



## P&H Quality Built into Every Non-P&H Part

In these uncertain economic times, it's easy to reach for the lowest price when buying crane replacement parts. But, **the lowest priced part doesn't always deliver the best value.**

Those who buy **non-P&H crane parts** on price alone soon discover the hidden cost of using lower-quality parts that don't quite match original manufacturer specs. Often those "Will-Fit" parts require replacement sooner than expected. Because of inadequate performance, they can also lead to catastrophic failure.

Mechanical and electrical crane parts from Morris Material Handling - **800-PARTS-PH** - are built to meet exact equipment specifications, to ensure peak crane performance and long life.

- Morris crane parts - **available for any make or model** - are of the highest quality, strength and durability.
- Morris Material Handling promises you the **lowest cost per lift** over the life of the system, no matter the make or model of crane part.
- Our parts manufacturing and design facilities are among the most comprehensive and sophisticated in the industry, including state-of-the art machine tools and testing equipment designed specifically for the manufacture of parts and components that **match the quality of original equipment.**
- Morris staff includes some of the **most highly skilled personnel** in the industry. No other parts supplier can offer the level of technology, quality control, wealth of knowledge and parts-to-equipment compatibility.



ANY PART. ANY CRANE. ANYTIME.

**MORRIS**  
MATERIAL HANDLING

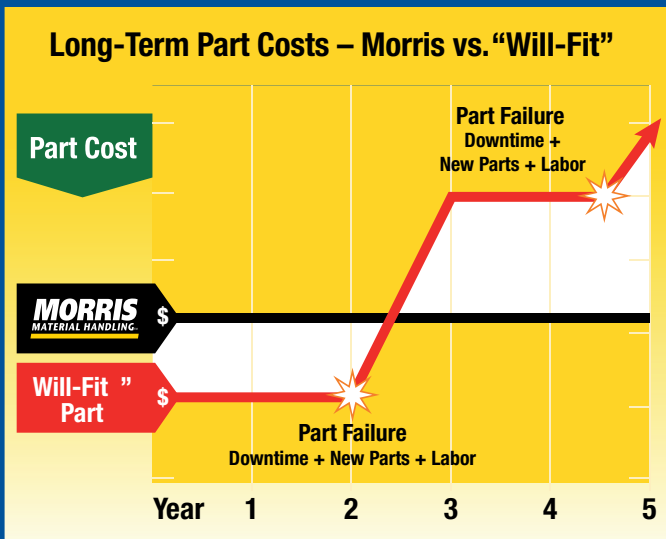
**WINTER SPECIAL**



Warm things up this winter by taking a **15% Discount** off your first non-P&H parts order from Morris Material Handling.

Call **800-PARTS-PH** by February 27, 2009 & mention "Winter Special"

## What is the Real Cost of "Will-Fit" Parts?



Installing low-price "Will-Fit" parts can lead to premature breakdown, add cost and cut into profits. Here are a few examples:

### Broken Brake Stud

A service company working on a hoist for a construction equipment manufacturer installed "Will-Fit" replacement hoist brake studs that were made from a non-specified steel alloy with out-of-tolerance machining. Shortly after being put in service, the stud snapped, leading to failure of the remaining two studs and causing the load to fall, striking a worker.

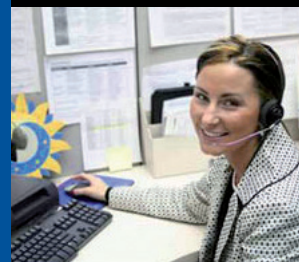
### Premature Gear Failure

The firm hired by a paper maker to overhaul a hoist used "Will-Fit" gears in the hoist gear case, which failed after 12 months. The hoist was repaired once again using "Will-Fit" parts, which failed in less than 6 months. Post repair analysis of the parts revealed that they did not meet specified tolerances.

**"Will-Fit" Catastrophic Failures**  
– Brake Stud (left) & Hoist Gear (right)



**Longer life and top performance make Morris parts a better value.**



**The Best Parts Advice - Plus Convenience - Available Only from 800-PARTS-PH**

Your goal is increased safety and optimal crane performance. So is ours.

At Morris Material Handling, we staff our 800-PARTS-PH call center during hours that are convenient for you so that we are ready when you need help.

That means that qualified Morris parts personnel are available to help with any problems or situations, no matter the make or model of your crane.