7 Steel Nordic highlights sustainable reinforcement steel through new film on circular construction

MO I RANA, NORWAY, September 8, 2026 /EINPresswire.com/ -- 7 Steel Nordic has released a new corporate film showcasing its commitment to sustainable reinforcement steel and the role circular production plays in reducing the environmental impact of construction. The film highlights how recycled steel, low-emission production processes, and strong value-chain partnerships are helping support a more sustainable future for the construction industry.

As the construction sector faces increasing pressure to reduce carbon emissions, sustainable building materials are becoming more important than ever. Through its latest corporate film, 7 Steel Nordic provides insight into how sustainable reinforcement steel can contribute to a lower-carbon built environment while maintaining the strength, quality, and reliability required for modern infrastructure projects.

The film focuses on the company's circular approach to steel production. By transforming recycled scrap metal into new reinforcement steel, 7 Steel Nordic helps keep valuable resources in use while reducing waste and the need for virgin raw materials. This approach supports the transition toward a more circular economy and aligns with broader sustainability goals across the construction sector.

The company also highlights the importance of collaboration throughout the value chain. Working closely with customers, suppliers, and industry stakeholders enables continuous progress toward lower emissions and greater transparency.

"Sustainability is not a future ambition; it is part of how we operate every day. Our goal is to provide sustainable reinforcement steel that supports both infrastructure development and environmental responsibility," said Utku Öner, CEO of 7 Steel Nordic.

"The transition to lower-carbon construction requires collaboration across the entire value chain. Together, the industry can create lasting change while delivering the materials needed for future growth."

The film demonstrates how sustainable reinforcement steel is becoming a key component of modern construction projects and how innovation, circularity, and responsible resource management are shaping the future of the industry.

For more information, visit:
https://www.7-steelnordic.com

Watch the film: https://www.reuters.com/plus/building-the-future-with-sustainable-reinforcement-steel

Industry insights:
https://www.worldsteel.org

ABOUT 7 STEEL NORDIC

7 Steel Nordic is the leading producer of reinforcing steel solutions for the Nordic construction market. The company is committed to advancing sustainable construction through circular steel production, responsible resource management, and continuous innovation. By transforming recycled materials into high-quality steel products, 7 Steel Nordic supports the development of resilient infrastructure while contributing to a lower-carbon future.

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