

# WITHOUT COMPROMISE

No.16 - year 2014

International information magazine of the Group **FASSI**

## 2015 between **FANTASY** and reality

The images in the new Fassi calendar were created by Arthur Tress, one of the world's most celebrated photographers, who has played with cranes as a child might



### **Approaching 50 years**

Countdown to the company's anniversary. Giovanni Fassi takes stock of the situation

### **New horizons**

Fassi and Cranab open two commercial offices in Brazil and in South Africa

### **What's new**

The F1550RA and F990RA join the xhe-dynamic range and the M40A is a new addition to the micro line

# SUMMARY

## WITHOUT COMPROMISE

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**Protagonists**

**Anniversary**

**Focus**

**New products**

**Winning projects**

**New horizons**

**Cranes in action**

04

12

16

22

30

32

36

The new Fassi calendar bears the signature of one of the world's most famous surrealist photographers. Directly from Brooklyn, we go behind the scenes with Arthur Tress to explore 12 months of images.

CEO Giovanni Fassi takes stock and describes the spirit that underpins the landmark celebrations for the company's 50th anniversary.

Fassi's technological evolution: from electronic systems to crane control instruments, Techno Chips and the innovative training platform.

The new F1550RA, F990RA and M40A models – Fassi's latest additions to the xhe-dynamic and micro lines. Three new cranes with increasingly high performance solutions.

Marrel starts off 2015 with new products and new dealers, both in France and internationally. Interview with CEO Jerome Semay.

Fassi and Cranab open offices in Brazil and South Africa – strategically important new enterprises for both companies.

From the skies of Sweden to the squares of Bologna, two case studies that showcase Fassi excellence in action.



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# A “fantastic” journey that’s about TO TURN 50

The cover of this issue of Without Compromise is dedicated to the extraordinary photos that world famous photographer Arthur Tress has created for Fassi. His shots – which are literally fantastic, immersed in magic realism – led to the creation of the 2015 calendar. It is a special calendar for a special year, to celebrate our company’s fifty-year history. Several pages of this magazine are dedicated to this initiative along with an exclusive interview with the American photographer. In them, we seek to analyse the poetry that is contained within the images created for Fassi, and find meaning in the interplay between fantasy and reality that the photographer offers to us.

We like to think there is an original, artistic and even poetic vision of the work. There’s a willingness to look at the crane with entirely new eyes, with a completely different perspective from the one we at Fassi usually have of our products.

With Tress, the crane is experienced through the eyes of a child; the crane leaves the confines of construction sites, factories and logistics operations to find itself synthesized – made artificial – in a scale model.

While it may just be a toy to adults, for a child it is a key that opens doors to another world, without limits of space, without limits of time, restricted only by the limits of imagination. For a child there is no difference between a model and a real crane, since for a child the reality of the game and the reality of life are the same thing, with a creative potential that knows no boundaries. This is demonstrated by the multitude of everyday objects that the photographer positions alongside the model cranes along the way, in each case reinterpreting the veracity of a deeper message. The photographer invites us to recognize ourselves in the eyes of that child, and to think of our professional life in the world of cranes as a greater and more extraordinary journey than just the world of work.

This holds true for those like us who produce cranes, for those who distribute them, such as our sales network, and for those who use them every day, such as our end customers.

EDITORIAL



# 2015 between fantasy and reality. The **ART** of Arthur Tress

The new Fassi calendar has the signature of one of the most famous photographers in the world. In this interview, Tress tells the behind the scenes of 12 months of unique images

## The twelve **MONTHS** of Fassi

The twelve months of Fassi.

To make the new calendar, Arthur Tress has used the Fassi cranes' scale models, with other small or large objects, creating a surreal feeling and fantastic world.









A picture of the new calendar Fassi.  
Tress has used trucks scale models and other larger or smaller objects creating a surreal feeling of fantasy



The famous photographer Arthur Tress is the author of the images for the new Fassi Calendar

He played with the cranes like a child does with his favorite toys and he was able to wear these special trucks with a poetic and fantastic dress.

Arthur Tress is a famous photographer and his own unique way to "play" with images, has been chosen by Fassi to illustrate the company's new 2015 calendar.

As he says in the interview, the goal of his art is to mix reality with fantasy to create a real theatrical environments. And now, thanks to its mastery, through these images, everybody can go back to the best moments of his childhood.

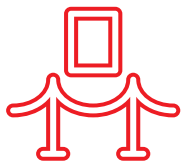
**The meaning of the concept of crane is been reproduced by you thanks to a scale models. Have you had difficulty in combining the realism of the action of the cranes with the symbolic value given the size of the scale models?**

I asked to use the scale models because I thought it would be a chance to be 'playful' with my concepts. I would be like a "kid" again playing with his trucks, believing in them as if they real. I don't have or know how to use "Photoshop" which was used for almost all the images in the past calendars. So I would have to build

by "hand" any imaginative ideas in the real world. This was old fashioned "table top" photography making a tiny still life in a studio. I saw them as small sculptures and I was very careful with the compositions to have a kind of Baroque swirling quality of lines and colors to draw you into their meaning. I wanted it to look very "low" tech because personally I know of no other way of doing things and it gave them a certain "naïf" charm compared to the usual slick productions of commercial corporate photographers. All the photos are lit only by natural window light on



The gallery Paci contemporary (Brescia) hosted in the past years two shows of Arthur Tress: "Behind the image" in 2007 and "The Visionary" in September 2010, dealing with works from some of his world-famous photographic series such as "Open Space in the Inner City", "Dream Collector" and "Shadow".



## ARTHUR TRESS' COLLECTION







the right side and a single ordinary light bulb on the left side, very minimal. Because the models were "toylike", I could play with scale contrasting them with other larger or smaller objects sometimes creating a surreal feeling of fantasy. In my personal mental universe I believe in these tiny trucks as if they were just as "real" as the bigger ones in the actual world. They were my friends that I visited each morning and put to bed every night, like a child does with his favorite playthings.

**Normally it is very difficult to make an image of a crane exciting because it's only for us a working machine. How did you overcome this difficulty in your work?**

In Tress world I don't see the difference between things which are mechanical and biological. They are both filled with a vital energy that is born and can also break down and decay. The crane is very much like things in nature a tall giraffes neck, a powerful hand, or a delicate cat's paw. But it is also can be like a violin players bow, a fisherman's rod, or a spaceman's ray gun. There are a hundred metaphors if the crane is seen poetically with its unique action of moving and lifting and carrying.



Some photos behind the scenes



**You have worked with crane models for obvious reasons of space and organization of work. The crane models are a representation of our cranes. Have you never been tempted to work with a real crane before to start this job for Fassi?**

Yes a few years back in 2008, I was asked if I would be interested in doing some images for the Fassi calendar and I thought it would be a great idea and when I was in Pittsburg a few months later I found a construction site using Fassi cranes. I took a roll of 120 tri-x film with my Hasselblad camera in black and white and they came out very well but could of have been any typical images in an annual report by any other professional photographer. So it probably was not really necessary to hire Arthur Tress to make such images. However, in our new series of Fassi Still lifes, I went back to my files and found those images and enlarged them into two small 6x6 inch inkjet prints one I toned red and the other blue that I included in the composition of the strong man to show an actual Crane doing real work in the real world to emphasize the great lifting ability of the Fassi Crane.

In all the 6 still lifes I tried to include a snapshot from so called reality. Some are actual ones of my own family, my brother and his wife getting married and having children, my older sister's cats or ones that I have bought at some flea market for 50 cents. I thought these vernacular photos bring back the still life into the real world and show that the world of fabricated fantasy and documentary photography actually are very close a bit like the mixups of the real and dream as in a play by

Pirandello even in the story of Pinocchio where the wooden puppet becomes a "real" boy in the end. I am always playing with reality and asking what it is, so our narrow minds are shaken up a bit.

**Is true that the job for Fassi is it your first experience with a digital camera? Is it the beginning of a change or was it just an exception?**

Yes, I won a very high quality \$4000 digital camera in 2010 in an online book contest for my inventive book called "Barcelona Unfold's" (<http://www.blurb.com/b/997813-barcelona-unfolds-arthur-tress>). I put it in a closet for the past four years. I thought that the Fassi project must be done in color, and that digital camera would be an excellent choice.

Color has always been difficult using costly regular film and digital cameras seem to be able to easily adjust for complicated combinations of color temperatures..of mixtures of bluish indoor shade and outdoor bright sunshine.

Plus you could take many more photos and change the image as you progress along. And see the result right away. I read the instruction manual and it seemed fairly simple so I taught myself in one evening. When I had a problem with the uploading to the computer I called a professional photographer friend who told I need to get a card reader which I did I always believe that you can teach yourself much of the things in this world.

Actually, when I began seeing the first images I was amazed how good they were coming out for a first time effort and gave





myself a pat of the back for a job well done for an old guy.

I would definitely use my Digital camera for any future color projects. Right now I am still using my Hasselblad for black and white as it is something I am used too. Also I love having the feel of a real negative in my hand, one that I know will last 50 or more years (I still have my negatives from High school in 1956!).

I asked around to other photographers where they store their digital images and they gave vague answers "in the cloud", "on DVDs", "on external hard drives" etc. which seem to be continually have to be upgraded as the technology evolves. Doesn't seem like much fun to me.

**We in the past we have used for an advertising campaign the image of the ant. The effi-**

**ciency of this insect is equal to the lifting capacity of our cranes. Both raise 10 times their weight. Why did you think at the bees in a work of your job?**

I thought of bees for a few reasons.

One because like ants they do something very unusual that is not easily apparent. They can fly through the air quickly to the flowers even though their bodies are much too big in proportion to their small wing size, like a Fassi gru which is tightly compact but can have great flexibility in the variety of it's potential destinations to the right or left.

Two, they are very endangered and disappearing now but are extremely important to the survival of all the agricultural life of all human beings through their delicate function of pollinating for which they have complex and intricate dances

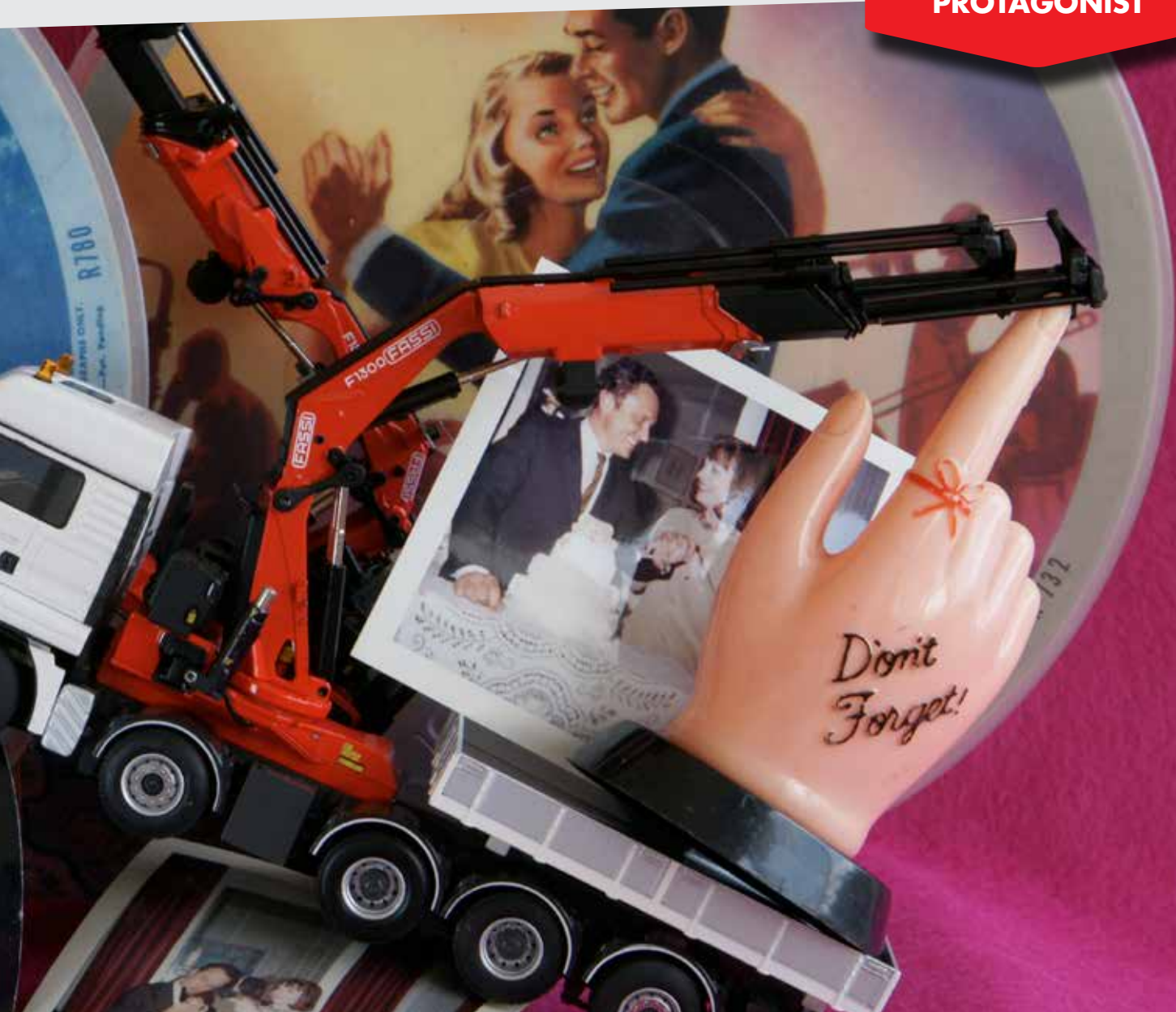
and internal route mapping much like the gru of a Fassi truck that can move side to side or up and down with great pointed precision using computer logistics.

**The face of the moon is not a new element in your work. What is the meaning of the combination to the crane?**

The Moon to me represents the ever repeating cycles of change and return. The Fassi truck is carrying the Moon as if across the sky showing its universal function. The series of four portraits, taken at different stages in her life, show the same person going from an optimistic young girl to an aware young woman who has had more experience of life, and also indicates how time has gone by.

Since this is a 50th anniversary calendar, the photo was made to indicate the





many phases and evolution that the Fassi company has gone through, as it is matured, in its one half century of making better crane trucks.

**With the “Transformer” film Hollywood has showed the machines as steel robot to fear, it was hard for you to overcome this commonplace?**

I don't think of robots as menacing. I think they can be very helpful in medicine, manufacturing and other fields. When I read about the Fassi's company newest techno chips and radio remote control Smart Phone functions, I thought how the company was preparing for the future with all kinds of innovative research and development to make their giant cranes work better, be stronger, and more safe through advanced digital applications. The Fassi crane can be seen as a mechanical giant lifting arm that is now becoming enhanced by robotic technology to make it move and lift better and more precisely so it is a fascinating thing of beauty to watch in action.

## BIOGRAPHY

Arthur Tress was born in 1940 and began his first camera work as a teenager in the surreal neighborhood of Coney Island.

Tress is best known for photographing in a mode of “magic realism” combining elements of actual life with staged fantasy that became his hallmark style of directional fabrication.

This approach was shown in his early books “Dream Collector”, “Shadow”, “Theater of the Mind” and a recent collection of homoerotic fantasy, “Male of the Species”.

In the mid 1980's Tress began doing a series of color still lifes that were later published as “Tea Pot Opera” and “Fish Tank Sonata”. Tress has exhibited widely beginning with his first one man show at the Smithsonian Institute - “Appalachia People and Places” in 1967 to his recent 50 years retrospective at the Corcoran Gallery of Art - “Fantastic Voyage”.

He has received grants from the N.Y. State Council in the Arts and the National Endowment for the Arts.

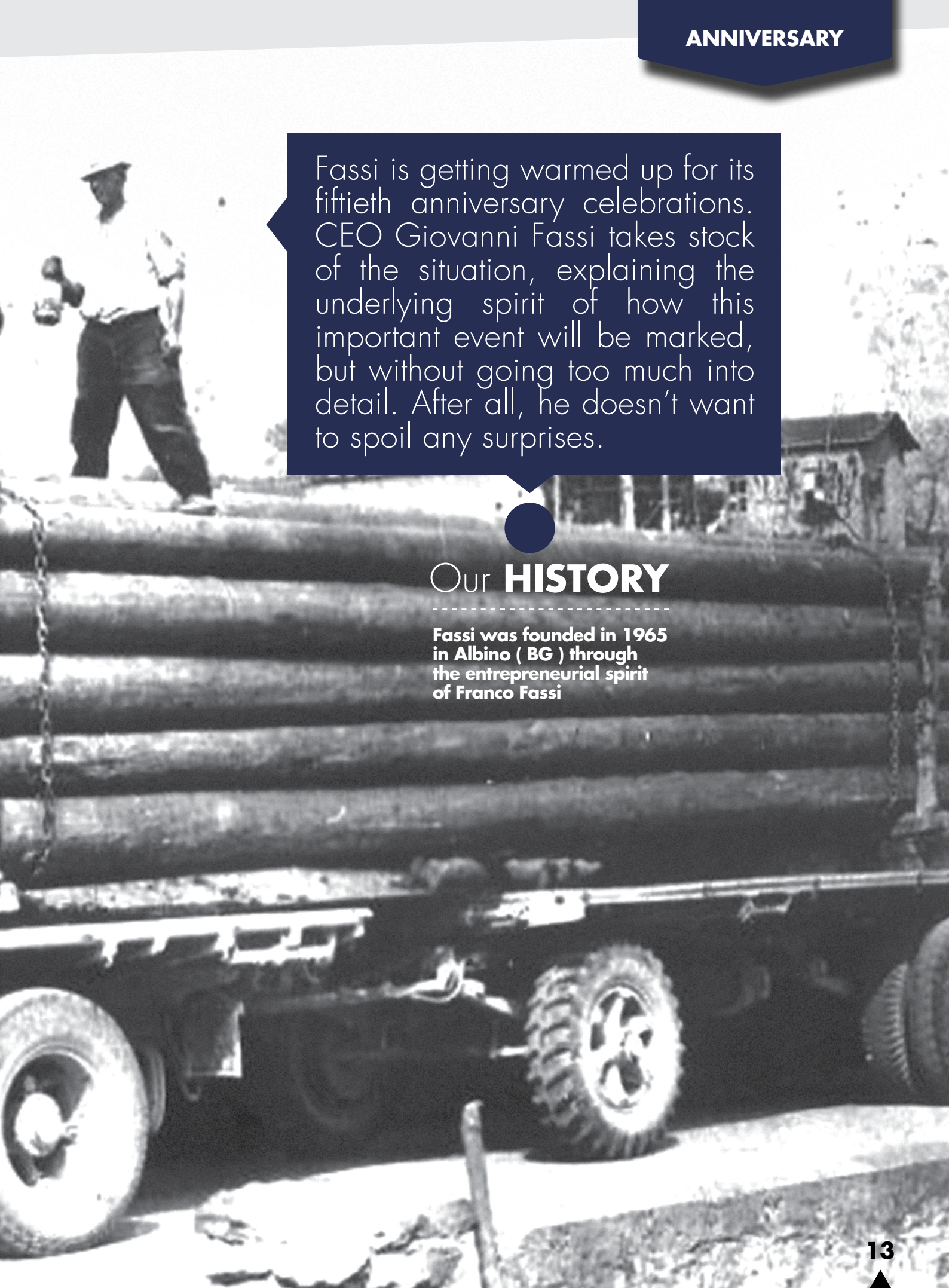


# COUNTDOWN to our anniversary



Fassi family 1950





Fassi is getting warmed up for its fiftieth anniversary celebrations. CEO Giovanni Fassi takes stock of the situation, explaining the underlying spirit of how this important event will be marked, but without going too much into detail. After all, he doesn't want to spoil any surprises.

## Our **HISTORY**

**Fassi was founded in 1965  
in Albino ( BG ) through  
the entrepreneurial spirit  
of Franco Fassi**

In 2015 Fassi is celebrating its fiftieth anniversary. It is an important milestone for the company that actually has a much longer history, but considers 1965 to be its true date of birth, as this is when the company began producing truck loader cranes. There is a series of initiatives dedicated to the fiftieth anniversary planned for the year ahead but we don't want to give away too many details just yet as they will be featured extensively in the next issue of Without Compromise.

In this issue, however, we wanted to offer a sneak-preview of the fantastic celebratory calendar by Arthur Tress, which helps to generate the atmosphere that a milestone such as this undoubtedly deserves. The countdown is kicked off by the CEO Giovanni Fassi, who gives a few hints about the major launch scheduled for the spring.

"We have been planning the events for our fiftieth anniversary for some time now," explains Giovanni Fassi, "since I consider it to be an extremely important anniversary for us. Not only is it a significant milestone in terms of years, but more importantly it is an opportunity to raise awareness of how we have managed to maintain our identity and our distinctiveness over the years. We have never forgotten our origins

portant anniversary for us. Not only is it a significant milestone in terms of years, but more importantly it is an opportunity to raise awareness of how we have managed to maintain our identity and our distinctiveness over the years. We have never forgotten our origins

However, Giovanni Fassi prefers to keep the details about the anniversary events a secret just for now, so as to retain an element of surprise:

and we have never lost sight of the product that has made us the market leader. What we have done is create a path that's continuously projected into the future, setting out our direction of travel."

"We are working on the details, but I prefer not to give anything away. Every activity will be launched at the right time," he says. "What I can reveal is the spirit with which we will celebrate the anniversary. It will be a spirit of sharing. Although this is the milestone of a company it is one that has only been possible to reach in union with all our employees, our international network and our loyal partners. The history of Fassi is not a monologue, but a novel featuring

# ANNIV



Fassi factory 1965



many important characters, many protagonists, who in their respective roles have produced results that have enabled us to keep writing the beautiful pages of our history." Many of these protagonists who have helped to get Fassi where it is today are spread far and wide.

Fassi is an international company whose distribution network and relationships extend across the major global markets, and this will be reflected in the fiftieth anniversary events.

"Fassi is a company that speaks all the languages of the world and the anniversary will be an opportunity to strengthen ties with the network, to emphasize that we all work together every day to build an ever-stronger enterprise," says Giovanni Fassi.

th

## The anniversary **LOGO**



As is customary for such occasions, Fassi has created a special logo to mark its anniversary. It was designed by the internal marketing team and has already featured in the 2015 calendar. The design of the logo is inspired by the universal symbol for "infinity", which is already the underlying theme of Without Compromise.

# ERSARY

# From mechatronics to the internet, Fassi wins for **INNOVATION**

Technological evolution permeates every area of the company: from electronic crane-control instruments to Techno Chips and the innovative training platform

## DIGITAL

**The new XHE series, the development of the FSC, GAS, OET and OHT Techno Chips and Fassi Interactive Training. All of the company's latest innovations in the digital world and much more**



New **XHE** series



New  
**TECHNO CHIP**



**FASSI  
INTERACTIVE  
TRAINING**



Fassi Gru's investment in research and development continues to contribute to the evolution of the crane's electronic management systems to optimize operating processes. Over the years, this has led to improved performance and handling to create products that are both more efficient and safer too. Fassi's latest development is the XHE, an innovative series created through the union of mechanics and electronics. This is combined with the evolution of new technologies in the fields of mechanics, hydraulics and electronics to produce features that Fassi calls "Techno Chips". These are premium

technology solutions to crane operations. Specifically, Techno Chips include the evolving Fassi Stability Control (FSC) system as well as the Grab Automatic Shake (GAS), Outrigger Easy Tilt (OET) and Outrigger Hydraulic Tilt (OHT) systems. Hand in hand with the development of new technologies comes training for customers, to optimize both safe operations and maintenance. Fassi Interactive Training is an online resource that has been set up with to help end-users make the most of their crane, to understand best practice and to know how and why to comply with the safety rules.

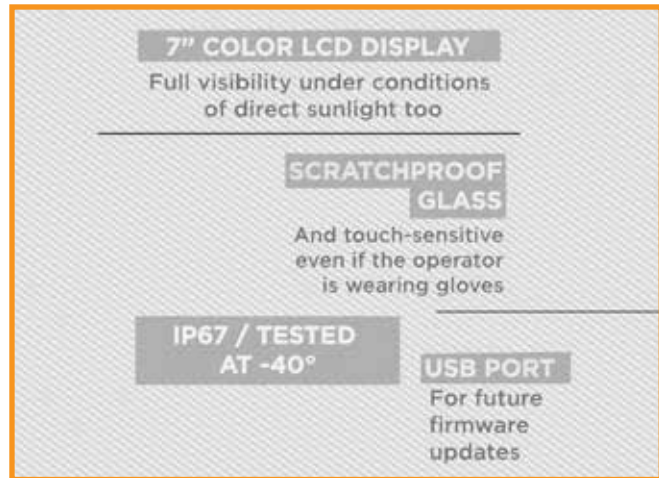


## The XHE Series: mechantronics is power

This is a premium range that introduces design and technology to ensure supreme lifting performance. The XHE series is based on the FX900 electronic control system and the new FX901 user panel. The FX900 provides completely automatic handling that ensures the safe operation of the machine; it monitors and controls all the process to guarantee maximum functionality; and it records all operational parameters.

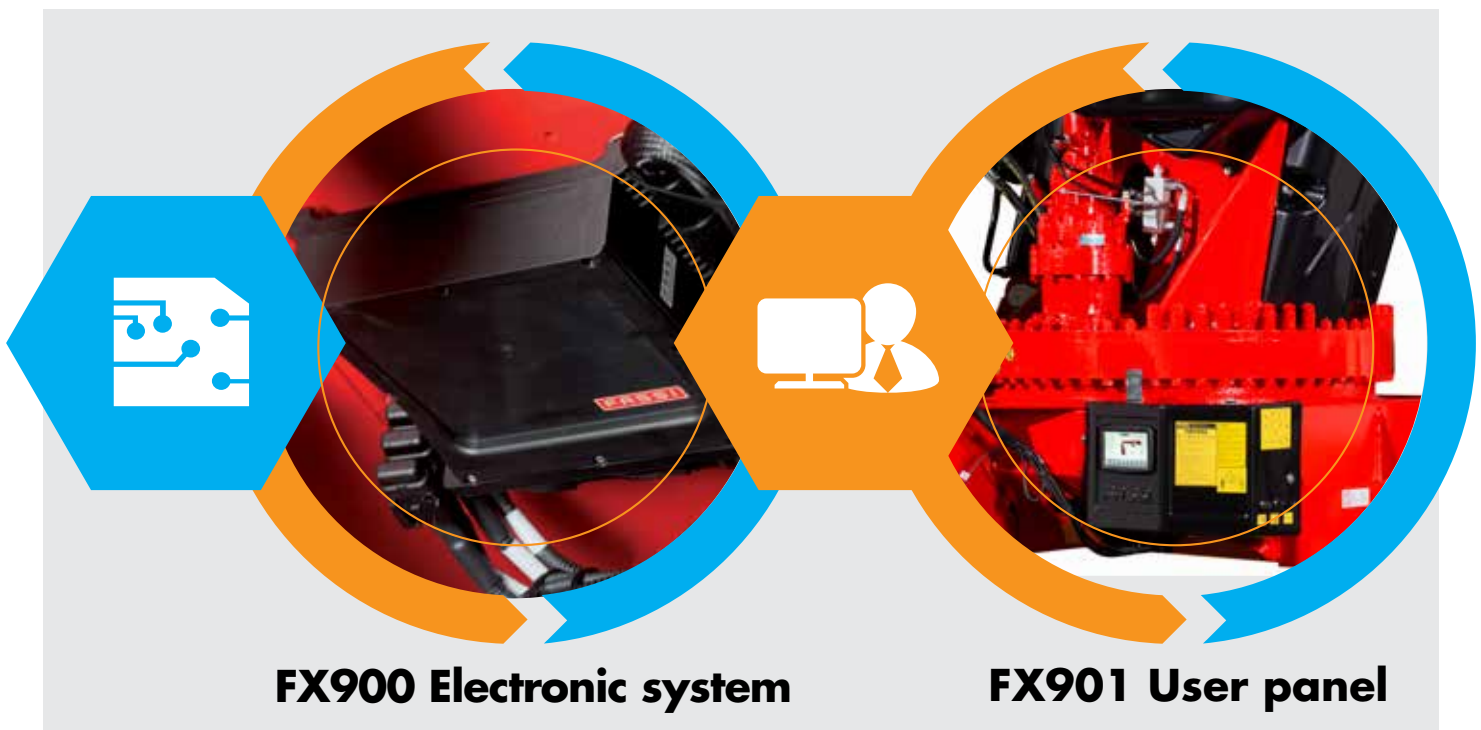
XHE cranes are supplied with the RCH or RCS digital radio control and D900 digital distributor. Also standard on the XHE Series are such technologies as the ADC (Automatic Dynamic Control), the Oil Flow Sharing anti-saturation feature, the XP (Extra Power) and the FSC stability control system. The FX900 is installed in the Fassi F510/RA up to Fassi model F1950 RA/RAL. The FX901, on the other hand, is the innovative colour touchscreen user panel, developed for the FX900 electronic system. Like an iPad or tablet device, it allows the operator to access all the information on the status of the machine. The interface is ideal because its large colour 7" graphic display lets the user see everything he needs to control the functions of the crane.

There is easy navigation through the menus of the program for testing the components or activating the machine's on-board devices. The FX901 is a standard feature on all XHE cranes that are equipped with the FX900 electronic system, and it is available as an optional feature on the HE ranges. Key characteristics of the new



FX901 user panel: 7-inch, colour TFT LCD display that can be read even in direct sunlight, with scratch-resistant glass that is sensitive even with gloves, the ability to connect a USB port for necessary firmware updates and an IP67 protection rating tested down to -40°C.

## THE XHE IS BASED ON:



## The new Techno Chip

The New Techno Chips - Faithful to its innovative spirit, Fassi has developed and implemented innovations in mechanical, hydraulic and electronic engineering. These "Techno Chips" further enhance the line's already impressive technological features.

# TECHNO CHIPS

## FSC – Fassi Stability Control

A Fassi system that continuously monitor and ensure the ideal crane working conditions versus the vehicle/crane stability, based on the position of the lateral extension supports of the outriggers.

The system is available in 5 versions: L (Low), M (Medium), H (High), S (Super) e the new S2 characterized by different design and functionality to suite all possible configuration of all the different crane models.

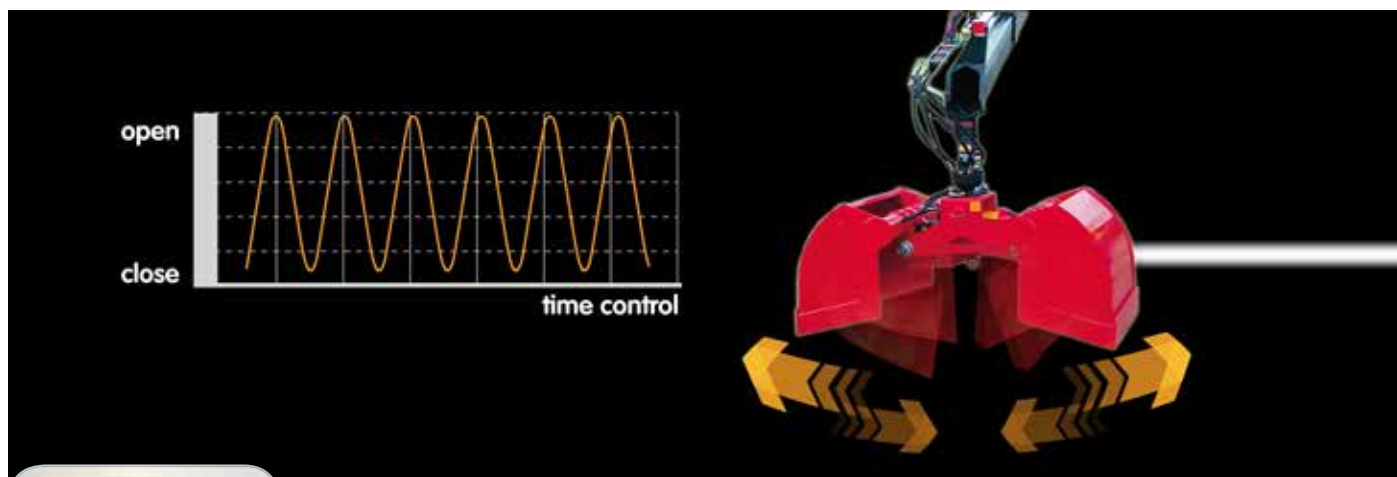
The new S2 system uses an evolved corner sensor which increases the reaction time of the system. Thus it was possible to greatly reduce the minimum stroke extension of the stabilizer that determines the intervention of the angle sensor coupled to the moment limiter.



**FSC**

Fassi Stability  
Control

control



**GAS**

Grab Automatic  
Shake

control



## GAS – Grab Automatic Shake

Automatic and adjustable shake system which enables the gradual emptying of the grab by operating through radio remote control. This gradual operation is fulfilled even at high speeds thanks to the automatic control of the grab opening and closing. Moreover, the system efficacy is guaranteed also in case of multiple manoeuvres and it is not affected by Flow Sharing or dynamics.





### OET – Outrigger Easy Tilt

System which enables an easy tilt of manually tiltable outriggers by exploiting the force of a specific gas spring acting on a kinematic motion. In this way, it is no more necessary to manually support the outrigger while tilting it, but it is sufficient to operate the dedicated handle.



**OET**

Outriggers  
Easy Tilttable

performance



### OHT – Outrigger Hydraulic Tilt

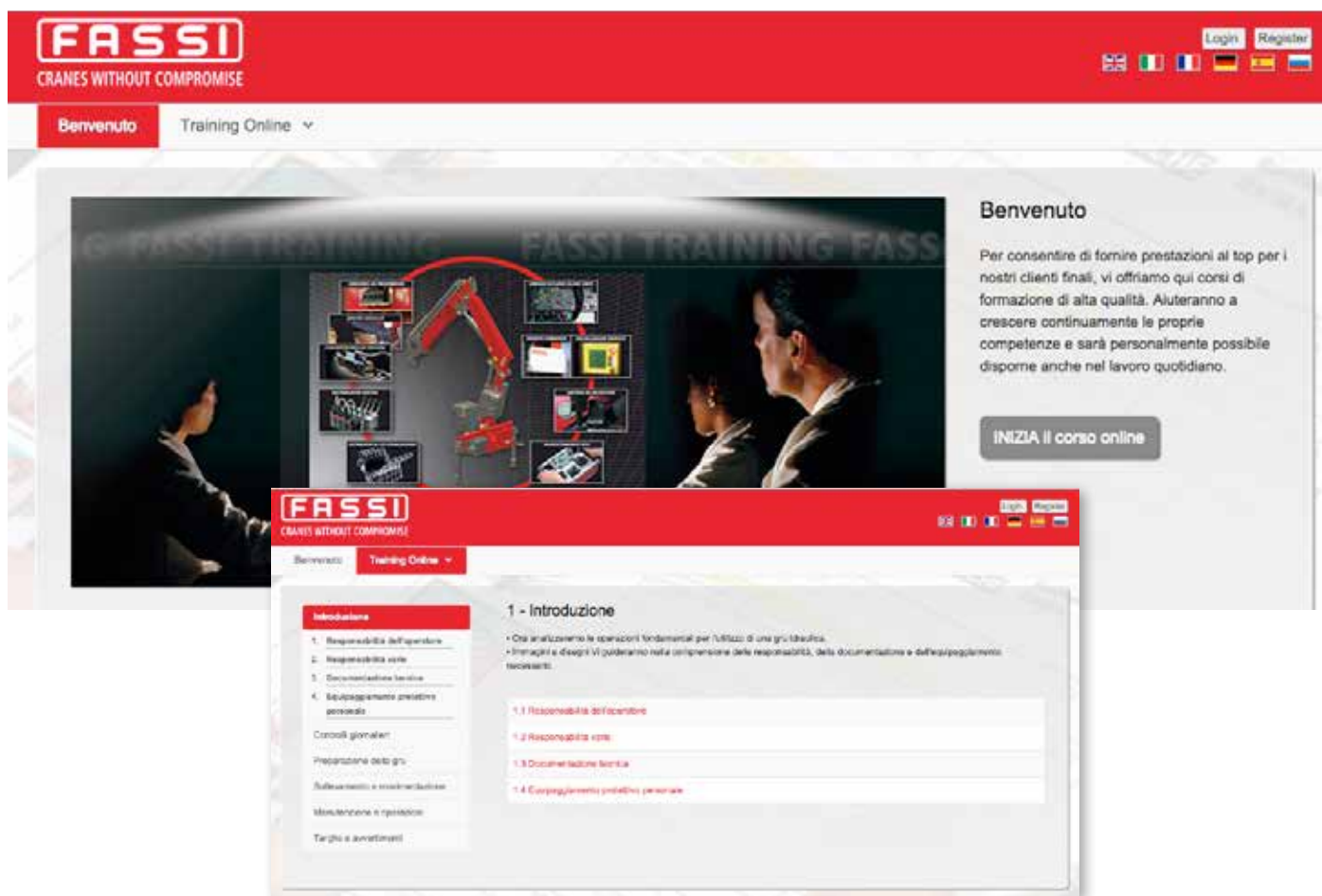
System which enables the tilt of the hydraulically tiltable outriggers through hydraulic servomotor or servoram. Operating the specific tap, oil flow is diverted from the outrigger to the actuator and the ram manoeuvres is easily controlled by the operator, without the need to apply any force.



**OHT**

Outriggers  
Hydraulic Tilttable

performance



as they learn about the cranes and the rules for its efficient and safe operation. Anyone can enhance their knowledge about the best way to use Fassi cranes through a simple training programme, with clear descriptions and detailed information about the various topics, from the correct rules of use to the most common hazards that might be encountered. Full access to the informational section of the website is available to all simply by registering. An interactive test for gauging the operator's level of knowledge is available to Fassi customers only.

The six sections begin with an introduction that reminds operators of their responsibilities and the tools they can use for best results: from the usage and maintenance Operations Manu-

### Fassi Interactive Training goes online

Fassi Interactive Training is offered in six languages and is arranged into six sections, designed with the crane user's safety and ease of operation in mind. The training programme is not just an important support tool to help operators get the best from their crane; more importantly, it also helps to ensure compliance with safety regulations and provide users with a deeper technical understanding of the machine. Training is available in English, German, Spanish, Russian, French and Italian of course, to provide coverage of most of the international markets served by Fassi. The structure of the website, the same for all languages, is designed to guide the user step-by-step





# INTERACTIVE TRAINING



al provided by Fassi (which must always accompany the crane) to personal safety equipment.

The second section covers "Daily Inspections", including the checks that must be carried out before operation, and those to be carried out at the end. "Crane preparation" is covered in the third section, which reviews all of the steps to be carried out before the lifting operation can begin. This includes a careful inspection of the work area and identifying the safest area, braking the truck and commissioning the crane before deploying stabilisers and levelling the vehicle. The delicate "Lifting and Handling" phase comes next and is addressed in 14 points, which examine every facet of the operation: from unfolding the crane and using the remote control to the greatest dangers and prohibited operations. The final two sections are dedicated to "Maintenance and repairs" and a troubleshooting section on how to interpret the "Signs and warnings" that the user might encounter when operating the crane.



## 6 SECTIONS



### INTRODUCTION



### DAILY INSPECTIONS



### CRANE PREPARATION



### LIFTING AND HANDLING



### MAINTENANCE AND REPAIRS



### SIGNS AND WARNINGS

# The new F1550RA, F990RA and M40A

Fassi's latest innovations from the xhe-dynamic and micro lines. The former are supplied with the new FX900 system while the M40A introduces advanced technological features in lighter models that are normally reserved for models with a greater lifting capacity

Fassi's range of light and heavy cranes is now even larger, marking another step forward for this leader in the lifting industry, confirming the company's ability to continuously anticipate market needs. The cranes in question are the F1550RA and the

F990RA for the heavy range and the M40 for the light range. The new F1550RA model is part of Fassi's heavy-duty line, which includes the F1500RA and F1950RA cranes. This is not a mere evolution of a more basic model. Not only is the

  
**HIGH** level

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**Three new cranes and increasingly efficient solutions. The range of light and heavy cranes is enhanced with high-end products**



The new M40A is characterized by an expanded operating area

performance of the XHE superior, but its entire technological equipment package is also innovative. The features of this crane (like all the models in this new series) include design solutions that, with "carbon look" protective casings, make the aesthetics of the machine highly appealing. But it does not just look good. An amazing, standard-feature, 7-inch colour touch-screen display is housed to the side of the base that, thanks to its effective graphic display, conveys a mass of information clearly and quickly: messages, alarms, percentages or pressure in-





The F990RA in action. The new Fassi crane is equipped with the FX900 electronic system and FX901 panel

duced by the load in the lifting jacks, oil temperature, etc.. The navigation menu of this rugged display is similar to that of an iPad or tablet. By simply touching the icons on the screen, the user can see all of the information or set the parameters, viewing different pieces of information at the same time. Thus the stability conditions of the vehicle can be monitored, for example, to evaluate all the possible operating conditions and ways of setting up.

On the F1550RA crane, like all of the other XHE models, a new version of the FSC/SII stability system was developed to leverage the efficiency of the new angle sensor paired with the moment limiter. This is the perfect crane for those demanding types of jobs where precision and reliability are essential for effective handling, even when conditions require

extraordinary lifting performance.

The F990RA xhe-dynamic has all the features and offers all the solutions that characterize the new XHE range. The electronic and hydraulic features include, in addition to the electronic FX 900 system with FX901 touchscreen panel, the IMC integral control system, a D900 digital hydraulic distributor, an RCH/RCS radio control unit, ADC dynamic control and flow sharing. The other features of this model include the XP extra power device, the ProLink system and continuous rotation on the slew ring. Optional features include: a high-power work lamp; a hydraulic jib for extra outreach; an ergonomic operator's seat; additional tubing for hydraulic accessories; and a winch for lifting, with a patented torque limiter and mechanical limit switch. Turning to the Micro range, the new M40A.1 model is characterized by an increase in the working area (compared to the other models in the Micro range) and a greater consistency in the lifting performance throughout the operating cycle thanks to the application of "rod-fork" geometry on the lifting jack. During the development of the M40A.1 special attention was paid to reducing its size and weight, making it as compact as possible. For this reason, sophisticated hydraulic solutions were introduced in the design of removable jacks. Not only does this minimise space, it provides the opportunity for a version with four hydraulic extensions that does not affect the overall set-up dimensions. For this new crane model, a new version of the base was also developed that allows it to be installed on right-hand or left-hand drive vehicles.



The F1550RA offers a lifting capacity of 123.13 tm

# The new **M40A**

## Versions

The three basic versions:

1. Version .1.12: hydraulic reach of up to 3,6 m  
Lifting capacity: 4 tm - Weight: 310 Kg
2. Version .1.13: hydraulic reach of up to 4,75 m  
Lifting capacity: 4 tm - Weight: 345 Kg
3. Version .1.14: hydraulic reach of up to 5,85 m  
Lifting capacity: 4 tm - Weight: 375 Kg



**310 kg**

Weight

**3,6 m**

Hydraulic reach



**V1.12**

**345 kg**

Weight

**4,75 m**

Hydraulic reach



**V1.13**

### M40A

<b>IMC</b> Integral Machine Control	<b>ADC</b> Automatic Dynamic Control	<b>D900</b> Digital Multifunction Distributor Bank	<b>RCH/RCS</b> Radio Remote Control	<b>FX900</b> Fassi Electronic control	<b>FX901</b> Touch Screen Display	<b>*FSC</b> Fassi Stability Control
control	control	control	control	control	control	control

### OPTIONAL

<b>*CPM</b> Crane Position Monitoring
control

\* Compulsory for EU market





## Technical characteristics

- Optimization of the extension boom position to reduce the outer boom dimensions
- Rotation locks can be mounted externally using screws
- Base with double crossbar. By inverting the installation it fulfills the installation needs for both right-drive and left-drive vehicles

**375 kg**  
Weight

**5,85 m**  
Hydraulic reach

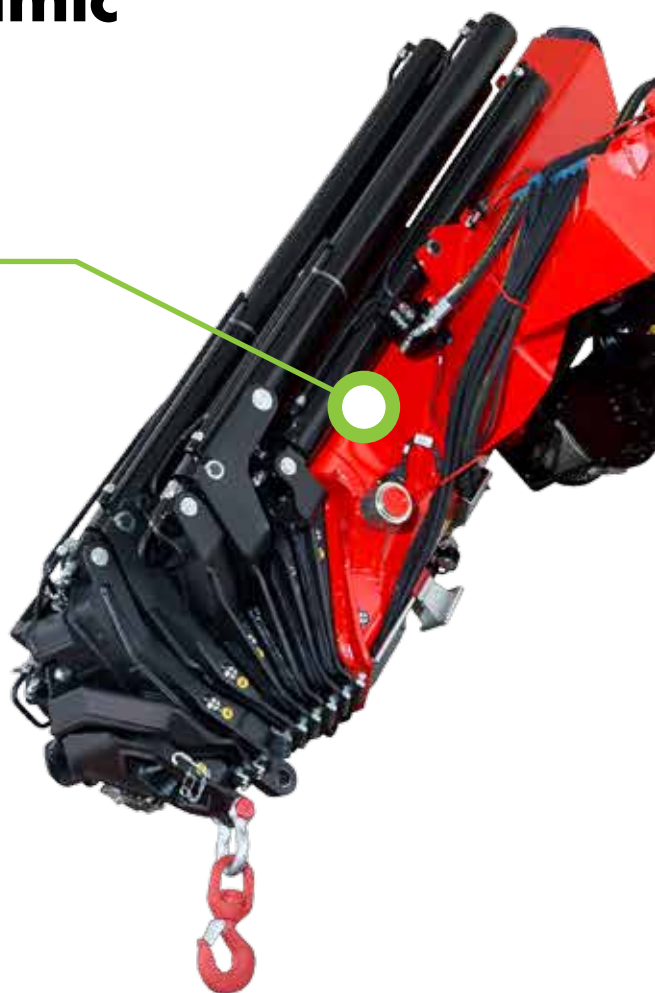
**V1.14**



# New **F1550RA xhe-dynamic**

## Characteristics of the **F1550RA xhe-dynamic**

- Lifting capacity up to 123,14 tm
- Max outreach up to 19,75 m and 31,60 m with jib
- Overall dimensions from: w 2,54 m, l 2,63 m, h 2,60 m



### OPTIONAL

<b>ME</b> Manual Extension	<b>OHT</b> Outrigger Hydraulic Tilt	<b>JDP</b> Jib Dual Power	<b>FSA</b> Fassi Smart App
control	performance	performance	performance

### F1550RA xhe-dynamic

<b>IMC</b> Integral Machine Control	<b>ADC</b> Automatic Dynamic Control	<b>D900</b> Digital Multifunction Distributor Bank	<b>RCH/RCS</b> Radio Remote Control	<b>FX900</b> Fassi Electronic control	<b>FX901</b> Touch Screen Display
control	control	control	control	control	control
<b>*FSC</b> Fassi Stability Control	<b>*CPM</b> Crane Position Monitoring	<b>OTC</b> Oil Temperature Control	<b>FS</b> Flow Sharing	<b>XF</b> Extra Fast	<b>MPES</b> Multi Power Extension System
control	control	control	performance	performance	performance
<b>XP</b> Extra Power	<b>FL</b> Full Lift	<b>PROLINK</b> Progressive Link	<b>UHSS</b> Ultra High Strength Steel	<b>FWD</b> Fewer Welds Design	
performance	performance	performance	strength	strength	



\* Compulsory for EU market





## Technical characteristics

- He-dynamic version (.2): with linkage
- XP device
- Continuous rotation on a slew ring

## Electronic/hydraulic equipment

- IMC integral machine control
- FX900 control unit
- D900 digital distributor bank
- RCH/RCS radio remote control unit
- ADC automatic dynamic control
- FX901 - touch screen display
- flow sharing



# New F990RA xhe-dynamic

## Characteristics of the F990RA xhe-dynamic

- Lifting capacity up to 84,40 tm
- Max outreach up to 32,00 m with jib
- Overall dimensions from: w. 2,50 m, l. 1,80 m, h. 2,55 m

## Technical characteristics

- He-dynamic version (.2): with linkage
- XP device
- Prolink system with double linkage
- Continuous rotation on a slew ring

### OPTIONAL

<b>ME</b> Manual Extension	<b>OHT</b> Outrigger Hydraulic Tilt	<b>JDP</b> Jib Dual Power	<b>FSA</b> Fassi Smart App
control	performance	performance	performance

### F990RA xhe-dynamic

<b>IMC</b> Integral Machine Control	<b>ADC</b> Automatic Dynamic Control	<b>D900</b> Digital Multifunction Distributor Bank	<b>RCH/RCS</b> Radio Remote Control	<b>FX900</b> Fassi Electronic control	<b>FX901</b> Touch Screen Display
control	control	control	control	control	control
<b>*FSC</b> Fassi Stability Control	<b>*CPM</b> Crane Position Monitoring	<b>OTC</b> Oil Temperature Control	<b>FS</b> Flow Sharing	<b>XF</b> Extra Fast	<b>MPES</b> Multi Power Extension System
control	control	control	performance	performance	performance
<b>XP</b> Extra Power	<b>FL</b> Full Lift	<b>PROLINK</b> Progressive Link	<b>UHSS</b> Ultra High Strength Steel	<b>FWD</b> Fewer Welds Design	
performance	performance	performance	strength	strength	

\* Compulsory for EU market







## Electronic/hydraulic equipment

- IMC integral machine control
- FX900 control unit
- D900 digital distributor bank
- RCH/RCS radio remote control unit
- ADC automatic dynamic control
- FX901 - touch screen display
- flow sharing



# MARREL & FASSI, a winning combination in the world



## GOALS

**Marrel's goal is to double exports sales within three years, thanks to increasingly competitive products and the innovation in the service**

After a 2014 that recorded a 10 percent increase in orders, Marrel starts 2015 with new products and new dealers in France, Spain, Germany, Belgium, Slovakia, Czech Republic and South Africa

A more than positive 2014 for Marrel which is a prelude to a 2015 full of expectations on the international market. In this interview, Jerome Semay, CEO of Marrel, explains numbers, hopes and concreteness for the new year.

### **What's the financial statements of Marrel following the merging with Fassi/Miltra?**

2014 has been a positive year with Marrel recording an increase in orders of over 10%.

2014 was a valuable opportunity to demonstrate the extraordinary ability to develop, focusing on an effective network of synergies aimed at capturing new market shares and customers, specifically with Fassi, on an international scale, and with Miltra in France.

### **A focus on the range...**

The Ampliroll range, intended for vehicles whose total laden mass is between 3.5 and 32 tons, consists of 25 models of hydraulic booms and over 350 designs corresponding to various standards!

The wide range of Ampliroll models, with lifting capacity of between 3 and 28 tons and divided into three families of products, is suitable for loading from the ground and on trailers, for the transportation and the loading of crates of varying length and the locking of appropriately adapted bins. The different heights of the support booms mean the Marrel range meets all the international standards: AFNOR / DIN / CHEM / ANSI / STANAG. The Ampliroll telescopic boom boasts a unique concept of its kind, able to ensure, thanks to the Marrel patented free rod, an unmatched breakout force.

### **What's the best-selling Ampliroll model in France?**

The AL20 model, characterised by a lifting capacity of 20 tons, is in great demand from customers, by virtue of its excellent versatility, power and low maintenance costs. Industry operators seeking an unparalleled breakout force would undoubtedly benefit from the exclusive and innovative concept of the Marrel patented free rod.

### **And what about the latest innovation in hydraulic booms?**

In December 2014, the Ampliroll series by Marrel was expanded following the introduction of the new AL4 and AL5 models and over 26 designs! This was in order to meet the market requirements relating to vehicles with total laden mass of between 5 and 10 tons and in particu-





Philippe Lepochat (Marrel exp manager), Adil Zaidi (Bennes Marrel's owner) and Giovanni Fassi (Ad Fassi)

lar to those with a total laden mass of 7.5 tons. The new range of products adapts both to class I and to class II crates thanks to the tracks of varying width and the dual-track option. The full range of "Ampliroll" hydraulic booms boasts excellent anti-corrosion properties, obtained using 100% shotblasting of the metal parts that underwent precision machining.

### An outlook for 2015?

In the wake of the new dynamic, in 2015 the company will be present on the major markets in order to consolidate the reputation of its products and to acquire new customers.

In September 2014, Marrel acquired a new share of the PPT market thanks to an important order received from the French army, namely the standard production of 250 hydraulic booms envisaged for the period 2015/16. Marrel therefore confirms its leadership in the industry with the Ampliroll standard hydraulic booms and the hydraulic system equipped with bushes and jacks making it an essential and undisputed protagonist of the market.

### What about the recent changes and investment at Marrel?

Marrel has strengthened its network of authorised dealers: In France, with 6 new dealers (Miltra St Ouen, Carrosserie Patrigeon, Rectif 15000, Bennes Sempéré, Miltra Provence and Ancy Poids Lourds); In the international field, with 6 new dealers (Fassi Belgium, Fassi GMBH in Germany, 600cranes in South Africa, Transgruas in Spain and Everlift in the Czech Republic and Slovakia). The financing plan has achieved over the past 3 years a share of 6.5M Euro; in 2015, a second investment phase involves the mechanical division for a total of 0.5M Euro.

Industrial equipment in constant evolution allow Marrel to place on the market a number of products that are competitive in terms of prices and quality of service.

### And the equipment installed in Morocco?

The Town of Casablanca has entrusted to SITA BLANCA, a subsidiary of Suez environnement, the management of its service for

a period of 7 years. Marrel was awarded the contract relating to the 101 collection equipment through the historical partner Bennes Marrel Maroc in Casablanca.

The 6 x 2 trucks are equipped with Ampliroll hydraulic booms, model AL20, with lifting capacity of 20 tons, and a 1.5 ton/m Fassi crane, model F165 AZO.22, with lifting capacity of 1,880 kg and hydraulic flow of 8 metres.

The installation of the 101 equipment on 6 x 2 vehicles was realised in two months by our partner Bennes Marrel Maroc inside the plant dedicated to the Marrel and Fassi product assembly! Marrel has once again demonstrated its exceptional ability to serve its international clientele.

### Which are your major customer countries and development objectives in the international field?

Marrel has a strong presence in Western Europe and in North America thanks to its distribution subsidiary located in Michigan and in the countries of the Maghreb, in which it has always held a role of primary and recognised importance.

Marrel has become a prominent actor in Russia, following entry into the market dating back four years. The increase in international development is favoured by the Fassi initiatives in regions where the presence of Marrel is less predominant.

Our goal continues to be to double exports within three years.

## New DEALERS



#### France

- Miltra St Ouen
- Corpo Patrigeon
- RECTIF 15000
- Tipper Sempere
- Miltra Provenza
- Ancy Heavyweight

#### Spain

- TRANSGRUAS

#### Germany

- Fassi GMBH

#### Belgium

- Fassi Belgio

#### Czech Republic

- Everlift

#### Slovakia

- Everlift

#### South Africa

- 600cranes

# Fassi and Cranab open in **BRASIL** and **SOUTH AFRICA**

Just one year after Fassi and Cranab joined forces, the two companies are heading out to conquer the world with new enterprises in two countries that have strategic importance to both companies



## INTERNATIONAL

**The doors of the new subsidiary in Paraná recently opened while a project in South Africa is planned to kick off soon. The objective is to build new machines, the first of which could be launched before the end of 2015**



Giovanni Fassi with Fredrik Jonsoon, CEO Cranab



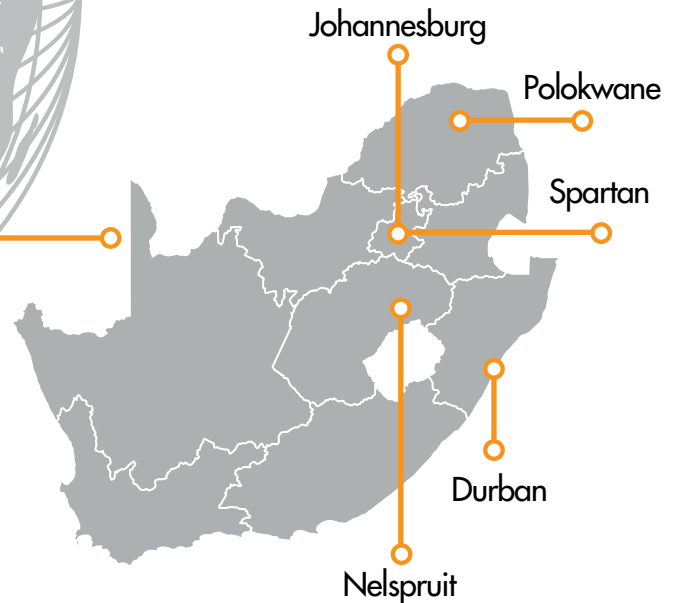


## BRASIL

Commercial offices  
in Paranà

## SOUTH AFRICA

600SA operates from facilities  
in Spartan, Johannesburg,  
and has branches in Polokwane,  
Durban and Nelspruit



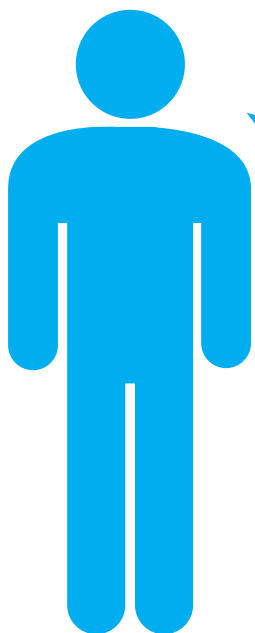
The partnership between Fassi of Italy and Cranab of Sweden has solid foundations and after only a few months it is already sealing important business deals. The two companies have set out to conquer the world by opening a joint subsidiary

in Brazil and launching a business in South Africa to distribute Cranab products alongside Fassi cranes. These are two major undertakings that demonstrate the international competitive drive that shapes each company. In December 2013 the Fassi Group acquired a 20% share of Cranab, with the aim of reaching 40% over the next six years.

Cranab, with a history dating back more than 50 years, is a leader in the field of forestry management machinery, with its timber cranes, brush cutters and harvesters.

The group has a total workforce of 200 people and a turnover of approximately 40 million euro. The first concrete project to result from this coming together was launched in Paranà, Brazil, under the name of Cranab Fassi do Brasil. The strategy for the partnership is to cooperate in the development of new products, exploiting the expertise of each partner.

This goal is within arm's reach since Fassi and Cranab have already begun working together to develop new machines, the first of which could be ready for a market launch by the end of 2015 under



Fassi and Cranab  
are already working  
together to develop  
new machines, the  
first of which will be  
branded as Cranab  
and could be ready  
by the end of 2015



Fredrik Jonsoon, Amministratore Delegato di Cranab

"This project marks an important step in the commercial collaboration between Fassi and Cranab. For our company, which has always been focused on international horizons, South Africa is one of the most important markets and has considerable growth potential"

the Cranab brand. Their development efforts are aimed in two directions: one is focused on producing timber cranes mounted onto road transport vehicles; the other is for off-road cranes used with specific tractors for handling and loading timber in forests.

The first is a new market for Cranab, while the second is new for Fassi.

Thus the alliance will enable Fassi to become an increasingly important player in the Brazilian market with heavy-duty products and innovative crane technologies.

The partnership between the two companies is also taking its first steps in South Africa where Fassi already has a presence through its distributor 600SA Holdings (Pty) Ltd.

Now, a new business is being developed by Eqstra Holdings Limited, the parent company of 600SA, to distribute Cranab products in Africa. "This project is an important step in the

## 600SA HOLDINGS



600SA Holdings (Pty) Ltd has been operating in the **South African market since 1967**.

Its operations include: importing, producing and distributing equipment for lifting and loading, equipment for forestry and waste, platforms and workshop as well as the construction of new cranes and handling equipment.

It is owned by the Eqstra holding company.



## THE GOALS OF CRANAB FASSI DO BRASIL

▶ ▶  
To bring Fassi  
and Cranab cranes  
**to the  
Brazilian market**

▶ ▶  
To launch **new Cranab-  
brand** products  
by the **end of 2015**

commercial collaboration between Fassi and Cranab," affirmed Emilio Bertazzi, the sales director of Fassi Gru S.p.A. "Our company has always had an international focus. South Africa is one of the most important markets and has considerable growth potential".

Fredrik Jonsoon, Cranab's CEO, shares his optimism: "Together with Fassi we are laying the foundations for a common goal, to grow in the African market. To start with, it is just a commercial cooperation but later we plan to move on to developing new products together, naturally in synergy".



Cranab specializes in cranes for handling and loading timber

# In Sweden, the F660RA has been helicopter tested

A heavy-duty Fassi crane was used to move two coast guard helicopters inside a hangar in Sweden

## ● HELICOPTERS

Two aircraft, valued at 7.5 million euros each, were loaded onto a trailer and transported to the port of Göteborg to be shipped to the United States







The helicopters were moved from the small airport of Save to the port of Göteborg

Fassi's innovation and technology fly high – so high that it has now become a point of reference in aviation. In Sweden, a transportation company used a Fassi F66ORA.2.26 crane to move two helicopters.

The credit goes to Fassi Kranes Aps, the Danish dealer that supplied the crane from the Fassi heavy range to the Danish company Stubbekøbing Kran og Transport.

It all took place north of Göteborg. The crane, capable of safely lifting up to 60 tm, was involved in the specialized transportation of two helicopters owned by the Swedish Coast Guard. The aircraft had to be moved from the small airport of Save to the seaport of Göteborg, a distance of 20 kilometres. From here they were transported by ship to Baltimore, in the United States of America.

## DEALER

### Fassi Kranes Aps

**Gert Rasmussen is the young and dynamic owner of Fassi Kranes Aps, the Italian manufacturer's dealer in Denmark. He also follows a family tradition, begun by his father Ras in the 1970s and carried on by Gert who has been at the helm since 2008, although his father is still consulted when "critical" decisions need to be made.**

<http://www.fassi.dk>



The use of the Fassi crane at the Swedish airport took place in less than favourable conditions: the two aircraft, valued at 7.5 million euros each, were housed in a hangar with significant space limitations and restricted height. However, the reliable F66ORA.2.26 is capable of immense precision of movement, which allowed the crane to adapt perfectly to this type of extremely delicate operation.

The helicopters were sent to new owners in Baltimore, since the Göteborg coast guard service had recently got a new one.

Stubbekøbing Kran og Transport is a long-standing customer of Fassi Kranes Aps and has decades of experience. Before running the F66ORA.2.26, it had a Fassi F600 with six hydraulic and two manual boom sections. And before that (in 2005) it had a 62TM.



## Technical features

**F660RA**

- Dynamic version (.2): with linkage
- ProLink system
- XP Device with double linkage
- Continuous rotation on a slew ring


**Dimensions**

**l 1,52 m**  
**w 2,50 m**  
**h 2,46 m**


**Hydraulic reach**

**30,45 m**  
**with jib**


**Lifting capacity**

**62,08 tm**



### WHERE THE OPERATION TOOK PLACE

#### The Airport of Save

The Airport of Save is the second airport of the city of Göteborg, after its main hub of Göteborg-Landvetter.

#### The Port of Göteborg

The port of Göteborg is the largest in Northern Europe with access to both the river and the sea. The port has about 22 km of waterfront and the water's depth varies between 6.4 metres and 20.5 metres. In winter, when the water is frozen, the ice has to be broken so that ships can access the port. The airport is about 20 km from the seaport.





# The F1300RA and F800RA “DECORATE” Bologna

These two Fassi cranes were used to transport a Christmas tree into the main square of Bologna for the festive season. It was a group effort that took two days

## TEAMWORK

Bini Gru supplied the two machines to its client Bendini. The tree was so large that the cranes had to be used together to handle it





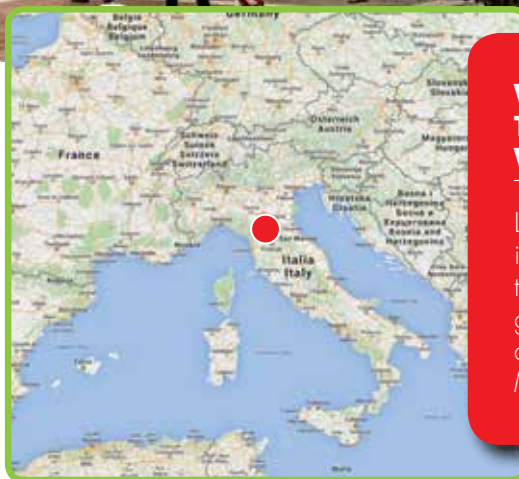






Three days of work that involved two cranes, two trucks and a team of people, in addition to the Fassi dealership and the trucking company. The local Bologna police and the Forestry Service also provided support

Much like Santa's elves and helpers, Fassi's cranes were also hard at work in the run up to Christmas, helping to prepare the city of Bologna for a special holiday season. After all, it is quite a task to pick up and reposition a massive Christmas tree without damaging it or diminishing its natural beauty. The F1300RA and F800RA cranes were up to the job, however, thanks to their superior performance, and thanks also to the skill of those who operated them: the staff of Bendini Gru, a client of Fassi's Bologna dealership, Bini Gru, for more than twenty years. The operation began at Lizzano In Belvedere, which is 70km southwest of Bologna, on the border between the provinces of Modena and Pistoia, on the edge of the Bolognese Apennines. The two cranes worked in synergy to collect the fir tree: after the initial cutting phase, the cranes approached



## WHERE THE OPERATION WAS CARRIED OUT

The fir tree was chopped down in Lizzano in Belvedere, in the province of Bologna. It was then transported to Piazza Maggiore in Bologna, making a stop at Bendini Gru's headquarters in Marzabotto

the tree, removed it and transferred it onto a truck. The fir tree was then transported to Marzabotto, the headquarters of Bendini Gru for overnight storage. That side of the operation alone took more than a day to complete, because the tree was so big it had to be handled carefully. On the following day the Bendini Gru team then headed out again, with the tree safely tied down on the trailer, to the Piazza Maggiore in

Bologna, the city's main square. Once again, the cranes worked in tandem to raise the tree off the transport trailer and lift it upright into place. Overall it took a total of three days' work, involving two cranes, two trucks and a team of people, in addition to the Fassi dealership and the trucking company. The local Bologna police and the Lizzano branch of the Forestry Service also provided valuable support.



Pino Bendini, Gianpaolo Bentivogli (Bini gru), Stefano Ben (scorta tecnica) and Emanuela Bendini

## THE DEALERSHIP

### Bini Gru

Bini Gru, Fassi's dealership in Bologna, was founded in 1991 and is still managed by Roberto Bini. Bini Gru specializes in the commercial sector supplying equipment for trucks such as hydraulic cranes, truck-mounted platforms, tipper equipment, loaders, fixed bodies, tippers, self-propelled aerial platforms and crawlers.

[www.binigrup.it](http://www.binigrup.it)

## THE CLIENT

### Autotrasporti Bendini

Bini Gru and Bendini Gru have worked together since 1994 when Bini Gru first supplied Bendini with an F300 crane. The collaboration continued with the F310 and F410, and the F800RA and F1300RA models that are in the spotlight here. The company uses Fassi cranes for all kinds of operations and services, from pruning tall trees, using a man-basket to logistics support for industrial removals and machinery moving. It offers cranes for rent, with or without an operator. The company is based in Marzabotto, in the province of Bologna.

[www.bendinigrup.it](http://www.bendinigrup.it)



**F800RA**

## Technical features

- Dynamic version (.2) with linkage
- XP Device
- ProLink system with double linkage
- Continuous rotation on the slew ring



Footprint cranes

**l 1,53 m, w 2,50 m, h 2,47 m**

Lifting capacity

**72,17 tm**

Hydraulic reach

**30,45 m** with jib**F1300RA**

## Technical features

- Dynamic version (.2) with linkage
- XP Device
- ProLink system with double linkage
- Continuous rotation on a slew ring



Footprint cranes

**l 2,45 m, w 2,55 m, h 2,45 m**

Lifting capacity

**95,11 tm**

Hydraulic reach

**31,85 m** with jib

