



FOR IMMEDIATE RELEASE

CHICAGO – March 1, 2026 – [North American Steel Alliance](#) (NASA) announces the addition of Koike Aronson and Guidewheel as our newest Operational Suppliers as of March 1, 2026.

Since 1918, Koike Aronson has been a trusted supplier of advanced cutting machines, welding positioning systems, portable cutting and welding equipment, and gas apparatus solutions. They serve a diverse range of industries, including steel service centers, heavy equipment manufacturing, general fabrication, energy, shipbuilding, pipe and vessel production, transportation, education, construction, tank fabrication, and repair and maintenance operations.

“Koike Aronson is excited to join NASA and be able to collaborate with an incredible network of industry leaders. We are confident that our expertise in cutting and welding solutions will bring value to our new partners in the alliance. Together we will seek increased productivity while ensuring a safe manufacturing environment to bolster the strength of our industry.” - Tim Beechler, COO.

Guidewheel delivers a scalable FactoryOps platform that helps manufacturers achieve sustainable peak performance. Its non-invasive, plug-and-play technology captures real-time machine power data and transforms it into actionable production intelligence. By providing visibility into run states, downtime, cycle performance, and throughput, Guidewheel equips operations teams with standardized, real-time insights to drive data-driven decisions across assets and facilities.

"Steel and metals service centers are a backbone of American manufacturing. We're proud to join NASA as a Preferred Operational Supplier. Guidewheel gives factory floor teams one source of truth across every machine - so they can see what's actually happening and reach peak performance. We're looking forward to working with the NASA community and the operators and leaders who keep the metals value chain running." - Lauren Dunford, CEO & Co-Founder

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About North American Steel Alliance

The North American Steel Alliance is an organization of over 120 independently owned steel Service Centers with the combined assets of over 375 distribution and processing facilities throughout the United States, Canada, and Mexico. With the buying power of more than \$9 billion, we represent the largest purchasing group in the industry. Learn more at steelalliance.com.