

## Metinvest's business model is based on long-term customer relations

Since its foundation, Metinvest Group has been offering a broad range of products to the EU customers, continuously improving quality and customer service, as Roberto Re, Sales Director for Metinvest Western Europe stated at EuroBLECH 2016, the 24th International Sheet Metal Working Technology Exhibition.

“Metinvest's business model is based on long-term end-customer relations. Our rolling mills in the EU always have inventory of high quality slab, which allows responding to the market changes as rapidly as possible and to the needs of our customers in construction, machine building and shipbuilding, wind farm construction, etc. Several mills allow supplying the broadest range of products, and the list of products is being updated continuously. When working with Metinvest customers, quality plays the key role, not volume. And this is the foundation of our future success,” stated Metinvest representative.

Roberto Re provided the new shot blasting line at Trameal (Italy) as an example of advanced technology implementation. The new line allowed Metinvest offering its customers the highest possible quality of plate processing and priming, as well as additional services. The largest shipbuilders have already appreciated the innovation.

Metinvest Group owns four plants in Western Europe: two in Italy, one in Bulgaria and one in the UK, as well as a sales network comprised of 13 representative offices. “Metinvest's distribution network in Europe will develop further to outreach the EU customers,” added Roberto Re.

At EuroBLECH 2016 exhibition, Metinvest Group presented high quality carbon steel plate, hot rolled coil and long products, pipe, profiles, rebar, etc. Earlier, Metinvest Group CEO Yuriy Ryzhenkov stated that Europe is the main sales market for the Company, and that Metinvest's sales to the EU grew every year. Thus, by the results of the first half of 2016, the share of EU customers in Metinvest sales comprised 36%.

EuroBLECH 2016 is traditionally devoted to new generations of sheet metal working technology and equipment. The largest industry event is taking place in Hannover (Germany) from 25 to 29 October. EuroBLECH 2016 presents the full range of prevailing trends in the sector of sheet metal working technology: over 1500 participants from 40 countries of the world exhibited their products and services in 8 halls.