



TADANO

GLOBAL NEWS

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Thanks for 30th issue

Arabian contractors choose Tadano's resilience for challenges of the desert

There is no tougher environment for modern machinery than the deserts of the Middle East. It is little surprise, therefore, that Tadano cranes are so much in demand in the region. Tadano engineers in Germany, Japan and the Middle East have spent a lot of time and manpower over the years, making continuous improvements to ensure that the cranes can survive and thrive in the harsh working conditions of countries like Saudi Arabia, Kuwait and the United Arab Emirates. Their work is backed up by sales staff and product support professionals from Tadano and its first-class distributors. Companies who know cranes know that they can trust Tadano to perform, even in desert conditions.

RTs in Kuwait

Tadano's distributor in Kuwait, Abdulmohsen Abdulaziz Al-Babtain, has delivered the first 20 units of GR-800EX rough terrain cranes in the country to lifting and transport specialist Integrated Logistics Company.

The handover ceremony was attended by Integrated CEO

Saleh Al Huwaidi and Tadano Middle East general manager Arithito Kabasawa. Integrated is one of the leading heavy lifting and transportation company in the Gulf region with a fleet of more than 2,000 machines, including cranes up to 1600-tonne capacity, axle lines and tower lift gantry systems.

Al-Babtain chief operating officer Mohammed Shalaby expressed pride in presenting them to Integrated and said his company was well equipped to offer full customer support. The factory-trained technicians were highly qualified, he said, to provide regular maintenance, diagnostics and repairs to all the hydraulic, mechanical and electrical systems of this advanced machine.

For Integrated, the appeal of the crane is not just in its lifting capacity (80 tonnes at 3m radius) and its 47-metre main boom. It is also the enhanced safety functions, said Mr Al Huwaidi, such as the AML-C load moment system with working area limitation and soft-stop function, and the Hello-Net system that provides remote data logging and machine monitoring over the internet.

Integrated has placed a follow-up order for five more GR-800EX cranes, along with 20 of the 50-tonne GR-500EX and two 60-tonne GT-600EX truck cranes.



Above, left to right: Al-Babtain sales supervisor Faheem Javed, Al-Babtain COO Mohamed Shalaby, Tadano's Arithito Kabasawa, Integrated CEO Saleh Al Huwaidi, and Al-Babtain general sales manager Issam Salame and fleet sales manager Imad Al-Assali

ATs in Saudi Arabia

Sanco has been a loyal Tadano customer for many years. It is the rental subsidiary of the Saudi Arabian construction company AR Namlah Heirs Contracting, based in Yanbu.

Sanco has many Tadano rough terrain and truck cranes in its ever-expanding fleet. Its largest crane now, however, is the 110-tonne capacity ATF 110G-5 that was recently delivered by the distributor for Saudi Arabia, Saleh & Abdulaziz Abahsain Company.

This is the first all terrain crane that Sanco has ever had and is testament to the good relations that Tadano has with its customers. Several more ATF cranes, specially adapted for desert conditions, are being delivered to other Saudi Arabian customers before the end of 2014.

Recently a delegation from Tadano in Japan joined staff from Abahsain to visit Sanco to say thank you and make sure that the customer was fully satisfied. They met Namlah group vice president Ali Suleiman Abdul Rehman Namlah and Sanco general manager Yasel Adel Issa.



Right: The team from Tadano and Abahsain visited Namlah Heirs in Yanbu, Saudi Arabia



Market spotlight

Mining in South Africa

The history of South African industrialisation is the history of mining for precious commodities.

European settlers were drawn to the country on the 18th Century by the bountiful minerals – gold and diamonds. While these jewels have been at the centre of political turmoil during episodes of South Africa’s history, they remain the fulcrum of the economy.

According to the Chamber of Mines, South Africa’s mining industry accounts for 18% of gross domestic product (GDP) and more than 50% of foreign exchange earnings. As well as gold, South Africa is also today the world’s largest producer of platinum and chromium, and a substantial producer of coal and manganese.

The world’s deepest mine is in South Africa – the Mponeng gold mine in Gauteng province, which goes down 3.9km to the centre of the earth.

Huge investment goes into developing the facilities and technology for extracting and processing these commodities. There is massive industrial infrastructure supporting the operations, including – of course – mobile crane operations for all the lifting work that is involved.

Very much part of this is Ritchie Crane Hire, located 150km east of Johannesburg in Emalahleni. Since 2007 it has been owned by the mining services conglomerate Sentula Mining (formerly Scharrig Mining). Ritchie Crane Hire has a fleet of 30 mobile cranes, many of which are Tadano, ranging in size up to the 220-tonne capacity ATF 220G-5.

Five of its Tadano cranes are seen working here (above) to lift a giant conveyer belt together. Three of the cranes are ATF 220G-5s, one is an ATF 160G-5 and one is an ATF 110G-5.



Above: Ritchie Crane Hire uses five Tadano all terrains to position a huge conveyor belt

Another Tadano customer that does a lot of work in South Africa’s mining industry is Chimes Crane Hire, which was founded in 2003 by Paul Chimes and Elias Nyathi, who previously ran the successful Beacon Crane Hire in the 1990s.

Chimes is located in the Johannesburg suburb of Germiston and has a fleet of 16 mobile cranes, also ranging up to the ATF 220G-5, just like Ritchie. Almost all of its fleet is Tadano all terrain and truck cranes.

Pictured below we see two of Chimes’ green cranes – an ATF 220G-5 and ATF 110G-5 – in action helping to maintain mining machinery.

The global financial crisis reduced commodity prices and world demand. South Africa’s GDP fell nearly 2% in 2009 but has since slowly recovered and 2% growth is forecast for 2014.

Below left and right: Chimes Crane Hire uses an ATF 220G-5 and an ATF 110G-5



Tadano Oceania expands Sydney support

Tadano's presence in Australia has stepped up another gear with the opening of new larger premises in Sydney.

Tadano Oceania has had direct representation in the state of New South Wales for two years but to keep up with its growing customer base it needed a larger facility for sales, servicing and spare parts.

The new Sydney base stocks a wide range of spare parts, including filters, in addition to the complete inventory at the Tadano Oceania head office in Brisbane, Queensland, some 1,000km to the north.

The new Tadano NSW branch office has Justin Andrews in charge of sales, with Amanda McKenna running administration and parts support and Noel Henderson managing the service department.

"This is further evidence of Tadano's commitment to customers in the Sydney and NSW markets," said Justin Andrews. "There are massive opportunities for the Tadano brand in these markets. To supply the best quality crane to customers, we understand that a direct factory presence is essential."

Justin Andrews is an experienced crane person, having started in the industry as a rigger and banksman. He has also worked as a crane driver with a hire business in Brisbane before joining Tadano at the Australian head office. He relocated to Sydney to head up the NSW branch.

Tadano Oceania Pty Ltd is a wholly owned subsidiary of Tadano Ltd. It services the whole Oceania region including New Zealand and Papua New Guinea as well as Australia.



Justin Andrews has moved to Brisbane to Sydney to head up sales at Tadano Oceania's newest facilities



Spare parts...



...and service support, with stock space for quick delivery

BRAZIL: Elba in action



Brazilian heavy lifting and transportation company Elba Equipamentos e Serviços has its headquarters in the state of Minas Gerais.

From here, it operates more than 15 Tadano cranes, including all terrain, rough terrain and truck crane types, providing support to a wide range of industrial enterprises and construction contractors.

Pictured above left is a GR-550XL working at a large



Gerdau ironworks. Gerdau is a major steel producer and it is said to be the largest recycler in Latin America.

Pictured above right is one of Elba's ATF 110G-5 all terrain cranes at work in another industrial plant, lifting equipment over pipe racks.

Elba's operators say that they really like the quality of Tadano cranes, especially their sturdiness and the smooth controls.

Texas road trip for Panhandle Steel

Texan construction company Panhandle Steel Erectors Inc has expanded its fleet by taking ownership of a 130-tonne ATF 130G-5.

The company picked up the crane at Tadano America Corp's Houston offices in April and drove it straight to its headquarters in Amarillo, a journey of nearly 1,000 kilometres, heading northwest.

This is not the Panhandle Steel's first Tadano all terrain crane. It also owns an ATF90G-4 as well as an ATF 110G-5 and an ATF 220G-5.

Tadano America does not always have a full stock of cranes readily available in its Houston facility. So the fact that this particular machine was available for Panhandle Steel, just when it was needed, helped to sweeten the deal.

"To be able to drive the crane off the lot as opposed to picking it up at the port was a huge cost saving," says Brandon Hillard, safety director and trainer for Panhandle Steel. "The other driving factor is the phenomenal Tadano service support team."

The ATF 130G-5 also ticks all the boxes for crane performance. "The load charts on this crane are just what we need when working with cell phone towers and transformers, as well as providing the spindle height and lifting capacity necessary for wind turbine jobs," Mr Hillard says.

"With the versatility of several counterweight



configurations, we are able to price out our jobs so we know the exact amount of trucks to use," he adds.

With locations in Amarillo, Texas and Garden City, Kansas, has been serving customers since 1947 when it was founded by the late Norwegian Mandrup Skeie Sr. and Kjetil Mjølhus. Today, second generation owners Mandrup Skeie Jr. and Knut Mjølhus direct the daily operations.

From left to right are Jerry Goff, Eric Rodgers and Brandon Hillard from Panhandle Steel Erectors. On the right is Tadano America Corp sales manager David Green

Have you seen what's in the Fan Shop?

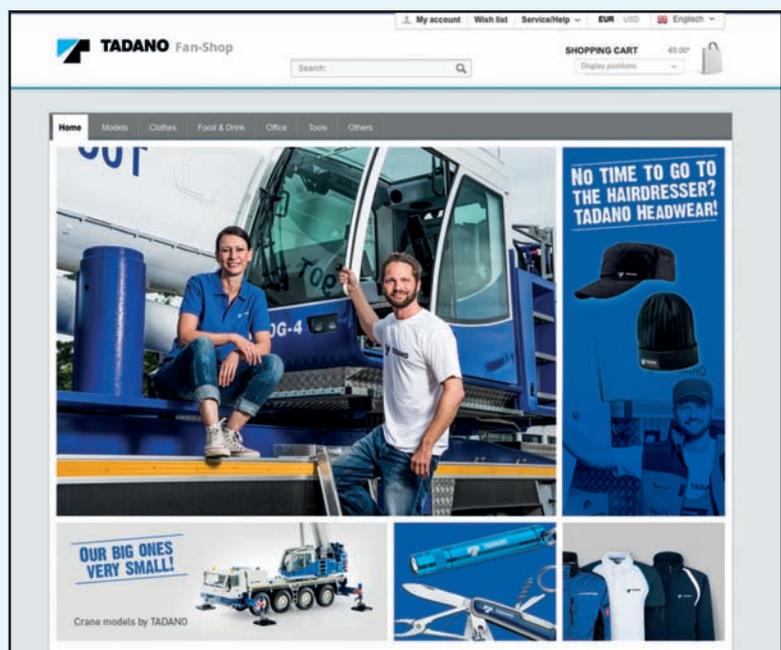
Tadano Faun Group has now opened the online Tadano Fan Shop.

Visitors to www.tadano-fanshop.de/en can select from a wide range of Tadano-branded merchandise, including clothing, tools, vacuum flasks and stationery (pens, notepads and flash drives) as well as collectors' crane models. The clothes department contains a range of shirts, work wear, jackets and caps. Products can be purchased online and shipped all over the world.

Distributors can register for their own separate account in the footer of the Fan Shop site. Those who register will qualify for the special distributors' discount and additional goods.



www.tadano-fanshop.de/en



CTT 2014: The Moscow show

CTT, the International Show of Construction Equipment and Technologies, is Russia's biggest trade fair for construction machinery.

The 15th CTT event took place from 3rd to 7th June at the Crocus Expo International Exhibition Centre in Moscow.

This year there were more than 1,000 exhibitors from 35 different countries. Together they covered more than 130,000 m² of exhibition space.

Visitors also came not just from Russia but also abroad, particularly from across the CIS region.

Techstroycontract Ltd, Tadano's distributor in Russia, had 1,930 m² of booth space next to the



Techstroycontract displayed a GR-500EX (above) and two ATF cranes (left)



Inside, Chaika showed a TM-504GHS (right)

main entrance. It displayed three Tadano cranes – an all terrain ATF 110G-5, an all terrain ATF90G-4, and a rough terrain GR-500EX.

Techstroycontract registered 4,000 visitors to its stand and so Tadano's presence successfully attracted a lot of attention.

Another Tadano distributor, Chaika Service, which specialises in cargo cranes, aerial work platforms and tipper trucks, had a booth inside the halls. It displayed a Tadano TM-504GHS cargo crane, which has a maximum lifting capacity 4.0 tonnes, mounted on a Japanese Hino 500 truck.

The next CTT is planned for 2nd-6th June 2015.



More German crane buyers turn to Tadano

Tadano Faun has seen an upturn in demand in its home market of Germany this year.

Just since May, recent deliveries include an ATF 220G-5 and ATF 70G-4 to Pforzheim-based lifting company Rothmund GmbH Kran & Montage, which now owns five Tadano cranes.

J+B Küpers GmbH, in Osterwald, and Berres Kranverleih GmbH, in the Bavarian town of Kleinheubach, have also both taken delivery of a new ATF 220G-5 each. Berres cited the fuel-saving benefits of the two-engine concept as a particular attraction. Five of Berres Kranverleih's nine cranes are now from Tadano.



Berres Kranverleih takes ownership of its new ATF 220G-5

KVS Michael Mross now has a new ATF 50G-3, while Kühl GmbH Kranverleih und Industriemontagen in Schleswig-Holstein has taken its third new Tadano in three years, with an ATF 70G-4.

Another ATF 70G-4 has also been delivered to Engel-Krane Ernst Engel OHG in

Magdeburg. "We have simply had the best experiences of all with Tadano cranes," says Ringo Engel, managing partner of the family-owned company. "Above all we appreciate the perfect customer service and spare parts service."

Distributor focus

Our partners around the globe

Gruas Japonesas de Los Andes : Colombia

Walter Torres Gonzalez established Gruas Japonesas de Los Andes in 2007 and two years later was appointed the official Tadano distributor for Colombia.

He has been involved in selling machinery for his entire 32-year career and also sells Maeda mini crawler cranes.

Mr Gonzalez says that the crane market in Colombia has seen dramatic growth in recent years. "Between 2010 and 2013 there was a mad influx of capital coming from overseas in search of yield," he says. "Loose government regulations and lower import tariffs allowed companies to buy machinery as delayed projects finally materialised."

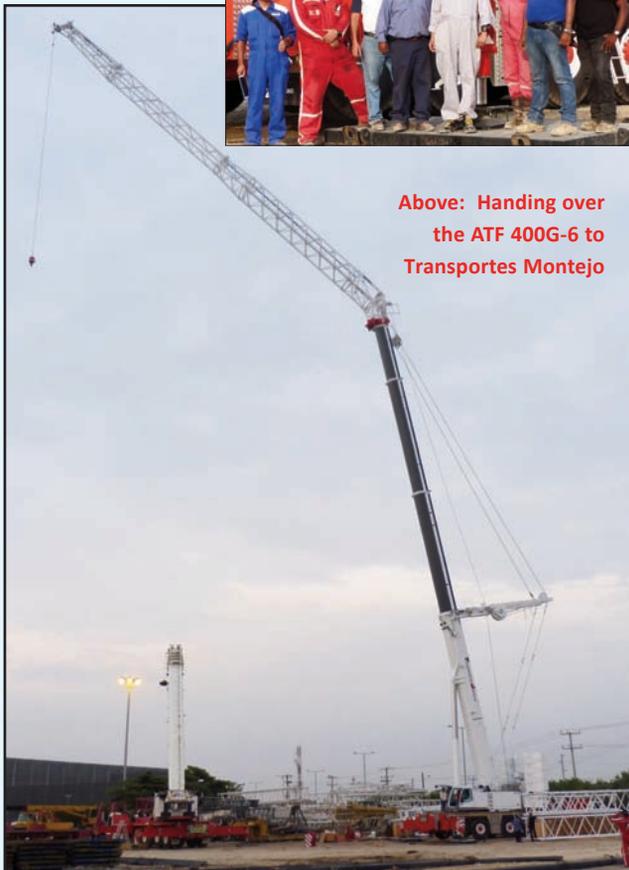
Colombian crane buyers tend to prefer all terrain cranes for their versatility and transportability. This year Gruas Japonesas delivered the first Tadano ATF 400G-6 in South America to its customer Transportes Montejo, one of the biggest crane rental companies in Colombia.

The company plans to use its new 400-tonner for a variety of applications including bridge construction and energy-related projects like rig installation and maintenance in the oil fields. This crane is also expected to travel to Panama and Venezuela, where Transportes Montejo has branch offices.

Gruas Japonesas has strong ties with all its customers and particularly with Transportes Montejo, to whom



Above: Handing over the ATF 400G-6 to Transportes Montejo



Fairs & Events

Where to meet Tadano around the world

- ♦ **SC&RA Crane & Rigging Workshop**
24-26 September Dallas, Texas, USA
www.scranet.org
- ♦ **World Crane & Transport Summit**
12-13 November Miami, Florida, USA
www.khl.com/wctts
- ♦ **Bauma China**
25-28 November Shanghai, China
www.bauma-china.com

it has previously also sold two boom trucks and two rough terrain cranes. Despite the popularity of all terrain cranes, Mr Gonzalez says that Gruas Japonesas has even greater success with Tadano GR rough terrain cranes. The pricing, performance and reliability all assure them of commercial success, he says.

In the past, crane buyers in Colombia tended to choose second-hand machines because there were no transport restrictions. As the economy has developed and international companies have moved, particularly in the oil and mining industries, new cranes are expected these days. Also, there are now regulations that require all transport-related companies to use only equipment that is less than 10 years old. One or two companies have bought heavily-discounted cranes from China and come unstuck, says Mr Gonzalez, so he does not fear competition from that direction. "Most people have learned to pay up for quality," he says.

Although sales slowed a little in the first half of 2014 in the run up to the presidential election, with politics out of the way business is now expected to return normal. But even when sales of new cranes do slow down, Gruas Japonesas remains busy looking after its customers, providing parts and crane servicing.

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