

# Fourth-generation Family Business Counts on aSa for its Rebar Fabricating Operations

Salit Steel has been improving and expanding since its founder began selling scrap in Niagara Falls, Ontario, a century ago. In recent years, aSa e<sup>x</sup> rebar software has been integral to the company's growth.

Larry Cohen, chairman of Salit Steel, tells the story of his grandfather, Myer Salit, an Eastern European immigrant who came to Niagara Falls, Ontario, 100 years ago. "Like many of his era, he was a peddler," Larry explains. "He resold scrap material."

Myer had five daughters. After World War II, son-in-law Irvin Feldman took over the growing company. Irvin, Larry's uncle, added salvaged "usable" steel, such as pipes from demolished buildings, and new structural steel to Salit Steel's product offerings. In the mid-1950s, Larry became involved with the family business. Around that time, Salit began to provide fabricated reinforcing bar. "We started the rebar part of our business slowly with small local projects and grew from there," says Larry.

Salit currently has two divisions: the Steel Service Center, which evolved from its scrap metal business, is a wholesale distributor of structural steel

products, and the Rebar Division, which fabricates and installs reinforcing steel. Steve Cohen, fourth-generation owner and Larry's son, is the company's president.

Steve talks about the company's success. "Over the years, we've grown into a major player in the Niagara Falls and Toronto area," he says. Currently, the Ontario-based company has fabricating shops in Niagara Falls, Burlington, and Bowmanville. Additionally, Salit has an office in Grimsby that serves as headquarters to the company's estimating, detailing, sales, and contract management activity.

Salit Specialty Rebar, a new enterprise that provides solid stainless rebar to fabricators, recently opened in Niagara Falls, New York.

An aSa customer since 1995, Salit upgraded from aSa's DOS system to aSa e<sup>x</sup> in 2002. Alan Dover, general manager of Salit's Rebar Division, says



**A growing operation.** Salit Steel has fabricating shops in Niagara Falls (pictured above), Burlington, and Bowmanville, Ontario. The company recently added a stainless steel rebar fabricating facility in Niagara Falls, New York. By stocking several lengths of bar and using aSa's Computer Shearing and Opto-Shear Controller, Salit has virtually eliminated remnants and scrap on their larger bar sizes, according to Owner and President Steve Cohen.

the change was originally prompted by the fact that the company's hardware was becoming outdated. Salit installed aSa e<sup>x</sup> software when it installed new computers. Alan explains why the decision to upgrade was a good one. "Our volume has increased dramatically since 2002. Without aSa e<sup>x</sup>, we would have been extremely challenged to keep up with the growth," he says. Salit has 35 aSa users among its five office and shop locations.

Alan notes that a more recent change – the ability to open aSa Estimating-

**Built to last.** One of Salit Steel's recent high-profile projects is the Queenston-Lewiston Bridge. Reinforced entirely with stainless and galvanized rebar, the bridge spans 1,600 feet connecting Queenston in Niagara-on-the-Lake, Ontario, to Lewiston, New York.

generated summary information in Rebar Financials' Job Pricing/Change Order module — has helped to streamline workflow for Salit employees.

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*Alan Dover, General Manager  
Salit Steel Rebar Division*

"aSa really listens to our issues," says Alan. He notes that Canadian tax structures and the fact that Salit provides placing services (in addition to material) are two unique challenges that aSa is addressing in the software.



**Salit Steel, yesterday and today.** Salit Steel celebrated its 100th anniversary in 2005. The company was founded by Myer Salit in 1905 when he emigrated from Eastern Europe and began selling scrap materials in Niagara Falls, Ontario. The photo at left (top) is Salit Steel as it looked in the 1930s. The company grew over the years, eventually adding structural steel and rebar to its product line. aSa solutions have played a big part in the growth of the company's Rebar Division, according to Larry Cohen, grandson of Myer Salit and currently the company's chairman. Larry's son Steve is president and fourth-generation owner of the family business. Left below: Salit Steel's Niagara Falls operation today.

Alan says his company appreciates the value of aSa services. aSa's Jack Lucot, Michele Albert, and Robert Morgan have been on-site at Salit to provide implementation and training, and Salit consulted with aSa's IT staff when upgrading hardware and setting up its wide area network. Salit also takes advantage of aSa Webinars — web-based training sessions offered free to clients enrolled in aSa's software subscription service. "The Webinars have been successful," says Alan, adding, "They provide good opportunities to see new features, get refresher training, and ask questions."

Shearlines in all three of Salit's Ontario fabricating shops are controlled by aSa Opto-Shear Consoles. "By stocking several lengths of bar and using aSa's console and shearing instructions, we

have been able to eliminate nearly all remnant and scrap on our larger bar sizes," says Steve.

Salit Steel provides material and installation services for high-rise condos, hospitals, universities, and water treatment plants, as well as some high profile projects like Toronto's Eaton Centre and the Queenston-Lewiston Bridge. The 1,600-foot bridge connects the village of Queenston in Niagara-on-the-Lake, Ontario, to Lewiston, New York. Steve notes, "All of the rebar on that job was either stainless or galvanized."

Larry comments on the decade-long affiliation of Salit and aSa, "It's been a very nice partnership ... a great relationship between family businesses." □

