Hiability

A MAGAZINE FROM HIAB ABOUT
ON-ROAD LOAD HANDLING | #1.2017

KEEPING OUR CUSTOMERS ON THE MOVE AROUND THE WORLD

The nDurance™ process:

From start to finish

THE HUMANS AT THE *Heart of Hiab*

From customers to partners

At Hiab, the foundation of our business is centred around customer experience and understanding their needs. We have clients of all kinds, including those with fleets of a few vehicles to those with fleets containing thousands of vehicles. What we do goes beyond providing them with good products and services. What we do is we partner with them.

How do we do that? By meeting with them, understanding how their businesses work, their challenges and the opportunities that they are looking at. Our goal is to understand their national, regional and local requirements. Having this kind of knowledge from different levels is the only way to put this puzzle together. This helps make sure that the quality of our services and equipment is at the levels that our customers expect.

Hiab's ambassador programme and its ProCare™ services, which you will read about in this issue, are some of the ways in which we give our customers quality services, access to information and expertise that we have built up through years of experience, while actively involving them in product development and improvement. Our goal is to ensure that our lines of communication thrive using service and technology.

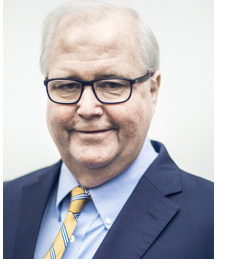
What encourages us in continuing with this strategy is the feedback we receive from our customers. Globally, they recognise that we are growing, not only in product offerings, but also in coverage. Now, we are being sought out by our customers to come in and provide solutions to their problems. They are being proactive and talking to us as much as we are talking to them. That is a sign that this relationship we share is in every sense of the word a partnership, and we are determined to take it forward.

We hope you will enjoy this edition of Hiability and discover the numerous ways in which we have enriched our customers' lives.

Russ Parisi

VICE PRESIDENT, SALES & SERVICES, NORTH AMERICA, HIAB

I am happy to welcome all Hiab friends to read this issue of Hiability magazine which has lots of stories from all around the world about our customers and their work. Customer satisfaction is the first priority for us in Hiab in everything we do. Customer insights and collaboration in the R&D phase already enable us to develop solutions that meet their needs. And on top of that, service is paramount to ensuring continued performance and safety. Happy reading!



Scott Hall

SENIOR VICE PRESIDENT, SALES & SERVICES, HIAB

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Staying safe on the road

Driving trucks can take a toll on physical and mental health. Kim Bennert, Hiab's After Sales and Technical Support Specialist and test driver of the truck equipped with the revolutionary HiVision ™ control system, tells us how he copes with stress.

Text Maiju Karhunen | **Photos** Fredrik Karlsson

The thrill you get in driving a huge truck along the countryside is unmatched. Hiab's **Kim Bennert**, who spent 16 years driving logging trucks and operating cranes, knows this. His current role in Hiab's After Sales and Technical Support team keeps him on the road constantly.

"I always carry my passport and a toothbrush so I can travel at very short notice. I once had 15 minutes to figure out how fast I could get to see a Croatian customer. I was there the next morning. The customer is always our number one priority," says Bennert cheerily.

The European Union has stringent rules for driving times, including limits on daily hours which cannot exceed 9 hours, and daily rest periods of 11 hours. Bennert has a simple and effective five-step guide to add to this.

1. **You cannot save time by driving fast. Don't stress yourself and the truck.**
2. **Never work to the breaking point; you might fall asleep behind the wheel.**
3. **Take a break every couple of hours, to clear your mind and relax your body.**
4. **Don't eat anything too heavy before a night shift. It will make you feel sluggish.**
5. **Get enough sleep.**

In the future, technology will play a big role in making a driver's job easier and safer. Kim Bennert has been test-driving the truck equipped with Hiab's state-of-the-art HiVision™ control system, which uses 3D technology to allow the driver to operate the forestry crane without leaving the truck cabin. Bennert drove the truck in nine countries, including France, Germany, England and Japan, and drove over 25,000 kilometres in Europe last summer.

"HiVision is a huge step up for the safety of the drivers. With this, you can even go and pick up logs in the middle of the night, without any problem," he explains. "But I believe that enough sleep is the most important thing for a truck driver to make the job easier, so don't skip that," concludes Bennert.

First deliveries of HiVision™ begin

Hiab has delivered the first LOGLIFT forestry crane equipped with the camera-based HiVision™ control system, to its customer Ackestens Åkeri AB this spring. “When we saw and tested HiVision last year, it was obvious that we would go for this innovative solution,” says **Johan Ackesten**, owner and founder of the company. The HiVision system provides a realistic 270-degree view of the truck’s surroundings, enabling the crane operator to operate the crane from the truck cabin using virtual reality goggles. More HiVision deliveries will be made to Europe and Japan this year.

Mattias and Johan Ackesten.

New appointments in Hiab

RUSS PARISI
has been appointed as Vice President, Sales & Services, North America. Russ will be heading Hiab’s sales and service operations within the North American region. He has extensive work experience in leading regional sales in the transportation, rental and construction equipment businesses.

CHRISTIAN BJORNE
has been appointed Vice President, Sales & Services, EMEA. Christian’s background in developing Hiab’s service business will serve him well in building sales and service business in EMEA, which represents one of the most significant service growth opportunities for Hiab globally.

THOMAS NOTHDURFT
has been appointed Vice President, Sales & Services, APAC. He has extensive experience in leadership roles in the APAC region, and has held management positions in China since 1992 in the automotive and material handling industries. APAC plays an important role in Hiab’s growth strategy. With this appointment Hiab further strengthens its position in the region.

No place too far

Effortless – that is the word that comes to mind when you look at this picture of a HIAB HiPro XS 377 E5.6 Jib crane delivering sheets of roofing insulation material to a building on Lombard Street in San Francisco. The street is famous for a steep, one-block section with eight hairpin turns. The crane is mounted on a 2016 Kenworth truck operated by Hiab's customer, the largest supplier of roofing materials in the United States.

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That's how many innovative ideas were generated at the Hiab organised hackathon at the Innovation and Test Center in Hudiksvall, Sweden, this January. "The idea was not to come up with ready innovations but with ideas that could be developed further," says Stefan Onkenhout, Director of Innovation and Business Development. Around 80 employees participated in the hackathon "Counter Strike 100", where they focussed on generating ideas around augmented reality, safety & productivity, robotisation and new business modelling. "The best part is that out of those ideas seven are now in patenting process. Our external hackathon will be organised in September," says Onkenhout.

Hiab Ambassador programme

Ambassadors to the future

When customers buy a crane, they are not just buying a machine, they are investing in a long-term relationship with the supplier. **Christine Ådland-Holmström**, Hiab's Marketing Manager for Forestry Cranes, explains why the Ambassador programme helps Hiab strengthen this relationship.

Text Anna Aistrich | **Photos** Hiab

How are ambassadors chosen?

We work with local markets to identify our ambassadors. They are customers who have been with LOGLIFT or JONSERED for a long time, are loyal and are dedicated to the brand. They run successful businesses and have the competence to share their practices with others.

Once selected, what is an ambassador's role?

The main role is to help others who may be in the same line of work, to use their knowledge and experience to help others grow. For example, in 2015, a timber truck company in France was close to bankruptcy. Our French ambassador and customer Statéphane Lainé, Manager of TRANSPIAN, purchased that company and turned it around in a year. Other companies might be interested in how he did that, and him being an ambassador, they can reach out to him for advice. Ambassadors are often available over the phone or are invited to events to answer questions. We also have plans to establish an ambassador forum, both virtual and in person, to create knowledge clusters which people can access.

What are some of the benefits of being an ambassador?

We actively involve ambassadors in our plans, especially when building new products and services. It is our attempt to show that we recognise their vast experience and skills. For example, Jari Halinen, an ambassador in Finland, really appreciates being involved and consulted when we are developing new products and solutions, especially since they will influence the way he works in the future. Anything we put out is backed by solid and practical inputs from veterans in their respective fields.

What is next for the programme? How do you intend to expand it?

Our goal is to have a minimum of three ambassadors in each main market. Then we can hold in-person, day-long, local meetings of the ambassadors and their Hiab representatives to allow them to interact with their peers. Every fourth year or so, at exhibitions like Elmia Wood or KWF, we plan to have an international forum for the ambassadors to do something together on a larger scale. We plan to kick off the forums with the first international one in Stargard, Poland, this year.

What have you learned from the ambassador programme so far?

By asking questions in a slightly different way, we are getting new, eye-opening information about the ambassadors and their businesses. The Ambassador programme gives Hiab employees tools to do their jobs more effectively. We feel it is a joint investment into building the relationship between Hiab and its customers and in their collective future. ¤

MEET THE AMBASSADORS ON THE NEXT PAGE →

> “When I can load and unload the cargo with precision, I feel happy.”

Kinichi Suzuki

AMERICA YA COMPANY, FUKUSHIMA, JAPAN

It was 36 years ago that Kinichi Suzuki took over the reins of the America Ya company from his father. He was 18 at that time and wanted to study further. But since he took over, he has had no regrets and hasn’t looked back. Part of the timber-handling and transport sector, Suzuki’s company is known for offering a service that is both efficient and punctual. America Ya has 16 trucks in its fleet, half of which are equipped with LOGLIFT and HIAB cranes. ¤

> “It takes motor skills and a certain rhythm – it’s almost like a dance.”

Jari Halinen

KULJETUS HALINEN KY, MIKKELI, FINLAND

Jari Halinen’s love of the forestry sector began as a young boy, with his father showing him the tricks of the trade. For the past 40 years, he has run a transport company called Kuljetus Halinen Ky, founded by his father in 1955. Within Finland, he is sometimes referred to as “the world’s fastest timber truck driver” thanks to his career as a Drag Racer. Given his experience and expertise, Hiab consults with him and takes his advice in the development of new equipment. ¤

Henrik Strömbäck

JS FRAKT, SUNDSVALL, SWEDEN

Henrik Strömbäck is an experienced timber truck driver, who has been working in the forestry sector for almost 21 years. You could say it is in his blood, as he grew up in Haparanda where his father owned some forests and his grandfather was a log scaler. Strömbäck works for JS Frakt in Sundsvall, and with all his knowledge of forests, his employers listen to his advice to make sure that they have the right equipment they need. ¤

> **“A good day at work would be a beautiful spring day, when you are sitting on a pile of timber in the forest enjoying lunch.”**

World Crane Champion 2016

The man behind the crane

Text Anita Christina Jensenius | **Photos** Hiab

Meet Tim Hansen, winner of Hiab's World Crane Championships 2016, as he talks about his natural affinity towards cranes and his euphoria on winning the grand prize of EUR 25,000.

"I grew up with cranes and learned to drive one by standing on a beer case so I could reach the handles," recalls Hansen, as he looks back on his love affair with all things cranes. A journey that started when he was just seven years old.

"I started with my father's crane and in the beginning, my father would drive along with me. But as I got better, I would drive on my own," he recalls and laughs. Hansen's affinity towards cranes was only natural, considering that his 82-year-old grandfather Sven Aage Hansen drove cranes for 30 years, as did Hansen's father Søren Hansen, who still operates cranes daily.

This talent came into play during the World Crane Championships 2016 organised by Hiab.

> “The biggest challenge was the pressure of having so many people looking at you.”

Tim Hansen

- Age: 25 years
- Family: Married to Kristina and father of 7-month-old Mads
- Lives: In Karise on the southern part of Zealand, 70 kilometres from Copenhagen
- Works: As a crane driver in his own company Tim Hansen APS.

Competing against 15 finalists, Hansen won gold with a time of 2:51:42, but it was a close call with only mere minutes separating him from Guido Beaujean of the Netherlands who got silver and Martin Utpatel from Germany who won the bronze.

Looking back at the hard-fought win, Hansen says he always had a feeling that he would win but didn’t dare to really believe it. And despite strong support from family and friends, he had to struggle to keep his nerve during the weekend before the championship.

“The biggest challenge was to handle the pressure of having so many people looking at you,” he says, admitting that as a typical Dane, he is not used to working in front of an audience. But in the end, it was the presence of his family that helped Hansen keep his cool, with his grandfather, his father and his younger brother coming to the finals at the IAA exhibition in Hannover to cheer for him.

And his reaction to winning the championship? “It was a bit unreal, but on the road on our way back everything was a bit more fun. It felt pretty great to have won the price and to be able to call myself the world champion,” he says.

Hansen has big plans for the grand prize of EUR 25,000 which he won. First, he wants to take a trip to ’any sunny destination’ with his wife and son, and then he wants to buy a new HIAB X-HiPro 232, the same model of loader crane that helped him win gold.

Hansen also says he intends to participate in the next World Crane Championship.

“I definitely want to see if I can beat my own record. If I am lucky, I will win and be able to plan holiday trips in the future too,” he says optimistically. ¤

THE GOLDEN AGE OF INFRASTRUCTURE

PHILIPPINES

SWEDEN

FRANCE

GERMANY

DENMARK

The Philippines, one of the fastest-growing economies in Asia, is leaving no stone unturned to keep growth and development in its infrastructure sector going. A move that also holds enormous potential for its material-handling sector. Find out how.

Text Payal Bhattar | **Photos** Getty Images

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PHILIPPINES 1

The Philippines is one of the fastest growing-economies in the ASEAN region.

How do you connect and develop infrastructure for 7,107 islands covering more than 300,000 square kilometres of territory while achieving the goal of social development for 100 million people? The task is tough but not impossible, at least not in the modern-day Philippines.

The government of the Philippines has embarked on an ambitious 'build, build, build' campaign, earmarking a whopping USD 173 billion for the construction of various infrastructure projects. A move that **Ernesto Abella,** Presidential Spokesperson for the Philippines, says will usher in a 'golden age in infrastructure', employing millions of Filipinos and spurring economic development across the country.

Investments in the country's construction sector have already risen from 8.9 percent in 2015 to 13.6 percent in 2016. Public construction, which supports the government's infrastructure agenda, grew by 29 percent in the same period.

"With the government's focus on infrastructure, local and international construction firms should see a rise in opportunities thanks to government projects lined up and ready for anyone to take part," says **Florentino S. Dulalia**, President of the Asia Pacific Committee of the International Real Estate Federation (FIABCI).

All of this is very good news for the transportation and logistics sector, where companies are scrambling to invest in material handling and transportation equipment to service these markets.

According to the World Bank's Philippines Economic Update (April 2017) nearly half of the investment on equipment is estimated to have been on transport equipment.

Centro Manufacturing Corporation, a leading truck body builder and load-handling equipment provider in the Philippines, is one such company that is poised to take advantage of this surge.

The company is in a sweet spot as it primarily services sectors that are driving growth in the Philippines economy, i.e., manufacturing, real estate and construction, utilities, transportation and storage. All of which, says **Rommel Juan**, VP of Sales and Marketing at Centro Manufacturing, require the right transportation and load-handling solutions to expand.

1

CENTRO MANUFACTURING CORPORATION, PHILIPPINES

> “We learned from the best practices in the field of technical, sales and marketing.”

Centro Manufacturing signed its first foreign business alliance with Hiab (Cargotec) as it wanted to diversify into truck mounted equipment and become a one-stop shop for all requirements related to truck bodies. A partnership that has helped Centro deliver quality products to the Philippines market.

“This relationship has resulted in a subsequent transfer of technology in hydraulics systems, something that is new to us. We also learned from the best practices in the field of technical, sales and marketing,” explains Juan.

As a result, the company has been able to widen its product offering to include truck mounted equipment which industries need to load, unload and transport cargo across the country. This includes truck mounted cranes which are useful for utility companies like electric, internet and telephone companies. Tailgate lifts for logistics companies, and demountable hook lifts for mining, quarrying and sugar cane field operations.

"The Philippine market has started to accept and appreciate the value of material and load handling equipment for more efficient business operations. The market has been very demanding when it comes to the delivery of crane equipment," says Juan. "Hiab is known as the number one cargo-handling solutions company in Europe. Multinational companies know of Hiab products and specify them in their Philippines operations as well," he adds.

With billions of dollars in infrastructure spending lined up in 2017 alone, it looks like this growth story has just started gathering momentum. ¤

USD 173 billion

That's how much the government has earmarked for infrastructure development in the Philippines over the next few years.

Keep rolling, literally

Having your vehicle suffer a puncture in the middle of nowhere is a pain, especially if you are running a business with clients who value punctuality. If you feel the same way, Colmec's new mobile service in Sweden might just be the perfect solution to your problem.

Text Campbell Black | **Photos** Colmec

The sound of heavy machinery and construction equipment fills the air in southern Stockholm. As the city expands, a new ring road – which will be tied to the main motorway – is under construction. Enormous vehicles tow granite and mud from the blast sites to make way for the road. But what happens when one of these vehicles suffers a puncture? Enter Colmec, Sweden's leading retreader, which has rolled out a mobile service to help stranded vehicles.

"Either we get the vehicle to one of our service points in Stockholm, or we show up with a new wheel and fix the problem by the side of the road," says Project Manager **Mark Eckerström**. "No driver has to stand idly by as the vehicle is taken to the garage, so the customer saves time and money. It is also convenient for our customers to just report a puncture and we come and fix it."

These machines are serviced under the Colmec Mobile Partner service, where trucks equipped with a HIAB loader crane, MOFFETT truck mounted forklift and a ZEPRO tail lift are used to transport vehicles and replace their tyres. Eckerström says this equipment is uniquely suited to handling the different jobs Colmec is called out to handle.

"The equipment set-up allows us to help customers who work with heavy vehicles, which means we can go out into almost any terrain and lift enormous tyres."

2

COLMEC, SWEDEN

In 2010, there were more than 10,000 vehicles on Swedish roads with a quarter of a million employees taking care of 86 percent of goods transports, according to the Swedish Association of Road Transport Companies. A mobile service like that provided by

FACTS

PHILIPPINES

- The entire landmass of the country is made up of over 7,000 islands.
- It is the second-most populous country in the ASEAN region with a population of over 100 million.
- The Philippines has one of the fastest-growing economies in the world, with the IMF expecting GDP growth of 6.9% in 2018.

> “It’s an innovative way to make new inroads into servicing the customer.”

Colmec ensures that these vehicles do not need to depend on garages to keep running.

“Our customers say we’re redrawing the map in the tyre servicing industry, in part because they’re no longer dependent on the limited opening hours of traditional garages,” explains Eckerström. “It’s an innovative way to make new inroads into servicing the customer.”

Colmec already serves over 20 customers of all sizes, from fleets with five vehicles to bigger fleets of 450. To date, a total of 1,200 vehicles are covered by the service. And since Colmec launched its service three years ago, more hauliers are coming on board.

A big selling point is availability, with Colmec Mobile Partner on call from 6 in the morning until 8 at night. With staff trained to give advice and support, losing valuable time when a vehicle breaks down is no longer an option.

With new customers getting in touch, Colmec plans to expand the service but wants to do so with care, to ensure that every new customer gets the quality they deserve.

“We want a mature expansion at a reasonable pace so we can secure more vehicles, more staff and deal with the logistical challenges of Stockholm traffic,” says Eckerström. ¤

From waste to wealth

As people become aware of the need to recycle waste, the recycling industry has undergone a boom. So much so that companies engaged in this business are scrambling to keep up with the vast amount of garbage being generated. How are they managing to keep pace? Let's find out.

Text Jelena Prtoric | **Photos** Claire Defosse

Electronics, glass, plastics and textiles are an inevitable part of everyday life, yet it has become increasingly difficult for us to live with them as well, because of the billions of tonnes of waste generated every year through the use of these products. The other side of the coin is that these mountains of waste have created a global recycling industry – large and complex.

"We reckon that the recycling industry employs more than 1.6 million people worldwide, processing 800 million tonnes of commodities per year, achieving an annual turnover in excess of USD 200 billion," explains **Elisabeth Christ**, Communications Director of the Bureau of International Recycling (BIR).

However, new regulations have acted as a dampener to growth, forcing companies in markets as diverse as France, one of the more sophisticated recycling markets in the world, and Israel, known internationally for its recycling efforts, to look at improving efficiencies to keep pace.

Stéphane Amadeo, who runs the French recycling company Alvi, is proof of the boom that the recycling sector has seen. When he took over the company in the year 2000, it was a small business, with just one truck and one employee. "Today, I have nineteen employees and use fifteen trucks," Amadeo says proudly. His company handles over 20,000 tonnes of industrial waste every year, collected through 500 skips located in different construction sites throughout Lyon in France.

It is not all roses all the way. With the amount of waste being generated showing no sign of coming down, tougher legislative controls have been introduced to force recycling companies like Alvi to handle larger capacities.

"There are far more regulations to be respected nowadays, far more administrative constraints than when I started. Today the sorting process must be more precise, neater. One needs to recycle the maximum and reduce the non-recyclable parts to the minimum," explains Amadeo.

3

ALVI, FRANCE

To meet this challenge, Alvi invested in modernisation and technological development. Key to this has been Hiab's MULTILIFT Futura series of skiploaders, which the company has used to upgrade its fleet. This allows Alvi to transport larger quantities of material to and from its facility.

"Skiploaders are the first link in the recycling chain, and help us achieve better efficiency, more speed, improved security. Also, I find that these MULTILIFT units are the most reliable ones," explains Amadeo. These are part of Hiab's comprehensive portfolio of solutions for the waste management and recycling businesses.

This coupled with plant automation has ensured that Alvi is able to meet the new regulations without raising prices for their clients.

Hiab offers comprehensive solutions for waste management and recycling businesses through its range of services and products including

HIAB
– loader cranes for light waste-management purposes

MULTILIFT
– hooklifts and skip loaders to handle both heavy and light waste and recycling materials

JONSERED
– recycling cranes for heavy recycling needs

Alvi handles over 20,000 tonnes of industrial waste every year

> "It will help redefine what recycling means in the context of a circular economy."

Meanwhile, over 3,000 kilometres away, the situation is much the same for **Tsuri Buchnic** in Israel, who runs a family-owned recycling business. Sorting 3,500 tonnes of waste per month, collected via 450 skips placed at different construction sites, Buchnic's business is among Israel's top demolition-waste recycling companies. Something Buchnic credits to the company's sustained ability to handle greater capacities than rivals.

A defining trait that started way back in 1986, when Buchnic's father bought the first MULTILIFT hooklift which allowed the company to take on large volumes. When the MULTILIFT model was withdrawn from the Israeli market for a while, the company had to turn to other hooklift makers. Until 2016.

"I went to our usual hooklift manufacturer only to find he wasn't there. Coming back, I saw a truck in front of me carrying a familiar product," recalls Buchnic. He immediately recognised the MULTILIFT unit from his childhood, and followed the truck to talk with the driver who was on his way to Hiab's importer in Israel. Soon enough, Buchnic ordered two units, while commissioning another two in due course.

"It was like destiny," he concedes jokingly. "My operations run more smoothly. It is a reliable machine, it is a fast machine, and it is constructed in a way to give you more payload, meaning that the customer can haul more volume, while saving fuel and time," he explains.

In France and in Israel, the ability to handle greater loads and the use of reliable equipment have become key to recycling companies beating tighter regulations. "It will help redefine what recycling means in the context of a circular economy, while mitigating the impact of legislative action," says Christ.

And with the world's garbage output showing no signs of reducing, it is these efficiencies that will help recycling companies thrive, now and in the future. ¤

Treading softly into the future

Go Green is the mantra around the world, and the Behrens-Wöhlk group in Germany has been taking that to heart by betting on electric vehicles to see them safely into the future. Let's see how they are managing this switch.

Text Ralf Vester | **Photos** Getty Images

With signs of climate change becoming increasingly visible, going green has become a must for people across the globe. For the Behrens-Wöhlk group, a wholesaler of wood and building components, this is a mantra that is at the heart of their business.

"Wood is a regenerative resource and we take the utmost care to ensure that we use it sparingly. When we practise our trade, we look to the future," explains **Karlheinz Haefele**, head of logistics and the vehicle fleet at the Behrens-Wöhlk group.

With 14 sites, three central warehouses and around 800 employees, the group is one of the leading wood wholesalers in Germany. They boast a fleet of 130 vehicles and a forklift fleet of a 110 MOFFETTs to supply the company's customers with the goods they require within 24 hours. The timber they sell comes from a variety of sustainable sources in Germany, Austria, Scandinavia, the Baltic states, Russia and Southeast Asia.

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BEHRENS-WÖHLK GROUP, GERMANY

Recently, the Behrens-Wöhlk group took their concern for the environment to the next level, placing an order for 15 MOFFETT E-series electric truck mounted forklifts. A choice made all the easier, says Haefele, because of the E-series' durability and low emissions.

"As the vehicles produce a minimal amount of noise and are zero-emission, the stress potential for our drivers is reduced. What's more, the maintenance intervals for electric forklifts are longer than those for diesel machines. We expect the lithium-ion technology to perform well even when temperatures are low," he explains, justifying the choice.

The MOFFETT E-series is the world's first truck mounted forklift that is operated using a

The E-series is the world's first truck mounted forklift that operates on a lithium-ion battery.

Photo: Hiab

lithium-ion battery and as such, it is completely emission-free. This makes it an important choice for material-handling companies around the world, who are looking at ways to cut their carbon footprint and do their bit for the environment. Additionally, the E-series allows operators to know how their money is being utilised.

"Its electric power means the customers knows exactly where their money is going, and the battery and control units are guaranteed to work for 60 months, or 2,500 operational hours, offering the user a high level of security," explains **Cord Schipfmann**, MOFFETT North Area Manager.

Ideal for transporting goods both indoors and outdoors, the E-series functions silently, meaning it can be used for deliveries in residential areas, as well as during the night.

"Deliveries in urban areas will become a consideration for us in the near future, in the Cologne-Bonn greater area for example. By having electric forklifts, we are equipped in the best possible manner for such occasions. Electrified machines are the future, without a doubt," says Haefele emphatically.

With 15 electric MOFFETT E4s, the Behrens-Wöhlk group is heading into a clean, efficient and quiet future, paving the way for others in the industry to follow.

As strong as an elephant

In November 2016, SAWO A/S – Hiab's Danish distributor – gifted an 8-tonne granite elephant to Hiab's new multi-assembly unit in Stargard, Poland. It was transported all the way from Denmark to Poland by the Bent-Mortensen family. We tell you why this was a gift loaded with symbolism.

Text Anita Christina Jensenius
Photos Hiab

Hiab's characteristic elephant logo with its trump looking like the hook of a crane had always fascinated Flemming Christensen, the founder of SAWO A/S, Northern Europe's largest supplier of cargo-handling equipment. In fact, he felt so strongly about the symbolism behind the elephant logo that the grey giant was made SAWO's totem animal.

Signs of its presence are everywhere, with elephant statues welcoming guests to SAWO as they arrive at the office.

"I have around 20 elephants in my office, some made of ivory, glass, china and even wood. I even have paintings of them on the wall," explains **Ivan Chrost**, CEO of SAWO.

The elephant represents strength, long life, reliability and trust, all qualities that Chrost says have come to represent a Hiab crane. Which is why, as testament to their long-standing relationship, SAWO has gifted granite versions of these elephants to Hiab offices in Sweden, Holland and Finland, with the most recent one being gifted to the Stargard unit in Poland.

5

BENT MORTENSEN A/S, DENMARK

Transporting this mammoth gift over 1,000 kilometres from Denmark to Poland required someone SAWO could trust without any reservation. Which is why they made

the decision to have Per Mortensen and his son Jesper Mortensen of Bent Mortensen A/S take up this task. A choice, Chrost says, that is especially symbolic since the family has been using Hiab equipment for over 50 years now.

"SAWO's relationship with the Bent-Mortensens means a lot because they are loyal customers that have stayed with us and Hiab year after year. As a company, they have been doing business with us for three generations and so are the perfect ambassadors for us," says Chrost admiringly.

A feeling that is reciprocated by 36-year-old **Jesper Mortensen**, who represents the youngest generation of the Bent-Mortensen family and who has known SAWO since he was a young boy.

> **"It is an important kind of mutual respect that shows that we can rely on each other."**

"We keep being loyal because we know that SAWO will always do anything they can to help us," he says. Mortensen recalls a time when the piston rod on one of his cranes was giving him problems and he had to call SAWO in to help. "They showed up right away and fixed the problem in no time. That's important because it's quite expensive for us to have a vehicle stranded on the road," he explains.

As a fifth-generation crane driver, Mortensen knew the importance of having the right equipment to accomplish this task, which is why he chose to take their biggest crane – a HIAB X-HiPro 1058. And not only was it an exciting chance for him and his father to travel to Poland and see the new facility, he also feels it was a great honour for the Mortensen family.

"To us, it was a pat on the back. It showed that SAWO appreciates us as a customer. It is an important kind of mutual respect that shows that we can rely on each other," says Mortensen proudly.

When '**Hiabilski**' – as the elephant was affectionately named, rolled into the Stargard ground, nearly 300 people were in attendance and watched in awe as the giant statue was smoothly and effortlessly set in place. A reminder of the strong relationship that has built up over the past five decades between Hiab, SAWO and the Bent-Mortensen family.

With all the goodwill that has been built up, Mortensen feels that the relationship will last another 50 years, saying "as long as we respect each other, I don't see why it would ever change."

For Hiab, the feeling is mutual and ties in firmly with its core values, which are to pioneer new products and services, while building up a reliable, caring and empowering relationship with its customers. A relationship as strong and powerful as the mighty elephant. ¤

Humans *of* Hiability 6

When a city goes to sleep, their watch begins. From Master Riggers to dispatchers – these are the people who are seldom in the limelight, yet are the building blocks who shape every city's landscape. Meet the people who build our cities with their meticulous planning and execution of civil works.

Photo: Martin Adolfsson

David O'Connell

49, DIRECTOR, NYC MASTER RIGGER
HIAB FAVOURITE: HIAB XS 1055 HiPro

"All good things come to you when you are happy with yourself. My career as a Master Rigger has been an adventure that never disappoints. On the surface, the nature of this job may seem brutish, but in fact it has to be quite refined to move such large heavy loads with such precision. The dense urban environment of New York City has no parallel and our projects run marathon schedules. Weeks and months go into project preparation, while execution happens over a few days and nights. The long shifts, harsh weather, nauseating heights and gruelling city environment are daily tests of our mental and physical endurance, yet the result is rewarding. I love to see projects play out like a symphony, safely and according to plan. It is pure joy to be able to effectively coordinate the different elements and personalities involved and see them perform to their fullest potential."

"This is the first job I have had that I can really, truly say that I love. To do it, though, I had to learn how to deal with my fear of heights. On my second day on the job I was assigned to deliver a load on a truck with a top seat. Depending on the base, you are between 13 and 20 feet off the ground and sitting on a seat that moves with the crane in a 400-degree circle. This job has taught me many things, including how to deal with my acrophobia and how to stay safe. You will have different kinds of terrain to deal with depending on the project. If the soil is soft or has been disturbed to lay the foundation, you need to know where to place yourself to stay safe. These are all challenges that make work exciting. I wish I had figured this out 20 years ago and found this job because then it would seem as though I never worked a day in my life." ¤

Photo: Jonathan Gayman

Mike Beard

47, KNUCKLE BOOM OPERATOR
HIAB FAVOURITE: HIAB XS 377 HiPro

Photo: Dwight Cendrowski

Kyle Kozlowski

35, DISPATCHER
HIAB FAVOURITE: HIAB 335K HiPro

"I have a beautiful family and am happy with my life. I began driving when I was 16 and if it weren't for my job and the knowledge I have gained from it, I wouldn't be where I am right now. As a former driver/operator I understand the pressure of delivering building materials to construction sites. It isn't easy to figure out the best way to ensure driver safety no matter what and make sure your customer is satisfied. The onus is on us to figure the best way to do this and it can all be very overwhelming. Yet, my work is my pride. It has taught me to be appreciative of life. You cannot take it for granted. You must take the good days with the bad and focus on the positive. The biggest lesson, though, is that hard work pays off. Take it from me, life has a funny way of caring about you if you care about other people and be the best at what you do." ¤

HOW TO MAKE YOUR CRANES WEATHER-PROOF

Your crane may be capable of lifting heavy loads, but can it handle different environments and work at top efficiency? Hiab's radical nDurance™ paint process may be just what you need to take care of your machine.

Photos Stefan Isaksson

1 ANTI-CORROSION LAYER

After degreasing and shot blasting, the production parts are prepared for the first corrosion resistance layer. An ultra-thin, chrome-free, nano-ceramic film is deposited on the surface during the immersion process. It provides great anti-corrosion protection. The bath in which it is immersed contains polymers that bond firmly with the metal surface and the paint coating. The advanced chemical composition of the process ensures that all surfaces, including difficult-to-reach places, are completely covered by the film.

Cranes are used to do a lot of heavy lifting and moving, and unlike other equipment, they are almost always exposed to the elements, through the year. To ensure that they perform well, come rain, snow or heat of the sun, it is essential to provide them with effective anti-corrosion protection.

Hiab's nDurance, a technologically advanced and environmentally sound pre-treatment and painting process, will help equipment stay safe, no matter what the weather. Based on nano-technology and combined with state-of-the-art e-coating and powder painting, nDurance provides long-term protection for the equipment.

At its heart lie three different protective layers, each contributing to making cranes highly resistant to corrosion and the different environments they are exposed to every day. We take you through the different steps involved in the fascinating nDurance process.

2 IMPROVED CORROSION RESISTANCE

After the first nano-ceramic layer is in place, the parts undergo an e-coating process, where electro-deposition is used to coat a thin layer of one metal over another type of metal. Paint particles that contain a positive charge are attracted to the immersed parts, lending a high degree of throwing power coupled with excellent corrosion resistance. The coated surfaces fulfil the requirements laid out in the VOLVO STD 423-0014 standard.

3 POWDER COATING

The parts are then transported to the automatic powder-coating booth, where the last protective layer is applied using a spray-electrostatic method. This system ensures even distribution of the material all over the piece. This is then placed in an oven where the powder paint turns into a hard and durable surface that features excellent protection and mechanical properties which help cope with different environments.

Przemysław Grzankowski

4 PAINTING

Manual powder coating has the same effect as automatic powder coating. The difference lies in the colour of paints being used. This allows colours other than black to be used, allowing parts to be painted as per customer demand and taste.

Damian Derbin

5 QUALITY CONTROL

A well-trained team monitors paint shop conditions, process parameters and even the condition of the steel structures at every stage of the production phase. Process stability and durability is checked by laboratories to ensure that it meets with Hiab's high standards.

Hedging against all risks

As the saying goes, a stitch in time saves nine. Hiab understands this, which is why it provides a comprehensive service contract suite called ProCare™ with all its equipment. We spoke to two of Hiab's clients in the Netherlands, who have included a service contract with every order they placed, to see how it has helped.

Text Jan Tazelaar | **Photo** Hiab

Many of Hiab's customers work in a tough business environment. Nowadays, transport companies must deal with fierce competition, small profit margins, and rising fuel prices. The last thing you want as a fleet owner is running the risk of your equipment failing.

At first glance, service contracts may seem an expensive option for keeping equipment in good working order but consider the alternatives. During vital operations, if load-handling equipment falters, it could easily cost a hard-won deal worth many times the cost of a service contract.

All machines need periodic service and care, and properly executed maintenance can ensure that they function smoothly without any problems. Hiab knows all about this, which is why it recently decided to radically improve upon its service contract offering.

The result is called ProCare™, where 'Pro' is short for proactive and professional, reflecting a more forward approach. There are four levels of ProCare™ service agreements to choose from, so clients can opt for a custom solution which fits their business best.

One fleet owner in the Netherlands who never thinks twice about having service contracts on Hiab equipment is Suez, a large operator in the field of waste disposal, collection and recycling. Suez has been active in the Netherlands since 2002, and has 800 heavy trucks on the road, around one-third of which have been fitted out with Hiab equipment. Service contracts have always been part of their

Hiab ProCare™

ProCare™ is a comprehensive new suite of service contracts to address all customer needs. Clients also enjoy a higher residual value that comes with having dealer-maintained equipment. The four levels of ProCare™ are:

INSPECTIONS
Regular inspections that are conducted according to a checklist

ESSENTIALS
Standard planned maintenance along with regular inspections

WARRANTY+
Extended warranty to keep equipment safe for the longer term

TOTAL R&M
Total repair & maintenance coverage that gives you peace of mind

business deal with Hiab, says fleet manager **Richard Bierhuizen**.

"A service contract really is a no-brainer for us. The quiet smoothness and convenience of a contract saves you heaps of hassle. One invoice a month is all we ever see on our desk. The fixed costs save you nasty surprises and we never need to worry about inspections and regular maintenance. I can't recall any serious breakdowns, and I'm quite sure that the maintenance schedule has played its part here."

It has been a similar experience for **Witzand Bouwmaterialen**, a supplier of building materials located in the far east of the country. A Hiab client since 2006, the company operates three MOFFETTs and one roller crane and has opted for the Total R&M (Repair & Maintenance) package of ProCare™. A protective feature that has been very useful, says **Casper Van Vels**, the fleet manager at Witzand.

"One of our MOFFETTs was away for maintenance and we were using a replacement MOFFETT from Hiab. Unfortunately, it faced problems. But as soon as we notified Hiab, they sped up the maintenance on our own MOFFETT, working overtime, and returned it much earlier than planned. As a result, our downtime was negligible."

Impressed, Van Vels advised a transportation company working under contract for Witzand to go for a MOFFETT and to include a ProCare™ service agreement in the deal, which they did.

All of which just feeds into Hiab's goal of keeping its customers on the move always, so that they can deliver as promised, every time. ¤

This is Hiab

Hiab is the world's leading provider of on-road load handling equipment, intelligent services and digitally connected solutions.

A part of Cargotec

Cargotec enables smarter cargo flow every day with its leading cargo handling solutions and services. Cargotec's business areas Kalmar, Hiab and MacGregor are pioneers in their fields. Through their unique position in ports, at sea and on roads, they optimise global cargo flows and create sustainable customer value. Cargotec's sales in 2016 totalled approximately EUR 3.5 billion and it employs over 11,000 people. www.cargotec.com

Eight brands to cover customer needs globally

HIAB

- founded by Eric Sundin in 1944 (Sweden)
- joined the group in 1985
- main product: loader cranes
- key customer applications: delivery of building materials, industrial products, digging

JONSERED

- founded by William Gibsom in 1833 (Sweden) – first forestry cranes come to market in 1961
- joined the group in 1978
- main product: forestry cranes and recycling cranes
- key customer applications: forestry logging, heavy recycling

LOGLIFT

- founded by Juhana Laakso and Karl Viktor Vartiainen in 1891 (Finland) – first forestry cranes launched in 1966
- joined the group in 1988
- main product: forestry cranes
- key customer applications: forestry logging

MOFFETT

- founded by Cecil Moffett in 1945 (Ireland)
- joined the group in 2000
- main product: truck mounted forklifts
- key customer applications: delivery of goods in several industries, including building, gas, agriculture, recycling and beverage

CRANES

- HIAB
- LOGLIFT
- JONSERED

DEMOUNTABLES

- MULTILIFT

SERVICES

- Sales, service and distribution network in more than 100 countries

BEST PERFORMANCE ORIGINAL SPARE PARTS SELECTED FOR

- Hiab original spare parts are designed specifically for our equipment, ensuring premium quality and reliability.

ESSENTIALS HIAB PROCARE INSPECTION

- A comprehensive new suite of service contracts to address all customer needs

TRUCK MOUNTED FORKLIFTS

- MOFFETT

TAIL LIFTS

- DEL
- WALTCO
- ZEPRO

Did you know?

The name Hiab comes from the abbreviation of Hydrauliska Industri AB and should be pronounced “high up”.

MULTILIFT

- founded by Terho brothers in 1949 (Finland)
- joined the group in 1977
- main product: hooklifts and skiploaders
- key customer applications: waste, recycling, construction, rescue, defence

DEL

- founded by Ken Sparrowhawk in 1987 (UK)
- joined the group in 2008
- main product: tail lifts
- key customer applications: local urban deliveries

WALTCO

- founded in Gardena, California, in 1954 (USA)
- joined the group in 2000
- main product: tail lifts
- key customer applications: local urban deliveries

ZEPRO

- founded by John Westling in the late 1940’s (Sweden)
- joined the group in 2000
- main product: tail lifts
- key customer applications: local urban deliveries

A global actor

We keep everyday life moving by unlocking the full potential of load handling in our customers' businesses. We see load handling as a major contributor to industrial productivity. Our vision is to refine and unlock its full potential; our mission to make sure our customers run their businesses efficiently. With experience from more than 100 markets, we have a truly global perspective.

Witney, UK

- DEL tail lifts

Dundalk, Ireland

- MOFFETT truck mounted forklifts

Tallmadge, USA

- WALTCO tail lifts

3,000

professionals work for Hiab, spread out over the world in 35 countries. They are involved with a whole range of duties, from research and development, to production, sales and marketing of our brands.

Our values make us what we are

Wherever we operate, we live and work by the same set of core values: Reliable, Caring and Pioneering.

- Reliability is our priority – our customers rely on us to make a living on Hiab equipment to keep everyday life moving.
- Caring is reflected in making equipment that is safe to use. It is also creating sustainable solutions, because we care about the world we live in.
- As the industry pioneer it is in our nature to set industry standards. When the industry is changing so fast, our customers rely on our ability to pioneer new solutions that ease their everyday life and build their future.

Did you know?

Hiab was founded by a ski manufacturer named Eric Sundin living in northern Sweden.

In order to facilitate the ski production he invented hydraulic cranes for timber. He turned this into a separate business in 1944. The ski production ceased almost 30 years ago but Hiab lives on.

Key focus areas

Our goal is to be the Number One partner in global on-road load handling, inspiring and shaping the industry. We aim to reach our strategic targets by being closer to our customers and dealers, developing our leadership and our people, optimising our way of working to improve quality and efficiency, and innovating by shaping business models.

Bispgården, Sweden

- ZEPRO tail lifts

Hudiksvall, Sweden

- Test and Innovation Center

Raisio, Finland

- MULTILIFT demountables

TaiAn, China

- HIAB loader cranes (joint venture with Sinotruk)

Stargard, Poland

- HIAB loader cranes, JONSERED and LOGLIFT forestry cranes

Chungbuk, South Korea

- HIAB loader cranes

Shanghai, China

- MULTILIFT demountables

Zaragoza, Spain

- HIAB loader cranes

What makes us unique

We care about our customers, our people and the future. We aim to continue to inspire and shape the industry in the pioneering spirit that drove our founders forward over 70 years ago. Safety, usability and energy efficiency drive our customer-focused product and solution development.

Key numbers and figures

- Established in 1944, becoming the pioneer in the industry.
- Part of Cargotec Corporation
- In 2016, Hiab's sales totalled EUR 1,036 million
- Personnel approximately 3,000 in 35 countries
- 11 research, development and assembly units globally
- Our customers range from large national or regional companies to local, small enterprises. Customers' business areas comprise construction, infrastructure, distribution, forestry, landscaping and agriculture, warehousing, waste and recycling, and defence.
- Our global service network provides local support whenever and wherever needed. We have a wide service offering, including Hiab original spare parts, Hiab ProCare™ service agreements and service app.

HIAB

Let's get social!

How did you like Hiability? Tell us on social media.

@hiabglobal