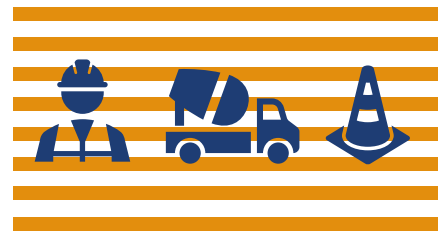


THE REINFORCER

JANUARY - MARCH 2020/QUARTER 1



WE ARE OPEN!

Helix Steel is pleased to be considered part of Michigan's critical and essential infrastructure workforce providing vital materials to the energy sector in power plants, oil and natural gas, and the transportation industry. We are proud to discover creative solutions for our clients during operations at reduced capacity while protecting the health and safety of our employees. We have also offered our manufacturing capabilities to the State of Michigan and the Grand Rapids Economic Development Authority and are actively seeking out ways we can directly assist with the demands associated with the COVID National Emergency. While we stand ready to serve your needs during this time of national emergency, we will prioritize shipments of available products to those customers engaged in health, safety, and critical infrastructure work.

PROJECT HIGHLIGHTS

Muskoka Bay Resorts, a premier 18-hole golf community on beautiful Lake Muskoka in Gravenhurst, Ontario. When Muskoka Bay Resorts decided to launch the construction of a five-story condominium expansion, they selected Tilt Wall Ontario as the sub-contractor for the project. Tilt Wall utilized Helix® reinforcement for the exterior wythe of all the Tilt-walls using a standard design that Helix developed with Tilt Wall Ontario. Ken Van Casteren, the project manager at Tilt Wall, explained why he selected Helix reinforcement. "My team loves using Helix as a replacement for rebar and wire mesh on our projects. It is simple and quick to use with a 20% time savings over using wire mesh."

From the footings to the top of the walls, the building's height is nearly 87' tall. Tilt Wall used approximately 13.4 million pounds of concrete to create the walls, base slabs, and panel wall slabs. Winters in Ontario can be extremely harsh and this can adversely affect the performance, strength, and condition of the concrete. Using Helix® reinforcement was a natural choice for this project. Muskoka Bay Resorts condominium project will open in May 2020.

PROJECT HIGHLIGHT

Helix® reinforcement has been utilized by Tilt Wall Ontario in Gravenhurst, Ontario. Read full story below.

WORLD OF CONCRETE in Las Vegas

See page two for more details.

WELCOME ABOARD!

This quarter we welcomed Brooke Cook to our team! See page two for details.

EVENTS

We have some events coming up in 2020! See page two for details.

HELIX ATTENDS WORLD OF CONCRETE



The 45th annual World of Concrete was held in Las Vegas, Nevada at the Las Vegas Convention Center on January 19-22, 2020. The WOC was first introduced to the commercial construction industry in Houston, Texas in 1975.

Today the event boasts more than 1,000 exhibiting companies and 60,000 registered professionals in over 700,000 square feet of exhibition space.

Erica Marr, Helix sales representative stated, "It is always exciting to attend the WOC because there is such a diverse group of people and companies in one space at the same time." She added, "The WOC is the best place to learn about new and innovative products on the market."

The four-day convention showcases new products, cutting edge technology, the latest machinery, and more than 150 education sessions. Trade professionals can attend lunch and learn workshops as well as hands-on industry training. This conference appeals to anyone interested in exploring the latest developments in the construction industry.

WE OFFER FREE WEBINARS BY REQUEST. PLEASE CONTACT US @ (734) 322 - 2114 OR INFO@HELIXSTEEL.COM WITH QUESTIONS!

UPCOMING EVENTS

CFA Convention

July 23-25, 2020

Charleston Marriott, Charleston, S.C.

Join us in Charleston, South Carolina at the largest gathering dedicated to the cast-in-place concrete foundation's industry. A proven capstone event each year, the Concrete Foundations Convention brings together the top professional concrete contractors working in the residential, light commercial, agricultural, and many tangential industries.



WELCOME ABOARD!



Helix Steel is pleased to welcome Brooke Cook as our new Supply Chain/Industrial Engineer. Brooke has a BE in Industrial Engineering and an MSE in Engineering from the University of Michigan. Brooke's background is in manufacturing and logistics engineering, customs, and trade compliance.

In her new position, Brooke will be responsible for supporting Helix Steel's free trade program, import/export compliance, tariff impact and risk, as well as factory and supply chain continuous improvements. Brooke will play an important role in our company's success.