

MADISON, Ind. — Midwest Tube Mills, Inc. (MTM), a manufacturer of pre-galvanized round, square and rectangular tubing, is celebrating its 20th year serving the fence and mechanical industries.

Their first step in celebrating is the launch of a new web site for use in promoting a variety of new and existing products in 2014.

You can visit the web site at www.midwesttubemills.com.

MTM president and CEO Rick Russell said the updates are necessary because the 20-year-old company services many different markets with highly improved processes and products than they did in the past, and the industry must be made aware of this.

“If someone hasn’t experienced Midwest Tube Mills products in the past five years and is living with a previous misperception, then you don’t know us at all and you’re missing quite a bit” says Russell.

“We’re more into the fence and some mechanical markets. In addition to rounds, we do a lot of squares and rectangles, which we didn’t promote before,” Russell said. “We didn’t do any painting before, and now, between polyester and light mil polyolefin, that’s probably 30% of our business. I really want to promote that because

Midwest Tube Mills celebrates 20th anniversary with ambitious plans for 2014

many people don’t even know we provide that product. It is a market I’d like to build because it allows our distribution partners the ability to mix truckloads of galvanized and color and there is significant growth in both product and margin.”

Two products that Russell said he will promote are within the MT 40 line, in which he will more heavily market a swaged fence top rail and the ability to run 40 ft.+ inline.

“Under our MT 40 series, we produce a swaged product that other companies don’t currently offer. This avoids the need to inventory and use a sleeve for installation,” he noted. “That can become a big seller for us, as well as the extra-long lengths for gates and backstops.”

Russell, who earlier in life learned the tool and die making trade and worked for other tubing manufactur-

ers, started MTM in 1993 in an 8,000 square foot plant in Edinburgh, Ind. with four employees.

The company now occupies 450,000 square feet in two buildings in Madison, Ind. There is also another 20,000 square foot building that serves as the headquarters for Russell’s stock car racing enterprise, which is currently idled to provide greater industry focus.

One of the big pushes for 2014 is for MTM to upgrade and maximize their scrap processing. “We’re going to con-

tinue maximizing our profitability from it,” he noted. “We are going to improve the reclamation of our scrap and recycling. Many tube mills resell their scrap or secondary products, which unfortunately end up in prime markets, minimizing profitability.

“The steel mills that we buy from and the reason that we buy from them,

is that our customers can demonstrate their commitment to environmental stewardship and social responsibility while reducing waste and qualifying for tax rebates, zoning allowances, and other incentives in cities across the United States with the purchase of highly recyclable steel,” Russell said.



Quality control is a critical aspect of MTM’s operation. Above, a quality technician monitors the thickness of steel coil using a micrometer.

In addition to expanding product offerings to the fence industry (announcements for which will be made in the near future), Russell said he is moving into other markets that he feels offer growth potential.

Russell also noted he is more fully committing to the industry and plans to install his own certified salt spray chamber so that he can perform continuous corrosion testing of his and competitors’ products.

“It’s necessary, and provides



Bundles of tubing are ready for shipment from MTM’s Madison, Ind. mill. (MTM photos)

continuous information our customer base should have,” he said.

He said he also plans to install testing equipment to measure bending strengths of alternative steels and a system to test tensile strength of the tubing as it is being run.

“At the same time, MTM will continue to improve our already outstanding customer service, which is a mainstay of the company,” he stated.

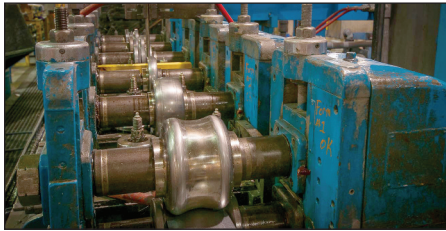
“Basically we built this business on service and quality. We don’t have the lowest price in the market, so we have to offer some things that other people don’t offer,” he added.

For more information on MTM and its products, visit the web site listed above, or contact one of the individuals below:

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Above, a view of the dies on MTM’s forming line. Below, slit steel coil is ready to enter the forming process.



Above, a view of MTM’s huge warehouse shows both raw materials and finished product. Below, thousands of pounds of slit coils are ready for production of new and existing orders.

