

# On parade at Vertikal Days

With 2016 turning out to be a record year for Tadano UK, it was appropriate that there was a strong showing from Tadano at Britain's biggest lifting equipment trade show.

Vertikal Days is an annual two-day event for suppliers of cranes, aerial work platforms and related products and services.

This year's event took place on 15th and 16th June at the Haydock Park horse-racing course, midway between Manchester and Liverpool.

Though not a big show, compared to international events like Bauma, held in Munich two months before, Vertikal Days attracts la crème de la crème of Britain's lifting industry and has an important place in the market. Tadano UK displayed seven all terrain cranes from the ATF family, including the prototype 60-tonner that was shown at Bauma, the ATF 60G-3, which was shipped across the North Sea from Germany for Vertikal Days.

Also making its UK debut was Tadano's hydraulic telescoping luffing jib (HTLJ), which was fitted to the ATF 220G-5 that was displayed. This crane was in the livery of Hewden, Britain's second biggest



**The new ATF60G-3 drew a lot of attention**

mobile crane hire company which has played a significant part in Tadano UK's recent sales success. Hewden has bought 51 Tadano cranes since January 2014, including 21 in 2016. A third of its crane fleet is now new Tadano all terrain models.



**Tadano's offset HTLJ jib stood out above the Vertikal Days showground at Haydock Park Racecourse**

Tadano UK sales manager Paul Goodall says that 2015 was already a record year for the company's crane sales and the first half of 2016 has seen sales rise even further still.

At Vertikal Days there was much interest in both the new 60-tonner and the HTLJ attachment, Paul Goodall says.

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The ATF 40G-2 on display (above) had been sold to Steve Foster Cranes



There were two ATF 50G-3 2 cranes on show – this one was on its way to Forsyth of Denny in Scotland



BJW Cranes had bought the ATF100G-4



Hewden has one of the biggest mobile crane fleets in the UK and a third of them are from Tadano. At Vertical Days, both the 70 tonner and the ATF 220G-5 were in Hewden livery.



## On parade at Vertical Days

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Hewden's ATF 220G-5 was already booked, after the exhibition, for projects in London and also lined up to go work at a refinery in the south of England, thanks to the edge provided by the HTLJ.

Apart from the ATF 60G-3, for which deliveries begin in 2017, all the cranes displayed by Tadano UK were pre-sold and in customer colors.

The ATF 40G-2 at Vertical Days had the name Steve Foster on it. This Derbyshire hire company runs an almost exclusively Tadano fleet. It has also recently bought an ATF 50G-3 and an ATF 130G-5, which was the first Euromot 4 model in the UK. John Foster from the family company said: "In my opinion the Tadanos are unrivalled in quality and reliability, making them our first choice when it comes to mobile cranes."

There were two ATF 50G-3 cranes at Vertical Days. One was in the silver and red of Scottish company Forsyth of Denny. The second was in the livery of Mann Crane Hire, which is based on the Isle of Man in the Irish Sea. Mann Crane has bought two 40 tonners and a 50 tonner from Tadano this year, joining a fleet that includes an ATF 70G-4 and an ATF 60-3.

Chris Barnes of Mann Crane Hire said: "Being on the island you have to have reliable machines and Tadano has not let us down in terms of after-sales service and parts."

The 70-tonne ATF 70G-4 at the show was the new version with the long 52.1-metre boom. This was the second crane to have Hewden's branding over it.

Finally, next to the new 60-tonner was an ATF 100G-4, sold to BJW Cranes, a hire company that was acquired by the larger Bryn Thomas Group in 2013.

Other Tadano deliveries in the past year include:

- an ATF 70G-4L to Berry Cranes
- an ATF 220G-5, an ATF 100G-4 and two ATF 40G-2s to Crowland Cranes
- three ATF 40G-2s to Emsley Crane Hire.

Then there is Davies Crane Hire in Wales, which has bought six Tadano cranes in the past year, including the ATF 220G-5 that was displayed at Bauma in April.

N&A James, another Welsh hire company, bought an ATF130G-5 in June. Kevin Green of N&A James said: "It was a case of natural progression for us. We have run out our previous ATF110G-5 for eight years, with relatively few problems which made the new 130 tonne an easy decision for us."

Paul Goodall says that Tadano is now challenging for market leadership in the UK. "It has been very busy," he says.



# If you want to know why to buy a Tadano... Ask a customer!

Regular visitors to [tadanoamerica.com](http://tadanoamerica.com), the website of Tadano America Corporation, are likely to have noticed the regular blog posts under the topic **Top 8 Reasons to Own or Rent a Tadano Crane**.

Each post explores the benefits that Tadano cranes offer, as told through the eyes of experienced customers.

The blog entries are written under the following headings:

- User friendly and easy to operate
- Service excellence
- Safety
- Innovative features that add value
- Long service life
- Product quality
- Hard to break, easy to repair
- Lowest owning and operating costs

However, what comes through loudest from the strong customer testimonials is the reliability of the Tadano product.

“Our customers rarely have a Tadano product down,” says David Demichei, vice president of sales for Tadano distributor Coast Crane in California. He also says that Tadano offers more features as standard than competitor manufacturers.

Across the country in Florida, Sims Crane & Equipment service manager Robert Cutting says: “We rarely have issues with Tadano cranes and when we do, with the support that we get, we are able to repair them and get them back as quick as we can. Maintenance has been fairly minimal – it’s mainly wear and tear items and they’re just normal service issues. We are able to resolve 95% of our issues over the phone and fairly quickly.”

Another customer visited by Tadano for the series is Southwest Industrial Rigging, started 30 years ago by Harry Baker in Casa Grande, Arizona. Today the



**Mike Madge (left) and Harry Baker of Southwest Industrial Rigging, and (above) their ATF400G-6**

company has locations in Flagstaff, Tucson and Phoenix, Arizona.

Mike Madge, vice president of operations, says: “We have 17 Tadano cranes. Every Tadano that we’ve owned we have not had near as much repetitive maintenance issues as we’ve had with some of our other manufacturers’ cranes.”

Harry Baker himself says: “If I had my preference, I would own nothing but Tadano. They are very dependable. Their cost per hour is significantly less than the other cranes.”

He explains: “The Tadanos are more dependable, longer, than the competitor equipment is. It has made my life easier, the fact that they don’t break down and they are ready to go to work all the time, as opposed to having to do maintenance and especially, specifically, going out into the field to do maintenance, which is more costly than doing things in the shop, and we rarely, rarely have a Tadano crane down.”

To see more, visit [tadanoamerica.com/blog](http://tadanoamerica.com/blog)

## Heavy Iron joins Tadano America dealer network

The latest addition to the nationwide distributor network of Tadano America Corporation is Heavy Iron Cranes & Equipment, headquartered in Lexington, South Carolina.

Heavy Iron is now responsible for the sales, marketing and customer in the states of North Carolina, South Carolina and parts of Eastern Georgia.

Heavy Iron Cranes & Equipment has been selling cranes and heavy equipment for more than 40 years. Aside from its Lexington base, it also has a second depot in Auburn, Georgia.



**Heavy Iron VP Levy Brack, center, flanked by Tadano’s Jay Shiffler and Yo Kakinuma**

“The addition of the Tadano cranes adds to our existing products and solidifies a relationship that we have been working towards for some time,” said vice-president Levy Brack. “Our customers already see the value of Tadano products, and their positive impression will only improve with time.”

“Heavy Iron is an established crane sales organization and represents an opportunity for Tadano to provide customers in the southeast region of the United States with a professional sales and service experience,” said Tadano America’s new general manager for sales, Ken Butz, who joined the company in May.

# Second 400-tonner for Wagenborg

Dutch customer Wagenborg Nedlift has expanded its fleet with the addition of a second 400 tonne six-axle ATF 400G-6 all terrain crane.

Wagenborg Nedlift, part of the Royal Wagenborg group is one of the leading lifting and heavy haulage companies in the Netherlands.

This second ATF 400G-6 is equipped with a lattice jib and a 3.5-metre heavy duty (HD) jib, enabling the 60-metre main boom to be extended to reach 78.5 metres. The lattice jib and the HD jib can both be assembled onto either crane.

Wagenborg's first unit came with the four-section, 10.3- to 31-metre, hydraulic telescopic luffing jib (HTLJ). The second unit can also use this attachment.

"This special jib makes it possible, among other things, to lift objects from great heights from within buildings," Wagenborg says.

The latest crane is also equipped with the TRAM (Travelling Restraint Access Module) fall restraint system. This is a flexible fall restraint system that moves backward and forward along a rail installed along the length of the main boom. The user secures themselves by lanyard to the foldable handle to prevent them from falling.



Wagenborg's Murk Lamminga hands over the keys for the new crane to its operator Niek Datema

## Training programme at Brazil mining sites



**Guindax, one of the leading crane hire companies in Brazil, recently conducted a training programme for one of its major clients.**

The Workshop on Technology & Safety in Lifting Operations was sponsored by Tadano Brasil. It was delivered by Guindax for two divisions of Vale Fertilizantes, a fertilizer company. The event was held on 28th June at two separate Vale mining complexes – in Araxá and in Tapira.

The three-hour workshops were attended by a

total of 60 people who are directly or indirectly involved in load handling and lifting operations at these locations.

The sessions were interactive with questions from the participants to explore in depth some of the issues discussed.

The subjects addressed by the workshop included:

- New technologies: how they enhance the safety and efficiency of the cranes during operation
- Load charts: what they are, how they should be read and knowing where caution is needed
- Safe operation: precautions to be taken for normal operation, stabilization and transport of cranes, and common causes of cranes accidents.

During the event Tadano also made a presentation, explaining the three pillars of its philosophy – safety, quality, efficiency – and how these values are represented in the equipment that it produces.



Technology & Safety in Lifting Operations was the topic of a Tadano-sponsored workshop at two separate Vale Fertilizantes mining complexes in June





# Taking to the stage at Russian expo



CTT Russia has been held in Moscow every year since 2000 and is the largest construction equipment trade show in the country.

Construction Equipment & Technologies 2016, to give the event its full name, took place at the IEC Crocus Expo between 31st May and 4th June and attracted 21,000 visitors from 59 countries.

Among the 524 exhibitors that participated were Tadano's distributor Techstroycontract, which exhibited a GR-800EX rough terrain crane and an ATF 50G-3 all terrain crane.

GR-1450EX, the largest rough terrain crane on the market, was promoted by a large poster.

Inside the exhibition halls Tadano also showed a truck-mounted TM-ZE364HS straight boom loader crane on the booth of Chaika, the distributor for loader cranes.

Next year's event, CTT 2017, takes place between 30th May and 3rd June.

Booth visitors and Techstroycontract sales representatives with an officer of Tadano, Mr Kanno



ZE364HS loader crane was exhibited on Chaika's booth



## Sales resume in Iran after sanctions lifted

After a five-year pause, Tadano has signed a new distributor agreement in Iran.

Tadano sales into Iran were suspended in 2011 as part of international economic sanctions.

Following the lifting of sanctions at the start of 2016, Tadano has now signed a distributor agreement with Mehvar Machine Company, part of Golestan Business Group (GBG), which is one of the largest conglomerates in Iran and has been trading since 1953.

A signing ceremony for Tadano and Mehvar Machine was held in Tehran on 6th June 2016.

Tadano began exporting cranes to Iran in the 1970s and over the years shipped a large number of cranes there.

Despite a five-year absence from the market, the Tadano brand name remains well-known across Iran as a premium machinery product.

Confidence is high that the new partnership will soon be benefiting from renewed demand in what has traditionally been one of the largest markets in the Middle East. The population of Iran is more than 80 million and about the same as Germany's.



6th June 2016: The signing ceremony in Tehran, marking the resumption of Tadano sales in Iran

# Distributor focus

*Our partners around the globe*

## Monark Equipment: Philippines



Pictured at the ceremonial handover of a crane to customer Therma Prime in 2014 are (a) Monark Equipment president JR Banson and (b) chairman Jan-B Banson

Monark Group of Companies was founded by Onofre B. Banson in 1962. In the beginning he provided services to the forestry industry with Caterpillar machinery that he had bought.

Operating as Monark International Inc. (MII), he diversified into equipment rentals and earthmoving. As the infrastructure of the Philippines developed, so Monark prospered and grew.

In 1987, two of Onofre's sons, Jan-B and Louie, successfully applied for the Caterpillar dealership, thus marking the birth of Monark Equipment, supplying earthmoving, material handling, and power generating products.

As growth continued, in the late 1990s Monark began to represent non-Caterpillar brands as well, including Tadano cranes. These were grouped into the newly-formed Allied Business Unit.

Today, Monark has approximately 1,500 employees across 15 branches throughout the country – 33 of the employees are dedicated to the Allied Business Unit, headed by general manager Mar Santos. The biggest facility and service yard was built in 2008 in San Perdo, Laguna.

The group remains wholly owned by the five children of the late founder. Jan-B Banson is the chairman, Ana B. Pastelero is the vice-chairman and JR Banson is the president. The other two siblings head other Banson family businesses.

After the global financial crisis of 2008-10, Monark's crane sales have returned to solid growth, with annual increases of 180% in 2012,

then 50% annual growth in 2013 and 2014, then more than doubling in 2015 to reach an all-time high of 23 units sold.

GR-series rough terrain cranes are the main cranes account for most of the unit sales. Selling used and renting Tadano cranes also contributes about 30% of revenue for the crane business.

Monark's success is based on its closeness to, and knowledge of,



ATF 220G-5 sold by Monark to EEI Corporation

# Fairs & Events

*Where to meet Tadano around the world*

- ◆ **Crane Industry Council of Australia conference**  
15-17 September Cairns, Qld, Australia  
[cica.com.au/cica-conference](http://cica.com.au/cica-conference)
- ◆ **Cranes and Transport Middle East conference**  
8 December Dubai, UAE  
[www.catmiddleeast.com](http://www.catmiddleeast.com)
- ◆ **Conexpo-Con/Agg**  
7-11 March 2017 Las Vegas, USA  
[www.conexpoconagg.com](http://www.conexpoconagg.com)
- ◆ **CTT Moscow**  
30 May – 3 June Moscow, Russia  
[www.ctt-moscow.com](http://www.ctt-moscow.com)

its customers in construction, mining, and infrastructure. Competing against lower priced Chinese and Korean brands, Monark has to present a value proposition, emphasising customer service as well as product reliability and performance. This is its core strategy. For this reason it set up a service group solely for the Allied unit in 2013 and introduced service agreements

The team in Monark's Allied division is confident of further growth this year – it is forecasting a 20% rise in its crane sales in 2016, says business development manager Carlo Weber – and the Philippine economy is also on an upward trend, with 6-6.5% GDP growth forecast for this year. This economic upturn is underpinned by the election of a new government under President Rodrigo Duterte, with the promise of further investment in construction and infrastructure.

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