

GH' NEWS



■ **GH** ■ **F&G**

GH and F&G Industries agree on a solid alliance

Joint product sales will provide this new partnership with a very strong position in the US market.





José A. Guerra Altuna
GENERAL MANAGER



Gene Garrett
GENERAL MANAGER

GH has supplied the US crane market for more than ten years. Our company provides products and services from our facilities in Chicago, Illinois.

In 2014, GH decided to strengthen our commitment to the American market once again. We have increased our investment through the acquisition of new warehouse facilities in Chicago. These new facilities provide a rapid response to demands for important spare parts and equipment throughout North America.

Our strategy for the US market has been based on the selection of clients who have a good knowledge of the crane market. GH production sites manufacture box girders and sell complete crane systems to end user customers throughout the country.

Our intention is to continue this market strategy in the Northern United States and to add an additional strategy for the Southern states. GH has recently decided to start a new growth project with the collaboration of F&G Industries, our existing distributor located in the Dallas/Fort Worth Metroplex in North Texas.

GH in the USA: a determined commitment

Our new partnership is based on an organized alliance and a thoughtful cooperation. This team approach positions each company to successfully sell GH products and services in the Southern United States and throughout the entire nation in the near future.

GH is in the process of making an important technology transfer to F&G Industries to improve production methods and to streamline manufacturing processes in F&G's facilities in Terrell, Texas.

We are pleased to announce our new partnership and to introduce a compelling product offering for every customer in the US market. Together we can service each company with the quality experience that they deserve.

GH is a European company with more than 60 years of experience. We have manufacturing facilities in 6 countries on four different continents and a commercial presence in 65 countries around the world.

GH products are completely manufactured using our own technology. We are one of the only global crane manufacturers who design and produce their own unique crane components.

Our focus remains committed to excellent products, superior customer service and to employing the best people to service our customers.

We believe that GH and F&G Industries together will make a great impact on the US crane market in the next few years.

I have enjoyed working in the US crane industry since the early 1970's.

During the last 50 years our country has experienced tremendous change.

Since the prosperity of the 1960's and through the energy crisis of the 1970's, the American crane industry has continuously evolved and adapted to challenging market conditions. The 1980's saw an increase in technology and communication industries while a large number of manufacturing jobs left the US for cheap labor markets abroad.

F&G Industries consolidates its business focus

By the 1990's new technology in the crane industry prompted customers to expect more from each crane manufacturer.

Since the year 2000 many manufacturing jobs have returned to the US. Many companies are once again investing in manufacturing facilities which require material handling solutions and new crane products and services.

I started F&G Industries in 1987 and have remained true to the idea of providing our customers with the best products and services available and the most competitive solution in the market. Through the years, our customer's success has also been our own success and we have grown together.

F&G has always been a company committed to safety and a life long trust with our customers.

In this changing economic climate it is important to choose your business partners wisely. GH has been a very important supplier relationship for our business for the last several years.

I am very pleased to announce a new level of relationship with our trusted partner. GH provides F&G Industries with the most advanced crane solutions ever to be sold in the US market. Their global presence, cutting edge technology and superior customer service allows our company to compete in a way which did not exist before this new agreement.

GH will allow us to grow in the right direction and address any new customer demand. With GH's wealth of experience in standard and specialty cranes, we expect to offer new crane solutions to a variety of vertical markets.

It is a pleasure to be able to share this information in this month's issue of GH' News. We look forward to sharing many success stories in the future as a result of this new partnership.



COMMITTED TO INNOVATION:
WHAT REALLY MATTERS IS THE CUSTOMER

GH COMPLETES ITS new range of hoists

GHD13 “CLOSING THE INNOVATION CIRCLE”

In 2015, GH will finally launch the product it has been working on over the last few years. Our urgent commitment to innovation has led to the creation of this new product. Our new design includes more technology and competitive efficiency. The GHB11 hit the market in 2013 and has been a great success. Over 1000 of these new hoists have already been sold, with minimum problems and maximum customer satisfaction. Our commitment does not consist of reducing the features of our new hoists, but just the opposite: our strategy is to



HOIST	FALLS	CAPACITY	HEIGHT	The new range of GH hoists therefore covers the following requirements, which make up practically 95% of market demand.
GHA 12 [2014]	2/1	UP TO 1.6 tons	21.8 m.	
	4/1	UP TO 3.2 tons	10.5 m.	
GHB 11 [2013]	2/1	UP TO 3.2 tons	22.9 m.	
	4/1	UP TO 6.3 tons	9.8 m.	
GHD 13 [2015]	2/1	UP TO 6.3 tons	37 m.	
	4/1	UP TO 12.5 tons	15.6 m.	

A NEW CHALLENGE: MAN-MACHINE CONNECTION

After 55 years in the market, our global business vision includes our reach to over 65 countries and 8 manufacturing plants around the world. This expansion allows us to progress with the concept of a “man-made connection.”

Our cranes are permanently connected with the devices that have become a necessity in today’s world: mobile phones and computers.

Developing our own technology has made us aware of the correct and rational use of our cranes products. We strive to extend their working life, minimize maintenance costs and providing our customers with valuable information.

This new technology equals connectivity and it marks a turning point in the crane industry.

GH continues to connect our customers to the latest technology to lift our world.

add value to the units without affecting our competitiveness and the value we provide for users. This means that all of our users around the world can share in this affordable innovation.

The GHA12, GHB11, GHD13 incorporate frequency inverters to its hoist and crane movement as a standard feature. This inclusion has improved the performance of aspects such as speed control, movement precision, acceleration and load braking. This feature also prevents hazardous swing, improves motor protection and extends the working life of the motors and other crane mechanisms resulting in decreased maintenance costs.

GH has also decided to include a frequency converter for lifting, with these clear advantages:

- Better speed and precise movement control.
- Smoother startup and stopping movements.
- Reduced starting current and more durable electric and mechanical components, motors, brakes and gears.
- No wear to the brake as it functions as a parking brake.
- Less power consumption.
- Higher productivity from increased speed when operating with lighter loads.
- Easier synchronization for lifting at different speeds.
- Encoder Feed Back

GH and F&G Projects in the USA



1. ACS / Seattle, WA



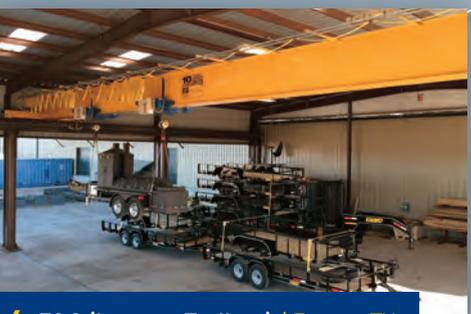
2. COBRA / Tonopah, NV



F&G (Hanson Pipe)
3. Sacramento, CA
4. Grand Prairie, TX



5. ALSTOM / Amarillo, TX



6. F&G (kearney Trailers) / Emory, TX



7. F&G (Priefert) / Mt. Pleasant, TX



8. NATIONAL OILWELL VARCO Houston, TX





17. INDAR USA / Milwaukee, WI



16. SUGAR STEEL / Chicago, IL



**F&G (Wagstaff)
14. Spokane, WA
15. Hebron, KY**



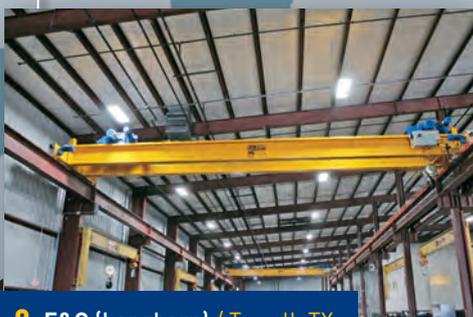
13. GOSAN / Jacksonville, FL



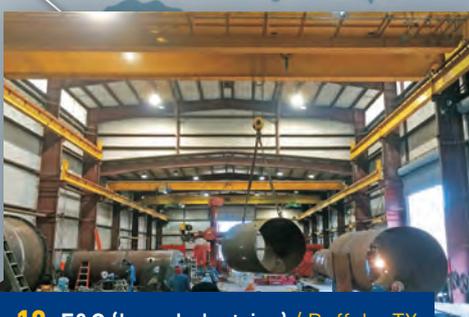
12. F&G (Flanders Electric) / Longview, TX



11. F&G (ACT) / Fort Worth, TX



9. F&G (Longhorn) / Terrell, TX



10. F&G (Long Industries) / Buffalo, TX



GEORGE VISITS THE USA



AFTER HIS TRIP TO MEXICO, GEORGE IS EXCITED TO ARRIVE IN THE LAND OF OPPORTUNITIES. HE WANTS TO LEARN ABOUT THE AMERICAN MARKET AND GH'S POSITION IN IT.

WITH NO TIME TO LOSE, HE JUMPS IN A CAB AND HEADS FOR FRANKFORT, IN THE OUTSKIRTS OF CHICAGO. EACH METER HE ADVANCES HE FEELS MORE IMPRESSED.

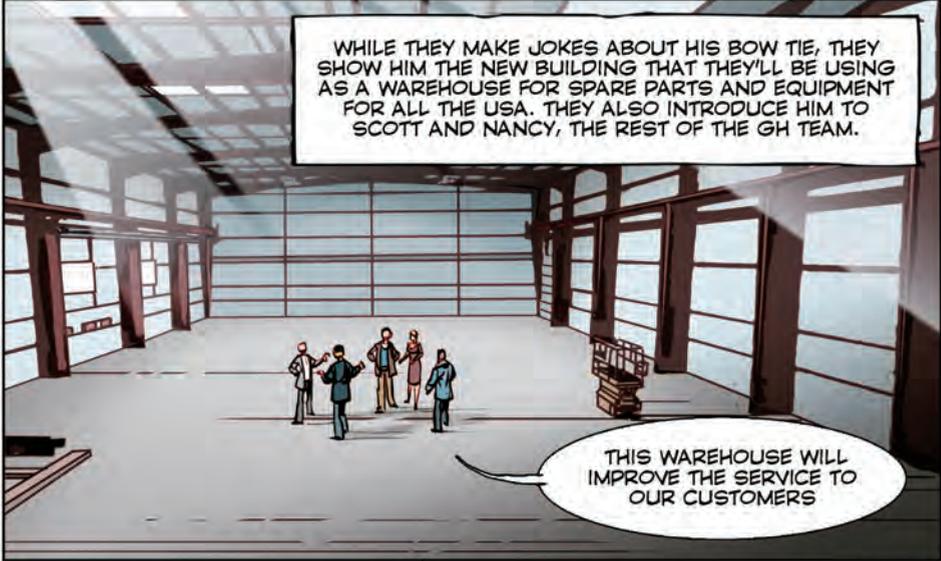


OH, THAT'S A GIANT BEAN. WE COULD LIFT IT WITH A GH CRANE



AT HIS DESTINATION, TWO FIRST-RATE HOSTS ARE WAITING HIM: JOHN O'TOOLE, MANAGER OF GH CRANES AND COMPONENTS IN AMERICA, AND ALEXANDER GUERRA, WORKING FOR SERVICE AND AFTER SALES DEPARTMENT.

AT LAST YOU'RE HERE! WE WERE LOOKING FORWARD TO MEETING YOU.



WHILE THEY MAKE JOKES ABOUT HIS BOW TIE, THEY SHOW HIM THE NEW BUILDING THAT THEY'LL BE USING AS A WAREHOUSE FOR SPARE PARTS AND EQUIPMENT FOR ALL THE USA. THEY ALSO INTRODUCE HIM TO SCOTT AND NANCY, THE REST OF THE GH TEAM.

THIS WAREHOUSE WILL IMPROVE THE SERVICE TO OUR CUSTOMERS



EVEN THOUGH THEY LIKE HIS ENGLISH GENTLEMAN-LIKE STYLE, THEY GIVE HIM A COWBOY HAT SO THAT HE'S PREPARED TO GO TO TEXAS, HIS NEXT DESTINATION.

HAVE A NICE TRIP, MY FRIEND. DON'T FORGET TO GO TO A RODEO SHOW!



WHAT A RECEPTION IN TEXAS! BESIDES GENE GARRETT, F&G'S TEAM ARE ALSO HERE: MARK, DAN, TIM, RODNEY, ANN...

WELCOME GEORGE! WE'LL SHOW YOU F&G'S FACILITIES AND WE'VE ALSO PREPARED SOME VISITS SO THAT YOU SEE DIFFERENT COMPANIES WHICH WORK WITH GH CRANES.

GREAT! I'M LOOKING FORWARD TO VISITING YOUR COMPANY AND SEEING HOW OUR PRODUCT WORKS IN THIS COUNTRY.



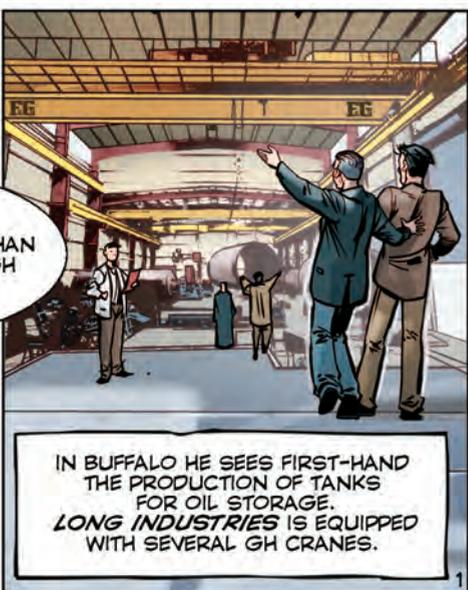
GEORGE'S FIRST STOP IS AT KEARNEY TRAILERS LLC, IN EMORY. MARK GEAR BOX SHOWS HIM HOW THEY USE GH CRANES TO PRODUCE TRAILERS

SUPERB! THIS GH CRANE DOES A GREAT JOB.



THEN HE GOES TO LONGVIEW TO VISIT FLANDERS ELECTRIC, WHERE THE BIG MOTORS CAPABLE OF MOVING A COUNTRY'S ECONOMY ARE PRODUCED

IMPRESSIVE! MOTORS BIGGER THAN CARS MOVED BY GH CRANES.

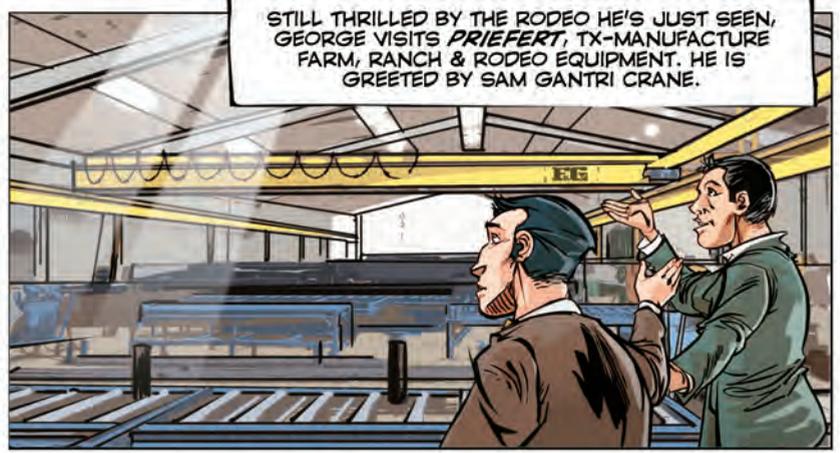


IN BUFFALO HE SEES FIRST-HAND THE PRODUCTION OF TANKS FOR OIL STORAGE. LONG INDUSTRIES IS EQUIPPED WITH SEVERAL GH CRANES.

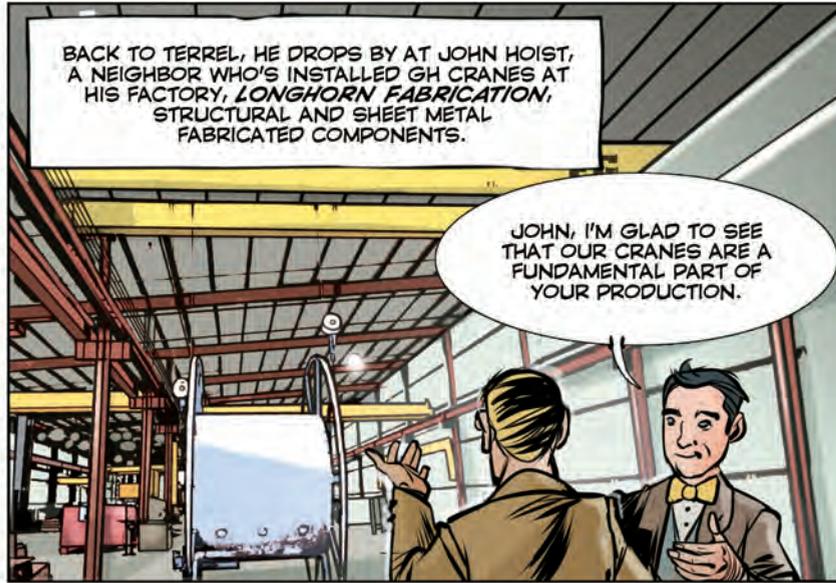
BEFORE GOING ON, GENE TAKES GEORGE TO A RODEO SHOW. AFTER SO MUCH HARD WORK, THEY DESERVE SOME FUN.



STILL THRILLED BY THE RODEO HE'S JUST SEEN, GEORGE VISITS **PRIEFERT, TX**-MANUFACTURE FARM, RANCH & RODEO EQUIPMENT. HE IS GREETED BY SAM GANTRI CRANE.

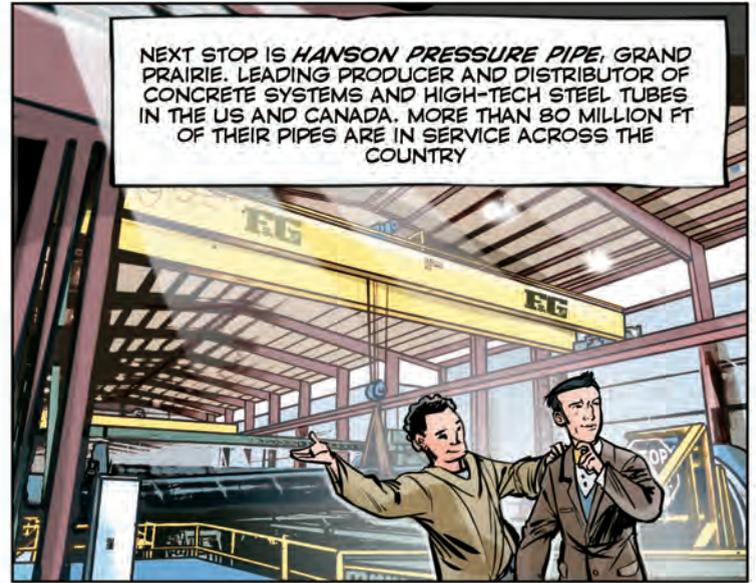


BACK TO TERREL, HE DROPS BY AT JOHN HOIST, A NEIGHBOR WHO'S INSTALLED GH CRANES AT HIS FACTORY, **LONGHORN FABRICATION**, STRUCTURAL AND SHEET METAL FABRICATED COMPONENTS.



JOHN, I'M GLAD TO SEE THAT OUR CRANES ARE A FUNDAMENTAL PART OF YOUR PRODUCTION.

NEXT STOP IS **HANSON PRESSURE PIPE**, GRAND PRAIRIE. LEADING PRODUCER AND DISTRIBUTOR OF CONCRETE SYSTEMS AND HIGH-TECH STEEL TUBES IN THE US AND CANADA. MORE THAN 80 MILLION FT OF THEIR PIPES ARE IN SERVICE ACROSS THE COUNTRY



EMPLOYEE, JEFF MODULAR DESIGN SHOWS GEORGE HOW HE DESIGNS THE PIPES.



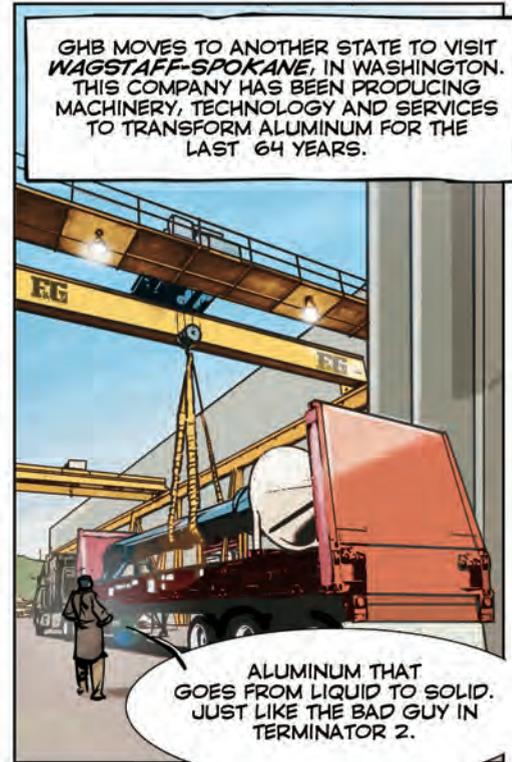
I'M REALLY IMPRESSED. WITH YOUR PIPES YOU COULD CANAL WATER FROM SEATTLE TO MIAMI MORE THAN FIVE TIMES

AFTER A REALLY PRODUCTIVE WEEK, IT'S TIME TO VISIT **AEROSPACE & COMMERCIAL TECHNOLOGY**, IN FORT WORTH, TX - ACT OFFERS THE PRODUCTS AND SERVICES NECESSARY TO MAINTAIN UP-TO-DATE F-16 OPERATIONAL CAPABILITIES FOR THEIR CUSTOMERS.



OMG! I SPENT ALL MY TIME PLAYING WITH ONE LIKE THIS WHEN I WAS A CHILD!

GHB MOVES TO ANOTHER STATE TO VISIT **WAGSTAFF-SPOKANE**, IN WASHINGTON. THIS COMPANY HAS BEEN PRODUCING MACHINERY, TECHNOLOGY AND SERVICES TO TRANSFORM ALUMINUM FOR THE LAST 64 YEARS.



ALUMINUM THAT GOES FROM LIQUID TO SOLID. JUST LIKE THE BAD GUY IN TERMINATOR 2.

GEORGE IS TIRED BUT DELIGHTED WITH HIS TRIP. NO DOUBT THIS IS A GREAT NATION AND A GREAT MARKET, AND GH IS IN IT!



GENE, THANKS FOR ARRANGING THIS FASCINATING TRIP. I'M VERY HAPPY BECAUSE I SEE THAT CUSTOMERS THAT USE GH CRANES ARE SATISFIED.



I'LL BE BACK!

New investment in Chicago to reinforce our presence in the American market

Early in 2014 GH decided to make a new investment in our current facilities in Chicago to reinforce our commitment to the American market.

This investment of \$1.3 million includes land and a new building that will be operational in the first quarter of 2015.

The building's dimensions are 53X24m (175'x80') and will house our spare parts inventory for North America. This facility will also provide a location for after-sales support for all GH products.



Spare parts warehouse, lifting equipment and product support.

GH doubles its investment in the American market.

Our key man in Chicago is John O'Toole who has been leading GH's growth strategy in the USA for more than ten years. John has been recently joined by Alexander Guerra, Scott Stanek and Nancy O'Toole, whose responsibilities will include customer support and quality control for the US market.

With this investment GH increases its commitment to the American market and strengthens its position for growth.

GH offers a wide range of solutions in lifting, and components from standard cranes to special, highly engineered cranes, as well as mobile gantry cranes and transfer carts.

With a wide range of hoists and cutting edge technologies, GH is an integral manufacturer for today's important markets in more than 65 countries.

Manufacturing in seven days and delivery anywhere in the world...

Can anyone make a better offer?

Since we started the GH1WEEK service, which guarantees to the customer that his order will be manufactured within a week, more than one thousand pieces of equipment have been delivered.

A THOUSAND PRODUCTS SOLD AND SATISFIED CUSTOMERS

Besides the decrease in sales, the market showed growing demands by our international customers that made us innovate in the method of manufacturing and delivering our equipment. This was the initial motivation for our new range of hoists, with their new integrated technological advances, but we didn't stop there. We found a new, ground-breaking way to adapt to our customers' needs, by launching GH1WEEK, which guarantees production and shipping of the selected product within a week.

This programme has had very positive results, which can be contrasted with reality. Thus, in 2014 GH1WEEK has supposed between 15 and 20% of our production. GH1WEEK is a differentiating value for our subsidiaries in front of the competence, and their receptivity and co-operation have been extraordinary. breaking way to adapt to our customers' needs, by launching GH1WEEK, which guarantees production and delivery of the selected product within a week.