

STEEL FABRICATORS'

REVIEW

a Peddinghaus Publication

FABRICATORS MAKING TODAY'S SKYLINE POSSIBLE

MANUFACTURAS METALICAS AJAX, INC Rising to New Heights in Latin America



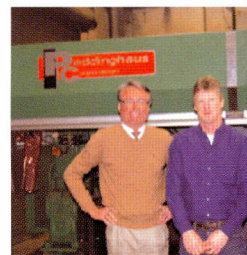
(L-R) Ms. Angeles Martin Rodriguez, Mr. Jorge Martin Sebastia and Mr. Jorge Martin Rodriguez of Manufacturas Metalicas Ajax, Inc.

To be considered a pioneer in any venture is a great testimony to determination, attitude, and an inexhaustible work ethic. The employees and management of Manufacturas Metalicas Ajax set the pace and then continually raised the bar for supplying fabricated structural steel in Latin America. Mr. Jorge Martin Sebastia, General Director, is joined in the management of the firm by his son, Mr. Jorge Martin Rodriguez, General Manager and daughter Ms. Angeles Martin Rodriguez, Purchasing Manager.

See full story on page 24

GEORGE STEEL FABRICATING, INC. Building Powerful Fabrication Team By Connecting All The Parts

George Steel Fabricating Inc. is located in Lebanon, Ohio, not too far from Columbus—home of the Ohio State Buckeyes (alma mater of CEO John George). As every collegiate football fan knows, Ohio State is synonymous with a consistent winning football tradition. Their program became very successful playing "POWER FOOTBALL" where you consistently use strength, technique, and speed to succeed.



(L-R) Mr. John George, CEO and Mr. Kevin Nickell, V.P. Production of George Steel.

See full story on page 4

Nucor-Yamato To Introduce "Supersized" Beam For Long Spans

The deepest sections of hot rolled wide flange beams manufactured in the Western Hemisphere are expected to be introduced in the coming months.

Nucor-Yamato Steel Co. is conducting mill trials in 44-inch deep sections. The deepest sections currently available are Nucor-Yamato's Steel W40x431 sections.

See full story on page 18

WHAT'S ON YOUR PLATE? *Global structural fabricators who engage in plate fabrication share their views in a roundtable discussion beginning on page 6.*

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GEORGE STEEL FABRICATING, INC.

Building A Powerful Fabrication Team By Connecting All The Parts

There is a great similarity between Ohio State's winning, power-oriented football team and George Steel Fabricating, Inc. George Steel is a fifty four year old structural fabrication firm that has been a consistent winning performer on their own playing field—the Midwest structural market.

Their game plan includes performing in many varied markets including office buildings, warehouses, retail, manufacturing facilities, and public buildings such as schools and churches. Lately, George Steel has increased the level of competition to include larger multi-story buildings with heavy fabricated columns that include many complex connections. They have added a lot of "power" to their fabrication methods and practices—and this power philosophy is paying off for them.

Two Brothers...Succeeded by Two Brothers

George Steel Fabricating, Inc. traces its beginnings to two brothers operating a Marathon gas station and a farm implement sales and repair company, out of a small building in Lebanon, Ohio in 1954. Robert and Harold George specialized in selling and repairing farm implements in, what was then, a very rural farming community.

In 1960, the brothers split their company into two parts—a welding shop and a machine shop. By 1964, their focus was solely on operating a repair and light fabrication metal shop. The company continued to serve the area until 1977 when John George joined the firm full-time as Vice President. This gave George Steel the chance to diversify into more production and sales opportunities using their steel and metal experience.

In 1985, John's older brother, Dan, joined the company. He brought with him a Welding Engineering Degree from Ohio State, which—complemented and improved the company's current line of business.

Flexibility Serves George Steel

George Steel's business continued to grow with the production of light poles being a major source of work. At this time, they began to broaden their efforts with a goal of entering the structural steel business. It was thought that this would be an excellent opportunity to complement their repair and light fabrication. This calculated move would soon become a major part of their success in the future.

"We started to focus more on structural fabrication," says CEO, John George, "It was a prudent decision at the time—as the light pole business evaporated.

George Steel purchased their first Peddinghaus machine in 1990—a Peddimax 88/120 ironworker. It was used for detail work, along with a couple of Peddinghaus hydraulic portable punches.

The first Peddinghaus CNC machine purchase was an AFPS 623 Anglemaster in 1997.

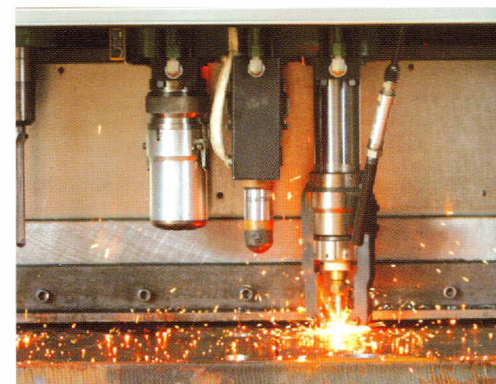
"It opened our eyes to automation," says Kevin Nickell, V.P. Production, "We saw the potential automation could give us."

Taking a Tour Which Opens Your Eyes

John George chose to participate in a Peddinghaus tour of the UK and Ireland. It was during this tour that John observed fabrication practices there, and saw how he could apply some of those principals to his firm.

"I was amazed to see the emphasis placed on material handling, and using effective lift and carry transfer and roller conveyors to eliminate crane handling. It opened my eyes to the costs associated with moving a beam."

-John George, CEO



"One operator does it all—load outdoors, process and unload. I didn't know if we could keep such a big machine busy, but we did... with NEW business!"

George invested in Peddinghaus equipment as the company grew:

- 2000 Peddinghaus multi-spindle drill and saw line
- 2007 a second Peddinghaus multi-spindle drill and saw line
- 2007 a complete lift and carry/conveyor material handling system
- 2007 an FPDB 1800 Plate Processing System (The Powerhaus)



An effective material handling system, observed on a Peddinghaus tour, gives us efficiency to fabricate many sections in one day.



The Peddinghaus drill and plate investment enabled us to accurately fabricate heavy columns—which took us into an entirely new, profitable market.



Similarly, George invested in new software technologies as well—FabTrol Production Software and Tekla detailing software.

Listening in on a Team Meeting

Sitting with the George Steel management staff, lends itself well to the spirit of unity and teamwork that prevails at this firm. They give their unique perspective, from their particular point of view, as they tell it in their own words:

- John George, CEO
- Kevin Nickell, V.P. Production
- Tom Bausmith, V.P. Operations
- Jim Graham, Project Manager

What was the justification for purchasing the complete Peddinghaus Processing system?

GEORGE: "Accuracy, increased production, less dependence on suppliers."

NICKELL: "Being able to start cutting on the job the same day we get drawings."

BAUSMITH: "We needed to increase our production to continue to grow and the Peddinghaus system was a perfect fit."

GRAHAM: "Efficiency, Accuracy, having control of material availability when needed, especially if there are design changes or quick fixes that occur."

How has technology helped George Steel Fabricating?

GEORGE: "We process quicker and faster with increased accuracy—and that sells steel."

NICKELL: "We fabricate much more tonnage with a lot less handling; the CNC files provide all the data for each piece as it goes through the shop."

BAUSMITH: "Technology has helped tremendously. The lead time from shop drawings to production has decreased substantially. Also, the quality and accuracy of the parts have improved".

GRAHAM: "Technology has greatly increased shop efficiency, accuracy, and our overall capabilities".

Can you elaborate how the Peddinghaus system has enabled you to increase overall productivity?

NICKELL: "When the fitter gets the beam, it is already cut and drilled, with all detail plate and angle connections ready for bolting."

We were able to promote a person from processing small detail parts to layout due to the efficiency of our FPDB 1800 plate machine."

BAUSMITH: "We have used our system to handle material more efficiently, and we now have the capability of having the detail pieces when we need them. We use the drill line to mark location for fit up, reducing our layout time even more."

GRAHAM: "The Peddinghaus FPDB has eliminated hand burning, hand layout, and hand drilling on heavier and complicated plate components."

It All Adds UP for John George, CEO

In his career, John has been "hands-on" and has worked in every department or position within the shop. Additionally, he holds an accounting degree from Ohio State. When John reviews an investment he takes a critical accountant's eye to the bottom line:

"In two years, we have **DOUBLED** our tonnage, reduced man hours per ton by 50%, created new markets, and improved our bottom line profitability—with the Peddinghaus equipment and software technology."

"It doesn't get much better than that."

What is the Future of Fabrication?

"In the post 9/11 and seismic world we now live in, all structures are going to be bigger and stronger—our Peddinghaus investment assures us of having the capability for processing the truly "big jobs" that are out there."

NICKELL: "Our Partnership with Peddinghaus has enabled us to become more efficient as we head into the future of steel production".

The Peddinghaus equipment, especially the new FPDB 1800, The Powerhaus, lend themselves well to the production capability of George Steel. They follow the same tenets of a successful football program—solid team members, new technology, good practices, and a "POWERHAUS" ground game.

