

Paris Intermat sees launch of new concept 60-tonner

The Intermat trade fair in Paris provided a great launch pad for the new ATF 60G-3 crane, which is now ready for customer deliveries.

The three-axle Tadano all terrain crane has been in development for four years and was shown in concept form at Bauma 2016 in Munich.

However, it was not until 23rd April 2018 – the opening day of Intermat – that the innovative model officially went on sale for the first time.

Paris is famous for first sightings of new fashions so the ATF 60G-3 was absolutely at home here. What makes this crane so different is that it has a single engine to power both the chassis and the crane operations, but whereas single-engine cranes usually have the engine mounted on the carrier, here the 260 kW (354 HP) Mercedes Benz Euromot Stage IV (EPA Tier 4f) engine is mounted within the rotating superstructure.

Tadano's engineering design teams in Germany and Japan collaborated on the new-concept crane. Optimising the weight distribution required a total redesign of the classic drive concepts in terms of the axle layout and placement of the engine. Therefore, unlike other 60-tonners, the ATF 60G-3 has two front axles and one rear axle .

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The engine of the new ATF 60G-3 is mounted to the rear of the rotating upper works, and not just behind the driver's cab



Secrets of the ATF 60G-3

The Tadano ATF 60G-3 represents the coming together of German and Japanese engineering and the willingness to question existing concepts and rethink crane development.

This crane outperforms all other 60-tonners on the market as well as giving the operator a quieter life than ever before.

By placing the engine in the rotating superstructure rather than on the carrier, a host of benefits are achieved, including a more compact footprint and a quieter drive. It improves weight distribution to create a 60-tonne class crane with a 10-tonne per axle load configuration.

It also makes the driving position extremely quiet, with a noise level of only 71 dB(A), helping operators to arrive on site calmer and less stressed. Moreover, crane operators are not exposed to noxious emissions during the crane operation, as the engine and exhaust system are mounted behind the superstructure cab, and remain always behind the operator even as the upper section rotates.

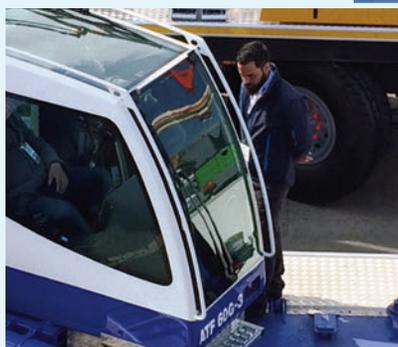
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Intermat highlights

Visitors to Intermat were certainly curious about the new Tadano 60-tonner and were impressed by its possibilities.

However, the ATF 60G-3 was just one of four cranes on the Tadano booth at the fair. There were two five-axle all terrain cranes – an ATF 220G-5 in the orange livery of customer ATM-Levage, a crane hire company based in Valenton, on the southern outskirts of Paris, and an ATF 130G-5 in the familiar Tadano factory colors. The fourth crane on the booth was a four-axle ATF 70G-4 in the colors of lifting and handling specialist Acoleva.



Right: ATF 130G-5 on the Tadano booth

Below: ATF 70G-4 in the livery of French customer Acoleva



ATM-Levage's ATF 220G-5



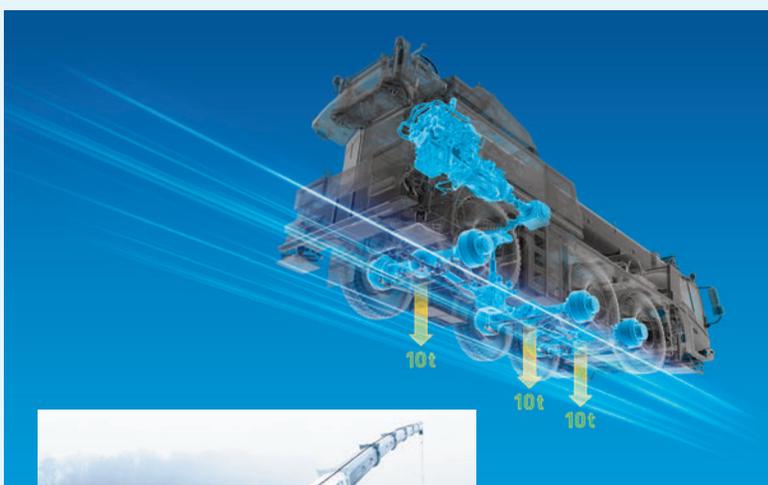
The ATF 60G-3 [Continued from page 1]

...Then there is the lifting performance. With a 48-metre long main boom, the ATF 60G-3 has a sheave height of up to 51m and a radius of up to 44 metres.

Bumper to bumper, this vehicle is just 9.73m long. And with the seven-section boom having a base section of just 9.5m and able to telescope loads of 40 tonnes, it is well suited for working inside factory halls. In other words, the ATF 60G-3 is simultaneously both a specialist and an all-rounder.

In addition to a light 10-tonne axle load configuration, the three-axle crane has been optimised for axle loads of 12 tonnes, 13 tonnes and 16.5 tonnes.

Tadano Faun marketing manager Dr Uwe Renk says: "Due to the rapid growth of legal axle load regulations in an increasing number of countries and a deteriorating road infrastructure, it was logical for us to design a 10-tonne axle load configuration, even though this represented significantly greater development costs and time. This is the only way for the ATF 60G-3 mobile crane to remain mobile in the



future and therefore remain economical for our customers. Crane operators will also receive authorisations much more quickly, easily and for longer periods."

New truck cranes introduced to Southeast Asian distributors

Dealers from across the region have made themselves familiar with the features and benefits of the latest Tadano truck cranes.

Tadano Headquarters and its subsidiary in Singapore, Tadano Asia, held the Southeast Asia Distributor Meeting at the Shido plant on Wednesday 11th and Thursday 12th April 2018.

There were 13 people at the meeting in total, representing Tadano Asia and its distributors from five different countries – Singapore, Malaysia, Thailand, Indonesia and the Philippines.

The attendees shared information about the market situation in each country, discussing crane demand and market share, and exchanged opinions on strategy and future development plans.

And as the special event for this time, the Design Department at Tadano Headquarters explained the features of the new Japanese-crafted truck crane models* (see right) while operating the actual machines. They exchanged questions and answers, giving the attendees a thorough understanding of all the sales points.

The attendees had a test drive of the GT-300EL and the GT-600ER on the test pad. This gave them the opportunity to experience the comfort delivered by the synergy of leaf suspension in the front and rubber mounted suspension to the rear. They also experienced how smooth the driving is thanks to the automatic mechanical transmission that has been adopted in the new truck crane series.

Finally, the under-slung jib was appreciated by all as a step forward because of the simplified installation procedure, compared with the previous model.



Representatives from distributors PT United Tractors (Indonesia), Multico (Malaysia and Singapore), Monark Equipment (Philippines) and Italthai (Thailand) came together for the Southeast Asia Distributor Meeting at Tadano's Shido plant

* The new 'crafted in Japan' truck cranes

- ◆ GT-750EL: 75 tonne max lifting capacity, left-hand drive
- ◆ GT-600EL: 60 tonne max lifting capacity, left-hand drive
- ◆ GT-600ER: 60 tonne max lifting capacity, right-hand drive
- ◆ GT-300EL: 30 tonne max lifting capacity, left-hand drive

Santiago subsidiary to grow South American sales

Tadano Chile SpA has been established in Santiago, Chile as a wholly-owned subsidiary of Tadano Ltd.

The company was established in November 2017 and began operations on 1st May 2018. It has taken over the functions of Tadano Panama SA, which is being wound up.

The move supports the Tadano Group long-term goal of "becoming number one worldwide in the lifting equipment industry", through growing sales and market share of group products outside of Japan.

Tadano previously set up sales and service companies in Brazil and Panama to serve the Central and South American market.



Koji Sato, General Manager of Tadano Chile SpA (left), and Service Manager Daihei Semba (right)

However, in order to get closer to the southern half of the continent, where demand for cranes is high, and to build a more locally-based sales and service system there, it was decided to establish a new subsidiary in Chile instead of Panama.

The new Santiago operation will cover all Central and South American markets except for Mexico, Cuba and Brazil.

The general manager of Tadano Chile SpA is Koji Sato, who said: "We believe that Central and South America is an important market for us with great potential moving forward. We aim to further increase sales and share in this market."

Unbeatable support for Real Guindastes

Real Guindastes e Equipamentos celebrates 30 years of operations in 2018.

With headquarters in Nova Lima, in the state of Minas Gerais, it is one of Brazil's leading lifting specialists. It has a diverse fleet of cranes with all terrain, rough terrain and crawler crane models, up to 500 tonnes capacity. It also has, since 2009, tower cranes as well.

Tadano is one of Real Guindastes' leading suppliers. In June 2017 Tadano Brasil delivered an ATF 220G-5 all-terrain crane to the company and more recently, this year, a 100-tonne ATF 100G-4.

One of the main technological advantages offered by Tadano that Real Guindastes' particularly appreciates is the unique Lift Adjuster system that automatically compensates boom flexing by raising the load to prevent it swaying. Not only does it mean more stable, smoother hoisting but also reduces the risk of damage to people or property from a swaying load.

For its part, Tadano Brasil maintains close contact with its customers to provide whatever technical and commercial support can be of benefit. The goal is to meet and beat all expectations, so that its



Handing over the new ATF 100G-4 to Real Guindastes

customers can better serve their customers.

As Tadano's presence has grown in Brazil, so has the stock of spare parts and the experience of the support personnel.

The crane technicians are factory-trained on all the models and even provide training to both crane operators and customers' maintenance crews.

Roscco returns for double dose of Tadano

Roscco Crane & Rigging has purchased two new Tadano ATF 220G-5 cranes from RTL Equipment.

These are the second and third Tadano cranes bought by Roscco, as the company already had a 2009 ATF 220G-5. Their experience with owning a Tadano all-terrain product made the purchasing decision simple.

"The 2009 ATF 220G-5 model has been a great machine. It often runs 24 hours a day and has played a huge part in building Roscco as a new crane company," said president Ross Kovach.

"And another deciding factor was how well the machine charts," he added.

Roscco, based in North Dakota, provides crane and trucking services mostly for the oil and gas industry as well as industrial and commercial construction. It also has a full service maintenance workshop.

"We are pleased to be a part of Roscco's continuing relationship with Tadano and look forward to supporting both Roscco and the product," said Ben Stegge, sales manager for Tadano dealer RTL Equipment.

RTL Equipment Inc has been supplying construction machinery in the Midwest and throughout the United States since 1989. It also provides full-service construction equipment repairs, inspections, and replacement parts.



One of Roscco Crane & Riggings's new ATF 220G-5 all terrain cranes

From left to right are: Bob Krause, Tadano; Jere Kovach, Ross Kovach and JJ Butler from Roscco Crane & Rigging; and Kevin McCrory and Ben Steege from RTL Equipment



Third Tadano for Klema

German crane rental company Klema Kranverleih has added a third Tadano mobile crane to its fleet.

Klema Kranverleih GmbH, based in Oberschleissheim, near Munich, was established back in 1965 and today has approximately 50 cranes at work, up to 500 tonnes lifting capacity.

The new arrival is a 100-tonne class Tadano ATF 100G-4. After it arrived, a 17-year-old 30-tonner went back to the Tadano Faun factory in Lauf an der Pegnitz for a complete overhaul.

The simplicity, reliability and robustness of the ATF 100G-4 make it a perfect fit for the Klema crane family, with its 51.2-metre boom and maximum sheave height of 72.5 metres. Klema Kranverleih does a lot of work on sites with restricted space, such as industrial plants and urban areas, so the asymmetrical outrigger capability of the Tadano crane is a particular benefit, as the outriggers can be safely extended to different lengths, according to what space is available.

The ATF 100G-4 is the second Tadano that Klema managing director Sven Bauer has purchased in his 10 years with the company. In 2014 he bought a 70-tonne ATF crane. The long-term performance of this machine assured him of the quality and reliability of Tadano.

When asked about Tadano, it is this that he



talks about, along with the responsiveness of the Tadano support service.

On top of this, he has now also seen the full overhaul of his old 30-tonne crane, a further demonstration of Tadano's expertise.

"The performance simply has to be right on a crane, and if the reliability is also of a high quality, then this is yet another powerful argument," he concludes. "For this reason, I am certain that we will be purchasing further Tadano cranes."

**Handover of the
ATF 100G-4 to Klema
Kranverleih GmbH**

European debut for crawler at Vertikal Days

Vertikal Days is the UK's annual trade fair for the lifting equipment industries.

Manufacturers and distributors of cranes and powered access platforms, as well as service companies in the sector, gather to show off their latest offerings to buyers and users from across the United Kingdom.

The 2018 Vertikal Days took place on 16th and 17th May, at the Donington Park motor racing track in Leicestershire.

Tadano UK is a keen supporter of the event and exhibits every year. This year was particularly special because it marked the unveiling of the first Tadano telescopic boom crawler crane to be sold in Europe.

GH Johnson, a hire company based in Derbyshire that specialises in crawler cranes, has bought two GTC-800 crawler cranes for its rental fleet and one of them was displayed at Vertikal Days. It was won over to the Tadano model by the full powered boom and ability to lift even when out of level.

The GTC-800 is made by Tadano in the USA and is now certified for sales in Europe.

Also on the Tadano stand was the ATF 60G-3,

driven over from the Intermat fair in Paris the previous month to make its UK debut.

There were two 70-tonne all terrain ATF 70G-4 cranes displayed as well. One was in the livery of steelwork contractor SCH Site Services from County Durham.

The other was in the colors of Manchester-based MGA Crane Hire, whose fleet until now has comprised only used machines, including several from Tadano. This ATF 70G-4 is the first crane that it has purchased from new.

**Tadano's booth at
Vertikal Days featured
the GTC-800 as well as
several ATF models**



Distributor focus

Our partners around the globe

Tecno Trades: Italy



Above: The team at Castel Goffredo HQ
Right: Commercial director Massimo Donda

Tecno Trades, the new Tadano distributor for Italy, is part of the Rodella Group of companies owned by the Rodella family.

Also in the group is: Officina Rodella, which provides technical service support and machinery repair; 3Bmust International, which supplies software, automation systems and controls for industrial machinery, including mobile cranes; and finally Tecno Energy, which provides technical support, service and sales of industrial energy storage systems and accumulators.

The group was founded by Bruno Rodella in 1967 as Officina Rodella, a crane repair shop in Castel Goffredo, between Cremona and Verona, in the province of Mantua.

As business grew, a second site was bought in nearby Ceresara, where bigger cranes could be repaired. When sons Massimo and Francesco joined, the company was renamed Officina Meccanica Fratelli Rodella.

Tecno Trades was set up in the 1990s as an international dealership for used mobile cranes, operating out of a third base in San Giorgio di Mantova, also in Mantua. In September 2017 Tecno Trades became the Tadano distributor for Italy and recruited Massimo Donda, a well-known figure in the Italian crane industry, as commercial director, tasked with reinvigorating Tadano's presence in the market.

International dealing in used cranes remains the bigger part of Tecno Trades' activities but that is changing as the Tadano business develops. Technical and service support is provided by the Officina Rodella organisation.

Massimo Donda says that competition is tough because not only are economic conditions difficult but also the three biggest competitors all have direct operations in Italy. However, Tecno Trades has the advantage of not being a big organisation stifled by bureaucracy, he says. It is a family business with direct contacts with customers and easy relationships.



Three generations of Rodella family:
left to right are Francesco, Bruno,
Massimo and Marco (Massimo's son)

Photos courtesy of: OnSite (www.onsiteneews.it)

Fairs & Events

Where to meet Tadano around the world

- ◆ **Bauma CTT Russia**
5-8 June 2018 Moscow, Russia
www.bauma-ctt.ru/en
- ◆ **M&T Expo**
5-8 June 2018 São Paulo, Brazil
www.mtexpo.com.br
- ◆ **IFBA**
7-9 June 2018 Kassel, Germany
ifba.eu
- ◆ **Cranes & Transport Middle East (CATME)**
10 October 2018 Dubai, UAE
www.khl-catme.com
- ◆ **Crane Industry Council of Australia (CICA)**
17-19 October 2018 Melbourne, Australia
www.cica.com.au/cica-conference

Everything is in place for success, he says. Tecno Trades is a well-known organisation with good technicians and an efficient repair shop.

Massimo Donda believes, therefore, that with patience and perseverance a 20% market share is achievable for Tadano in Italy within the next few years, once customers recognise that Tadano has a new home in Italy and that the partnership of Tadano and Tecno Trades is here to stay.

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