



MOBILSTEEL

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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MOBIL STEEL HONORED FOR BUSINESS EXCELLENCE

HOUSTON (October 11, 2012) – [Mobil Steel International, Inc.](#) was recognized for outstanding business practices with the 2012 Supplier Business Excellence Award given by the Associated Builders and Contractors (ABC) Greater Houston Chapter. Mobil Steel and 22 other commercial and industrial construction industry companies were recognized for excellence in business management, stewardship and general business practices. The awards were announced at the Wortham Theater Oct. 11, 2012.

ABC Houston established the business excellence awards to recognize and honor ABC members who make outstanding contributions to the industry, ABC and the community at large. Each company was judged for excellence in business management, human resources, safety, community service, environmental conscientiousness and helping to improve the construction industry through involvement in ABC Houston. ABC Houston assembled a panel of business experts from successful area businesses, business organizations, and distinguished university business programs to judge the competition. Award applications did not identify the companies to maintain a fair competition.

“All of us at Mobil Steel are honored and humbled to receive this recognition among our industry peers,” said Mobil Steel President and CEO Leonard A. Bedell.

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Mobil Steel engages customers during economic downturn (page 2)

“This award is validation of our core values – we are customer-focused with highly motivated, skilled employees who understand that they are partners with our customers in delivering high-quality, on-time work that meets the customers’ highest expectations and standards, time-after-time.

“As a result of our partnership with customers and employees, Mobil Steel is a reliable partner with the flexibility to meet schedules and deliver quality-certified results,” Bedell added.

When the economy was in the downturn, Mobil Steel concentrated on marketing, stepped up sponsorship of ABC events, and placed ads in ABC's Build Houston and other industry publications. Mobil Steel also increased its community involvement and more aggressively networked with current and potential customers. The company met with customers and listened to ways Mobil Steel could be a resource as customers refocused their business plans on available work, according to Mobil Steel’s award entry. The company concentrated on enhancing employee skills and processes, and improved facilities and added state-of-the-art equipment to help provide better services to customers.

“We communicated to our customer base that no job was too small, and asked them to consider us on all jobs that included our specialty,” said Bedell.

Mobil Steel continued to be active in the local community, supporting causes that assisted children and disadvantaged families, provided scholarships, and helped unemployed workers find jobs. Bedell and his group of employees did not just give money, they gave time and directly participated in the charity programs. As an example, Mobil Steel hired employees from the Sagemont Church Helping Hands Ministry program which helps the unemployed, as well as displaced spouses and children, senior citizens needing home improvements and other community needs.

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Mobil Steel supports free enterprise principles (page 3)

“Mobil Steel ownership, management and employees fully support, exercise and practice the values that ABC stands for - free enterprise competition, safety training and development of our work force to deliver excellence to customers,” Bedell added. “Our commitment to complete our customers' job in a reliable, efficient, and timely manner while meeting high quality standards is at the core of our company values to exceed customer expectations. Every day we work and play like champions!”

About Mobil Steel International, Inc.

[Mobil Steel International, Inc.](#) fabricates steel used in some of the world's essential industries: chemical, manufacturing, petroleum, communication, clean fuels, and power utilities, as well as commercial construction. Mobil Steel, which has been at its South Wayside Drive facility in Houston for 43 years, has a production capacity of more than 1,000 tons per month in its 80,000 square feet of plant and office facilities under roof, providing flexibility to manage multiple projects. The 8.5-acre site is located within major freeway access to the refining and petrochemical complex in the Gulf Coast region. Mobil Steel is quality certified by the [American Institute of Steel Construction](#) (AISC). Mobil Steel is active in [Associated Builders and Contractors](#), [Associated General Contractors](#) and is a sponsoring member of [Economic Alliance Houston Port Region](#) and a member of the [Pasadena Chamber of Commerce](#). For information about Mobil Steel visit www.mobilsteel.com.