

GH' NEWS

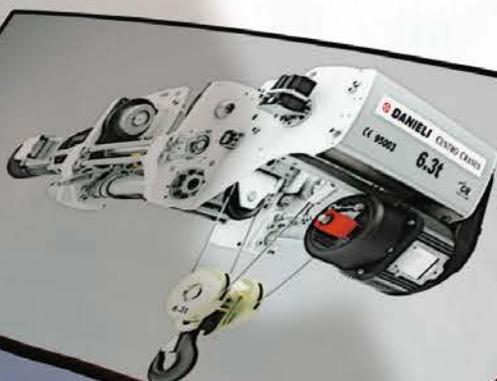


The News

International

GH AND DANIELI CENTRO CRANES SIGN A CO-OPERATION DEAL

*The provisions and high technological content of
GH's hoist make the Italian giant opt for GH*





José A. Guerra Altuna
MANAGING DIRECTOR

Always innovating

Committed to our customers and collaborators, here we present the 14th issue of GH NEWS, which has already become a classic for all of us.

I'd like to highlight that in this issue we will present a very important deal with the Italian company **Danieli Centro Cranes**, which has chosen our products as the most advanced and competitive among the wide range of options present in the market. This deal has been signed with a long-term perspective and its peculiarities are a firm commitment for both companies.

It is a great satisfaction for us because it is a recognition of our technology and innovation policy.

We are adapting with utmost speed to the new technological challenges. Among them, our new website, with which we want to respond to a new concept of business: we have a good product, but we also want to have a nice relationship with the world.

In a difficult global economical context, where no recovery is in sight in the short term, we have found ourselves in a situation where a key decision was to be made, and we have chosen the safest way to success: INNOVATION in everything we do.

Another section of this issue that you have in your hands will deal with the projects GH has undertaken in the last months all over the world. That is, in fact, our best presentation: "A global partner you can trust anywhere in the world"

We have sent George, our already famous "international observer", on a tour to Mexico where he will find out about some of our projects there. Not only has our Mexican subsidiary achieved an important presence in the Mexican market, but it also has celebrated its fifteen anniversary since we began operating in that Latin American nation.

Our take-off in India has enabled us to make our first steps and the future looks promising. Our implementation in Peru is also a commitment to be present in that part of the world which, despite being geographically distant, is very close to us both in social and cultural terms. And these are just two examples.

We also want to present the first results of our "ASTEBATEAN" initiative, "express manufacturing", which allows us to have our equipment ready to be delivered anywhere in the world in just one week.

And I wouldn't want to finish without a special and affectionate mention to Juan Miguel Ayestaran, our Technical Office Director, who will be retiring at the end of this year after 45 years of work and commitment to the company.



A DEAL FOR THE ONCOMING YEARS

Danieli Centro Cranes chooses a GH

Italian company Danieli Centro Cranes and GH have signed a commercial and technological co-operation deal for the next years. The deal includes GH's commitment to provide the Italian company with new generation hoists with a capacity of up to 12,5 t, as well as a series of technical modifications and customizations of the hoists, so that they fit in the Italian company's corporative image.

Danieli is one of the biggest companies in the world devoted to the production of rolling mills for the iron and steel industry. The agreement arrives after months of negotiations between the two companies. Danieli chose GH as provider of its new set of hoists (recently launched into the market) after an exhaustive study of alternative producers of lifting equipment. The provisions and high technological content of GH's hoist finally made the Italian giant opt for GH.

“ Danieli is one of the world's largest companies producing rolling mills and high capacity cranes ”



GH'S WEBPAGE:
A NEW PHILOSOPHY

THINK GLOBAL make local

As part of the way we understand relations between companies, in GH we take care and develop our information channels with customers and users. Now, this effort comes to fruition with the launching of our new corporative webpage and the publication of content in the social media.



ALL THE TECHNICAL AND COMMERCIAL INFORMATION

One of the innovative features of the web is the possibility to look for any information that might be interesting using searchwords. This service is easy and straightforward for the user and it is available in a variety of languages. Its design is dynamic, enabling the user to navigate through the different geographic zones he might be interested in and to access the precise information he wants to find about his region or zone in his own language.

It includes a contact form which puts the visitor in contact with the relevant person depending on the part of the world the web has been accessed from or the service that has been required, so swiftness and efficiency are assured.

Moreover, the web also allows you to fill in a form to ask for an offer, through the Offer Application section in the main menu.

On the web, any visitor will find all our catalogues in PDF and in digital version, with the possibility of visualizing photos, videos and text. It also includes a search engine to sort the catalogues' contents by keywords or indexes, as well as a zoom, for a quick and efficient navigation



SOCIAL NETWORKS

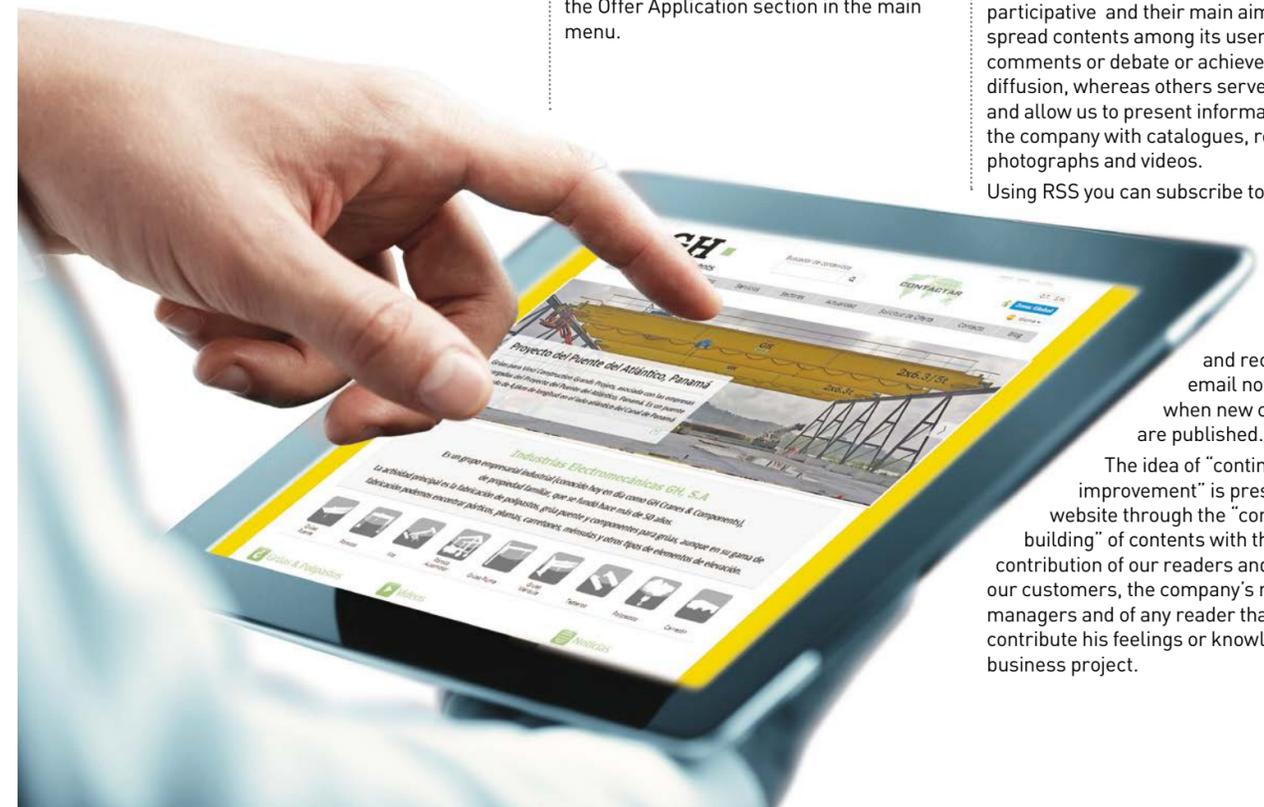
Finally, the web is linked to our profiles on several social networks, such as Facebook, LinkedIn, Google+, Youtube, Pinterest or Tumblr. This gives the webpage strong interactions, generating debates and information exchanges which serve as feedback and push our continuous improvement and service vocation.

Some of these social networks are participative and their main aims are to spread contents among its users, generate comments or debate or achieve more diffusion, whereas others serve as deposit and allow us to present information about the company with catalogues, reference photographs and videos.

Using RSS you can subscribe to GH's blog

and receive an email notification when new contents are published.

The idea of "continuous improvement" is present in our website through the "continuous building" of contents with the contribution of our readers and users, our customers, the company's regional managers and of any reader that wants to contribute his feelings or knowledge to our business project.



GH Worldwide

Some recent projects



1. WF WELDING & OVERHEAD CRANES LTD. Canada



2. SUGAR STEEL USA



3. LA AMADA Mexico



4. NATIONAL OLIVELL VARCO Mexico



5. BRASFELS Brazil



6. GAMESA Brazil



7. GRUPO CUÑADO Peru



8. SIDERAR Argentina



9. LAUGHER Chile



10. ALQUEVA Portugal



11. CESSA Spain



12. SAKANA Spain



13. ALSTOM France



14. OCEA France



15. MASIAS ESSEX England



15. COPASA Saudi Arabia



16. LEMMENS Dubai



17. WAIKO Malaysia



18. MPH CRANES Singapore



19. CUEL Thailand



20. VOIHT India



21. SIEMENS Russia



22. TAIZHONG China



23. ŁÓDZKIE REGION Poland



24. DANIELI Italy

GH TAKES OFF IN INDIA

After founding our own subsidiary in India, GH has begun its activities in the Asian country with determination, knowing that this tiger is bound to be an emerging strong economy like China.

GH has already got an important business team in India, who attends customers and their needs directly. We have also begun producing some products locally, in order to give a more efficient and rapid response to all the projects undertaken in that nation. Our latest involvements in the Indian market

have been with first-rate companies such as FEMCO INDIA, a producer of machinery for the Korean automotive industry, with the sale of a 10-tonne single girder crane with a span of 12.5 m.

GROUP ANTOLIN India Pvt.Ltd has also become an important customer for GH INDIA with the delivery of an overhead crane 25/10 t for moulding operations in their plant in Gujarat, with the aim of supplying Ford, a world referent in the automotive sector.

Finally, VOITH TURBO India, a company from the internationally well-known VOITH group, has acquired an overhead crane of 3.2 tonnes and a span of 12.7 m for maintenance services in their plant in Hyderabad.

Besides, GH India is now involved in many other projects regarding production for customers.

GH SETS FOOT IN PERU



GH GRÚAS PUENTE PERÚ S.A.C, 100% subsidiary to GH, has recently been constituted in Lima, with the aim of strengthening the image and presence of GH in the Peruvian market, selling cranes and equipment and providing technical assistance directly to final customers. This newly-born commercial venture is making its first steps, but the prospects for growth are promising. Josu Ezpeleta, the head of this project, is enthusiastic with this new business challenge of creating a commercial and administrative structure in the South American country, which will enable our company to grow in that market.

GHB TRAVELS TO MEXICO!

AFTER HIS JOURNEY AROUND THE WORLD, GEORGE HANS BRIDGE, ABSOLUTELY SURPRISED BY THE THINGS HE HAD SEEN, DECIDED TO APPLY FOR A VACANCY AT GH: "INTERNATIONAL OBSERVER"

BECAUSE OF GEORGE'S EXPERIENCE AT ROLLS ROYCE AND HIS VAST KNOWLEDGE OF APPLIED ENGINEERING, IT WASN'T DIFFICULT FOR GH TO CHOOSE GEORGE.

CONGRATULATIONS, THE JOB IS YOURS!

HIS FIRST ASSIGNMENT WAS TO GO TO MEXICO TO LEARN ABOUT OUR SUBSIDIARY AND THE LATEST, INTERESTING PROJECTS THEY HAD UNDERTAKEN.

GEORGE? I'M PERE GARCIA, GH MEXICO'S GENERAL MANAGER.

LET ME INTRODUCE YOU TO FERNANDA SALDAÑA, OUR SALES MANAGER.

THE FIRST DESTINATION WAS AN AUTOMOTIVE SECTOR COMPANY: **MULLER**. THERE, GEORGE COULD VERIFY GH'S PRESENCE IN THIS THRIVING MEXICAN SECTOR.

YOUR FIRST VISIT STARTS HERE!

LATER, GEORGE WENT TO PUEBLA, WHERE THE STEEL AND IRON COMPANY **TERNIUM** IS BASED

THIS INTEGRATED PROCESS FOR STEEL PRODUCTION IS A GREAT ENGINEERING WORK.

IN MONCLOVA (STATE OF COAHUILA) HE VISITED **SPECO**, A KOREAN COMPANY THAT PRODUCES TOWERS FOR WIND TURBINES.

!GANTRY CRANES THAT TRAVEL OVERHEAD! WONDERFUL

SINCE HE WAS ALREADY IN THE NORTH OF THE COUNTRY, GEORGE WENT TO VISIT MEXICALI, WHERE **NATIONAL OILWELL WARCO**, AN AMERICAN COMPANY WHICH BUILDS MACHINERY FOR OIL EXTRACTION, WAS AWAITING HIM. HERE, GEORGE COULD TALK TO HIS COLLEAGUE ARMANDO GIRDERMAN AND CORROBORATE HIS SATISFACTION WITH THIS INVESTMENT.

GEORGE, MY FRIEND, I MUST TELL YOU: ACQUIRING 22 OVERHEAD CRANES FROM GH TO PRODUCE OIL EXTRACTING EQUIPMENT HAS BEEN A GREAT SUCCESS.

AFTER AN INTENSE WEEK OF TRAVELLING, IT WAS TIME TO GO BACK TO GH HEADQUARTERS AT QUERETARO AND SHARE HIS EXPERIENCES WITH THE REST OF THE TEAM.

GH PRESENCE IN MEXICO IS REALLY WONDERFUL!

GEORGE, YOU STILL HAVE MANY THINGS TO SEE.

TODAY, I WANT TO SHOW YOU **FERRE BARNIEDO'S** FACILITIES, AND YOU ARE GOING TO MEET A GREAT BUSINESSMAN: FERNANDO DOUBLECRANE

AS YOU CAN SEE, GEORGE, WE USE GH CRANES IN ALL OUR FACTORIES.

A GREAT JOB, SIR!

FERRE BARNIEDO

AS YOU CAN SEE, WE WORK FOR SEVERAL SECTORS AND WE HAVE A GREAT EXPERIENCE IN ALL OF THEM.

BY THE WAY, HAVE I TOLD YOU ABOUT **MELTER**, THE METAL FABRICATION COMPANY?

I'M SURE IT'S AN INTERESTING PROJECT, BUT I WANT TO SPEND SOME DAYS VISITING THE COUNTRY. WHAT DO YOU RECOMMEND?

PERE WAS RIGHT. THE SCENERY IN BAJA CALIFORNIA IS SPECTACULAR...

PERE WAS RIGHT. THE SCENERY IN BAJA CALIFORNIA IS SPECTACULAR...

...BUT NOTHING AS SPECTACULAR AS THESE FACILITIES OF THE MEXICAN STATE ELECTRIC COMPANY, ACQUIRED BY **ACCIONA!**

GH 160/100

FINALLY, AND STILL GETTING SURPRISED EVERYDAY, HE HAD TIME TO VISIT **LA AMADA MARINA'S** TRAVELIFT

THIS GH AUTOMOTIVE SEA GANTRY CRANE IS FANTASTIC!

GEORGE'S FIRST TRIP AS GH'S INTERNATIONAL OBSERVER WAS ABOUT TO END. IMAGES OF WHAT HE HAD SEEN AND MEMORIES OF A GREAT COUNTRY WITH HIM. FIFTEEN HECTIC DAYS, THREE THOUSAND KILOMETERS, HUNDREDS OF NOTES IN HIS TABLET AND THE MEMORIES OF A GREAT COUNTRY. HOWEVER, WHAT DOES OUR FRIEND GEORGE HAVE IN HIS MIND RIGHT NOW...



I BET MY BOW TIE THAT A GH CRANE HAS BEEN USED TO PRODUCE SOME OF THIS PLANE'S PIECES



GH1WEEK
ASTEBATEAN
FAST MANUFACTURING

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, and the projections point at a remarkable increase in the following year.

RESPONSES AGAINST THE WORLD CRISIS

The decrease in the markets after the 2009 world crisis has forced companies to find imaginative solutions to get over this difficult situation, which was threatening with collapsing and destroying all the work done in the previous decades. Our company, GH, was also faced with these problems.

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 delivery of the selected product within a week.

PRODUCT WITHIN A WEEK.

SOLUTION: EXPRESS PRODUCTION

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. On the other hand, even if 63% of orders have been delivered before the deadline, the average delay has been of 1.5 days. This response ratio is one of the guarantees of the programme's success, which is already firmly established in our customers' demands.

The growth of the programme has been specially remarkable in countries like the USA, Brazil, Canada or Malaysia.

From an industrial point of view, the most commonly demanded product using the GH1WEEK programme is hoist GHB11 (303 units), followed by GHB (264). Out of 1,000 lifting cranes, 434 have been sold as a kit. Also, the programme has sold 103 pairs of end carriages.

Faced with this success, we have decided to widen the range of products offered in the programme. In fact, GHA12 has been available since November.

RESULTS: A THOUSAND PRODUCTS SOLD AND SATISFIED CUSTOMERS

An important multidisciplinary team has taken part in the development of this project: twenty-seven people in total, from all the relevant areas, which were divided in three groups to tackle the difficulties present at the different stages of the project. Today, the monitoring team is composed of ten members.

Recently we have reached the milestone of one thousand units sold with this programme, which has already become a classic both for us inside the company and for our customers. However, seeing that this service is an improvement for

“ The countries where this programme is growing faster are the USA, Brazil, Canada y Malaysia. ”

our customers is the real reward for us. They are very demanding and that is what makes us strive to improve.

Similarly, it is a differentiating value for our subsidiaries in front of the competence, and their receptivity and co-operation have been extraordinary

