

ADDING VALUE WITH DIFFERENTIAL COATING

PARTNERING WITH OUR CUSTOMERS

1 THE PROBLEM

A Customer specializing in tubing is continuing to look for ways to remain cost competitive in their business.

By reducing cost of goods sold, the customer will be able to look at new markets and geographic areas to compete.

Worthington Industries has a proven track record of providing material support to help with customers overall costs, previously assisting with a material spec change to improve customers production output.

2 THE APPROACH

Worthington Industries' Material Support and Solutions team analyzed the product's material to isolate any areas that could be cost efficient for the customer.

The team identified an area on the products' material that would have the most impact on cost of goods sold and focused their efforts there.

3 THE DELIVERY

Worthington Industries proposed applying a lighter weight coating on the interior of the tube that has a reduced exposure to external elements.

By limiting the zinc coating on the interior surface, the customers material purchase price can be reduced when buying from Worthington Industries.

From a quality perspective, utilizing differential coating will not have any effect on the products quality

4 THE OUTCOME

The Customer and Worthington Industries built a more trusting relationship by successfully reducing cost of product supplied, without jeopardizing the quality of the product.

Now, the customer can expand their product to additional tubing markets, growing their product and business.

