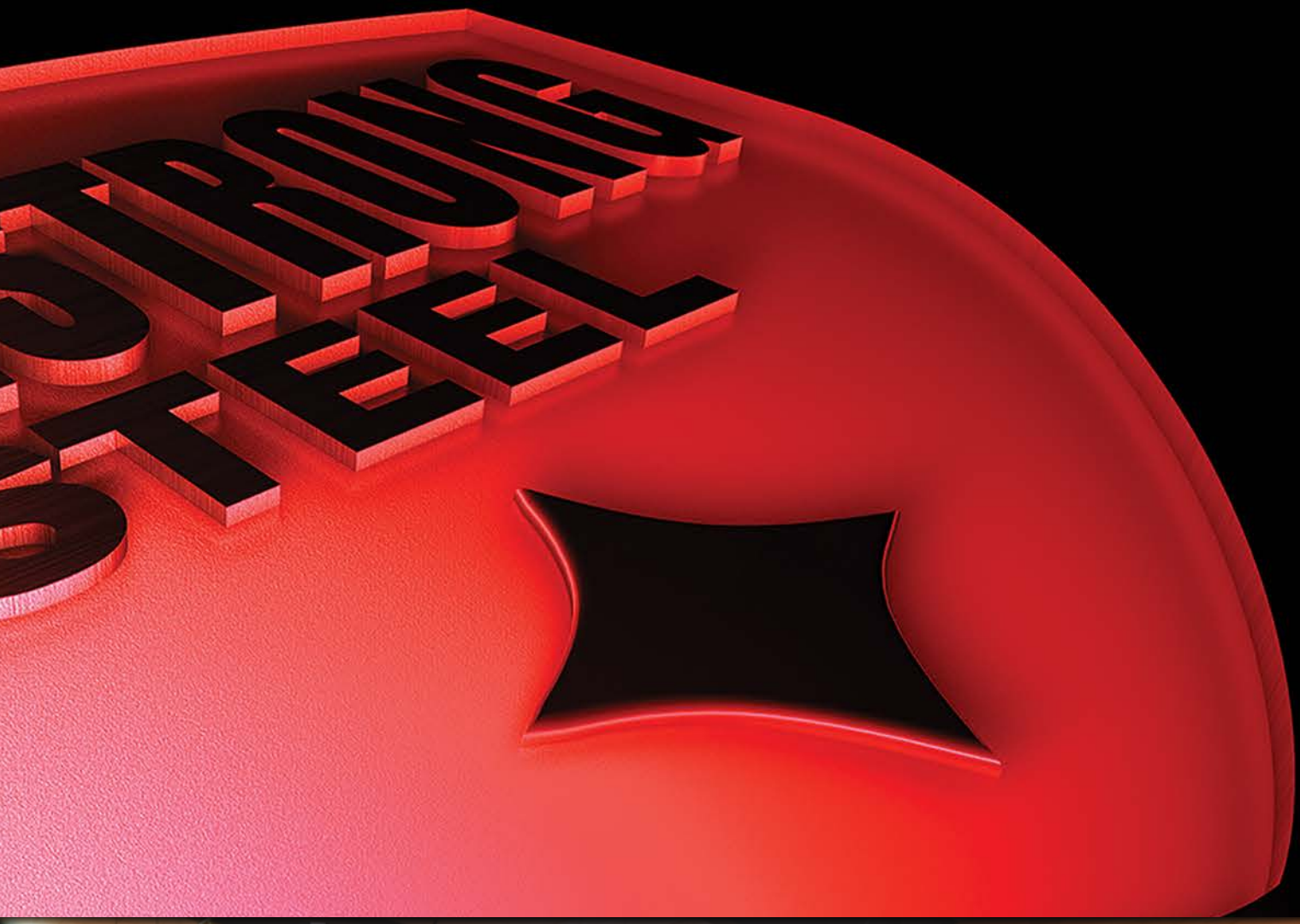
ARMSTRONG STEEL CORPORATION
ON TIME. ON BUDGET.





EQUESTRIAN
STEEL BUILDINGS

Barns - Riding Arenas - Tack & Storage

Armstrong and Our Customers

At Armstrong Steel, we understand that not all our customers are alike. We have some customers who understand all of the technical nuances of contracting and have the capability of doing everything themselves. We also have customers who are completely new to the idea of managing their own building project and we recognize that the experience can be intimidating. Bottom line? Some of our customers will need a fair amount of hand holding and that's OK! We love sharing our knowledge and expertise with new customers. We'll show you how to cut out the middleman or we'll put you in touch with an Armstrong dealer who can manage your entire project – start to finish. We work to cater to all those savvy customers, all the "newbies" and everyone in between.

We craft unique, cleanly designed, meticulously engineered, top of the line buildings that match our clients lifestyles. Once we understand your construction goals we'll create a building experience that helps to solve your problems and ensure that your building reaches beyond you to improve the lives of the folks within your community. You may only do this once! Let us be a part of your endeavor. We promise, you won't be disappointed.





Researching Your Goals

The design process starts with your Armstrong project manager. It begins, for us, when we understand your needs, and critically, your goals. Whether you provide a service, sell products, or just need a place to store your toys; knowing what you're after is essential to creating your perfect building. Without a dedicated project manager to consider your needs, your building won't be solving the right problems.



Detailing and Engineering

Our detailing & engineering department has distinguished itself in the industry by providing timely and quality design and detail engineering services. These guys do the heavy lifting with respect to our product design & development. With over 150+ combined years of experience, they excel in designing stunning building systems that are easy to erect and drafting easy to read blueprints & plans. They develop connection calculations & fully detailed approval, permit, construction, and shop drawings in house at our corporate headquarters. They're aces at ensuring tight deadlines are met and phases are completed as planned. They've got an eye for design and they ensure we're all speaking the same language when that building of yours arrives on site.

Customer Support

Your building order requires fabrication time and shipping time. Fabrication lead times vary for each building and the shipping time is based on the method of shipment you choose. At Armstrong Steel, we're dedicated to delivering your building as quickly and efficiently as possible. We offer a range of delivery and pickup options, so you can choose the shipping method that best meets your needs. We understand that great customer service is a strong competitive advantage. Our repeat customers keep coming back because we indisputably deliver a superior product and outstanding customer support. Folks share their experience with others and ultimately that is why repeat business is one of our strengths. We don't adhere to the same standards as the competition!



Barns

Beautifully built Armstrong barns not only look good but protect your livestock!



Tack & Storage

Armstrong Steel engineers rugged solutions to protect your equipment.



Riding Arenas

Armstrong has a reputation for building long lasting, large scale riding arenas.



Cheap is Not Smart

Ignoring the many technological pre-engineered metal building design breakthroughs that have been made over just the past ten years would be a terrible mistake but those advances are what many online metal building marts are least concerned about. Decade old design techniques, dated manufacturing equipment, and old technologies are inherently cheaper. We hear so often from customers who thought, their first time around, that shopping for the "cheapest" was the smart buy, only to discover that it led to missing parts, holes not lining up; on site delays and blown budgets. Remember that piece of furniture you bought when you were a bachelor that came with crummy, hard to understand instructions, holes that didn't line up and missing parts? It was cheap!





Cutting Edge Design

Sloppy, out-of-date designs can leave you or your crew in a constant struggle on the job site and once that cut rate broker you selected drops off your building, they've done their job as far as they're concerned. We're different. We're here for you all the way through the project, until the very last steel member is erected. Why? Because we design & engineer buildings that are based on the robustness of today's most state of the art manufacturing equipment and erection techniques. We go the extra mile to make sure your drawings are easy to read (not hieroglyphics), your parts are all there – numbered to correspond with your blueprints – and everything lines up! Isn't that what you should expect? Your Armstrong building will look great, go up quick, and meet your unique needs.

Project Management

Whenever you need to make changes to your building, the power is at your fingertips. Our project managers will analyze your needs to determine what designs work best for you. If you need more space than you initially expected, which is typical, there's no problem with committing more steel to your project. However, cut rate brokers are just a website, a fax machine and a telephone. When you want to make a change on that cheap building you bought, they need to phone China to speak to your detailer. Are you really willing to risk your dreams getting lost in translation? Think of the internet as one big Vegas strip. Plenty of distractions; bright lights, prices that are too good to be true and flashy gimmicks. You're probably only going to do this once, right?





The New Currency

Helping is the new selling and customer service is the new currency. Our customers have problems they need solved. Interests they wish to share. Needs to be satisfied. Goals that can be pinpointed. We help them by providing solutions they appreciate and find to be relevant. Builders across the country already know that if you need space, you need Armstrong Steel. Our customers recognize and value the importance of quality, craftsmanship, service after the sale, and expert technical support.

Flawless Design Ain't Easy

Sure, anybody can find a cheap building online and click ORDER NOW! That doesn't mean everyone out there is dedicated to crafting the building you need or want. Sure, their website has great prices and plenty of relevant pictures. But you want a team that cares about this project as much as you do. A team that's about more than pumping out cheap bids in an effort to "hit quota" and quick ship as many pounds of steel as possible…right?









Quality

Armstrong Steel Building Systems are fabricated in state of the art facilities. Our culture has embodied a sort of fanatical attention to detail. Most of our competitors are focused on making their product the cheapest. We think cutting corners to be the cheapest is misguided. A product should genuinely be better. This requires real discipline, and that's what drives us – a sincere, genuine appetite to make something excellent.

Reliability

Armstrong Steel does not adhere to the same standards as the competition. One of the hallmarks of our team is that we are committed to constant design improvement. We obsess over every member, every connection plate, and every weld in your building so you don't have to. You don't see that effort... until you erect the building system and then it all makes sense. THIS is why I bought an Armstrong!



Craftsmanship

There is a tremendous amount of craftsmanship that goes into each of our buildings. Each connection in our buildings is hand detailed, precision engineered, and triple checked. The painstaking work that goes into each building we make is obvious when it arrives on-site and goes together seamlessly, unlike any other building on the market.





Details

It's impossible to say where the engineering ends and the true beauty of our design begins. We obsess on solving the tiny issues, being unwilling to compromise in our quest to create a far superior product. Thousands of tiny decisions go into the development of Armstrong's designs. You may only do this once... let us be a part of your endeavor. You won't be disappointed



Simplicity

Armstrong has spent years refining our building design. We know how important on-site perfection is to our end users and dealers.

You'll be amazed at how quickly an Armstrong Steel Building System goes up.



Warranties

Armstrong's commitment to quality materials allow us to offer the best warranties in the industry.

- **50 Year Structural Warranty**
- **40 Year Paint Warranty**
- **35 Year Roof Warranty**
- **Lifetime Fastener Warranty**





Are You a Ford Truck Man?

We're not pledging our allegiance to Ford or Chevy! In fact, our staff is pretty evenly split. But you get it, don't you? We have always obsessed on quality and ease of construction – design it stronger, design it better, design it to be easier – all to enhance the on-site experience of our clients. We tailor your building to your needs. You didn't choose the truck you bought because it was the cheapest. It took you time and you finally pulled the trigger because it fit your lifestyle perfectly, right?

You've Got Choices! So Why Choose Armstrong?

We know you have choices in the marketplace and sometimes it can get confusing. So many companies try to copy our precise design methodology but there's only one place to get an Armstrong Building.

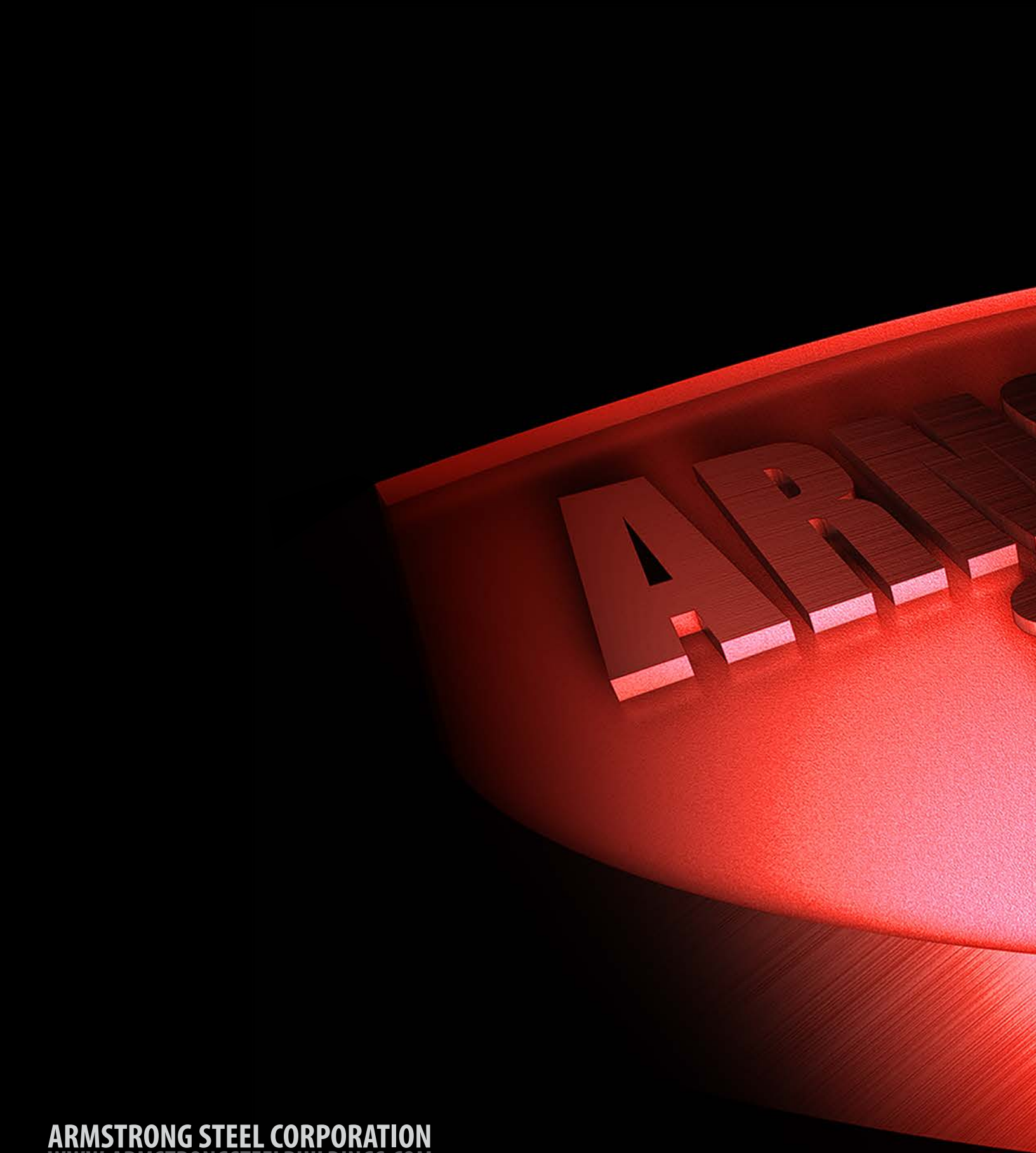
Armstrong Steel Buildings are not made on an assembly line. Each building is designed by a small, handpicked team of designers. They are extremely close, focused and committed to the same goals. Excellence, Ease, & Simplicity. We want your building to go up intuitively. Just the way you'd expect.

Give us a call today or visit us online

Your building is waiting!

Toll Free: 800.345.4610

www.armstrongsteel.com



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