

# LookingUP

A MANITOWOC CRANES MAGAZINE

**Technical Update**  
**Counterfeit parts**

**Job Site Report**  
**National Crane**

**News Report**  
**Baltar opens**

# Wind work

# MANITOWOC 4100W



Manیتowoc 4100W


**WE'VE RESUMED PRODUCTION OF  
THE 4100W ON A SMALLER SCALE.  
1:50 TO BE EXACT.**

When introduced in 1968, the Manیتowoc 4100W crawler became an instant classic. Engineered to outperform and outlast all others, it's not uncommon to find the earliest 4100Ws still at work around the world. Now here's your chance to own the legend. The Manیتowoc 4100W from the Manیتowoc Model Shop has been faithfully re-created in 1:50 scale. See it at [www.manیتowocmodelshop.com](http://www.manیتowocmodelshop.com).





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**LookingUP**

**ON THE COVER:**  
A Manitowoc Model 18000 erects wind turbines in Fort Bridger, Wyoming, US.

**Wind work**



Even those of you with only a general interest in the crane industry will know that counterfeit parts are a growing concern.

Does it matter? Yes. That's because counterfeit parts mean you are more at risk of having an accident. Little is known about the manufacturers of these counterfeit parts or the components themselves.

Manitowoc's emphasis on manufacturing excellence means that customers have peace of mind. They know the manufacturing process must meet the company's high standards. So must the testing process. And as a result the company can make strong assurances about on-site

performance and working lifetime. With counterfeit parts there are no such assurances. It's not rocket science. But it is lifting science.

What is needed now is increased vigilance. If you think a crane in your fleet may be operating with a counterfeit part, you should contact your local dealer. Manitowoc Crane CARE's team has a global network of experts who can offer advise.

There is a lot riding on this and Manitowoc is taking it seriously. Counterfeit components could have an impact on the resale value of your crane, its warranty or its performance. And in a worse case scenario it could be the cause of an accident on the jobsite.

Act now, raise awareness and keep communicating.

Ben Shaw

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A number of trade and brand names appear in *Looking Up*. For ease of design, these are displayed without their superscript or subscript symbols. The most common names are: MANITOWOC®, MANITOWOC CRANE GROUP®, GROVE®, POTAIN®, TWIN-LOCK™, MEGATRAK®, MEGAFORM™, EPIC®, VISION CAB™, MAX-ER™ and RINGER®.

**GROVE**



**NATIONAL  
CRANE**

**POTAIN**



**CraneCREDIT**

## Igo T 70 wins innovation award

Manitowoc's reputation for innovation continues to grow with the Potain Igo T 70. The crane received an award for design at the International Technical Fair held in Plovdiv, Bulgaria this September. The crane appeared on the stand of dealer Euromarket Group, and was one of only 19 non-Bulgarian products to receive the Gold Medal.

David Havard, global product manager for Potain, said it was pleasing to see the Igo T 70 recognized for its innovation.

"We are honored to receive this prestigious award at the leading trade fair for Bulgaria and the Balkans," he said. "We only launched the Igo T 70 earlier this year, so it is pleasing to see its productivity and practicality being recognized."

Igo T self-erecting cranes feature climbing masts which offer variable working heights.



*Productivity and practicality are two of the reasons why the Potain Igo T 70 received an award for its design at the International Technical Fair in Plovdiv, Bulgaria.*

## Crane drills caissons

A barge-mounted Manitowoc Model 1015 duty-cycle crawler crane is creating drilled shaft foundations on a replacement bridge project in Brunswick, Georgia, US. The crane is working for Coastal Caisson, a specialist foundation company and subsidiary of Bauer.



*A barge-mounted Manitowoc Model 1015 helps with a replacement bridge project in Brunswick, Georgia, US.*

## Brazilian brothers celebrate 40 years

Two brothers, who each run their own crane rental business in Brazil, are celebrating 40 years in business. Both Cunzolo

Rental Company, based in Campinas, Sao Paulo, and Cunzolo Machines, of Sao José dos Campos, Sao Paulo, are major Grove

customers. Brothers Tomás (Cunzolo Rental Company) and Rodolfo (Cunzolo Machines) set up independent companies in the 1990s.

The Cunzolo brothers started a business together in 1967 and began focusing solely on mobile crane rental in 1973. They were among the first to introduce hydraulic cranes to Brazil. Their first rental units were four Grove rough-terrain cranes and three TMS truck cranes.

This year both companies received a number of Grove mobile cranes and National boom trucks.



*Tomás Cunzolo (left), founder of Cunzolo Rental Company, receives a commemorative plaque from Luciano Gonçalves, Manitowoc sales manager for Brazil.*

On the Brunswick job, the Model 1015 is working with 32 m (105 ft) of main boom and a Bauer B 36 crane attachment to drill the caissons. The project includes over 420 piles with diameters of either 1.4 m or 1.5 m (54 in or 60 in), which are installed to depths as deep as 46 m (150 ft).

The new bridge project is part of road improvement work on Interstate 95. Main contractor on the job is Skanska and the client is the Georgia Department of Transportation.

# National debuts at ICUEE

Manitowoc introduced its 900H National Crane at the International Construction and Utility Equipment Expo in Louisville, Kentucky, US.

One of the three cranes, the Series 900H, was making its industry debut. The new crane features National Crane's patent-pending "Easy Reach" console technology which allows the operating station to be positioned on either side of the truck. The



crane has a maximum capacity of 24 t (27 USt) and different boom lengths: 32 m (105 ft),

29 m (95 ft) and 21 m (69 ft).

There were two other cranes also on display: The

1400A National Crane and the newest industrial crane from Grove, the YB4409-2.

# NFT makes major Potain purchase

Dubai-based Nouman Fouad Trading has ordered over 200 Potain tower cranes to help meet demand for equipment in the booming Middle East market. The company is a long-standing Potain dealer and operates the largest Potain rental fleet in the Middle East.

Nabil Al Zahlawi, managing director of NFT, said the investment was part of his company's long-term strategy.

"We are expecting the growth in this market to continue for at least the next

five years and there is still a high demand for cranes," he said. "We have made Potain a market-leader here not only because it is the best product on the market, but also by having the cranes available when contractors need them. This order will help us maintain that position."

NFT has already sold most of the cranes in this order. They will go to a variety of projects including the prestigious Dubai Waterfront site where there are plans to build a 1001 m (3280 ft) tall tower.



**Celebrating NFT's major order. Left to right are: Eric Etchart, Manitowoc; Glen Tellock, The Manitowoc Company; Ahmed Talhimet, Manitowoc; Nabil Al Zahlawi, NFT; Frans Vanwinkel, Manitowoc; David Semple, Manitowoc.**

# First Grove GMK6300 working in Iceland



**Grove GMK6300 sold to ÁB lyfting ehf in Iceland.**

The first Grove GMK6300 all-terrain crane in Iceland has gone to local building company ÁB lyfting ehf. Local Manitowoc dealer Formaco sold the crane. One of its first projects was the completion of a new soccer stadium in Dalsmári Kópavogur. On this job the crane placed a number of 24 t (26.5 USt) steel beams working with 30 m (99 ft) boom

Ástpór Björnsson, owner of ÁB lyfting ehf, said the crane was impressing its operators already.

"We have been impressed with the ability of the GMK6300 in the harsh climate of Iceland," he said. "The comfort and handling on the crane are amazing. The cab facilities and user friendly maneuverability mean it is a favorite already."

ÁB lyfting ehf owns six Grove cranes and has recently ordered a GMK7450, the largest Grove all-terrain available. The GMK6300 has a 300 t (330 USt) maximum capacity and a 60 m (197 ft) main boom.

# Potain works for the World Cup



Picture courtesy of: Grant Duncan-Smith / SA French

More than 16 Potain cranes are working round the clock in South Africa on three stadiums for the 2010 World Cup soccer tournament. The stadiums are in Durban, Polokwane and Nelspruit.

Potain's South Africa dealer SA French, which is celebrating its 25th anniversary this year, provided all the cranes for the job sites. There are a range of models on site including: MD 208, MD 238, MD 310,

MD 345, MDT 178 and MDT 98 cranes. The cranes are working on average six days a week for 16 to 20 hours a day. They are lifting concrete, formwork and pre-cast elements and construction of the stadiums should complete by the end of 2009.

Quentin Van Breda, managing director of SA French, said lifting ability and set-up were crucial to winning these contracts.

"Potain cranes were chosen on these projects for their high lifting capability and reliability but we also won the contract because we were able to get the cranes in the air," he said. "The set up in Durban was easy, but not so in Polokwane and Nelspruit. Neither of these is a major metropolitan center so we had to mobilize our crew and bring in mobile cranes from Johannesburg, which is about 400 km (250 miles) away."

## GMK training conducted in Chile

Manitowoc customers from across Latin America traveled to Santiago, Chile for the latest Manitowoc Crane CARE training course for Grove GMK cranes. The course took place at Manitowoc dealer Ameco's facility with Jere Woolcock, senior Manitowoc Crane CARE trainer, leading the sessions.

Jose Miguel Figueroa, regional manager of Manitowoc Crane CARE, said this particular course was taking place in Latin America for the first time.

"This was a tough three-week training course, which until just a year ago we would hold in our US facilities," he said. "It allowed

us not only to provide technical know-how, but also to promote interaction between our dealers."

Delegates attending the training included representatives from: Ameco (Chile), Venequip (Venezuela), Iliasa (Ecuador), Sisler (Uruguay), Sigdo Koppers (Chile), Trex (Chile) and Trixxa (Chile).

## Where IN THE WORLD

You can find  
Manitowoc at  
these events



### AED Annual Meeting

Chicago, Illinois, US  
January 10 - 12, 2008  
[www.aednet.org](http://www.aednet.org)

### CONEXPO CON/AGG 2008

Las Vegas, Nevada, US  
March 11 - 15, 2008  
[www.conexpoconagg.com](http://www.conexpoconagg.com)

### SC&RA Annual Conference

Bonita Springs, Florida, US  
April 15 - 19, 2008  
[www.scranet.org](http://www.scranet.org)

### SMOPyC 2008

Zaragoza, Spain  
April 22 - 26, 2008  
[www.feriazaragoza.com](http://www.feriazaragoza.com)

### CTT Moscow 2008

Moscow, Russia  
June 17 - 21, 2008  
[www.ctt-moscow.com](http://www.ctt-moscow.com)

### SC&RA Crane & Rigging Workshop

Toronto, Canada  
September 18 - 20, 2008  
[www.scranet.org](http://www.scranet.org)

### SAIE 2008

Bologna, Italy  
October 15 - 18, 2008  
[www.saie.bolognafiere.it](http://www.saie.bolognafiere.it)

**Name:** Brad Cooper  
**Region:** Asia-Pacific  
**Location:** Sydney, Australia



Brad Cooper was named as national parts manager for Manitowoc Crane CARE in Australia. He has overall responsibility for the development, operation and implementation of initiatives for Manitowoc Crane CARE's parts business in Australia. He will also work closely with the regional Manitowoc Crane CARE dealer network.

Brad is a qualified technician with extensive industry experience in Australia and south east Asia. He most recently served with another crane manufacturer where he held management positions in service and warranty.

**Name:** Vincent Milan  
**Region:** EMEA  
**Location:** Ecully, France



Vincent Milan was promoted to the new position of senior product manager for Potain self-erecting cranes. In this job he will report to Manuel Meurant, marketing director for Manitowoc in EMEA, and will work closely with David Havar, global product manager for Potain cranes.

He will monitor new and existing products to ensure they meet regional customer needs. He will be closely involved with customers and new product development. Vincent joined Manitowoc in 2003.

**Name:** Guillaume Van Hoeck  
**Region:** EMEA  
**Location:** Ecully, France



Guillaume Van Hoeck was named the new regional product manager for Grove rough-terrain cranes and Manitowoc crawler cranes in EMEA.

He reports to Manuel Meurant, marketing director for Manitowoc in EMEA, and works closely with Mike Wood, global product manager for Manitowoc crawler cranes, and Neil Hollingshead, global product manager for Grove rough-terrain and all-terrain cranes.

**Name:** Gilberto Ferreira  
**Region:** Latin America  
**Location:** Sao Paulo, Brazil



Gilberto Ferreira has been named the new director of Manitowoc Crane CARE for Latin America. In this new role he is responsible for Manitowoc Crane CARE customer service operations in Latin America including parts, service, warranty and training.

Gilberto Ferreira was previously a Manitowoc Crane CARE Manager in the Ibérica zone (with responsibility for Portugal and Spain, and also some countries in Africa). Gilberto has been with Manitowoc for 10 years.

**Name:** Carlos Monteiro  
**Region:** EMEA  
**Location:** Ecully, France



Carlos Monteiro was appointed to the new position of senior product manager for Potain top-slewing tower cranes. In this job he will report to Manuel Meurant, marketing director for Manitowoc in EMEA, and will work closely with David Havar, global product manager for Potain cranes.

His job is to ensure that new and existing products meet regional customer needs. He will be closely involved in customer liaison and new product development. Carlos has been with Manitowoc since 2002 and speaks Portuguese, English, French and Spanish.

**Name:** Tom Angst  
**Region:** Global  
**Location:** Manitowoc, Wisconsin, US



Tom Angst is appointed vice president of finance for Manitowoc's crane division. Prior to taking this position he served as financial controller of Manitowoc's Foodservice Group. Before that he held senior finance positions with construction equipment manufacturer CNH Global.

Tom provides guidance and support in helping Manitowoc generate profitable growth. He is a certified public accountant.

**Name:** Cristian Galaz  
**Region:** Latin America  
**Location:** Sao Paulo, Brazil



Cristian Galaz is Manitowoc's new general manager for Latin America and the Caribbean. He will manage activities for all Manitowoc brands in the region and reports to Kyle Nape, vice president and general manager for Latin America.

Cristian has a solid business background in dealing with companies across the region. He has an MBA from the Gabriela Mistral University in Chile and speaks Spanish, English and Portuguese.

**Name:** Orlando Mota  
**Region:** EMEA  
**Location:** Baltar, Portugal



Orlando Mota was promoted to director of Manitowoc Crane CARE for Iberica. He replaces Gilberto Ferreira, who has transferred to Latin America to head customer support operations there.

Orlando joined Manitowoc Crane CARE in 2004 as a parts sales manager for Potain. In his new position he is responsible for all service and parts operations for both Grove and Manitowoc cranes in the Iberica region. He has a degree in mechanical engineering.

# US factory expansions



A 1941 Manitowoc Model 2000 Speedcrane, restored by Manitowoc employee Dick Vraney, broke ground on the expansion project in Manitowoc, Wisconsin.

*Manitowoc is investing heavily in its three US-based manufacturing facilities.*

**Tom Cioni reports.**

**M**anitowoc is investing heavily in renovations and upgrades to its three US-based manufacturing facilities.

Larry Weyers, executive vice president of Manitowoc's Americas region said these extensive upgrades will help the company respond more quickly to customer needs.

"These additions and renovations to our US-based facilities will help streamline our manufacturing process and improve our manufacturing efficiency," he said. "This will go a long way toward increasing manufacturing capacity in the US and help Manitowoc respond more quickly to

customer requests and service needs."

## **In Wisconsin**

At the Manitowoc, Wisconsin, factory, three separate building additions are under construction. The combined 50 000 ft<sup>2</sup> (4645 m<sup>2</sup>) expansion will create more capacity for large crawler assembly and painting. Many new machine tools and fixtures will also be added.

Nearby, at Manitowoc's Port Washington, Wisconsin fabrication facility, construction has started on a 27 000 ft<sup>2</sup> (2510 m<sup>2</sup>) machining center and paint area. This facility has also recently received its ISO 9001:2000 certification.

These two facilities work in conjunction with each other. Much of the heavy fabrication for crawlers is done at Port Washington and final assembly, paint and test is completed in Manitowoc.

## **In Pennsylvania**

Renovations are also underway at Manitowoc's Shady Grove, Pennsylvania manufacturing facility. Additions to two of the buildings on the manufacturing campus will help streamline manufacturing processes and ultimately create more capacity. A wash, paint and shipping area is being added to the Model 999 crawler crane assembly building and the boom fabrication facility is being expanded.

Manitowoc is also renovating 36 000 ft<sup>2</sup> (3345 m<sup>2</sup>) of existing office space for Manitowoc Crane CARE in Shady Grove. The new area, which will also include Manitowoc Crane CARE's training facility, will provide additional space for expanded operation. ♦



Inside the new manufacturing plant at Baltar, Portugal.

# Baltar opens

*Manitowoc has opened a new production and customer service facility in Baltar, Portugal. Eliza Arnould reports.*

**M**anitowoc's newest manufacturing plant is in Baltar, Portugal. It will operate in addition to the company's existing plant in nearby Fanzeres.

Speaking at the opening of the Baltar plant, Glen Tellock, CEO of The Manitowoc Company, said the new plant was more than just a factory.

"Two of our core goals are to achieve manufacturing excellence and differentiate ourselves through customer proximity," he said. "That means creating first class manufacturing processes and providing close and dedicated sales and

service support. We have both here at Baltar."

## **Team work**

The Baltar plant will produce Potain's MC, MCT and MDT tower crane ranges working in conjunction with the Fanzeres factory. Operations at the two facilities divide into upstream and downstream functions. The upstream operation – cutting and welding – takes place at Baltar. The downstream operation – the painting, assembly, testing and shipping – is done at Fanzeres. This split enables Manitowoc to improve quality as both areas of production require different skills,

cleanliness, flow management and technology.

Manitowoc Crane CARE forms a large part of Baltar's activities and it will be a major distribution point for spare parts. It will also be the EMEA Center of Excellence for the EnCORE program for repair and refurbishment of tower cranes and self-erecting cranes.

## **Wide area**

The EnCORE workshop at Baltar covers over 7500 m<sup>2</sup> (80 700 ft<sup>2</sup>) and includes several engineers working across seven work stations. The engineers have responsibility for operations such as welding, electrical

maintenance, painting and more. The workshop has two test zones, one for self-erecting cranes and the other for top-slewing tower cranes. The EnCORE facility can refurbish complete cranes, mast sections, motors and reduction gear boxes.

In addition to the EnCORE workshop and staff there are 20 fully equipped service vans. Baltar is also the point of source for over 200 000 parts for Grove, Manitowoc and Potain cranes. There is a 1000 m<sup>2</sup> (10 800 ft<sup>2</sup>) warehouse which aims to handle all parts orders within 24 hours. ♦

# Building in a boom



Outside Karun's central headquarters in Ankara, Turkey.



Ersan Öztuna (standing) and Murat Molva, the founders of Karun.

*Karun, the Turkey-based dealer of Grove and Manitowoc cranes, has built a solid customer base in its home market and is expanding into other Turkish speaking markets. Leslie Shalabi reports.*

Turkey's Grove and Manitowoc dealer Karun started business in 1989 with founders Ersan Öztuna and Murat Molva running an engineering consultancy. Its association with Manitowoc started in 1992 when it began representing Krupp mobile cranes (later acquired by Grove).

By 1995 Karun started representing Manitowoc crawler cranes, although the two companies were not yet

part of the same family. The coming together of Grove and Manitowoc in 2002 helped Karun grow its business and today the company is the market leader for both mobile and crawler cranes in Turkey.

Ersan Öztuna, co-founder of Karun, says Manitowoc's strong products and Karun's expertise is a winning combination.

"The crane market here has been good for the last three years and we expect that to continue for another two to three years to come and then to normalize," he says. "We are also growing geographically. We have very strong relationships with Turkey's major construction

companies, who are winning projects in Turkish-speaking Asian countries, Northern Africa and the Middle East."

The most popular mobile cranes are the five-axle Grove all-terrain cranes and the 600 and 700 series rough-terrain cranes. From Manitowoc the Model 12000, Model 15000 and Model 16000 are all popular.

## Turkish home

Karun's central headquarters is in Ankara, Turkey. It has regional headquarters in Baku, Azerbaijan and Atyrau, Kazakhstan. Other Turkish offices are located in Istanbul and Izmir and another is in Almaty,

Kazakhstan. In total it has over 150 people directly and indirectly employed.

Manitowoc Crane CARE forms an important part of Karun's operations. The company is one of the first two dealers in EMEA to qualify for the Red Plan program. This program requires Karun to make detailed parts and service forecasts for 12 – 24 months.

Ersan Öztuna says this is a significant commitment but one that is worthwhile.

"The Red Plan is a big commitment for us in terms of planning forecasting," he says. "But it will also help us be more responsive to our customers." ♦

# True build qua



*Counterfeit components may look like the real thing but they are an unknown quantity and as such represent a danger to the industry.*  
**Ben Shaw**  
*reports.*

One of the unfortunate side effects of globalization in the crane industry is the increase of illegal copies. This covers reproductions of machines or component parts that infringe patents, trademarks and legal contracts. These are components copied from OEM designs and manufactured to appear as if they are OEM products.

#### **Serious problem**

Take, for example, the problems being experienced by Manitowoc's Potain brand. More counterfeit components are appearing, especially mast sections. The issue is now so

serious that Manitowoc has set up an internal taskforce to monitor the situation. The company is also in discussions with other equipment manufacturers to tackle what has become an industry-wide problem.

Philippe Cohet, executive vice president for Manitowoc's crane division in EMEA, is taking a strong stand on the issue.

Counterfeit parts certainly represent a loss of revenue for OEMs, but safety is even more of a concern.

According to Cohet the loss of revenue has damaging consequences for Potain and the industry.

*Manitowoc invests heavily in its research and development as part of its commitment to manufacturing excellence. With counterfeit parts, nothing is known about manufacturing or testing processes.*

"There is no secret that the counterfeit parts market causes us a loss of revenue, but this concern impacts more than our bottom line," he says. "It reduces our return on investment for our research and development, it undermines our differentiation strategy and it also impacts our reputation as a market leader."

And there is more to the issue than simply money. Potain believes there are

# Quality runs deep

## MANITOWOC'S goals in the campaign against counterfeit parts

- ◆ Improved security of Potain's information (and others)
- ◆ Tighter legal agreements, contracts, patents and trademarks
- ◆ Improvement in the information available to users and the construction market
- ◆ Improvement in the information available to third-party independent crane certifiers
- ◆ Improvement in the information available to the authorities.

## MANITOWOC'S measures to guard against counterfeit parts

- ◆ Educating users through a publicity campaign
- ◆ Working with dealers to research the full extent of use
- ◆ Creating an internal task force to work with other manufacturers
- ◆ Promoting the issue in the media
- ◆ Making more resources available to fight clear cases of illegal copies.

serious consequences for customers using counterfeit parts, the worst of which is a major accident on site.

There is little known about counterfeit components, including manufacturing methods, quality checks and working lifetime.

Furthermore users' manufacturing warranties are void if they employ counterfeit components in their cranes. And in many cases local certification requirements (such as the CE-mark for all goods operating in Europe) are void.

After first appearing in the markets of Asia and the Middle East, counterfeit components are now appearing in Europe and there is concern that their use could spread wider.

Cohet points to a number of dangers in this.

"There are increasing references to the use of

counterfeits and this causes us concern," he says.

"One problem is that the copies are becoming

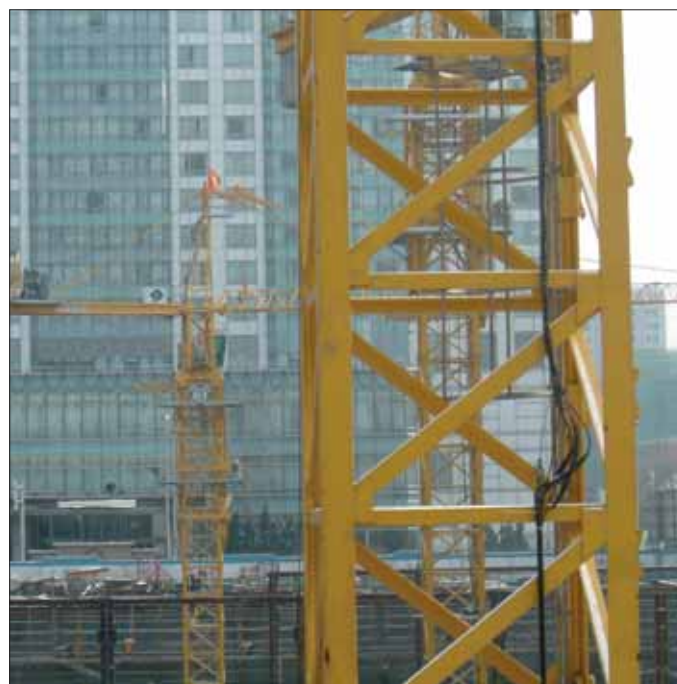
visually better. This means there is less protection for the customer. There are some instances where

customers have been using counterfeit components unknowingly. Also, access to these components is becoming easier – particularly on the internet."

Manitowoc has put a number of measures in place and set its self a number of goals to deal with this issue (see boxes above).

Cohet is mindful of the scale of the task but remains optimistic.

"Our customers know the merits of running Manitowoc equipment," he says. "They know that safety, productivity and profitability are all vital to any job site. What we are calling for is increased vigilance. The use of counterfeit components is damaging our industry, and we want to send out the message that we are doing something about it." ◆



*These sections are original Potain parts on site in China. But many counterfeits are built to copy such parts as closely as possible.*



# Heavy lifter

*Ray Mullen, a 30-year crane industry veteran, has carved out a heavy lifting niche in the western United States. Leslie Shalabi reports.*

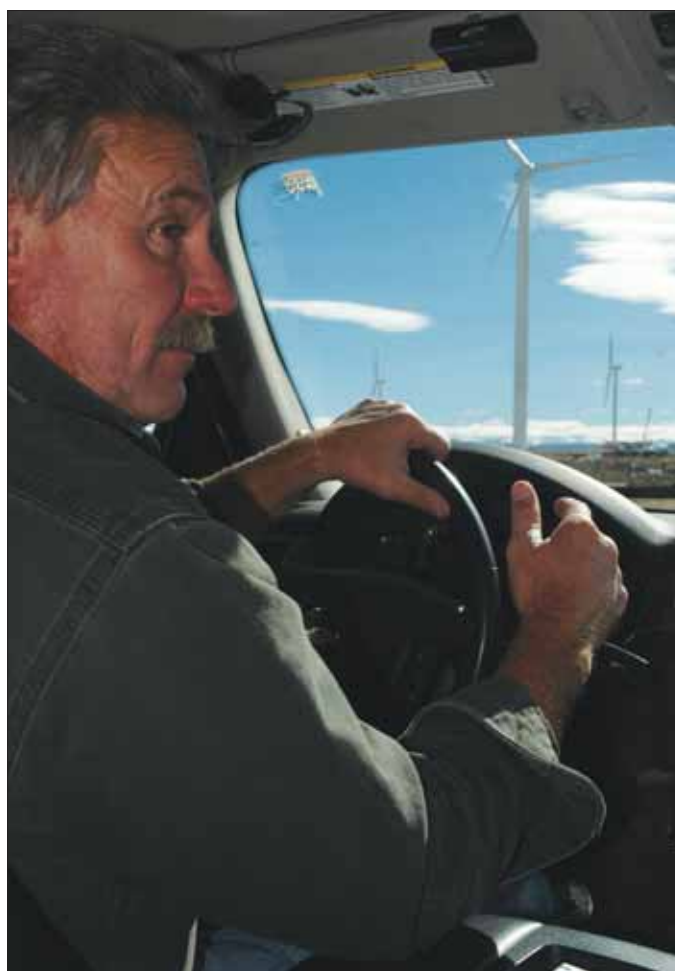
When Ray Mullen established his lifting and heavy haul business in the western US in the late 1970s, he was one of the only companies in the region investing in the technology needed for heavy, complicated lifts. As the petro-chemical and energy markets grew in the region, so did Mullen Crane & Transport.

One of Mullen's latest projects is a wind farm installation in Fort Bridger, Wyoming, US about a two hour drive northeast of Salt Lake City, Utah. Here his cranes are helping to erect 266 ft (80 m) wind turbines. The 'Mountain Wind' project, owned by Edison Mission, will consist of 67 wind turbines placed in two phases over the span of about nine months. Mullen Crane & Transport has three Manitowoc crawler cranes on site and a handful of Grove all-terrain cranes and truck cranes (see sidebar on page 16 and 17).

These cranes represent just a fraction of Mullen Crane & Transport's current fleet of 30 cranes, made up exclusively of Manitowoc products.

## Looking back

Ray Mullen was raised in northern Idaho, US. He was



**Ray Mullen, founder of Mullen Crane and Transport, with his fleet of 30 Manitowoc and Grove cranes provides heavy lift services for the energy, chemical and petro-chemical industries.**

the son of a hard rock miner and says he had no desire to follow in his father's footsteps.

"As soon as I could, I went south to Idaho Falls

and took a job at an industrial supply company," he says. "I met and married my wife Ellen here and in June of 1975, after several years at the industrial supply

company, we moved to Soda Springs, Idaho where I ran my own branch of the company store."

This branch of the company also happened to rent out different types of construction equipment, but not cranes. Until one day a 12 t crane showed up on his doorstep. It had been sent by a Seattle-based friend who had bought it at auction in San Francisco.

Mullen says at the time he did not know what it was for or what to do with it.

"This thing just shows up on my doorstep at the supply store," he says. "I called my friend to ask him what he wanted me to do with it and he said 'you've got a real market for this type of equipment in your area. Rent the crane out and send me half the money.'"

And that was Mullen's entry into the crane business. He had no experience operating cranes, but managed to teach himself on the job. But his knowledge did not come without some difficulty.

Mullen says the first two cranes in his fleet did not last too long as he started learning his trade.

"The first two conventional lattice boom

*“Ray Mullen trusts H&E Equipment and Manitowoc to meet his primary needs as a lifting service provider. When he is out in the field he knows he’s not alone out there; he has the strength of the entire Manitowoc organization at his back.”*

**BOB SEXTON, EQUIPMENT SALES REPRESENTATIVE, H&E**

cranes that I bought were from this same friend and with both cranes I managed to crash the boom into the ground,” he says. “With the first crane it happened before it ever made its first lift. But with the second crane it was while the crane was on its first job.”

Such incidents are, of course, a thing of the past. Today, Mullen employs nearly three dozen experienced operators, all of whom have been certified by NCCCO [a highly-respected North American crane certification authority]. And many are further certified by specific states. The company maintains a very clean safety record.

According to Mullen, one of the worst accidents he’s been associated with was during those early incidents.

“One of the worst injuries we’ve had was on that second crane wreck,” he says. “I lost the tip of my finger. We’ve been very fortunate, but



*Part of Mullen’s business strategy has been to invest in Manitowoc’s high technology cranes to distinguish himself from his competitors.*

also very vigilant, over the last 30 years.”

In 1978, Mullen along with his wife, left the industrial supply company and took the cranes with them and together they founded Mullen Crane & Transport. He was 22 years old. He traded the little bit of stock he had in the supply company for a little bit of equipment and I borrowed money to take the rest of it.

In 1977, before he broke off on his own, Mullen added the first Manitowoc crane to the fleet. It was a Grove TMS 800 truck crane that he bought from ICM Equipment, which is now H&E Equipment out of Salt Lake City, Utah. And that was the beginning of a relationship with this dealer that continues today.

Mullen and H&E have worked together over the last three decades and the

# Mountain Wind



A Manitowoc Model 18000 crawler is at the heart of lifting operations at a wind farm erection site near Fort Bridger, Wyoming in the southwest corner of the state. Mullen Crane & Transport is the lifting contractor on the job and has several of its all-terrain cranes and crawler cranes on the job. The project, called Mountain Wind, is a sage brush-covered parcel that has an elevation of about 8000 ft (2440 m).

According to Ray Mullen, it is an ideal site for wind turbine erection.



*The cell on this wind turbine weighs 95 US t (86 t) with rigging.*

same sales representative from H&E has worked the account – Bob Sexton.

Sexton says the relationship with Mullen Crane & Transport embodies the best type of synergy among manufacturer, dealer and customer.

“We have a long history which means a high level of trust and good problem solving,” he says. “We have a strong emphasis on customer service through our position as a Manitowoc Crane CARE dealer. Ray Mullen trusts H&E Equipment and Manitowoc to meet his primary needs as a lifting service provider. When he is out in the field he knows he’s not alone out there, he has the strength of the entire Manitowoc organization at his back.”

### Competitive advantage

Mullen says Manitowoc’s commitment to technologically advanced



*Mullen's Manitowoc Model 18000 crawler helps install the rotor on a 266 ft (80m) wind turbine in Fort Bridger, Wyoming.*

cranes forms a large part of his loyalty to the brand.

“In 1997 when we added a Grove GMK5175 all-terrain crane to our fleet, it was unheard of technology for us. Nobody in the region even knew about these cranes,” he says. “The European designed crane with its longer boom gave us more reach than we ever experienced with a hydraulic crane.”

Mullen has continued to rely on Manitowoc’s technical innovations to help him dominate the heavy lifting market west of the Mississippi River. Back as early as the 1980s the company bought lifting technologies that others did not. It had one of the first Grove TM9120 truck cranes in the region. As the years went on, Mullen found himself renting a lot of Manitowoc Model 4100Ws from companies like Essex Crane Rental Corporation.

He says this move helped

“This area is the best case scenario for a wind turbine job. The ground is flat, hard and dry,” he says “It’s not easy to find a site that will support a Model 18000 fully counterweighted and not have to lay down mats or compact the ground.”

Ironically, the only major challenge on the site is the wind. It’s not uncommon to have 40, 50 or even 60 mph (65, 80, 95 kph) winds. These conditions make erecting impossible. But Mullen’s crew regularly conducts lifts in 30 mph (48 kph) wind.

This is why the Model 18000 has been such a big benefit on the job. Its

capacity and weight provide peace of mind that the crane can safely handle all the turbine components even with the high winds.



*Each wind turbine takes approximately 14 hours to erect.*

The 2.1 MW turbines stand 266 ft (80 m) tall. The blades are each 133 ft (40 m) long and are attached to the rotor on the ground using a Model 12000.

The cell, the unit that the rotor attaches and which houses the electronics, is the heaviest component on the turbine, weighing 95 USt (86 t).

The Mountain Wind project is broken into two phases. Construction on the first phase began this past summer and when complete will have 29 turbines. The second phase of the project will complete in two stages – 15 turbines in the third quarter of this year and the remaining 23 in the second quarter of next year.

Mullen’s Model 999 crawler is already at work on phase two setting turbine base sections.

*“When the Model 888 crawler crane came along, we bought it very quickly because we knew we’d have a market for it. It was our first Manitowoc crawler and a huge move for us.”*

**RAY MULLEN, FOUNDER,  
MULLEN CRANE AND TRANSPORT**



him grow his customer base for large crawler cranes.

“When the Model 888 crawler crane came along, we bought it very quickly because we knew we’d have a market for it,” he says. “It was our first Manitowoc crawler and a huge move for us.”

That crane helped Mullen Crane & Transport gain recognition as a cutting edge professional lifting services provider with a state-of-the-art fleet. Mullen’s commitment to providing high technology solutions goes beyond the cranes themselves. Today, Mullen employs two full-time engineers who can provide

beginning-to-end lift plans for customers.

Ray Mullen explains some of the detailed offerings available from the company today.

“Our engineers can analyze the ground on a site and suggest ways to make the ground conditions acceptable for the crane and the weight,” he says. “Then we can put a mat scheme together and install the mats after the ground has been prepared. We will also design and supply the rigging and provide our customers with an entire written lift plan for the job.”

The ability to provide this type of service for his

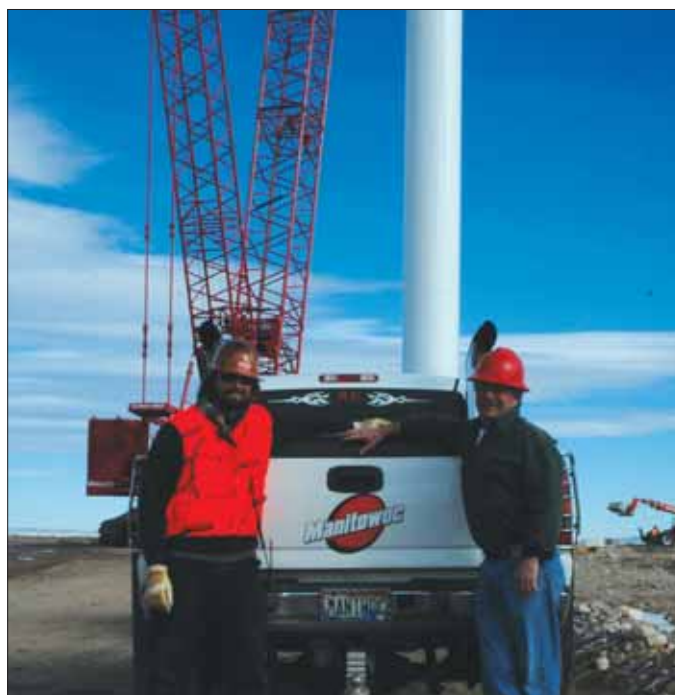


customers is what sets Mullen apart from his competitors in the region.

According to Mullen, in terms of ability, his competitors are some physical distance away.

"My competition in terms of capability comes from places like Texas or Oklahoma," he says. "So if there is a complicated heavy lift job in this region, I am often the first choice because the job owner can save a lot of money by not having to pay freight for the out-of-state crane companies."

*For Ray Mullen (right) and his son Bill (left) Manitowoc equipment is a way of life.*



upgrades needed at refineries to produce ultra-low-sulfur diesel fuel now mandated in the US. Our MAX-ER is perfect for setting diesel reactors needed in these upgrades – we've set 25 at refineries around the region."

To say that Mullen was simply in the right place at the right time would be underestimating his business skills, but Mullen admits there is an element of luck to it. And that luck has really paid off as Mullen Crane & Transport has tripled its revenue since 2005.

### A family affair

Mullen Crane & Transport currently employs 70 people out of its two offices in Soda Springs and Billings. Ellen, now his wife of 32 years, is still very much involved in the business and runs the Soda Springs office along with their daughter Jennifer.

The Mullens' son John, a mechanical engineer, runs the Billings office and heads the company's engineering and lift planning activities. Bill, the couple's oldest son, oversees crawler crane field operations throughout the entire region.

### What's ahead?

As the industry trends toward heavier, Mullen sees himself growing along with the trend.

He notes that he added a Model 18000 with MAX-ER last year and says he has another one on order.

"If somebody two years ago said I would be in the 18000 market, let alone 18000 with MAX-ER, I'd have laughed at them," he says. "But to say that we'd buy a larger capacity crane in the future would not be that much of a leap." ♦

### New markets

Historically, Mullen Crane & Transport's business has been with chemical companies. That early lifting job – the one that resulted in the missing finger tip – was at a Monsanto plant. But in the last several years, Mullen has experienced phenomenal growth fueled primarily by the energy sector.

Last year, Mullen opened another office in Billings, Montana about 450 miles (724 km) from Soda Springs. There are several oil refineries nearby owned by Exxon, Cenex and Conoco, but no crane service companies that could handle the scope of the jobs required at these facilities.

Mullen says he opened an office there to capitalize on this business.

"There has been a big influx of work since Hurricane Katrina," he says. "In addition, there are emissions

*Wind turbines at a project site in Fort Bridger, Wyoming.*



# Viking ship lift



## Two Grove all-terrain cranes helped position a replica Viking ship at the National Museum of Ireland. **Eliza Arnould** reports.

Two Grove all-terrain cranes conducted a delicate and high-profile lift in Dublin, Ireland. A GMK5130 and GMK6300 helped position a replica of the world's largest Viking ship in the National Museum of Ireland Collins Barracks for an exhibition.

ship built in Dublin around 1042. Given the size of the ship, the historical significance and the high profile status, Meade Crane Services knew this was a challenging project.

Fergus Meade, director of Meade Crane Services, said control was a key factor.

"The lift and transport

the water allowing the crew to clean it by vacuuming out excess water. The ship weighed 14 t (15.4 USt) on exiting the water, but once cleaned the weight dropped to 13 t (14.3 USt). The next lift moved the Stallion on to a low-loader trailer, ready for transport to Croppie Acre – the next lifting point – in front of Collins Barracks. Because the gates were not big enough for the Stallion to be driven through, the GMK5130 lifted it off the road and into the compound for reloading on the trailer. The crane had 40.1 t (44.2 USt) of counterweight and 45.8 m (150 ft) of boom for this lift.

### At the end

Once back on the trailer, the Meade crew maneuvered the boat to the end of Croppie Acre and lifted it into Collins Barracks with the help of a 200 t (220.4 USt) crane. Though now inside, the ship still needed to be moved to its final resting place in the courtyard. This meant lifting it up and over the surrounding buildings.

For this lift, Meade used a GMK6300, with 100 t (110.2 USt) of counterweight and 23 m (75 ft) of main boom and 45 m (147 ft) of luffing jib. It hoisted the ship high over the surrounding buildings and safely into the courtyard.

The Sea Stallion from Glendalough will be on display at the Museum of Ireland until the middle of 2008. ♦



Control and precision were necessary when lifting a replica Viking ship.

The cranes belong to Meade Crane Services, based in Dublin, while sister company Sean Meade & Sons handled transportation.

### Long voyage

The Sea Stallion from Glendalough, is a replica of a 30 m long (98 ft) Viking

required a high-level of control and great precision," he said. "We needed reliable machines with smooth movement and close control, which is why we opted for our Grove cranes."

Careful planning and execution were important to the success of the project.

The first job was to remove the ballast and mast. For this, Meade used its GMK5130, rigged with 50.6 m (166 ft) of main boom, and 23.5 t (26 USt) of counterweight. The Grove then lifted the ship out of

*Left: A GMK6300, owned and operated by Meade Crane Services, lifted a 30 m (98 ft) replica Viking ship into a courtyard of the National Museum of Ireland.*

### GMK5130

(International designation)

#### capacity

130 t

#### boom

12.9 m – 60 m six-section boom

#### max tip height

95 m

### GMK5165

(US designation)

#### capacity

165 USt

#### boom

42 ft – 197 ft six-section boom

#### max tip height

311 ft

### GMK6300

(International designation)

#### capacity

300 t

#### boom

15.5 to 60 m six-section boom

#### max tip height

113 m

### GMK6350

(US designation)

#### capacity

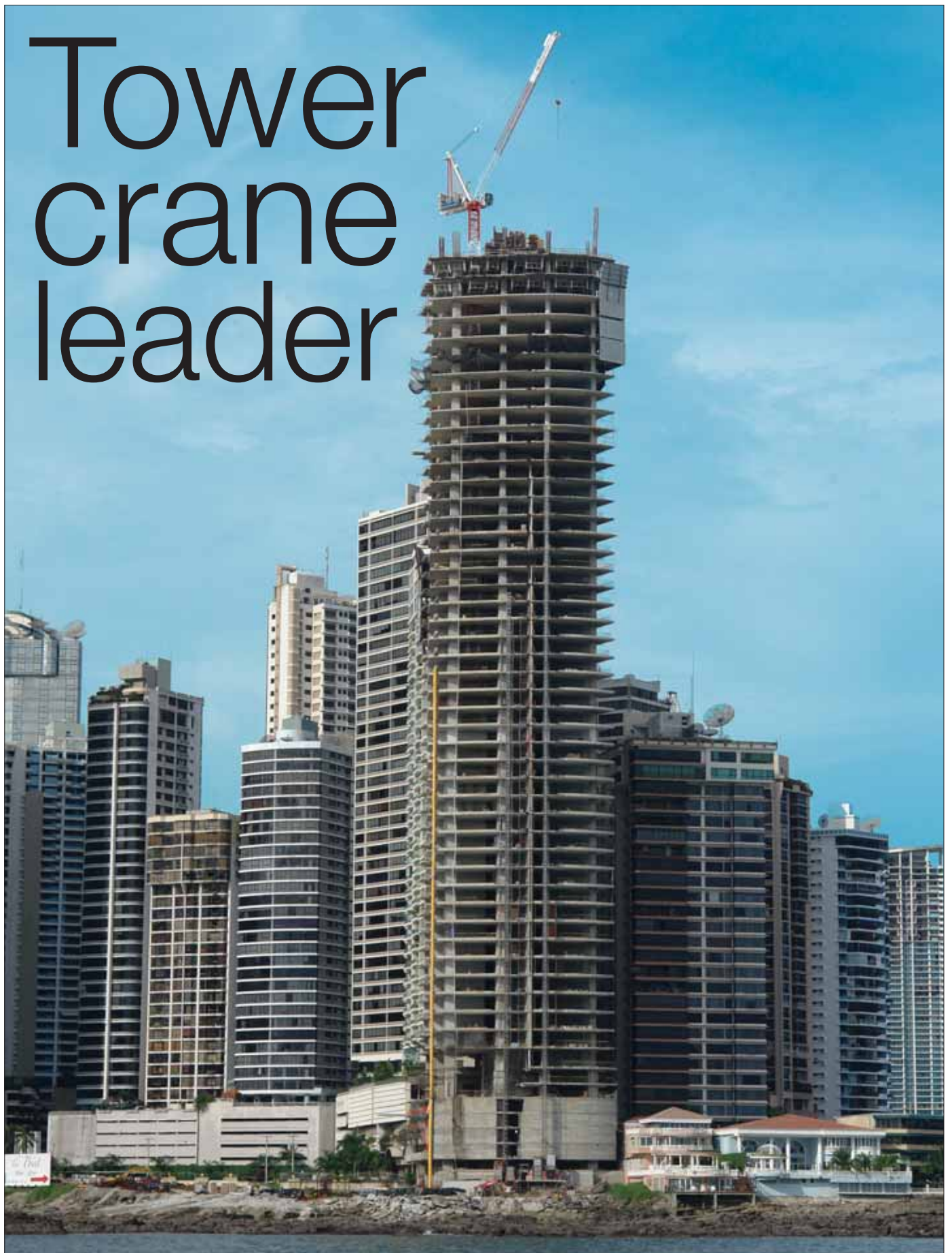
350 USt

#### boom

51 ft – 197 ft six-section boom

#### max tip height

374 ft



# Tower crane leader

## *State-of-the-art Potain tower cranes have helped a crane rental company in Panama rise to the top. Chris Bratthauar reports.*

**C**orpinsa, a tower crane rental company based in Panama City, Panama, relies on its fleet of state-of-the-art Potain tower cranes to maintain a competitive advantage in the booming Panamanian construction market.

### **Move to rental**

Abraham Mizrachi, owner of Corpinsa, started the company as a general contracting firm in 1974. That same year, Mizrachi bought his first Potain tower crane and then steadily increased his fleet as the work required.

Mizrachi realized it would be good supplemental income to rent out the cranes when they were idle. After a decade in the contracting business, he saw that crane rental was a more predictable and profitable business. So, he decided to concentrate full time on tower crane rental. Today, Corpinsa boasts a fleet of over 20 Potain tower cranes.

### **Field experts**

The magnitude of high-rise construction in the Panamanian market has meant that contractors have developed very specialized skills.

According to Mizrachi, that expertise has expanded across the construction market.

"The special circumstances here in Panama have forced us to be

in the forefront of tower crane technology," he says. "Aggressive construction schedules and taller structures mean contractors are looking for alternatives beyond traditional concrete pumping methods."

The deadline pressure of construction schedules means that concrete and other materials must arrive on site in a timely fashion. Most of the construction is pour-in-place, post-tensioning concrete slabs, which means that concrete pumps are traditionally used during construction. However, it is extremely expensive to pump concrete over 40 stories and the abundance of high-rises means this is a common need.

The alternative is to use tower cranes equipped with buckets to place the concrete. So line speed, capacity and drum size are all priorities when choosing a tower crane. This is where Corpinsa's fleet of Potain tower cranes shines.

According to Mizrachi, one construction project owner has delayed construction on his newest project in order to be able to use Corpinsa's latest Potain MCR 225 on the job.

Such investment makes Corpinsa very successful, bringing it a majority share in tower crane rental in the city.

### **Customer care**

Corpinsa has built its reputation on two main points – the state-of-the-art Potain tower cranes that it rents and its strong commitment to customer service.



*Abraham Mizrachi, owner of Corpinsa and his son Raymond, who joined the business in 2001, stand in front of the company's job board.*

Corpinsa recognizes that downtime in the field costs its customers. So it has adopted a three-hour service guarantee. If Corpinsa cannot get a downed crane running within three hours, the customer will receive credit for the whole day.

Mizrachi says that Corpinsa is investing in technology to support these initiatives.

"Our technicians all have mobile phones equipped with cameras so they can take pictures of the problems and send them back to the shop. We can then send out the proper replacement part," he says. "We are also fitting our fleet of pickup trucks with job boxes that will contain the most common spare parts needed in the field. This will save considerable time when doing field repairs."

### **Legacy of excellence**

Mizrachi says his company's current and future success is based around his commitment to superior equipment, expertise and service.

"In 2001 my son Raymond joined the business after earning an industrial engineering degree in the US," he says. "He has been instrumental in instituting many new programs here, including a special incentive program for field technicians that led to higher productivity and reduced equipment downtime."

The senior Mizrachi and his son hope to expand their tower crane rental business and expertise throughout Central America. With such a successful business model they have every chance of turning that dream into a reality. ♦

*Corpinsa's Potain MCR225 tower crane is at work in Panama City on a luxury condo project.*



# Space saving

*By using a large Potain tower crane an Australian contractor is able to lift heavier components and allow more space on site. Raman Joshi reports.*

**A** Potain MD 2200, believed to be the largest tower crane ever erected in Australia, is working on construction of the new Melbourne Convention Centre. The MD 2200 is the largest of six cranes on the project, all working for main contractor Multiplex. The crane belongs to Daniel Smith Industries and is leased and managed through tower crane rental company Verticon Group.

According to Daniel Smith, owner of Daniel Smith Industries and general manager of Verticon New Zealand, the record-breaking crane is impressing on the jobsite.

"We believe this is the largest hammerhead crane ever put up in Australia," he

*The Potain MD 2200's lifting ability allows the contractor to reduce the number of cranes on site.*

says. "The operators are used to working with large diesel-powered tower cranes, so they really enjoy the reduced noise of Potain's electric motors. And they are also impressed with the speed of the hoist and the trolley."

The crane is working at 75 m (246 ft) height and with an 80 m (262 ft) jib. It is lifting large steel trusses and pre-cast concrete elements with the largest loads ranging from 55 t – 64 t (61 USt – 71 USt), utilizing the full lift capacities of the crane.

#### **Potain advantage**

Daniel Smith says crane selection for this project centered on more than just lifting capacity.

"This crane was chosen first for the obvious advantage it has in its ability to lift the large structural elements – but there were also



*The Potain MD 2200 is thought to be the largest top-slewing tower crane ever put up in Australia.*

programming and layout advantages," he says. "By using the MD 2200, Multiplex was able to open up the site and make more efficient use of the space. Since it has been on the job it has been working non-stop. It's going six days a week, 10 hours a day."

The Melbourne Convention Centre will cover 66 000 m<sup>2</sup> (710 000 ft<sup>2</sup>) and will include a convention center and 12 story hotel. Construction should complete at the end of next year. ♦

#### **Potain MD 2200**

*(International designation)*

**maximum capacity**

60 t

**maximum jib length**

80 m

**maximum capacity at**

**maximum jib**

23 t

**maximum free-standing height**

85 m

**winch power**

373 kW

#### **Potain MD 2200**

*(US designation)*

**maximum capacity**

66 USt

**maximum jib length**

262 ft

**maximum capacity at**

**maximum jib**

25 USt

**maximum free-standing height**

279 ft

**winch power**

500 hp



# The brand of choice

*Spanish company Dragados Offshore selected a Manitowoc for its latest heavy lift project because of its faith in the brand and knowledge of its cranes. Eliza Arnould reports.*

**A** Manitowoc Model 18000 crawler crane owned by rental company Aguado undertook all heavy lift work on a new offshore platform under construction in Cabezuela Bay, Cadiz, Spain. The crane carried out 10 major operations for client Dragados Offshore, the largest of which was a 350 t (386 US t) lift of three turbo-generators.

For the lifting work, the Model 18000 had 61 m (200 ft) of main boom and 48 m (157 ft) of luffing jib. The capacity-enhancing MAX-ER attachment, with 210 t (231 US t) of counterweight on the tray, provided additional lifting capacity. The crane was also equipped with a 450 t (496 US t) hook block.

Juan Aguado Sr, general manager of Aguado, said planning on the job was meticulous, but even the heaviest lifts were no problem for the Model 18000.

"Safety was very important for our customer on this job,"

***The Model 18000 was chosen because safety was a main factor on this project.***



***The capacity-enhancing MAX-ER attachment added 210 t (231 US t) of counterweight to the Manitowoc Model 18000 working in Spain.***

he said. "The lift was planned for the day when the lowest wind speeds were expected and two surveyors monitored the entire 4.5-hour lift using laser guidance systems. The factors of safety were extremely high, but they

proved no problem for the Model 18000. Although handling large loads, even the biggest lift used only 63% of the crane's capacity when lifting at 22 m (72 ft) radius."

In addition to the Model 18000, Dragados used its



The Model 18000 worked with older Model 7000 and Model 4100W cranes belonging to the main contractor.

*“The factors of safety were extremely high, but they proved no problem for the Model 18000. Although handling large loads, even the biggest lift used only 63% of the crane’s capacity when lifting at 22 m (72 ft) radius.”*

**JUAN AGUADO SR, GENERAL MANAGER OF AGUADO**

own Manitowoc Model 7000 as well as two Model 4100W cranes for other lifting work. According to Aguado Sr, Dragados has great faith in Manitowoc.

“Dragados chose to rent the Model 18000 because

Manitowoc is a brand they have been familiar with for many years,” he said. “They still have their own Manitowoc crawler cranes at their Cadiz facility and they know the quality, strength and reliability of the brand.”

### Gas plant

The crane work in Cadiz formed part of the construction work for the liquid natural gas plant Adriatic LNG. Owners ExxonMobil (45%), Qatar Terminals (45%) and Edison SpA (10%) will put the platform into operation in the Adriatic Sea, 15 km (9 miles) off the coast of Italy. Project management giant Aker Kvaerner is running the engineering work and it employed Dragados Offshore to handle the construction. ♦

### Model 18000

*(International designation)*

**maximum capacity**

750 t

**maximum main boom**

97.5 m

**maximum luffing jib**

158.6 m

### Model 18000

*(US designation)*

**maximum capacity**

825 US t

**maximum main boom**

320 ft

**maximum luffing jib**

520 ft

# Bright lights

*Two National cranes were used for crowd control at an annual Halloween celebration in Madison, Wisconsin, US.*  
**Amanda Barbarossa reports.**



*The reach of National boom trucks makes them perfect for temporary lighting.*

For the last 25 years, Musco Lighting of Oskaloosa, Iowa in the US has been using National boom trucks for a very unique application.

Musco's main business is to design and manufacture permanent lighting systems for sporting stadiums and other public venues around the world. There is a small division of the company, however, that provides portable lighting systems mounted on National cranes.

Last October, two of Musco's lighting units were used to light an annual Halloween celebration in Madison, Wisconsin, US. For the last four years, Musco has been hired to light the event for crowd control.

This year, the original crane that Musco first adapted to a lighting unit was one of the cranes on the job in Madison.

The 875 National Crane is mounted on a 1981

Freightliner truck, which was originally used to help install stationary lighting for the company. But in the early 1980s, ABC Television, a television network in the US, contacted Musco Lighting to light an American college football game that was going to be televised. Musco very quickly engineered lighting for the event and attached it to its National crane. A new business was born.

## **At the event**

For the event in Madison, both the 875 National Crane on the truck and 880 National Crane on a trailer were extended to 94 ft (29 m).

The lighting racks on top of the crane booms, consist of 15, 6000-watt HMI lights. The rack, with rigging and other components weighs 1500 lbs (670 kg).

Jim Whitson, operations manager for Musco Lighting's portable division, says that height, not capacity, is the company's priority when selecting cranes.

***"We're not lifting a lot of weight, but height is very important to us."***

**JIM WHITSON, OPERATIONS MANAGER, MUSCO LIGHTING**

"We're not lifting a lot of weight, but height is very important to us," he said. "We need to be able to get up-and-over stadium seating to be able to light the sporting field."

## **Total package**

The second National Crane used at the Halloween event in Madison, was a trailer-mounted 880 National Crane. The trailer includes a self-contained generator used to run the lights. Whitson says its compact package is perfectly suited

for the events they are typically hired to light.

"The trailer is only 30 feet long (9 m)," he said. "So it is easy to transport and maneuver in tight spaces

which we often encounter at public events."

All of the Musco portable lighting units are remote-

controlled from the bed of the truck. Lighting technicians can spend significant time aiming the lighting for an event. Using special binoculars fitted with welding lenses so they can look directly at the light, technicians will communicate via radio with the crane and light system operator so the proper lighting angles can be achieved.

Musco recently invested in eight new Freightliner Argosy units with twin dual steering front axles. Each of the trucks is fitted with 990A National Cranes. ♦

# Middle East dealer conference

*Manitowoc Crane CARE's EMEA division held a regional Grove dealer conference at its new facility in Dubai, UAE.*

**John Bittner reports.**



*Delegates at this year's Manitowoc Crane CARE conference for Grove dealers in the Middle East region.*

Parts and service managers from Grove dealers throughout the Middle East participated in a regional Manitowoc Crane CARE conference September 4 – 6, 2007. The event took place at Manitowoc's new facility in Dubai, UAE, which opened earlier this year.

The event combined informational presentations and interactive sessions where Manitowoc Crane CARE personnel heard feedback from the dealers in the area.

According to Jean-Pierre Zaffiro, sales and marketing director for Manitowoc Crane CARE in EMEA, presentations were split over the first two days.

"Attendees heard general

Manitowoc Crane CARE presentations the first day," he said. "And that was followed by more technical presentations specific to parts and service on the second day."

### **Program update**

The parts and service managers heard updates on the ELITE program and also the new RED Plan, a program to help dealers' development activities.

There were many interactive aspects to the conference as well. All of the attendees conducted a live audit of the Dubai organization. Such feedback goes a long way toward keeping lines of

communication between dealer and manufacturer open at all times.

Mike Bage, Middle East regional manager for Manitowoc Crane CARE and the man responsible for organizing the conference, said it had been useful.

"Many of these dealers are audited by my team every six months," he said. "So we felt it was important to give them the opportunity to evaluate our organization. In addition to evaluating the facilities in Dubai, we also asked them to report on the level of service from Wilhelmshaven, Germany."

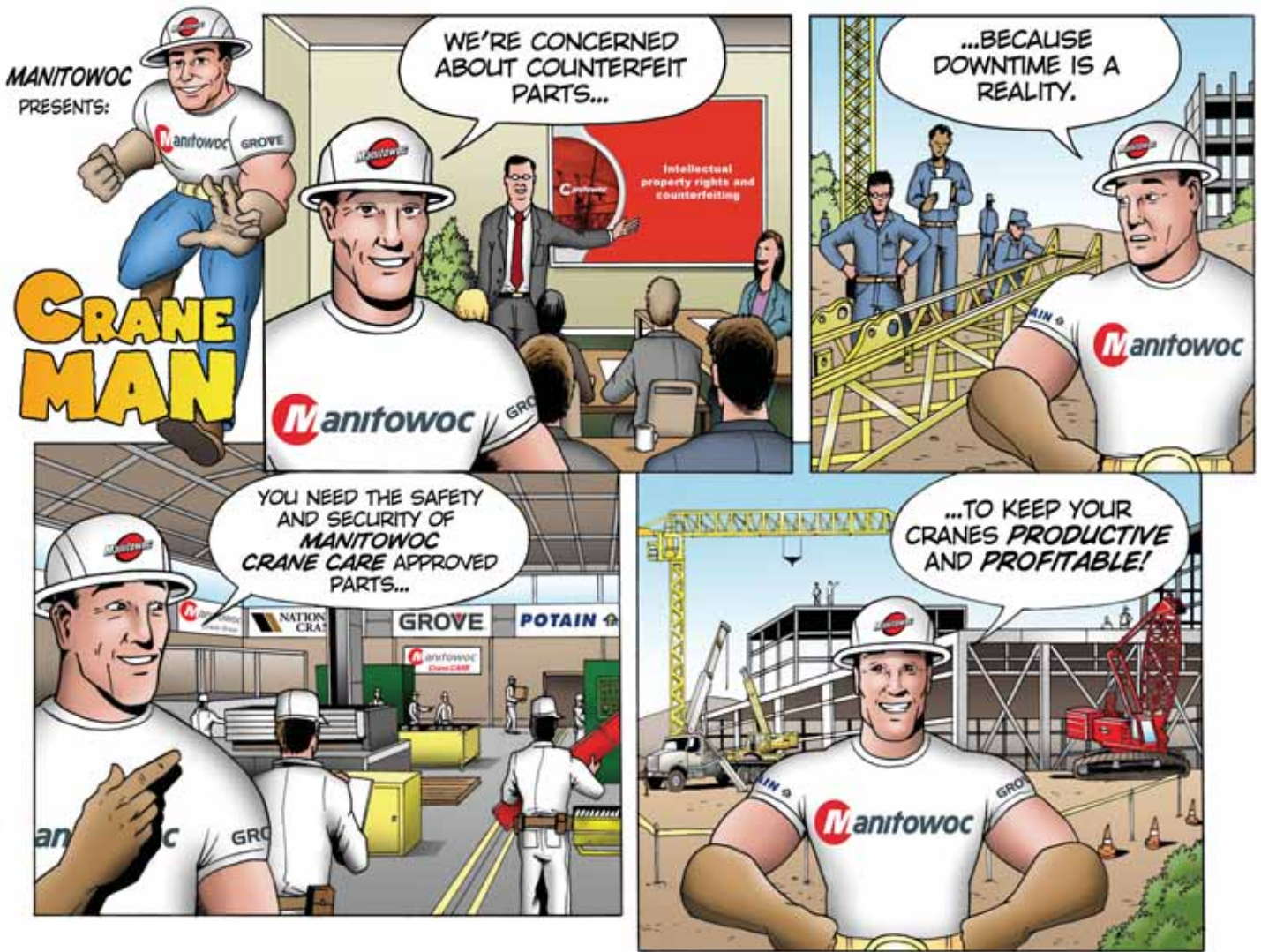
The feedback on the contact center was a key

portion of the event. Manitowoc Crane CARE identified a clear list of areas where it can make improvements and an action plan is under development.

### **Best practice**

A number of dealers presented their guides to 'best practice'. Attendees heard from ACS of Oman, who spoke on workshop tools and their use, and Kanoo Saudi, who talked about their customer satisfaction survey process.

In 2008, Manitowoc Crane CARE's EMEA division will hold a regional conference in Africa to coincide with the new African organization. ♦



# At your service

Looking Up speaks with *Alain Demichel, a technical inspector for Potain products in the US.*

**LU:** How long have you been in the industry?

**AD:** I have been working with tower cranes since 1982, when I first joined Potain. I worked for the company for five years before moving to a Potain dealer's offices first in France and then in



Martinique. In 2000 I went to work for a major international rental company before returning to Potain in 2005.

**LU:** What qualities do you believe make a good service engineer?

**AD:** You have to know the product. Manitowoc Crane CARE runs a very high level training program for technicians at the La Clayette office in France. Outside of product knowledge, you need a good grasp of reality and responsibility. You have to be a good decision maker and you have to be able to maintain a good relationship with the customer.

**LU:** What is the most challenging job you have worked on?

**AD:** Between 1985 – 86 I worked on a nuclear plant in the UK where we put up 35

Potain cranes in a tight area. The plant was on the seafront and the wind and the rain were terrible, making the job even more difficult. It was a challenge, but we made it!

**LU:** What advice would you give to a new Manitowoc Crane CARE employee?

**AD:** Be safe at all times – with yourself and with others. And know when to say “no”.

**LU:** What countries have you worked in for Manitowoc Crane CARE?

**AD:** In 25 years I have seen more than 40 countries. In my past two years in the US I have seen maybe 20 states. ♦

IT'S ONE THING TO  
TAKE CARE OF THE CRANE.  
IT'S QUITE ANOTHER TO  
TAKE CARE OF THE CUSTOMER.



Any crane manufacturer can promise routine maintenance support; that's the minimum price of entry into the industry. But true after-the-sale support demands much more. It calls for a unified, totally committed response to completely meet a crane owner's needs – and that's Manitowoc Crane CARE.

Manitowoc Crane CARE brings together highly efficient supply chain management, expert brand-dedicated Rapid Response Teams, and a network of over 300 distributors strategically located around the globe. The results? Impressive: Parts shipped within 24 hours; Service delivered 24/7, 365; detailed Technical Documentation available for every Manitowoc Crane Group product and in-depth Technical Training on a wide variety of topics for all products. Manitowoc Crane CARE. No one takes better care of cranes – or crane customers.

For more information about the Grove RT540E, go to: [www.mcgads.com/1154](http://www.mcgads.com/1154).

