

# Thailand plant enters new era



**The introduction of two new cargo crane models at Tadano's new plant in Thailand has been marked with suitable celebrations.**

Tadano (Thailand) Co Ltd (TTC) held a ceremony for the introduction of the TM-ZT500 and the TM-ZT1000H truck loader cranes at the Pattaya Exhibition & Convention Hall in Pattaya City on 4th August 2016. The main theme of the party was *The New Era of Tadano Blue*, while reinforcing Tadano's familiar emphasis on Safety, Quality, and Efficiency.

Celebrations were begun with a speech by Mr Shinichi Iimura, executive officer of Tadano Ltd.

After that, a troupe of Japanese traditional drummers took to the stage, Japanese-style *Sake* cheering was performed and many photographs were taken. There were more than 200 guests at the event, which demonstrated Tadano's commitment to Thailand and the ASEAN region.

Tadano's new purpose-built factory in Rayong, Thailand opened in 2013 and is strategically important to the company as the first production site outside of Japan for loader cranes.

Target markets for the new cranes are the Middle East, Southeast Asia, Africa, and Central/South America. The new models, though not the first to be introduced by TTC, carry the weight of expectation for Tadano to penetrate the ASEAN loader crane market.

The men and women leading the new era of Tadano blue in Thailand

Tadano executive officer Shinichi Iimura welcomes the guests

The traditional Japanese Sake ceremony



**Tadano (Thailand) Company opens Indonesia office – see page 2**

# Tadano Thailand's new cargo cranes

[continued from p1]



The Tadano TM-ZT500 series is designed for medium/large trucks. Cranes are available with three, four or five telescoping boom sections.

The TM-ZT503 extends from 3.47 to 8.31 metres; the TM-ZT504 extends from 3.55 to 10.8 metres and the TM-ZT505 extends from 3.77 to 13.34 metres.

Extension speeds for each model are 4.84m/18s, 7.25m/21s and 9.57m/25s.

Maximum load capacity is 5,050kg for each model when lifting out to a radius of 2.5 metres. At 5m-



radius, the ZT503 and ZT504 lift 2,280kg and the ZT505 lifts 2,130kg.

The five-section ZT505 offers a maximum lifting height of approximately 15 metres and radius of 13 metres, depending on truck type, and lifts 500kg at full reach.

Each model is also available in H version with a hook stowing device (as pictured here).

The larger TM-ZT1000 is a 10-tonne capacity crane. It is available as either the TM-ZT1004H with a four-section telescopic boom (4.31 to 12.91 metres) or as the TM-ZT1005H with a five-section telescopic boom (4.40 to 15.92 metres) and 'hook-in' system.

The ZT1004H has a maximum lifting height of 14.7 metres and load radius of 12.66 metres; the ZT1005H reaches up 17.7 metres when fully extended and out to a 15.67-metre radius.



## Tadano Thailand opens Indonesia office

The new representative office of Tadano (Thailand) Co Ltd opened in Jakarta, Indonesia on 3rd October 2016.

TTC Indonesia Representative Office is the 17th office in Tadano Group's global network but the first overseas branch for TTC and Tadano's first office in Indonesia.

It is easy to underestimate the commercial potential of Indonesia. It is a huge country with the world's fourth largest population; more than 250 million people are spread across 6,000 of Indonesia's 17,000 islands. Indonesia has been steadily developing. It is rich in natural resources, with oil, gas, coal, nickel and tin, as well as other significant mineral resources and natural geothermal energy. For Tadano, Indonesia is an export market to be nurtured, and one that is expected to grow substantially in importance in the years ahead.

Opening TTC Indonesia Representative Office means closer communications with customers. It is also expected to help provide prompt service alongside long-time local partner, PT United Tractors.





# The harbour masters



**The harbour of Lerwick in the Shetland Isles of Scotland is a centre for decommissioning projects for the North Sea oil & gas industry.**

Providing specialist logistics services here is Peterson UK, a subsidiary of a Dutch company that is a leading player in the sector.

Peterson UK started with its first Tadano all terrain crane back in 2007 and have been sufficiently pleased with the robust build quality and the high reliability that they keep going back. It now has four Tadano all terrain cranes from 100 to 220 tonnes capacity, with a new ATF 100G-4 and ATF 130G-5 recently joining the ATF 160G-5 and ATF 220G-5 already in operation. In addition to these, Peterson also has a rough terrain Tadano GR-700EX.

Anne Hunter, business manager of Peterson in Shetland, explains the reasoning: "In the oil and gas industry, time is money, which means that we have to do our job within a minimum

**Above: Peterson's all terrain Tadano fleet  
Below: Its ATF 220G-5**



amount of time; everything is planned thoroughly to the hour. Any breakdown of equipment on the job would be disastrous. This is why we count on Tadano's reliability to get the job done."

The remoteness of the Shetland Isles means that when you buy a new piece of machinery, like a crane, you need to know that spare parts and service engineers will be available and able to reach you at reasonably short notice. The driver- and engineer-friendly design of the Tadano cranes, along with the help of regular telephone contact with the Tadano UK service team, combine to keep Peterson's cranes up and running throughout the year.

With safety being such a priority in the oil and gas business, Peterson makes use of Tadano's Lift Adjuster features. Moreover, all the Peterson cranes are equipped with Amot controls and spark arresters.

## Tadano Oceania heads north to Cairns with CICA

**The annual conference of the Crane Industry Council of Australia (CICA) always attracts a good crowd of crane industry leaders and this year was no exception.**

The 2016 CICA Conference, Exhibition & Crane Display was held from 15th to 17th September at the Cairns Convention Centre in Cairns, Queensland.

Tadano was among the exhibitors at the CICA event, promoting its full mobile crane product line to crane buyers. Scale models of a rough terrain crane and an all terrain crane also featured on the company's booth.

The Tadano Oceania team also had a convivial



**Tadano Oceania at the CICA annual conference and exhibition**

evening with many customers at the manufacturers' dinner. Tadano is a regular at CICA's annual conference to consolidate its presence in Australia and communicate with crane owners and users.





# New rough terrain cranes for Japan showcase safety innovations

In October 2016 Tadano has introduced two new rough terrain crane models for the Japanese market: the four-axle GR-700N, with a rated capacity of 70 tonnes, and the two-axle GR-250N (rated at 25 tonnes).

These models are core products in Japan because the 25-tonne class rough terrain is the most popular type of mobile crane and the 70-tonne class RT is the heaviest RT class. Tadano has therefore equipped both of these models with state-of-the-art features to improve safety and operational functionality, which are highly valued among Japanese customers.

They have a new radio control system for setting up the crane for operation. Called Set Up Radio Control, it can deploy/stow away the aluminum base plates, outriggers and jib. The operator can therefore set up more safely and efficiently.

They also have a newly-developed cab (pictured below) which has a large (10.4 inch) multi-function display for setting up the operating parameters. This centralizes all information about the crane's operating status, again further improving safety and efficiency.

A bird's-eye view camera system (called Wide Site View) displays the view from the top of crane on the large monitor to make other road users more visible and enhance their safety.

There is also an innovation called Human Alert System, which detects vulnerable road users such as pedestrians, cyclists and motorcyclists in the blind spot on the left side of the carrier. They too are automatically shown on the monitor and their presence is signalled by a buzzer.



GR-700N



The large monitor gives an all-round bird's-eye view from above and shows any vulnerable road users approaching alongside



Set Up Radio Control



GR-250N

Note: These models are not for export because Set Up Radio Control only has radio wave regulatory approval in Japan

# Scott-Macon dealer agreement expanded

Tadano America Corporation has signed up Scott-Macon Equipment as its distributor in the states of Texas and Oklahoma.

Scott-Macon was already the Tadano Mantis dealer and is one of the biggest buyers and sellers of telescopic boom crawler cranes in the USA. It will now represent wheeled Tadano cranes too.



“Scott-Macon Equipment is an established crane sales and rental organization that will solidify Tadano’s strong market position in Texas and help to expand our footprint into Oklahoma,” said Ken Butz, general manager of sales for Tadano America.

He added: “Our mutual commitment to customer service brings significant value to those markets and customers.”

Bob Dimmit, senior managing director of Scott-Macon Equipment, added: “Scott-Macon Equipment and Tadano have been successful partners for many years starting with the Tadano Mantis line of hydraulic tele-crawlers. We are excited about the opportunity to formalize this representation of Tadano’s rough terrain and all terrain cranes.”

To cement the relationship, representatives of Scott-Macon visited Tadano’s Shido Plant in Japan. This is the core facility of the Tadano’s global manufacturing system. The visitors were impressed to see the 200,000 m<sup>2</sup> world-class facility (of which 94,000 m<sup>2</sup> is indoors), which produces approximately 2,400 rough terrain cranes a year.

Senior staff from Tadano America and Scott-Macon agree distribution deal

Scott-Macon representatives visited Tadano’s Shido plant in Japan



Another US dealer representative recently made a visit to a different Tadano plant in Japan. Bret Johnson, a crane technician at Coast Crane’s West Sacramento, facility, was visiting Japan with his brothers Ryan and Alex, and their father Charlie. To make the trip extra special, Tadano America Corporation helped to arrange a visit for them to the Tadano head office in Takamatsu, as Bret was keen to see it. Their guide for the tour was Yuka Onishi, on the left of this photo, with (left to right) Alex, Ryan, Bret and Charlie Johnson.



Ingo Schiller

## Tadano America’s next president

Tadano America Corporation has appointed Ingo Schiller as an executive vice president, reporting to president and chief operating officer Yo Kakinuma.

Ingo Schiller joins Tadano on the basis that he will take over as president and chief executive officer of Tadano America on 1st April 2017, when Mr Kakinuma is scheduled to return to Japan.

Ingo Schiller is a well-known sales manager and executive across the crane industry of North America from his many years in senior positions with two of Tadano’s major competitors: firstly Liebherr, and more recently Manitowoc.

“Tadano is excited to have Ingo join our team and later become Tadano America’s first American president,” Mr Kakinuma said. “Ingo’s experience in and knowledge of the crane industry in North America and his experience working with all terrain and rough terrain crane products brings strong expertise to Tadano.”

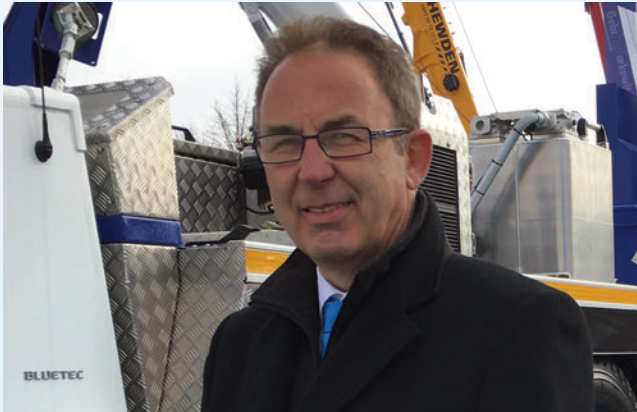
“I am honored to join Tadano and help continue to build the excellent brand presence and reputation,” Mr Schiller said. “Tadano’s cranes are widely held as the highest in quality and known for their excellent reliability. I look forward to working with the Tadano America team to further increase market-share and expand product development.”



# Distributor focus

*Our partners around the globe*

## Tadano France



Jean-Marie Grossman is managing director of Tadano France SAS

Tadano France SAS was established in April 2016 as a wholly-owned direct sales and service subsidiary of Tadano Faun GmbH.

Tadano has supplied mobile cranes to the French market for more than 30 years but the decline in market demand in recent years had impacted upon the viability of its previous representation in the country.

Tadano France SAS is led by managing director Jean-Marie Grossmann, who has many years of experience in the mobile crane industry. In these early days he has a small team, Monsieur Grossman himself manages sales in the east of France and Olivier Roy looks after sales in the west of France. Stephane Schandelmeyer is the after-sales manager.

"Today, we are just four people: two for sales and two for aftersales," says Jean-Marie Grossmann. "The plan is to hire one more service engineer and one sales and after-sales assistant before the end of the year. In mid 2017 we hope to hire one more engineer, if the sales are growing."

The plan is also to get an office and workshop at the beginning of next year near the German border, near Saarbrücken.

Demand for cranes in France has not picked up since the global economic crisis of 2008/09; total sales have been little more than half their normal level and Tadano has not been capturing its usual share of the market.

Jean-Marie Grossmann says that his role is to remind French crane buyers of the quality of Tadano products and demonstrate a strong commitment to after-sales services.

"Our main issue today and for the 12 next months is to recreate a positive image of our brand," he says.

Until now, Tadano was the only manufacturer among its major competitors without direct representation in France. So with Tadano now choosing to 'go direct' there is much confidence for the



Olivier Roy: western France sales

# Fairs & Events

*Where to meet Tadano around the world*

- ◆ **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)

future opportunities.

Already the signs are looking good, with firm prospects for several early sales. He is confident that Tadano can rise up to take second place in the French mobile crane market within three years. "A 30% market share must be achievable," he says.



Stephane Schandelmeyer: after-sales

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