

**Steel Craft**   
INDUSTRIES



**Speed**

# Speed Matters.



In golf, club-head speed equals power. It's a winning combination. And that's true in lighting too. The faster you can deliver high quality fixtures that exactly meet your customers' specifications, the more power you have to write orders and win new accounts.

That's why we've developed an entirely new Quick Response Capability. To give you fast turnaround quotes on specials and customs. And so you can deliver products faster than ever before.

Call us on your next order of standard catalog products or custom items. At the new Steel Craft, quick response engineering and fast delivery are par for the course.

**Steel Craft**   
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*Contributing to Your Profitability and Growth*

191 Murray Street, Newark, NJ  
973-824-5871 • Fax: 973-824-3465  
[www.steelcraft.ws](http://www.steelcraft.ws)

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99.99  
FINE

99.99  
FINE

99.99  
FINE

Value

# Added Value.



As a precious metal, gold is the world standard for value. But when it comes to lighting, the market demands precision formed steel. In other words, fixtures that meet customer expectations for performance, quality and delivery.

That's why we've significantly upgraded our production facilities and developed an entirely new Quick Response Capability. To give you fast turnaround quotes on specials and customs. And so you can deliver higher quality products faster than ever before.

Call us on your next order of standard catalog products or custom items. At the new Steel Craft, quick response engineering and manufacturing are worth their weight in gold.

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# Design



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# Design Excellence.



Most cars will get you from here to there. But some redefine the concept of driving. The difference is design excellence. The same thing that ensures Steel Craft lighting fixtures meet or exceed your customers' expectations for performance, quality and delivery.

Steel Craft's new Quick Response Capability can be your source of competitive advantage. It gives you on-demand access to superior lighting design and engineering — the specialized capabilities you need to develop new products faster than ever before.

Call us on your next order of standard products or custom items. Let Steel Craft lighting design expertise drive your sales to new levels of success.



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# Quality



1-8 .125  
1-4 .250  
3-8 .375  
1-2 .500  
2-8 .625  
3-4 .750  
7-8 .875  
16THS.  
1 .0625  
3 .1875  
5 .3125  
7 .4375

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# Assured Quality.



Someone once asked, "How can I improve quality if I can't even measure it?" It was a good question. Because you can't. And that's why we do — to within thousandths of an inch.



In fact, our new Quick Response Capability features a complete and independent quality assurance department. Fully equipped with state-of-the-art equipment for precise close-tolerance testing, it ensures all fixtures are manufactured to meet or exceed your quality requirements.



Call us on your next order of catalog products or custom items. See how the new Steel Craft can help you measurably improve product quality — while staying on time and on budget.

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