

Bauma 2019: Thousands witness the future of hoisting technology

The Bauma 2019 trade show has come and gone, and although the Munich weather was not so warm during the week it attracted a record-breaking 620,000 visitors from all over the world.

On the Tadano stand, visitors saw a range of innovative lifting solutions; some are already shaping developments in mobile crane and hoisting technologies; others are sure to do so in the near future.

Inside the booth, there were demonstrations of Tadano's digital technology innovations. And away from the show ground, there were bus tours to the factory in Lauf.

Tadano is, increasingly, a global group, whose products are the results of engineering minds from around the world coming together. It was therefore appropriate that the focus of this year's Bauma for Tadano was on how the production of the entire group meets the specific needs of various different countries.

Mr. Koichi Tadano, President and CEO, took the opportunity to inaugurate the stand on the first morning and welcome Tadano team members from all around the world with words of encouragement.

[Continued on page 2]



Above: The Tadano team at Bauma 2019



Right: Lift Visualiser technology inside the Tadano booth



The Tadano display



Mr Koichi Tadano



The new ATF-100-4.1

The new all terrain ATF-120-5.1 and ATF-100-4.1 captured the attention of visitors. Both cranes meet the Euromot Stage V emissions standard and share the same modular superstructure with a newly developed 60-metre main boom and 3.5 to 31.7-metre jib. Thanks to a hydraulic folding device, a solo operator can unfold the jib from the main boom and pin it via a crank handle from the ground.

Both models continue Tadano's proven dual-engine concept, providing optimized power for both driving and lifting functions.

Thanks to the new boom, the ATF-120-5.1 is consistently the most powerful crane of its class across the chart. It can also carry a lot on board: with 9.2 tonnes of counterweight, slings, and a 17.7-metre jib with integrated heavy-duty jib it still weighs less than 12 tonnes per axle.

With 24 tonnes of counterweight it remains compact at 2.75 metres wide; and with 35.4-tonne ballast, the ATF-120-5.1 still has a slewing radius of just 4 metres.

The centrepiece of the ATF-100-4.1 is the boom. With it, the crane achieves market leading lifting capacities – twice as much as competitor models in parts of the chart. Agile and compact, the ATF-100-4.1 scores particularly highly on narrow roads and confined construction sites. Like its five-axle sister, it remains lean at 2.75 metres even with 24-tonne counterweight and even with 30.4 tonnes has a slewing radius of just 3.8 metres.

Australian visitors studied the rough terrain GR-200EX that has been developed for their market. Four cameras give the driver complete peripheral vision around the crane while a fifth camera warns the driver of any difficult-to-spot objects approaching on the left side of the vehicle. Large-screen monitors were put up next to the crane to demonstrate this Tadano View System.



Below: The new five-axle ATF-120-5.1

Right: The GTC-800 crawler crane is now available on the European market

Continued from page 1



Above: US customer Bigge Crane & Rigging was formally presented with its new GR-1200XL

Below: Presentation of the key for a GT-750EL to Guindastes Tatuapé of Brazil



Below: The Tadano View System demonstrated the value of cameras on the GR-200EX

Inside the booth, Tadano welcomed visitors to the Innovation Area, showcasing technologies including Lift Visualizer and Lift Compass.

Lift Visualizer uses images from a load monitoring camera, enabling the driver to watch a load in the distance or in a blind spot from directly above.

The screen also displays the performance range of



Tadano at Moscow's Bauma CTT

Tadano's Lift Compass



the crane in real time. It gives an instant check on the critical area, ensuring safe and reliable crane operation.

Lift Compass is a new type of radio remote controller that allows the operator to leave the cabin and operate the crane near the load while keeping an eye on it. It is an innovative radio control system that allows the load to be moved in the same direction in which the operating lever is moved, once the positioning of the operator and crane have been input. It allows the crane to be operated intuitively and freely, without worrying about individual operations, such as turning and lifting or lowering.

Tadano America's glitzy customer dinner



TO ALL WHO VISITED OUR STAND AT BAUMA 2019: THANK YOU!

As well as cranes outside and technology demonstrations inside, there was a third dimension to Tadano's booth at Bauma: for visitors keen to test the controls of Tadano's cranes or see how they are made, there was a daily bus service to ferry them to the factory in Lauf, two hours' drive to the north. More than 250 visitors took up this opportunity.

On one evening during the week Tadano and Tadano Faun hosted a gala dinner for customers and distributors with approximately 400 in attendance. On another evening there was a party specially for North American visitors, with 200 guests.



Bauma CTT is Russia's largest construction industry exhibition, attracting buyers from across eastern Europe, and it took place for the 20th time between 4th and 7th June 2019.

This year was the second time that Tadano has participated since establishing its Moscow Representative Office and had two cranes on exhibition, in cooperation with distributors.

At the show Tadano's mobile crane distributor, Techstroycontract, attracted visitors to its booth with a GR-300EX (pictured above with the team), which was exhibited at Bauma CTT Russia last year as well, such is the constant demand for this crane in the country. The GR-300EX has a lifting capacity 30 tonnes at three metres, with a maximum max lifting height of 44 metres and maximum working radius of 37 metres.

The TM-ZR825(S), which is the largest class of loader crane for the CIS market, was displayed mounted on an Isuzu truck chassis on the booth of Chaika, Tadano's distributor for loader cranes.

This crane has a lifting capacity of 8.2 tonnes for heavy duty lifting and transportation jobs and boasts a 15.92m boom to reach a height of 17.8 metres. A three-point support system protects the chassis frame by evenly distributing the load on the frame during vehicle travel to prevent excessive stress concentration at any one point. The automatic slew lock system prevents accidental boom swing-out during driving. Crane operation levers are vertically arranged at a comfortable height to ensure easy-to-handle operation, including lever inching work and powerful accelerating operation.

This crane has tandem hydraulic pumps, with one distributing oil to boom rotation functions and the other for three operations: boom elevation, telescoping and winching. And when the crane is not slewing, both pumps deliver all oil to the other functions for even faster operating speed.



Total consumption
 6,000 sausages
 5,000 mustard sachets
 3,500 pretzels
 3,300 litres of beer

AUSTRALIA

AB adds ATF 60G-3

Gold Coast rental company AB Crane Hire, established in 2007, has purchased the first Tadano ATF 60G-3 to land in Australia. Here, Managing Director Alex Matthews explains why.

“The ATF 60G-3 had no comparison in what we were looking for. The operations are simple and the safety features are key for our staff – and the machine provided all of that. The new hook camera is a highlight too. This is an aftermarket addition arranged locally by Tadano Oceania that provides clearer vision of the load and creates a safer environment for operators and riggers. It gives the operator better sight of where our riggers are when they are lifting at heights, say three stories up on a building. It also adds to efficiency in set-up and pack-down. The crane hasn't stopped since we took delivery and it has slipped into our fleet perfectly.



Tadano Regional Sales Manager Jason Perry (left) and AB Crane Hire's Alex Matthews

“We also have an ATF 70G-4, ATF 40G-2 and a TR-200M. Tadano machines are on point with operational ease and reliability, another reason we engaged Tadano when expanding our fleet. We have been using Tadano for seven or eight years now and they have always been consistent with both servicing and parts. The people understand our need for quick lead times and are always happy to help in any way possible to ensure our crane is up and working. It is a one stop shop and they just get it sorted.”

The three-axle ATF 60G-3 has a 48-metre boom with 7.4-metre extension. It can lift 6.3 tonnes at a radius of 14 metres.



FRANCE

No sway and no delay – way to take old bridge away



Above: To avoid load swing, the bridge was attached with fourfold reeved double hook and enough spaced fastenings

Thanks to the right crane and right people, it took just 15 minutes to bring down a bridge over the Autoroute du Nord in France, as part of highway improvement works.

Cantiniou Levage, based in Feignies, near the border with Belgium, operates a fleet of 13 mobile cranes for its lifting operations, and six of them are Tadano brand.

To lift down the 34-tonne overbridge on behalf of demolition contractor Renard, Cantiniou put its mighty ATF 400G-6 to work.

Below: The team from Cantiniou Levage set up the ATF 400G-6 with 96 tonnes of counterweight

To minimise traffic disruption, it was a carefully planned night-time operation. The bridge was 35 metres long, five metres wide and five metres high and to be lifted down in one piece. The crane's speed of set-up was a key advantage here, as was the Lift Adjuster technology that eliminates load sway. As the working radius was kept constant



during the operation, the bridge was lifted from its seating without swinging forward. The maximum lifting height was 20 metres, the boom was telescoped to 35.5 metres. Crane Operator Karim Idjouadjene was able to focus his full attention on the load, its environment, and the signals from colleagues without having to constantly watch the control panel to monitor the read-outs.

“We are very happy with Tadano,” Cantiniou Levage reports. “We have a good relationship with the service team and we appreciate their quick responses and straight-forward service.”

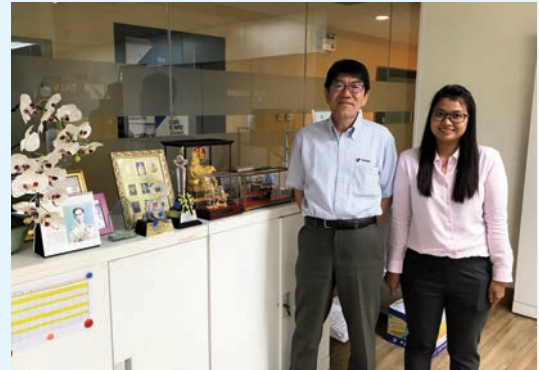
Tadano opens Bangkok office

Tadano has opened a representative office in Bangkok, Thailand, to support the trade of Tadano used equipment in the ASEAN region.

The new Bangkok office opened in May 2019 with Mr. Hiroshi Oe as Office Manager.

Maintaining the value of its used equipment in the resale market is a key Tadano strategy because anything that is important to its customers is important to Tadano. Product quality, reliability and the ready availability of spare parts are all elements that contribute to high residual values, since they sustain demand in the second-hand market.

The function of the Tadano representative office in Bangkok is to promote the trade in Tadano's used equipment in ASEAN countries through the provision of market research and business support.



New General Manager Sales: Cranes in his blood

Klaus Kröppel joined Tadano Faun GmbH on 1st May as General Manager Sales.

Having already spent 17 years in the crane industry, Klaus Kröppel knows the business inside out and the markets like the back of his hand. He understands how best to serve the needs of customers.

After securing a degree in economics, in parallel with a highly technical, military training, he started his career climbing the management ladder in the chemical industry. In 2002 he joined crane manufacturer Grove in Wilhelmshaven, ultimately becoming VP Europe & Africa, Mobile Cranes.

At Tadano Faun he has the opportunity to grow his influence on the global crane industry and help many more customers.

SC&RA provides situational awareness to Tadano in an ever-changing lifting industry

Staying informed about the continually evolving lifting industry helps Tadano enhance its core values of safety, quality and efficiency.

The Specialized Carriers & Rigging Association (SC&RA) is a US-based international trade association whose members are involved in specialized transportation, machinery moving, industrial maintenance and crane and rigging. The events held by SC&RA give Tadano an efficient way to keep on top of changes affecting the industry.

Tadano representatives were active participants among the more than 700 SC&RA members at the organization's 2019 Annual Conference held 23-27 April at the Omni La Costa Resort in Carlsbad, California. The conference list included 93 first-time attendees and 64 delegates from outside the USA.

This year's event featured a product fair and large group sessions, as well as committee meetings and evening receptions that provided opportunities for participants to have one-on-one discussions.

Ingo Schiller, President of Tadano America Corporation (TAC), said that the committee meetings covered a range of issues that the industry

is currently facing. "Topics ranged from boom dollies for all terrain cranes to the legalization of drugs and its impact in the workplace," he said.

During the conference, Mr. Schiller was confirmed as the Chair of the Crane & Rigging Committee for 2019 after serving as Vice Chair in 2018. His responsibilities include working with the Committee and SC&RA staff to host the Crane & Rigging workshop, which is to be held in Arizona this September.

Membership of the SC&RA provides Tadano many benefits, including networking opportunities with other members, legislative advocacy and monitoring of pending US legislation and regulatory policies at state and national levels. SC&RA also conducts research, reports safety concerns and promotes best practices.

"The SC&RA conference was an amazing event," said Justin Andrews, Regional Business Manager for TAC. "I was able to meet with a number of Tadano customers while introducing myself to quite a few new customers who have just purchased their first Tadano. It was also great connecting with other manufacturers, joining together to battle the issues we are all facing in our industry."



Ingo Schiller (right) receiving the gavel from the 2018 Chair of the Crane & Rigging Committee, Kenneth Goddard of IICC USA

Distributor focus

Our presence around the globe

Truong Long: Vietnam

La Van Truong Son (Son La) started out as a salesman for a European car distributor but had ambitions to have his own business. And so, in 1998 at the age of just 25, with little more than big dreams and an appetite for hard work he set up his own company to sell trucks and industrial vehicles.



La Van Truong Son

He started out trading in used equipment, mostly trucks and cranes, and as early as 2004 became an authorised dealer for Hino Motors Vietnam. In his 12th year in business he floated Truong Long on the Ho Chi Minh City Stock Exchange and a month later, in November, 2010, became the official Vietnam distributor for Tadano truck loader cranes.

Today Truong Long has annual sales of US\$40m and is one of the largest distributors of Tadano loader cranes in the world.

Tadano sales account for approximately 12% of the business currently. "We also sell Hino trucks and ShinMaywa hoist sets," Son La says. "To support truck sales, we manufacture truck bodies and special purpose vehicles."

The company headquarters are in Ho Chi Minh City, with a Mekong Delta branch in Vinh Long and a Central branch in Da Nang. Son La says that his business strategy has always been to focus on customer satisfaction, paying attention to the quality of mounting cranes onto trucks and ensuring spare parts are always readily available to minimise customers' downtime. The result has been a steady move from customers buying second-hand cranes to buying new ones instead, with all the benefits of dealer support that brings.

Vietnam has a population of more than 90 million and according to the Asian Development Bank, GDP grew by about 7% last year. However, truck sales are currently down about 30%. Despite this, Son La and his team are working hard to grow market share and ensure there is no fall in Tadano sales.

"At the beginning, I remembered our everyday work was to figure out how to survive! My company had faced many difficulties such as insufficient capital, shortage of employees and lack of knowledge of the business. There were times we thought of giving up," Son La says.

But now Truong Long is well-established and Son La's family is still the major shareholder. "Despite the ups and downs of the business over the last 20 years, we have always been the one for others to follow," he says.



The workshop

Fairs & Events

Where to meet Tadano around the world

- ◆ **SC&RA Crane & Rigging Workshop**
18-20 September 2019 Glendale AZ, USA
www.scranet.com
- ◆ **JDL Expo 2019**
25-27 September 2019 Beaune, France
jdl2019.com
- ◆ **Giornate Italiane del Sollevamento (GIS)**
3-5 October 2019 Piacenza, Italy
gisexpo.it
- ◆ **Crane Industry Council of Australia (CICA)**
17-19 October 2019 Hunter Valley NSW, Australia
conference.cica.com.au
- ◆ **Excon**
10-14 December 2019 Bengaluru, India
www.excon.in

New Kozai plant

Details to be unveiled in the next issue: September 2019



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