



Big River Steel's Rebel Video

Big River Steel's That's What Rebels Do Video Transcript

"The world doesn't need another steel mill." The world needs a mill willing to push the boundaries of what steel can do.

"Why launch a new steel company?" At our core, we're a technology company. We just happen to make steel.

"The status-quo steel industry is not known for innovation." It's time to recruit and empower a new generation of steel technicians.

"Some say this is one industry that won't ever be disrupted." We just did.

THAT'S WHAT REBELS DO.

It's time to flex the American manufacturing muscle again. And Big River Steel leads the way with the world's first Flex Mill: It's what happens when you combine the best of the integrated mills and mini mills using some of the world's newest steelmaking technology.

Creating a Flex Mill means embracing a whole new way of thinking about steel. It's what happens when a technology company gets serious about steel.

We've throttled up to produce the most advanced, in-demand, challenging steels – many of the steels that remain under-supplied in the market.

Using the latest in technology, automation and advanced manufacturing methods, Big River Steel produces the steels customers need now – and years from now – so you can keep innovating and flexing that American manufacturing muscle.

Big River Steel broke ground in July of 2014. The Osceola, Arkansas location has been described as "steel mill heaven", bordered by the Mississippi river, a main line railroad and major highways.

Brought online beginning in March 2016, Big River Steel's Flex Mill was conceived, designed and outfitted with the equipment and technology needed to produce steels for rebuilding our country's infrastructure, moving electrical energy, fueling the automotive industry, and much more.

Dare to build a steel mill like no other? You bet.

Blur the lines of steel and technology and create a new type of steel company? Done.

All while taking care of our people and the environment? Absolutely.

Big River Steel is focused on what comes next for steel. Creating something revolutionary. Building something BIG. After all, that's what rebels do.