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**we ♥ rope**  
**News**

**MAY 2018**

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**verope** 

## Our future **vision**

The strengthening of the international competitiveness is the demand of the verope group. Specific investments into innovation management, productivity in wire rope production and their processing, availability of the wire rope systems as well as global technical after sales service are essential parts of the company strategy.

Our valued customers are involved into the accompanying process of digital data processing. Increasing demand from our customers are interesting challenges, for which we continuously prepare ourselves.

  
Pierre Verreet, CEO



## verope awarded »**Best Supplier to the Crane Industry**«

The T50 Summit of World Construction Machinery Industry, which is jointly organized by China Construction Machinery Industry Association, the American Equipment Manufacturers Association (AEM) and Korea Construction Machinery Manufacturers Association, is one of

the most influential summits in the industry.

The China Construction Machinery Association has awarded verope »**Best Supplier to the Crane Industry**«. Thank you!

## Olympic excursion to **Pyeongchang**

Our partner Kiswire invited us February this year to the exciting wintergames of Olympia in Pyeongchang, South Korea.

The team of verope enjoyed many thrilling competitions and had a great time. Thank you very much for a wonderful stay and a warm welcome!

For more pictures, please visit  
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or scan QR Code for direct link.



verope®  
rely on

HEROES OF RELIABILITY

# THE CAMPAIGN 2018



The last few days of 2017 were a busy time at the verope Service Center in Contwig: The photographer Valentin Wormbs and the team of wmd organized the big photoshooting for our current campaign »Heroes of Reliability«.

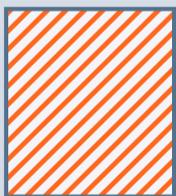
This campaign marks a marketing shift: we decided to take the focus on verope's most valuable asset – our employees. Thanks to our photogenic staff, the shooting was a full success! The launch of the »Heroes of Reliability« advertisements already started in different

magazines like »World Cargo«, »Cranes Today«, »International Cranes« and the german journal »Kran- und Hebetchnik«. The pictures were also released in several items like verope imagebrochures and facebook.

For the »making of«, please visit [www.facebook.com/veropeAG](https://www.facebook.com/veropeAG) or scan QR Code for direct link.



## 4<sup>th</sup> verope Distributor's Day Thank you



Thanks to the active participation of our distributors, it was a great event and a memorable experience. Emerging technologies, new developments and challenges in the wire rope world were discussed. In addition to many insightful talks and discussions

relating to wire rope developments, it was great to enjoy food and drinks in the company of our distributors and partners. Thank you!

redefined  
technologies

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## Welcome Thorsten Treis

verope is proud to announce that Thorsten Treis has taken over the management of our verope Service Center in Contwig, Germany, by January 1<sup>st</sup>. Mr. Treis, an industrial engineer, can rely on several years of experience in the steel processing industry.

We are happy to present you with Mr. Treis another competent contact person in the verope family you can rely on!