



## ConExpo triggers sales success

### *Crane buyers look to Tadano for fleet renewal*

Some of the USA's biggest names in crane rental took delivery of new Tadano cranes at the ConExpo-ConAgg trade fair in Las Vegas in March.

The week-long show has been widely hailed as great success by many exhibitors, and Tadano was no exception. The sun shone all week, attendance was at near record levels and construction contractors and equipment rental houses demonstrated that they were ready to start buying again after too many lean years.

The organisers said that total registrations were more than 129,000 was ahead of the 120,000 of the previous ConExpo in 2011 and was second only to 2008's record attendance of 144,000. There were more than 1,000 new products and services on display, they calculated.

"The enthusiasm and traffic on the show floor was just incredible," said the event director, Megan Tanel. "Exhibitors cited the high quality of attendees; they told us these were serious buyers and reported robust sales to existing as well as new customers that exceeded their expectations."

For Tadano it was a great week too, with great interest from visitors to the booth.

"It was a really positive week for us, with the energy sector being particularly strong," said Ron Dogotch, VP and general manager of Tadano America Corp. "There was steady traffic through our booth every day, with visitors wanting to learn more



Tadano's ConExpo crew



Below right: President and CEO Koichi Tadano opening the Tadano booth, which saw many visitors during the week

about Tadano and Tadano Mantis cranes. There was solid sales activity both during and after the show."

For most visitors it was their first time to see Tadano's newest and largest cranes up close. Among the eight cranes on the booth were the GR-1600XL-2 rough-terrain, the ATF 400G-6 all-terrain and the Tadano Mantis GTC 1200 crawler crane.

The week began with Tadano Ltd president and CEO Mr Koichi Tadano leading a ribbon cutting ceremony for the booth and giving an opening address to the company team.

Primary theme of the Tadano booth was 'Safety First'. There were four interactive areas and demonstrations.

Inside the pavilion was Tadano's crane simulator

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# Construction machinery buyers enjoy pro

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demonstrating the Lift Adjuster safety technology.

On the northside of the space was the HELLO-NET demonstration area, featuring a 42-inch screen with real-time registration capability. A first-time Tadano buyer, Kiska Construction from New York City, stopped by and spoke with the representatives. He had purchased a GR-750XL in September 2013 and wanted to know how HELLO-NET worked. He was immediately registered and trained in the use of the system on-site.

Outside the pavilion in the crane display area was a 'Get Bobbled Morphing Station' run by technology company MVP Interactive. The free-standing LCD pedestal kiosk with facial recognition, touch screen, and gesture capabilities offered visitors the opportunity to create 'morphed bobblehead' digital photos of themselves.

"This was a fantastic instrument for lead collection," said Jay Shiffler, VP and general manager – marketing. "We scanned every visitors badge using tablet computers and pre-qualified visitors with three questions. After the show MVP provided analytics of the data."

The fourth interactive element was the Tram fall prevention system that Tadano now offers as an option. It was shown mounted onto the boom of the ATF 220G-5. The Tram system was also demonstrated at floor level.

In the middle of the week, on the Wednesday evening, the Tadano and Tadano Mantis customer event was held at Planet Hollywood Resort & Casino, with several hundred people in attendance, having a thoroughly good time. It was, after all, the 21st birthday of Tadano America Corporation, established in Houston, Texas in 1993.

## New customers take delivery



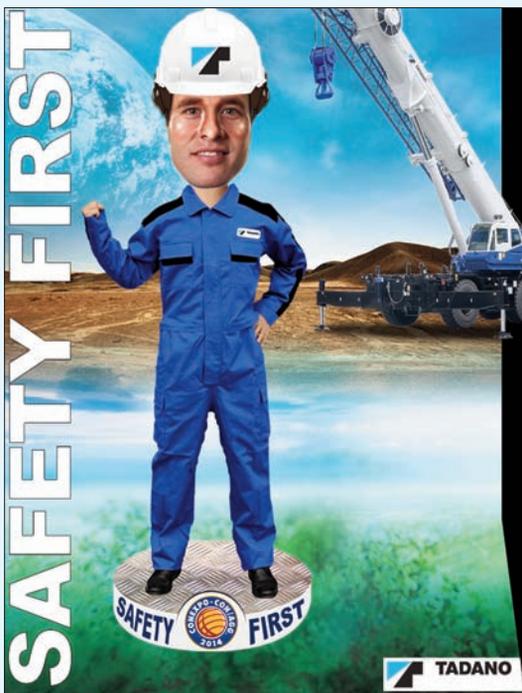
Family-owned Bigge Crane & Rigging Co., a diversified equipment and project services company, with coast to coast operations, took delivery of GR-1000XL-2 and GR-150XL rough-terrain during the 2014 ConExpo in Las Vegas.

**Ron Dogotch (right),  
Tadano America  
Corp VP & general  
manager, with the  
Bigge team**

The 100 ton and the compact multi-purpose 15 ton RT cranes join approximately 25 Tadano cranes in the Bigge fleet, one of the largest crane rental fleets in the USA.

"Our clients keep coming back to the Tadano models because of their performance, simplicity and safety," said Joe Nelms, Bigge vice president of sales and marketing. "And, with such industry emphasis on eco-friendly machines and state-of-the-art

Left: An example of the MVP 'bobblehead'



Tadano America Corp president Yo Kakinuma with Harry Baker of Southwest Industrial

Southwest Industrial of Phoenix, Arizona, now has Tadano's largest RT and largest AT in its fleet.

Its new three-axle GR-1600XL-2 and six-axle ATF 400G-6 were handed over in Las Vegas.

Company owner Harry Baker said: "I have bought and will continue to buy the Tadano product because of their superior reliability and low owning and operating cost.

"I am looking forward to the addition of the ATF 400G-6 and trying out the GR-1600XL-2 as the largest rough-terrain on the market. The Tadano line has served me well."

## Tadano Mantis GTC-1200

The new Tadano Mantis model is rated at 120-tonnes capacity (or 130 US tons in the USA).

The concept behind its development of the GTC-1200 was to design and build a telescopic boom crawler crane that met the requirements of the growing Tadano Mantis core markets of power transmission, bridge and civil, and foundation construction while expanding the broader appeal of the crane toward lift crane based markets.

The GTC-1200 is the first totally new crane from Tadano Mantis Corporation since it was acquired by Tadano Ltd in December 2008. The project was managed by the Tadano Mantis Engineering team but had collaboration with engineers from both Germany and Japan to borrow from their additional experience and competencies.

The result represents a step forward in design for Tadano Mantis – full power, round profile boom with two extension modes; HELLO-NET telematics; the Tadano AML-C load moment indicator; and integration of hydraulic cylinders, winches, and jib systems from other Tadano group companies.

The full power, five-section 12.8-47.2m boom is designed for lift work while also being capable of out-of-level, pick-and-carry and foundation work. The jib system includes a 3.8m heavy-lift jib with a maximum capacity of 40 tonnes,



which is part of the standard 10.3m/18m bi-fold jib. There are also up to two 7m lattice insert sections as an option. The entire jib system can offset at 0°, 20°, and 40°, and when fully erected, gives a maximum tip height of 82m.

The GTC-1200 is powered by a Cummins Tier 4 Final QSL9 diesel engine rated 350 hp (261 kW) @ 2100 rpm. The load sensing, power controlled hydraulic system optimizes the hydraulic output to the diesel engine power output for highly efficient operation and control; the swing system is controlled by a separate closed loop hydrostatic transmission for superior swing performance. The travel system features two-speed track drives with maximum speeds of 2.6 km/h and a maximum unladen gradability of 52%.



Yo Kakinuma with the Bragg team (left) – and with Bill Tierney of Imperial Crane (right)

Another buyer of the new Tadano three-axle RT was Bragg Companies, which took delivery of its GR-1600XL-2, along with an ATF 220G-5.

Bragg is another of the largest crane operating companies in the USA with locations throughout California, Nevada, Arizona, Utah, and Texas.

Vice president & COO Scott Bragg said: "Tadano sees the big picture. Because in our business so much money is invested in the purchase of a crane, Bragg relies on a safe, reliable and innovative product like Tadano to deliver profits."

He added: "Our customers understand that when they have a Tadano on their job site they know that it is a huge asset. That is why Bragg chooses Tadano time and time again – for their safety, reliability and overall ability to maintain maximum uptime and dependability."



Tadano dealer Imperial Crane Services took delivery of a GR-750XL-2 at ConExpo in Las Vegas – its sixth 75-ton Tadano RT this year already.

Imperial has an extensive Tadano fleet for hire and sale. "We have been a Tadano dealer for nearly 20 years, during which time Tadano has consistently provided Imperial with rough-terrain cranes that have been state-of-the-art and the most maintenance free, reliable cranes in the industry," said BJ Bohne, Imperial Crane president and CEO.

# ThermaPrime chooses Tadano cranes to support Philippines operations

Tadano Asia Pte has delivered a significant order of eight new cranes to a geothermal drilling company in the Philippines.

The cranes, a mix of all-terrain and rough-terrain units, were delivered through local heavy equipment dealer Monark Equipment.

The end customer is ThermaPrime Well Services, Inc., which operates land-based rotary drilling rigs in five geothermal fields across the Philippines and in Papua New Guinea. Its services include engineering and site supervision for geothermal well construction as well as operation and maintenance of drilling rigs and logistical support.

The eight new cranes will improve the efficiency of its operations. ThermaPrime has bought three 50-tonne Tadano GR-500EX rough terrain cranes, four ATF 70G-4 all-terrain cranes (70-tonne) and an ATF 180G-5 all-terrain (180-tonne).

ThermaPrime selected these cranes partly because it knew about the reputation and quality of Tadano products, but also because of the support contract that Monark provides.

A handover ceremony was held in Monark's rental yard in Biñan Laguna in February. Mr Hisashi Miyazaki, managing director of Tadano Asia, joined senior executives from ThermaPrime's parent company First Balfour, as well as the Bank of Tokyo Lease Co. Ltd. and Energy Development Corporation (EDC).

Monark president Mr Onofre Banson Jr. handed a ceremonial key to ThermaPrime president and chief operating officer Mr Anthony Mabasa.



Above: ThermaPrime took delivery of five ATs and three RTs at a special handover ceremony in February

## GS-600EX: The Singapore Special

Tadano has introduced a new truck crane with right-hand drive specifically to meet demand from customers in Singapore.

The GS-600EX has a rated capacity of 60 tonnes and a 42m boom. The carrier is a Scania truck that meets the Euro 5 regulations for exhaust emissions and has the driver's position on the right hand side.



# Survey shows popularity of ATF 400G-6

Tadano Faun Group has now delivered more than 40 units of the ATF 400G-6 since its launch in November 2011 and customers have been heaping praise upon the machine.

The Germany publication *Kranmagazin* conducted a survey of customers and found only good words and total satisfaction.

Stephan Burkhardt, branch manager at Scholpp Kran und Transport GmbH, likes the good handling characteristics of the crane and the fact that the crane is "clean in its weight, meaning that it meets the 12 tonne per axle road weight restrictions.

Anders Uteng, scheduler at Norwegian crane operator Taraldsvik, also likes the handling. "You can get anywhere thanks to the all-wheel steering", he says, while the chassis is "comfortable, not too stiff".

Lyle Tapinos, operations manager at Sarens South Africa, likes the strong main boom, so that even without the optional boom guy system, the crane is a true 400 tonner.

Dutch hire company Wagenborg Nedlift chose the crane with all of its optional features, including the hydraulic telescopic luffing jib (HTLJ). Managing director Ton Klijn says that the HTLJ brings competitive advantages in certain applications because of the flexibility in setting up.

Customers also expressed satisfaction with Tadano Faun's service. Although the crane has proved so reliable that not much back-up has been needed, those who have required spare parts or service assistance have all had a quick response – whether through an agent or directly from the factory.



Germany's Treffler Autokran bought an ATF 400G-6 in March. Director Josef Treffler says: "The crane has been on the market for more than two years and you only hear good things about it."

## Another Tadano for Wille & Dulies



German rental company **Wille & Dulies Krane GmbH**, based in **Flensburg**, has taken delivery of its second ATF 130G-5 and its ninth Tadano crane in total.

Crane operators Heiko Rueß and Klaus Köpsell say that they favour Tadano cranes because of their reliability and easy operability.

They add: "Moreover, they come with excellent service and spare parts provision."

## Training for Brazil



**Above: Service engineer Miguel Tadano explains the maintenance needs of GR-type cranes**

**Tadano Brasil has begun monthly technical training classes at its new offices in Jandira, São Paulo.**

The new facilities include a purpose-designed training room with capacity for 30 people.

Courses are being run every month, with each lasting a full week. The aim is to provide customers with the knowledge that they need for safe operation and maintenance of their Tadano cranes, to keep them in good working condition and maximize their operational life.

The first course was held 17th to 21st February, and was on GR series rough terrain cranes. Service engineer Miguel Tadano covered the basic maintenance requirements of the GR cranes. Customers on the first course included technicians and engineers from the big rental companies Primax, Lau Rent and Guindastec, as well as from Andrade Gutierrez, which is one of Brazil's biggest construction companies.

The March course focused on the superstructure of GR cranes, covering maintenance and troubleshooting.

## New officer appointment

Mr Kozo Hayashi (*right*) has been promoted from general manager to officer at Tadano Ltd.

Mr Hayashi retains the duties that he had previously as general manager of the Strategic Market Sales Department but he now also has extra responsibilities with the title of Officer, Assistant of International Sales division.



## Scale models for collectors

A new 1:32 scale model of a Tadano cargo crane is now available.

Design details accurately reproduced on the model include true jib movements and the 'hook-in' hook stowing device. The package also includes base plate, stopper and a 1:16 scale remote control module (not functioning).

It is available with either domestic or international nameplate on the boom.

Also soon to become available is a scale model of the ATF 400G-6, the flagship all terrain.

Please contact your Tadano sales representative for further details or to place an order for these collectors' items.



**The cargo crane scale model, above and above right, and the ATF 400G-6 model, right**



# Distributor focus

*Our partners around the globe*

## Babcock International: South Africa

Babcock has been Tadano's distributor for Southern Africa since July 2009.

Babcock is a leading international engineering group, with its headquarters in the UK. It has more than 60 years of history in Africa selling, hiring and servicing construction equipment for the mining, quarrying, construction, petrochemical, material handling, road building and forestry industries.



**Mr Craig Sanday (General Manager, Cranes at Babcock Equipment)**

Babcock's Equipment business represents Volvo Construction Equipment, SDLG Construction Equipment and Winget Concrete Equipment, as well as Tadano cranes in Southern Africa. Overall, the Equipment business accounts for approximately 42% of Babcock's business in Africa.

The Equipment headquarters are in Bartlett, Gauteng, housing a massive parts distribution centre. Field service technicians and sales staff are based here, backed up by a network that includes 14 branches within South Africa, two in Zambia and two in Mozambique. Babcock also has appointed sub-dealers in Namibia, Botswana and Zimbabwe.

Babcock reports that there has been good growth in new crane sales in the past year or two. Mostly this is mostly due to power station infrastructure projects in South Africa. Rough terrain cranes have slowed, but all terrain crane sales have risen a little and truck crane sales have shown massive growth.

While new machines are the core focus of Babcock's sales operations, it does also sell used cranes from time to time that have either been traded in or are imported from Germany or Japan.



**Babcock Equipment headquarters in Bartlett, Gauteng**

# Fairs & Events

*Where to meet Tadano around the world*

- ♦ **IFBA: International Exhibition for Recovery & Towing**  
**22-24 May** Kassel, Germany  
[www.ifba.eu](http://www.ifba.eu)
- ♦ **CTT**  
**3-7 June** Moscow, Russia  
[www.ctt-moscow.com](http://www.ctt-moscow.com)
- ♦ **Bauma China**  
**25-28 November** Shanghai, China  
[www.bauma-china.com](http://www.bauma-china.com)

## Tadano goes direct in UK and Ireland

Tadano has taken over direct ownership of its UK and Ireland distributor, Cranes UK, and renamed it Tadano UK Ltd.

Cranes UK was established by Joe Lyon in 2001. Since then it has successfully grown Tadano's market share in the UK and Ireland. It had sales in 2013 of £18.3m.

Joe Lyon had been looking to retire but both he and Tadano were keen to preserve the legacy of the business that he had created and maintain the jobs of his team of 17 employees.

Tadano UK has been set up as a subsidiary of Tadano Faun GmbH. By integrating production and sales in this way, Tadano aims to further reinforce its presence in the UK and Ireland.

The directors of Tadano UK Ltd include Andrew Plant and Brian Crisp in the UK as well as, from Germany, Thomas Schramm, Tadano Faun general manager sales & marketing, and Stephanie Müller, Tadano-Faun chief financial officer.

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