

BELOW-THE-HOOK SUCCESS STORY

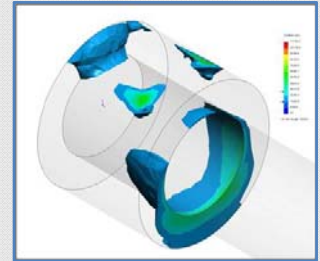
...ROLL LIFTING BEAM



SITUATION:

A steel mill customer needed a work roll lifter for a temper rolling mill. A used lifter, very similar to the required size, was sitting idle at a recently closed mill.

The used lifter had some structural damage and no markings for rated capacity. As the lifter was very large, plant personnel torched the unit into two pieces for ease of transport to Bradley Lifting.



ACTION:

Bradley Lifting performed a detailed stress analysis on the lifter. To achieve a 35 ton rated capacity, several sections in the main, fabricated body required reinforcement. Finite element analysis also determined the roll neck sleeve required strengthening by an external ring.

Bradley engineers recommended another modification: create a permanent two-piece design so the counterweight and main body could be assembled in the field...saving well over \$15,000 in transportation costs.



RESULT:

Repaired lifter saved the customer over \$100,000 compared to purchasing a new unit.



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