

# LookingUP

MANITOWOC CRANE GROUP MAGAZINE

**Regional Update**  
Potain India

**Customer Profile**  
ALL Erection

**Technical Update**  
Tower crane cameras



# New Grove RT



# Manitowoc: Performing near you

The 200 t (220 US t) Model 14000 joins Manitowoc's celebrated line of lattice-boom crawler cranes, offering an 86 m (282 ft) main boom and 113.7 m (373 ft) luffing jib. The Model 14000 features the exclusive EPIC® with Can-Bus control system enhancing the performance of all crane functions. Crane setup is optimized using FACT™ connection technology to reduce assembly times.

For more information about the Manitowoc Model 14000, go to: [www.mcgads.com/1134](http://www.mcgads.com/1134)





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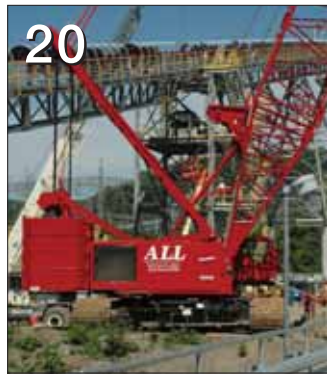
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### ON THE COVER:

The new RT540E rough-terrain cranes from Grove are manufactured at factories in the US and Europe. Read more starting on page 8.

New Grove RT



The Manitowoc Crane Group is 100% committed to market leadership in all global markets. Proof of that fact is the recent acquisition of Shirke Construction Equipments Pvt. Ltd., based in Pune, India. With this purchase, MCG is now the first major crane manufacturer with a wholly owned factory in India.

Serious investment in new and developing markets has been a strong theme in MCG's global business strategy in recent years. We have already seen the company invest heavily – and also swiftly – in its new factory in Zhangjiagang, China.

And it's not just China and India. The company has also opened new facilities in Latin America, the Middle East and Russia in recent months as it strengthens and develops its position. Regular readers of *Looking Up* will know that a core value at Manitowoc Crane Group is to serve customers at a local level as comprehensively as possible. And with the Shirke Construction Equipments Pvt. Ltd. acquisition, it has backed up those works with some significant actions.

Plans for the new Potain India facility include updating manufacturing and process technology in order to meet the growing demand for cranes in India. And also just as important will be the addition of a dedicated Manitowoc Crane CARE service center to handle customer service activities.

Manitowoc Crane CARE is an example of how the company is committed to its customers and the industry as a whole. New facilities, new programs, and an intensive recruitment drive are being rewarded as the hard work of the past five years show tangible improvements in productivity and profitability for MCG customers.

As we find ourselves negotiating a new era of globalization, the Manitowoc Crane Group's investment in all aspects of the business – production, developing markets and customer support – demonstrate its ability to adapt and lead the crane industry forward.

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 CRANE GROUP®, GROVE®, POTAIN®, TWIN-LOCK™, MEGATRAK®, MEGAFORM™, EPIC®, VISION CAB™, MAX-ERT™ and RINGER®.

**GROVE**



**NATIONAL  
CRANE**

**POTAIN**



**CraneCREDIT**

# New MCG facility in Chile

Manitowoc Crane Group has opened a new sales and support facility in Santiago, Chile, to cater to the emerging markets of Latin America. The office will cover the region from Argentina in the south to Columbia in the north, with the exception of Brazil. This facility houses sales and support services and there are plans to double the workforce by 2008. At present there are five MCG staff stationed in Santiago, which includes Manitowoc Crane CARE personnel and facilities.

The new office aims to provide more access to customers in the region giving them more local, responsive and timely support. For MCG, this means being able to serve their clients in Latin America faster and better on issues such as warranty.

Kyle Nape, vice president of sales for MCG in Latin America, said the decision to set up in Chile was based on growing demand and creating a solid base.

"Chile is a very strong market and we are the market-leaders here," he said. "Therefore, we want to provide better access and support to our customers here and across Latin America."



*MCG has leases several offices in this building in Santiago, Chile to house sales and support staff for the region. There are plans to double the workforce here by 2008.*

# Stephenson Equipment turns 50

US-based MCG dealer Stephenson Equipment is celebrating its 50th year as a leading equipment dealer. Stephenson Equipment has seven branches covering Pennsylvania and New York. With 30 service trucks and over 45 service technicians, Stephenson Equipment is committed to providing support for customers through Manitowoc Crane CARE. Stephenson Equipment became a distributor for both Manitowoc and Grove in Pennsylvania and New York in 2003.



*Dennis Heller, president and CEO (left) and Bob Criste, vice president and CFO of Stephenson Equipment.*

Stephenson Equipment focuses on complete 'lifting packages' for its customers. It also offers inspections in line with the US-government's OSHA safety-body and operator certification through the highly regarded CCO program.

Dennis Heller, president and CEO of Stephenson Equipment, pointed to MCG as a contributing factor to Stephenson Equipment's success.

"It is only through a partnership with MCG that we are able to provide the best lifting solutions for our customers," he said. "It is a relationship we look forward to taking to even greater heights in the future."

# KARUN has new headquarters

MCG's Turkish dealer KARUN staged an opening party to introduce its new facilities in Ankara, Turkey. The location is the new headquarters for KARUN which is the dealer for Grove

and Manitowoc cranes across Turkey.

In addition to Turkey, KARUN also sells and services MCG products in neighboring countries such as Azerbaijan, Turkmenistan

and Kazakhstan, where it has representative offices.

At the opening party, Frans Vanwinkel, vice president of sales and marketing for MCG in EMEA, thanked KARUN for its efforts in representing MCG in the region.

"We are happy to see KARUN achieve such successes," he said. "They have been instrumental in increasing demand for MCG products in this part of the world."



## Tower cranes help in Italian restoration

In Citta' Di Castello, Umbria, Italy, a Potain tower crane assisted with building work for the Catholic Church. A MC 68 C helped restore and reinforce the Bishop's Episcopal Palace. The crane belongs to CESA di Falcini Enzo, a local company that specializes in the preservation of culturally significant sites. It was supplied by dealer Gavarini Machine Srl in Cerbara – Città di Castello.

Work on the project started in July 2004 and was completed earlier this year. One main aspect of the job was a comprehensive overhaul to restore the



*A Potain MC 68 C helped restore the Bishop's Episcopal Palace in Citta' Di Castello, Umbria, Italy.*

original facade of the palace. A second, and possibly most difficult, aspect was the installation of a technical joint system linking the palace with the adjacent Civic Tower. It

consists of steel beams that create a network joining the two structures, allowing them to support each other as well as allowing independent movement. This joint system

is significant given the age of the buildings (both are over 500 years old) and the condition of the ground, which is in the middle of a flood plain.

## Grove at work in Iraq



Grove cranes are working in Iraq, helping in a range of activities from general building works to placement of bunkers. They are placing concrete blast walls, loading and unloading trucks and moving empty water holding tanks. These Grove machines are owned by project management company Kellogg, Brown, and Root.

Kellogg, Brown and Root have models YB4415, YB5515, RT700 and RT525 working on an Air Force/Army base close to Balad, Iraq. The cranes run daily missions – at times, for 24 hours – lifting loads between 7 t and 8 t. Their maintenance is handled by contractors on the base.

## EnCORE hosts open house at Garrod Hydraulics

Garrod Hydraulics held an open day at its facility in York, Pennsylvania, US to introduce customers to its new Cylinder Repair and Return Program run by Manitowoc Crane CARE's EnCORE initiative. EnCORE offers repair and rebuild services and this new hydraulic cylinder program provides crane owners with more options.

Repairing or refurbishing an old or failed cylinder can help decrease lifetime operating costs and reduce downtime. An

approved and certified EnCORE rebuilder, Garrod Hydraulics provides technical assistance and complete warranty coverage with support from Manitowoc Crane CARE.

There were 24 attendees at the open day plus Crane CARE regional sales and marketing staff. The EnCORE presentation was followed by a guided tour of the facilities.

Attendee reaction was positive. Mike Craver, general parts manager for JW Burrell said.



**Name:** Tim Martin  
**Region:** The Americas  
**Location:** Shady Grove, Pennsylvania, US



Tim Martin has joined Manitowoc Crane CARE as sales and marketing manager for EnCORE. In this position he will manage sales and marketing for all Crane CARE EnCORE products and services. EnCORE is the re-manufacture and re-build operation within Crane CARE. In this role Tim reports to Keith Crider, director of customer service at Crane CARE.

He will be responsible for developing new business, pursuing new opportunities, implementing sales strategies, and ensuring that objectives and strategies are attained. Tim has considerable experience in the construction equipment industry. Prior to joining Manitowoc, he served as sales and marketing manager for Komatsu Remanufacturing.

**Name:** Christophe Simoncelli  
**Region:** EMEA  
**Location:** Ecully, France



Christophe Simoncelli has been promoted to sales director for Manitowoc Crane Group in France and its overseas territories. He will manage all sales activities in the region and will also manage the alignment of Manitowoc Crane CARE's activities.

Simoncelli will be based in Ecully and reports to Frans Vanwinkel, senior vice president of sales and marketing for EMEA. Prior to this new position Christophe was area sales manager for northwest Europe and also general manager of the Manitowoc Crane Group facility in Breda, The Netherlands.

**Name:** Raman Joshi  
**Region:** Asia-Pacific  
**Location:** Singapore



Raman Joshi has accepted a new position as director of marketing for the Asia-Pacific region. Raman has been with MCG for two years as product manager for Manitowoc crawler cranes. He continues to report to Bob Hund, vice president of worldwide marketing. In his new position, he will lead efforts to build an Asian-based team of regional product managers, key country marketing managers, and marketing communications professionals.

He has extensive experience in the industry and prior to joining MCG worked at NSK Corporation as sales and marketing manager in the US. He worked for four years in Osaka, Japan as an overseas project manager for a machine tool manufacturing company.

**Name:** Craig Campbell  
**Region:** Asia-Pacific  
**Location:** Brisbane, Australia



Craig Campbell is named as Manitowoc Crane CARE Training Manager – Australia Pacific. In this new role for MCG, Craig has overall responsibility for the development and delivery of training programs and will assist with establishing Manitowoc Crane CARE Australia as a government-recognized training body. He will also be responsible for the launch and implementation of future Manitowoc Crane CARE training initiatives.

Craig began his career in the crane and rigging industry in 1981 and has worked extensively in Papua New Guinea. Over the past 20 years he has conducted training courses in all aspects of the crane industry for companies throughout Australia and the South East Asia region.

**Name:** Steve Brahm  
**Region:** The Americas  
**Location:** Manitowoc and Port Washington, Wisconsin, US



Steve Brahm has been promoted to vice president of operations for the Manitowoc and Port Washington manufacturing plants in Wisconsin, US. During his time at the facility, Steve has been instrumental in increasing production through strategies and execution.

He also led the development of an integrated expansion plan for the Manitowoc and Port Washington facilities and implemented the Safety Leadership Council to support employee-directed safety improvement process. Steve holds a degree in Industrial Engineering from University of Wisconsin-Milwaukee.

**Name:** Bud Hay  
**Region:** The Americas  
**Location:** Shady Grove, Pennsylvania, US



Bud Hay has joined Manitowoc Crane Group's facility in Shady Grove as vice president of operations. In his position, Bud will report to Larry Weyers, executive vice president of MCG in The Americas.

Bud has over two decades of heavy equipment and crane industry experience. He has managed operations, global supply chain, logistics and quality engineering. Most recently, he managed the operations and supply chain function for Joy Global. Prior to that post he was director of operations for JLG Industries. Bud holds an Industrial Engineering degree from Ohio State University.

Worldwide  
*workhorse*



**Grove's new rough-terrain crane – the RT540 – is being built both in the US and Europe. Chris Bratthauar reports.**

The range of Grove rough-terrain cranes remains an important product line. Owners love them for their tireless productivity and reliable performance.

As a manufacturer, Grove has set the bar high in terms of rough-terrain crane quality. The latest crane – the RT540 – is no exception.

The newest model is actually built in two locations. Cranes destined for the EMEA market are manufactured at the facility in Niella Tanaro, Italy while those for the rest of the world are built in Shady Grove, Pennsylvania, US.

**Constant quality**

Neil Hollingshead, global product manager for Grove rough-terrain and all-terrain cranes, says that although the cranes are different they all have the same performance characteristics.

"The same crane trademark Grove quality that customers expect," he says. "Our Shady Grove facility is one of the world's finest rough-terrain crane production sites. And we have been able to replicate that quality to help develop our factory in Niella Tanaro that opened in 2005. It is all part of our corporate goal to manufacture cranes as close as possible to the markets in which they are used."

The factory in Niella Tanaro has built on the success of its

*The cranes are built at MCG factories in the US and Europe.*

first model, the RT530E, to progress to this latest model, the RT540E. It now has released a new model the RT530E-2, an updated version of the RT530E.

**Growing market**

Neil Hollingshead says the market in EMEA for Grove rough-terrain cranes is growing.

*"It is all part of our corporate goal to manufacture cranes as close as possible to the markets in which they are used."*

**NEIL HOLLINGSHEAD, GLOBAL PRODUCT MANAGER FOR GROVE ROUGH-TERRAIN AND ALL-TERRAIN CRANES**

"The continuing popularity of Grove rough-terrain cranes in EMEA has driven us to build on our success," he says. "With the RT540E and the upcoming RT530E-2 it shows we are serious about our rough-terrain crane customers in EMEA."

The RT540E has a 35 t rating (40 USt). It has a 31 m four-section boom and an offsettable telescopic swing-away jib that extends tip height 247 m.

Other features include a 4.3 t counterweight, load moment indicator, and anti-two block system. Also included are dual-axis electronic joysticks and a sleeker, more modern cab.



The Grove RT540E.

Inside the cab, operators will appreciate the clean, automotive style control panel, where they can easily view gauges for all engine functions. And the joysticks provide smoother control and improved comfort.

**More detail**

These electronic controls also improve reliability as they require no hydraulics, so no excess heat comes into the cab through hydraulic lines. Such heat can cause problems in the warmer areas of the world when the crane is performing duty-cycle work. But thanks to the attentions of Grove's engineers in this and other aspects of the design, these new rough-terrain cranes will offer even higher levels of tireless productivity. ♦

**Grove RT540E**

*(International designation)*

**capacity:**  
35 t

**main boom:**  
31 m

**max tip height with jib:**  
47 m

**counterweight:**  
4.3 t

**engine:**  
Cummins QSB 6.7L 119 kW

**Grove RT540E**

*(US designation)*

**capacity:**  
40 USt

**main boom:**  
102 ft

**max tip height with jib:**  
154 ft

**counterweight:**  
9490 lb

**engine:**  
Cummins QSB 6.7L 160 hp

# Growing with Russia

*MCG's growing reputation in Russia was confirmed at this year's CTT exhibition in Moscow.*

**Carole Bolomier**  
*reports.*

**M**anitowoc Crane Group welcomed hundreds of customers to this year's CTT exhibition in Moscow, Russia. In the past two years the company's investment in Russia and the surrounding CIS region has paid dividends. It now has the infrastructure and dealer network expected of a market leader, a fact that is recognized by Russia's crane owners.

#### **On show**

Over 14 000 people attended the CTT show which took place this June at the Crocus Expo center in Moscow. MCG used its stand to display an MCT 88 top-slewing tower crane from Potain and an Igo 36 self-erecting crane. From Grove, there was a 100 t GMK4100. Both the MCT 88



*The Manitowoc Crane Group stand at the CTT exhibition in Moscow, Russia.*

and GMK4100 belonged to Rentakran, one of Russia's largest crane rental companies and a major Manitowoc Crane Group customer.

Natalia Kutkovich, sales manager for the region and other Russian-based MCG staff welcomed their visitors that arrived from across the country. They were joined on the stand by senior MCG management including

Philippe Cohet, executive vice president for EMEA; Frans Vanwinkel, vice president of sales and marketing; and Thibaut Lebesnerais, vice president of Manitowoc Crane CARE in EMEA.

#### **Dealer presence**

In addition to the company's own stand, its Potain dealer, Gramax, and Grove dealer Nika Group were both

present at the show, with MCG cranes on display.

Kutkovich said there was a lot of interest in Potain's self-erecting cranes.

"There was a major difference in the number of people we spoke to at this year's show compared with last year," she said. "We particularly noticed a lot of customers inquiring about the Igo cranes which is a fast-developing concept here." ♦

# Experienced leader

*The newly created Potain India organization will have TR Badarinarayan as its president, one of the most experienced crane professionals in India. Raman Joshi reports.*

When the Manitowoc Crane Group acquired Shirke Construction Equipments Pvt. Ltd., its chief executive, TR Badarinarayan was also part of the deal. He is now president of the new company Potain India.

*“We are delighted that Badarinarayan will be heading up our efforts... He is one of the most experienced and well-respected figures in the Indian crane market and the ideal leader to move us forward.”*

**ERIC ETCHART, PRESIDENT, MANITOWOC CRANE GROUP**

Badarinarayan's association with Potain began in 1988 when Shirke acquired the license to manufacture Potain tower cranes in India. He has held a variety of roles during his 19-year relationship with

Manitowoc Crane Group and the Potain brand.

Eric Etchart, president of Manitowoc Crane Group, regards Badarinarayan's experience is a valuable asset.

“We are delighted that Badarinarayan will be heading up our efforts,” said Etchart. “He is one of the most experienced and well-respected figures in the Indian crane market and the ideal leader to move us forward.”

The new president sees this move as beneficial for both MCG and its customers. Badarinarayan said the acquisition gives Indian customers greater access to Potain technology. It also provides opportunities for Potain India employees to receive quality training from MCG to bring them up to the level of the company's high global standards. For MCG as a company there is greater global exposure and a solid foundation as the first major crane manufacturer with a factory in India.

## Perfect start

Badarinarayan said the establishment of Potain India is a great move for MCG.

“This is the right move, at the right time,” he said. “With the booming



*TR Badarinarayan, president of Potain India.*

construction industry in India, Potain now has a head-start over its competitors.”

Badarinarayan has a bachelor's degree in Mechanical Engineering as

well as diplomas in Computer Science, ISO Assessment and Personnel Productivity. He is a Life Member of both the Indian Society of Mechanical Engineers and the Computer Society of India. ♦

# Expansion in India

*Manitowoc Crane Group is the first major crane manufacturer with a factory in India. Raman Joshi reports.*



*Potain India employees with MCG management inside the factory in Pune.*

The construction market in India has grown steadily for several years. This growth has attracted attention from the world's equipment manufacturers. After the marked development of the lifting industry in China,

many predict that India will be the next country to undergo similar development. With this potential market boom on the horizon, it is easy to understand why there is real excitement at MCG after the company announced its acquisition of

Shirke Construction Equipments Pvt Ltd.

"We are the first major crane manufacturer with a wholly-owned factory in India. That is something we are extremely proud of," says Eric Etchart, president and general manager of Manitowoc Crane

Group. "This acquisition fits with our stated policy of providing industry leading customer service through strong local representation."

Shirke manufactures a range of Potain tower cranes under license and also covers India, Sri Lanka, Nepal, Bangladesh and Bhutan as a dealer. Naturally, this makes the acquisition a perfect fit as the relationship between Shirke and MCG stretches over 30 years. The two companies first became involved when Shirke started selling Richier tower cranes in 1972, a brand later acquired by Potain.

**Future objectives**

Overseeing Potain India as president will be TR Badarinarayan. He is an experienced executive in the Indian tower crane market, and he says the acquisition positions MCG well for the future.

"For the time being it is very much 'business as usual' but we have plans



Outside the Potain India factory in Pune, India.

for developing our presence here," he says. "There are two short-term objectives. First, to optimize production at our factory to meet the growing demand in India

and the wider Asian market. Second, to make sure we have the level of customer service available that Manitowoc Crane Group customers have come to expect."

*"We are the first major crane manufacturer with a wholly-owned factory in India. That is something we are extremely proud of."*

**ERIC ETCHART, PRESIDENT AND GENERAL MANAGER, MANITOWOC CRANE GROUP.**



Celebrating the acquisition. Left to right are: TR Badarinarayan, MCG; Eric Etchart, MCG; Vijay Shirke, Shirke, Larry Bryce, MCG.

**All in line**

As a result, there are plans to introduce a number of MCG working practices at the Pune factory so that its processes and outputs are aligned with the Potain factories in Europe and China. There are also plans for a new dedicated Manitowoc Crane CARE center to handle customer service activities. This fits with Crane CARE's continuing development in Asia which will see a new call center open before the end of the year. This facility joins the re-manufacturing facility in Singapore and the mobile training center which were introduced in recent years.

Eric Etchart believes

**Potain India:  
THE FACTS**

**President:**  
TR Badarinarayan

**Headquarters:**  
Pune, India

**India offices:**  
Pune, Bangalore, Hyderabad, New Delhi, Mumbai

**Models manufactured:**  
MC 85i A/B  
MC 115 B  
MC 205 B  
MC 310 K 12  
MC 310 K 16  
MC 475 M25

customers will see the positive impact of Manitowoc Crane Group's investment.

"Customers in India and the surrounding region will benefit from our investment and Potain's resources and capability in the global tower crane market will be further strengthened," he says.

"This acquisition demonstrates that we are focused on maintaining and developing our position as a leader in the lifting industry, delivering maximum value to our customers." ♦

# Hot market

*With construction activity increasing, contractors in India have welcomed Manitowoc Crane Group's recent investment in the country. Raman Joshi reports.*

Like every other industry in the Indian economy, the construction sector is growing at a supercharged pace. Last year it grew 6.8% and, according to industry experts, it is not expected to slow down for the next 10 years.

With the booming construction market, Potain tower cranes are fast becoming a common and popular feature of the building landscape. Potain cranes in India are used

primarily to build multi-story buildings for retail and commercial developments in metropolitan areas. Infrastructure projects like dams are also beginning to use more tower cranes.

### Quality crane

Potain cranes are the preferred choice for many Indian contractors because of their quality, cost-effectiveness, speedy deliveries and Manitowoc Crane CARE customer service.

S Sundaresan, senior vice president of procurement for Larsen & Toubro in Chennai says that speed and response were key factors for his purchase decision. Larsen & Toubro is India's number one construction company and generated turnover of around \$4 billion in 2006.

"Our primary reason for picking Potain over the competitors was the response time," he says. "From initial enquiry, through to delivery and customer

service, everything was done swiftly and efficiently."

Now the company is able to respond even faster with the establishment of Potain India following the acquisition of Shirke Construction Equipments Pvt Ltd. This is welcomed by Potain's customers who have had a long and fruitful relationship with Shirke.

Steve Sykes, vice president of procurement at DLF-Laing O'Rourke in Delhi said it gave his company worldwide access to Potain's products and services.

"Being a direct customer of Potain in India, we now have access to their Chinese factory for projects in China and India," he said. "This might not have been possible previously."

### Great potential

Neeraj Kappor, general manager of procurement for S&P in Mumbai, sees great potential for Potain's growth in India.

"There is big window of opportunity for Potain to become the leading tower crane company in India," he said. "Potain's strength lies in the quality of its product as well as customer service. If it increases production in India, it is sure to increase market share." ♦



Potain tower cranes are a familiar sight on jobsites across India.

# CraneCREDIT: *five years*

*CraneCREDIT has spent five years laying the foundations for the future.*

**Leslie Shalabi**  
*reviews the past and looks ahead.*



*CraneCREDIT is available across the globe to finance any product from Manitowoc Crane Group.*

CraneCREDIT, the financing division of Manitowoc, has emerged as the premier global financier of Manitowoc crane products. Since its inception in 2002, the division has funded nearly \$600 million to dealers and customers around the world.

CraneCREDIT is strategically aligned to mirror Manitowoc's sales regions – the Americas, EMEA and Asia Pacific. There are trade finance directors that head financing activities in each of these regions. In total, there are 11 dedicated trade finance employees employed by CraneCREDIT. In addition to these direct employees,

CraneCREDIT partners will several institutions that make it possible to offer financing in over 20 countries around the world.

## **History**

CraneCREDIT had its beginnings in 2001 when the company recognized the need to offer financing solutions as part of the overall package when selling a crane. The first financing solution offered was internet-based, but Manitowoc recognized the need for something different. David Pengelly, director of global trade finance, explains.

"In order for financing to be a successful sales tool for Manitowoc, we needed a

solution that was more proactive and customer-focused," he said.

So, the company (which was at the time still Grove Worldwide) entered into an agreement with De Lage Landen Financial Services and that was the birth of the CraneCREDIT brand. It also allowed for a dedicated staff to support crane sales as well as a field sales force.

After Manitowoc acquired Potain in 2001 and Grove in 2002, the CraneCREDIT program was expanded to cover all MCG products.

"We rolled out the expanded CraneCREDIT program at AED in 2003 where it was very well

received by the combined dealer organization," Pengelly recounts.

## **Looking ahead**

Since that time, CraneCREDIT financing options have proven to be an effective tool to help Manitowoc distinguish itself from its competitors. It is something that customers and dealers are using more and more, says Pengelly.

"The future of CraneCREDIT is a bright one. From its beginning in mid-2002, it took almost three years to reach a total funding amount of \$250 million. It is likely that in 2007 alone, we will fund that amount for crane purchases around the globe." ♦

# The 4100W lives again



**Manitowoc Crane Group to release scale model of legendary Model 4100W Series II crawler crane. Tom Cioni reports.**

It was one of the most popular cranes that Manitowoc ever built. The Model 4100W was introduced in the fall of 1968 and the last of its kind rolled off the line in the mid-1990s. During that two-and-a-half decade span nearly a thousand of these 200-ton crawler cranes were sent in to the field.

And now, in preparation for the 40th anniversary of the introduction of this groundbreaking crane, MCG is offering the 4100W again – this time in a smaller package.

Tom Cioni, director of global marketing communications for Manitowoc's crane division, said the company made the 4100W to satisfy two markets – crane model collectors and crane operators and their families. Both will be happy, he said.

"This model is really Manitowoc's way of giving back to the crane operators and fans of the 4100W. People have been asking for years for an affordable

4100W model so they could finally bring a piece of that history into their homes," he said. "This model hits the mark."

**THE FIRST 50 CRANE OPERATORS TO SUBMIT THEIR STORY TO LOOKING UP WILL RECEIVE A FREE 4100W SCALE MODEL!**

## Stories from the field

The Model 4100W is very near and dear to the hearts of crane owners and operators around the world. *Looking Up* is searching for interesting stories about the popular crane. If you are an operator or know of an operator who spent many years in the cab of one of these cranes, we want to hear from you. Where did you work? What was the most significant job you worked on? How long were you an operator? What made the 4100W special to you? Please send us your story and electronic photo of yourself or your crane. We want to hear from you! And the first 50 crane operators that we hear from will receive a complimentary scale model of the 4100W. Please send your stories, c/o *Looking Up* to [lookingup@se10.com](mailto:lookingup@se10.com) or mail them in to *Looking Up*, c/o SE10, 16 N. Carroll Street, Suite 720, Madison, WI 53703 by the end of 2007. All stories and photographs submitted will become the property of MCG and may be used for other purposes.

### December launch

The Manitowoc Model Shop will release a 1:50 scale model of the Manitowoc Model 4100W Series II crawler crane in December. Overall height of the model is 20 in. The model itself will feature a fully functional boom, carbody, track system and chain drive. The engine access door will open as will the chain case door and the door to the cab.

In addition to the model itself, MCG will also offer a line of promotional merchandise celebrating the 4100W and its 40th anniversary. Hats, t-shirts and other items will be available in December as well.

### First of four

The 4100W crawler model is the first of four versions that will be available. In the coming months, MCG will introduce a dragline, ringer and tower version of the 4100W.

The 4100W model will retail for \$299. Please visit [www.manitowocmodelshop.com](http://www.manitowocmodelshop.com) for more information or to place an advanced order. ♦

# 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 Crane Group Model Shop has been faithfully re-created in 1:50 scale. See it at [www.manیتowocmodelshop.com](http://www.manیتowocmodelshop.com).



# Committed to Excellence

*A commitment to continuous improvement and customer care sets ALL Erection apart in the field. **Tom Cioni** reports.*



*A Manitowoc crawler crane from ALL Erection fleet.*

In the mid-1960s, the Liptak brothers recognized that contractors in and around Cleveland, Ohio, needed lifting capability, but not the high cost and responsibility of owning their own cranes. So in an effort to meet that need, they bought a crane and began offering rental-based lifting services. All Erection & Crane Rental Corp was born.

Throughout the years, a reputation for customer service and reliable equipment helped ALL Erection grow from a small family business to a world-class business. The ALL Family of Companies now employs over 1100 and offers strategically located yards throughout North America.

### Continuous improvement

"We are a firm believer in constant improvement, whether it is with our equipment, our people or finding a better way to do things," says Michael Liptak, president of ALL Erection and Crane Rental.

Because of this philosophy, ALL emphasizes hiring good people, giving them the best training and every opportunity to develop their skills so they can grow with the company. For these employees – and for their customers – ALL Erection strives to acquire and maintain the most technologically advanced crane fleet in North America.

As part of that process, last April, ALL Erection took delivery of a Manitowoc Model 14000, a 220 USt (200 t) crawler crane and the newest addition to the Manitowoc crawler line. ALL Erection has been the first to purchase the newest generation of Manitowoc cranes for the last three major

introductions. They were also first to place orders for the Manitowoc Model 18000 and Manitowoc Model 16000.

Liptak says customer profitability is the driving force behind ALL's effort to keep its Manitowoc fleet modern. "Today's advanced cranes, with their larger capacities, more precise controls, and improved safety systems, allow us to help our customers increase productivity and profitability. This is why we are always investing in our fleet," said Liptak.

"There is a core group of personnel at Manitowoc that is passionate about cranes – 'pushing the envelope' toward

*"Today's advanced cranes, with their larger capacities, more precise controls, and improved safety systems, allow us to help our customers increase productivity and profitability. This is why we are always investing in our fleet"*

**MICHAEL LIPTAK, PRESIDENT,  
ALL ERECTION AND CRANE RENTAL**

innovation and added value. Among our staff, we have crane industry veterans of 40 or more years with a wealth of knowledge and a passion for cranes. The sharing of that passion means that the partnership between Manitowoc and ALL is mutually beneficial."

### Customer support

As part of ALL's commitment to customer support, they offer lift simulation services through Compu-Crane software. This system recreates the environment of



One of ALL Erection's Model 18000 crawler cranes.

a lift by taking basic application, site, and lift data then providing 3-D simulation of the lift. It also provides recommendations for the proper crane to use for the job, outrigger load-bearing pressures, crane capacities, and percentages of the crane's capacity to be used.

In addition, ALL Erection and Crane Rental maintains and staffs its own service departments for all of the equipment they rent and sell, including their own engine shop with trained mechanics, hydraulic department, paint shop, weld shop, and fabrication shop. The company also maintains its own truck and trailer shop and glass department.

"Our service shops are charged with maintaining the industry's newest and most

modern equipment to keep it like new so that our rental fleet exceeds expectations," Liptak says.

ALL also takes customer service very seriously and works very closely with Manitowoc Crane CARE, the industry-leading crane service program.

"We are proud to participate in Manitowoc Crane CARE's programs."

Being involved with Crane CARE, ALL receives parts direct for all of the Manitowoc Crane Group brands, which maximizes machine uptime, saves money on parts, and provides faster responses to service or technical questions.

And ultimately, all of this results in more value for ALL's customers. "That is why we are still growing strong today." ♦

# The right reach



*A new Manitowoc Model 14000 helps erect a conveyor system at a coal power plant in eastern Ohio, US. Tom Cioni reports.*

The Manitowoc Crane Group's newest crawler, the Model 14000 has erected part of a pollution control system at a coal power plant in eastern Ohio, US.

MMIC, an Ohio-based lifting services provider was subcontracted to erect a conveyor system that transports a by-product of the scrubbing process away from the pollution control building.

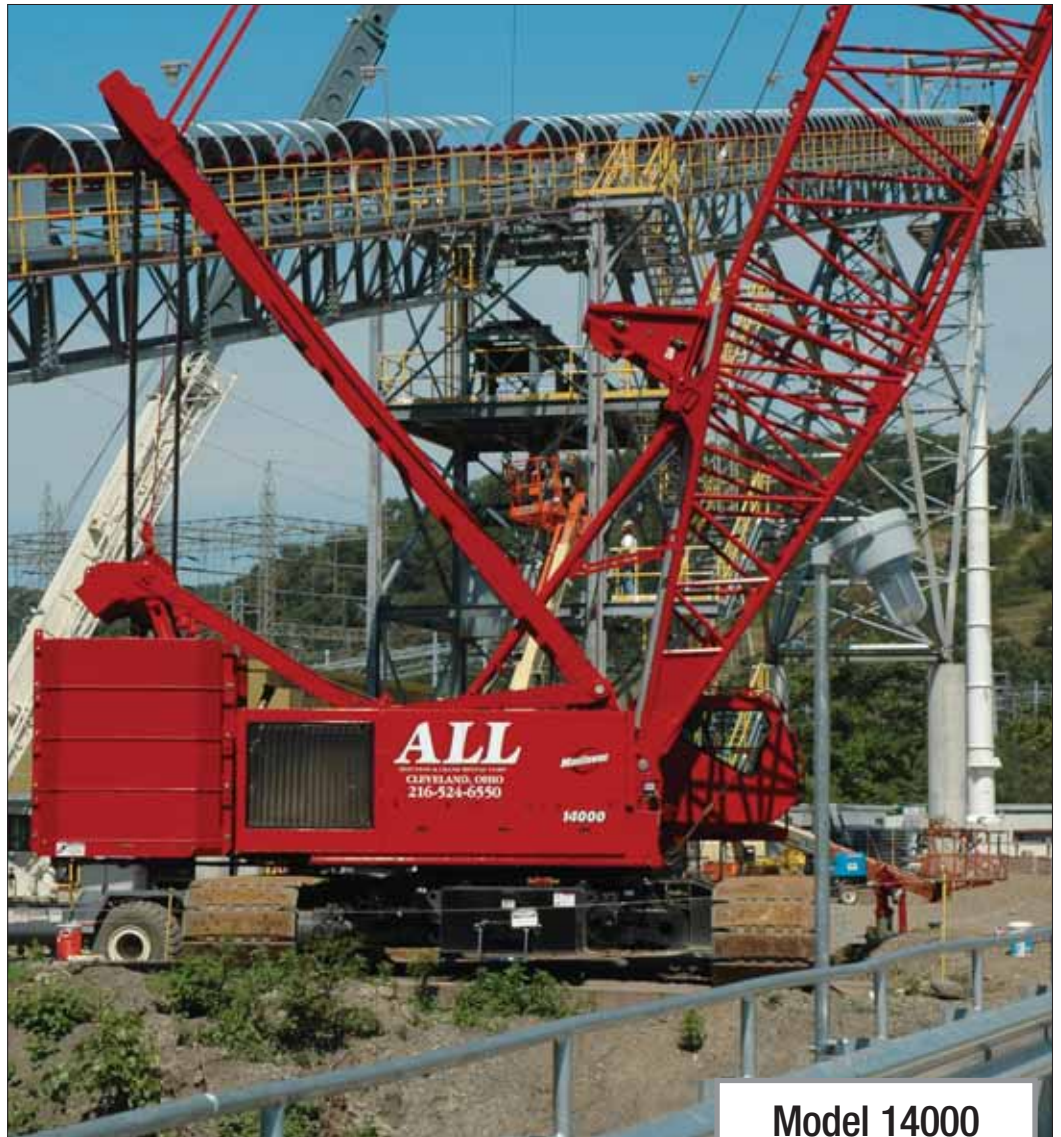
**Confined space**

The nine conveyors varied in length from 12 m to 332 m and were either 1.2 m wide or 2.4 m wide. Weight of the conveyor sections ranged from 9 t to 32 t.

Because of the confined space on the jobsite, MMIC needed a crane that could be set up 24.3 m away from the flue gas desulfurization building, yet still reach the top of the 45 m tall structure.

The Manitowoc Model 14000 was the answer. With 89 m of reach on the main boom (up to 140.8 m with the luffing jib) and a 200 t capacity, the Model 14000 was the ideal crane for the job at hand.

*Left: The crane has 89 m of main boom.*



*This Manitowoc Model 14000 is positioned to help lift conveyor sections at a coal power plant.*

Originally, MMIC had contacted ALL Erection & Crane Rental Corp. to rent a different Manitowoc crawler for the job. It was not available, but ALL had just received one of the first Manitowoc Model 14000s to roll off the production line in North America and suggested it instead.

"They were looking for a Manitowoc Model 888, which we did not have in stock at the time, but the Model 14000 was going to be delivered from the factory the week before they needed it," says Bernie Paridon, a sales representative

for ALL Erection Crane & Rental Corp. "We reviewed the load charts and everything really fell into place from there."

Doyle Stevens, field superintendent with MMIC, was very pleased with the performance of the crane on the job.

**Lots of picks**

Of the 100 picks completed on this job, 30 of them were made with the Model 14000.

"The capacity of the crane has really impressed us," says Stevens. "We were picking pieces weighing over 6 t from over 60 m away." ♦

**Model 14000**

*(International designation)*

**capacity:**  
200 t

**maximum boom:**  
89 m

**maximum luffing jib:**  
113.8 m

**maximum line pull:**  
140 kN

**Model 14000**

*(US designation)*

**capacity:**  
220 US t

**maximum boom:**  
282 ft

**maximum luffing jib:**  
373 ft

**maximum line pull:**  
31,500 lbs

# Swiss perfection

*A Swiss contractor is enjoying a productive first six months with its new GMK4100-L Grove all-terrain crane. Eliza Arnould reports.*

Grove's latest 100 t capacity all-terrain cranes, the GMK4100 and its long-boom brother, the GMK4100-L, are winning admirers around the globe. Launched last year, the

cranes sport the distinctive, well-liked new carrier cab. But its performance capabilities are more impressive than anything.

#### **Busy start**

Swiss contractor Rothpletz

Lienhard is one company that has enjoyed its first few months of ownership of a GMK4100-L. Robert Egger, head of the company's equipment division, says the crane has been busy since the day it arrived.



*The crane's strong load chart and compact dimensions make it perfect for a variety of tasks.*



#### **Grove GMK4100-L**

*(International designation)*

**capacity:**

100 t

**main boom:**

60 m

**boom extension:**

10 m – 22 m

**max tip height:**

83 m

#### **Grove GMK4115-L**

*(US designation)*

**capacity:**

115 Ust

**main boom:**

197 ft

**boom extension:**

33 ft – 72 ft

**max tip height:**

272 ft



“We took delivery of the crane in May and have used it on a variety of jobs including housing projects, bridge constructions, foundation engineering and road building,” he says. “We use it every day and some days it can complete two or three jobs at different sites, which we are very happy with.”

The ability to combine high productivity with a strong load chart most impressed Egger.

“The GMK4100-L is compact, on just 4-axes, but it has a good lifting capability,” he says. “It is also easy to transport and we like

*“We are very happy with Grove and with their dealer here in Switzerland, Stirnimann. They are local to us and if we have any problems they are addressed immediately. The service is excellent.”*

**ROBERT EGGER, HEAD OF THE EQUIPMENT DIVISION, ROTHPLETZ LIENHARD**

the fact that it carries 6.3 t of counterweight, to travel at 12 t per axle, without needing a separate ballast truck.”

### **Specialist**

Rothpletz Lienhard is a well-established Swiss contractor, specializing in foundations,

tunneling, roads, bridges and other general construction. The company has three offices; in Aarau, Bern and Olten. The GMK4100-L operates from the Aarau site. The company splits the crane 80% to 20% between rental duties outside the

*A Grove GMK4100-L belonging to Swiss contractor Rothpletz Lienhard lifting pre-cast concrete panels on a housing project.*

company and company-managed projects.

Also in the Rothpletz fleet are a GMK3055, GMK4070 and a GMK5180. Egger feels very comfortable with the Grove brand.

“We are very happy with Grove and with their dealer here in Switzerland, Stirnimann,” he says. “They are local to us and if we have any problems they are addressed immediately. The service is excellent.” ♦

# Durability i



*Above and left: Chapman Construction uses National Crane boom trucks fitted with manbaskets to help install power transmission lines.*

*Durability and ease of maintenance are the driving factors behind one contractor to use a fleet of National Cranes to help install power transmission lines.*

**Chris Bratthauer reports.**

**C**hapman Construction, of McKinney, Texas, US has a long history in the power transmission industry. The company installs power transmission lines and substations in Texas, US and

five surrounding states. The firm was started in 1947 and was family-owned until 2002.

Calvin Hargrave, president of Chapman Construction, says the company provides a complete turnkey service to its customers.

# n the field

“We clear the right-of-way, pour the foundations, build the steel towers, set them and string the conductor,” he says.

The terrain that Chapman Construction works in is often rough, unimproved areas and also varies quite a bit throughout the region that they serve.

“We may have to work in a lot of deep sand in the west and contend with wetlands in east Texas,” Hargrave said.

Chapman Construction owns and maintains a large fleet of equipment – everything from bulldozers and hole diggers to line trucks and truck cranes. And when making equipment choices, Hargrave said that they tend to choose one brand and stick with it.

Having the same brand of equipment helps the company’s maintenance technicians because they only have to learn how to work on a limited number of brands.

Hargrave says that when choosing the brand of equipment for their fleet, the ability to stand up to the tough conditions they work in everyday is a big deciding factor.

Durability was also a big driver in the decision to purchase a large fleet of National Cranes for its power transmission line installation work.

## Large fleet

Chapman owns nearly 50 National Cranes. The majority of its fleet are National 1105 series boom trucks. They fit all of the

boom trucks with a man basket for transmission line work.

Chapman Construction does very little to modify the trucks for use, only adding

tow hooks on the front and rear of the truck in order to tow them in and out of the areas they are working.

Hargrave said they have tried a number of other brands through the years, but nothing suited the conditions they work in as well as the National Cranes.

“We leased a number of other brands of boom trucks, but chose National Cranes because they are very durable and fit our application the best,” Hargrave said. ♦

*“We leased a number of other brands of boom trucks, but ended up with National Cranes because they are very durable and fit our application the best.”*

**CALVIN HARGRAVE, PRESIDENT, CHAPMAN CONSTRUCTION**



*National Crane boom trucks help Chapman Construction install power transmission lines in remote locations.*

# Total vision



The camera feedback screen is fitted in the cab.

*CMB, a well-known Italian contractor, is noticing improved operational benefits from Manitowoc Crane CARE's tower crane camera system. John Bittner reports.*

Italian contractor CMB is among the first in Italy to make use of the tower crane camera system from Manitowoc Crane CARE.

CMB is a co-operative company. This means that all its employees have a stake in the business. As such, the company believes in ensuring the highest levels of productivity and profitability for its workers.

The camera systems are just one way they are accomplishing that goal.

At present the company has five camera systems in the Milan area. All are fitted on cranes working at over 80 m height.

## Improvement

According to Pasquale Di Pirro, safety manager at CMB, the cameras have improved operations.

"These cameras have improved the operating environment for our tower crane operators and they have also added value to our operations," he says. "The extra visibility they give the operators gives

them more confidence. They are particularly useful for viewing the loading and unloading areas where most attention is needed."

## Constant view

The cameras are mounted on the cranes' trolleys allowing the operators to keep a constant eye on the hook

and any load. The picture is fed back to a high quality monitor fitted in the cab.

CMB's five cameras in the Milan area are divided between three projects. The first is on an MD 185 working on a new high-rise building for the Italian newspaper *Corriere della Sera*. There are also two cranes working with cameras, both MD 208 A's, on a hotel construction block close to the Alberghi Fiera exhibition area. A further two are fitted on Potain tower cranes working on the Vimodrone Towers project in the city.

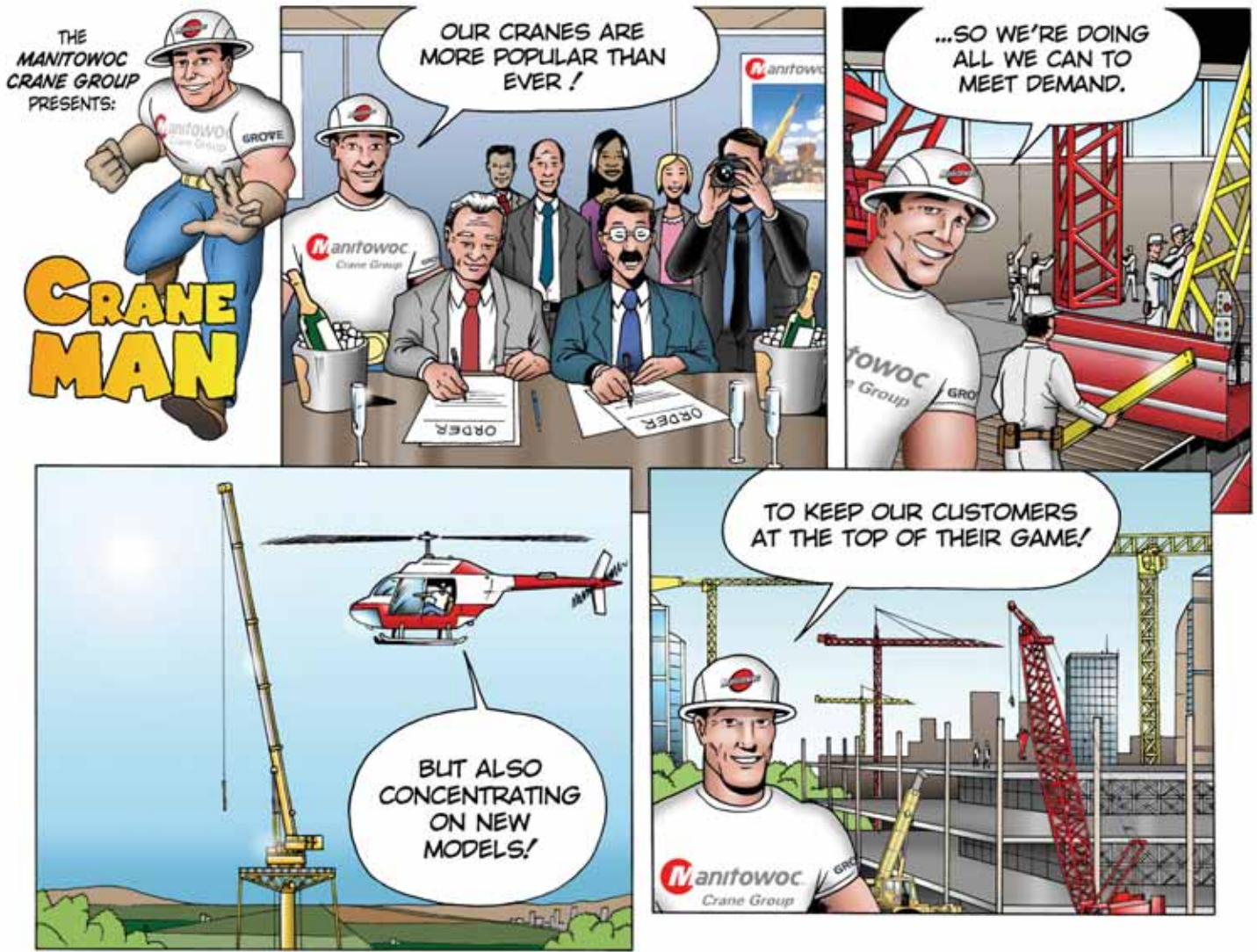
CMB has 1000 partners and 900 employees in three main locations (Carpi, Rome and Milan) and is one of Italy's best-known contractors. The company has a range of Potain tower cranes all purchased through dealer Macchine Edili Baccarani. The company uses only genuine parts for its cranes and also ensures that these are serviced and maintained only by Manitowoc Crane CARE technicians. ♦

*"These cameras have improved the operating environment for our tower crane operators and they have also added value to our operations."*

**PASQUALE DI PIRRO, SAFETY MANAGER, CMB**



One of CMB's tower cranes in the Milan area working with a Manitowoc Crane CARE camera system.



# At your service



Looking Up speaks to Breden Chua, product support manager for Manitowoc Crane CARE in Asia, about his job.

**LU:** How long have you worked for Manitowoc Crane CARE?

**BC:** I was with Coastal Equipment [a former MCG dealer based in Singapore] since 2000 and became a part

of MCG after it acquired Coastal Equipment.

**LU:** What did you do before that?

**BC:** I was workshop manager with a reputable crane rental

company, Walter Wright Mammoet for 19 years.

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

**BC:** It is important to be interested in what you do and have a good understanding of the products.

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

**BC:** When I led rebuilding and re-manufacture projects of some Manitowoc Model 4100's a few years back. It was extremely challenging, but rewarding to see the transformation of the cranes.

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

**BC:** Believe in yourself and have pride in the teams you work with. Having confidence in yourself and our products maintains our good relationship with our customers.

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

**BC:** Australia, South Korea, Indonesia, Malaysia, Taiwan.

**LU:** What languages do you speak?

**BC:** English, Chinese, Malay and, Indonesian. ♦



# National Crane: Lift more, reach higher

National Crane's tractor mount boom trucks offer the best load charts in the industry and a wide range of boom lengths, tackling jobs from 18 USt to 40 USt and heights from 48 feet to 139 feet. With an impressive list of standard features and the protection of Manitowoc Crane CARE, efficiency and reliability are guaranteed.

For more information about National Crane tractor mounts, go to: [www.mcgads.com/1154](http://www.mcgads.com/1154)

