

# Adding Value with Differential Coating

## 1 The Problem

A customer specializing in tubing was actively seeking ways to remain cost-competitive in their business. By reducing the cost of goods sold, the customer could explore new markets and geographic areas to compete.

With its proven track record of providing material support, Worthington Steel was ready to assist, having previously helped with material spec changes to improve customers' production output.

## 3 The Delivery

Worthington Steel proposed applying a lighter-weight coating on the interior of the tube, as the less exposed interior surface doesn't need as much protection from the elements.

By limiting the coating on the interior surface, the customer's material purchase price would be reduced without reducing the product's life expectancy.

## 2 The Approach

Worthington Steel's Material Support team analyzed the tubing to determine cost-saving opportunities in the steel's specification.

The team identified an aspect of the tubing's coating that could be modified to reduce the cost of the material.

## 4 The Outcome

The customer and Worthington built a more trusting relationship by successfully reducing the cost of the steel product supplied without jeopardizing the quality of the tubing.

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