

Source: <https://www.uscc.ua> (Ukrainian Steel Construction Center)

Denis Risukhin, Director of Metipol: We will create a civilised metal market and change the idea of service. Together with our clients we will make the Ukrainian market consume quality product, building our relationships based on open partnership principals.

Metipol is a new project for PPGI production in Ukraine, created by a team with unique experience in the Ukrainian market. Denis Risukhin, Director of Metipol, told us about the new site commissioning and the main goal of the company – to combine high quality product with excellent service for a competitive price.



Launching new capacities is a rare thing for a construction market. Tell us about the project stages you passed through.

Having gathered a team of experienced professionals, we decided to present to the market a new brand – METIPOL, which unites high product quality and excellent service for a competitive price. The project was discussed about 3 years ago and started with the construction of a new production complex. We looked at dozens of potential places for our future site and analyzed logistic advantages of different Ukrainian regions. In the end we made a choice towards the site in the city of Pervomaisk, in Nikolaev region, where we founded the factory “Heavy Metal”. The main reason for choosing this particular place was its location, which will help us quickly deliver the product to all regions of Ukraine and easily get the larger part of the feedstock through the ports of Odessa and Nikolaev.

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In September 2018 we had started reconstruction of the existing site and in January we started equipment installation, which was finished by the end of May. Today we have already finished dry run – part of the commissioning process when electrics, hydraulics and other systems of the line are tested. The last stage of commissioning (wet run) is the first painting attempt. It is planned for the period of July 15-20. This is when the main modules of the line (coaters and IR ovens) are tested using the feedstock and paints of certain suppliers. Based on our previous experience in commissioning of similar lines we expect wet run to take no more than 4 days. Thus, we plan to come into full production before the end of July.

What type of equipment is installed on site in the city of Pervomaisk? What is its difference from the line in Alchevsk?

We had no doubts choosing the equipment. Our team has a positive experience operating BRONX International lines (Australia). Moreover, many members of our team participated in commissioning of similar Bronx lines in Hungary, Belarus and Russia. The lines proved to be very effective, reaching the most excellent product quality, meeting World Standards. Our line has unique IR ovens, which can work with the whole range of existing types of polymeric coatings: from standard polyester to PURAL and PVDF.



The line is the first line in Ukraine which applies pattern coating. First of all, we will offer the market metal with woodgrain coating, then we will widen our range to include stone and brick patterns.



Tell us about the suppliers of HDG steel feed for the production.

We are not going to change the model which helped us enter the Ukrainian PPGI market in the past.

I mean producing quality PPGI, meeting all European Standards. To reach this goal we need quality HDG steel feed with ideal surface. Stability of feedstock quality, quick lead time and competitive price are important too.

Nowadays the most optimal variant for us is metal from Turkish suppliers. BORÇELIK Mill (joint venture of BORUSAN and ARCELOR MITTAL) is our priority long-term supplier.

Do you review the possibility to paint metal from Ukraine?

We are attentively watching the Ukrainian market and the actions which are taken to make the quality of Ukrainian HDG steel better. I hope one day we will be proud to say that the key to our quality product is Ukrainian steel. However, today we are focused on product from other regions.

For what period is the company provided with feedstock, do you expect any delays with delivery and thus with production?

At the moment the factory has feedstock based on the production schedule of 2,500 tons in August and 3,500 tons in September. The first batch of HDG steel arrived in Ukraine on July 11. According to the contracts which we signed with the suppliers, we are going to have 1,000 – 1,500 tons of steel delivered every week till the end of the year.

Taking into account the fact that our project is a start up in a very difficult market we cannot disregard all the risks. However, we will do our best to ensure the market doesn't suffer from any difficulties of ours in starting a new production facility. Our goal is to quickly understand the requirements and tendencies of the market and apart from delivering quality product, to stand out with our quality service.



Tell us about your product range: thickness, width, coating type. Do you plan to produce the metal (allowed by the Standards) in non-aggressive media C2 with 100 gr of GI and 15 microns of paint?

From the very beginning we will offer the market a wide range of products varying in thickness from 0.38 mm to 0.70 mm with 3 variants of zinc coatings: 100gr/m², 140 gr/m² and 200 gr/m². We will pay extra attention to the segment of sandwich panels with strip width 1070 and 1100 mm – this metal will be available for painting late August. As for the metal with low paint coating – 15 microns, we are also planning to offer this product to the market. At the moment the technical requirements for our technologists are being formulated. I hope that by the end of August we will have produced the first test batch of this product.

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Please tell us what paint suppliers do you plan to use?

The paint is supplied by PTE (Sweden), PPG (Poland) and Akzo Nobel (Germany). After the tests are done we will allocate some RALs for each paint supplier which will help us to avoid shading between different batches. More than 20 colours (of standard and matt polyester) will be base colours and starting from September individual colours as per RAL catalogue will be available upon request.

What warranty will you provide for painting quality galvanized feed?

Warranty is a key service, provided by the manufacturer, this is what will distinguish our product from imported metal. Standard warranty for the metal with 140 gr/m² of zinc will be 10 years. Extended warranty for the metal with 200 gr/m² and even more zinc and for the product covered by PVDF will be 15 and 20 years accordingly. The main advantage of these warranty conditions is that the end user can make a claim or apply for additional information directly to our factory, which breaks the usual bureaucratic chain: end user - subcontractor – metal processor – manufacturer.

Tell us about pricing. What will your product be in terms of quality and price?

Feedstock which we are going to use is of high quality, but at the same time it has a competitive price compared to European manufacturers. Due to site location, price for our product is lower than for similar products. Our goal is to conquer the middle segment of the market and transit it into a more quality product. Our policy is to be open and fair in price making.

From January 1, 2019 the new Standard ДСТУ 8802:2018 came into force, this Standard regulates requirements for product quality and product marking. Are you planning to mark your product according to this Standard? Will the entire product be marked?

Each coil will be marked according to ДСТУ Standard showing the name, the manufacturer, parameters, materials, type and thickness. Additionally, each coil will be marked with an internal unique number, which will allow us to identify it at the storage facility and ensure its tracking with quick access to coil characteristics. This option will let us supply new product similar in its technical characteristics to previous orders, which will make the work of our clients easier.

Who do you consider your main competitor in the Ukrainian market?

The market consumes more than 320,000 tons of PPGI. The demand is high and our plan is to take the middle price segment, at the same time providing high quality product. Considering the fact that there is no proper service in the Ukrainian metal market, our product will take its unique niche, partially replacing Chinese and European suppliers.

Tell us about your competitive service to lure the clients (for example painting unique colours, quick delivery etc)

All our service is a unique characteristic of a local manufacturer. First of all, it will be quick lead time and constant availability of the product, which will help our clients avoid “freezing” money into stock. Flexible production with ability to paint all the non-standard colours within 1 working day allows us to deliver the product within 2 days from the date of order placement. Special attention is paid to minimum order, which is 1 coil and also its delivery to a client, which was not possible before in our market. Simple and clear warranty and full informative and consultant support will be available both for business and for the end user. Another unique service will be long term price fixing with minimum pre-payment.

The market needs a certified independent laboratory to control the quality of supplied product. How do you plan to help the market in this aspect?

We are already working on creating such a laboratory. We are planning to have filled the laboratory with all the necessary equipment for quality control by the end of August. After accreditation we will have the expertise, upon the request from other market participants, to give all the appropriate Quality Certificates.

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