

Hiab method

CUSTOMER MAGAZINE 1/2012

Reducing
environmental
impact means also
saving money

22



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On the way
to the future

Open innovation and focusing on customer needs drive research and development in Cargotec

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Foreword



Right here, right now

On its own, a relatively inexpensive spare part may look humble and unimportant. But if waiting for that part keeps your loader crane out of use, then it is, at that moment, as valuable as your entire truck and its professional operator.

At Cargotec, we understand this. Our vision is to be the world's leading provider of cargo handling solutions. In our mission to improve the efficiency of cargo flows on land and sea, one of our core values is global presence – local service. This spurs us forward to develop our operations, streamline our logistics, and increase the geographical coverage of our dealer network.

One key initiative is our new regional distribution centres (RDCs), which will further improve the efficiency of our spare parts delivery. By consolidating numerous logistics hubs to regional distribution centres, we will have all spare parts that are not over-the-counter items stocked and available centrally. This means that they can be shipped at a significantly shorter notice to wherever needed – directly to our customers, to authorized dealers or to one of our own Cargotec service units.

With RDCs in Metz, Hamburg, Stockholm and Singapore already operating, and additional centres to be launched by the end of 2012 in the USA and Dubai, the full benefits of the model will soon be seen worldwide.

Most of our Hiab customers are small to medium-sized operators, hard-working professionals whose livelihood depends on their tools. At Cargotec, our goal is to ensure that when that all-important spare part is needed, it will be there, getting your equipment – and cargo – back on the move as fast as possible.

Stefan Gleuel

Executive Vice President, Services



Hiab is the global market leading brand in on-road load handling solutions. The offering includes Hiab Loader cranes, Hiab Loglift and Hiab Jonsered Forestry and recycling cranes, Hiab Multilift Demountable systems, Zepro, Waltco, Focolift and Del tail lifts and Hiab Moffett and Princeton PiggyBack® Truck-mounted forklifts.



CARGOTEC

 **HIAB**



 **KALMAR**



 **MACGREGOR**



Cargotec improves the efficiency of cargo flows on land and at sea – wherever cargo is on the move.

Cargotec's daughter brands, Hiab, Kalmar and MacGregor, are recognised leaders in cargo and load-handling solutions around the world.

Cargotec's global network is positioned close to customers and offers extensive services that ensure the continuous, reliable and sustainable performance of equipment.

The company employs approximately 10,500 people.

www.cargotec.com

Key figures	Q1/2012	Q1/2011	Change	2011
Orders received, MEUR	737	819	-10%	3,233
Order book, MEUR	2,342	2,373	-1%	2,426
Sales, MEUR	793	763	4%	3,139
Operating profit, MEUR	37.6	50.6	-26%	207.0
Operating profit margin, %	4.7	6.6		6.6
Cash flow from operations, MEUR	-2.2	36.2		166.3
Interest-bearing net debt, MEUR	389	335		299
Earnings per share, EUR	0.42	0.59		2.42

360°



Success at Dubai

Cargotec took part in The Big 5 2011 event held in November at Dubai's International Conference and Exhibition Centre. Altogether, the event attracted more than 49,000 participants. It has been held in Dubai annually for over 30 years.

Thank you for taking our readership survey!

We conducted an online readership survey to learn what you think of our customer magazines. From the responses we received, it was clear that the printed magazine is still a valued source of information for Cargotec solutions.

The lucky winner of the survey prize was **Mie Lund**, who won an iPad2.

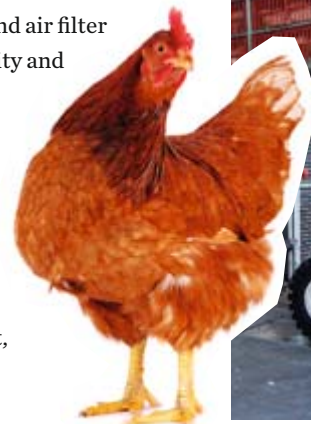
Cargotec launches the first dedicated poultry yard forklift

Hiab Moffett Truck-mounted forklifts are renowned as a specialist in the poultry industry. The latest model for handling live poultry in the yard, the LR30.3, has been designed to reduce product and module damage during the loading and unloading process. The forklift offers a long duty cycle in all working conditions. With a lift capacity of 3,000 kilograms and unrivalled durability, it eliminates manual handling, streamlines operating efficiency and reduces product damage.

Already a success in the USA, the LR30.3 has been developed in conjunction with leading producers and is available with a range of options to match specific application requirements.

The LR30.3 features a strong 60hp Kubota engine, high capacity hydraulic oil cooler, a heavy-duty mast with adjustable wear pads, pivot forks and rotator option. The advanced RKM hydraulic filter system and air filter pre-cleaner guarantee reliability and high performance during long working hours.

"With a lifting height of 3.3 metres, the LR30.3 is the specialist forklift for optimising live haul and live receiving operations," says Cargotec's **Keith Quigley**, Vice President, Truck-mounted forklifts.



Painted Hiab crane raises 11,750 euros for charity



In 2000, Cargotec invited the famous Dutch artist **Herman Brood** to paint a Hiab Loader crane at the RAI exhibition. At this year's RAI exhibition, the same crane – a Hiab 102 – was auctioned to support the independent humanitarian organisation, War Child.

“The Herman Brood Hiab 102 is going home to the city where it was created, Amsterdam, and a whopping 11,750 euros will be transferred to War Child,” says **Paulo Cardoso**, Marketing Manager Cargotec Netherlands.

The auction was won by Afvalservice West, a department of the City of

Amsterdam, which outbid all others at the exhibition in the RAI centre. Afvalservice West works in close cooperation with the Department for Culture of the City of Amsterdam and its intention is to have the crane available for display at the Amsterdam City Museum (Stedelijk Museum).

The late Herman Brood, a multi-talented musician, artist and painter, was one of Amsterdam's best-known residents. “It was always my father's wish to have his work on display in one of Amsterdam's finest museums. Now it has become reality,” said his daughter, **Lola Brood**, who was present at the auction.

New load handling solutions are tops in sustainability

Cargotec presented four new world-class load handling solutions at the RAI Exhibition in Amsterdam in April. RAI is the leading industry exhibition focusing on sustainable road transports. Cargotec's new, innovative products are first-rate in efficiency, sustainability and energy consumption.

The Hiab XS 544 is Cargotec's latest loader crane in the heavy duty segment. It has been designed to increase the customer's productivity, minimise maintenance and operating costs, and provide a quick return on investment. It will be launched this autumn.

The Zepro Taillift ZHD 3000, premiered at RAI, is the most powerful tail lift thus far in Zepro's model program. It is an innovative product that simultaneously offers customers a unique blend of quality, function, economy and durability.

The Hiab Multilift Demountable XR 18S Pro Future™ is a state-of-the-art hooklift and contributes to operating efficiency, sustainability, and energy and fuel savings. For more information on the Pro Future™ family, turn to page 22.

The Hiab Moffett E2 Truck-mounted forklift is clean, quiet, strong and durable. It will enhance operating efficiency with energy and fuel savings and accommodate deliveries in areas that are noise and emissions sensitive. It will be launched at the IAA in Hannover, Germany, in September. For more information on the E2, turn to page 12.

360°

Hiab loader cranes to Mexico



Cargotec received an order to supply 80 industry-leading Hiab Loader cranes to Petróleos Mexicanos (PEMEX), the national oil company of Mexico. The cranes will be used for diverse maintenance and support applications in PEMEX's nationwide operations. The loader cranes were delivered before the end of 2011.

"The longstanding relationship between PEMEX and Cargotec goes back more than 20 years, and these newest 80 Hiab Loader cranes join an existing fleet of more than 500 Hiab cranes. The cranes were selected because of the quality of the Hiab equipment and the level of service on offer from Cargotec," says **Rafael Llamas**, the Managing Director of Cargotec Mexico.

Most of the equipment supplied to PEMEX is from the Hiab XS range of truck-mounted loader cranes, which are at the forefront of the industry in their precision, performance, power and safety.

The models deliver lifting capacities ranging from 131kNm for the smallest Hiab XS 144B-3 model up to 390kNm for the powerful Hiab XS 477E-6, which also boasts an outreach in excess of 21 metres. 54 loader cranes are fitted with Hiab's proven CLX control system, with the exception of the 26 Hiab XS 477 E-6 models featuring the Hiab Duo system.

Cargotec opens a new office in Japan

Hiab Japan was established in 1973. Over the past years, the country team has consistently achieved high performance in one of the most important yet most competitive markets in the Asia-Pacific region.

The new Shin-Yokohama Office is separated from the existing Yokohama site, which has an office facility, workshop and warehouse. The Yokohama site has been in service for

over 30 years. It will be refurbished and renovated into a modern style during 2012.

This is creating opportunities for workshop renovation and upgrades, which will be appreciated by business partners and will deliver greater customer value.

Hiab Japan has 38 Cargotec employees in total, operating from Yokohama, Kurabuchi and Shin-Yokohama.

Hiab sea crane helps with deep-sea research

The South Australian Research and Development Institute (SARDI) has been using the Hiab 251 sea crane on its primary research vessel the *Ngerin* since last autumn. The Hiab 251 sea crane can lift up to 10,500 kilograms at maximum capacity, and 1,900 kilograms at 11.6 metres.

Onboard the *Ngerin*, the crane assists with scientific research on the Integrated Marine Observing System (IMOS). "The IMOS project is keeping the *Ngerin* very busy and the time had come to upgrade our onboard lifting capabilities," says **Neil Chigwidden**, the vessel's master.

The primary function of the project is to situate seabed moorings holding sensors to measure data such as salinity, fluorescence, wave height and tidal flow. The depth of the moorings can vary from 40 to 500 metres so the crane needs to be quite versatile.

"While the moorings themselves are only around 750 kilograms, we need to be able to operate safely in challenging sea conditions and the new crane will allow us to do that."

The greater lifting capacity of the Hiab translates into a more efficient vessel since the sensors can now be deployed and



retrieved in rougher seas than before.

The crane is also used to load general stores and heavy equipment, such as recompression chambers and diving equipment.

"Years ago, we had to manhandle heavy equipment over the bulwarks using the winch so I'm very glad we've got the crane," Chigwidden says.

360°

Cargotec impressed at the International Truck & Trailer Show in Australia



With over 400 exhibits, the 2012 International Truck, Trailer and Equipment Show is recognised by the industry as the largest and most significant dedicated display of trucks, trailers and ancillary equipment in the Southern Hemisphere.

Cargotec Australia showcased an impressive line-up of Hiab, Hiab Moffett, Unic, Zepro and Maxilift load handling equipment at the show

Held at the Melbourne Showgrounds, the show attracted a crowd of over 37,000 local and overseas visitors, including industry leaders and heavyweights.

"I was happy to see that the majority of truck house salesmen, truck body builders and direct clients

around Melbourne made the effort to come and see us at our stand, showing the strength of the relationships we have with our customers," said **Brett Horvath**, Victorian Sales Manager.

In addition, Cargotec's presence at the show was bolstered by international guests **Sam Miyazaki**, President Unic Cranes and **Taka**

Kishikami, Regional Sales Manager Unic Cranes who were in Australia to sign an exclusive distributor agreement with Cargotec Australia.

Cargotec was named runner-up for the most unique stand attraction at the gala

dinner held on Saturday evening with over 700 people present. An acrobatic aerialist performed at the Cargotec stand twice a day suspended from a Hiab XS 166 E-5 HiDuo.



Safety and flexibility lure Marshalls to the Hiab XS 122

Operational flexibility, payload optimisation and improved driver safety were key factors in the development of the Hiab DAF drawbar outfits now in service at Marshalls, the UK's leading producer of hard landscaping products.

By specifying a drawbar configuration, the company wanted to improve the efficiency of its national delivery service. The trucks are based at locations across the country, delivering a wide range of paving and hard landscaping products to builders merchants, garden centres and direct to building sites.

Marshalls' aim was to develop a blueprint for their future vehicles. "Our goal was to develop a specification that offered maximum safety for our drivers whilst enabling us to safely and legally maximise payload and achieve more flexibility in the way we can use the trucks," says Marshalls' Regional Logistics Manager **Guy Ripley**.

The vehicles and their trailers operate to their full 44 tonne gross weight, but where site restrictions make it difficult for the full unit to gain access, the trailer is left in a nearby secure place. The drawing unit then drops its load, returns to the parked trailer to tranship the remainder of the load using the on-board crane, and completes the delivery.

"In response to comments from our driver representatives, we've also beefed up the capacity of the cranes," says Ripley. After a thorough review of what was available, Marshall chose the Hiab XS 122 B-2 HiDuo.

"They can be remotely controlled from the ground, but we know that drivers prefer to do this from a position of height where they can see what is around them. So an important feature that we have built in is easier access onto the body, along with a working platform from which the crane can be controlled safely. Hiab's Operator Protection System (OPS), standard on the cranes, ensures the drivers' safety. Another important factor in our decision was the VSL (Variable Stability Limit) system, which maximises the crane's capacity in relation to stability by registering how far the stabiliser legs are extended. In our opinion, it is the most advanced safety system available on the market today."

Solid as a rock

Nothing stands in the way of Nicklas Jansson and his new Hiab crane. The VSL – V gives him the stability he needs to operate in any tight situation.

TEXT Risto Pakarinen PHOTOS Christopher Bailey ILLUSTRATION Tero Harsunen

Nicklas Jansson was just 19 years old, working for a transportation company, when he was offered the chance to take over the operations. He contacted **Lennart Frank**, and the pair of them decided to get into business together, buying two trucks and hiring one of the drivers into the bargain. With business booming, Jansson and Frank invested in a new truck and a crane.

“What tipped the scale in Hiab’s favour was the Variable Stability Limit system with analogue sensors, VSL – V, which we considered to be head and shoulders above the competition,” Jansson says.

The VSL – V is there to make sure trucks do not tip over. It maximises a crane’s capacity while keeping the truck stable by sensing how far the stabiliser legs are extended. Also, thanks to VSL, the crane can handle higher loads in sectors that were previously restricted, such as at the front of the truck next to the cab.

“I often operate the crane in front of the cab, and the VSL has helped me immensely with that,” notes Jansson. The stabiliser extensions have built-in sensors that

inform the system of their positions, and pressure sensors measure the pressure in the stabiliser legs. What is more, you can still operate the crane to its optimum capacity in tight areas where the stabilisers cannot be fully extended.

Maybe it was Jansson’s youthful optimism that made him choose the VSL – V. While the EU machinery directive requires all vehicles to have up-to-date security systems, some crane stability systems can be

disconnected, even though disconnecting safety systems is illegal. Hiab’s solution is an integrated system that is impossible to bypass. Not that Jansson would ever want to, the way things are going.

Jansson & Frank Transport AB has all kinds of transport cases, ranging from recycling to digging. The company often picks up and drops off skips of different sizes, and moves machinery from one place to another. The new crane provides fresh opportunities to assist on building sites and other projects, something that requires the operator to be at a remote location when operating the crane.

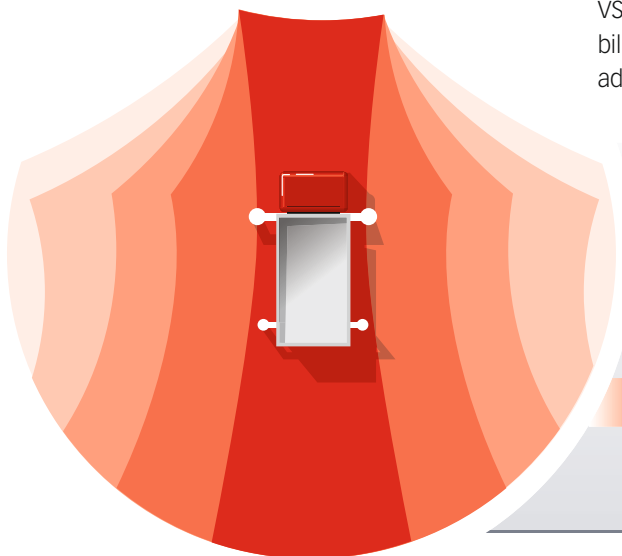
“Sometimes I am somewhere, on the roof for example, where I cannot see the vehicle’s position, but I do not have to because I can see the available lift capacity on my remote control,” says Jansson. “I decide where to position the stabiliser legs, and then the system lets me know what the lifting capacity is,” he adds.

Accidents often occur when a crane operator is distracted. He may be lifting something from one side of the truck when he is asked to do something on the other and he forgets to lower the crane or leaves the stabilisers out. The VSL – V will step in and prevent an accident in both cases.

When Jansson is picking up traffic signs and moving road construction equipment he works in tight spots with traffic on at least one side of the vehicle. “The VSL allows me to set the legs freely, fully extended, 20 per cent or 47 per cent extended if that is all the space I have. That way I always get the most out of the crane and have more options for positioning the vehicle,” he says.

Jansson & Frank Transport AB now employ two drivers, and after 1,600 hours of operation with the new truck, Jansson, 21, whistles while he works. Nothing gets him down now. ■

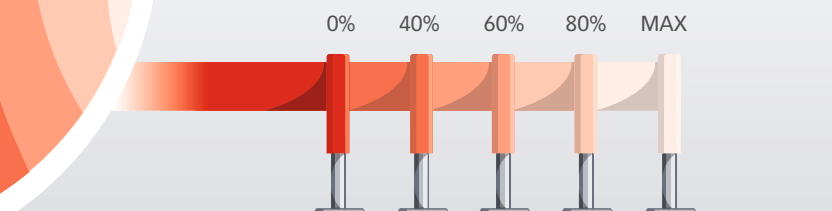
“I always get the most out of the crane and have more options for positioning the vehicle.”



VSL (Variable Stability Limit) maximises the crane’s capacity in relation to stability by registering how far stabiliser extensions are extended. It is the most advanced safety system available on the market.

Stepless extension

Analogue sensors allow stepless extension of the stabiliser legs.





Environmental efficiency

TEXT Paul Golden PHOTOS Garry Parrott

Lower operating costs and the elimination of exhaust gas emissions. Cargotec's new Hiab Moffett E-Generation electric Truck-mounted forklifts give customers greater business efficiency and a possibility of reducing their environmental impact.

Since they were first introduced in the middle of the last century, truck-mounted forklifts have become a vital component of any industry where heavy and/or bulky items need to be loaded, unloaded, moved or lifted. Lighter and more agile than conventional industrial forklifts, they can lift and move loads of several tonnes and operate in locations where access is limited.

Potential users of the new Hiab Moffett E2 and E4 models include businesses that deliver in urban areas where noise is an issue and companies who take products from the truck into their warehouse. "These forklifts will allow customers to work in the early or late hours in built-up areas where noise is a sensitive issue," explains **Michael O'Reilly**, Product Manager Hiab Moffett Truck-mounted forklifts. "For example, the E4 is now in trial with a company in the UK that delivers car parts to distribution centres at night."

Cargotec recognises, however, that as well as



flexibility and performance, customers also require machines that have a lower impact on the environment. As O'Reilly observes, this translates into demand for lower noise levels and exhaust emissions. "Customers are asking for machines that can work in urban and semi-industrial areas late at night or early in the morning. They are also aware that permitted CO₂ emission levels are reduced every year, especially for larger diesel engines. Although some of the small diesel forklifts are under 25 hp, it is only a matter of time before they are subject to the same emission limits as larger engines, which means diesel engines will become more expensive and complex."

In addition, diesel-powered forklifts cannot be operated inside, which means goods have to be taken off the truck and left outside before being moved by a second machine.

"The new E-Generation Hiab Moffett electric Truck-mounted forklifts address these issues by drawing power from a lithium-ion battery. The Hiab Moffett E2 and E4 use the latest AC electric motor technology and are sealed to IP65 – a measure of ingress protection – to ensure that water and dirt cannot enter the motors and electrical components and affect the operation of the machine," explains Hiab Moffett Truck-mounted forklifts Engineering Director, **Kevin Turnbull**.

Cargotec is working to achieve noise certification that will see the E-Generation Truck-mounted forklifts operate below 60dB. The company has already certified the E2 and E4 as Pro Future™ models, which means they have met or exceeded strict criteria regarding energy efficiency, power source, emissions, noise pollution and recyclability set out by Cargotec.

Importantly, these improvements have been achieved without compromising performance. The E2 and E4 are capable of operat-

ing between three and five hours on a single charge, which in most applications means the battery will need recharging only once a week.

Fitted with an on-board charger, the machines can be charged from any domestic plug socket when at the transport depot or trickle charged when mounted on the back of the truck.

The battery also receives a regeneration charge when the brake is applied during operation, further increasing capacity.

As well as carrying a significantly lower carbon footprint than comparable diesel-powered forklifts, the Hiab Moffett E2 and E4 also offer lower running costs. Rising fuel prices and maintenance costs, among other factors affecting the current diesel range make the new E-Generation an increasingly attractive alternative, Turnbull says.

"These are the first truck-mounted forklifts to use lithium ion batteries. The alternative would be to use conventional lead acid batteries, but they weigh too much, take longer to charge, take up more space and operate at a constant level for shorter time. A further incentive to use lithium ion technology is that it has fallen considerably in cost over the last three years. We are also using the latest AC motors which have no brushes, unlike the old DC motors, and are therefore maintenance free."

Turnbull agrees that these machines will open up new applications for truck-mounted forklift trucks. "While there will always be applications that will require diesel machines, the electric-powered forklifts will enable us to access new markets – such as the retail trade – that have previously been a challenge because customers in these sectors needed machines that could be deployed inside as well as outside and were quiet enough to be used in or near residential areas." ■



	E2	E4
Battery size:	130 Ah	180 Ah
Lift capacity:	1,200 kg	2,000 kg
Machine weight:	1,591 kg	1,679 kg





A design trendsetter

The Hiab XS 390L crane is a winner in innovative market-specific design and looks set to enjoy further success in the flourishing construction sector in Oman.

TEXT A E James PHOTOS Boman Communication

The production heads and technical experts of Assarain Concrete Products & Trading (ACPT) LLC, Oman's largest producer of concrete blocks and interlocking tiles, are a tough group to impress. Nonetheless, after a detailed evaluation of the technical specifications and commercial viability of the Hiab XS 390L, they were indeed impressed, and proceeded to purchase the crane for transporting concrete blocks and interlocking tiles from the factory to their customer construction sites around Oman.

"We were looking for a crane that offered maximum performance with minimum

downtime. We evaluated the reach, maximum load lift, speed, slewing angle, durability and ease of operation of the Hiab XS 390L," says **A R Varma**, General Manager of ACPT, the first company in Oman to acquire Cargotec's new Hiab brick and block application crane.

"We found all these features in the Hiab XS 390L. This helps us to achieve maximum efficiency in supplying building materials to our customers," adds Varma.

Varma spoke to *Hiab Method* magazine at the unveiling of the Hiab XS 390L in Muscat in February 2012. ►

Less manpower, more efficiency

Assarain Concrete Products has a reputation as a leader in selecting equipment in this industry. “Since we are the trendsetters, I believe others will soon follow our lead,” says Varma, who is considering the purchase of two to three more Hiab XS 390L cranes this year.

The Hiab XS 390L has a 10.9-metre maximum outreach and a load sensing control system, making it possible to deliver stacks of bricks weighing 2,500 kg to the doorstep or to the second or third floor of a construction site, smoothly and efficiently, and in no more than 30 seconds.

“This crane can deliver 1,000 blocks to the second or third floor in ten minutes, which reduces manpower requirement tremendously,” says **Clifford Sanctis**, Managing Director of Hydrotec International LLC –

“This crane can deliver 1,000 blocks to the second or third floor in ten minutes.”

Cargotec’s exclusive dealer in Oman. As manpower becomes increasingly expensive in the Gulf region, this is an important factor in reducing costs.

Four simultaneous functions

An important feature of the crane is the better control provided by its Valve 91 (V91).

There are two joysticks and two pedals for maneuvering, and visibility is excellent throughout the entire load cycle. “The operator can carry out four functions at one time. With a standard brick and block delivery crane available in this market, the operator can perform only a limited number of

functions. This is the first time the V91 with a joy stick control feature has been introduced in the Omani market,” noted **Mahendra Ekanayake**, Area Sales Manager (Middle East and North Africa), Cargotec.

The Hiab XS 390L can also be fitted with a variable flow pump, which saves fuel costs, reduces emissions and increases engine life. Unlike a standard pump, fuel intake or consumption in a variable pump depends on the usage and application of the equipment.

Designed for extreme conditions

The Hiab XS 390L was specially designed and developed for the Oman market, based on the clients’ specific requirements and the extreme climatic conditions, and with an eye to the potential future market. Cargotec and its distributor Hydrotec were looking to build the most suitable crane for brick and block applications in Oman, helped by the active input of the company’s design team in Spain.

“We studied the market, met the end-users and spoke to drivers to ascertain their specific needs. They were looking for a faster crane that could be fitted on a seven-metre-long trailer with a little more reach than a normal crane,” adds **Sergio Peiró**, Product Manager, Hiab Loader Cranes, Cargotec.



ACPT’s A R Varma, Cargotec’s Rob van Klinger and Hydrotec’s Clifford Sanctis at the handover of the Hiab XS 390L in Muscat in February.

Technical data

Maximum lifting capacity (kNm)	34.3	Tank capacity (l)	150
Max lifting height above installation level (m)	13.6	Slewing angle (degree)	460
Outreach, hydraulic extensions (m)	10.9	Max. slope viable at full capacity (degree)	5.3
Outreach/lifting capacity (m/kg)	6.6/5200	Slewing torque, gross (kNm)	50.8
	8.6/3950	Height in folded horizontal position (mm)	2862
	10.6/3200	Installation space need (mm)	1029
Rec oil flow, V91 and fixed pump (l/min)	80-90	Weight, “standard” crane without stabilizers (kg)	3935
Maximum working pressure (Mpa)	30.0	Weight, stabiliser equipment (kg)	634

“The climatic conditions, operation methods and other external factors were all key to the design,” says Peiró.

Engineering excellence plus customer service

Sanctis believes that after-sale support is an important factor that clearly differentiates his agency from his competitors.

“We are ahead of our competitors in offering timely support after the sale is made. Our service support team is available 18 hours a day and our spare parts outlets 12 hours a day. We have a dedicated service team, which visits customer sites for troubleshooting, even during holidays. These measures minimise losses of material suppliers when the crane develops a technical problem,” says Sanctis.

ACPT’s Varma says that his company has faith in Cargotec’s engineering excellence and brand value, and also appreciates the service support extended by Hydrotec under the leadership of Sanctis, whose technical expertise gives them a clear edge.

Sanctis says that his agency has been selling 75 to 110 Hiab cranes every year for contractors working in a wide range of industries, including real estate, oil and gas, petrochemical and pipelines. “We have received orders for six Hiab XS 390L cranes, even before the cranes landed in Oman,” adds Sanctis.

Oman’s booming construction market

Hydrotec’s fortunes have been buoyed by the booming construction sector in Oman. In 2011, the Omani government took the decision to invest \$34 billion over a five-year period in major infrastructure and development projects, which Sanctis believes is the main factor driving up demand for construction equipment like truck-mounted brick and block application cranes.

Major construction projects include

two large airports, Muscat and Salalah, four greenfield regional airports, a major sea port, a planned city in Oman’s south-eastern Al Duqm region (Al Wusta governorate), expansion of the Salalah and Sohar ports, and several free zones across the country.

“The demand for construction equipment is growing at a fast pace in Oman. Cranes are needed for delivering bricks and blocks to each infrastructure project, and now is the

right time to launch a specially designed crane for the Oman market. We foresee a substantial rise in the need for construction equipment in Oman over the next five years,” says Sanctis.

Other top executives of brick and block manufacturing firms, material suppliers and trading companies who attended the launch of the Hiab XS 390L in Muscat are also looking to this market-specific crane for their brick and block delivery requirements. ■

“Our service support team is available 18 hours a day.”

The Hiab XS 390L has a 10.9-metre maximum outreach.



TEXT Tom Azzopardi PHOTOS GruaCor

Reaching for success

Hiab's pioneering truck-mounted crane systems are providing new opportunities for a small Chilean family business determined to grow.

On 27 March this year, a huge fire ripped through the Wenco plastics factory in the Chilean capital Santiago. The fire, which quickly worked itself up into a massive fireball, not only destroyed the plant and an adjacent factory and sent residents from a nearby housing estate fleeing for their lives, but also completely knocked out electricity supplies to eight of the city's 26 districts after high tension power lines suffered damage.

To restore supplies, which required accessing difficult to access pylons on a nearby hill, distribution firm Chilectra turned to GruaCor, a family business which has specialised heavily in providing its Hiab truck-mounted crane systems to the power industry.

"The pylon was in a really tough spot. I do not think any other machine but a Hiab could have reached it," says the company's operations manager **Lucas Arrascaeta**.

Two generations of Hiab customers

Founded nineteen years ago by Lucas's father **Luis Arrascaeta**, Santiago-based GruaCor has rapidly expanded its fleet of truck-mounted cranes from just two to twenty-two today – all of them from Hiab.

Now a new generation of the Arrascaeta family is looking to continue that growth



"I do not think any other machine but a Hiab could have reached it."

with Lucas handling the operations while brother **Rodrigo** and sister **Carolina** manage the commercial and marketing side.

Lucas attributes much of the company's success to its close relation with Hiab.

"The clients really notice the difference, the fact that we are working with Hiab cranes, and appreciate it," he says, highlighting their reliability and precision.

These qualities have made GruaCor the

preferred provider to several companies in a range of sectors, including mining and the power sector. When the Chilean airline LAN needs to remove delicate turbines from its fleet of passenger and cargo aircraft for regular maintenance, they call Lucas.

Pioneering new technologies

The firm's fleet originally started with a modestly-sized Hiab 125, but has gradually incorporated ever-larger cranes with more capacity.

Although the smaller vehicles are still in demand, it is the company's big cranes that are constantly on the road, says Lucas.

And in partnership with Hiab, GruaCor has pioneered the introduction of new technologies in the crane business in Chile.

In 2000, the company switched from manual to remote electrical controls, giving operators greater flexibility and protection when operating the crane.

"That was the product that really opened up the market for us," Lucas recalls.

Record reaching crane

In April this year, the company took ownership of a brand new Hiab XS 622 crane mounted on a Volvo truck. ▶



The crane's capacity is 58 tm with an outreach of up to 32.5 metres with a jib.

The crane's capacity is 58 tm with an outreach of up to 32.5 metres with a jib. Endless slewing offers a short and fast route to working position. The HiPro system and the possibility to attach a personnel basket provide the customers with great versatility within their offering.

Demand has been phenomenal

"I have had customers ringing for weeks asking when the Hiab XS 622 is going to be available, because they have jobs that only it can do," says Lucas.

It is not just a matter of having the best cranes in the market. According to Lucas, Hiab's support network means that he can rely on top-quality maintenance for his fleet of cranes.

And **Ronald Verzijl**, general manager of Cargotec's Chilean operation, like his predecessors, is always on hand to provide advice on how to tackle tricky operations and how the company can grow in the future. Fast on the heels of its brand new Hiab XS 622, GruaCor is already considering an investment in the Hiab XS 1055 crane.

"We want to expand our fleet of heavy cranes," Lucas says.

The mine industry is booming

Cargotec has been providing truck-mounted systems in Chile for the last sixteen years. With installations in Santiago, Antofagasta and Puerto Montt, the company serves a wide range of industries, including mining, power, fishing and construction.

With mine investment booming in Chile on the back of high prices for copper, gold and other metals, the industry now accounts for almost half of the company's business, says Verzijl. Chile's big copper mines are like small cities with their own electrical systems, factories and residential areas as well as the operational areas, providing plenty of applications for truck-mounted cranes.

Mining companies are particularly keen on Hiab's environmental and safety features, such as remote controls, Variable Stability Limit (VSL) and a variable pump, which have been to shown to reduce diesel consumption by almost one third.

Demand is soaring

Other sectors are also doing well, such as salmon-farming, which has bounced back from a serious viral outbreak four years ago.

As a result, demand for Hiab's truck-mounted cranes is growing fast. Last year, the company sold 220 cranes in Chile, up from 140 in 2010. They are set to break the record again in 2012.

To match soaring demand, Cargotec has invested in an expansion of its Santiago site, adding six new installation bays and enlarging the warehouse for parts, allowing the company to meet its clients' requirements faster.

"I have had customers ringing for weeks asking when the Hiab XS 622 is going to be available."

And to be nearer to its clients, the company is working with certified third party dealers in the cities of Concepcion, Copiapo, Calama and Iquique.

Training is also on offer

As well as selling and installing cranes, Cargotec has begun to provide training to operators and maintenance staff to ensure its products operated correctly. Chile does not currently require crane operators to be certified but legislation is in the pipeline.

"We want to anticipate that change," says Verzijl.

Although the flexibility of the Hiab cranes allows GruaCor to serve a wide range of industries, the company has focused traditionally on the electrical industry, helping distributors, generators and others to inspect, service and repair their transmission lines and pylons.

"Our real strength is servicing lines and substations," says Lucas. It is an area that he expects to keep growing. "We see lots of potential in the electrical sector."

Bottlenecks in energy networks

Energy is a critical issue in Chile. The country is in the midst of its third energy crisis in less



“This is truly the answer to the needs of the electricity industry in Chile.”

than a decade. Lacking significant domestic reserves of fossil fuels, most of the country is heavily reliant on a series of major hydroelectric reservoirs for much of its power. When the La Niña weather phenomenon strikes, limiting rainfall, the availability of hydro-power is severely reduced. Government, industry and the general population are then once again forced to take measures to reduce electricity consumption or facing rolling brownouts.

The problem is not just a lack of capacity to generate electricity but also weaknesses in the transmission network, which prevents the electricity getting where it is needed most. When water levels fell so low at the Rapel hydroelectric reservoir near Santiago that it could not produce electricity, the capital was at serious risk of power rationing as there was insufficient capacity on the lines to bring electricity from other hydroelectric plants further south.

Investment in transmission is set to hit

US\$1 billion this year as the government seeks to overcome the more serious bottlenecks.

The problem is set to grow more serious as the country seeks to develop new sources of energy. In his government’s national energy strategy published earlier this year, President **Sebastian Pinera** highlighted the new need to develop the country’s hydropower and other renewable sources, such as wind, geothermal and solar.

Cargotec fills the need

Much of this potential is located in remote areas where the network is far from robust. Numerous wind-farm projects on northern Chile’s windy coast have been held up by the lack of local line capacity. Meanwhile, controversial plans to build big hydroelectric dams in Chilean Patagonia, opposed by environmentalists at home and abroad, will require the construction of dedicated transmission lines, up to 2,000 kilometers long, to connect them to the centers of consumption further north.

The government is planning to develop its public transmission lines to overcome some of these hurdles.

Building, inspecting and maintaining the huge number of high tension power lines and



pylons that Chile needs to install over the next decade promises to create multiple opportunities for GruaCor to put its fleet of Hiab truck-mounted cranes into operation.

Given its flexibility, market-beating reach, and high environmental and safety standards, it is likely to be the company’s new Hiab XS 622 that is shouldering much of the work.

“This is truly the answer to the needs of the electricity industry in Chile,” says Verzijl. ■



"All our new equipment and solutions will be assessed. Only those that are outstanding will qualify for the mark."



Pioneer in environmental criteria

With the introduction of Pro Future™, an environmental performance mark, Cargotec can demonstrate the environmental impact of its equipment. Reducing the environmental footprint translates into money savings for Cargotec and its clients.

TEXT Merimari Kimpanpää PHOTOS Boman Communication

“Pro Future™ is a mark of environmental excellence with measurable criteria. To receive it, the equipment or solutions must demonstrate top environmental performance compared to similar products on the market,” says Research Manager **Heikki Salonen**, the man behind the implementation and further development of Pro Future™.

Cargotec introduced the Pro Future™ mark in 2008 under its Kalmar brand. Last year it conducted a re-evaluation and reshaped the criteria in order to continue using it. Now equipment and solutions under the Hiab and MacGregor brands will also be eligible for the mark.

“All our new equipment and solutions will be assessed. Only those that are outstand-

ing will qualify for the mark. To date six Kalmar and two Hiab exchange machines with equipment have received it. The Hiab Multilift XR18S – Pro Future™, a demountable hooklift launched last November, is the first to earn it after the reconfiguration.”

Pioneering measurable criteria

To get the Pro Future™ mark, equipment or solutions must meet the requirements for five specific criteria on a scale of one to five: source of power, energy efficiency, carbon efficiency, local emissions, such as noise or particulate matter, and recyclability.

The criteria are weighted differently, each with its own minimum performance standards.

“Because of differences between the various Cargotec products, it is quite a challenge to assess them using the same criteria. Some criteria are important for all products, but others are not. Our clients also emphasise different things. One may focus, for example, on keeping the noise low, where another needs to cut carbon dioxide emissions. But now a set of criteria has been developed to make it possible to use them in the development of all Cargotec products. They are a tool for our research, development and engineering,” says Salonen.

Setting measurable environmental performance criteria and implementing them throughout the business is pioneering work for Cargotec. “We are constantly learning more about using and improving the criteria. We have to take technological restraints into account. The right technology is not yet available for everything we would like.”

Improving the environmental efficiency adds somewhat to the price of the equipment. However, when all costs are added up, it will save money in the end. “Our clients are interested in cutting costs. Efficiency means savings. If you can cut CO₂ emissions, it means that you can operate with less oil and lower your costs. Lighter equipment requires less fuel for transportation and more efficient equipment uses less fuel in operations,” says Salonen.

Hans Ekman, Business Support Manager, says that investing in the latest state-of-the-art demountable hooklift Hiab Multilift XR18S – Pro Future™ will repay itself relatively fast. “Our sales force has been equipped with a CO₂ and fuel consumption calculator that shows a life cycle calculation for using the Pro Future™ hooklift for eight years. The average operator can break even after just three years of use compared to

equipment that does not carry the Pro Future mark. From then on it turns to the profit column due to the lower costs of operation, boosted by the savings resulting from faster operation and the markedly shorter down time of the Pro Future™ hooklift.”

Trustingly patient

Cargotec’s drive for continuous improvement of environmental efficiency is also demonstrated by the company’s participation in the Clinton Global Initiative, a programme launched by former US president **Bill Clinton** in 2005. Cargotec is committed to a ten percent reduction in the use of fossil fuels in its equipment.

The Pro Future™ criteria are also indicative of Cargotec’s commitment to reducing greenhouse gas emissions. It does it by investing in new technologies to find alternative power sources for required solutions and

by selecting components that contribute to lowering fuel consumption.

“We would like businesses to move on from focusing on the initial acquirement costs to the life cycle and the time required to recoup the initial investment expenses of our products. In our world this thinking still does not pre-

vail. Around 90 percent of the CO₂ emissions of our demountables are created during the usage phase and only 10 percent during manufacturing,” says Ekman.

According to Ekman, the change in thinking still requires training and communication within the company’s own sales force and with many clients. Yet, a focus on environmental performance is emerging and Cargotec anticipates increasing regulation and demand from customers.

“The relationship between environmental performance and cost reduction seems to

be a bit of a chicken or egg question. It takes time to reach all layers of the business. Convincing clients that environmental efficiency results in cost savings means that we often have to start our pitch from scratch. But we are adamant that it is the right thing to do,” says Ekman.

External mentor

To make sure that the Pro Future™ criteria truly reflect the environmental performance, Cargotec asked VTT, the Technical Research Centre of Finland in 2011 to help with the resetting of the criteria.

After conducting a study of the criteria, VTT made a simplified life cycle assessment for three products, comparing the results to the benchmark literature, other scientific sources and large life cycle assessment studies on similar equipment.

Hannele Tonteri, Senior Scientist at VTT, says it is a significant development that Cargotec has taken the effort to establish such criteria.

“Fuel alternatives and vehicle technologies have been assessed elsewhere as well, since it is clear that usage and reducing fuel consumption have the biggest single environmental effect. Working with measurable criteria seems to be new in the branch. There were no existing criteria to which we could turn, which was one reason we applied life cycle assessment tools. We needed to be able to assess the validity of the criteria.”

Tonteri acknowledges the link between reducing environmental impact and lower costs. But there are other benefits as well. “The importance of environmental efficiency for the corporate image cannot be ignored either. The industry has reached the point where it understands that environmental efficiency improves the company’s bottom line and translates into profits.” ■

“The importance of environmental efficiency for the corporate image cannot be ignored.”

30 percent savings

Hiab Multilift XR18S – Pro Future™, a demountable hooklift launched last winter is several hundred kilogrammes lighter than comparable products. The lift increases the payload and on a three-axle truck it can achieve on average a 30 percent reduction in emissions and fuel consumption.

“Our hooklift together with an eco-model truck is a perfect package for the client. The majority of hooklift sales come from the waste and recycling sector. They already have so many cost and sustainability targets that our product is the answer to their needs. Another client group is municipalities, which often already have sustainability policies and the mental preparedness,” says Cargotec’s Business Support Manager **Hans Ekman**.

“If the hooklift is used ten times per day and is driven 100,000 km per year, this adds up to 10,000 euros in cost savings for the customer over an eight-year period,” says **Rafal Sornek**, Vice President, R&D Cargotec Load Handling.

In the future more Hiab products are set to join Cargotec’s Pro Future™ family with the debut this year of the first Hiab Moffett fully electric Truck-mounted forklift. “This model will be followed by a truck-mounted forklift equipped with a new generation engine that meets the latest and most stringent Tier 4 emission regulations,” says Sornek.

“The majority of hooklift sales come from the waste and recycling sector.”

Loader crane maintenance tips

Hiab Loader cranes range from a 0.8-metre model that fits on a pick-up truck to the hundred times bigger Hiab XS 1055. There are around fifty basic models which are available in many configurations depending on the customer's needs and preferences. Whichever you choose, it is an investment that needs care.

“During the first year, just driving around, earning money and not bothering with maintenance or servicing may seem a good idea. But after a couple of years, this can lead to unexpectedly high repair costs overall,” says **Hans Winscher**, Sales and Service Manager for Hiab in Sweden.

Regular maintenance is the responsibility of the driver or owner. A well cared for loader crane can be used for up to 15 years, whereas a neglected crane will only last a few years.

There are bushings or bearings between most of the moving parts that need to be kept greased to prevent damage.

“You need to reach all the greasing points. At the same time you should check for other maintenance needs, for instance, for wear and any loose nuts and bolts,” says Winscher.

A large loader crane in heavy use may require two to three hours of maintenance each week. For little-



Climate and mindset matter

The hotter the climate, the shorter the lifetime of oil, hoses and so on. In dusty areas, cleaning and greasing are crucial to the wear of slide pads, bushings and other moving parts.




“Hydraulic oil is the blood of your loader crane. Regular oil and filter changes protect hydraulic components from wear, maximise performance and enhance the crane's long-term health,” says **Rufino Martin**, Service Manager, South Europe & West Africa.

Congealing oil puts hydraulic pumps under extra stress in cold areas. In any climate, choosing an incorrect pump reduces the crane's performance, leads to higher diesel consumption and harms the environment.

Cleaning the vehicle regularly and keeping it in good condition gives you a good business card on wheels. A regularly maintained and serviced loader crane easily has a 25% higher second-hand value, too.

Martin regrets that the benefits of preventive maintenance are yet to be fully understood in his part of the world. “On the other hand, northern European owners mostly care for their loader cranes and trucks,” says Winscher. ■

Done at local service shops

 <p>Half year service</p>	<p>Checks include</p> <ol style="list-style-type: none"> 1 Oil filters changed. 2 Are parts fitted well together? Tightening nuts and bolts. 3 Electronics: any error codes? 4 Is the safety system, including the emergency stop, working? 5 Any oil leaks?
 <p>Full yearly service</p>	<p>Checks include As above plus hydraulic oil replacement. Practically all new Hiab models have a service indicator light. It flashes for servicing at regular service intervals or ahead of the set schedule, if the loader crane has been used heavily.</p>
 <p>In trouble?</p>	<p>In trouble? Your local workshop has tools, documentation and spare parts for repairs. In many Hiab cranes, error notices are displayed on the hand controller.</p>

used small models, fifteen minutes every month may suffice. Instruction manuals cover the required maintenance actions.



*Hiab Method spoke to **Rafal Sornek** on how Cargotec goes about developing new products, cooperating with partners and speeding up the product-to-market process. Sornek has served as Vice President, R&D for Cargotec's Load Handling business area since the beginning of 2012. Based in Poland, he brings to his post a wide range of experience in handling R&D activities across the globe.*

Handling the future

Open Innovation and focusing on customer needs are the driving forces for success in research and development.

TEXT Thomas Freundlich

Rafal Sornek began his career as a development engineer with an automotive company in Japan after completing his Ph.D. at Tokyo University. "The first years of my career were spent either at a test bench or at the test track, running with a helmet on my head, a laptop in one hand and data acquisition devices in the other," he smiles. As his company decided to expand their business in Europe, he was expatriated back to build the development team in Germany. "That was when I learned a lot about how to expand R&D activities on a worldwide scale," he says.

At his next job at a medium-sized chemical company, Sornek first encountered the ideas of Open Innovation (see sidebar). "This company was desperately looking for new ideas for its future," he says. "Limited resources both in people and cash forced me to embrace Open Innovation out of sheer necessity. In practice, this meant working a lot with external resources and securing EU funding for the company's development."

The philosophy of Open Innovation continues to inform Sornek's approach to research and development. "My experience with Open Innovation is definitely positive," he says. "Many of our R&D units have ongoing projects with universities on the national level. I want to intensify this and build an extensive network in which our R&D plays a driving role. You cannot just wait passively for something interesting to come out of collaboration with a university, but must ask for help in finding solutions. I have found that people from academic organizations actually appreciate hearing what are the industry's biggest challenges."

"Many of our R&D units have ongoing projects with universities on the national level."

On the radar – control systems and materials

New control systems are one of the top priorities in R&D for Cargotec's Load Handling business. Control systems are not only used for steering the equipment. They must also incorporate safety features, onboard diagnostics and connections to an increasing amount of peripheral devices such as display screens and remote controllers. Novel ways of controlling an existing product can significantly

boost its capabilities.

New materials also loom large on the R&D radar, with materials previously used only in the aerospace industry making their way into civil engineering.

"There is tremendous development in this area," Sornek points out. "We are currently evaluating some very exciting materials that have never before been used in our equipment. As Frederick The Great said, *it is pardonable to be defeated but not excusable to be surprised!*"

Widening the R&D network

For a company to be able to respond rapidly to the needs of its customers, a key issue is finding concrete actions that can speed up the

"Meeting and exceeding these expectations is the driving force behind everything we do in R&D."

product-to-market process. Sornek points out that involving one's suppliers at a very early stage of product development is essential.

"It all comes back to Open Innovation. We need our suppliers' ideas; we need their feedback; we need to treat them as an integral part of our R&D. This is the key to successful R&D in today's world. For many companies, this can require a drastic change of mindset, since only a short time ago manufacturing activities were typically located right next to the R&D department. With the increasing complexity of today's global supply chains, new R&D models present both big challenges and huge opportunities."

From a practical angle, Sornek notes that it is important to ensure that the key R&D projects get the necessary resources. "This also means protecting them from disturbances caused by ad hoc projects. In my own work, I am very exacting about keeping to agreed-upon priorities."

Serving the customer

Cargotec's customers for Hiab solutions are widely varied, and meeting their expectations is the ultimate goal of all R&D activities. "Despite their diversity, our customers actually have a lot in common," Sornek points out. "No matter what their field – whether it is an individual operator with a single truck or a transportation company running a large fleet – the basic requirements are the same. Our customers are counting on Hiab solutions to be reliable, offer top performance, and be more energy-efficient, which also means a constant fight for weight reduction. Meeting and exceeding these expectations is the driving force behind everything we do in R&D." ■

OPEN TO INNOVATION

In a world of widely distributed knowledge, companies can no longer rely entirely on their own research. Instead, innovations arise from collaboration with partners,

research institutes and other companies. Cargotec's Chief Technology Officer **Matti Sommarberg** discusses the concept of Open Innovation, which many successful companies and research institutions have embraced in recent years.



In a few words, what is Open Innovation?

The term, coined by Dr. **Henry Chesbrough** of UC Berkeley, refers to the use of purposive inflows and outflows of knowledge to accelerate innovation. With knowledge now widely distributed, companies must be open to pre-competitive collaboration, as well as acquiring external inventions when it advances their business. Simply put, it means accepting that no single company has all the expertise in its field.

We are in the midst of a huge transformation in how knowledge and innovation flow worldwide. Today, even individual professionals can compete globally via the Internet. Do we choose to ignore the trend, or do something about it? Open Innovation can be one of the tools for thriving in this new 'flat' world.

What are some of the practical ways for companies to embrace this concept?

One of the best is to align with other players with similar interests, and the key concept here is pre-competitive research. But just investing in an R&D park next to a university won't lead to innovation. You have to find practical ways for the participants to truly share their ideas.

Can the principles of Open Innovation be applied to one's everyday work?

Absolutely. Open Innovation does not always have to mean something grand. On a small scale, it can be as simple as enabling the interaction of two creative people on opposite sides of a cubicle wall. It is a mindset that reminds us to look further and stay open to the best ideas, wherever they are found – in our own team, elsewhere in the company, or even in another industry.



Hiab Loglift hydraulic manipulators assist in assembling logging trucks in Central Russia.



Tailor-made for Russia

Russia is an emerging market with immense growth potential. It is also the largest and most geographically diverse country in the world, making the Russian market unique with unique demands. Cargotec is responding to this growing market with formidable success.

TEXT Gleb Bogatskiy PHOTOS Boman Communication

Big, diverse and looking to grow, Russia has made impressive progress since its rebirth in 1991. Yet there is still room for much further development. Cargotec and other successful foreign companies are looking to tap the potential of this vast and exciting market. The challenges of Russia's vast spaces, underdeveloped infrastructure and strict state regulations put special demands on these companies. They know, however, that with the risks also come high rewards.

Success in this market requires flexibility and tailor-made solutions. Therein lies one of the challenges for foreign companies.

By nature Russians tend to be conservative, preferring proven, traditional technologies – even if they are not the most effective – over newer, more innovative solutions, although it must be said that today's Russians are more open to high tech solutions. Companies must be flexible in offering both basic, traditional solutions and innovative products to satisfy the needs of all customers. And that is exactly what Cargotec is doing!

To succeed in emerging markets, Cargotec relies on its core values: *working together, sustainable performance and global presence – local service*. Its Russian clients, in turn, value



Hiab Loader cranes operate as road-building and road-repair machinery in Siberia.



Cargotec's business acumen and ethos, and look to the company to show them the way to success.

Logging trucks for the Taiga

In March 2012, Cargotec shipped five Hiab Loglift F82ST hydraulic manipulators with a cabin to Volvo Vostok, a supplier of high quality construction equipment, which this year opened a logging truck assembly site in Kaluga in Central Russia.

"This was a pilot project, and it was a success," says **Alexander Azarevich**, Hiab Loglift & Hiab Jonsered Sales Manager. "Volvo Vostok is an old partner of Cargotec, but the company had not before assembled logging trucks themselves. Cargotec Russia set up assembly training for Volvo Vostok personnel under the expert guidance of **Kim Bennert** (Finland) and **Stanislav Kubarev**.

Volvo selected the Hiab Loglift for its unsurpassed reputation for reliable and sturdy equipment perfectly suited to the Russian environment. The Hiab Loglift F82ST is the best logging aggregate available on the market, with

a 9.6-metre boom reach and retaining its winning 760 kg hoisting capacity. The hydraulic hoses have the largest 3/4" diameter to ensure the longest continuous run without overheating. The hoses are external, allowing quick on-site replacement. The cabin is comfortable and safe.

"The equipment is now also being used in the taigas of the Arkhangelskaya region where temperatures can drop to minus 40 degrees Celsius," Azarevich says. "This climate requires special hydraulic fluid and the hoses used in this crane exactly fit these requirements. The crane is made of steel which can withstand the freezing temperatures."

Loader cranes for the Urals

The Urals is a famous Russian mountain range. Ural is also a famous Soviet heavy haulier. One of Cargotec's long time partners, Gird, in the Cheliabinsk region, in February integrated three Hiab Loader cranes, models Hiab XS 166 B-3 Duo and Hiab XS 166 D-4

"The crane is made of steel which can withstand the freezing temperatures."

Duo, with a Ural chassis, which will operate as road-building and road-repair machinery in the Irkutsk region in Siberia.

Gird's Sales Manager **Michael Savushkin** says, "We offer the optimum combination of a chassis and a load-lifting aggregate depending on our customer's requirements. Cross-country ability and considerable hoisting capacity are often demanded. Hiab equipment is a fine choice. Cargotec offers reliability and high quality at competitive pricing."

Manipulators for the extreme north

One of Cargotec's partners, Aznakaevsky Zavod Neftemash in Tatarstan, supplies load-lifting machinery for the oil and gas industry. In February, they integrated two powerful Hiab XS 288 EP-3 Duo Loader cranes with a Kamaz chassis.

The Aznakaevsky factory specialises in assembling vehicles with loader cranes. 90 percent of the factory's annual output, totaling roughly 800 items, are vehicles of this kind. Among the factory's regular customers are oil and motor industry giants including Gazprom and TNK-BP, Ural and Kamaz. Pursuing high quality and excellent engi-



The Arkhangelskaya region

St. Petersburg

Russia

Moscow

Kaluga

Aznakaevo, Tatarstan

Miass, Chelyabinsk region

“We have never experienced inconveniences or irregular performance working with Cargotec.”

neering, the Aznakaevsky factory cooperates with three Russian loader crane producers and six foreign suppliers, including Cargotec. Aznakaevsky has been using Hiab equipment since 2002.

Aznakaevsky’s customers, working in the extreme conditions of Russia’s far north, value the safety and reliability of the load-lifting equipment, and the high-quality of the company’s after-sales service, says **Marat Tursunov**, Head of Marketing.

“We have never experienced inconveniences or irregular performance working with Cargotec. Our customers know Hiab is reliable, of high quality, and long-lasting. Cargotec

works well in the Russian environment with the St. Petersburg and Moscow offices doing yeoman duty,” Tursunov observes. “They carefully study this market and develop an individual approach to each customer. They are attuned to each customer’s needs and offer them the best options. Most impressive is Cargotec’s corporate culture. They lend an attentive ear to our needs, they are ready to handle any problems that arise, and they are willing to travel to any site.”

These are just a few examples of how Cargotec improves the efficiency of cargo flows in Russia, supplying high performance equipment at competitive prices. Russian customers value Cargotec for its positive attitude and flexible manner in handling the business. Indeed, keeping cargo on the move is not that hard for a company whose cranes are operating even in a snowy expanse close to the North Pole. ■



Customers in Russia’s far north value the safety and reliability of Hiab’s load-lifting equipment.



A successful partnership

Guisnel is a household name in France with its yellow trucks a familiar sight on roads around the country. Cargotec and Guisnel have been partners for 52 years.

The Guisnel Group is a family-owned business dedicated to furniture distribution and logistics and vehicle rentals. It has grown over the past 55 years from a one-truck operation to the company it is today, operating across France and abroad.

Gérard and Thérèse Guisnel started their business in 1957 in their hometown of Pleugueneuc in Brittany. Starting out with one truck driven by Guisnel himself the business quickly took off. Their aim was high from the outset.

“Our fundamental business philosophy was created at the very start. We feel driving is not the only aim. The work needs to be done with talent, flair, and dignity. The focus must also be on a particularly difficult niche

market which gives it a strong added value,” says Managing Director **Yann Guisnel**, the son of Gérard and Thérèse, who now runs the company.

From antiques to liquefied gas

By forgoing the easy route and easy product range to transport, Gérard and his team put their energy and professionalism into delivering more fragile objects, starting with funeral monuments and stones and then expanding into antiques and new furniture. They also dis-

tributed dangerous substances and items, such as liquefied petroleum gas.

Guisnel’s main business areas have remained profitable. The Guisnel Group still specialises in precious deliveries and its business is divided into two main branches: distribution and location. Altogether, they employ 800 people and the company has a turnover of some 40 million euros annually.

Since the 1980’s, the Guisnel Group has gone international. Today, Guisnel handles deliveries throughout Europe and Guisnel Distribution’s 320 vehicles and 650 employees travel year-round in France and abroad to satisfy their customers’ needs.

Their aim was high from the outset.





Growing on many fronts

Guisnel Distribution has become a major player in the French distribution market. The business has grown 58 percent during the last 10 years. It has also extended from transporting to sometimes installing the goods as well.

Hiab's strong and flexible cranes are just what Guisnel needs for these delicate assignments. "We install kitchens and set up entire hotel rooms, schools or holiday centers," says Yann Guisnel.

Guisnel Location is expanding even more significantly. It has grown 100 percent in the last eight years. "We started investing more in this side of the business at the turn of the new century and we now have some 150 people working in the Location branch and a total fleet of 480 vehicles. Nearly 350 are loading cranes and about 200 of those are Hiabs," Guisnel says.

Together from the start

Hiab came into the picture at an early stage. "Hiab became a key partner when Yann Guisnel decided to diversify and invest heavily in a fleet of trucks equipped with loader cranes in the 1960's," says **Hervé Lherondel**, Key Account and Marketing Manager at Cargotec France.

"Now in May we are celebrating Guisnel's 500th loader crane order. Year after year Hiab has been a key partner for Guisnel,

thanks to our relationship built on trust."

The range of Hiab cranes used by Guisnel and its customers includes the XS 122, XS 144, XS 166, XS 211 and the HiDuo version.

Collaboration makes us stronger

Partnering with Cargotec did not come about by happenstance. For Guisnel the goal is to offer their customers only the best. Customer satisfaction comes first and above all else.

This might include providing a vehicle relay or sending a driver by air to the other side of France if needed to ensure that customer projects come in on schedule.

The best services and solutions are collaborative. "We need a real partnership, and we have found it with Cargotec. We need delivery accuracy for both products and spare parts along with availability, reactivity and product reliability. That requires more than just a crane supplier. We need someone who understands our business and is interested in improving the day-to-day operations. In addition to our own integrated workshops, we must be able to count on Cargotec's network of dealers and agents. Let's not forget that we all work for someone else!" says Yann Guisnel.

Guisnel Group's slogan expresses the company's business philosophy: "Anything worth doing, is worth doing well." ■

We need a real partnership and we have found it with Cargotec.

A la carte, s'il vous plaît!

In 1973, Guisnel Group extended its operations to industrial vehicle rentals. Investing in a heavy vehicle is expensive so often renting is a wiser option for both individuals and companies.

Guisnel's rental customers cover a wide range from individuals to local companies and large groups of nationwide building material suppliers. "At Guisnel Location, we offer *à la carte* rental with or without drivers. More and more clients want a turnkey solution where they do not need to manage a staff," **Yann Guisnel** says.

Mr Guisnel is very proud of his skillful staff and high quality vehicles. Together, they guarantee the best service to the customer. The Guisnel school exemplifies the company's deep commitment to giving the best possible service to their customers. Guisnel drivers are trained at the company's own school not only in how to handle precious cargo but how to provide the best customer service.

"Every driver represents the rental company, and everyone's attitude must be perfect," states Yann Guisnel.



When you stand firm
VSL makes you stronger.

Here's how it works



Cargotec improves the efficiency of cargo flows on land and at sea – wherever cargo is on the move. Cargotec's daughter brands Hiab, Kalmar and MacGregor are recognised leaders in cargo and load handling solutions around the world.