

# Hiab method

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maximise  
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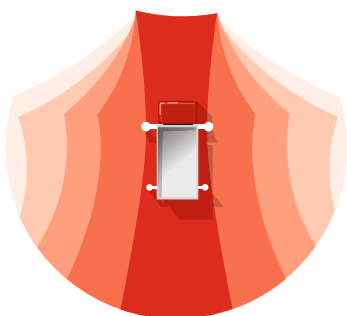
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## Foreword

### Sky is the limit

The business actions we put into place in the Asia-Pacific region two years ago are now bearing fruit. This is a market that is incredibly diverse, which means we must tackle each country with specific applications.

As it stands, Cargotec's sales in Asia-Pacific make up about 40 per cent of the total company turnover. While new order intake fell in 2008 following the global financial crisis, we recovered our volumes last year. We now anticipate that this year will see volumes reaching pre-crisis levels. Next year looks even better.

This is good news for our stakeholders and shows the growth potential that the Asia-Pacific market represents to Cargotec.

In July, we announced an exciting joint venture with Jiangsu Rainbow Heavy Industries (RHI) in China. RHI supplies Cargotec hatch covers, cargo cranes and other products. In this partnership, we will focus on ship-to-shore cranes, rubber-tyred gantry cranes, rail mounted gantry cranes and marine specialty cranes.

We expect that the majority of the production will go to global markets but anticipate that sales to China will grow strongly. Increased sales to China could help to compensate for softer demand in western markets and thus provide Cargotec increased flexibility.

Growing domestic consumption in Asia will drive an increased demand for containerised cargo. This will give a boost to Cargotec products, including our line of Kalmar port cranes in the container-handling segment. We also see a growing market for the Hiab stiff boom cranes in Asia, as safety and productivity has become central to our customers business operations.

The people who work for Cargotec are a vital part of our success. We are taking active steps to not only retain our talent but also help them to grow. We want our customers to know that Cargotec offers excellent products that are backed with the dedication of the people who work for our company.

#### **Ken Loh**

Executive Vice President, APAC



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.

# Smart future

TEXT Risto Pakarinen PHOTO Per Trané

**For Cargotec, anticipating the future means focusing on sustainability. Functionality and productivity are vital elements.**

Anticipating the future is a major part of keeping a company alive. It is no small wonder, then, that company executives observe the changes in the world around us, how technologies are developing, where regulations are heading, and how popular opinion is shaping – all at the same time.

For Cargotec, keeping its ear to the ground means focusing on enhancing customer sustainability and thereby enhancing its own, says **Harri Ahola**, Senior

**Decisions made today impact what the world will look like tomorrow.**

Vice President, Truck-Mounted Equipment at Cargotec.

“If you look at

the more immediate future, we try to help our customers by creating products that support the sustainability of their businesses,” he stresses. “Our emphasis is on supporting our customers by helping them find ways to use our products efficiently.”

## Finding added-value

Right now, the key concepts in Hiab products are fuel consumption savings and energy efficiency – without compromis-

ing functionality, productivity and safety of the cranes.

While shipping companies and other cargo handlers have always been conscious about their fuel consumption, the motivational factor has changed. In the past, the biggest driver was energy efficiency as a way to save money.

“Now, the driver is energy efficiency for environmental reasons as well,” says Ahola.

Hiab products are generally used for about a decade, which is the length of a product generation. In other words, decisions made today will have an effect on what the world will look like ten years from now.

What may seem like incremental steps in product development for Ahola, are leaps when looking back, say, 30 years. That is why sometimes a better way to see the changes in the business is to look back and compare the technologies of today to their predecessors 20 years ago.

One thing is for certain when you look back: the capacity and outreach of cranes has increased with multiples.

## Computers are everywhere

“Everything has a computer inside these days. Only ten to fifteen years ago, controls were mainly mechanical. Now, they’re



more electronic and automated,” Ahola notes.

And yet Ahola says that Hiab’s business is a traditional one. “One of the biggest developments we’ve seen has had to do with intelligent controls and the weight of the products, which we’ve decreased by using special steel. A lighter product naturally improves the payload and has a positive effect on fuel consumption, and, by extension, on the environment,” he stresses.

A prime example is the Hiab Multilift XR18S – Pro Future, which is several hundred kilograms lighter than comparable hooklifts. This fact alone means increased payload opportunities on every trip. It also





## New Hiab Multilift hooklift optimises operating efficiency

The newest member of Cargotec's Pro Future™ family, Hiab Multilift XR18S, is the optimal solution for customers looking for substantial efficiency benefits.

Optimally used on a three-axle truck, the XR18S boasts a unique package of features: Fast Lowering, Fast Tipping, Fast Speed, Automatic Sequence Control and Friction Relief.

The Fast Lowering, Fast Tipping and Fast Speed functions all allow operations in a third of the normal time. They are also part of a regenerative system that requires no increase in engine RPM by the driver, thus saving fuel and lowering noise and emissions.

The Automatic Sequence Control, activated by a single lever movement, makes the loading and unloading of the body as well as tipping quick and simple. And finally, Friction Relief slightly lifts the middle frame and the front of the body during horizontal movement, which eliminates vibration and noise caused by friction between the body and the subframe.

Together, these features provide faster, easier and quieter operations as well as significantly reduced fuel consumption, emissions and noise.

▶ Do you want to learn more? Please contact your local Cargotec dealer or Cargotec sales office.

means considerably reduced fuel consumption, emissions and noise.

Pro Future products, Cargotec's line of solutions with smaller environmental impact, have passed industry-leading criteria regarding energy efficiency, power source, emissions, noise pollution and recyclability.

"Also, on the hydraulic-pump-side, the variable pump connected to Hiab products can easily cut fuel consumption by 25 per cent, or, to put it in another way, decrease carbon-dioxide emissions by the equivalent of one family car's emissions per a year," adds Ahola.

### Tomorrow's game changers

Looking a little longer into the future, Ahola says he sees digital hydraulics as one of the things that could change the game. "Technologies that turn things completely upside down won't come up very often," he says.

"There's a trend towards moving from hydraulics towards electrical-powered machines on the terminal side of Cargotec's business, but so far, we haven't seen a direct electric powered truck-mounted loader crane. They're just not feasible yet, but maybe that, or at least a hybrid, is something we will see in the future," he adds.

On the other hand, 50 years ago, nobody could have predicted the world Cargotec operates in now. A look at the automotive industry tells us that the amount of intelligence is increasing, even in regular, family cars.

While Ahola doesn't even dare to imagine a world 50 years from now, he does see certain trends that he expects to change the world by 2030.

"The developing markets, such as Brazil, Russia, India, China and Africa, will keep on developing, and there will be a big demand for environmentally friendly and energy efficient load handling products," he says. ■



# 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 11,000 people.

[www.cargotec.com](http://www.cargotec.com)

Key figures, MEUR	Q1-Q3/11	Q1-Q3/10	Change	2010
Orders received	<b>2,391</b>	2,013	19%	2,729
Order book, end of period	<b>2,349</b>	2,395	-2%	2,356
Sales	<b>2,310</b>	1,828	26%	2,575
Operating profit	<b>159.1</b>	92.9	71%	131.4
Operating profit margin, %	<b>6.9</b>	5.1		5.1
Net income for the period	<b>114.5</b>	54.2		78.0
Cash flow from operations	<b>78.0</b>	193.4		292.9
Earnings per share, EUR	<b>1.86</b>	0.82		1.21
Net debt, end of period	<b>362</b>	264		171
Personnel, average	<b>10,613</b>	9,588		9,673





## Ford rally team relies on Hiab

A Hiab loader crane has joined the three Hiab Moffetts that work hard for the success of the Ford team in the World Rally Championships. The machines set up the hospitality area and make sure that the tyres for the cars are always in the right place.

A Hiab XS 1055EP-6 HiPro loader crane had its first outing in the rallying world last August in Finland when it helped set up the new hospitality area for the Ford team. It followed the three Hiab Moffett M5 25.3 truck-mounted forklifts that have worked with the team for the last four years.

“The World Rally Championships is getting more and more like Formula One. Hospitality areas within the service parks are growing as rallies become more spectator-friendly,” explains **Neil Robinson**, Project Manager at M-Sport.

M-Sport is in charge of Ford’s rallying activities, including the Ford Abu Dhabi World Rally Team that runs three cars. Cargotec is one of the partners whose products are vital for the team.

Setting up a hospitality area takes four days. First, the Hiab Moffett moves the aluminium base frame into position. Next,

the Hiab 1055 loader crane lifts the two-storey hospitality building. Each unit, weighing approximately 10,000kg, needs to be positioned with pin-point accuracy. Once in place, Hiab Moffetts are used to install the main flooring beams, flooring and glass front. After 10 days, it is all dismantled, and the rally moves to another country.

Every year during the nine European rallies the Hiab equipment is instrumental in the unloading and uploading the curtain-sided trucks and transporting the tyres, equipment and drink crates around the service parks.

“We chose the Hiab products because they are technically the best and most reliable product on the market. We are also pleased with the support that Cargotec gives us across Europe,” Robinson says.

“This is a strong relationship, and we are happy to let it continue and possibly develop into other projects as well. A good partnership is a two-way-street. Cargotec’s ability and willingness to resolve our load-handling requirements makes them the perfect partner.”

According to **John Bailey**, Cargotec UK’s National Accounts Manager for Industrial Products, the rally project has been

very special because it allowed the use of the EMEA Customer Solutions Department in Meppel, who

M-Sports and Cargotec’s representatives met in Neste Oil Rally in Jyväskylä, Finland. carried out the specific technical calculations, drawings and also installed

the equipment on Cargotec UK Limited’s behalf. The result is a first-class solution that meets M-Sport’s expectations.

“It has been challenging project, but with assistance of a large number of Cargotec’s engineers and staff, we have proved that good teamwork brings winning results,” he says. ■



# Lubricants and Accessories – The complete range from Cargotec

Cargotec has launched two new product ranges that support the many product solutions in the Hiab range – OTE (On Truck Equipment) and Lubricants. In addition the successful Hiab accessory range crane attachments has been further improved.

## Accessories for load handling

Adding range and versatility to your Hiab product

Hiab equipment is used daily in a multitude of diverse applications. The ability to precisely tailor the product to the customer's application is vital. With this in mind, Cargotec has extended its Accessories crane attachment product line.

“From buckets and brick clamps to innovative weighing systems, we currently provide the widest range of load handling equipment in the marketplace” says **Markus Sjöqvist**, Product Manager Services, Accessories & OTE.

Thanks to the European crane couplings standards, Hiab accessories are compatible with old crane models, and they fit with other crane brands too.



## On Truck Equipment (OTE)

Quality accessories to complete your installation

The quality of any truck-mounted handling equipment installation is crucial for the performance and lifetime of the truck and lifting equipment. Cargotec has developed a new range of On Truck Equipment (OTE) products and accessories.

The OTE range assures the quickest and simplest installation, constant quality, safety and optimum performance. Cargotec OTE products conform to the European Machinery Directive 2006/42/EC so you can be secure in the knowledge that your installation components are high quality and conform to the latest legislation.

## Benefits of a quality installation

By using these products Cargotec's dealers and customers can:

- Reduce installation times
  - Improve the quality
  - Standardise installation components
  - Use tested and proven technology
  - Reduce maintenance and repairs
- All our OTE equipment conforms to the latest European legislation and is available from your local Cargotec sales office or dealer.

► **Find out more** about Accessories, OTE and Lubricants at [www.cargotec.com](http://www.cargotec.com)



## Supreme Lubricants

Providing a longer lifetime

The choice of lubricants plays a vital role in the everyday performance and the lifetime span of your machinery. Cargotec's Supreme Lubricants provide the latest technology, protection and performance in all types of systems and applications. The range includes hydraulic oil, grease and other specialist or general purpose lubricants.

These lubricants will maximise your hydraulic equipment's performance, even when operating under severe conditions and across a wide range of climates and operational temperatures. They also prolong the lifetime of your equipment.

## The lubricants of our choice

“Our Supreme Hydraulic oil is especially designed for Hiab equipment, and we also use it in our factories. Anyone using Cargotec





## 360°

lubricants can be confident that the lubricant is of superior quality, has been thoroughly tested and will serve the equipment in the best way possible” Sjöqvist says.

### Total Solutions for your Hiab equipment

With this wider range of Accessories, OTE and lubricants we can provide our customers with a more complete range of products from the Cargotec Sales and Service network. This provides many benefits including

- Enhanced crane versatility
- Ability to change applications easily
- Fewer suppliers to manage
- Less invoices to process
- Optimised equipment performance
- Guaranteed quality
- Easy ordering through Cargotec network



### Easy Ordering

We want to make information and ordering of the accessory range as easy as possible for our dealers and customers, so we have included a new section in the Cargotec C-Service application. Registered users of this service can now access the brochure and technical information and can order accessories, OTE and lubricants online.

For further information about this service dealers and customers should contact their local Cargotec dealer or Cargotec sales/support office.

PHOTO Mikko Lehtimäki



## Valkonen's vehicle turns heads

When setting out from Ylihärmä, Finland, do it in style!

The vehicles of transport company Trans Härmä Oy truly stand out from other traffic. Flamboyantly decorated with painted figures, these vehicles transport products by Skaala Windows and Doors Ltd, and participate in Finnish and Swedish shows.

“A man needs a hobby,” **Visa Valkonen**, CEO, smiles.

However, the vehicles are still tools, not just showpieces. Even on its way to a show, a vehicle carries a load to and from if possible.

Handling of window packages requires special equipment. Valkonen's earlier vehicles have been equipped with a fixed loader crane. For the newest one, he chose the Hiab Moffett M4 25.3 truck-mounted forklift.

“Customers are better served if the load can be distributed according to their needs. It can be unloaded on a distance and there's no need to drive the vehicle into tight spots.”

The forklift for this year's show

vehicle has been painted with colours which match the parent vehicle and personalised with chrome parts. The truck-mounted forklift is one of the very first in Finland to be equipped with the Moffett Ground Mount radio control. The driver can lower the truck-mounted forklift's from the mounting kit and raise it back from ground level.

The truck-mounted forklift's lift capacity is 2.5 tonnes. Thanks to a pantograph reach device and telescopic forks, unloading is performed from one side. The driver has no need to climb onto the platform to shift the load with a pallet truck.

According to **Pauliina Kunvik**, Cargotec Finland Oy's Product Manager for truck-mounted forklifts, the use of forklifts has become more frequent, especially for window deliveries. Everyone benefits when there is no need to wait for the customer's lifting equipment at a construction site. Unloading is punctual and the vehicle gets swiftly back on the road.



## Look for our new labels

Cargotec continues to implement its common visual identity by launching new product labeling. Before the end of this year, all new Hiab, Kalmar and MacGregor products will bear the Cargotec elephant logotype, along with the brand name and model designation labels.

“You can see our equipment in terminals and on ships and trucks all over the world. Just last year, we delivered over 15,000 Hiab, Kalmar and MacGregor products to customers. By using our elephant logo on products, we will get more brand visibility globally. The new labels signal quality and sustainability, as well as a strong united Cargotec,” says **Anne Westersund**, Cargotec’s Vice President, Communications and Marketing.

According to Cargotec’s branding strategy, its daughter brand Hiab is reinforced by transferring former on-road load handling brands Multilift, Moffett, Loglift and Jonsered into product names. These will be promoted as Hiab brands.

## Moffett Engineering rebrands as Cargotec

Moffett Engineering Ltd, manufacturer of Hiab Moffett truck-mounted forklifts has changed its name to Cargotec Ireland. The change is in line with Cargotec’s branding strategy to support the “One Company” approach.

The Dundalk based company’s roots go back to 1940’s when they started developing products for the local agricultural market. In the 1980’s they created a revolution in the transport industry with invention of the truck-mounted forklift, achieving significantly faster and more cost effective deliveries.

The current Hiab Moffett model range includes a vast range of specialist machines for all types of commercial and industrial use. With a lift capacity from 1.5 to 3.5t and specialist attachments, this machine continues to stand for quality, innovation and top notch safety and technology.

Dundalk facility acts as a hub for truck-mounted forklift research and development, a global Hiab Moffett spare part centre and the prime multi-assembly unit for all Hiab Moffett truck-mounted forklifts.



Cargotec Ireland’s team unveiled the new signage with the help of Hiab Moffett truck-mounted forklifts.

## Cargotec gives a lift to storm victims

Cargotec reached out a helping hand after a deadly tornado hit Joplin, a city of 50,000 people in Missouri, USA. An estimated 8,000 homes and apartments were damaged or destroyed in May, along with hundreds of commercial buildings, schools, hospitals, power transformers and other infrastructure.

Four Princeton PiggyBack® truck-mounted forklifts and a dozen Hiab Moffett units helped with the recovery efforts within a week of the tornado. The timing was crucial, since the destruction limited the amount of traditional warehouse space in the area. Thanks to Cargotec’s donation, parking lots and fields were cleared from the debris, and it was possible to unload the vehicles that were being used to transfer materials to Joplin.







## The ST 080 brings speed to the Hiab ST family

The Cargotec family of Hiab ST cranes has a new member, the ST 080. This speedy crane, launched in September in emerging markets, is a perfect match for light trucks, thanks to its compact size. The new crane's speed is based on easy operation, while the Hiab control valve ensures high productivity and smooth operation.

The ST (stiff and telescopic) concept was originally inspired by stiff boom users' need for a crane with excellent hoisting properties, a low weight and long lifetime. The ST 080's extension boom is based on its unique hexagonal profiles.

The crane is available with two or three extensions. The ST 083-032 has two extensions and a horizontal outreach of 7.8 metres, while the ST 084-032 has three extensions and a horizontal outreach

of 10.1 metres. The ST 080 range has a maximum lifting capacity on the hook of 3,200 kg.

All ST cranes benefit from user-friendly cross controls, so the driver can operate the crane from both sides of the truck in the same logical sequence. A strong and well-designed hoisting mechanism, combined with large wire drums, provides fast and reliable load handling and minimises time spent on loading and unloading.

"The need for ST cranes is rising rapidly in the emerging markets. We are delighted to be able to present our customers with more alternatives, so that they can find the best solution for their work," says Cargotec's Senior Project Manager **Marcel Kappe**.

## Keeping trains running in China

For trains to run, rails, embankments and points must work without fail. For the Chinese Ministry of Railways, looking after more than 26,000 kilometres of electrified railway would be a challenge, if not for a dedicated contractor and the tools to match. Enter Xiangfan Golden Eagle and its new railborne maintenance vehicles equipped with Hiab ST cranes.

Every year, Xiangfan Golden Eagle manufactures over 600 railborne vehicles for track and rail network maintenance. There's no room for compromise on quality.

The company caught sight of the Hiab ST cranes when the first version – the ST 170 – came on the market in 2009. It now has 28 Hiab STs and another 12 on their way. "Hiab ST 170 has really proved itself," says Chen Bin, Chief of Construction Machinery Research Institute at Xiangfan Golden Eagle.



Canada  
Toronto  
Guelph

# Built on trust

For Cargotec's distributor in Canada, keeping customers satisfied means getting a Hiab in their hands. The dedication built into the products is visible from start to finish.

TEXT John Schofield PHOTOS Steve Parr

Patene Building Supplies was searching for a secret weapon. Faced with fierce competition from building supply giants, the independent Canadian company based in Guelph, Ontario, about an hour's drive west of Toronto, needed a competitive edge. It turned to Hiab for help in grabbing a bigger piece of the market for industrial flat-roof supplies.

Patene's equipment manager, **Rob Hansplant**, told Hiab's exclusive Canadian distributor, Toronto-based Atlas Polar Co. Ltd., he would need a crane that could lift roofing supplies at least 12 metres in the air and transfer them laterally another 12 metres. Months later, Atlas Polar took Hansplant to the United States to introduce him to the prototype for its Hiab XS 435K truck crane.

Patene became one of the first companies in Canada to own one. "They listened to our needs," he says. "That boom definitely gives us a leading edge in the market and has served its purpose very well."

In Canada, Atlas Polar's exceptional service and Hiab's long reputation for unsurpassed performance have combined to give the partners a large share of the country's truck-mounted crane market. Their fortunes

have been buoyed by the Canadian economy, which has performed better than its U.S. counterpart.

## Weathering the storm

Despite some tough times, says **Bob Parr**, Atlas Polar's President since 1988 and an employee since 1961, it is the market leader for all the Cargotec products it sells, including Hiab cranes, Hiab Moffett truck-mounted forklifts, and Hiab Multilift hooklift systems. Higher oil prices have helped boost business from the energy sector in Western Canada. And building supplies customers have weathered the economic storm and are buying equipment again.

"We see a good economy," says Parr. "It may not be going wild, but it's certainly healthy from our standpoint."

Established in 1938 by Joseph Ander, an ex-pat Swede, Atlas Polar almost bypassed the Hiab crane when its Swedish founders and inventors, the Sundin family, sent a son to Canada in 1953 to look for a distributor. Ander and his son Ralph disagreed on the potential demand for truck-mounted cranes. But over his father's objections, Ralph ordered six, and they were an instant success.

Today, Atlas Polar is Hiab's largest and longest-serving distributor. It specialises primarily in Cargotec products. "We almost take for granted the reliability of the products we sell from Hiab – they're that good," says Parr. "Everybody at our firm is extremely proud of







the products and the part they play in giving us the success we have.”

### **Comprehensive product know-how**

In good times and bad, Atlas Polar has built its business through comprehensive product knowledge and customer support. The company offers coast-to-coast service, regardless of where customers buy their cranes. It also maintains a specialized electronics facility to repair more complex problems. At times, Parr says, Atlas Polar has loaned cranes to customers to keep their operations running smoothly, and has even completely replaced rigs without charge if they’re not performing exactly as expected.

But the company’s competitors are always working to improve service, and customer expectations are steadily rising. “We give such good service that it’s very, very rare for us to lose a customer,” says Parr. “We’re still head and shoulders above our competition in parts and service.”

Atlas Polar’s commitment to service reflects the loyalty, longevity and pride of its 120 employees. Most stay with the company until they retire, developing in-depth product expertise and enduring customer relationships built on trust.

These days, says Bob Parr, more employees are reaching retirement age, and Atlas Polar is making every effort to replace them with younger people who have the same passion for customer service and Cargotec products. “We’re a family-owned firm, and the people are as important, or more important, than the product,” he says. “You can have the best product in the world, but if you don’t have the people, it doesn’t make a difference.”

### **A wider range of solutions**

As customers strive to adjust to turbulent economic times, Atlas Polar is lending a hand with a wider range of purchase options. It’s the only crane dealer in Canada that



offers in-house financing, says Parr. All its competitors provide loans through finance companies, which can make it more difficult to access financing. Atlas Polar also offers a rent-to-own programme and a buy-back guarantee that promises customers 50 per cent of their original purchase price when they return their cranes.

But because of Hiab's high resale value in Canada, he notes, clients have never taken advantage of the buy-back programme because their cranes usually sell for more on the open market. In a break from the past, Atlas Polar now sells trucks, too, including used trucks and cranes. Says Parr: "We're strongly into the rebuilding business on all equipment."

To maintain its competitive edge, Atlas Polar has invested heavily in its website, creating a treasure trove of multimedia product information and customer tools. Parr says the site attracts prospective customers from around the world, and Atlas

**"For the record, Hiab is the only boom that I use."**

Polar often forwards leads to Hiab dealers in other countries.

"The internet has changed the whole business because anyone can look good on the internet," he says. "We have one of the better sites for cranes on the market."

### Coming back again and again

For **Rob Hansplant**, it's the combination of Hiab quality and Atlas Polar service that keeps Patene Building Supplies coming back again and again. Established in 1955, the 15-store, family-owned building supplies chain has been using Hiab truck-mounted cranes for 35 years. Its fleet now includes 63 Hiab

booms, and Hansplant says the company plans to add four or five more by the end of the year.

Going a step beyond its competitors, Patene prides itself on its ability to deliver supplies directly to construction crews on roofs, at windows or doors, saving them time and effort. Hiab gets the job done. "For the record," he says, "it's the only boom that I use."

The reasons are many. For starters, Hiab is a leader in operator control and safety, says Hansplant. The sensitivity of their controls allows for smooth, precise operation, even at high heights. The long list of safety features includes overload protection, which automatically shuts down the crane if the load is too heavy and there's a danger of tipping. Even the outriggers on many models are

controlled electronically to allow more flexible positioning without destabilising the truck.

"It takes the guesswork out and creates a safe environment for my operators," he says. "And they're continually improving their controls for safer operation. When you have that load up in the air, you want to move it inches, not feet. And we can do that now. It's amazing."

With Hiab's wide variety of cranes, Hansplant says, he's always able to find one that meets Patene's needs. And Hiab cranes are cost effective both in terms of initial price and maintenance expenses. Using one brand of crane also makes maintenance easier, he notes.

### Dedicated and committed professionals

Patene's mechanics are trained by Atlas Polar. For more complex problems, Atlas Polar's own repair facilities are always close by. And its service reps are responsive, knowledgeable, and professional. "Their staff is constant and dedicated compared to anywhere else," he says. "In my 12 years with the company, I'm still dealing with the same people, and that says a lot about Hiab. They're proud of their product and they take it personally."

Hansplant saw that pride from another perspective in 2007, when Atlas Polar took him and several other equipment managers on a tour of Cargotec's manufacturing facilities in Sweden. It was a remarkable experience, he says.

The passion that pervades the company seems to fuel a sincere desire to serve customers and turn them into proud Hiab owners. "The end user is heard from start to finish, and that's the key," says Hansplant. "I continually scope the market to see what's out there, but nothing comes close to this." At Canada's Patene Building Supplies, Hiab seems destined to deliver value for many years to come. ■



Bob Parr, Atlas Polar's President sees a good economy. "It may not be going wild, but it's certainly healthy from our standpoint."

# Rebuilding Japan



Cargotec is serving an important role in rebuilding Japan following the devastating earthquake and tsunami that shattered the north-eastern coast.

TEXT Jon Thunqvist PHOTOS AFP/Lehtikuva and Jon Thunqvist



It takes a while to get used to the sight. On both sides of neatly swept road, mountains of rubble climb 20 metres toward the autumn sky. What used to be a lively neighbourhood is now an open field scattered by badly beaten concrete foundations. A moon-scape it is not, but a rather strange place teeming with activity. Cars hurry past formidable colonies of cranes, working in tandem to remove, clean and make way for the rebuilding of the Tohoku region of northern Japan.

The events of 11 March will be forever remembered by everyone who was there on that day. In the mid-Friday afternoon, the full force of nature struck.

### Extensive clean-up operation

A magnitude 9.0 earthquake followed by a tsunami as tall as a 10-story building totally devastated the coastal areas, including the nuclear power plant in nearby Fukushima.

More than 20,000 people were killed and countless thousands of other lost their homes and their livelihood.

“For the first weeks after the disaster we worked around the clock, everybody chipped in and people logged

countless hours of overtime without thinking twice about it,” says **Hideyuki Sato** of the Sangyo Shinko Tohoku Scrap Center.

To deal with the increased workload, Sato’s company has hired three more employees and bought another truck-mounted crane.

Still, as the scrap is expected to continue to increase over the next months, Sato will most likely put in an order for another crane and hire even more people. It is going to be a very busy winter for the company.

Back in Yokohama, at the head office of Cargotec Japan, Vice President **Toshiya**

**Suzuki** echoes the words of Sato. “I expect the clean-up operation to continue for another two to three years,” he says.

“The government has asked all prefectures in Japan to assist in handling of scrap and debris, so there will probably be a big need for trucks with mounted cranes the short to medium term.”

### High customer expectations

Being a large and well-respected force in the Japanese market means that Cargotec’s 30 dealers and distributors around the country have to live up to very high expectations of the customers.

“We are continuously working to ensure the highest level of service. Even though all our products are made abroad, we pride ourselves in handling every service request as quickly and efficiently as possible,” says Suzuki.

For the time being, the trends in the Japanese markets are moving in different directions. While the loader and demountable business are continuing to increase in volume, the 11 March disaster has resulted in temporary slowdown in the forestry and logging industry. Nonetheless, it is important to note that Japan remains one of the most important markets in the forestry and recycling business globally. This is a country that has seen devastation before and has come back even stronger.

### Forest industry subsidies

Before the disaster, the Japanese government put in place a system of subsidies for



Toshiya Suzuki, Vice President, Cargotec Japan, expects the clean-up operation to continue for another two to three years.

## Trucks with mounted cranes are needed in scrap-handling.

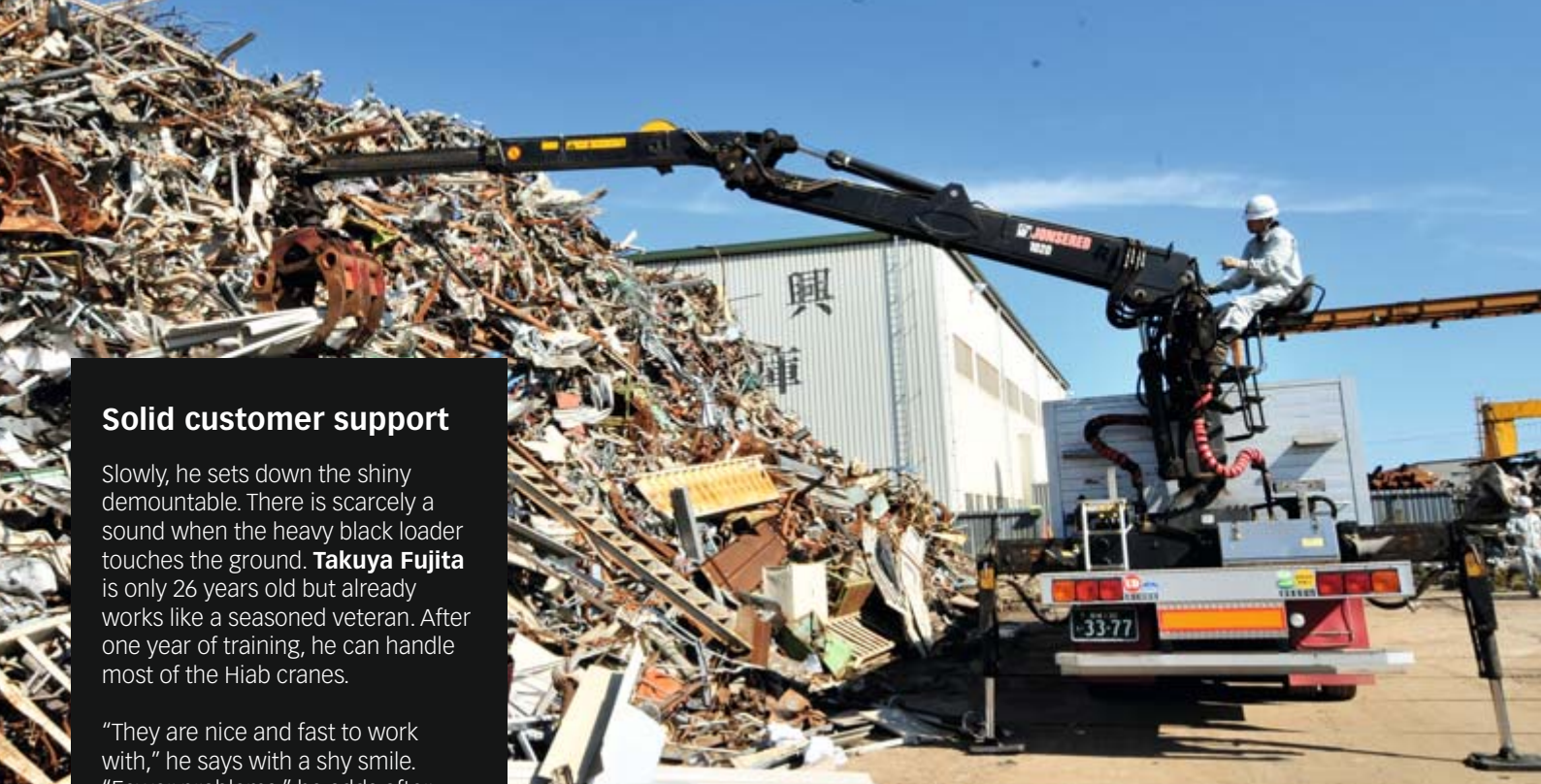
the forestry industry, in part, to ensure jobs and development in Japan’s rural areas. Like many other industrial countries, Japan is facing the challenge of keeping the countryside vigorous despite the fact that many young people choose to move to the bigger cities.

Another reason for the subsidies is that trees that were planted as a rebuilding effort after the end of Second World War have simply grown too tall. One of the consequences is that each spring a big chunk of the population is sneezing because of the massive amounts of pollen released by the giant cedar trees.

A third reason is to live up to the Kyoto protocol’s aim to reduce greenhouse gasses. Planting new trees is one way to bind carbon-dioxide.

Finally, Japan hopes to become more self-sufficient in timber. The aim is to almost double the ratio over a period of ten years – from 27.8 per cent in 2009, to 50 per cent in 2019. ▶





## Solid customer support

Slowly, he sets down the shiny demountable. There is scarcely a sound when the heavy black loader touches the ground. **Takuya Fujita** is only 26 years old but already works like a seasoned veteran. After one year of training, he can handle most of the Hiab cranes.

"They are nice and fast to work with," he says with a shy smile. "Fewer problems," he adds after examining his work.

Fujita's boss, **Makoto Doteuchi**, nods in agreement and points to the nearby Hiab Loglift. "You know, it's actually more expensive than other cranes on the market. But both the performance and durability are better," he says. "So, in the end, the running cost is smaller."

But what really made up his mind to purchase a new crane was his long-standing relationship with the sales company, Arm Loader Hanbai KK – the local distributor of Hiab cranes. "They have always supported us and offer very good after-service, so I have great trust in them," Doteuchi says.

For **Satoshi Endo**, President of Arm Loader Hanbai KK, the last months have been tumultuous. As the exclusive dealer of Hiab cranes in the area, he has a lot on his mind these days. The demand from the scrapping industry is so strong that it is almost difficult to keep pace. "My area includes Miyagi and Fukushima – two of the worst affected prefectures. People here are working very hard to rebuild the area after the disasters of 11 March. I want to help them as much as I can," he says.

## Developing alternative energy

The Japanese government is also picking up on the global alternative energy trend by promising to put more effort into developing alternative energy sources. Areas that are especially of interest include bio-energy, biomass, and wood pellets.

"In these areas I think Cargotec has a lot to offer," says Suzuki. "Our forestry products are diversified and can handle many different tasks. It used to be that only the logs were taken care of, but now with the focus on bio-energy, there is also an interest in by-products, such as branches and twigs."

Cargotec's customers in Japan understand what you can expect from heavy-machinery, so it is important that products can live up to their name.

"We have more than 40 years of market experience in Japan and have learned that customers value high quality and endurance," says Suzuki. "In most cases, our cranes have a lifespan of 15 years or more, which is very good. The people who buy our cranes tell us that normally the truck gives in before the crane, meaning that even if they have to buy a

new truck, they can continue using the same crane."

## Fully integrated systems

One of Cargotec's strongest assets is that the company offers a fully integrated system of cranes and demountables. As a result, it

serves as a one-stop-shop for the customers, no matter what their needs may be.

Suzuki says Cargotec Japan

"Our forestry products can handle many different tasks."

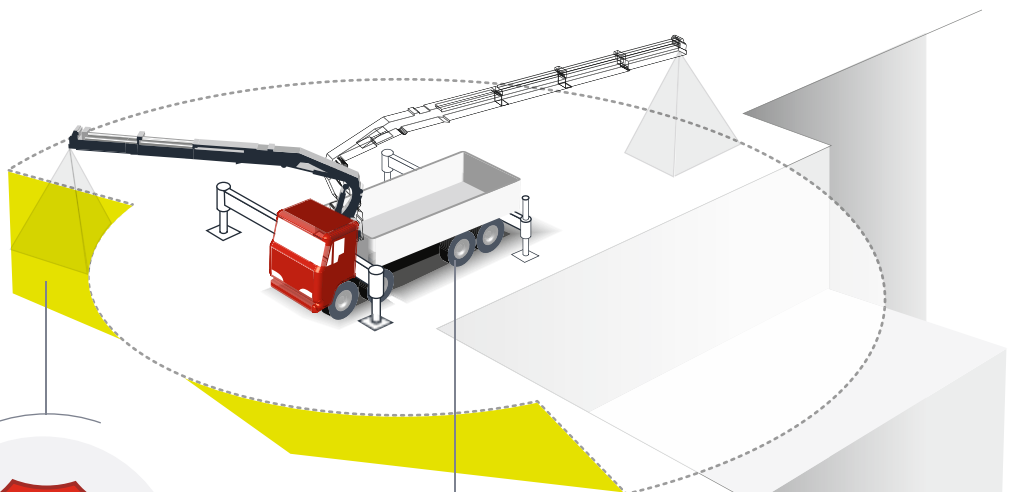
will make an extra effort to increase sales in areas where substantial growth is within reach.

"Once the biomass movement gets going, there will be great opportunities for us. I think, for example, wood pellets can really take off in Japan," he adds.

"Looking ahead, there will be an increased demand for our cranes in the scrapping business over the next two to three years for the recovery process. By then, we need to build on our existing strong and stable business field, including in forestry, and in upcoming field of biomass," he concludes. ■

# Improved stability

VSL (variable stability limit) maximises 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.



### Optimize capacity

Built in and well protected sensors inform the Space system about the stabilisers' positions, which enables the system to reach optimised capacity in all positions.

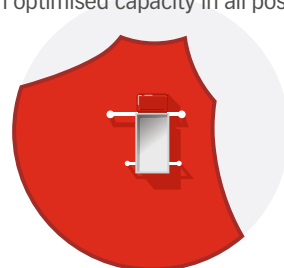
### Extended working area

Thanks to VSL, the crane can use higher capacities in previously restricted sectors – here marked in green.



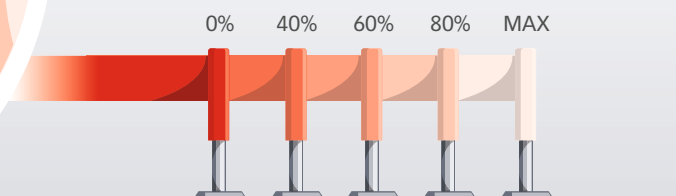
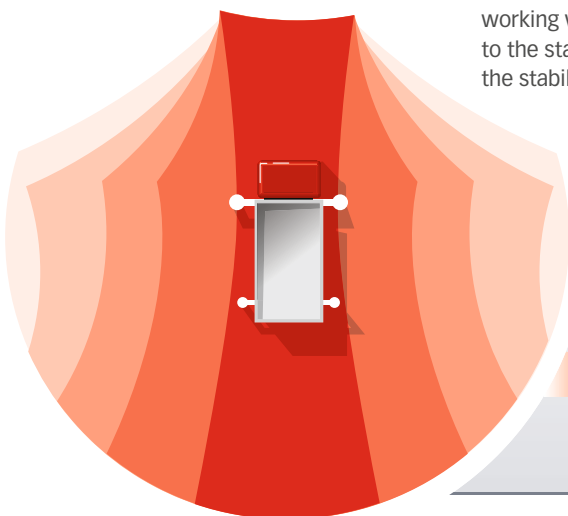
### Stability supervision

In areas where you cannot extend the stabiliser legs fully, you can carry on working with optimum capacity related to the stability legs position. VSL secures the stability of the vehicle.



### Stepless extension

Analogue sensors allow stepless extension of the stabiliser legs.





# Mirrored company values

The decision by Burden Limited to buy 24 new Hiab loader cranes from Cargotec came down to low lifetime cost of ownership and an impressive service agreement that includes maintenance of the incumbent fleet.

TEXT Karl Love, John Abbott  
In June, Burdens decided to add 24 Hiab XS 166B-2 HiDuo loader cranes to its existing materials handling capability. The announcement came after the company did a thorough review of its current lifting requirements and an assessment of the UK crane market. Burdens is UK's leading supplier of civil engineering and building materials.

"The machines will be put to work across Burdens' nationwide network of 46 depots and join a total fleet of approximately 150 loader cranes," explains **Karl Love**, Service Sales Manager for Cargotec UK. "The deal also incorporates a major service agreement that includes maintenance of the entire fleet – including existing machines from other suppliers."

Burdens has provided a distribution platform for the building and civil engineering industry for the past seventy-five years and now operates throughout the United Kingdom, Ireland and internationally. Its customer base includes major civil engineering and construction companies, house-builders, local authorities, public water companies, and a wide range of specialist contractors and sub-contractors in the infrastructure support sector. Burdens has a turnover in excess of GBP 300 million (EUR 344 million) and employs about 1,100 people.

Burdens had very specific criteria when selecting the new cranes. These included build quality, performance, low lifetime cost, environmental credentials and safety.

"Equally crucial, however, was the need for a single source supplier that could also provide effective service support throughout the United Kingdom and Ireland – and on a fleet of mixed equipment. Cargotec and



its Hiab XS 166B-2 HiDuo loader crane were chosen to meet these requirements,” says Love.

### Cutting-edge technology

“The decision to use Cargotec represents a big change for us. After many years with other suppliers, we are changing both the wagon and crane at the same time. However, the savings on lifetime costs and a comprehensive, cost effective service maintenance agreement made this the right decision for our future,” explains **Ryan Coles**, Group Transport and Safety Officer for Burdens.

“For me, what really sets Hiab apart is that its products add true innovation and sit at the cutting-edge – mirroring our own company values.”

### The Hiab XS 166

Rear mounted onto a new fleet of Mercedes-Benz Actros wagons, Burdens’ new Hiab XS 166 models offer 8.4 metres of reach with a lift capacity of 2-tonnes excluding the grab. The Hiab XS 166 has been designed for flexibility and high throughput. The slewing mechanism runs in an oil bath ensuring constant lubrication, reducing heat and friction for smooth, precise running under load.

“Everything is focused on providing a safe and easy to use crane with a quick return on initial investment,” notes Love.

A key feature of the model is the HiDuo control system, which comes with XSDrive remote control to help prevent stress and strain on the operator while the SPACE 4000 system intelligently assists users when operating the crane. Under extensive onsite testing, Burdens found the control system particularly user friendly, as its intuitive controls enable pin-point precision when loading and unloading.

**Crucial was the need to find a supplier that could provide effective service support.**

### Dynamic stability system

As with all Hiab loader cranes, the XS 166 is equipped with one of the most advanced safety systems available – the Variable Stability Limit (VSL). The system is fully compliant with the new machinery directive (2006/42EC) and harmonised loader crane standard EN 12999.

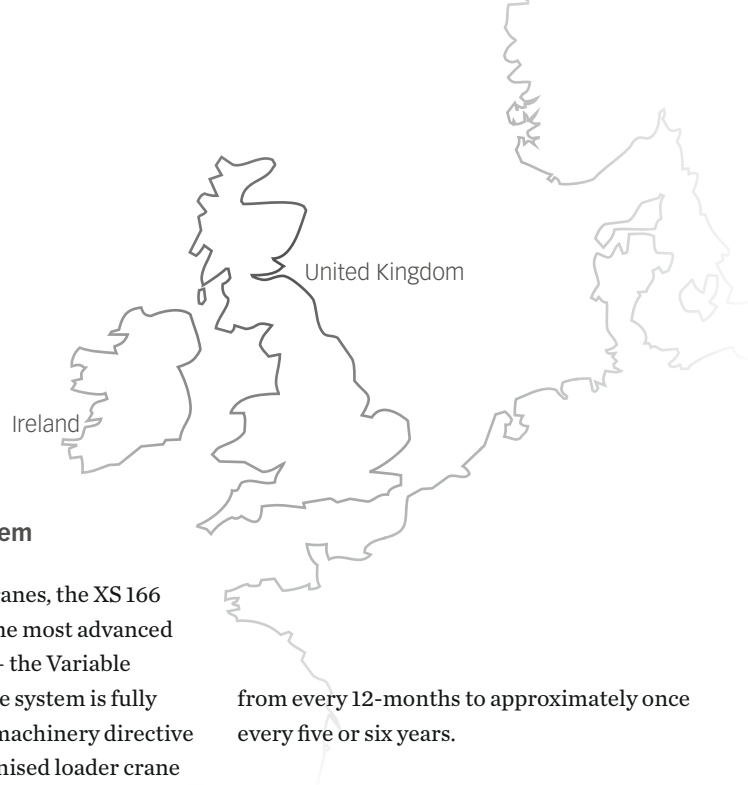
“Its major advantage is that it allows

safe operation of the crane when there is not enough space to extend one or both stabiliser legs fully. In some cases, VSL can push the stability limit further and extend the work area,” Love

stresses.

When selecting its new loader crane fleet, Burdens strove to enhance its green credentials. The Hiab XS range comes with a selection of features designed to reduce impact on the environment, such as the control system, which actively reduces the load on the wagon’s engine – significantly reducing fuel use and carbon-dioxide emissions.

The Hiab cranes supplied to Burdens have also been fitted with optional filter clean kits that dramatically reduces oil and filter changes



from every 12-months to approximately once every five or six years.

### Proven service capability

“Cargotec is proven to offer unrivalled levels of service support worldwide, and this is the foundation of our maintenance package with Burdens. With vast experience, skill and training in maintaining a non-core product fleet, we are able to provide our customer with one point of contact whatever the make or model that needs maintenance,” says Love.

“Furthermore, while lifetime costs have always been at the forefront of a professional transport manager’s mind, here we have provided a complete solution which also factors in safety, quality and the environment, delivering significant added value.” ■



Burdens found the control system particularly user friendly.

# It simply fits

The dutch company Bordbusters BV recently acquired the new Hiab XS 622 crane. Bordbusters specialises in delivering large billboards and advertisements all over the country with the help of its own trucks fitted with cranes.



When the time came to expand the company's range of cranes, it was clear to Bordbusters' owner and director **Eric Heijting** that the new arrival had to be a Hiab.

"All our cranes are Hiab," he says. "We already had the XS 066, XS 1055 and a short while ago, the 026 T-3, and we are satisfied with them. Hiab is a solid product."

The clients of Bordbusters are government entities and private companies, all of whom depend on prompt delivery for their events and projects. The company guards its reputation as a full-service and innovative company.

## Solid reputation

"We have a close relationship with our clients and want to offer them flexibility, which is possible only if we work with reliable products. Hiab cranes are reliable and have first-rate service. That is critical to us," stresses Heijting.

Good service is second nature for Hiab, a member of the Cargotec family. **Theo van Sommeren**, Cargotec's regional manager in the mid-Netherlands, says it keeps competitors at a distance.

**"We chose the Hiab XS 622 crane because of the X-function."**

"There are 16 crane suppliers in the Netherlands, and the competition is fierce. There is a total demand of some 100 heavy-duty cranes per year. We are a clear



market leader. Good after-sales service and local dealers are essential for that," says Sommeren.

## Longstanding cooperation

Heijting established Bordbusters in 1999. Its flagship product is the 'Bordbuster', a movable consisting out of a concrete foot and steel frame. After starting the procedure in 1999, Heijting in 2000 gained a patent on the production and use the Bordbuster reaching out to all European countries, Canada and the U.S. Invented by Heijting to be used as information boards at infrastructural projects, the Bordbuster has been developed further into various kinds of outdoor boards, from advertising to art projects. In a bit over a decade,

the company has reached a turnover of EUR 7 million and has about 50 employees.

Moving the Bordbusters around has been, since the beginning, a big part of the daily work. In the beginning, Heijting outsourced the logistics. But in 2005, he decided to have everything necessary in-house.

The company bought his first Hiab crane and, since then, Bordbusters has been working with cranes of its own. The latest arrival, Hiab XS 622, was purchased as a supplementary crane to handle Bordbusters' most wanted boards, which weigh five tonnes.

"They sometimes need to travel a relatively long hoisting distance. But we also needed a better reach, because we do all kinds of lighting, as well," says Heijting.

"At times, the lighting masts are really high, for example, on sports fields or industrial areas. We chose the Hiab XS 622 crane because of the X-function, which gives greater accessibility in confined spaces. With this crane, we will also win new clients, as we can reach places we previously could not."

## Reliable and efficient

Bordbusters has its home base in the middle of the Netherlands, but it works in all corners of the country. Heijting tells that it is no coincidence that all his cranes are Hiab.

"We want to keep our crane fleet stable. When the cranes carry the same name, our employees become familiar with them, know what to expect from them and can mostly maintain them by themselves. With familiar, stable cranes, we can be more efficient." ■





## Hiab XS 622 highlights

- Smoother operation thanks to an excellent boom system and the HiPro control system for minimum deflection and unmatched precision.
- Minimal leakage and wear thanks to great hydraulics perfectly designed and flawlessly fitted.
- Long reach – a 58 tm crane with a 32 metre horizontal outreach can stand tall.





## Less waste.

Sometimes more is better than less. Like more payload, efficiency and uptime. But less can be really great too. Less weight, less fuel consumption, less CO<sub>2</sub>-emissions, less standstills. We set out to find the perfect combination of these mores and lesses. And we did. The Hiab Multilift XR18S – Pro Future™ is a superlight hooklift optimized for a three-axle truck with a unique

package of features that will give much more of some and much less of some.

Or to give you some numbers, weight cut by up to half a ton, operation time cut down to a third, fuel and emissions – both cut by a third. All-in-all, the Hiab Multilift XR18S – Pro Future™ offers less waste and outstanding operating efficiency.

*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.*