



Axis

Our World Revolves Around Our Customers

Q1 2008

Inside This Issue

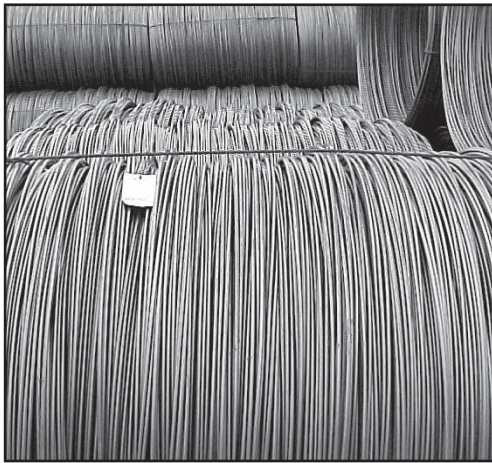
- World's Largest Mobile Crane
- 2008 ConExpo
- Union Brand TUF-MAX® XL
- Camesa Customer Service
- Structures Awarded By MSC
- The NEW Wire Rope Handbook

Increased Rod Costs Have Not Deterred Demand

As shared with you in our previous surcharge announcements and the Q4 2007 issue of Axis, the industry forecasts of tightening supplies and escalating rod costs have become reality. With the Asian rod market prices more than doubling in the past year, there has been a chain reaction in the North American rod markets of capacity to supply and steep price changes. On top of the supply concerns, prices for scrap steel and iron ore have skyrocketed. Iron ore prices jumped 65% worldwide in January resulting in double-digit price increases for many steel products. The impact of these events has created a volatile supply-and-demand situation for the worldwide steel markets and high-carbon rod markets in particular.

At the end of 2007, WireCo WorldGroup was able to lock-in a quarterly price for our products that shipped during the first quarter of 2008. Unfortunately, with the current uncertainty inflicted by high

demand and short supply, rod vendors are adjusting their prices at will. Simply put, rod contracts with set prices are nonexistent! This volatile market warrants our surcharge adjustment to be in sync with our suppliers escalating prices. So, we have been forced to adjust our surcharge table more frequently than in the past. The surcharge applied to your invoice will be the amount effective during the month the product is shipped.



Spools of rod arrive at a WireCo WorldGroup wire drawing facility.

As uncertain as all this industry news reads, WireCo WorldGroup has the personnel and expertise to maintain our supply lines of the finest quality rod available. Our Vice President of Logistics, Alejandro Ruiz, continually researches new opportunities and meets with suppliers to provide the needed rod supply for your order requirements. Though the market may be going through a period of chaotic trends, we are working hard every day to ensure your business runs as smoothly and seamlessly as possible.

A Note From Ira

I can't stress enough the information included in the lead article this month about rod costs. As we enter the second quarter of 2008, the rod market continues to get more challenging. At this point, we hear additional input of new huge leaps in steel scrap prices and high carbon rod has moved into a shortage situation. We continue to battle these difficult issues and please know that we will continue to do everything possible to minimize any disruptions in supply of our products.

On a brighter note, I would like to thank you for your support through the first quarter of 2008. It has been a record setting quarter for our corporation and we know that it all starts with having good, loyal customers. We appreciate all that you do!

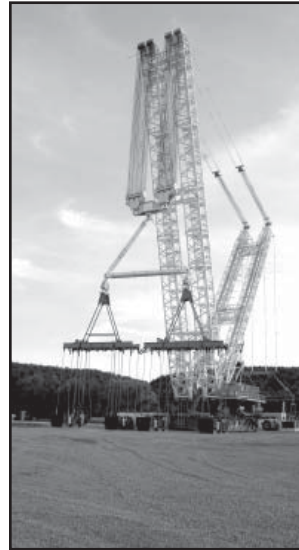
Ira Glazer
President and CEO

CASAR Ropes Used On World's Largest Mobile Crane

Terex® Demag, the premier crane manufacturer in Europe, recently completed delivery of the Terex® Demag CC8800-1 Twin, the world's largest mobile crane, to one of the leading developers in the United Arab Emirates. The designer/manufacturer of the lattice-boom crawler selected CASAR's rope products as original equipment on the first-ever unit produced.

With a lifting capacity of 3,524 tons and load tested for up to 4400 US tons, the distinguishable double-boom model has a configuration of modules that allow the crane to be broken down and easily moved around a large job site or around the world. Fully constructed it stands 770 feet tall and has a counterweight of 1900 US tons. The rope specifications require three types of CASAR ropes: CASAR Eurolift 40mm 4 x 5050'; CASAR Eurolift 40mm 2490'; CASAR Superplast 8 SO, 40mm 2 x 5050' and CASAR Superplast 40mm 1340'.

The first job intended for the behemoth piece of machinery was to build vessels for an oil refinery. The process would normally take 4-5 months, but with the new mobile machinery using the CASAR technology, will shave 75-80% off the time line completing the process in one month.



The Terex Demag CC8800-1, dwarfs all other mobile cranes on the global market.

ConExpo Debuts Branding Effort

WireCo WorldGroup participated in the 2008 ConExpo-ConAgg Show in Las Vegas, Nevada, March 11 - 15. This is the first major show WireCo WorldGroup has displayed in since the unveiling of our new company name and branding efforts. The new booth design featured our brands from Union, MacWhyte, and CASAR along with illustrations of the new 1 million square foot WIRECO/WISCO joint venture facility in Wuhan, China.

Visitors to the state-of-the-art WireCo WorldGroup booth had the opportunity to talk shop with company individuals representing our senior management, engineering, sales and marketing teams.

With so many individuals in attendance from countries such as Mexico, China and Europe, language was not a barrier as Senior Vice President Miguel Gomez and Product Engineer Peng Guo and CASAR Sales Director Jürgen Popp were on-site to speak and translate in Spanish, Chinese and German. If our current or prospective customers had questions about our family of products and services – we had the team on hand to give them the answers they needed!



The WireCo WorldGroup display represented our global presence in the wire rope industry.

Structures Recognized

WireCo WorldGroup recently learned that five structures utilizing our MacWhyte brand structural assemblies product were named as prize-winning bridges by MSC (Modern Steel Construction) Magazine. Those structures listed are the Gateway Bridge in Taylor, Michigan; the St. Johns Bridge in Portland, Oregon; the Highland Bridge (a pedestrian bridge) in Denver, Colorado; the Frederick Douglass – Susan B. Anthony Memorial Bridge in Rochester, New York; and the Beveridge Suspension Bridge in San Saba County, Texas.

Manager of Engineered Products Tim Klein, played an integral part in supplying project management to all the noted structures and had coincidentally made his presentation "Cables of the 21st Century" at the 2007 World Steel Symposium when the structures were recognized for their merits by MSC.

TUF-MAX® XL Flexes Its Muscle In The Canadian Oil Sands

When leaders in the oil sands industry set out to find a better rope design for their shovels, our engineering experts took the mining rope standard, Union brand TUF-MAX®, and emerged with TUF-MAX® XL.

Union's TUF-MAX® XL maintains superior performance under the rigors of the oil sands environment and has been successfully tested in the field. Manager of International Engineering and Technical Services Ed Gower states that because of the unique characteristics of the oil sands, the digging conditions often result in loads exceeding normal dipper capacity of the shovels by 30% or more. Despite these demanding conditions, TUF-MAX® XL maintains up to 40% more rope service life over other shovel ropes due to its unique design and superior strength.

With the Middle East controlling a major portion of the world's sweet crude supplies, the Canadian oil sands represent the single largest opportunity to fill this gap. Corporations involved in the Canadian oil sands production forecast an increase of as many as 100 additional shovels within the next decade. It is truly mining for oil. TUF-MAX® XL ropes, along with our 4" structural strand boom pendants, will keep this growing number of shovels operating efficiently and profitably for years to come.



Above is an example of the Canadian Oil Sands in the region of Alberta, Canada.

API Audit Finds Zero Non-Conformance!

WireCo WorldGroup completed a successful API audit the week of March 24 - 29. The audit, performed every three years, was conducted at the St. Joseph and Sedalia, Missouri manufacturing facilities with both locations receiving a 'Zero Non-Conformance' rating. Vice President of Quality Mark Henshaw stated that the auditor's report and recommendation has been submitted to the API committee with the results expected within the coming weeks.

The zero non-conformance comes on the heels of last quarter's recommendation and awarding of the AS-9100 Certification that was bestowed upon the Beaverton and Kirksville locations.

Cross-Training Is Key To Mexico's Customer Service Team

The production lines are not the only finely tuned operation at the Camesa Vallejo offices. The Camesa Customer Service Department, managed by Araceli Arceo, also carries dual responsibilities as a Scheduling Department. Araceli, along with her team, Monica Peña and Hector Torres, coordinate with product managers, in both Mexico and the United States, to insure that the ordered product is placed in the schedules. These schedules and projected completion times are then implemented in a customer service capacity and communicated to our customers.

Customer Service responsibilities are divided into two groups. Monica is responsible for planning wire rope while Hector is responsible for electromechanical cable (EMC). The trio keeps up-to-date on one another's schedule of items so at any time they can fill in for team members. The entire group is familiar with the project history and current status. The team also has designated times throughout the week that confirmations are sent via email to all customers updating the progress of their product orders.

Araceli stressed that while her team does perform customer service and scheduling duties, their primary focus is to keep the customer continually advised of any changes that could occur affecting the projected completion and delivery of their order. Timely and accurate communication is this team's moniker.



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

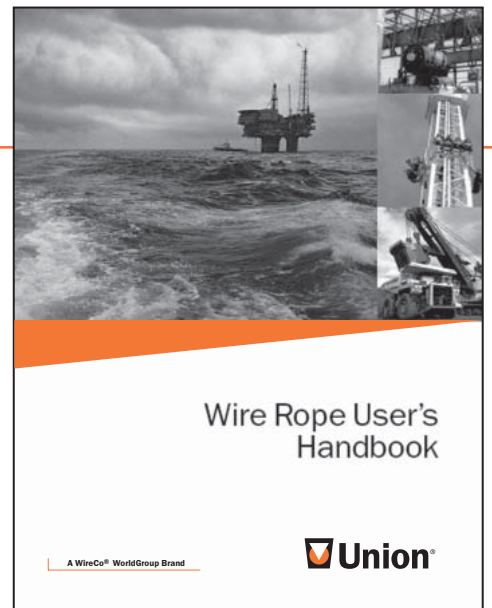
Union Wire Rope Handbook Receives New Look

Since the implementation of the new branding strategy, this popular literature piece has undergone an impressive design overhaul. Along with the new look is a new title - the Union Wire Rope User's Handbook.

The cover of the piece has taken on the look of an art gallery illustrating the different industry groups that use our wire rope products in their daily operations. Each picture is displayed in a different finish such as duotone, black and white, sepia and four-color illustrations. The

content within the covers has a clean and distinct format using a 6-color print process giving the pages a crisp and easy-to-read layout. The outside margins were also used for "call-outs" that give extra emphasis to the copy covered on that particular page.

To order your copy of the new Union Wire Rope User's Handbook, contact your local District Sales Manager or our Marketing Coordinator, Leah Gabbert, at 816.270.4923 or LeahGabbert@WireCoWorldGroup.com.



Pictured above is the cover of the newly designed Union Wire Rope Handbook.