



TADANO

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'Time for a renewed spirit of enterprise'

Against a background of turmoil in the world financial markets, Mr Koichi Tadano, president of Tadano Ltd, calls for a revival of the company's tradition of enterprise



Tadano celebrated its 60th anniversary on 24 August. In 1948, Tadano's founder started a factory with just four employees and only an 80 square meter yard. The Tadano group now employs more than 2,700 people. Our affiliates, subcontract factories, service shops, sales and service agencies, as well as our customers, are now spread all over the world.

I believe the world is currently heading for a 'generation of change'. In the past five years, Brazil, Russia, India, China (the BRIC countries) and the Middle Eastern oil countries have emerged as potential leading markets. But there are also some clear signs of economic downturn and modulation.

What will all this change bring? This is a difficult question to answer because the speed and range of change is so great that forecasting what direction it will take is a formidable task. I believe

that these changes will test even the largest blue-chip corporations and that, more than ever, their survival will rely on both their commitment to a rigid corporate philosophy regardless of the effort required and their ability to keep the spirit of challenge alive in their employees. So I look back to our founder and his entrepreneurial spirit of challenge as a key to our future.

Sixty years ago Tadano was an entrepreneurial venture and that attitude has guided the growth of the company ever since. To take the company to the next level, however, requires a reinvigoration of that spirit. I think of the next decade to come as "a second entrepreneurial challenge term" for Tadano, with the emphasis on our management core principles: Creation, Contribution, Cooperation.

We are grateful for your continued patronage and support.

Tadano's Journey:
from Japan's first
hydraulic crane, the
OC-2, to today's
ATF 220G-5
all terrain - Crane
of the Year 2008

Birthday greetings from Germany

The team at Tadano Faun Group in Lauf, Germany, had their own special birthday greeting for their colleagues in Japan to mark the 60th anniversary of Tadano Ltd.

There are approximately 800 employees at the factory and offices in Lauf, and almost all of them are seen here helping to make this special souvenir photograph.



Precision perspective

Expert lathe operator Kazumi Furuichi shapes people as well as steel

Kazumi Furuichi has been with Tadano since 1970 and has acquired 38 years of experience in cylinder manufacturing as a skilled lathe operator. Lathes are the most frequently used tools in machining. Using cutting tools called tool bits, the lathes shape the material by scraping it while it is spinning.

It is the quality of this machining work that ultimately determines the quality of the high precision parts in a crane. Therefore machining is recognized as the single most important element in manufacturing. It is said to be the foundation of monozukuri - craftsmanship.

Mr Furuichi's job begins with the selection of the tool bits. There are many types, with different shapes for different purposes.

"Recently, thin, high-strength steel plate or pipe is used as the base material for many parts, so we've had to change the type of tools we use accordingly," says Mr Furuichi. "It is a difficult choice. You have to consider the type of material, the required level of precision, the processing procedures and the required time, and then select the most appropriate tool. Experience and intuition are important, but I also think it is important to keep yourself up to date. I often look at tool catalogs, or visit new product exhibitions."

Most tool bits used these days are disposable and discarded after use. At the same time, the majority of lathes in use are now Numerical Control (NC) lathes, which are operated by commands encoded in numbers rather than by human operators. However, using disposable tool bits and NC lathes is no guarantee that work will always go smoothly. "How to make an accurate determination when something goes wrong, and deal with it quickly, that's what is important," says Mr Furuichi. "My senior always used to say, 'It's the mark of a real professional to be able to do the finishing by hand.'"



Above: Kazumi Furuichi has unrivalled professional experience in machining precision components

Below: Supervising a lathe operator and offering encouragement



The term "finishing" here does not mean to finish a product that has been shaped by a machine. When shaping both ends of the pipe that forms the base material of a cylinder, an NC lathe may stop, interrupting the machining process. "The lathe cannot be restarted, so you have to start from where the lathe left off, and use your own skills to shape the material to the same level of accuracy as the lathe would provide," he says. "That's doing a 'finishing'. Obviously, you have to be very skilled to be able to do a finishing. It's those skills that make you a professional."

On the factory floor, Mr Furuichi says that many years ago he was often told that technique was acquired by watching your seniors, and learning from them. Mr Furuichi, however, puts a premium on practice. "Even if you understand something mentally, you will lose your touch without practice. That's why I sometimes fix machines myself. I go to a workplace outside of the company such as a technical skill testing centre, find someone really skilled, and try to mimic their techniques," he says. Mr Furuichi's attitude towards instructing his staff is the same. "Even if they can't do it, I don't tell them 'Don't try.' Instead, I let them try and get them to decide for themselves what isn't working. I tell them, 'Try to fix it! Try to do it! I'll take care of the mess.' By training them this way, I hope that they'll be able to do the work properly even if I'm not around."

In the opinion of one colleague, Mr Furuichi is "the best in the world – he doesn't turn his back on people. He's very good at looking after his subordinates."

It seems Mr Furuichi isn't just a technical expert, but also an expert at getting the best out of people too.

Hellmich brings whole company to Tadano Faun

Hellmich Group, based near Stuttgart, runs a fleet of 26 cranes up to 300-tonnes capacity, of which 18 are from Tadano Faun. The company recently took delivery of a new HK 60 and an ATF 90G-4. To mark the occasion, the whole company visited the Tadano Faun factory in Lauf.

All 42 employees, along with managing director Manfred Krausch (second from left in photo), joined company owner René Hellmich and



The Hellmich Group with its new cranes

his wife Marta (centre) for the visit on 10 October. They were welcomed by Shinichi Iimura, President of Tadano Faun, pictured next to the Hellmichs in front of their new cranes.

The 90-tonner was specified with the Lift Adjuster safety function. The benefits of this feature are familiar to the company since it has already had good experience with it on the two ATF 220G-5 cranes in its fleet as well as on its other ATF 90G-4.

The seven crane lift



Dutch rental company Koninklijke Saan used seven Tadano Faun cranes to position a 425-metre long gas pipeline of 300mm diameter. Each crane took a load of 4.5 tonnes.

The cranes used were two units of the ATF 50G-3, two of the RTF 40-3 and three of the ATF 60-4. The whole operation took just six hours.

When safety matters, Tadano is specified

Saudi Arabian distributor Saleh & Abdulaziz Abahsain has supplied a Tadano Faun ATF 160G-5 all terrain to petrochemical giant Saudi Yanbu Petrochemical Company (Yanpet).

Yanpet is a 50/50 joint-venture between the US oil company Exxon Mobil and Saudi Arabia Basic Industries Corporation (SABIC). Yanpet is one of the world's largest petrochemical facilities.

Mr Lafi A.S.Al-Hazmi, superintendent of Yanpet's Mobile Equipment Shop, said: "We have had a fleet of Tadano cranes for quite a long time, including a 360-tonne capacity TG-3600M. We have been very impressed by their performance. As a petrochemical firm, we do not compromise on safety and quality. That is why we decided to go for the ATF 160G-5."

He added: "The unique safety devices such as the Boom Lift Adjuster and Outrigger Length Indicator ensure the highest safety standards while moving heavy loads near sophisticated factory installations. No other manufacturers are equipped with these safety devices. The low maintenance cost of Tadano cranes was also important to us."



Saudi Yanbu Petrochemical Co. takes delivery of its new ATF 160G-5

Celebrations at opening of new Tadano America HQ



Hundreds of customers, dealers and Tadano group members celebrated the opening of Tadano America Corporation's new facility in Houston, Texas at an Open House on 24 July.

There was a true Texas welcome, with a barbecue and entertainments. Visitors were shown around the 10.49 acre (43,260 sq.m) site, which consists of 13,000 sq.ft (1,200 sq.m) of offices, 37,000 sq.ft (3,700 sq.m) of warehousing and a 16,000 sq.ft (1,400 sq.m) workshop. The workshop has plenty of space for mounting boom



Tadano America Corporation's new facility includes top quality crane service workshops and executive meeting rooms

trucks onto commercial truck chassis, as well as servicing and repairing all types of cranes.

In the evening, the party moved on to a local hotel for dinner and further celebrations.

The following day the barbecue was fired up again for a Family Open House, attended by more than 100 employees and their families.

The new facility is at 4242 West Greens Rd, Houston, TX 77066, USA.



Distributor focus

Our partners around the globe

Y.K. Almoayyed: Bahrain

Y.K. Almoayyed & Sons (YKA) is one of the largest diversified groups in Bahrain, with interests in everything from construction to cosmetics. Is is a \$650 million company with more than 3500 employees.

Its Heavy Equipment division has represented Tadano since 1978. It also represents several other brands, including Komatsu, Nissan Diesel, Atlas Copco and Iveco.

General manager of the Heavy Equipment division is Gopi K Subramanian, who joined YKA as a sales manager in 2002.

Bahrain is an archipelago of 32 islands and a population of approximately one million. "The country being fairly small, our customers have the preference for truck cranes which are capable of quick erection, execution and movement between different projects sites," says Mr Subramanian. "Almost 70% of cranes sold in 2007 and 2008 are GT-550EX. Recently, we have also made some inroads into the marketing of Tadano boom trucks for the oilfield industry."

This year YKA also sold the first 110 tonne all terrain crane in Bahrain, bought by M/s Abu Amer Equipment Hiring Company, and has taken a significant order from Sarens Nass for five units of the GR-550EX and two GR-700EX rough terrains.

Custoemr service is central to YKA's strategy, says Mr Subramanian. He explains: "YKA has a unique customer first policy. Our company mission statement defines customer service and customer satisfaction as our pillars of success. The Heavy Equipment Division has factory-trained



The GT-550EX is YKA's best-selling crane

technicians, a large repair workshop with 18 service bays and a team of motivated personnel using state-of-the art tools to handle advanced electronics and hydraulics in the new generation machines and engines."

Fairs & Events

Where to meet Tadano around the world

- ♦ **Bauma China**
25-28 November Shanghai, China
www.bauma-china.com
- ♦ **World of Concrete**
3-6 February 2009 Las Vegas, USA
www.worldofconcrete.com
- ♦ **SC&RA Annual Conference**
21-25 April La Quinta, California, USA
www.scranet.org
- ♦ **M&T Expo**
2-6 June Sao Paulo, Brazil
www.mtexpo.com.br
- ♦ **ConExpo Russia**
15-18 September Moscow, Russia
www.conexporussia.com

GR-550EX in Kazakhstan

The Kazcomak construction equipment exhibition took place in Almati, Kazakhstan over three days from 17 to 19 September. Tadano displayed a GR-550EX rough terrain crane through local sales agent HCCK.



Tadano's team at Kazcomak

This was the fifth year that this exhibition has been held and although exhibitor numbers were down (the only other cranes on show were made in China or Russia), the number of visitors was up. Prospective buyers came from across Central Asia, from companies connected with oil and gas, mining, road building and general construction.

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