

Hiability

A MAGAZINE FROM HIAB
ABOUT ON-ROAD LOAD
HANDLING | #2.2016

Hiab's new Test
and Innovation
Center launched:

*Testing,
developing and
showing*

**ALL SET
FOR SERVICE**
– whenever you need

JONSERED as a


**Family
tradition**

“The best future services”

I have worked with global business development throughout my career. What distinguishes Hiab from many other companies is the amazing pulse and energy among our staff. Here, things happen with great speed!

At the moment, we are all working closely together to develop the best future services for our customers. In this work, connectivity will play an important part, as it gives us, among many things, an opportunity to detect problems with our customers' machines before they actually occur. Read more about this exciting development in the theme articles, where we also present our new webshop that will be launched later on this year!

Hiab will continue to lead the way as a groundbreaking pioneer within the sphere of new technology and the opportunities it provides when it comes to communication between systems and devices. I think what will also make the forthcoming development within Hiab Services successful is that we are constantly looking at the world around us and taking into account what our customers need to help them succeed. There is an incredible amount of development opportunities within Hiab Services and a lot of potential when looking at the long-term horizon.

I hope you will enjoy this information-packed issue of Hiability. It contains a lot of news when it comes to the future of our services and a lot of other interesting things: for example, new products and exciting reading about our customers from all over the world. We are also looking forward to seeing you at the IAA in September and hopefully many more times in the future! 

Christian Bjorne

VICE PRESIDENT, SERVICES, HIAB



GLOBAL BUSINESS DEVELOPER

Name: Christian Bjorne **Position:** Vice President, Services, Hiab **Age:** 40 **Family:** wife and three children of age 7, 3 and 2 years **Lives:** Höllviken, outside of Malmö, Sweden **Background:** Global and regional service business development in mining and construction **Hobbies:** “I watch a lot of football, and play golf when I have the time (my current handicap is 13). Most of my spare time I spend together with my family **Three-word description:** impassioned, goal-oriented, optimistic

10 At your service – whenever you need

Whether near or far, when new service solutions emerge, it doesn't matter if you are ten or thousand miles away from the workshop. The greatest value of connectivity will be found within services, say leading experts.



MEET THE DEALER

Veronique Arson has sold cranes and demountables for 30 years, but has never once regretted working in a male-oriented business.



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NEW TEST AND INNOVATION CENTER

In June, Hiab's new Test and Innovation Center opened in Hudiksvall, Sweden. Here, products will be tested in desktop simulation as well as in the field.

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A JONSERED TRADITION

Torbjörn Eng's father started buying and documenting Jonsered equipment in the 1960s. Now, Torbjörn has taken over the family tradition.

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A Fuji moment

Does the mountain in the background look familiar? Maybe the beautiful cherry blossom will give you a clue. Japan is actually currently the biggest market for LOGLIFT and JONSERED

forestry cranes. So yes, you were right – it is Mount Fuji you see on the horizon, as well as on the back of the truck. This truck belongs to long-time LOGLIFT customer Ishiguro Transport. ■

... and the winner is HiVision™

The KWF-Vision Award is known as the "Oscars of forestry industry". This year, at a ceremony during the KWF exhibition in Rodin, Germany in June, the award was given to the HiVision™ control system.

The jury's motivation for awarding the prize was: "The safety and comfort are remarkable and complemented by a precise control system

and good visibility. The novel camera-based 3D technologies provide important steps for improved functionality, ergonomics and safety, pioneering new ideas in crane control in the forest".

Jon Lopez, Vice President, Forestry Cranes, is very proud of the award, and he is sure HiVision™ will make a huge difference to the future of load handling.

"Our customers have shown huge interest in this revolutionary technology. HiVision™ increases the safety, comfort and performance of our customers' daily work and this is key when we develop our products," he says.

The order books for HiVision™ control system will open at the beginning of October and the first HiVision™ crane will be delivered in January 2017. ■



Photo: KWF

COSAPI S.A.

Cutting-edge equipment helps reach strong safety record

The Peruvian engineering and construction company COSAPI S.A. has been a devoted Hiab customer since the 1970s. One of its latest construction projects includes the building of a long road and bridge in the south of Peru.

– Yes, our company has not long ago finished 96 kilometres of the Quilca – Matarani road in the Arequipa region, including a 250-metre-long bridge. This road reduces the travelling time from 3 hours to 1 hour 55 minutes – that's really important for the progress of the region, says **Daniel Kuwae Ikeho**, Equipment Superintendent for COSAPI S.A.

Over 1,250 people have worked on-site since 2013 and although they reached 5,000,000 working hours, there was not a single accident requiring medical leave.

– Safety comes first! All our equipment

operators are trained and certified, our machines follow regular inspection programmes for preventive maintenance, and finally our Safety Committee watches over the situation, says Daniel Kuwae Ikeho.

How did Hiab equipment contribute to that success?

– HIAB cranes were involved in the transportation and logistics of all construction equipment. They moved and installed road piping and built the form work for retaining walls. The HIAB XS 622 HiPro and HIAB XS 477 HiPro proved to be really helpful. I would like to highlight the movement accuracy and the ease of use with HIAB remote control in avoiding blind spots, because the crane operator is always close to the action. 🇵🇪



Facts: COSAPI S.A.

- Established in 1967, it is one of the most important engineering and construction companies in Peru.
- Approximately 5,000 employees are grouped to the following divisions:
 - building, mining, infrastructure (roads, dams, power plants), concessions (roads, Lima Metro Line 2)
- In 2015, annual sales reached PEN 1,400,000,000 (USD 450 million).

What's up, Hannover?

After walking around the mega-event IAA, you might feel the need to get out and about.

We listed some nice places and restaurants that you should visit before departing.

1. Das Neues Rathaus (The New Hannover City Hall). A magnificent, castle-like building from the era of Wilhelm II. During World War II, the building was destroyed by American bombers, but was built up again soon after. The restoration is documented in an exhibition on the first floor.

2. Berggarten – also described as the 'lungs of Hannover'. Once a mulberry farm, it is now a botanical garden with thousands of visitors each year. Here, you will get lots of pure fresh air.

3. The HDI arena. Fond of football or concerts? The arena is also used for American football. In 1974, when Germany hosted the football World Cup, East Germany met Brazil here. The match ended 0-1. This spring, Hannover 96 fell out of the Bundesliga, but the arena is still worth a visit!



Das Neues Rathaus

How to stay healthy on the road

Spending a lot of time in the truck? Here are some good tips to stay in shape!

1. Move when you can

"Actually there are many risks relating to having a job where you sit most of the day: blood pressure, blood lipids, cholesterol and glucose, can all be affected in a negative way. You have a higher risk of getting diabetes and your heart gets weakened. The body is built to be used in the daytime."

2. Take time for main meals

"Try to stick to main meals. Snacks should not make you full. I recommend fruits, hard bread, mackerels in tomato sauce, a boiled egg, almonds, carrots

or cucumber sticks: these are snacks you can have in your bag; you don't need a fridge."

3. Remember the water bottle

"Exercising at a moderate pace for 45 minutes makes you lose 500ml of water, which you need to replace – that's a good calculation to have in mind. But also sitting all day in a warm truck can give you dehydration."

4. And not to forget: take a break once in a while, stretching or walking around the truck.



SOURCE AMANDA OTTERDAHL, DIETIST

Meet Eddie at Hiab's stand

In the previous issue of Hiability, you could read about one of the best trial racers in the world, **Eddie Karlsson**, who is sponsored by Hiab. We asked him what he is up to now.

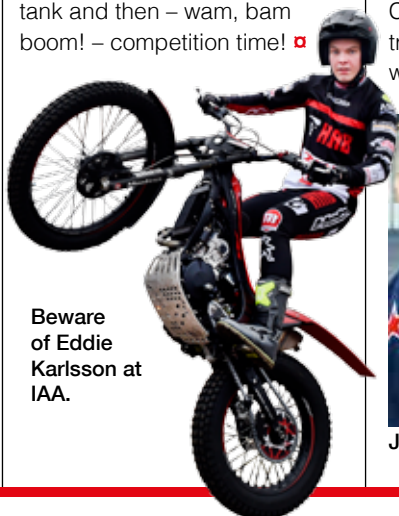
– I have been busy training and participating in the Swedish championships. I managed to get zero spots, which means I didn't put my feet down during the whole competition. Very satisfying.

Will you show up at the IAA?

– Yes, I will show some tricks there, like I did at Bauma in Munich. You know, scare the wits out of people, haha.

Tell us your best preparations on a race day?

– I start my day by eating porridge. I try to get on the bike quite early, but at a slow pace, so I get a safe level on my driving. After that, eating something else, filling up the tank and then – wam, bam boom! – competition time! 🇸🇪



Beware of Eddie Karlsson at IAA.

Follow the buzz

Don't miss what's new in the social media world of Hiab. Here are some of the topics being discussed online.



#HIABMOMENT

During the summer, we received great #HiabMoment pictures from around the world. Keep on sharing them, so we know what you and your Hiab have been up to!

INSTAGRAM HERO

Johnny Jensen, the first ever World Crane Champion, reveals who his best friend truly is.

► [instagram.com/hiabglobal](https://www.instagram.com/hiabglobal)



FACEBOOK FAMOUS

Having reached more than a million people online, HiVision™ is arguably Hiab's biggest social media celebrity so far!

► [facebook.com/hiabglobal](https://www.facebook.com/hiabglobal)

A long way to go for NZ contestant

For the first time ever, New Zealand will join the World Crane Championship finals. Over two days at the end of July, New Zealand held its qualifying rounds at the Wigram airbase in Christchurch. Thirty operators battled it out for two days, over tricky obstacles. **Jamie Coles** of Stark Bros Ltd really nailed it with no penalties and also the fastest time, operating a HiAB

188E4 HiDuo crane, the closest model in size to the HiAB X-HiPro 232 that will be used in the finals.

Jamie Coles travels to the IAA event in Germany in September to represent New Zealand, fighting for the EUR25,000 prize. The competition is open to Hiab distributors from all around the globe, and this year 16 countries have selected their best operators to compete. 🇳🇿



Jamie Coles

Meet Veronique Arson, dealership owner

“Today we need to fully understand our customers’ needs”

Veronique didn't really plan to take the same road as her parents, but after finishing business school in 1993, she was somehow drawn into it when her parents asked her “should we continue with this business or close it?”

And there she was, suddenly president of Josset Menguy, a company selling cranes and demountables.

Her parents were already in the same business, being long-time Hiab dealers. A few years later, her brother Patrice also joined in.

“Working in a family business, the family is of course very important for us. Naturally, sometimes we have some loud discussions, and sometimes we don't get along. But we always agree that a solution must be found,” she says.

Josset Menguy, situated in the city of Rennes, in eastern Brittany, employs 35 persons in total. That includes staff in workshop, services, manufacturing and administration. The company has gone from pure sales to offering a variety of services.

“When it comes to platforms, we don't buy body works, we still create them.”

A vast majority of the customers are men from construction or lifting companies and carriers.

“When I started off in 1993, they didn't trust me because I am a woman. But now, when they see that I am competent, they understand that I know the technical procedures, and many men are actually more calm with women. So I would say that many times it is very good to be a woman in this business.”

Her parents' company was early on selling Hiab equipment.

“I think that the dealer before us was the first French dealer for Hiab and that was sometime after World War II. When my parents started in 1974, they started selling Hiab products.”

The customers nowadays are huge industries.

“Ten years ago we had about ten customers.

Now there are fewer because the companies grow. The major characteristic of our customers is their loyalty. We still have customers from the beginning of the 1990s. They buy cranes and we have to help them with the repair and service. The first sold crane doesn't say that much. It is the second one we sell to the same customer that makes us the winner.”

Although Josset Menguy is not a huge company, they have four workshops.

“In the beginning we had just one in our area, but we knew if we wanted to be the best, we had to be close to our customers.

Also necessary these days is understanding what the customer needs almost before they do. And of course we must have skilled staff.

In the future we have to be even more adaptive. Our customers want to buy not only a crane, but the package the crane is meant to produce. Earlier on, customers bought a machine. Now they speak only about what they want it to do. Therefore we need to be a confident partner and always near the customers to fully understand their needs.”

In France, female CEOs in industrial businesses are rare. Veronique Arsons says she very seldom meets women in the same trade. She does not have any special female networks, she says.

“Anyway, I must say I prefer the mix.” 



“Working in a family business means we sometimes have loud discussions. But we always agree on that we must find a solution.”

VERONIQUE ARSON, JOSSET MENGUY

Veronique Arson

- **Title:** President of Josset Menguy
- **Age:** 45
- **Family:** husband and three sons aged 18, 17 and 14
- **Lives:** in Rennes
- **Personal interests – except work:** walking, reading, travelling, spending time with family
- **The book on your bedside table right now:** Right now it is «My wishlist » by Gregoire Delacourt. The next one to go is by Jonas Jonasson. I really like his books.
- **How others describe you with only three words:** Competent, simple and humble – and someone with a vision for the future
- **Favourite place to travel:** South America! I really enjoy the big spaces there, for me it is freedom. I have travelled to Argentina, Brazil, Paraguay and Uruguay. But I want to see more of the continent.



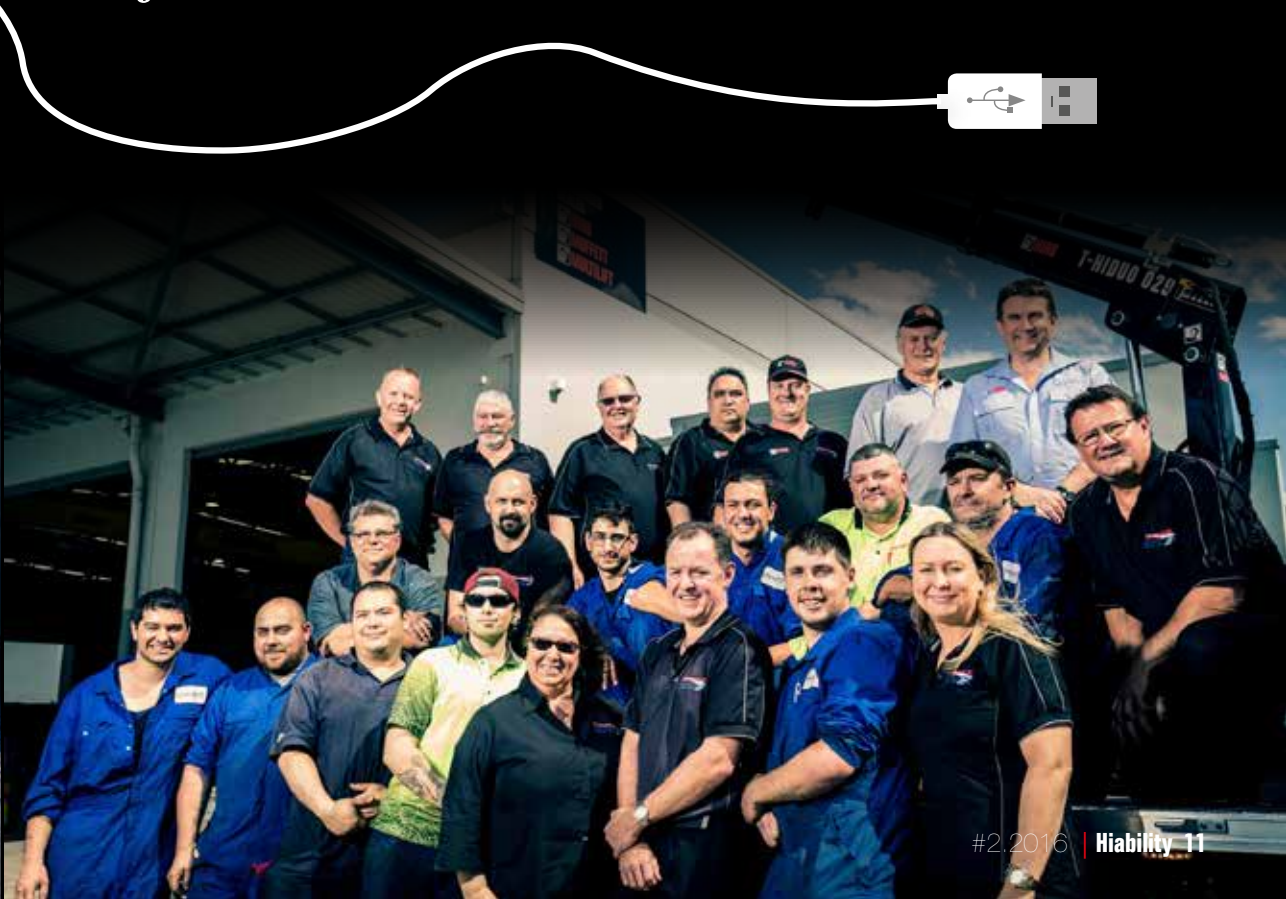
- **Place in France you would like to recommend for a visit:** Brittany, each town is different. If I should only pick one French city it would Bordeaux, it's a very beautiful town.

THEME: SERVICES

WORLD OF OPPORTUNITIES *for* **SERVICES**



As more and more equipment becomes connected, there is a need for new ways of thinking about products, services and solutions. “I believe connectivity will be a game changer. Technologically, there is nothing holding us back,” says Christian Bjorne, Head of Services at Hiab.



THEME: SERVICES

In recent years, customer service has faced some fundamental changes due to the rapid development within mobile technology.

Today, the number of channels customers can use to get in touch with your company is vast – e-mail, social media, text messages – you name it. Being constantly connected opens up many possibilities at the same time as it challenges existing customer services.

“Our industry has embarked on a challenging and interesting journey, where we are currently figuring out what kind of services our customers want and how we can help them become more successful with help of new technology,” says **Christian Bjorne**, Head of Services at Hiab. “What applications would they find useful? What service offerings need to be developed? These are questions that we are investigating.”

Apart from providing 24/7 access to customer service, mobile technology is about to change

the way machines are used and taken care of. A buzzword within this sphere is *Connectivity*. *Internet of Things* (IoT) has become a popular term describing what this is all about and what makes it possible.

“When machines, vehicles or other ‘things’ are equipped with embedded sensors and computers, you can gain a lot of useful performance data from connected products,” says **Filip Stål**, Regional Director at PTC Nordics – a technology company developing smart connectivity solutions. “There is a really big hype around this concept and the trend is clear: connectivity is going to be huge within the near future.”

According to Stål, many companies have been connected with their products for a long time, but they



Filip Stål



12.2 billion

One estimated number of global machine-to-machine connections 2020.

Source: Cisco Visual Networking Index



haven't had the right tools to analyse and take care of the collected data.

"The biggest issue for many companies is that they haven't had the right knowledge on how to create business benefits from big amounts of data," he says. "Another challenge is that they will have to create a completely new business model due to connectivity, and that is where we stand right now."

Stål believes that the greater value of connectivity will be found within services.

"With connectivity, you will be able to see indications about the performance of a machine at an early stage," he says. "Likewise, the machines can send information to the service technicians that they don't 'feel well', giving the technicians the possibility to fix problems before there is an actual breakdown of the system."

Once equipment is connected, it will be a lot

easier to meet customer needs, according to Bjorne. "With wireless connectivity, it is possible to collect data and see how our customers' fleets are being used and how the operators manage their machines," he says. "How is the machine used, what features are switched on and off, how many times does it lift or lower, what mobility does it need, and so on."

Having this knowledge means there will be closer links to customers and greater opportunities to find optimal solutions for each machine.

"This means that Hiab can take preventive, proactive service, and agile maintenance to a new level, where issues and problems can be foreseen based on data patterns," Bjorne says.

Thus, we can potentially prevent the problems before they happen and recommend machine service once it is time. We have a lot of work to do before we get there, but that is our goal," says Bjorne. →

Remote support for efficient customer service

THE NETHERLANDS | Peter Bos, Product Support Engineer in Meppel, supports Hiab workshops and customers – mostly from his computer.

Bos has seen a rapid technological development, where customers can be helped quickly via remote support.

"Nowadays, we can often find solutions to complex problems before actually going out in the field."

New technology has changed a lot.

"We don't travel as much as before and we can solve many problems quicker, which is good for our customers. If they can have their machines back on the road quickly, they will earn more money." ❏



Peter Bos



“When problems can be solved online, the machines can be out on the roads quicker again.”

CHRISTIAN BJORNE, HEAD OF SERVICES AT HIAB

“Connectivity is going to be huge within the near future.”

FILIP STÅL, REGIONAL DIRECTOR AT PTC NORDICS

According to Stål, smart technology and connectivity gives companies like Hiab an opportunity to create performance-based service contracts which help customers run their business effectively.

Hiab's Bjorne believes connectivity will be a game changer, both for service technicians and operators. In the future, more and more machines will be automated, for example enabling one person to run several machines at a time instead of just one.

“Service technicians can support the operators immediately and become more ‘virtual’ – they might not always have to go out on site and visit the workshops,” Bjorne says.

“When problems occur, we can connect to the crane and run a diagnostic. We can see what the operator sees at the same time and hopefully provide help immediately.”

How will this change affect the customers?

Undoubtedly, a lot of time will be saved with



Working as a Remote Field Technician Gary carries out services on a variety of machines, for example wallboard cranes and knuckle booms. The most common repair, he says, is hydraulic leaks.

connected services. Today, customers either call Hiab's service partners or visit a workshop when a problem occurs. With connectivity, the service technicians will already have all the data needed and they will know what spare parts have to be replaced early on in the process.

“When problems can be solved online, the machines can be out on the roads quicker again, creating more successful businesses for our customers,” says Bjorne.

From a customer point of view, the advantages

60.5%

Expected compound annual growth rate for the global IT robotic automation market, 2014–2020.

Source: TMR Analysis



“We work with our customers’ best interest in mind”

USA | There are around 700 Hiab service technicians throughout the world working to keep customers’ machines running and going. **Gary Dickerson** in Raleigh-Durham in North Carolina, USA, sees a growing interest for more technicians and a steady increase in the number of customers.

– My job has had many changes, the most recent would be mobile solutions. We have added technicians to the area that once was covered only by me; we have had many new customers in my area over the last two years, and therefore, the demand for more Hiab technicians has grown.

Aside experience he thinks what makes a good service technician is a good attitude.

– We have to remember that we are representing our team and our company – not just ourselves. Also one must have good work ethic. Our daily job has multiple interruptions and unexpected challenges. Being able to promise a customer that their machine will be ready on time goes a long way. ▣

of connected services are many: they will be able to see how, where and when their products are operated; they can see how heavy loads their cranes are lifting, or how many times a demountable is loaded and unloaded during a day. They can also see when machines are due for planned maintenance – not only because of their own processes, but also based on data collected from others.

“When more and more of our products become connected,” Bjorne says, “there is a possibility to accumulate a global database of how products are used in different applications, how they are

performing, and what is the level of optimal operator performance in different conditions.”

For the customers, this will mean an improved utilisation rate of their fleets and better operator efficiency. Operators can also be provided training for more efficient processes. This means the industry can become experts not only in making their products but also in the use of their products.


“Our service technicians work with our customers’ machines on a daily basis,” Bjorne says, “they are the ones who create long-term and stable customer relations. They are very





“The new webshop will make an immediate difference.”

HENRI JANHONEN, HEAD OF E-COMMERCE BUSINESS AT HIAB




passionate and proud about their work. With connectivity, they will become even more efficient solution-providers. They will provide consultancy and performance improvements to our customers based on actual knowledge.”

Even if there are competitors, Bjorne is convinced that Hiab will take the lead in the global marketplace when it comes to connectivity.

“Our main focus should be to create success and peace of mind for our customers,”

he says, “They should feel that they are being taken care of 24 hours a day and that we are doing our very best to keep their machines in the best possible condition. With modern technology, there will be a much higher lifecycle value for our products and we will service them much better. We will have

a stronger relationship with our customers and we will be more connected to each other. Connectivity is no longer a buzzword – that we know for sure!” 

GO TO CART



Scan the
QR code
to visit our
webshop.



Parts ordering made easy

As part of Hiab's path to digitalisation, Hiab launches a new webshop (webshop.hiab.com), which works on computers, tablets and mobile phone devices. In the long-term, it will transform into a full-service portal, offering not only products but also services.

Last autumn, Hiab initiated a thorough redesign of the old webshop.

"It has been a lot of work, transforming a classic page to a modern store based on a quick search for identifying materials, an integrated breakdown illustration view, category-based browsing and batch order functionality," says Henri Janhonen, Head of E-Commerce Business at Hiab.

From July onwards, a group of customers has tested the webshop to make sure that it works impeccably. The group gave good feedback, especially on the design and ease of use.

"The webshop also works on tablet computers and mobile phone devices, allowing our



Henri Janhonen

customers to be logged in to the shop while working with the machine."

In the future, Hiab's new equipment will all be connected. This will, in the long run, enable products to communicate with the webshop.

"All machines will be equipped with sensors. When connected, they will one day be able to send us a message like 'I need service', if a component has failed. This would help Hiab to arrange even faster repair than today."

A long-term goal is that the webshop will develop into a user-friendly, full-service portal that not only delivers materials but also services.

"This will take a few years. But the new webshop will make an immediate difference. For example, the product pictures will reduce the risk of ordering something you were not intending to buy. The portal will also be updated with all of the dealers' orders to increase the transparency of the order completion and transportation status. With the predictive search, our customers will also find spare parts faster and more reliably."

Most Hiab spare parts can be bought in the new webshop and it will be used by Hiab's service dealers, importers, internal sales companies and key customers. ■

"Connectivity gets us closer to our customers"

AUSTRALIA | Cameron Nicholson has been the acting Service Manager in Victoria for the last three years.

"Now, with the new Hiab systems, the sky is the limit on what our products can do. We are currently expanding our Field Service division by upgrading our service vehicles and adding a trailer that will be capable of

going anywhere in Victoria."

Cameron thinks that it is important to keep a close relationship with customers and adapt to their requirements – from servicing after-hours to training on Hiab equipment.

"With a team that embraces change and growth, increased connectivity is a step in the right direction." ■



Cameron Nicholson

Daily distribution delivered

Whether transporting beverages to the heart of a megacity or handling transport to a far-off mine, Hiab's DEL, WALTCO and ZEPRO tail lifts will deliver.

Tail lifts play a crucial part in today's distribution chains, as lead times get shorter while safety and environmental aspects get tougher. Customer requirements vary greatly, so suppliers must provide flexibility, both in individual products and across product lines. Continuing to push innovation, Hiab offers tail lifts to suit any need or dimension. At this year's IAA exhibition, **Johan Sandberg**, Senior Vice President, Tail Lifts at Hiab, highlighted four models in particular:

The **DEL WB150** series is the flexible solution for waste management. "They might have a major impact on the European market," he says. "They have been used in Great Britain for many years with great success. They're designed and built with tried and tested column lift technology and are fully compliant with all regulations."

A full-closure lift, the **DEL FC500** incorporates rear frame, top door and tail lift in one product. Weight matters, says Sandberg: "This is a light product that compensates for heavier trucks and provides a high payload. It's light, safe and fast."

From the ZEPRO range, Sandberg spotlights



Johan Sandberg









the **SZN 2000** and the **Z3N**. The first is a brand new product springing from the ZHD family, "It's a frame-built slider lift that facilitates installation and provides high reliability. Its low profile improves the ground clearance and fits most installation measurements."

At just 190 kilos, the **Z3N** is by far the lightest tail lift on the market, giving you the opportunity to increase the truck payload. "This combines with high stability and reliability to make it a product with great safety thinking," Sandberg says. ■



Hiab's massive tail lift range will suit any need. No matter what payload size or what climate you have to deal with, you can count on your Hiab tail lift. Scan the code to see the complete list of our DEL, ZEPRO and WALTCO tail lifts.

Hiab's complete tail lift range

	 PANEL VAN	 TRUCK < 7.5 t	 TRUCK 7.5 - 12 t	 TRUCK > 12 t	 SEMI TRAILER	 TRAILER
Cantilever lifts						
Slider lifts						
Column lifts						
Tuck under lifts						
Rail type lifts						
Tipper lifts						
Gas bottle lifts						
Bin lifts						
Side lifts						
Special lifts						

A large group of people, mostly men in work attire, are sitting on bleachers in front of a Hiab loader crane. The crane is a red and black model with a long boom. The scene is outdoors on a paved surface.

LOADER CRANES

PRECISION, SPEED AND EASE OF USE

The role of innovation and customer focus in today's manufacturing industry cannot be overestimated. Investing in R&D is vital to keep up with customers' needs and demands, and Hiab is leading the way.

Innovation has been Hiab's backbone since the start back in 1944, from the invention of the loader crane to features such as Napoleon folding and current state-of-the-art control systems.

"It's about adding customer value and solving their problems," says **Joakim Andersson**, Senior Vice President, Loader Cranes at Hiab. "Safety, reliability, durability, and ease of use are top Hiab priorities, which are helping

customers to improve their productivity."

Customer insight is always at the heart of Hiab's R&D. "It's all about getting to the root causes of the customer's problems, and then putting our skilled engineers to work to solve them," Andersson says.



Joakim Andersson



A prime example of Hiab's strong focus on innovation is the current, impressive loader crane portfolio update. It includes 24 new or updated mid-range loader cranes and seven new heavyweight cranes. All come in an eye-catching black colour, and with features that improve →

Everything under control

Hiab is driving innovation with the introduction of three new features that make operation simpler, safer and more productive.

Crane Tip Control (CTC) minimises the complexity of coordinating the crane cylinders: The crane is controlled using only three levers – slewing, horizontal movement and vertical movement. It will be easier for drivers to perform operations where precision is crucial.

Semi Automatic Folding (SAF) makes it possible to park or activate the crane semi-automatically, thus simplifying one of the most difficult operations, as you have to turn the crane at the exact angle, then fold the extensions in the correct sequence. With SAF, the sequence is controlled by only one lever.

Load Stabilisation System (LSS) automatically compensates for oscillations in vertical operations. As cranes get lighter and more slender they are more prone to swinging back and forth – including the truck – which makes operation hard and tiresome. LSS prevents and cancels out this oscillation. ▣

LOADER CRANES

productivity and simplify operation.

Hans E. Ohlsson, Director, Medium Range Loader Cranes at Hiab, explains that, “The 20tm segment is a growing market. The trend today is towards bigger and bigger cranes. A large part of it is handling of materials in the building trade.”

While as much technology as possible has been used from HIAB X-series 17–19tm cranes, the four new cranes have been maximised to six extensions and exclude a jib for optimising weight, size and cost-to-volume configurations. They include the B-boom system for price competitiveness.

Critical steel structure parts have been reinforced to boost the capacity to the 21-tonne-metre level. “The new 20tm+ cranes are among



Hans E. Ohlsson



Leif Törnblom

our most competitive ever,” Ohlsson says. “Features include a very advanced remote control system, the new V200 valve and updated hydraulics.”

Top-of-the-line is the HIAB X-HiPro 232, light and compact, yet with the highest capacity for its size. **Leif Törnblom**, Product Manager, Medium Range Loader Cranes at Hiab says that, “It is our latest, best and most competitive model.”

The proof is in the operation, where the focus has been on ease of use (see side article). “Now practically any operator can use the crane with the required precision and work at a high speed too. There is huge potential. The combination of precision and speed of the HIAB X-HiPro 232 is hard to beat. We’ve even had competitors admit that,” Törnblom smiles. ▣

24 new mid-range cranes will be launched during 2016.

On site at Hiab's Test and Innovation Center in Hudiksvall visitors will be able to test new equipment under supervision of Hiab's own experts.



“Customers get optimum benefit from their crane – it is no longer a generic product with compromises.”

MARCEL BOXEM, DIRECTOR,
HEAVY LOADER CRANES, HIAB

THE BIG JUST GOT BETTER

Hiab's "Big 5" 30 plus tonne-metres HIAB X-HiPro 1058, 858, 638, 548 and 658 loader cranes will be joined by the 558 and 528 models for IAA 2016.

The HIAB X-HiPro 558 is the biggest (50tm) crane that can be installed on a 3-axle truck with a 9-tonne front axle. A 10–12 percent weight reduction is combined with a 20 percent increase in capacity compared to competitor models. “We looked closely at how customers use the cranes. There are lots of differences in applications and customer needs,” says Marcel Boxem, Director, Heavy Loader Cranes. “Long-boom cranes require very high precision and ease of use, while short-boom cranes tend to require more brute force and strength. Instead of one concept for all applications, we now focus on producing the right crane for the right application.”

During 2014, massive market studies about customer needs and behaviour were conducted, laying the foundation for application-based crane line-ups. A narrower scope optimises design and enables Hiab to bring more models to the market in a shorter time.



Marcel Boxem

Changing the frame game

Installing big cranes on trucks is an elaborate and slow process. It is hard to control quality and predict frame behaviour. HIAB FRAMEWORKS™ is a patented new innovative installation package, complete with calculations and everything else needed. The crane's CE declaration covers the complete installation.

“There are so many benefits,” says **Marcel Boxem**, Director, Heavy Loader Cranes at Hiab. “As the big cranes will be easier to install, our dealers and distributors will be able to sell more products, better meeting the needs and quality demands of customers. We estimate that the installation time can be reduced by up to 70 percent.” ▣

Top 5 benefits

- A completely bolted system.
- No more stress calculations required.
- A standardised solution for a heavy crane sub-frame.
- Complete with pump, tank and auxiliary stabilisers.
- Installed on the truck in less than 80 man-hours.

“The customer gets optimum benefit from their crane, whatever their specific needs,” Boxem says. “It is no longer a generic product with compromises.”

Customers have shown a great interest in the Big 5, and Hiab will launch several new models in 2017.

“We're really proud of the new products and their top quality, but also of our new way of working and our even stronger customer focus,” Boxem says. ▣

Heavyweight features

- *Automatic Speed Control (ASC). Smooth and continuous increase in lifting.*
- *Boom Deployment Assistance (BDA). Prevents damage during folding and unfolding.*
- *Pump Flow Distribution (PFD). Oil distribution for seamless operation.*
- *Load Stabilising System (LSS). Automatically compensates for unintentionally excessive lever moment in vertical direction.*
- *VSL Plus. Maximises lifting capacity by calculating the stability of the entire vehicle.*

GEARING UP FOR THE FUTURE

Investing in the new Hiab Test and Innovation Center in Hudiksvall, Sweden, Hiab takes its heritage as an innovation driver to the next level.

Hudiksvall, on Sweden's Baltic coast, is where Hiab got its start in 1944. Ski manufacturer **Eric Sundin** invented the first loader crane to handle birch trunks at his factory, which came to revolutionise load handling.

Several innovations followed, such as Napoleon folding in the late sixties. Hiab's innovative tradition gears up with the June 2016 inauguration of the Hiab Test and Innovation Center in Hudiksvall – Hiab's largest to date.

Stefan Onkenhout, Director, R&D, Loader Cranes at Hiab, says: "I was asked how we could shorten our product development processes. Me and my team produced a proposal outlining the

possibilities and the necessary investments."

Granted 2 million euros to go ahead, the first investment was made in 2014. The last installation was made during summer 2016.

While cranes are relatively simple constructions, their development is not. The competence and resources at the new facility safeguard that Hiab products remain cutting-edge, reliable and meet customers' requirements.

"Our team has a high level of education, ranging from technicians to Bachelors, Masters and Doctors in engineering," Onkenhout says.

Reducing the time to market is key to the success of the venture. The Hiab Test and Innovation Center uses a completely new, more structured, model-based way of working that speeds up the product development process. "We've found that we can cut the time to market by at least a third – to start with," Onkenhout says.

Products are first simulated in a desktop environment, where a lot of problems can be solved. Then follows a step-by-step process to ensure that everything is right.

"Finally, we do a lot of field-testing," says

“We’ve found that we can cut the time to market significantly.”

STEFAN ONKENHOUT,
DIRECTOR, R&D,
LOADER CRANES, HIAB





Stefan Onkenhout (left) looks forward to welcoming customers and partners to Hiab's new Test and Innovation Center in Hudiksvall.

Marcus Rösth, R&D Manager, Control Systems, Loader Cranes at Hiab. "Interacting with drivers is crucial. You find out if there are any problems and get quick feedback. The iteration loops are speeded up."

Collaborating with external stakeholders is also a success factor. One good example is the Hudiksvall Hydraulic Cluster network, where Hiab comes together with local companies to share and promote knowledge. Hiab also works closely with technical universities and various institutes in several countries.

"Working even closer to our customers is another aspect of our business that we really are looking forward to expanding," Onkenhout concludes. ▣

Hiab Test and Innovation Center services

- Material analysis, such as material strength.
- Rust and corrosion protection analyses for painting processes.
- Welding and welding joint analyses.
- Bolted joint and glue joint tests.
- Fatigue tests for materials, components and assembled products. "We can test the products' life span until they break, which gives us lots of valuable information," Onkenhout says.
- Rapid prototyping.
- Simulation of digital cranes and crane components.
- Test track, where prototype cranes can be operated in many applications, such as digging, lifting timber and hoisting.

Innovation for a new age

"There are two extremely interesting areas that will change our industry: digitalisation, with connectivity, and autonomous vehicles,"

Joakim Andersson, Senior Vice President, Loader Cranes at Hiab, says and adds: "Both areas will make equipment easier to use. We will be able to improve uptime and productivity, which translates into improved profits."

Hiab invests heavily in these areas to offer customers new business opportunities, and is currently running several pilot connectivity projects with customers.

Connectivity will let fleet owners and rental companies follow where and how their equipment is used and provide information about the condition of the equipment and maintenance needs.

"With the high cost of equipment, it would be a huge advantage for customers to be able to use their assets more effectively," says **Rafal Sornek**, Vice President, Hiab Technology and Quality Development.

There are many automotive industry initiatives to make autonomous – driverless – vehicles a reality. Hiab already offers autonomous features, such as the camera-based HiVision™ system, which improves operator safety and comfort.

With driverless trucks on the roads, why are crane operators sitting on them waiting to get to the place of work? Sornek says: "I would imagine that customers will ask for remote operation. It is a long-term challenge, but also a long-term opportunity." ▣

Ready to serve in 60 seconds

For more than 30 years, MOFFETT has been the number one brand of truck mounted fork lifts.

Pioneering is part of Hiab's history and now we are leading the way so our customers can deliver top performance.

MOFFETT M4NX is the next generation of the M4 family, with several important upgrades. ▣

SAFETY

- The bonnet has been redesigned for better visibility, LED lights/beacon, interlocking seat belt with seat presence indicator to enhance safety for the operator.

GROUND START

- With ground start as standard, dismounting the M4NX is now made even easier for the operator, no matter the location.

EASY SERVICE

- With a redesigned bonnet and rear doors, access to do daily checks and routine maintenance is made easier.



MOFFETT – an Irish piece of work

MOFFETT is the brand of Hiab's truck mounted forklift range. MOFFETT equipment is manufactured in Dundalk, less than an hour's drive north from Dublin Airport. Dundalk has a population of around 37,000 and has a diverse range of local industries such as brewing, IT, and manufacturing companies. Hiab is one of the largest employers in the area with a total of 280 employees. Hiab's Dundalk site was originally part of the Great Northern Railway network and today you can see the past in the current engineering department building with its fine architecture. MOFFETT truck mounted forklifts have been produced on this site since 1997 and it incorporates R&D, engineering, production, customer support, after sales and all the functions you would expect with a large manufacturing site.

“Safety is our number one priority”

The good old retainer, the **MOFFETT M4**, has been dressed up in a new costume. **Michael O'Reilly**, Product Manager at Hiab, tells us how it all adds up.

Tell us more about the improved safety.

“Safety is our number one priority in the design and use of a MOFFETT, and the M4NX is no exception; with Seatbelt Interlock fitted this ensures that the driver operates the machine in a safe and efficient manner. Our ground start system has also been upgraded and is available as standard. No matter what the situation, we know that the M4NX will be used in the correct manner at all times.”



Michael O'Reilly

How versatile is the M4NX?

“The M4NX in its design can easily negotiate very tight areas where there may be height and/or width restrictions, as it is the most compact truck mounted forklift on the market. Depending on its configuration the M4NX can be as narrow as 1900mm.”

Reduced weight provides an opportunity for more payload – how?

“By making the M4 as light as possible without affecting our reputation for having durable quality products, we ensure that the user benefits by getting maximum payload on their vehicle, and with the M4NX's unique design, it can effectively carry more than its own unladen weight – like an ant – thus ensuring maximum performance and maximum payload.”

The M4 is ready to use in less than 60 seconds, what is the record so far?

“The best MOFFETT operators in the world will tell you that they can dismount the machine and be fully operational in around 40 seconds. At the next MOFFETT World Championships, we will check this to see who is the quickest!” ▣



Torbjörn Eng

Profession: truck driver and crane operator, working with timber **Lives:** in Uddeholm – a small village in Värmland, Sweden with a landscape of vast forests. Uddeholm is situated about 350km northwest of Stockholm **Age:** 56 **Family:** wife and three sons, aged 26, 23 and 19 **Personal interests:** renovating old cars – he owns four old Volvo PV 444s. He is also renovating the old Scania truck that his father bought in 1948. He has a unique collection of photos and films of old JONSERED cranes.



Getting the big picture

In 1962, Anders Eng bought
his first JONSERED crane.

That was the start of a long
family tradition – documenting
all purchases in photo and
film. When his son Torbjörn
took over, he made sure the
tradition lived on.

THE INTERVIEW



“I would really like to make a photo book. We’ll see if it ever happens.”

Torbjörn Eng runs his own company, Telab, in Värmland – a place with a landscape known for its lakes and woods, about 350 kilometres northwest of Stockholm.

He has been working as a truck driver transporting timber all his life, following in the footsteps of his father, who started the family business and who passed away a few years ago.

You need to be quite an early bird, don’t you?

– When I’m on the morning shift, I get up at 3:30am. I usually am in the truck by around four, then I work until 3pm when my colleague takes over. During the day, I drive two loads of timber to the lumber mill and then pulpwood to the paper mill. I spend many hours on the road. My truck is two years old and has already gone 400,000km.

What kind of truck is it?

– It’s a Scania. My last one – also a Scania – did over one million km in five years. My father always drove a Volvo, but when I took over the business I fell for Scania.

Torbjörn Eng doesn’t know exactly how many pictures of Jonsered equipment he has in his huge archive, but it could be many hundreds. This one shows him working in the woods of Värmland in 1991. It was a very cold January day, he remembers.



But you stayed with JONSERED?

– Yes, my father bought his first crane in 1962. I just recently found the picture of the first loader. I think he tried a smaller Hiab crane for a short while, but then he changed back to JONSERED again when he wanted a separate loader. He felt Jonsered was the best solution for his kind of work. And when I took over in 1985, there were only Jonsered loaders in dad’s business, and I stuck with them.

How come?

– There are so many great cranes today, but it makes a big difference knowing the brand, the machine, the intervals of service. I have had my loader cranes for at least seven years, sometimes ten, and if there are not many hassles over ten years, how could it possibly get any better?

Why did your father document all the machines?

– He was interested in photography. Already when my sister was born in 1954, he had bought a camera to document her first steps. When he got his first Scania, in 1948, he started filming the



In June Torbjörn Eng paid a visit to Hiab's workshop in Stargard, Poland. Here he got a tour with the staff and also had the opportunity to test the HiVision™ 3D control system, a truly amazing experience, he thought.

loading. That was before the hydraulic cranes, when it was just just a wire winch.

Have you ever thought about opening a museum?

– Maybe when I retire. Most of the material – the Double-8, Super-8 films, photos and so on – are now digitalised. I would really like to make a photo book. We'll see if it ever happens.

Be honest – have you ever doubted Jonsered?

– When I was quite new in the business, there was the Jonsered 900 – I think it was 1987. That model felt like a prototype and it gave me quite some problems. But then I bought a 9-90 and it was great. And I must say, that without this fantastic sales guy, Jan Jonsén, maybe I would have looked at other brands, but he has been great to work with through the years. I have always been able to ask him for advice.

What is your latest purchase?

– Last year, I bought a JONSERED 1088 with a double extension. It's great because it gives you the opportunity of loading further away from the road.

You visited the Hiab facility in Stargard, Poland in June and tested HiVision™. What did you think of it?

– I tried the HiVision™ goggles. It is amazing how they work. The camera gives you such an overview. But since there was no timber to work with I didn't try it in action. I believe this could make a big difference for those who work inside the cabin. I usually work around the crane, so for me the adaption would take a bit longer.

What do you think in general about the development regarding machines and products?

– In 1992, we saw the first crane with electric control, and people asked, 'Will that really work?'. But remember, if we never tried new stuff, we would still be working with horse and carriage. Old hydraulic packages are still in use, but it gives you vibes from the Flintstones. Hydraulic packages are heavy, and I have many colleagues with sore shoulders. I have worked with electric cranes since the 1990s and I don't have any pains. You have to make sure your business and you yourself last, and technology is the answer for this. ▣

This is Hiab

The Hiab family consists of eight different brands with a very wide range of features. No matter if you are lifting 150 kilos or 25 tonnes, the right product is in the family.

A part of Cargotec

Cargotec is a leading provider of cargo and load handling solutions. The company operates in more than 100 countries and has production sites in 13 countries. Cargotec's business areas include Hiab, Kalmar and MacGregor who are recognised leaders in cargo and load handling solutions around the world. Cargotec employs over 11,000 people globally.



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



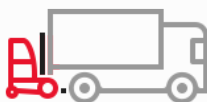
SERVICES

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



TAIL LIFTS

- DEL
- WALTCO
- ZEPRO



TRUCK MOUNTED FORKLIFTS

- MOFFETT



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.

Tallmadge, USA

- WALTCO tail lifts

Witney, UK

- DEL tail lifts

Dundalk, Ireland

- MOFFETT truck mounted forklifts

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 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

- **Innovate** – that's in our DNA. Creating sustainable solutions for the 24/7 society is part of becoming the leader in intelligent load handling.
- **Be closer to our customers and dealers** – that allows us to be proactive and innovate ahead, and to create the most positive customer experience in the industry.

- **Use our local know-how and presence to grow globally** – our vast experience from more than 120 markets gives us a truly global view.
- **Light up our pioneering spirit** – to inspire the whole industry's transformation.

Bispgården, Sweden

- ZEPRO tail lifts

Hudiksvall, Sweden

- Test and Innovation Center

Raisio, Finland

- MULTILIFT demountables

Stargard, Poland

- HIAB loader cranes, JONSERED and LOGLIFT forestry cranes

Shanghai, China

- MULTILIFT demountables

Zaragoza, Spain

- HIAB loader cranes

TaiAn, China

- HIAB loader cranes (joint venture with Sinotruk)

Chungbuk, South Korea

- HIAB loader cranes

Key numbers and figures

- Established in 1944, becoming the pioneer in the industry.
- Part of Cargotec Corporation
- Sales of EUR 928 million (2015)
- Personnel approximately 2,800 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.

Let's get social!

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



@hiabglobal

