

STEEL HORIZONS

ASSEMBLED VOL 3



A REVIEW
OF STEEL
HORIZONS™
TAMPA



LOOKING
AHEAD
TO STEEL
HORIZONS™
2026

HOWICK



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EXPLORING NEW FRONTIERS IN CONSTRUCTION



When we brought **STEEL HORIZONS™** to London in 2022, we knew we were onto something — but we did not expect it to build this kind of momentum.

Three cities in - London, Boston, Tampa - and the conversation keeps growing.

Welcome to **STEEL HORIZONS™ ASSEMBLED** - a curated collection of ideas, insights and real world thinking shaping how construction is evolving right now.

Inside this issue, you will find sharp perspectives on innovation and the meaningful shifts reshaping construction, drawn from some of the most progressive minds in the industry. We have also revisited the standout thinking from Tampa 2024 - the ideas that challenged assumptions, sparked debate, and stayed with us well beyond the event.

If you are looking for practical thinking and fresh perspective on where construction is heading, this is for you.

LOOKING AHEAD

STEEL HORIZONS™ returns to the US East Coast in Q4 2026 — and this one is already taking shape.

A new city. A sharper programme. The same high calibre room. And, as always, it is the conversations that make it. So, we are opening the floor:

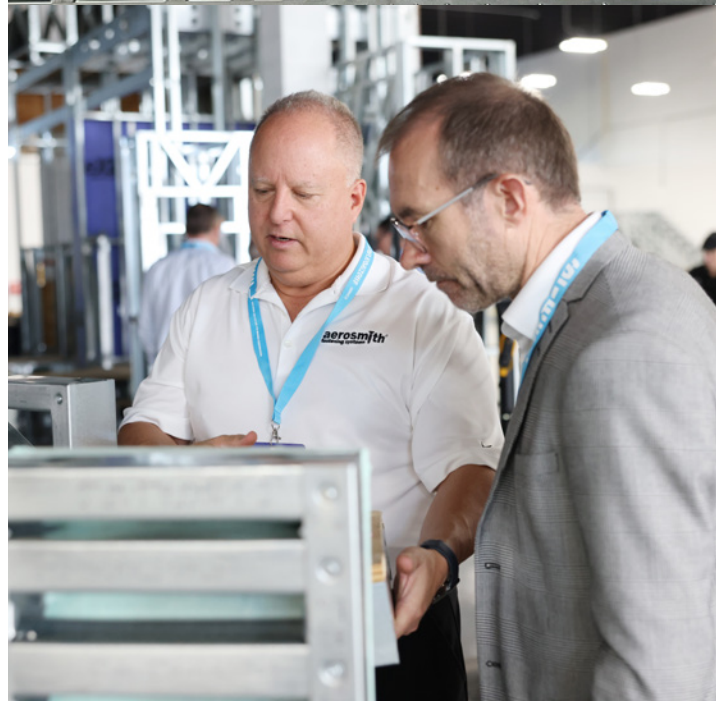
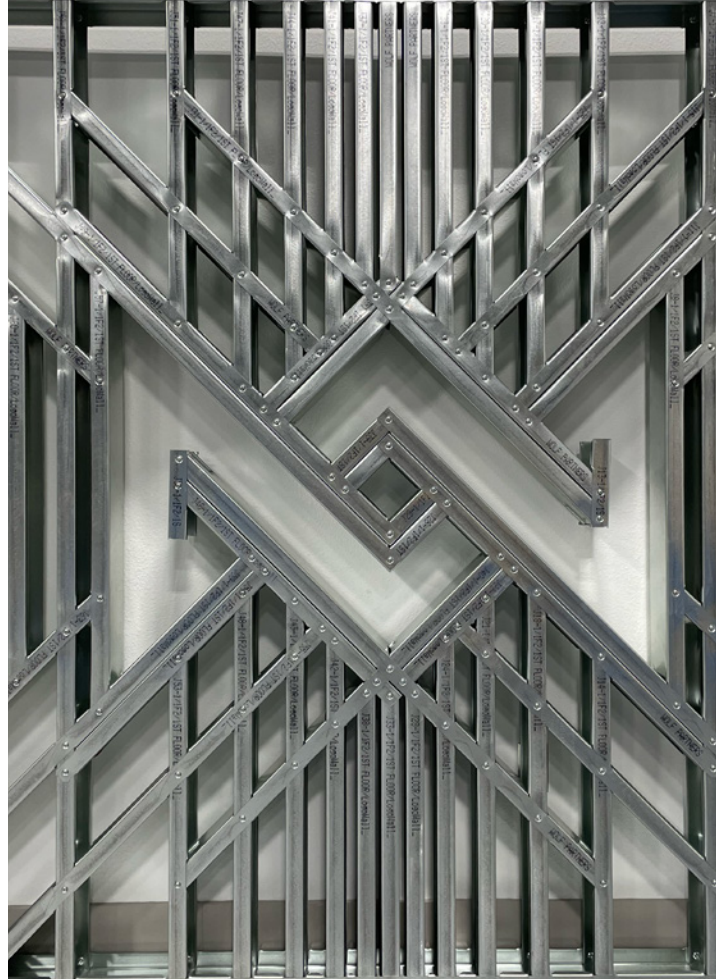
- What pressures are you navigating right now?
- What ideas are not getting the airtime they deserve?
- What conversations need to happen next?

Help us shape the room, and the agenda, around what matters most.

Have your say and help shape **STEEL HORIZONS™** 2026.

[Click Here](#)

Cindy Posimani
Head of Global Marketing & Export
Howick



INDUSTRY LEADERS SHARE THEIR VISIONS AND FIND WAYS TO COLLABORATE



Nick Coubray, Howick CEO.

At Howick, we are driven to inspire fresh thinking and collaboration in the construction industry. We started our **STEEL HORIZONS™** journey to help achieve that, bringing together the sharpest minds and innovators from all over the world, inviting them to share their vision, thinking, and successes.

Feedback from our first event in London was proof that the event had huge value, so we continued

with more events in [Boston](#), then [Tampa](#). Each event featured rapid fire talks from industry leaders, and free flowing casual discussions. In the words of Howick CEO Nick Coubray:

"The whole idea behind it is really to get people to come and sit down and discuss things.... 'you are doing that.... I am doing this. Maybe we can put these two or three things together and then come out with a better solution that everybody can use.'"

Stay inspired between and beyond events with **STEEL HORIZONS™ ASSEMBLED**

In **ASSEMBLED**, we distil the key insights from every presentation and include links to full videos, so even if you missed the live event, you can still access the rich ideas, fresh thinking, and practical strategies shared by our expert speakers.

This third edition features a summary of previous events plus an in-depth exploration of the third **STEEL HORIZONS™** event in Tampa, including presentations from STUD-IO, M3 Components, Howick, Dave Cooper and more.

To see how ideas shared at **STEEL HORIZONS™** London and Boston are shaping smarter ways to build, explore **STEEL HORIZONS™ ASSEMBLED Issue 1 & Issue 2**.





LOOKING BACK AT THE SUCCESS OF THE FIRST STEEL HORIZONS™ EVENT IN LONDON

In 2021 the Howick team had an idea - what if we brought together global construction industry leaders in one room to explore better ways of building and spark collaborations?

By June 2022 the idea became reality when we hosted the first [STEEL HORIZONS™ event](#) at the New Zealand High Commission's Penthouse Suite in London. This is one of the tallest buildings in an historic part of the city, with panoramic views of the London skyline - the ideal setting for guests to ponder how technology may be shaping similar vistas in years to come.

The event featured a panel of six speakers at the forefront of construction. They shared ideas, showcased cutting edge technologies, and answered questions - giving guests a peek inside the companies driving innovation in our industry:

- [Dave Cooper](#), Co-founder and Host of Dave Cooper LIVE, opened by discussing how to grow and scale construction businesses, providing a quickfire view of innovation in the built environment.
- [Nicola Moriarty](#), Director of Structural and Civil at Bryden Wood, explained how they are pushing boundaries in construction, using their 'kit of parts' philosophy to build the complex facade of the Forge out of just 10 elements.
- [Matthew Teague](#), Senior Architect and Project

Manager at Tata Steel, explored DfMA (Design for Manufacture and Assembly) and its potential to not just improve efficiencies, but ultimately create better buildings.

- [Chun Qing Li \(Lee\)](#), CVO and Founder of KREOD, showcased how his group of companies is using design-to-build technologies to solve problems in advance of construction, improve efficiencies in the build process, and ultimately secure higher profit margins.
- [Scott Mitchell](#), CEO and Founder of STUD-IO, explained how his computational construction company is pushing the boundaries of what the Howick machine is capable of, to create truly complex, built structures.
- Howick's own [Nick Coubray](#) was the final speaker of the day, sharing Howick's most exciting innovations - including the [X-TENDA™ 3600](#), which produces telescopic panels that can expand to fit any space, cutting installation times by up to 70%.

When the speeches finished the event wrapped up with drinks and hors d'oeuvres, giving guests the chance to mingle with presenters and industry peers. Cards were exchanged, connections were made, and the seeds were sown for future collaborations.

To view the videos of each presentation from this event, [click here](#). And to read more about the event, view [STEEL HORIZONS™ ASSEMBLED Issue 1 here](#).

STEEL HORIZONS™

BOSTON: Innovation in action

Soon after the hugely successful inaugural **STEEL HORIZONS™ LONDON** event wrapped up in 2022, we started organising a second, bigger and better event for the following year.

The next **STEEL HORIZONS™** was hosted at the Autodesk Technology Center in Boston, USA, a cutting-edge facility at the epicentre of innovation in construction and manufacturing. As long-time collaborators with Autodesk, we thought there was nowhere better to discuss the future of the industry than there, surrounded by the technology that will help power it.

Allison Scott, Director, Customer Experience and Industry Advocacy at Autodesk, did a superb job as MC, introducing an illustrious list of industry speakers:

- [Dave Cooper](#), **Co-Founder of Dave Cooper LIVE**, took the audience on a whirlwind tour of industrialised construction worldwide.
- [Brandon Ionata](#), **Solution Line Senior Director at Strucsoft**, showcased the re-imagined role of BIM in prefabricated industrialised construction.
- [Magdalena Kowalczyk](#), **Research Engineer Industry Futures at Autodesk**, discussed the company's visionary approach to industrialised construction research, and how they are "changing the way the world is designed".
- [Amy Marks](#), **then VP Enterprise Transformation Practice at Autodesk**, the "Queen of Prefab", discussed how converging technologies, data and design-make workflows are reshaping the construction industry, enabling greater efficiency, sustainability and new business models.





- **Jim Stoddart**, Research Scientist/Engineer at **Autodesk**, spoke about generative workflows for the industrialisation of construction.
- **Russell Wills**, Director of Plant Operations at **MODLOGIQ**, went through the ins and outs of a successful pre-construction phase for offsite manufacturing through to delivery to site.
- **Amr Raafat**, Chief Innovation Officer of **Windover Construction**, shared how his company leverages advanced prefabrication technologies such as drone surveys, laser scanning and Howick's telescopic framing systems to eliminate waste, speed up delivery and achieve precision in complex builds.
- **Hamish Coubray**, Director of **Howick**, explored how X-TENDA™ 3600 telescopic panels have enabled framing of interior walls and ceilings faster, easier, and more accurately.
- **Scott Mitchell**, Founder and CEO of **STUD-IO**, shared how his business uses their design build software to push the boundaries of what the Howick machines are capable of and create incredibly complex structures.

After the presentations, guests were treated to a tour of the center and its many innovation zones, seeing leading edge technology in action. That included a demonstration of the game changing **Howick X-TENDA™ 3600**, a resident at the Technology Center.

And Scott Mitchell and STUD-IO showcased their 20 metre tall tower built from steel framing. This installation is named 'AI as a Client' and demonstrates how advances in Artificial Intelligence (AI) and Internet of Things (IoT) ecosystems are allowing architects to design their boldest ideas - while enabling builders to realise them with ever increasing efficiency.

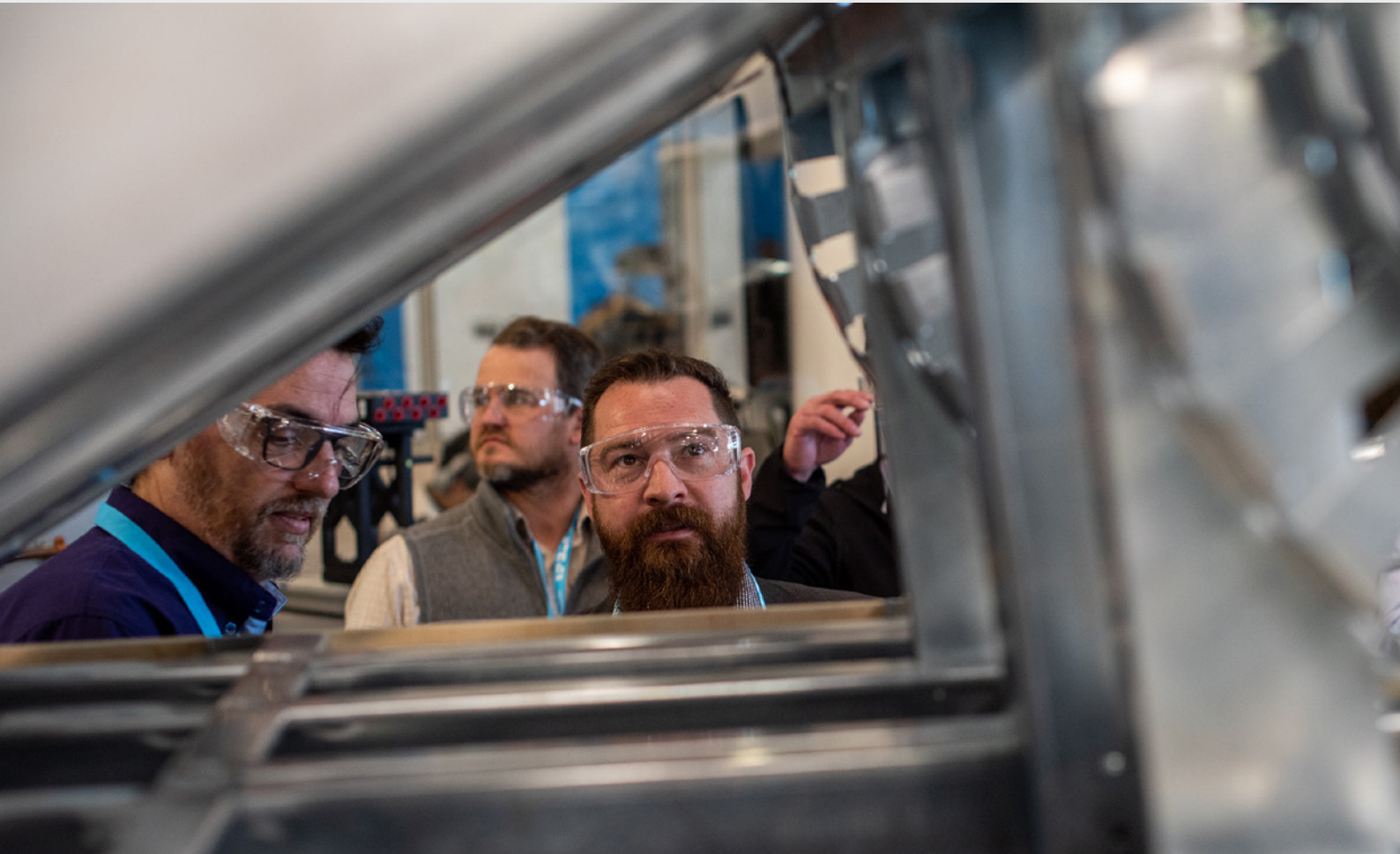
Following the tour, speakers and audience mingled over drinks and hors d'oeuvres, then left with valuable insights and new relationships. The speakers covered an array of topics, but they all demonstrated three key points - the importance of collaboration throughout the design-manufacture-build cycle, the huge potential of technology if we harness it effectively, and the efficiency and sustainability improvements that will result if we do.

To view the videos of each presentation from this event, [click here](#). And to read more about the event, view **STEEL HORIZONS™ ASSEMBLED** Issue 2 [here](#).



STEEL HORIZONS™ TAMPA

Where innovation meets fabrication



The third **STEEL HORIZONS™** event took place in Tampa, Florida in 2024, gathering industry leaders, pioneers, and changemakers to further explore the evolution of construction.

Our host for this event was Howick customer, Wolf Partners, a vertically integrated development, architecture, and construction firm. Their 22,000 square foot, high-tech manufacturing facility provided an ideal backdrop for the event. Known for their 'mass customisation' approach, Wolf Partners brings design, development, and fabrication under

one roof and the result is a facility that quite literally puts the future of construction on display.

The speaker line-up included innovators from across the construction ecosystem. Across a series of quick-fire presentations, they shared their ideas, methods, technologies, and lessons learned, with a strong focus on process over project.

The event wrapped up with a networking session, where ideas continued to flow, future collaborations were discussed, and ideas shared – all with the intent of moving our industry forward.



Beyond framing – The next frontier of roll-forming technology

The evolution of roll-forming with Nick Coubray.

Nick Coubray, Howick CEO, shared how Howick is evolving its roll-forming technology to help the industry build faster, smarter and more sustainably.

First - a telescopic framing system that installs up to 60% faster than traditional framing. It is manufactured on Howick's XTENDA™ 3600, assembled offsite, compressed for transport, moved into position and adjusted to fit without any re-measuring or cutting.

Other innovations Nick explored:

- SPEEDFLOOR®, a fast, easy to install steel and concrete flooring system that is so lightweight it reduced foundation costs for one build by NZ\$9 million.
- Howick's new customer portal, which may soon provide a networked production system where

you can connect and send design files remotely to machines wherever you want to build.

- Howick Strut machine - produces struts for cable containment that are pre-galvanised, pre-punched and cut to length to be delivered to site ready to install.
- X-CALIBR™ – a roll-formed fully prefabricated structural system for widespan buildings that can be installed in hours or days (not weeks).

Each solution demonstrates how Howick is constantly pushing the boundaries of what roll-forming technology can achieve.

The future of construction is not just about building faster – it is about building smarter. By tackling waste at every stage, Howick is building roll-forming technology that redefines what is possible.



**WATCH
PRESENTATION**



There's an investment in machinery, but the backend saving is huge.



Bridging the gap between standardisation and architectural freedom

Delivering truly site-specific solutions at scale with Adam Wolf.



We wanted to create a prefabricated solution that wasn't contingent upon a repeatable output.



**WATCH
PRESENTATION**

Adam Wolf is the CEO of Wolf Partners, a vertically integrated business that combines development, architecture, fabrication, and construction. He posed an intriguing question - is it possible to preserve architectural creativity without sacrificing efficiency? According to him, it is.

Wolf Partners call their approach 'mass customisation', a way of treating building elements as reconfigurable components that can be adapted to any site's unique characteristics. Using this approach Adam and his team maintain the flexibility to create unique architectural expressions for each location, while maximising efficiency and minimising cost.

Adam shared several examples of the approach in action, explaining that none of them would be possible without the Howick machines, and their unique ability to communicate with multiple software platforms.

Looking ahead, Wolf Partners will continue to push boundaries, proving that you do not have to choose either standardised fabrication or architectural creativity. You can have both.

Simple / Complex: Delivering next level efficiency

How focusing on repeatable processes drives success, with Scott Mitchell.



When we work on a project, we don't work on the project. We work on a process that's going to work on the project for us.



**WATCH
PRESENTATION**

In his third **STEEL HORIZONS™** presentation, Scott Mitchell, Founder and CEO of STUD-IO, explored the ideas of simplicity and complexity in construction. He says regardless of levels of project complexity, the focus should always be on developing repeatable processes.

Scott's philosophy was extremely valuable when his company contributed to the design and detailing of the Lucas Museum in LA. This structure features a mind bending roof ribbon, which STUD-IO broke into 195 unique panels using their own software. The manufacturer then used Howick machines to produce two frames per panel which when joined allowed the secondary platform to tilt and align - creating a curved shape that precisely followed the architect's plans.

This repeatable system allowed the complex form to be built quickly and accurately - and the ribbon was finished six months ahead of schedule. Scott says after years of perfecting processes for complex, high-profile builds the new challenge is bringing the same efficiency to everyday projects.



What makes a building easier, faster, and more efficient to construct?

Unpacking the concept of “constructability” with Dave Cooper.



Build it once digitally, and then build it more efficiently in the field.



**WATCH
PRESENTATION**

Dave Cooper is no stranger to **STEEL HORIZONS™**, having presented at London and Boston. He was back again at Tampa, exploring constructability and asking “what makes a building easier, faster and more efficient to build?”.

He says the answer is simple. It is about reducing complexity from day one; getting the right people in the room, choosing the right tools early, and building systems that deliver more with less. Constructability begins with alignment and works best when collaboration starts early.

Digital twins are redefining constructability as the build now begins in the model, not onsite. Dave shared examples of several forward thinking companies using a wide variety of smart digital twin technologies to deliver better, more efficient builds.

The fact is, the tools and systems we once called the future - BIM, prefab, digital workflows - are now just the baseline. What comes next will be shaped by how open we are to change.

Creating customer delight in construction

How marketing can bridge the gap between innovation and uptake with David Bernardino.



Marketing is solely focused on changing consumer behaviour because if they were adopting the behaviour you wanted, you wouldn't need us.



**WATCH
PRESENTATION**

David Bernadino brought a new perspective to **STEEL HORIZONS™**, exploring a discipline often undervalued in construction - marketing. He says the reason high quality marketing is so essential is because innovation only succeeds if customers recognise new solutions and adopt them.

That begs the question - how can we change the way people behave? The key, David explains, is to first ask what your customers are doing today, what the barriers to change may be, and what you want them to do tomorrow. When you understand your customer's pain points and what is holding them back, marketing can go from a cost driver to a business driver.

When you get it right, smart marketing can help overcome the industry's risk aversion by building trust and empathy, make it easier to surpass your customer's expectations to surprise and delight, and even drive premium pricing. That said, with so many challenges and changes facing our industry, success now depends on making marketing a core part of your business strategy.



Rethinking modular operational models

An insider's perspective on how offsite construction can best scale and succeed, with Jim Gabriel.



The current model is not scalable and, candidly, it's not sustainable.



Jim Gabriel is the CEO of MODLOGIQ, a modular construction company that has developed a process-driven approach that challenges the industry's typical factory first mindset. Now, he is sharing what he has learned to help the industry solve the housing shortage.

The problem with the typical modular approach, Jim explains, is that upfront investments are high and ROI is slow. This can make it difficult to scale across locations and pushes modular builders to take large geographically convenient contracts.

Jim's solution? Shifting focus from factory first to assembly first. Framing and sub-assemblies are produced at a central manufacturing facility, supplying volumetric assembly operations closer to target markets. This adaptability enables MODLOGIQ to expand capacity and reach without duplicating heavy infrastructure in every region.

And the thing is, their strategy is already working. They have used it to deliver countless complex, real world projects including the largest modular permanent healthcare facility in North America. Next on the to-do list? Solving the affordable housing problem.



The 'IKEA' of construction

Inside M3 Components' scalable offsite model with Lorenzo Petrini.



We are still a little bit far away from being an IKEA of construction. But we hope to get there.



**WATCH
PRESENTATION**

What if putting up a hospital was as smooth as assembling a flat pack kitchen? That was the question posed by M3 Components Innovations Manager Lorenzo Petrini.

M3 Components (M3C) specialises in producing modular wall panels, pods, and modules for the healthcare and education sectors. The company has experienced exponential growth over the last two years due to a focus on developing an alternative construction solution that is faster and cheaper, without compromising quality or design.

Part of this process has involved designing problems out of their processes from day zero, rather than reacting to them. They also have an open culture where new ideas are encouraged, and issues are quickly shared and solved. Technology has also been essential - 70% of M3C's work is now digital, with software connecting directly to their Howick FRAMA™ 7600 to create a seamless workflow.

All this, Lorenzo explains, gives M3C the ability to not just build fast and keep costs down, but scale up and deliver long term success.



How canibuild is making “buy now” home sales a reality

A smarter, faster approach to preconstruction with Greg Dettwiler.



It's certainly new for the housing industry, and we believe that we're a pioneer in that way. But five years ago, this was new for the car industry.



**WATCH
PRESENTATION**

We continue to build smarter and faster, but one area continues to lag - preconstruction. For most projects, Greg explains, the key challenge is gathering site information, an extremely inefficient, and costly process.

canibuild is a next generation solution to this problem. It is a cloud based platform that bridges the communication gap between local government, sales teams and builders, so that everyone is going to the site with the same information. All that is required is an address.

Not happy with solving that problem for builders, canibuild is now looking to do the same for homebuyers. In the future, their new platform will enable buyers to visit a builder's website to specify a house design, flag extra costs and even arrange finance, before hitting a 'buy now' button.

With these new solutions builders can de-risk their projects and cut holding costs, widening the availability of housing, while buyers can plan and specify a new home in one easy seamless online experience.



STEEL HORIZONS™

2026 SPONSORS

We are proud to partner with a group of forward-thinking sponsors who share our commitment to advancing the construction industry. Their support helps make **STEEL HORIZONS™** possible.





STEEL HORIZONS

FOR 2026, WE ARE ASSEMBLING THE MOST
SIGNIFICANT **STEEL HORIZONS™** YET.

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Help us shape the room, and the agenda, around what matters most.
Have your say and help shape **STEEL HORIZONS™** 2026 by [clicking here.](#)

Pioneering precision light steel roll-forming technology

Howick is a pioneer in precision light steel roll-forming technology, with roots in general engineering going back nearly 50 years.

Our commitment to innovation, quality, and precision manufacturing has shaped the development of our light gauge steel (LGS) systems and continues to drive everything we do. We do not just supply machines – we engineer solutions that help our customers build better, smarter, and more efficiently.

Over 95% of Howick's manufactured products are exported overseas from New Zealand, with the bulk servicing the construction sector in the US, UK, Canada, Ireland and the EU.

While our business is global, our home is very much in New Zealand. We are proud to say 100% of our machines are built in our Auckland factory, and that we could tell you the first names of the team who assembled your machine. Combine this with our commitment to support, and you can see why we are so confident of the quality and performance of every Howick machine.

Because our technology sits at the centre of so many leading operations worldwide, we use our position to share better ways of building, supporting the industry in its drive for smarter, more efficient construction methods.

Through our [**STEEL HORIZONS™**](#) events and our [**SMART BUILD SPOTLIGHT**](#) interview series, we build platforms to connect designers, builders,

manufacturers, and thinkers. We curate and share real methods, mistakes and wins from top operators, so others can shorten their learning curve and scale with confidence.

Looking for more information?

For more information about Howick and Howick's extensive range of light-steel manufacturing systems, visit the [Howick website](#) or email [Deon Anderson](#), Head of Global Sales.

Read Volume 1



Read Volume 2

