



Axis

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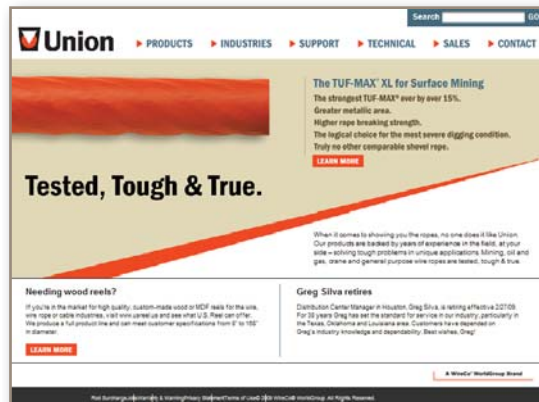
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Union Brand Website Is Unveiled

The unveiling of the Unionrope.com website has given WireCo WorldGroup customers instant access to our industry-leading literature, technical information, and customer support for the mining, oil and gas and general purpose wire rope needs.

Unionrope.com is the first of our brand sites, since the corporate website launch in September 2008, and marks the achievement to create a best-in-class web media for the wire rope industry.

Our brand websites are designed to be interactive and include applications models, technical reference section, price sheets and rod surcharge charts. The technical reference section enables you to type in your phrase or topic and the search engine will take you to our very own reference library.



WireCo WorldGroup is renowned for our industry literature and technical expertise. Unionrope.com zeroes in on this attribute with our 'Technical' section. Our information-rich publications – The Wire Rope Handbook, Product Bulletins and Tech Reports, are broken down into topic-specific electronic form (PDF) giving you 24-7 access to resources for your specific application needs. And unlike most websites that make you hunt for their contact information, our phone numbers are easily found throughout the website to enable you to speak directly to our world-class customer service representatives about quality Union® brand products. The site is managed in a dynamic environment to facilitate up-to-date information at the click of the mouse.

MacWhyte.com, featuring the MacWhyte® brand products, will join the brand website selections on May 1, to be followed by Camesa.

Rosenberg Expansion Nears Completion

The Rosenberg facility continues to expand with newly installed equipment and improved storage areas for both general purpose wire rope and EMC product. Plant Manager Eduardo Gonzalez states when the new additions operate at full capacity, the south Texas facility will require five additional employees and is projected to add 18% more general purpose rope capacity.

Three tubular stranders, two 43-wire and one 41-wire, are now installed and operational while installation of a 43-inch tubular closer has just concluded with testing to take place to fine-tune its operation.

The current open-air storage areas have been vastly improved by pouring 13,630 square feet of concrete with 9,700 square feet of that area intended for EM cable storage. Construction is underway to erect a 7,500 square foot covered building intended for wire storage which will be completed by mid June.

A Note From Ira

It is hard to believe we have raced through one third of 2009. I am certain many of you wish this year would race to its end and hopefully put behind us the current economic nightmare. This has been a difficult year for all of us. Yet, while business is more difficult to come by, many opportunities continue to exist. The opportunities are fewer and we find ourselves working harder for each success. We continue to take into account the long term view of our company, while we deal with the short term challenges of the current economic decline.


To meet these challenges, we have taken a great deal of action throughout our worldwide network. Our workforce has been reduced around the globe by about 5%. The cutbacks have enabled us to make a permanent reduction in our overhead and to react to longer term alterations in the business structure. We have utilized "short hour" schedules in our factories. This strategy focuses on our belief that this is better for our employees than selected layoffs. It spreads the hurt in small amounts across the entire workforce and keeps our experienced, talented staff employed.

A "short hour" strategy is also best for you, our customer base. By employing this strategy we can flex our production levels quickly to respond to changes in demand. We are maintaining our highly skilled, highly trained workforce so when the markets turn we can meet the new requirements and maintain our quality and service levels as we move to the upside. We believe this to be a sound policy for the benefit of all of the constituencies that deal with WireCo WorldGroup.

On a different front, many important events are taking place this year which will enable us to meet your future requirements. First, we continue with the implementation of our new JD Edwards ERP system. We have had the typical, painful startup issues that all companies have when they convert systems. This system implementation is an enormous, expensive, disruptive project which we are certain will pay back with huge benefits in the near term. We continue to devote considerable resources to this project. We also continue to invest in our factories and many pieces of important equipment will be installed this year. Our new equipment will ensure that we will have more than adequate capacity when the multitude of markets we service begin their strong rebound.

Last, but not least, we continue the building process in China. The world's largest wire rope facility continues to grow in Wuhan, China. Machine installations and training continues as the plant comes fully on stream. High quality wire rope products are now being produced in our Chinese plant. Throughout this year, production levels and product mix will continue to expand on a daily basis. This plant is an exciting part of our future.


The only good thing about recessions is that they always end! Let's hope soon! Thank you for your business, as always, it is greatly appreciated.



Ira Glazer
President and CEO

Installations And Training Continue at Joint Venture

Under the new leadership of Senior Vice President of Mexican Operations Joaquin Barrios, the Joint Venture in Wuhan, China, continues to move forward with general purpose rope production and more equipment installations. All areas of production such as the cleaning house, wire drawing, stranders, bunchers and closers, have undergone extensive testing and are now fully operational. Barrios has scheduled additional equipment installations including the 300mm wire drawing machine, two 36-wire 1250mm bunching machines, two 7-wire x 630mm tubular closers and various sizes of tubular stranders during the second quarter of 2009.

Thirty-four year wire rope veteran Ralph Harness of St. Joseph, accepted the role as Production Training Manager and is concentrating his efforts at the Joint Venture. Teams assembled from the German, Mexican and US manufacturing facilities are working under the direction of Harness taking four-week shifts to mentor Joint Venture employees. Together they are grooming world-class wire rope production skills with approximately 190 new workers. This international contingent combines years of industry expertise and will ensure the finest procedures and standards are implemented throughout all WireCo WorldGroup facilities. 

Thames River Bridge Undergoes Refurbishing

Recently, Amtrak's Thames River Bridge was completely refurbished utilizing WireCo WorldGroup's MacWhyte brand structural strand. The two-track structure, spanning the Thames River between New London and Groton, Connecticut, was originally constructed in 1919, replacing the original span constructed in 1889. This major renovation of the bridge transformed the railway structure from a draw bridge to a vertical-lift mechanism.

To accomplish this feat we provided a total of 72 assemblies for the renovation project. Eight of the assemblies were

1 7/8" 6 x 25 IPS FC and 64 assemblies using 2 1/4" 6 x 25 IPS FC. All assemblies were pre-stretched, striped and measured under load with the lengths stamped onto each socket. Length tolerance requirements were (+) or (-) 1/4 inch.



Pictured above is the newly refurbished Thames River Bridge located between New London and Groton, Connecticut .

The Thames River Bridge carries as many as 36 passenger and two freight trains daily and opens for marine traffic more than four times a day. Sales Director Richard Humiston and Fabricated Products Engineer Manager Tim Klein served as the sales and technical contacts for the project. ▶

St. Joseph Plant Ratifies Union Contract

The St. Joseph Chapter of the United Steelworkers Union of America voted to ratify a new union contract on February 15. The manufacturing employees agreed to a contract ensuring continuous operations into 2013.

The St. Joseph facility has the most experienced workforce in the wire rope industry with 156 employees with twenty-plus years of experience. It is a key location for producing mining and specialty crane rope. By finalizing this agreement with the United Steelworkers Union, workers have solidified their position to ensure no labor disputes that would result in an interruption of production.

Midwest Distribution Center Opened in Sedalia, Missouri

Manager of Distribution and Transportation Matt Wilcox announces the opening of WireCo WorldGroup's Midwest Distribution Center. The new 49,280 square-foot facility, located in Sedalia, Missouri, is managed by 34-year wire rope veteran Art Markin, formerly of the Chicago Distribution Center.

This new component to WireCo WorldGroup's distribution strategy allows for an improved geographic position to customers in the heart of the Midwest. The center's location is only one mile from the Sedalia manufacturing facility allowing instant inventory availability for your wire rope requirements.

Markin and his staff are also joined by customer service professional Terri McDermott. Terri brings over 20 years of customer service experience to WireCo WorldGroup and maintains the office hours of 8:00am to 5:00pm, Monday through Friday. You can contact Terri at 660.827.2402. ▶




*Terri McDermott
Customer Service
Representative*

Camesa Adds Jimenez And Sandoval To Sales Team

Senior Vice President of Sales Miguel Gomez announces the addition of two sales professionals to our Camesa team. Pericles Jimenez assumes the responsibilities of Director of Sales for the South American territory and Hector Sandoval joins the Mexico sales team as an additional district sales manager.

Pericles Jimenez is a seasoned sales manager with a combined 15 years of experience in oil and gas, mining, and instrumentation businesses. Pericles is leading the South American sales team in oil and gas, general purpose, construction, and fishing markets for the Camesa brand. He will also represent CASAR products for South American coastal port activity.

Hector Sandoval originated his career as an industrial engineer but has morphed through logistics and then to sales the past 13 years. He is concentrating his sales endeavors in oil and gas, general purpose and guy strand sales in Mexico. 



Pictured above is Director of Sales for South America - Pericles Jimenez.



To the left is District Sales Manager Hector Sandoval