



FOR IMMEDIATE RELEASE

Greenway Steel and Guidewheel Partner to Drive Energy Efficiency in Metals and Manufacturing

Tuscaloosa, AL — January 6, 2026 — Greenway Steel and Guidewheel announced a strategic partnership focused on helping metals and manufacturing supply chain companies aggressively improve energy efficiency through real-time, machine-level insights.

The partnership combines Guidewheel’s energy intelligence platform with Greenway Steel’s deep operational and sustainability expertise, enabling manufacturers to reduce energy intensity, cut costs, and embed sustainability directly into daily operations.

“Energy efficiency is a competitive requirement for manufacturers,” said **Randy Charles, Founder and Manager of Greenway Steel**. “This partnership turns equipment-level data into real execution.” “Together, we help manufacturers move from data to measurable impact,” added **Lauren Dunford, CEO and Cofounder of Guidewheel**.

This focus on energy efficiency delivers immediate financial value alongside sustainability outcomes. By identifying energy waste and inefficiencies in real time, manufacturers can take corrective action during production, not months later, resulting in lower utility costs, improved asset utilization, and stronger margins. In this partnership, sustainability is treated as an operational lever that drives measurable cost savings, not a downstream reporting exercise.

About Greenway Steel

Greenway Steel supports metals and manufacturing companies with practical, data-driven sustainability and energy efficiency initiatives. More information at www.greenwaysteel.com

About Guidewheel

Guidewheel delivers real-time energy and production intelligence by connecting directly to industrial equipment. More information at www.guidewheel.com