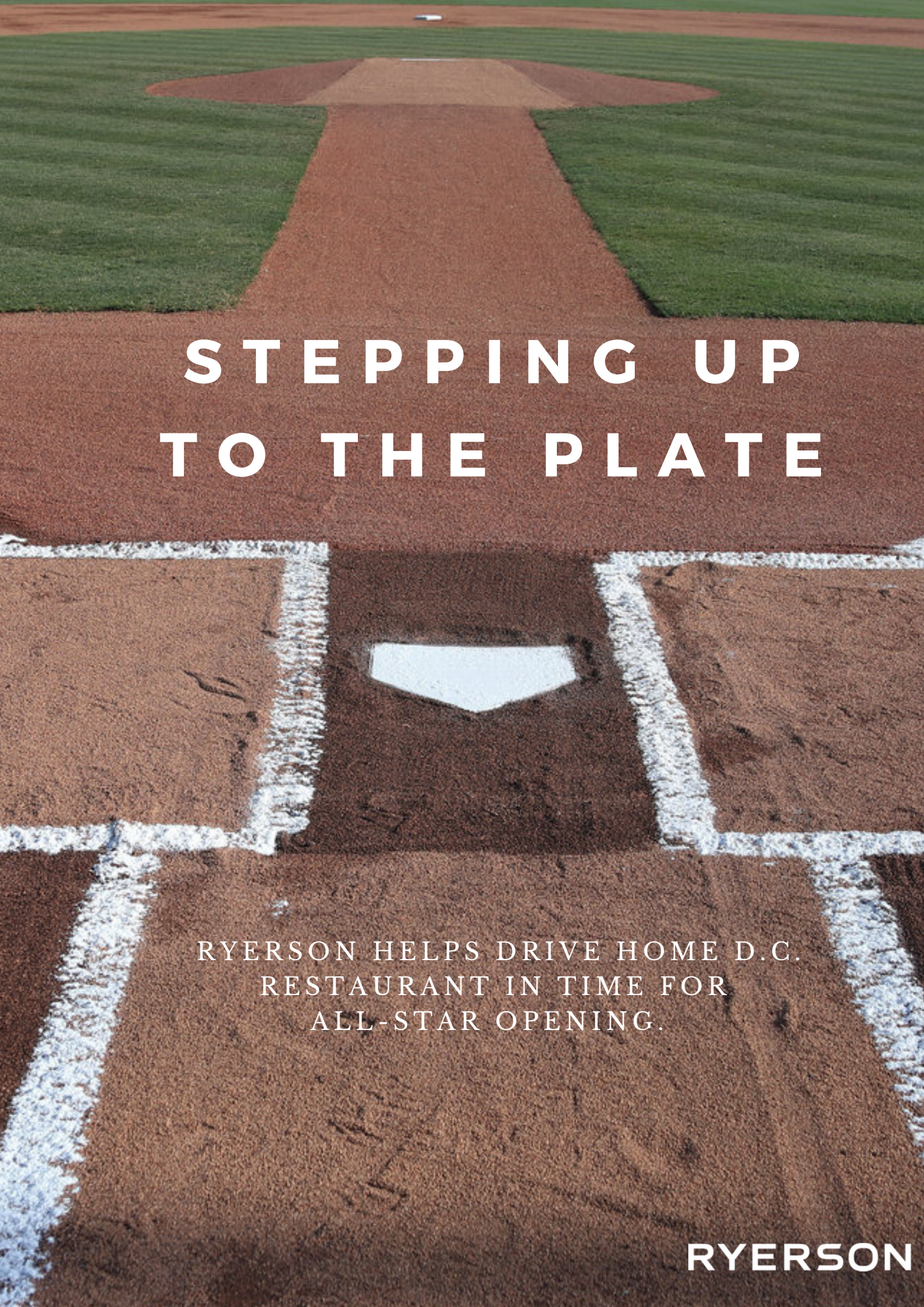


STEPPING UP TO THE PLATE

RYERSON HELPS DRIVE HOME D.C. RESTAURANT IN TIME FOR ALL-STAR OPENING.

RYERSON

On July 17, 2018 the Major League Baseball All-Star Game returned to Washington D.C. for the first time since 1969.

This was also the day that Mission, a 10,000-square-foot restaurant and bar located just outside Nationals Park, opened its doors. Just six months earlier, D.C. restaurateurs Fritz Brogan and Reed Landry had predicted that Mission would open in time for the game. It was an aggressive prediction, and one that would require many different pieces to fall into place. One of which was the restoration of the main building in which the restaurant would be located.

So, what did it take to pull off such a feat? Simply an all-star group of partners using critical thinking, a deep pool of resources and project ingenuity to meet the aggressive timeline.

TSI CORPORATIONS
PROJECT SNAPSHOT

1221 Van St., located just blocks from Nationals Park in Washington, D.C., is home to Mission. The material needed for the façade of the main building was Corten plate (ASTM A588), a weathering steel that forms a hardened rust to create a protective patina. Ryerson sourced ¼" thick plates and provided high-definition plasma cutting, along with a bit extra, to deliver on time. (photo: TSI Corporations)

A BOLD PITCH

Faced with an extremely aggressive timeline on its latest project, Ryerson customer TSI Corporations was searching for assistance.

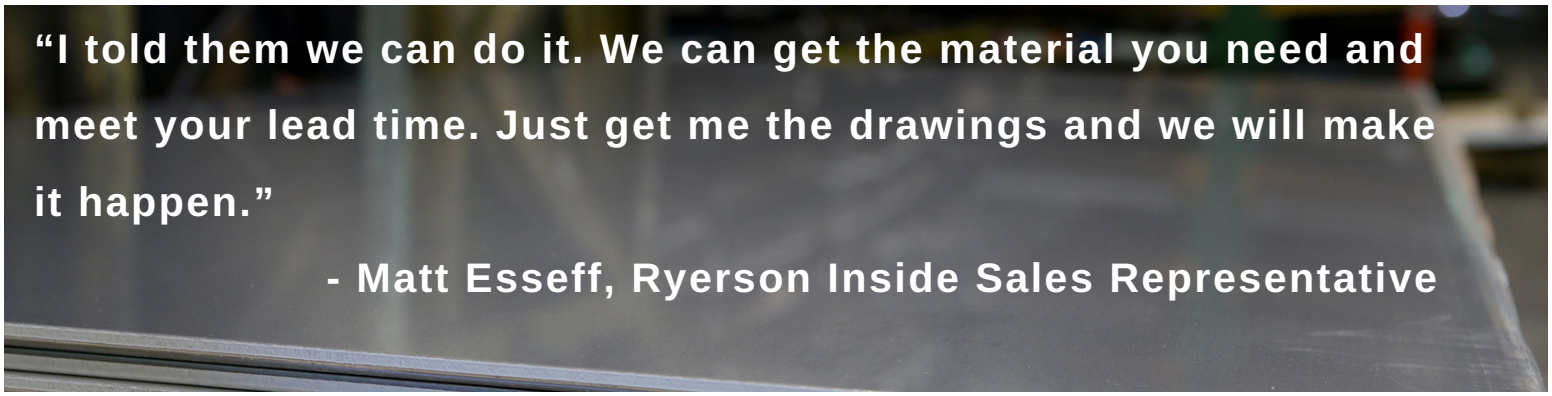
To truly appreciate how this project was completed by July 2018, we must first rewind roughly one year prior. On an August evening in 2017, Erik Gheen of TSI Corporations, a longtime Ryerson customer, was joined by Ryerson Sales Representatives Mark Costello and Matt Esseff for a game at Nationals Park. Catching up throughout the evening, the three discussed many things—including a project that Gheen was currently working on.

“Erik made casual mention of an upcoming project and pointed out an apartment complex right outside the stadium, where the restaurant would be located” recalls Esseff. “He wasn’t quite sure when the project was going to come through or when he would be ordering the material, but he did start to throw out some (material) sizes that he thought would be needed.”

Conversations continued after the game as the group took a detour to the apartment complex Gheen had pointed out. Here talk shifted to specifics of the project, including material needed for the façade of the main building: Corten (ASTM A588) plates. This is a weathering steel used primarily in high-strength, low-alloy structural steel shapes, plates, and bars. The hardened rust that forms of the metal creates a protective patina.

Gheen explained that he was in the process of doing his due diligence with other suppliers, many of which could source the material, but couldn’t meet the project’s aggressive timeline. That was Esseff’s cue to interject with a bold proposition: “I told him, ‘We can do it. We can get the material you need and meet your lead time. Just get me the drawings and we will make it happen.’”

It was a major league promise—now it was time to make it happen.



MAKING A PLAY

Tasked with sourcing material not typically stocked and some unique processing requirements, Ryerson finds answers from its network.

TSI Corporations has been a Ryerson customer for more than 10 years, typically purchasing galvanized sheet, stainless steel sheet, aluminum sheet and extrusions. But this job required material that Ryerson doesn't typically stock, and each plate would need ¼" counter-sunk drilled holes—a process that TSI was intent on doing in-house. Esseff and Costello didn't view either as a deterrent for securing the job. Instead, they saw an opportunity to showcase Ryerson's versatility and broad partner network.

First, the material. Knowing the specs ahead of time allowed Esseff and Costello to quickly investigate options for sourcing the material. This ensured that no time was wasted once the project began. They were able to secure the material from a partner in Pennsylvania.

Next, the fabrication. Costello had been trying to get Gheen to come to Pennsylvania for a tour of the Fairless Hills facility for quite some time. Plate processing equipment at this location includes five high-definition plasma cutting machines, two oxy-fuel machines that can process up to 10-inch thick plates, and a Hoffman blasting booth. This project presented the perfect opportunity to reintroduce the idea. And soon, Gheen, along with general contractor Clark Construction, was on his way to Pennsylvania.

The protective patina of the Corten plate gives the building a weathered look. Material was even custom fit to shape the canopy and support poles of the entrance to the building. (photo: TSI Corporations)

This in-person meeting, headed up by Ryerson Inside Sales Manager Mike Krams, made a difference. The project specs called for ¼" thick plates with ¼" counter-sunk drilled holes. While the machines at Fairless Hills could make the cut, they could not counter sink the holes in the manner necessary. So, it was decided that TSI would purchase the material from Ryerson and have them cut plate, but that the counter sinking would be done by TSI in the field. But even in this scenario, there was still more value that Ryerson could bring to the table.

"There were just over 200 panels—and a 4' x 10' section of these panels weighed about 400 pounds," says TSI's Gheen. "The steel portion of our shop is great, but we are not particularly set up for plasma cutting at that level. Working with Ryerson, we were able to plasma cut all the steel panels so that they had the correct sizes and shapes."

This is where Ryerson would lend some additional value. During the cutting process, the machines would etch hole locations into each plate to indicate where to counter sink the holes at specific dimensions when the team was on site.

"This made it so that they would fall in line with the support system and the embeds inside the building," says Gheen. "And it ended up saving us a ton of time on site."

DRIVING IT HOME

Ryerson showcases strong processing knowledge and expertise to provide unexpected value, saving the customer time on the back-end of the project.

Typically, all stock items contain item codes, making it easy to pull material out of inventory for a specific job. But given the fact that Ryerson didn't stock the Corten plate required for this job, the team had to develop items codes instead.

As Costello describes, it became a "scramble at times" as the drawings would change, impacting the quantities—which meant Costello had to go back to the vendor to get more material throughout the course of the job. He says, "Having (the items codes) allowed us to wait until he had all his drawings together and from there we could then go and burn all the plate at once to help cut down on set-up costs."

Given the fact that Ryerson ordered the material well ahead of having the drawings, the items codes helped with lead time and ensured that processing could move as quickly as possible once the drawings were ready.

The drawings themselves presented yet another challenge. The files were large and complex, roughly 41 lines over several orders. But within each .dxf file TSI also provided notes indicating where within the building each plate would be installed.

This is where Mark Mumbower, a CNC programmer at the Fairless Hills location, saw opportunity for value-add. As TSI sent each .dxf file, Mumbower ensured that the spots marked for punching holes were lined up in the correct location. Finally, the machine etched sequencing numbers onto each plate. This helped during the unloading process, ensuring that all material was taken off the truck in sequential order, ready for install.

So as the first pitch was thrown at Nationals Park on July 17, patrons at Mission met, mingled and enjoyed the game from inside this upscale restaurant and bar—just as its owners had predicted six months earlier. One could credit this in part to the Ryerson team who stepped up to fulfill bold promises throughout the project. From delivering product not normally stocked, to providing value-added and creative processing to meet the customer's unique needs, it was a win all around.

As Krams describes, the project was a “good team effort between inside sales, sales management, operations and programming all coming together to give the customer what they wanted—and in a way that exceeded expectations.”

In the end, it all comes down to delivering as expected. “Mark and the team really hit it out of ballpark, sourcing the material when we needed it and giving us methods to achieve what we needed to get done,” says Gheen. “The entire process was smooth, and if we did run into any hiccups along the way, we worked together to find the issue, fix it and turn it around right away.”

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Ryerson is a leading value-added processor and distributor of industrial metals, with operations in the United States, Canada, Mexico, and China. Founded in 1842, Ryerson, combined with Central Steel & Wire, has around 4,600 employees in approximately 100 locations. Visit Ryerson at www.ryerson.com.