

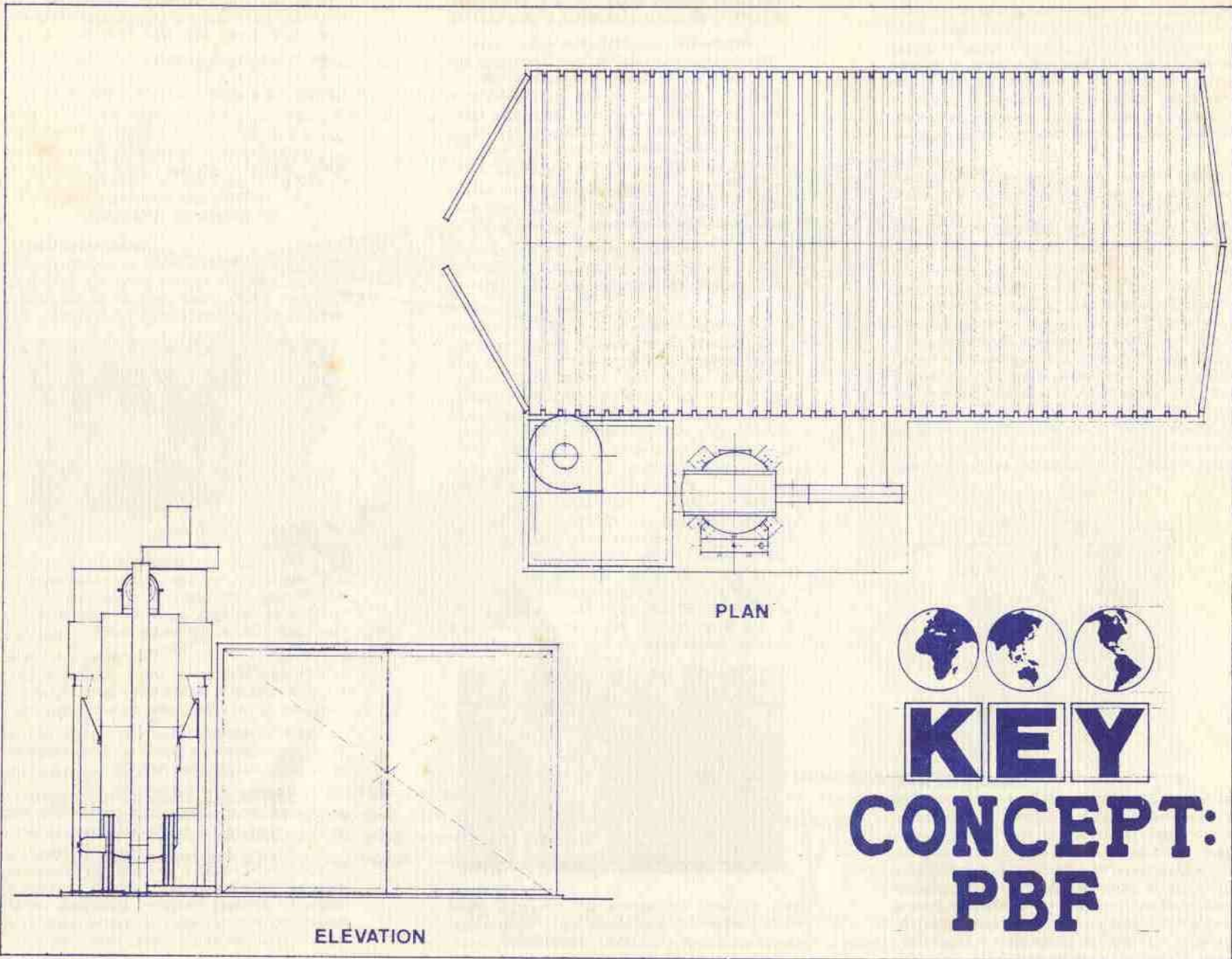
Web3Direct.com
Fruehauf Corporation/Jacksonville Shipyards Case History

Key Concept PBF Brochure, Ad and Film

This low-cost, one-color brochure was simple, but very effective in conveying the totally-new concept of inside blasting and reclamation for environmental and economic reasons. The target market, after all, consisted of engineers and contractors. The ad, modeled after the brochure, ran in international publications for two years. The “Key PBF” brand was further promoted with a closed-loop film used by the company salespeople around the world for 12 years.

In the mid 1970's, dust from outdoor sandblasting was becoming recognized as an environmental problem nationwide. Fabricated steel always requires surface preparation before final use, but no company had yet come up with a feasible and affordable solution for in-the-field, jobsite sandblasting. Key Houston was the first company to create an affordable, Portable Shot Blast facility (PBF) that could be transported to a jobsite on a flatbed truck, installed in a single 8-hour shift, allowing the contractor to process sheet steel onsite with complete recovery of the spent shotblast material.

Companies that purchased the product found an added advantage: they could reuse much of the shotblast up to 200 times, instead on only once, as was the case with open blasting. Marketing this totally new concept to an entrenched marketplace of international contractors was Emerson Brantley's first task as Marketing and Advertising Director with Fruehauf's Shipyards Subsidiary.



PLAN

ELEVATION


KEY
CONCEPT:
PBF

CONCEPT: PBF

INTRODUCTION

In the past, most blasting was easily, yet wastefully done outdoors. Then, several companies began marketing enclosed blasting facilities. These custom built buildings offered abrasive reclamation, but often at a cost of hundreds of thousands of dollars.

Now, KEY-Houston ushers in the new era in steel preparation and fabrication with our new PORTABLE BLASTING FACILITY SYSTEM (PBF).

The KEY-PBF is sold as a Total System in standard sizes; it is **not** a scaled-down larger volume facility...it is an entirely new concept.

The system can be easily installed in less than one shift on any flat surface, and because of its high portability, it can be disassembled in even less time if necessary.

KEY-PBF is designed to utilize steel abrasives. These provide superior working conditions, assured uniformity in application, and are the most economical, for with the KEY system you may use the same abrasive up to 200 times!



The Total Recovery System concept is a most important part of our PBF, and it is the reason we developed the Total-System approach whereby each component is designed *in relation to its job in the entire operation.*

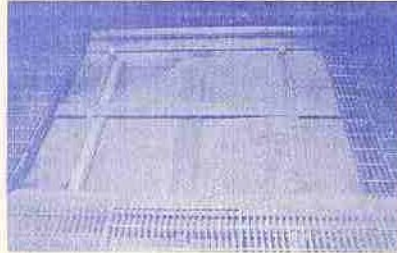
INDIVIDUAL COMPONENTS of the Total PBF System

I. INTERIOR PBF: Minimum-Friction Blade Sweeper System (including cross-conveyor)

Mechanical recovery requires deep pits which create moisture and maintenance problems. Vacuum recovery requires excessive horsepower to maintain air flow velocity, and uneven distribution of debris can cause a total breakdown.

KEY wanted a system that could move used media and debris with total efficiency; the result was the KEY MINIMUM-FRICTION BLADE

SWEeper SYSTEM. The heart and most critical part of PBF, it includes 1) the floor-pan sections, which quickly and effectively carry the spent abrasive to 2) the cross conveyor, which with rapid efficiency transports the load to the elevator.



This system has several advantages over the more conventional ones: First, **NO EXCAVATION IS REQUIRED**...a unique KEY feature which allows **EASY INSTALLATION ON ANY FLAT SURFACE**; There are **MINIMUM WEARING PARTS**--no rollers, castings, or other highly erosive components, and there is **no dependency** on any single element; **EASY VISUAL INSPECTION** is allowed because there are no pits or other hidden areas in the KEY design; and, PBF is a **SEALED SYSTEM**--a major KEY innovation which eliminates "dead" medium--recovery is possible from any location on the floor. Finally, KEY features **STRAIGHT-THROUGH OPERATIONS**, which means valuable time saved for you between the prep-and-paint stages. Our design allows an optional paint-house to be built directly behind the PBF so blasting jobs can go "straight-thru" into painting without the added necessity of a crane or lift.

Like all components of the KEY-PBF package, the Minimum-Friction Blade Sweeper System is backed by the exclusive KEY Warranty.

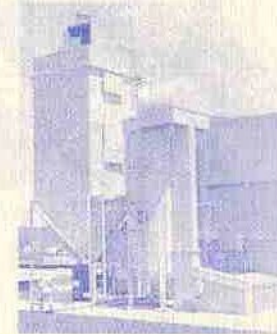
II. EXTERIOR PBF: Portable Equipment Tower (including elevator, classifier, hopper, and blast generator) and Dust Collector

The **ELEVATOR** is the KEY link between the Minimum-Friction Blade Sweeper System and the Classification/Reuse System. As the electrical arm of the PBF, the elevator competently lifts each load given it by the cross conveyor. Inspection plates are provided on the elevator for ease of service, and, like the other components, it is delivered pre-assembled and ready-to-use.

The **PORTABLE EQUIPMENT TOWER** is a single, economical structure containing the KEY Elevator,

Abrasive Classifier, Abrasive Storage Hopper, and Blast Generator.

The **NEW KEY ABRASIVE CLASSIFIER**: This component is engineered to clean the collected media of debris and dust as efficiently and economically as possible. Its new KEY design virtually eliminates loss of useable abrasive, which means high potential savings in media costs for you. It is the only classification system offering the exclusive **KEY-AIRWASH** for removal of unusable fine particles. This, coupled with the sieve-separation process, allows **only useable abrasive** to re-enter the storage hopper.



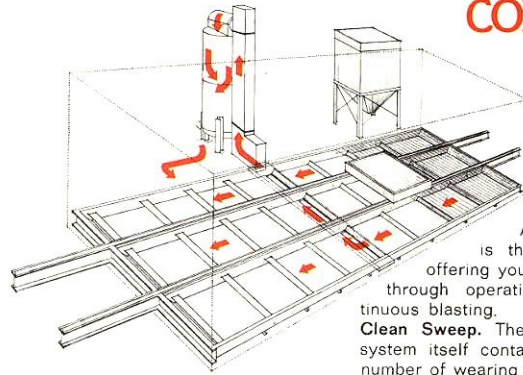
The KEY Hopper holds enough reclaimed media to completely refill the blast pot for continuous blasting. The KEY-Blast Generator is capable of serving two men for up to four hours. While taking a blast-break, a flick-of-a-switch will completely refill the Blast Generator in only fifteen to twenty minutes. The KEY-Blast Generator is the most technically advanced continuous blasting machine available. A KEY Standard Control KRC is shipped pre-installed on each, giving you independently-controlled outlets and saving you on personnel costs.

All unusable rubble and dust are taken directly to the KEY Dust Collector. This is the final component of the KEY-Total Recovery System, and all abrasive eventually ends up here, but **only** after giving you up to *two-hundred or more* possible blastings.

By producing equipment as elements in a Total Recovery System, KEY offers better planning and utilization of labor and equipment, which will mean **BIG savings** ahead for you. So before buying a more expensive complete abrasive blasting system, give KEY a chance to prove that our standard and pre-engineered PBF offers you the highest quality and durability at the lowest cost.

the **KEY** total recovery system

CONCEPT:
PBF*



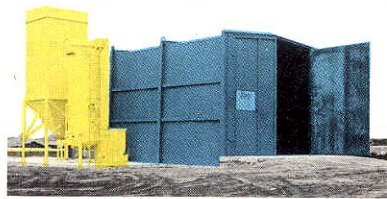
And, KEY-PBF is the **only** system offering you easy, straight-through operations with continuous blasting.

Clean Sweep. The floor-recovery system itself contains a minimum number of wearing parts; it has no rollers, castings, vacuum assemblies, or other highly-erosive parts. Instead, KEY-PBF offers the unique Minimum-Friction Blade Sweeper System. And if anything ever should need replacing, KEY's exclusive warranty assures you of fast, worldwide availability of parts and service.

The KEY Portable Blasting Facility*: more than just a scaled-down version of previous large-volume blasting facilities... the KEY-PBF offers a totally new concept in automatic blasting/recovery systems.

Total Package. Unlike other systems, KEY-PBF is a total package: it can be lifted from a flatbed, assembled on any flat surface, and put to use all in one shift, using a minimum number of personnel. If necessary, it can be disassembled and removed in even less time.

Before you buy a more expensive complete abrasive blasting system, come to KEY, where our standard, pre-engineered KEY-PBF offers you the highest quality and durability at the lowest cost. Call KEY today at our toll free number: **800-874-7391** (in Florida call 904-241-0633)



KEY-PBF shown is 15W x 30L x 14H and currently is in use at KEY-Houston's plant in Jacksonville, FL. Other standard sizes available. Patent Pending.



Key Houston Div.
Jacksonville Shipyards, Inc.
Subsidiary Fruehauf Corp.
13911 Atlantic Blvd.
Jacksonville, FL 32225
Telex: 56-8471
Cable: KEYHOUJAX