



Axis

Our World Revolves Around Our Customers

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WireCo WorldGroup Awarded San Francisco Bay Bridge Project

WireCo® WorldGroup has been awarded the contract for wire rope suspenders and cables to be used on the new San Francisco Oakland Bay Bridge. The distinctive, single tower structure will be the world's longest single-span, Self-Anchored Suspension (SAS) bridge. This new bridge, slated for completion in 2013, marries art, functionality and safety to create an unparalleled engineering and architectural landmark. The bridge project is managed by Cal Trans, the transportation authority for the State of California; the superstructure is being built as a joint venture of American Bridge and Fluor Enterprises.

The wire rope suspenders and cables that WireCo® WorldGroup will engineer for this project include 75mm and 90mm wire rope suspension hangers, which connect the floating bridge box girders and the tower. As a result, the SAS will be the first suspension bridge engineered to require no connection between the tower and the deck. In addition, the company will supply the hand rope assemblies that allow access to the 2.56-foot diameter main cable. WireCo® WorldGroup's proven quality record and reputation was critical to this contract award where there can be no compromise in the engineering and manufacturing of precise lengths and tolerances, and the equally important critical delivery schedules.



Pictured above is a rendering of the proposed San Francisco Oakland Bay Bridge

Using an elegant, futuristic design that mixes form with function, the new structure will carry daily traffic in excess of 280,000 vehicles, or more than 102 million vehicles yearly. The bridge's single tower rises 525 feet providing a signature design allowing the longest unsupported span between piers for an SAS bridge. The bridge connects the 1.2-mile elevated skyway viaduct from Oakland to Treasure Island (formerly Yerba Buena Island) with two parallel roadways (each with five lanes) and a 15-foot-wide cantilevered bicycle/pedestrian path. ▶

ERP Will Offer Customers Real-Time Information

The transition to the new JD Edwards ERP system is underway! As we phase in the full capabilities of the system, you will notice our ability to provide rapid response to your inquiries with WireCo® WorldGroup customer support personnel. Information from departments such as Product Management, Customer Service, and Transportation will be integrated into real-time data and available for your District Sales Manager and Customer Service Representatives to assist you in meeting your customer's demands.

In addition, most of the documents for orders, shipping and invoicing will change in appearance. Most documents will contain the same information, but will have new layouts.

WireCo® WorldGroup personnel spent thousands of man hours preparing for this important work with thousands more to invest during U.S. "Go-live" and implementation in Germany and Mexico. Through this process we examined best practices and processes throughout our company to ensure you receive the best possible information and service.

A Note From Ira

From my perspective, the strangest year of my entire business career nears its close. This year traversed soaring steel prices, unprecedented increases in the cost of oil and a historically weak dollar then swung to frozen credit markets, plummeting oil prices and the near death of perceived invincible financial institutions. These economic maneuvers normally take years to occur, but this time it all happened in a matter of months. We face a worldwide recession, a wildly swinging stock market and a lack of ability to see the bottom. This "creativity" in the credit markets created unmanageable risk bringing down the walls of the financial system onto a relatively stable economy resulting in complete instability.

Yet, the world's economic ship is not sinking. Many areas of the world-wide economy see ongoing significant activity. Though cautious and not as robust, healthy activity continues nonetheless. In this environment, the dollar strengthened which will create more price declines as exports to the US become cheaper. Interest rates are very low and the cost to fill up our gas tanks has dropped in half. Many of the industries which we serve throughout the world continue to move deliberately forward. So light exists down this long dark tunnel.

WireCo® WorldGroup continues to move forward as well based on our financial and market strength. We have become a little more cautious and a little more deliberate, but the direction remains forward. We hope you will continue to move forward with us. We greatly appreciate your business.

All of us at WireCo WorldGroup wish all of you and your families the happiest and healthiest of holiday seasons as well as a prosperous 2009.

Ira Glazer
President and CEO

CASAR America Under New Leadership

CASAR America has implemented both personnel and geographical transitions over the past few months that will further enhance the level of customer service.

Twenty-three-year wire rope veteran Jeff Marterella has assumed the role of Sales Director while Marci Dillner has been named Office Manager for the organization. Both bring an immeasurable amount of industry expertise in their respective roles and will add tremendous value for the CASAR America brand customers.



The new location of the CASAR America office is 2500 Commerce Circle, Trafford, PA. To contact the CASAR America office, call 412.372.1915.

Silva To Retire At Year's End

No matter the day or hour, if our customer needs a product, Houston Distribution Center Manager Greg Silva always answers the call. This never-fail dependability has firmly entrenched Silva and his team as an integral part of the oilfield and offshore equation in the Houston area. Upon his retirement at the end of this year, Silva will have been involved at the Houston-based distribution center for almost four decades supplying the wire rope needs to our customers in the Gulf and tri-state areas of Texas, Louisiana and Oklahoma.

Silva recalls an era when there were about 20 wire rope suppliers in the oil patch where now there are predominantly two. He



Greg Silva
Houston Distribution
Center Manager

credits WireCo® WorldGroup's longevity to the aggressive leadership and technology innovations keeping our company the market leader in the gulf coast area and the oilfield segment. Silva also adds, "There is no end to what WireCo® WorldGroup can do now. There is a huge demand for energy and further energy exploration. We have the expertise and the products to play a critical role servicing this demand."

While his enthusiasm for the future of WireCo® WorldGroup is appreciated, it will be bittersweet achieving our milestones without Greg Silva at the helm in Houston. We wish Greg, and his wife of 43 years, Mary Helen, a very long and enjoyable retirement!

AWARDS GIVEN TO TOP PERFORMERS

The 2008 WireCo® WorldGroup International Sales Meeting was conducted October 13-16 at the Intercontinental in Kansas City, MO. At one of the highlights of the annual event, the corporate awards dinner, management honored numerous managers for their exceptional performance in various sales and operational categories.

Operations MVP awards went to Vice President of Mexico Operations Victor Andrade and Vice President of Quality and Quality Systems Mark Henshaw. Recognized for Top Plant Production was Sedalia Plant Manager Randy Ritter and for Top Plant Financial Performance, Chillicothe Plant Manager Roger Comer received the nod. Mark Dillner received the honor of outstanding service center management.

In the sales arena, Camesa's Jim Stephens, CASAR's Uwe Osswald and Union's Marlo Schlomer were recognized as 'Rookie of the Year' for their respective brands. Sales MVP awards for their respective brands were Camesa's Jorge Saavedra, CASAR's Juergen Popp and Union's Buster Kirkland. 'Sale of the Year' was awarded to Reiner Sailer of CASAR and 'Overall Producer' honors went to Nelson Martin. The COO's Award went to Antonio Canseco of Camesa while the CEO's Award honored Andreas Haugstätter of CASAR for the largest one year sales increase.

In addition, the 'Lifetime Achievement Award' was presented to Distribution Center Manager Greg Silva honoring his 38 years of service in the industry managing WireCo's Houston center.


GLOBAL CAPITAL IMPROVEMENTS CONTINUE THROUGH 2008

WireCo® WorldGroup continues its aggressive capital expenditures plan during 2008 in an effort to meet the growing demand for our products around the world.

In the United States, we added extensive wire drawing capacity with three new state-of-the-art drawing benches. Two 14 die 25" Frigerio machines as well as a 13 die 36" add wire capacity for wire rope production in a wide range of diameters. We also installed high speed respoolers to gain additional efficiency in all plants. With our consolidation of wire production into the Chillicothe, Missouri plant, we also relocated our wire inventory control area to improve control and flow of in process materials.

Not only have we invested in our wire mill operations, but we also expanded our wire rope production. Earlier this year, we installed a SKET 800mm buncher to boost our general purpose rope capacity, particularly in 6x36 ropes at our Rosenberg, Texas facility. This month we will complete the second part of this expansion with a 1250mm buncher. This addition to our Texas manufacturing location expands our capacity in diameters from 1/4" to 1-3/8".

At CASAR, new stranding and closing equipment has been installed and several machines relocated to improve productivity. Construction currently progresses on an enclosed warehouse in the courtyard area of the Kirkel, Germany facility. When completed in January 2009, the building will measure 63.5m x 25m x 8.5m. The new structure will allow CASAR to stock 3700 tons of wire inventory for additional rope production.

At our largest wire facility in Cuautitlan, Mexico, we expanded capacity for PC wire and enhanced our galvanizing operations. In addition, we installed two additional wire drawing machines, a UDM and HRX-2 to assist key wire markets. To expand EMC capacity, another extruder will be fully operational in December 2008. 



A crane was used to remove the buncher components from the four containers delivered to Rosenberg.




One section of the 'payoff' awaits to be installed with the 1250 buncher.



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WireCo WorldGroup Exhibits at MINExpo

WireCo® WorldGroup made its presence known at the 2008 MINExpo. This major mining show, conducted every four years, took place September 22-24, at the Las Vegas Convention Center and featured 1,287 exhibitors. Mining Sales Director Blake Chandler stated that the ever increasing demand for natural resources contributed to the 2008 event's record attendance. The large contingent of visitors, primarily from North America, Latin America and Australia, were both from the OEM and mineral harvesting sectors of the mining industry.

Featured in the 20 x 40 space were models of an underground mining application and a miniature stranding machine that was fully operational. Also on hand were our industry-leading experts from engineering and sales representing WireCo® WorldGroup's CASAR and Union® brands. The products highlighted during the three-day event were CASAR underground mining ropes and Union® Tuf-Max™, Tuf-Max™ CR, Tuf-Max™ XL, PowerMax™ and PowerMax MD™ ropes used in surface mining applications. 



Pictured above is the WireCo® WorldGroup exhibit from the 2008 MINExpo in Las Vegas.