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Awrf: On The Move

We’re half way through 2015 and the US economy is still a mixed bag. Some areas are seeing continued growth while others are struggling with low gas prices. As it turns out, low prices at the pump aren’t good for everyone. This topic was covered at the spring meeting in Indian Wells, CA. by Christopher Guith, Senior Vice President for policy at the U.S. Chamber of Commerce’s Institute for 21st Century Energy. He spoke to us about “Opportunities and Obstacles” concerning the energy sector. A video and power point of his presentation is available on the Awrf website: http://awrf.org/2015/05/29/energy-prospects-in-the-u-s-opportunities-and-obstacles/

The QHSE team (Mike Cuccinello, Nicole Parkerson, Brett Woodland and Michelle Billows) has been working hard to provide members with information on Quality, Health, Safety and Environmental best practices.

• Please see the quality survey if you haven’t already. If you have, please continue to use it as a guide to improve your company’s quality program.

• Start up or maintain your company’s safety program with safety DVDs from the AWRF Lending Library. (https://www.awrf.org/secure/DVD%20Lending%20Library%20Form-electronic.pdf ).

• Improve your company’s health and wellness with AWRF & Florida Hospital’s Health Performance Strategies. http://awrf.org/members-only/healthy-100/.

• Learn about how your company can save money and be more environmentally friendly by reading Michelle Billows’ article, “Wastewise”, in this issue of Slingmakers.

Our next general meeting will be in Brooklyn, NY, October 18th – 21st, 2015. We are going to provide a slightly different format at this meeting. The first day of lectures will be the same as usual; great speakers presenting broad topics important to our industry. The second day will feature speakers presenting focused topics in a breakout session style. The third day, for this meeting only, the golf outing will be replaced with a 2nd tour, in addition to the usual one, provided. We hope to have 2 options for you to pick from; very likely one being a Brooklyn Bridge Walk and another one of Ellis Island and the Statue of Liberty. Stay tuned, the tour information will be available soon.

I hope that all of you, whether enjoying low gas prices or dreading them, can find something in your life to be thankful for; family, friends, health, business or all of the above. We are all so truly blessed.

Thank you for choosing to be a member of AWRF!
Just when you think there is nothing you don’t already know about the Brooklyn Bridge there is a bit more to discover about this oldest of New York City’s suspension bridges. For starters, the bridge is actually a hybrid suspension-cable stay bridge. Looking at photos of the bridge you can spot the traditional suspenders supporting the bridge deck as well as cables radiating out from the bridge’s towers in the style of today’s more recent cable stay structures.

New York’s oldest bridge, the New York Aqueduct Bridge is actually a stone’s throw from today’s George Washington Bridge. The Aqueduct Bridge crosses the Harlem River and when it was constructed in the 1840s much of Manhattan had the feeling of a country village as opposed to today’s unrecognizable bustling metropolis.

The Brooklyn Bridge, also known as the Great East River Bridge, was a different animal than today’s suspension and cable stayed bridges. New York City bridge expert and photographer, Dave Frieder rates the Brooklyn Bridge as approximately his fifth favorite bridge among the scores of other bridges throughout the city. As a child whose grandmother lived in Brooklyn, he remembered the bridge as looking ancient and even went so far as to ask his grandmother when the structure would fall down into the river.

Maybe it’s all that Maine granite forming huge thick gothic arches reminiscent of structures from medieval times that makes it hard to imagine the bridge ever looking new or modern. But the Roeblings, John and his son Washington were dealing with state-of-the-art technology when construction started in 1869. John Roebling had pioneered and succeeded in the construction and use of wire rope cable in preceding decades for uses as diverse as the Portage Railway in Pennsylvania and the construction of an earlier bridging of the Ohio River at Cincinnati and Covington, Kentucky.

When the bridge was completed, many long years later in 1883, its 5,989 foot length included a pedestrian walkway spanning the bridge’s deck, 1.1 miles in length. The granitic towers of the bridge, rising 276 feet above the East River give the structure a timeless look, as if they’ve always existed there from before the time when the spire of Manhattan’s Trinity Church was the only feature in the landscape which was taller.

Below the water line the towers were crafted from New York limestone. From an architectural standpoint the bridge is a Neo-Gothic style with an open truss design. Her cables are made of steel wire in the form of four gigantic cables, with over 5,000 steel wires within these massive cables. Though monumental at the time, today they are actually the smallest main cables on any New York bridge according to Dave Frieder, who knows all New York bridges intimately.
“I was actually interviewed on the top of one of the Brooklyn Bridge’s towers by a local CBS newsmen,” says Frieder. “The Brooklyn Bridge’s stone Towers are actually not too difficult to climb”.

The first names for the bridge included the Great East River Bridge and the New York Brooklyn Bridge. In 1915 the structure officially took on its current name, this because the city of Brooklyn had put up most of the money for the bridge’s construction. Bridge name changes are perhaps more common than we suspect for a variety of reasons.

“The Queensborough Bridge (inaccurately labeled the ‘Queensboro’ Bridge on area signs simply to save money through sign lettering) was originally to be called the ‘Blackwell Island Bridge’. The Island is located just below the bridge’s span. But naming the bridge for the location of one of New York’s most infamous insane asylums also proved a rather unpopular idea at the time construction ended.”

A lot of bridges have actually gone through some name changes. The East River Bridge was the name the Roeblings assumed the bridge would have. The word Brooklyn itself is a actually the Americanized name for the old Dutch word, Breuckelen. That is the name the area of Long Island had in 1646, called that for the town in the Netherlands with the same. Possibly if they had named the area “New Breuckelen” as the English had done with “New” York, the area and the bridge today would be the “New Breuckelen Bridge.”

**In its day the Brooklyn Bridge was the world’s longest suspension bridge in the world.** A number of dramatic collapses in the first half of the 19th century forestalled suspension bridges from instant acceptance. Undaunted, Roebling figured out how to modify them, largely by adding a web truss to either side of the roadway platform.

He constructed four suspension bridges in the 1850s and 1860s, including ones over both the Ohio River and another near Niagara Falls. All would later prove diminutive compared to the Brooklyn Bridge, which, with a main span of more just over 1,505 feet, was by far the lengthiest suspension bridge in existence at that time. It remained that way until 1903, when the nearby Williamsburg Bridge overtook it by a mere four and a half feet. A bridge is generally measured by its center span length. The Brooklyn is 1505 feet 6 inches, according to Frieder.

Completion of the bridge piers took three years. Work began on the Brooklyn side pier where the caisson sank slowly toward bedrock because workers often had to cut or blast through huge boulders. Conditions were wretched and employee turnover was high. The final depth was about 45 ft. and the upper limit air pressure reached 21 psi. A few workers suffered leg paralysis.

Work on the Manhattan side pier began in September of 1871. This caisson met mostly sand, which could be sent up through a pipe propelled by the air pressure. The caisson sank relatively quickly but went to greater depths. At about 75 ft. the required air pressure neared 35 psi. Three workers died from caisson disease shortly after leaving the air locks. W. Roebling, himself a victim of the disease, stopped the work before reaching the hard packed sand that ended up being the foundation.

Helped greatly by his wife, Emily, he continued working as chief engineer, but was rarely on site.

Main Cable Preparations started as the towers reached full height. By mid-1876 the towers were up, and it was time to add the four main steel cables. To begin, a boat towed a single wire across the space. An 1881 drawing shows how, with the main suspension cables in place, crews worked from both sides of the river to advance the deck over the water. As steel cross beams were added, planks were placed for the workers to stand on.

Crews raised the wire over the two towers, and then used it to pull a heftier ¾-in. steel working rope over the piers between the two anchorages. The process was continued to create a second working rope. Crews spliced the two working ropes together to form a ceaseless loop or traveler. The first traveler served to haul steel rope across to create a second traveler.

The length of one traveler loop was 6,800 ft. or more than a mile. The steel ropes for the two traveler loops stood some 27 feet apart at locations that approximated the position of the four main bridge cables. Their initial function was to haul more wire ropes to build a temporary footbridge and a series of platforms across the East River for work crews. Later the travelers began their main purpose, to carry the steel wires for the main cables from anchorage to anchorage, two at a time. Because each main cable consisted of 5,434 parallel steel wires ordered in 19 strands, the travelers cycled back and forth many times to create a main cable.

As one side of a traveler returned to Brooklyn, the other would be carrying a pair of wires to Manhattan. The elder Roebling’s spec for the main cable wire called for No. 8 Birmingham gauge galvanized steel wire (0.165in. diameter) that could withstand 3,400 lb. of tension before breaking. The wire had to lie straight uncoiled from a reel. The project would need 6.8 million pounds of the steel wire. Several firms in the U.S. and Europe, including the Roebling factory in Trenton, bid on the wire contract and put forward samples for testing.

Some contention developed over the quality of the newer, less expensive Bessemer steel versus the more traditional crucible steel. The contract went to J. Lloyd Haigh of South Brooklyn, N.Y., which submitted crucible steel. Later, Washington Roebling discovered that the Haigh firm was sometimes delivering rejected wire rather than the good wire passed by inspectors.

A good percent of the steel wire deliveries were made by the Bessemer process as well. To correct for the rejected steel wire already in the cables, Roebling needed 150 more good steel wires per cable than
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earlier planned. In addition, the elder Roebling had measured a safety factor of six for the main cables. His son figured the safety factor may have been reduced, but was far more than sufficient. Lastly, he learned that the original sample of wire submitted by Haigh was made by another firm.

As chief engineer, Roebling struggled in supervising the building of the superstructure because caisson disease had reduced him to an invalid. He and his wife, Emily, supervised the project with a telescope from their residence in a nearby building. With help from her husband, Emily Roebling learned math and engineering and served as a communication liaison with the engineers on site.

Work started on placing the main cable wires between the two anchorages in February 1877. Crews on the anchorages and platforms positioned or "regulated" the wires as they were hauled over by the travelers, lashing 286 wires into strands.

One strand was at the center, encircled by six strands, and enclosed again by 12 strands. The crews built the cables from the bottom up to form this arrangement. Sixteen machines wrapped the finished cables with iron wire to finish the job. Clamps moved ahead of the machines to bind the wires tightly to form a cylinder. Lastly the wires were oiled and painted. Crews completed the work on the main cables by October 1878.

The deck consists of a steel truss suspended from the four main cables by 1,520 galvanized steel wire ropes and 400 diagonal stays. In designing the bridge, the elder Roebling believed that a heavy, stiff deck was the key to stabilizing suspension bridges under conditions of high winds. The Brooklyn Bridge deck arches slightly upward, enhancing its aesthetic qualities.

Once the suspending cables were in place, crews added steel cross beams, working out from the anchorages. They stood on planks placed over the beams as the deck progressed out over the water. After the suspending ropes and deck beams were in place, crews put in the diagonal stays.

Delays in steel deliveries aggravated work on the deck and approaches as well as nearly causing the removal of Roebling as chief engineer.

Finishing touches included terminal buildings at each end and electric arc lamps along its length. The 85-ft wide deck accommodated a pair of rail tracks for passenger trains down the center flanked by lanes for coaches and a pedestrian promenade.

When completed, as Frieder points out, the Brooklyn Caisson rested on Bedrock (Manhattan Schist at 44 feet 6 inches). "The Manhattan Caisson stopped at 78 feet 6 inches. It had 30 feet to go before it would have reached Schist but due to the bends and men dying Roebling ordered a halt. The surface it was resting on now and then is very hard compact sand."

Opening ceremonies for the bridge finally took place on May 24, 1883 with President Chester Arthur and Governor Grover Cleveland attending. Washington Roebling was unable to attend the ceremonies, but his wife Emily held a reception at their nearby residence. Previously she had the honor of taking the first ride across the bridge. The trains started running in September, moved by an endless cable. A year after the bridge opened, 37,000 people a day were using it to cross the East River.

"The first person to jump off the Brooklyn Bridge was Robert E. Oldlum," adds Frieder. "He was an experienced swimming instructor but he did not survive from the 135 foot fall."

Washington Roebling while partly crippled and in pain, lived on until 1926, outliving his wife Emily by 23 years before dying at the age of 89. He ran his father's company, John A. Roebling's Sons, during his last years after the death of his son Karl.

During that time he changed the mills over from steam to electric power, set up a department for electrolytic galvanizing of wire, and oversaw the cables for New York's Bear Mountain Bridge over the Hudson River. Himself, a key part of the Roebling family legacy, sometimes complained of being confused with his father. "Many people think I died in 1869."

In 1983 the Brooklyn Bridge was 100 years old and was going through a major rehabilitation, including unwrapping, inspecting, oiling and rewrapping of the main cables. New cable bands were installed and the new bands clamped around the individual wires, unlike the old bands which clamped around the completed and wrapped cable.
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The generosity of AWRF members has made its mark with the continuous maintenance of its scholarship program

Currently, AWRF administers seven $3,000 annual college scholarships which are awarded to deserving students upon graduation from high school. Many college bound children of Association companies have benefitted over the past twenty-two years since the program was conceived. In 1993, I had the pleasure of working with President James J. Mazzella to develop the structure and guidelines for the new scholarship plan, culminating in the necessary IRS approvals and assuring preservation of the Association’s non-profit status under Section 501(c)(6) of the Internal Revenue Code (IRC).

529 Plans

If you have grandchildren, now may be the appropriate time in your career to think about helping with their future core college expenses. Undoubtedly, the best way is to form a 529 College Savings Plan in one of the 48 states plus the District of Columbia (DC) which sponsor such programs.

If your goal is to assist with “Qualified Expenses” such as tuition, fees and room and board, you can start a 529 Plan in which your contributions grow tax-free, except to the extent of unrelated business income. Moreover, 33 of these states and DC offer income tax deductions and/or other financial perks to 529 contributors. While most states require that you utilize an in-state plan, six jurisdictions permit investing in any state’s 529 Plan. Another benefit of these programs permits high contribution limits, many up to $300,000 plus per student with limitations imposed so that the donor’s account does not exceed “Qualified Higher Education Expenses” as defined by the IRC.

And, there is more: Investments in grandparents’ 529 Plans are legally disregarded as “Assets” on the Free Application for Federal Student Aid (FAFSA) which is reviewed to determine the amount of financial aid available to the applicant. Withdrawals, however, for grandchildren’s expenses are recognized as income to the beneficiary on the next annual FAFSA, diminishing financial assistance accordingly. A suggested way of circumventing this penalty is to delay withdrawals until the student’s junior year after the filing of the final FAFSA.

All 529 Plans, aka “Qualified Tuition Programs” (QTPs) must be established and maintained by a state, state agency or by an eligible educational institution, i.e., virtually any accredited public, non-profit or private college or university, so long as contributions are held in a “Qualified Trust” which meets IRC requirements. Finally, no portions of QTPs are generally included in the taxable estate of a donor upon death unless he or she dies during the extended contribution period—usually 5 years.

Crummey Trusts

Named after a Methodist minister who defeated the Internal Revenue Service in a landmark case, “Crummey Trusts” have provided a gift tax haven to countless benefactors who are altruistic without being ultra rich. These special trusts allow donors to make substantial annual gifts to trusts for their children and grandchildren through a specially drafted application of the “Annual Gift Tax Exclusion” (AGTE). The current limitation, which is $14,000 per individual donee, is indexed for inflation annually. This is the amount that one donor can give one other person without eroding the donor’s combined lifetime gift and estate tax exemptions or triggering gift tax treatment. For example, a married couple with 5 children and 8 grandchildren could

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30 Year Members
Arctic Wire Rope & Supply 1984
Bishop Lifting Products 1984
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Vanguard Steel 1984
Weisner Steel Products 1984

20 Year Members
Chaines & Élingues St. Pierre 1994
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10 Year Members
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Cableco 2004
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Coordinated Wire Rope - San Diego 2004
Coordinated Wire Rope - N. California 2004
Delta Rigging & Tools – Fort Worth/Hurst 2004
Jergens Inc. 2004
Lifting & Rigging Specialty Sales 2004
Medcraft Sales 2004
Paducah Rigging - Reserve, LA 2004
Paducah Rigging - East St Louis, IL 2004
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The AWRF association wants its members to know what it’s doing to protect the environment and reduce solid waste.

A fundamental part of AWRF’s commitment to the environment includes participation in U.S. Environmental Protection Agency’s (EPA) innovative Waste Wise program, the country’s first national voluntary solid waste reduction program. Waste Wise encourages organizations to reduce municipal solid waste through waste prevention, recycling, and buying or manufacturing recycled products. Waste Wise partners have saved thousands, even millions of dollars in purchasing costs and waste disposal fees by reducing, reusing, and recycling solid waste materials.

The Waste Wise program has a broad and varied membership that reflects the makeup of corporate America. More than 1,100 organizations have joined Waste Wise since 1994, demonstrating their leadership in finding cost-effective ways to reduce waste. Waste Wise partners include many of the country’s leading manufacturers, retailers, and service firms, spanning more than 50 different industry sectors. The program also services federal, state and local governments, tribes, and other non-corporate institutions.

Join the movement to protect the environment and save money.

In many cases, particularly in the office setting, waste prevention means thinking before using a resource, such as paper.

We tend not to think as much about the materials we use at work, especially if we know they will be recycled later. But preventing the waste in the first place has a positive impact on the environment and can save more money than recycling.

Most of us in the AWRF have gotten pretty good at tossing our recyclables in the proper bins, and we deserve a round of applause for our recycling efforts! We will always have to use some paper and other materials to get our jobs done, and recycling is the best way to manage those used materials. But did you ever think that a lot of what goes into our recycling bins didn’t have to be used in the first place? How? Here are a few examples where we could easily prevent waste before recycling!

• Limit distribution of reports, memos, etc., to only those who need them, or better yet, use e-mail.
• Make two-sided copies. It not only saves paper, but storage space as well.
• Keep files on disks, hard drives or servers instead of making paper copies.
• Print on scrap paper if you print a lot of drafts. (If your office has two printer trays, one could contain scrap paper for drafts and the other could have unused paper for final versions.)
• Use scrap paper for notes.
• Reuse old office supplies. And make sure supplies you no longer need get back to the supply room for other employees to use.
• Make sure printer toner cartridges are sent for remanufacturing instead of throwing them out.
• Use a reusable coffee mug instead of a disposable one.

Why should you bother to prevent waste? For one thing, you are preventing pollution. (Everything we consume generates some pollution, often during the manufacturing process.) You are also conserving natural resources. And you are avoiding the potential pollution involved with managing and disposing of waste.

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<td>Office Safety</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OSHA Log 300</td>
<td>13 min</td>
<td>DVD</td>
</tr>
<tr>
<td>OSHA Recordkeeping for Managers, Supervisors &amp; other Employees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Protective Equipment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portable Grinders &amp; Abrasive Wheels</td>
<td>12 min</td>
<td>DVD</td>
</tr>
<tr>
<td>Pre-Trip Inspection for Light Trucks</td>
<td>13 min</td>
<td>DVD</td>
</tr>
<tr>
<td>Reporting for Work, Your Safety Responsibilities</td>
<td>10 min</td>
<td>DVD</td>
</tr>
<tr>
<td>Respirators &amp; How to Use Them</td>
<td>12 min</td>
<td>DVD</td>
</tr>
<tr>
<td>Safe Operation of Overhead Cranes</td>
<td>12 min</td>
<td>DVD</td>
</tr>
<tr>
<td>Safety Audits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety Showers &amp; Eye Washes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slips, Trips &amp; Falls</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supervisor's Guide to Accident Investigation</td>
<td>12 min</td>
<td>DVD</td>
</tr>
<tr>
<td>Unsafe Acts; Human Behavior</td>
<td>11 min</td>
<td>DVD</td>
</tr>
<tr>
<td>Welding Safety</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter Driving</td>
<td>12 min</td>
<td>DVD</td>
</tr>
<tr>
<td>Workplace Stress</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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AWRF Web Sling Technical Subcommittee Update

Submitted by: Mark Kowalick

The Web Sling Subcommittee operates under your Main Technical Committee within the AWRF. The Technical Committee assigns projects to the subcommittee for reviews, comments, suggestions and any additional form of work. At some point when the subcommittee is finished with their assigned task the project is turned back over to the Main Technical Committee for any further actions.

The committee is currently made up of ten members, some being AWRF members and a couple of others who are not members. All the subcommittee members have an interest and expertise in the synthetic webbing industry. The subcommittee is made up of the following people.

Mark Kowalick – Chairman
Knut Buschmann – Vice Chairman
Charles Lucas
Ray Clarke
Tony Fastuca
Bob Jasany
Jeff Gilbert
Michael Gelskey, SR.
Michael Lindler
Larry Means

If anyone has an interest in participating in the subcommittee please contact me, Mark Kowalick at mkowalick@liftex.com

Recently the Web Sling Subcommittee has been given the assignment to review the Edge Material Test Program that was completed by the Testing Subcommittee which Paul Boeckman chairs. Our subcommittee is currently reviewing the test program and will be reporting back to the main committee at the next AWRF Technical Committee Meeting scheduled in August.

Stay tuned.
Mark Kowalick
Web Sling Subcommittee Chairman

Sub-Committee on Blocks and Fittings

Submitted by: Brett Woodland

One of the functions and ongoing objectives of the Technical Committee is to identify issues within our industry that are not clearly defined or fully understood by the AWRF membership. In some cases, these issues warrant that your Technical Committee examine them further and create Recommended Guidelines and Procedures, as a resource to the membership. Most recently, a Recommended Guideline and Procedure was developed for Proof Testing of Manual Hoists.

The sub-committee on Blocks and Fittings has begun preliminary work on a Recommended Guideline and Procedure (RG&P) for the proof testing of blocks. While there is some information out there on proof testing of blocks (crane blocks, snatch blocks, construction blocks, etc) it is “scattered” and not easily referenced. There are many issues to consider in proof testing of blocks, especially multi-sheave blocks. It appears that a guideline document of this nature would be useful to the industry.

At the Technical Committee meeting to be held this summer, the sub-committee on Blocks and Fittings will propose an outline of a RG&P for the proof testing of blocks used with wire rope. The intent will be to create a document that will include commonly used blocks in construction and heavy industry. We will keep you updated on the progress of this potentially useful resource document.
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As of April 2015

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Martin Halford: Managing Director
Website: www.dlm-uk.com
Email: martin@dlm-uk.com

Safety Clamps, Inc.
Scott Griffin: President
Website: www.safetyclamps.com
Email: sgriffin@safetyclamps.com

Regular Members
John Sakach Company of St. Louis
Terry Driscoll: President
Website: www.jscstl.com
Email: tdriscoll@jscstl.com

Hawser Sling
Chris Hackney: CEO
Website: www.hawserslingco.com
Email: chackney@hawserslingco.com

Sponsor Member
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Howard A. Mavity: Partner
Website: www.laborlawyers.com
Email: hmavity@laborlawyers.com

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Email: geisenhut@e-magellan.com
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The statement “gross margin minus expenses equals profit” is an accounting tautology. It is also probably the single most important concept in improving profitability. That is because gross margin and expenses are highly correlated. Firms with high margins tend to have high expenses, while low margin firms have low expenses. The reality is that at all points along the spectrum, from low margin/low expenses to high margin/high expenses, profits are inadequate.

The key to profit improvement is to break the linkage and either produce an enhanced margin without increasing expenses or lower expenses without sacrificing gross margin. This is incredibly easy to talk about, but frustratingly difficult to actually accomplish.

This report will examine the linkage between gross margin and expenses from two perspectives:

- **The Nature of the Margin/Expense Linkage**—An empirical examination of the precise link between gross margin and expenses in distribution.
- **Breaking the Link**—A discussion of the specific margin and expense improvement levels that are required to break the linkage.

The Nature of the Margin/Expense Linkage

Within every line of trade in distribution, including AWRF, there are wide variations in the gross margin percentage. The reasons are myriad, including different product assortments, variations in the firm’s service profile and strategic decisions about the role of price in the firm.

At the same time there are equally wide variations in expense percentages. These arise because of differing levels of technology usage, the complexity of operations and, as with margin, the firm’s service profile.

The critical issue in profitability improvement is that the gross margin percentage and the expense percentage are essentially joined at the hip in distribution. This relationship is presented graphically in Exhibit 1.

The exhibit highlights results from a recently-published analysis of distributor profitability by the Profit Planning Group. It is the largest such study ever conducted, encompassing 885 firms from 17 different lines of trade. The size of the study ensures that the results are applicable to distributors in any segment, including AWRF members.

Across the horizontal axis the graph reflects the gross margin percentage for firms relative to other firms in the same line of trade. For example, at the 20% point on the axis the firm would have a gross margin percentage that is 20% higher than the typical firm. For AWRF members this would mean a gross margin of 46.8% of sales versus the industry norm of 39.0% (39.0% x 1.2 = 46.8%).

At first blush, such large variations may not seem realistic. However, they appear in every sector of distribution. AWRF is no exceptions as such variations are reflected in the industry’s PROFIT report. There is always an industry norm, but there is also always a wide range of variation around that norm.

The vertical axis presents information for expense percentages. Again, the variations are from the norm in the industry. Also, once again because of strategic, operating and product mix differences, the range is large.

There are two main points to be gleaned from the exhibit. The first point is that gross margin and expense
percentages are inexorably tied together. The trend line from lower left to upper left clearly reflects that.

The second point is that the key to profitability is to either lower expense percentages while maintaining margin or raise margin percentages without impacting expenses. Ideally, firms should do both. The open issue is how much of an improvement is possible.

**Breaking the Link**

Despite the linkage between gross margin and expenses, some firms are able to break out of the margin/expense straight jacket. Three different improvement scenarios are evaluated here. They all involve producing just slightly better results than other firms in the industry, either on margin, expenses or both.

Dramatically better is not required; slightly better is good enough.

- **Good Gross Margin/Adequate Operating Expenses**—This combination includes those in the top 40% of the firms in the industry with regard to gross margin and whose operating expenses are at least slightly better than the typical firm. That is, they are in the upper 50% on expense control. It can be thought of as a 40%/50% model.

- **Adequate Gross Margin/Good Operating Expenses**—This is simply the mirror image of the previous scenario. It includes firms whose gross margin is at least slightly better than the typical firm and is in the top 40% in controlling operating expenses. This is a 50%/40% model.

- **Good Gross Margin and Operating Expenses**—This raises the performance bar significantly by requiring results in the top 40% on both factors. This can be characterized as the 40%/40% model or the 40/40 club.

It is important to note the percentages used in the three bullet points. Firms in the top 40% on gross margin do not have a gross margin that is 40% higher than the industry norm. They “simply” outperform 60% of their peers with regard to the gross margin percentage.

The payoff for being somewhat better than the industry norm is substantial, regardless of which of the three combinations a firm produces. The impact is reflected in both profit before taxes (PBT) and return on assets (ROA):

<table>
<thead>
<tr>
<th>Gross Margin</th>
<th>Oper. Exp.</th>
<th>Improvement In PBT (%)</th>
<th>ROA(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 40%</td>
<td>Top 50%</td>
<td>163.5</td>
<td>128.6</td>
</tr>
<tr>
<td>Top 50%</td>
<td>Top 40%</td>
<td>154.7</td>
<td>151.5</td>
</tr>
<tr>
<td>Top 40%</td>
<td>Top 40%</td>
<td>226.3</td>
<td>189.7</td>
</tr>
</tbody>
</table>

According to the PROFIT report the typical AWRF member has a PBT of 4.0% of sales and an ROA of 8.0%. Firms in the 40/40 club would have a PBT of 13.1% and an ROA of 23.2%. It is a striking improvement in performance.

As stated before, being in the top 40% with regard to either gross margin or expenses does not represent dramatically superior performance. It simply reflects being a little bit better than the norm. The challenge is being better on both factors at the same time.

Management needs to develop plans to produce somewhat better than typical performance. To start the process the firm must first know where it stands in the industry. This necessitates a close review of the PROFIT report on an annual basis. That report provides percentile rankings for both margin and expenses for each participating firm.

**Moving Forward**

Simply put, gross margin and expenses are the name of the game in improving profitability. However, margin and expenses cannot be viewed as an either/or proposition. They must be managed simultaneously.

**About the Author:**
Dr. Albert D. Bates is founder and president of Profit Planning Group. His recent book, *The Real Profit Drivers* is the basis for this report. It is a book every C-Level manager should read. It is available in trade-paper format from Amazon.

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Women are often the medical decision-makers in most households, but listen up men; it’s time for you to take charge of your health! No one likes going to the doctor’s for a physical or annual screening, but think of the alternatives. Annual exams are quick and become more routine, the more you start to think of it as a part of your overall health regimen, not something you’re forced to do.

It’s a scary truth:
Men are 24% less likely than women to have visited a doctor within the past year.

What better time to start taking responsibility for your health, than during Men’s Health Month. By taking your health more seriously, you will become more aware of preventable health problems and can even encourage your family and friends to take action for early detection and treatment of disease through screenings and education.

Regular check-ups and age appropriate screenings can improve your health and reduce your risk for health conditions. Now is the time to take responsibility for your health.
Use this simple men’s health guide to help keep track of your important screenings and when you should get checked. Be sure to consult with your physician for when they recommend specific tests and screenings that are most important for your well-being.

### Men’s Health Screening Guide

<table>
<thead>
<tr>
<th>Checkups &amp; Screenings</th>
<th>Ages 20-39</th>
<th>Ages 40-49</th>
<th>Ages 50+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical Exam</strong> – examines overall health status and is an opportunity for you to discuss health concerns</td>
<td>Every 3 years</td>
<td>Every 2 years</td>
<td>Every year</td>
</tr>
<tr>
<td><strong>Blood Pressure</strong> – High blood pressure has no symptoms, but can cause permanent organ damage</td>
<td>Every year</td>
<td>Every year</td>
<td>Every year</td>
</tr>
<tr>
<td><strong>Blood Tests &amp; Urinalysis</strong> – Screens for various illnesses and diseases such as cholesterol, diabetes, kidney or thyroid dysfunction</td>
<td>Every 3 years</td>
<td>Every 2 years</td>
<td>Every year</td>
</tr>
<tr>
<td><strong>EKG</strong> – Screens for heart abnormalities</td>
<td>Baseline at 30</td>
<td>Every 2 years</td>
<td>Every year</td>
</tr>
<tr>
<td><strong>Rectal Exams</strong> – Screens for hemorrhoids, lower rectal problems, colon and prostate cancer</td>
<td>Every year</td>
<td>Every year</td>
<td>Every year</td>
</tr>
<tr>
<td><strong>PSA (Prostate Specific Antigen) Blood Test</strong> – Screens for infection, enlargement or cancer in the prostate</td>
<td>Every year</td>
<td>Every year*</td>
<td>Every year</td>
</tr>
<tr>
<td><strong>Hemoccult</strong> – screens the stools for indication of polyps or colon cancer</td>
<td>Every year</td>
<td>Every year</td>
<td>Every year</td>
</tr>
<tr>
<td><strong>Colorectal Health</strong> – Screens for cancer at its earliest and treatable stages</td>
<td>Every year</td>
<td>Every year</td>
<td>Every 3-4 years</td>
</tr>
<tr>
<td><strong>Self-exams</strong> – to find lumps or abnormalities in the testicles, skin, breast</td>
<td>Monthly</td>
<td>Monthly</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

*African-American men and men with a family history of prostate cancer may wish to begin prostate screening at age 40 or earlier. Consult with your physician.

Consult your physician for the recommended ages and screening timeframes for chest x-rays, bone health exams, and testosterone screenings.

### Prostate cancer represents 14% of new cancer diagnoses in the United States and is the second leading cause of cancer death in men, according to the National Cancer Institute. However, it is also one of the most survivable cancers with early detection and proper care. You do not have to be a part of this statistic!

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![Diagram of spreader bar kits](image)

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The Singapore Workplace Safety and Health (WSH) Council is the latest high profile organisation to commit its support to the inaugural LEEA Lifting & Rigging Conference Asia, which takes place at the Holiday Inn Singapore Atrium on Outram Road, 23-24 June 2015.

The WSH Council comprises 18 leaders from the major industries (including construction, manufacturing, marine industries, petrochemicals, and logistics), the government, unions as well as professionals from the legal, insurance, and academic fields. It works closely with the Singapore Ministry of Manpower and other government agencies, the industry, unions, and professional associations to develop strategies to raise workplace safety and health standards in Singapore.

The new high-level conference will be opened by the Ministry of Manpower and combines two days of presentations and networking for lifting industry professionals working with overhead cranes, hoists and rigging equipment in onshore, offshore and marine applications. The event also boasts a tabletop exhibition that will be open to all attendees during breakfast, coffee and lunch breaks.

As the event continues to attract high profile supporters, the Singapore Institution of Safety Officers (SISO) has also signed up as a supporting organisation. SISO is a professional organisation engaged in the practice of workplace safety and health towards the protection of people, property, and the environment.

Users and providers of overhead cranes, hoists and rigging equipment in onshore, offshore and marine applications have signed up to attend from A Star Testing & Inspections PTE Ltd, PT Akura Bina Citra, Alpha Testing Services, W H Brennan, Sea and Land Technologies, National Oilwell Varco PTE Ltd and PPL Shipyard PTE Ltd, to highlight just a few from a cross-section of the demographic.

Presentations will be delivered by Mick Hoyle, crane, rigging and lifting specialist at ExxonMobile; Simon Chan, managing director subsidiary Singapore, at Stahl CraneSystems; Daniel Hall, technical director, CEA Engineering Consult Co Ltd; Raymond Wat, regional general manager at the International Powered Access Federation (IPAF); and many more.

Petersen Stainless Rigging Ltd and Sure NDT Co Ltd have joined a range of sponsors already signed up, while trade journal Cranes & Access is the latest media partner.

The inaugural LEEA Lifting & Rigging Conference Asia 2015 is organised by Bridger Howes Ltd. A full list of speakers, sponsors and exhibitors is available on the event website at www.leeaint.com/uk/LRCAsia

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Pomfret, CT, June 5, 2015—Loos & Co., Inc. has announced new roles for two of their distinguished sales staff. Michael Wallace and Robert Davis have been recently promoted as Loos and Company continues to structure themselves to better serve their customers.

**Michael Wallace, Vice President of Business Development** - In his new role as Vice President of Business Development, Mike Wallace will focus on strategically growing Loos and Company's presence in the marketplace. This new position will allow him to leverage the expertise he has gained through his many years in the wire and wire rope business.

“I am very excited about this new position,” says Mike Wallace. “It reflects the effort Loos and Company is making towards continually growing the business in the right direction. As Vice President of Business Development, I will be fostering current relationships and looking for new opportunities to expand upon.”

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**Robert Davis, Vice President of Sales and Marketing** - As Vice President of Sales and Marketing, Bobby will lead the sales team in their continual efforts to provide customers with the products, service, and support they need. Bobby's experience as the Sales and Marketing Manager for Loos and Company has prepared him well for his role and responsibilities as he moves into this new position.

“My new position as Vice President of Sales and Marketing is something I feel very passionate about,” says Bobby Davis. “The customers are our focus and it is now my job to make sure the sales and marketing teams have everything they need to better serve our current and potential customers.”
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Orlando - On May 19th, as part of the U.S. Small Business Administration’s annual Small Business Week celebrations, the Florida Small Business Development Center (SBDC) at the University of Central Florida held its 2015 Small Business Awards Luncheon. Winning the award for Small Business Exporter of the Year for the eight-state Southeast US Region, the State of Florida, and the North Florida District was Douglas J. Worswick, CEO of Certified Slings & Supply, headquartered in Casselberry, Florida.

In making the award presentation Wilfredo J. Gonzalez, District Director, recognized Worswick and his company for its “expansion into foreign markets, growth in the number of employees, increase in export sales, and creative overseas marketing strategies.” In his remarks at the luncheon, Worswick credited his company’s resolve to explore new markets following the 2009 downturn in the US economy. He also cited his company’s creation of a new internal marketing team that today includes an International Director of Operations and two International Sales Managers.

According to Worswick, his company’s entry into international markets began with establishing relationships in countries where prospects were promising. Initially, it was trial and error. However, with the advice and assistance of the SBDC and Enterprise Florida, the economic development organization for the State of Florida, Certified Slings created a comprehensive marketing plan that now includes a consistent presence in 12 Latin and Central American countries. At the awards luncheon Worswick thanked the SBDC for the Exporter of the Year award, saying it will enhance his company’s stature both in the United States and overseas.

For companies interested in expansion into international markets Worswick advises a five-year timeline for achieving both profitability and return on investment. He also advises getting advice from experts, assembling a qualified international team, and making a genuine commitment of time, money and energy.

Established in 1958, Certified Slings & Supply is a leading award winning manufacturer, distributor and retailer of lifting products, rigging, contractor and industrial supplies. The company possesses an impressive level of industry expertise within the industrial, power, marine, mining, and general contracting areas. Products include: wire rope, chain and nylon web slings, safety and fall protection equipment, lifting and hosting assemblies, cargo tie downs, excavator/drag line buckets and replacement parts. Locations: Jacksonville - Fort Myers - Miami - Ocala - Orlando - Tampa - West Palm Beach
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Bridon American Corporation Welcomes Emil Kobylarz as Vice President, Sales

Bridon American is pleased to announce the addition of Emil Kobylarz as Vice President of Sales. In his role, Emil will be responsible for driving profitable growth across the company, customer engagement, management of the sales force and customer service, collaboration to facilitate new product development, strategy, customer fulfillment, and pricing.

Emil comes to Bridon American with extensive experience in selling engineered products and leading teams in the US and in Asia, having assumed roles including Territory Sales Manager, National Accounts Leader, National Sales Leader and General Manager, and representing products such as computer components and military technology. Emil obtained his Bachelor’s Degree in Electrical Engineering from Rutgers University.

Bob Madden will work with Emil to ensure the sales leadership transition is smooth. Bob will continue in his role as Senior Business Development Director, managing sales forecasting and strategic commercial improvement projects, as well as key customer and professional relationships.

Bridon American produces high quality wire and rope solutions for the Crane and Industrial, Mining, and Oil and Gas industries. Top of the line quality material from rod to reel, backed by unparalleled support and customer training, gives Bridon an edge in its position as global technology leader in the manufacture of wire rope and fiber solutions for the world’s most demanding applications.

Visit www.bridon.com/usa to learn more.
From an economic viewpoint, you are reducing purchasing and disposal costs, money that could have been used to make your organization more productive and competitive.

Here are a few examples of how we needlessly incur costs when we don’t act “Waste Wise”. Every time we toss a binder in the trash, that’s $3.00 down the drain. What about a hanging folder? About 65 cents. A file folder? About 15 cents. Doesn’t sound like a lot of money? Think of 75 employees at your organization throwing these items away on a regular basis after only one use! So let’s put a new label on that old folder and use it again!

And did you know that using one routing envelope 38 times instead of using single-use envelopes saves about $2.00? Think of the money we’d save if everyone was careful to use single-use envelopes only when absolutely necessary.

By sending in our old toner cartridges for remanufacturing, we save approximately 40% off the purchasing cost of a replacement cartridge. Since each new cartridge costs approximately $100, that adds up to significant savings!

So, let’s think before we use that piece of paper, that envelope, that disposable cup. If we all make small changes in our daily operations and change a few habits, we can make a big difference, both to the environment and to our bottom line. Let’s get Waste Wise!

Joining Waste Wise is another example of AWRF’s continued commitment to improving our environment. For more information on our Waste Wise plans or if you have a good recycling or waste reduction in your organization, contact Michelle Billows, Chairperson of Environmental for the AWRF at msb@ascindustries.com or 708-647-4900.
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Shane Bruce selected as Regional Sales Manager for RUD Chain, Inc.

April, 2015 – Hiawatha, IA; Shane Bruce has joined the RUD Sales Team, announced by Marla Erickson, Director of RUD Industrial Systems for RUD Chain, Inc. Shane, currently resides in Texas, and he will be responsible for overseeing the sales of the RUD brand for the Western states, and much of the Southern states in the United States.

The RUD Company has been a leading manufacturer of high-quality chains and chain products for more than 130 years. RUD Chain Inc., a subsidiary of RUD Ketten (German Headquarters), offers a variety of chain products and associated components. Shane will be involved in the development and expansion of sales channels that includes building a stronger distributor network in his assigned region. Although Shane is new to the lifting and lashing systems industry, he has a long history in sales, as well as a great deal of experience in some of RUD’s target industries.

“With the continued growth of our business, it was the perfect time to expand our presence,” said Erickson. “We have substantial growth potential, and we wanted an experienced and energetic person to help us expand our sales efforts for the RUD lifting and lashing product line. Shane seems to be the perfect fit to help us reach our goals.”

For additional information about RUD Chain Inc., visits the website at rudchain.com
shelter twenty-six $14,000 gifts or $364,000 each calendar year. Even gifts of $364,000 in December of one year and the same amount in January of the next year will comply, so long as no additional gifts to those beneficiaries are made in either year.

The taxpayer in the “Crummey” case, which ultimately made this scenario viable, was confronted with the following obstacle: Under the IRC, eligibility for the AGTE requires that annual contributions be gifts of present interests, i.e. the donee must have a present right to the use and enjoyment of the gifted amount. Any gift which impedes, delays or postpones these rights of control by the beneficiary will convert the gift to one of a future interest, thus causing the donor to lose the AGTE and occasioning a reduction to his or her lifetime exemption.

But a benefactor is rarely willing to give a minor beneficiary the immediate use of gifted assets for obvious reasons. It simply must be sheltered by a trust which dictates the terms of withdrawal to the trustee with ultimate distribution when the donee has reached a more mature age. In the Crummey case, the donor’s estate planning attorney reasoned that carefully drafted trust language giving each beneficiary an immediate window of opportunity (30 to 60 days) to withdraw each annual trust contribution, would preserve the present interest profile required by the IRC. As expected, the Treasury Department remonstrated, but Reverend Crummey prevailed, thus preserving the lifetime combined gift and estate tax credit for application to additional gifting or for later estate tax diminutions on death.

Recently, in another taxpayer victory involving the Crummey Trusts, the Court dealt with an added wrinkle called an “In-Terrorem” clause. Such clauses, which are somewhat common in wills and trusts, threaten to deny benefits to any beneficiary who disputes the distributive pattern of the instrument in question, by contesting same in a lawsuit. Often, the recalcitrant beneficiary is left the sum of One Dollar if he or she seeks by legal means to defy the benefactor’s wishes as expressed in his or her will or trust document. But again, the taxpayer won the case, preserving the present interest characteristic of his donations.

It is my hope that these legal tools will give AWRF members new ideas for personal and family estate planning. For additional information, please contact me at 918-585-5641 (O) or 918-640-5773 (C).
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Nik Wallenda, World-Renowned High Wire Walker, Will Sign Autographs in The Ulven Companies Booth at OTC

Nik Wallenda, one of the most famous high wire walkers in the world, will be available in the Ulven Companies booth 1909 on Tuesday May 5th from 9:00am-1:00pm to sign autographs during the Offshore Technology Conference. The conference is designed to get energy professionals together to exchange ideas and opinions with the purpose of enhancing overall technical knowledge in the industry. The conference will be held May 4-7th in Houston, Texas.

Nik Wallenda is an American acrobat, aerialist, daredevil, high wire artist, and author best known for his high wire performances over such places as the Grand Canyon, Niagara Falls and several skyscrapers—most without a safety net. Wallenda was initially drawn to The Ulven Companies because of their high quality, high strength, USA-made products needed for his stunts, and the relationship grew from that point.

Celena Moses, Government and Rigging Sales Manager at The Ulven Companies, said, “We are looking to gain insight into what the industry is in need of that is not available at this time. We see this year’s OTC conference as an opportunity to not only celebrate our friend Nik, but also to expand our reach into the industry.”

The Ulven Companies have been in the forging industry for over 40 years — starting with the creation of Ulven Forging, Inc. in 1971. The Ulven Companies now comprise a group of four different American companies and are privately held. Each company has its unique set of process capabilities in different areas of the industry and is known for bringing high quality, cost-effective products to its customers with reliability and integrity.

Skookum Launches new product – Plate Sided Snatch Block

Skookum is proud to announce the launch of their new plate sided alloy snatch block product line. This new product is designed for gin pole applications, oil and gas fields, construction, positioning, lifting, towing and utility. Skookum is prepared to provide the snatch blocks for lifting 4-20 tons from stock. Multiple sheave variants and capacities up to 60 tons are available upon request with quick delivery times. This new block line will satisfy the current market demand for a readily available alloy block line that is designed to serve all applications in the market.

Skookum is already known for helping their customers to reduce the lead-times on their projects, this is another example where faster delivery of their product to the market place because of their streamlined manufacturing will set them apart.

Celena Moses, Government and Rigging Sales Manager at Skookum, said “This new product will open up an new avenue for Skookum and provide a product of superior value and engineering to our customers.”

Founded in 1890 as a family business, Skookum was purchased by the Ulven family in 1986. Located in Hubbard, Oregon, the company’s comprehensive block, fairlead, sheave, hook, and alloy forging lines have met the challenges of the most demanding applications around the world. Skookum has proudly taken part in the shaping of American industry by serving markets in construction, defense, mining, utility, maritime, oil and gas energy, and offshore. Skookum is a part of The Ulven Companies, which now comprises a group of four privately held American companies.
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You work hard every day to earn a buck, and so do we. As an American manufacturer, we understand the challenges of your business and accept the tough requirements you demand from our proven products. We know you need a lasting relationship with a supplier you can trust to get the job done right, and we promise to deliver, true to our word.

As the market leader, our company is big enough to supply a wide range of high-quality products but small enough to listen to your needs. Big enough to support customers worldwide but small enough to know that all service is local. Big enough to invest in innovation but small enough to respond to your special request.

Contact your distributor to ask about Union Wire Rope products.

**AQ06 Pipe Hooks**

Creation of a new product is always an exciting challenge. The “whys” and “wherefores” which lead to these engineering efforts are almost always customer generated. While occasionally the customer makes the direct demand that results in these efforts, most often we see these new products in response to a perceived requirement, based more on the expansion of related items in the same marketplace than other factors. Here at TANDEMLOC we most recently saw an example of these opportunities in the creation of a whole family of new products, all designed around the current customer base of the very popular and growing market for our AC25C End Caps. TANDEMLOC End Caps range in capacity from 7 to 1,544 tons and are designed for 3” to 32” NPS Pipe. All allow the user to “build your own spreader bar” on-site. The multitude of various diameters pipe and their lengths at any work site create the need for proper tools and methods to move them safely and securely from one mode to another or from one location to the next. When the end caps are assembled or disassembled, there is an immediate requirement to move the pipe. The newest TANDEMLOC product, the AQ06 Pipe Hook is specifically designed to make this task much easier.

When combined with a two-leg sling, the Pipe Hooks are placed in the opening at each end of the pipe. Once tension is placed on the lift system by raising the crane hook the Pipe Hooks will engage with a compressive force on the load. Extremely versatile, the Pipe Hooks can be used on any open-ended load into which they can be placed; e.g. in a square shaped or non-circular tube, as long as load and dimensional limits are observed. Pipe Hooks are used in pairs, follow design and marking requirements of ASME B30.20 and are available in 3 standard capacities; 2-ton, 4-ton, and 8-ton. And as with all TANDEMLOC Below-the-Hook Lifters, our Pipe Hooks are manufactured in the USA and Proof Tested to 125% of their maximum capacity. Additional information is available on our website at www.tandemloc.com.

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Loos and Company Expands Sales Team

Sales Structure Updated to Support Territories and Specific Markets

Pomfret, CT, May 5, 2015—Today, Loos & Co., Inc. announced that they expanded their sales team to offer more comprehensive support to their new and existing customers. Through the hiring of five new sales representatives, Loos and Company will continue to expand their market coverage.

These new positions represent Loos and Company’s ongoing effort to best serve the marketplace. New sales roles were implemented to reflect both territory and market responsibilities based on Loos and Company’s continued growth in the wire, cable, wire rope, and cable assemblies market.

The new hires include:

Jack Puckett, Western Territory Manager – In this role, Jack will be supporting customers in the Western United States, including Washington, Oregon, California, Nevada, Utah, Arizona, Alaska, and Hawaii. Jack has been working with Loos and Company’s Hardware Division in Naples, FL for the past 3 years and has great knowledge of what the market expects.

Ana Kopec, Inside Sales Representative – As an Inside Sales Representative, Ana is responsible for day-to-day operations for customers in the Northeastern United States and for Puerto Rico and the Caribbean. Ana comes to Loos and Company with a strong background in customer service and offers expertise in handling problems which may arise quickly and effectively.

Aaron Feliciano, Inside Sales Representative – As an Inside Sales Representative, Aaron is responsible for day-to-day operations for customers in the Midwest and Southeast United States. Aaron comes to Loos and Company with a Master’s Degree in Biomolecular Science and will be working closely with Loos and Company’s medical market team, ensuring that we have the right products available for this growing market.

Sara Glynn, Inside Sales Representative – As an Inside Sales Representative, Sara is responsible for day-to-day operations for customers in the Central and Southeast parts of the United States. Sara comes to Loos and Company with a strong background in relationship management through her most recent job in the media marketplace.

Ryan Dietlin, Inside Sales Representative – As an Inside Sales Representative, Ryan will be responsible for day-to-day operations for our Industrial Distribution and Military/Government customers. Ryan comes to Loos and Company with a comprehensive background in Procurement, Sales and Customer Service.

“Our newest team members will help us to continue to deliver the best customer experience possible,” says Robert Davis, Sales and Marketing Manager at Loos and Company. “We have looked at the market demands and developed our team accordingly. Covering both territories and specific markets ensures that we are both efficiently and effectively serving our customers.”

These changes will be extremely important as Loos and Company continues to expand their customer base and product scope.
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Chicago Hardware & Fixture Company is pleased to announce the recent addition of Jay Richmond to their sales team. Jay has more than 30+ years of extensive sales and sales management experience in the rigging industry. His blend of 25+ years in manufacturing sales management roles and 5+ years in rigging distribution sales management will give Chicago Hardware a unique insight into the rigging industry. Jay will be responsible for developing and executing sales strategies in North American markets served by Chicago Hardware and Fixture.

Chicago Hardware and Fixture Company, founded in 1912, is a fourth generation family-owned manufacturer of quality rigging and industrial hardware products. Chicago Hardware continues its long tradition of manufacturing quality American made products, using steel made and melted in the USA, for its distribution partners and their end user base. With its Midwest manufacturing facilities and distribution facilities in Monroe, GA, Houston, TX and Chino, CA, Chicago Hardware remains committed to having its quality product stocked in close proximity to its valued distribution and their end user base. For more information, please contact Chicago Hardware and Fixture Company at 847-455-6609 or visit us on the web at www.chicagohardware.com.
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The Slingmax® family of products includes the Twin-Path® brand in synthetic slings and the CornerMax® brands for cut protection for synthetic slings. Our Gator-sling™ brands are well-known multi-part wire rope slings.

Our technology results in a competitively priced product line that is far ahead of any competition. Our built-in sling inspection and safety features are not available anywhere else. And this technology is backed up by the most extensive testing program in the sling industry. Our policy of continuous improvement is well documented.

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After 125 years of operating state-of-the-art facilities in Canada, Wire Rope Industries is proud to announce the addition of a manufacturing plant in Belton, TX.

Coming from 5 years of record growth and profitability, WRI decided to make this investment to further improve our market presence and service level as we continue to support the success of our partners on both sides of the border. This acquisition makes us the only domestic manufacturer with footprint in both USA and Canada.

This investment is a testament to long-term dedication of our shareholders to domestic manufacturing in times when offshoring is the norm. The hiring has followed as well – we have increased our headcount by 20% in the last three years, while retaining expert staff with over 20 years of experience.

FOR MORE INFORMATION OR TO CONTACT ONE OF OUR REGIONAL SALES REPRESENTATIVES, PLEASE VISIT US AT www.wirerope.com
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