



WHAT **DIFFERENTIATES** US

Metal Solutions of Tomorrow



CONTENTS

ABOUT US	4
WHAT DIFFERENTIATES US	6
Integrated Supply Chain	6
Sustainability	7
Total Metals Management (TMM)	8
OUR CUSTOMERS & WHAT WE OFFER	10

ABOUT US

ASD Limited is one of the leading metal stockholders and processing suppliers in the UK and a member of the Hierros Añón Group. We are renowned for supplying a diverse range of ferrous and non-ferrous products, sourced from reputable and accredited mill sources.

We operate in all major market sectors across the UK and are known for our unrivalled ability to meet clients' requirements. Our extensive in-house processing portfolio in combination with our processing expertise enables us to deliver cost-efficient metal solutions and high-quality steel products.



HIERROS AÑÓN GROUP

Hierros Añón S.A. is the largest family-owned steel distribution company in Europe, with extensive experience in the steel industry. It operates 6 production mills, 8 service centres, and 57 distribution centres across Spain, France, the UK, the Netherlands, and Belgium. The group is known for its commitment to quality, efficiency, and innovation in steel.



6

MILLS



8

SERVICE CENTRES



57

DISTRIBUTION CENTRES



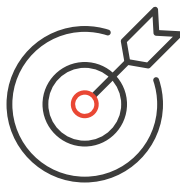
6

COUNTRIES



VISION

Your preferred partner delivering sustainable, innovative solutions.



MISSION

To get you the products and services you need, when you need them.



OUR PRINCIPLES

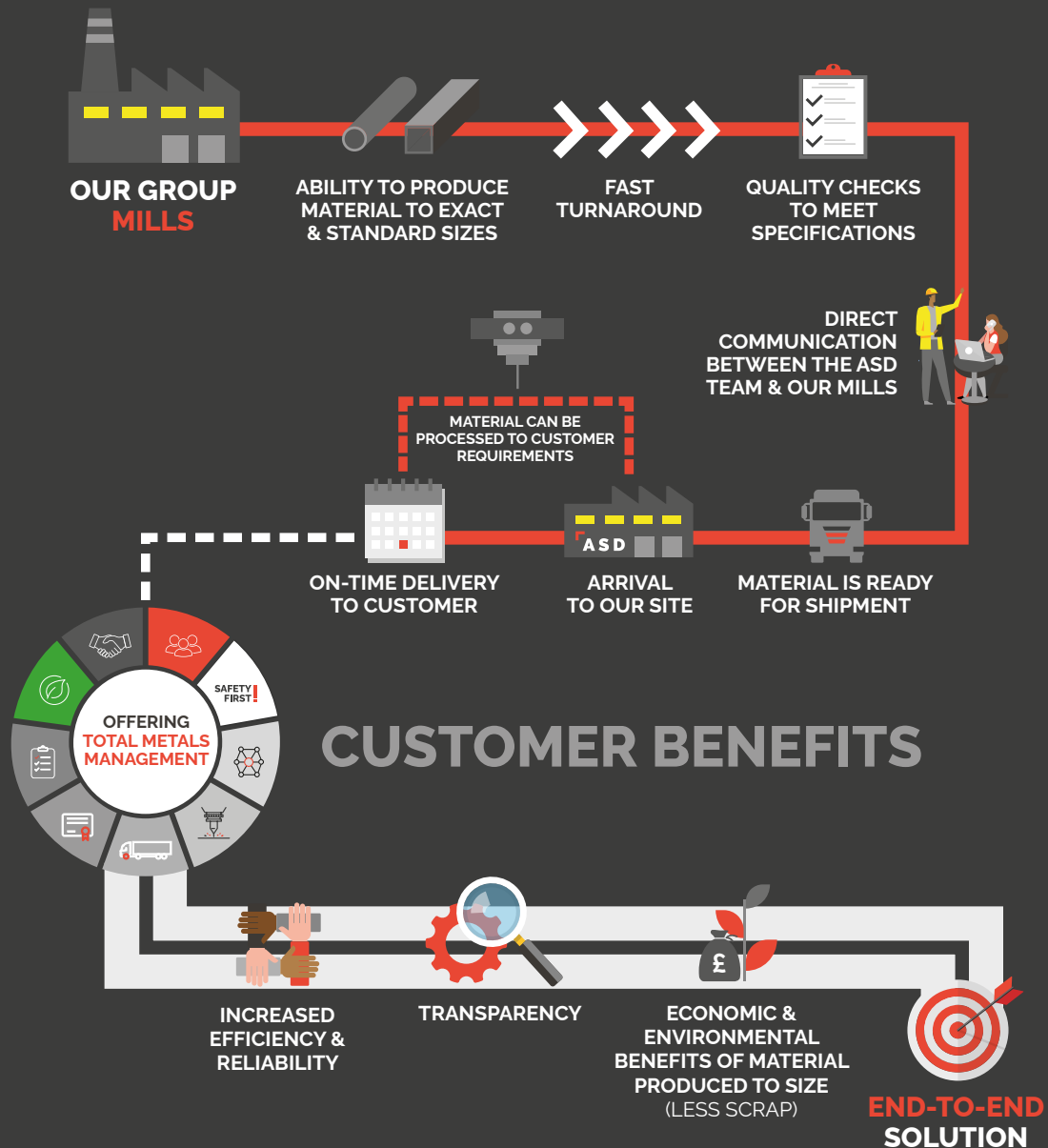
- We always put safety first and manage our business to protect the environment.
- We focus all our actions and considerations towards our customer.
- We encourage and embrace diversity and diverse viewpoints.
- We value innovation, creativity and entrepreneurial spirit.
- We strive for sustainable performance.
- We collaborate on the basis of trust, integrity and mutual respect.
- We get things done and embrace new ideas quickly.
- We act as one team with one voice.
- We all lead by example – our behaviour is a constant point of reference for others.
- We communicate openly, honestly and frequently.
- We have clear targets, concrete measures and understand the outcome we want to achieve.

WHAT DIFFERENTIATES US

Integrated Supply Chain

At ASD, we offer our customers the benefits of an integrated supply chain. Leveraging our group resources enables us to produce material to exact and standard sizes, allowing us to provide bespoke solutions that align perfectly with customers' needs.

This unique capability helps customers eliminate waste and reduce emissions, and also enhances their environmental compliance. It also allows them to benefit from superior value, reliability, quality control and transparency throughout the supply chain.



Sustainability

We are passionate about sustainability and aim to transform our industry by playing an active role in building a sustainable future for our employees, customers, community and future generations.

We care about social, economical and environmental wellbeing and have aligned our policies with the UN's Sustainable Development Goals (SDGs).



Total Metals Management

Total Metals Management (TMM) is a unique value proposition offered to our customers operating in specialist sectors. Companies that operate in high-tech sectors demand a first-class service and quality standard as well as purchasing metals on a project-by-project basis.

Total Metals Management offers an array of benefits and is an ideal solution to supply chain challenges:



People

Employees are our most valuable asset, and they make us a one-of-a-kind business that is built on the strength of character, spirit and the absolute commitment of our people. Their skills, knowledge and experience allow us to make a difference.

Behavioural Safety Culture

'Safety First' is the fundamental safety initiative that we stand by. We believe the actions carried out to bring this policy to life are what make us stand out as a company. Our principles, values and behaviours are aligned to a 'Safety First' culture.

Integrated Supply Chain

Leveraging our group resources and collaborating closely with mills in Western Europe enables us to offer our customers a broader and more diverse range of products, delivering end-to-end solutions tailored to meet their unique needs.

Value-Added Services

We deliver sustainable innovative processing solutions to our customers and offer a wide range of in-house processing capabilities and expertise.

Extensive Stockholding & Distribution Network

We have an extensive range of metals in stock. We operate from 11 sites offering business continuity and flexible deliveries to you or your key sub-contractors.

Certifications

We are committed to continually improving performance and developing our integrated management systems and processes. Our certifications include: ISO 9001/14001/45001/22301 & BES 6001 for responsible sourcing. We are also fully UKCA/CE compliant up to Execution Class 4.

Material Sourcing, Traceability & Continuity

We provide full visibility and traceability of metals in the supply chain. We have a vendor approval process and carry out regular audits of our supply chain.

Sustainability

For us, sustainability is about much more than our impact on the earth's natural resources. It is also about sustaining human communities and contributing towards sustainable development.

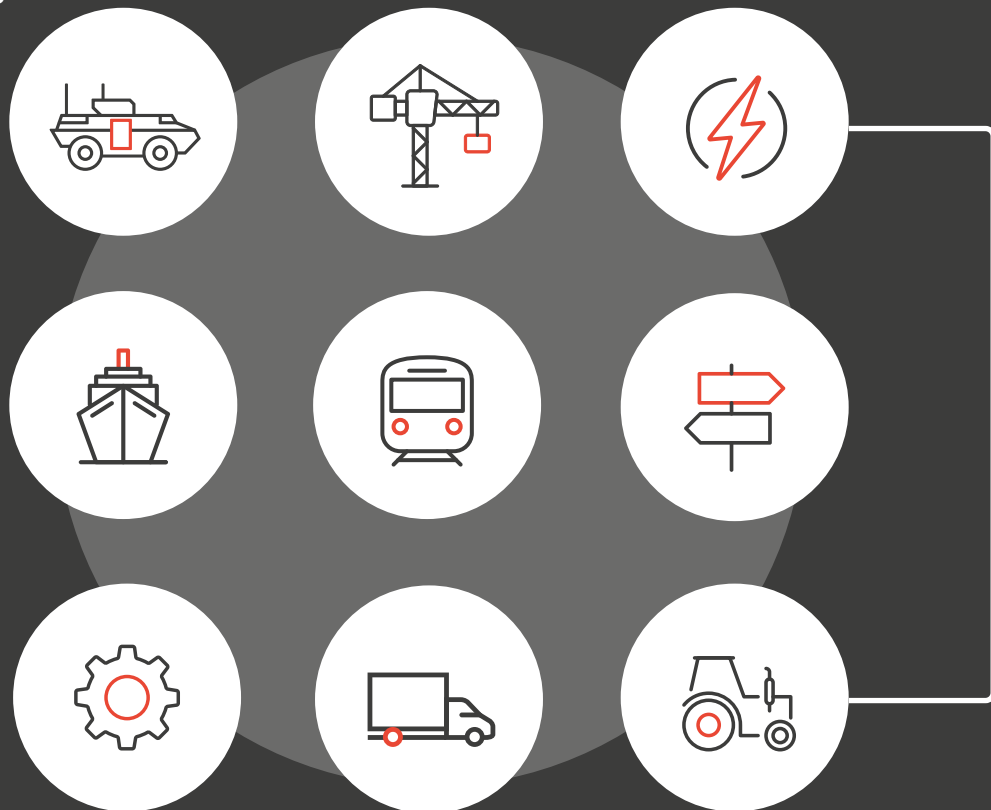
Financial Strength, Compliance & Ethics Policy

We are part of a multinational company with a strong financial position and robust supply chain. We are conscious of our role and responsibilities in society and are committed to clear principles and value-oriented, ethical and lawful company management.

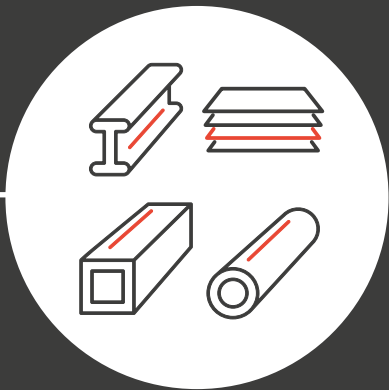
OUR CUSTOMERS & WHAT WE OFFER

Throughout the years, we have developed a deep understanding of the levels of service and quality standards our customers require across various sectors.

Sectors

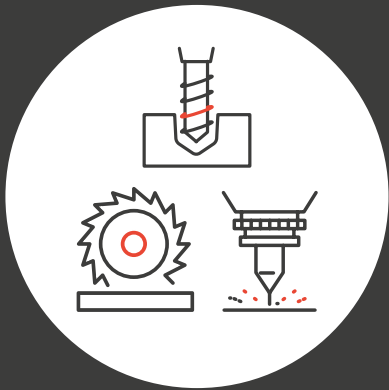


We know your business means everything, so you can expect our team of experts to be on hand to help you deliver your projects on a **strict timeline and under safe conditions.**



Products

We stock a comprehensive range of Carbon, Stainless Steel, Aluminium and other specialised metal products. For customers looking to establish sustainable supply chains, we are able to support the procurement of CO₂-reduced steel and metal products through our robust supply chain infrastructure.



Services

ASD's extensive processing portfolio in combination with our expertise provides our customers with a complete in-house solution, no matter how large or small their requirements. By continually investing in innovative processing equipment, our customers benefit from high-quality and cost-efficient solutions as well as on-time delivery.



ASD Westok

Westok is a dual accredited UKCA/CE EXC4 specialist structural steelwork fabricator. We have considerable experience in the value engineering design, automated manufacture and processing, and full fabrication of cellbeams, plate and box beams, highway beams, heavy infrastructure work, trusses and modular sector volumetric units. Westok are qualified to work in S355, S460 and weathering steel.



ASD Limited | Head Office

Valley Farm Road, Stourton, Leeds, West Yorkshire, LS10 1SD

t: 0113 254 0711 e: enquiries@asd.ltd

www.asd.ltd

