

**The Market Innovation/
Growth Task Group has identified wind turbine towers as having the potential to create several million tons of new steel demand.**



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Market Innovation/Growth

The Market Innovation/Growth Task Group was established to identify new markets for creating steel demand. The group develops strategies on broad-based issues and market trends as they affect steel markets and applications and recommends actions for the Market Development Committee to pursue regarding new market applications.

In 2006, the task group members identified eight areas that offer future market growth. Three of those markets have been selected for a more comprehensive review of market potential and to identify major factors influencing steel growth.

These markets are:

- **Acoustical sound barriers:** Sound attenuation is now mandatory along many highways and at airports, train right-of-ways and industrial plants. This market would require approximately 190 tons of steel for every mile installed.
- **Residential steel decking:** There are 6.5 million residential decks installed annually. Typically built using treated lumber, decks represent a steel-equivalent market opportunity of approximately 5.2 million tons annually.
- **Wind turbine towers:** The continued growth of this market is dependent on a 1.9 cent-per-Kilowatt-hour tax credit that was granted to producers of wind energy. This market could potentially create demand for 6–7 million tons of plate steel, as well as any associated structural and rebar, over a 10–12 year timeframe.

The Market Innovation/Growth Task Group will continue to monitor these markets and pursue new opportunities for creating steel demand.