



Axis

Our World Revolves Around Our Customers

Q2 2008

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Operations Begin At Joint Venture In China

June marked the first month of operations for the joint venture between Wuhan Iron and Steel Company and WireCo WorldGroup. The behemoth complex is located in Wuhan, China, and is the largest wire rope manufacturing facility in the world.

Cleaning, patenting and drawing operations were started on June 15, coinciding with the completion of the cleaning house. The first product produced on June 23, was a 1/8" 7 x 7 GAC (galvanized aircraft cable) made from wire drawn at WireCo WorldGroup's Chillicothe, Missouri facility. It is one of the smaller wire rope products manufactured, but the significance of the achievement is enormous in scope.

To be the largest wire rope manufacturer in the world requires a facility on an equally grand scale. The architectural firm of HJM Architects Inc., who has extensive industrial design experience throughout China, designed the complex which was built by Blue Scope - owner of Butler Buildings. The 23-acre building required 16,000 pilings and has an incredible 37,000 cubic meters of concrete in the slab. The finished 900 foot-wide building has a 50 foot center ridge and a standing seam roof.



Pictured above: Wuhan Iron and Steel Company officials and WireCo WorldGroup Officers are joined by several manufacturing employees during the opening week of operations at the Joint Venture in Wuhan, China.

The current machinery and operations do not involve using the entire interior space. At one million square feet, the progressive partnership has planned for future expansion that can be easily facilitated within the new structure.

A Note From Ira

The success of this project results from great effort and teamwork involving people from WireCo WorldGroup, Wisco and the joint venture - WiscoWireCo. We appreciate what a very rare opportunity we have to work on a project of this scope. This factory completely alters the Asian market for wire rope. No wire rope company has brought to China the product quality and availability that Wisco WireCo does. This facility combines the most modern equipment in the world with skilled labor and a ready source of our partner's steel rod, to produce the most powerful wire rope supply source in the world. Our venture marks an industry first for the Chinese market. We take pride in completing this project and in our association with a first-class partner in Wisco. Our next goal targets expansion to a 100,000 ton capacity plant as part of the second phase of growth. We are certainly on our way to completing this very ambitious objective.

Ira Glazer
President and CEO

Cirque de Soleil Flies With XLT⁴

Who would have ever thought that the same wire rope produced for saving lives would be the same product that helps mere mortals fly through the air in defiance of gravity? Sales Director Richard Humiston dared to!

After working closely with Breeze Eastern to produce the 1/4" XLT⁴ for the winches configured for their rescue helicopters, Humiston contacted officials at Cirque De Soleil and scheduled a meeting in Montreal. During this presentation, he illustrated to the world renown performing company that the small

diameter rope could offer a broad array of applications meeting numerous rigging needs throughout the entire show. After extensive testing of the XLT⁴ product in numerous acts within the performance, the Cirque De Soleil officials sealed the deal to include XLT⁴ in their rigging requirements.



Cirque De Soleil's trademark acrobatics are now being performed using WireCo WorldGroup's Union brand XLT⁴.

Beginning with their newest venue in Tokyo, XLT⁴ will be used in places where there are performers executing their infamous acrobatics while effortlessly flying through the air, thanks to XLT⁴!

Rod Availability Tracking To Improve

It is no secret how tight global rod supplies have been during the first half of this year. The contracts we have procured for our rod requirements have been the result of a phenomenal effort by our Vice President of Logistics Alejandro Ruiz and his team. This hard-working group is continually negotiating with the industry's best sources to ensure an uninterrupted stock of the finest quality rod available.

Despite the critical state of rod supply around the world, Ruiz and his department have firmly established adequate sourcing levels to meet our escalating rod requirements. Though we have had issues in the last quarter with supply of certain rod types, we have continued to work to meet your demands. Although we have enough rod flowing to our plants today, all indications are that prices will not recede and may continue to increase. Our first obligation to our customers remains product availability.

We know how difficult it is to plan the needs of your operations in a time of fluctuating inventories and costs. We truly appreciate your understanding during this industry-wide adjustment of price increases and supply challenges. Know that WireCo WorldGroup goes the extra mile to ensure you have an uninterrupted flow of quality products to keep your business running seamlessly. ▶

Rosenberg Facility Receives ISO Recommendation

After months of preparation between our Quality and Systems Administrator Jim McClaran and the employees at the manufacturing plant in Rosenberg, Texas, a Conditional Recommendation has been submitted on behalf of auditing organization, SRI Quality Systems Registrar.

The recommendation for this ISO Certification rounds out the entire WireCo WorldGroup manufacturing locations as being ISO Certified.



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CASAR and Union Fill International Mining Niche

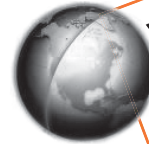


Union® brand mining rope is not only the leading surface mining rope in North America, but is also emerging as an industry leading product on every continent on the globe. Mining companies in Australia and South Africa have joined the ranks of Canada, China, Brazil, Chile, Indonesia, Peru and the United States in using the superior-performing product for their surface mining applications.

Mining Sales Director Blake Chandler adds that not only does WireCo® WorldGroup meet the needs of the surface mining industry with the Union brand products, but also with CASAR® rope products engineered specifically for the underground mining environment. CASAR® has evolved as the gold standard in world-wide underground mining operations and has become the rope of choice for this application.

Purchasing a Union® or CASAR® brand product also gives you an advantage – both in product performance and support! Recently, Chandler along with Manager of International Engineering and Technical Services Ed Gower and CASAR Engineer Gerhard Rebel traveled to southern Africa to finalize preparations for product to be ordered for copper and coal mines, while Product Engineer Keith Bockelman, who has 22 years of on-site mining expertise, traveled to Brazil to be on location for an equipment inspection and installation of shovel ropes. This hands-on technical support equals more value for your mining and OEM dollars!

WireCo® WorldGroup's outstanding brands offer the most broad and diverse selection of wire rope products and technical support while delivering superior performance in the most rigorous of conditions. For more information, call your District Sales Manager.



Visit WireCo WorldGroup at
MinExpo International
September 22-24
Las Vegas Convention Center
Booth #1951

Camesa Products Keep South American Industries At Optimal Production



Pictured above front row: Carlos Leon and Javier Solimano. Second row: Amalia Mendoza and Alberto Zegarra. Third row: Lilian Arevalo, Jose Garcia, Gustavo Herran, Jose de las Casas and Sergio Reul.

During a time when South American energy companies are experiencing the same high demand for resources as other continents around the globe, the Camesa sales force for the South American region, led by Senior Vice President of Sales Miguel Gomez, has been busy following up on a surge of inquiries and quotes. Gomez anticipates that the demand for Camesa products, rapidly becoming an inventory staple in South America, will continue due to its quality, price and performance in the region.

The men charged with this sales effort are Sales Manager Jim Stephens, who handles EMC and oilfield product requirements for all of South America; Sales Manager José De Las Casas addresses general purpose and mining needs for the Peru, Brazil, Argentina and Venezuela territories and Mike Brechbill, also handling mining products, covers the Chile and Columbia territories. Sergio Reul, who manages the Lima, Peru Distribution Center, oversees the sales for general purpose, wire and oilfield requirements in the Peruvian and Ecuador corridors. All three men have extensive experience in the wire rope, wire and EMC industries and are the perfect resource to recommend the best Camesa products for your specific applications.



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

Botas and Swords Join Camesa Sales Team

Senior Vice President of Sales Miguel Gomez announces a new leadership role within the Camesa sales team with the addition of Sales Director Juan Botas. Botas earned his degree in industrial engineering from the Universidad Iberoamericana and his MBA from Tecnologico de Monterrey. Juan has a very diverse background in sales, marketing, IT and financial planning with companies such as Union Carbide and Monsanto. He will oversee the sales efforts in Mexico.

Vice President of EMC Sales Tom Utz has added Stephen Swords to the Camesa organization as the new Business Development Manager. Swords' education includes a degree in agricultural engineering from the University of Illinois and has an extensive sales background after working with global tractor manufacturer, New Holland. Stephen will be working in tandem with our Camesa EMC sales team developing new business for this specialized line of products. 



Pictured right are Juan Botas (top) and Stephen Swords (bottom).