

# STEELMASTER®



PERFORMANCE QUALITY  
INNOVATION 125 YEARS  
EXPERTISE



**WIRE ROPE**  
INDUSTRIES

# STEELMASTER® CRANE ROPES

## New performance benchmark for the steel industry

### Why switch to Steelmaster® ropes?

- » The best performing ropes in the industry
- » Used by leading steelmakers across North America
- » Best-in-class wear properties and inspectability
- » Superior breaking strength coupled with excellent flexibility
- » Available in custom variations to fit your specific needs
- » Support from the leading application specialists
- » Specifically designed for the cranes with the highest cost of downtime

### Steelmaster® ropes are proven on high-cycle cranes in each of the key applications



# HOW STEELMASTER® CREATES VALUE

Wire Rope Industries has been involved in the steelmaking industry for more than 50 years. We were pioneers in the field of compaction, plastic extrusion, and use of custom alloys and lubricants. Our ongoing investments in innovation and the partnerships with our customers have resulted in this next generation of designs. The Steelmaster® ropes have been extensively tested and already have become the rope of choice of major players with tremendous results in terms of savings.

We understand that our customer's success is dependent on the productivity of their critical equipment and that rope changes directly translate into major financial cost.

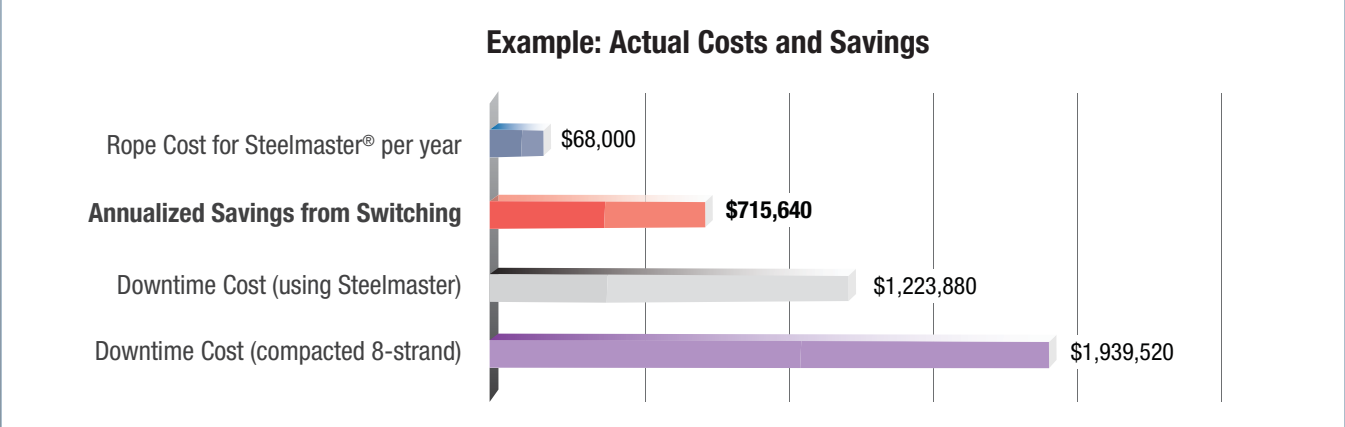
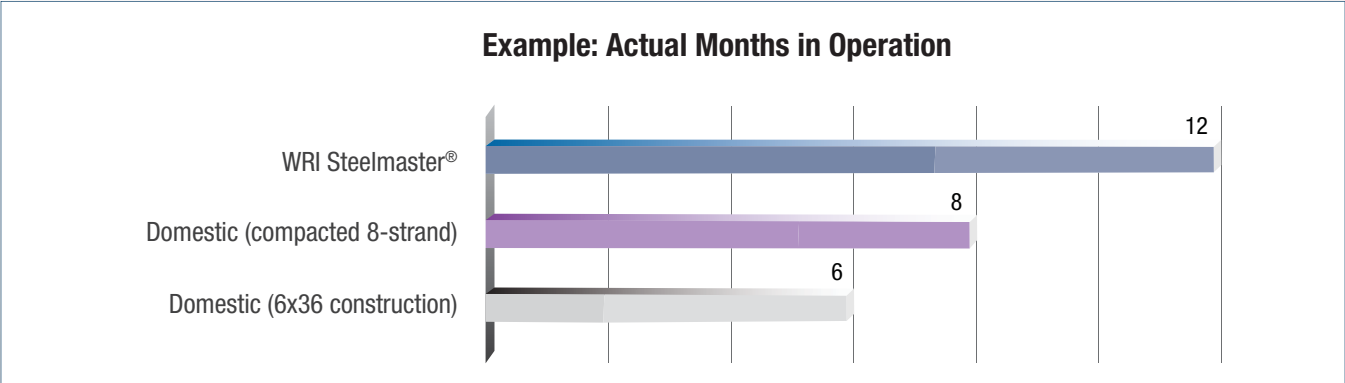
## Savings on Rope Costs

Steelmaster® regularly outperforms 6x36 designs by a factor of two. Even when compared with competitors' premium compacted ropes, Steelmaster® ropes often outlast them by over 50%. This results in significant cost savings in purchasing costs even before the downtime costs are considered.

## Savings on Downtime Costs

Rope changeouts require temporary crane shutdowns which can translate into millions of dollars in lost production. Because Steelmaster® ropes outlast competitor ropes by a large margin, our customers have been able to significantly reduce the frequency of changeouts, sometimes even doubling the intervals.

The actual example below shows the total effect of switching to Steelmaster® ropes from a premium compacted product by one of the leading competitors. This particular customer moved from 8 to 12 month changeout pattern on their hot metal crane, using 1-3/8" Steelmaster®.





**WIRE ROPE**  
INDUSTRIES

## CHOOSE WIRE ROPE INDUSTRIES

- » Founded in 1886 - More than 125 Years of Expertise
- » The only domestic manufacturer with plants in both Canada and USA
- » Over 200 skilled employees with average industry experience of 20 years
- » Stable outlook with five years of uninterrupted growth
- » Over \$20 million invested in productive assets and staff in the last three years
- » Fully certified to ISO 9001 and API 9A international standards
- » Industry leading technical and application experts at your disposal

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**For Inquiries please submit Inquiry form on our website  
or call our customer service.**

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