

APPROVED FOR DISTRIBUTION
NEWS RELEASE
FOR IMMEDIATE RELEASE



FOR MORE INFORMATION:
Abigail Gabbard, SSMA
(312) 224-2570
agabbard@ssma.com

Steel Stud Manufacturers Association Announces Adoption of Proprietary Brands as SSMA Products

CHICAGO, IL – (April 6, 2011) – The Steel Stud Manufacturers Association (SSMA) is the largest group of manufacturers and is also the leading voice in the metal framing industry. The SSMA just announced big news in its product offering. ViperStud® and Supreme Framing System®, two of the industry's most recognized proprietary brands, have been adopted by the SSMA as association products. These high-quality additions help establish a new standard for metal framing components for the industry. Members will benefit from a lower manufactured cost and better performing products. Distributors and contractors will benefit from value-engineered cost savings and a better installation experience.

"It is exciting to see that SSMA has once again stepped to the forefront to improve the framing industry," said SSMA Treasurer, Marty Kiehm. "The certification programs implemented by SSMA for both structural and light gauge continue to build on quality standards and continuity. These additional product offerings will add value for the industry. Our members are now united in offering three certified products to customers in light gauge framing. This is a great day for the framing industry!"

"We believe this move will help promote competition among manufacturers while building solidarity behind the brand of SSMA. The organization is founded on this very principle," SSMA Director, Dan Dry, said.

Membership to SSMA has rich rewards, which now include deep discount rates for licensing these products.





Allsteel & Gypsum Products, Inc.
California Expanded Metal Products, Co.
Consolidated Fabricators, Corp.
Craco Manufacturing, Inc.
Custom Stud, Inc.
Design Shapes in Steel
Frametek Steel Products
Marino\Ware
MBA Building Supplies, Inc.
Olmar Supply, Inc.
Quail Run Building Materials, Inc.
SCAFCO Steel Stud Manufacturing
Southeastern Stud & Components, Inc.
Steel Construction Systems
Steeler, Inc.
Telling Industries, LLC.
The Formetal Co., Inc.
The Steel Network
United Metal Products, Inc.

SSMA

230 East Ohio Street, Suite 400
Chicago, IL 60611
Ph: 312-224-2570 Fax: 312-644-8557
Info@SSMA.com

The Steel Stud Manufacturers Association is the Chicago-based national trade association representing leading manufacturers of steel studs, track and joists. Its twenty-one roll forming member companies support the development and maintenance of quality product standards and specifications for the cold formed steel manufacturing industry. The organization creates market growth opportunities for cold-formed steel through research, marketing and education. For more information on SSMA please visit www.ssma.com.