

Steeped in Tradition, Soaring to New

Looking for a company committed to the success of their customers? Then look no further than Ulbrich Stainless Steels and Special Metals, a 4th-generation, family-owned company that has been producing stainless steels and special metals since 1924. Catering to the Automotive, Industrial, Medical, Consumer, Electronics, Aerospace, Oil & Gas, Power Generation and Construction markets, Ulbrich also holds a separate solar business channeled through Ulbrich Solar Technology, headquartered in Westminster, SC. What really sets this company apart is who they are: 88 years in the business has resulted in lifelong relationships with countless customers, and products and services that you can rely on. The US government has trusted Ulbrich for well over half a century, from World War II stainless steel mess kits to titanium alloys for the latest aircraft components. Always focused on improving its capabilities and reaching new or existing markets, we sat down with Liliana Ulbrich, Corporate Marketing Manager.

By Ashleigh Ryan

Supply Chain Solution

Supplying 140 alloys in ultra light foil, standard strip coil, shaped wire, precision flat wire, bar, plate, and sheet, Ulbrich's materials range from stainless steel and special metals to aluminum, bronze and copper. Ulbrich also maintains JIT and Kanban inventory management programs for specific market applications such as Medical, Electronic, Automotive and Aerospace. Liliana explains: "Nationally, we focus on stainless steel and special metals, but we offer diverse product lines in our international locations. For example, Ulbrinox in Mexico handles red metals and Diversified Ulbrich in Canada stocks aluminum sheet and plate. Within the special metals, titanium and its alloys are widely used in different markets



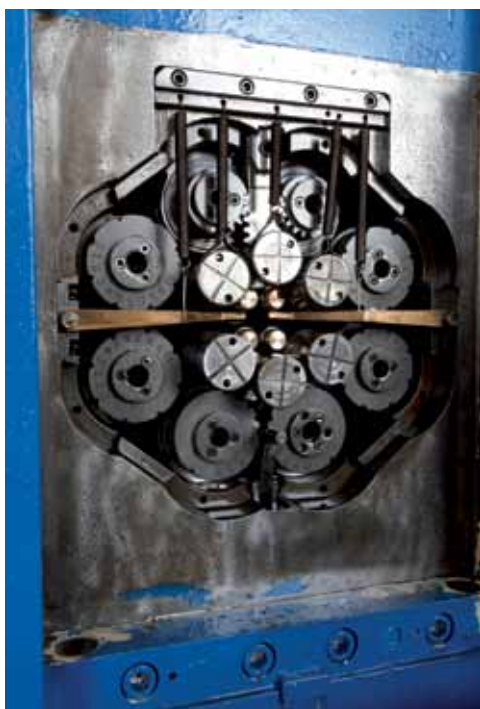
Ulbrich Asia Metals - Malaysia

and applications. When it comes to the stainless steel market, the 300 and 400 series remain our focus."

As a supply chain solution, Ulbrich makes everything possible for the customer. They have learned that the customer requires help from the beginning to the end and that is what they deliver. The company has technical experts and product managers who are able to understand the need and guide the customer through diverse manufacturing processes. "We work with the customers from the prototype to the mass production stages. At the end of the day, our pride and joy resides in receiving positive feedback from our customers." Says Liliana.

UltraLite Foil®

Committed to improving its capabilities, Ulbrich has produced metals that range from thinner than a human hair to thicknesses up to one-eighth of an inch. The company has introduced its UltraLite Foil® product line, featuring stainless, nickel, titanium, and special



Sendzimir Mill



Warehouse



Fred Ulbrich, Jr. and Chris Ulbrich, III at USSM in Wallingford, CT

metals alloys. The UltraLite Foil, which is defined as .0015" and under, is ideal for the medical, electronic and aerospace industry. Ulbrich has dedicated more than 12,000 Sq Ft of space for this program. Located in Wallingford, Connecticut, this high technology building is dedicated to foil and light gauge materials, utilizing state-of-the-art equipment operated by seasoned personnel.

Technical Expertise

Technical expertise is another aspect Ulbrich prides itself on; with experienced metallurgists and process engineers on staff, an in-house certified lab, and state-of-the-art metal processing equipment,

this company is equipped to handle all applications. Quality systems and goals are a significant part of Ulbrich Corporate governance. Company divisions have a corporate mandate to meet international quality standards in addition to the specific quality standards of the regions and industries they serve. As a result, Ulbrich has several certifications in place, including all major aerospace and manufacturing certifications such as ISO, LCS, and NADCAP. They also maintain GEAE GT 193 and Rolls Royce certifications.

4th Generation Company

I ask Liliana what being a family owned company in its 4th generation means to



Slitter Machine

Heights - Meet Ulbrich Stainless



Precision Flat and Fine Wire

the company itself and its customers. She explained: "It speaks of the reliability of our products and our services. It also says

market and know all of the time, work and dedication that went into that application is very satisfying. We always give more



Annealing Line at Ulbrich Shaped Wire



Facility in Westminster, SC

we're not going anywhere. We have been here for a long time and we have made all of the necessary adjustments to make this company a successful one. We started out as a small company and we've grown into a global organization. We've taken all the steps required to ensure that our customers receive the same personalized and customized service they've come to expect."

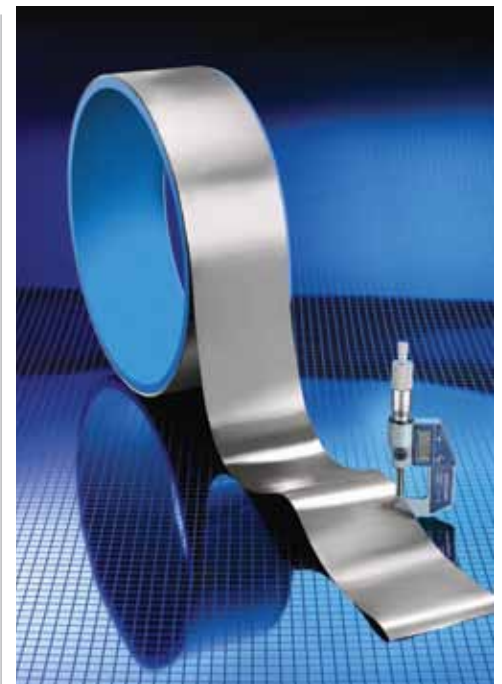
"There is a certain feeling of pride", Liliana says, "that comes with helping customers launch a new product. To see it on the

than 100% and I believe that is why we have been in business for so long."

None of this would be possible without the knowledge and expertise of Ulbrich's 800 employees. "We have employees that have been with us for over 35 years. There's a family atmosphere throughout all of our divisions. We are proud to call our employees family. Our low turnover is the reason why whether a customer called a week ago or a decade ago, they can count on the same consistent service and attention".

Looking to the future

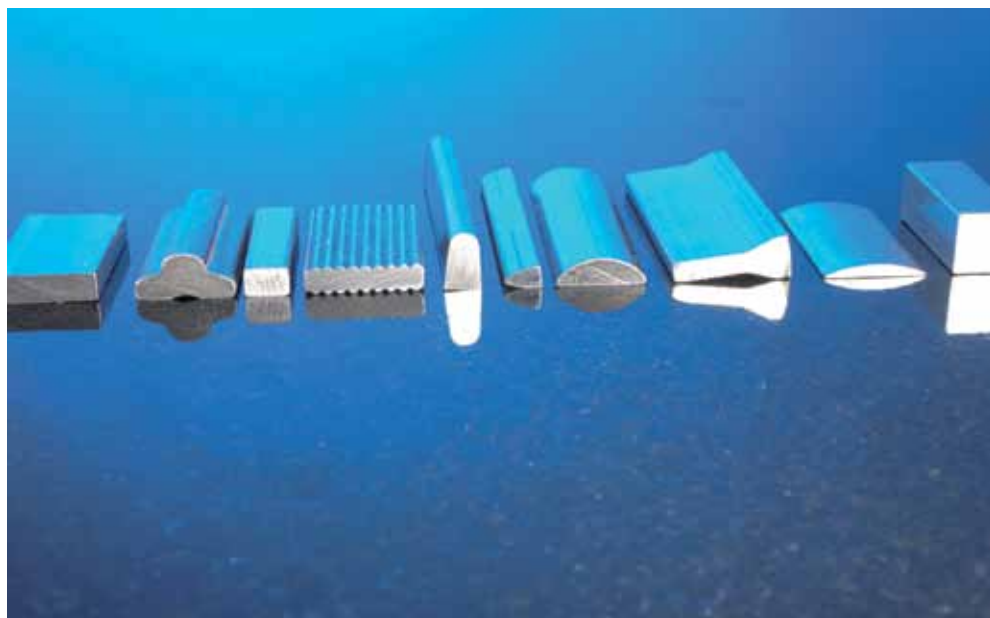
With 13 facilities worldwide including 6 domestic and 7 global locations, Ulbrich stands behind offering a consistent and reliable supply chain, as well as just-in-time inventory management. "We have a facility in Europe, three in Asia, one in Mexico, two in Canada, and six in the United States. If one of our customers relocates, we analyze the market tendencies and develop a strategic plan to service their needs in that particular geographic area. We recently opened a service center in Malaysia and one in Suzhou, China, because our customers wanted to maintain the same product and service that they have in the United States," says Liliana. Their plans for the future? Continuing longterm relationships with customers, supporting existing customers as they expand their business to the emerging markets, and improving their capabilities.



UltraLite Foil®

Facts & Figures

- Name:** Ulbrich Stainless Steels & Specialty Metals, Inc
- Founded:** 1924
- Offices:** USA, Canada, Hong Kong, Mexico, Austria, China, Malaysia
- Products:** Strip, Foil, Flat and Fine Wire, Shaped and Profile Wire, Bar, Sheet and Plate
- Materials:** Stainless Steel, Nickel Alloys, Titanium and Titanium Alloys, Red Metals, Niobium, Zirconium, Cobalt Base Alloys among others.
- Website:** www.ulbrich.com



Shaped Wire



Oscillate Wound Spools