



TADANO GLOBAL NEWS

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New Chiba factory begins operations



The painting hall (above) has five paint shops and a shop for detaching jibs prior to painting and re-attaching them afterwards, affixing name plates and final checks before shipment.

The new factory in Chiba is now up and running following a Shinto completion ceremony that was held on 7 October. The factory, on a 3,500 square-metre site in Chiba Research Park, located in Wakaba-ku, Chiba City, has two stories and a total floor space of 9,537 square-metres.

Three processes are carried out here: mounting work for the Super Self-Loader (previously done by the SS Manufacturing Section); mounting work for TM Series cargo cranes (previously handled by Tadano Enterprises); and on-site painting of cranes. The SS fabrication and TM mounting shops cover an area of 144 metres by 46 metres.



The Super Self-Loader

The completion ceremony was attended by representatives of the building's designer, the Katsuichi Mori Architects Office, and contractors, the Nakano Corporation and Kandenko, along with Tadano President Mr Koichi Tadano and other directors.



TM Series cargo crane

"I am extremely pleased that this new factory was completed in the 60th anniversary of our founding," said Mr Tadano. "We plan to use it as a platform for realising our management philosophy - 'Creation, Contribution, Cooperation' - and satisfying our customers."

Mr Hisashi Tadano



Special Advisor to Board of Directors of Tadano Ltd 1997-2008

President of Tadano Ltd 1989-'97

Mr Hisashi Tadano, who had been undergoing treatment for some time, passed away on 10 November 2008, aged 76.

The third of four sons of the founder Masuo Tadano, Hisashi Tadano joined Tadano Iron Works (now Tadano Ltd) in 1951 and for much of his career was engaged mainly in sales.

In 1989 he took up his post as Representative Director and President of the Company. He continued to advise the Tadano Group and watch for its prosperity even after his retirement in 1997.

Characteristic of his achievements are the establishment of the foundations of the company's domestic sales division. He was dedicated to forging and consolidating strong bonds of partnership with end-users.

As President of the company, he took the initiative in globalizing the company. Under his leadership Tadano established new production bases in China and – through the acquisition of Faun GmbH in 1990 – in Germany.

His involvement of Tadano in the Moai statue restoration project in Easter Island led to the Chilean government conferring a special order on the company.

The wake and the funeral were carried out by the family and close friends on 17 December 2008.

SpanDeck acquisition brings Mantis crawler cranes into our product range

On 22 December 2008 Tadano acquired SpanDeck Inc., a specialist US manufacturer of telescopic boom crawler cranes.

The acquisition not only brings to the company a US manufacturing facility, to add to its existing facilities in Japan, Germany and China, but also a new product range for distributors to offer to their customers.

SpanDeck's cranes, sold under the Mantis brand, are renowned for their solid engineering, stability and high performance capability. They are unique among telescopic boom crawler cranes on the market as they are the only ones that can pick and carry loads to their full chart and can also withstand side loading and shock loads. For this reason, and because of their power, they are often used in foundation applications as well as for lifting work.

The Mantis range currently has 10 different models, ranging in capacity from 18 to 100 US tons (16.3 tonnes to 90.7 tonnes).

Because of the unrivalled quality of the product, Mantis is the market leader in telescopic boom crawler cranes, despite competition from several major crane manufacturers.

Though the telescopic crawler crane may be considered a niche concept in the industry, with total global sales counted in the hundreds rather than in the thousands, demand has grown in recent years as more contractors around the world have come to appreciate the benefits. Wind turbine erectors, for example, are typical of the type of users that benefit from the support that a telescopic crawler can offer. The crawler carrier can go anywhere and the telescopic boom can be deployed more quickly and simply than an old-fashioned lattice boom. Other popular applications include powerline work and railway construction, both cases where terrain is usually difficult.

Tadano America Holdings Inc. paid \$37.5 million to acquire SpanDeck from the Mitchell family that had founded the company in 1985,



although that figure includes \$8.66 million of debt assumed by Tadano. SpanDeck, with factories in Tennessee and Virginia, reported sales of \$34.1 million in fiscal 2007 (up 60% from \$21.3 million in 2006). Net income was \$2.69 million in fiscal 2007 (up 65% from £1.63 million in 2006).

Mantis telescopic boom crawler cranes can pick and carry loads under overhead obstacles.



Power line work has been a major market for telescopic crawler cranes, although new markets are developing all the time

Felbermayr takes seven

Austrian rental company Felbermayr took delivery of a package of seven Tadano Faun cranes during the course of 2008. The order comprised an ATF 90G-4, two ATF 65G-4s, an ATF 50G-3, an ATF 40G-2 and two HK 40 truck-mounted cranes.

Felbermayr got to know the quality of Tadano Faun when it added an ATF 60-4 to its fleet through its acquisition of the Wörgl-based rental company Scheffold in 2004. A seven-crane order followed soon after, taken by Mr Günter Scherlofsky, sales manager of Tadano Faun's Austrian distributor Ing. Fritz Kohlschein & Sohn GesmbH, based in Vienna.

With 32 locations in 11 countries across Europe, and a fleet of approximately 280 mobile cranes up to 800-tonnes capacity as well as crawlers up to 1,000-tonnes, Felbermayr is ranked among the Top 30 crane rental companies worldwide.



Günter Scherlofsky with Johann Lettenbichler, manager of Felbermayr's Thaur branch, Tadano Faun area sales manager Stephan Goluch, Josef Schwaighofer and Heinz Stecher of Felbermayr and Tadano Faun engineer Markus Gruner, who provided the training.

Norwegians visit Tadano Faun



The Norwegian Crane Association, the *Kranutleiernes Landsforening*, chose the Nuernberg region of Germany for its annual four-day tour last November, specifically to visit the Tadano Faun factory in Lauf.

Forty-nine participants from 21 companies joined association president Mr Knut Nordås for the tour, including Mr Thor Nordahl and Mr Per-Olav Ulstad of Knutsen Maskin, the Norwegian distributor for Tadano and Tadano Faun.

As Knutsen Maskin maintains a strong market share of more than 40% in Norway, many of the faces were very familiar to the Tadano Faun team from previous regular visits for crane hand-overs and demonstrations.

Mr Shinichi Iimura, president of Tadano Faun, is presented with the official insignia of the Norwegian Crane Association by its secretary, Mr Per Flod (right)



Tadano companies join at Bauma China

Tadano exhibited at the Bauma China 2008 fair in Shanghai last November, sharing stand space for the first time at a major trade show with its Chinese joint venture BQ Tadano.

BQ Tadano, based in Beijing, displayed the new GT-750E truck crane (75-tonne capacity) and the 55-tonne capacity GT-550E truck crane.

Tadano showed the 220-tonne capacity ATF 220G-5 all terrain and the GR-700EX rough terrain. Also on show was an AW-370TG aerial work platform.

Bauma China has consolidated its position as the leading construction machinery trade show in Asia. Organisers say that 113,000 people attended the 2008 event, a 40% increase on the numbers in 2006, when the show was last held. This number included 17,000 visitors from overseas.

There were more than 1600 companies exhibiting, including more than 700 from overseas.

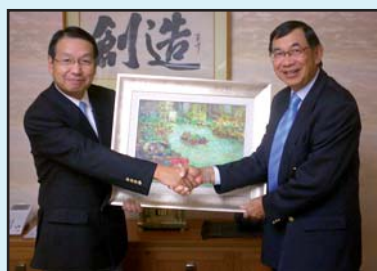
The Tadano stand (pictured below) was always very busy with many visitors from all over the world.



Singapore success cements Multico partnership

With the impact of the US credit crisis now spreading globally and impacting on demand for construction machinery worldwide, few countries remain unaffected. Singapore, however, seems to be an exception.

Singapore-based Tadano Asia Pte Ltd and local dealer Multico report that business conditions remain steady and active, and inquiries for Tadano cranes continue at a high level.



Above: Multico managing director Mr H.J. Hendra (right) presented a painting to Mr Tadashi Suzuki, senior managing director of Tadano Ltd., to mark the 60th anniversary of Tadano.

Mr H.J. Hendra and Mr Pepen H. Danuatmadja, respectively managing director and executive director of Singapore distributor Multico Equipment & Parts Pte Ltd., visited Tadano's Tokyo office on 28 October to attend the annual management conference, along with colleagues from Tadano Asia.

The meeting discussed plans to further develop business in the region under even closer partnership between Tadano and Multico to address the likely deterioration of market conditions in the region.



Distributor focus

Our partners around the globe

Waterland Trading: Benelux

Waterland Trading was established as a used crane trading company in 1991 by Peter Bleyenbergh in Broek in Waterland, in the north of Holland. Previously he had worked as sales manager for the Faun dealer in the Netherlands.



Peter Bleyenbergh,
the owner of
Waterland Trading

After three years, Waterland was appointed subdealer for the northern region of Holland for Tadano Faun and in 1997 became the authorised main dealer for the whole of the Netherlands. With the addition of Belgium and Luxembourg to its territories in 2003, it now covers the whole Benelux region exclusively.

The company has developed from its roots in used cranes and today the majority of its business is focused on new Tadano and Tadano Faun cranes, the only brands which it represents. Waterland still trades in used cranes as well, however, which it often takes from customers in part exchange for new machines.

As the company grew, it became too big for its premises in Broek in Waterland and moved to new facilities in Edam, the town most famous for its cheese. More recently it has moved again to a new business park in Purmerend, with 2,500 square-metres of workshop and 700 square-metres of



Waterland Trading's premises in Purmerend, Holland

Fairs & Events

Where to meet Tadano around the world

- ♦ **World of Concrete**
3-6 February Las Vegas, USA
www.worldofconcrete.com
- ♦ **SC&RA Annual Conference**
21-25 April La Quinta, California, USA
www.scranet.org
- ♦ **ConExpo Russia**
15-18 September Moscow, Russia
www.conexporussia.com
- ♦ **World Crane & Transport Summit**
22-23 October Amsterdam, Netherlands
www.khl.com/wcts
- ♦ **SAIE**
28-31 October Bologna, Italy
www.saie.bolognafiere.it

offices. It also has facilities in Diest in Belgium. Waterland has 25 employees in Holland and a further six in Belgium, all dedicated to Tadano and Tadano Faun products.

Mr Bleyenbergh says that the full range of Tadano Faun all terrains are popular in the Dutch market. "The 65-tonner has a particularly strong market share," he says.

In Belgium, it is a slightly different story. Road restrictions forbid multi-axle cranes driving on the motorways.

Waterland, therefore, has a lot of success with Tadano Faun's HK 40 truck-mounted crane, which is allowed on the motorways in Belgium, and the Tadano GR-300 EX rough terrain, which is allowed on local roads there.

Although the global economic downturn has slowed down the rush of new orders that the company has taken in the past few years, Waterland is still busy fulfilling existing orders, ensuring that 2009 will once again be a good year, Mr Bleyenbergh says. And, he adds, there are still firm orders for deliveries well into 2010.

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