

## Company Presentation

NO STRANGER  
TO HAMBURG.  
AT HOME  
IN THE WORLD.



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## Company

01

YOU CAN  
DEPEND ON US  
WE STICK  
TO OUR WORD.



## Company – Introduction

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Cremer Steel was founded in 1992. The objective of Cremer Steel within CREMER is the global **marketing of steel and steel related products.**

Since 1992 we have expanded our presence into a larger number of destinations. Apart from our traditional market-areas Middle East and Africa we have established business into India, South East Asia and Latin America using the presence of CREMER in these areas.

We will continue to widen our business into new sales markets by using CREMER's offices in afore-mentioned areas.

Benefitting from our effective organization structure, product know-how and up-to-date market knowledge with our renowned experience, tradition and reputation, make CREMER STEEL a competent and reliable partner to customers and suppliers **all over the world.**

### CREMER STEEL

#### Products

Flat Products

Pipes and Tubes

Long Products

Aluminum & Stainless

#### Director

Dr. Ullrich Wegner

#### Business Unit Manager

Frank Prüssing

## Company – Being a member of CREMER

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For more than 25 years Cremer Steel belongs to the family owned Peter Cremer GmbH, which represents the trading-part of CREMER, with its headquarters in Hamburg.

CREMER was founded in 1946 and developed into an important, independent group of companies with its main activities in

**Production / Trading / Shipping / Storage**

The company, supported by own offices, delegates and agents in more than 65 locations in the world is engaged in world-wide trade including countertrade activities and production of non-grain feed ingredients, grains, food and additives.

CREMER operates its own shipping company.

## Company – History Cremer Steel

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- 1946**      *Established as a trading company in Hanover.  
Trades with grains, animal feed components and other agricultural products*
- 1954**      *Relocation and new headquarters in Hamburg*
- 1966**      *As one of the first German entrepreneurs Peter Cremer started business in Indonesia*
- 1969**      *Founding of Pro Line (shipping)*
- 1973**      *Founding of Peter Cremer do Brazil LTDA*
- 1979**      *Opening of Peter Cremer (Singapore) GmbH*
  
- 1992**      Establishment of Cremer Steel GmbH
- 1993**      Offices in São Paulo, Jakarta and Bangkok join Cremer's steel business
- 2000**      Merger of Cremer Steel GmbH and Peter Cremer GmbH
- 2005**      Opening of Peter Cremer (Shanghai) Co. Ltd.
- 2008**      Office in Singapore joins Cremer's steel business
- 2011**      Trans Impex Pvt Ltd (India) joins Cremer's steel business
- 2012**      Office in Ho Chi Minh City joins Cremer's steel business
- 2019**      Peter Cremer Australia joins Cremer's steel business
- 2021**      PT Greensol Indonesia joins Cremer's steel business as distributor

## Company – Mission

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We are a company group with integrated businesses operating worldwide in Trade, Production, Oleochemicals and Shipping.

### **What we think and what we do**

is based on responsible and reliable entrepreneurship combined with flexibility and innovation.

With our motivated and skilled employees, our core competencies and efficient work processes, we have been continuously creating value that **is higher than average.**



## Company – Values

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### **Showing respect to people and Mother Earth**

As a family-run company, we feel that we have a particular responsibility for the well-being of our employees and their personal development.

We treat one another openly and honestly, stick together, and listen to one another.

We enjoy our work because we work together in a successful team. We laugh together and also laugh at ourselves as an expression of our vitality.

We carefully observe the developments inside and outside our company to seize opportunities and anticipate risks.

We see ourselves as being cosmopolitan. This implies, as a matter of course, a cross-cultural attitude, tolerance, as well as a decent and respectful demeanour.

We have always been committed to an environmentally friendly way of using the world's resources.

We are a performance-oriented company that strives to improve continuously.

Long-term success is more important to us than short-term profit.

## Company - Cremer Steel Offices & Representatives



**Hamburg, Germany**  
**Singapore**

**Bangkok, Thailand**  
**Ho Chi Minh City, Vietnam**  
**Jakarta, Indonesia**  
**Taipei City, Taiwan**  
**Seoul, South Korea**  
**Shanghai, China**

**Mumbai, India**

**Addis Ababa, Ethiopia**

**Mexico City, Mexico**  
**Guatemala City, Guatemala**  
**Santo Domingo, Dominican Rep.**

**Guayaquil, Ecuador**  
**Lima, Peru**  
**Santiago de Chile, Chile**  
**Campinas, Brazil**  
**Buenos Aires, Argentina**

## Company – Cremer Network

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Over 65 subsidiaries and shareholdings worldwide.

Abt. 2,1 bn Euro turnover in 2020.

Approx. 1.900 employees

## Services

02



A COMPETENT  
SERVICE  
THAT PAYS FOR  
EVERYONE!

## Services – Financing

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We work with a large number of banks, which ensures our financial back-up in all important market-places of our group activities around the globe.

We possess of sufficient financial resources which enable us to satisfy the needs in nowadays fast-moving business-community and allows us to respond for suitable and fast transactions **with our business-partners.**

Too, we co-operate with the leading credit-insurance companies giving us the flexibility to provide credit-facilities when required.

## Services – Shipping

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The Cremer Group operates its own shipping division in house maintaining a global network of agents and service contractors which enables us to execute highly efficient and cost-saving **transport-solutions worldwide**.

All materials ordered are usually dispatched by break-bulk or container-shipments as well as flat rack shipments.

Plates, bundles, coils and also pipes can be stuffed and supplied accordingly, whereby this depends on the available means of shipment.

We buy and sell as per Incoterms® latest Edition.

## Services – Inspection



Cremer Steel works with all the leading reputable inspection companies **around the globe**.

We can accommodate all kinds of inspections, like for example

- production surveys
- sample inspection
- random inspection
- mill test certificates inspection

as well as loading and discharging surveys.

Any further inspection can be arranged upon request due to our extended network of offices and representatives worldwide.

## Services – Documentation



We are familiar with all documentary requirements for both negotiations under Letter of Credit as well as for collection business.

Our service fully complies with your requirements all over the world.

In-house experts provide all kind of documents according to the requirements of our **clients and/or importing countries, such as**

- Invoices
- Bills of Lading
- Insurance Certificates
- Packing lists
- Certificates of Origin
- Inspection Certificates
- Mill Test Certificates

as well as Certifications and Legalizations and other requirements of importing countries as the case may be.



## Products

03

OUR EVERYDAY LIFE  
CANNOT BE IMAGINED  
WITHOUT STEEL.



## Products – Flat Products

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CREMER STEEL is able to supply the following flat steel products:

- Hot Rolled Plates
- Hot Rolled Coils and Sheets
- Cold Rolled Coils and Sheets
- Hot Dipped Galvanised / Aluminized Coils and Sheets
- Electro Galvanised Coils and Sheets
- Aluzinc / Galvalume® Coils and Sheets
- Prepainted Coils and Sheets
- Electrolytic Tinplate / ECCS Coils and Sheets
- Grain Oriented Electrical Steel Coils and Strips
- Slabs

## Products – Pipes and Tubes

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CREMER STEEL is able to supply the following pipe and tube products:

- OCTG (Oil Country Tubular Goods)
  - API-Casing, -Tubing, -Drill Pipe
- Linepipe
- Screens / Well Equipment
- Piling Pipes & Sheet Piles
- Hollow Sections / Structural Pipes
- Boiler Tubes / Heat Exchanger Tubes
- Stainless Steel Pipes and Tubes

## Products – Long Products

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CREMER STEEL is able to supply the following long steel products:

- Reinforcing Bars
- Merchant Bars, like Angles, Square Bars, Round Bars, Bulb Flats, Flat Bars
- Structural Sections, like Beams, Channels, Columns
- Wire Rod
- Sheet Piles

## Products – Aluminum & Stainless Steel

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CREMER STEEL is able to supply Aluminum & stainless steel products in various delivery conditions:

- Aluminum in Coils, Strips or Sheets
- Plain or Embossed (Diamond/Stucco) or Color-Coated (Regular Polyester/PVDF) plus strippable protection.
- Stainless Steel in Coils, Strips or Sheets
- Various Grades, surfaces and surface protections

## Quality

04

HONEST  
COMMUNICATION  
IS THE WAY TO ACHIEVE  
THE OBJECTIVE.



## Quality – Quality Assurance

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Since 2001 we are ISO-certified. Our target is to achieve the satisfaction of our customers **at all times**. We want to be a reliable partner to our customers and with our professional expertise we endeavor to ensure an excellent service and our clients' approval and confidence consistently.

The quality policy of Cremer Steel starts with the detailed selection of our suppliers up to our professional documentation / invoicing which are based on our Quality Management System (QMS) acc. to DIN EN ISO 9001:2015. As a consequence all processes of Cremer Steel are controlled by the QMS. The quality competence and awareness is deeply penetrated through the entire organization by constant training programs, reward and repress mechanisms and frequent quality audits.

Our employees are working according to this system and are a part of it. Our employees have extensive expertise and are always improving the processes in order to adopt and comply with new requirements of customers in future to ensure their satisfaction at all times.

Most of our suppliers and producers are also certified according to **ISO 9001, ISO 14001, OHSAS 18001**. Together with our suppliers and producers we are constantly working on a line of quality assurance towards the customers resp. end-users so as to comply with their individual requirements.

## Quality – ISO – Certificates



The management system of

**Peter Cremer GmbH – Cremer Steel**

has been assessed and certified as meeting the requirements of:

**ISO 9001:2015**

for the activity of:

**International marketing of steel and tubular products.**





## Thank you for your attention!

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