



Axis

Our World Revolves Around Our Customers

Q3 2007

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WRCA Becomes Global Leader with Acquisition of CASAR

WRCA's plans for global operations moved forward in August with the announcement of acquiring the European premier rope manufacturer, CASAR.

WRCA President and CEO Ira Glazer stated, "During the past three years, our company has followed a growth strategy to expand WRCA's global manufacturing presence and further diversify our end markets and geographic mix. The CASAR acquisition accomplishes another leg of this strategy by firmly establishing WRCA in Europe."

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The world-renown manufacturer's lineage of technological expertise and innovation has positioned CASAR as the global leader in high-quality wire rope

products primarily geared towards the crane industry with the CASAR brand used in conjunction with overhead cranes, tower cranes, mobile cranes, offshore

cranes as well as underground shaft mining applications. It is our goal to merge CASAR's expertise along with our own outstanding engineering capabilities to cultivate the most innovative environment for product development across our corporate operations.

CASAR's exceptional leadership will continue to be paramount as second-generation rope engineer, Roland Verreet, has joined our executive staff and assumed the position of Chief Technology Officer for WRCA. Wolfgang Oswald has accepted the role of Managing Director of CASAR.

As anticipated, the transition has progressed seamlessly with CASAR continuing their normal operations. CASAR will continue to operate as a separate entity and will be marketed through the same channels utilized before the acquisition.



*Chief Technology Officer
Roland Verreet*



*Managing Director
Wolfgang Oswald*

A Note From Ira

There always seems to be something exciting to share with you each quarter in Axis. This quarter is no different.

We are continuously looking to improve upon our industry-leading services by offering the most advanced and innovative products for your specific applications. One such way to continue to expand on this goal was the acquisition of European wire rope manufacturer CASAR. CASAR, founded in 1948, has a deeply rooted tradition of implementing the highest quality materials and innovative technologies in wire rope products for the lifting and underground mining industry. The established technical leadership with CASAR and the engineering expertise of WRCA will result in product solutions for your specific applications that will have no equal.

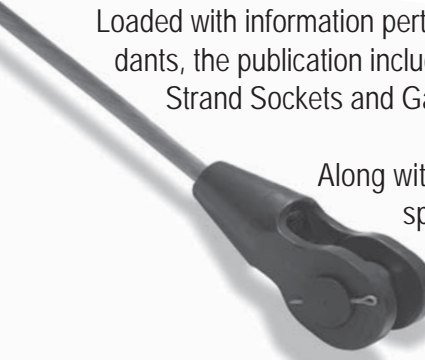
Know that when you see the WRCA family of products in your inventory or on your machines, you are assured of the best possible product and performance for your applications.

We appreciate your business and look forward to a strong finish in 2007.

Tuf-Strand™ Structural Strand Boom Pendants Brochure

The Marketing Department has added yet another new literature piece to their extensive collection. The Tuf-Strand™ Structural Strand Boom Pendants brochure is now available both in hard-copy and PDF form. This piece is the complement to the recently released Tuf-Strand™ Structural Products brochure (featured in Axis Q2) and is directed to the mining industry professionals.

Loaded with information pertaining to the components needed for boom pendants, the publication includes specifications for Open Strand Sockets, Closed Strand Sockets and Galvanized Structural Strand.



Along with the helpful tables and illustrations, there are specific ordering criteria included to aid customers in providing the precise information needed for this custom fabricated product. When requesting a copy of this brochure, please refer to Form 1095.

Beaverton Service Center Offers Variety of Services

When it comes to our service centers and the array of services they offer, WRCA has you covered around the globe. In this issue of Axis, we feature our service center in Beaverton, Oregon. Thirty-year wire rope veteran Larry Abraham employs six well-seasoned wire rope professionals. He is quick to point out the years of service among the fabrication and rope departments is its strongest asset with Grant Day and Bud Suckow topping the longevity scale at 21 and 34 years respectively. The fabrication crew, headed by Bob Young, averages 10+ years each in wire rope fabrication experience. This accumulation of expertise results in producing fabrication orders with specifications on tolerances to 1/1,000th of an inch. This continuous laser-like precision insures customers of fast and accurate assembly production time after time.

What sets the Beaverton Service Center apart is the distinction of its' support to the aerospace sector. Boeing has been procuring aircraft control cables from the Oregon location for almost two decades while Hawker Beechcraft purchases their Plastisol-protected door handles for their premier aircraft production. The Plastisol application is a unique process which utilizes an oven that literally bakes the finish to the door handle apparatus. This results in not only a durable assembly, but an aesthetically appealing aerospace part for the prestigious aircraft manufacturer. As impressive as the Beaverton fabrication capabilities are, Larry Abraham and his crew also maintain a supply of rope for our customers in the Pacific Northwest.



Pictured above are (front row, left to right) Alisa Glazier - Customer Service; Martin Jurado - Machine Operator, Bud Suckow - Rope Supervisor, Omar Garcia - Plastisol Fabricator. Second row from left to right: Jim Butler - QC Tech, Joe Zmuda - Machine Operator, Robert Young - Fab Supervisor, James Nessen - Fab Rig and Grant Day - Rope Department.

Terry Madden Joins Sales Team



Vice President of EMC Sales Jerry Lynch announced the addition of Terry Madden to the Wireline Works sales team.

Terry has been involved in the sales and service of EMC since his teen years when he started working with his father at the family business, Madden Services, in Houma, Louisiana. Terry brings an incredible level of expertise in the area of EMC sales and service.

Terry will be handling the EMC sales for the Southeast US, Texas and Eastern New Mexico.

New Wire Equipment Increases Production

As part of the corporate-wide 2007 Strategic Initiatives, the Chillicothe and Sedalia facilities were tapped to receive capital improvements to increase capacity in their wire manufacturing capabilities. A total of three, state-of-the-art, wire drawing machines and four high-speed respoolers were acquired with their scheduled installations to be performed in November and running full production by December. Chillicothe will receive two of the new wire drawing machines and three high speed respoolers. This will total 8 high speed respoolers for the location as 3 were installed earlier this year. Sedalia will receive one each of the new state-of-the-art equipment.

Vice President of US Operations Phil Crouse stated, "The purchase of new state-of-the-art equipment significantly increases speed and efficiency, but this also provides for a more repeatable process and a resulting higher degree of quality." The new wire drawing equipment will also draw smaller diameter wire direct from the rod eliminating the need for the added patenting process. These equipment upgrades have allowed us to consolidate a large portion of our wire drawing in Chillicothe so that the St. Joseph location can focus on rope and fabrication production. The equipment added in the Sedalia facility allowed us the capacity needed in Chillicothe to meet all of St. Joseph's wire needs made in the US."

With all the improvements and additions being made in the areas of wire production, the timing falls perfectly with the production needs of our rope facilities both in the US and abroad. Plans will soon be implemented for both the Chillicothe and Mexico facility to add wire production requirements for our European manufacturer, CASAR.

Homeland Security and the Hoover Dam

In the early 1900's the powerful Colorado River in southeastern Nevada broke into the Imperial Valley, causing extensive damage and creating the Salton Sea. A few years later it rose again, sending unprecedented flood waters into Yuma Valley. After several acts of Congress and almost 20 years, the Hoover Dam was built to protect the population of the growing southwestern USA and to harness the energy of the Colorado.

Route 93 has for many years enabled motor vehicle traffic to move over the Hoover Dam but in the '80's and '90's the roadway on top of the dam had become a congestion nightmare. Then, after the terrorist attacks of 9/11, large trucks were banned from crossing the dam for fear of explosion attacks, and security checks on other vehicles slowed the traffic even more dramatically.

The Hoover Dam Bypass Bridge was then designed so all traffic could go around the dam. Now being built by the US Bureau of Natural Resources, the bridge will also become the primary route for travel between Phoenix and Las Vegas. To build such an enormous bridge, a highline system of cables between the two ends of the bridge was developed. These "cableways" allow the transport of materials used in construction of the bridge, which is slated for completion in 2010.

WRCA has successfully teamed up with our distributor, F&M Mafco, "The Powerful Solutions People", who received a contract to supply materials and systems for the Hoover Dam Bypass Bridge construction. In less than four months, WRCA manufactured and delivered more than 13 miles of strand, wire rope, and assemblies, up to 3" in diameter, for track cables, backstays, luffing and haul lines. WRCA is proud to be part of such an important Homeland Security project, and we congratulate and say thanks to all of the people who are contributing to its completion.



Pictured above is a satellite shot of Hoover Dam. (Google Earth)



Pictured left is the structure in which our product is being utilized to construct the bridge. (Photo provided by F&M Mafco)



609 North Second | St. Joseph, MO 64502

WRCA Provides Logging Industry A Choice

WRCA's team of engineers have developed a series of swaged wire rope products specifically designed for the logging industry. The mainstays, PowerSwage™, PowerFlex™, and the standard swaged logging ropes, all

are manufactured with special wire chemistries to maximize rope service life in very demanding logging applications.

During production, the rope is rotary swaged creating greater surface area and minimizing voids. In addition to reducing rope surface wear, this com-

act design helps reduce wear to sheaves and minimizes crushing of the rope on the drum.

For skidder applications, PowerSwage™ rope provides exceptional performance. The heavier compaction and higher density maximizes surface area to withstand abrasion while achieving greater resistance to crushing and distortion often encountered in skidder applications. PowerSwage™ ropes also have approximately 30% higher strength compared to standard swaged ropes allowing you significantly greater line pull.

For the logging yarder and tower ap-

plications, WRCA offers both Swaged Logging Ropes and PowerFlex™ to cover a spectrum of needs for strength and size. Our 6 x 26 Swaged Logging Rope offers superior strength when compared to standard ropes of the same diameter. If you require maximum strength, length and longevity, PowerFlex™ is the industry staple. Users enjoy a longer rope service life and add approximately 20% higher strength ratio compared to standard swaged ropes. Also, the compact and smooth design allows you to spool greater lengths of rope to your drums.

For more information about our wire rope products for your logging needs, contact your District Sales Manager.