structural steel frame to give your project an earth-friendly boost for the future and save the cost, time, and waste involved in demolition and new construction.

Build with steel to future-proof your structure.

Steel: The obvious choice

No other structural material can match domestically fabricated structural steel.

Structural steel can **SUPERCHARGE YOUR PROJECT SCHEDULE** because you can design, fabricate, and construct a steel building 50% faster.

## HIGHER QUALITY. LOWER RISK.

"Close enough" just doesn't cut it. You need built-in quality standards to ensure consistent performance from your fabricated structural material.

You need precise tolerances maintained for efficient fabrication and erection. You need predictable results. You need the comfort that comes with knowing your design standards are being upheld in the final product. You need to reduce your risk while maintaining the highest level of quality, and steel can deliver all of these needs.

You need domestically produced steel that is fabricated by an AISC certified fabricator and installed by a certified erector.

No other building material can offer the same quality, over and over again. The steel supply chain is more technologically advanced than any other building material. Steel is fabricated in controlled conditions so what arrives on your jobsite is precisely what you were expecting.

**THE GOLD STANDARD FOR CONSISTENT QUALITY**  
Structural steel has the most robust quality certification program of any building material. AISC Certification has set the standards high since its introduction in 1975—and more than 1,600 U.S. fabricators and erectors around the country currently hold Certifications.

AISC-certified fabricators and erectors focus on error prevention instead of error correction so that issues are fixed before they arrive on the jobsite. That's why it's the most recognized quality certification program in the construction industry—and why other industries use AISC Certification as a model when they set out to establish or advance their own certification programs.



## NO OTHER MATERIAL IS AS RESILIENT AS STEEL

That means that no other material can absorb and recover from an extreme event as well as steel does.

Why? Wood and concrete just can't match steel's inherent durability, strength, and elasticity. They can also be combustible and subject to decomposition—yet unlike steel is neither.

That means structural steel framing systems can withstand the pounding of hurricane-force winds, stormwater surge and intrusion of flood waters, and the destructive shaking of earthquakes to keep people safe.

Steel's unique resilience makes communities resilient, too. After a disaster, steel structures can be quickly and easily inspected, then either repaired quickly or adapted for another use to give communities a place to come back together.

**STRONG IN ALL THE RIGHT WAYS**  
Unlike other materials, structural steel has identical compressive and tensile strength. Pull it, push it—steel's number 1's strong either way.

That's critically important in an extreme event. Disasters frequently ensure that structural members unexpectedly transition from being in compression to being in tension. Steel is more likely to resist failure when that happens.

Steel also has the highest strength-to-weight ratio around. It can span great distances with fewer columns while resisting earthquakes, hurricanes, and more—all while using efficient designs and less material.

**INCOMPARABLY DUCTILE**  
Steel's unique ductility gives it the ability to handle extreme loads without cracking or permanently deforming. A steel structure can remain operational and be more easily repaired after an extreme event than structures made of concrete or masonry.

Steel Helps Your Community Get Back on Its Feet Faster Than Any Other Material

Steel: The obvious choice

## STEEL: THE MOST SUSTAINABLE CHOICE



**DID YOU KNOW?**  
All structural steel beams produced in the U.S. are made in electric arc furnaces, which use electricity to melt cars, refrigerators, decommissioned bridges, and other scrap into new steel without any loss of quality. The average new member contains 93% recycled steel, and 100% steelmaking has 75% less emitted CO<sub>2</sub> than traditional blastmaking.

**DID YOU KNOW?**  
The structural steel industry is serious about decarbonization—and its footprint will continue to decrease as the U.S. power grid becomes less dependent on fossil fuels. But American structural steel mills aren't waiting for the power grid to catch up. They're making their own public commitments to reduce greenhouse gas emissions or intensity.

- Nucor pledges to reduce greenhouse gas intensity by 25% by 2030
- Steel Dynamics pledges to go carbon neutral by 2050
- Cleveland Cliffs pledges to reduce greenhouse gas emissions by 25% by 2030

• Genus has just launched an 80 megawatt solar farm to generate clean, renewable electricity for its production line.

**DID YOU KNOW?**  
The U.S. now offers the world's best reusable steel. You can get emissions-free steel products at zero.

**DID YOU KNOW?**  
Steel is the most recycled material on the planet. Choose structural steel to keep waste out of landfill!

Steel: The obvious choice

No other structural material can match domestically fabricated structural steel.

Structural steel can **SUPERCHARGE YOUR PROJECT SCHEDULE** because you can design, fabricate, and construct a steel building 50% faster than you could just a few years ago.

Steel is the **MOST RESILIENT STRUCTURAL MATERIAL** because it boasts superior ductility, the highest strength-to-weight ratio, and can be easily repaired.

Structural steel is the **MOST SUSTAINABLE MATERIAL** because it's made from recycled scrap using pure electricity—fact, it will continue to get greener as the power grid incorporates more renewable energy.

Structural steel is the **MOST EFFICIENT MATERIAL** because its high strength-to-weight ratio allows longer spans, fewer and smaller columns, and larger bays—you can maximize open space today and easily adapt for future needs.

Structural steel is an **INCREDIBLY ECONOMICAL CHOICE** because it offers fabricators innovative construction processes, saving time and money. Bring a structural steel fabricator onto your project team early to save around 70% on your steel package!

Structural steel is a **RELIABLE CHOICE** because it has the most robust quality certification program out there, which is designed to prevent errors instead of correcting them.





## **THE WHY**

Simply: create a unified message



## **THE HOW**

Toolkit topics



## **THE WHEN**

Now!



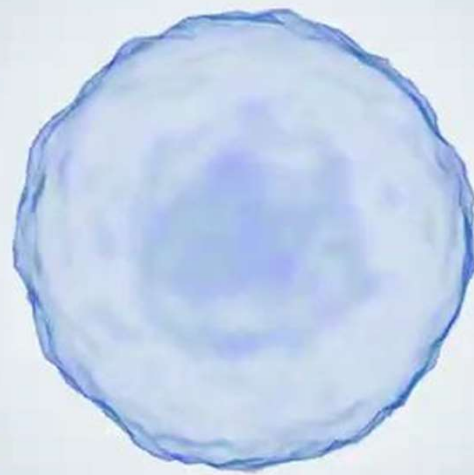
## **THE FUTURE**

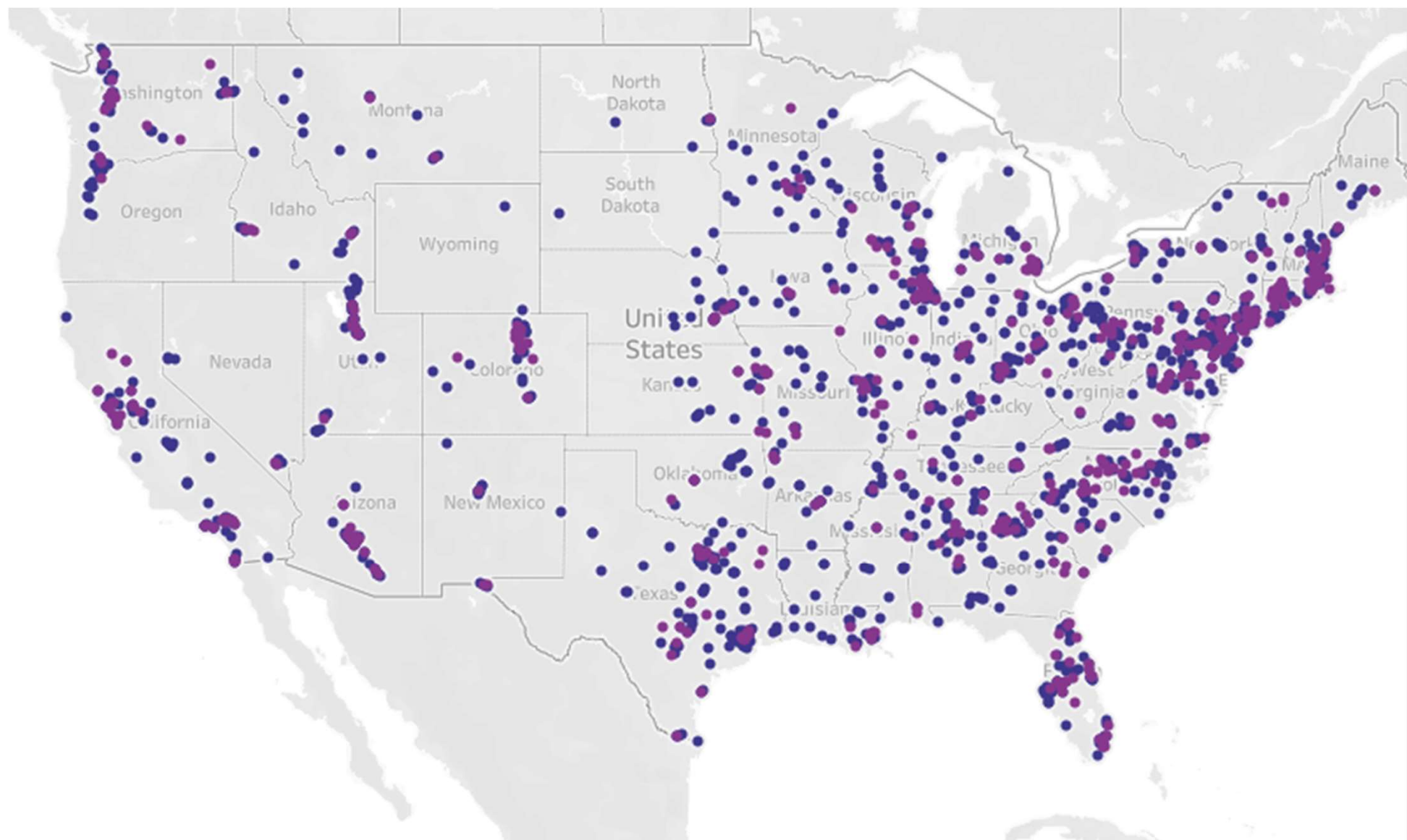
What's on the horizon

# THE WHY



Why is this  
important  
to *you*?









**Unified  
Message**

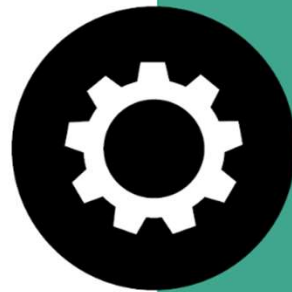
What's in it for *you*?





# Three-Legged Race

# THE HOW



What are the  
winning points  
for steel?

**ADAPTABILITY**

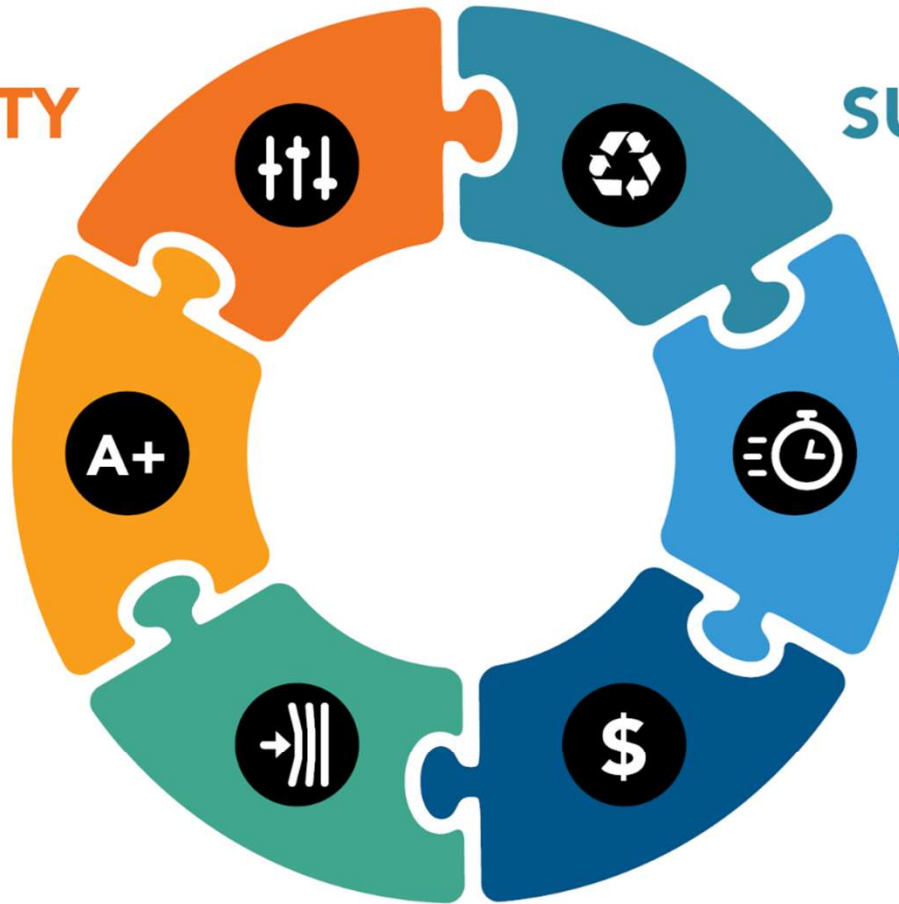
**SUSTAINABILITY**

**QUALITY**

**SPEED**

**RESILIENCE**

**COST**





## ADAPTABILITY

# Change, Change, Change

- Fabricator Expertise
- Early Involvement
- Bring Value by Reducing Cost
- Change their Minds

### NEW NEEDS? NO PROBLEM.

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Steel structures are more easily modified than those using other structural systems, thanks to their more efficient frames. Need to add a stair opening? Come on up. Want to change the MEP system without disrupting the surrounding structure? Cool. Elephants moving into the penthouse? Just reinforce the existing steel members to accommodate the additional load (and stock up on peanuts).

#### AIM HIGH

A structural steel frame is uniquely suited to both horizontal and vertical expansion. Steel's light weight makes it easy to add more floors later while minimizing the impact to existing structure and foundation systems.

#### A GREEN FUTURE—THAT SAVES GREEN, TOO

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### NEEDS? NO PROBLEM.

#### Case study:

#### 75 ROCKEFELLER PLAZA NEW YORK

75 Rockefeller Plaza is a landmarked 34-story steel moment frame building originally built for the Standard Oil Company. When it opened in 1947, it was the tallest completely air-conditioned building in New York. Located on 51st Street between Fifth and Sixth Avenues in Midtown Manhattan, 75 Rockefeller Plaza has 623,000 sq. ft. of office space.

And almost 70 years after it was built, the owner wanted to make the lobby into a double-height space with 24-ft ceilings. That meant removing four ground-floor columns, three of which supported existing transfer girders.

composite steel box girder would handle the configured load. But how do you remove columns that support more than 30 stories of landmark building?

team preloaded the girders while maintaining redundancy without the use of a temporary structure being. A yoke system with 500-ton jacks pushed girder and pulled the column up to load the girder without any significant displacement. Then it was a matter of making the final connections and lifting the columns.

## ⇕ ADAPTABILITY

### Less is More

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- Superior Strength-to-Weight ratio
- Larger bays
- Longer spans
- Smaller and fewer columns



# A+ QUALITY

## Higher quality. Lower risk.

AISC Certification—  
The Gold Standard for  
Consistent Quality

What does it take?

**HIGHER QUALITY. LOWER RISK.**

**A+**

Specify excellence, every time—for projects small and large

You don't have time to qualify every firm that bids on your project. Good news: AISC Certification has already done it for you. Only fabrication facilities and erection companies that have successfully completed AISC Certification's rigorous quality management system (QMS) audits and review process hold AISC Certification.

When you specify AISC Certification, you can be confident you'll get high-quality results from companies that have the personnel, organization, experience, documented procedures, knowledge, equipment, and commitment to perform outstanding fabrication, manufacturing, and/or erection.

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## A+ QUALITY

**Specify excellence,  
every time.**

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- Time = Money
  - Save you the effort
  - Specify Certified
- AHJ's
  - No Special Weld Inspections

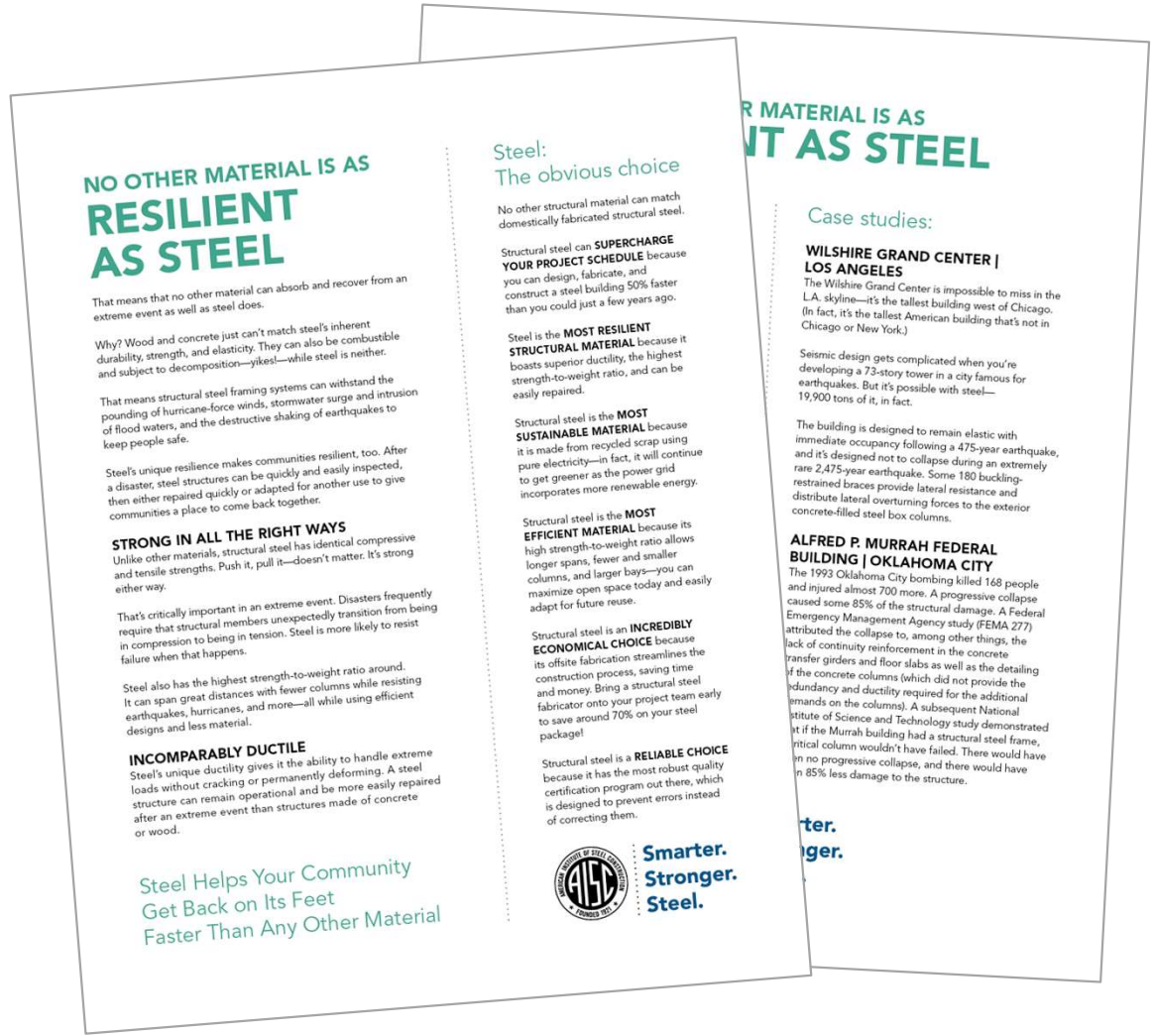




# RESILIENCE

## Strong in all the right ways

- Compression—no problem
- Tension—no problem
- Mass doesn't equal resilience





## RESILIENCE

**Steel helps your  
community get  
back on its feet.**

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Ductile

+

Durable

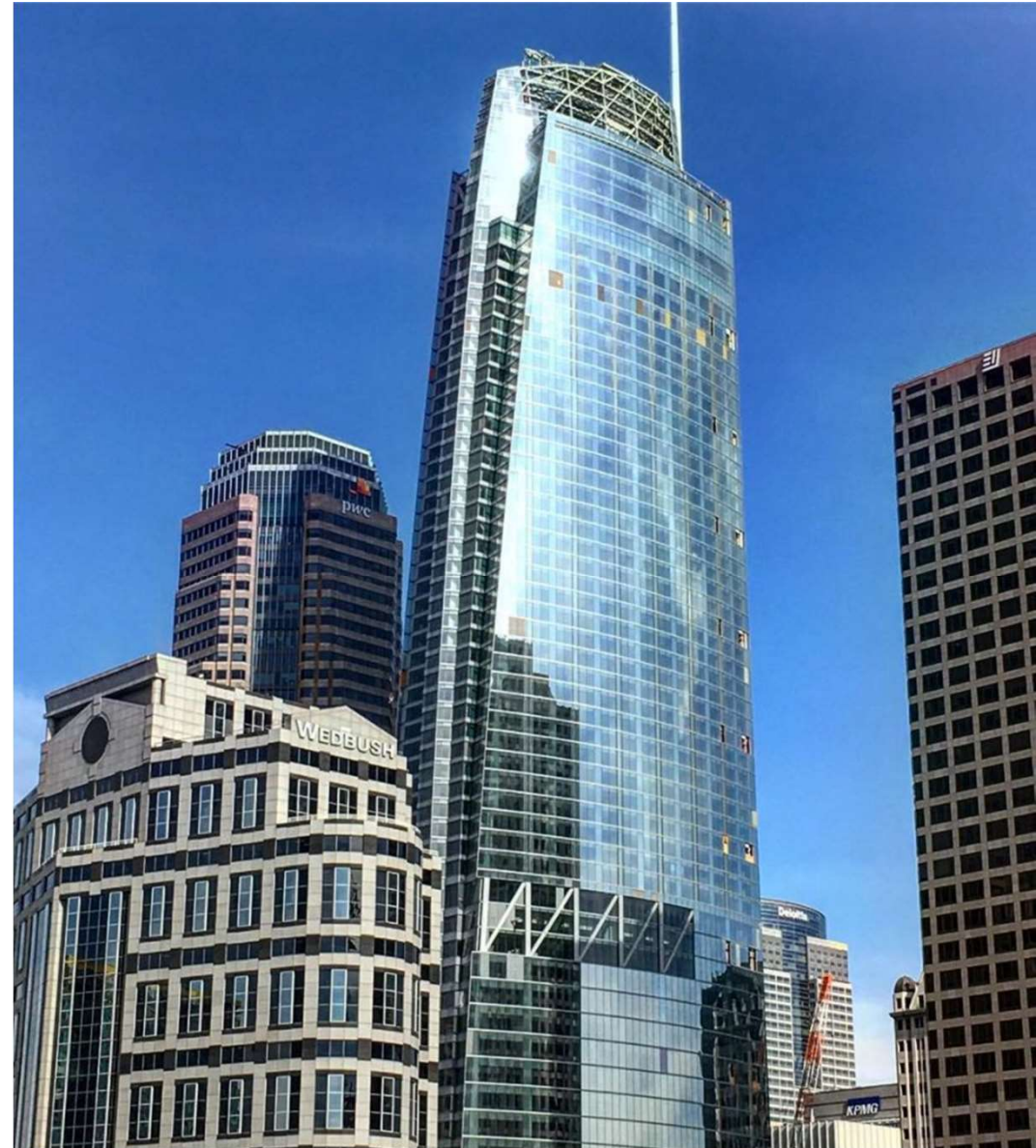


## RESILIENCE

### Case Study: Wilshire Grand Center, Los Angeles

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- Only possible with steel—  
19,900 tons exactly
- BRB's allow immediate  
occupancy after **475-yr**  
seismic event
- Designed to not collapse during  
a **2,475-yr** earthquake event





U.S. mills produce roughly 10 million tons of structural steel annually. Enough to meet the demands of the built environment.

Full strength, from day one

Reduce the critical path

## BRING YOUR VISION TO LIFE 50% FASTER

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Steel feels the need—the need for speed. Learn more about how steel is leaving other materials in the dust at [aisc.org/needforspeed](http://aisc.org/needforspeed).

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## VISION TO LIFE ASTER

### FROM THE GET-GO

Unlike conventional concrete framing, a steel frame as it's erected. This means that the construction schedule the time and on-site labor costs of placing formwork and cure. In fact, the steel in the new SpeedCore system is pur stories above the surrounding structure in compliance standards. With a concrete core, floor framing can lag placement. That's a difference of 12 floors—a difference in most of the country.

### Structural material can speed

#### SAN JOSE, CALIF.

In the future, and this dual-core, 20-story, class-A office second SpeedCore project—is a prime example. 50% off the erection schedule (that's three months) in-place concrete core. SpeedCore is also thinner, rare footage.

#### ODE ISLAND SCHOOL OF DESIGN

Want to get an all-nighter? Use a hybrid steel/wood system in three weeks. Erectors framed the building with steel panels. Students live, work, and play in an airy atmosphere and exposed wooden ceilings and floors.

How fast?

Specialists are on the ground in key cities across the country to reduce risk and improve the schedule on your next project. Get the latest information about current market conditions and innovative steel systems, and much more.

Find a specialist ([aisc.org/find-a-specialist](http://aisc.org/find-a-specialist)) to get started.



## No material can match steel's speed

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- 200 Park Avenue—  
Speedcore  
(35% erection  
schedule reduction)
- North Hall (RISD)—  
Hybrid Steel/wood  
system, six stories in  
three weeks





# SUSTAINABILITY

## The Most Sustainable Choice

The U.S. Leads the World

Drops

### STEEL: THE MOST SUSTAINABLE

#### EXCEEDING KYOTO PROTOCOL REQUIREMENTS BY A FACTOR OF SEVEN

The Kyoto Protocol would have required U.S. industries to reduce emissions by 5.2% by 2012—but the iron and steel industries have theirs by a whopping 36% since 1990. They cut energy intensity during the same period.

Clean air is important, but so is clean water. The structural steel industry has worked hard to conserve water over the last few decades and has paid off. Today, 95% of the water used to make structural steel is recycled with no external discharges, resulting in a net consumption of only 10 gallons of water per ton of steel.

#### THE FUTURE OF DECARBONIZATION

Because structural steel members are made with pure electric arc steel, they keep getting greener as the power grid incorporates more renewable energy.

And the steel industry is taking matters into our own hands to improve with some mills building massive solar panels at their facilities today and tomorrow.

#### LEADING THE WORLD IN CLEAN, ENERGY-EFFICIENT STEEL PRODUCTION

Let's talk about global steel production. Did you know that the average new member contains 93% recycled steel, and EAF steelmaking has 75% less emitted CO<sub>2</sub> than traditional steelmaking?

American steel is the greenest option available from any producing country. Domestic steel is made with the most energy-intensive production methods—methods that other countries' major foreign sources far behind. American EAF steel mills use less energy, and our plant workers, our climate, our communities, and our planet today will be remade and recycled again and again.

And that's even before you consider the environmental benefits of added time and cost—of intercontinental shipping and getting onto your jobsite faster while saving our planet.

More than any other major steel industry in the world, the U.S. industry is on the right path—a sustainable path to a prosperous future.

### STEEL: THE MOST SUSTAINABLE CHOICE



93% recycled. 100% recyclable. Stores carbon for generations, unlike other materials. Instead of going to the landfill or an incinerator, decommissioned bridges and buildings go right back into the supply chain to become steel again and again.

Only American steel can do that.

#### DID YOU KNOW?

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- Cleveland Cliffs pledges to reduce greenhouse gas emissions by 25% by 2030
- Gerdau has just launched an 80-megawatt solar farm to generate clean, renewable electricity for its production line.

#### DID YOU KNOW?

The U.S. now offers the world's first net-zero steel. You can get emissions-free steel products at scale.

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# Sustainability Pledges

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## SUSTAINABILITY

**Two figures that  
only American  
Steel is:**

- 
- 93% Recycled Content (Average)
  - 100% Recyclable



# \$ COST

## Best Value for Your Money

- Innovative Materials
- Fabricator Value
  - Collaboration
  - Relationships
  - Expertise

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This building went up 40% faster because the design team chose steel—a savings of 10 months, in this case. That's 10 more months of revenue from the whole building, and that adds up fast. Learn more at [aisc.org/rainiersquare](http://aisc.org/rainiersquare).

To make your dream a reality, you need a structural material that is fast, low-cost, high-quality, and sustainable. Only steel can deliver all four.

**Steel:**  
The obvious choice

No other structural material can match domestically fabricated structural steel.

Structural steel can **SUPERCHARGE YOUR PROJECT SCHEDULE** because you can design, fabricate, and construct a steel building 50% faster than you could just a few years ago.

Steel is the **MOST RESILIENT STRUCTURAL MATERIAL** because it boasts superior ductility, the highest strength-to-weight ratio, and can be easily repaired.

Structural steel is the **MOST SUSTAINABLE MATERIAL** because it is made from recycled scrap using pure electricity—in fact, it will continue to get greener as the power grid incorporates more renewable energy.

Structural steel is the **MOST EFFICIENT MATERIAL** because its high strength-to-weight ratio allows longer spans, fewer and smaller columns, and larger bays—you can maximize open space today and easily adapt for future reuse.

Structural steel is an **INCREDIBLY ECONOMICAL CHOICE** because its offsite fabrication streamlines the construction process, saving time and money. Bring a structural steel fabricator onto your project team early to save around 70% on your steel package!

Structural steel is a **RELIABLE CHOICE** because it has the most robust quality certification program out there, which is designed to prevent errors instead of correcting them.



**Smarter. Stronger. Steel.**

### STRUCTURAL STEEL OFFERS THE BEST VALUE FOR YOUR MONEY

**\$**

Raw material costs are only a small factor:

**DO THE MATH**  
Because material is less than one-third of the cost of the building's framing system (fabrication and erection represent more than two-thirds), and the frame is around 12% of the project cost, a 5% increase in the price of steel represents less than one-fifth of 1% of total project cost.

Example:  
Project cost: \$50 million  
Steel (12%): \$50 million (0.12) = \$6 million  
Material (33%): \$6 million (0.33) = \$1.98 million  
Price of material increases 5%: \$1,980,000 (0.05) = \$99,000  
Total cost: \$99,000 / \$50 million = 0.2%

That means that a 5% increase in material price only impacts the total project cost by 0.2%. And you can fully optimize your design and save even more by working with an AISC member fabricator specializing in your project.

**THE LATEST**  
AISC member fabricators and structural steel specialists are on the ground in key markets across the country—and it's their job to connect the design team with the steel industry to provide the information you need to control risk and reduce costs.

Get complimentary, customized data about the current market conditions for your city or state. Contact your local AISC member fabricator or steel specialist ([aisc.org/find-a-specialist](http://aisc.org/find-a-specialist)) or visit [aisc.org/sustainability](http://aisc.org/sustainability) for more information.

**KNOW?**  
The steel industry's primary value runs right through to the end of a building's life—many demolition contractors pay the owner for the steel-framed building and sell the old steel to a scrap metal processor. Contact your local AISC member fabricator to find out how scrap from a brand-new structural steel building can be recycled.

**er.**  
**er.**



## Do the Math

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Example:

Project cost: \$50 million

Structure (12%): \$50 million (0.12) = \$6 m

Material (33%): \$6 million (0.33) = \$1.98 m

If the price of material increases 5%:

$\$1,980,000 (0.05) = \$99,000$

**Actual impact:  
\$99,000 /  
\$50 million =  
only 0.2%**

# Don't worry. This will be in your inbox by tomorrow.

## BRING YOUR VISION TO LIFE 50% FASTER

Supercharge your project schedule! A fabricator can work on your steel package during site preparation and foundation work, taking full advantage of controlled shop conditions to give you high-quality steel and reduce the number of onsite fees that delay schedules.

Steel will arrive at the jobsite as soon as it's needed, and erection teams plan at lightning speed in any season without waiting for forming, pouring, or curing.

## HARNESS THE POWER OF AN UNMATCHED SUPPLY CHAIN

Steel's fully integrated supply chain leads the construction industry with superior availability and advanced technology.

Domestic structural steel is readily available with U.S. mills producing roughly 10 million tons, enough to meet the needs of the built environment. The country's huge network of service centers also have an extensive inventory to meet today's needs.

## STAY ON THE CUTTING EDGE

Advanced technologies like building information modeling (BIM), computer-aided manufacturing, and robotic fabrication streamline all stages of design and construction while facilitating collaboration, reducing or eliminating errors, improving safety, and cutting project costs.

## FEWER STRUCTURAL COMPONENTS = FASTER ERECTION

Structural steel is the most efficient construction material out there. Longer spans (only possible with steel) mean fewer columns, and less weight means faster foundation construction.

New technologies allow you to design, fabricate, and construct a steel building 50% faster than you could just a few years ago.

Steel:  
The obvious choice

## AMERICAN STRUCTURAL STEEL OFFERS THE BEST VALUE FOR YOUR MONEY

"ARCHITECTURE IS ABOUT TRYING TO MAKE THE WORLD A LITTLE BIT MORE LIKE OUR DREAMS."  
—DANISH ARCHITECT BJARKE INGEL

Steel is a low-cost structural leader because of its speed of design and construction.

Steel is fabricated offsite during preliminary site preparation and foundation work, reducing on-site labor and construction cycle time and weathering in winter temperatures and lower flooring costs.

Steel has benefits onsite, too. Say goodbye (and good riddance) to 80% of fix-in-place embed plates in concrete and other trades cooling their heels while waiting for the structural system to cure.



**SPEEDCORE: A GAME-CHANGER**  
Your steel structure may stand for a century—but the industry is changing the rules today. Innovations like SpeedCore make steel the gold standard for rapid erection.

This building went up 80% faster because the design team chose steel—a savings of 10 months, in this case. That's 10 more months of revenue from the whole building, and that adds up fast. Learn more at [aisc.org/steelerspire](http://aisc.org/steelerspire).

To make your dream a reality, you need a structural material that is fast, low-cost, high-quality, and sustainable. Only steel can deliver all four.



## NEW NEEDS? NO PROBLEM.

Steel's unsurpassed durability means that your structure can resist itself to meet an unanticipated need.

No other material can match steel's flexibility and value when it comes to adaptive reuse.

**LESS FRAMING MATERIAL IS MORE (SPACE)**  
Thanks to its superior strength-to-weight ratio, steel offers longer spans, smaller and fewer columns, and larger bays. Owners, developers, and current occupants will appreciate large interior spaces, more usable floor space, and versatile floor plans.

The typical steel column occupies 75% less floor space than an equivalent concrete column. Integrate HVAC systems into structural cavities for taller interior spaces with more natural light.

**CHANGE, CHANGE, CHANGE**  
Your occupants are more likely modified than those using other structural systems, thanks to their more efficient frames. Need to add a solar canopy? Come on up. Want to change the MEP system without disrupting the surrounding structure? Cool. Earthquake moving into the perimeter? Just reinforce the existing steel members to accommodate the additional load (and stick up on demand).

**AIM HIGH**  
A structural steel frame is uniquely suited to both horizontal and vertical expansion. Steel's light weight makes it easy to add more floors later while minimizing the impact to existing structure and foundation systems.

**A GREEN FUTURE—THAT SAVES GREEN, TOO**  
The most sustainable building is the one you don't have to build. Choose a structural steel frame to give your project an earth-friendly boost for the future and save the cost, time, and waste involved in demolition and new construction.

**Build with steel to future-proof your structure.**

Steel:  
The obvious choice

No other structural material can match domestically fabricated structural steel.

Structural steel can **SUPERCHARGE YOUR PROJECT SCHEDULE** because you can design, fabricate, and construct a steel building 50% faster.

## HIGHER QUALITY. LOWER RISK.

"Close enough" just doesn't cut it. You need built-in quality standards to ensure consistent performance from your fabricated structural material.

You need precise tolerances maintained for efficient fabrication and erection. You need predictable results. You need the comfort that comes with knowing your design standards are being upheld in the final product. You need to reduce your risk while maintaining the highest level of quality, and steel can deliver all of these needs.

**You need domestically produced steel that is fabricated by an AISC certified fabricator and installed by a certified erector.**

No other building material can offer the same quality, over and over again. The steel supply chain is more technologically advanced than any other building material. Steel is fabricated in controlled conditions so what arrives on your jobsite is precisely what you were expecting.

**THE GOLD STANDARD FOR CONSISTENT QUALITY**  
Structural steel has the most robust quality certification program of any building material. AISC Certification has set the standards high since its introduction in 1975—and more than 1,600 U.S. fabricators and erectors around the country currently hold Certifications.

AISC-certified fabricators and erectors focus on error prevention instead of error correction so that issues are fixed before they arrive on the jobsite. That's why it's the most recognized quality certification program in the construction industry—and why other industries use AISC Certification as a model when they set out to establish or advance their own certification programs.



## NO OTHER MATERIAL IS AS RESILIENT AS STEEL

That means that no other material can absorb and recover from an extreme event as well as steel does.

Why? Wood and concrete just can't match steel's inherent durability, strength, and elasticity. They can also be combustible and subject to decomposition—plated-weldable steel is neither.

That means structural steel framing systems can withstand the pounding of hurricane-force winds, stormwater surge and intrusion of flood waters, and the destructive shaking of earthquakes to keep people safe.

Steel's unique resilience makes communities resilient, too. After a disaster, steel structures can be quickly and easily inspected, then either repaired quickly or adapted for another use to give communities a place to come back together.

**STRONG IN ALL THE RIGHT WAYS**  
Unlike other materials, structural steel has identical compressive and tensile strength. Pull it, push it—steel's matter. It's strong either way.

That's critically important in an extreme event. Disasters frequently ensure that structural members unexpectedly transition from being in compression to being in tension. Steel is more likely to resist failure when that happens.

Steel also has the highest strength-to-weight ratio around. It can span great distances with fewer columns while resisting earthquakes, hurricanes, and more—all while using efficient designs and less material.

**INCOMPARABLY DUCTILE**  
Steel's unique ductility gives it the ability to handle extreme loads without cracking or permanently deforming. A steel structure can remain operational and be more easily repaired after an extreme event than structures made of concrete or masonry.

**Steel Helps Your Community Get Back on Its Feet Faster Than Any Other Material**

Steel:  
The obvious choice

## STEEL: THE MOST SUSTAINABLE CHOICE



93% recycled, 100% recyclable. Steel carbon footprint is 75% lower than other materials. Instead of going to the landfill or an incinerator, decommissioned bridges and buildings go right back into the supply chain to become steel again and again.

Only American steel can do that.

## DID YOU KNOW?

All structural steel beams produced in the U.S. are made in electric arc furnaces, which use electricity to melt iron, scrap, and other steel without any loss of quality. The average new member contains 93% recycled steel, and 85% steelmaking has 75% less emitted CO<sub>2</sub> than traditional blastmaking.

## DID YOU KNOW?

The structural steel industry is serious about decarbonization—and its footprint will continue to decrease as the U.S. power grid becomes less dependent on fossil fuels. But American structural steel mills aren't waiting for the power grid to catch up. They're making their own public commitments to reduce greenhouse gas emissions or intensity.

- Nucor pledges to reduce greenhouse gas intensity by 25% by 2030
- Steel Dynamics pledges to go carbon neutral by 2050
- Cleveland Cliffs pledges to reduce greenhouse gas emissions by 25% by 2030

## DID YOU KNOW?

Genus has just launched an 80-megawatt solar farm to generate clean, renewable electricity for its production line.

## DID YOU KNOW?

The U.S. now offers the world's best rebates steel. You can get emissions-free steel products at zero.

## DID YOU KNOW?

Steel is the most recycled material on the planet. Choose structural steel to keep waste out of landfill!

Steel:  
The obvious choice

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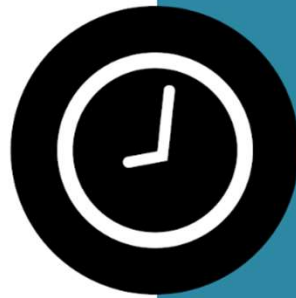
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# THE WHEN



When can  
we start  
implementation?

# THE FUTURE



Next Steps  
and Future  
Programs

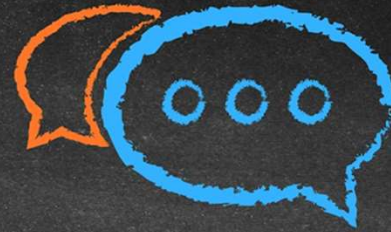




TEAMWORK



EFFICIENCY



COMMUNICATION



TRUST

# PARTNERSHIP



BUSINESS



SUPPORT



PLAN



COLLABORATION





# Outreach and Collaboration

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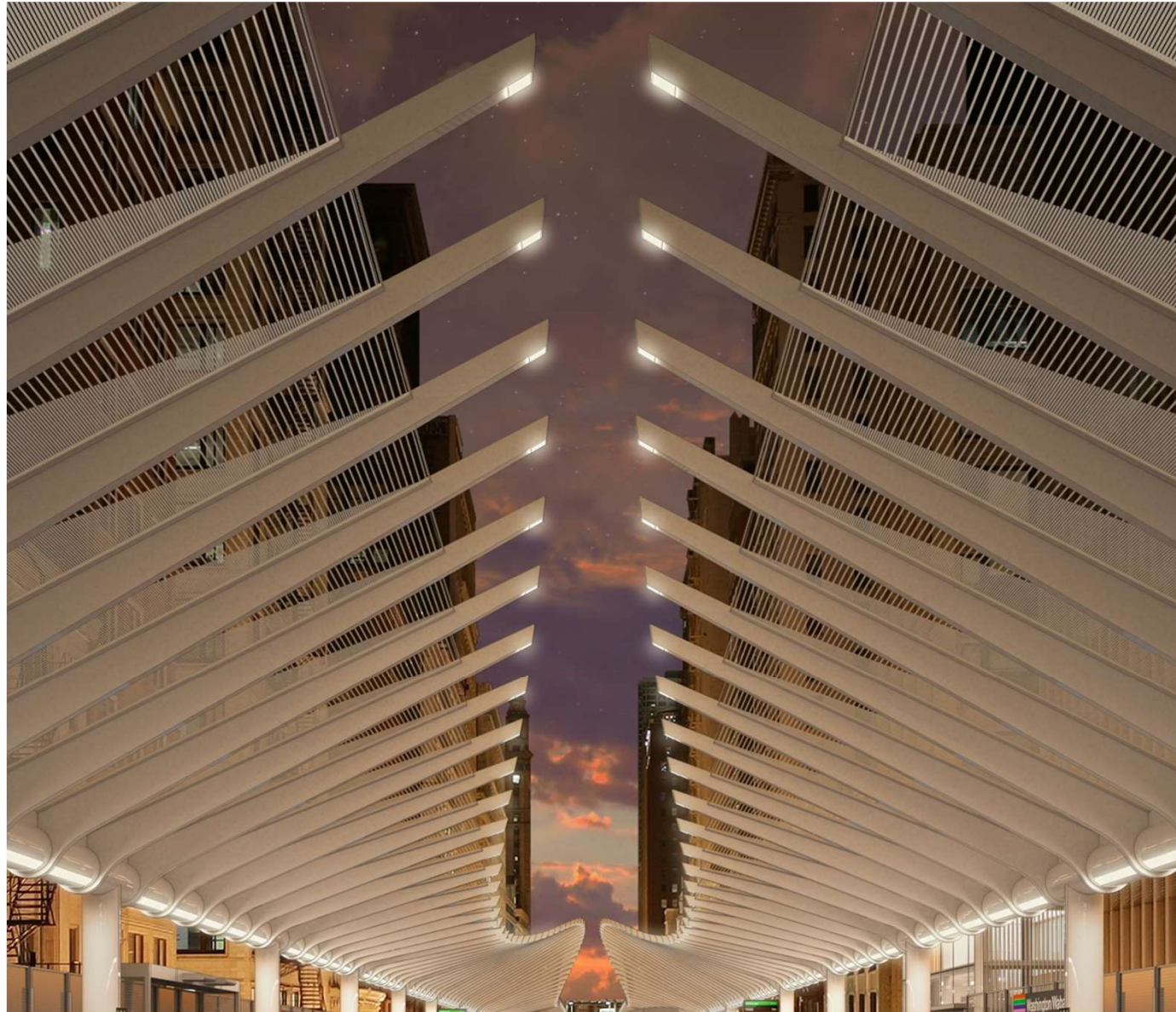
One-on-One member visits with Clients

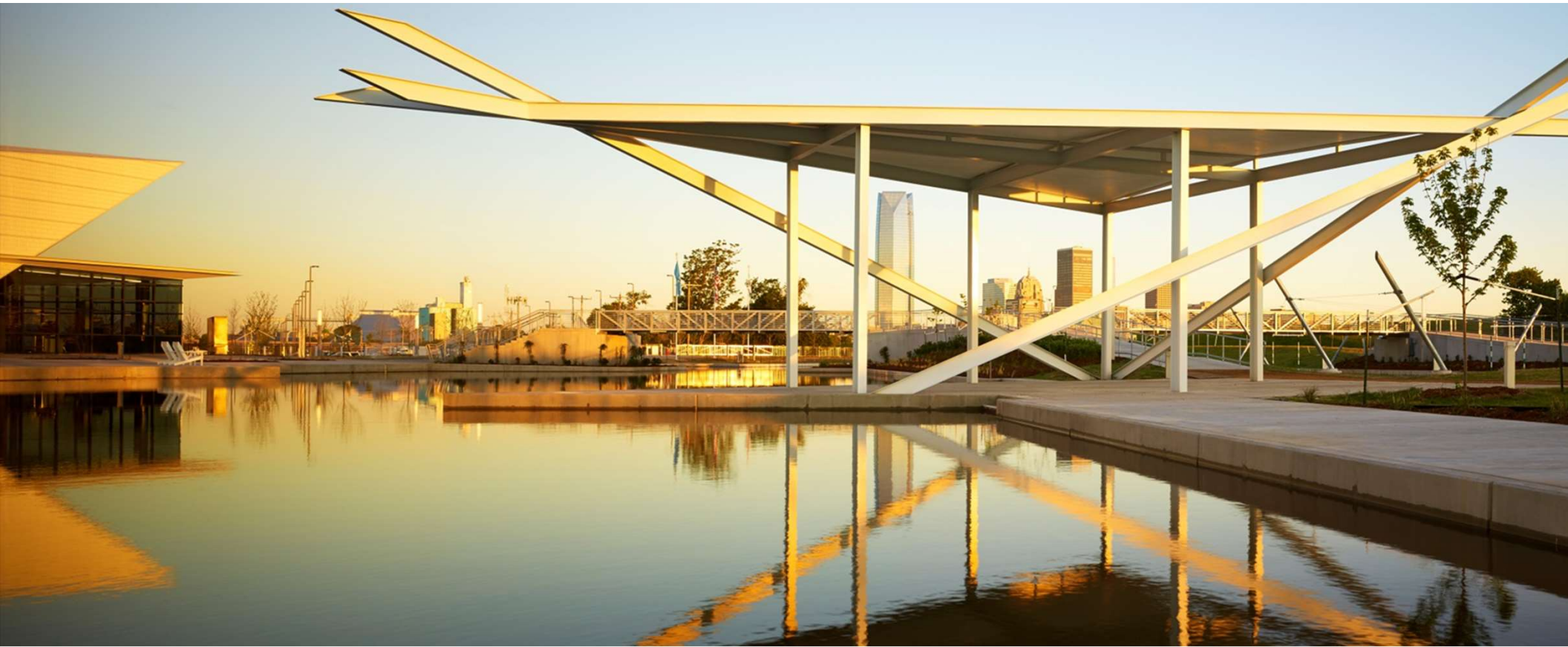
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COSP - AGC/ABC presentations

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Regional Fabricator Group Messaging





## **AISC Market Development National Programs**

## **AISC Market Development National Programs**

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**Fabricator Engagement** - Rex Buchanan (buchanan@aisc.org)

**Architect Engagement** – Alex Morales (morales@aisc.org)

**Steel-Framed Parking Garages** – Brian Ward (ward@aisc.org)

**Steel Wins** – David Fennell (fennell@aisc.org)

# Architect Engagement - PartILLATION







# Steel-Framed Parking Garages



# Steel-Framed Parking?

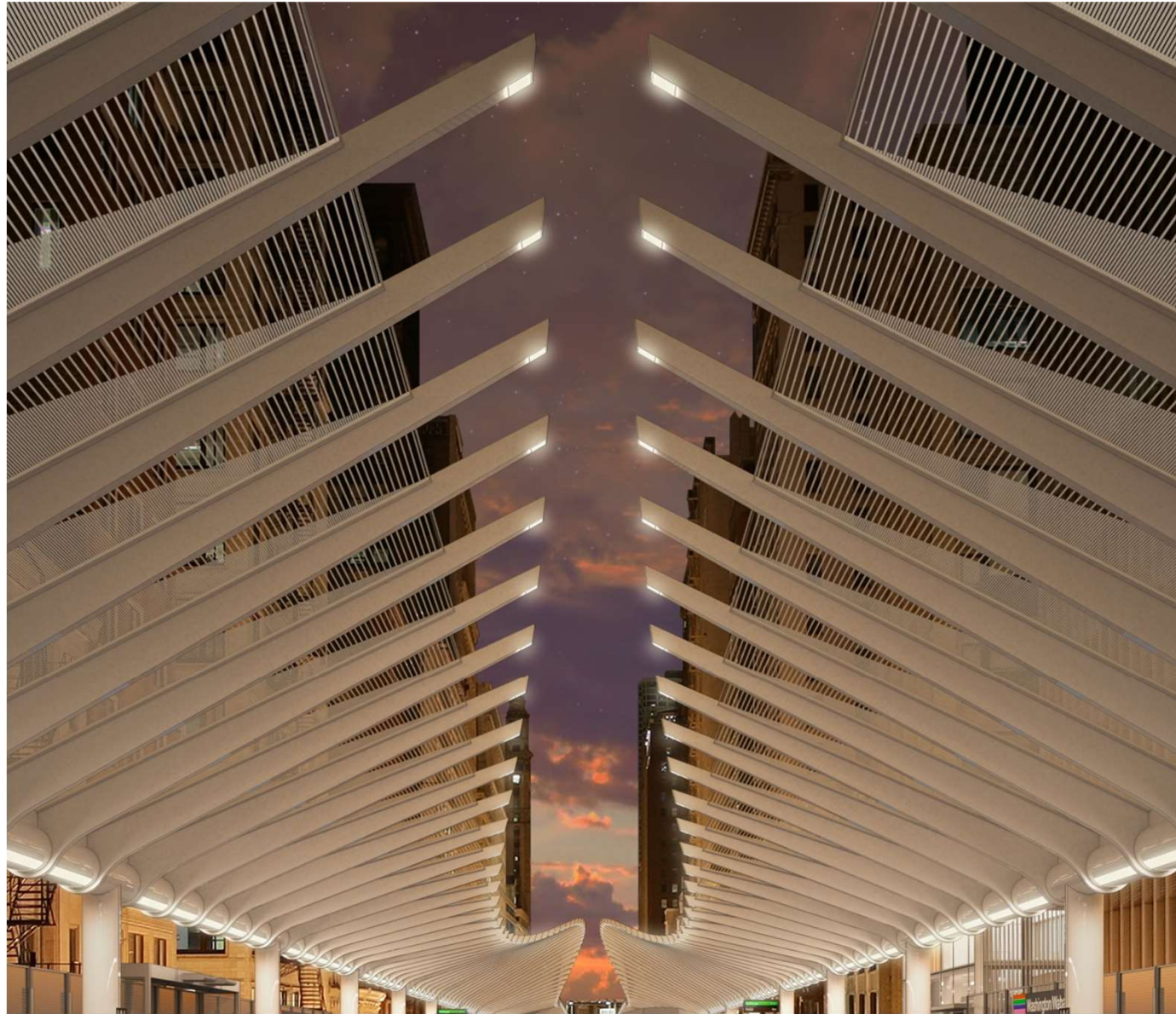
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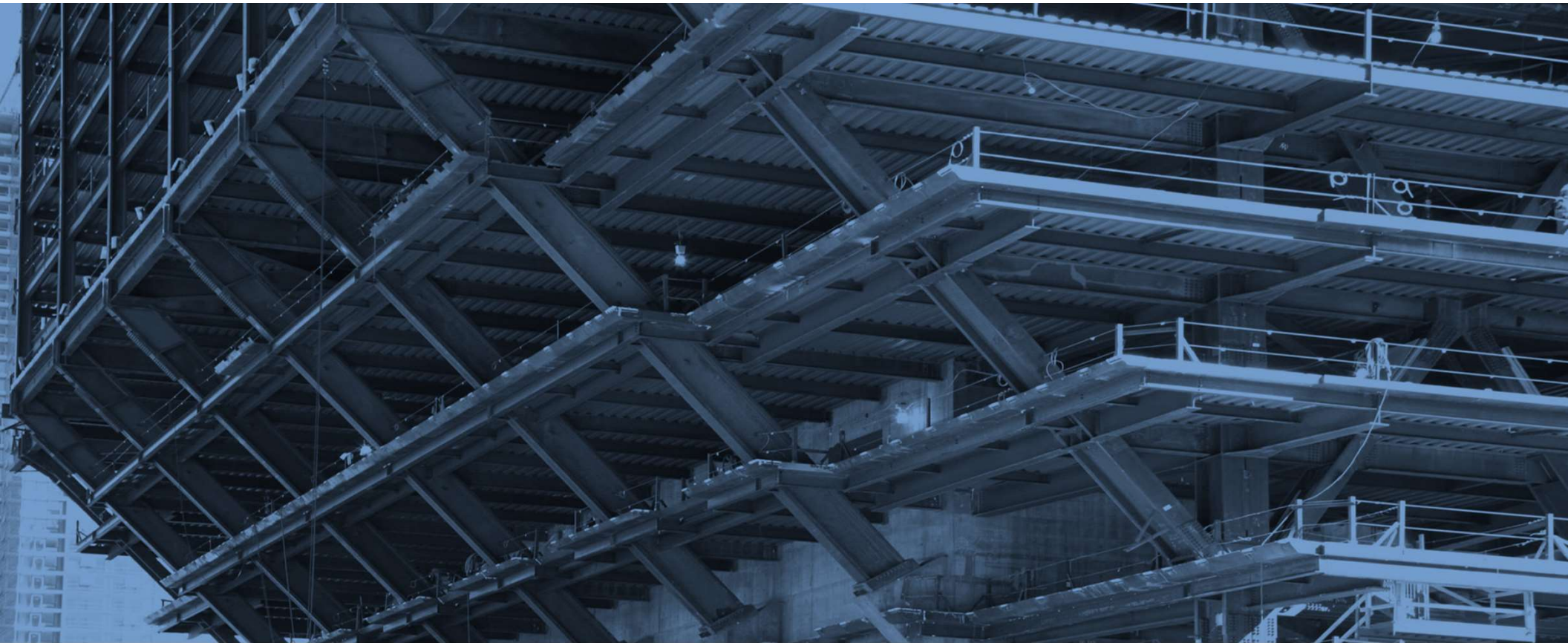
- People not Parking
- First and Last Impressions
- Safety & Security
- Architectural Appeal
- Economical
- Adaptable
- Durable





# Steel Wins

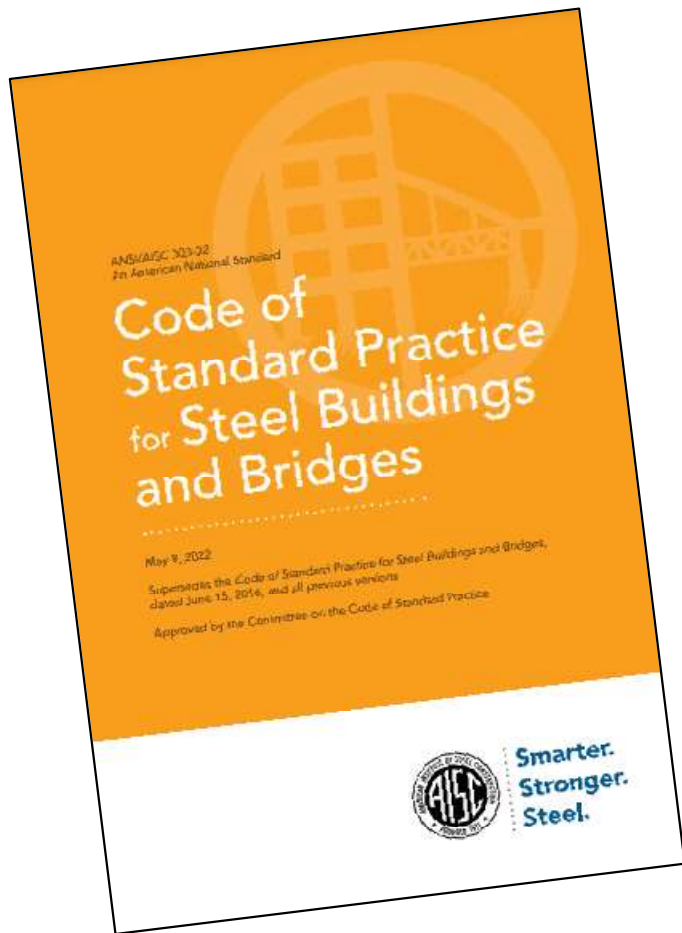




## Additional Toolkit Items



Smarter.  
Stronger.  
Steel.



## Toolkit Resources: Code of Standard Practice

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First and Foremost:  
Push Communication

Secondly:  
Push Collaboration

## Toolkit Resources: Economics





## STEEL SOLUTIONS CENTER

The Steel Solutions Center is your gateway to nearly 100 years of steel knowledge, and it's just a phone call or email away.

.....

[aisc.org/askaisc](https://aisc.org/askaisc)

[solutions@aisc.org](mailto:solutions@aisc.org)

866.ASK.AISC



answer your technical questions about structural steel design.



help you understand AISC's technical publications.



help you reduce project risk by connecting decision-makers with AISC-member fabricators for price and schedule information.



provide conceptual solutions for a variety of building types, including framing concepts, lateral systems, column schedules and steel tonnage estimates.



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