

STEEL FABRICATORS'

REVIEW



A PEDDINGHAUS PUBLICATION FOR FABRICATORS MAKING TODAY'S SKYLINE POSSIBLE

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ROS CASARES

Turning the Key to Unlock the Future of Steel Supply

Why is Ros Casares considered the Spanish leader in Steel Service Center and Structural Steelwork/Fabrication? Why do they set the pace in Industrial Distribution

and Transportation Logistics? Because Grupo Ros Casares has become a vital link in the supply chain for modern companies who seek the services of a progressive organization dedicated to customer satisfaction. Ros Casares does it all – from supplying a cut to length steel profile to a complex fabricated member. No job is too big or too small for one of the most advanced steel suppliers in the Spain/Portugal peninsula.

See the full story on page 6



Rafael Bedia knows the value of providing superior customer service.

STEEFAB OF CHARLOTTE

A True Testament to the Power of Partnerships



Riding the leading edge of steel fabrication together; Brian Schlenker, Russell Barngrover, Ron Sherrill and R. Glenn Sherrill Jr. know the secret to success – satisfied customers and quality craftsmanship.

"It has been said that a man is known by the company he keeps. And it is no more true than in business, where men are known by the companies they create and the clients they serve." – This statement by J. Glenn Sherrill, founder of SteelFab Incorporated, is evident today at their Charlotte, North Carolina headquarters. 54 years since its inception SteelFab, Inc. continues to be a family owned and operated organization driven by customer satisfaction and powered by an incredibly talented group of individuals.

Now with six major locations across the United States and over 750 company-wide employees SteelFab has proven themselves to be one of the premier fabricators leading the steel construction industry today. The amount of growth that SteelFab has experienced since their humble beginnings as an ornamental handrail manufacturer is a true testament to the power of partnerships. Proud owners of 14 Peddinghaus machines at their Charlotte location alone, the SteelFab and Peddinghaus partnership has proven to be a winning combination.

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Brothers Nick and Ralph Barone fabricate efficiently in the core of the Big Apple.

BARONE STEEL FABRICATORS

Legacy of Craftsmanship – Father to Sons

Located in the heart of New York City (the borough of Brooklyn) is a unique structural steel fabricator with deep family roots. Two brothers, Nick and Ralph Barone, guide the firm with enthusiasm – fed by the kindred spirit of a dedicated work ethic and commitment to quality. This devotion to steel was an inherited trait from their father, Vincent Barone, who was not only a fabricator, but a true metal craftsman.

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Peddinghaus

Barone Steel Fabricators

THEN & NOW Legacy of Craftsmanship – Father to Sons

Where Were You When the Lights Went Out?

The date was July 13, 1977. The time was about 9:30 pm, when a series of events plunged New York City into total darkness. A succession of lightning strikes, compounded by equipment malfunction, literally turned off the lights in New York City. This was the largest power outage ever experienced in such a concentrated area, and it was not a time for the faint of heart.

How did this Blackout affect Barone Steel? Well, Vincent Barone was a miscellaneous fabricator specializing in decorative and ornamental iron gates and fences. The affect of the Blackout proved to be a real boost for his business. Many retailers were seeking security roll-up gates for their businesses and properties not only for decoration but also for protection. Barone Steel Fabricators was on its way with firm financial footing and a reputation for customer satisfaction with superb craftsmanship.

Barone's Next Generation: Structural Fabricators

Let's jump ahead to 1993, and the next era of Barone Steel Fabricators. Two energetic young fabricators finally get the opportunity to exhibit their craftsmanship at their first real "paid" fabrication job. Ironically, it turns out that their old Brooklyn High alma mater – Xaverian High School – needed a new decorative fence for the perimeter of their property.

Within months, their first true structural fabrication job – 50 tons for the First Yeshiva Temple in Borough Park, Brooklyn – was completed. The Barone brothers were on the job, and the rest is history.

You Belong in the City....

Fabricating structural steel in the heart of New York City is no easy task. It doesn't make it any easier when your business growth forces you to consistently seek more shop fabrication space. Nick and Ralph Barone have moved their fabrication facility FOUR (4) times! They started out with a 2,000 square foot shop; then doubled to 4,000 square feet; then upgraded to 10,000 square feet; finally their present location has over 22,000 square feet of shop space. They are currently in the process of negotiating the



Barone is no stranger to working by moonlight – day or night Barone gets it done.



The small shop space at Barone requires machines that pack a powerful punch in a small footprint.

purchase of the building next door, which will add another 15,000 square feet – totaling 37,000 square feet of fabrication shop capacity. All of it within Brooklyn – to continue providing superior customer service to their customer base as well as to maintain their loyal shop employees.

NASCC Conference Provides Basis for Decision Makers

As Barone's business grew, Nick and Ralph knew they needed to make a decision about the future of the firm. As AISC members, Nick traveled to some of the NASCC conferences

(Seattle, Long Beach, and Baltimore) to learn more about the industry and the advantages of machine automation.

Nick was convinced it was time to replace the "M & M's" (Measuring tape and Magnetic drills) with structural automated equipment.

"We were able to move some of our shop employees off the mag drills into fabrication jobs that were much more productive," said Nick.

"It opened our eyes to the possibilities – and profitability; we knew then it was the way to go", added Ralph.

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BARONE STEEL FABRICATORS

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The Barone brothers accepted the challenge of automation with the purchase of a Peddinghaus Anglemaster in 2005 and a Fabripunch F1170 plate processor in 2006.

"It opened our eyes"...

Business grew steadily for Barone, but the Brothers knew they were only scratching the surface of their fabrication potential. Then opportunity came knocking.



The Anglemaster purchased in 2005 was Barone's first taste of true CNC accuracy.



The F-1170 Fabripunch is the perfect fit for shops where floor space is limited.



All beams – large or small – are no problem for the effectiveness of the PCD-1100 multi-spindle drill line.



Ari, the PCD-1100 and DG-1100 operator, started as a painter and material handler but has made an easy transition to machine tool operator with the help of Peddinghaus Technology.

Energy Efficient Peddinghaus Drill Empowers Low Cost Loan

"In 2006, the State of New York, "Empire Zone", was offering low cost loans for small business growth; in a program called NYSERDA," advised Nick, "this program was based upon energy saving initiatives for business that were environmentally sound. But you had to prove the energy savings".

"We investigated purchasing an automated drill line from Peddinghaus – the model PCD 1100 multi-spindle with a material handling system".

"We asked Peddinghaus for assistance, and their Engineers jumped in to help! They showed us many ways that the PCD saved energy - and money for us.

PCD 1100 Energy Saver for Barone

"We got a loan at 1% interest from NYSERDA!! Do you know why? The investigation proved that the PCD was an energy saver for our shop:

1. The three spindle design enabled multiple holes to be drilled simultaneously
2. The Signoscript marking system saved time and power
3. The compact design saved shop floor space
4. Simply, more fabrication work could be done in a shorter amount of time – saving energy – electricity, gas, etc. – while increasing efficiency

The PCD 1100 multi-spindle drill line was installed in October 2007, and has performed exceptionally well. "The drill line expanded our productivity – and is what truly enabled us to grow as a company", explained Nick.

Miter Saw 'Completes' the System

About 6 months after the PCD drill installation, Barone invited the Peddinghaus team for a visit to their facility "next time you are in New York..."

Peddinghaus stopped in to visit and surveyed the PCD installation. In evaluating their pro-

duction, the Peddinghaus guys made a quick recommendation – you need a band saw to complete your drill line. The obvious question was "why?" – we have a good system flow now.

"Examine your throughput, and calculate how much you spend on cutting of sections - then evaluate the value of scrap, remnants, etc that can be utilized with a little more planning..." was the comment.

"We did exactly as Peddinghaus suggested," advised Ralph, "and we invested in a Peddinghaus DG 1100 band saw that we paid off in about 8 months – a pretty good return on investment."



With roller feed technology, multiple beams can be loaded and processed in a single pass without the operator needing to leave the control and reload the machine.

New Yorkers Tell It Like It Is!

Like true New Yorkers Nick and Ralph will tell you directly – and EXACTLY – their opinion, and what is on their mind. Here are their responses to a few questions.

How has Purchasing Peddinghaus Technology Helped Your Firm?

"It has not just helped Barone Steel – it has changed our lives!"

"Right now, we feel we can bid any job. Peddinghaus equipment has opened up new markets for Barone Steel."

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BARONE STEEL FABRICATORS

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The Hotel Le Blue in Brooklyn – yet another Barone Project.



The Barone brothers with their machine operator Ariosto Cruz.



With our Peddinghaus equipment, we are confident bidding on any sized job, says Ralph Barone.



This beam had a camber so extreme that they doubted it could be done. But a call to Peddinghaus service showed the way that made it happen.

"A few years ago, if someone came to us with a 50 ton job... it would seem like building Yankee Stadium to us – now we can process a 50 ton job over a weekend!"

"If we didn't have the Peddinghaus PCD/DG system with the plate machine and Anglemaster, we would need minimum 30 more shop people..."

Is your Peddinghaus PCD/DG saw drill line hard to operate?

"Our drill line operator was formerly a painter! The Siemens control is easy to understand and the machines run like a dream."

"We love the automation in our shop because the equipment is so accurate and fast; it is a real labor saver for our shop guys. They are happy because it decreases chance of injury."

How is Peddinghaus Service?

"Outstanding! The guys in their call center are excellent!"

"One time we had a severe camber problem with a big column from the mill – a W30x391 that was bowed pretty badly – it almost looked like a half-moon... We called the Peddinghaus service guys, and they instructed us how to adjust the conveyor drives so the rollers could 'free wheel'. The PCD drives took over, and we quickly ran the column with over 60 holes, and it was perfect! All holes, their proper dimensions and all in the right place!"

"Those guys know their stuff!"

How is your market today - Summer of 2009?

"Obviously it could be better – but we are not complaining. We have work – a nice backlog, and we have just received some additional jobs. Not high tonnage work, but projects that we can be profitable on."



Bidding on bigger projects like the one above was once just a dream. But with our Peddinghaus equipment, they have become a reality says Nick Barone.

Plenty of Power for the Future

Many times in the STEEL FABRICATORS' REVIEW, we write about family businesses that thrive in the structural steel fabricating industry. Firms that have passed from generation to generation; firms with every family member involved; firms with fathers/sons actively involved – you name it.

What makes Barone Steel unique? Two brothers – Ralph and Nick Barone – work tirelessly side by side in operating the business. They work together like "hand in glove".

What does that mean? Well, not many siblings share the same office for fifteen (15) years. And not many truly enjoy each other's company.

"We inherited our work ethic from our parents; we each have our own strengths and weaknesses, and we tend to complement each other that way. Though we are brothers, we never travel the same path."

"The greatest pleasure for us is to see how every job comes together. Our greatest thrill is to visit a job site and watch it all come together during erection – unbelievable!"

Vincent Barone would be very proud of the accomplishment of his family business – no more blackouts – only bright skies and plenty of power!