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OUTOKUMPU STAINLESS STEEL MAKES BAILEY OF SHEFFIELD JEWELLERY LAST MORE THAN A LIFETIME

Outokumpu provides Prodec and Supra grades in bar and wire rod for Bailey of Sheffield jewellery. Bailey of Sheffield wanted to create long-lasting, sustainable and appealing product using stainless steel that also originates from Sheffield, UK.

Scott Bailey founded Bailey of Sheffield together with his wife in 2015, and the Cable bracelet was launched this year. With a background in the music industry, he was impressed by stainless steel cables and fixings at a music venue and wanted to turn those into a product line. It was obvious for Scott Bailey to source stainless steel that comes from Sheffield.

Says Scott Bailey, "I liked the idea of being in Sheffield and manufacturing something out of stainless steel, because this is where the material originates from. The provenance has such a great heritage and a long history in making things."

The wire of the bracelet is made of Outokumpu Supra 316L/4404 and the bar is made of Prodec 316L/4404. Additional accessories are made of Outokumpu Prodec 303/4305, designed to be optimally machined. All metals are processed locally in the city where Outokumpu's history of stainless steel begun in the beginning of the 20th century when Harry Brearley invented the martensitic grade SF100 stainless steel for making knives.

Sustainability plays a big part in Bailey's company in terms of longevity and recycling possibilities. Says Bailey, "I don't think that stainless steel could be any more sustainable because it is more hard wearing than fine metals and can be melted and reworked again and again. We don't see stainless as a base metal, but a metal with personality. It has many qualities and it has its own story – we just needed to tell that story."

Says John Stansfield, Outokumpu Long Products: "Outokumpu has an extensive stainless steel wire rod and bar offering, including coils, lengths and shapes in round, hex, square and flat. Our material content is 85% recycled making it an ideal material for applications where sustainability has a high value."

Outokumpu's Long Products sites are located in the UK, Sweden and the US, all renowned for their high quality products, flexibility and world-class delivery performance.

Read more about Outokumpu Long Products rebar offering at outokumpu.com/longproducts.

For more information:

Corporate communications, tel. +358 9 421 3840

Outokumpu Group

Outokumpu is a global leader in stainless steel. We create advanced materials that are efficient, long lasting and recyclable – thus building a world that lasts forever. Stainless steel, invented a century ago, is an ideal material to create lasting solutions in demanding applications from cutlery to bridges, energy and medical equipment: it is 100% recyclable, corrosion-resistant, maintenance-free, durable and hygienic. Outokumpu employs 11,000 professionals in more than 30 countries, with headquarters in Helsinki, Finland and shares listed in Nasdaq Helsinki.

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