

# ACE STEEL SUPPLY METAL MANIA



Volume IV, Issue 12 ★ December 2020



**VETERAN**  
**OWNED BUSINESS**

## Heard in the METALS MARKET

- Supply tightness continues to push prices up and looks as if conditions will continue throughout Q1 2021 and beyond.
- The lack of supply has only intensified since October as already lean service center inventories faced massively extended mill lead times leaving no options to replenish stocks at a sufficient rate.
- 12/1 Hot Rolled Coil Index was calculated at \$40.44 cwt fob mill US, up 18.49% in a month.
- Prices for cold-rolled and galvanized sheet in the United States leaped after anxious end users became voracious for more steel to keep their operations going.
- Fastmarkets' weekly price assessment for Hot Dipped Galvanized, fob mill US increased to \$47.50 cwt, up 6.7% from the last assessment and up 11.8% from \$42.50 cwt a month ago.
- Spot market activity has become practically nonexistent - supply is unable to meet demand.
- Since early August mill lead times have lengthened to the longest levels in more than a decade.
- If a customer were lucky enough to secure a much-coveted January 2021 spot window at the domestic mills, lead times were reported to be at least eight weeks for CRC, 10-13 weeks if not longer for coated material.
- Any potential import relief for US buyers is at best a late first quarter 2021 aid.
- South Korea and Vietnam also heard to be extremely active with coated sheet imports into the US with Feb to April arrivals.
- Brazil's domestic steel coil prices soar.
- Hot Rolled lead times for spot tons are thought to be into February and March 2021.
- Turkey has been able to book its first HRC cargo into the US in more than two years.
- Seaborne iron ore and global scrap prices rise as port inventories fall.

## QUOTES RECENTLY HEARD

- ⇒ "The spot market is dead, there are no spot tons to buy."
- ⇒ "As soon as material hits the floor, it's snapped up."
- ⇒ "It's a sellers' market for the next three to four months."
- ⇒ "Coil is not possible to get unless you've already ordered."
- ⇒ "Distributors are worried about being able to supply their customers in the first quarter."

## ACE "STOCK & RELEASE PROGRAMS"

For those of you who are currently entered into an "Ace Stock and Hold Program", **now more than ever you can appreciate the true benefits** of this strategy.

Foremost, during what is firming up to be a time of significant material shortage, **material is set aside specifically for you**. Secondly, **look at the price you are paying despite market conditions**. This has become an unequalled **competitive advantage** and **margin enhancer** for our customers. **Further, as a preferred customer you receive unequalled service.**



The structure of these programs stabilizes the highs and lows from turbulent markets and aids material availability providing reliability and consistency for your business. **For those of you who have not considered these programs in the past, the time might be right to be open minded going forward.** Timing is critical to this approach, and when the moment presents itself, you need to get on board quickly, otherwise the opportunity has passed.

Please contact Ace Steel Supply, Inc. to discuss the many benefits of a future "Stock & Release Program".

## AS WE APPROACH THE END OF 2020, IT'S TIME TO MOVE ON...



2020 has been full of surprises that no one ever asked for or expected.

We all have had sleepless nights, nights when you are so worried about something that has happened, and you let it dictate the future. I am talking about those times when we just could not shake the past. Whether it is \$, a business conflict, contracting COVID, losing a loved one, having to lay off loyal and long-term employees, shutting down a business, or something significant and personal to you. Harping on negative events or experiences is painful and, when we hold on to that pain, we cannot move on to something more positive. That is why it is important that you let it go. Leave the past behind and move forward. **Put 2020 in the rear-view mirror and move on** to better days!

Regardless of what you have been through in life, you can always work on making your future better. When you continuously focus on painful experiences you have had, you are holding yourself hostage and preventing yourself from experiencing the joy and success you deserve. How you choose to react to those experiences is what determines whether you can leave the past behind and look ahead to the future. Work hard to forgive so you can be free! Here are a few tips:

- 1. Learn from the past but do not dwell on it** – Yes, those negative experiences you had can be used for learning and future experiences - no matter how painful they are. Take some time to reflect on the experience and look at ways they can benefit you down the road.
- 2. Express yourself** - Do not hesitate to get the pain you are feeling off your chest. Whether it's talking to the individual who has harmed you (or who you harmed), venting to a friend or writing it down, expressing your feelings can assist you in sorting out what, if anything, needs to be done to move on.
- 3. Stop pointing fingers** - Playing the role of the victim is easy and sometimes feels pretty good, especially compared with accepting the truth. The problem is, blaming others prevents you from going forward. Most often, pointing fingers is just another form of complaining.
- 4. Focus on the present** - One of the most effective ways to let go of the past is to embrace the present. Instead of reliving the past and getting consumed with negativity, keep yourself active and enjoy "living in the moment".
- 5. Disconnect for a while** - Allow yourself to take some time away so that you can clear your head. Just remove yourself from the situation. Practicing ways to disconnect for a while will give you the chance to experience something positive. When you return, you will have a better perspective on the past.
- 6. Think about the people around you** - Take inventory of the people around you. Who is negative and always bringing you down? Who are the people associated with the past that you are trying to move away from? Spend time with the positive influences in your life.
- 7. Forgive those who wronged you - including yourself** - If you've been hurt by someone, the last thing that you may want to do is forgive them, but "Forgiving others is essential for growth." While you are at it, forgive yourself. No one is perfect and we all make mistakes. Instead of kicking yourself for your past mistakes, cut yourself some slack and focus on the lessons you have learned. Once you are not carrying that anger and resentment, you will be able to move on.
- 8. Make new memories** - Finally, start making new, positive memories to replace those negative memories from the past. Spend your time with the people who make you happy, the things that bring you joy and in the places that bring you peace. Making new memories is better than being stuck in the past.

**Here is to the future! Best wishes from Ace Steel Supply, Inc. for a great 2021 – we thank you sincerely for your business and are here to service you!**

### Ultimate Chicken Noodle Soup

- 2-1/2 pounds bone-in chicken thighs
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1 tablespoon canola oil
- 1 large onion, chopped
- 1 garlic clove, minced
- 10 cups chicken broth
- 4 celery ribs, chopped
- 4 medium carrots, chopped
- 2 bay leaves
- 1 teaspoon minced fresh thyme or 1/4 teaspoon dried thyme
- 3 cups uncooked egg noodles (about 8 ounces)
- 1 tablespoon chopped fresh parsley
- 1 tablespoon lemon juice
- Optional: Additional salt and pepper
- Pat chicken dry with paper towels; sprinkle with salt and pepper. In a 6-qt. stockpot, heat oil over medium-high heat. Add chicken in batches, skin side down; cook until dark golden brown, 3-4 minutes. Remove chicken from pan; remove and discard skin. Discard drippings, reserving 2 tablespoons.
- Add onion to drippings; cook and stir over medium-high heat until tender, 4-5 minutes. Add garlic; cook 1 minute longer. Add broth, stirring to loosen browned bits from pan. Bring to a boil. Return chicken to pan. Add celery, carrots, bay leaves and thyme. Reduce heat; simmer, covered, until chicken is tender, 25-30 minutes.
- Transfer chicken to a plate. Remove soup from heat. Add noodles; let stand, covered, until noodles are tender, 20-22 minutes.
- Meanwhile, when chicken is cool enough to handle, remove meat from bones; discard bones. Shred meat into bite-sized pieces. Return meat to stockpot. Stir in parsley and lemon juice. If desired, adjust seasoning with additional salt and pepper. Discard bay leaves.

# Chances Dog Rescue & Relocation

## Year in Review

2020 tested us all in so many ways. I am proud that thanks to the support of those around us - both geographically near and far - a good dose of resilience, and a focused mission, Chances was able to continue our work. We did not hit our goal of 1000 dogs this year (but we did surpass 700!), but along the way we found other things to celebrate. We heard from adopters - new and old - who sent us updates about their beloved dogs, and stories about how some canine company made this year's isolation more tolerable. We were able to provide some smiles and "puppy therapy" to exhausted ER staff at local Houston hospitals.



Our foster pool grew a little, and our Houston rescue partnerships strengthened. Perhaps most important, we have colleagues - north and south - who we now count as dear friends. We shared each others worries and struggles, both personal and rescue-related, and celebrated the successes this past year brought. It is with grateful hearts that we look forward to saying goodbye to 2020, and look toward the light of 2021.

Wishing you a healthy, happy, and wonderful Christmas!

Tiffany Menard  
& the Chances team

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**Senior Account Executive**  
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*We can all do something –  
Donate / Foster / Sponsor!*

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## Rig Count Overview & Summary Count

Area	Last Count	Count	Change from Prior Count	Date of Prior Count	Change from Last Year	Date of Last Year's Count
U.S.	25 Nov 2020	320	+10	20 Nov 2020	-482	29 Nov 2019

## Material Costs – December 2020 (PRICES CONTINUE TO REACH HIGHER)

-  Stainless: Prices climbing - surcharges up 6%
-  Domestic 60" Galvanized: Prices climbing
-  Cold Rolled: Prices climbing
-  Galvanized sheet: Prices climbing
-  Hot Rolled: Prices climbing
-  Aluminum: Climbing on top of 10% Nov increase



**GALVALUME** - BIEC International Inc. is the worldwide licensor of the technology and know-how associated with 55% Aluminum-Zinc alloy coated sheet steel (better known as GALVALUME). A measure of the success of this program is the fact that virtually all the major steel companies worldwide have become licensees of BIEC. Today, BIEC is the acknowledged leader in technologies associated with 55% Al-Zn coated sheet steel.