

September 2020



The Tubing & Alloy Experts

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The monthly e-newsletter exclusively for CBSA members keeps you informed about CBSA events, association updates, member news, industry happenings and more. Do you have a facility opening or are you hiring a new employee? [Send us](#) your company's news announcements and press releases for added exposure to CBSA members. It's free publicity!

Times are Changing

Lance Shelton
CBSA President

Times are changing and so is the red metals market. The U.S. copper industry looks vastly different today than it did a few years ago. We experienced consolidation for many years, but this past couple of years has changed the landscape of our industry entirely.

Some of our biggest markets have been in turmoil. The oil and gas industry has experienced a rough few years. It has experienced declines before, but in 2020, the shutting down of the economy completely tanked demand. Airlines are laying off employees by the thousands. Car manufacturing was brought to a halt, but has since rebounded.

Before COVID-19, the industry faced threats of a 100% tariff on European imports. Depending on which side of the issue you were on, this was either your greatest opportunity or biggest threat. For CBSA, it meant making one of the most difficult decisions to balance the needs and desires of its members. The Board voted to not take a side, but to get the necessary information into the hands of our members so



they could speak directly for their company. Many agreed, and many disagreed, with CBSA Board's decision.

In the midst of all of this, the copper industry was experiencing mass consolidation. More importantly, a single company was buying up multiple service centers and mills. Everyone took a "wait and see" approach to this, hoping that the moves would make the industry better. Now, sometime later, it hasn't appeared to be very healthy for our industry.

In a world that is posing new threats to our businesses every day, going it alone is not a good option.

Now, more than ever, is the time to engage in, join or rejoin CBSA.

Why? Because a single entity is buying everyone and trying to push all of us out of business. We, service centers, fabricators and, yes, other mills need to find ways to stay competitive in this environment. We need each other.

Forget COVID-19 or the tariff issues for a minute. Let's focus on the benefits of CBSA. One of the leading responses of why companies remain or join is networking. CBSA members need to talk to each other now more than ever.

In difficult times, we need a community we can rely upon. Through CBSA, I have created relationships with even my closest competitors. I have worked closely with, sold material to and purchased from most of my competitors this year. It's a way to stay competitive with the dominating market forces and give my customers an advantage. The relationships I have gained through CBSA membership have been critical.

I don't care if you are a foreign or a domestic mill, a re-roller, a plater or a service center - we all need to work together to stay competitive with the consolidated forces that do not support the distribution supply chain. That is actually why CBSA was founded in the beginning - to build a community that rallies together against major disruptive market forces.

If you're doing business with a company that isn't a member of CBSA, I encourage you to talk to them about joining. Better yet, let me or anyone else on the Executive Committee, Board of Directors or Membership Committee know who they are so we can reach out to them about membership. We are stronger when we are together, so let's get every qualified company in the red metals industry to join CBSA now!

CBSA News



IBC Advanced Alloys Awarded New Business from Major U.S. Defense Contractor

IBC Advanced Alloys Corp., a beryllium and copper advanced alloys company, is pleased to announce that it has been awarded US\$1.9 million in new orders for investment-cast, beryllium-aluminum ("BeAl") components from a major U.S. defense contractor.

The purchase order is for additional BeAl components currently manufactured by IBC, as well as for new BeAl components, both of which the company expects to produce by the end of 2020.

"IBC is pleased to have been awarded this new business, which expands our production of one key defense product and gives us an opportunity to win

additional business on new beryllium-aluminum parts with potential significant long-term upside,” said Ben Rampulla, president of IBC’s engineered materials division, which specializes in cast BeAl products.

“IBC’s ability to produce investment-cast, near-net-shape beryllium-aluminum components with complex geometries is unique in this industry and we are pleased to see our engineered materials division’s business continuing to expand,” said Mark Smith, IBC’s CEO and chairman. “The key to IBC’s continuing growth is performance, performance, performance, and that is precisely what this team is focused upon.”

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Aurubis Continuity Even in Difficult Times



Aurubis AG has made it through the ongoing coronavirus pandemic stable and, for the most part, unaffected so far. This is evident in the high number of new apprentices again. A total of 98 young people are currently starting their apprenticeships at Aurubis AG: 80 in Hamburg, Germany (13 percent more than in 2019) and 18 in Lünen, Germany. The provider and recycler of non-ferrous metals is therefore one of the largest industrial training companies at the two locations. At Aurubis Hamburg, Germany, it’s a tradition for the First Mayor to welcome the young people starting their apprenticeships at Aurubis during an official ceremony. Due to the coronavirus, the welcome was a little different this year: the apprentices were divided into two groups and the ceremony took place on the plant premises in two rounds with the applicable hygiene and distancing rules. First Mayor of Hamburg Peter Tschentscher joined both rounds with a video greeting, stating, “Aurubis is an important, modern company in the industrial location of Hamburg, a company that is well equipped for the future. Despite the difficult global situation brought on by the coronavirus pandemic, the number of apprentices increased this year again.” He asserted that Aurubis thus makes a strong contribution to helping young people find good professional prospects in Hamburg. He addressed the new apprentices directly: “With your decision for Aurubis, you have made three important decisions at the same time: you have

chosen a modern occupation, in an important industry, in a strong company.” He closed by saying that, with their apprenticeships, these young people strengthen Hamburg as a competitive, innovative and sustainably oriented industrial location.

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Industry / Partner News

MetalMiner MetalMiner Releases Annual Buying Outlook Report

MetalMiner, a provider of metal pricing information and managed sourcing services across steel, stainless steel, aluminum, tin, lead, copper and zinc, has released its 2021 annual buying outlook report for MetalMiner corporate subscribers.

Catered to metal buyers at manufacturing organizations, the report provides a complete understanding of the fundamental factors driving prices and a detailed forecast that can be used when sourcing metals for 2021 — including expected average prices, support and resistance levels.

Given the uncertain environment, metal prices will likely continue to show a high degree of price volatility. A solid metal buying and negotiating strategy is especially important for manufacturing organizations.

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NAW Blog: Are Distributors Learning from Retail’s E-Commerce Transformation? - Distributors in the Digital Era

The below excerpt is from the NAW Blog, Distributing Ideas. Additional posts can be found [here](#). This article is by Mark Dancer, NAW Institute for Distribution Excellence Fellow.

In many ways, the impact of digital transformation and disruption on the retail industry is ahead of similar changes happening in distribution. Distributors can learn from retail and then upgrade their strategies and operational plans to be better prepared for changes that are certain to come. Distributors that fail to learn from retail’s transformation risk being blindsided by predictable changes that will come to distribution. Forewarned is forearmed, and in the war for digital dominance, every distributor must strive to be armed to the teeth and ready for battle.



Upcoming Events

April 13-15, 2021: [70th Annual CBSA Convention](#)

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