



Axis

An Exclusive WireCo WorldGroup Customer Publication

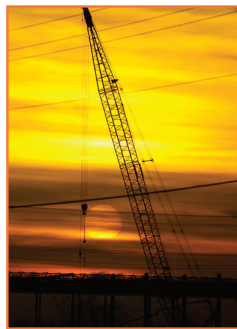
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WireCo Refocuses on Global Crane Rope Market

WireCo WorldGroup knows lifting products. For the construction industry, accessing the most durable, efficient wire rope when and where you need it is literally what keeps a project on track. You face ever-changing requirements, tight schedules, and hazardous working conditions. With the recent Oliveira acquisition, we are now uniquely aligned to manufacture a full array of crane rope products to meet any technical requirement. Our crane ropes, whether CASAR®, Oliveira® or Union®, are available worldwide, and meet the most exacting standards for efficiency.



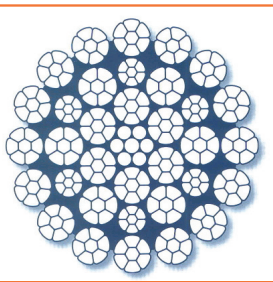
WireCo offers a broad range of highly specialized crane ropes to meet any need, anywhere in the world.

end market are not defined by the Minimum Breaking Force (MBF) alone. Some crucial crane rope properties, such as tolerances or diameter reduction under load, are substantial for multilayer spooling performance.

The highly specialized Oliveira crane ropes include rotation-resistant offerings including NR Maxipact, NR15 Maxilift (PPI), Towerlift15 and LT24K. Its non-rotation resistant offerings include SC8, HD8 KPPI, and HD9KPPI. View a listing of Oliveira crane rope products at www.OliveiraSa.com

And finally, the Union brand offers the Flex-X 19PS rotation-resistant crane rope, and both the Flex-X 9 product for boom hoist applications and the XLT4 low-torque crane rope product.

The high performance CASAR crane ropes include rotation-resistant offerings such as Starlift Xtra, Eurolift, Starlift Plus and Powerplast. Starlift Xtra is the strongest of all rotation-resistant crane ropes and replaces Union's Flex-X 35 product line. It meets the highest minimum breaking forces requested in the crane rope market. CASAR also offers other premium crane ropes such as Stratoplast, Turboplast, Superplast and Parafit. View a listing of CASAR crane rope offerings at www.casar.de.



The latest high performance rotation-resistant rope designed and manufactured by CASAR Germany, a member of WireCo WorldGroup.

CASAR crane ropes are designed, manufactured, and tested to meet crane rope manufacturer's specifications. These rigorous

expectations allow CASAR to offer high quality products with superior service time and enable OEM's to maintain longer maintenance intervals. Crane rope properties for the high

According to Frank Jauch, **Global Market Director – Cranes**, WireCo WorldGroup's quality in manufacturing, customer service, and product engineering and design sets us apart in the marketplace.



*Frank Jauch
Market Director
- Cranes*

"WireCo WorldGroup is positioned to provide technical support to select the right rope for a given application, as well as worldwide post-installation support," Jauch said. "And, we work closely with our customers to provide the right terminations for crane ropes."

Currently, WireCo WorldGroup maintains key crane rope inventory at numerous locations worldwide to meet lead time expectations in the aftermarket.

Currently, our Union brand website offers a unique interactive opportunity to become more familiar with the various types of crane rope applications, with visual drawings to highlight the various types of ropes. You can access this tool by visiting: www.unionrope.com/crane.

Kirksville, Missouri – Small City, World Class

Only about 17,000 people live in Kirksville, Missouri, but the best kept secret of Kirksville may well be the WireCo WorldGroup manufacturing plant which produces a wide range of wire rope assemblies from aircraft control cables to bridge suspension cables that meet our customers demanding specifications.

Originally founded to manufacture relatively generic assemblies for OEM accounts, Kirksville's operation has expanded to take on a variety of highly engineered assemblies with very tight tolerances and structures projects up to 2" in diameter. Today, they service an incredible variety of OEM customers with stringent delivery schedules and JIT(Just in Time) shipping requirements.

Currently, Kirksville has achieved ISO-9000 and AS9100 certifications, which qualifies them to build products for the aircraft industry and support all of our military contracts. The team at Kirksville just recently finalized the trial order for the NASA Orion project. Mark Leake, **Plant Manager**, and Tom Thudium, **Quality Manager**, served as members of the design team on this highly visible project.

The Kirksville facility utilizes world class management and quality systems to attain outstanding productivity, quality and safety records. From their unique philosophy regarding employee input and process improvements to their impressive safety record and highly specialized projects, the team at Kirksville works hard to differentiate themselves.

Forty-six employees cover a three shift schedule to handle the capacity that has increased tremendously over the past 3 years. According to Leake over the past five years Kirksville's volume has increased 40%, while they have

only hired an additional three people to support this increase. How is that possible? Teamwork.

All 46 employees work closely together to create a unique working environment. According to Leake, the philosophy at Kirksville is to "always increase employee ownership". And, they take this philosophy seriously.

At Kirksville, employees consistently develop and recommend process improvements ideas. The focus on lean manufacturing principles includes all areas of the operations. Over the past three years, employees have turned in over 250 continuous improvement suggestions – 54%

of which were acted upon. These suggestions improved work flow process, improved safety, improved quality, and generally improved the morale of the facility. In fact, Kirksville employees are required to spend 64 hours per year of training on continuous improvement.

In March, Kirksville achieved an incredible safety milestone as well - five years of no lost-time accidents.

"The safety record at Kirksville is just one testament to Kirksville's focus on providing exceptional quality and manufacturing exceptional products," Ira Glazer, President and CEO said. "This five year milestone is no small feat. The work our team does here is important, specialized, and very unique. The teamwork and commitment of our entire workforce at Kirksville shows us all what we can accomplish when we work together."



The Kirksville manufacturing plant, located in Kirksville, Mo., is renowned for its ability to manufacture unique fabricated products and small diameter wire rope products.

Phillystran Approved for ISO Certification

Phillystran, Inc. became ISO 9001 certified for "Design and manufacturing of high tech synthetic fiber ropes" earlier this year.

According to Robert Lombardo, **General Manager - Phillystran**, the certification will enhance Phillystran's quality control system.

"This certification changes a lot of the ways we

do business. In fact, we have implemented a new continuous improvement plan which will greatly enhance our efficiency and product improvements," said Lombardo. "It has already broadened our base for new customers in the Aerospace and Offshore markets that will support our future growth initiatives."

Visit Phillystran's website at www.Phillystran.com for product and contact information.

A Note From Ira

This issue of AXIS provides an interesting trip around the old and new at WireCo. The message contained is clear, our investment in our company goes far beyond our marquee acquisitions. The other message in this publication is that our acquisition strategy is not random. We are fitting pieces into a pre-designed puzzle. The completion of this puzzle will enhance our ability to service all aspects of our customer's application requirements. Our goals are to improve service, enhance field support and provide the highest quality and most innovative products in the market.

To achieve these goals we must continue to invest and advance all aspects of our business. Our days are spent understanding how we can best synergize the divergent pieces of our business to maximize our value added to our loyal customers. In this issue we discuss multiple pieces of this strategy. First, the old, a discussion of our very important Kirksville fabrication center. As the article is headlined Small City, World Class or in my terms, small but mighty. Kirksville has transformed

into one of the most important facilities in WireCo. Houston, new and much bigger. A new house to service the enormous growth that we have enjoyed in the oil and gas segment.

We follow with a discussion of the new at WireCo. A new Global Crane Rope strategy which is a direct result of our acquisition strategy. ISO certification at Phillystran and the WireCo move into synthetics with both Phillystran and Oliveira. Last but not least a blend of the old and the new with additions to our International sales team.

I hope you find this look into our thinking to be useful reading. As always, we thank you for your business.



Ira Glazer
President and CEO

The New Houston, Texas Distribution Center Doubles Space for Key Stock

The transition to the new highly anticipated distribution center in Houston, Texas was complete on May 31, 2011.

This 62,000 square foot facility allows for an increase of key product in stock at all times.

According to Matt Wilcox, *Director – Distribution and Transportation*, this new larger distribution center will benefit our customers immensely.

“This new facility gives us much more room to stock key product that our customers are demanding,” said Wilcox. “With the increase in stock, we should improve lead times and save our customers shipping time.”

The move to the new Distribution Center took approximately two weeks and went smoothly on all accounts. During the transition time, phones were answered and quotes were processed at both locations, providing a seamless transition.

The center also has the capability to load containers for export to our international customers.



Houston Distribution Center
5301 Polk, Bldg 11
Houston, Tx 77023
+1 (713) 675-6511

In addition to crane, mining and general purpose ropes, the Houston Distribution Center will stock electromechanical cable beginning in July of this year.

You can reach Customer Service at the Houston Distribution Center at +1 (713) 675-6511. ▶



12200 NW Ambassador Dr. | Kansas City, MO 64163-1244

International Sales Team Adds Three

The recent addition of three key International Sales positions emphasizes our availability to customers around the world. They are ready to answer your questions, do not hesitate to contact any of the following:



Andy Ang

Director of Sales – Pacific Rim

AndyAng@WireCoWorldGroup.com



Ron Byrnes

Country Manager – South Africa

RonByrnes@WireCoWorldGroup.com



Dustin Dunning

Business Development Manager – EMC

DustinDunning@WireCoWorldGroup.com

Find us online!

The WireCo WorldGroup brand websites are full of great product specifications, technical resources, and contact information. Visit us online today:

- www.UnionRope.com
- www.MacWhyte.com
- www.CamesaWire.com
- www.CamesaEMC.com
- www.Phillystran.com
- www.Casar.de
- www.WirelineWorks.com
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