



WHAT DID YOU DO TODAY?

Media Contact – O: 412-749-9299 • C: 412-952-6332 • cmartin@martinpublicrelations.com

Overview

Designed to highlight the various aspects of the trade, the campaign not only attempts to recruit, but also tell the broad capabilities of ironworkers. Specifically, the campaign showcases that ironworkers do more than work with bolts and beams. At the center of the campaign is the message that ironworkers help improve your daily life in ways that you may have been unaware of. Simply put, ironworkers do more.

Ironworkers are **hard-working, well-paid professionals** who install or erect:

Amusement rides

Airport hangar doors

Architectural and structural precast

Bank vaults and doors

Bridges

Canopies

Conveyors

Curtainwall

Detention Facilities

Drilling platforms – offshore

Geodesic domes

Metal buildings

Office towers and buildings

Ornamental ironworking

Overhead cranes

Plant maintenance in steel mills

Reinforcing and post tensioning

Sports stadiums and arenas

Steel decking

Members of the Union receive outstanding ongoing training, health care and other benefits, along with a systemized wage rate that ensures an honest day's pay for an honest day's work.

Although the ironworkers are always looking for more able bodied men and women, they are also interested in building new or improving existing relationships with contractors. Contractors who commit to a working relationship with Ironworkers have built businesses spanning decades and continue working in various cities, regions and even the nation. As part of these relationships, Union Ironworkers are committed to the economic and operational success of their contractors.

Contractors who establish a working relationship with Ironworkers enjoy many benefits including cost savings on prevailing wage projects, using approved apprentices at lower rates and the extensive training programs and facilities. Additionally, contractors find lower turnover as most ironworkers work for a career not a job. Contractors also enjoy low overhead related to benefits administration and payroll services.