



## ROCKMORE INTERNATIONAL

### COMPANY PROFILE

#### **Beginning with bits**

Rockmore International's roots began in 1948, with the founding of the mining industry's newest manufacturer, ThrowAway Bit Corporation. ThrowAway, aptly named for its flagship single-use drill bit products started with a commitment to quality-a promise to manufacture high quality bits produced from the toughest steel and carbide inserts money could buy.

ThrowAway Bit Corporation, incessantly striving to deliver the highest quality products while maintaining an unparalleled level of efficiency, began making a name for itself. Soon, ThrowAway earned the reputation in the rock drilling industry as manufacturing bits that delivered the lowest cost per foot/meter drilled. Back then these bits included tapered, cross, button and down-the-hole (DTH) bits in all international thread sizes and diameters.

Success and growth were a natural result of the company's forward-looking business ideals and determination to provide the finest products at competitive prices without sacrificing the excellence on which ThrowAway Bit had built its reputation.

#### **Rockmore and more**

Through these successes, coupled with product line growth and market expansion efforts, ThrowAway Bit entered a period of evolution. With its sights set to the future, the company's product line was augmented to include the production of extension rods, couplings and shank adapters.

These changes prompted company officials to realize they had long outgrown the "ThrowAway" name because the rock drilling tools they now manufactured were no longer meant for single use. In 1996, ThrowAway became Rockmore International, a change that reflected the company's role as a worldwide producer of a complete line of rock drilling tools.

#### **Insist on more**

In 1997, in a move to further diversify its product line and its market distribution, Rockmore acquired HP Rocbo GmbH, an Austrian manufacturer of surface and underground drill rods. This alignment enabled Rockmore to bring its high level of quality and service to an ever-expanding global market of rock drilling operations. Rockmore appreciates where its roots lie, yet remains fixed upon the future and the further success of its expanded product line worldwide.

Looking to the future is one of the cornerstones upon which Rockmore was founded and continues to embrace. With more than 75 years of hard work and a solid commitment to quality, Rockmore is dedicated to providing its customers with leading edge solutions in rock drilling tool technology.