

Converting the power of Curiosity

This self-portrait of the Curiosity rover on Mars' surface (opposite) was made possible by some of the 400 individual products on board that come from nine different power conversion and filter families of Crane Electronics. Power converters change Curiosity's 28-volt direct current power supply into the voltages needed for the Rover's multiple research, locomotion and communication systems to work properly. Power filters remove spikes and irregularities from Curiosity's plutonium-based power supply that would interfere with Curiosity's sensors obtaining precise readings. Being selected to provide this large bundle of products resulted from sales and marketing systemization, solution selling and outstanding development efforts of the Crane Electronics team.

Fresh approach to coffee market

After reorganizing in 2012 by vertical solution sets with clearly defined value propositions, Crane Merchandising Systems' Vending Solutions was able to leverage its successes in European coffee vending and win a contract to provide the Rubi coffee vending machines that Coinstar is installing to sell fresh-brewed mochas and lattes adjacent to its DVD machines at the corner store. The Rubi grinds arabica beans from Starbucks Corporation's Seattle's Best Coffee brand and brews a fresh 12- or 16-ounce cup through a one-minute process that mimics a French press and sells it for a substantial discount to prices at premium coffee retailers.

Coinstar says it may eventually install as many as 15,000 Rubi machines to penetrate the \$28.5 billion out-of-home coffee market.



On board in China Following on the heels of its selection last year as provider of the brake control system for the C919 commercial aircraft, Crane Aerospace has now been chosen to provide the doors signals system for the C919. The system will monitor and communicate the position of the C919 fuselage doors, cargo doors and flight locks. The C919 is a new aircraft platform being developed and manufactured by Commercial Aircraft Corporation of China (COMAC). The market is anticipated to exceed 2,000 aircraft. The selection as doors signals system supplier furthers Crane Aerospace's objective of using sophisticated selling to understand the Voice of the Customer and maximize content on new aircraft.

Strengthening customer relationships

To assist in maximizing the results of its sales efforts, Crane Supply, a wholesale distributor of pipes, valves and fittings in Canada, segmented its customers and prospects into four categories based on the strength and nature of existing relationships. This process enabled the identification of targets for core product sales growth. A series of successive Kaizen events focused on improving each aspect of the selling process (inside sales, outside sales, bundling, pricing and others), recognizing the need to move away from the uniform approach it had been using with all of its customers and prospects in the past. Results were outstanding—after developing and implementing independent sales processes for the four different categories, core product sales increased over 25% in 2012.

Bundling superior products

The Crane ChemPharma and Energy group continues to utilize its global sales force, vertical organization and diverse product portfolio to meet stringent safety and emission requirements of customers in developing markets. Two organic chemical plants located in China, BASF Methylene Diphenyl Diisocyanate (MDI) and Ying Li Te Acetic Acid, will each have 400,000 tons per year capacity when construction is completed in 2014 and 2013, respectively. Crane leveraged its engineering procurement and construction support network, which spans three countries, and a bundle of superior technical products carrying three different brands to secure orders worth approximately \$10 million for the new plants. Products include Crane's new WTA high-quality bellows sealed valves that offer multiple safety advantages.

