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Success of SteelCell, a Nucor Preferred Partner, Leads to Multiple Projects for Precision Metal Buildings

For Authorized Builder Precision Metal Buildings of Cleveland, Georgia and their customer SteelCell, a manufacturer of prefabricated steel units for detention facilities, this rings true. SteelCell called upon Precision Metal Buildings in 2008 to construct a facility in Baldwin, Georgia for the manufacturing and production of prefabricated, modular detention cells. This 112,400 square-foot facility is state-of-the-art and includes five 5-ton cranes and two 10-ton cranes. The facility allowed SteelCell to meet their clients needs with higher efficiency and expand their product offering.



*Manufacturing
facility*

Following the success of SteelCell's first project, the owner engaged Precision Metal Buildings and Nucor Building Systems in 2019 to start construction on the warehouse phase of the SteelCell campus. In need of additional storage space, SteelCell added a 40,000 square-foot facility to their property across the street from the manufacturing building.



“The purpose of the building is for additional storage,” explained Bryan Lee, President of Precision Metal Buildings. “In the past, we have erected metal buildings for jails, and SteelCell installs these cells inside as stand-alone units. They use the main plant as a manufacturing facility and once the product is completed, they move it over to this new building for storage until they are ready to be shipped out.”



Warehouse facility

This facility is clad with the Nucor CFR Standing Seam roof system and the Nucor Reverse Classic wall system. Like the manufacturing building, the new storage facility, finished in 2020, also boasts overhead cranes. Nucor supplied the beams and rails for the crane systems. “They have cranes running throughout the building of both facilities,” said Lee. “In the second phase, we had two 10-ton cranes split down half the 160’ x 250’ building — an 80’ crane on each side.”

At Nucor Building Systems we strive to make powerful partnerships, which create powerful results. The combination of Authorized Builder Precision Metal Buildings and Nucor has done exactly that with SteelCell. “Everything went perfect on this job. It was great on both buildings — everything fit, everything worked. The crane supplier was really impressed with how straight the metal building was and how the rail and beams were so straight,” said Lee. “Everything went smooth and great on the whole project. We had a satisfied owner from the first building.”

SteelCell is a steel customer of Nucor Corporation. “With SteelCell being a customer of Nucor for their steel and us being a Nucor dealer, it was a good fit,” said Lee. “They wanted to use Nucor and we wanted to use Nucor.”

In addition, SteelCell is a Preferred Partner — customers that benefit from Nucor’s depth of resources and strategic relationships across various industries with Nucor. Preferred Partners are customers that



not only purchase from the Buildings Group, but from other Nucor divisions, such as sheet or bar mills. To build on the valued relationship, these customers are rewarded with a rebate.

“Anytime you have a great product, and everyone is happy with the product, it makes for a great day,” said Lee. “I was really impressed — I think there were 12 tractor trailer loads of steel on the first project we did for SteelCell, and they all came within one hour of each other back-to-back. We had additional buyouts, and those freight trucks from different places all showed up on time. Nucor’s coordination impressed me. That was great.”

Lee was also impressed with how all the components fit together, which is part of Nucor’s FOCUS statement ... “steel that Fits.”

“Everything working when you’re erecting a building, everything fits and bolts together and you don’t have to blow a bunch of holes and make a bunch of adjustments to fit — you know that’s what you want.”

With such a great purchase experience with these projects, maybe this successful partnership will lead to a third SteelCell facility in the future.

“86 percent of the customers with great purchase experience will likely buy from the same company again.”
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