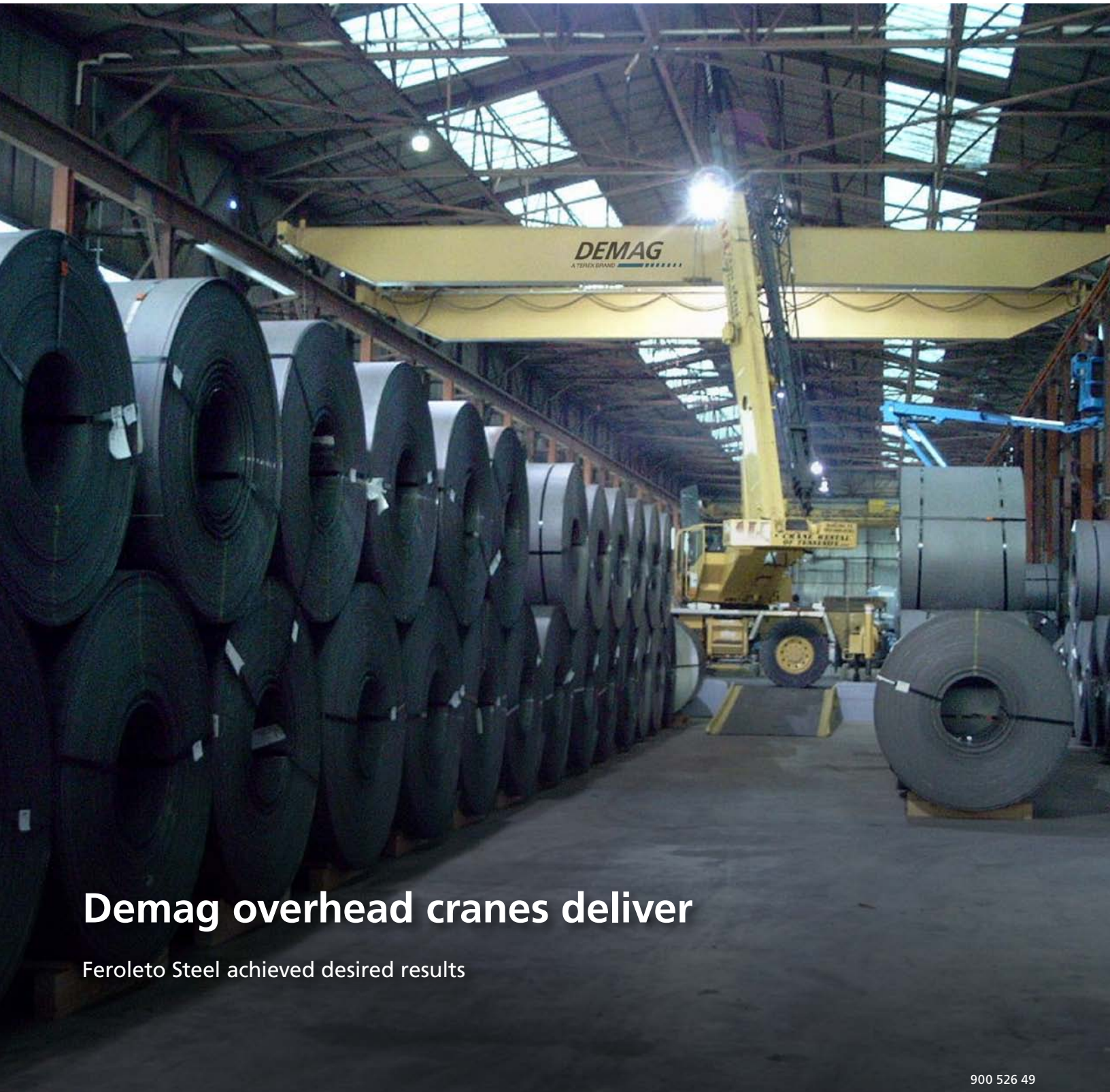


DEMAG

A TEREX BRAND



Demag overhead cranes deliver

Feroleto Steel achieved desired results

Customer Business Challenge

The Feroletto Steel Company, established in 1958 and a wholly owned subsidiary of Toyota Tsusho American, Inc., is a leader in processing custom-rolled precision strip steel including cold rolled, hot rolled, coated, and high strength, low alloy sheet and strip. Feroletto products are primarily relied upon by customers in the automotive, electrical and appliance industries. Specialty application customers can customize the products to fit appropriate temperatures, thicknesses, gauges and width requirements.

Feroletto Steel has facilities in Bridgeport, CT, Weirton, WV, and Knoxville, TN.

Faced with heightened customer expectations and production requirements, Feroletto Steel recognized the Company needed to acquire a new facility. After purchasing the selected facility, Feroletto Steel began working on customizing it to meet their needs. One area that required enhancement was overhead material handling as the facility needed electrification, runway reengineering and an overhead crane. After evaluating several overhead material product providers, Feroletto Steel chose Terex's Demag-branded cranes and Service to help identify the right solution and execute the needed improvements.

Glenn Valentine, GM, Feroletto Steel Company

"As a company that focuses on serving the highly challenging and demanding Automotive industry, having safe and reliable cranes that we can trust is critical. Demag cranes fit these requirements perfectly. If we needed to replace a crane today, Demag cranes would be the first choice."

Terex Material Handling

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Terex Material Handling Solution with Demag Cranes

Terex Material Handling is a global leader in supplying industrial cranes, crane components and services under the Demag brand.

Leveraging their deep industry experience, Terex Material Handling worked with Feroletto Steel to understand their unique manufacturing process, and immediate and long-term business needs to successfully identify the right overhead material handling solution.

One area that required increased attention was durability of the crane as Feroletto Steel frequently unloads many tons of coil by the train loads.

After evaluating several improvement options, Terex Material Handling provided a roadmap towards enhancing the facility, which included adding a double-girder, 30 ton Demag crane. Demag cranes are uniquely engineered with world-class safety and technology features that enhance quality, productivity and reliability.

Excellent Results

"We are happy with everything," says Glenn Valentine, General Manager of Feroletto Steel Company. "We chose Demag cranes for their safety, quality and reliability, and that's exactly what we have experienced."