

American Steel Span Plans To Continue Exhibiting At Farm Show

Straight Steel Corp., owned by Arnold Davis, are 17 years old. The company manufactures 5,000-6,000 buildings a year that are sold through various dealers across the nation.

The Ambridge plant manufactures straightwall buildings and the McKees Rocks factory manufactures arch or Quonset-style buildings.

“It is so valuable for a farmer to actually walk into one of our buildings and have that person experience the quality of the building firsthand, versus a photograph.”

**Peter Pennline
American Steel Span**

Two factories, the first located in McKees Rocks, and another in Ambridge, employ about 275 employees combined.

There are approximately 35 to 40 dealers nationwide. Dealers, rather than headquarter personnel, attend the trade shows pertinent to the business.



Peter Pennline is director of national advertising and marketing for American Steel Span.




Farm Show 2003 Exhibitor Spotlight

Exclusive to
Lancaster Farming

**MICHELLE KUNJAPPU
Lancaster Farming Staff**

McKEES ROCKS (Allegheny Co.) — For producers interested in investigating building options, American Steel Span will again be represented at the Pennsylvania Farm Show.

The event “affords a hands-on approach to selling our buildings,” said Peter Pennline, director of national advertising and marketing.

“Part of the plan is to erect a small building at the show. It is so valuable for a farmer to actually walk into one of our buildings and have that person experience the quality of the building firsthand, versus a photograph,” he said.

Dealerships selling American Steel Span buildings have exhibited at the Farm Show about every year, estimates Pennline.

Pennline recommends to dealers which shows to attend. “It’s up to them who wants to take it,” said Pennline.

The dealership that has exhibited in the Pennsylvania Farm Show in the past is known as Steel City Buildings in a space of 600 square feet.

“Farming is one of our major markets,” he said. “So we try to get in many farm shows.”

The show is valuable for the “quantity and quality of the attendance and the fact that we have sold so many buildings there. It is not unusual for a dealer to sell 15 buildings in one show. That’s a pretty good sale.”

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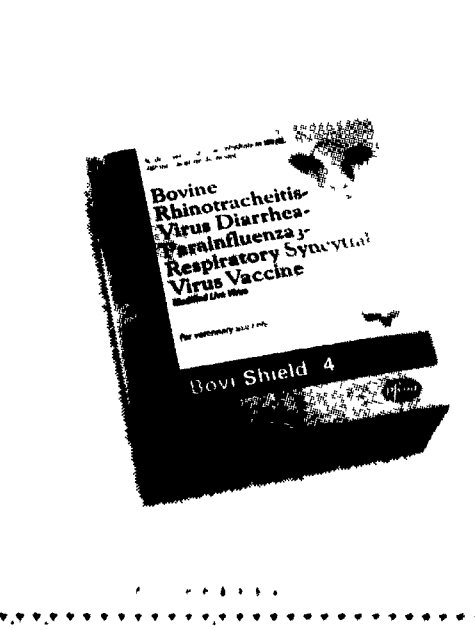
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