

Bernie DeWees Discusses Challenges of 2004

Q: What type of challenges do you believe the economy in 2004 will present to 3-D Service and its customers?

A: I am confident that all the indicators are lining up for improvement in most of the industrial sectors that we supply. The challenge for our customers will be to meet the demand. The issue is that most companies in the industrial sector have been minimizing spending on capital improvements and rebuilds, thus not having the equipment necessarily ready for the increased demand that they will see.

Q: What is the key factor affecting industrial manufacturers in 2004?

A: Imports continue to hurt the manufacturing sector.

Q: What is 3-D doing to address the challenges it's facing?

A: We have placed a lot of initiatives on diversifying our customer mix. We're placing a stronger emphasis on our crane service and compressor business and looking to expand more into the utilities industry.

Q: What will 3-D Service's niche in the marketplace be moving forward?

A: Our niche is diversification. We truly are unique in the fact that we can service all of our customers' needs from the

transformer to the driven component. We have worked very hard to acquire all the skills needed to deliver on this promise.



Q: Since its formation in 2002, 3-D Service has acquired two service centers. Will there be a similar approach to growth in 2004?

A: 2004 will be a year to do more—not necessarily more acquisitions, but more focus on further developing what we already have. Our acquisition strategy remains very strategic to further enhance our ability to meet our customers' needs. We are not concerned about the number of acquisitions in 2004. We just want the best acquisitions that meet our strategic objectives.

Q: 3-D Service has always been strong in its motor offerings. In which service areas will 3-D place most of its emphasis in 2004?

A: Power Service and our Nuclear Appendix B programs. However, we also will be further enhancing our Crane Service and Compressor Business.

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TOTAL MOTOR MANAGEMENT Brings Cost Savings to Timken Company

Thanks to 3-D Service, costly motor downtime is a thing of the past for Timken.

The Timken Company is a prime example of the success of 3-D Service's Total Motor Management program. Since the program was initiated several years ago, Timken has realized substantial cost savings well above the goals set each year.

"Total Motor Management has been everything we promised it would be," said Rich Frazee, 3-D Service account manager. "We've been able to keep the process rolling and the motors running."

Statistically, since 1997, cost savings have exceeded goals by such margins as 133% and 186%.

Total Motor Management at five Timken plants is under the supervision of the Motor Management Continuous Improvement Committee. The committee consists of representatives from each mill and 3-D Service. The committee began its work by developing motor repair standards and procedures and setting up a warehouse. It collected spares and analyzed which were unnecessary.

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3-D Advertises in First Issue of *Iron and Steel Technology*



Two-page-spread ad makes splash among prospective 3-D customers.

3-D Service placed a two-page ad in the inaugural January 2004 issue of *Iron and Steel Technology* magazine. The ad, pictured at left, featured the headline "How to Assure You'll Never See Your Mill Stop Due to Equipment Failure" and focused on 3-D's capabilities and services.

Iron and Steel Technology was developed following the merger of the Association of Iron and Steel Engineers, the Iron and Steel

Society and their respective publications—*AISE Steel Technology* and *Iron and Steelmaker*. The new parent organization is the Association for Iron and Steel Technology (AIST).

"The members of AIST, who are the readers of *Iron and Steel Technology*, are the people who will be most interested in 3-D Service and what we can do for the metals industry," said **Bernie DeWees**, president of 3-D Service. "We're very excited that we were able to reach thousands of key decision makers through the strategic placement of this ad."

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TOTAL MOTOR MANAGEMENT

Thanks to this process, Timken's motor inventory has been reduced by more than 600 units with 900 spares in reserve. Nearly 99 percent of all repaired or stored motors are ready for service when delivered to Timken.

"The customer doesn't have to wait to find out about any specific motor," Frazee said. "Information on each motor is readily available at the customer's request."

Frazee also cited another benefit of Total Motor Management: accuracy. 3-D has maintained a cycle count accuracy average on spare motor inventory of nearly 100%.

Joe Wonsettler, Timken's manager of indirect materials and services, said Total Motor Management is a process that truly works.

"If ever there was a case of a win-win relationship, then this is an excellent example," Wonsettler said. "The assistance 3-D Service initially provided enabled us to identify the inventory of motors we had as well as those that would be necessary to inventory in the future. Today, this process ensures our plant users that only

accurately identified, ready-to-use motors are held in inventory."

Wonsettler said 3-D Service and Timken have been working with Total Motor Management for five years and described the quality of motor repairs as "excellent."

Timken is a leading international manufacturer of highly engineered bearings, alloy and specialty steels and components, and a provider of related products and services. The company employs 28,000 people in operations in 29 countries.



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Challenges of 2004

Company announces launch of 3-D University to upgrade employee skills, knowledge.

Q: Will 3-D Service be expanding its product/service offerings in 2004? If so, how?

A: Yes. We are working to obtain our Appendix B program in early 2004, thus placing a huge focus on the utility business.

Q: 3-D Service employees have long prided themselves on being prepared for any service or repair situation. What special employee training and education initiatives are planned for 2004?

A: We will launch 3-D University this year. This is a companywide program to further educate our employees about the ongoing technological upgrades occurring in our industry. It's a continuing education program that I believe will be of great benefit to our employees and our customers.

Q: What is the most significant service improvement that 3-D Service customers can look forward to in 2004?

A: I would have to say quicker turnaround times and responses to quotes. Our performance in these areas is great, but we're looking to be the best. We are placing an emphasis on these two areas.

3-D Crane Services Run Gamut of Repairs Through Remotes

Comprehensive capabilities designed for optimum crane operations.

Overhead cranes have progressed far beyond the basic crane/cab operation. Evolving technology has resulted in upgrades that would have seemed far-fetched less than a decade ago. Then, also, there is the ever-present concern for preventive maintenance to avoid costly downtime.

3-D Service is meeting those maintenance and upgrade needs with its team of experienced field service technicians who specialize in quick turnaround service and quality workmanship. Among the team's capabilities is preventive maintenance in the form of comprehensive scheduled outage service and troubleshooting. 3-D can provide OSHA-required inspections on a frequent or annual basis and conduct runway evaluations and accident investigations or evaluations.

As for upgrades, 3-D can implement conversions whether the controls are pendants or remotes. The company sells and services Telemotive portable radio remote controls, one of the leading remote control manufacturers.

"Our crane service prides itself on its expertise and its technical knowledge,"

said **Bernie DeWees**, 3-D Service president. "It's how we help our customers achieve greater productivity and lower their costs."

3-D sells and services the following leading brands of cranes and equipment:

**Budgit
Duct-O-Wire
Insul-8
Power Electronics
Progressive Crane
Robertson Engineering – Crane Boss
Shaw Box
Telemotive Controls**

The company also services the following systems and components:

**Electric chain hoists
Wire rope hoists
Control products
Remote controls
Runways
Electrification products
Crane and hoist parts**

For additional information on 3-D Service's extensive crane services, call **1-800-837-1614** or go to the company's website at www.3-dservice.com.

Chuck Wood Knows the Service Side of Engineering

Service engineer has been on the go for 17 years.



Chuck Wood has seen it all for 3-D Service. From his days as motor armature winder when he was hired by a 3-D Service predecessor in 1987 to his work as a service engineer in 2004, Wood knows what really matters.

"I realized from the very beginning that customer service is the most important aspect of our job," Wood said. "It's not enough to just fix things. You have to keep the customer informed or you really haven't done your job very well."

That has never been a problem for Wood. It wasn't long after he started that he moved into field service work along with winding. After five years, he began transitioning into service engineering. "That took a lot of on-the-job training along with tech classes in such areas as specialized vibration," Wood said.

Wood says his field service work takes in a variety of specialties such as vibration analysis, field balancing, laser alignment and on-site machining. His work has taken him all over the U.S. and even into Canada and Jamaica.

"I was in Jamaica for several months," Wood recalled, "working on a generator rewind for an aluminum mining operation. Believe me, we were too busy to be concerned about enjoying any free time on the island."

These days, Wood, along with 3-D's service engineer group, has been working on commissioning and repairs. When asked about the most rewarding aspect of his job, Wood is ready with an answer.

"There are actually two things that make me the happiest as a service engineer—completion of a difficult job and seeing the customer is happy with what we've accomplished. That's when we know we have done our jobs well."

John Burke Promoted to Sales Manager

John J. Burke, who joined 3-D Service last spring as power service manager, has been promoted to sales manager.

Burke, a veteran of more than 30 years of management, customer service, electromechanical and technical experience, was previously employed with Waukesha Electric Systems where he was a sales engineer. He has also worked for

ABB Service, TECO-Westinghouse and Stimple & Ward Co.

"In the short time he has been with us, John has shown exemplary skill and expertise," said **Bernie DeWees**, 3-D Service president. "These are great qualities that he will bring to his new position."





Greg O'Brien Hired as Client Manager/ Service Engineer

New Expert Provides Immediate Sales and Service Capability in Columbus.

3-D Service has hired **Greg O'Brien** as client manager/service engineer. He will handle sales and power service work for 3-D customers in the Columbus area.

O'Brien has 20 years experience in the repair and service industries with expertise in the selling and servicing of many industrial products including controls, motors and switchgears. O'Brien previously worked for High Voltage Maintenance Corp., Dynalectric Co. of Ohio, the City of

Columbus Water Division and Siemens.

"With his hands-on experience, product knowledge, field service expertise and contacts in the steel, chemical and utility industries, Greg will help provide us with the skills needed to effectively market and grow 3-D Service in the Columbus area," said **Bernie DeWees**, 3-D Service president. "Greg provides us with a strong presence in Columbus to handle emergency power service requests."



Tom Taggart Named Client Manager

Appointment Extends 3-D Service's Reach into Pennsylvania.

3-D Service has appointed **Tom Taggart** client manager.

Taggart, with years of sales and service experience in a variety of industrial products, will service 3-D customers in Pennsylvania, extending the company's reach into the Keystone State.

"Tom's a welcome addition because of his prior experience, product knowledge and contacts

in a number of industries," said **Bernie DeWees**.

"He's well-known in the steel, chemical, petroleum, utility and food industries and will increase our presence in all of them."

Taggart's areas of expertise include pumps, heat exchangers, boilers and valves. He was previously employed by such major firms as Holt Ramsey Pump Equipment Co., Estabrook Corp. and Cunningham Co., Inc.

3-D Earns Pump Contract from City of Cleveland

The City of Cleveland has awarded 3-D Service a two-year contract for maintenance and repair of pumps at all of its fresh water treatment facilities.

"Cleveland has a number of fresh water stations for pumping, purification and inlet treatment," said **Jim Arndt**, the client manager overseeing 3-D's work for the city. "We will be handling repairs for all of them."

The Cleveland Water Department chose 3-D following a competitive bidding process. 3-D will provide maintenance and repair of horizontal centrifugal pumps, vertical pumps and associated parts.

3-D has done other repair and maintenance services for the city in previous years.

Call 3-D Service today for your equipment or service needs: 800-837-1614

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