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VOLUME TWO - SEPTEMBER 2008

# REBAR INDUSTRY NEWS



## Upcoming Events

**11.23-27.08**  
**KRB at Big 5**

Join us at the one of the biggest concrete construction exhibits in the Middle East. The Big 5 will be held in Dubai, UAE at the Dubai International Exhibition Center. We hope to see you there!

**02.3-6.09**  
**World of Concrete**

Please be sure to stop by our booth and see what's new with KRB. Las Vegas Nevada Convention Center Booth N2603

## Melinda lerley (continued)

"Apparently Ken, Nathan and Elaine Kauffman had planned to surprise me by giving me a very nice watch for my 10 year anniversary with KRB. The gift was mistakenly placed on the gift table and one of our customers had selected it thinking it was a door prize!"

When it came time to present me with the watch, there was mass confusion and scrambling around at the podium as everyone was looking for the watch. no one could find it." laughs Melinda.

"Our customer came up and explained he had the watch. We all got a big laugh from it afterwards and we still joke about it today as a fond memory."

Melinda continues to be a valuable team player as she arranges schedules and organizes events helping KRB stay on course to meet our customers' needs.

### EMPLOYEE SPOTLIGHT

## Melinda lerley has been helping make things run smoothly since 1997

Behind the scenes of another successful Open House, you'll find many KRB employees including Melinda lerley. Melinda has been a big part of making sure everything goes smoothly at the Open House and around the office for over 11 years. From coordinating the golf outing, mini-golf tournament and dinners to keeping track of guests and customers with a smile, Melinda has been making sure everything is taken care of.

"I really enjoy meeting our customers and seeing returning people every year," Melinda says. She recalls the Open House last year when she received a watch for 10 years of service with KRB.

"Last year I was totally surprised. We were doing our annual door prize give away where we hand out tickets to all the attendees. Then we call those numbers and people come up to the gift table and select their prize." recounts Melinda. *continued on back*



### CUSTOMER SPOTLIGHT

## Lemon Groundworks increases production with KRB shearline



Colin Prior at Lemon Groundwork Supplies says his operators are "Over the Moon" with their new KRB Shearline. Lemon had purchased another manufacturer's shearline some years ago and had many mechanical issues with it. "Our old shear was always requiring maintenance and repairs to keep it running and it was not very easy to use," recalls Colin.

"We knew we needed to replace it so we studied the market and did our due diligence. The shearline we needed had to be priced right, be very reliable and easy to use and allow us to run optimization. We also needed a system that would fit in with the kind of work we do here at Lemon. "We also got many references from other fabricators who owned KRB shearlines. They were all very happy with the investment they had made in KRB."

After visiting Jack Hollibaugh at the KRB booth at the Wire Show, and reviewing some layouts, Lemon Groundwork Supplies saw how easy the KRB shearline was to use. "Any of our operators can quickly get up to speed using it," says Colin.

"We do a lot of small parts and we are always changing tags back and forth. With the KRB controller it is so easy to use that even inexperienced operators can make the shear productive," explains Colin. "And with the exchange rate of the dollar against the pound the KRB shearline was very attractively priced."

"Since we have installed the shearline we are guessing we should be able to increase productivity by as much as 30% based on the speed and ease of entering tags. Also the quality and robustness of the shear means we will spend a lot less time maintaining it."



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## Steel prices set to bounce but not too high

Reuters, Thursday August 21 2008 By Humejra Pamuk LONDON, Aug 21 (Reuters)

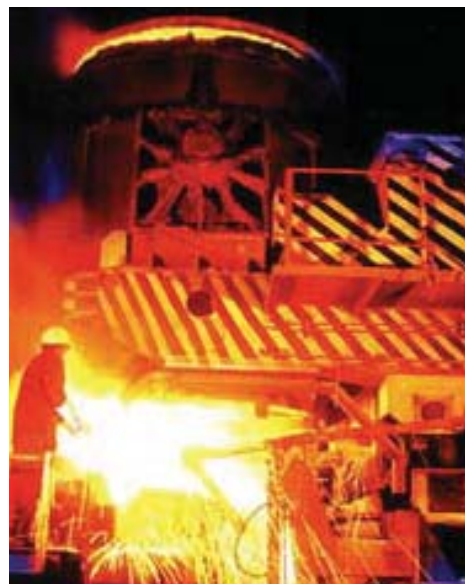
Prices of long steel will bounce back from a recent 30 percent fall once construction work in the Middle East picks up after the summer lull, but weaker global economic growth rules out a return to record highs soon.

The price of long steel, a key construction material, has fallen sharply since July in major consumer the Middle East as work slows due to hot weather and ahead of the holy month of Ramadan in September.

"What's happening at the moment is partly seasonal," said Moody's analyst Matthias Hellstern. "Once this is over, I think prices could go up a bit again."

However, this year's summer lull and seasonality was not the whole story. Lack of demand from Europe and the United States and China -- because of the Olympics -- also fuelled the fall.

"Given the wider context of a general economic slowdown, we should expect to see an impact on steel demand," steel analyst Jeff Largey at JPMorgan said.



## KRB Celebrates Our Biggest Annual Open House Ever!

The KRB 15th Annual Open House was our largest ever. Over 130 customers and vendors attended this annual event spanning two days as KRB showed off its Compact Rebar Shop, a complete end to end rebar fabrication system, the SpinMaster Back Feed prefabrication equipment for roll-mats, as well as 2 automatic double bending and automatic stirrup machines.

"This is a great event," says Bob Vest of CMC. I have been coming for many years and it gets bigger and better."

After Thursday's continental breakfast and product demonstrations, 115 people enjoyed golf and dinner. There was a Mini Golf Tournament which saw fierce competition, but in the end Jackie Arnold was victorious. Runner-up was Aaron Boyer and both Trudy Gunnet and Rick Murphy sank holes-in-one.

In the four man scramble at Springwood there was a three-way-tie for first. The foursome of Tom Doyle of Gerdau Ameriseel, Rob Vogelbacher of Men of Steel Rebar, Sam Bauserman of MSC Industrial Supply and Jeff Himes of KRB were declared the winners with a score of 64. The foursome of Gary Rhodes of National Rebar, Gary Anderson of Airline Hydraulics, John Hoffman of KRB and Doug Ahle of JM Ahle came in second with a 64 and coming in third with a score of 64 was Jason Martin, Dean Houser, Ron Gerhart and Linda Rexroth of Tri-Boro Construction. Congratulations to all our winners.

Men's Longest Drive went to "Grip and Rip" Gary Rhodes, Ladies' Longest Drive went to Elaine "Powerhouse" Kauffman, closest to the pin winners included, Tim "At the Pin" Bricker of KRB and Randy "Ringer" Laird of Kinsley Construction.

Afterwards the group enjoyed dinner and the door prize give aways from golf bags, apparel, tool sets and Nano Ipods. To view more pictures and a video from the KRB Open House visit [http://www.krbmachinery.com/open\\_house.html](http://www.krbmachinery.com/open_house.html).

## KRB Introduces its next generation of automatics

The landscape is changing in rebar bending and cutting. Better technology and streamlined efficiency is more in demand than ever, even in areas where rebar is typically cut and bent on-site and by hand. In its mission to help reinforce the operations of rebar fabricators large and small, KRB is offering its next generation of automatics. The MiniForm 616 Combo embodies the company's commitment to excellence. From concept and development to its release from its manufacturing floor, the MiniForm 616 represents the best from a collaborative and cooperative corporate culture.

The MiniForm 616 automatically bends and shears deformed reinforcing steel, #2 (6mm) through #4 (12mm) dual strand and #5 (16mm) single strand. The MiniForm 616 Combo handles coiled or straight reinforcing steel stock. By having the option to run either coiled or straight stock, shortages are avoided and the lowest priced material

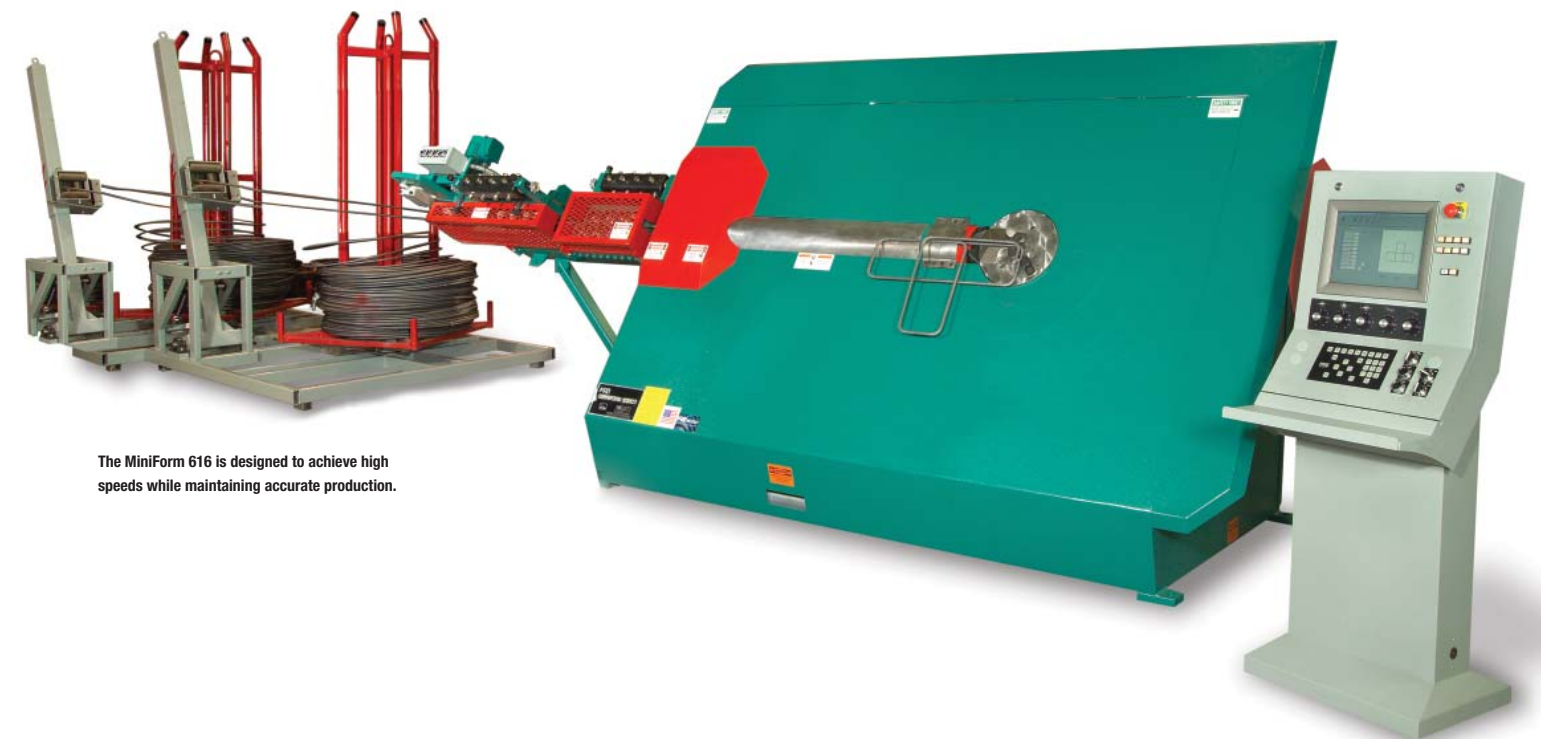
can be used. Dual inventory on bar sizes #3 (10mm)-#5 (16mm) is eliminated.

The new generation MiniForm 616 Combo has been designed to achieve very high speeds while maintaining accurate production. This machine is driven by servo motors on all rotational axis. The straightening system is controlled utilizing a mechanical memory system with four separate size settings. The straightening rolls can be preset, recalled and changed quickly, allowing down time to be minimized and production time to be maximized. KRB coil cradles are supplied for processing coiled stock. Eliminating small diameter bars from conventional shear lines and table benders greatly increases the overall production of your shop.

While KRB's dedication to efficiency, quality and technology produces top-of-the-line machinery, they also take great pride in their friendly and knowledgeable service before,

during and after a purchase. "Our people are really what set us apart from our competition", remarks KRB VP of Product Development and Marketing, Nathan Kauffman. "In our constant effort to form lasting relationship with our clients, we want to make sure that everyone at KRB treats our customers how they would like to be treated." "We also know that we need to provide the best quality and technology in our latest generation of equipment."

The new generation of automatics from KRB is competitively priced. "It was important for us to design and manufacture our next generation of automatics at a competitive price," says Kauffman. "We are delivering even better value than ever." To find out more about KRB and their complete line of rebar bending, cutting and prefabrication equipment, visit [www.krbmachinery.com](http://www.krbmachinery.com).



The MiniForm 616 is designed to achieve high speeds while maintaining accurate production.