



BRAND LOOKBOOK

Showcasing the look and voice
of Carpenter Technology brands

OUR BRAND IN ACTION

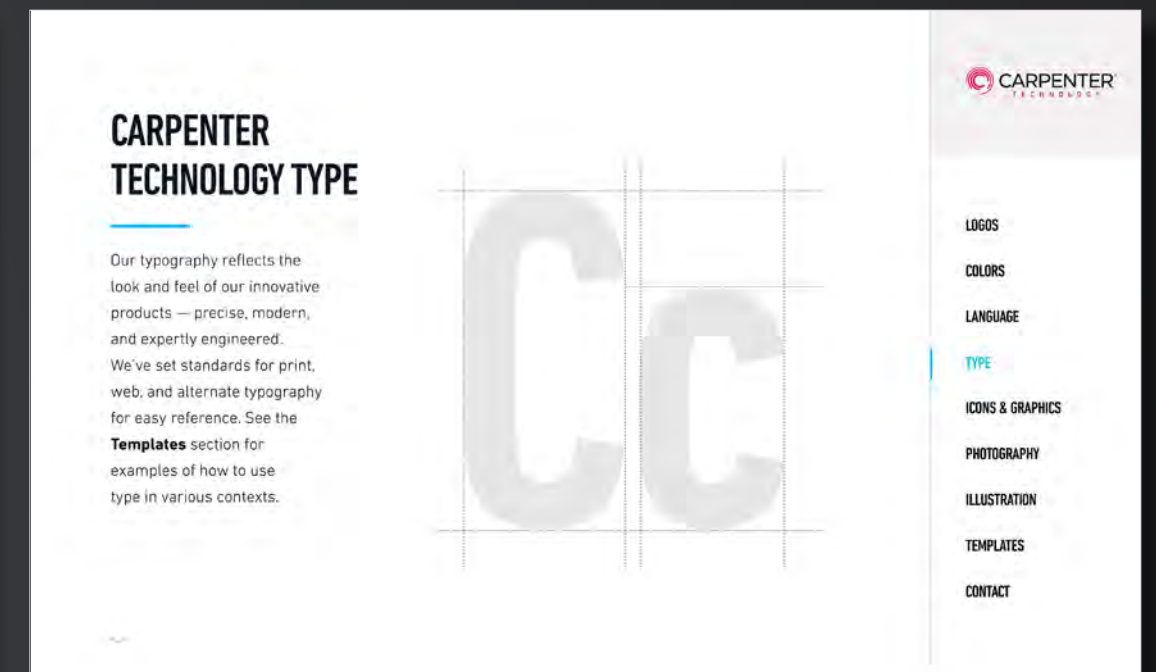
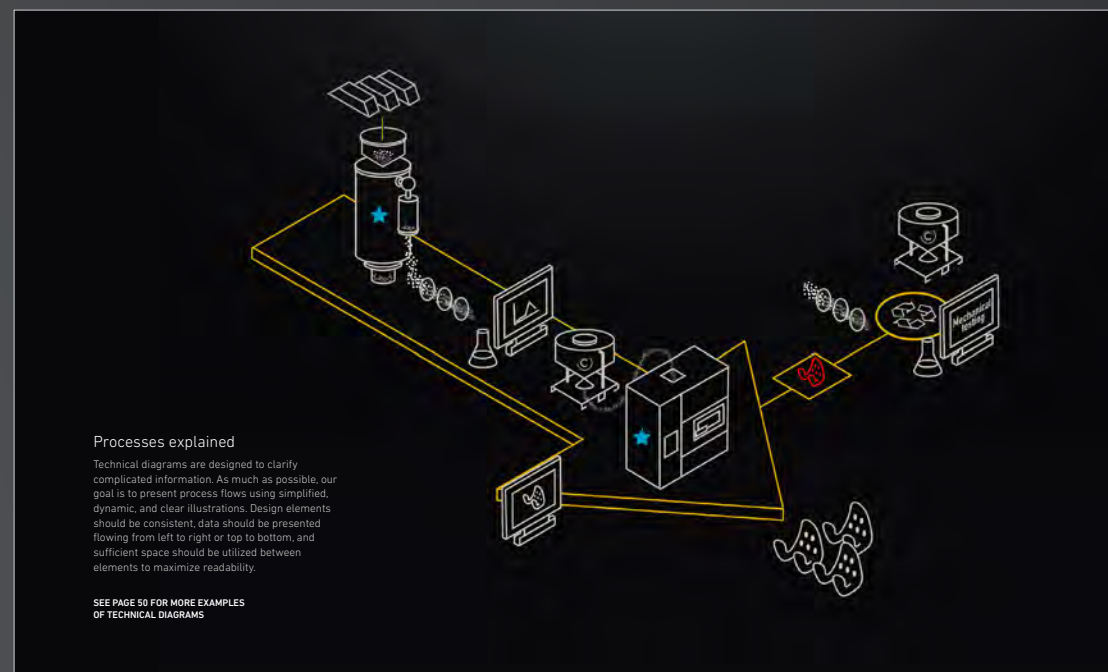
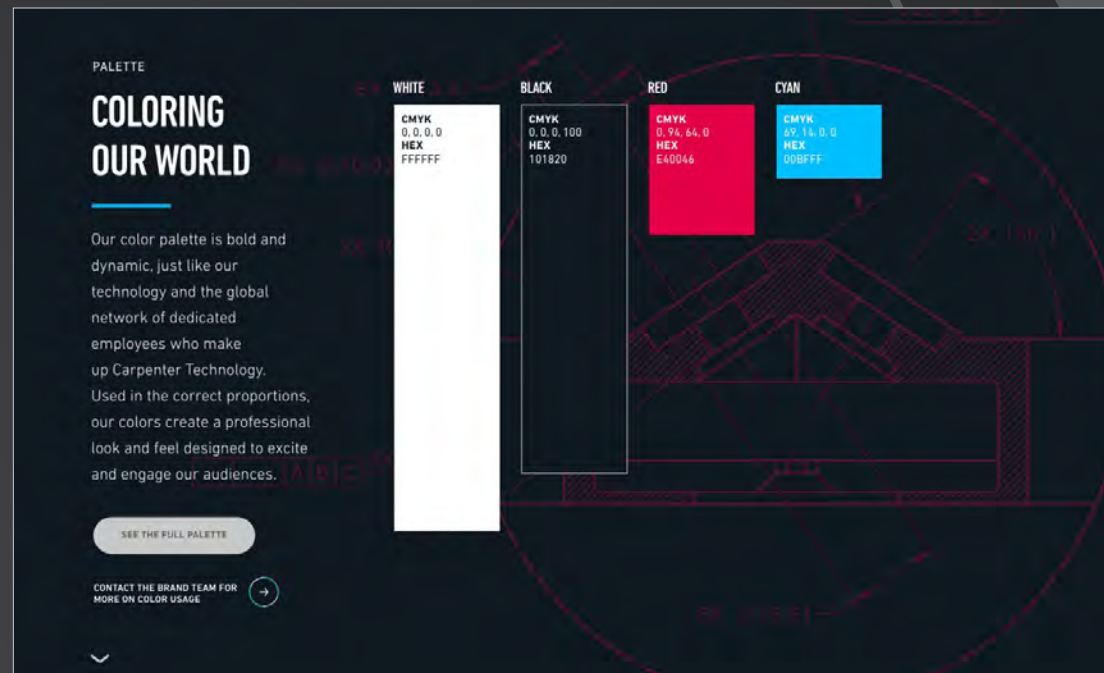
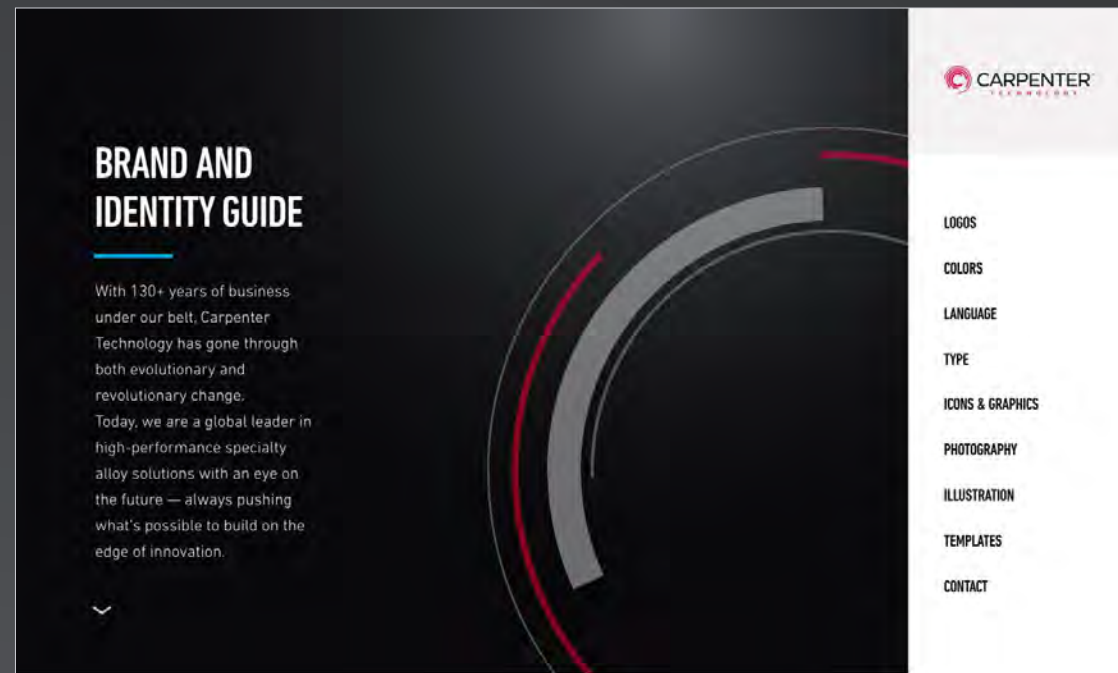
The Carpenter Technology brand represents who we are and where we're going. It reflects our legacy of transforming the toughest customer challenges into results-focused, holistic, and scalable solutions. It underscores our promise of unquestionable quality, expert collaboration, and trailblazing growth. It belongs to all of us.

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Brand standards

The Carpenter Technology brand tells our story. Our new brand guide and dedicated website get internal and external audiences on the same page, so we can share our story with clarity, consistency, and impact.



Tradeshhow booths

Whether it's Additive, Medical, Aerospace, or Defense, tradeshows are the biggest stage in the industry. Our tradeshhow booths are an opportunity to strut our stuff, show off our wares, and make meaningful connections. When a physical presence isn't possible (like during a pandemic), our digital booths create a compelling virtual experience.



ASME Virtual Conference, August 2020



Formnext, November 2021
Frankfurt, Germany



Formnext, November 2021
Frankfurt, Germany

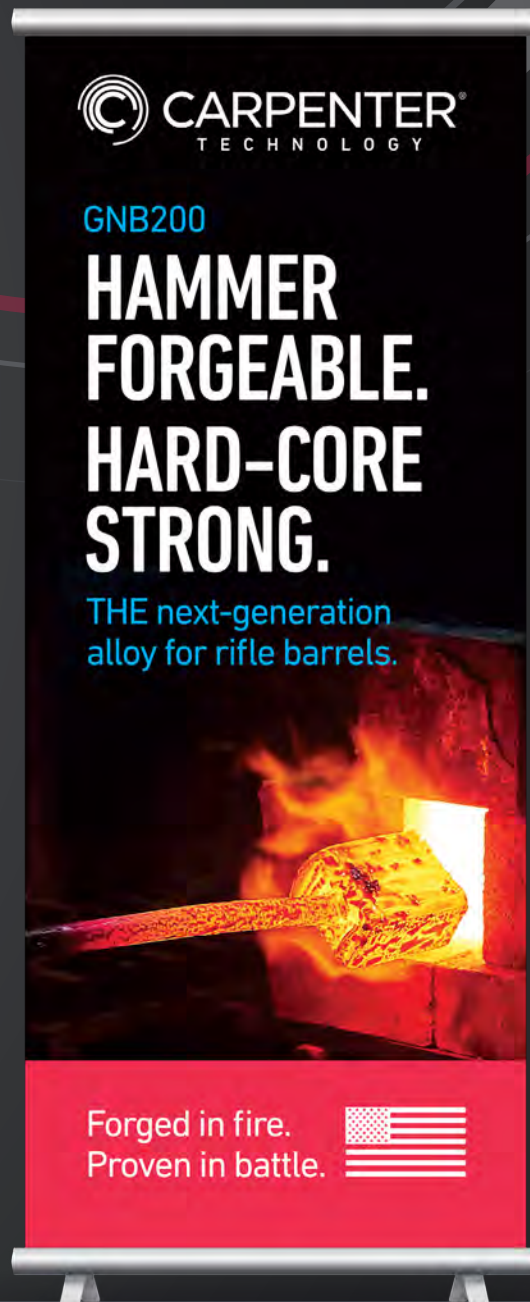


Formnext, November 2021
Frankfurt, Germany

Upright banners

At job fairs and smaller tradeshows, portable, pop-up banners make a great impression.

Specialty alloy focus
Defense industry




CARPENTER TECHNOLOGY

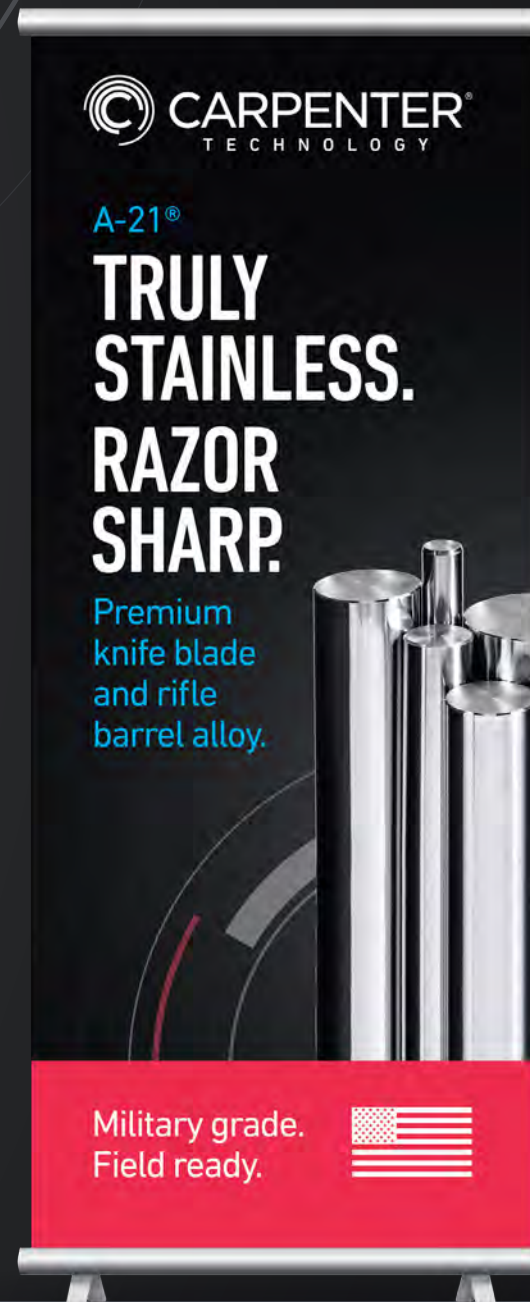
GNB200

**HAMMER FORGEABLE.
HARD-CORE STRONG.**

THE next-generation alloy for rifle barrels.

Forged in fire. Proven in battle. 

Specialty alloy focus
Defense industry




CARPENTER TECHNOLOGY

A-21[®]

**TRULY STAINLESS.
RAZOR SHARP.**

Premium knife blade and rifle barrel alloy.

Military grade. Field ready. 

Capabilities focus
Transportation industry



CARPENTER ELECTRIFICATION

POWER UP WITH CONFIDENCE

High-performance alloys for EV charging and battery management

Expertise / inspiration focus
Aerospace industry



CARPENTER ADDITIVE

ADDITIVE EXPERTISE

for mission-critical performance

PIXL Mars Rover

Flyers developed for recruitment events

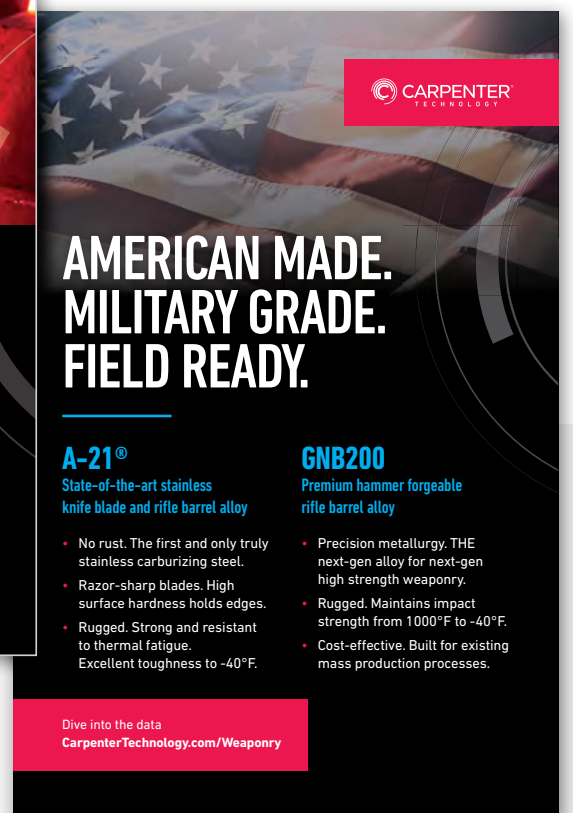


Flyers/handouts

You don't have to be in Philly to love Flyers. Putting a hard copy in someone's hands gives them a little taste of Carpenter Technology to take home.



Handouts developed for the Defense market launch of A-21 and GNB200 alloys during the SHOT Show



SCALMALLOY®

Type analysis

Single figures are nominal except where noted.

Aluminum	Balance	Magnesium	4.20 to 5.10 %	Scandium	0.60 to 0.88 %
Manganese	0.30 to 0.80 %	Zirconium	0.20 to 0.50 %	Iron	0.40 %
Silicon	0.40 %	Zinc	0.25 %	Titanium	0.15 %
Copper	0.10 %	Vanadium	0.10 %	Oxygen	0.05 %

Forms manufactured

Powder

Description

Scalmalloy is a powder product designed to be processed using laser-powder bed fusion (L-PBF) additive manufacturing. Due to high cooling rates and rapid solidification, a unique microstructure is achieved that rivals the performance of the highest-grade aluminum foundry products. Coupling these material properties with the design freedom provided by AM processes can enable high-performance parts with a level of functionality previously impossible to achieve.

Key Properties:

- Lightweight
- High strength with good ductility
- Good corrosion resistance
- High thermal conductivity

Markets:

- Aerospace
- Automotive
- Defense
- Marine

Applications:

- Brackets
- Thermal management components
- Waveguides
- Ducts

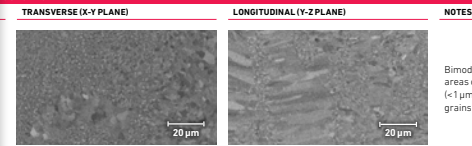
info@carpenteradditive.com | 610 208 2000

CarpenterAdditive.com/Resources

In-depth technical data for each high-performance alloy

SCALMALLOY

STRUCTURES



Bimodal microstructure with areas of fine equiaxed grains (<1 µm) and coarse columnar grains (>5 µm)

Corrosion Resistance

Corrosion resistance (Excellent, Good, Moderate, Restricted) is intended for comparative purposes only and is derived from experiences with Additive manufactured material may perform differently; corrosion testing is recommended. Factors that affect corrosion resistance include orientation, pH, impurities, aeration, velocity, crevices, deposits, metallurgical condition, stress, surface finish, and dissimilar metal contact.

Excellent

TEST RESULTS

ASTM G85 SALT TEST DIN ISO 5082155 / 5% NaCl, 48H, NO SURFACE PROTECTION

CONDITION AND METHOD	AVERAGE CORROSION RATE, MDD
Anodized surface - Lasax	No weight loss due to correction, slight weight gain due to salt deposits

ASTM G85 SALT TEST DIN ISO 9227-N55 / 5045 6 NaCl, pH LEVEL: 6.5-7.2

CONDITION AND METHOD	LAYER THICKNESS (µm)	TEST DURATION (H)	RESULT
Anodized surface - Lasax	<2	1000	No corrosion, Rp10
Anodized surface - HC	60-70	1000	No corrosion, Rp10
Anodized surface - TE	~30	1000	No corrosion, Rp10

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GNB200

Type analysis

Single figures are nominal except where noted.

Iron	Balance	Nickel	3.00-3.80 %	Molybdenum	110-190 %
Chromium	1.20-1.80 %	Vanadium	0.20-0.40 %	Carbon	0.21-0.27 %
Copper	max 0.10 %	Manganese	max 0.10 %	Silicon	max 0.10 %
Columbium/Niobium	0.005-0.030 %	Aluminum	max 0.02 %	Phosphorus	max 0.005 %
Sulfur	max 0.002 %				

Forms manufactured

Bar

Description

GNB200 is a premium melted alloy steel specially formulated for high temperature applications requiring high mechanical strength combined with very high toughness at -40°F. The clean microstructure produced by ARC/AOD melting followed by Vacuum ARC refining allows for the development of very tough properties. The high tempering temperature makes GNB200 suitable for applications that see temperatures up to 1000°F. The toughness at -40°F makes GNB200 suitable for applications in very cold environments. GNB200 can be supplied in either the annealed condition or full hard condition. The full hard condition is conducive to the cold hammer forging process.

Key Properties:

- High strength
- High toughness
- Magnetic
- High- and low-temperature

Markets:

- Aerospace
- Consumer
- Defense
- Industrial

Applications:

- Thin-walled pressure vessels
- Rifle barrels
- Bolts
- Shafts

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CarpenterTechnology.com/Resources

Datasheets

Performance matters. At a certain point in the buying process, prospects just need the facts. Datasheets deliver.

Corrosion Resistance

GNB200 is a corrosion resistant alloy and will require protection to mitigate corrosion.

Corrosion resistance (Excellent, Good, Moderate, Restricted) is intended for comparative purposes only and is derived from experiences with Additive manufactured material may perform differently; corrosion testing is recommended. Factors that affect corrosion resistance include orientation, pH, impurities, aeration, velocity, crevices, deposits, metallurgical condition, stress, surface finish, and dissimilar metal contact.

Restricted

Key Properties

At or From	English Units	Metric Units
-	0.284 lb/in ³	-

Mechanical properties

ORIENTATION	0.2% YIELD STRENGTH		ULTIMATE TENSILE STRENGTH		ELONGATION IN 4D or ZIN		REDUCTION OF AREA	
	kSI	MPa	kSI	MPa	%	%	%	%
Longitudinal	164	1131	175	1207	28		68	
Longitudinal	157	1082	168	1158	21		70	

CHARPY V-NOTCH	HARDNESS		
	FT-LBS	J	HRC
1150°F temper	68 @ -40°F	92 @ -40°F	38
1160°F temper	110 @ -40°F	149 @ -40°F	36

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CarpenterTechnology.com/Resources



Benefits-forward content and compelling visuals

CAST/WROUGHT VS. POWDER METALLURGY PROCESSING

Stronger, more durable and higher quality orthopedic implants with PM-processed BioDur CCM®

Over the past decades, orthopedic medical implants were mainly from austenitic stainless steels, titanium alloys, and cobalt-based alloys. The selection of item to use for a specific application depended of design criteria, including biocompatibility, ductility, tensile strength, fatigue strength, resistance, processing, and cost.

Availability of cobalt-based orthopedic implants have been manufactured using castings of ASTM B150. In many instances, castings provided desirable ductility and lower initial costs. However, distinct drawbacks are associated with castings, such as coarse grain structure, non-uniform microstructural segregation, and lower fatigue strength. These drawbacks can be addressed by manufacturing cobalt-based implants from cobalt-chromium-nickel wrought bar stock.

Wrought Co-28Cr-6Mo (BioDur CCM) alloys covered by ASTM F1537 and used for orthopedic medical implants, such as Alloy 1 (UNS R31537) has been used frequently. This alloy is traditionally manufactured by cast/wrought processing, but can also be manufactured using powder metallurgy (PM) processing.

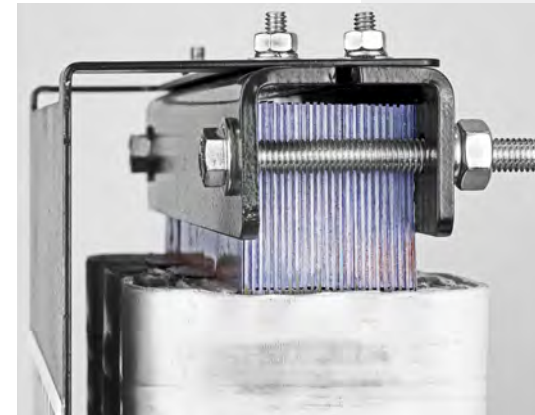
Studies to characterize the differences in bar stock made by each of the two manufacturing methods revealed distinct advantages for the PM process, including higher strength, improved fatigue resistance, and enhanced microstructural characteristics at both room and elevated temperatures. Data collected confirmed that both methods of manufacturing wrought feedstock are superior to casting.

Carpenter Technology conducted the study by manufacturing its version of Alloy 1, BioDur CCM, by conventional cast/wrought processing and comparing it to the same alloy created by powder metallurgy (PM) processing.



White papers

As thought leaders in advanced materials, it's important to publish our work and present products and their benefits in a clear, concise, and compelling way.



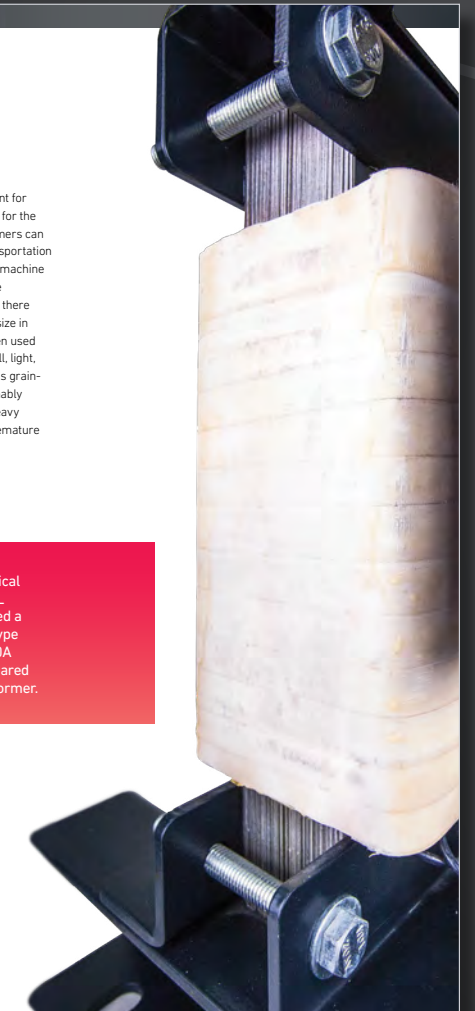
Showing our products and processes in detail

REDUCING SIZE AND WEIGHT FOR CRITICAL APPLICATIONS

Smaller, lighter and 46% more power dense transformers from Hiperco® 50A

Optimization of electrical machines is important for sustainable energy distribution technology for the future. The transportation of large transformers can be a major issue, including increased transportation costs and installation challenges, potential machine vibration and disruption to loads. The large size of the transformer also impacts the life of the vehicles, and there are additional restrictions imposed on the transformer size in certain applications. Additionally, isolation transformers, often used in critical defense applications, require small, light weight machines. Incumbent technology such as grain-oriented electrical steel (GOES) M6 provides a reasonably high magnetic permeability. However, the system tends to be heavy and can cause transportation problems and premature failure due to load.

Transformer performance in critical applications. Carpenter Technology and NWL jointly designed, built, and tested a compact 3 kVA transformer prototype based on Carpenter Technology's Hiperco 50A high-magnetic alloy. This solution was compared to a commonly used GOES M6-based transformer.



Brand brochures

Powerful product images. Compelling charts. Engaging language. Brochures blend marketing messages and technical data to make a powerful impression.

CARPENTER TECHNOLOGY

REDUCE RISK
De-risk innovation and scale AM to qualified production

EQUIP YOUR TEAM
with our metallurgy, metal powder, and AM experts

130+ YEARS
alloy and production expertise

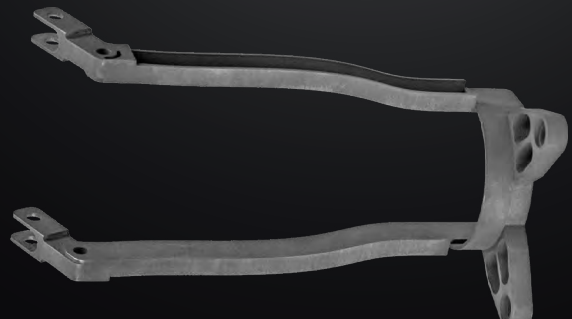
THE MOST INDUSTRY-LEADING METALLURGISTS
and thousands more material and industry experts on staff

BRAND PORTFOLIO
of proven, high-performance alloys:

- Titanium-based
- Superalloys
- Nickel-based
- Cobalt-based
- Stainless steels
- Tool and die steels
- Alloy steels
- Custom alloys

WORLD-CLASS R&D
expertise, equipment, and infrastructure for:

- Applied and basic research
- Modeling and simulation
- Process and materials characterization
- Alloy development
- Additive manufacturing
- Soft magnetics
- Scaling up and going to market




CARPENTER ELECTRIFICATION

STATOR AND ROTOR STACKS

POWERING THE FUTURE OF ELECTRIFICATION

High-induction soft magnetic materials for power-dense electric motors



CARPENTER TECHNOLOGY

75% of all generators and APUs in commercial and defense aircraft utilize Carpenter Materials

80+ YEARS in soft magnetics development

130+ YEARS alloy and production expertise

THE MOST INDUSTRY-LEADING METALLURGISTS and thousands more material and industry experts on staff


100,000 TON annual production capacity

BRAND PORTFOLIO of proven soft magnetic alloys and high-performance stator and rotor stacks:

- High magnetic saturation
- High permeability
- Corrosion resistant
- Low core loss

WORLD-CLASS R&D expertise, equipment, and infrastructure for:

- Applied and basic research
- Modeling and simulation
- Process and materials characterization
- Alloy development
- Additive manufacturing
- Soft magnetics
- Scaling up and going to market




CARPENTER ADDITIVE

END TO END

END-TO-END MANUFACTURING

TAKE YOUR DESIGNS FROM POWDER TO PART

Vertically integrated metal additive manufacturing production and quality management



END TO END

Vertically integrated AM production

At Carpenter Additive, we're serious about additive manufacturing (AM). Our global facilities are dedicated to supporting customers' end-to-end metal AM projects, no matter where they are in their journey from powder to part. Over a century of material expertise and our history of process development uniquely positions us to partner with companies and holistically inspect the entire AM process chain to overcome additive challenges. Customers rely on our team of metallurgists and additive manufacturing experts for material identification and custom alloy atomization, metal additive part production, HIP'ing, post-process machining, vacuum sintering, and accredited material validation.

From concept to creation, Carpenter Additive empowers you to unlock the potential of additive manufacturing and take your designs into full-scale AM production.

- Ideate and Innovate
- Optimize Design
- Customize Materials
- Parameter Development
- Initial Production
- Testing
- Scale Up
- Quality Control
- Commercialize




ELECTRIFICATION

High-induction magnetic materials for high performance

Carpenter Electrification soft magnetic materials are used in over 75% of all generators and APUs installed on commercial and defense aircraft. With production capacity of over 100,000 tons per year and continuing strategic investments in electrification, we are a trusted partner for developing material breakthroughs to increase motor performance. We bring this expertise to the e-mobility sector by collaborating with customers on the development and integration of high-induction magnetic materials into high-performance stator and rotor stacks, improving motor performance while reducing overall time to market.

HIPERCO® ALLOYS DELIVER

- 20-30% smaller motors
- 15-25% higher torque
- UP TO 3% increased efficiency



CARPENTER TECHNOLOGY

The choice for high torque and power-dense motors

Hiperco alloys provide the highest magnetic induction of any commercially available soft magnetic material, while exhibiting high permeability and low core loss properties. Hiperco is an ideal choice for high torque and power-dense motors. The enhanced responses of high-induction soft magnetic alloys help designers with flexibility in development to optimize the motor for the application, for example, between increased range capabilities or reduced battery sizes.

- Highest induction soft magnetic alloys
- Extensive library of materials and process recipes for performance best suited to specific motor designs
- Increase torque and power savings in the same size motor or reduce motor size while maintaining torque
- High-efficiency performance for high-frequency motors

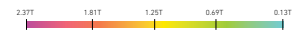
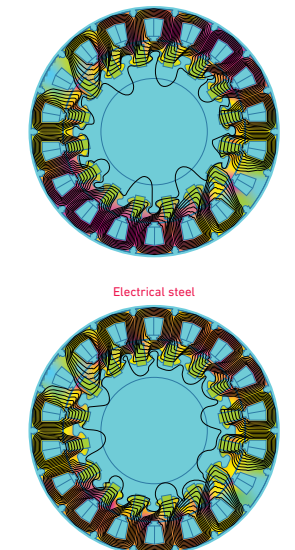
Built for the most demanding motors

Improper stack processing can compromise rotor and stator performance. Carpenter Technology's materials experts have a deep understanding of structure-property relationships, such as the effect of the processing stresses on the magnetic performance during stack production. Our alloys and stack manufacturing methods for dimensional control, high strength, and tailored magnetic properties support the most demanding motor design requirements and production tolerances.

- Data-driven optimization of production processes for peak Hiperco stack performance
- Extensive range of process capabilities for prototyping through production
- Lamination thicknesses range from 0.1 mm to 0.5 mm
- Multi-material stacks

Magnetic induction advantage

The superior magnetic induction of Hiperco stators and rotors is evident in the density plots below using identical current inputs.



SHOT Show Directory



Metal AM Magazine



Charged Electric Vehicles Magazine

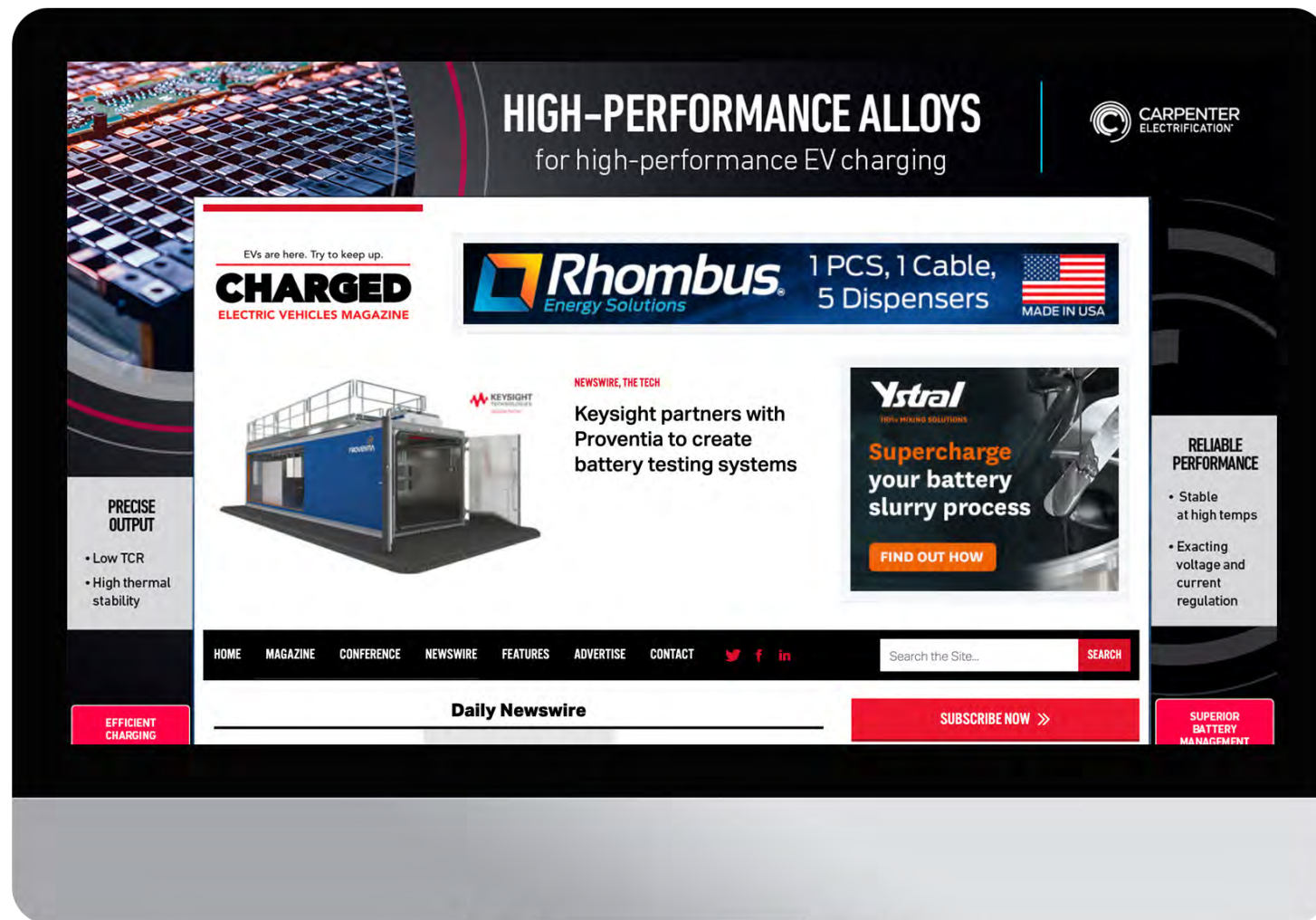
Print ads

Trade publications are a must-read within each of our markets. Eye-catching ads with clear calls to action capture the attention of the most qualified leads.

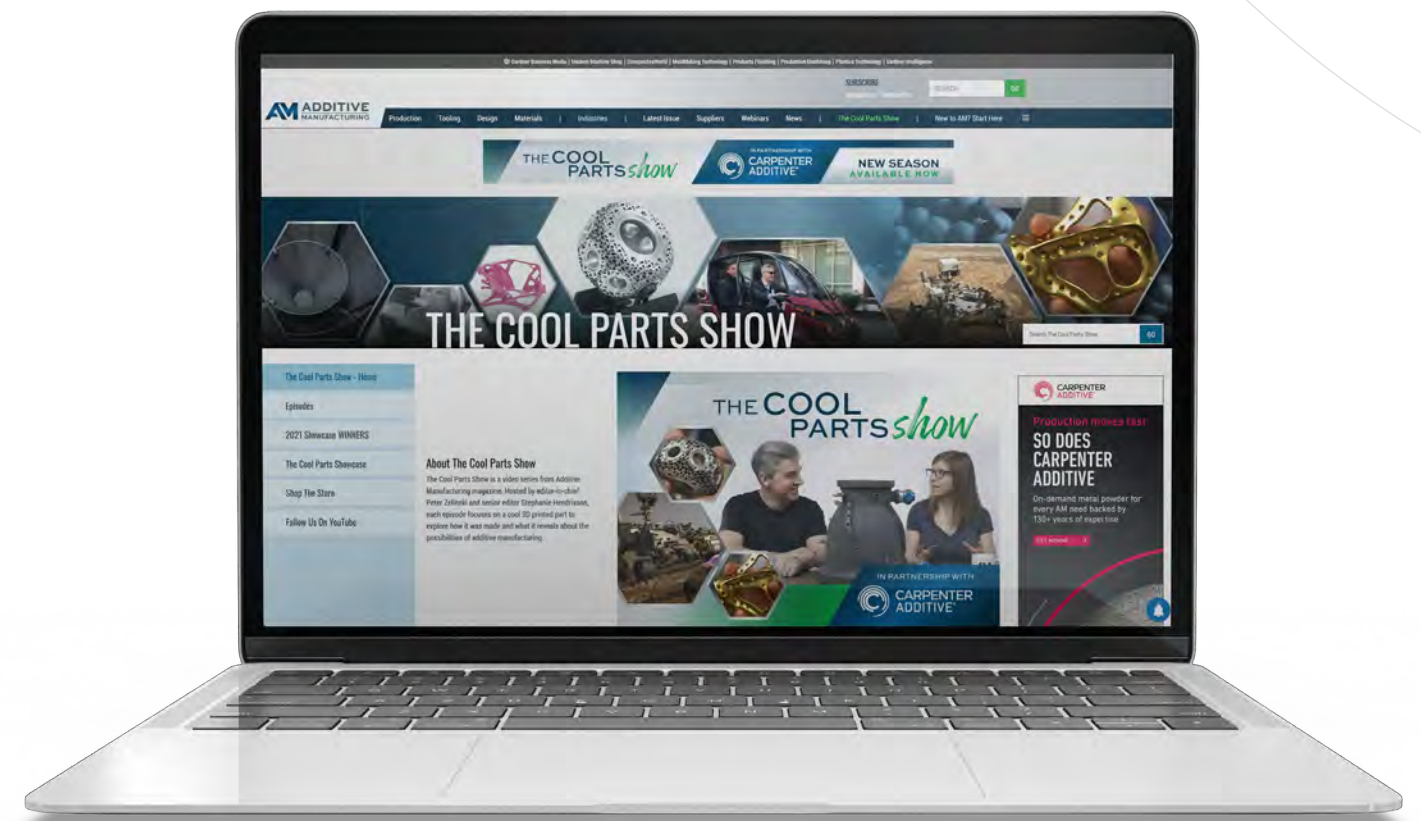
Digital ads

Content-rich industry websites provide the perfect canvas to promote Carpenter Technology alloys and capabilities via benefits-forward wraparound ads, banner ads, and advertorials.

ChargedEVs.com



AdditiveManufacturing.media



Integrated campaigns

Coordinated campaigns keep a consistent brand look and message across multiple touchpoints. This integrated campaign launched the game-changing Defense alloys A-21 and GNB200 for the SHOT Show in January 2022.

White papers

Print ads

Retractable banners

Datasheets

Custom interactive website landing pages

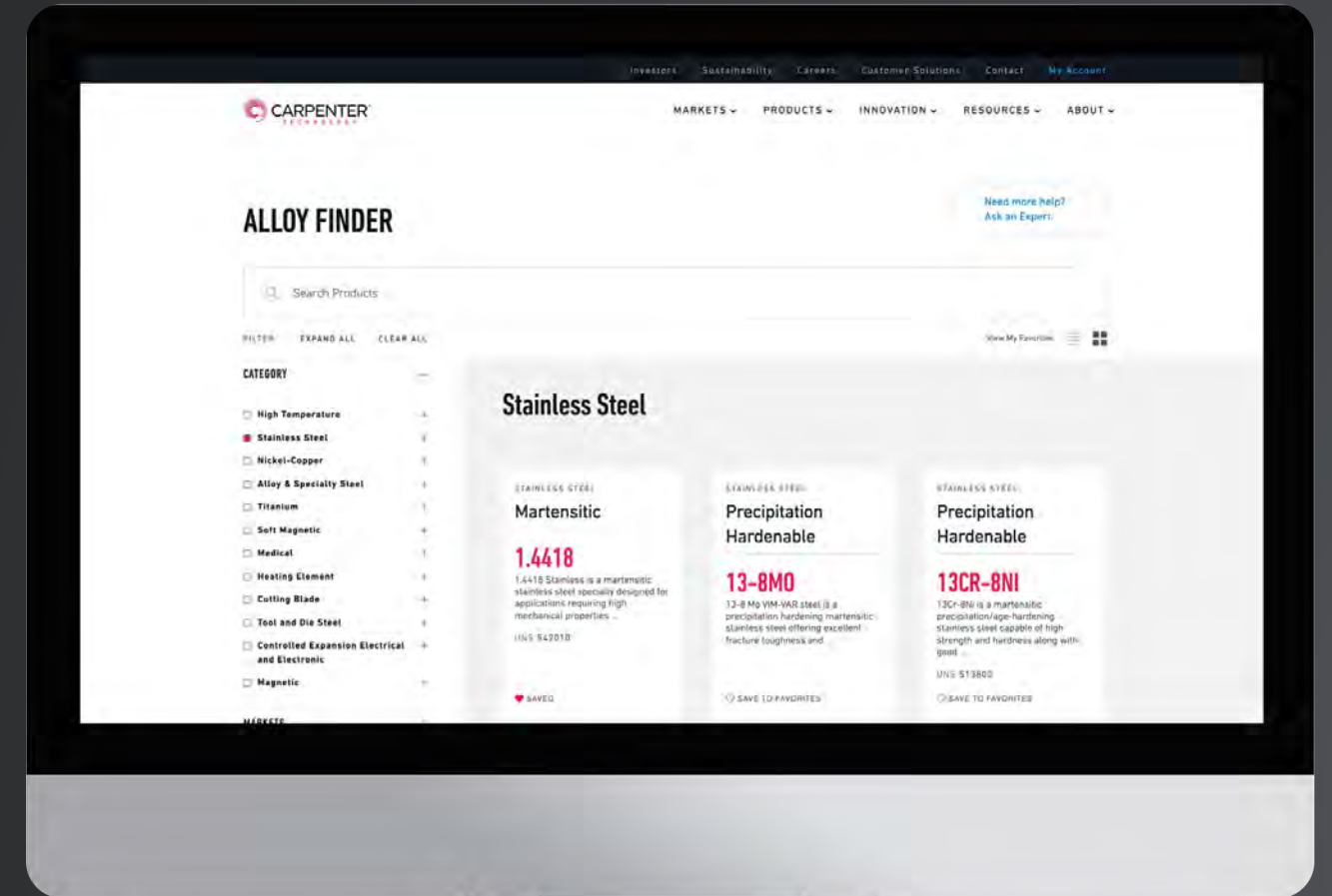
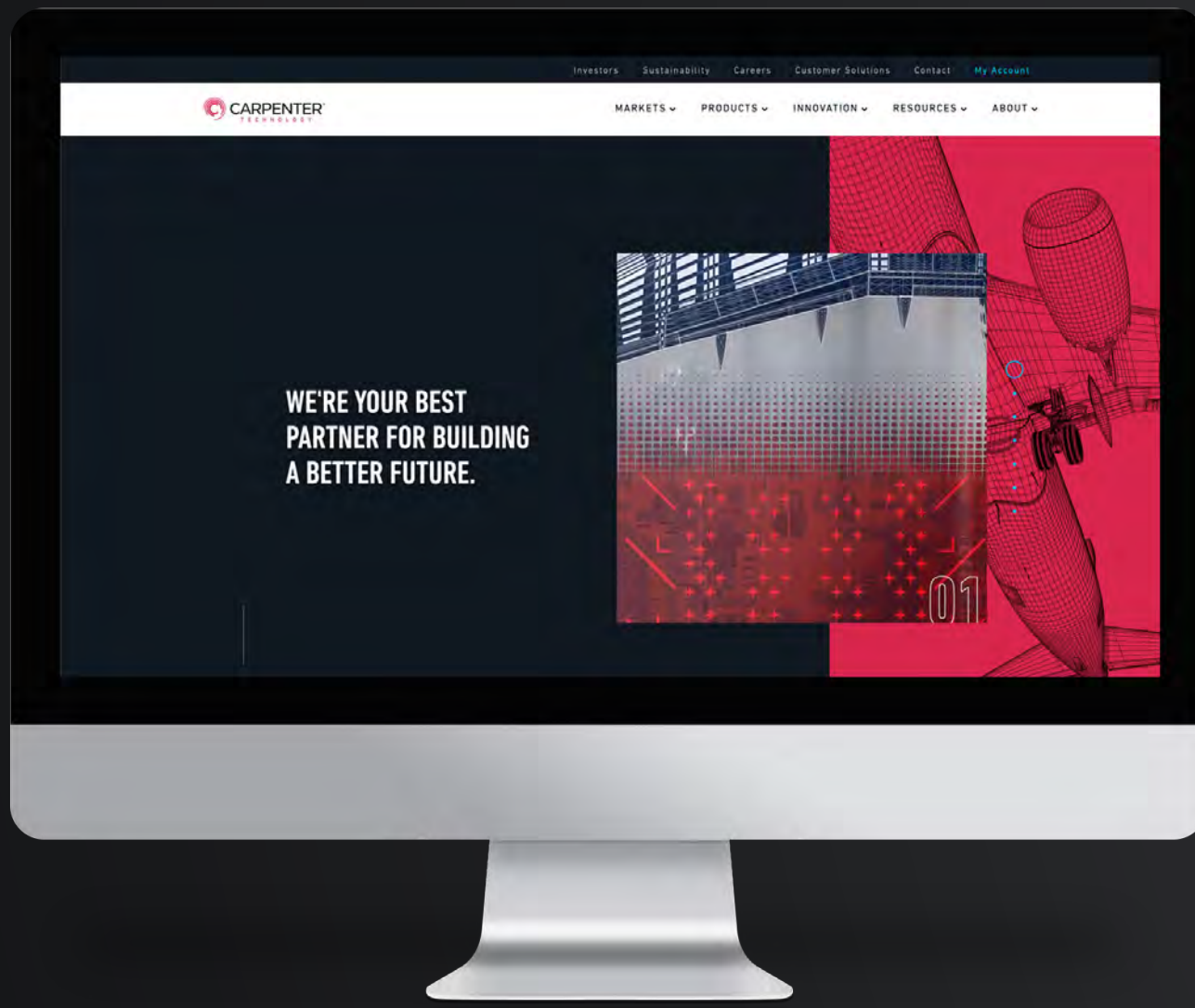
Handouts / flyers

Websites

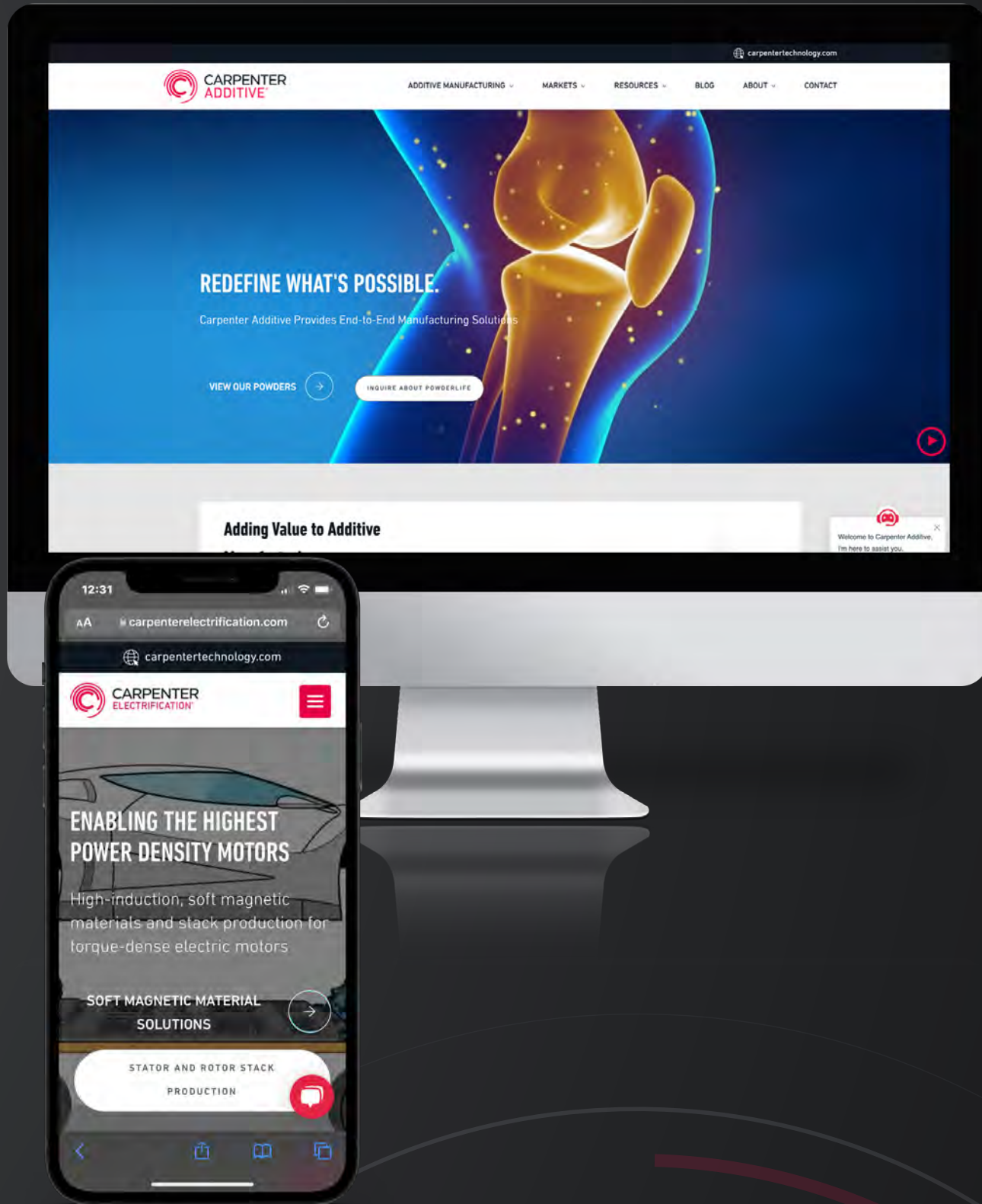
Our websites are the front lines of our brand identity. Thousands visit every day to find a phone number, find an alloy, and find out more about Carpenter Technology.

CarpenterTechnology.com/Alloy-Finder

CarpenterTechnology.com



CarpenterAdditive.com

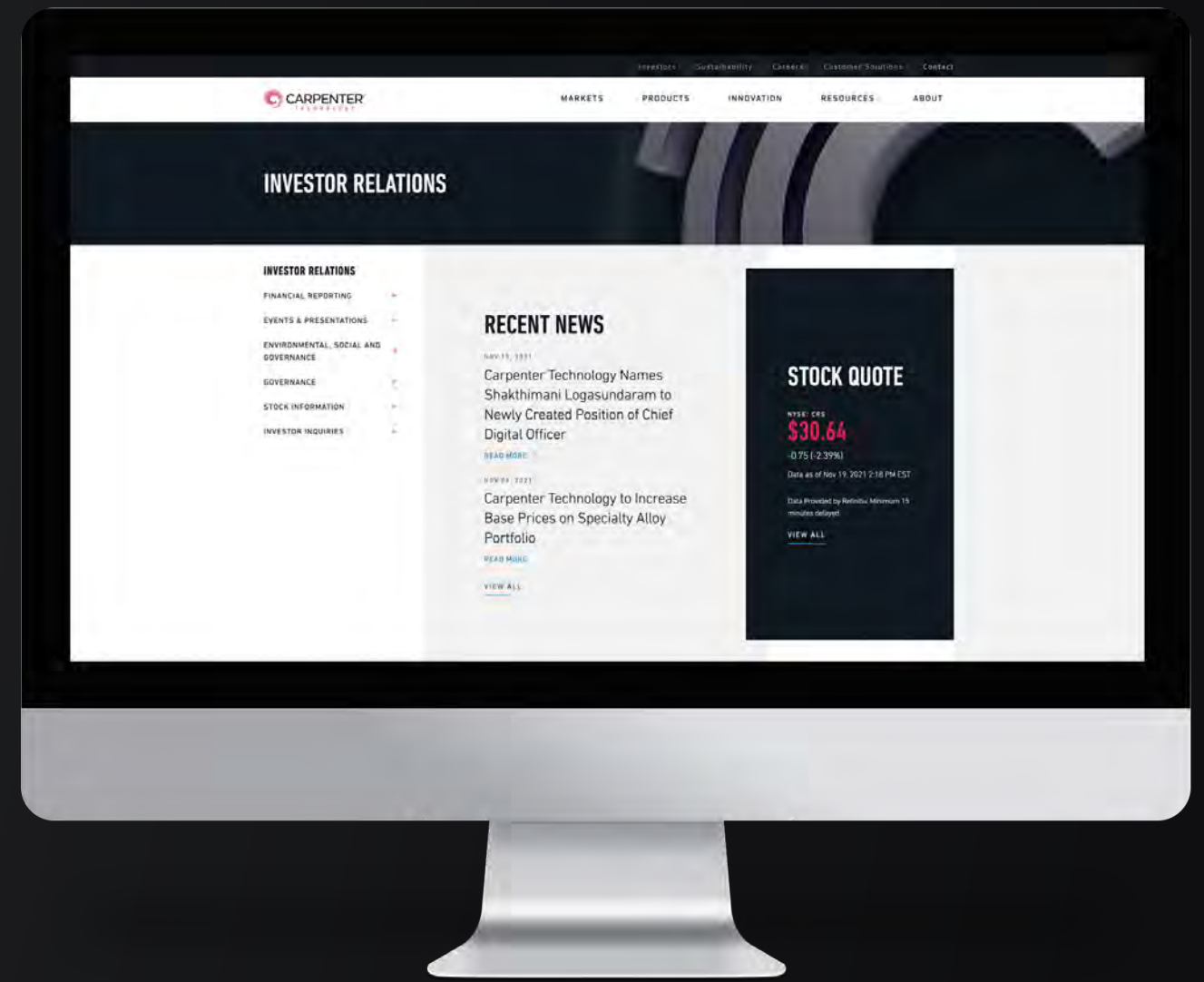


CarpenterElectrification.com

Targeted web content

Dedicated sites for Carpenter Additive and Carpenter Electrification, and dedicated sections of the website like Investor Relations, allow our audiences to find what they need quickly.

IR.CarpenterTechnology.com



Interactive experiences

The Carpenter Technology brand presence extends far beyond our websites. Online case studies utilize video, motion, and interactive data visualization to bring our solutions to life.

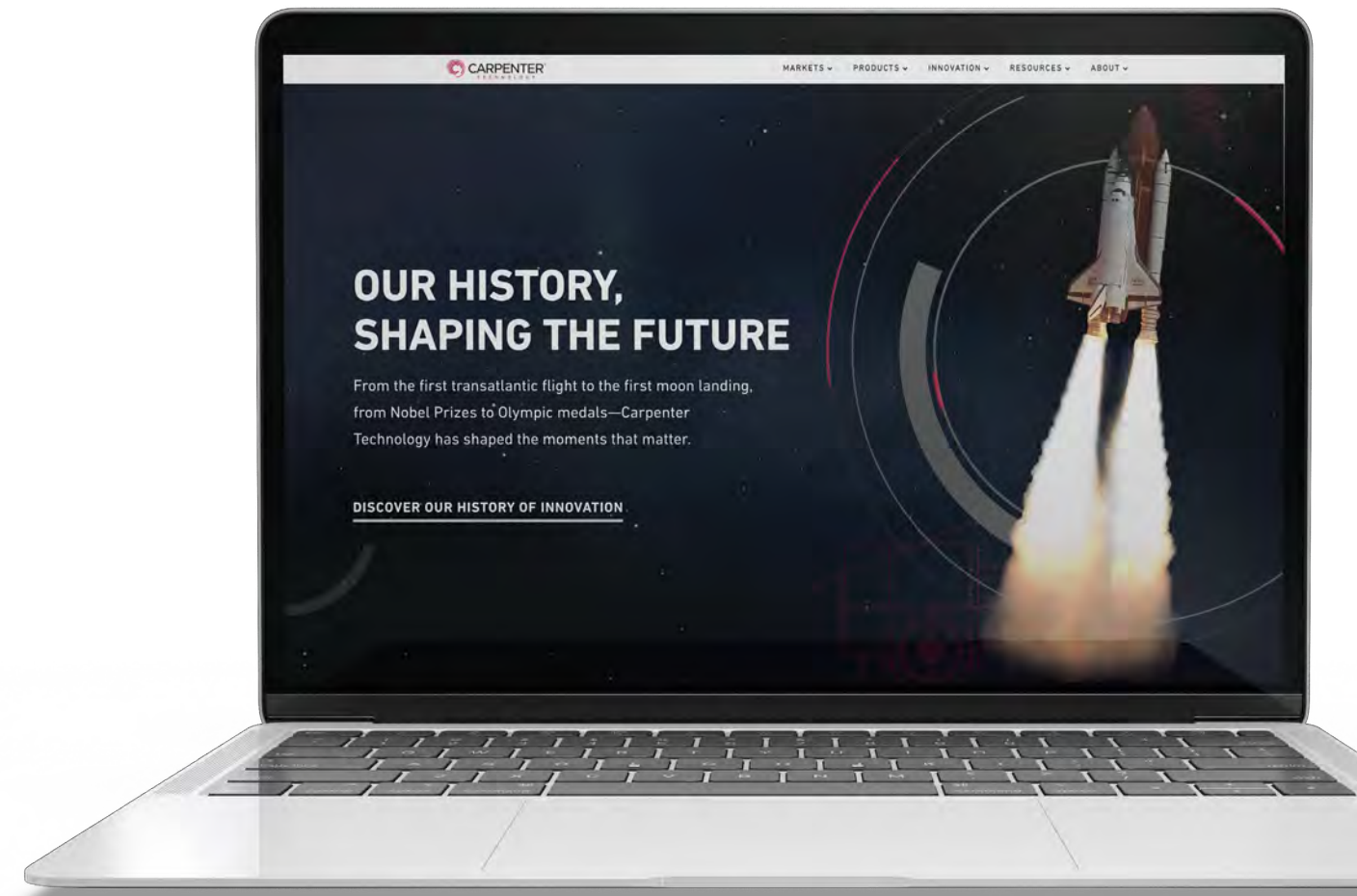
Interactive.CarpenterAdditive.com/Mars-Rover-Case-Study



Interactive.CarpenterTechnology.com/Electrification-High-Frequency-Explainer



CarpenterTechnology.com/Innovation



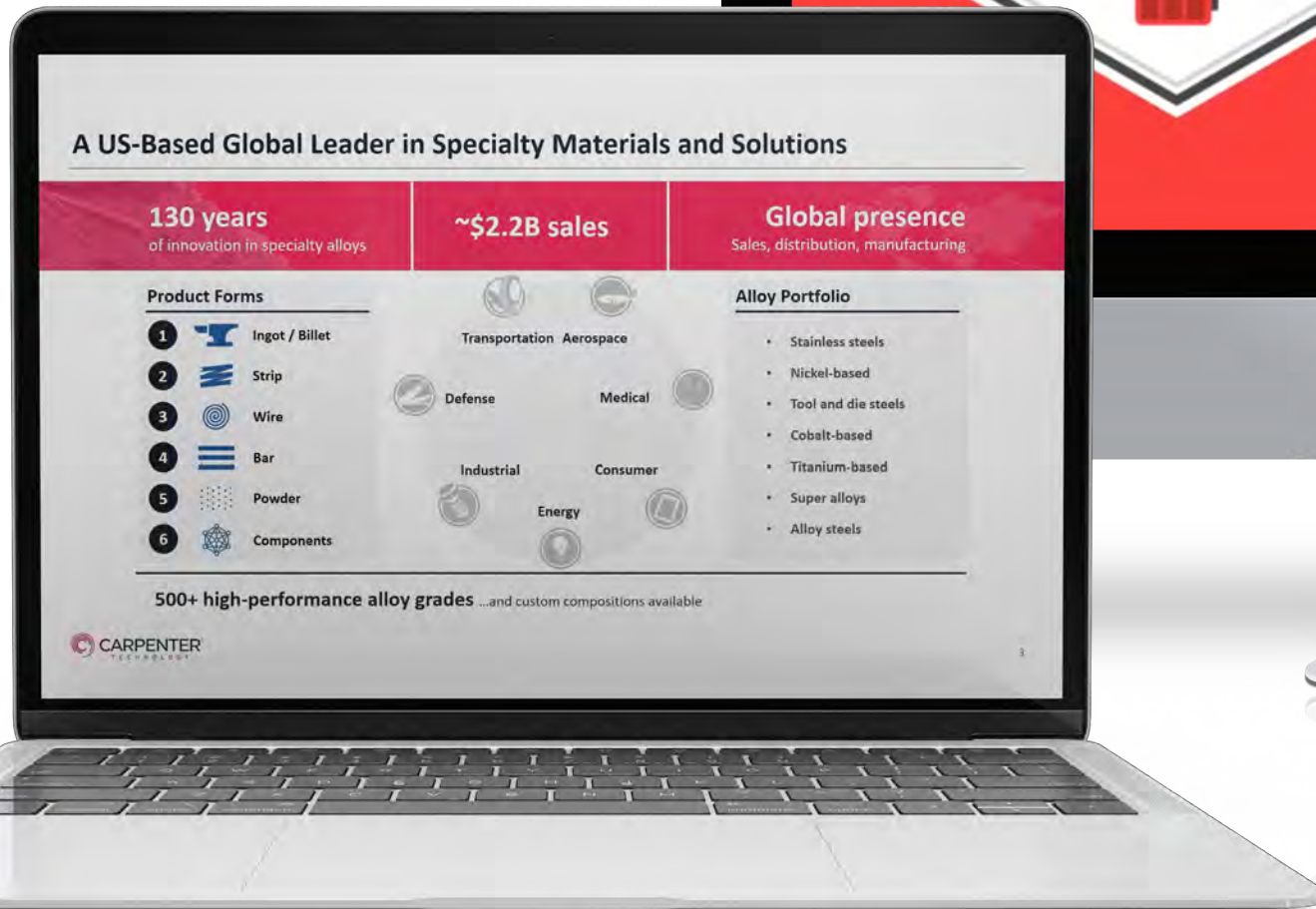
Via partner events

Webinars

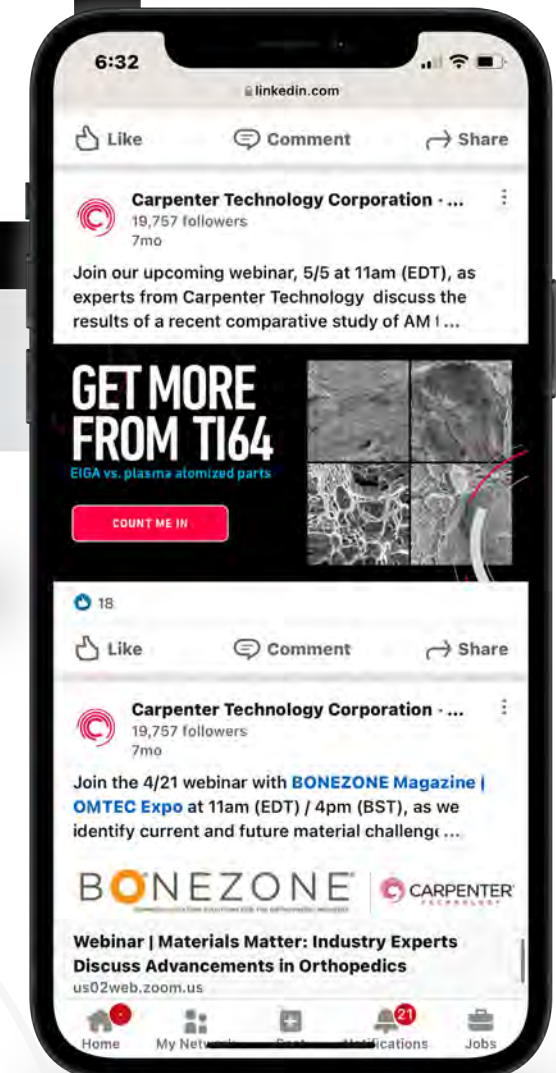
Covering a wide range of topics, from novel alloys to proven processes to emerging technologies, webinars provide expanded access to Carpenter Technology's experts. In 2021 alone, we hosted 2,700 webinar attendees.

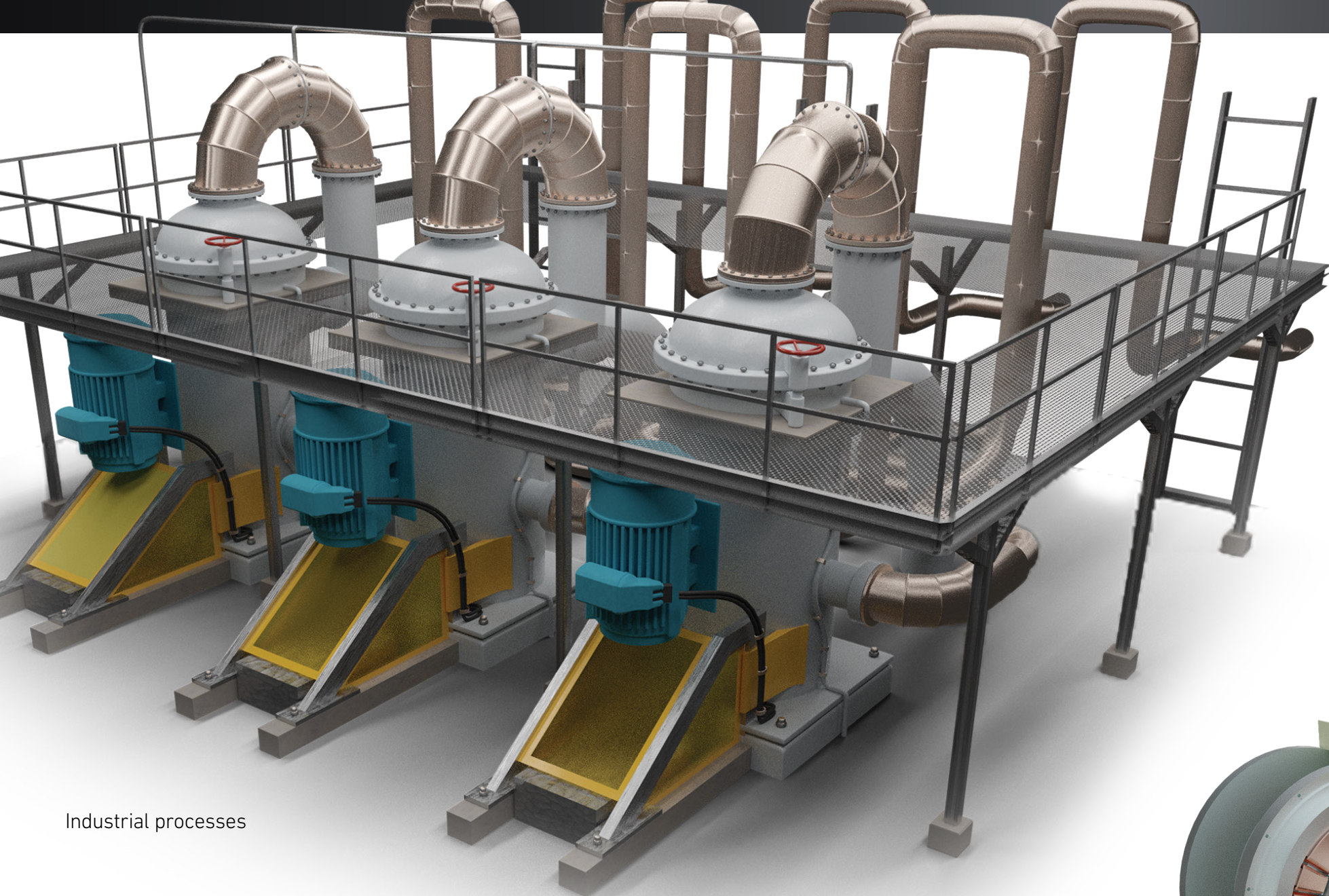


Via Carpenter Technology events



Promoted on social media

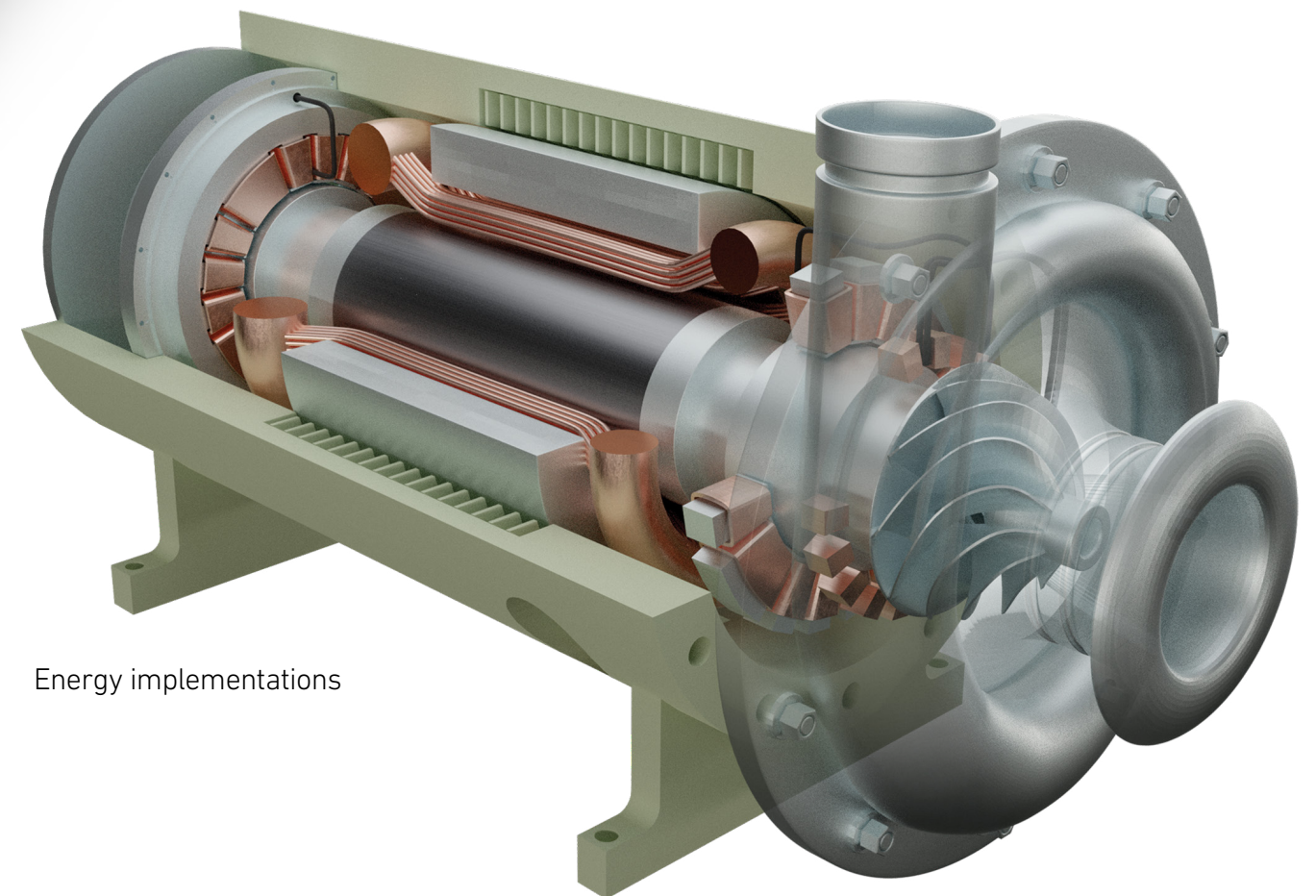




Industrial processes



Medical implementations



Energy implementations

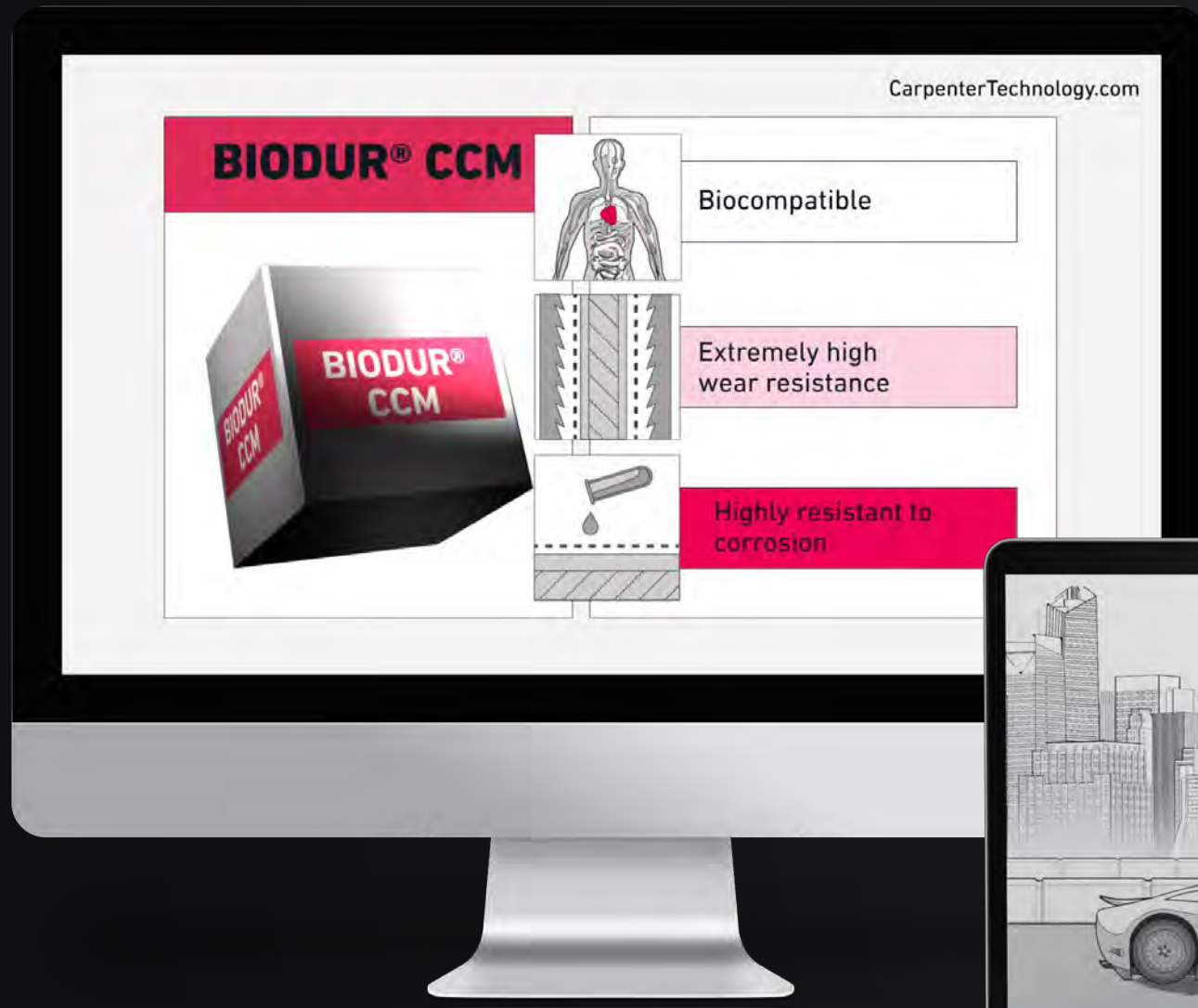
Technical illustrations

Seeing is understanding. Photo-realistic renderings and process diagrams convey technical information, make complex ideas easier to grasp, and show solutions in context.

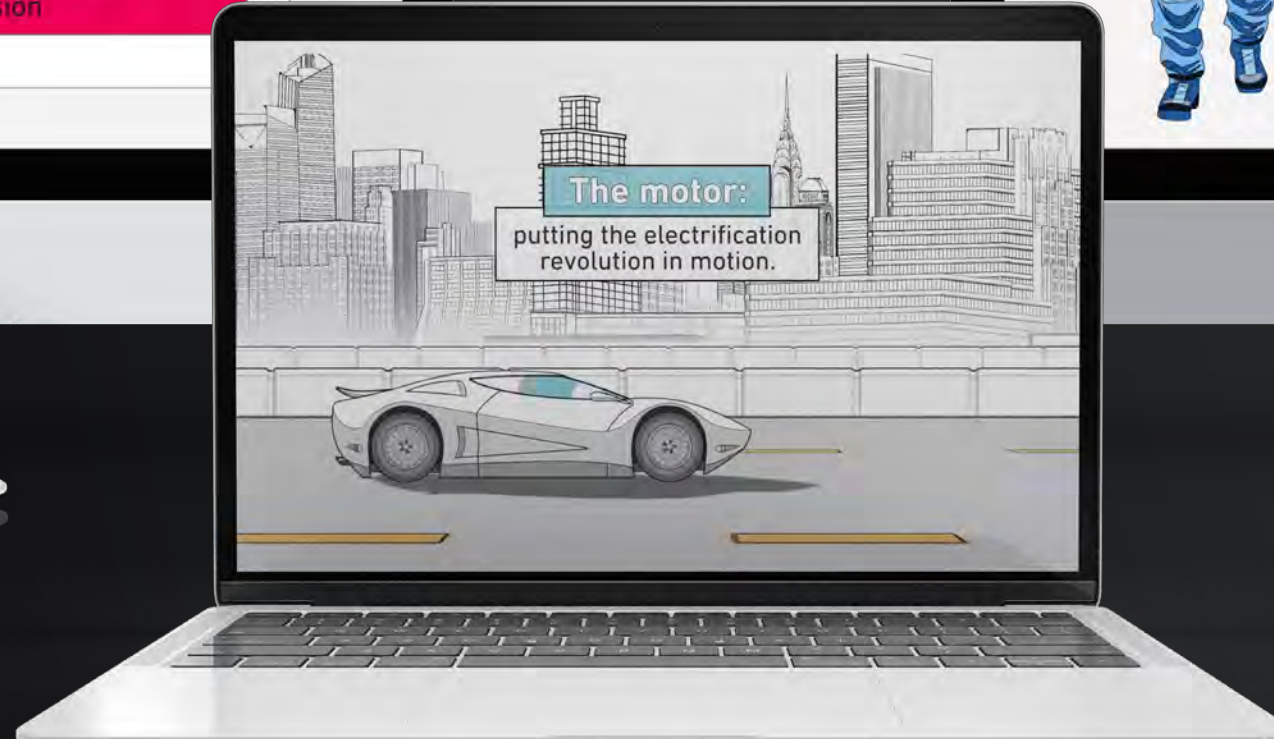
Videos

Technology in motion. Animations and live-action videos demonstrate the products, processes, capabilities, and expertise that make Carpenter Technology a market leader.

Videos.CarpenterTechnology.com/Watch/6XBywGHuvsSjv5UwFz4VZJ



Interactive.CarpenterTechnology.com/SHOTShow21

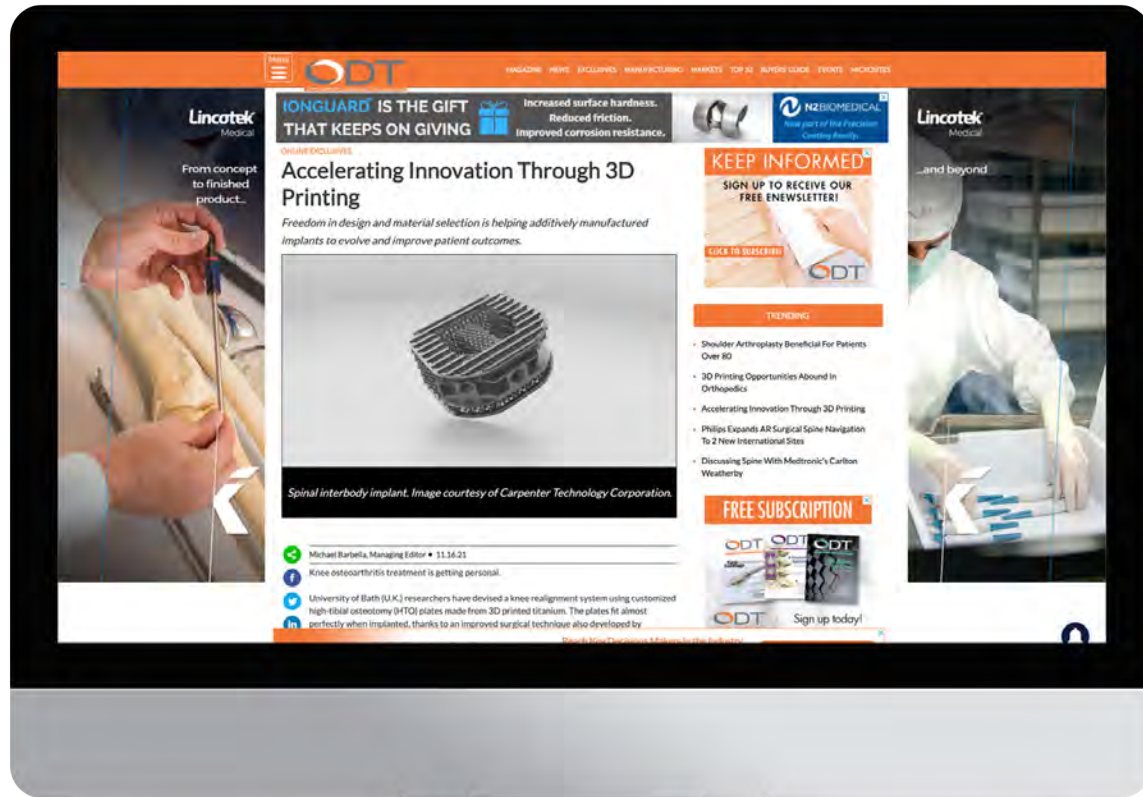


Videos.CarpenterTechnology.com/Watch/dbAWwi7qv4FkjaTCXvFpgt

Thought leadership articles

Publishing our advancements in materials science, manufacturing processes, and emerging technologies not only communicates Carpenter Technology expertise—it advances the industries we serve.

ODTmag.com



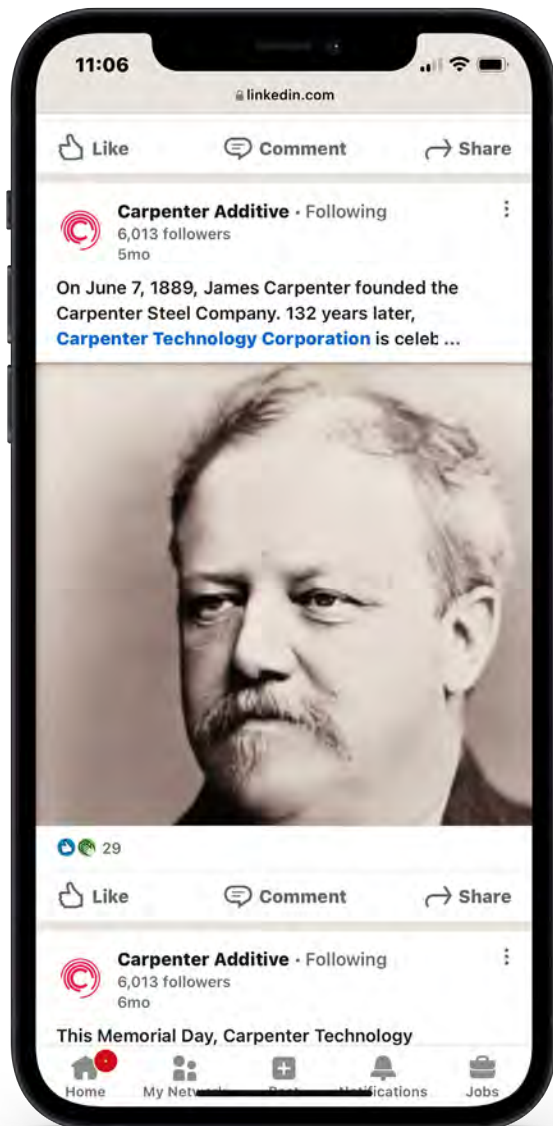
Electric & Hybrid Vehicle Technology International Magazine



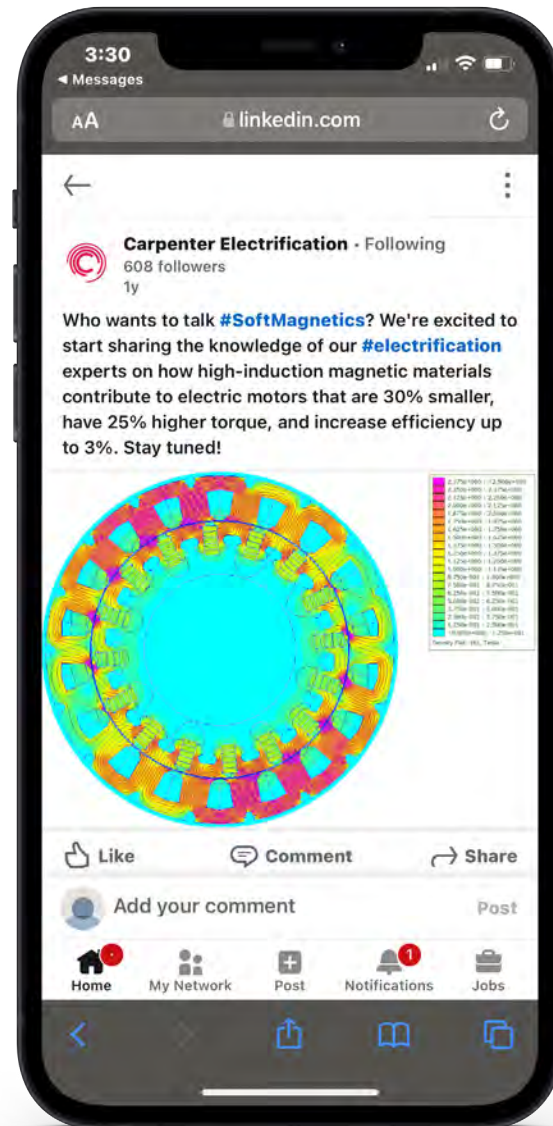
Social media outreach

From sharing industry-leading expertise to sharing industry-leading corporate social responsibility practices, social media is an important platform for making real human connections. In 2021, our social media audience increased by 10%, with 32,682 followers. Our posts garnered 669,202 impressions and 20,148 click-throughs.

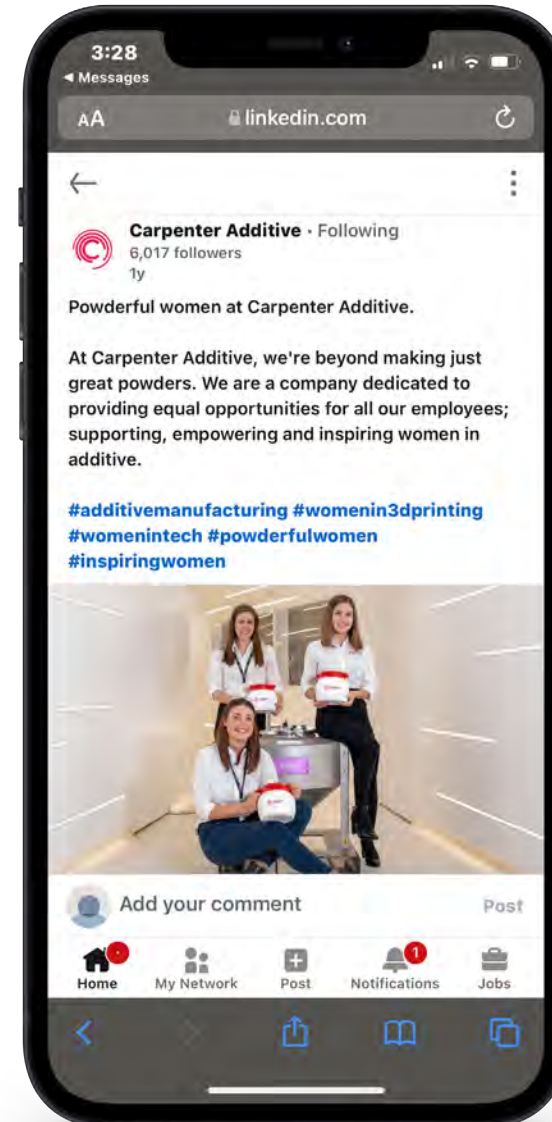
Interesting facts



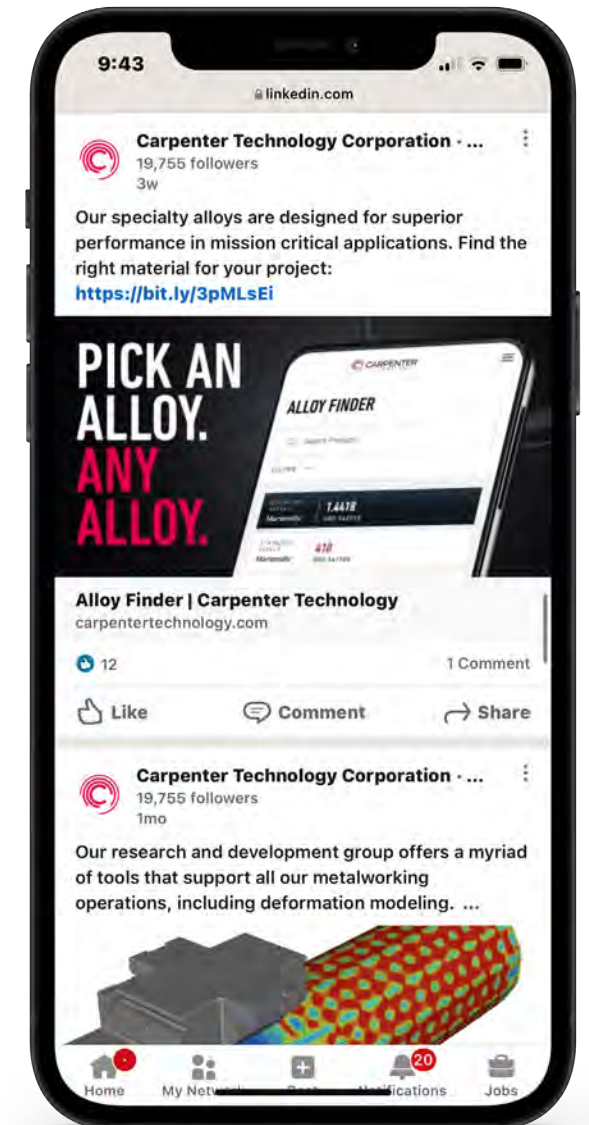
New capabilities

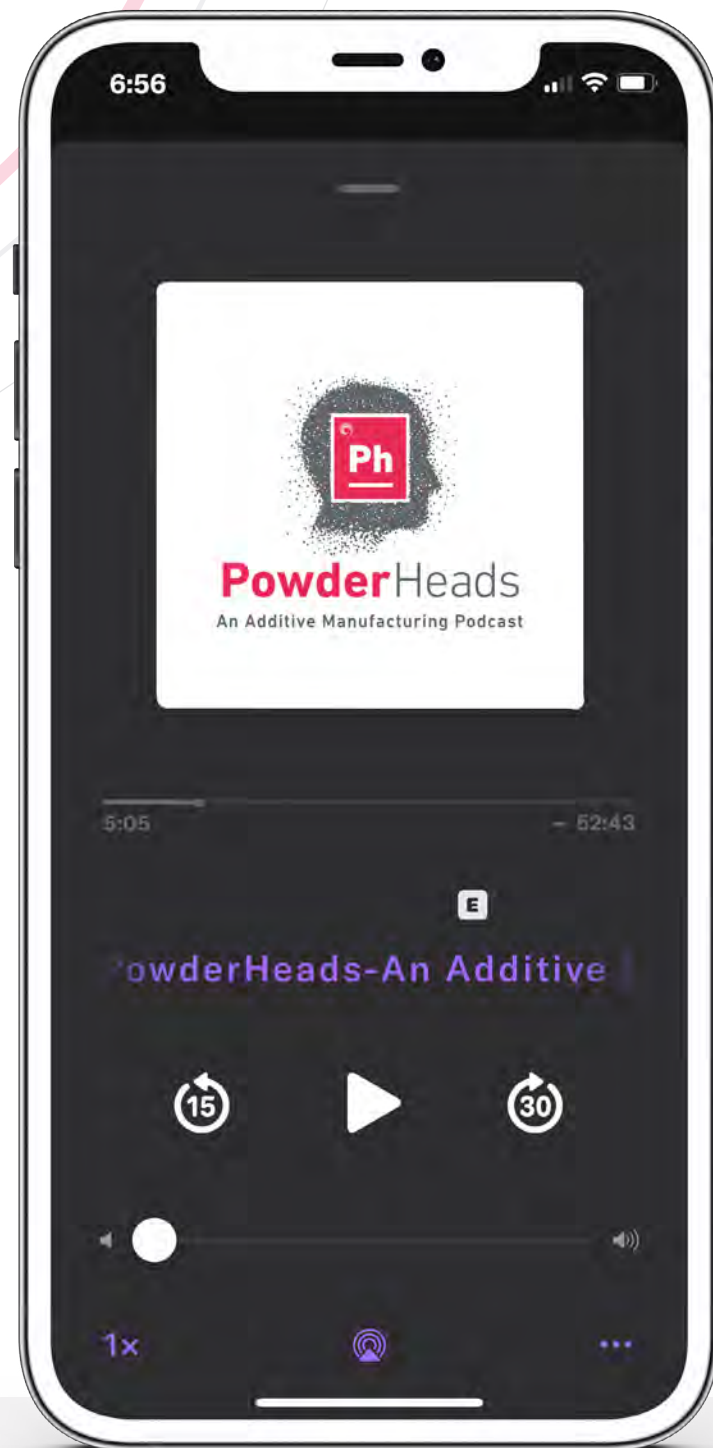


Diversity and recruitment



Products and expertise





PowderHeads has attracted the attention of industry leaders

Podcasts

When experts talk, people want to listen. Our PowderHeads and TalkingElectric podcasts deliver, featuring the best and brightest in additive manufacturing and electrification discussing industry trends and hot topics.

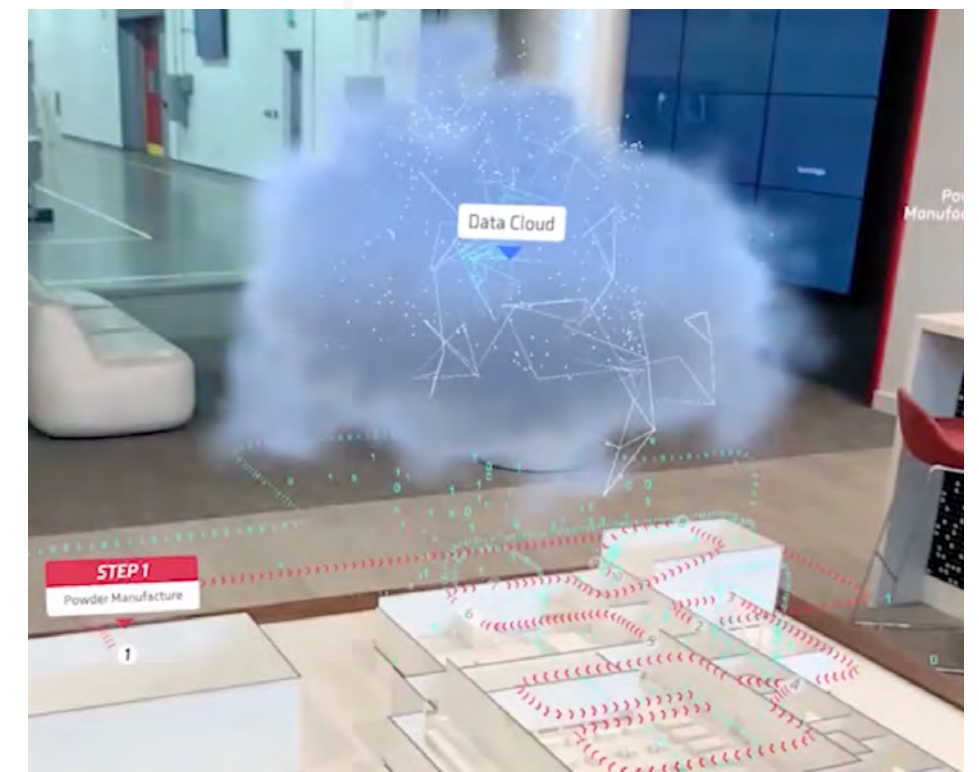


TalkingElectric launches in 2022



Customer experiences

An interactive experience with animations, videos, a 6k touchscreen, and an augmented reality table greets customers at our Emerging Technology Center in Athens, Alabama—explaining our process from concept to part and demonstrating how Carpenter Technology adds value at every step.



Employee manuals

The Carpenter Technology brand begins in our own workplace. Employee manuals communicate our vision and values to the most important audience, our team.

Work Safe Manual communicating internal safety protocols and resources

CARPENTER TECHNOLOGY

WORK SAFE MANUAL

V1 An interactive guide for COVID-19 Pandemic Preparedness + Response | 04130120220

The information contained in the Carpenter Technology Work Safe Manual represents Carpenter Technology's current practices to maintain safe operation of its manufacturing facilities, where and when permitted by law, during this time of the unprecedented COVID-19 pandemic. The health and safety of our employees is our number one priority and our hope in sharing this information is to show the many steps taken to ensure the continued safety of our employees.

RAPID RESPONSE TEAM

RAPID RESPONSE PROTOCOL

- Early Action
- Core Priorities
- Critical Activities

EARLY ACTION

A pandemic introduces an especially challenging environment for organizations. A dedicated team empowered to make decisions and coordinate resources quickly is needed to stay ahead of the challenges.

Carpenter Technology's Rapid Response Team (RRT) was formed and made operational during the earliest days of COVID-19's spread in North America. The team is cross-functional, led by the Chief Executive Officer and staffed with resources from throughout our global business.

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PLANNING + RESPONSE | COMMUNICATIONS | EMPLOYEE HEALTH | OPERATIONS + FACILITIES | SIGNAGE + MATERIALS

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CARPENTER TECHNOLOGY

2021 SUSTAINABILITY REPORT

Sustainable solutions for global impact

Special initiatives

By applying our brand standards to important communications, we ensure clear, effective messaging.

Sustainability Report communicating Carpenter Technology's company-wide initiatives

ALTERNATIVE EMPLOYEE SCREENING PROTOCOL (CONTINUED)

CRITERIA FOR CONDUCTING EMPLOYEE TEMPERATURE SCREENING

- The Plant Manager or Pod supervisor conducting temperature screening must wash their hands or use hand sanitizer prior to putting on the required PPE. This PPE includes:
 - Disposable gloves (nitrile and latex only)
 - Surgical mask
 - Safety glasses or goggles
- Disinfect any tables and potential contact surfaces in the area and lay temperature strips on the table.
- Ask the employee if they meet any of the criteria on the STOP sign (see below).

If the employee answers YES to any screening question, direct them to an isolation area and instruct the employee to call the Corporate Medical Response Team.

All non-Latrobe employees: 610-208-2208
Latrobe employees: 724-532-6436

SELF-REPORT CHECKLIST

- I have a confirmed case of COVID-19.
- I have a fever, cough, shortness of breath, chills, muscle pain, headache, sore throat, or new loss of taste or smell.
- I have been in close contact with someone who is suspected to be or confirmed to be infected with COVID-19.
- I have traveled internationally (including cruises) in the last 21 days or come in close contact with anyone who has.
- I have visited New York City in the last 21 days or come in close contact with anyone who has.
- I have traveled outside your state of residence (home state) or come in close contact with anyone who has. You don't have to self-report if you cross a state line when traveling to your workplace.

CONTACT & NOTIFY

- Contact the Medical Department at 724-532-6436 for next steps.
- Notify your Manager/Supervisor.
- Call your local physician if immediate medical attention is required.

ABOVE: Stop signage for facilities where masks are NOT required.

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Our Vision

Carpenter Technology strives to be the preferred solutions provider in specialty materials with a reputation for zero injuries, unquestionable quality, close customer connections, innovative growth, creative technology, and engaged talent. We embrace our role in the manufacture of mission-critical, never-fail products and behave in a passionate manner that will inspire our communities, customers, and investors. We will compete tirelessly to become and remain an irreplaceable partner in the supply chains where we participate.

Our Core Values

Zero-Injury Workplace—We believe that all injuries are preventable and that the safety of our employees is our highest priority.

Transparency—We speak openly and honestly and are proactive in communicating up, down and across the organization.

Above-the-Line Accountability—We require personal responsibility to "See it, Own it, Solve it, Do it" to achieve desired results.

Performance—We excel at what we do, and we are intolerant of not meeting or beating expectations, goals and promises.

Professional Confrontation—We speak up and we speak out, but once we make well-informed decisions, supported by reliable data, we move on.

Collaboration—We are invested in our teammates' success and cross-functional initiatives to make the organization better.

Dignity & Respect—We value each person as an individual, respect their aspirations and act honorably in our interactions.

Integrity & Ethics—We act responsibly and maintain high ethical standards in the way we interact with each other, customers, suppliers and communities.

Locations

Athens, AL	Franklin, PA	Mont Saint Gilbert, Belgium
Rancho Cucamonga, CA	Kutztown, PA	Ontario, Canada
Clearwater, FL	Latrobe, PA	Changshu, China
Chicago, IL	Dravosburg, PA	Suzhou, China
Dundee, MI	Philadelphia, PA	Monterrey, Mexico
Elgin, OH	Reading, PA	Mexico City, Mexico
Vermont, OH	Washington, PA	Singapore
Waukesha, WI	Hartsville, SC	Seoul, South Korea
	White House, TN	Torshälla, Sweden
		Taipei, Taiwan
		Liverpool, United Kingdom

1889 FOUNDED

~4,000 EMPLOYEES

\$1.5B NET SALES FISCAL YEAR ENDED JUNE 30, 2021

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03 SAFETY

Strategy & Approach

At Carpenter Technology, safety is our primary Core Value and our highest priority. It is the shared responsibility of every employee to actively participate in all aspects of the safety program and lead on our path to zero injuries. We fully comply with applicable federal and state health and safety regulations and require our contractors and vendors to do the same. To that end, we actively monitor our contractors and ensure that any corrective measures are implemented.

We are proactive in our approach to safety, working to eliminate hazards before causing injury or harm. All employees are empowered to—and expected to—report any health and safety concerns immediately. We enable all employees to STOP work at any time. We invest in our employees, supervisors and managers and engage them in finding workable solutions to achieve a Zero-Injury Workplace. We focus on three areas:

Critical 7 Safety Program

- Hand Safe**
Always use devices and tools to handle loads or materials.
- Human Performance**
STOP: discuss pretask briefs and high-risk tasks.
- Ergonomics**
No bullwork; stay within lifting guidelines.
- Personal Protective Equipment & Department Checklists**
Wear correct gear; check your equipment and work area; report any hazards.
- Machine Guards**
Always in place and free of damage or STOP.
- Engagement**
See it, Own it, Solve it, Do it.
- Employee Discussions**
Daily active dialogue and listening.

Leadership

Leaders apply our operating principles and a continuous improvement mindset to advance safety. By spending time in our facilities and on the shop floor, our leaders partner with employees to actively problem-solve together. We actively monitor and manage our safety performance through daily reviews with safety leaders.

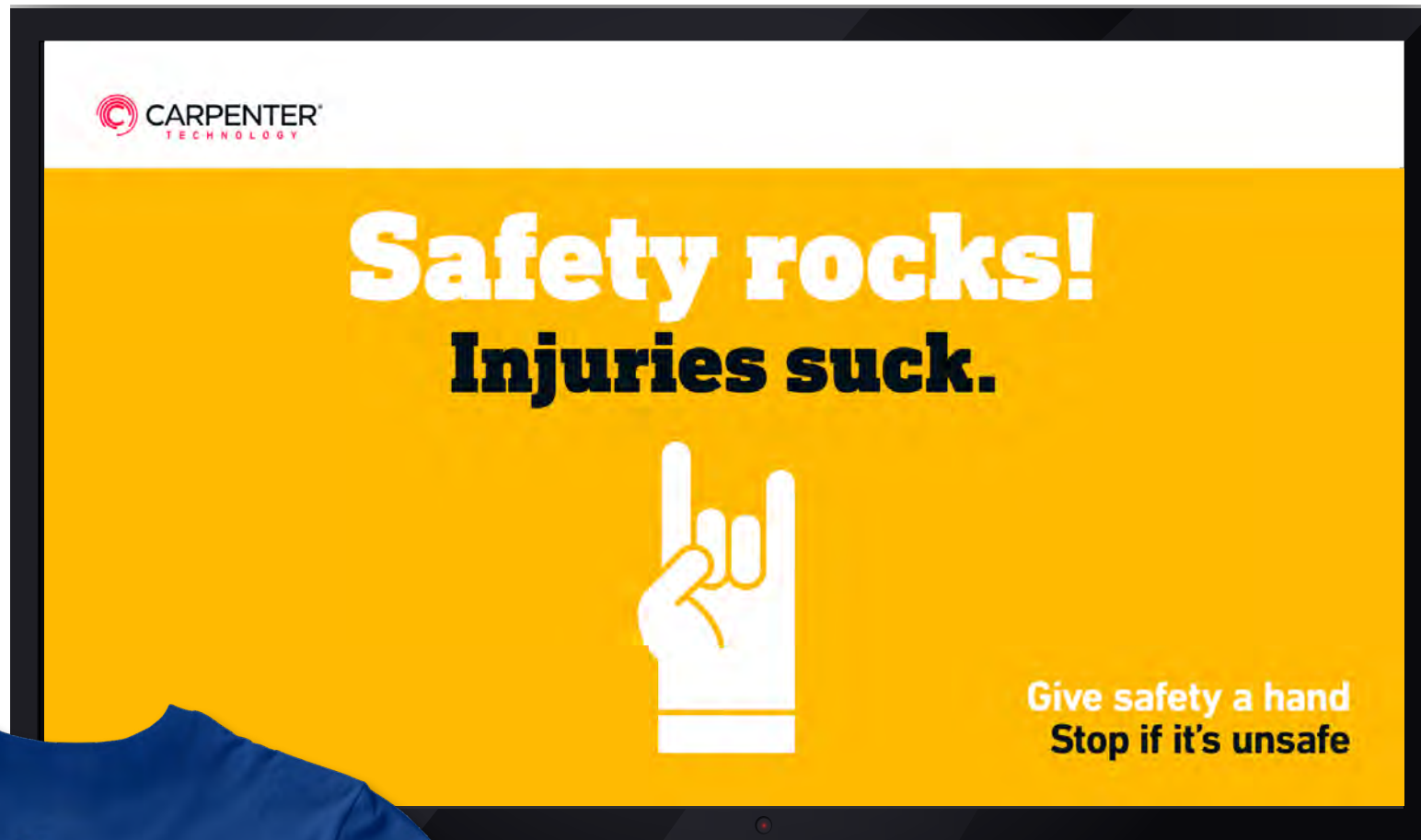
Systems

We invest in effective management systems, including policies, procedures and training that set standards and expectations for performance. We have a digital reporting platform to enable near real-time analysis of performance trends and leading indicators. Using this system-based approach, we can ensure timely response to potential workplace hazards and be proactive to mitigate risk while reducing or eliminating injury potential.

Employee Engagement

All employees are expected to actively participate in their own safety, and the safety of their colleagues. This starts with peer training on human performance and continues through their daily activities, both at work and at home. Our Critical 7 program is designed to identify and resolve potential hazards, and find solutions to reduce potential injuries. We regularly engage employees through safety campaigns to highlight important issues at work and in the home.

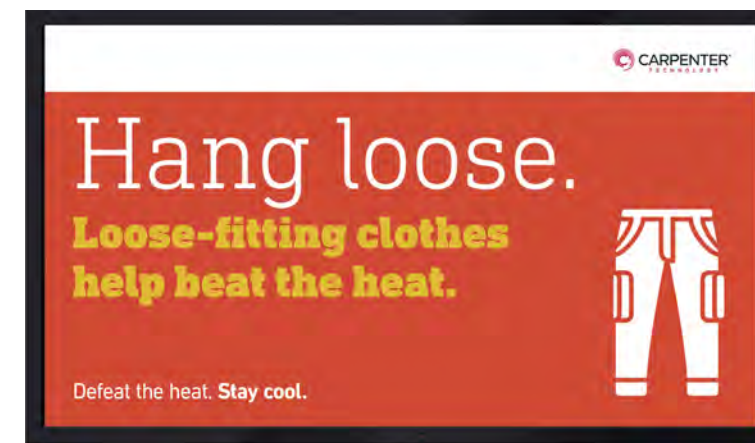
CRITICAL 7



Hands Safe campaign



Ergonomics campaign



Heat Safe campaign



COVID-19 Safety materials



Safety campaigns

Our first core value is the belief that all injuries are preventable. Backed by research showing the effectiveness of humor in the delivery of safety messaging, our light approach effectively delivers the most serious message.



Hands Safe campaign

Table covers



Retractable banners



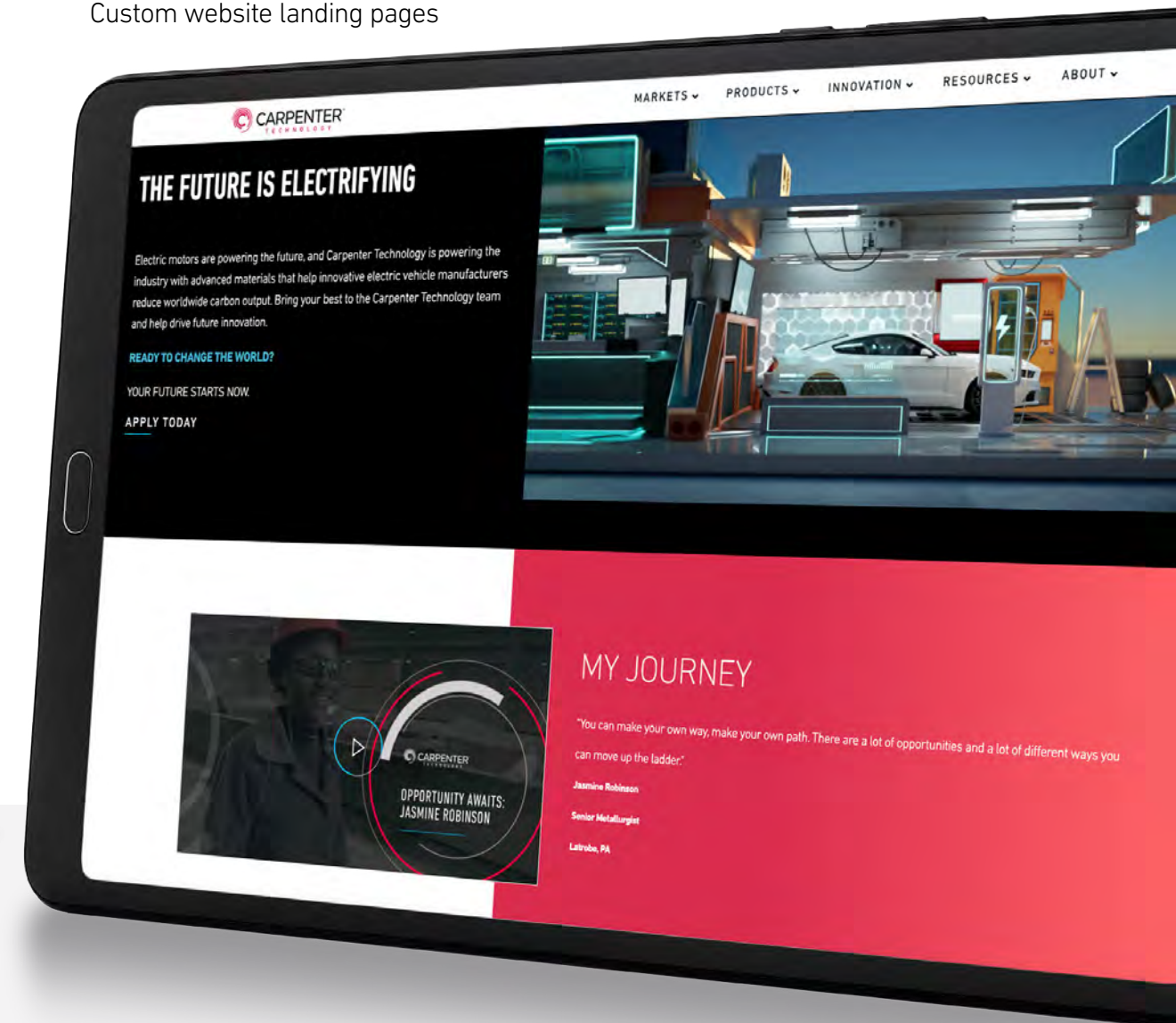
Flyers / posters



Recruitment initiatives

The Carpenter Technology brand is only as good as our people. Recruitment materials convey our commitment to innovation and help us continue to hire the best and brightest.

Custom website landing pages



Social media recruiting

Social media is a powerful tool for recruiting talent. A pilot recruiting campaign on Facebook and Instagram consisting of quizzes, sponsored posts, and organic posts targeted potential employees in the Clearwater, Florida area. In its first six weeks, the effort netted a combined reach of over 95,000 on social channels, 3,000+ click-throughs to the Workday job posting, and 41 applicants via the Facebook job posting.





Brand.CarpenterTechnology.com

For additional information,
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