

# Vertikal Days success for Tadano UK

Tadano UK is a regular exhibitor at the annual Vertikal Days, the UK's primary trade fair for cranes and access equipment.

The 2017 year the event was held for the first time at the Silverstone motor racing centre in Northamptonshire, 24-25 May, a venue better known as the home of the British Grand Prix.

Happily, for once, Vertikal Days was blessed by splendid weather, which cannot always be relied upon in British spring time. The weather, as well as the new location in the centre of the country, helped attract record numbers to the event.

Tadano UK had three cranes on its stand: an ATF 40G-2, and ATF 70G (with 52.1-metre long boom) and an ATF 130G-5.

The 40-tonne and the 70-tonne cranes were both displayed in the colours of customer Mann Crane Hire from the Isle of Man.



The 130-tonner on show was in the colours of Horizon Reinforcing & Crane Hire.

Deals secured during the week included an order for two cranes from Roger Miles Plant Sales – an ATF 100G-4 and an ATF 130G-5.

Tadano UK sales manager Paul Goodall (pictured right, closing the Roger Miles deal) said: "Tadano has been supporting Vertikal Days from the very beginning. It's a quality event. We can show the customers our products, the customers can climb over the cranes and get to see what our product can do for them."



# Getting skiers back up the mountain



## A Tadano ATF 400G-6 has been at work at a ski resort in the USA, helping to refurbish a cable car.

Gore Mountain is a popular American ski resort in the Adirondack Mountains, in upstate New York. It has 108 trails and boasts the most skiable acreage in New York.

Of the resort's 15 lifts, the longest is the Northwoods Gondola, a monocable circulating ropeway made by Poma. Installed in 1999, it runs 2,197 metres and has capacity to carry 2,400 passengers an hour up the mountain.

However, the cable on Gore's gondola was recently found to be showing signs of wear and tear and needed replacing. The replacement wire rope, shipped in from Europe was 15,000 ft long, which is close to three miles of cable (or more than 4.5km). It weighed 50 tons and arrived spooled on big reel.

The rope replacement was carried out by Queensbury-based contractor Rozell Industries. It took down a length of the old cable from the first few towers, cut it at spliced the end of the new cable to it. Using the mechanism of the gondola drive system, the old rope was spooled off and the new rope pulled up the mountain, through all the towers, and back down again to take its place.

Rozell Industries used its Tadano ATF 400G-6 to position cable reels, both old and new, next to the lower station, and then to lift away the old spooled cable on completion, ready for recycling.

**Rozell Industries used its ATF 400G-6 to handle the 50-ton cable spool**



Photos courtesy of [Rozell Industries, Inc.](#)

# Autokrane Scherzinger replaces its entire crane fleet with Tadano models

**It took five years to complete the transformation, but as of 2016 all the mobile cranes in the rental fleet of Scherzinger Autokrane are Tadano cranes.**

For the crane service company based in the Black Forest, it all started with an ATF 50G-3 and an ATF 90G-4. Now it has five mobile cranes from Lauf an der Pegnitz standing in its machinery yard. An ATF 130G-5 and ATF 220G-5 joined the fleet in 2012. And then in 2016 came a new baby to the family, an HK 40 truck crane with a 35.2-metre boom.

The decision to consolidate the fleet on Tadano machines was based mainly on the price-to-performance ratio, along with the benefits of the Mercedes engines.

The arrival of each new crane confirmed the initial perception that design, performance and Tadano's dual-engine concept perfectly suited Scherzinger's needs. Managing director Thomas Scherzinger says that the key word is 'reliability'. He has hardly ever had to call on Tadano for back-up. "In a way, it is a pity," he says, "because the Tadano staff are such specialists who do their work quickly and in a friendly manner. The few times we have needed to call them, we were totally satisfied – of course, this is also due to the fact that we only needed to phone them so rarely."



Scherzinger's newest crane is an HK 40 truck crane

Thomas Scherzinger likes the dual-engine concept to which Tadano is committed – the only manufacturer to be so. For him, it is the only way to go for mobile cranes. According to him, a simple cost-benefit analysis shows the superiority of the concept; a single engine racks up the operating hours more quickly and so needs replacing sooner. Another benefit, he says, is the reduced fuel consumption since each engine is tailored to its function: one for lifting and one for driving.

For his bigger five-axle cranes, another Tadano selling point for Scherzinger is the stability of the booms, he says.

Above all, it is all about the performance. Despite an exceptionally cold winter in 2016/17, Scherzinger detected no downturn in business, from both construction and industrial customers. The Tadano cranes displayed their full performance both on the road and on construction sites – even at low temperatures. The eddy-current brakes were always reliable even in the difficult road conditions of the Black Forest. The compact design and the correct axle loads are also benefits here, especially in case of quick deployments without extra ballast.

Mr Scherzinger says that over the past five years Tadano has earned his complete loyalty and he remains committed to the brand.

## Moscow's CTT cements its status

**The organisers of the CTT 2017 trade fair in Moscow say that this year's attendance confirmed the show's position as the most important event in the Russian construction machinery market.**

Tadano was among the 557 exhibiting companies, alongside two of its local partners, both inside and outside the halls.

In the outside exhibition area, Tadano showed an ATF 90G-4 all terrain crane and a GR-300EX rough terrain crane on the stand of Techstroycontract, its Moscow-based mobile crane dealer.

Inside, with Chaika Service, Tadano's loader crane dealer, a TM-ZE360 series cargo crane was displayed on a two-axle Mitsubishi Fuso truck.

CTT Russia is organised by Messe München, which also runs the Bauma fairs. Messe München acquired CTT in December 2015.

It says that CTT 2017 attracted more than 20,000 visitors from 56 countries over the course of the five days from 30th May to 3rd June at Moscow's Crocus Expo International Exhibition Centre (IEC).

Messe München managing director Stefan Rummel said: "Despite the still



Chaika's TM-ZE360 cargo crane



GR-300EX and ATF 90G-4 on the stand of Techstroycontract

challenging economic situation, CTT once again confirms its leading role in Russia and the CIS."

The next event will take place 5-8 June 2018 in Moscow, under the new name of Bauma CTT Russia.



Tom Quinlan



Australia's Quinlan Cranes has purchased three new Tadano cranes from Tadano Oceania over the last six months.

As part of a recent fleet upgrade, Quinlan Cranes has bought an all terrain ATF 40G-2, an ATF 100G-4 and a GT-600EX truck crane.

Based in Melbourne and Geelong, Quinlan Cranes has been operating since 2002. Today it has 17 cranes and one of the most up-to-date hire fleets in the region.

Quinlan Cranes has a long-standing relationship with Tadano and enjoys the continuing benefits of great customer service. Owner Tom Quinlan says: "I've known Tadano since I started operating back in 2002. What's good about Tadano is when you ask a question, you always get the answer. They are a good company to deal with."



# Staying ahead of the competition

## Central Mass Crane opens new horizons with its first Tadano

US rental company Central Mass Crane Service has been providing expert hoisting and rigging services across Massachusetts and the greater New England area for more than 30 years.

It is a family business, running a fleet of 10 hydraulic cranes. Until recently it has stuck with just one preferred US manufacturer for its cranes. Now, however, it has invested in its first Tadano.

Central Mass Crane Service has taken delivery of a 100-tonne (110 US ton) ATF 100G-4, a four-axle all terrain crane with a 51-metre (168 ft) main boom and 18-metre (59.1 ft) bi-fold swingaway jib extension.

The new crane offers Central Mass features that it has not had in its cranes before, such as four-point double telescopic hydraulic outriggers that have automatic length detection, providing the capability for an asymmetrical outrigger setup.

Central Mass Crane Service president Jack Daige said he was looking forward to putting the new crane to immediate use in industrial, commercial, and highway projects.

The crane was purchased from Flaherty Equipment, the Tadano dealer for Massachusetts, founded in 2003. Flaherty president of Mike Flaherty said that he worked closely with Tadano to make the deal happen.

Central Mass Crane's new ATF 100G-4



# International management movements

*Tadano Ltd has announced a raft of changes among senior managers posted around the world*



## **Tadano Faun GmbH**

**Mr Kenichi Sawada** has been appointed President and CEO of Tadano Faun GmbH and Tadano executive officer in charge of all European operations.

The appointment of Mr Sawada comes with the well-earned retirement of industry veteran Mr Alexander Knecht, after eight years with Tadano.

Mr Sawada transferred to Germany at the end of June 2017 from his previous role in Japan as

Executive Officer for the customer support division, information & communication technology division and used crane division.

“The new assignment for this transfer is very exciting for me,” Mr Sawada said. “I will work to prepare suitable product line-up for customers, to deliver high quality products that meet and exceed customers’ requirements, and to deliver outstanding services with all Tadano Faun Group colleagues.”



## **Tadano Mantis Corporation**

**Mr Kozo Yoshida** has been appointed Chief Operating Officer of Tadano Mantis Corporation in the USA. Mr Yoshida takes over from Mr Shiro Morita who returns to Japan for a new assignment.



## **Tadano Thailand**

**Mr Shunsuke Mitani** is the new President of Tadano (Thailand) Co Ltd, taking over the position vacated by Mr Kozo Yoshida’s move to Tadano Mantis Corporation in America.



## **Tadano Italthai**

**Mr Hidetoshi Iga**, previously President of Tadano Thai Parts & Services Ltd, now becomes President of the newly established Tadano Italthai Company Ltd. See report on page six for more details.



## **Tadano Brasil**

**Mr Yasuaki Kishimoto** has been appointed President of Tadano Brasil Equipamentos de Elevação Ltda. Mr Kishimoto takes over from Mr Keisuke Nagai, who has moved back to Japan.

## Five-axle scale model

### **ATF 220G-5 in perfect miniature**

September 2017 sees the launch of the official scale model version of the new version ATF 220G-5.

This collectors’ item is crafted to 1:50 scale to precisely replicate the functionality of the Euro Stage IV version of Tadano’s 220-tonne class all terrain crane.

Just like the real-life crane itself, the scale model comes fully equipped with a seven-section long boom, hydraulic offset jib, two types of hook and adjustable counterweight.

The small cranes have been produced for Tadano by WSI Models BV, a Dutch specialist in high-quality diecast scale models.

WSI has previously produced scale models of the Tadano HK 70, the ATF 70G-4 and the ATF 400G-6.



To place an order,  
contact your Tadano  
sales representative



# Distributor focus

*Our partners around the globe*

## Tadano Italthai: Thailand



Above: Mr Koichi Tadano (left), CEO of Tadano, and Mr Yuthachai Charanachitta, CEO of Italthai, shake on the joint venture deal.

Below: Senior executives from Tadano and Italthai.

**Tadano Italthai Co Ltd is a new sales joint venture between Tadano and its Thailand distributor, Italthai Industrial Co Ltd.**

The two companies have signed an agreement to establish a joint venture specifically to strengthen the sales of truck loader cranes in Thailand.

The signing ceremony was held at Tadano Ltd head office in Japan on 20th April 2017, by Mr Koichi Tadano, CEO of the Tadano Group, and Mr Yuthachai Charanachitta, CEO of the Italthai Group.

In its goal to become the worldwide number one company in the lifting equipment industry, a key part of Tadano's strategy is strengthening its position in overseas markets. For truck loader cranes (cargo cranes), Thailand has been identified as a particularly important region. Tadano now produces these truck loader cranes in Thailand too. Tadano Thailand Co Ltd was established in 2012 as a manufacturing subsidiary. Tadano Thai Parts & Service Co Ltd followed in 2013 as a sales and service company. The operations of Tadano Thai Parts & Service will now be taken on by Tadano Italthai. Mr Hidetoshi Iga, president of Tadano Thai Parts & Services Ltd, becomes president of the new Tadano Italthai Co Ltd.

This local joint venture with Italthai combines Tadano's manufacturing know-how with the local market knowledge of Italthai. The thinking is that working together more closely in this way will make both companies better able to respond more quickly to market needs, and so accelerate the sales of truck loader cranes in Thailand.



# Fairs & Events

*Where to meet Tadano around the world*

- ◆ **Construction Indonesia**  
**13-16 September** Jakarta, Indonesia Russia  
[constructionindo.com](http://constructionindo.com)
- ◆ **SC&RA Crane and rigging workshop**  
**20-22 September** Kansas City, USA  
[www.scrane.org](http://www.scrane.org)
- ◆ **Crane Industry Council of Australia (CICA)**  
Annual conference  
**19-21 October** Adelaide, Australia  
[www.cica.com.au](http://www.cica.com.au)
- ◆ **World Crane & Transport Summit**  
**7-8 November** Amsterdam, Netherlands  
[www.khl-wsts.com](http://www.khl-wsts.com)
- ◆ **Excon**  
**12-16 December** Bengaluru, India  
[www.excon.in](http://www.excon.in)



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