

Tru-Steel HD[®]

SPI  You Can See The Difference.



► Charcoal Burnt Wood

Tru-SteelHD.com

 **Steel Dynamics[®]**
Flat Roll Group

 **UNITED**
STEEL SUPPLY



► Natural Rough Sawn Cedar

ADVANCED DIGITAL PRINTING FOR STEEL

In 2003, Steel Dynamics revolutionized the pre-paint industry when we began painting our own steel coils in the same facility where they were melted and rolled. Today, we're leading the way once again with the development of the most advanced coil coating technology our industry has ever seen.

Introducing Tru-Steel 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.



► Natural Rough Sawn Cedar

TRU-STEEL HD® DIGITAL PRINTING TECHNOLOGY

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

► Authentic. Durable. Unmatched.

Beginning with original, authentic images of real natural materials, Tru-Steel HD® starts the process with remarkable fidelity, preserving natural character and depth while creating non-repeating patterns up to 32 feet long that set the foundation for stunning, true-to-life steel surfaces.



Made in America. Tru-Steel HD® is melted, rolled, coated, and printed in SDI's home state of Indiana, USA.



Unlimited Uses. What Tru-Steel HD® can do is limited only by your creativity and imagination. With high-definition, 400 dpi printing in millions of colors, it delivers unique design capabilities and enables easy-to-fabricate steel products for both exterior and interior applications.



Total Advantage. SDI controls the process from steelmaking through printing, delivering end-to-end confidence. Tru-Steel HD® is produced using a proprietary process perfected by Steel Dynamics, streamlining supply chains to reduce costs, control quality, and increase value to the end user.



32 Feet. The Tru-Steel HD® images can run up to 32 feet without repeating, compared to the traditional rotogravure process repeating every 3 to 4 feet.



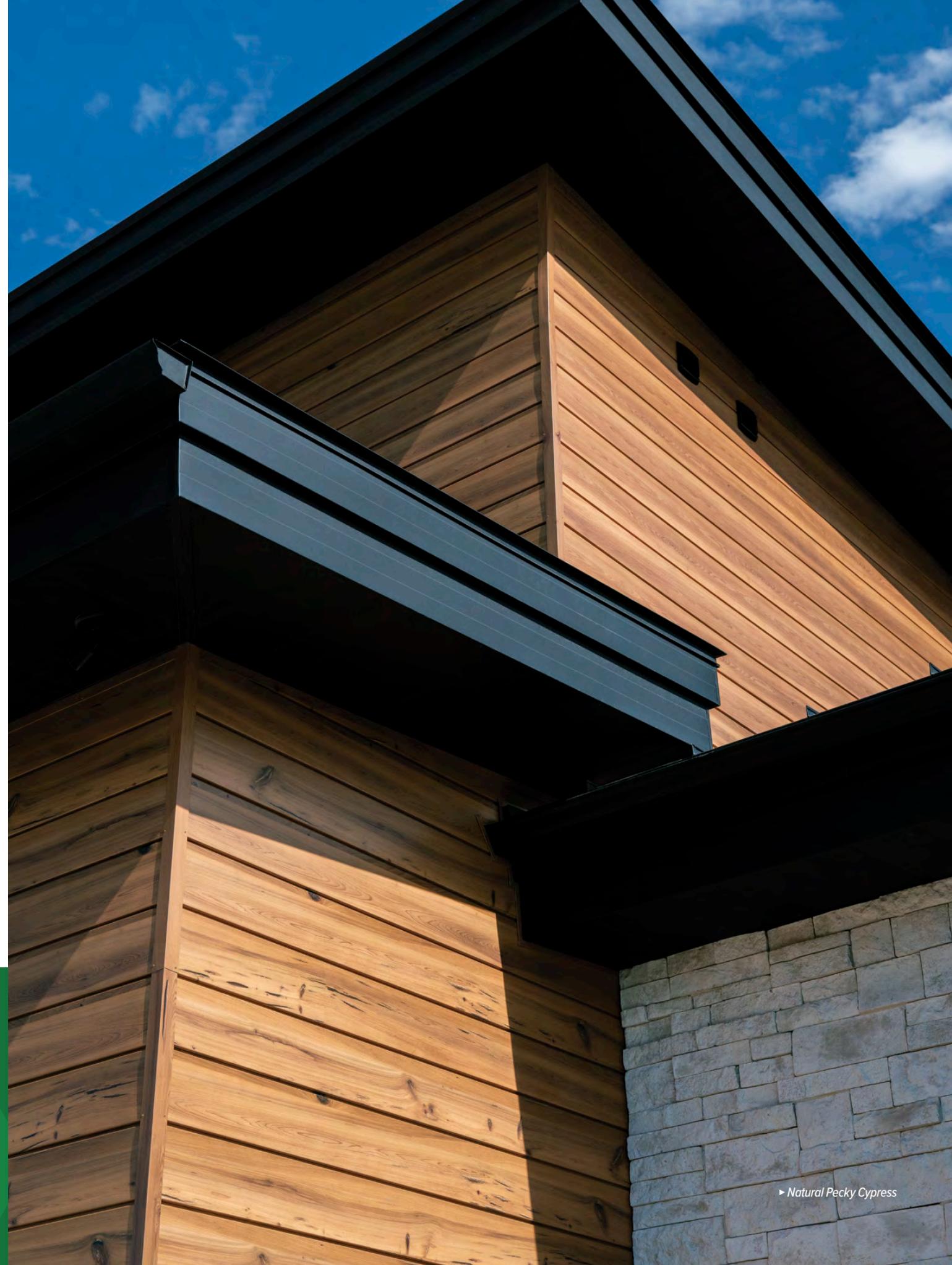
Durability. SDI's steel sheet is built to last, and with Tru-Steel HD®, you can have the beauty of wood and other finishes — with less maintenance.

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

Intentionally Sustainable

Steel substrate for Tru-Steel HD® is made and melted at SDI's Butler Division with an average of 93% recycled content using electric arc furnace (EAF) technology. This can enhance your potential to attain LEED credits and 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.



HOW TRU-STEEL HD® WORKS

Tru-Steel HD® is comprised of seven material layers, each of which is melted, rolled, coated, or printed on one of Steel Dynamics' production lines. This process is the first of its kind in North America and is designed to capitalize on the superior durability of coated steel without compromising the photorealistic appearance of the digitally printed surface.

We control production from start to finish, delivering a high-quality, sustainable product.



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



TECHNOLOGY FOR THE MODERN ERA

Most woodgrain and stone-patterned steel is still made using rotogravure printing, a process developed in the 1800s. This engraved-roll method limits color range and forces patterns to repeat every few feet, resulting in unrealistic visuals that lack natural depth and detail.

Developed by Steel Dynamics in 2020, Tru-Steel HD® digital printing eliminates these constraints by applying imagery directly to steel with precise control. The result is authentic, non-repeating patterns up to 32 feet long that deliver a level of realism, variation, and design flexibility that rotogravure cannot match, while maintaining the durability of coated steel.

HOW TRU-STEEL HD® IS DIFFERENT



Tru-Steel HD® Digital Printing

Developed in 2020 by Steel Dynamics, our large-format digital printer outputs millions of color combinations in every pattern, with no repeats for up to 32 feet.



32FT



Rotogravure

Developed in the 1860s for paper printing, an etched roll applies paint or ink to a steel strip. It's limited to a few colors per pattern and typically repeats every 3–4 feet. Most woodgrain-patterned steel is still made this way.



3FT

3FT

3FT

3FT

3FT

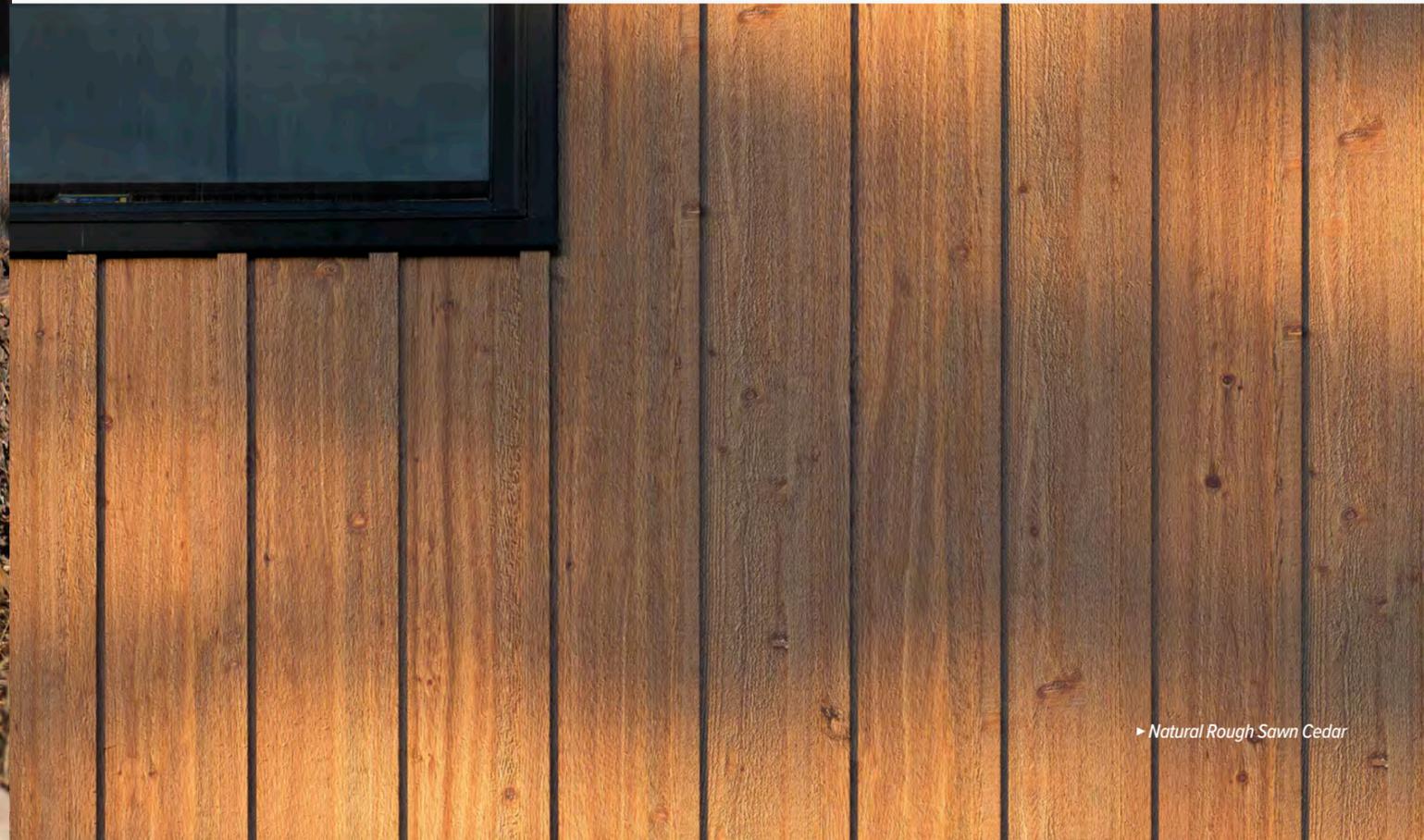
3FT



WHERE REALISM MEETS DURABILITY

Tru-Steel HD® delivers the warmth, character, and visual depth of natural wood without the inherent drawbacks of traditional siding materials. Unlike wood or engineered wood siding, it won't rot, warp, crack, or absorb moisture, and it is naturally resistant to insects. There is no need for ongoing staining or repainting, eliminating common maintenance headaches and long-term costs. Its durable, digitally-printed finish is backed by a 20-year warranty for vertical siding applications, while an ASTM Class A fire rating provides added peace of mind compared to combustible wood-based alternatives.

When compared to other popular siding options, Tru-Steel HD® stands apart. Unlike vinyl, it resists fading, cracking, and impact damage in extreme heat or cold. Unlike fiber cement—which is heavy, brittle, porous, and creates hazardous silica dust when cut, Tru-Steel HD® is lightweight, easier to install, and resists moisture, related damage that fiber cement can suffer if not installed perfectly. Fiber cement also requires repainting over time, while Tru-Steel HD® delivers decades of lasting color, protection, and performance with minimal maintenance.



► *Rough Edge Barnwood Plank*

► *Natural Rough Sawn Cedar*

LET YOUR IMAGINATION SOAR

Where and how you use Tru-Steel HD® digital printing technology is up to you. It's ideal for garage doors, appliances, and both interior and exterior designs. Tru-Steel HD® gives product designers and architects an exciting new material to consider for nearly any application. The possibilities are limitless.

From residential to commercial, interior to exterior, Tru-Steel HD® is suited for a wide range of applications:

- Garage Doors
- Exterior Residential Siding
- Building Panels
- Office Furniture
- Appliances
- Interior Walls, Ceilings, and Trim
- Entry Doors, Fencing, and Partition Walls



SPECIFICATIONS



Base Coat / Ink / Clear-Coat System.

The Tru-Steel HD® process will specify the base and coating—galvanized or Galvalume®—ink, and clear-coat system for quality control and compatibility.

The custom base coat and clear coat systems will be applied in accordance with the dry film thickness specifications developed by Steel Dynamics. Physical performance is based on the total system's chemistry and substrate choice.



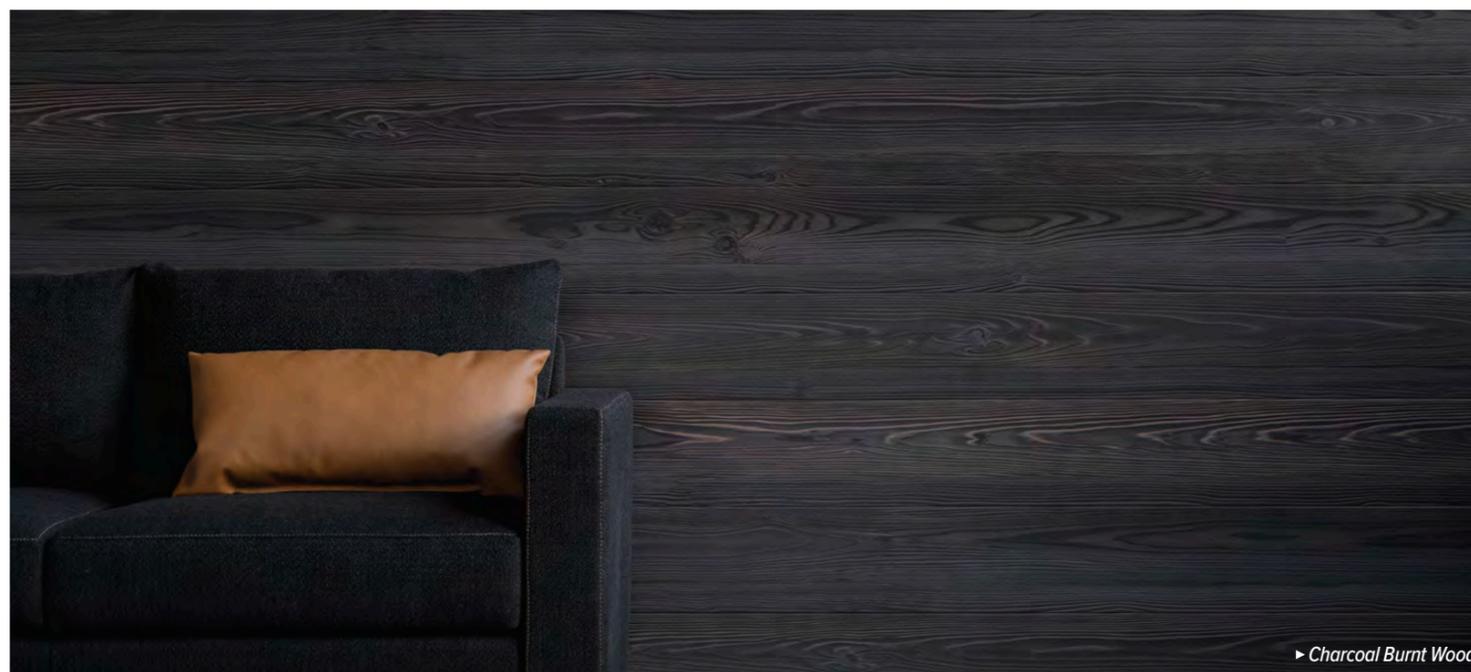
Coating System Property Control. All coating system controls and properties are specified by Steel Dynamics. SDI will maintain the film thickness, color standards and physical properties as defined by the approved customer image.



Packaging. Finished coils available "eye to the sky" on stackable skids for forklift unloading. Skidded coils will have one OD band, one ID band, and two bands securing the coil to the skid. A paper or VCI rain cap is placed over the sky-facing coil sidewall. Coils can also be provided in "lay down" configuration. Standard banding, OD/ ID edge protection available.

	Gauge	Width	Coil Weight (Entry)	Coil Weight (Exit)	Outside Diameter	Inside Diameter
Min	.015"	36"	5,000	5,000	31"	20"
Max	.035"	60"	60,000	30,000	80"	24"

* Maximum ordered gauge is .033" nominal.

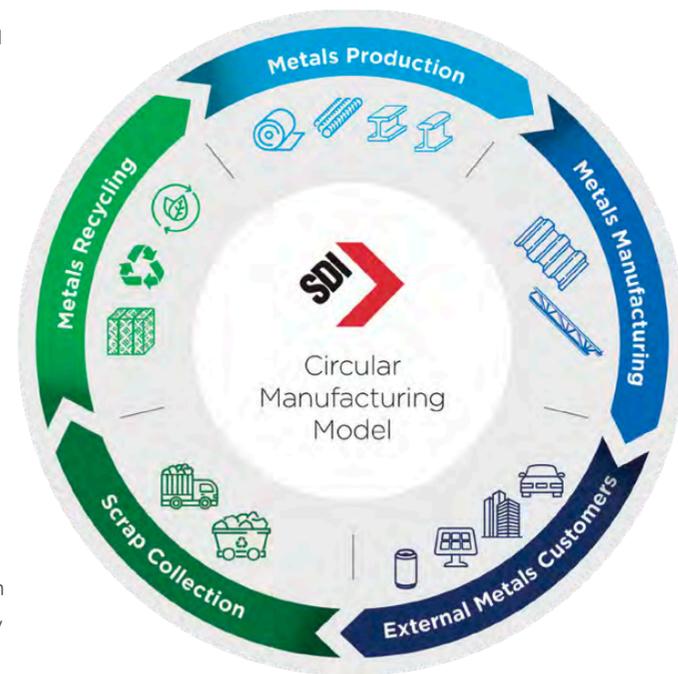


SUSTAINABILITY THAT COMES FULL CIRCLE

Tru-Steel HD® begins with purpose. Produced using Steel Dynamics' intentionally sustainable, circular manufacturing model, each steel coil contains an average of 93% recycled content, giving new life to materials that would otherwise go to waste. Scrap steel is melted in energy-efficient Electric Arc Furnaces, a process that significantly reduces carbon emissions compared to traditional steelmaking methods.

This approach doesn't just reduce environmental impact—it strengthens supply-chain reliability and product consistency. By sourcing raw materials from our own scrap operations, Steel Dynamics maintains tight control over quality while achieving industry-low Scope 1 and Scope 2 emissions.

And steel never reaches a true end-of-life. When Tru-Steel HD® has served its purpose, it can be fully recycled and returned to the mill—ready to be melted down and reborn again. The result is a high-performance, digitally printed steel product that delivers long-term durability, design flexibility, and sustainability you can stand behind.



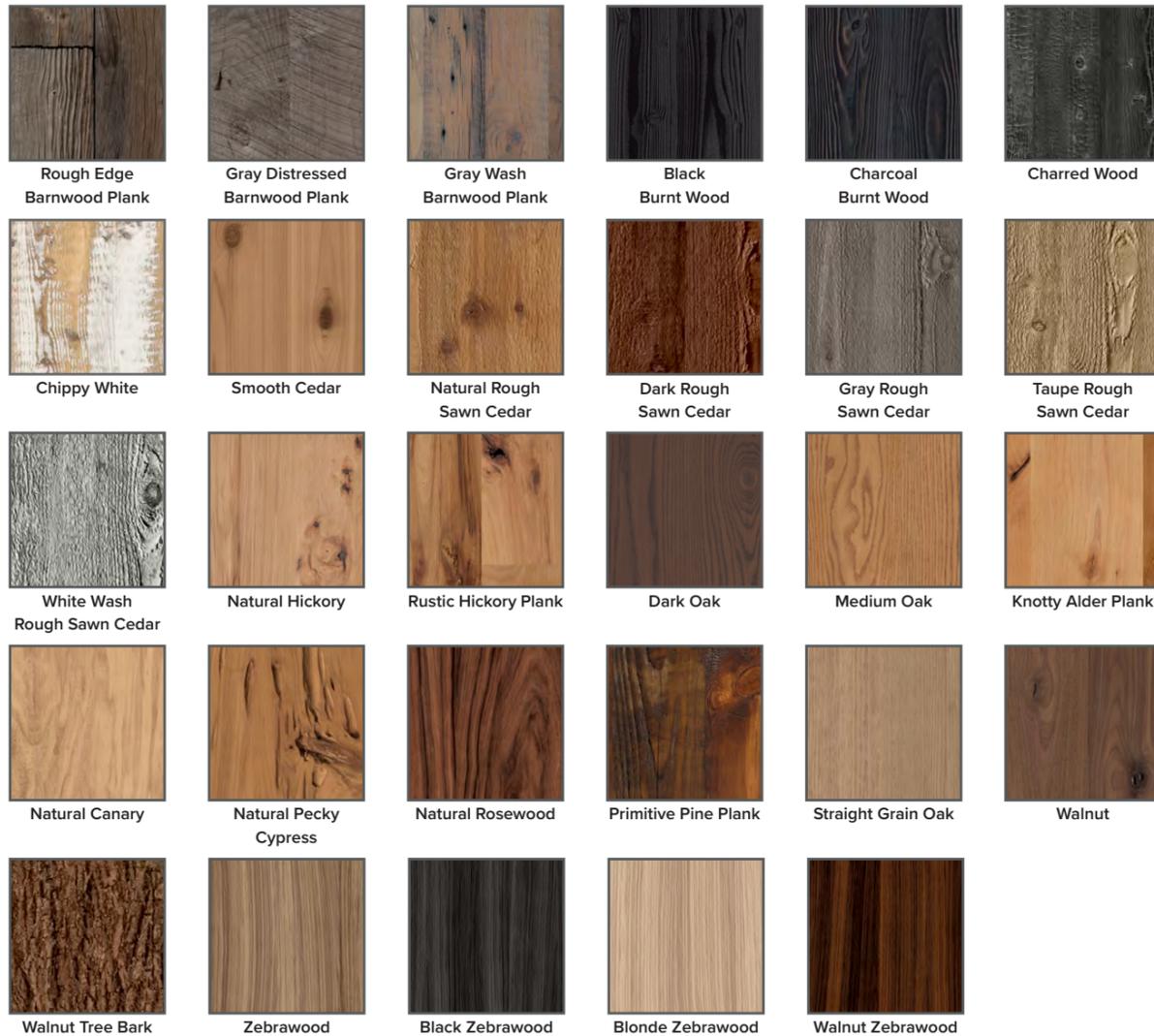
► Gray Rough Sawn Cedar

TRU-STEEL HD[®] STANDARD IMAGE LIBRARY

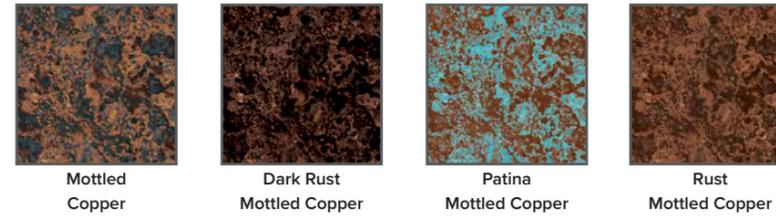
TruSteel HD[®] currently offers over 30 ultra-realistic images to choose from, as well as custom image development. These high-resolution images of natural materials deliver superior depth, clarity, and color not attainable through traditional printing methods.

Ask about available customization, such as varied-width planks, log designs, or bi-directional grain patterns. Imagine the possibilities!

WOODGRAINS



DESIGNER METALS



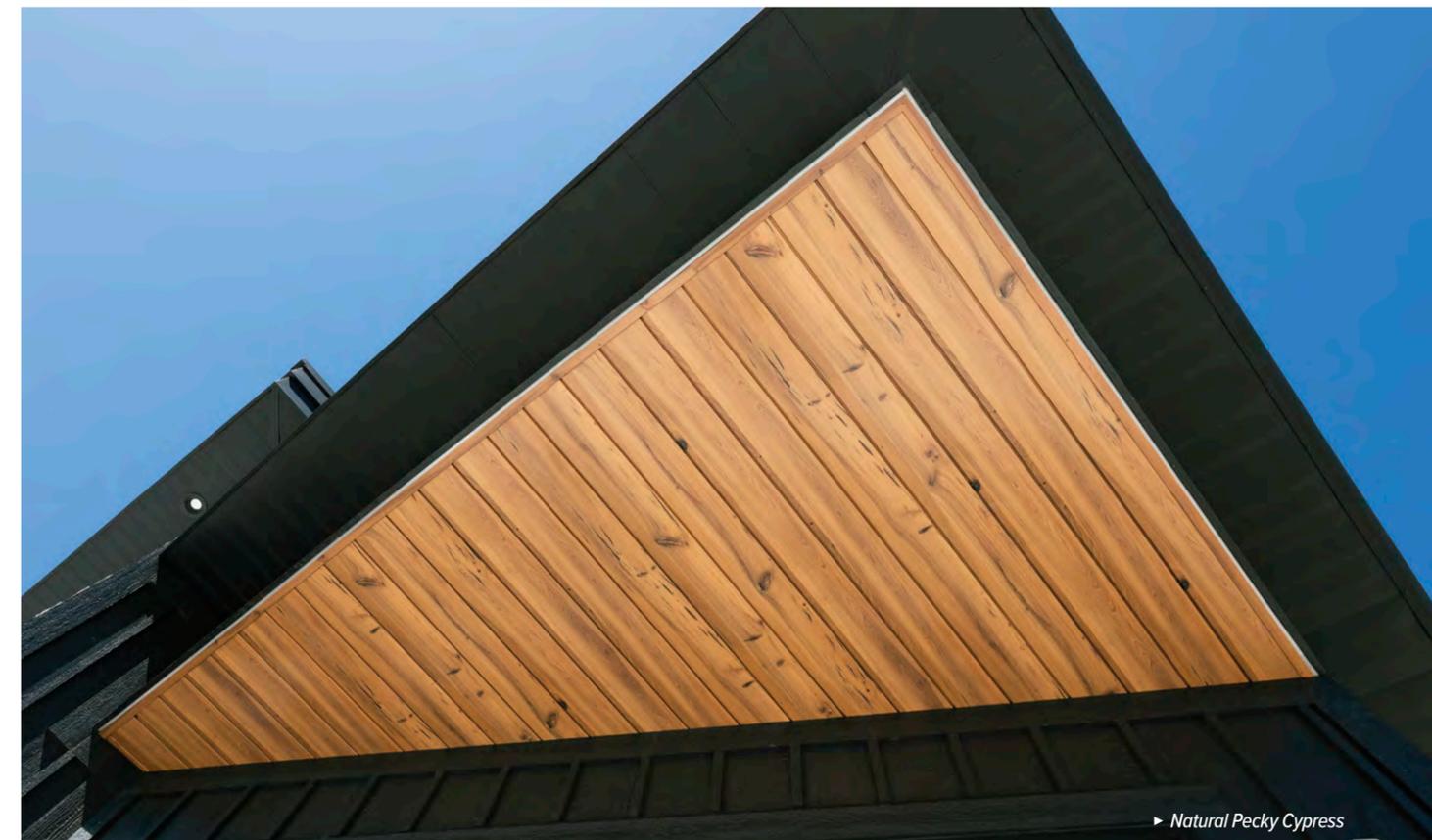
STONE



CAMOUFLAGE



See the following pages for images available through United Steel Supply, identified by this symbol in page corner.



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.

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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.

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 WOOD

Boasting legendary style and remarkably refined taste, Black Burnt Wood 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.

CHARCOAL BURNT WOOD

Whether serving as a design's foundation or skillfully used as an accent, Charcoal Burnt Wood offers a feast for the eyes. Its mix of fluid graphic lines, elegant curves, and time-worn knots — in the Japanese tradition of *shou sugi ban* and a wabi-sabi appreciation for natural imperfection — calls to mind the understated beauty of an old Dutch masterwork. Within its depths is a refined range of color, from slate blue and dusty rose to warm metallic undertones of bronze, copper, and gold.

CHARRED WOOD

Rich, dark, and remarkably handsome, Charred Wood is the new black. Striking yet understated, it both elevates a project's look, and keeps it firmly grounded in a no-nonsense grayscale palette that complements a spectrum of colors. Its artfully weathered texture is a little bit country, but its mood and style are pure rock-and-roll, making it a show-stopping design choice for both interiors and exteriors.

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.

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.



DARK ROUGH SAWN CEDAR



GRAY ROUGH SAWN CEDAR



TAUPE ROUGH SAWN CEDAR



NATURAL ROUGH SAWN CEDAR

Featuring a striking texture that lends strength and character to a project's aesthetic, Rough Sawn Cedar is the perfect choice for designs grounded in natural beauty. Its time-worn patina brings an inviting warmth to projects, while its versatile selection of colors are available in a spectrum of shades, including Natural, Dark, Gray, Taupe, and Whitewash varieties.



WHITEWASH ROUGH SAWN CEDAR

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.

RUSTIC HICKORY PLANK

Recognized the world over as a symbol of strength and resilience, Rustic Hickory Plank carries a notable presence that commands attention and boasts a beauty that is not rooted in perfection, but in the uniqueness of its weathered scars. Here, stripes, curves, lines and knots all find their place in a mosaic of colors, spanning a full spectrum of tawny neutrals, golds, and deep browns.

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.

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 CANARY

The easiest way to strike gold every time is to incorporate Natural Canary into your project's design. This light-filled wonder is exceptionally versatile, whether serving as a timeless accent or an arresting main attraction. Remarkable pin-stripe lines in shades of honey, dark amber, and chestnut highlight its gentle curves and subtly mimic the exquisite details of a truly fine feather.

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.

NATURAL ROSEWOOD

The unmatched beauty of Natural Rosewood is a design choice that amplifies elegance while creating a sense of calm. Long associated with luxury goods and lifestyles, Rosewood is one of the most prized exotic hardwoods. Its richly detailed grain patterns feature an intricate tapestry of light and dark striations, resulting in a warm gleam that dazzles the eyes and stirs the heart.

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.

STRAIGHT GRAIN OAK

The design equivalent of the strong, silent type, Straight Grain Oak brings an unprecedented level of versatility to every project, thanks to its polished and pristine linear grain pattern that complements an impressive range of styles. Its broad spectrum of light and dark shades of taupe, interspersed with contrasting sienna hues make it the undisputed champion of neutrals.

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 heady mixture of confidence and daring. As an accent it provides texture, depth, and unwavering support.

WALNUT TREE BARK

Long revered as one of the most elegant and treasured hardwoods native to North America, the deep dark fissures and luxurious cocoa colors of Walnut Tree Bark provide a stately grandeur for projects that aspire to project authentic American style. A light dappling of moss in shades of green ranging from olive to emerald adds softness to its rugged texture, and makes it a versatile neutral that works beautifully with both cool and warm tones.

ZEBRAWOOD

An exotic decorative wood coveted for centuries by master craftsmen, Zebrawood 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 Zebrawood a versatile option capable of complementing both classic and contemporary designs.

BLACK ZEBRAWOOD

BLONDE ZEBRAWOOD

WALNUT ZEBRAWOOD



MOTTLED COPPER

Luxurious and timeless, Mottled Copper and its equally beautiful counterparts — Dark Rust, Rust, and Patina — are nothing short of mesmerizing. Featuring a sophisticated blend of classic hues offset by the delicate gleam of gold, copper and bronze shades, it brings both elegance and exceptional versatility to a project's design.



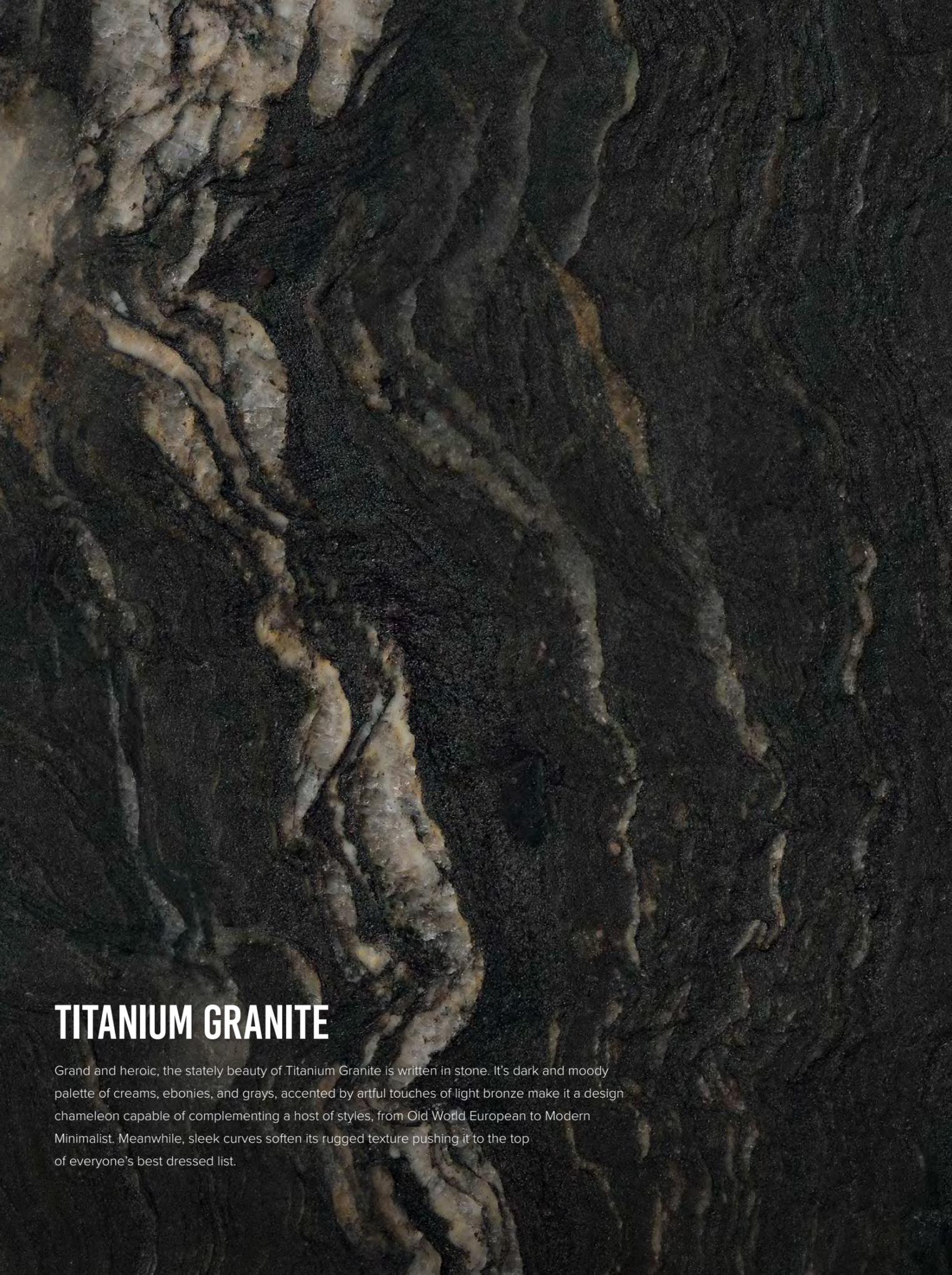
DARK RUST MOTTLED COPPER



RUST MOTTLED COPPER

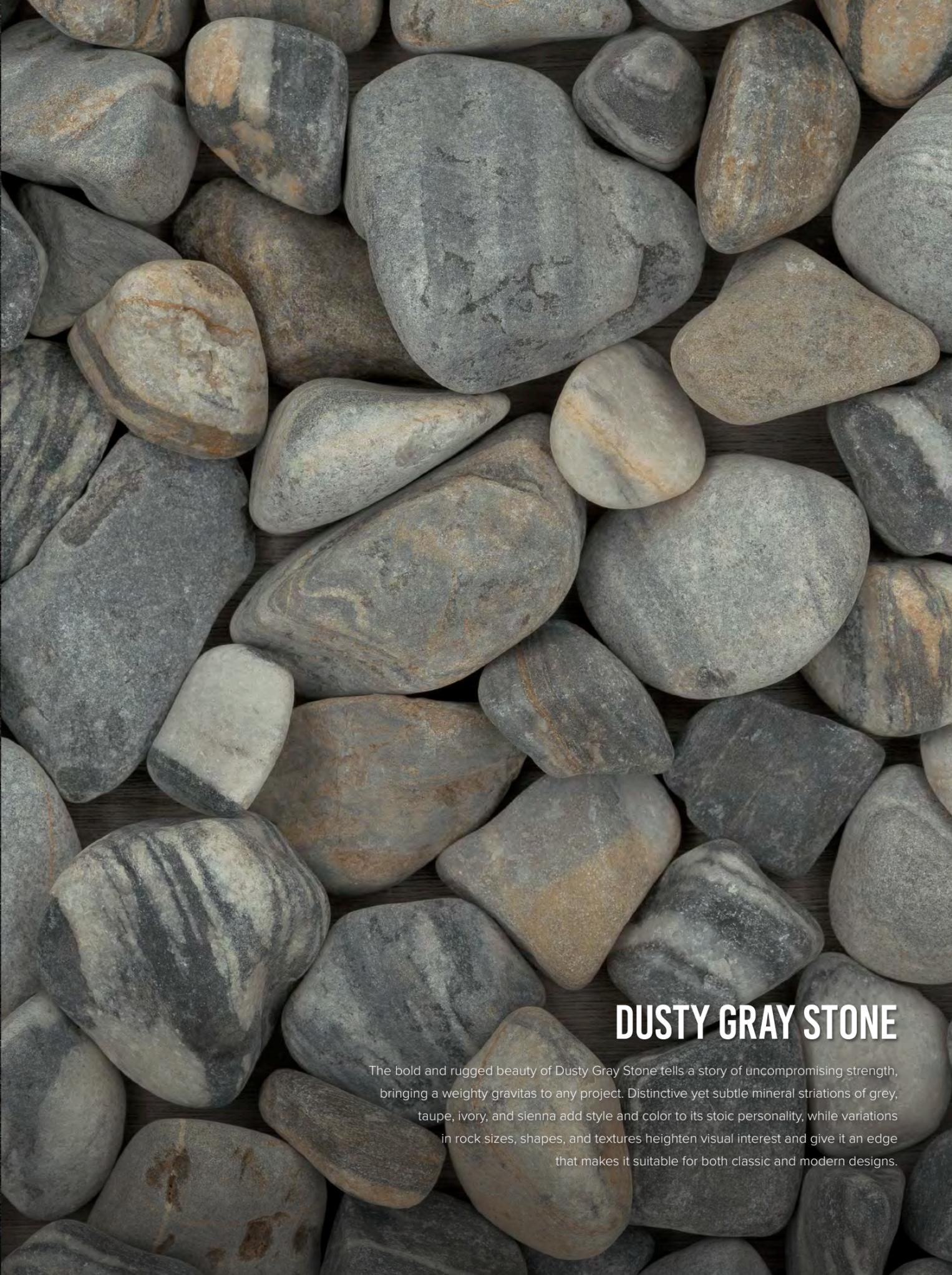


PATINA MOTTLED COPPER



TITANIUM GRANITE

Grand and heroic, the stately beauty of Titanium Granite is written in stone. It's dark and moody palette of creams, ebonies, and grays, accented by artful touches of light bronze make it a design chameleon capable of complementing a host of styles, from Old World European to Modern Minimalist. Meanwhile, sleek curves soften its rugged texture pushing it to the top of everyone's best dressed list.



DUSTY GRAY STONE

The bold and rugged beauty of Dusty Gray Stone tells a story of uncompromising strength, bringing a weighty gravitas to any project. Distinctive yet subtle mineral striations of grey, taupe, ivory, and sienna add style and color to its stoic personality, while variations in rock sizes, shapes, and textures heighten visual interest and give it an edge that makes it suitable for both classic and modern designs.



ACADIA LEDGESTONE

The romance and grandeur of Colonial America finds a bold new expression in the unmistakable elegance of Acadia Ledgestone. Featuring the time-worn beauty and strength of hand-chiseled granite in varying shades of classic grays, sandy browns and creamy whites, its pleasing pattern has the gravitas needed to serve as a foundational element of a project's design, or as a well-placed accent that conveys a look of historic luxury.



CANYON LEDGESTONE

Evoking the scene of a charming European cottage in an idyllic setting, Canyon Ledgestone is the steely pattern from which dreams are made. It offers projects a cornucopia of warm neutrals that range from tawny reds and pastel pinks, to soft sandstones and crisp whites. Layered in a rhythmic texture of artfully stacked single, double and triple-stone configurations, Canyon Ledgestone adds swoon-worthy visual interest to every design it graces.

SIERRA BROWN FLAGSTONE

Upon seeing the magnificent natural beauty of Sierra Brown Flagstone, it's tempting to think one is actually beholding a topographical map of the Sierra Mountains. Within this elegant design, artful layers of sandy brown, taupe, gold and ebony come together in an array of time-worn textures that dazzle the eyes and stir the soul. A true statement-maker, Sierra Brown Flagstone brings a quiet grandeur to projects.

MOSSY OAK® CAMOUFLAGE

America's vast natural lowlands with their richly hued hardwood meadows serve as the inspiration for Mossy Oak® Camouflage. A print as refreshing as a walk in the woods, Mossy Oak® Camouflage features an impressive selection of the most beloved oak species in North America. Dappled sunlight plays up the graceful grey-green mosses peeking out from among the leaves and twigs in this captivating pattern that brings authentic natural beauty to both interior and exterior projects.

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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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Tru-Steel HD[®]

 You Can See The Difference.



► Rough Edge Barnwood Plank

Butler Division
Butler, Indiana

Tru-Steel HD[®] Design Center
Fort Wayne, Indiana



Tru-SteelHD.com