



Steel Strong

Gerdau Long Steel North America builds on Whitby's rich tradition of making steel

The Gerdau Long Steel North America mill sits on the original site of Lake Ontario Steel, which opened here almost 50 years ago before being transformed into Co-Steel LASCO and later joining Gerdau's network of facilities in 14 countries around the world.

"It's considered a 'mini mill' of sorts," says Alan Lamb, Works Manager. He's obviously referring to the production process rather than the size of this massive facility. Scrap metal shipped to the location is melted in a huge electric arc furnace, transformed into long "billets" and then shaped into angles, rebar, flats or channels. These are the type of products which give the shape and strength to everything from high-rise buildings to bridges, and even give a second life to discarded automobiles.

"Manufacturing in the area has grown and produced a positive result for us. We now have an option and ability to draw upon a network – whether it be [in the form of] engineering experience, academic knowledge, even fabrication and local support for our business."

Alan Lamb
Works Manager
Gerdau Long Steel
North America
Whitby Mill



Community of Choice...for Business

Fast Fact Each month, nearly 250 rail cars ship product directly to and from Gerdau's site in Whitby.



“The beauty about this type of process is it reduces environmental impacts on having to provide the industry with virgin materials such as iron ore and coal,” Lamb explains, noting how the Whitby site can shred and recover the metal from about 20,000 old cars a month.

The resulting products are shipped across North America. About 240 rail cars roll along the site’s five spur lines every month, serving far-reaching locales, while nearby Highway 401 connects the business to regional customers between Michigan and Montreal.

The region’s electrical grid offers supportive infrastructure of another sort.

“We can’t understate the importance of [its] reliability,” Lamb says. “Cost-competitiveness, along with reliability, is crucial to our sustainability.” The electric grid even represents a business opportunity, since Gerdaul steel is used to support projects including transmission towers.





Local networks of skilled employees and suppliers further strengthen the business, thanks in part to the region's strong manufacturing tradition.

"We now have an option and ability to draw upon a network—whether it be [in the form of] engineering experience, academic knowledge, even fabrication and local support for our business," Lamb says.

More than 90 percent of the employees also call this town their home. "Not only do they take pride in their workmanship here on site, but they also take a lot of pride in their community in making sure the region is well-supported with their generous participation and engagement in community events," he says.

"We've recently done quite a bit of work with Durham College and UOIT in not only developing skills of students and fulfilling some of our long-term, future needs, but also to collaborate with them on various improvement projects and initiatives and research."

Alan Lamb, Works Manager, Gerdau

The company has been able to help build a stronger business community, too, thanks to support from the Town's Economic Development Office.

"Whitby's Economic Development Office has actually been proactive in working with us in understanding our issues in our business plan for sustainability," Lamb adds. "They recognize that we can also contribute through networking and sharing experiences along with the other manufacturers and companies and organizations in the region, to create a better and more sustainable base for future growth and development."

Web: www.gerdau.com