



New test facilities at Tadano Faun

Tadano Faun in Lauf an der Pegnitz has built new test facilities to help with the development of mobile crane technologies.

This top secret research facility is part of an extensive modernisation of Tadano's German manufacturing operations.

Inside the new 800m² test hall, prototype mobile cranes will be rigorously put through their paces before they are launched onto the market. Researcher will test the latest engine technology and carry out other projects that must remain strictly confidential for commercial reasons.

"We see ourselves as an extension of the Development Department," explains Rainer Reif, manager of the Testing Department at Tadano Faun GmbH. "In the test hall we carry out functional tests on mobile cranes; in doing so the crane is supported and its drive train or hydraulics system is tested with the engine running," he adds. Results are then immediately fed back to the Development Department online.

The new test hall at the Tadano Faun plant in Lauf



More room for tests and technology

The size of the new test hall, and the numerous technical innovations within it, provide ideal conditions for the challenging work of the Testing Department.

The hall has a weighing system to determine axle and wheel loads, to ensure optimum compliance with the road traffic regulations of different markets.

Tadano Faun has also invested in a new telemetry measuring system to carry out various tests all over the whole mobile crane.

Among other facilities available to the 10 staff in the new building are two radio-controlled overhead travelling cranes, which can each lift up to 20 tonnes. "With their help we can simulate a service job at the customer's depot beforehand," says Mr Reif.

Then the crane's upper carriage or engine, for example, is lifted using the overhead crane. In this way the test team collects important information that contributes to improving customer service.

"This is how we are training our colleagues in field sales and they know exactly what has to be done and how much time is required for maintenance work and possible repairs," he says.

Coming soon:

New 100-tonne all terrain

Here's a brief preview of the brand new 100-tonne capacity all terrain soon to be available from Tadano.

All we can reveal for now is that it is a four-axle machine with a boom extending from 11.1m to 51.2m and a 10m/18m boom extension.

More details to come...



Market spotlight

ATF 90G-4 in US taxi service

More and more US crane rental companies are discovering the benefits of Tadano cranes.

The all terrain ATF 90G-4 is rated in the USA with a lifting capacity of 110 US tons. It is appreciated for its quick set-up time, its strong performance, its bullet-proof reliability and its industry-leading safety features.

North Carolina-based Southern Crane bought an ATF 90G-4 for daily rental tasks such as placing cellular towers, modular homes and heating & ventilating units.

A typical day's work is shown here, unloading a 22-tonne (48,000 lb) communication building. After transporting this to the cell site, the crane was then used to erect the cellular tower structure.

Southern Crane president Earl Johnson III explains that there was nothing particularly complicated about this operation, from a technical perspective, but the performance characteristics of the ATF 90G-4 make it an ideal machine for this type of work.

The lift needed the full 22,300kg (49,163 lb) of the crane's counterweight to be fitted, but the ATF 90G-4 is quicker to set up than other cranes of this size.

"This crane only requires three separate picks off our trailer to install maximum counterweights. Other cranes in its class require five picks off the trailer for maximum counterweight," Mr Johnson says.

"The quick set-up was a big factor," he says. "Dismantling the crane was also very quick. Overall, the ATF 90G-4 was the right size and right capacity for this particular job."

Other aspects of the crane have also gone down well at Southern Crane. "We really like the interior tilt controls and seat which give the operator very good visibility," Mr Johnson says.

"This is the first Tadano that we have ever purchased, and our team is very impressed with the features this crane has to offer."



Southern Crane uses its ATF 90G-4 with full counterweight to place a communications unit at a cellular tower site

Warm welcome from Imperial

One of the biggest and best known mobile crane operating companies in the USA is Imperial Crane Services, based near Chicago, in Bridgeview, Illinois.

Imperial was founded by the late John Bohne with a single crane in 1969 and has grown into a major force with a fleet of more than 200 cranes and a thriving Tadano dealership. Since John Bohne's death in 2003, Imperial Crane has been led by his son Berkshire 'BJ' Bohne as president and CEO. BJ's cousin, Jeff Bohne, is president of the sales division.

On a trip to the USA in August, the president of Tadano Ltd, Mr Koichi Tadano, was happy to pay a visit to the head office of Imperial Crane to cement the continuing success of the partnership between the two companies.

"The Tadano visit was a compliment to everyone in our office," Imperial Crane posted on its Facebook page. "Imperial has been a Tadano dealer for a number of years now and we are confident that good things will come from our joint efforts."



Pictured right (from left to right) are: Imperial Crane VP & COO Bill Tierney; Tadano America VP & GM of marketing and engineering Jay Shiffler; Tadano America president Yo Kakinuma; Tadano Mantis COO Shiro Morita; Tadano president & CEO Koichi Tadano; Imperial Crane sales division president Jeff Bohne; and Imperial Crane president & CEO BJ Bohne.

“The Cadillac of Cranes”

Another American company discovering the benefits of Tadano cranes is Austin Crane Service, based in Leander.

Established in 1992, Austin Crane Service is a full service crane rental company serving central Texas.

During the summer it took delivery of its first ATF 90G-4 at Tadano America Corporation’s headquarters in Houston, which is just a few hours’ drive to the east of Leander.

Since its arrival in Leander, Austin Crane Service’s new machine has been busy on such jobs as building and setting tanks and unloading rolls of steel at a rail yard. The operators are calling it “the Cadillac of Cranes”.

Owner and president Larry Taylor said that one of the reasons he decided on the ATF 90G-4 was Tadano’s reputation; and since putting it to work he has not been disappointed.

“The manufacturer put a lot of thought into the design of this crane,” he says. “Our operators love working with it.”

According to Taylor: “The hydraulic luffer and the turning radius are a huge plus when getting in and out of and working on confined job sites.”

He also appreciates the machine’s simple design and on-screen diagnostics that “speed up the process and lessen downtime”, he says.

Below: Austin Crane Service operators John Coombs and Eddie Gilmore



New Saudi office

The Tadano Service team in Saudi Arabia has moved into new offices with improved facilities and more space.

The new office includes desk space for visiting Tadano colleagues as well as a room for meetings too, making it a much more practical and comfortable place to spend the working day.

The upgrading of facilities for Tadano mirrors a similar move by Saudi distributor Saleh & Abdulaziz Abahsain Co. Ltd., which has also moved its machinery workshop to a new facility. Now both the Tadano Service Office and Abahsain’s new workshop are conveniently located close to the distributor’s showroom.

Pictured in front of the new office are locally-based Tadano Middle East team members Yoshiki Akamatsu, Masato Gotoh and Toshiaki Yamamoto



Tadano America signs service deal with Wheco

Tadano America Corporation has signed an agreement with Wheco Corporation to become an authorised structural repair and restoration services provider for all Tadano crane products.

Tadano America president Yo Kakinuma said that Wheco had “the knowledge, experience, facilities and trained technicians to help us support our expanding North American business”.

He added: “Providing our customers with a complete and positive service experience is a very important part of our company culture.”

Wheco CEO Ron Williams said: “Tadano products have an excellent reputation in the market and we are very pleased that they have recognized Wheco as a company that can help them support their products and customers.”



Tadano Thailand develops relations with new Vietnamese customers

One year after completion of its new truck loader crane plant, Tadano Thailand has begun notching up export sales success.

Tadano Thailand Co Ltd began full production of cargo cranes at its new plant near Bangkok in June and exports began in May 2014.

On 22nd August this year Tadano Thailand joined forces with its dealer in Vietnam, Trung Long Engineering & Auto JSC, to hold a full ceremony in Ho Chi Minh City to celebrate the launch of the new cranes in Vietnam. A band and circus acts help the celebrations go with a swing.

Trung Long had approximately 150 current and potential customers along to the ceremony. Tadano Thailand exhibited a TM-ZT825 crane (8,200kg at 1.8m, and five-section boom) and a smaller TM-ZT404 (4,000kg capacity and four-section boom). It also promoted other products with brochures and visual displays.

Two weeks later, on 4th September, a party of 16 representatives from the Vietnam Power Company made the return journey and came to visit the Tadano Thailand headquarters and tour the plant. As a major utility company, Vietnam Power is a significant prospect for Tadano cargo cranes in the region.

Tadano showed the capability of its products using a TM-ZT504 demonstration machine. It also fielded many questions from the Vietnamese guests relating to product quality and manufacturing, satisfying the visitors of the first-class quality of Tadano Thailand's output.



Above: Tadano Thailand and Trung Long show off a TM-ZT825 in Ho Chi Minh City



Right and below: Vietnam Power representatives tour the plant



Preparing for Bauma China

The Bauma China trade fair is now second only to the original German Bauma fair in Munich as the largest construction equipment exhibition in the world.

The 7th Bauma China will be held from 25th to 28th November 2014 at the Shanghai New International Expo Centre (SNIEC) in Pudong. Although China's extraordinary construction boom of the past decade has slowed to some degree, Bauma China is still likely to be even bigger than last time it was held, in 2012, when it had approximately 177,000 visitors and more than 2,700 exhibiting companies.

Tadano Ltd and subsidiary company Tadano (Beijing) Ltd will have a joint stand at the exhibition, presenting the following products:

- GR-800EX – 80-tonne capacity rough terrain crane
- GT-350E-2 – 35-tonne capacity truck crane.

All are warmly invited to come by our booth (C60) to have a close look at our cranes, meet the team and ask us any questions you may have about any cranes in our product range.



Neighbours agree on crane for Yacyretá Dam

Water resources and energy supply both have the potential to cause friction or conflict between neighbouring states but it does not have to be so.

Argentina and Paraguay have been co-operating for more than 30 years on firstly the construction and subsequently the operation and maintenance of a hydroelectric dam in the Paraná river.

And now they have agreed on choosing Tadano.

The Yacyretá dam connects the two countries across the river that forms their border. The dam lies 70km to the west of Posadas in Argentina and Encarnación in Paraguay.

Entidad Binacional Yacyretá (EBY) is an intergovernmental joint venture company that operates the dam and power station.

Construction of the 808-metre long dam began in 1983 and the 3200MW turbines began generating power in 1994.

To assist with maintenance of the structure and machinery on the dam, EBY has purchased a Tadano ATF 220G-5 all-terrain crane, supplied by Tecmaco, the authorised Tadano distributor in Argentina.



Tecmaco president Rodolfo Gonzalez (third from left) and colleagues prepare the ATF 220G-5 for handover



The Yacyretá dam on the Rio Paraná

Four more Tadano units for Schmidbauer

Germany's largest crane rental company, Schmidbauer, has maintained in long-standing close relations with Tadano with its recent purchase of a pair of new ATF 220G-5 cranes, along with an ATF 90G-4 and an ATF 70G-4.

"The flexible use of the ATF 220G-5 has been impressing us for years," says CEO Werner Schmidbauer.

Even with partial counterweight the crane offers outstanding load capacities for its class as well as transport savings. "It is very important for us to comply with the stipulated 12-tonne axle load, which the crane meets perfectly," says purchasing boss Hermann Setzmüller, who is based at head office in Gräfelfing, near Munich.

One of the two new 220-tonne capacity five-axle cranes is based at Schmidbauer's Augsburg depot, where branch manager Alexander Vogel has lots of work for it. "With the new ATF 220G-5 we now have the strongest crane in the region," he says.

A partnership has developed between Schmidbauer and Tadano over the years, which has influenced the development of specific models. The ATF 60-4 was developed in the mid-1990s, for example, on the back of Schmidbauer's requirement for an economical four-axle crane with two engines and able to take a lot of counterweight while remaining within the 12-tonne per axle limit.

The result was the ATF 60-4, for which – together



With one of the new cranes are (left to right): Schmidbauer director Werner Schmidbauer; operators Karl Huber & Volker Kallenbach; Schmidbauer director Dieter Moser; Tadano Faun area sales manager Hans Asam; and Schmidbauer purchasing manager Hermann Setzmüller

with its two successors, the ATF 65G-4 and 70G-4 – the term 'taxi crane' was first coined. The concept proved to be a best-seller for Tadano.

The Schmidbauer Group includes Schmidbauer GmbH & Co.KG with subsidiaries Fricke-Schmidbauer Schwerlast GmbH with its head office in Braunschweig and Rieger & Moser GmbH & Co. KG in Ulm as well as Schmidbauer OÜ in Tallinn (Estonia) and sales offices in Siegen (France) and Espoo (Finland).

The company was founded by Jakob Schmidbauer in 1932 and is today managed by the third generation – Werner Schmidbauer together with Dieter Moser.

Distributor focus

Our partners around the globe

Tadano UK: United Kingdom

Cranes UK, the Tadano distributor for the United Kingdom and Republic of Ireland, was bought out by Tadano on 9th April 2014 and renamed Tadano UK.

Cranes UK was founded in Tankersley, Yorkshire, in 2001 by Joe Lyon and his wife Fransie to sell and service Tadano cranes after previous dealer Marubeni Komatsu Ltd closed its crane operation.

Under the Lyons, the business grew and Cranes UK gained significant market

share. UK rental companies had long been familiar with Tadano truck cranes from Japan, a staple of many hire fleets in the past, but the German-made all terrains were a less familiar sight in the UK until Joe Lyon and his team promoted them.

With the retirement of the founders of Cranes UK, Tadano wanted to keep continuity of operations. To maintain smooth operations, a simple ownership transfer was agreed; any change in the running of the business was largely undetectable to customers.

As previously reported, Thomas Schramm, general manager sales at Tadano, now has the additional role of president of Tadano UK, with Tadano Faun chief financial officer Stephanie Müller in overall charge of the finances.

Day to day management of Tadano UK operations on the ground is led by general manager Andrew Plant, supported until very recently by long-serving sales manager Brian Crisp. In fact, Mr Crisp retires at the end of October after more than 20 years selling Tadano cranes in the UK.

Andrew Plant reports that the UK market has come back strongly this year and is now back to where it was before the global economic crisis that began in 2008. Under Tadano ownership, the UK dealer has been well positioned to take advantage of the upturn, now competing on the same basis as



Above: The Tadano UK leadership team of Stephanie Müller, Thomas Schramm, Brian Crisp and general manager Andrew Plant

Tadano UK has sold 15 cranes to hire firm Hewden in 2014



Fairs & Events

Where to meet Tadano around the world

- ♦ **World Crane & Transport Summit**
12-13 November Miami, Florida, USA
www.khl.com/wcts
- ♦ **Bauma China**
25-28 November Shanghai, China
www.bauma-china.com
- ♦ **Conexpo Latin America**
21-24 October 2015 Santiago, Chile
www.conexpoLatinamerica.com

the other major all terrain crane producers, which also sell direct rather than through intermediaries. Some customers prefer to buy their equipment direct from the manufacturer, he says, and now with Tadano UK they can.

In 2014 Tadano has more than doubled its UK sales, Mr Plant says, from 18 units to 44, and 2015 is looking even stronger, judging by the orders already taken. "We are dominating the smaller end of the market with the ATF-40G-2," he says. "And we are also very strong in the 100-and 130-tonne classes too."

Recent deliveries to UK customers include: a pair of ATF 40G-2 all terrains to J Hewitt Crane Hire of Middlesbrough; three all terrains to M&M Mobile Crane Hire of Uxbridge (with six more ordered for 2015); and a package of 15 all terrains of between 70 and 130 tonne capacity delivered in the first quarter to national hire company Hewden.

Tadano UK also provided training courses on the Tadano technology to Hewden's operators. In fact, says Mr Plant, an emphasis on training has been a key feature of the new ownership regime – training both for customers and for Tadano UK's own people.

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