



# Axis

An Exclusive WireCo WorldGroup Customer Publication

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2008

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## Investments In Capital and Industry Expertise Highlight 2008

In 2008, rod supply disruptions and increased product demand provided challenges to our service levels. The high-priced and constricted rod availability coupled with record-level sales for wire rope products, kept production behind the demand curve for the majority of the year. WireCo WorldGroup has aggressively invested in expertise and capital expenditures to improve our delivery times and inventory availability.

First, we have bolstered our global rod inventories and project we will maintain healthy levels of quality high-carbon rod for our customer's production needs for the future.

Second, we have taken measures to improve how we plan and schedule production. Quinten Stewart has joined WireCo WorldGroup as our new Director of Global Scheduling. He brings years of supply and production management expertise to our team and will implement improvements that result in higher service levels.

Third, our new JD Edwards ERP system that went live on January 5, has given our planning and scheduling team the tools and access to better and more timely information. As we expand the use of JDE's powerful planning tools, you will witness quicker response and better availability.

Finally, 2008 included significant capital improvements and we plan additional expenditures in 2009. Our expenditures this year will result in increased capacity and improved service. The sum of these steps ensures both a continued progression of technological advancement and improved delivery times for you!



Reels of TUF MAX are prepared for shipping in St. Joseph, Missouri.

## A Note From Ira

The bad news continues to flow out of financial markets about the world's economic plight and these developments touch all of us. All industrial companies are affected by the severe downturn. We have prepared and planned for any level of depressed business. Our plans for 2009 deal with the potential effects on WireCo as well as our responsibilities to provide the highest level of service and quality products to our customers.

In partial response to the economic environment, we have dedicated 2009 to a corporate-wide effort focused on "The 5 C's" ...Cost, Coordination, Communication, Cooperation and Confidence. The result will be enhanced availability of product, more efficient operations, and better service support...greater value to you.

We have moved forward with our complete conversion to our new ERP system in the United States and China. This major investment by WireCo WorldGroup will give you access to real-time information and improved response time.

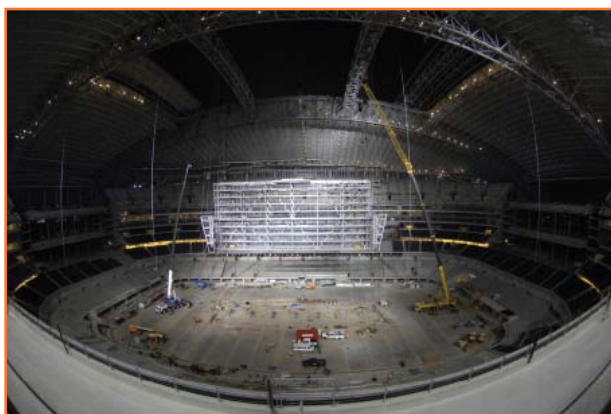
Thanks for an outstanding 2008 and look for our improvements throughout 2009.

Ira Glazer  
President and CEO

## MacWhyte Brand Product Used On Dallas Cowboy Stadium Scoreboard

The new Dallas Cowboy Stadium in Arlington, TX, now has the scoreboard in place and secured it with MacWhyte brand structural strand assemblies! The \$600 million state-of-the-art facility nears completion and will open for the 2009 NFL season and will host the 2011 Super Bowl.


The project used a total of 16 specially designed assemblies. Eight MacWhyte brand assemblies of 3" ASTM A586 structural strand with Class C outer wires provide the main support for the scoreboard. In addition, eight additional MacWhyte brand assemblies of 2-1/4" ASTM A586 structural strand with Class C outer wires stabilize the unit from the gusty Texas winds. All the assemblies produced at the St. Joseph Fabrication Department have Type 6 threaded anchor sockets.



*The score board at the new Dallas cowboy's stadium in Irving, Texas, is slowly raised into position the evening of December 15.*

WireCo WorldGroup's Manager of Engineered Product Tim Klein went on site with distributor representatives from Holloway Wire Rope of Ft. Worth to witness the installation. Dal-

las Cowboy owner Jerry Jones delayed it until after sundown to ensure no unauthorized video footage was taken by helicopters hovering above the stadium. The lift was performed by Barnhart utilizing four strand jacks. The scoreboard was raised at a rate of 15 feet per hour. It took a total of six hours to raise the scoreboard to its final destination 90 feet above the stadium floor.


Thank you to Warren Sticker of WW Steel for the use of his photo taken during the event. 

## I bet you didn't know...

Wire is like its cousin, wire rope. We unknowingly come into contact with the product everyday and do not realize the impact it has on the safety and quality of our lives. Bead wire is a perfect example. We can't see it making our daily commute safer – but we would certainly be aware of its absence!

Bead wire is a band of high tensile strength steel wire produced from 74% carbon steel. It can be formed into several diameters as specified by the tire manufacturer's engineering team. Typical diameters include .030, .051, .0625 and .072. We coat bead wire in special alloy combinations of bronze or brass to protect the steel from corrosion. The product is also non flexible with no elastic properties to provide exceptional strength.

Tire manufacturers utilize bead wire for both consumer and commercial tires including personal vehicles, motorcycles, airplanes, buses, tractors and trucks. The ring or 'hoop' of bead wire enables the rubber material in the tire to have a proper grip on the rim. The band of product fits tightly to ensure the circumference is not altered while the wheel rotates. Approximately one pound of bead wire is used in a light duty automobile tire.

WireCo WorldGroup's Camesa brand bead wire has been produced in Mexico since 1963 and is sold to tire manufacturers throughout Mexico, Costa Rica, Peru and Chile. 



## Joint Venture and CASAR Exhibit in Shanghai

Our Joint Venture WISCO/WireCo of Wuhan, China participated in the 2008 Bauma China, November 25-28, 2008. The construction industry tradeshow hosted its fourth event in Shanghai at the Shanghai New International Expo Center and featured over 1600 exhibitors from over 30 countries.

WISCO/WireCo showcased Flex X-35, XLT-4, Flex X-6, Flex X-9 and flattened strand ropes along with their 6 x 19 and 6 x 36 general purpose products. The booth included technical printed literature and video presentations allowing attendees to receive comprehensive information while learning about our products. Joint Venture Sales Manager Benny Yen stated that attendees to the booth were enthused at the vast offerings of products that could be used in their multitude of operational applications. WISCO/WireCo offers China as well as the entire Asian region the manufacturing capacity and technological knowledge that no other wire rope manufacturer can match.

Also exhibiting was WireCo WorldGroup's CASAR. CASAR's Managing Director Wolfgang Oswald along with their head of rope technology Guenther Knerr and representatives from European distributor, Pfeiffer, organized a well attended technical seminar the weekend before the Bauma China event. Oswald added that his conversations with leading Chinese construction business leaders offered high levels of optimism in connection with the global financial concerns.



*Pictured above is the CASAR booth at the 2008 Bauma China International Trade Fair in Shanghai.*

### WireCo WorldGroup Receives Fast Track Honor


WireCo WorldGroup has been recognized by the Missouri Chamber of Commerce as one of the top businesses in the state. President and CEO Ira Glazer received the "Fast Track" award on behalf of the company in St. Louis, MO. He was accompanied by Senior Vice President and CFO Keith McKinish and Senior Vice President of Sales – John Josendale.

Josendale submitted WireCo WorldGroup for consideration last summer and was informed of the selection in September 2008. WireCo WorldGroup employs 2000 individuals in five countries and attained the half billion dollar mark for total sales in 2008.

## US Reel Offers Fast Turnaround And Superior Quality

US Reel, centrally located in Carrollton, Missouri, started meeting the needs of the wire rope, wire and cable industries 27 years ago. General Manager Tom Womack guarantees the shortest lead time and best quality for nailed wooden and plywood/MDF reels. Experienced technicians using state-of-the-art machining and technology produce reels ranging in sizes from 8" up to 168" or can be custom ordered to fit your product packaging requirements.

Located in the center of the United States, US Reel has strategic access to major highway arteries I-35 and I-70 offering on-time delivery throughout the country. They also can deliver using exclusive truck lines to make your delivery deadlines a reality. In a nutshell, when it comes to the fastest turnaround with superior quality – US Reel guarantees your satisfaction.

To learn how US Reel can help you with your reel requirements, contact your District Sales Manager or visit the US Reel website at [www.usreel.us](http://www.usreel.us) to view their product offerings. 



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## New Additions To WireCo WorldGroup Sales Team

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Mining Sales Director Blake Chandler announces the addition of Jim Savory as the sales manager for the northwest territory and sales manager of Western Canada and underground mining. Jim is a 30 year industry veteran and has 18 years of both vertical shaft and open pit mining sales experience. You may contact Jim at 604-219-4058 or by email at [JimSavory@wirecoworldgroup.com](mailto:JimSavory@wirecoworldgroup.com).



*Jim Savory*

General Purpose Sales Director John Embray welcomes Doug Wilson as the new district sales manager for the northeast territory. Doug's experience includes an extensive background in the residential and commercial construction industry. He was promoted to general manager with Fastenal Industries and supervised a team of construction sales personnel while handling all national OEM sales for the company. Doug may be reached at 816-377-0157 or by email at [DougWilson@wirecoworldgroup.com](mailto:DougWilson@wirecoworldgroup.com).



*Doug Wilson*

### Discovery Channel's "How Stuff Works" Features WireCo WorldGroup

WireCo WorldGroup will be featured in Discovery Channel's new series "How Stuff Works". The episode showcasing the steel industry has been produced and submitted to the Discovery Channel programming team. They anticipate broadcasting in the next few months. We will send an e-campaign to inform you of the date.

To confirm broadcast times, visit [www.discovery.com](http://www.discovery.com). Then use the TV Shows menu to select "How Stuff Works".