

Brand Transformation

Challenge

During a merger and acquisition, **ALIGN PRECISION** needed a unified brand identity and messaging platform to strengthen credibility in aerospace, defense, and high-tech markets.

Strategy

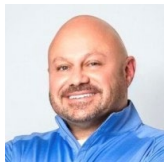
Developed a comprehensive 12-month brand positioning plan including new logo, brand guidelines, digital strategy, and customer engagement tools to elevate ALIGN as the precision manufacturing partner of choice.

Execution

- Conducted stakeholder interviews to capture core capabilities across aerospace, defense, semiconductor, and high-tech.
- Designed new brand guidelines, messaging framework, and marketing assets.
- Directed website redesign, SEO strategy, and social content calendar.
- Coordinated event planning and office interior branding across all U.S. locations.
- Led weekly client team meetings, analytics reviews, and marketing automation planning.

Results

- Successfully built market credibility during a critical transition period.
- Elevated brand awareness in multiple industries, particularly aerospace and defense.
- Delivered scalable marketing resources and a repeatable system for ongoing growth.



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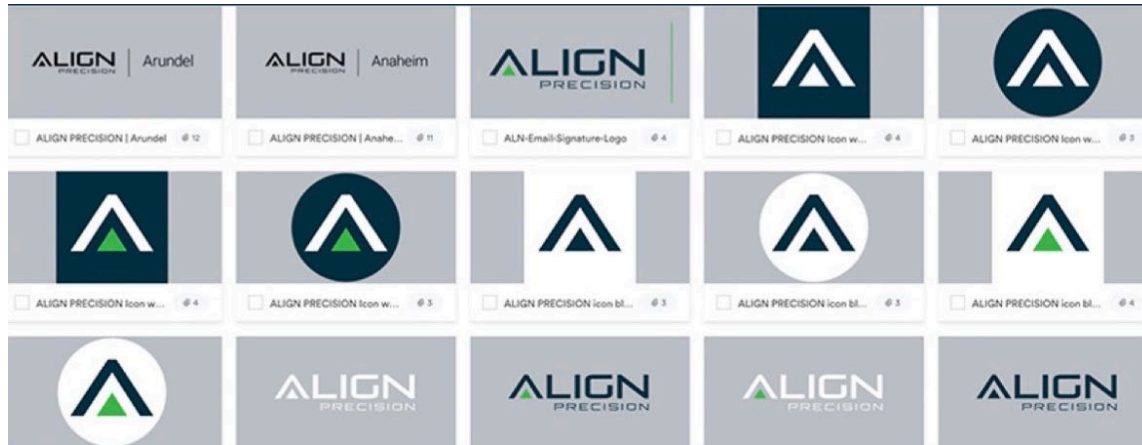
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ALIGN
PRECISION

EXPERTISE ▾ CAPABILITIES ▾ CERTIFICATIONS ABOUT ▾ VIDEOS ▾ RESOURCES ▾

Your partner for **manufacturing excellence**

EMPLOYEE LOGIN | CAREERS | in

ALIGN
PRECISION

EXPERTISE ▾ CAPABILITIES ▾ CERTIFICATIONS ABOUT ▾ VIDEOS ▾ RESOURCES ▾ NEWS CONTACT

TECHNOLOGIES

Our cutting-edge technology, equipment and processes empower our skilled team members to reach their potential as individuals and enable us to fulfill our customers' needs as a company. We have a commitment to provide our teams with the most advanced precision-manufacturing resources available to best serve industry-leading OEMs.

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The Pro Builder Program

Challenge

PERMA-COLUMN needed to strengthen its national presence among post-frame builders and showcase the advantages of precast column and bracket products.

Strategy

Created and launched a one-of-a-kind builder-focused marketing program, positioning Perma-Column as the go-to partner for post-frame construction professionals.

Execution

- Built relationships with independent builders and key influencers to capture authentic product advocacy.
- Produced builder spotlight videos, interviews, and dedicated web pages highlighting real customer success stories.
- Developed a refined website with new content, SEO strategy, and builder resource center.
- Designed and managed digital and print advertising, tradeshow support, and social media scheduling.
- Directed monthly client meetings to track KPIs, site performance, and new marketing opportunities.

Results

- Successfully attracted top builders and industry influencers to promote [Perma-Column products](#).
- Expanded brand credibility through authentic, builder-driven content.
- Strengthened industry leadership with a sustainable marketing program dedicated to professionals.



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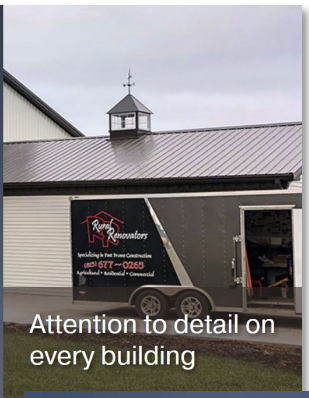
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PRO SPOTLIGHT



Kyle Stumpenhorst
Rural Renovators – Illinois




Kyle Stumpenhorst uses Stumpenhorst brackets on every Rural Renovators building.

"Strength." That's what Kyle Stumpenhorst, founder of Rural Renovators, looks for in the building components he uses on his projects. Strength results in buildings that last for years, are more valuable, more versatile, and easier to finance.

Perma-Column® products provide that strength.

"Everything we build is on Perma-Column, which is why we use it," Stumpenhorst says. "Using these products gives us peace of mind knowing that their building is going to last long and strong."



 **PERMA**
COLUMN

PRO SPOTLIGHT

Builders who rise above

Pro Builders understand what it means to "build better, build stronger, build to last." They are committed to their craft and deliver unrivaled customer satisfaction in post-frame construction. Join the ranks of Perma-Column® Pro Builders and elevate your post-frame construction business.

[Join the program](#)

Perma-Column Pro Builders

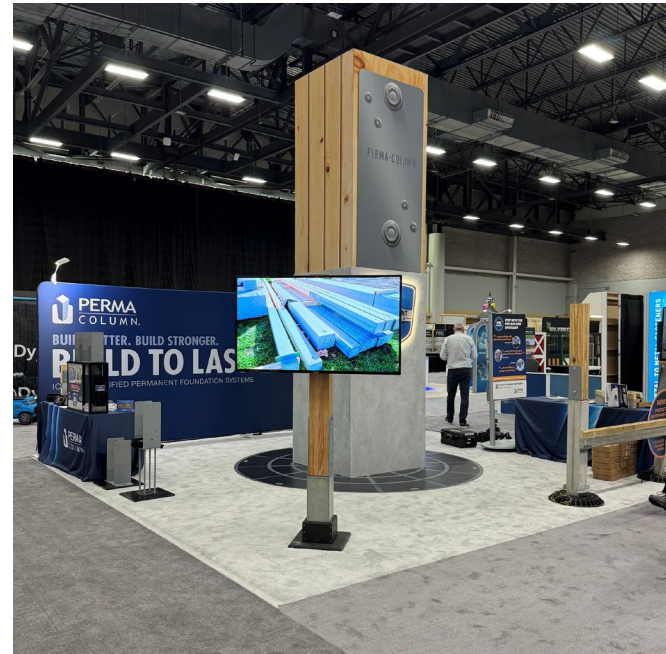
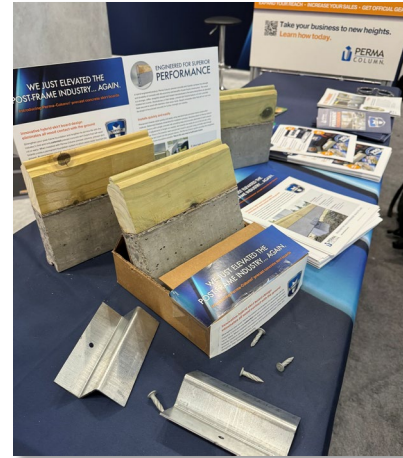
Using Perma-Column products, these builders have built their businesses on solid foundations. Their inspirational stories serve as valuable learning experiences. We are honored to showcase these post-frame builders and give them the recognition they have earned.

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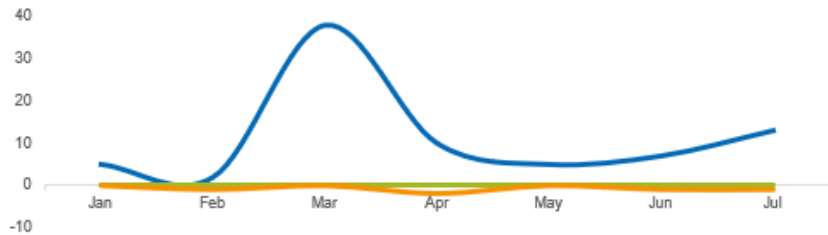


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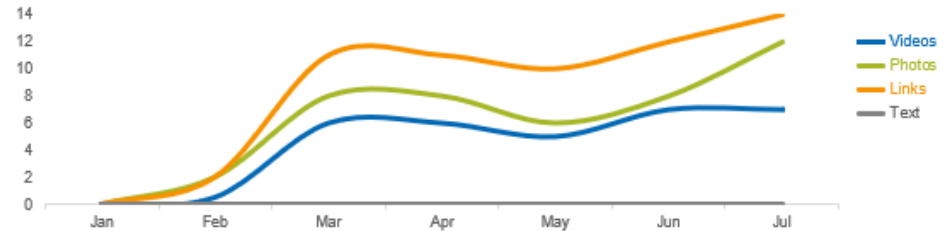
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f Audience Growth



74,795 impressions | **352** daily impressions | **6,923** engagements | **260** followers

f Published Content



60 published posts | **848** post link clicks | **72** page likes

YouTube Audience Growth

Traffic source	Impressions	Views	Watch time (hrs)	Avg view duration	Click-thru rate
Browse features	546,796	62,666	1,005.9	0:57	3.8%
Suggested videos	184,004	19,181	391.9	1:13	7.4%
YouTube search	40,203	3,713	93.1	1:30	7.7%
External	-	1,933	35.7	1:06	-
Channel pages	12,214	1,065	18.7	1:03	7.0%

785,393 impressions | **89,952** video views | **1,573** watch time (hrs) | **1:02** avg view duration | **4.9%** click-thru rate

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Division-Wide Brand & Market Strategy

Challenge

SDI LONG PRODUCTS GROUP needed a unified brand, messaging, and B2B web strategy to consolidate five facilities and reposition itself as a leader in the long products steel industry.

Strategy

Developed a division-wide brand and digital transformation plan, aligning business practices with customer needs while reinforcing SDI LPG's role as a trusted partner in the steel market.

Execution

- Conducted on-site and video interviews with stakeholders to identify trends, product offerings, and customer relations.
- Created brand positioning documentation, project timelines, and site maps to streamline integration.
- Produced a new division website with updated visuals, brand guidelines, and digital tools.
- Designed and implemented a product locator and customer portal for tracking orders, pricing, and rolling schedules.
- Directed bi-weekly client meetings, analytics reviews, and resource sharing via OneDrive.

Results

- Positioned SDI LPG as a leader in the steel industry with a modernized digital presence.
- Improved customer access to critical tools, streamlining order management and product discovery.
- Enhanced alignment between corporate branding and division operations, strengthening growth opportunities.



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Steel Dynamics Long Products Group

Customer Portal Careers

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Long Products Steel

Building strong relationships on 4.4 million tons of steel

Steel Dynamics has committed to providing the best steel products and services to our customers for decades in the construction, automotive, heavy equipment, manufacturing, transportation, agriculture, energy, and pipe and tube markets.

Our mills have the capacity to produce 4.4 million tons of long product steel using state-of-the-art electric arc furnace (EAF) technology that produces fewer emissions. We supply a wide range of structural steel beams and shapes, rail, engineered special-bar-quality steel, cold finished steel, merchant bar products, and specialty steel sections.

Parallel Flange

[SELECT PRODUCT](#)

A broad range of strong, durable wide-flange beams, I-beams, H-pile sections, M-beams, and structural merchant beams for steel buildings, bridges, and other structural applications.

Merchant

[SELECT PRODUCT](#)

Structural merchant and merchant bar quality for building components, fabricators and OEMs, and specialty-shaped merchant steel for customers who require custom-engineered products.

Bar

[SELECT PRODUCT](#)

Industry-leading coil and straight rebar, custom specialty-shape bar, threaded rods, and lateral resistance systems engineered for maximum strength-to-weight ratio, agility, and longevity.

Engineered Bar

[SELECT PRODUCT](#)

Premium high-strength carbon and custom alloy specialty bars, including round bars and round corner squares, meeting unique customer requirements such as engineered chemistries or hardness.

Semi-Finished

[SELECT PRODUCT](#)

Billets produced via Electric Arc Furnace (EAF) melting process and Ladle Metallurgy Furnace (LMF) refining process. Then solidified using continuous casting technology and torch cut to desired length.

Cold Finished

[SELECT PRODUCT](#)

One of the largest cold finished product producers in the industry for rounds, flats, squares, hex, keyway, and more, serving automotive, agriculture, oil and gas, and heavy equipment.

Rail Products

[SELECT PRODUCT](#)

The only North American Class 1 and light duty manufacturer producing hot-rolled finished rails in lengths up to 320' in premium-grade, intermediate alloy hardness, and standard-strength carbon.

Steel Dynamics Long Products Group

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Parallel Flange

Strength to carry the load in construction

Beams are widely manufactured and easily erected, making them the preferred choice for a range of applications. H-beams, or wide-flange beams, have a strength-to-weight ratio that is ideal for supports for bridges, platforms, mezzanines, and residential buildings. H-beams have high tensile strength, meaning they are excellent at bearing load under direct pressures in projects such as bridges and steel-framed buildings.

[ROLLING SCHEDULE](#)

[BUNDLE CHART](#)

Wide-Flange Beams

Made of rolled steel, wide-flange or H-beams are the sturdy, preferred choice for large, heavy buildings. Available with web heights from 4" to 36".

Manufactured Housing Beams

Primarily used to frame manufactured homes, M-beams are also common in truck, trailer, and RV frames. Available with web heights from 6" to 12".

PRODUCT LOCATOR

Parallel Flange

Beams

Select Type

Select

[MILL LOCATIONS](#)

[HAVE A QUESTION? CONTACT US](#)

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Automotive

Driven for a better steel experience

As one of the country's biggest producers of "steel that needs to move," we have a track record of driving the U.S. auto manufacturing industry forward. We manufacture cold-drawn and other high-quality products ideal for bearings, axles, transmissions, crankshafts, steering shafts, tie rods, suspension components, exhaust hangers, and more. Our automotive customers rely on our dependable delivery of the steel they need, when they need it, at a competitive price. At our state-of-the-art research and development center, we are raising the bar for steel testing and quality assurance for future advances in automotive technologies.

PRODUCTS

- PARALLEL FLANGE
 - Parallel Flange
- MERCHANT
 - Structural Merchant
 - MBQ
 - Specialty
- BAR
 - Specialty
- ENGINEERED BAR
 - Engineered Bar
- SEMI-FINISHED
 - Semi-Finished
- COLD FINISHED
 - Cold Finished

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SDI Long Products Group: Brand Development

Articulating the brand promise

POSITIONING STATEMENT:

Used to align messaging on internal teams, though a good positioning statement is often versatile enough to use externally, too. Describes a product and its target consumer and explains how it fills a need in a different way than its competitors.

The Steel Dynamics Long Products Group (LPG) is a leading U.S. steel manufacturer of high-quality beam, merchant bar, engineered bar, threaded bar, rebar, and rail products. LPG has proudly served the commercial construction, automotive, infrastructure, railroad, agricultural, energy, and defense industries for over 20 years.

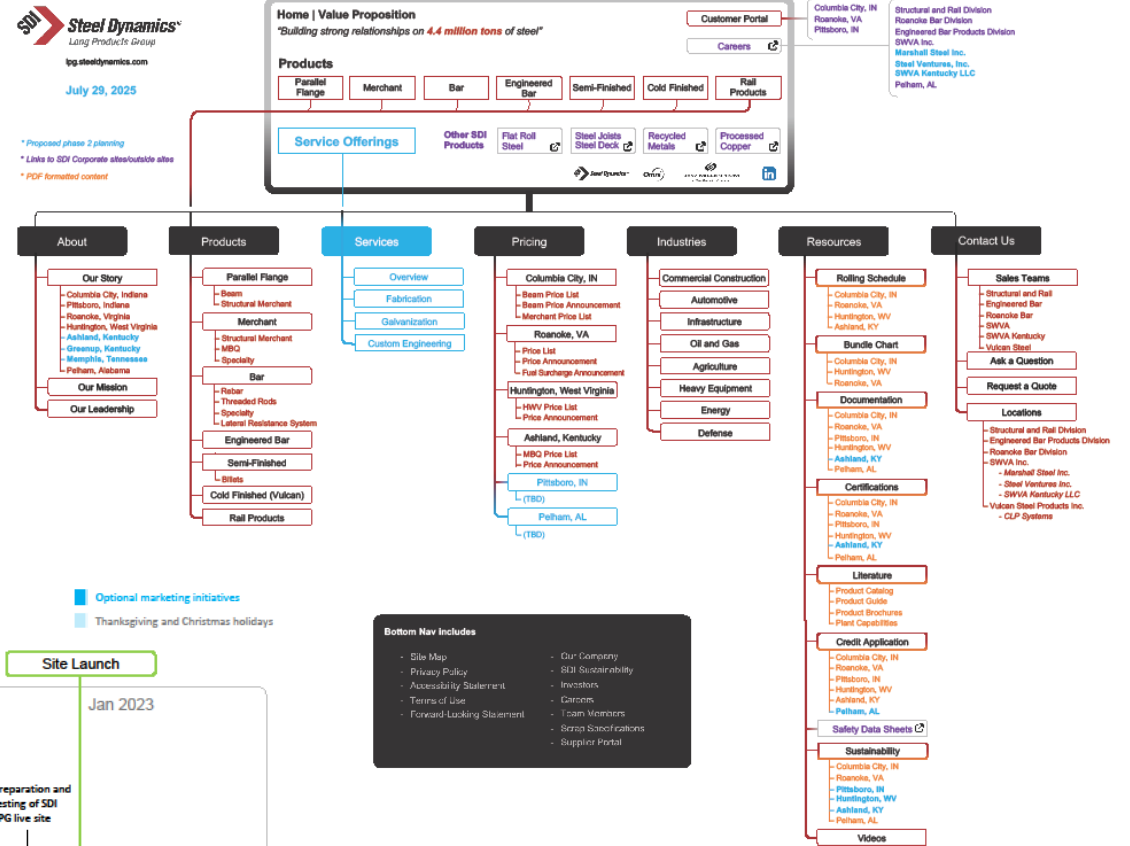
- 4 mills
- 5 divisions
- 8 facilities
- 4.4 million tons
- Built around the customer ne
- Dedicated to sustainability
- Investing in technologies and
- Values
- SDI is the second largest U.S. decking, recycled metal, and
- Service of a smaller, caring cc
- Take pride in their product ar

Comprised of four electric arc furnac has contributed to its combined annu well as four downstream processing ; recycled steel used in electric-arc furn applications where conformance to L

The leader of innovative steel produc
 - Proprietary products
 - Infinite possibilities – custom
 - Sustainability – set course to

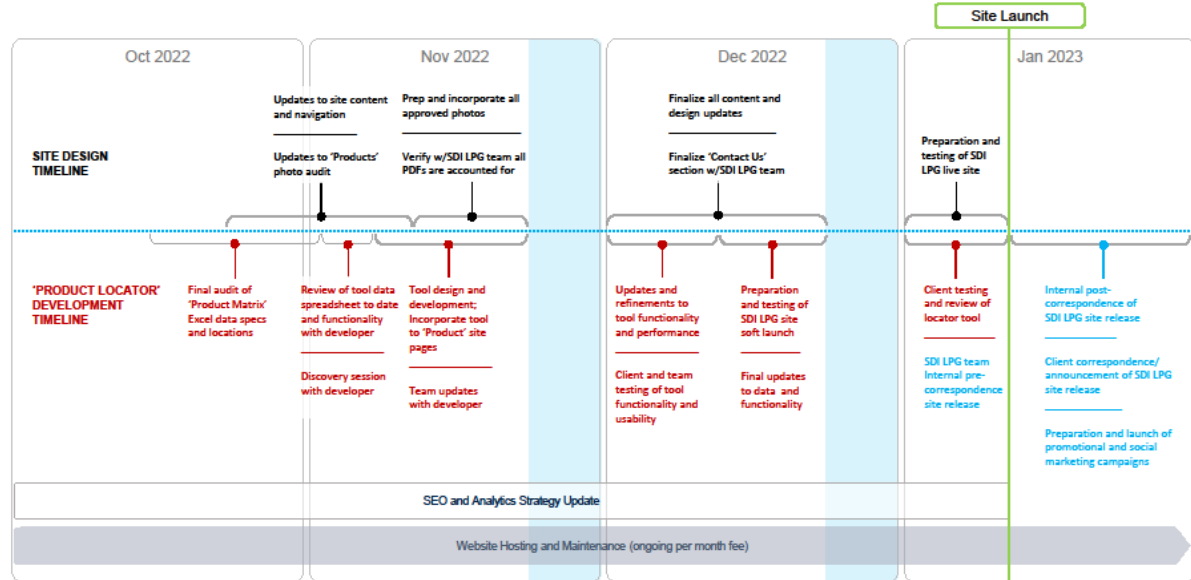
DIVISION SPECIFIC POSITIONING STA

LPG | Structural LPG | Structural



SITE DESIGN/PRODUCT LOCATOR TIMELINES (Phase 1)

Updated October 26, 2022



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Market Expansion in Texas

Challenge

BURROW'S POST-FRAME SUPPLY, a leading Midwest post-frame supplier, sought to expand into the Texas market and position itself against “red iron” construction while driving adoption of post-frame builds such as Barndominiums.

Strategy

Created a comprehensive marketing program to highlight Burrow's as the premier supplier for Barndominium builds, leveraging partnerships with influencers and innovative framing systems.

Execution

- Conducted extensive market research on Texas red iron competition and demand for post-frame builds.
- Partnered with influencers, including Texas Best Builders and The Barndominium Company.
- Refined brand guidelines, launched a new digital presence, and produced sales-focused collateral.
- Directed web development, social media scheduling, brochure design, and the “Post-Frame 360” podcast.
- Managed weekly client meetings, campaign tracking, and tradeshow booth development.

Results

- Successfully positioned Burrow's as a recognized leader in Texas post-frame construction.
- Strengthened partnerships with builders and engineers, driving credibility in a competitive market.
- Created a scalable marketing ecosystem to support continued expansion in southern regions.



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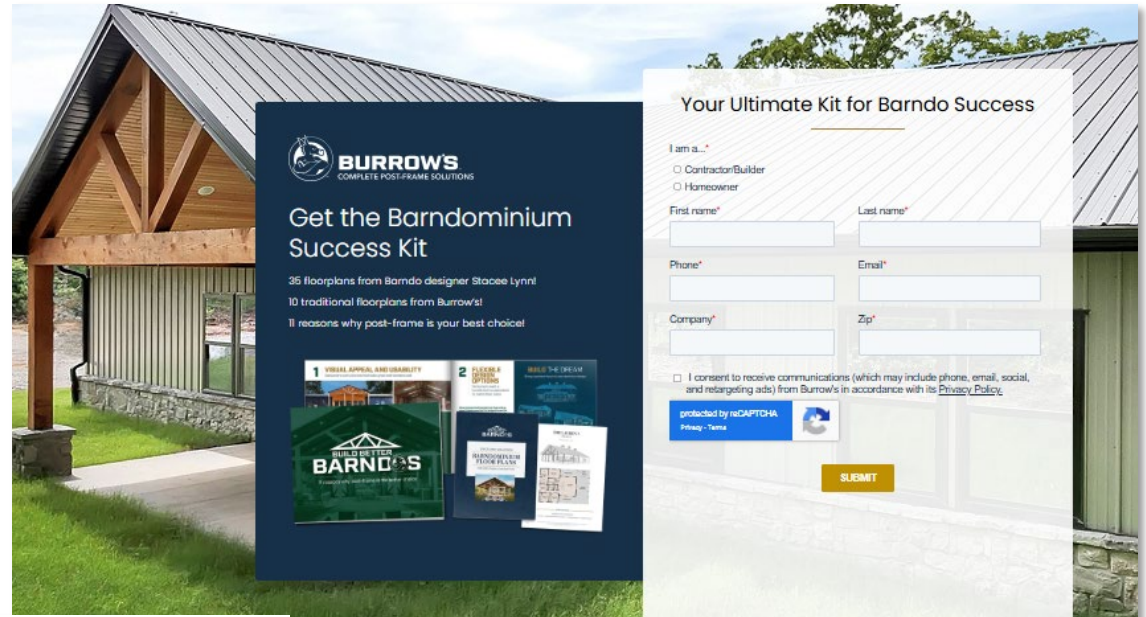
BURROW'S
COMPLETE POST-FRAME SOLUTIONS

- Episode 12 Scheduling...Time Is Money
Burrow's Complete Post-Frame Solutions • 23 views • 1 month ago
- Bling, Bank, or Bust - Conclusion
Burrow's Complete Post-Frame Solutions • 14 views • 2 months ago
- Episode 8 Planning Your Build Around Weather
Burrow's Complete Post-Frame Solutions • 9 views • 2 months ago
- Burrow's Podcast Knowing Nowlin
Burrow's Complete Post-Frame Solutions • 90 views • 4 months ago
- Burrow's Podcast NFBA Recap 2025—Key Trends in the...
Burrow's Complete Post-Frame Solutions • 93 views • 5 months ago

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1 VISUAL APPEAL AND USABILITY

Consumers want a barndo that looks great and functions well



Ask yourself a simple question: Would you want to live in a box or in a home? Just because you choose to live in a barndo does not mean you have to settle for a less-than-attractive building. Steel buildings are notorious for their unattractive exteriors. They are difficult to trim out nicely for aesthetic appeal, so you rarely see more than gable trim, corner trim, and ridge cap, and you almost never see finished eaves or a decent roof pitch. Steel buildings typically have that boxy industrial look that most people don't want built anywhere close to their house. Post-frame buildings easily allow for attractive exteriors and with trim features that provide the curb appeal consumers and communities desire.

On the inside, the usable space of a barndo is significantly hampered when built within a steel building kit. These pre-engineered solutions force the interior design to fit within the limits of their structural constraints. The red-iron girders of a steel building are large, bulky intrusions to the living space, intrusions that you will be forced to live with forever.

Post-frame construction allows builders to design and build a barndo that best serves the needs of the homeowner. The structural wood members of post-frame construction enable clean, clear living spaces that are highly functional.



WOOD VS IRON

Compared to red-iron buildings, post-frame barndos offer a greater range of styles, enhanced visual appeal, and a structure that supports the end use rather than constraining it.



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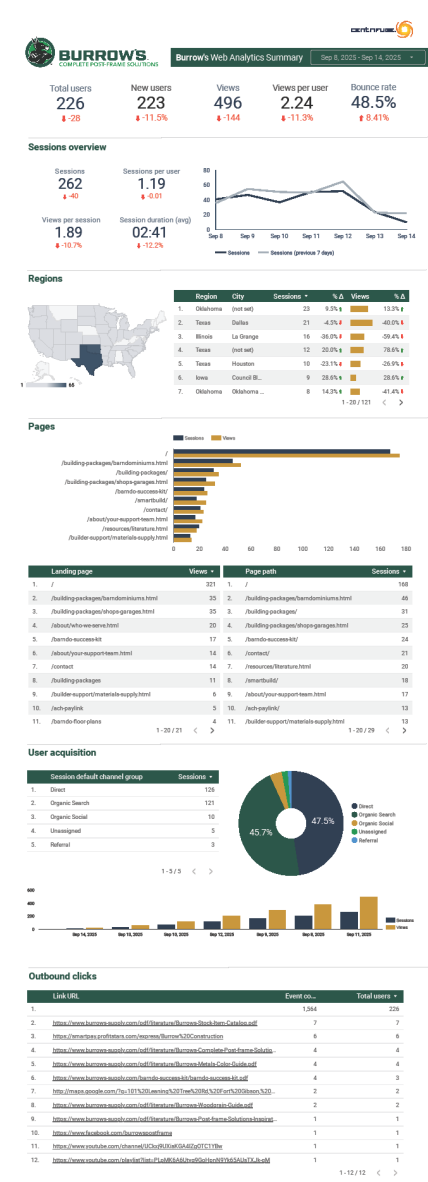
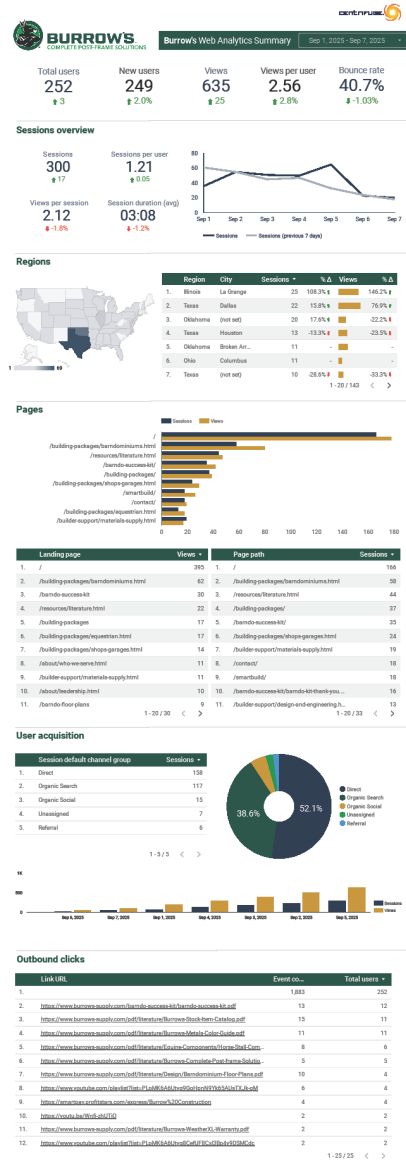
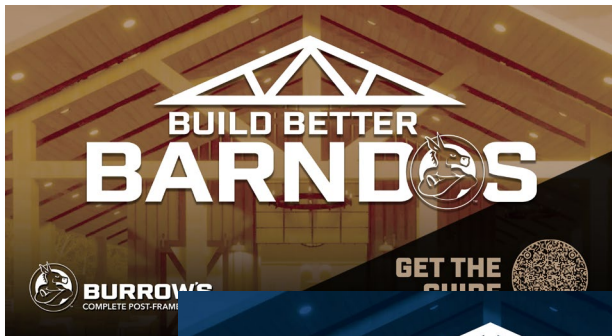
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