

Slingmakers



ASSOCIATED WIRE ROPE FABRICATORS

2025 ISSUE 185

**AWRF 2025 PIE &
TECHNICAL SUMMIT
MEETING WRAP**

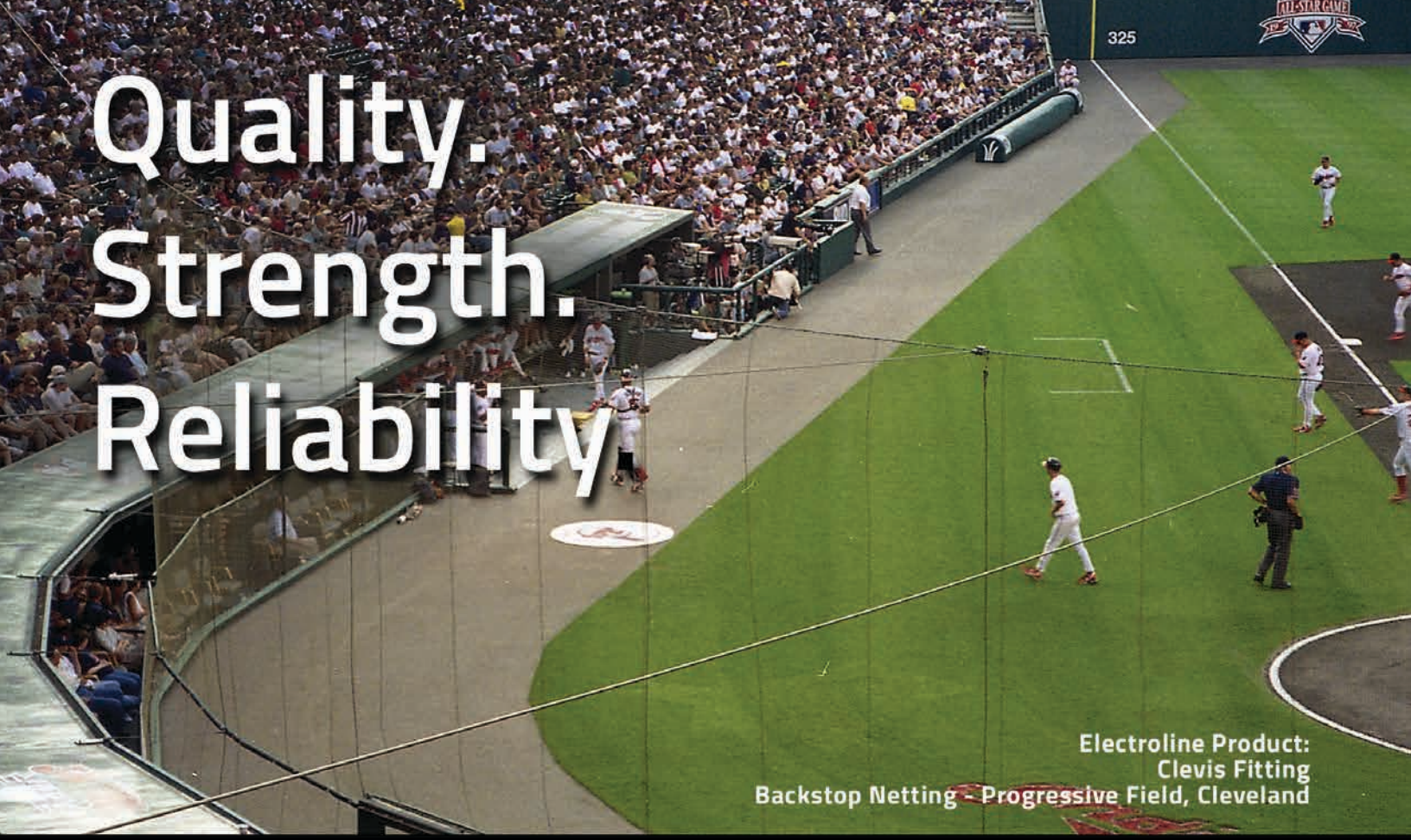
**2025 SCHOLARSHIP
INFORMATION**

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2025 AWRF PRESIDENT

Mike Poroo

5721 Harvey Wilson Dr.
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AWRF Members,

As we move through 2025, I want to take a moment to reflect on our continued progress and share what's ahead for our organization.

First and foremost, I want to thank everyone who attended and contributed to the PIE and Technical Summit in Denver this past April. We saw a fantastic turnout and received overwhelmingly positive feedback on the new format. This fresh approach proved to be both engaging and valuable to attendees—and I'm excited to share that we plan to continue this format annually each spring.

One of the more meaningful moments from the conference may have gone unseen by some. Our Emerging Leaders group brought 15 students from the Denver area into the PIE, introducing them to the incredible career opportunities within the lifting and rigging industry. As many of us face the ongoing challenge of attracting talent, this initiative represents a vital step forward. The Emerging Leaders' effort in Denver is just the beginning—we'll look to build on this model and replicate it at future PIEs to ensure our industry is both visible and accessible to the next generation.

Looking ahead, our summer meeting in Detroit is just around the corner. Taking place over three days in late July, this working session will bring together both the Tech Committee and the Board of Directors. While less public-facing, this is one of the most critical meetings of the year for AWRF. The Tech Committee will share updates on its ongoing initiatives and lay out goals for the second half of the year. Simultaneously, the Board will review financials, finalize plans for our Fall General Meeting, and begin developing the agenda for our April 2026 conference.

If you've ever wanted to get more involved or simply gain a better understanding of how AWRF operates behind the scenes, the summer meeting is open to all members. It's a great opportunity to network with industry leaders and learn from those who are shaping the direction of our association.

Speaking of fall—Charlotte, NC will host our traditional General Meeting format, and I'm happy to report that golf is officially back on the agenda. In his new role as Programs Chair, Aaron Bohnert has already hit the ground running. He's secured a fantastic keynote speaker: Andrew Busch, who will discuss today's economic landscape, what lies ahead, and how AI may help each of us navigate the future.

We've planned an evening event at the NASCAR Hall of Fame. Whether or not you're a racing enthusiast, this venue is packed with interactive experiences, engaging exhibits, and activities that offer something for everyone.

Whether it's this summer in Detroit or this fall in Charlotte, I look forward to reconnecting with you soon. Thank you for your continued commitment to AWRF, and for all you do to strengthen our industry.

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FUTURE MEETINGS

2025

October 19 – 22 AWRF General Meeting
Omni Charlotte Hotel
Charlotte, NC

2026

April 20 – 23 AWRF PIE and
Technical Summit
Houson Marquis
Houston, TX

October 18 – 21 AWRF General Meeting
Sun - Wens Wailea Beach Resort,
Marriott Maui
Maui, HI



2027

April 5 – 8 AWRF PIE and
Mon - Thurs Technical Summit
Houson Marquis
Houston, TX

October 18 – 21 AWRF General Meeting
Mon - Thurs Omni Oklahoma City,
Oklahoma City, OK

By Kady Hommel

2025 PIE exhibitors



AWRF's 2025 Product Information Exhibition (PIE) featured **95** exhibitors from all facets of industry. While many exhibitors have been long-term supporters of this popular event, the 2025 exhibition included 9 new exhibitors. PIE exhibitors and visitors spent the day connecting with potential customers, end-users, OEMs, and other suppliers to gain industry knowledge. Attendees were eager to talk with their peers about how new tariffs might impact their business, especially for products manufactured outside the U.S.

Josh Shelton, with metal tag manufacturer **Etched**, discussed how the company's application meets their customers' need for highly durable tags, delivered in a timely manner. As a relatively new business, Etched values the industry's supportive community, anchored by the many small and family-owned businesses also in attendance at this year's PIE.

Hoist ring manufacturer **Actek** has been attending the PIE for 11 years. "I think we're in a unique time right now, this week, with all of the tariffs and the price changes," said **Scott Schellhase**, **President** of Actek. "It's helpful to see that we're all kind of on the same page on how we're addressing these challenges."

At the **Chant Engineering** booth, first-time attendee **Alison Lippe** talked about AWRF and how critical its events are for industry newcomers to make connections and network with experienced professionals. "I've been in this industry for less than a year, and I'm meeting people who have been involved for 50 years. It's about putting names to faces and making those connections." She and her team members look forward to a first glimpse of new products and designs from industry colleagues, and the chance to discuss needs and potential collaborations.

Murdock Webbing showcased their narrow webbing product, used for a range of lifting and rigging applications. According to representative **Mike Boisvert**, exhibiting at the PIE provides a forum to share product updates and cost-saving measures, as well as ongoing efforts to improve efficiency and safety for webbing applications. Murdock has been at the PIE for the past 15 years to connect with customers and learn about their needs and future projects.

Bharat Wire Ropes, an India-based manufacturer of high carbon steel wire ropes, is a second-time exhibitor at the PIE. According to **Satinder Obhi**, Senior International Marketing Manager, Bharat produces approximately 4,000 metric tons of wire ropes each month, most of it for global export. "We've shipped 700 containers to the US in the past three and a half years, which speaks to growing recognition for our products in this market." The company manufactures a broad range of wire rope, including spiral ropes and ropes used for oil field applications.

First-time PIE exhibitor **KDG Industrial** presented their product line of chains, accessories, and rigging equipment, manufactured by JDT in Germany. According to Carlos Chavez, the company attended the PIE to meet potential North American distributors. "We offer a comprehensive range of products, including grade 80, 100, and 120 chains, and can customize products for specific clients – which streamlines options for our distributors." He noted that even among competitors, "we are all in the same boat, we are not enemies. There is room for each of us in different parts of the industry, and all of us offer different solutions."

Kelly Jones and **Rylee Kennell** represented **Holland Nameplate**, a 109-year-old family-owned nameplate manufacturer in Kansas City. Holland products include chain and wire rope tags, etched and surface-gripped metal tags, and synthetic tags for synthetic slates. Kelly noted that while the company's products haven't changed significantly, production methodology continues to improve with the integration of robotics and AI to streamline manufacturing processes. Both Kelly and Riley

appreciate the opportunity the PIE presents for learning, as well as the camaraderie. "Everyone knows one another here. If you have questions, someone can get you to a person with answers."

Chain manufacturer **pewag** has a legacy that traces back to the 14th century in Austria. Today the company specializes in transforming European or American steel into finished products. Sales engineer **Carlo Autischer** emphasized their commitment to supporting local steel mills and domestic manufacturing. pewag has expanded market reach through acquisitions of reputable brands with adjacent product lines.

TECHNICAL SUMMIT

Antitrust Warning – Be Cautious, We are Competitors!

Barry Epperson opened the Technical Summit general session with a reminder about Antitrust behavior. "Be sure to avoid any possible antitrust violations ... when gathering as a group and participating in trade association activities. The Justice Department and Federal Trade Commission monitor for concerns about price fixing, division of territories, bid rigging, and boycotts. It's important to maintain vigilance, especially in our relaxed, collegial atmosphere where competitors might inadvertently discuss prohibited collusive behavior."

Milestone Members!

AWRF is grateful to all milestone members for their significant contributions to AWRF and the lifting and rigging industry. Each of these organizations has played an important role in our organization's success and made significant contributions to the advancement of industry standards.

2025 Milestone Members

40 Years

Bishop Lifting, Chicago Hardware & Fixture Co., Vanguard Steel Ltd., Weisner Steel Products

30 Years

LiftPRO International, Marine & Industrial Supply, Maritime Marketing , Slingmax

20 Years

All Material Handling, Jergens, Inc., Pfeifer, Wire Rope & Lifting Technology

10 Years

Advantage Rigging LLC., Accurate Rigging and Fabrication, Cargo Lift SA De C.V., Howard Supply Company, National Band & Tag, OZ Lifting Products, LLC.

Accreditation Provides a Competitive Edge

Robert Wilson, auditor of AWRF's accreditation program, spoke about the importance of third-party audits to validate organizational practices. "Pursuing accreditation helps your business ensure quality and safety. It ultimately sets you apart in the marketplace and provides a competitive edge," he said. An accreditation audit, conducted by an independent external auditor, is also crucial for maintaining the value of third-party certifications, particularly in the Middle East. You also gain support, advice, and guidance on areas for improvement that can enhance existing business relationships.

Congratulations to the following AWRF members who've earned accreditation this year:

US Cargo Control



Find details about the AWRF Accreditation program here. awrf.org/accreditation-program/



The Arcibo Observatory Collapse: A Cautionary Tale

Tim Klein, AWRF Technical Committee Chair and Director of Structures and Fabrication at WireCo.

Industry players all recall the collapse of the Arcibo Observatory in Puerto Rico in 2020. Built in 1963, the observatory featured a 1,000-foot spherical reflector dish supported by three towers. Key failures included one of the Auxiliary Main cables in August 2020 and one of the original Main cables in November 2020 leading to the catastrophic collapse. NASA's investigation revealed that the primary cause was incorrect socket design, leading to zinc creep and wire damage. Klein emphasized the importance of proper socket selection and attachment to prevent

similar failures, highlighting the need for adherence to socketing standards like EN 13,411 and ISO 17,558 in the absence of a US standard.

Information Center for Ropeway Studies at the Colorado School of Mines: A Rich and Accessible Industry Resource

(Lisa Dunn, STEM Research Librarian, head of special collections and archives, CO School of Mines)

The Ropeway Center at the Colorado School of Mines has an extensive collection of historical and contemporary materials related to the ropeway industry. The Center houses wire rope memorabilia, and offers resources on past, present, and future ropeway technologies. It supports both on-site and virtual access, with a focus on confidentiality and industry needs. Recent articles cover topics like tensile strength and fatigue. Future initiatives include digitization projects, educational collaborations, and industry partnerships. The Center also welcomes personal histories and item donations, with endowments from companies like AWRF supporting its operations and outreach.

General Attendee Comments

Chris Dyson from ITW in the UK commented “What’s been really positive about this event is that there are so many technical experts here. I’ve had interesting discussions with them about where their products are used and the different challenges that they overcome with them.”

Leslie Lower, from U.S. Cargo Control in Urbana, learned more about the importance of screening suppliers to ensure product quality as well as the necessity of educating customers on proper product use. *“I am in purchasing so my role is different than that of a quality person or a salesperson. My takeaway was just validating the importance of work on the part of suppliers to make sure the product we get is in a good state.”*

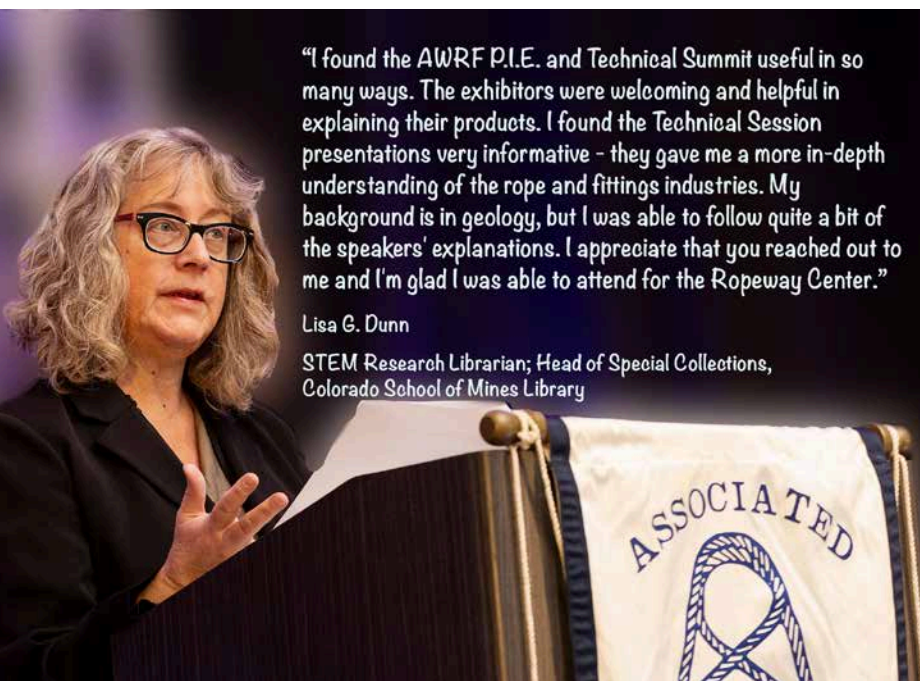
Quick Hits from Technical Summit Sessions

Matt Marks from DCL in New Orleans introduced a study on the **Performance of Synthetic Rope in Heavy Lifting Applications**, specifically focusing on German-style hook 7540. The study aimed to evaluate the impact of bending radii on high molecular weight polyethylene (HMP) synthetic ropes, compare experimental bending test results with theoretical predictions, and provide insights and recommendations for improving operational standards and guidelines for synthetic ropes in heavy lifting. Attendee

Jill Reeves from ARG Industrial, an Anchorage-based industrial supply company, was interested in the testing process and suggestions to prolong the product life. “The jacketing aspect was new. In our business, we manufacture more for towing applications rather than lifting. Jacketing could be helpful.”

WSTDA’s Bob Jasany offered a brief rundown on the **History of Weaving** from the Stone Age to modern times. He went on to highlight the evolution of textile technologies and the introduction of synthetic fibers that revolutionized the industry.

For the session on **Technical Advancements in Load Monitoring**, **Kito Crosby’s Wayne Wille** focused on load cells and wireless camera systems. Load cells convert torque into measurable signals, with tension and compression load cells accurate to within 0.5%. Digital load cells use RF or bluetooth for wireless communication, with RF offering a range up to 1,000 meters. Applications include crane lifting, proof testing, and tension monitoring. Wireless camera systems, mounted on



“I found the AWRF P.I.E. and Technical Summit useful in so many ways. The exhibitors were welcoming and helpful in explaining their products. I found the Technical Session presentations very informative - they gave me a more in-depth understanding of the rope and fittings industries. My background is in geology, but I was able to follow quite a bit of the speakers’ explanations. I appreciate that you reached out to me and I’m glad I was able to attend for the Ropeway Center.”

Lisa G. Dunn
STEM Research Librarian; Head of Special Collections,
Colorado School of Mines Library



crane blocks, provide live audio and video to operators, enhancing safety and efficiency. They are used in various settings, such as high-rise construction and wind turbine assembly, and function within temperature ranges from 10°C to 122°C. Attendees appreciated the clear and concise training methods that started with basic concepts, applicable to a wide range of customers from beginners to experts.

Paul Hardy of Industrial Magnetics presented **Steeling Home – Application Considerations for Magnetic Lifting**. He emphasized the importance of understanding surface conditions, load characteristics, and orientation in magnetic lifting. Key points included the impact of surface rust, mill scale, and porosity on magnet performance, and the need for proper cleaning. Hardy also addressed the significance of sag in load deflection, the necessity of selecting magnets with appropriate field depth for dynamic loads, and the benefits of de-stacking with magnets for efficiency and damage prevention. Examples included a cutting table solution that tripled capacity and a system for handling steel coils.

One of the day's final sessions offered a hands-on ropes inspection and discussion with members of the **Cordage Institute**. Presenters covered rope and sling inspection standards and retirement criteria. **Sarah Padilla** from the Cordage Institute highlighted standards like CI 1905 for synthetic ground slings and CI 2001 for fiber rope inspection. Donna Poll from Samson Rope spoke about different types of rope construction, inspection methods, and the importance of proper handling to avoid damage. **Greg D'Elia** of the **Slingmax Group** detailed synthetic sling inspections, emphasizing initial, frequent, and periodic inspections. He explained the impact of heat damage, abrasion, and chemical contamination on rope performance. The discussion also covered the importance of maintaining the minimum breaking load (MBL) and the need for consistent inspection procedures to ensure safety and longevity of ropes and slings.



Emerging Leaders' Initiative Connects with Denver-area Students

Local students had an opportunity to attend the 2025 PIE to learn about different facets of the lifting industry and consider possible career opportunities.

Students from Denver's Legacy Options High School and The Emily Griffith Technical College toured PIE exhibits and spoke with company representatives. Getting a close look at how a crane works and learning about the mechanism's versatility left a big impression, especially for students who have already taken construction-related classes.

Another important takeaway? The industry's focus on safety. "I feel like the industry is seen as dangerous, but now that I know about what's in place to ensure the safety of employees, I'm not that scared of the field," said one student.

Reflections and Takeaways from the 2025 PIE & Technical Summit

AWRF President, Mike Poroo

It's been 18 months since our last PIE, and once again, the energy was great and attendance was strong. These events consistently generate real enthusiasm and opportunity for our members.

This year's new format, which included a dedicated Technical Summit, helped elevate that excitement even further. Our Summit speakers brought thoughtful insight into the future of lifting and rigging, particularly around safety standards, new products, and the impact of digital transformation.

Unmatched Networking and Education

Networking has always been a huge draw to the PIE. The PIE is the best place to meet manufacturers, discover new products, and engage in conversations that spark partnerships. But paired with our first-ever Technical Summit, we've created an all-in-one learning environment that's simply unrivaled in our industry.

A Meaningful Conversation About AWRF Value

One member shared something that really stuck with me—something I hadn't fully appreciated until he said it out loud.

He told me he comes to AWRF events to reconnect with friends and mentors he's met over nearly four decades in this industry, many of whom he only sees at our conferences. He said that alone was worth the price of admission, and everything else, including the PIE and Tech Summit, "well, that's just lagniappe."

That conversation reminded me that AWRF is not only about business connections. It's also where people find mentorship, community, and lifelong friendships. Pretty cool.

What I Learned About Member Priorities

First things first: golf remains a high priority and trust me, I heard that loud and clear. I'll make sure the Board does too.



Mike Poroo (Scope Technology) AWRF President

On a more serious note, however, the feedback around the new Technical Summit was overwhelmingly positive. Members saw real value in it, and it's clear this addition is here to stay.

Additional Highlights

One of the most exciting developments was the job fair organized by our Emerging Leaders group. It was their first shot at this kind of program and they brought in over a dozen soon-to-be-job-ready students from local high schools, The Emily Griffith Technical College, and even the Colorado School of Mines.

With our industry feeling the pinch on skilled labor, giving these students a firsthand look at the PIE and showing them how exciting this field can be is exactly how we attract future talent. This is a model we'll be expanding and running annually in the cities we visit.



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The Government Affairs Committee

By: J. Barry Epperson
General Counsel and
Chairman of the
Government Affairs Committee



TARIFFS

The purpose of tariffs can be three-fold: to raise revenue; to work as a tool of leverage; and/or for purposes of retaliation to combat unfair trade practices. If the ultimate objective is to cajole foreign manufacturers into relocating their factories to America, an accomplished mission would surely result in reduced duties. So it is a win-win situation as long as the likely price increases, probable inflation and possible retaliation are acceptable. Inflation, on the other hand, is not inevitable according to the Trump administration's analysis of its price history during his previous administration. The president's conclusion based on his previous administration is that there existed at that time a deflated economic picture. As to the inevitability of price increases following tariff imposition, it can be argued that the exporter might absorb the duty in order to retain his position in the marketplace. If the country hit with U.S. tariffs decides to retaliate in kind, the U.S. can sometimes play the defense support withdrawal card.

To further his trade regimen, President Trump has cut off the "de-minimus" rule which allowed U.S. importers to import up to \$800 of materials without the imposition of tariffs. But in January, the President paused his earlier Executive Order suspending the de-minimus rule for China only, while simultaneously imposing a 10% (later 20% and upward to 145%) tariff on imports from China and a 25% duty on Mexican and Canadian imports. Recent history would conclude that the threat of tariffs is often merely an experiment,

but it always brings uncertainty about the economy to those who rely on commerce for subsistence. Canada and Mexico must now deal with tariffs as well as most all exporters to the U.S. of steel and aluminum, who as of February 12th, face import duties of 25% on these products. Throughout the spring season, certain tariffs have been suspended and others added. A team of U.S. international experts were assembled to develop a new North American trade treaty seeking reciprocity and parity. Observation: While the cosmetic impact of a continental agreement are appealing, aren't U.S. interests quite different as between Mexico and Canada?

To further justify his propensity for tariffs, Trump sometimes cites President William McKinley's success using trade leverage. However, McKinley had advocated for restraints, acknowledging that at some point foreign traders would begin selling their goods to foreign buyers, gradually diminishing U.S. economic superiority. If, for whatever reason, a country loses its bargain leverage, duties can become a liability, leading to loss of business and the threat of further tariffs becomes counterintuitive. As Winston Churchill said: "You cannot bargain with a tiger, when your head is in his mouth."

NEW OSHA LEADERSHIP

On February 12th, the President named David Keeling to be the new Assistant Secretary of Labor for Occupational Safety and Health. Mr. Keeling recently served as director of road and transportation secretary at Amazon and previously as vice president of global health and safety at UPS where he started as a package handler. Keeling has a mature appreciation of what it takes to see to it that companies direct attention to protecting workers from on the job hazards. He is expected to grant employers more control over third party participation in OSHA inspections. Amanda Laihow has been nominated to become Deputy Assistant Secretary. She previously worked as General Counsel of the OSHA Review Commission. Pending confirmation, Wayne Palmer will be in charge of mine safety and health.



FEDERAL ESTATE TAX

AWRF has joined scores of other Associations in endorsing a coalition letter to the leadership of the 119th Congress in support of an initiative to repeal the U.S. death tax. Senate Majority Leader, John Thune (R-SD) has retained his position on the Finance Committee and his name on the bill to sponsor and champion new estate tax legislation. The AWRF Governmental Affairs Committee has served as a participant on the Family Business Coalition which leads private sector opposition to the federal estate tax. In January the House Ways and Means Committee held a hearing to determine whether or not there should be legislation permanently ending the death tax. The most obvious fallacy in this tax is that most everything an individual has accumulated has already been taxed at least once. When the holdings of farmers or small business owners are transferred at death, the inheritances of their heirs can be greatly reduced and properties and businesses broken up due to forced litigation for payment of onerous death taxes. Many of these family farms and small businesses cannot afford to keep enough cash in inventory to pay taxes on the owner's death, causing liquidation of business assets needed to sustain a working farm, ranch or small business. There is a companion Death Tax Repeal Bill in the House of Representatives, sponsored by Congressman Randy Feenstra (R-IA). A related tax debacle previously championed by the Biden administration would have repealed the income tax stepped-up basis of estate assets intended for beneficiaries and possibly imposed a tax on unrealized appreciation. Those ideas should not resurface during the next four years. On February 3rd, Senator Thune and Representative Feenstra reintroduced the Death Tax Repeal Act in both the House and Senate, with 170 original co-sponsors in the House.

WORKPLACE SAFETY POLICY

In early February the Coalition for Workplace Safety (CWS), drafted a message to all Senators opposing Senator Josh Hawley's new legislative paradigm for Republican policy on workplace safety.

Two provisions are at issue: a new ergonomics rule and forbidding warehouse operators to use productivity rules. The letter points out the inevitable

long term deficiencies of Senator Hawley's approach: increased inflation, slowing supply chains and an increase in regulations. Moreover, the Hawley proposals will not achieve his goals and would end up causing the formation of another Department of Labor section. Small businesses would be particularly vulnerable. New red tape and higher costs of doing business always seem to fall hardest on smaller shops. The CWS is made up of companies and nonprofit groups who embrace the elements of transparency, accountability, cooperation and guidance to accomplish its mission. OSHA must inevitably be included in some capacity—hostile, friendly or simply as a part of doing business in a safe work environment. Senator Hawley's bill would condemn workplace metrics which many companies use to evaluate employee performance and productivity levels. Turnover rates, absentee record and voluntary terminations can provide vital data to an employer. Productivity statistics, quality control records and employee output are all a part of employer metrics which the Hawley bill would prohibit. The suggested imposition of ergonomics regulations is even more dangerous to employers as a previous business coalition was able to demonstrate in the 107th Congress. The AWRF Governmental Affairs Committee was very active in this initiative. Now, as then, the prospect of a one-size-fits-all ergonomics rule would be devastating to businesses of all size, but especially small companies with a few workers whose jobs require even a minimal amount of repetitious movements.

When you can remove **risk**, do it.
When you can't, reduce it.

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(NOTE: THIS PROGRAM IS REPLACING CLMI CLIXSTREAM VIDEOS)


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Non-Manufacturing Member

KDG Industrial Inc.
Chula Vista, CA
Carlos Chávez
www.kdgind.com



THE AWRF ACCREDITATION PROGRAM



The AWRF Accreditation Program is an exciting, new, and completely voluntary opportunity for all member companies and their affiliated branches. Using the current revision of our AWRF RP&G “Recommended Practice for the Operation of Sling Shops” as a basis for evaluation, LEEA (our third-party auditing partner), will work with interested member companies to ensure adherence to the AWRF RP&G. Member companies interested in the AWRF Accreditation Program are encouraged to sign up below with QR code.

- Ensure safer sling shop operation
- Drive more business to AWRF member companies
- Marketing to end users with Program Credentials/Site Accreditation
- Permitted use of a co-branded AWRF/LEEA Logo
- Access to LEEA technical answer center for submitted questions
- Access to LEEA technical guidance documents and online training

For more information, please visit www.awrf.org/accreditation-program/ or email nicole@awrf.org



Ensuring Excellence in the Lifting Industry

The AWRP Accreditation Program is a comprehensive initiative designed to promote industry standards and encourage continuous improvement among rigging, lifting, and load securement. The program provides members with an opportunity to demonstrate their commitment to safety, quality, and operational excellence, reinforcing their credibility within the industry.

Participation in the AWRP Accreditation Program is crucial for members who want to distinguish themselves in an increasingly competitive market. By adhering to the AWRP RP&G for Sling Shops, members ensure that their operations meet or exceed the highest standards, which not only increases trust with clients but also enhances the overall safety of operations.

One of the key benefits of earning AWRP Accreditation is improved business reputation. Companies that are accredited by AWRP are recognized as leaders in the field, setting themselves apart from others. The program also offers access to valuable resources, such as industry insights, access to LEEA's Technical Center, and Access to LEEA technical guidance documents and online training.

Moreover, the accreditation program helps businesses stay up to date with the latest safety regulations and technological advancements, ensuring they remain competitive in an evolving industry. For members, this means better risk management, greater client satisfaction, and the ability to attract new business opportunities.



AWRF Accredited Members

- DCL Mooring & Rigging
- Global Rigging & Synthetics
- Fulcrum Lifting
- Holloway Houston, Inc.
- Uniropo LTD.
- U.S. Cargo Control
- Nelson Wire Rope
- SWOS



Get to Know Our Auditor, Robert Wilson

Although Scottish by birth, Robert is now located in the North of England. Married to Helen, with 2 grown up kids. Robert has been in the lifting industry since 1982, with a Wire Rope/Lifting Equipment background. Robert manages the Global Member Engagement Services team at LEEA and oversees all membership matters, including applications, audits and events. Robert has conducted LEEA audits within the North/South America region for the past 7 years.





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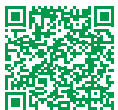


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All Material Handling Celebrates 20-Year Milestone as AWRF Member

Chicago, IL – May 5th, 2025 – All Material Handling, Inc. (AMH), a leading provider of material handling and rigging equipment, proudly announces its 20-year membership with the Associated Wire Rope Fabricators (AWRF). This milestone highlights AMH's ongoing commitment to excellence, industry leadership, and partnership with the industry's most respected trade association.

Founded 22 years ago in Chicago, AMH was established by Peter Brettner, a long-time veteran of the material handling industry. Since its inception, the company has operated under a clear philosophy: success is built on exceptional customer service, a skilled and knowledgeable team, high-quality products, and great value.

"From the beginning, we understood that customer service had to be more than just a phrase in a brochure—it had to drive everything we do," said Peter Brettner. "AWRF has played a significant role in our journey, and we're thankful for the resources, connections, and support we've gained through this partnership."

To deliver on its customer-first mission, AMH offers same-day shipping and maintains a multi-million-dollar inventory across four strategically located U.S. warehouses and service centers in Houston, TX; Des Moines, IA; Atlanta, GA; and Portland, OR. This nationwide footprint enables the company to provide rapid, reliable service to customers across North America.

AMH's dedicated team is another pillar of its success. While the company operates with a lean staff, the depth of experience in the rigging and lifting industry is impressive. The company continues to expand its technical and on-site training programs to better support its growing customer base.

In addition to service and training, AMH's focus on innovation and quality manufacturing continues to set it apart. The company offers an extensive range of products, including hand hoists, lifting chains, and Grade 100 accessories. AMH

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Two of its best-selling product lines, the LA Series lever hoists and MA Series hand chain hoists, exemplify the company's dedication to performance and quality. The LA Series is available in lift capacities from 0.75 to 10 tons, and the MA Series ranges from 0.5 to 30 tons—both customizable to any lift length.

"At AMH, we take pride in delivering all of this with a personal touch," says Peter Brettner, President of AMH. "When you contact us, you'll interact with knowledgeable, friendly, and service-driven customer representatives."

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AMH Management celebrates 20-year milestone as AWRF member.

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OZ Lifting Products, LLC.

We would like to extend our heartfelt gratitude to our milestone members for their unwavering dedication and contributions to AWRP and the lifting and rigging industry. Your commitment, expertise, and support over the years have played a crucial role in shaping the success of our organization and advancing the standards of our field.



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National Band & Tag Company, 10 years



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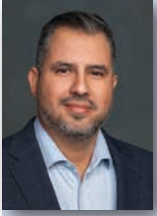


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Frank Arellano



What is your go-to travel tip? Enroll in TSA PreCheck to breeze through security, and aim to travel with carry-on luggage only to save time and hassle. Invest in lightweight, wrinkle-resistant clothing—like Dri-FIT or similar performance fabrics—to pack more efficiently and stay comfortable on the go.

Can you recommend any books you've read lately? I just started reading Greenlights by Matthew McConaughey.

What is your most memorable BOD experience? The moment I got the call from Patrick Shire confirming I'd been elected to the AWRF Board of Directors was truly unforgettable.

Has the Goal for Your Committee Changed? No, our goal remains the same: to continue recruiting new members from Mexico and South America, while also reconnecting with former and prospective U.S. members to encourage their return to AWRF. Additionally, we aim to gather feedback to better understand any hesitations about joining or attending, and to address those concerns directly.

What do you get out of your AWRF Membership (both personally and professionally)? Being part of AWRF has not only helped me connect with more people in our industry, but it's also given me the opportunity to build meaningful relationships and grow professionally. Collaborating with and learning from some of the most respected leaders in our field has truly elevated my career and broadened my perspective.

What advice would you give AWRF Members currently seeing more out of their membership? I recommend that members looking to get more out of their AWRF membership consider getting involved with the Emerging Leaders program if they're under 40. It's a great way to connect, grow, and contribute. I also encourage members to engage with Board of Directors members and attend sessions during the PIES and Technical Committee meetings — these are excellent opportunities to learn, network, and become more integrated into the AWRF community.



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LOAD SECUREMENT COMMITTEE



Rodney Reynolds
General Manager, Columbus McKinnon Corporation Chain Operations

The Load Secure Committee is currently working on the development of "Best Practices" for the securement of loads in transportation of materials in interstate commerce. We are reaching out to the experts from the various industry groups that supply products used for the securement of articles of cargo for their input. Once this information is obtained, it will be compiled and organized into a "Recommended Practice" and published by the AWRP Technical Committee. This committee would like to increase its membership and welcomes those who are interested in Load Securement to reach out to us. The newest member is Joe Spelman with Kito Crosby. Joe is an expert in Load Securement and will be a valuable asset to the committee.

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AWRF BOARD OF DIRECTORS SPOTLIGHT

Celena Moses



What is your go-to travel tip? Book in advance to save money and allow enough time to arrive at the airport so you are not stressed about making your flight.

Can you recommend any books you've read lately? I read a lot of Christian and Fiction Christian books, so the best book I've read lately was "The Devil in Pew Number Seven". True story and describes what true faith to follow the Lord is.

What is your most memorable BOD experience? Truthfully, I do not have a most memorable experience. I have truly enjoyed being part of the BOD to network, learn, and grow with the professionals in our industry.

What do you get out of your AWRF Membership (both personally and professionally)? Networking with the individuals who helped shape our industry is very rewarding professionally. Their knowledge to help develop standards is so valuable and I am so humble to be able to sit by them and learn firsthand.

Personally, being part of AWRF has taught me that while doing your job you can make lifelong friends and family.

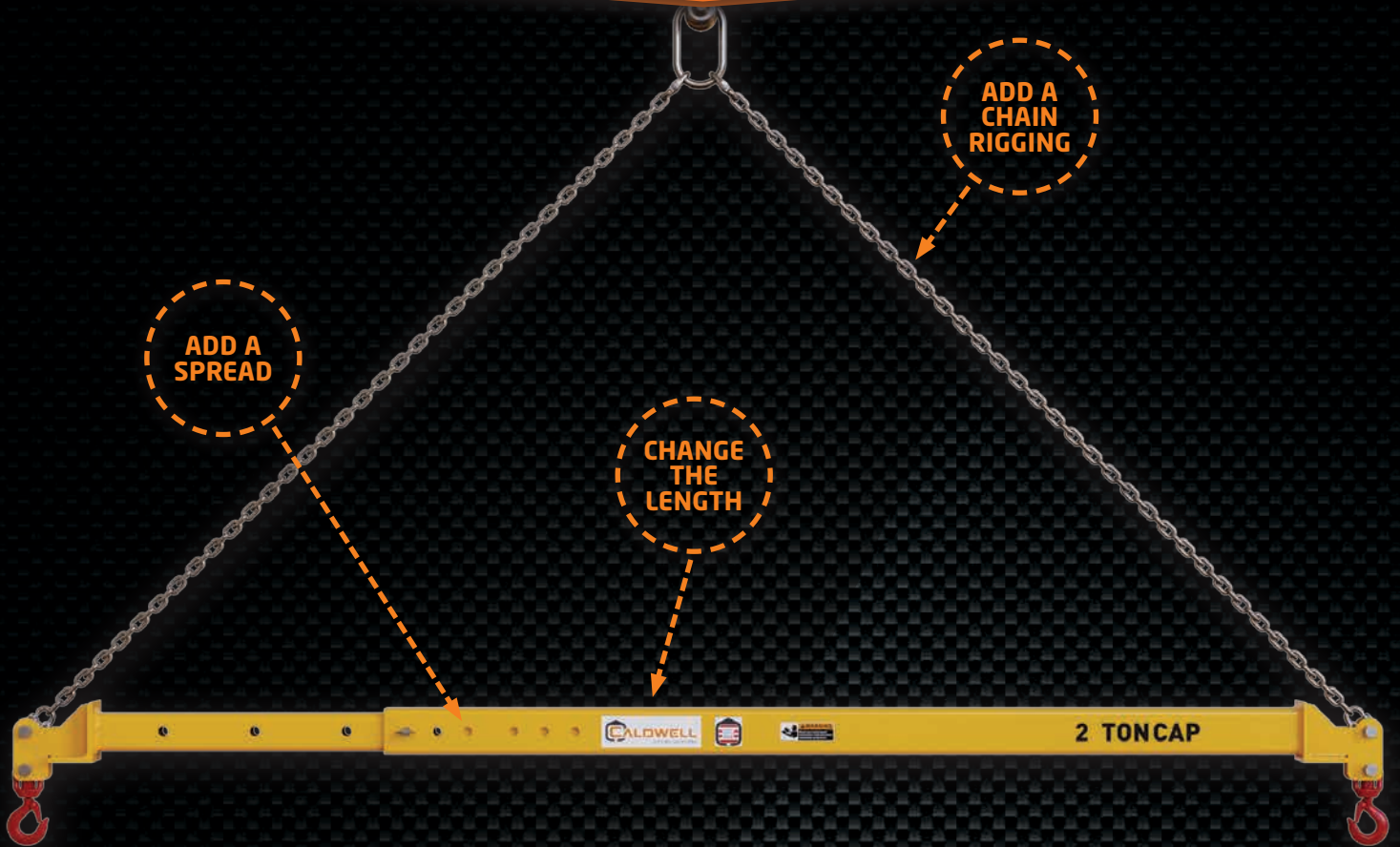
What advice would you give AWRF Members currently seeing more out of their membership? Get more involved by coming to some of the BOD and Tech meetings to see what it is all about and engage. Write to the President with any thoughts about AWRF. Overall, just get involved!

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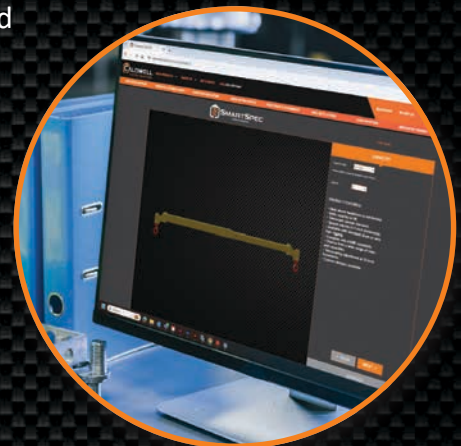
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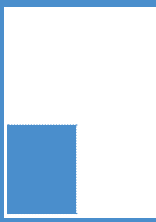
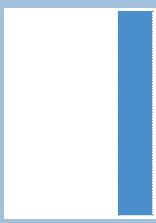
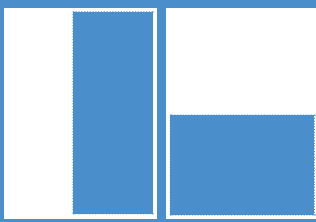
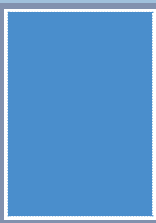
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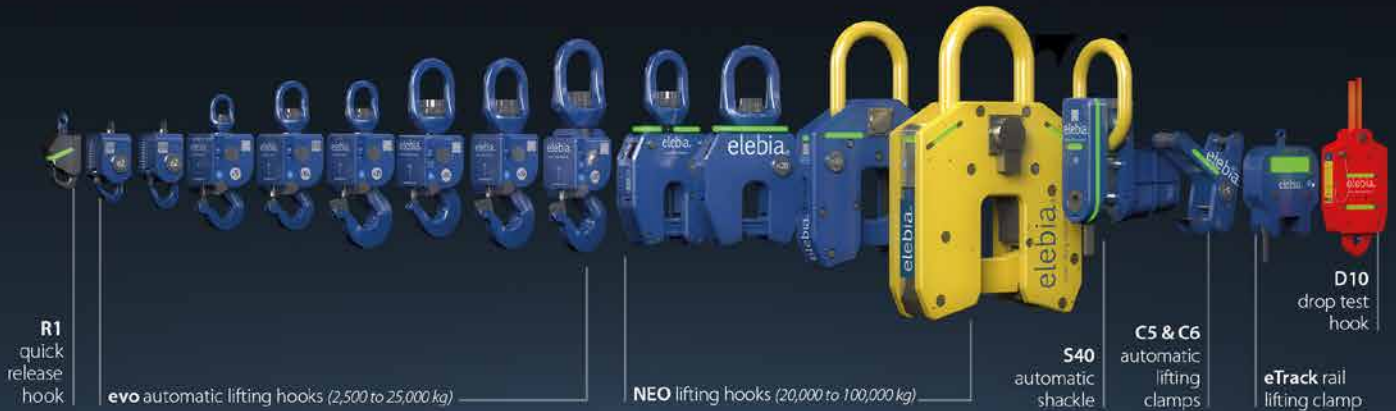


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Ruths's Role Blends Safety and Service to Elevate the Rigging Industry

By Leslie Blaize, CPSM

When Melissa King Ruths, of Richardson, Texas, entered the lifting and securement space, she had no idea how a shackle (a connecting link) was used. Today, she's the Chief Marketing Officer of Kito Crosby, a global leader in the industry.

Ruths's path into the industry had a surprising beginning. She majored in chemical engineering and explored several career paths before realizing she wanted a position where she could make a difference—and connect with people.



Melissa King Ruths

Joining Kito Crosby

After working at Emerson Electric, a multinational corporation, she sought a smaller company where she could take on a more diverse role. Five years ago, Ruths joined Kito Crosby. The company produces products and provides services that make lifting, rigging, transporting, and securing operations safer and more efficient.

With a background in industrial manufacturing and global leadership experience, she brings technical knowledge and people skills to her global marketing and training leader role. Kito Crosby employs 4,000 people worldwide, with 40 factories, offices, and distribution sites, and 3,500 authorized local distributors.

As the director of a 30-person team, Ruths oversees marketing strategy, customer engagement, training initiatives, and community impact projects. She's passionate about education and mentoring—especially encouraging women to live up to their potential.

Ruths is a strong advocate for the lifting and securement space. "We're building bridges, launching rockets, and manufacturing goods," she says. "We enable the world to keep going. And to me, that's exciting because what we're doing makes a big impact."

Expanding Access to Meaningful Training

In her role, Ruths works with all of Kito Crosby's customers, including end users, channel partners, and distributors. Her goal is to train stakeholders in best practices so they can operate as efficiently and safely as possible. That includes understanding a product's key features and benefits.

"It's really critical to get a wide range of perspectives when designing the training," Ruths says. "I ask what would work well with this audience and what wouldn't."

In its training, the company emphasizes that users should know where their equipment comes from and how it was made. They should also know who to talk to for technical support.

Kito Crosby also offers on-site training sessions at customer locations to broaden access. Ruths has learned a lot through the training sessions and plans to lead one of the classes this year for the first time.

The company has received positive feedback about its training from both end users and distributors. The training is free because the company believes in promoting industry best practices. Kito Crosby trains about 30,000 people each year, which is enough to fill half of a football stadium. So far, the firm has trained about 600,000 participants.

Advocating for Women in Rigging

Along her career journey, Ruths has worked with male bosses. One boss chided her for not sitting at the head of the table, where he said she belonged. From then on, she took his advice.

"I'm grateful to people who really did look out for me and helped me recognize my self-imposed limitations," she says. In her role, she wants to encourage both men and women to live up to their potential.

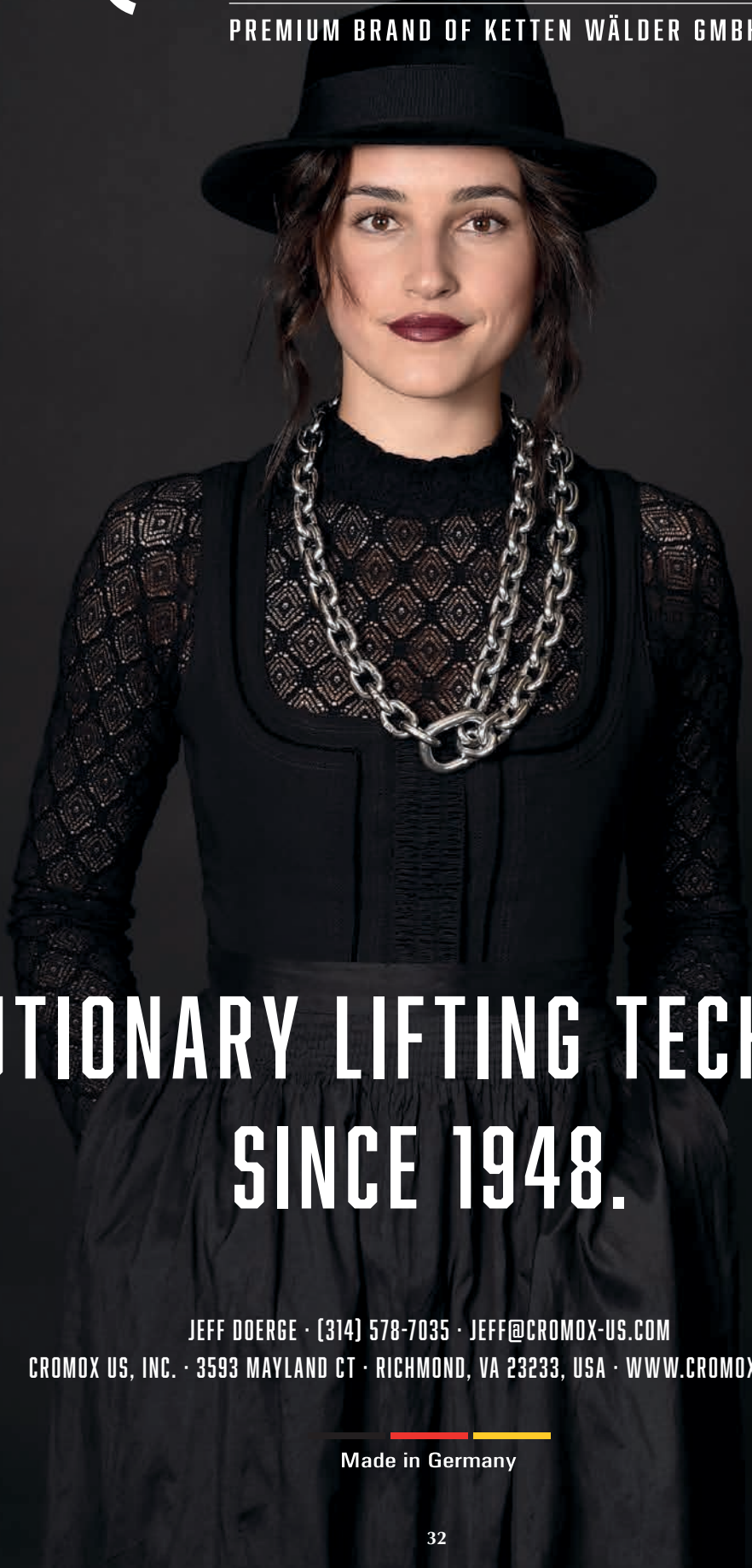
Although the rigging and securement industry is male-dominated, women are playing a growing role in many diverse positions. Ruths is on the lookout for unconscious bias across all teams. It could be assumed that a woman wouldn't want an opportunity because it would take her away from her family. In these situations, Ruths says women should be asked, and they can make the call.

Ruths says she's very fortunate because her husband, a college professor, is very involved with raising their two children, a two-year-old boy and a nine-year-old girl. Because of his strong co-parenting role, she can travel for work. "I couldn't do this job without my husband," she emphasizes.

Leading Community Impact at Kito Crosby

Under Ruths's leadership, the company supports global and local initiatives. Through *Bridges to Prosperity*, employees help build footbridges in Africa that provide

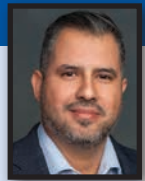
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Membership Committee Chair

We will continue focusing on recruiting new members from Mexico and South America while re-engaging with former and prospective U.S. members to encourage their return to AWRF. An important part of this effort involves gathering feedback to understand why some companies may be hesitant to join or participate and addressing their concerns directly.

To support these goals, the committee will prioritize:

- Expanding outreach in Mexico and South America by strengthening industry relationships and collaborating with local representatives.
- Reconnecting with past and potential U.S. members through personalized follow-ups.
- Collecting feedback from hesitant companies via surveys and one-on-one conversations to better understand and address any barriers to membership.

These efforts will help us refine our approach, increase engagement, and grow AWRF's membership base.

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Why Owner-Led Stewardship Still Matters to AWRF's Future

Justin Brown

Uniropo

Nominating Committee Chair



Our industry was built by entrepreneurs who saw a need, rigged a solution, and then staked their family name on every sling that left the shop. That spirit—equal parts ingenuity and accountability—has powered the Associated Wire Rope Fabricators from the start. Yet as businesses grow more complex, it's easy for owners and presidents to assume their job is to steer their company, not the association or industry. I'd like to challenge that assumption.

Owner insight has never been more critical.

We used to focus on breaking strength and lead time; now the agenda includes things like cybersecurity threats, shifting trade policies, AI, M&A pressures, and customers who expect tech-enabled lifting solutions. No one feels those cross-currents more acutely than the person signing the checks. When owners step into board service, they translate headline trends into practical questions and solutions that benefit our members and the industry. Those questions keep AWRF grounded.

Small-business DNA is a competitive advantage.

Most associations drift toward bureaucracy over time. AWRF has resisted because its directors still carry

production schedules in one pocket and P&L statements in the other. Decisions get tested against real problems and real exposure. That bias toward action is the envy of larger trade groups—and it only survives if owner-operators continue to raise their hands.

Leadership is a relay, not a monument.

The founders who issued our first safety bulletins did so between customer calls and midnight equipment repairs. They passed the baton to the next generation, expecting us to do the same. This fall's election offers **five open seats—four Regular-Member and one Manufacturing-Member**. The commitment is four in-person meetings a year, brief virtual check-ins, and focused committee work. The return is a direct hand in shaping the standards, training, and advocacy that will define the next decade of lifting and rigging.

So here's my ask: If you own or lead a rigging or manufacturing firm, don't wait for "someday." Lend your perspective now—alongside some of the industry's best engineers, executives, and sales managers—so that AWRF remains as entrepreneurial as the companies it serves. To put your name forward, simply contact Emily at emily@awrf.org before **July 15, 2025**, and bring the founder's mindset to the board table.

CAROLINA WEBBING

For Product Info or Sales Inquiry:

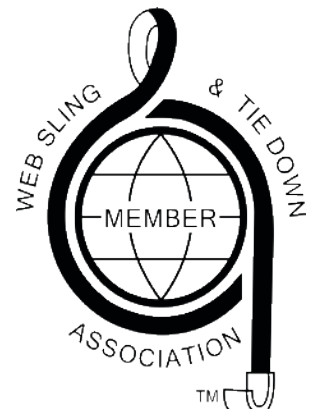
Rodney Williamson

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Curt Jabben
Associated Wire Rope & Rigging
PIE Committee Chair



On behalf of the AWRF Board of Directors, and as Chairman of the PIE committee, I want to say “Thank You” for making the 2025 AWRF Product Information Exhibition (PIE) in Denver such a tremendous success!

With over 100 exhibitor booths, this year’s PIE was one of our most dynamic yet, offering a fantastic opportunity for hands-on product education, industry networking, and collaboration. The exhibition served as a strong complement to the Technical Summit held over the next two days, and together, these events truly showcased the innovation and expertise within our community.

We’re grateful for your time, energy, and continued support of AWRF events. Whether you were an exhibitor sharing your latest offerings or an attendee exploring new solutions, your participation helped make the PIE a standout experience.

We’re already looking forward to next year’s Technical Summit and Product Information Exhibition in Houston, Texas—and we’d love to see you there!

If you have comments or ideas on what we can do to make it an even better event for the exhibitors as well as the attendees, please let me know.

If you have any feedback or follow-up questions, please don’t hesitate to reach out.

Thank you once again for being part of the AWRF community.

Best regards,
Curt Jabben



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This year I experienced the largest change to the AWRF experience and format since I started attending in 2013. Our first Technical Summit has received overwhelmingly positive feedback from you, our members. This was a heavy lift for AWRF, and I would like to give a special thanks to our Technical Committee and the speakers who made this happen.

This fall at our General Meeting in Charlotte, NC we return to our traditional setup with speakers, golf, and a gala. That said, we are constantly searching for speakers with specialized knowledge and current topics that apply to our ever-changing business environment. AI, social media branding, impressive rigging feats recently accomplished, and the current economic climate are a few topics we are looking into for this meeting.

Our goal is for you to leave with more industry related knowledge, better informed of the comings and goings of our industry and hopefully a little entertained as well.

In conclusion, please do not hesitate to reach out to any of the AWRF Board members with ideas on how we can improve your experience. Looking forward to seeing everyone in Charlotte!



Timothy W. Klein, P.E.
AWRF Technical Committee Chair
WireCo | Corporate Headquarters
Principal Engineer
Structures and Fabrication

Tim Klein WireCo Technical Committee Chair Q & A

1. From your perspective as Technical Committee Chair and from your conversations with both presenters and attendees, what were the most noteworthy aspects of the Technical Summit?

"The AWRF membership was enthusiastic about the depth and variety of information offered during the Technical Summit. The range of technical content included presentations on wire rope, chain, and synthetic components, representing a good industry mix. Every session highlighted useful information that members can use in the field and take back to their teams."

2. For AWRF members who were not there this year, what would you want them to know about the Summit?

"The Technical Summit format was new and members in attendance agreed that it's a successful addition. There are plans to continue on this path, with adaptations in response to participant feedback. The main goal of the Technical Committee (and the Summit) is to educate the members on the technical aspects, use, and inspection for the products they use in the industry – the Summit accomplished this task. This learning opportunity provided participants with a wealth of information and confidence they can put to good use when dealing with their end-user customers."

3. What did you learn from members about their interests and priorities for future events?

"I learned that most members have a substantial depth of knowledge about the lifting and rigging products used in the industry. The technical content most requested and discussed centered around inspection and maintenance of the products. Thanks to product member organizations (WRTB, NACM, Cordage Institute, WSTDA) the Technical Summit offered a lot of this type of information – but there was more room to discuss the AWRF RP&G practices."

4. Anything else you would like to highlight about or comment on regarding this year's event?

"Thanks to the efforts of the AWRF staff and Technical Committee members, the Summit was a success. I am proud to have been a part of this team. As we learn more from the members about what types of content will be most valuable to them, we can plan to make the next Technical Summit even better."



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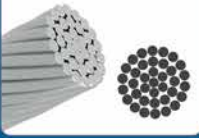
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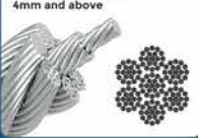


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Unlock the Power of Data: Analytics Transformation

The Power of Data: Transforming Lifting and Rigging Company Operations

By Mike Marks

For manufacturers and distributors of lifting, rigging, and load securement products, digital transformation is critical. In an industry where safety, traceability, and lead time can make or break customer relationships, the ability to leverage clean, integrated data can transform how you operate and grow.

By moving data out of spreadsheets, disconnected systems, and outdated software, companies can gain access to powerful analytics tools. This allows you to not only track what's happening across your business but also forecast demand, optimize inventory, and make smarter, faster decisions using tools like advanced dashboards, AI and predictive modeling.

Becoming a data-driven organization starts with a mindset shift.

Many companies view data as a record of what happened, but the real opportunity lies in seeing it as a guide for what to do next. Reviewing past quotes, orders, and returns is helpful, anticipating what customers will need tomorrow, next month, or even next year leads to smarter decisions and more effective planning.

This evolution mirrors the shift from reactive to prescriptive. Think of how an experienced technician diagnoses sling degradation. At first, they observe visible wear — what we'd call descriptive data. With more information, they might predict future wear based on usage or material fatigue: predictive data. But when they design a proactive maintenance schedule based on those insights, they're applying prescriptive analytics.

That's the shift companies should embrace.

With the right analytics in place, companies can also spot subtle customer behavior changes like reduced order frequency and intervene before they lose the account. They can better understand purchase behaviors and identify opportunities for cross-sells or upsells. Sales and marketing can be tailored to reflect how customers actually engage, not just how you assume

they do. And you can spot early signs of sector-based demand shifts such as in construction, marine, or energy sooner.

Behavioral analytics extend these capabilities further. For example, if a customer regularly reorders certain assemblies or if a specific sling style performs better in certain regions, that insight becomes actionable. It informs stocking decisions, sales strategies, and even training priorities. Instead of reacting to shortages or missed opportunities, companies can anticipate demand.

Customer segmentation is another area where data shines. Not all customers behave the same or bring equal value. Segmentation enables you to:

- Focus sales efforts on high-value accounts most likely to convert or grow
- Develop targeted promotions—say, a quarterly offer for construction firms
- Identify ideal customers for new product lines based on usage and buying patterns

Precision beats guesswork every time.

It's not just about internal operations. Data plays a critical role in elevating the customer experience. In this industry, trust is everything. That means removing friction at every stage from quoting to order fulfillment to after-sales support.

Faster, more accurate lead-time estimates, automated reorder reminders, and better visibility into warranty claims or quality issues all create a smoother experience. Even simple follow-ups from the sales team can be more effective when they're personalized based on actual customer behavior.

Customer expectations continue to evolve, and so must your operations. By making data a core asset and not just a byproduct, you can equip your teams with the insight to serve better, sell smarter, and operate more efficiently.



Mike Marks is Founding Partner of Indian River Consulting Group, specializing in B2B channel-driven markets. He brings decades of experience working with manufacturers and distributors to modernize operations and drive growth. Learn more at ircg.com.



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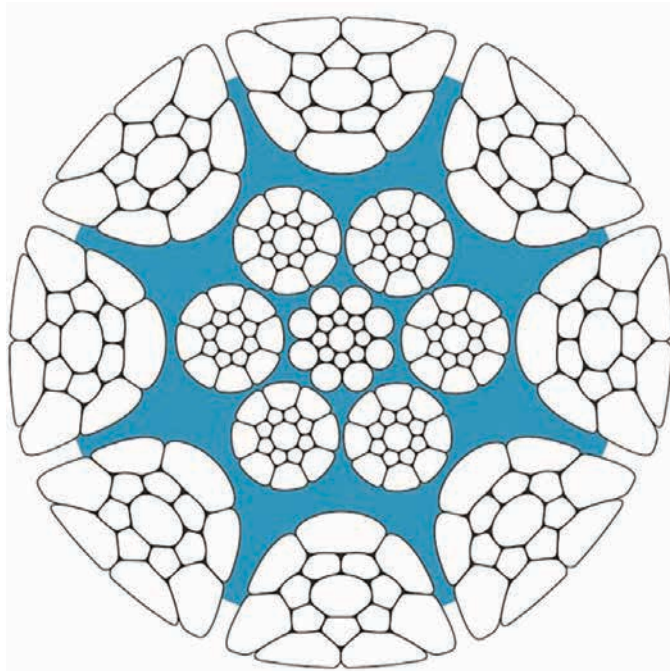


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WireCo Introduces Boomfit: The High-Performance Steel Rope for Telescopic, Crawler, and Tower Cranes

Prairie Village, KS, USA, 22.04.2025 – WireCo® CASAR, a leading innovative brand in specialized steel ropes, proudly announces the launch of Boomfit, a cutting-edge steel rope designed specifically for use as an adjustment rope in telescopic cranes, crawler cranes, and large tower cranes.



Boomfit sets a new standard in the industry with its outstanding compressive strength for multi-layer spooling, excellent spooling behavior, and exceptional durability. As the crane industry continues to demand more efficient and reliable solutions for heavy-duty lifting operations, Boomfit rises to the challenge by providing a rope that balances performance and cost-effectiveness. Engineered for the toughest working conditions, Boomfit offers an impressive price performance ratio, making it the ideal choice for crane operators seeking both reliability and cost efficiency.

A key highlight of Boomfit is its proven plastic-coated steel core, utilizing CASAR's renowned Plast



rope technology. This feature not only enhances the durability of the rope but also ensures long-lasting performance in demanding crane applications, reducing wear and tear while maintaining optimal functionality.

“With Boomfit, we are delivering a robust and cost-effective solution that meets the high expectations of crane operators worldwide,” says David Rowatt, PhD, PE, SVP Global Steel Engineering, WireCo. “Its advanced design and superior performance make it the perfect fit for heavy-duty lifting operations.”

At Bauma Munich, alongside strong interest in Lazerlift, Boomfit also attracted attention during discussions for its relevance to mobile and tower crane applications.

Boomfit is now available for order through CASAR's global distribution network.

For more information about Boomfit and other CASAR products, please visit www.wireco.com or contact us.

Safety Alert

Safety is at the heart of everything we do here at pewag and Modulift. All Modulift products conform to the highest safety standards and global regulations including DNV 2.22 for lifting appliances, ASME B30.20: Below the Hook Lifting Devices, and ASME BTH-1: Design for Below the Hook Lifting Devices.

Combining Modulift manufactured products with those not produced by Modulift constitutes a deviation from the manufacturer's (Modulift) recommendations as per ASME B30.20-1.2.3. Such use carries significant risks, including invalidation of certifications by Modulift and lack of User Manual.

Such use at any capacity and span lays entirely at the user's own risk.

We feel it is our duty as a respected brand in the lifting industry to let everyone know what issues could arise if Modulift products are combined with other brands. We remind you to always check for the Modulift Data Plate, pictured here, on all components of your spreader beam.



Jeff Ferchen



What is your go-to travel tip? I always recommend to carry-on vs. check luggage, when things get tight or plans change you need to be flexible and have your belongings with you.

Can you recommend any books you've read lately?

My not very popular answer in today's society would be the Bible. #1 best selling book in the world but probably not a popular response.

What is your most memorable BOD experience? Being part of the marketing / communication committee and working closely with all the different committees, including the technical committee. It allows us to collaborate across different committees and what they are working toward to get AWRF's message and brand out into the channel and position ourselves as THE experts in the rigging, lifting, moving and material handling industry. Along with working with all the committee people are what make the difference. There is so much knowledge, talent, expertise and a genuine desire to improve our industry and share the best practices to help keep our employees and end users as safe as possible. There is so much risk in what we do when we move materials, we sometimes underestimate how critical the advice and products we provide can be toward the safety of our customers.

Has the Goal for Your Committee Changed? Our goal has never changed in marketing and communications. We strive to get

relevant content about all our members and end user trends into the markets where we can support those who require solutions to their applications. We continue to push the social media platform to get our message to the end markets, so people know the value of being an AWRF member.

What do you get out of your AWRF Membership (both personally and professionally)? I enjoy the personalities of the people in the industry and the connections I have been blessed to have over the years of being involved in AWRF. The BOD role has really just strengthened those relationships and connections to the industry professionals that we get to network with. The legacy advice these industry professionals can pass down to the emerging leaders just joining AWRF will bring a wealth of knowledge they can use throughout their careers.

What advice would you give AWRF Members currently seeing more out of their membership? Get involved and get to know the business and how you can add value to your customers and end markets. This is a unique niche market, but the people will keep you in the industry for a lifetime. The second thing I would suggest is to ask questions; the only way I learned was to be inquisitive and get my hands dirty to learn the applications and issues our customers face every day. If you can give them solutions coupled with knowledge, that is a power tool younger professionals can use to their advantage.

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Ben-Mor acquires Faucher Industries

We are pleased to announce the acquisition of Faucher Industries, a recognized supplier to the industrial hardware and transportation industries in Canada for 175 years. The company will now operate under Faucher, a Ben-Mor company. This is the company's twelfth acquisition, and the largest in Ben-Mor's history to date.

Located in six strategic locations, Faucher distributes its products throughout North America. The company has five locations in Canada - Montreal, QC (head office), Saint-Georges, QC, Mississauga, ON, Port Coquitlam, BC, Edmonton, AB - and one in Sterling Heights, MI in the United States.

Faucher carries an inventory of over 10,000 products, including door accessories, hinges, drawer slides, handles, locks, and much more. In addition to distribution, the company offers manufacturing

services for flatbed fabrics and tie-down belts, drawing on its expertise to design equipment tailored to the specific needs of its customers.

The synergy between the two companies is undeniable, as evidenced by the crossover of markets and customer bases, both industrial and commercial. This will enable Ben-Mor to serve its customers even better.

Founded in 1992 in Saint-Hyacinthe, Quebec, Ben-Mor has grown steadily over the years. The perseverance and dynamism of its five owners have enabled the company to diversify. With this acquisition, Ben-Mor continues to diversify and deepen its presence in various North American markets.

If you have any questions, please contact Richard Plante at rplante@ben-mor.com or 1 800 481-0022. The Ben-Mor team

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Smarter, safer, stronger – meet the updated 50T swager from Talurit®

Talurit Group, a global leader in mechanical splicing systems, is proud to introduce the new generation of its popular 50T swager. This latest model brings forward valuable enhancements focused on operator safety, ergonomics and user experience – while preserving the compact power and durability the 50T is renowned for.

Built for industrial-grade performance, the 50T 1VS swager may be small in footprint, but it delivers up to 500 kN of swaging force and is engineered for power, versatility, and heavy long-term use. The single-pillar design and variable speed functionality enable faster cycle times – up to 55% faster than conventional models – making it a top-tier choice for those looking for efficient workflows. Whether swaging turnback ferrules, end stops, or Flemish eye sleeves, it delivers consistent results with minimal noise and reduced energy consumption, thanks to its smart design and eco-conscious standby mode.

At the heart of this update is an innovative 4.3" touchscreen display, designed to streamline operation while enhancing both control and safety. Mounted on a magnetic base and housed in high-grade aluminium, the display can be positioned exactly to the operator's preference for optimal visibility and comfort. The interface is highly responsive even when wearing gloves, allowing seamless adjustments without interrupting workflow or compromising safety. To enhance safety further, the display unit is also equipped with an additional integrated emergency stop, ensuring immediate shutdown is always within easy reach. With adjustable settings for force, speed, and return time, this smart interface not only increases precision but also helps extend die life and minimize unnecessary piston movement.

"With this upgrade, we've taken direct customer feedback and turned it into practical enhancements that improve safety, usability and performance," said Victor Lindh, CEO of Talurit Group. "We've carefully reviewed every aspect to ensure the operator's experience is as smooth and secure as the machine's output. All in all, this is a future-ready swager built on decades of engineering know-how."



Talurit-50T-Swager



"Our small swagers are also used in a vast range of applications around the globe, so we're thrilled to bring this advancement to market," said Uli Kaltenbrunner, Managing Director of Talurit GmbH. "The new touchscreen, for example, has already received very positive feedback. It's a difference you appreciate from the very first use."

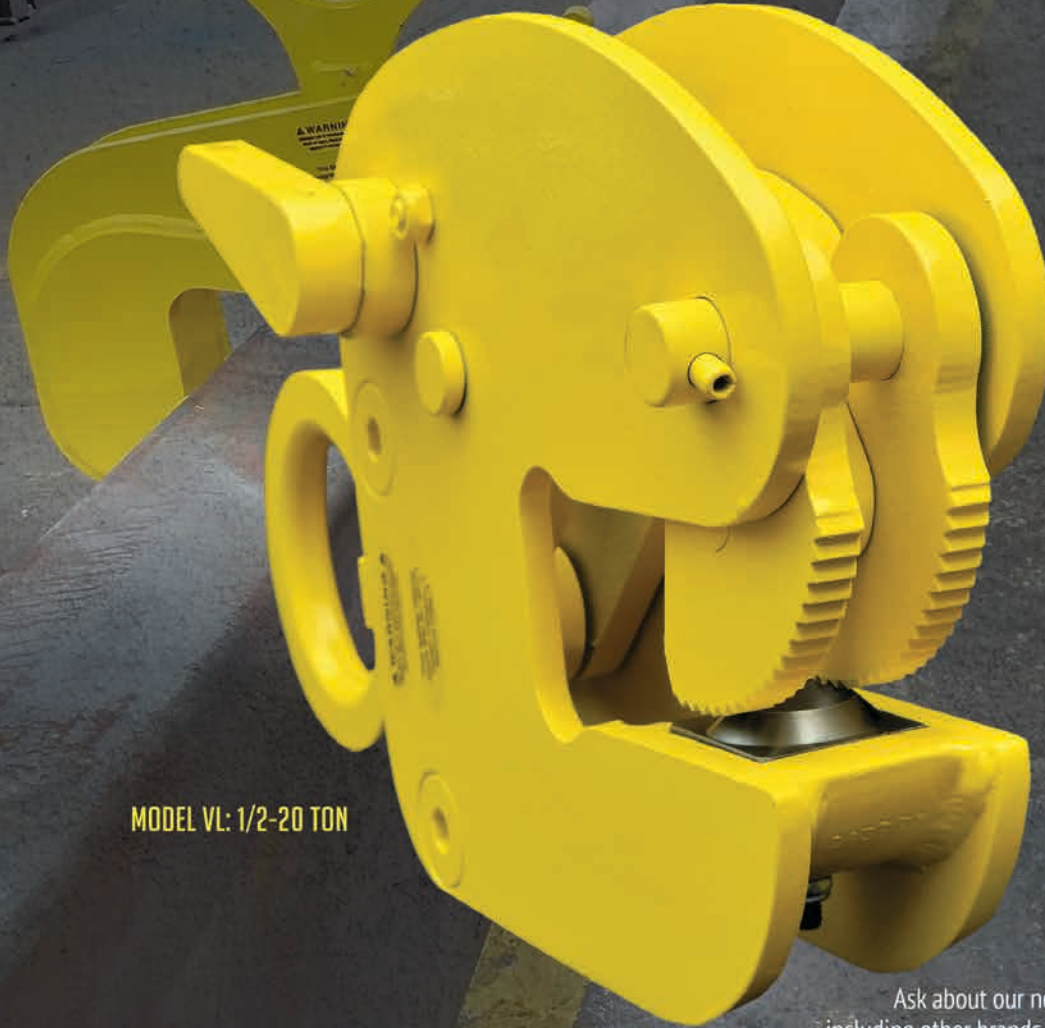
As a popular part of the Talurit® lineup of small swagers, the new generation 50T model continues to represent the brand's dedication to reliability, safety, and customer-centric design. Whether in workshops or manufacturing processes, the updated 50T swager offers a smarter, safer and more sustainable way to work.

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LEEA Invites GLAD Supporters to Share Stories, Tackle Skills Gap

The Lifting Equipment Engineers Association (LEEA) has outlined ways industry can raise awareness and find solutions to the skills gap – the primary focus of Global Lifting Awareness Day (GLAD) 2025 on 12 June.

GLAD, upheld by the theme, 'Lifting Careers, Building Futures,' is dedicated to tackling the growing skills shortages across the lifting industry and promoting practical tools to attract new talent. The day is a launchpad to inspire the next generation to explore careers in lifting.

LEEA will exclusively reveal the findings of its 'State of the Lifting Industry' survey on GLAD. However, it has urged members and other stakeholders to create their own campaign contributions that can be submitted in advance and promoted via LEEA platforms on the day. LEEA wants to hear directly from the lifting industry about what they're already doing to support the skills gap, and recruitment challenges the industry is facing.

How can industry get involved?

1. Send in a short video (max 1 minute) of someone from an organisation talking to camera, covering one of the below topics:

- How they got into the lifting industry
- Any advice for someone considering a career in the lifting industry
- How an organisation is addressing the skills gap
- How an organisation is helping new people into the industry
- Why they're proud to work in the lifting industry
- Share a 'day in the life' of a key role in an organisation (i.e. Lifting Engineer, Inspector)

2. Be interviewed for a case study or blog

LEEA is inviting industry representatives to tell them more about their organisation and what they're already doing to support the future of the lifting industry. If anyone wants to be featured as a GLAD case study, they should provide a summary of what they're already doing, and LEEA will be in touch with follow up questions.



3. Host a local activity

LEEA is asking companies if they have ever considered opening their doors to the general public or local schools to showcase what a career in lifting actually looks like? Such open days could coincide with GLAD on 12 June.

4. Promote GLAD

Use LEEA GLAD graphics and the hashtag – #GLAD2025 – to post specifically about how a company and its staff are supporting the future of the lifting industry and tag LEEA on LinkedIn (link below). Supporters can also use the GLAD LinkedIn profile picture frame to show their support during the day.

What's in it for you?

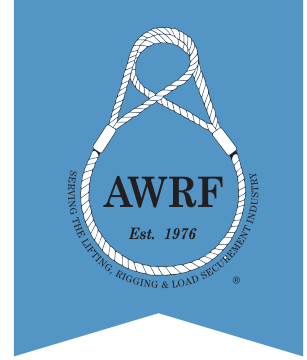
As part of LEEA's campaign for GLAD, the association will be sharing stories with its global membership base and LinkedIn following of over 24,000 people. This is a great opportunity to promote a business and a positive news story of how a manufacturer, supplier, or other organisation is supporting the wider industry.

- Follow the GLAD 2025 campaign and share your stories using #GLAD2025.
- For more information visit <https://globalliftingawarenessday.com/>

<https://www.linkedin.com/company/lifting-equipment-engineers-association>

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Small-Business Owners Face An Uncertain Economic Future

By Gene Marks (This column originally appeared in Philadelphia Inquirer)

There's been a lot of speculating how President Donald Trump's economic policies will impact the nation's small businesses.

But what about now? There are 33 million small businesses in this country, with about more than a million in Pennsylvania. Given these numbers, it's difficult to generalize how every small business is doing. But some recent data points give us a good indication of their optimism, confidence, activity, and employment — both nationally and in the area.

The National Federation of Independent Business' (NFIB) Small Business Optimism Index declined in March to fall just below its 51-year average, and its Uncertainty Index reached its second highest ever reading.

"The implementation of new policy priorities has heightened the level of uncertainty among small-business owners over the past few months," said the NFIB's chief economist Bill Dunkelberg, who is also dean of Temple University's Fox School of Business. "Small-business owners have scaled back expectations on sales growth as they better understand how these rearrangements might impact them."

In its quarterly Small Business Index survey, the U.S. Chamber of Commerce also reported a dip in confidence, and the number of small-business owners who said they were concerned about their revenues and uncertainty reached its highest level since 2021. The chamber's overall score, a measure of small-business confidence, fell back to where sentiment stood a year ago.

Even with confidence falling, almost two-thirds of small businesses asked by the NFIB said that the financial health of their businesses remained "excellent" or "good," and the U.S. Chamber survey found that despite the drop in confidence, views of the U.S. economy and local economies remained stable among their respondents.

Global payments and financial services firm Fiserv found in its March Small Business Index that the point-of-sale transaction data from two million U.S. small businesses showed a "notable acceleration" of small-retailer sales in February, with growth driven by "strong demand for services and increasing restaurant foot traffic." Sales rose 5.5% and "continued to show healthy growth."

In its most recent "Beige Book" report, the Federal Reserve of Philadelphia found that business activity through January in the region declined slightly but that retailers reported little or no change in consumer spending on balance.

Manufacturing in the region decreased in March but was still above market conditions, with 31% of firms reporting increases in activity and 47% saying there was no change. The Philly Fed also said that non-manufacturing activity decreased slightly and that "non-manufacturers were less optimistic than manufacturers."

According to the Intuit QuickBooks Small Business Index — which uses data from hundreds of thousands of QuickBooks customers with less than nine employees — the average real monthly revenue for U.S. small businesses in February decreased 0.79% from the month before. However, Pennsylvania businesses saw their revenues increase 1.4%.

Fiserv reported that Philadelphia retailers and restaurants were among the leaders of the largest cities showing year over year sales growth.

Around seven in 10 small businesses in this region said that their business is in "good health" or that they are "comfortable" with their cash flow, according to the U.S. Chamber survey. The survey also found that small businesses in this region are more likely than those in the Midwest or West to say that the U.S. economy is in good health (39% vs. 22% and 25%, respectively).

According to the Intuit QuickBooks index, employment for U.S. small businesses with one to nine employees in February decreased by 0.99% compared to the previous month. Pennsylvania's employment was consistent with the national average, falling exactly 1%.

But the Philly Fed said its employment index increased to 19.7, its highest since October 2022 although "firms were more reluctant to hire amid economic uncertainty."

The Paychex Small Business Employment Watch, which uses data from its customers having less than 50 employees, showed job growth continuing at levels seen over the last several quarters. Pennsylvania's index was 99.68 in March 2025 compared to 100.34 a year ago.

"According to our most recent data, the small-business labor market is fundamentally healthy and



Gene Marks

Gene Is A Columnist & Author.

A past columnist for both *The New York Times* and *The Washington Post*, Gene now writes regularly for *The Hill*, *The Philadelphia Inquirer*, *Forbes*, *Inc. Magazine*, *Entrepreneur Magazine* and *Fox Business*.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*.

A Professional Keynote Speaker.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.

Continued on page 59

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Bob Cushman
AWRF Technical Committee Vice Chair
Cascade Rigging
AWRF Past President

Letter from the Chair of the Technical Committee

I took some time to reflect on the recent Technical Summit from April before writing this article. The event would not have been possible without the combined efforts of the Technical Committee members and the AWRF Staff. This started with a vision from the Board of Directors that was presented to the Technical Committee. We set clear goals, communicated, used teamwork, and had healthy positive feedback with all the team members to accomplish a task that is slated to become a reoccurring event in one form or another.

The summit did an excellent job of showing how diverse the product segments are in the lifting and rigging community. Steel wire rope, Chain, Synthetic, Web Sling all were represented and given time to discuss topics and available information. This was the main reason in bringing the industry associations together for informative sessions and became a huge part of the educational content that is required to be successful when choosing the appropriate lifting equipment. The responses from attendees have been supportive and positive with reaffirmation that this is the information the members need to be successful.

The experience and commitment of the Technical Committee shows me a collective group of professionals dedicated to the cause of the association.

The Technical Committee will continue to move forward in 2025 providing information that is beneficial to the AWRF Membership. Ideas for new Recommended Practice and Guidelines (RP&G) have been submitted to support to safe operations in rigging shops as well as guidelines for successful lifting operations. The Technical committee also has testing results that are being reviewed and planned for distribution to the membership showing safe practices in elevated temperature environments.

As always, I request that any ideas for new documents or technical presentations be submitted to the Technical Committee for review. We will continue to provide you with current relevant industry technical information for the lifting, rigging, and load securement industry. If you know someone who is involved with the Technical Committee ask them how you can become involved in making a difference in the industry. The AWRF Technical Committee continue to review technical information and look for opportunities that build on the good work that has been done before us.

Small-Business Owners Face An Uncertain Economic Future

Continued from page 57

showing no current signs of a recession,” said John Gibson, Paychex president and CEO. “Job growth within U.S. small businesses continues at levels we have seen over the last several quarters, while wage growth has remained below three percent for the fifth-straight month.”

“The data is clear, confidence is being shaken as small businesses increasingly worry about their revenue while at the same time confronting the possibility that tariffs will raise costs for them and their employees,” said Tom Sullivan, vice president of small-business policy at the U.S. Chamber of Commerce. “But while measures related to revenue and cash flow dipped, other underlying indicators such as hiring plans, investment plans, and overall confidence in the economy remain strong. The prospect of tax and regulatory relief may be buoying optimism amid uncertainty.”

Philadelphia area’s Mark Zandi, who is the chief economist at Moody’s, is not as optimistic.

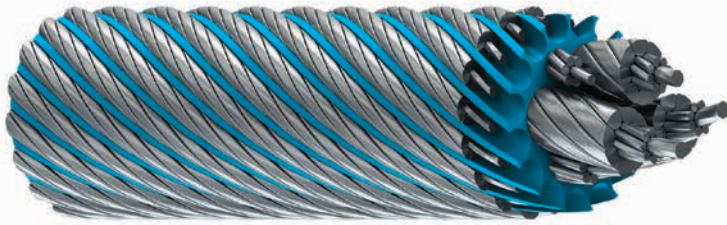
“I still put the odds of a recession this year at 60%,” Zandi recently posted on X (formerly Twitter). “The 125% tariffs on China, 10% on most other countries and 25% on autos, steel and aluminum put the overall effective tariff rate at more than 20% on a static basis. It hasn’t changed. And, as it is clear that U.S. trade policy is being made up on the fly, it generates lots of drama and uncertainty, which is another heavy weight on the economy.”

And it’s not just tariffs. If you’re running a small business in the Philadelphia area, you’re facing a year of tax, federal spending, and regulatory disruption.

It’s likely that uncertainty will increase and confidence will fall, at least in the short term.

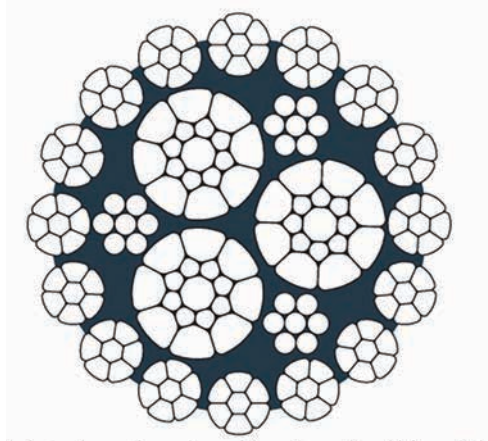
WireCo introduces Durascend: A performing and cost-efficient rotation-resistant rope for cranes

Prairie Village, KS, USA, 06.05.2025 – WireCo® is proud to announce the launch of OLIVEIRA Durascend, one of our latest rotation-resistant compacted rope. After an extensive process of analysis, development, design, and rigorous testing, Durascend is now available for sale in diameters ranging from 8mm to 19mm.



A Superior Rope Design for Cranes

Durascend is designed to provide small and medium-sized tower and mobile cranes with a powerful and reliable rope solution that offers an exceptional cost/performance ratio. This new offering effectively replaces less efficient 12- and 15-strand rotation-resistant ropes such as LT24K and Towerlift, while also filling a gap in the market where high-performance ropes like Maxipact are not required.



The crane industry is continuously evolving, demanding higher efficiency and reliability from equipment. As cranes become more specialized, operators require ropes that deliver exceptional performance, cost-effectively. Durascend's design ensures it meets the industry's need for a rope that can withstand the demands of both tower and mobile cranes without the need for more expensive, high-performance alternatives.

“Our goal with Durascend is to deliver a high-performance rope that meets customers' exact needs—without exceeding them—at a competitive price point. This offering represents WireCo's ongoing commitment to providing innovative solutions that support crane operators in optimizing performance and reducing operational costs,” said David Rowatt, PhD, PE, SVP Global Steel Engineering, WireCo.

Target Applications

Durascend is ideal for Tower Cranes (up to 100m height) and Mobile Cranes (up to 100 tons capacity). By introducing Durascend, Oliveira continues to demonstrate its commitment to providing innovative, high-quality lifting solutions that enhance efficiency and reliability for crane operators worldwide. Designed to perform under the toughest conditions, Durascend ensures operators can maintain high productivity while keeping costs down.

For more information about Durascend and its availability, please contact WireCo or visit our website www.wireco.com.



ARG Industrial Expands

ARG Industrial, a leading, solutions-focused organization specializing in the distribution of hose, fittings, and rigging products, is pleased to announce the planned opening of its newest location in Salem, Oregon.

Salem will be the company's 14th and most southern location to date. This expansion marks ARG Industrial's second location in Oregon, following the Portland branch, which was acquired in 2021. The employee-owned company continues to invest in growth as it serves

customers from a wide variety of industries throughout the Pacific Northwest and Alaska.

“Our new Salem location will not only expand our geographical reach southward but will combine both hose and rigging capabilities in a single location. We feel this value proposition sets us apart in the market. Salem is experiencing significant growth and we feel like we’re just the company to support the industries that are growing there. This new branch will help us strategically drive essential products and services to a wide variety of new and already established ARG customers.” Mike Mortensen, President & CEO ARG Industrial

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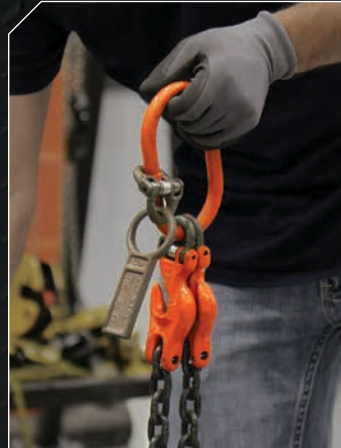


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Ketten Wälder Launches cromox Turnbuckles

Ketten Wälder GmbH has released two new 1.55t capacity cromox-branded stainless steel turnbuckles, designed for use in cleanrooms and hazardous environments.

Ketten Wälder, established in 1948, set-up cromox, a premium stainless steel brand, approximately 17 years ago. The cromox range includes chains, chain slings, load hooks, shackles, chain hoists, and hoist trolleys. The new turnbuckles offer precise alignment, even under full load.

The product – available with either 20mm or 100mm adjustments – has been launched in response to requests from cleanrooms, demanding, and even corrosive environments, where there is often a reoccurring need for micro-alignment of modules and loads. The turnbuckles, designed to be mounted in chain sling legs, enhance the popular shortening clutch, from the company’s CVE series, effectively improving a one-link pitch to 5/100th millimetres of precision.

Roman Auer, chief technical director at Ketten Wälder, said: “Including this new product in our latest catalogue, and presenting it to market, represents completion of a journey that started in 2023. The turnbuckles can be used with a number of different connections. By mid-year, we anticipate global stocking close to the point of use, but partners are already placing orders.

“The catalogue has been received very well; we get extremely positive feedback about equipment design and new products. The catalogue is based on the cornerstones of a business that has been family-owned for generations. The cromox range is innovative and durable, suited to use even in nautical environments. We specialise in customer-oriented solutions for challenging industries.”

Auer explained that a turnbuckle works by inserting the appropriate aircraft locking pins in the according torsion holes; and, under load, micro-adjusting the chain leg length. He reiterated that this application is repeated daily in the cleanroom



The turnbuckles are designed for use in cleanrooms and hazardous environments.

sector especially, where smaller-sized loads of varying shape and weight are handled for the electronics, pharmaceutical, and medical industries.

The cromox-branded stainless steel turnbuckles feature food grade grease; a sealed adjustment unit; and high corrosion resistance, due to AISI 318LN Duplex material. Grade 60 steel ensures safe and efficient use, even in the world’s most demanding environments. These products are user-friendly and maintenance free; slim design is owing to removable ball locking pins. The standard range will meet and exceed the requirements of most applications, but Ketten Wälder continues to welcome demand for special applications.

Ketten Wälder will boost turnbuckle stock across three global warehouses – in Germany, the UK, and the U.S. – but is already shipping directly from headquarters.



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YOKE Expands U.S. Operations with Houston-Area Warehouse and Nationwide Sales Force

YOKE is strengthening its presence in the United States with the opening of a new warehouse in the Greater Houston area and the expansion of its sales force across key regions. The new facility is strategically stocked with high-demand products, with plans to scale inventory to meet growing customer needs.

This expansion reflects YOKE’s commitment to delivering exceptional service, faster lead times, and cutting-edge lifting solutions to the U.S. market.

Milad Gerges National Sales Manager – USA

Milad brings over 23 years of experience in B2B sales, account management, and market development—including 13 years specifically in the lifting equipment industry. He has a proven track record of success across key sectors such as Oil & Gas, Construction, and Marine.

In his new role, Milad will lead YOKE’s U.S. sales strategy, with a primary focus on the Southeast and Gulf Coast regions. His leadership and deep industry knowledge will be instrumental in supporting our partners and accelerating growth across the market.



Milad Gerges
1-727-554-4052
milad_gerges@mail.yoke.net

Michael Wagner Regional Sales Manager

Michael brings nearly a decade of sales experience in the construction and automotive manufacturing industries. He’s recognized for his

ability to build strong customer relationships, identify growth opportunities, and deliver meaningful business results.

In his new role, Michael will focus on driving growth across the Midwest and Northeast U.S., as well as Central and Eastern Canada. We’re confident his energy and expertise will make a strong impact, and we’re excited about what we’ll accomplish together.



Michael Wagner
michael_wagner@mail.yoke.net
1-810-522-0603

Luis Jair Barba Inside Sales Manager for the United States

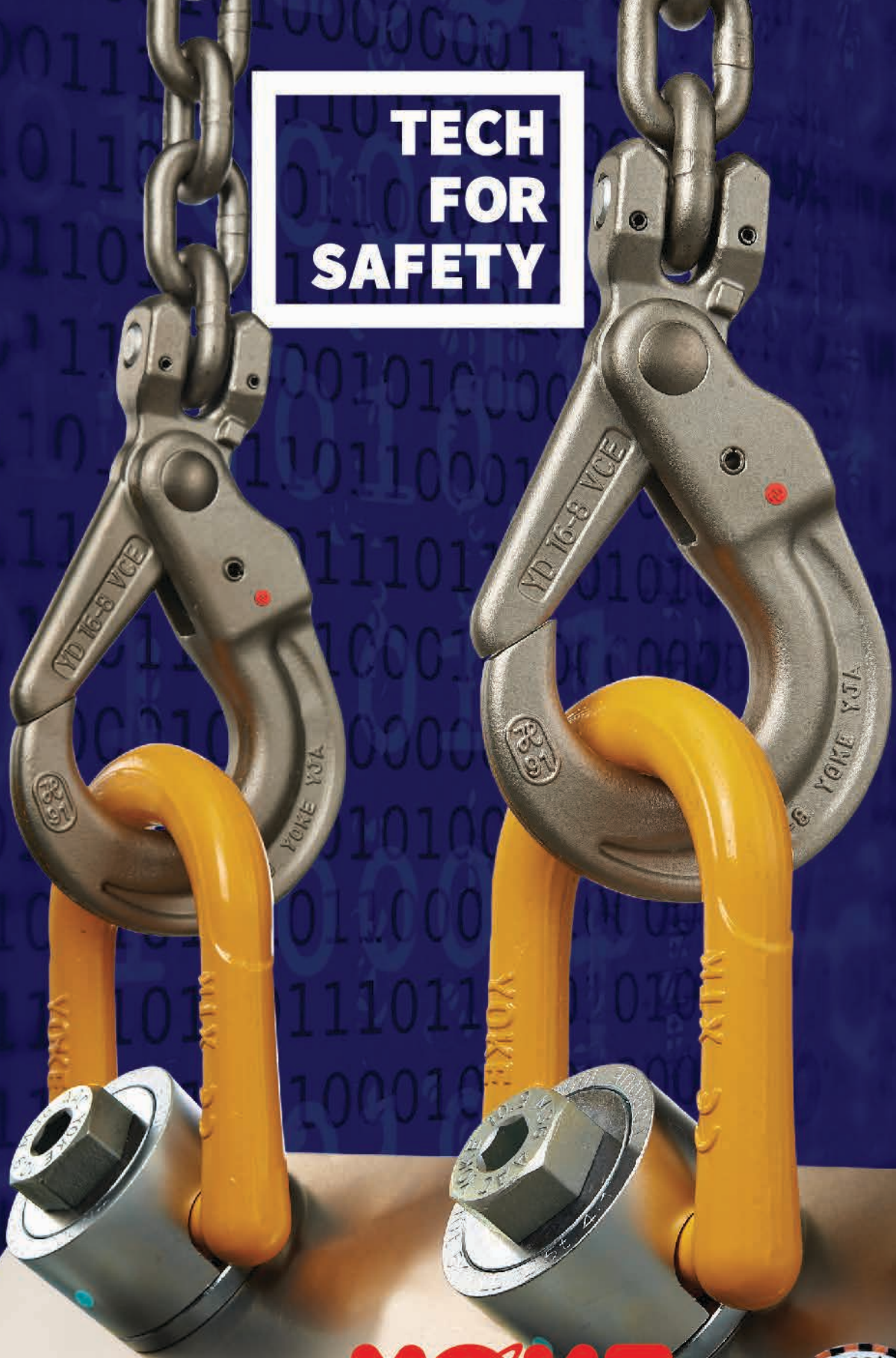
Luis brings valuable experience from the construction and rigging industries, combining technical expertise with a strong commitment to customer service. His passion for helping clients succeed and his proactive problem-solving approach make him an excellent addition to our team.

As he leads our inside sales efforts, we’re confident Luis will play a key role in supporting our growth and delivering outstanding service to customers across the U.S.



Luis Jair Barba
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Continued from page 31

year-round access to schools and hospitals. The company also has supplied components for more than 90 bridges.

In addition, Kito Crosby supports *Children of Fallen Patriots*, a nonprofit that provides scholarships to children of U.S. military service members lost in the line of duty—often single-parent families.

Looking Ahead: Training, Inclusion, and Innovation

Recruitment will be critical in the years ahead as many customers and end users retire with all of their knowledge and experience. Challenges include transferring that knowledge and nurturing the younger industry personnel.

Associations like AWRP can help with that goal. Members represent an extensive body of knowledge. They support new members who are recognized as emerging leaders. “We have to band together to provide education,” Ruths says.

Challenges include extending people’s working lives by making products lighter and easier to use. This goal

will lead to a more inclusive workforce that doesn’t need as much physical strength to carry out the rigging tasks.

Why Rigging Matters

Ruths believes more people should understand how rigging enables infrastructure, safety, and progress worldwide.

“I love that the work we do allows people to be safe and go home to their families every day,” she says.

Ruths is committed to helping more people understand the rigging and securement industry. Many don’t realize its critical role in projects that support daily life. Over time, she’s come to appreciate the industry’s complexity—and the expertise required to make each part work seamlessly.

“What I love about the industry is that people are so passionate about it,” she says. “Many people have been in it for generations. It’s so cool that people are excited about what we do.”

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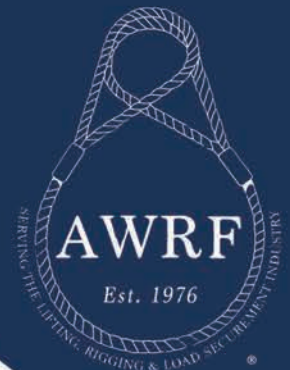
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SPEAKER SPOTLIGHT

JOINING US THIS FALL...

Andrew Busch is the former 1st Chief Market Intelligence Officer for the US government and economic futurist at AndrewBusch.com. For the CFTC, he was charged with improving and enhancing the government's understanding of the markets and the economy. His job was to take all the news, information and data on the economy and markets; and filter it into condensed, easily understood research; then communicate it to the government and public.

Andy provided economic and market briefings to White House, US House, US Senate, the SEC, the Federal Reserve Board and the US Treasury staff on a wide range of issues including interest rates, inflation, China's influence on trade, and the impact of technology on the economy.



Prior to joining the CFTC, Mr. Busch was CEO and founder of a boutique financial markets and policy research firm, Bering Productions, Inc (BPI). Before BPI, he was the Global Currency and Public Policy Strategist for Bank of Montreal (BMO) in Chicago. He is author of the book "World Event Trading" covering large crises, like infectious disease outbreaks and war, and their impact on the economy and markets.

Today, he's a consultant and keynote speaker with a wide range of clients including technology, financial services, energy, real estate, manufacturing, construction and agriculture.



LOOKING AHEAD...

Join us this fall in Charlotte, NC for our annual meeting! This event presents an excellent opportunity to network and gain insights into current industry trends. Additionally, we will be hosting a golf outing and a pickleball tournament for our members to enjoy!



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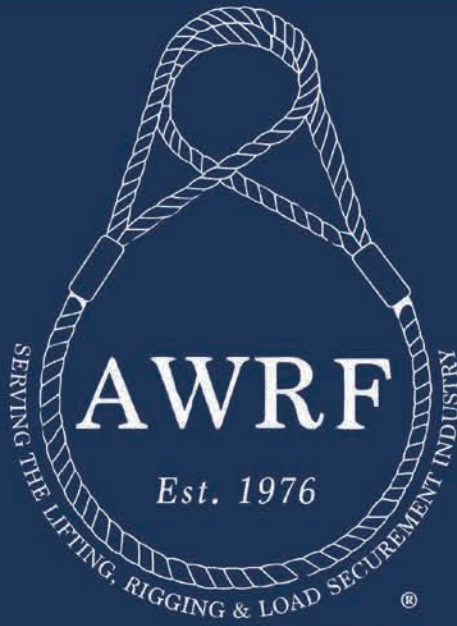

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