



United Steel Supply

introduces to the market innovative technology produced by Steel Dynamics.

- Introducing TruSteel HD® digital printing technology — high-resolution images of natural materials such as wood or stone are printed directly to the steel sheet using our proprietary large-format digital printer. The result is stunningly realistic, allowing our end users to entirely replace wood, stone, or vinyl siding with this durable steel product without compromising on appearance.



Actual product color may vary from images shown due to lighting conditions, time of day, and atmospheric factors.
For color accuracy, please request a physical sample.



TruSteel HD®

Digital Printing Technology

United Steel Supply now offers TruSteel HD®, an innovative high-definition digital printing process for steel coils. Made with proprietary technology, TruSteel HD® is the latest in a new class of printed steel products.

► TruSteel HD® Advantages

With TruSteel HD®, you can offer a revolutionary, value-added product that costs less than wood or cement board, and allows you to create market differentiation for your customers. And, that's just the beginning.



Proprietary Process. TruSteel HD® is produced on the first digital printing line for steel in North America. The entire process has been developed by Steel Dynamics to support the construction market.



Unlimited Uses. What TruSteel HD® can do is only limited by your creativity and imagination. High-definition printing offers your customers unique design capabilities, enabling the creation of easy-to-fabricate steel products for both exterior and interior applications.



High Performance. SDI controls the entire process — steelmaking process from melt to print — so you have the confidence and peace of mind that your projects will be made with a sustainable, high-quality product.



Durability. United Steel Supply's products are built to last, and with TruSteel HD®, you can have the beauty of wood and other finishes — with less maintenance.

- Termite & insect resistant
- Highly scratch resistant
- Will not rot, warp, or swell
- Class A fire rated



Cost Effective. At United Steel Supply, one of our biggest advantages is supply chain efficiency. We can streamline your supply chain, helping you reduce your costs and provide greater value to your customers.

Intentionally Sustainable

Because SDI's process uses up to 93% recycled scrap, TruSteel HD® not only ensures the use of sustainable materials, but also enhances the potential for your project to attain LEED certification.

- Faux wood steel products eliminate the destruction of our natural resources.
- At the end of the useful life, these products can easily be recycled — it's a full circle.



32 Feet. The TruSteel HD® printing process seamlessly repeats images at intervals up to 32 feet, compared to the traditional rotogravure process repeating approximately every 3 feet.



Made in America. TruSteel HD® is melted, rolled, coated, and printed in the United States.

► Depth of Image

TruSteel HD® is printed with high-resolution images of natural materials like wood and stone for superior depth and clarity. You can see the difference!



Knowledge. No one knows the construction market better than United Steel Supply. We understand your equipment and your requirements.

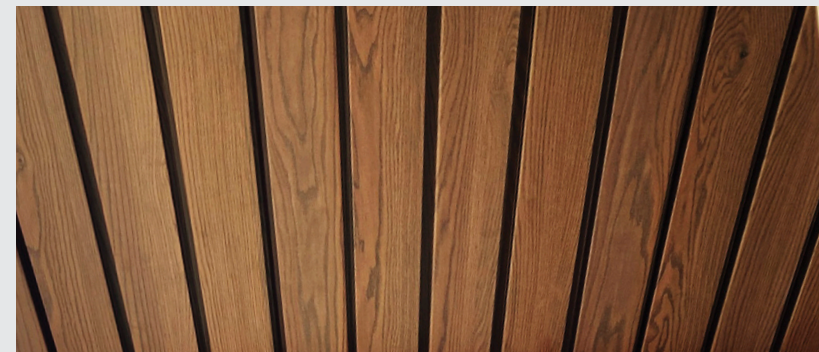
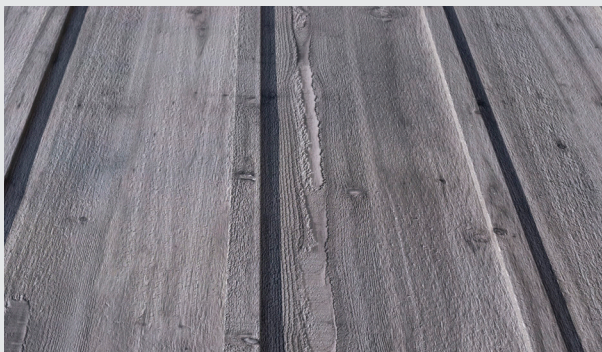
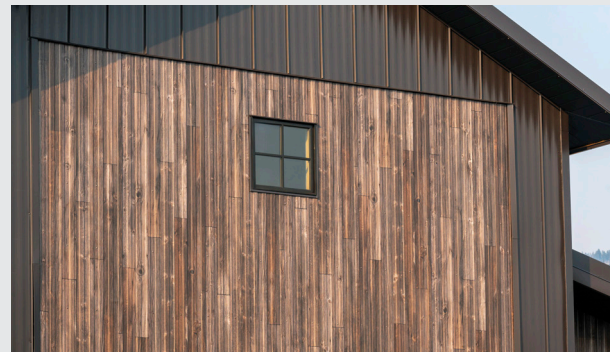


Run-to-Run Repeatability.

The TruSteel HD® manufacturing process allows for uniformity from one run to the next for consistent appearance and quality.



Speed. United Steel Supply understands the importance of and need for speed in the construction process, so we stock many of these TruSteel HD® prints, ready-to-ship as needed!

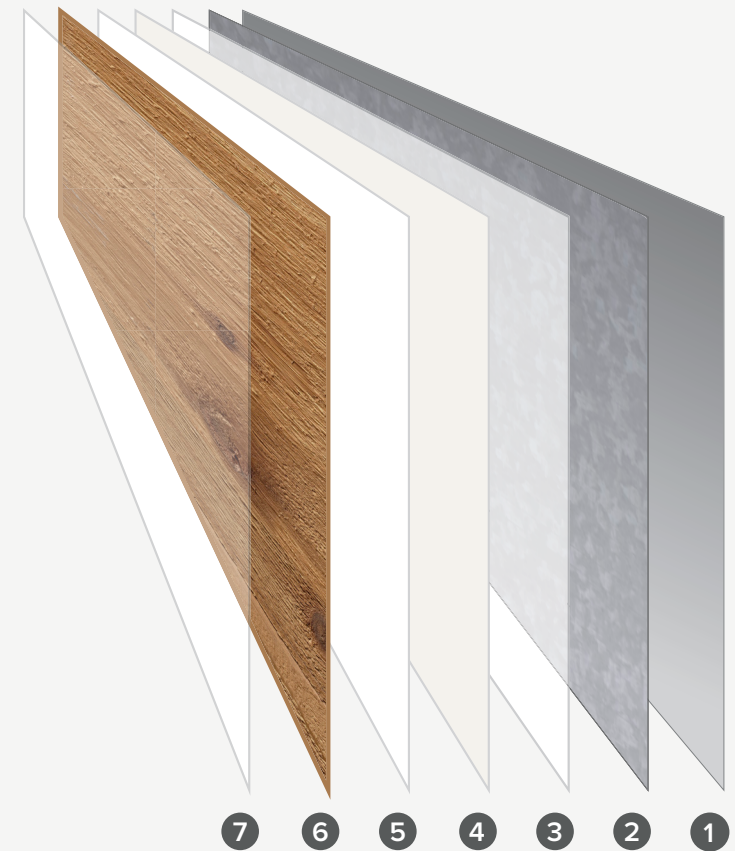


How TruSteel HD® Works.

TruSteel HD® is produced on the first high-definition, digital printing line for steel in North America. This exciting new process is brought to you by United Steel Supply in conjunction with Steel Dynamics.

True to our reputation for delivering innovative products, we've developed a product and process like no other. TruSteel HD® utilizes every part of SDI's extensive steelmaking supply chain to deliver a product that is both durable and sustainable.

- ① Cold Rolled Steel Base
- ② Galvanized/Galvalume® Coating
- ③ Pretreatment
- ④ Primer Coat
- ⑤ Top Coat
- ⑥ High Definition Image
- ⑦ Solvent-Free UV Protective Clear Coat



TruSteel HD® Standard Patterns and Finishes.

United Steel Supply™ currently stocks TruSteel HD® in 21 unique, photo-realistic patterns.

New patterns are always being developed, so stay tuned!



Rough Edge
Barnwood Plank



Gray Distressed
Barnwood Plank



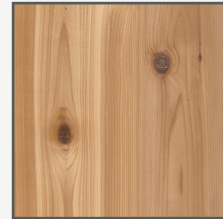
Gray Wash
Barnwood Plank



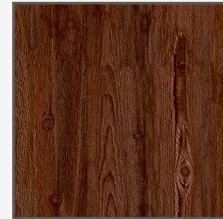
Black Burnt Plank



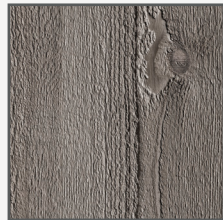
Charcoal
Burnt Plank



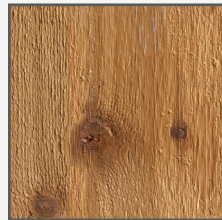
Smooth Cedar



Dark Rough
Sawn Cedar



Gray Rough
Sawn Cedar



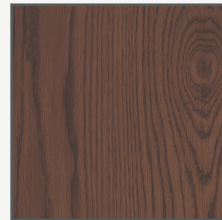
Natural Rough
Sawn Cedar



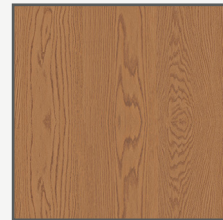
Taupe Rough
Sawn Cedar



Chippy White



Dark Oak



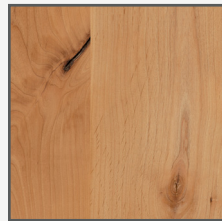
Medium Oak



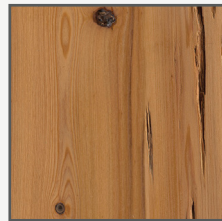
Gray Oak



Natural Hickory



Knotty Alder
Plank



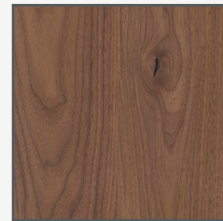
Natural Pecky
Cypress



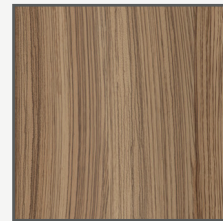
Primitive Pine
Plank



Realtree® Camouflage



Walnut



Zebrawood

► Additional Options Coming Soon!

Rough Edge Barnwood Plank

Embellished with deep grooves and artful lines carved by time, the raw beauty of Rough Edge Barnwood Plank lends a notion of historical significance to a project. A tapestry of faded colors in rich sables, tawny browns, golden honeys, and ash grays enable it to support and accentuate an array of architectural color schemes. Meanwhile, the underlying theme of bold texture unites the overall aesthetic of a project and adds a quiet dignity.

A close-up photograph of a wooden plank with a weathered, grayish-brown finish. The plank is oriented diagonally, showing a mix of wood grain patterns, knots, and nail scars. The texture is rough and aged, with visible cracks and a slightly uneven surface. The lighting is soft, highlighting the natural imperfections of the wood.

Gray Distressed Barnwood Plank

Boasting a beauty that reveals something new with each look, Gray Distressed Barnwood Plank, is a master study in the power of layering colors and patterns. A sophisticated neutral that is equally capable of grounding a project or serving as an accent, its planks are arranged in an eclectic mix of angles that cause its weathered pinstripes to highlight the concentric circles of knots and nail scars, while forming abstract chevrons.

Gray Wash Barnwood Plank

Versatility is the name of the game when it comes to the allure of Gray Wash Barnwood Plank. Its aged appearance and muted tones of greige, silver, and blue lend it a level of sophistication that make it appear at home in both modern and traditional designs. Alternating wood grain patterns, interspersed with dark nail scars exude character and tell a story of its enduring strength and endless style.



Black Burnt Plank

Boasting legendary style and remarkably refined taste, Black Burnt Plank is a genuine statement-maker gifted with the ability to simultaneously bring the heat and amplify the cool in every design it touches. Its sleek wood grain pattern of charcoal pinstripes intermixed with deep ebony knots adds an undercurrent of intrigue that elevates a project's look, as well as the status of all other design elements.

The background of the entire page is a close-up, vertical view of a wood plank with a charcoal burn finish. The wood grain is highly textured, with deep vertical ridges and valleys. Several knots are visible, some with dark, circular centers. The color palette is dark, ranging from deep charcoal to a slightly lighter, ashy brown, with some subtle highlights that give it a three-dimensional appearance.

Charcoal Burnt Plank

Whether serving as a design's foundation or skillfully used as an accent, Charcoal Burnt Plank offers a never-ending feast for the eyes. Its mesmerizing mix of fluid graphic lines, elegant curves, and time-worn knots call to mind the understated beauty of an old Dutch masterwork. Hidden within its depths is an impressive range of colors, from slate blue and dusty rose, to warm metallic undertones such as bronze, copper, and gold.



Smooth Cedar

Visually stunning and able to take center stage in a design without taking over, the natural beauty of Smooth Cedar brings an incandescent glow to any setting, be it interior or exterior. As a primarily neutral color, Smooth Cedar boasts amazing versatility, making it ideal for grand scale projects. And yet, its golden undertones add a level of warmth and refinement that support its use in more intimate and sophisticated environs.

A close-up photograph of dark rough sawn cedar wood. The image shows a dense, textured grain pattern with various shades of brown and tan. A prominent knot is visible on the right side of the frame. The lighting highlights the natural texture and imperfections of the wood.

Dark Rough Sawn Cedar

Offering a wealth of rich sable color and a tangibly dense wood grain pattern, Dark Rough Sawn Cedar has a notably traditional and western sensibility. The perfect choice for projects that require an authentic rustic aesthetic, this color is ideal for both interiors and exteriors, whether used as an accent or as the main attraction. Its raw natural beauty and traditional character bring gravity, strength, and a graceful elegance to designs.

A close-up photograph of a piece of Gray Rough Sawn Cedar wood. The wood has a highly textured, weathered appearance with deep grooves, ridges, and a mottled gray color. The grain is visible, running vertically. The lighting is dramatic, highlighting the rough surface and creating deep shadows in the crevices.

Gray Rough Sawn Cedar

A modern twist on a rustic beauty, Gray Rough Sawn Cedar boasts the simple yet highly detailed texture of traditional cedar enriched by a cool, multi-tonal gray that ushers it into the 21st century and beyond. At home in an industrial setting, as well as environments inspired by the modern farmhouse movement, this color has the ability to add sophistication to a black and white color palette, tone down radiant colors, or establish a monochromatic urban Zen aesthetic.



Natural Rough Sawn Cedar

Earthy and rustic with an Old World European flair, Natural Rough Sawn Cedar complements a wide variety of mixed materials, from stone, concrete and brick, to glass, steel, and more. Its intriguing and rough-appearing texture and exquisite pattern of dark knots and multi-toned golden wood grains give it an organic sensibility and innate beauty that bring an inviting aura and Provencal charm to both contemporary and traditional projects.

A close-up photograph of a piece of rough sawn cedar wood. The wood has a highly textured, weathered appearance with deep grooves and ridges. A prominent knot is visible on the left side, showing a darker, more intricate grain pattern. The overall color is a warm, golden-brown taupe. The text "Taupe Rough Sawn Cedar" is overlaid in the lower-left quadrant in a white serif font.

Taupe Rough Sawn Cedar

Featuring a striking texture that lends strength and character to a project's aesthetic, Taupe Rough Sawn Cedar is a natural choice for designs that require a beauty that is utterly rugged yet warm and inviting. Craggs of rich vanilla taupe with golden undertones tell a story of enduring resilience, while an occasional knot brings eye-catching contrast through graceful curves in muted shades of red and ebony.



Chippy White

A fresh take on farmhouse style, Chippy White provides the ideal patina for projects that require the perfect combination of modern and rustic elements. Its simple and clean aesthetic create a welcoming atmosphere when serving as a design's primary backdrop. When used as an accent, its golden undertones and distinctive wood grains shine through, adding an air of warmth and light to a project.

Dark Oak

A fresh take on a traditional favorite, Dark Oak provides your project with a rich depth of color that grounds the design and makes a bold style statement. Its enchanting warmth and soft luster foster equal measures of relaxation and confidence. When featured as a contrasting accent, it provides a touch of mid-century modern glamour. When serving as a focal point, it declares an affinity for pure luxury.

Medium Oak

Neither too dark, nor too light, Medium Oak strikes a color chord that is just right. Possessing a handsome and subdued wood grain, this iconic American standard evokes a quiet strength capable of supporting both minimalist and maximalist design styles. A timeless choice, Medium Oak's delicately contrasted blend of light and dark characteristics enable those wielding its chameleon-like powers to play up either quality.

Gray Oak

Cool, calming, and very contemporary, Gray Oak is unabashedly modern and unapologetically stylish.

A color that reads intelligent and worldly, it raises the standard and expectations of those who encounter it. Whether featured in a state-of-the-art industrial environment or serving as a contrasting color in a chic new facility, the sleek and polished wood grain of Gray Oak elevates every project's level of flair.



Natural Hickory

A color inspired by one of the oldest trees native to the United States, Natural Hickory provides a classic American look that conveys strength, straightforward style, and enduring beauty. The clean lines of its wood grain, coupled with a well-balanced series of dark oval knots, brings a polished texture to projects that expresses honesty and integrity. Natural Hickory's truly neutral tone enables it to pair well with almost any color, whether warm or cool.



Knotty Alder Plank

The exceptional variety of knots and luminous natural golden glow inherent in the wood grains of Knotty Alder Plank make it a true symbol of rustic American style. Beloved by pioneers, as well as famed architects of mid-century modern design, its appeal is timeless. A symbol of strength, confidence and a can-do spirit, Knotty Alder Plank features a bold look that commands attention and admiration.

Natural Pecky Cypress

Projects requiring a distinctive look will find their champion in Natural Pecky Cypress. Featuring an extraordinary wood grain with a unique pattern of straight lines and dark, honey-hued pockets of color, Natural Pecky Cypress makes a bold style statement that is at once arresting and memorable. Its medium golden tone promotes a casual warmth and contemporary sensibility that complements a spectrum of colors, materials, and textiles.



Primitive Pine Plank

Featuring deep russet tones of copper, bronze, gold, and amber, Primitive Pine Plank brings a beauty to projects that is both refined and rustic, conveying an unwavering strength and tangible warmth. Its counterbalance of rough-hewn and fine wood grains, interspersed with knots, burls, and graceful V-shaped curves add visual interest through exquisite textures, making it a great choice for designs with traditional or historic influences.



Realtree® Camouflage

Inherent in the idea of camouflage is the notion of blending in, and yet everything about the style of Realtree® Camouflage is simply outstanding. From the artful mix of fall leaves and sprigs of evergreens, to the perfect blend of lichen dappled bark, exposed wood grain and overlapping branches, Realtree® Camouflage holds nothing back in creating a color-rich scene in which a world of beauty is hidden. Ideal for a wealth of applications, this eclectic print can be used to hide or highlight a project's form, function, and design.

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Walnut

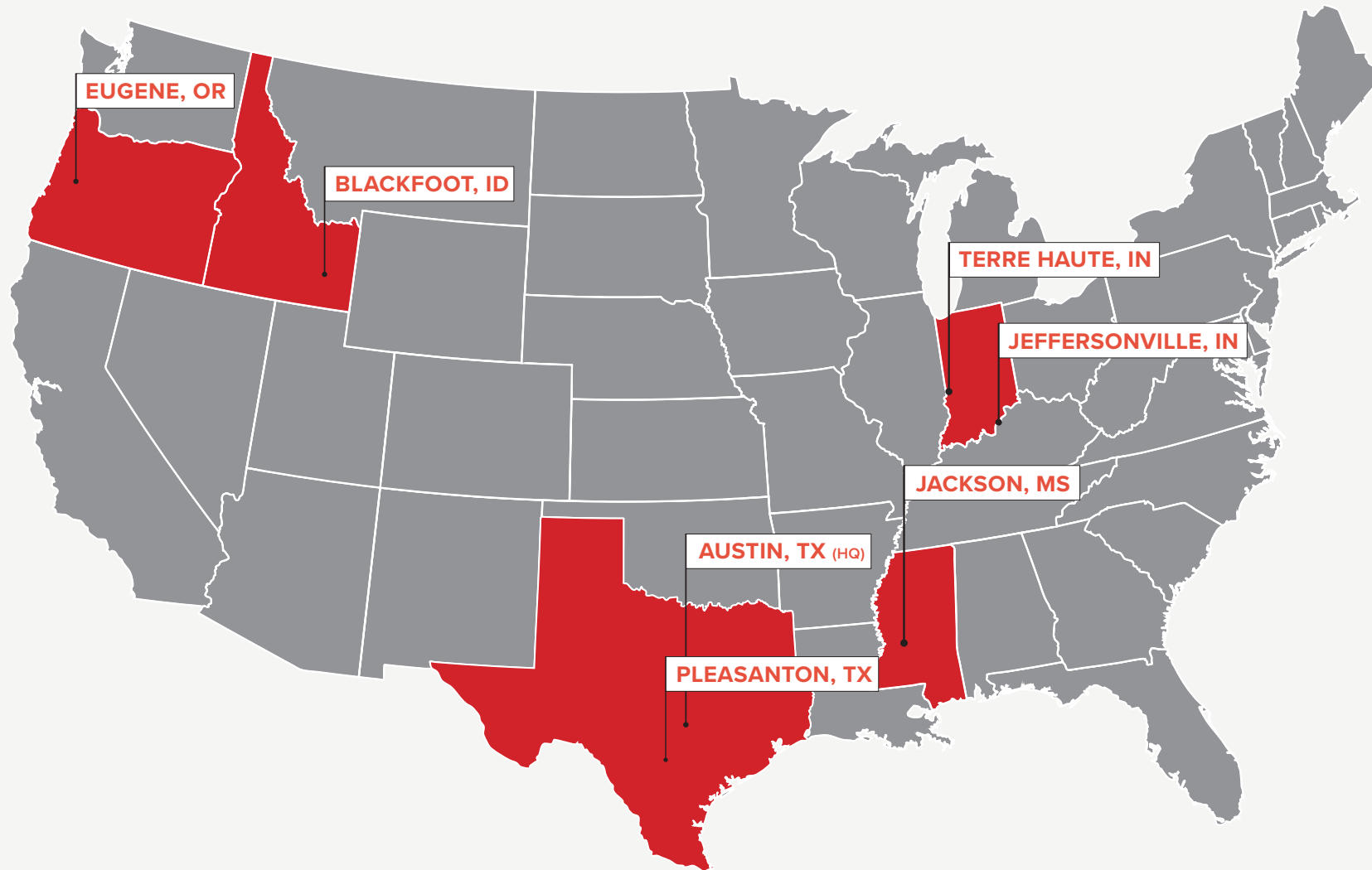
Timeless, decadently rich, and extraordinarily beautiful, Walnut is an alluring dark wood style that elevates the overall look of a project. Its cosmopolitan sensibility and remarkable versatility make it an ideal choice for a variety of design and architectural expressions, from traditional to modern. Used as the centerpiece for a project, it conveys a rousing mixture of confidence and daring. As an accent it provides texture, depth, and unwavering support.

Zebra Wood

An exotic decorative wood coveted for centuries by master craftsmen, Zebra Wood boasts an enchanting selection of stripes in alternating shades of brown, taupe and coffee colors. Known as the go-to choice for those looking to bring an element of luxury and excitement to their projects, its tonal palette and geometric pattern make Zebra Wood a versatile option capable of complementing both classic and contemporary designs.

Location. Location. Location.

With distribution warehouses across the country, United Steel Supply offers nationwide distribution and just-in-time delivery via truck or customer pickup — in most cases within 24 hours or less. Our newest facility, in Blackfoot, Idaho, is able to ship countrywide via rail.





unitedsteelsupply.com

512-263-0954

Austin
Texas

Blackfoot
Idaho

Eugene
Oregon

Jackson
Mississippi

Pleasanton
Texas

Jeffersonville
Indiana

Terre Haute
Indiana



The TruSteel HD® product line from United Steel Supply
is produced by Steel Dynamics.