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Get a Quotation Today!

# SUPER PLATE™

*Make it Better*

**SM** STEEL

# It's SUPER PLATE

**Products** optimized for customer needs  
**Quality** beyond client expectations  
**Price** to minimize customer burden

**SUPER PLATE** is **SM STEEL's** stainless steel plate brand manufactured in Gunsan plant, South Korea with the world's best facilities.

Our promise is to offer better solutions in stainless steel plates.

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# 01

## SUPER PLATE

**Products** optimized for customer needs

**Quality** beyond client expectations

**Price** to minimize customer burden

Our promise is offer better solution on stainless steel plates.

### About SUPER PLATE

We launched SUPER PLATE, the world's leading stainless steel plate brand, in the belief that we would offer a better alternative to our customers

### Brand Highlight

We maximize customer satisfaction with the firm belief that we 'Make it Better'

# About SUPER PLATE

We launched SUPER PLATE, the world's leading stainless steel plate brand, in the belief that we would offer a better alternative to our customers

## Foundation of SM Steel

Korea's first POSCO-authorized Stainless Steel Service Center  
 Founded Shinkwang Stainless Steel Co., Ltd.  
 Changed company name to SM Steel Co., Ltd. in 2019

**July 1994**

## Completion of SM Steel Gunsan Plant

We reached an annual production capacity of 108,000 tons and have the world's best 4th generation leveler

**June 2020**

## Super Plate Brand Launch

Brand new stainless steel plate product launched globally  
 Established 'SM Steel Japan' Corporation

**July 2021**

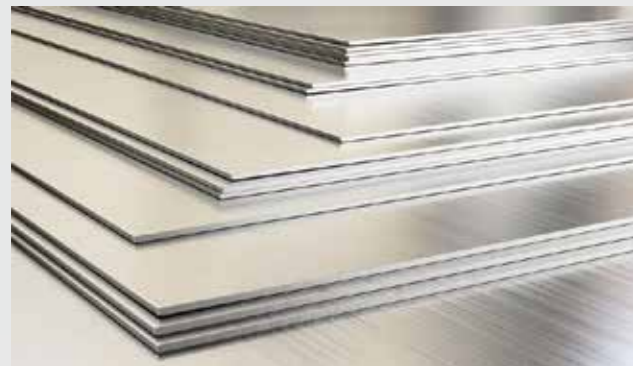
## Expand Global Footprint

Shipment of Ultra-wide 3,750mm Stainless Steel Plate  
 Acquisition of All 9 Classification Certificate

**~2022**

### Superior Stainless Steel Expertise

In addition to stainless steel plate, we have unique expertise in stainless steel processing and distribution.



**Stainless Steel Plate**



**Stainless Steel SSC (Hot-rolled, Cold-rolled)**

### World's Largest Size Production

Deliver overwhelming product sizes in the world's most technologically advanced facilities.



**Up to 150mm**



**Minimum 4.7mm**



**Up to 4,000mm**

# Brand Highlight

Maximize customer satisfaction with high quality products, competitive price, and differentiated customer service

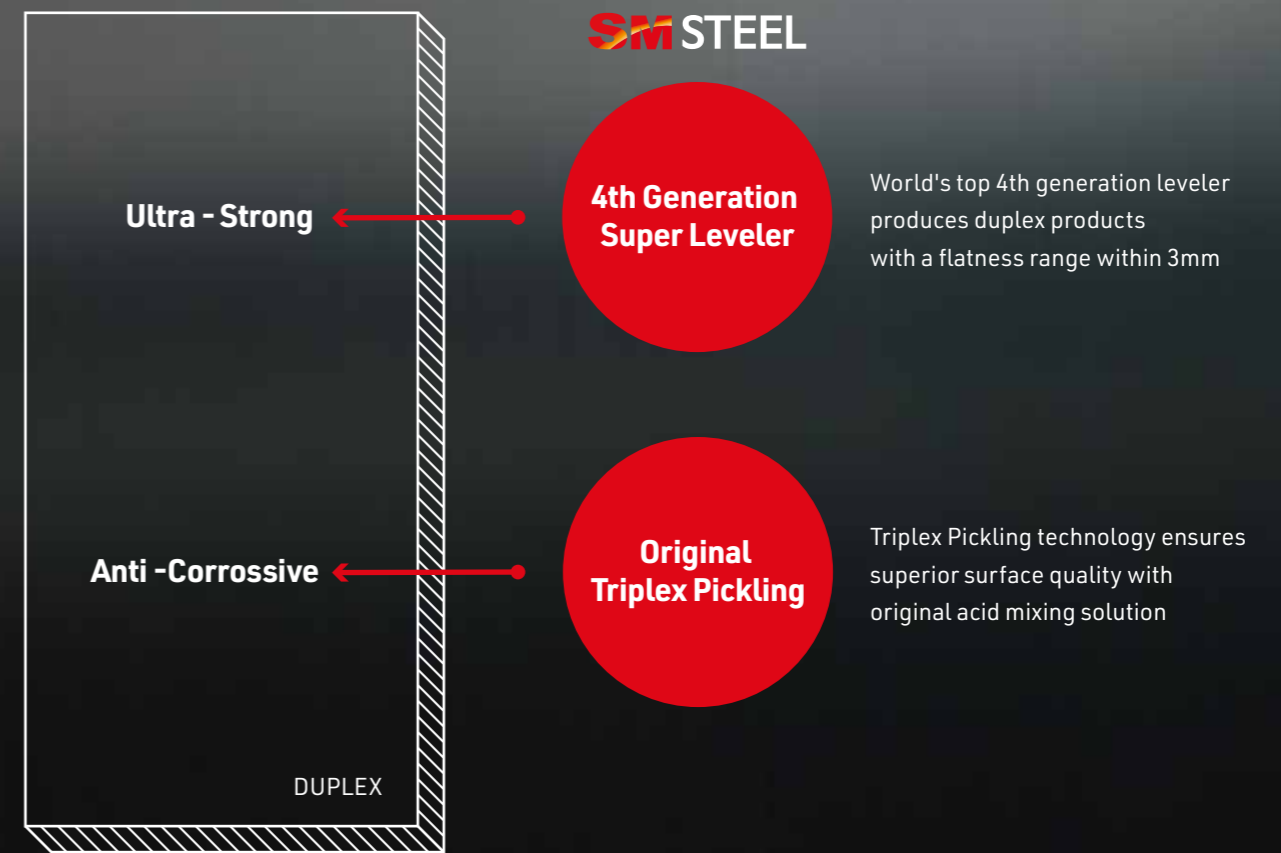
## Our differences

With the vision of "Global Company Dreaming of the World's Best Product," SM Steel is committed to producing the highest quality stainless steel plate and delivering better value to customers.



## Duplex Stainless Steel, Ready

Due to its ultra-strong, anti-corrosive features, Duplex is difficult to process and can only be produced from a few companies worldwide. SM Steel is ready to offer customers a better alternative of Duplex stainless steel



# 02

## Better Product

With reliable raw materials from **POSCO** and **SM Steel's** advanced technology and facilities, we offer better solutions in stainless steel plates.

### 3 Features

High quality product based on the best POSCO raw materials and world-class facilities

### Available Grades & Sizes

Extensive range of size choices in both Austenitic and Duplex to satisfy the diverse needs of industry clients

### Optimized Production Process

SUPER PLATE is made from a systematic 6-step production process

### Advanced Facilities

Produce the highest quality products with the state-of-the-art facilities

### Quality Management

Satisfy customers with global standards and strict quality assurance

### Certificates

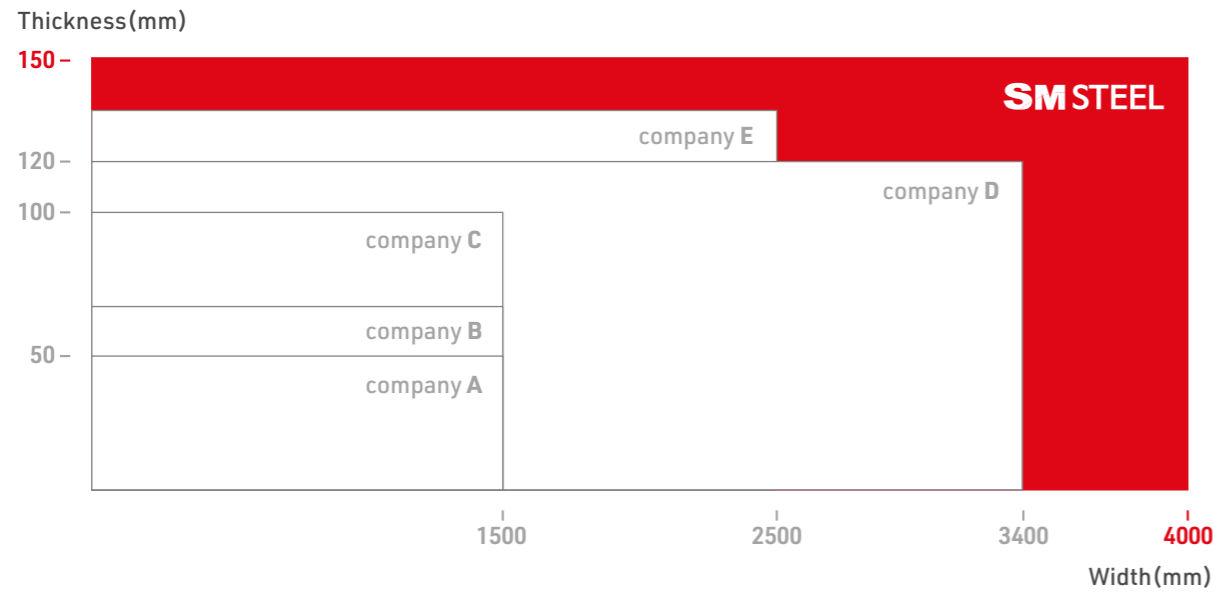
Superior quality is proven by global product/system/classification certificates

### 3 Features

As a result of reliable raw materials from POSCO and our world-class facilities, we offer overwhelming flatness and a wide variety of sizes

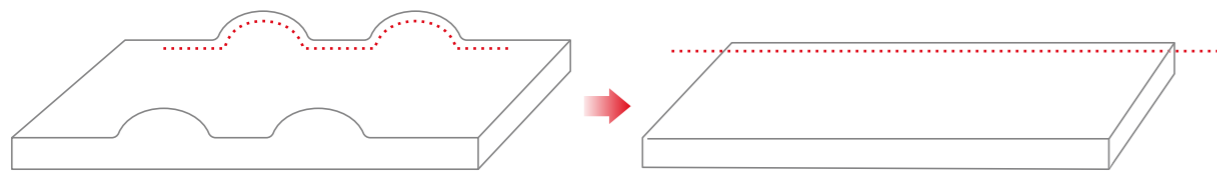
#### Diverse Choices

Super Plate offers extensive range of size choices to satisfy the diverse needs of industry clients



#### Super Flatness

Guarantee best flatness level and quality with 4th generation Super Leveler



#### Reliable Raw Material

POSCO topped the world-class steelmaker rankings nominated by WSD (World Steel Dynamics). SM Steel is designated Stainless Steel Coil Center by POSCO and secures high quality raw materials via strategic partnership.

### Available Grades and Sizes

From Austenitic to Duplex, we offer a wide range of grades and sizes

#### Austenitic Series

Austenitic series offer minimum thickness of 4.7mm to the world's largest width of 4,000mm

Available		Consult needed		Available		Consult needed			
UNS	Type	UNS	Type	Thickness (mm)	Width (m)				
S30400	304	S30100	301	From - Up to	2.0	2.5	3.0	3.5	4.0
S30403	304L	S30103	301L	5.0 - 5.9	Available				
S30409	304H	S30153	301LN	6.0 - 7.9	Available				
S30451	304N	S30200	302	8.0 - 8.9	Available				
S30453	304LN	S30500	305	9.0 - 9.9	Available				
S31600	316	S30908	309S	10.0 - 10.9	Available				
S31603	316L	S30909	309H	11.0 - 11.9	Available				
S31609	316H	S30940	309Cb	12.0 - 19.9	Available				
S31635	316Ti	S30941	309HCb	20.0 - 29.9	Available				
S31640	316Cb	S31008	310S	30.0 - 39.9	Available				
S31651	316N	S31009	310H	40.0 - 49.9	Available				
S31653	316LN	S31040	310Cb	50.0 - 59.9	Available				
S32100	321	S31041	310HCb	60.0 - 69.9	Available				
S32109	321H	S31050	310MoLN	70.0 - 79.9	Available				
S34700	347	S31700	317	80.0 - 99.9	Available				
S34709	347H	S31703	317L	100.0 - 119.9	Available				
S34751	347LN	S31725	317LN	120.0 - 139.9	Available				
		S31726	317LMN	140.0 - 150.0	Available				
		S31753	317LN		Available				
		S33400	334		Available				
		S34800	348		Available				
		S34809	348H		Available				
		S31254	6moly		Available				

#### Duplex Series

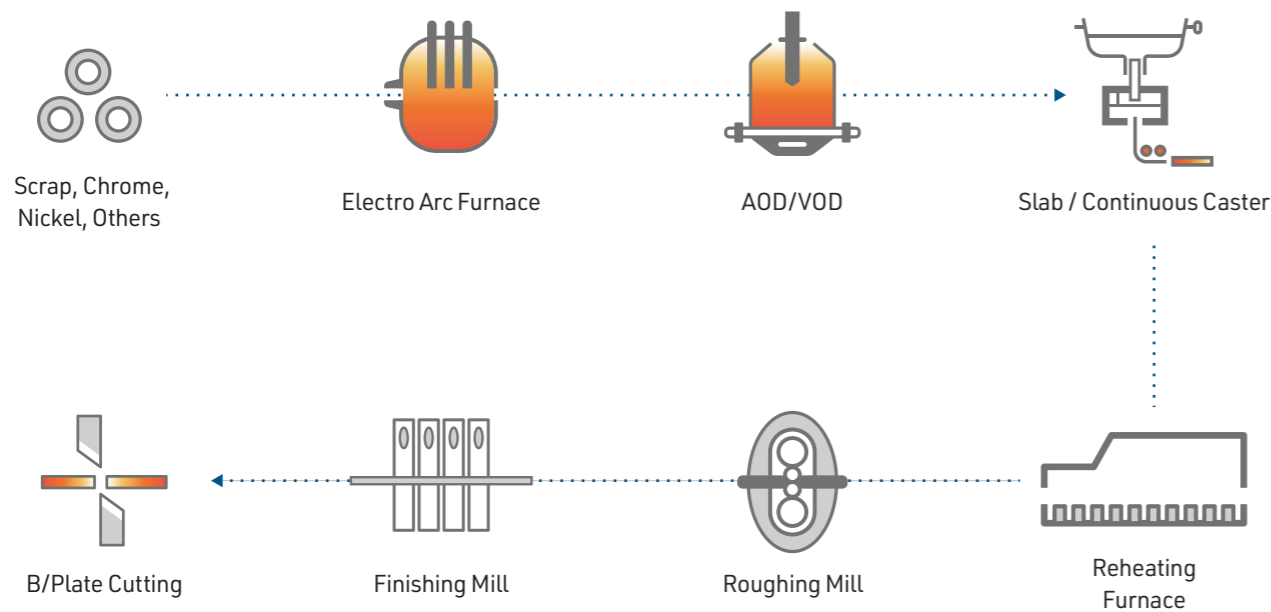
Duplex series offer minimum thickness of 8mm, and the width of 3,400mm

Available		Available		Consult needed			
UNS	Type	Thickness (mm)	Width (m)				
S32205	2205	From - Up to	2.0	2.5	3.0	3.5	4.0
S32304	2304	8.0 - 8.9	Available				
S32550	255	9.0 - 9.9	Available				
S32750	2507	10.0 - 19.9	Available				
S32900	329	20.0 - 29.9	Available				
		30.0 - 35.0	Available				
		35.1 - 39.9	Available				
		40.0 - 50.0	Available				

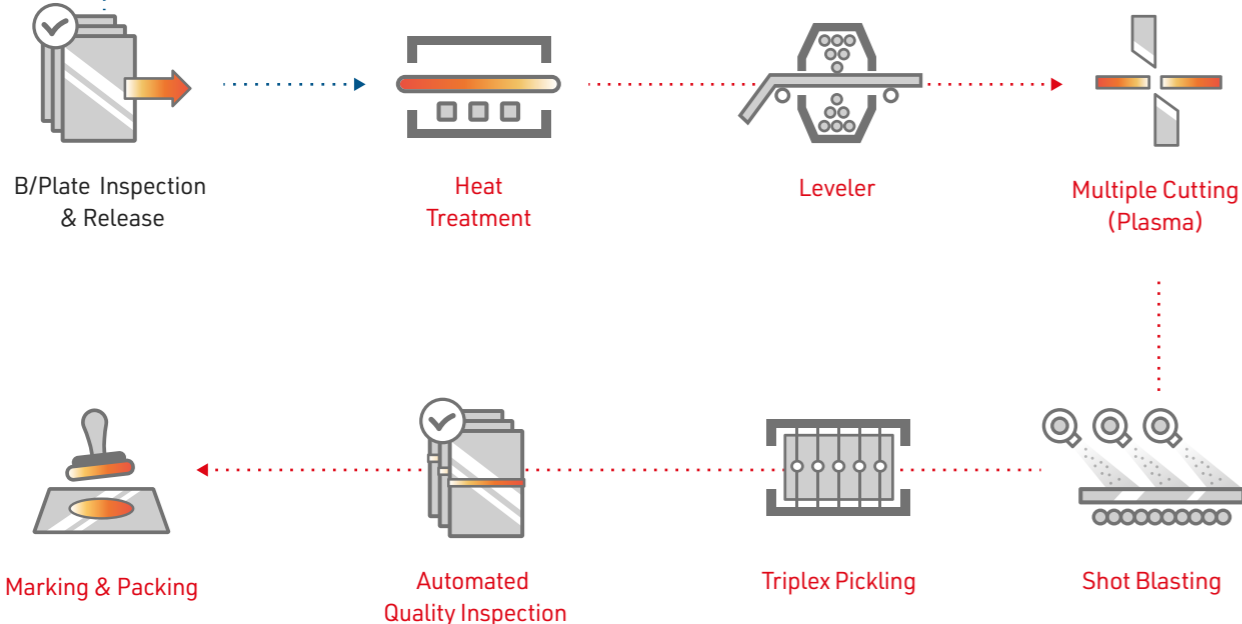
# Integrated Process

After the POSCO line process, it goes through SM Steel's optimized six-step post-processing process. The SUPER PLATE certification mark is engraved on products that have passed all processes before shipment.

## POSCO Process



## SM Steel Process



# Advanced Facilities

We produce the highest quality products with the state-of-the-art facilities.



### Heat Treatment Furnace

**#Optimized Heat Treatment #Uniform Temperature Control**

- Application of optimized heat treatment according to customer demand TWL
- Fine-control the 9 zones in the heat treatment furnace to control uniform temperature
- Automated the entire process to minimize losses



### Super Leveler

**#4th Generation Super Leveler #Super Flatness**

- Introduced the latest generation of 4th generation Super Leveler
- Maximized the flatness level and quality
- Enhanced productivity with high calibration speed of 60 mpm



### Multiple Cutting

**#High Cutting Quality #Customized Cutting**

- Maximized cutting efficiency using Multiple cutting
- Offered at a competitive prices from small to large sizes
- Customized cutting to customer demand size



### Triplex Pickling

**#Original Acid Mixing Formula #Eco-friendly Method**

- Maximized pickling efficiency with application of triplex pickling
- Secured our own original acid mixing formula
- Minimize the generation of harmful substances by applying an eco-friendly method that uses H<sub>2</sub>O<sub>2</sub> instead of HNO<sub>3</sub>



### Automated inspection

**#Full Process Automation #Thorough Tests by Phases**

- Full process automation inspection by system
- Implement 5 types of raw materials inspection tests
- Total of 36 types of inspections are implemented by key phases



# Quality Management

Satisfy customers with strict quality control by advanced systems and processes

## SMART Quality Management

We promise better quality with automated inspection systems & facilities and real-time tracking and management



**Strict Quality Assurance**

- 41 types of quality tests
- Manage flatness range within 3mm
- 15 types of quality checks at advanced laboratories



**Automated Quality Inspection**

- Full product inspection
- Measure quality with automated inspection system



**Real-time Tracking and Quality Management**

- Prevent quality issues by tracking and managing the entire process from receiving materials, through production and logistics
- Continuous efficiency and quality improvement with full-process operation/management system

# Certificates

Our high quality products are globally certified

## System/Product Certificates



ISO 45001



ISO 9001



ISO 14001



PED+AD2000



CPR



JIS



BIS

## Classification Certificates



ABS



BV



NK



DNV



LR



KR



RINA



RS



CSS



# 03

## Better Price

Choice of raw materials according to customer requirements and reasonable pricing policies minimizes customer costs.

### Reasonable Price Policy

Choice of raw materials to customer requirements, and reduced manufacturing costs by continued investment to expand production capacity

### Your Benefit

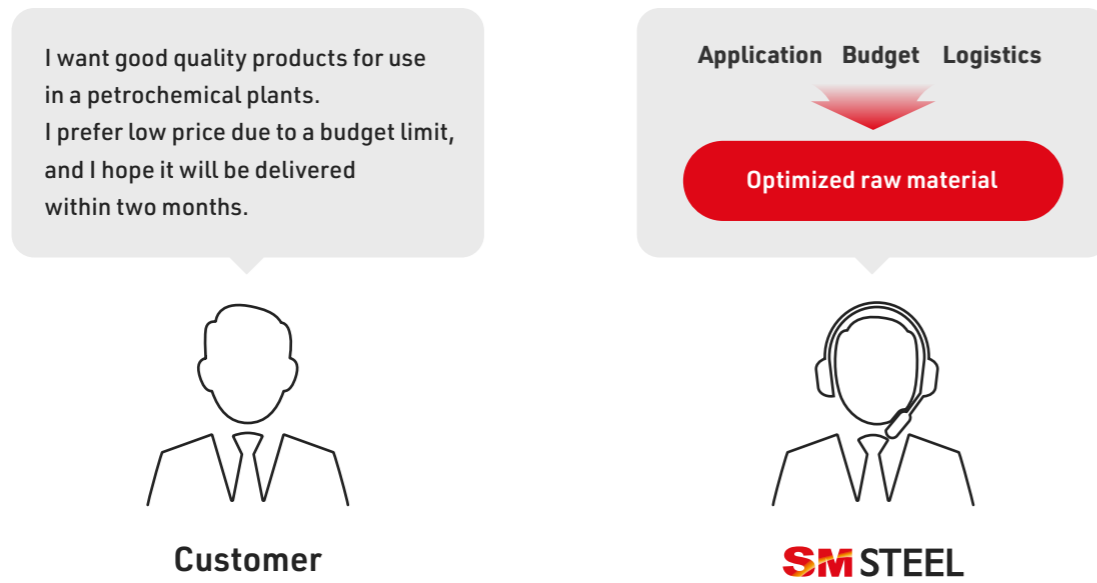
Reduced welding costs and risk through the supply of larger plates

## Reasonable Price Policy

Reduce manufacturing costs by choosing raw materials to customer requirements and constantly expanding production capacity

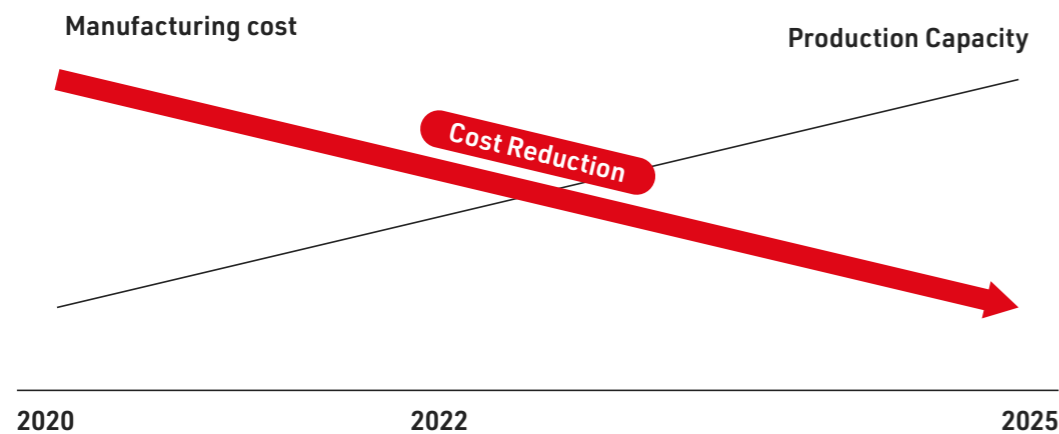
### Supply of Materials Optimized for Customer Needs

SM Steel recommends raw materials through careful consultation with customers and aims to reduce your costs based on your use, budget and logistics.



### Reducing manufacturing costs

We ensure manufacturing cost optimization by constantly expanding our production capacity. We have already secured annual production capacity of 100,000 tons as of 2022, and we will continue to expand it by 2025 to provide better and lower-cost products.

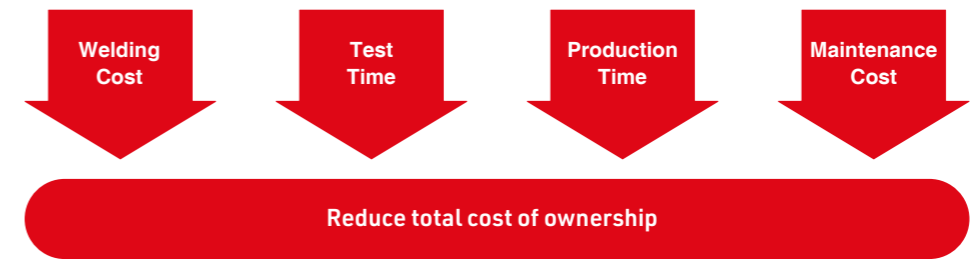


## Your Benefit

Super Plate helps to reduce your TCO (Total Cost of Ownership)

### How we make this possible

Super Plate reduces welding costs and customer risks because it offers large sizes. This also cuts production time and lifetime maintenance costs.



### Welding Size Simulation

To weld a circular tank with a diameter of 8m, a height of 50 m and a circumference of 25.12m

Super Plate			Normal Plate		
W	L	PCS	W	L	PCS
3,750	8,373	36	2,500	8,373	60
2,500	8,373	6			



Due to the difference in product width, Super Plate provides benefits of more than 150m less welding and reduced customer risks

# 04

## Better Experience

We ensure customer satisfaction by accurately meeting delivery dates, offering optimized alternatives to customer requirements, and providing transparent information during the purchase process.

### **SMART CARE**

Our commitment is to deliver exceptional experience to our customer!  
We call it **SMART CARE**

### **Accurate Delivery Time**

We accurately comply with promised deadlines to meet your project schedule

### **Rational Support**

We support rational and optimized purchasing to fully satisfy your needs

### **Transparent Order System**

Our transparent ordering system is fast and easy

## Accurate Delivery time

We accurately comply with promised deadlines to meet your project schedule

### On-Time Delivery Plan

We establish specific delivery schedules with customers based on regional transportation plans. The customer's project schedule is our top priority and we aim for the exact delivery date

Region	Production Time	Ocean Time	Expected Logistics Time
Japan	60	1	61
Taiwan	60	3	63
Southeast Asia	60	10	70
Australia	60	20	80
Middle East	60	23	83
North America	60	35	95
Europe	60	50	110

### Logistics affiliates' Collaboration

We respond quickly to emergency delivery demands by collaborating with our logistics affiliates

### Success Story

#### Background

- Customer has already selected Company B as preferred bidder
- However, frequent product size and quote mistakes, and excessive cost reduces customer confidence
- As a result, the customer was looking for a new and more reliable vendor

#### SM Steel Provided

- SM Steel's regional team provided quick professional customer consultation
- Provided accurate product size information and competitive quotations (Extra Thickness: 106 mm / Unit Weight: 14 tons)
- Created optimal logistics plan for emergency orders & schedule

#### Results

- Improved customer satisfaction won the project with quick, professional consultations
- Production and delivery tailored to the customer's project schedule

## Rational Support & Transparent Order System

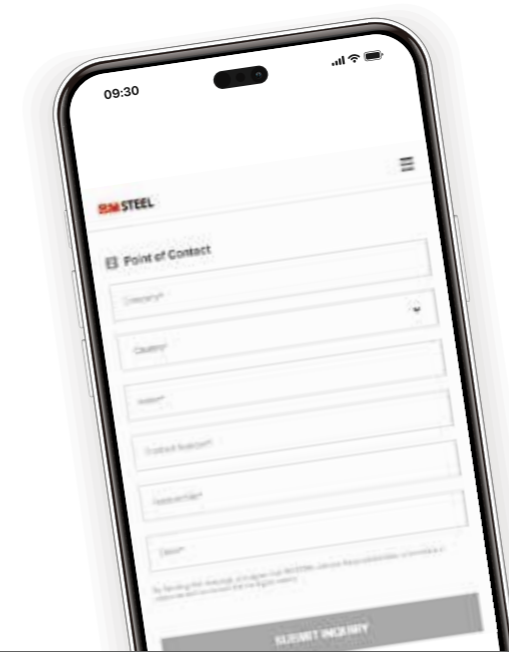
We supports reasonable, optimized purchases and fast, transparent ordering systems to meet customer needs

### Support Process



### Get a Quotation Today

SM Steel provides a fast and easy ordering system. You can easily inquire about the grade and size you want. Our regional dedicated team quickly answers customer inquiries.



Scan QR Code To Request





# 05

## About Us

Established in 1988, the SM Group provides unique and innovative products and services for manufacturing, construction, shipping, service and leisure through domestic and international networks.

The corporation is continuing to prosper, creating value to enrich the lives of our clients.

### **About SM Group**

SM Group currently has 63 affiliates in 5 business sectors and is making a leap forward as a global super-prime company.

### **Global Expansion**

We are actively entering the global market based on our excellent stainless steel plate quality.

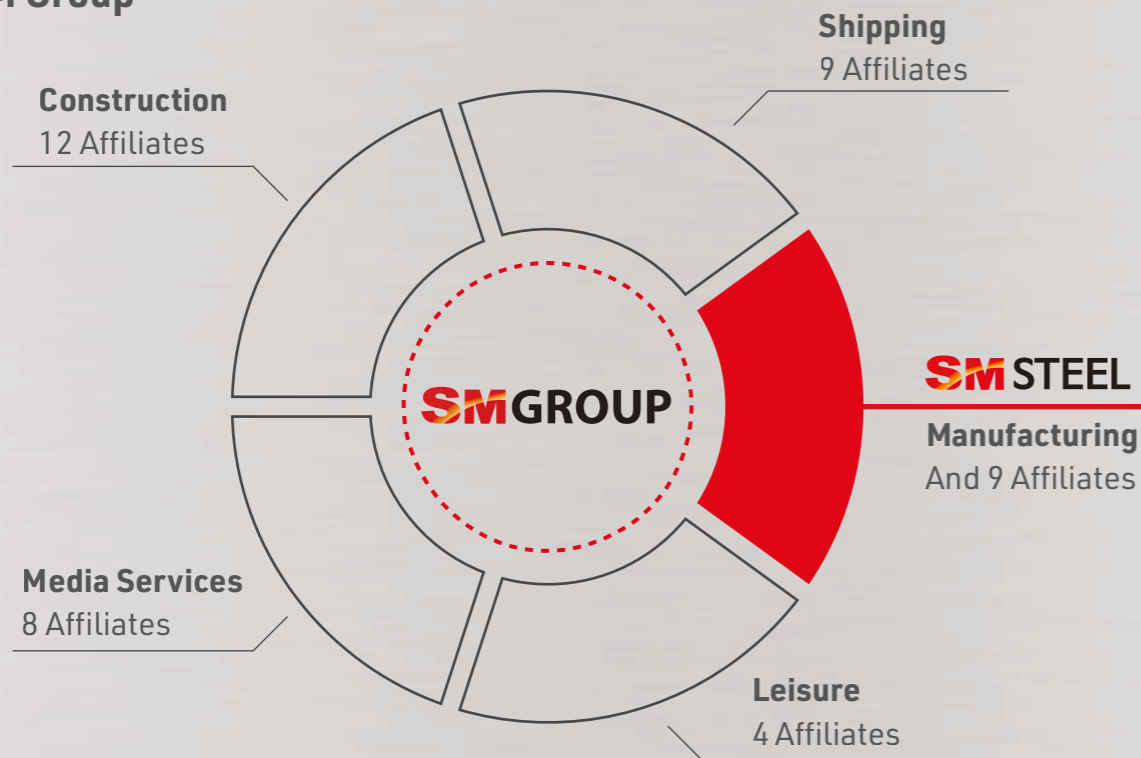
### **Sustainable Management**

With strict in-house policies and automation systems, SM Steel helps to realize a sustainable environment.

## About SM Group

SM Group is making a leap forward as a global super-prime company with continuous challenges and innovations.

### SM Group



### Comprehensive Business Portfolio Across

Global leading company that has a comprehensive business portfolio with 5 business divisions and 63 affiliates to create a better tomorrow.



### Global Company with Financial Stability

Since its founding in 1988, SM Group has been growing through continuous challenges and innovations and has a solid financial structure. It has more than 1,000 customers and maintains stability in sales by constantly attracting new ones.



## SM Steel At a Glance

Since **1994**

### Corporate History

SM Steel has proved it can deliver better products to its customers since 1994. It made history with the launch of the SUPER PLATE brand in 2021.

**173%**

### Growth Rate

With outstanding quality products and performance, SM Steel has an average growth rate of 173% for the past 3 years.

**108,000 tons**

### Annual Production Capacity

We are expanding production capacity through continuous investment to deliver high-quality products at even more competitive prices

**34 countries**

### Overseas Export

As of 2022, SM Steel is exporting to 34 countries worldwide. Due to the trust our customers have in us, we are providing products that affect lives around the world.

**2,085,126 tons+**

### The weight STS has handled so far

SM Steel has grown together with global customers with outstanding performance.

**\$1.0B**

### Expected Sales in 2025

SM Steel's growth is ongoing. We will continue to innovate and challenge ourselves to make better stainless steel plate.

# SM Steel in the Global Market

Our quality stainless steel plate is globally recognized.

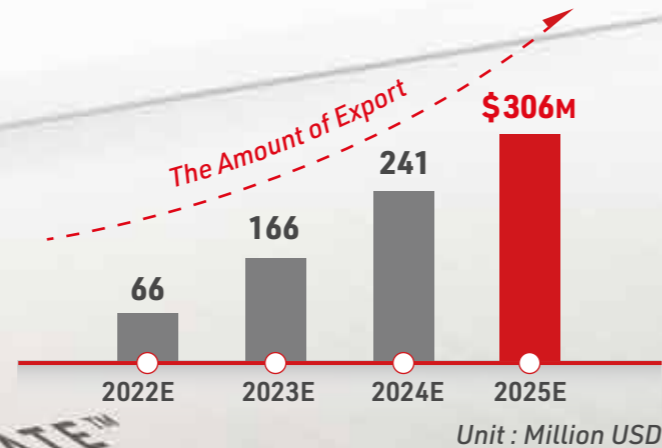
## Go-To-Market Status and Plan

SM Steel achieves global customer satisfaction with excellent product quality and unique tailored customer service. We continue to invest actively to provide faster support closer to our customer sites.



## Sales Forecasting

SM Steel is growing 173% a year based on proven products and customer trust. Total volume of annual exports reached 66 million USD in 2022 and is expected to achieve 306 million USD in 2025, based on the same growth. SM Steel will continue to satisfy global customers and strengthen business competitiveness.



# Sustainable Management

## Environmental Management

### Tele-monitoring System (TMS)

Air pollutants emitted from production plants are measured at all times with an automatic measurement sensor, and real-time monitoring is carried out at the control center to prevent environmental pollution issues in advance

### Eco-friendly Pickling Process

SM Steel's has developed a pickling process and its own acid mixing solution that minimizes pollutants. We are actively practicing advanced environmental management to realize a sustainable environment.



## Safety Management

### Inspection by Automated System

We introduced an advanced management system to preemptively prevent accidents in dangerous processes.

### Compliance with strict safety policies

Strict in-house management standards are applied to raise the level of safety awareness among employees.



## Social Contribution

### Certified for Youth Employment Promotion, 2021

Through active recruitment of local youth, we were selected as the top job company by the Korean government for contributing to revitalizing the economy in employment crisis areas in 2021

### 1 Company 1 Stream Regeneration Campaign

Our staff voluntarily carry out activities to purify the river area near the production plant and contribute to the region and the environment.

