
Taishan Steel increases market shares by products mix adjustments

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It is reported that, Shandong Taishan Iron and Steel Co Ltd is yet in full-loaded production impacted by the financial crisis. The financial statistics show that the monthly averaged staff wage has eyed a growth of 16.78% YoY in 2009 surpassing 10% beyond the plan in this year start.

As a matter of fact, products mix adjustment is the main driver behind the high profits in the steel mill. When the whole industry began to lower the output of crude steel, Taishan Steel has planned to stop the deficit production lines stabilize the slight profit line in a bid to expand the production capacity of fine-quality special steel products.

At present, the export volume of Taishan Steel-made 0.16mm to 0.18mm super-thin CR sheets goes at 10,000 tons per month, realizing CNY 20 million per months to CNY 30 million per month of the profit with the ratio of 12% to 15% besides it has successfully developed 200, 300 and 400 series stainless steel varieties, providing important production supports for the high efficient production in the future.

(Source: China Metallurgical News)

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