

**The many advantages of  
Reuland Total Custom<sup>™</sup>  
crane and hoist  
power drives.**





# Reuland's quick delivery policy on Total Custom™ power drives saves you time and money.

When you order our Total Custom™ power drives, you won't have to compromise. You'll get exactly what you want. And you'll get it fast – as much as four times faster than other custom power drives. That's because we can deliver in 5 weeks on most custom orders compared to delivery times like 20 weeks or more from other manufacturers.



## Put your dollars to work.

Think of all the flexibility and advantages our quick deliveries will give you.

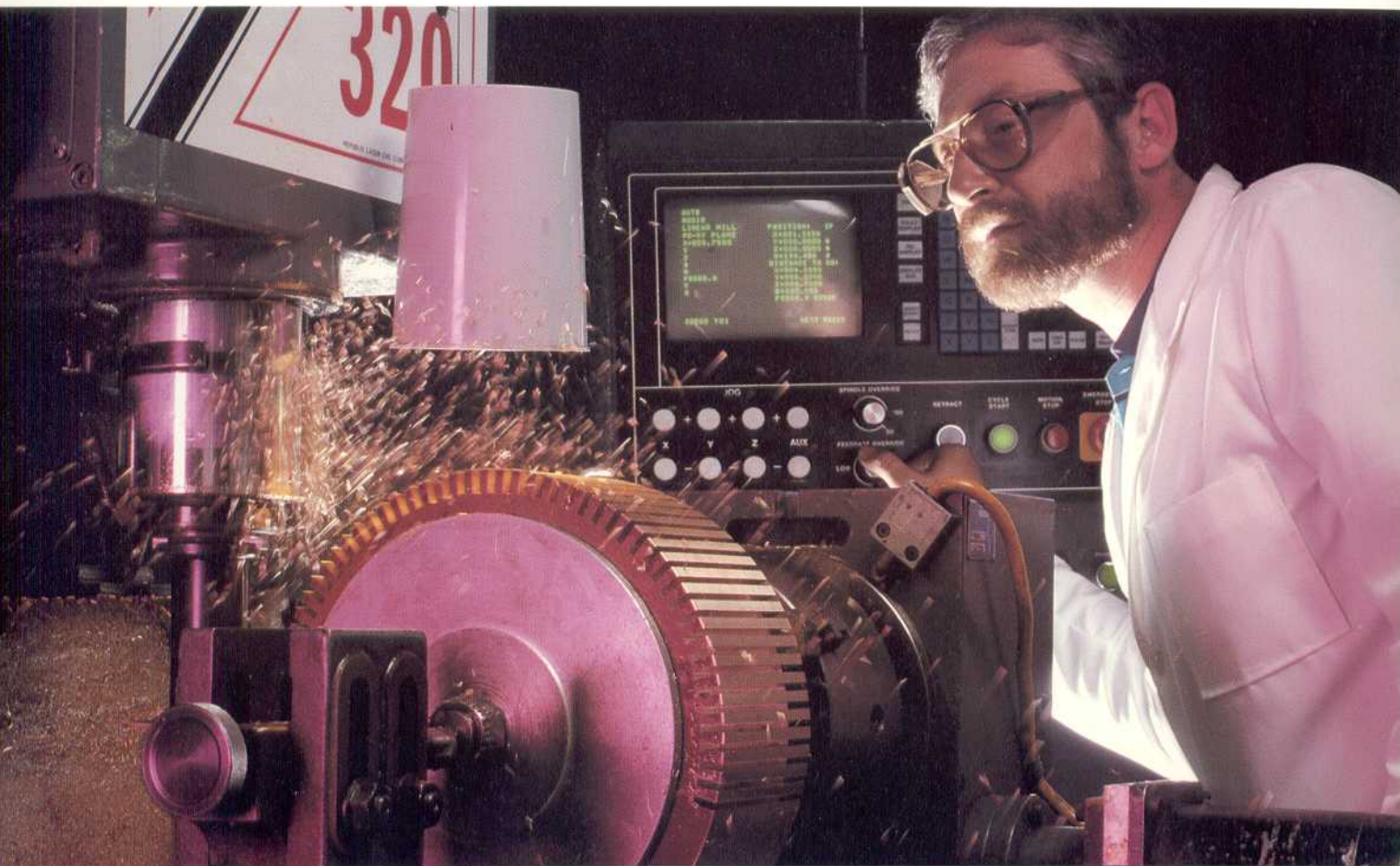
On smaller jobs, you'll be able to deliver built-to-order, custom power drives to your customers much quicker and you'll be able to bill quicker, too.

On larger jobs, you won't have to order power drives months in advance and hold them in inventory long before you bill your customer.

But we don't stop there. We can also give you estimates on our Total Custom™ power drives much quicker...usually within 8 hours.

## Total Custom™ gives you added flexibility.

No matter how you look at it, our fast track performance will really pay off for you and your customers. You'll get all the advantages of custom power drives plus you'll get much more flexibility and economy.





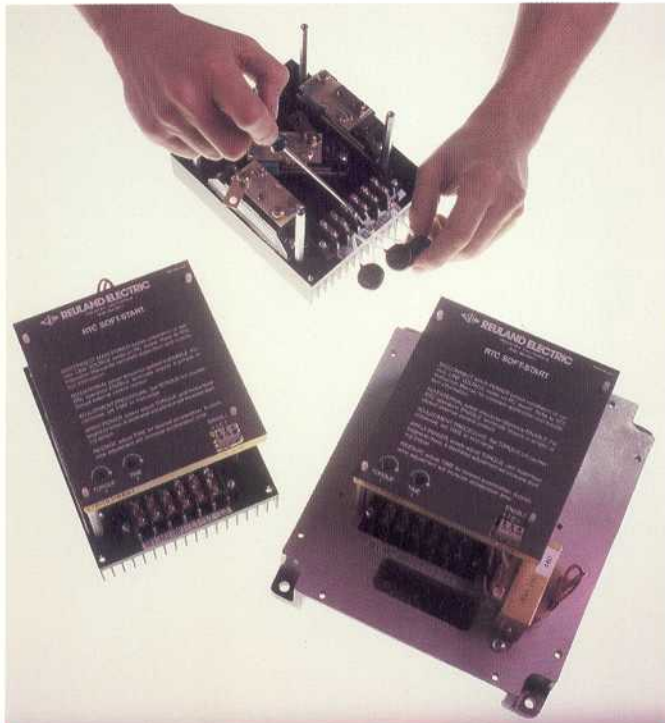
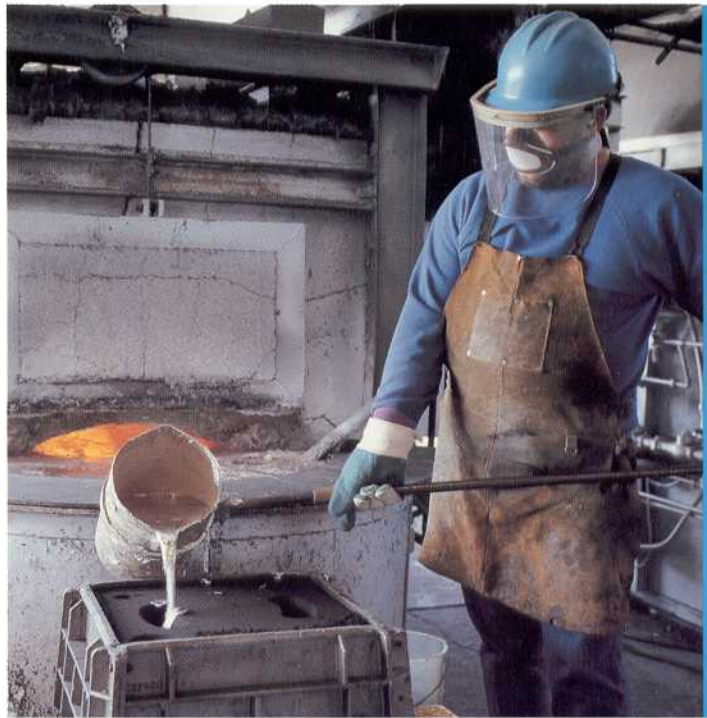
# Total Custom™ means what it says... you don't have to compromise at all.

In the crane and hoist industry, very few applications are ever the same. Parameters like frame sizes, RPM's, brake sizes and reducers can vary considerably with each job. That's why Reuland's Total Custom™ capabilities are so important. We build everything to meet your specifications. Everything.

**We take total responsibility for your entire power drive.**

Unfortunately, the word "custom" has been misused a lot in the crane and hoist industry in recent years. Today, it can mean a manufacturer simply adapts other suppliers' standard equipment to your custom requirements. This kind of make-do engineering can significantly compromise your power drive's output, performance and reliability. Let alone, your company's reputation. And if your customer ever needs service, then he's passed from supplier to supplier.

At Reuland, Total Custom™ means we take total responsibility for your entire system because we build your power drives from the ground up. Nothing is compromised. No passing the buck.



## A perfectly-orchestrated system.

We do it ourselves in our own facilities, from casting the enclosures to hand winding the fields, to final assembly. This gives us total control over the quality and performance of your power drive - perfectly orchestrated to give your customers many years of trouble-free performance.



# Only Reuland gives your customers so much support.

Reuland's roots are in the crane and hoist industry. They go back over 50 years. To this day, crane and hoist power drives remain the largest part of our business.

Through these years, we've always had the greatest respect for the industry's people and this respect enables us to provide a level of support for our power drives that no other manufacturer cares to risk.

We call it our Timesaver Warranty™ service policy and it's designed to protect both you and your customer against the hassles and downtime usually associated with mechanical problems.

## Our exclusive Timesaver Warranty.™

Here's how our Timesaver Warranty™ works. In the rare instance that one of our power drives might need attention, your customer won't be facing extended downtime. That's because we will work with virtually any local motor repair shop he chooses to get it up and running.

Think of the time and hassle he'll save when he doesn't have to send it back to a distant factory or service center.

No other company in the world makes warranty service as trouble free as Reuland.



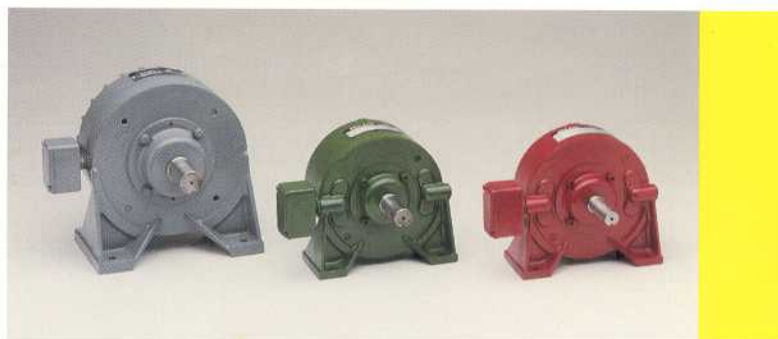


# Reuland provides nationwide application assistance.

One of the most important advantages you'll find in our Total Custom™ capabilities is our nationwide team of crane and hoist specialists.

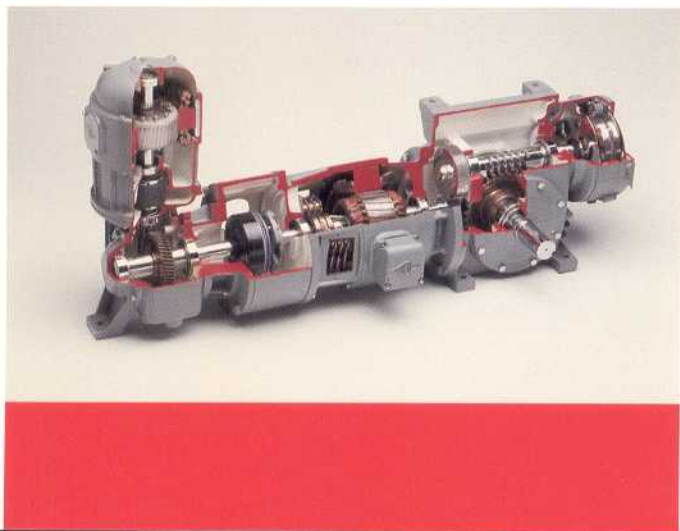
No matter where you are, there are fully trained and experienced Reuland experts ready to serve you.

They can come to your facility at any time and work with you on the design of a project or help you out at any other stage in the process.

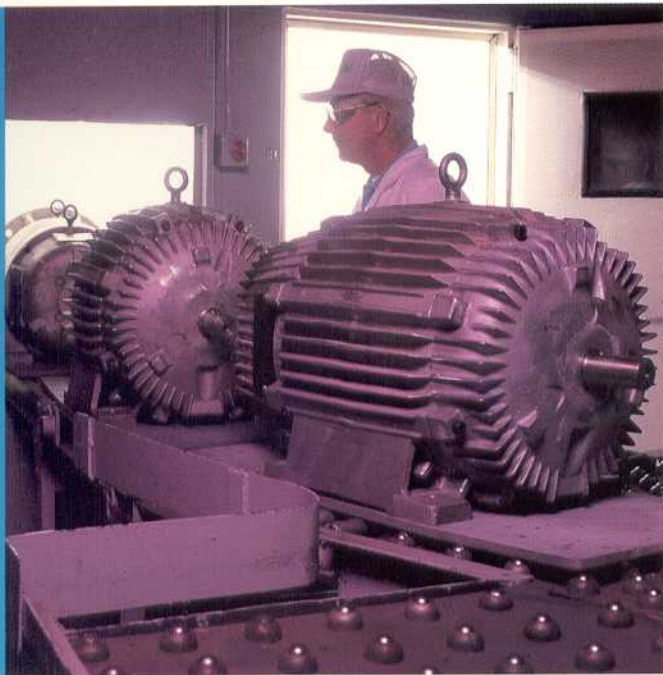


## Reuland's Total Custom™ crane and hoist equipment:

- Multispeed motors
- Squirrel cage motors
- Wound rotor motors
- Brake motors
- Gear motors
- Multi-drives
- Soft start controls
- Vector motors
- Fluid-shaft motors
- Brakes
- Inverters
- Motor reducers
- Torque motors



# Reuland's Total Custom™ power drives are built under rigid quality control standards.



When you specify Reuland Total Custom™ power drives, you can rest assured that even your strictest customers will not be able to find finer equipment anywhere in the world.

**Each Total Custom™ power drive meets rigid quality standards, then it's tested before you receive it.**

Each step in the manufacture of your power drive is monitored by very sophisticated quality control processes. But once built, it's still not ready to leave our plant.

Each completed power drive is then tested under stringent commercial standards so that we can be absolutely certain it will perform accurately, smoothly and quietly for your customer, exactly as you specified.

Today, we can confidently say that no other manufacturer in the world can build you a more reliable power drive.

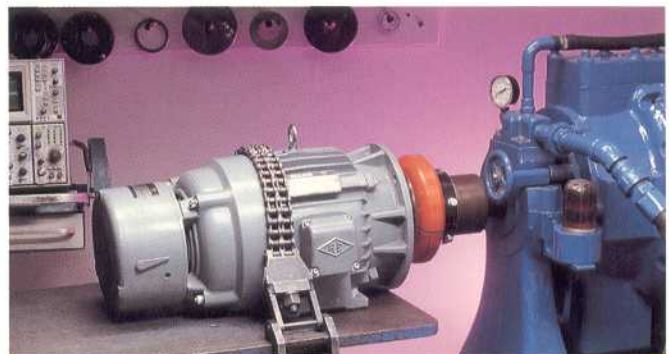
Recently, American companies have been paying considerably more attention to the quality of their products as well as the products they purchase, and your crane and hoist customers are no exception.

Much of this new attitude can be attributed to the intervention of foreign manufacturers who, long ago, implemented strict quality control procedures.

Today, numerous American firms are instituting their own extensive 'zero defect' programs at all purchasing and manufacturing levels so that they can effectively compete on the world market.

**You and your company can benefit from Reuland's commitment to excellence.**

As you and your company compete for today's quality-conscious customers, it is critically important to specify crane and hoist equipment that will meet the stringent standards that these end-users want. They are looking for price, but they've also learned that price is not everything. More importantly, they want reliability...equipment they can count on. They realize that equipment that will operate without the financial burdens of repairs and downtime will save them far more money than its initial cost.





# Our New Solutions™ program keeps you posted on the latest crane and hoist solutions.

Our New Solutions™ program doesn't cost you a cent and it just might help you solve a power transmission problem.

The program consists of a three-ring binder and a series of informative folders explaining how several of the country's top crane and hoist design engineers tackle and solve some of their toughest problems.

Plus, as new folders are issued, you'll receive them automatically.

To get your New Solutions™ program or the name of your local Reuland representative, contact:

Reuland Electric  
17969 E. Railroad St., Industry, CA 91749  
Phone (818)964-6411, Fax (818)965-0115

## REULAND ELECTRIC

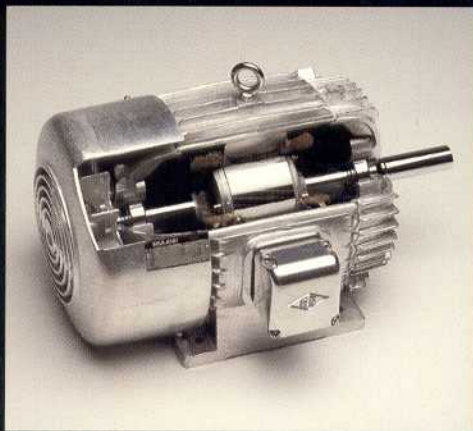


Better power drive solutions

**NEW  
SOLUTIONS**

*How they  
solved the  
tough ones*





**REULAND ELECTRIC**

Better power drive solutions

Made with pride in America