

LEED COUNCIL FOCUSES ON A MEMBER: SAFRAN METALS

Safran Metals
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In the late 1930's, Paul Safran came to the United States after escaping Nazi Germany looking for opportunities and a new beginning. In 1938, Paul founded a wholesale company for non-ferrous metals that was dedicated to giving their customers the best in quality and service. Today, Safran Metals has grown into an established third generation, family owned company in the Elston Corridor Planned Manufacturing District. Currently, owner Steve Safran is in charge of the day to day operations of the company and one day will hand Safran Metals over to his son Todd to run.

Safran Metals has grown in the past several years to expand their operation to include a wire chopping line. The company is one of a handful that provides copper wire chopping in the state of Illinois . Growing and being successful in their market hasn't come easy for Safran Metals. From the beginning the founder, Paul Safran had many challenges including relocating to a foreign country, learning another language and starting a company from scratch. Today the company continues to face challenges of as they compete in global market. Owner Steve Safran said, "our company may be a little fish in a big pond but we are able to survive based on our reputation and loyalty to our customers."

The company has around 10 employees, some have worked for the company more than 15 years. "Having grown up with some of the employees, they have become part of our family, they truly are family. We have great loyalty and support from our employees. It's a great company where everybody helps each other out and people are able to voice their opinion on creating a new process of doing something different" says VP, Todd Safran.



Safran Metals is conveniently located with ample street parking on N. Elston Avenue within blocks of either the North Avenue or Armitage Avenue exits for the Kennedy Expressway. Todd Safran mentioned several things that can be improved about the vicinity. Currently, due to a nearby nightclub, this area attracts gangs and there have been a couple of gang related shootings, two resulting in loss of life in the neighborhood. Working with other local businesses and

the LEED Council to monitor the nightclubs upkeep and ensuring gang graffiti be promptly removed throughout the area would be a start. Other suggestions for improving the traffic congestion are to install a left turn signal for eastbound traffic at the corner of Division and Elston. Also, placing a stop sign or a traffic light at the corner of Wabansia and Elston will help decrease the speed of drivers going north and south on Elston.

When asked what has been the greatest achievement for the company, Steve responded with, "When I first started running the company 40 years ago I thought a business that is 10 years old is relatively a new business. Thinking about that comment several years later I thought that a 5 year old business is relatively an old business. You must be willing to change and adapt to things changing around you otherwise your company will not be around very long."



As a lunch suggestion both Steve and Todd said Riverside Deli and Café at 1656 W. Cortland is a good choice.

Thank you Safran Metals for your support and may you continue to succeed in all you do!