



MOBILSTEEL

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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BRUCE KENNER NAMED SALES MANAGER AT MOBIL STEEL

HOUSTON (August 16, 2011) – [Mobil Steel International, Inc.](#) announced today that veteran steel industry sales manager Bruce Kenner joined Mobil Steel as an integral part of its management team. Kenner will lead Mobil Steel’s sales, marketing and business development efforts for the 42 year old Texas Gulf Coast steel fabricator.

Kenner brings 13 years of direct steel industry experience as sales manager for several large steel companies, as well as 10 years as a sales vendor to the steel, cement and petrochemical industries. Kenner spent seven years with Nucor Steel as district sales manager and six years as sales manager for Southland Steel Fabricators of Louisiana. Kenner managed sales and marketing of fabricated structural and miscellaneous products for the North American and Canadian markets while with Southland Steel. He has established structural steel fabrication supplier relationships with large Engineering, Procurement & Construction (EPC) companies in addition to industrial clients within the oil, petrochemical and energy industries.

“Bruce is a perfect fit for Mobil Steel,” said Leonard A. Bedell, president & CEO of Mobil Steel International, Inc. “He knows the steel industry from all sides and has established relationships with many of our target customers. Bruce will complement our current team of experienced steel professionals, adds tremendous depth to our sales efforts, and enhances Mobil Steel’s regional and national reputation.” Kenner grew up in the Houston area graduating from Westchester High School and the University of Texas.

Mobil Steel has built a reputation on commitment to quality, production and service. Mobil Steel is one of a few Houston area steel fabricators to embrace quality certification through its commitment to the annual certification by the [American Institute of Construction \(AISC\)](#) and active participation in professional organizations such as [Associated Builders and Contractors \(ABC\)](#), [Associated General Contractors \(AGC\)](#) and the [American Welding Society](#).

(more)

Commitment to quality & customer service attracts Kenner to Mobil Steel (page 2)

“I am excited about the opportunity at Mobil Steel,” said Kenner, who had called on Mobil Steel’s founder when Kenner represented Nucor Steel Products. “Mobil Steel has a solid team of professionals and many advantages that other steel fabrication companies do not offer. Mobil Steel’s AISC quality certification, sponsorship of many professional and community service projects, its commitment to quality work and on-time delivery, combined with six covered bays on 8.5 acres with capacities to produce more than 1,000 tons monthly, provides us the capacity and flexibility to meet or exceed customers’ scheduling requirements.

“I was attracted to Mobil Steel’s reputation as a quality fabricator with high standards of customer service, integrity and commitment to professional and community service,” Kenner added. “When I put my credibility on the line with a promise to a customer, I know that everyone at Mobil Steel – from management to the guys in the shop – is working to keep that promise.”

“Bruce strengthens our management team and knowledge of the steel construction industry, raises our level of professionalism and commitment to meeting and exceeding customer needs in the ever-changing, challenging and competitive construction environment,” said Bedell. “Bruce already is on an accelerated schedule to get to know our team, our customers and introduce Mobil Steel to his industry contacts.”

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 facility in Houston for 42 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). For information about Mobil Steel visit www.mobilsteel.com.

