

## Device speeds steel delivery

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### Could cut 14 days from rail trip west, Care Go says

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**NAOMI POWELL**  
THE HAMILTON SPECTATOR

Hamilton's Care Go has built a device it says will dramatically reduce the time it takes to ship steel by rail.

The specially engineered rail pallet could shave up to 14 days off delivery times to Western Canada, the company says.

"Everybody wants things faster," said Walter Krancevic, vice-president of sales and marketing at Care Go. "You have to figure out how to get around the challenges to that. It doesn't serve anyone's purpose to have steel sitting on a boxcar somewhere in Grand Prairie."

Getting steel coils off the boxcars and onto faster-moving intermodal containers is the idea behind the specially engineered pallet.

Sending a product to Western Canada can take up to three weeks on traditional railcars, and railways provide only an approximate arrival date, Krancevic says.

Intermodal containers, which move everything from grain to consumer goods, deliver products within a week and also provide a precise arrival time.

Though steel coils have long been considered too heavy and difficult to restrain on a container, Care Go's pallet immobilizes the steel and distributes its weight across the container, Krancevic said.

"Steel is so dense and the coils are so heavy that you need to immobilize them," Krancevic said. "You can't have them rattling around like empty pop bottles in the trunk of your car."

Care Go shifted its focus to Western Canada earlier this year, when the economic downturn put the brakes on a planned expansion into Alabama.

The firm had hoped to build a \$7-million steel handling facility in the Deep South, in part to service a nearby railcar plant constructed by National Industries, the parent company of Hamilton's National Steel Car.

"Certainly Western Canada has a lot more capital projects," said Krancevic. "Capital projects aren't things you can start and stop, to a certain extent. They have a certain momentum."

Care Go is the parent firm for a cluster of businesses that grew out of Steelcare, the company best known for its innovative steel storage facility on Hamilton's Pier 25.

The economic downturn has caused the steel market to collapse, putting pressure on steel mills and the companies that service them. With production down, Plant 19 is currently closed.

"Some of our businesses are doing better than others," said owner Demetrius Tsafaridis. "The Steelcare group has been hit the hardest. So we're struggling to figure out that one. But the rest of them are not too bad."

Though Care Go's roots are in steel, the company also has a supply-chain management firm, an environmental building design company and an information technology arm.

It recently designed a system to fully automate container-handling shipping for small secondary ports in emerging countries and Europe.

"This company has a lot more to it than steel," Krancevic said. "We have expertise and knowledge that spans the supply chain."

