

Hiability

A MAGAZINE FROM HIAB ABOUT
ON-ROAD LOAD HANDLING | 2018 EDITION

HELPING OUR
CUSTOMERS
MEET THE FUTURE HEAD ON

THE HUMANS AT THE

Heart
of **Hiab**

TOOLS FOR TOMORROW:
Hiab HiConnect™

Meeting the future head on

Predicting the future is impossible, but learning from the past gives us a chance to meet the future head on. During the last 20 years, technology and the Internet have changed everyone's lives and the way companies do business. Mobile payments, streaming video, online shopping – all of these are now part of our everyday life.

So, what does this mean for the load-handling industry, Hiab, our customers and our partners?

Safety, efficiency and productivity are the top three things on everyone's mind. And the key to success will be understanding how to use data and technology to achieve this.

We don't need a crystal ball to predict that in the coming decade automation, in all forms, will play a big role. Hiab is no different. But what is different at Hiab is that our innovations, like always, have our partners and our customers at their heart.

The load handling and transportation sector will change but at a different pace in different markets. And each of these markets will

have their unique needs and thus solutions will need to be tailor-made, but based on common platforms and technologies.

Technology-wise, Vision solutions will play a pivotal role in moving to semi-automated operations. Hiab's HiVision™, which you'll read more about in this issue, is our con-

tribution to this revolution. Other technological advancements, such as battery technology, which is expected to advance and get cheaper, and artificial intelligence (AI) will contribute to smart, cost-efficient and sustainable solutions.

As always, data will be the bedrock of everything. With the Hiab HiConnect™ platform, which connects and provides real-time insights to our customers about their equipment and operations, we are trying to harness this power and unlock the value of their businesses. Then again, there will never will be one silver bullet solution to solve all industry problems. It will be a combination of various pieces (equipment, service, software and people) depending on what needs to be achieved.

Most important will still be understanding the customers' business needs and this will be the driving factor for all technological advancements as well.

In term of business, the truck OEM (Original Equipment Manufacturer) sector will continue to lead the way. They have been heavily investing in connectivity, electrification, data platforms and sustainability as well as semi-autonomous operations. It's vital for Hiab that we take our place in the truck OEM ecosystem and collaborate on new solutions for our end customers.

Again, with so many different players in the field, building partnerships and collaborating is a necessity. Therefore, we believe, investing in people and their skills would be the differentiating factor.

Competition aside, some cooperation within the industry will be mandatory. For instance, interoperability and data sharing between companies in the logistics chain can go a long way for the benefit of the end customer. We also hope that technology would be affordable and available for both small and big businesses.

In this issue, we walk you through some of these tech-advancements that are taking the industry by storm and how we, at Hiab, are evolving and innovating as we pace towards tomorrow. Welcome to the future!

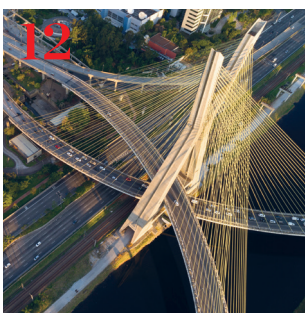
A portrait of Jan-Erik Lindfors, Vice President - New Business Solutions at Hiab. He is a middle-aged man with short blonde hair, wearing a grey blazer over a white button-down shirt and dark blue trousers with a brown belt. He is standing with his hands in his pockets, smiling slightly at the camera.

Jan-Erik Lindfors

VICE PRESIDENT - NEW BUSINESS SOLUTIONS, HIAB

18 Seizing the future

Sofie is the first woman in the world to work with Hiab's HiVision™ system. Her skill with the machine is attracting more youngsters to the industry.



NEW OPPORTUNITIES

With the recent acquisition of Argos Cranes, Hiab breaks new ground in a key market in Latin America



BRIDGING THE GAP

Innovative solutions to help Hiab's customers run their businesses 24/7.



TRUE GRIT

An inspiring look at the hopes and dreams of the people who use Hiab's equipment.



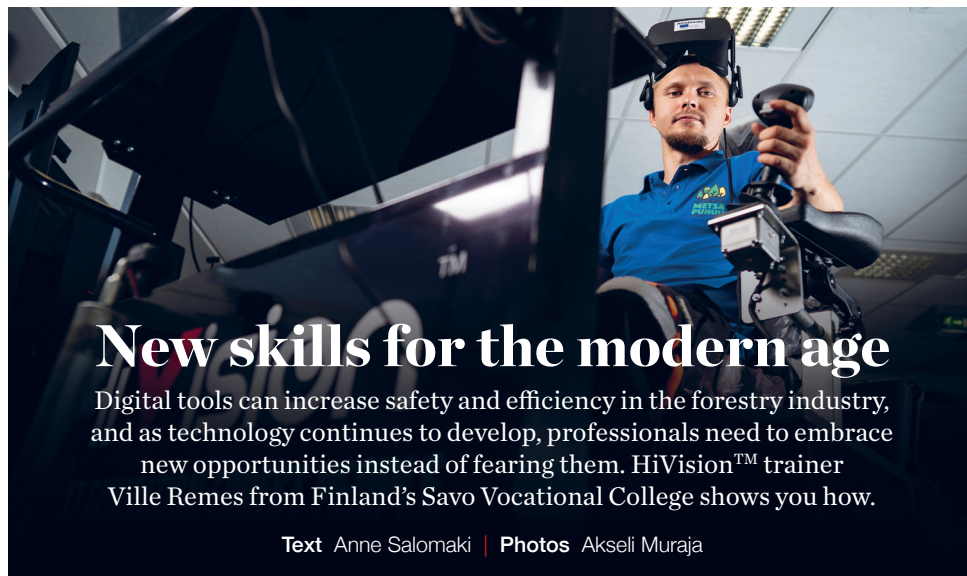
Hiability Edition 2018

Hiability is published by Hiab AB. www.hiab.com **EDITOR-IN-CHIEF** Nikolaus Scheurer

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PRINT Grano. Thanks to all contributors, advisers and interviewees! September 2018.



New skills for the modern age

Digital tools can increase safety and efficiency in the forestry industry, and as technology continues to develop, professionals need to embrace new opportunities instead of fearing them. HiVision™ trainer Ville Remes from Finland's Savo Vocational College shows you how.

Text Anne Salomaki | Photos Akseli Muraja

As someone who's grown up in the woods, operating heavy machines, **Ville Remes** is witness to the massive changes that have occurred in the logistics industry. After all, digitalisation is poised to revolutionise the sector with technologies like artificial intelligence, virtual reality and augmented reality becoming commonplace.

Remes wants to ensure that both older and younger generations are able to cope with this transformation, which is why he works at the Savo Vocational College in Kuopio, Finland, teaching truck drivers and load-handlers how to use state-of-the-art technology.

For those looking at upskilling themselves, Remes has some advice on what to focus on next.

"In training myself, I have focused on artificial intelligence and smart technologies such as smart glasses,"

says Remes. "These are the technologies that will definitely become more and more commonplace in the forestry industry."

Keeping up with technology

- 1 **Keep your mind open and stay motivated to learn.**
- 2 **Familiarise yourself with technology. There's no need to know it all, but prior understanding helps get a grasp of new things.**
- 3 **No fear! See learning a new technology as learning to play a computer game.**
- 4 **Smart tech, like smart glasses, is the next big thing. It's a good idea to get to know how they work.**
- 5 **Don't expect digitalisation to take care of all physical work. Stay fit and look after yourself.**

Remes advises people to test out new tools step-by-step to get used to their functionalities. For example, he started using Hiab's camera-based crane-operation solution HiVision™ for just 15 minutes a day at first, gradually hiking up to a solid six hours at once – within a working week.

"When you've worked in the woods for so long that the routines are almost automatic, new gadgets might take a period of desensitisation," he says laughingly.

Remes has been excited to use top-notch technology in his teaching methods. And, he says, some students have chosen to study at the college due to its selection of state-of-the-art technological tools, which can make operating a crane resemble a computer game. This in turn has proven to be a big draw with the younger generation as they are able to relate to the industry more easily. ▢



Innovations to help you MULTILIFT with ease

Hiab is upgrading its current hooklift range with MULTILIFT ULTIMA. MULTILIFT XR, the predecessor to ULTIMA, launched by Hiab ten years ago, are extremely popular and are considered a benchmark product. "It was time to upgrade and introduce a new range with innovative features to meet our customers' current and future needs," says **Pauliina Kunvik**, Director, Product Portfolio Management for MULTILIFT at Hiab.

The ULTIMA range comes with many industry-first features. The hooklifts now come with a redesigned control system and other new details ranging from features that avoid fines for being overweight to upgrades that help customers operate in difficult and close quarters. "We wanted to ensure that our customers get top-of-the-line safety, speed and performance, all together. We've

also made installation easier and offer connectivity to bring customers the best value for money," adds Kunvik.

Another application available by the company is a product that handles containers not only safely but more efficiently. Baptised as the MULTILIFT Commander, the product works well even in locations where there is no infrastructure to load or unload the containers from a truck, making even remote locations easily accessible. "This addition to the commercial hooklift market adds value and versatility to our hooklift trucks customers, as switching from handling flatracks to lifting ISO containers weighing up to 16.5 tonnes can now be done with a simple push of a button," says **Henri Janhonen**, Director of Sales and Product Business Management for Demountables at Hiab. ▣



They say diamonds are a girl's best friend, but a crane puts you in charge

When Maria Öhman and her three daughters set out to operate heavy-duty cranes for a living, they did so phenomenally well. Find out why they think no other career seemed worth pursuing.

Text Susanna Kumliens | Photos Linus Hallsénus

“There is a feeling of autonomy, a sensation of genuine freedom and independence that I enjoy at work every day. You are minding your own business at the same time as you are being a member of a team” says **Lotta Lindell**, 23 years old and yet an experienced crane operator of many years.

Her sister **Sofia Lindell**, 25, agrees: “No day at work is identical. I love my job to a ridiculous extent. I don’t know many people my age who can say the same thing.”

“When I was 19, I operated the biggest of several cranes at a construction site. It is this immense feeling of power that got me hooked. However, you also need to be very attentive and vigilant,” says the youngest sister, **Malin Lindell**, now 20 and a full-time crane operator.

“As a matter of fact, Malin’s crane operating was appreciated to the extent that the foreman at the construction site wanted her to operate that crane permanently,” says proud mother **Maria Öhman**.

The scene was the regional championships of the World Crane Championships (WCC), an unofficial world championship organised by Hiab now for three years. The qualifiers for this championship were held at the Stockholm Truck Meet in Gillingebanan recently.

And in this setting, Öhman and her three daughters matched wits and skills with the best crane operators in Sweden.

Öhman’s husband **Andreas** is also participating in the competition, and while Öhman is rooting for him, she is also hoping that a woman will win the WCC this year.

“The difference between Hiab’s cranes and others I have been working with is the accuracy with which it allows you to control whatever you are doing precisely.”

Over the years, Öhman and her daughters have gained a vast amount of experience operating a number of different cranes from different manufacturers, but Öhman finally settled on using HIAB cranes in her business and has recently purchased a X-HiPro crane model from Hiab.

“The difference between Hiab’s cranes and others I have been working with is the accuracy with which it allows you to control whatever you are doing precisely.”

This, says Öhman, is key to helping her run her business, with the increased efficiency in load-handling helping her pay off the investment she made in purchasing the HIAB X-HiPro.

“First, we’ll save time spent on handling a load, which means we can do more jobs in less time. So my investment in buying the crane is taken care of,” she says.

That’s a sentiment her daughters share too, unanimously claiming that HIAB cranes are less wobbly and don’t have the wavering, rockiness or reeling that they have encountered with other cranes.

But speed, safety and efficiency are not the only things that keep Öhman and her daughters hooked to Hiab equipment. There is also the fun element.

“Operating that crane is so much fun that I will be working more than I would have otherwise. It’s motivational,” concludes Öhman. ▣

“Operating that crane is so much fun that I will be working more than I usually would. It’s motivational.”

Öhman’s fascination with heavy machinery began in the 1980s when she was working as a truck driver.

“When I got back from maternity leave, they told me I had to work shifts, meaning I had to get up at 4 a.m. That’s when I was offered a job as a crane operator. I didn’t hesitate for a moment and earned my certificate and started operating cranes. I have no regrets at all about my decision.”

And testimony to the fact is that her daughters picked up on her passion too, owning and operating cranes as part of their respective businesses.

All three daughters attended Transportgymnasiet, a vocational education programme at Haninge, south of Stockholm, where they earned their diplomas. Here, they had to deal



with being part of the minority in a traditionally male-dominated sector.

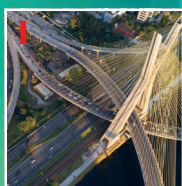
“The attitude of guys your own age is that they don’t pay attention when you accomplish something; they simply tend not to see it. Confronting it means being firm in defining your own limits,” declares Malin.

The future is now

“The future belongs to those who are fast,” says futurist Jim Carroll, one of the world’s leading futurists and an expert on trends and innovation. As the lines between technology companies and traditional companies blur, everything we know about business from retail to inventory will disappear. How can the logistics, transport and material handing sector cope with this eventuality? Let’s find out.

Text Payal Bhattar | **Photos** Shutterstock & Hiab





BRAZIL



UK



FRANCE



AUSTRALIA



SOUTH KOREA

SOLUTIONS FOR THE FUTURE

Imagine a world where production life cycles are collapsing, where inventory is passé and where companies can mass-customise products and send them immediately and directly to consumers. Imagine all this not as a harsh reality but as a huge opportunity that is knocking at the doors of businesses worldwide.

The logistics sector is the heart of this big disruption, driven by new technologies like blockchain, the Industrial Internet of Things (IIoT), artificial intelligence, robotics, 3D printing and analytics. This ‘Amazon effect’ means that we are building a massive new logistics system to get goods directly to people’s homes from factories.

“Why store a product when it can be mass-customised and sent to the consumer right away through 3D printing and end-of-runway manufacturing? If inventory as a concept disappears, what happens to the very concept of logistics? We will also see neighbourhoods in the future with drone-delivery pads on the driveway. As retail disappears, logistics has taken on a new form and function that is unimaginable,” says renowned futurist **Jim Carroll**.

Take the example of trucks. With technology related to battery storage and electric vehicles developing at a furious pace, moving goods from one place to another is becoming more cost-effective and efficient. Several companies are working on having their own automated fleets where trucks will be self-driven, battery-operated electric vehicles that are smaller and compact. Built with just a few thousand auto parts versus the 40,000 to 50,000 parts in use today, these smart vehicles will operate like hyper-connected computers generating several gigabytes of data every hour.

According to a report on the US truckload (TL) industry by McKinsey, ‘In the long run, autonomous vehicles will reduce the total cost of ownership in the TL industry by 25 to 40%, including fuel consumption by 10%. Delivery times could fall 30 to 40%. Capital expenditures could drop significantly because the number of crashes may decline by about three-quarters. As a result, the bill for insurance will also decline.’

“Detroit is no longer in charge – Silicon Valley is. Cars and trucks are essentially becoming hyper-connected, intelligent-aware computers that are data-gathering and analysis platforms. They will eventually become an overall part of a massive new energy grid. That’s a big change,” explains Carroll.



“ We will see neighbourhoods in the future with drone-delivery pads on the driveway. As retail disappears, logistics has taken on a new form and function.”

It’s not just trucks though. Big data, robotics and artificial intelligence are already taking over inventory management and warehousing. Today high-vision, fully-automated forklifts and other automated guided vehicles are an integral part of the logistics sector. They not only offer more efficiency, higher speed, safety and accuracy in picking and boarding orders for delivery but are also helping companies radically bring down the high costs of fuel and labour.

Experts say that automation and last-mile delivery will lead to unbundling of tasks and create several new jobs which will increase the complementarity between machine work and human tasks done by supervisors, network managers, fleet managers, drone logistics managers, sensor cleaners, maintenance staff and so on.



A report by PwC UK explains, “New technologies in areas like AI and robotics will both create some totally new jobs in the digital technology area and, through productivity gains, generate additional wealth and spending that will support additional jobs of existing kinds, primarily in services sectors that are less easy to automate.”

So what are the key trends for 2018 and beyond? Industry experts say that the Internet of Things (IoT), robotics and last-mile delivery solutions will continue to fuel the growth of the sector and reshape its landscape. Cobots or collaborative robots that interact with humans and work with the IIoT will replace robots that operate with limited guidance.

“As direct-to-consumer manufacturing becomes dominant, the middleman will be eliminated or changed in significant ways. There’s a lot of hysteria about job loss, but few are talking about the new jobs and careers that are emerging,” says Carroll.

In the year ahead, safety and cybersecurity will assume more importance for the logistics sector, mobile applications will play a big role and technologies to beat the weak spots in autonomous



“The future belongs to those who are fast,” says futurist Jim Carroll.

delivery and transport will emerge. It’s going to be a completely different world and only the nimble-footed will survive. Are you ready? ▣

Brazil: Redefining Heavy Lifting

Latin America's largest economy, Brazil is on the road to recovery after a period of slowdown and instability. The country's turnaround in infrastructure and the construction industry is generating demand for new products and services. How is Brazil's market for cranes positioned in the new scenario? We investigate.

Text Payal Bhattar | Photos Getty Images & Hiab

There has been a flurry of activity at the premises of Hiab in Brazil. In October last year Hiab, the world's leading provider of on-road load handling equipment, finalised the purchase of Brazil's leading crane company, Argus Guindastes Indústria e Comércio Ltda. (Argos loader cranes Brazil). Since then, the Argos plant has been overhauled with changes in layout, engineering and production processes. That's not all. The workforce at the joint entity has been trained and customers have been familiarised with the new brand and its products. Now the company is focusing on building its product portfolio so that customers have access



BRAZIL

to some of the best equipment in the world.

"The crane industry in Brazil has grown significantly in the past decade from achieving around 6,600 units sold in 2011. Over these years, the 'Trave' (Brazilian style) was the main model of cranes used here, with new features being added to it from time to time. We intend to introduce new models such as European-style products like the knuckle boom, in order to increase our portfolio of products and provide our customers access to new technologies to improve performance with quality and safety," explains **Vanei Geremia**, Managing Director - Business Development, Hiab Loader Cranes.



This focus on enhancing the quality of equipment is necessary because Brazil has a massive need to overhaul its infrastructure. According to the World Economic Forum, Brazil ranks 107th out of 144 countries in its level of infrastructure development. The country is pushing for a big boost for the sector with new public-private partnerships for airports, roads, highways and railways and has received nearly 60 billion dollars as foreign direct investment (FDI) in the past year alone. Today, investors from around the world are putting money in several sectors in Brazil including energy, mining, construction, logistics and agriculture.

“Brazil is a large country which needs a lot of investment in new roads, bridges, houses, ports, airports, etc. With the growth of the economy, on the back of growth in construction, infrastructure, energy, mining, industry and agriculture, the crane industry is well poised to grow together,” says Geremia.

BMI Research expects Brazil’s infrastructure sector growth to accelerate and generate the greatest construction activity in 2019 when the impact of its concessions programme for infrastructural development, Projecto Crescer, starts showing its impact.

BRAZIL'S BIG PUSH FOR INFRASTRUCTURE

- BRL 130 billion - That's the size of the 'Agora é Avançar' programme intended to boost Brazil's infrastructure sector.
- Public funds will be infused to complete infrastructure projects, including stalled ones.
- Three areas – energy, cities and axis (transportation) will be targeted, covering more than 8,000 projects.



A report from BMI Research says, 'we maintain our expectation that the airport, port and energy assets will garner the greatest interest from private investors.' As Brazil develops further, it will be looking for advanced machines and equipment that will enhance performance and help reduce its carbon footprint. This is where European designs like knuckle-boom cranes and other versatile high-quality equipment like electric MOFFETT truck mounted forklifts will play a big role.

"Intelligent load handling equipment like ours can bring in many technology-related possibilities for our customers in Brazil and Latin America. Our future-proof equipment solutions can help the crane market grow and also bring in better features in terms of safety, versatility, quality and performance," Geremia explains.

Dedicated sales and services teams have already been set up in Brazil. Training is being given to distributors on some of the most sophisticated Hiab products including the MOFFETT, with several units of MOFFETTs already being sold in 2018.

Brazil's strong economic growth is also mirrored by growth in the rest of Latin America, with the construction, demolition and excavation sectors expected to perform the best. These sectors too will be looking for advanced products and technologies that can improve material handling, which in turn will mean more opportunities for the material-handling equipment market to grow.

"What helps here is the fact that Hiab is already considered a market leader in Latin American," says **Eduardo Calejero**. "Here, our equipment is sought after by the mining, oil and gas and power sectors thanks to its safety, control and precision." MOFFETTs already have a strong presence in markets like Mexico, Chile and Colombia among others. And in 2018, alongside Brazil, it was also introduced in Argentina, Peru, Paraguay and Ecuador. □



The Brazilian-style cranes.

Where safety and futuristic tech intersect

The role of a crane operator is demanding enough. Having to also be mindful of safety on site is an additional responsibility. What if there was a way to test equipment in every kind of environmental condition imaginable and build solutions to remove this load off their mind? Now it's possible.

Text Kamala Govindan | Photos Hiab

A crane operator's job is not for the faint-hearted. In 2016, one-quarter of all work-related accidents in the United States were from transportation and material moving occupations including lifting loads. The toughest part of ensuring better safety, say equipment makers, apart from developing the product itself, is being able to test it in any and every kind of environmental condition imaginable.

"The key is to make solutions that work irrespective of environmental conditions. Let's say you want to test a solution outside in a particular weather condition. Not only will you have to book equipment, locations and personnel, but it will also take up a lot of time. You need to test products multiple times, especially if something is not working," says **Hans Lyngbäck**, Senior Manager – New Technologies, Hiab New Business Solutions.

This testing and development phase is exactly what companies like Hiab are looking to disrupt. Hiab's new 'Vision Lab' in Hudiksvall, Sweden, is looking to develop smart solutions that work in harsh environments. How? By using technology and mimicking outdoor conditions indoors.

"The Vision Lab is a sealed room with no windows. Things like the lights can be controlled. All of this helps replicate outside scenarios and conditions in a lab. The goal is also to create solutions that are camera-oriented and gives a good view

of things on the ground. So we have things like cameras, sensors and lights as well. We pre-populate the lab with the equipment we require and test with the real hardware and not on a computer alone," says **Pelle Gustafsson**, Research Manager - System Integration and Sensor Technology, Hiab.

Apart from VisionLab, they also have a testing site to repeat experiments in outdoor, real-world scenarios. "We have a test site outside, a couple of hundred metres away from the Vision Lab, which is also crucial to the testing phase. We go there and do the work which the real customer will be performing. For example, if the operator is lifting an object or has actual load cases, we make a recording of it, bring it back to the lab and simulate the same environment to test and create custom solutions," continues Gustafsson.

"New technologies enable us to develop solutions that will improve the efficiency and safety of Hiab customers. Regarding this, we have a two-fold strategy. One, development of a core platform, and two, customisation on the core platform for different use cases," adds **Muhammad Imran**, Senior Machine Vision Engineer, Hiab.

"At the end of the day, products developed here will and can act as a guide for the end user. Everything from taking the correct amount of load, to warning if something is happening behind your back, to detecting generic obstacles can be done," concludes Gustafsson. ■

New insights for Hiab's customers

It is the age of connectivity. And Hiab's new connected solution is helping fleet managers use data to their advantage by dramatically improving their productivity, efficiency, safety and profitability. Find out more.

Text David J. Cord | Photos Shutterstock

Managing a fleet of equipment such as loader cranes and hooklifts is a major undertaking. One of the biggest challenges is simply knowing what each piece in this puzzle is doing. HiConnect™ is Hiab's solution to enhance productivity, efficiency and safety by gathering and analysing data from lifting equipment so appropriate actions can be taken.

"The total cost of operations is very important for us, and the way our trucks are being used has a big influence on our cost," explains **Richard Bierhuizen**, Fleet Manager for SUEZ Recycling and Recovery Netherlands. "We need more knowledge and data on the use of our vehicles."

HiConnect™ helps to gather and interpret that data. Sensors gather information on when, where and how equipment is operated. Data is displayed in real time and analysed so fleet managers better understand their assets and can take relevant action.

Many fleet managers already gather partial data on their operations. For instance, they might have connected trucks but unconnected cranes. Now with HiConnect™ that data can be combined.

"The data on our vehicles has driven efficiencies, focused training better to suit the require-

“ One of our pilot customers discovered that equipment was not properly mounted during transport 30 per cent of the time.”

ments of individuals, and gives the possibility of bonus schemes for drivers based on performance and compliance,” says **Andrew Hollingsworth**, Fleet Technical Manager of Travis Perkins. “We hope to get similar results from the crane data, notwithstanding the safety benefits of now being able to see exactly what an operator has actually done.”

HiConnect™ has been in development for several years, assisted by the active participation of Hiab customers such as SUEZ and Travis Perkins.

“HiConnect™ is a major component of our connected solutions,” explains **Pekka Jaarinen**, Director, Connected Solutions at Hiab. “We want to continually improve and offer the best quality equipment, service and data.”

Jaarinen says Hiab customers need to know how their machines are being used and how they



perform. By gathering and analysing this data safety can be improved, servicing made easier, assets used more efficiently, operator performance improved and downtime reduced.

“We are already seeing some positive results,” says Jaarinen. “For example, one of our pilot customers discovered the equipment was not properly mounted during transport 30 per cent of the time. Not only is this a safety issue, but it also impacts the lifetime of the asset: you are more likely to damage it if it is not in the correct position while transported.”

Hollingsworth says they have used data recovered from HiConnect™ to support the development of a new delivery system at Travis Perkins.

“Prior to HiConnect™ we would not have been able to gain access to the crane operation data to assist in the project,” Hollingsworth says. “The key for Travis Perkins and other customers will be good data in easily usable reports focusing on data outputs that can improve operations.”

SUEZ is similarly pleased with what they have seen so far. Bierhuizen points out it is essential not only to collect data, but for it to be easy to interpret.

“We are happy with the insights and data we have received already,” says Bierhuizen. “We can have a dialogue with our drivers to discuss the data and use of the trucks and see where we can improve.”

HiConnect™ is now rolling out in a number of major markets. It can be used with most new Hiab equipment or even added to some machines already in operation. Over time the solution is broadening to more products and deepening with more functionality.

“In the future we will also have additional partners in an ecosystem,” says Jaarinen. “For example, this could include equipment from other manufacturers, local service partners or logistics companies. Our goal is to better understand the needs and expectations of the customer and provide top-quality equipment and services.” ■

i For more information go to: hiconnect2.hiab.com

How does **HiConnect™** ? work

HiConnect™ uses remote sensors to collect data from connected equipment and analyse the data in the cloud. With this, Hiab customers receive real-time data about the operation and condition of their machines, helping them improve safety and performance while reducing downtime.



Sensors gather data on when, where and how drivers and equipment are operating. Data is sent to and stored in a cloud service.



Data can be easily accessed by your computer or mobile device with real-time updates.



Users can see the location and status of their equipment and what their operators are doing.



The data is displayed in an easy-to-understand format, helping understand how equipment and operators are performing.



This data is then used to take action to improve safety, efficiency and productivity.



Fleet managers can see when equipment may need service and plan accordingly to minimise downtime.



HiConnect™ helps determine equipment utilisation so resources are deployed more efficiently while minimising fuel costs.



1

As a child, Sofie used to accompany her dad on long trips in his truck.



2

These early experiences cemented her lifelong fascination with trucks and heavy machinery.

Young and restless

Sofie Tjus Ekström is the first woman in the world to work with HiVision™ – a 3D control system that allows users to operate a crane with virtual-reality goggles from the comfort of their cabins. This is her story.

Text Mia Höglund | **Photos** Mia Höglund

3

Sofie soon joined a transport program in high school and got herself a truck licence.



“ It has nothing to do with how strong you are. Technology makes it accessible for everyone.”



4 “I wanted to do something practical, and I love the independence and freedom of the trucking lifestyle,” she says.



6 “It is not very unusual anymore to see women truckers, and I have never been treated differently just because I’m a woman,” she says.



5 Sofie is part of a growing number of young women joining the industry. Nearly half of her transport class were women.



7 Sofie works as a timber-truck driver for Kjell & Aste Åkeri in Sweden where she keeps herself up to date on the latest advances in the industry.



i For more information go to: hivision.hiab.com



HiVision™

Hiab's HiVision™ is a revolutionary 3D-control system that allows crane operators to operate cranes from their truck cabins using Virtual-Reality (VR) glasses. The system gives operators a 270-degree field of vision, allowing them to accurately take stock of their surroundings. By allowing operators to work from within their cabins, it makes load-handling more efficient, comfortable and secure. Working from the truck cabin improves safety significantly compared to working from the top seat. HiVision™ is a solution that particularly resonates with a new generation of crane operators who are savvy and feel at ease with modern technologies like VR, and embrace its benefits.

8

She prefers to almost exclusively work with Hiab's HiVision™ system, using it to load and unload timber.

The road towards a sustainable future

Sustainability is the name of the game these days, and no industry can afford to ignore it. This is especially true of the trucking and transportation industry where many are seeking alternatives to conventional fossil-fuel powered vehicles.

Text Kamala Govindan | Photos Hiab

April 2019 is a month that the UK will be keeping a close watch on. It's the date on which an Ultra-Low Emission Zone (ULEZ) will become the norm in central London. Not only will these zones limit the maximum emissions from a car or van but they will also charge violators of the rule.

Meanwhile, in the United States, the Department of Transportation has designated several major interstate highways as "alternative-fuelled corridors" in a show of support for electric-powered vehicles. The Department of Energy has also announced \$68.5 million in funding for research into advanced and alternative-powered vehicles.

Apart from the UK and the United States, other countries including ones in Europe and Asia are pushing for green regulations that guarantee their citizens a less polluted environment. And while that is good, it also poses its share of challenges.

"The cities of the future will be zero-emission zones. In effect, you will not be able to travel into these cities unless you have a vehicle that is electrically driven. Your traditional vehicles with engines would no longer be permitted. That being said, we live in cities, we still have to eat and complete deliveries to our local stores of consumer items like washing machines or foodstuffs - and you'll still have to have a delivery method," says **Michael O'Reilly**, Product Manager - Truck Mounted Forklift Business Line at Hiab in Ireland.

“We already have concrete examples of customers being asked about their green values and efficiencies.”

One solution that the trucking and transportation industry is eyeing is to go electric.

Industry leaders like Hiab, for instance, have designed an entire portfolio of alternative-powered products to feed steadily increasing customer demand.

"It's a clear megatrend that we see. We already have concrete examples of customers being asked about their green values and efficiencies. There's also demand from our customers to provide zero-emission or low-emission equipment," explains **Pauliina Kunvik**, Director - Product Portfolio Management at Hiab Demountables.

Products like Hiab's MOFFETT E-series, for example, are grabbing the attention of the trucking industry. Unlike a conventional MOFFETT that runs on a diesel engine, the MOFFETT E-series uses a lithium-ion battery pack as a power source. The result is a machine that operates quietly and allows delivery of products right inside buildings. This also eliminates the need for additional equipment to move products inside buildings.

"While it gives the exact same performance that is synonymous with conventional MOFFETTs, the biggest change is that you don't have the noise or emissions that you see with diesel-operated equipment," says O'Reilly.

Apart from reducing emissions, alternative energy sources are also being seen as a solution to improve the reliability of products, especially when it comes to power failures. In the United States, over 60% of road calls are attributed to power failures. Solar power is therefore seen as a natural solution for the trucking and transportation industry.



“The cities of the future will be zero-emission zones. In effect, you will not be able to travel into these cities unless you have a vehicle that is electrically-driven.”



World's first electric MULTILIFT Futura skiploader on an EMOSS electric concept truck, November 2017.

“Our industry can be slow adopters in certain cases, but that’s not happening with solar. It is gaining momentum very quickly. Every fleet we talk to now has at least a mild interest if not to the point where they want to try a pilot with it. A couple of years from now, it will become a part of the standard specifications for vehicles,” explains **Mark Robinson**, Strategic Sales Manager, Waltco Sales at Tail Lifts, Hiab.

The Waltco solar charger is one such example of a solar-powered product. It uses solar panels installed on the roof of a truck to generate power and store it directly in the liftgate battery to avoid power-related breakdowns.

“If you have an operation that disconnects the tractor from the trailer, the solar panels will keep charging the batteries on the trailer even if it’s not connected to a power unit. That is the biggest advantage. Also, because of the constant

high-quality power stream, you stimulate the lithium batteries as well as other components,” explains Robinson.

The Waltco charger also uses any UV light available to generate power and does not have to be in the line of direct sunlight.

Not only are alternative-powered options expected to improve efficiency and sustainability, but they’re also expected to bring down overall operational costs for owners.

“Money is a strong driver, so the initial cost of an electric vehicle is higher than a normal truck. But operational costs are lower in the long run, and this coupled with tax benefits given by countries are strong incentives. We see strong development in the sector in the next five to ten years. The tendency will be to move away from fossil-based fuels and we will be aligned with that,” adds Kunkvik. ▣



Hiab's quiet electronic revolution

As more and more cities ban diesel motors near residential centres, Hiab's electricity-driven products may just be the answer for businesses that deliver goods and services in urban environments.

Text Jelena Prtoric | Photos Shutterstock

There can be no holiday spirit without festive city lights and decorations. When millions of people across the world admire the dazzling spectacle of Christmas lights every December, they rarely think about the number of people and working hours it takes to set up the light installations that brighten the urban landscape.

But **Jean-Noël Weiler** is one of the people who do think about it. Weiler works for SPIE, a leading European company specialised in a range of technical services in the areas of energy and communications, operating in more than fifteen (mostly European) countries, based just outside Strasbourg in France. He works for the Smart City department, which is in charge of energy transport and developing communications infrastructure, optical fibre, city lights or distribution system undergrounding program in the cities.



FRANCE

Weiler has been working in the company for the past twenty-two years. "I started as a manual worker, in the workshops, and over the years I have climbed the hierarchical ladder. Today, I am a fleet manager," he explains. In his current role, Weiler is in charge of finding technical solutions and the machinery that result in greater efficiency and sustainability, while opting for solutions that are in line with the company's values.

"Today, we feel the need to follow the ever more difficult demands of the market," he says. "For example, a couple of years ago, with a 14-tonne-metre crane, we could do ninety percent of the work. Nowadays, we need a 20-tonne-metre crane, since the materials we are working with have become heavier. Moreover, often we can't access the exact spot where the weight to be lifted is, so the cranes need to be more and more powerful," Weiler explains.



Smaller historic cities in France, such as Strasbourg, are known for their picturesque, narrow streets. But while wandering through these streets is pleasurable, manipulating a crane in the same setting is quite challenging not only because of the restricted operating area, but also because of strict regulations governing noise levels and pollution.

For Weiler, the solution came in the form of HIAB ePTO system that works without polluting, while maintaining the engine noise levels low.

“The noise it makes is not louder than the one of a blender you might use at home.”

“For me, the biggest advantage of ePTO is its ease of use. Its performance is the same as that of combustion-powered cranes, but the system works without exhaust fumes and the noise. The noise it makes is not louder than the one of a blender you might use at home,” says Weiler. “I noticed that my crane operators all seem to compete to work on that crane,” Weiler adds jokingly.

Another advantage, when using an ePTO, is that it allows SPIE to reduce its environmental impact, which is important for a company that works with “green” electric energy. It is a capability that adds value to the company’s pitch when responding to public tenders, Weiler states.

SPIE acquired its ePTO unit in November 2017, and **Jean-Claude Dietrich** was in charge of the deal. Dietrich is the Hiab dealer for eastern France at Poids Lourd Utilitaire Services company.

“I knew straight away that SPIE might be interested in the model,” Dietrich explains. “With ePTO, you also get a return on the investment. Since the diesel motor is switched off, the operating costs are lower, and our client [SPIE] saves up to 250 to 300 litres of fuel per month,” Dietrich explains.

Although only one ePTO model has been sold in the country, Hiab’s products are already well integrated into the French market. Thanks to additional crane models that Hiab has added to their range – such as 17, 18 and 19 tonne metres – Dietrich says that they can respond “nine out of ten times to their customers’ needs.”

Over the next few years, Dietrich says, the electric crane market in France will be further developed. “With SPIE not only have we found a good ePTO ambassador but we are also working on other projects together.”

SPIE is currently considering adding more ePTOs to its crane fleet. And the success of the ePTO here will make it popular amongst other users, in France and around the world. It is a win-win situation for Hiab, its customers and the environment. ▣



For more information go to: moffett-e-series.hiab.com

A turf in time saves nine

People in Victoria, Australia, are waking up to the sight of lush green lawns in their neighbourhood. Hiab is helping make this happen. Read on to know more.

Text Andrew Flowers | Photos Shutterstock & Hiab

For more than 30 years, Lilydale Instant Lawn has been supplying roll-on-lawn to a range of customers across the Australian state of Victoria. Today, the company cultivates lawn on some 1,500 hectares of land in four different locations. With this dispersed approach, Lilydale can grow turf in several different types of soil and serve the market for the full 12 months of the year.

“By spreading our production across different farms, we’re able to grow five types of lawn that work in the Victorian soil,” says Lilydale’s **Candice Fisher**. “By offering all these varieties, we can ensure we have the right lawn for any situation – whether it be full sun, high wear, drought tolerance or shade.”

Australia’s most popular type of lawn – and Lilydale’s top seller – is a varietal called Sir Walter, of which the company has sold more than 50 million square metres since 1997. Now Lilydale is preparing to introduce two new varietals: Tif Tuf and Sir Grange. Both offer a high tolerance to

drought, which is increasingly important to Lilydale’s clients. These include landscapers, sports facilities, municipalities, schools and domestic homeowners.



AUSTRALIA

“The increase in house building in big development corridors such as the western suburbs of Melbourne has driven our sales up in recent years,” says Fisher. “The traditional Aussie backyard – complete with lawn – is still something that Australians strive for in a home.

“We’re also seeing increased development of park areas so that people have the green spaces they need for good physical and mental health, and to spend time with their friends and family.”

Lilydale delivers its turf six days a week in semi-trailer trucks, each of which is equipped with a MOFFETT™ truck mounted forklift. This equipment is critical to Lilydale being able to load and unpack its pallets of turf, which can weigh as much as 1.3 tonnes each.



Without the MOFFETTs, we simply would not be able to deliver our product in the volume we can today.”



MOFFETT™ truck mounted forklift

A truck mounted forklift attaches to the rear of a truck or trailer, so that a driver can easily load and unload heavy cargo. As it attaches to the rear, it does not take up any precious load space.

With a MOFFETT™ truck mounted forklift, drivers can unload cargo without waiting for assistance. All this means faster and more efficient deliveries, with quicker turnarounds for drivers – translating directly into decreased costs and higher profitability.

With a MOFFETT™, Lilydale's drivers can single-handedly load the 20 pallets that each semi-trailer can carry, as well as offload the pallets when they arrive at the delivery location. Lilydale's drivers often work alone and may not be able to get their trucks right up to the drop-off point, so they count on the MOFFETTs for the last leg of the delivery.

"Our delivery locations vary from large and open commercial construction sites to small residential Melbourne streets and laneways," says Fisher. "The MOFFETTs allow us to access all of these areas, so we can fork our pallets as close to our customers' delivery points as possible. Sometimes we have to park our semi-trailers up to two kilometres from the site, but with the MOFFETT™ truck mounted forklifts this is not a problem.

"Without the MOFFETTs, we simply would not be able to deliver our product in the volume

we can today," says Fisher. "Our drivers love the flexibility MOFFETT offers, both when loading and offloading the turf."

Lilydale has been a MOFFETT™ customer for more than 20 years, in a relationship that Hiab's product manager for Australia, **Steve Lelean**, characterises as friendly, respectful and grounded in a shared love of MOFFETTs.

"Truck-mounted forklifts are a very specialised product," says Lelean. "There is something unique about operating MOFFETTs in your business, with shared experiences and benefits that create a kind of kindred spirit. It's a bit like football fans getting together after a win, so it should be no surprise that after so many years our relationship with Lilydale is based on a bit of healthy MOFFETT™ fanaticism." □



For more information go to: moffett-e-series.hiab.com

Right around the corner

Hiab has taken maintenance and servicing to the next level, through the use of remote services. Here's a sneak peek.

Text Tuki M | **Photos** Hiab

Wouldn't it be nice if the doctor visited you instead of you driving to him and then queuing up behind a bunch of people waiting for your turn to come? Well, maybe we aren't that lucky yet. However, the doctors (read: troubleshooters) at Hiab have found a way to diagnose and maintain their HiVision™ cranes remotely. What this means for their customers is a significant reduction in their downtime.

Let's say, the company was to release a new version of its software with added features to improve the HiVision™ machine's functionalities. With remote services system, if the customers have access to mobile network, they can connect with Hiab from wherever they want.

"Once we see the crane is online, we can connect to the machine's control system and upload the new version of the software or fix it, all with-

in 30 minutes," says **Paweł Matkowski**, After Sales Technical Support Manager, Forestry and Recycling Cranes at Hiab

The technology was put to test when a workshop in Japan was having some trouble diagnosing one of the machines. "For the first time, without having to make one of our guys take a 15-hour flight, we were able to resolve the issue remotely within hours. All we had to do was decide to connect online at a mutually agreed time. And it was seamless," Matkowski says.

So, the technology is able not only to fix software issues but also to help resolve hardware issues by supporting the frontlines. "Of course, we cannot fix the hardware problem, but we can give our local representatives expert support any time. We can see the system status and are able to guide them virtually," Matkowski says.

Faster, tougher, smarter

Loader crane installation can sometimes be difficult, labour-intensive and time-consuming. Hiab's modular solution FrameWorks changes the whole process from start to finish.

Text Anne Salomäki | **Photos** Hiab

The to-do list for heavy range crane installation is formidable. It involves massive steel parts, a huge amount of welding and careful calculations to make sure everything comes together without a hitch. The entire process can take months. And if something does go wrong, the financial consequences can be significant.

This was the reason Serbian service company Tehnika Hidraulike St hasn't previously been too keen to jump into heavy range installation projects.

"In light and middle range cranes, we are very skilled, with calculations, installations and reinforcement being no challenge at all," founder **Sasa Trajkovic** explains. "However, the demand

for heavy range cranes is now increasing in the market, and with their technical and economical requirements, we needed to find a way to deliver projects efficiently and be competitive."

Tehnika Hidraulike has collaborated with Hiab for over a decade. So when Trajkovic received an offer to test out FrameWorks, Hiab's modular solution for crane installation, he didn't hesitate.

"With FrameWorks, we don't need to worry about calculations, as Hiab has done it all on our behalf," Trajkovic says. "We also don't need to worry about installation time or project delivery. As we're only a team of 15, saving time and working hours is of crucial importance to us."

Ryuta Subu, who is a sales representative for Hiab in Japan, says that he is not a technical person, but because of remote access he was able to conduct three system updates successfully.

“By helping out our local representatives we are reducing costs and bringing a huge amount of convenience to the customer, who in an ordinary situation would have to wait for days to get such an issue resolved,” he explains.

So, what do customers need to take advantage of this superb service? The simplest thing you can ever imagine. You need an Android phone and USB cable to connect between the phone and the computer installed on your HiVision™ truck. Once you connect your telephone to the computer, you enable Internet tethering on your mobile phone and the crane is online.

The remote access so far has been available for Hiab's HiVision™ crane customers. However, because of its simplicity, the team is already planning to test it on other projects. “We have already done some tests on another system called the SafetyPlusR. It's a new system used for recycling cranes,” Matkowski says. They are soon planning to introduce the quick remote support services for other customers as well. ▣



FrameWorks can be described as a step-by-step solution for loader crane installation. It's a modular system with a pre-manufactured and installation-ready subframe matched to a certain truck type, making it easy to install. It is also stable and rigid due to full optimisation eliminating risks and sourcing problems.

In Trajkovic's experience, FrameWorks makes the installation process about three times faster, and things get done right in one go. It also reduces errors and miscalculations, leading to even further savings. ▣

 For more information go to: frameworks.hiab.com

When big things start small

The trick to using technology smartly is to truly understand what your customers really need. That's something Hiab manages by looking beyond its core business to develop innovative software solutions for its small and mid-sized customers.

Text Andrew Flowers | **Photos** Shutterstock

What should your company do when more than one customer asks for help with a problem that isn't core to your business?

This was exactly the question Hiab's **Stefan Onkenhout** faced when he organised an innovation event 'CargoHack 3' for company employees and customers in Sweden. Onkenhout is part of the company's New Business Solutions unit, where his team has the mandate to explore where digitalisation can take Hiab.

"We're all about finding better ways to use current equipment, or developing completely new ways to do business with existing resources," says Onkenhout. "When you work like this sometimes things take an unexpected direction. This is what happened with one of the ideas generated at the innovation event."

One of Hiab's customers in Sweden is a family-run transport, machine-rental and repair company called Ekmans Hedesunda, founded in 1947. Today, the company is run by three brothers who are the grandsons of original founder **Karl Johan Ekman**.

One of the brothers, **Christian "Krille"** Ekman, was invited to attend Hiab's innovation event, where he described a challenge that his company was facing: matching their pen-and-paper order fulfilment process with driver time

sheets so that invoicing could be done correctly at the end of each week.

"As a traffic manager, it's my responsibility to take customer orders and assign them to our drivers," says Krille. "The drivers then feed their reports back to me. I then reconcile them with orders before sending invoices out on a Friday."

"Ekmans Hedesunda is a small company, though, so of course I wear many hats. This means I'm not always sitting behind my computer when an order comes in," he says. "I may be out in the field visiting a customer or doing a job, so I typically write things down with pen and paper, call a driver to assign the job, and then match things up later."

"We knew we could make this process easier with the right software, but we just hadn't found anything that everyone liked using. Most importantly, we needed something that would be easy for our drivers to use," says Krille.

Onkenhout's team decided to look deeper into Krille's challenge, calling eight customers similar in size to Ekmans Hedesunda to see if they had the same problem. All said the same thing: taking orders with pen and paper (a necessity while out in the field) and matching these with driver time sheets created massive invoicing headaches at the end of each week.

“This is pretty far from Hiab’s business of developing and selling lifting equipment, but it’s a true pain point for its customers.”



“This is pretty far from Hiab’s business of developing and selling lifting equipment, but it’s a true pain point for its customers,” says Onkenhout. Onkenhout’s team was given the mandate to create a prototype solution to address the issue, and they developed an app that helps Hiab’s customers to match their order fulfilment and invoicing processes.

Through the app, traffic planners like Krille can easily enter an order and send it directly to a driver, who then picks it up on his phone while on the move. Once the job is completed, the driver confirms through the app, also stating how many hours were used and if necessary even sending pictures to confirm delivery. Krille then reviews the reports and pushes them straight to the company’s invoicing process, saving himself many hours of painstaking work on a Friday evening or over the weekend.

“Hiab has created a system here that is extremely easy for us and our drivers to use,” says Krille. “It’s good for our business too, as drivers themselves can now even punch in new orders that customers request from them when they make a delivery!”

This is further proof that Hiab’s efforts at pairing digitalisation with a deep understanding of its customers’ business and industry is paying off. After all, we live in a connected ecosystem, and it is to our mutual benefit if everyone grows. ▣

Helping the world go clean

Reduce, reuse, recycle. The key to connect these three dots lies in safely transporting waste and recyclable material. We tell you why load-handling machines are the need of the hour.



Text Arim Lee | Photos Hiab

A booming economy, swelling population levels and rapid urbanisation have blessed Asia, leading many to call the 21st century the ‘Asian century’. But this growth carries with it hidden perils, including the massive amount of waste generated by industries.

According to the World Bank, many in the region, especially the urban poor, have been severely impacted by unsustainably managed waste. Recognizing the dangers, governments in Asia are steadily strengthening laws and regulations to effectively store, transport and recycle all this waste.

In fact, the processing of this waste has turned into a multimillion-dollar industry that is beginning to operate on similar lines as more mature markets in Europe, the UK and the USA. Where manual labour and scavenging used to be commonplace, today mechanisation and automation have become mainstays of Asian waste management efforts.

Sihwa Scrap Inc, a South Korean metal scrap collecting and recycling company run by **Yeong Bok Park**, is a perfect example of this trend.

“I have been working in this industry for almost 40 years, right from the time when the industry operated almost completely on manual labour,” declares Park.

“ The adoption of mechanised equipment helped me decrease fixed costs.”

Yeong Bok Park, CEO, Sihwa Scrap Inc.

A pioneer in his industry, Park recognised early on that it was imperative that he modernise his business and use mechanised equipment. Scrap metal can be heavy, and manual labour was simply not enough to handle and transport material safely and quickly, which is why he decided to mechanise his business to help it grow.





“The adoption of mechanised equipment helped me decrease fixed costs and increase productivity, helping the growth rate of my business,” he says.

In this, Park was aided by Hiab, with company representatives helping him identify the kind of equipment he would need to modernise his business.

“Products from Hiab are more substantial and durable than any others that I’ve tried. When it comes to strength, the grapple cranes from Hiab are excellent. Hiab also provides better services, helping me find the right equipment that is best suited to the special needs of my business,” he explains.

Not content to just see his business benefit, Park made it a point to advocate automation and mechanisation to his peers in the industry. Park has even won the prime minister’s commendation for his commitment to the development, expansion and modernisation of scrap metal recycling in South Korea.



SOUTH KOREA

While there are still differences between how the waste and recycling markets in Asia and Europe operate, the one megatrend that seems to unite all regions is the need to develop ever more sophisticated, efficient and safe methods of waste management.

“Markets, regardless of region, require more sophisticated ways of waste management, right from collection to treatment to comply with the global vision of sustainability. Also, safety is and will be the top criterion for any type of waste and recycling business,” says **Adi Hambiralović**, Segment Manager at Hiab. “In order to overcome these challenges, the most crucial factor is well-functioning load handling with high-quality and long-lasting equipment.

“We are operating in the shadows,” he explains. “Recycling is often associated with waste collection, sorting. Yet, the fact that this waste needs to be transported every step of the way is often overlooked.”

This, says Hambiralović, is why Hiab invests considerable effort in offering better products and solutions to satisfy the specialised needs of the recycling industry. Right from lifting to loading to unloading, Hiab helps connect the dots for the entire waste and recycling ecosystem. Their products include MOFFETT™ truck mounted forklifts, JONSERED™ Recycling Cranes, MULTILIFT™ hooklifts and skip loaders as well as an array of services to help keep all this equipment in peak condition through all the heavy lifting.

While these products help the planet go green, they are also environmentally sustainable themselves. For instance, Hiab’s PRO FUTURE™ range of hooklifts offers increased operational performance and energy efficiency, reducing fuel consumption, carbon dioxide emissions and noise pollution.

Smooth and efficient load handling keeps the entire recycling process running, something that is all the more crucial considering the sheer amount of waste that is generated with every passing day. After all, going slow is not an option for the recycling industry.

“We make sure that the waste you have thrown away into garbage bins can end up in the right recycling stations on time,” adds Hambiralović proudly. ▣

Humans *of* Hiability

Buildings and infrastructure often make or break a city's reputation. While ideas certainly lay the foundation of great architecture and planned cities, there's more to successful feats of civil engineering than meets the eye. Meet the people who help carry out complex civil works so that our cities function better.



Raymond Ogilvie

Owner Operator, Ronelle Transport
Hiab Favourite: HIAB XS 144 Crane Truck

"I enjoy my work because it is challenging and it isn't the same boring stuff every day. I have learned to adapt to situations and not give up. We often work in garages and do form work. So, you really can't do too much until you get onto the job site on a particular day. One day you can have a nice and easy access. Then, the next day you get there and you'll find that the plumbers have come and dug trenches through where you normally drive in. So there's no way of really making sure that things are organised before you get to a job site. But you

learn to work around it. It's especially difficult for us to work on sites that are tiny. Others may just look at it, think it's hard and decide against the job. But what we do is to give it a go nevertheless, and that's always worked for us. The jobs that we do with our cranes, the way we get ourselves in, has people ringing us to do jobs when others refuse. I tell my daughter and son the same thing. Don't just look at something and say that it's hard. Have a go at it to determine whether you can or cannot do it. Don't just take the road that looks easier." ▣



David Riley

Owner, Kevin's Cartage
Hiab Favourites: MOFFETT M4

"You learn over time that you can't make everyone happy. It's more about understanding where people are coming from and helping them solve their problems. I've been working in this field for over 14 years learning about staff and customer management. It's a challenging role, especially since every individual has different needs. While I can't assure a 100% positive outcome every time, my goal is to put a positive spin on situations wherever I can. Being in this line of work and being in a family business has also helped me grow as a person. I've always been one of those people with a strong work ethic. It's a great thing to have, and you should never doubt it. It's what I tell my kids too. This job is not for the faint-hearted. If they wished to enter my line of work, I would be fully supportive of their choice provided they know and understand what it takes to be successful. If they could give their whole hearts and souls into this business I would be proud of them for their grit and determination to succeed. It won't just help them with business but in life as well. After all, it's only when you continuously push to do and be better that good things happen." ▣

"My dad had always told me that my job on Earth is to help people. And that's what I do at work every day. I train and supervise new drivers on safety and operation of cranes and MOFFETs. Before I took over this role, I didn't have any formal qualifications. Since taking over, I have a diploma in workplace safety, a certificate in training and in assessing. The training aspect is very complex. We have 219 drivers with varying backgrounds and nationalities. Getting all of them to do things in the same way consistently is challenging. You need to be able to set programmes to suit each of their abilities and education levels. Sometimes communication can be a problem. During a job, we have multiple things to worry about at a time-working on different surfaces, how to work around power lines, buildings and even pedestrians. So the training I give them is crucial and goes hand in hand with ensuring safety. What they don't realise is that I too am learning from them, especially with the diversity, as they are from me. They have helped me become a better teacher and have helped me grow as a person." ▣



Guy Owen

OPHS Manager & Induction Trainer,
Team Transport & Logistics
Hiab Favourites: M4 and M5 MOFFETs

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 2017 totalled approximately EUR 3.2 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 Gibsons 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

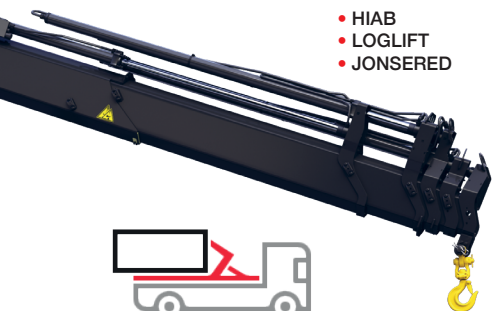
MOFFETT

- 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



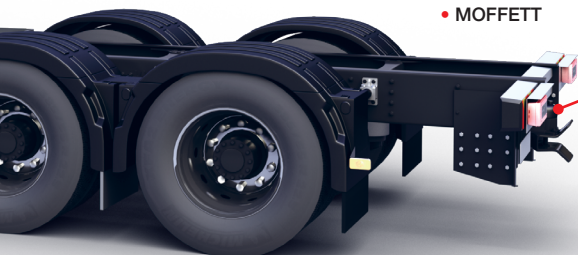
CRANES

- HIAB
- LOGLIFT
- JONSERED



DEMOUNTABLES

- MULTILIFT



TRUCK MOUNTED FORKLIFTS

- MOFFETT



TAIL LIFTS

- DEL
- WALTCO
- ZEPRO



SERVICES

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



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



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

! *Did you know?*

The name Hiab comes from the abbreviation of Hydrauliska Industri AB.



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 1940s (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

Over 3,300

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 lives and build their future.

Hiab, Brazil

- Argos loader cranes

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.

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 Centre

Raisio, Finland

- MULTILIFT demountables

Stargard, Poland

- HIAB loader cranes, JONSERED and LOGLIFT forestry cranes

Shanghai, China

- MULTILIFT demountables

Zaragoza, Spain

- HIAB loader cranes

Tai'an, China

- HIAB loader cranes (joint venture with Sinotruk)

Chungbuk, South Korea

- 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 2017 Hiab's sales totalled EUR 1,084 million
- Personnel approximately 3,300 in 35 countries
- 11 research, development and assembly units globally
- Our customers range from large national or regional companies to small local enterprises. Customers' business areas include 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.

Let's get social!

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



@hiabglobal



As the global leader in on-road load handling,
in 2019, Hiab is proud to celebrate 75 years of pioneering,
being a reliable and caring partner to our customers and partners.

hiab.com