

CELEBRATING NATIONAL MANUFACTURING WEEK MARCH 16-22

American Crane & Equipment Corporation

American Crane & Equipment Corporation (ACECO), a privately held U.S. company with headquarters in Douglassville, PA, is a leading manufacturer of overhead cranes, hoists and other material handling equipment, as well as components and parts for standard, custom and nuclear applications. At American Crane, GRIT Matters. We are passionate about delighting our customers and put perseverance, heart and integrity into everything we do.

We are your Expert, Craftsman & Partner

Our goal is to make our customer's job easier. We provide turnkey material handling solutions for many types of industries, including nuclear, aerospace, energy, and general manufacturing. Our quality is built on depth of capabilities, with an integrated approach, in-house resources and experience.

The company's three plants feature a 230,000 square foot combined capacity of manufacturing space, and 150 ton lifting capacity. American Crane has one of the largest floor type horizontal boring mills in the Northeastern United States along with an onsite 200-ton load testing tower. This expanded manufacturing capacity, coupled with highly skilled labor, allows the scalability to meet future market demands.

From the start, American Crane made the strategic decision to maintain in-house resources for engineering, manufacturing and field service needs to assure consistent quality and schedule adherence. Our engineering staff consists of seasoned mechanical, electrical and structural engineers, including world-class nuclear seismic experts. American

Crane's engineering capabilities include mechanical and machine design; structural design and analyses; dynamic modeling and seismic failure modes and effects analyses; complete control system design; remote systems; automated systems; software development (including real-time graphics); complete licensing success with NRC; and support for 50.59 evaluations.

American Crane specializes in critical lift cranes for special applications when failure is not an option. These cranes are designed and built for applications handling high value equipment, radioactive containers, and/or loads carried in sensitive environments. Critical lift cranes are also used when dropped loads could cause schedule delays or when difficult load lifting configurations exist. These cranes feature single failure-proof designs, redundant braking systems, PLC controls (including safety critical), anti-collision protection, variable speed controls (including micro speeds) and real time X, Y, & Z positioning.

As a supplier to the nuclear industry, American Crane has maintained a Quality Assurance Program since 1996 that meets both 10 CFR 50, Appendix B and ASME NQA-1 standards. This quality program has been audited by commercial nuclear utilities, NUPIC, and DOE contractors. Non-nuclear augmented quality programs are also available.

American Crane's service & parts department can provide services such as load testing, product support, outage support, retrofit and upgrades, OSHA and other inspections, spare parts and custom fabrications. Cranes and hoists of all types, makes and sizes are serviced by certified technicians to meet all current inspection codes and standards, assuring full compliance with OSHA requirements.

The parts department maintains an online catalog (Store.AmericanCrane.com) of over 40,000 items featuring standard cranes & hoists, rigging, trolleys, lifting devices, spare parts & much more. As an authorized distributor for Yale, Shaw-box, Little Mule, Coffing Hoists, Chester Hoist, CM, Budgit, Gorbel, Acco, Munck, etc., you will find many of these products available for purchase online.

Why GRIT Matters at American Crane

What is GRIT? GRIT is having Perseverance, Heart & Integrity in all you do. In 2018, Karen Norheim, President & COO of American Crane & Equipment Corporation, initiated the reboot of the company's culture and creation of their mantra — GRIT Matters — Perseverance, Heart & Integrity. This cultural transformation included: How to be the gardener for your organization and Creating a Culture that is creating productivity and a thriving environment for current and future employees, including women and millennials.

It is proven that happy employees are more productive employees. This ultimately helps the company from the C-Suite to the Shop floor. When each employee adapts lean initiatives in their normal day, they become more efficient and therefore have a higher level of quality and production. Employees are working together more effectively, and projects are being completed in a more organized and timely fashion.

Employees also have a new sense of accomplishment, pride, and teamwork. We continue to reward "Gritty" behavior and Lean initiatives, as well as continuing to spread our branding and messaging across all three of our locations. This ensures that our mission is all-inclusive and reaches and engages all employees, whether in the office, the shop floor or out on the road as a service technician.

Do **YOU** have **GRIT**?
JOIN OUR TEAM!

americancrane.com/jobs



531 Old Swede Road | Douglassville, PA 19518 | 877-877-6778

BUSINESS SPOTLIGHT

Watson McDaniel C O M P A N Y



For more than 142 years, Watson McDaniel Company has manufactured a wide range of steam specialty and fluid control products for the industrial marketplace. These finely crafted and highly durable products have made the operation of steam, compressed air, and heat and fluid transfer systems substantially more effective and efficient.

The company manufactures steam traps, pressure regulators, temperature regulators, control valves, condensate pumps, relief valves, liquid drainers, check valves, and other specialty products, as well as a large line of accessories for use in municipal government facilities, schools, industrial plants, power generating stations, universities, hospitals, and a variety of additional commercial and industrial facilities.

Since its founding in 1878, Watson McDaniel has operated in the Philadelphia area, eventually expanding to suburban facilities to accommodate its growing business. Today, the Pottstown-based company serves the global marketplace with a network of manufacturers, representatives, distributors,

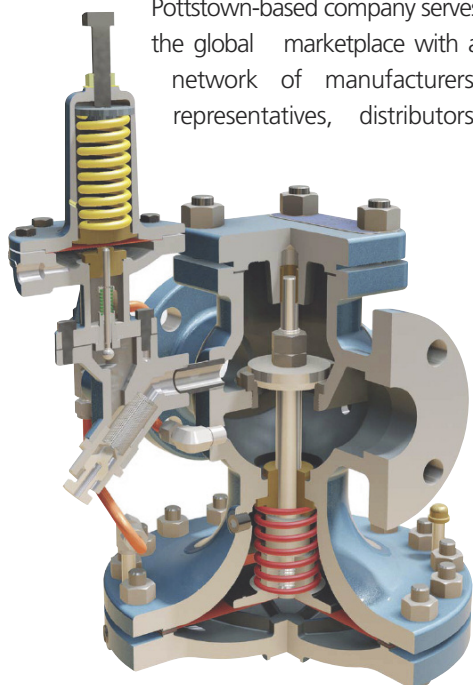



manufacturing plants, and sales offices throughout the world. Along with a skilled and dedicated workforce that includes extensive experience and expertise in steam systems, Watson McDaniel Company has grown to be one of the leading manufacturers of steam specialties in North America.

As it looks to the future, in addition to more complete penetration of domestic markets, the company will continue to expand its international footprint in the global marketplace. A significant portion of Watson McDaniel's current sales efforts are focused on international sales opportunities, and the company expects to grow its international operations by 200 percent over the next five years.


Watson McDaniel Company can, and will continue, to say "Made in Pennsylvania, USA" with pride!

For additional information, please call 610.495.5131 and visit www.watsonmcdaniel.com.







**Watson
McDaniel**
Made in the USA
since 1878




HB Control Valve




W91 Self-Operated Temperature Regulator




Specialty Products



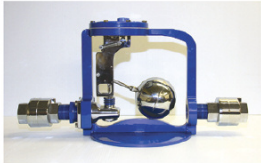
TD600 Thermodynamic Steam Trap




Inverted Bucket Trap




Float & Thermostatic Trap



Patented Pressure Motive Pump-Trap Combination



Thermostatic Trap



HD Pilot-Operated Regulating Valve

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Turn Your Marketing into a Strategic Advantage

Manufacturing executives such as owners, vice presidents, and sales managers who carry the marketing responsibilities for their companies in addition to their core responsibilities, often do so without adequate support. REED is the design and marketing wingman for these executives.

Insufficient marketing support can lead to random, low-value activities, resulting in unclear messaging, inconsistent branding, and ineffective communications. REED provides a go-to resource for small to mid-sized manufacturers in need of quality design, consistent branding, and purposeful marketing activities carried out with speed and accuracy.

“My goal is to help busy executives turn their marketing into a high-value strategic advantage,” says REED founder and creative director, Trevor Reed. “We start by identifying urgent needs requiring immediate attention — an ad design or a website update — to provide rapid relief for a busy executive responsible for managing those activities. Once proven to be a trusted resource, we can then discuss long-term strategies for making a lasting impact on the business.”

For over 20 years — in both corporate and agency environments — Mr. Reed has designed marketing materials for manufacturers across a wide spectrum of industries, from security and agriculture, to foodservice and construction. REED’s core business is the strategic design of brand identities, advertising, sales collateral, technical documents, websites, and more. Recent client needs have also given the studio the opportunity to add strategy development, CRM integration, and marketing automation to its mix of services.

To help you maximize the return on your marketing activities, REED produced the FREE guide, *3 Keys to Effective Marketing*. Executives of small to mid-sized manufacturing companies are invited to download a copy at www.reedmcd.com/guide. You can also reach Trevor Reed directly at 717.517.1727 or at treed@reedmcd.com.



YOUR DESIGN & MARKETING WINGMAN

REED can plan, design, and execute your marketing activities so you can focus on growing your business.

For tips on maximizing the return on your marketing efforts, download *3 Keys to Effective Marketing* at www.reedmcd.com/guide.

BETTER TOGETHER.



JOIN OUR COMMUNITY OF 530+ BUSINESSES
IN THE TRI-COUNTY REGION.

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