

Customised for Oceania

The rough terrain GR-200EX



The new GR-200EX is produced specifically for the Oceania market with Tadano ensuring it meets all the standards and regulations and requires no modifications – just get in and lift!

Boasting an array of new features, the latest technology and the tightest swing radius in its class, this tight-access 20-tonne class machine is sure to please.

The cab of the GR-200EX has been outfitted with an improved design for better operator comfort, increased visibility and includes the Tadano View System. Customizable sensitivity control at the touch of a button, all round safety with the human detection system, wide sight view and operating at your custom speed supplies the best environment for more precise lifting.

With the hydraulic underslung fly jib paired with a



The GR-200EX with human detection system

set-up remote control, one-man configuration is safer, faster and effortless – especially in narrow spaces.

The new crane has already received a high concentration of interest from customers in the Oceania region (Australia, New Zealand and Papua New Guinea). They find the new safety features and technology very appealing. Tadano's wide sight view means a reduction in jobsite incidents which assists the efficiency of these machines.

Deliveries of this crane have now begun. For some customers, it is about choosing a suitable crane to replace their trusted TR-200M machines; one customer stated that the reliability of the old product and the manufacturer support is what pulled them towards the new GR-200EX.



Tadano has the biggest network of manufacturer support branches across Australia, assuring that all needs for the GR-200EX are met not just today but well into the future, with manufacturer support throughout the life-cycle of their cranes.



Dornseiff comes back for six more Tadano cranes

German rental company Dornseiff has taken delivery of another six Tadano cranes.

The new arrivals are three 70-tonne ATF 70G-4 all terrain cranes, a 100-tonne ATF 100G-4, a 110-tonne ATF 110G-5 and a 40-tonne HK 40 truck crane.

The first crane, an ATF 70G-4, arrived in March. The rest were delivered in the months that followed.

The new cranes take the total number of Tadano units in the fleet to 17 – with capacities of between 30 and 110 tonnes.

Managing director Wolfgang Dornseiff said: "With these six high-quality and easy to use cranes, which in our experience hardly have any need for repairs, we are well equipped for the future."

He added: "The two engine concept gives us a time and cost advantage and makes the eventual resale of the crane much easier."

The company's fleet also includes aerial lifts and telehandlers as well as cranes.

Dornseiff Autokrane und Schwertransporte GmbH & Co. KG has been in heavy lifting and transportation business since 1951. It has facilities in Burbach, Olpe, Siegen and Wetzlar in Germany, as well as a depot in Sibiu in central Romania.



Above: Wolfgang Dornseiff (left) takes delivery of an ATF 70G-4 from Thorsten Dietzel of Tadano



Left: The Dornseiff team with Thorsten Dietzel

Vietnamese distributor celebrates 20th anniversary

Truong Long, Tadano's distributor for truck loader cranes in Vietnam celebrated its 20th anniversary in May 2018.

Among the 400 or so people at the celebrations was Mr Shinichi Iimura, executive officer at Tadano, who expressed gratitude to the daily effort of the Truong Long team and its loyalty to Tadano.

Managing Director La Van Truong Son established Truong Long in 1998. The company listed on the Ho Chi Minh City Stock Exchange in 2010 and was appointed as Tadano's exclusive distributor of truck loader crane in Vietnam.

Since then it has put a lot of time, effort and resources into promoting the Tadano name and has grown to become one of the largest distributors of Tadano truck loader cranes in the world.

When difficult sales targets were achieved in 2017, Mr Koichi Tadano, President and CEO at Tadano Ltd, paid a visit and presented Truong Long with a commemorative shield.

Truong Long is now planning to establish a new facility in the near future to expand the business



focusing more on Tadano truck loader cranes. With momentum continuing to build, Truong Long and Tadano are growing stronger together.

Truong Long MD La Van Truong Son (left) and Tadano executive officer Shinichi Iimura

Interest grows in Russia

Tadano Group already has three distributors in Russia but as part of its quest to become the undisputed 'No. 1 worldwide in the lifting equipment industry' it has opened a Moscow Representative Office.

Tadano's long-term goal is to strengthen sales and expand market share of group products outside of Japan. And Russia is an important market, which Tadano has identified as having great potential for sales growth.

Tadano has three distributors in Russia: **Techstroycontract Ltd** for mobile cranes, as well as **OOO AP Chaika** and **Techcenter Sumotori LLC** for truck loader (cargo) cranes.

TADANO LTD. Moscow Representative Office, as it is officially called, opened for business on 1st June 2018. Its mission is to enhance the support provided to the sales and service activities of these distributors – and to get closer to the customers.

Head of the Moscow Representative Office is Sergey Pogorelov.

An early diary engagement for the new team was the Bauma CTT Russia trade fair, which took place in Moscow from 5th to 8th June. Tadano distributors Chaika and Techstroycontract were among the 586 exhibitors from 26 different countries. According to the organisers, visitor numbers were up 10% on the 2017 event to 22,681.



Between them, the two Tadano distributors at the fair exhibited six Tadano cranes, making Tadano a particularly prominent presence at the show.

The new Moscow Representative Office was there to provide support and demonstrate the company's commitment to the market.

The result was a hatful of orders being taken, especially for truck loader cranes that were shown.

Head of Moscow Representative Office Sergey Pogorelov, second from right, with the Tadano team at the CTT Bauma Russia trade fair

ATF 60G-3 wins fans

Tadano has been racking up orders for the new all-terrain ATF 60G-3 with a tour of trade shows around Europe.

As previously reported, the Intermat 2018 trade fair in Paris marked the official sales launch of this innovative 60-tonner in May.

Later that month it was on display at Vertikal Days in the UK. Then in June it was shown at the Internationale Fachaussstellung Bergen und Abschleppen (IFBA) in Kassel, Germany. IFBA is an international trade fair for recovery and towing.

The ATF 60G-3 is a new concept all terrain crane from Tadano. Placing the engine in the rotating superstructure rather than on the carrier results in 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.

At all three exhibitions customer reaction was excellent. The 10-tonne per axle load configuration, the new driving concept and the strong lifting charts all went down really well.

As a result, within weeks of the order book opening, about 20 sales had been secured.



Visitors to the IFBA recovery and towing exhibition in Kassel got a close look at the Tadano ATF 60G-3 and were impressed



Tadano helps Al Kulaib delight its clients

Al Kulaib International Trading Company specialises in civil, mechanical and electrical engineering works for the energy, petrochemical and water industries in Kuwait.

“We believe in client delight” is the company’s motto. With Tadano cranes, Al Kulaib continues to succeed with this mission.

It has a fleet of close to 40 mobile cranes to support its operations and has this year added eight new Tadano models, including three all terrains.

The cranes make Al Kulaib International Trading Company self-sufficient in meeting the needs of its own projects, and they are also leased out to customers in the oil and gas fields – it is one of pioneers when it comes to oil and gas contractors in Kuwait.

Al Kulaib’s newest Tadano cranes are: from the all terrain series, an ATF 180G-5, an ATF 130G-5 and an ATF 100G-4; from the rough terrain series, a GR-800EX and two GR-500EXL cranes; and two GT-600EL truck cranes.

Managing director Muzamil Malik explains why he chooses Tadano: “First of all, we have good very good relations here with the Tadano representative, Al-Babtain Co, and undoubtedly Tadano is a well-known brand in the Middle East. Most of the companies prefer to have either Tadano or other Japanese cranes.”

He continues: “To be more specific, we prefer Tadano cranes because of their durability, affordable maintenance cost and good reselling price. Our operators are well trained to operate these cranes; our mechanical team is well versed with the technicality of Tadano cranes; and parts are also easily available in Kuwait.”



Left to right at the crane handover are: Fernando Wada, sales manager of Tadano Middle East (Rep. office); Shingo Kyotani, area sales manager of Tadano Faun GmbH; Kazuumi Hiwatashi, general manager of Tadano Middle East (Rep. office); Mr M Ali, marketing director of Al Kulaib International Trading; Jan Scheidgen, sales director of Abdulmohsen Abdulaziz Al-Babtain; Masim Molah, equipment manager of Al Kulaib International Trading; Faheem Javed, Tadano brand manager of Abdulmohsen Abdulaziz Al-Babtain

Fernando Wada, Shingo Kyotani (both Tadano), Faheem Javed of Al-Babtain, Muzammil Malik, managing director of Al Kulaib International Trading Company, and Al-Babtain sales director Jan Scheidgen



Tadano America welcomes new marketing chief

Christian Bartley has joined Tadano America Corporation as vice president for marketing and strategic operations. He replaces Jay Shiffler, who has retired.

Mr Bartley joins Tadano from Faleiro, a boutique consultancy that advises on global marketing strategies. As managing director of Faleiro, he has worked with a wide range of companies of all sizes, in sectors ranging from finance to healthcare to industrial equipment.

In addition to his role with the consultancy, Bartley serves on a number of corporate boards, and is also an advisor for economic diplomacy to the Kingdom of Belgium.

Outside of work Christian Bartley says that he has “a passion for education.” He has on several occasions taught a seminar on global growth strategies for a program at Yale University with



Christian Bartley

Tecnológico de Monterrey. He has also guest lectured at various colleges and universities, and is a part of the PKG Center Leadership Council at the Massachusetts Institute of Technology (MIT).

An engineer by training, Mr Bartley says he is happiest when his work allows him to interface between technology and business.

“The quality and technology leadership of Tadano is an exciting aspect of this company. As one of my colleagues recently mentioned, these are key components when success is your only option,” he says.

Mr Bartley says that he is excited to be a part of the Tadano family and looks forward to working with colleagues around the globe to continue to grow Tadano's business.

GTA Construction takes its fifth ATF 220G-5

Indonesia's GTA Construction has been buying Tadano cranes ever since its first year in business, as PT Guna Teguh Abadi, back in 1994.

That first unit was a second-hand 40-tonne rough terrain crane. Today it has 40 Tadano machines, ranging from 50 to 220 tonnes capacity. They make up the majority of GTA's fleet, which stretches to more than 60 cranes in total, including big crawler cranes of up to 1800 tonnes capacity.

GTA president Kaoru Hirota explains why he continues to favour Tadano. "There are three words that describe the Tadano brand," he says. "**Reliable** product, fair **price** and excellent after-sales **service**. The Tadano team has shown that they can provide technical support, including provision of spare parts, faster than the others."

He says that these are all essential for GTA to survive in an industry where competition is so tight.

Recently GTA purchased its fifth Tadano ATF 220G-5, which is a model that has come to play growing role in the company's lifting operations. It has great lifting capacities, Mr Hirota, says, without



GTA president Kaoru Hirota (left) with Tadano president Koichi Tadano

being too big to move around. This makes it a great all-rounder for all sorts of construction and maintenance applications.

Mr Hirota says that the 220-tonne Tadano all terrain has "proven to be reliable compared to similar products from other brands".

Furthermore, it delivers "environmental friendly technology without compromising its lifting power".

He says that the compact design has the benefit of allowing the crane to manoeuvre smoothly in congested areas and although it has all the latest technology, the crane is simple to operate and maintain.

"Just recently during a visit to a GTA project in the oil & gas sector in a remote area at Sumatra, where all the lifting is done with an ATF 220G-5 and a GR-800EX, our client and the project owner were complimenting the GTA team's performance," Mr Hirota recalls. "They said 'your team has made savings our project schedule'. That's shows how important it is to have a reliable product in the construction world."

For more about GTA, see www.gtaconstruction.co.id

Brazil seminar for spare parts and maintenance

The importance of using only original spare parts was one of the key themes of a seminar run by Tadano Brasil in São Paulo on 13th April 2018.

Presentations and discussions with customers covered best practice in preventative and reactive maintenance routines and procedures for load lifting equipment.

It was explained that choosing for non-original parts is a totally unnecessary risk that can endanger lives, especially when it comes to mobile cranes, which usually operate with very heavy loads in varied site conditions. Other risks of using non-original parts are the loss of revenue due to the equipment failing and an exacerbation of maintenance requirements also leading to more downtime and expense.

The Seminar on Spare Parts and Maintenance of Cranes also provided latest information on what Tadano Brazil and Tadano Ltd in Japan offer their customers, to give an even better level of after sales service, increased availability of parts and shorter delivery times.



Participants at Tadano Brasil's Spare Parts & Crane Maintenance Seminar paid close attention to the expert speakers

Additionally, there was an overview of the product line, latest launches and new technologies introduced by Tadano for even safer and more efficient lifting operations.

During the event, Tadano team members from Brazil and Japan (Mr Manabe and Mr Yuasa) had the opportunity to hear customers' opinions, experiences and questions regarding

maintenance practices and their portfolio of original Tadano parts.



Distributor focus

Our presence around the globe

Tadano America Corp: Canadian Section

This column usually looks at one of Tadano's independent distributors around the world but in this edition we focus on Tadano's direct representation in Canada. This report is by Kyle Saunders, Canadian Section service manager.



Left to right are Kyle Saunders, Sydney Gulewicz, Tsuyoshi Okawa, Beverley Dimock, Louis Francescutti, Trevor Benedictson and Uli Zielonka

Houston-based Tadano America Corporation established a presence in Canada in 2008 with a small office in Edmonton, Alberta, to service the high demand for cranes in the expanding oil sands industry and related markets. It began as service and warranty support for the Tadano cranes in those markets with only one technician and an office administrator. It slowly grew to two technicians, a technical adviser and a service engineer from Tadano Faun Group in Germany, as well as a resident technician in Eastern Canada to support Tadano products in that region. We also added a salesman, Justin Andrews, to work out of our Canada office. He joined us from Tadano Oceania in Australia and he has helped grow our customer relations here. It was a big help having someone that was already familiar with the product.

In October 2016 we moved from a small office, with a small workshop bay in the back, to our new facility in Leduc just outside of Edmonton. The new facility is large enough to support a full parts warehouse and to take on repair work right at our facility. We also now have a training room and one of our service technicians has taken on the role of regional trainer providing instruction and briefings to customers and dealers. As we expand our footprint in Canada we intend to add more inventory to our parts warehouse as well as pursue more direct service work both through our dealer network as well as directly for customers.

The Canadian market presents a number of different challenges for us, the main one being the weather extremes that we have to prepare our Tadano equipment for. We fluctuate from +30OC in summer to -30OC and lower in the winter, which causes many problems with the cranes that may not be seen in other markets. We have to choose the fluids we use in the cranes carefully in order to withstand these temperature swings, and we have developed many cold weather modifications for the Tadano cranes that are required to keep our product running without issues for our customers. The oilsands market is very demanding as well, with a lot of competition, which means we have to respond to customer demands very quickly in order for them to continue trusting our Tadano product in their fleets.



Fairs & Events

Where to meet Tadano around the world

- ◆ **Specialized Carriers & Rigging Association (SC&RA) Crane & Rigging Workshop**
26-28 September 2018 Louisville KY, USA
www.scranet.com
- ◆ **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
(GR-200EX and GT-300EL on show)
www.cica.com.au/cica-conference
- ◆ **M&T Expo**
26-29 November 2018 São Paulo, Brazil
www.mtexpo.com.br
- ◆ **Bauma Conexpo India**
11-14 December 2018 Gurgaon / Delhi, India
www.bcindia.com

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