

MADE TO LAST

Future Steel Buildings Inc. manufactures durable steel structures that are built in a flash yet made for the long haul

BY KELLI LAWRENCE



Future Steel Buildings supplies clear-span steel structures to a number of global industries.

If the cardinal rule of running a great business is to know and believe in your product, Marcel Aitoro, director of Future Steel Buildings Inc., could be considered a success on that basis alone. As someone who has been selling prefabricated steel structures since 1978, he can easily trace the history of belted steel from its World War I beginnings to its two-decade heyday, beginning in the 1960s, as the main source for agricultural storage.

Future Steel manufactures simple, easily assembled steel buildings. Sizes vary from small garages or workshops to large warehouses or hangars. Clear spans offer uninterrupted interior space, making the buildings ideal for agricultural machinery, industrial equipment, and long-haul trucks. Advances in structural design have made Aitoro's industrial/commercial base his fastest-growing market.

Aitoro takes great pride in the buildings' durability and longevity. "It's not what we can do for the buildings, it's what the buildings can do for us," he says. "Steel buildings are so economical and versatile that we are able to design a solution for almost every possible use and that keeps our customers coming back when their own business changes or expands."

This customer rapport is a key factor in Future Steel's success—and if you ask marketing manager Candice Sheldon, it's Aitoro who deserves credit for the company's strong customer base. "Marcel is very busy both offshore and here in the community, getting to know who his customers are and what they need," she says. "He is the face of Future Steel. When he talks about the relationships made—it's he who really made them."

Those efforts have taken Aitoro across the globe, with Future Steel behind wide-ranging projects that include army barracks in Russia, houses in Honduras, schools in Italy and Nigeria, mining-company lodgings in South America, cold-storage facilities in Poland, and hangars, platform shelters, and community-service buildings world over.

Such growth can be attributed to the ongoing quest to make Future Steel structures bigger, wider, and more versatile each year. Aitoro recently shipped a structure that, at 130 feet wide, was one of the company's biggest yet—and he's already looking forward to the day they



Rolled steel at Future Steel's Brampton, ON, plant.

executive insight >

"You need to believe in your product and have a very strong group of people working with you. Be straight with your customers and stand behind your deals. Nobody wants to feel cheated. Follow these rules, and you'll be successful."

—MARCEL AITORO, DIRECTOR

will reach 150 feet. With six engineers who can "solve any problem our customers have," says Aitoro, it's as realistic a goal as any he's had through the years. Especially when considering the confidence he has in his well-honed staff. "You need to be proud of your own people—they're the most important part [of a business]," he insists. "You may have the best product money can buy and the greatest advertising, but if you don't have confidence in your people, you don't have anything."

This could explain his decision to increase hiring in the wake of North America's recent economic downturn. Aitoro's mindset was that showing confidence in the marketplace was essential; his foresight regarding customer

diversification made hiring new employees during that difficult time possible. "If we had only concentrated on our own backyard, who knows? We might have needed to cut back," he says. "The fact that, years ago, we decided to ignore borders and expand into Europe and so many other countries—that's why we more than handled the downturn here."

There's no doubt in the mind of employees, like Sheldon, that the company's strong leadership and vision will persevere, regardless of what is going on in the marketplace. "It all starts at the top, this feeling of family, pride, and commitment," she says. "You feel that when you come to work here, and it's great to be a part of it." **_a**

The Preferred Steel Building Supplier



**Custom Design
Delivered Anywhere**



**From 100 sq-ft to
1 Million sq-ft !**



For more information

1-800-668-5111

✉ Design@FutureSteel.com

www.FutureSteel.com

ext 263