

# LIFTING

# TOMORROW

International Information Magazine of the **FASSI GROUP**



- TECHNOLOGY
- INNOVATION
- RESEARCH
- IDENTITY
- GROUP
- SAFETY
- CONTROL
- PRODUCT

## IDENTITY & GROWTH

Fassi Group, a world of opportunities

### The new F345RB XE-dynamic

The new model in Fassi's mid-range improves the weight/power and tare ratios, all benefitting versatility

### Fassi and Scania

Fassi Gru is a partner of the Gryphus Project, for which 2,037 Scania trucks will be supplied to the Dutch army

### An all-gold sponsorship

Fassi Gru is a sponsor of Sofia Goggia, Olympic gold medallist. Read our interview with the Italian ski champion

**FASSI**

## Share photos with us of Fassi cranes at work



Fassi cranes operate all over the world in new and different places and sectors. Stories speak through images that come from dealers and customers on five continents and are posted throughout the year on social media. In this section we have chosen and shared some of them.

01



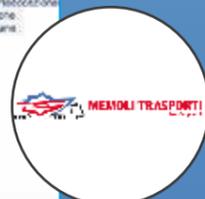
02



03



04



#FassiCrane



01\_CHESAKL  
USA

02\_FASSI UK  
England

03\_TRANSGRUAS  
Colombia

04\_MEMOLI TRASPORTI  
Italy

## Being a group, outside-in & inside-out



The year 2018 has just ended and the first few months of 2019 have confirmed the growth of the Fassi Group on several fronts, in terms of volume, distribution and brand, thanks to the recent acquisition of the French company ATN Platforms.

The group's concept translates into a process that is extremely simple when it comes to defining objectives, but rightly complex and stimulating in achieving them, taking into account the different dynamics that mark out this significant evolution.

Let's establish some reference points for this path. First of all, two perspectives must be considered: from the outside-in and the inside-out.

From its outside to inside, the group represents a whole series of opportunities in international markets for satisfying the multiple needs of their specific and differing landscapes, including the growing demand for tailor-made and customer-driven solutions.

Furthermore, a group can never be said to be such if it does not find external recognition, if the world does not welcome it and fully understand its identity and the services it can offer within its broad structure.

If we reverse this perspective and look from the inside out, it is clear that the group's success is linked to the accomplishments of individuals who are able to broaden their particular spheres and open up to a broader landscape, rich in new meanings.

Thinking inside-out means heralding in a new sense of belonging and above all being aware of the importance of sharing experiences, efforts and opportunities: from marketing to sales, from distribution to logistics, from the supply chain to purchasing, from design to research and to the transfer of technology.

Alongside the theme of dual perspectives, it should be remembered how important the idea of being linked by founding values is: diversity of identity, a specific sense of belonging, sharing, organisation, strength and support.

Forming a group has very concrete foundations and results however, the fact that being a group is also something immaterial and intangible should not be overlooked. It is a deep feeling, an awareness, a new wind that pushes us towards new horizons. It is the extraordinary realisation of a collective soul.

# Featured



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## Cranes and trucks talk to each other with FX-Link

The project was carried out in collaboration with Volvo Trucks Italy and will lead to the development of new integrated crane-truck functions



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## The first century of Marrel

Interview with General Manager Jérôme Semay on this important milestone, in new products and new headquarters



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## Cranab invests in its growth

Cranab CEO Anders Strömngren reveals all the investments the company has planned for 2019



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## Fassi arrives in Bolivia

The new collaboration with San Jorge Srl has brought Fassi products to the South American country for the first time

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FASSI



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bauma

❤️ #F345RB



# THE NEW F345RB XE-DYNAMIC IS PRESENTED AT BAUMA

The new model in Fassi's mid-range improves the weight/power and tare ratios, to the benefit of versatility and adding values that are especially important for the construction sector

At Bauma, Fassi announces three new models belonging to the **29 tm, 31 tm and 33 tm** lifting categories. These cranes are ideal for distributing building materials and for all operations **requiring versatility, compact size and a low weight.**

The **F345RB XE-dynamic** will be the first model to be launched, an important innovation in the **33.2 tm lifting category**. In fact, the crane is equipped with a new decagonal section of the telescopic extension booms, presenting a reduction in crane weight compared to the hexagonal solution used on other Fassi crane models.

The **F345RB XE-dynamic** is equipped with continuous rotation on a fifth wheel and **is available in 6 versions from 2 to 8 extensions** and with all jib combinations as in the Fassi models of the

#

#liftingtomorrow  
#fassicranes  
#F345RB  
#bestperformances  
#versatility  
#dynamic  
#bauma2019  
#compact

# TECHNO CHIPS

<b>FX500</b> Fassi Electronic Control <b>control</b>	<b>FWD</b> Fewer Welds Design <b>strength</b>
* <b>FSC</b> Fassi Stability Control <b>control</b>	<b>UHSS</b> Ultra High Strength Steel <b>strength</b>
* <b>CPM</b> Crane Position Monitoring <b>control</b>	<b>CQ</b> Cast Quality <b>strength</b>
* <b>ADC</b> Automatic Dynamic Control <b>control</b>	<b>MPES</b> Multi Power Extension System <b>performance</b>
* <b>D850</b> Digital Multifunction Distributor Bank <b>control</b>	<b>XF</b> Extra Fast <b>performance</b>
<b>D900</b> Digital Multifunction Distributor Bank <b>control</b>	<b>XP</b> Extra Power <b>performance</b>
* <b>GAS</b> Grab Automatic Shake <b>control</b>	<b>FL</b> Full Lift <b>performance</b>
* <b>ME</b> Manual Extension <b>control</b>	<b>OHT</b> Outrigger Hydraulic Tilt <b>performance</b>
* <b>OTC</b> Oil Temperature Control <b>control</b>	<b>FS</b> Flow Sharing <b>performance</b>
<b>RCH/RCS</b> Radio Remote Control <b>control</b>	<b>PROLINK</b> Progressive Link <b>performance</b>
<b>IOC</b> Internet of Cranes <b>service</b>	

\* Compulsory for the European market

same category. The electro-hydraulic equipment is also particularly comprehensive and includes ADC (Automatic Dynamic Control) systems, D850 digital hydraulic distributor, FX500 control unit, RCH/RCS radio control unit as standard (V7RRC optional), FSC (Fassi Stability Control), CPM (Crane Position Monitoring), FS (Flow Sharing), XF (Extra Fast), MPES (Multi Power Extension System), XP (Extra Power) and Prolink (Progressive Link).

**Compared to previous models, it presents an improvement on the weight/power and tare ratios, to**

**the benefit of the crane's versatility when distributing building materials, which is usually the most important application for this category of crane.**

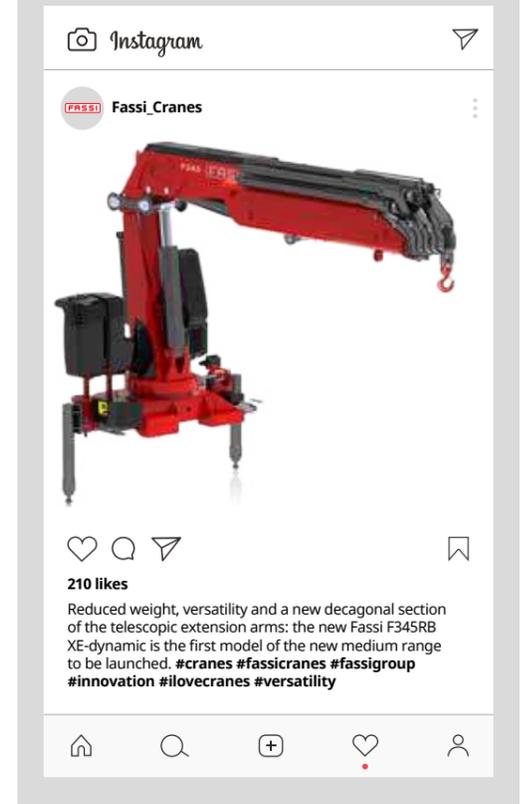
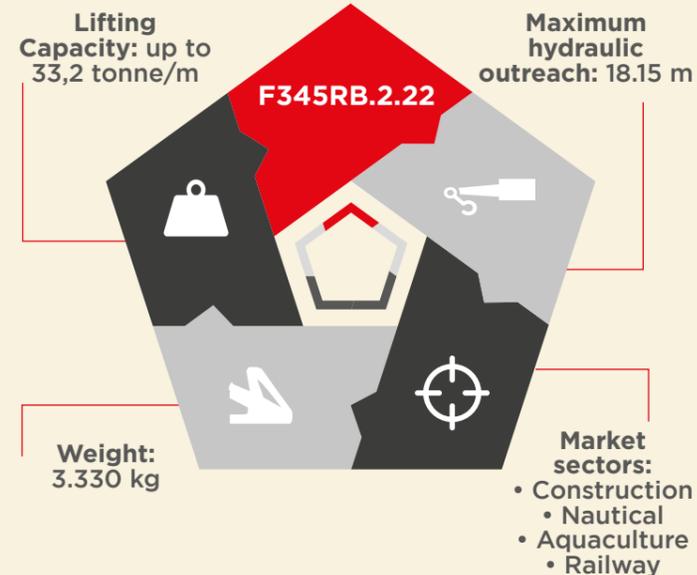
Not forgetting, however, that compact dimensions, limited weight and versatility of use make articulated cranes ideal for a wide range of applications in sectors that, although perhaps defined as niche, see them as irreplaceable partners to the vehicles on which they are mounted. Think, for example, of the nautical, aquaculture and railway sectors, to name but a few.



## DECAGONAL SECTION OF THE TELESCOPIC EXTENSION ARMS

This solution better distributes the forces between the guide shoe and the beam and reduces the thickness of the latter, with a reduction in the crane's own weight of about 15%. This new solution also allows for the guide shoes to be maintained, without removing the retractable arms and adjusting the side runners.

## CRANE SPECIFICATIONS:



## F345RB XE-dynamic FEATURES

- 1**  
NEW DECAGONAL SECTION OF THE TELESCOPIC EXTENSION ARMS
- 2**  
IMPROVEMENT OF THE POWER-TO-WEIGHT RATIO
- 3**  
COMPLETE ELECTRO-HYDRAULIC EQUIPMENT
- 4**  
VERSATILITY OF USE



#FassiInnovation

# SAFETY AND CONTROL DRIVE FASSI INNOVATION

Fassi Gru works towards the future, following the path of digital innovation and mechatronics, introducing applications and technologies to support the operator's work



## INNOVATION FOR FASSI

- The operator is at the centre of design decisions
- Development of increasingly intuitive human-machine interfaces
- Development of advanced systems that allow dialogue with the crane
- Development of systems that control risks
- Development of systems that provide continuous feedback on the condition of the crane



Fassi guides innovation and does so by placing the operator at the centre of its design choices. Digital innovation linked to mechatronics works to facilitate and make the operators' work even safer through the development of increasingly intuitive interfaces and systems that allow them to communicate with the machine.

**The applications and technologies developed internally by Fassi can be activated by remote control or automatically according to specific operating conditions.** This shifts the operator's actions to where they are needed, or where the crane lifts or moves. Thanks to the introduction of these innovations, the crane is no longer just a work tool, but has become an extension of the user's will and perception.

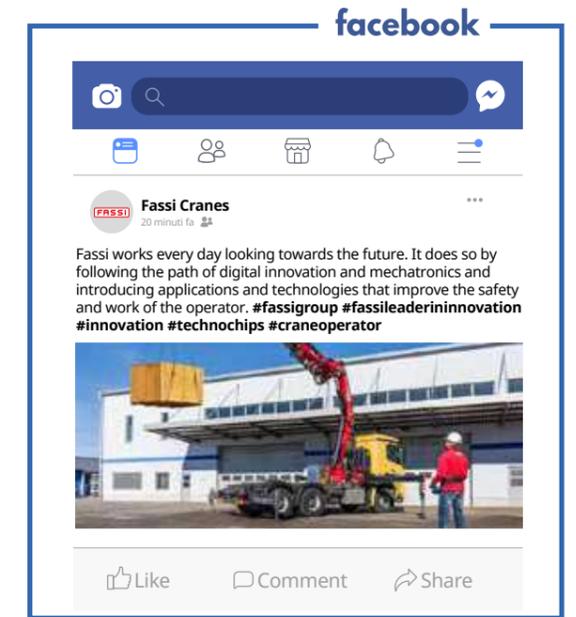
For example, through a connection and a remote control, the operator now can control the truck with



**CASE STUDY:**  
Take, for example, the operators who carry out roofing work. They are almost always positioned on the rooftops, or well away from the cranes and trucks because their presence is necessary there to ensure the accuracy of the operation. They can do this in complete safety because all the systems developed by Fassi Gru make it possible to guarantee total control of the crane and vehicle, even if you are not in their immediate vicinity (F1650RAL Finland).

the crane's remote control as well as the machine's condition and load movements, he can request remote assistance and can open or close the crane.

All this can be carried out in maximum safety thanks to sensors that, for example, automatically block the crane booms from coming too close to the truck cab.



# #

#fassileaderininnovation  
#technochipsfassi  
#fassicranes  
#madeinfassi  
#craneoperator  
#liftingtomorrow  
#drivingtomorrow

## FASSI APPLICATIONS

**FX-Link**  
Integrated crane-truck connectivity  
control

**FX-Link**  
A system developed with the aim of optimising the connectivity between crane and truck. In practice, it controls the truck from the crane's remote control and the state of the crane from the truck's dashboard, developing new integrated command/control functions.

**AWC**  
Automatic Winch Control  
control

**AWC, Automatic Winch Control**  
Through a network of dedicated wireless sensors, this system detects the telescopic movements of the extensions when the crane's secondary jib is horizontal to the ground, automatically keeping a constant distance between the pulley between the eyelet at the tip of the crane and the lifting hook.

**ACF**  
Automatic Crane Folding  
control

**ACF, Automatic Crane Folding**  
This new system allows the crane to be opened and closed automatically. For example, it simplifies the return to rest sequence.

**CCD**  
Cabin Collision Detection  
control

**CCD, Cabin Collision Detection**  
The system uses position sensors to monitor the movements of the crane booms, detecting their distance from the truck cab and automatically locking them when they approach it dangerously.

**IMC**  
Integral Machine Control  
control

**IMC, Integral Machine Control**  
The digital brain of Fassi cranes which coordinates and manages the best operating conditions (in addition to the crane's safety devices) through sophisticated electronics, to ensure optimal performance and machine control in relation to the working situations.

**GAS**  
Grabe Automatic Shake  
control

**GAS, Grabe Automatic Shake**  
Adjustable, automatic bucket shaking system that allows the bucket to be gradually emptied using the remote control.

**FX901**  
Fassi Electronic Control  
control

**FX901, Touch Screen Display**  
7" graphic colour display screen with touchscreen technology that allows detailed information on the crane's stabilisation and working conditions to be displayed.

**IoC**  
Internet of Cranes  
service

**IoC, Internet of Cranes**  
With this system patented by Fassi, all the cranes equipped with the special device are "online", allowing the operator to count on an always active assistance service that optimises maintenance times and costs.



# CRANES AND TRUCK TALK TO EACH OTHER WITH FX-LINK

The project, created in Italy and ready to be developed in all Fassi markets, was carried out in collaboration with Volvo Trucks Italia and will lead to the development of new integrated crane-truck functions



#fassitotruck #fxlink #volvo  
 #fassicrane #cranetotruck #connection  
 #integratedcranetruckconnectivity  
 #cranecontrol #fassileaderininnovation  
 #technochip #volvotrucksitalia

**Cranes and trucks are now talking to each other.** And that's just the beginning of a story projected to continue, you have Fassi's word for it. The innovative FX-Link system developed with Volvo Trucks Italia, is, in fact, a prelude to a new chapter in Fassi's history and a

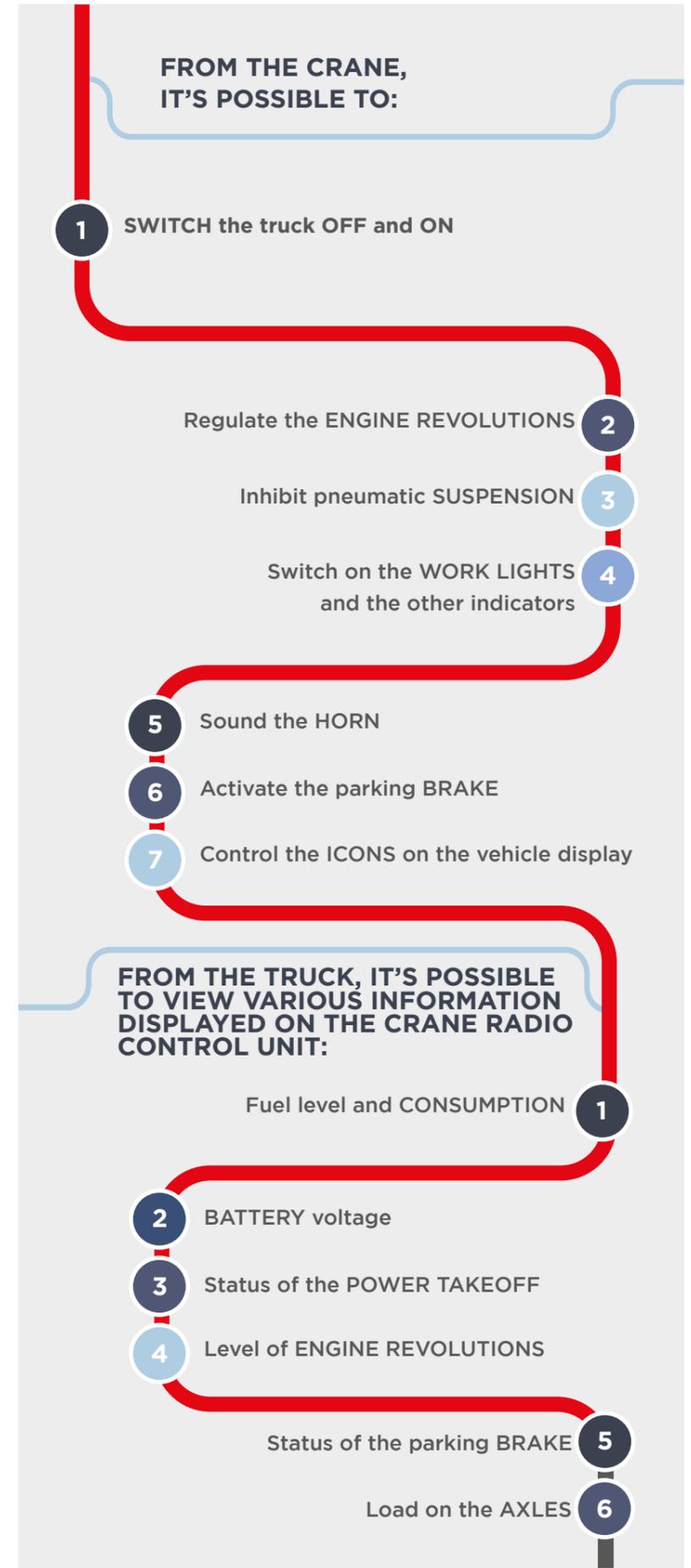
The innovative FX-Link system developed with Volvo Trucks Italia, is a prelude to a new chapter in Fassi's history and a forerunner to new possibilities and the development of new integrated crane-vehicle functions

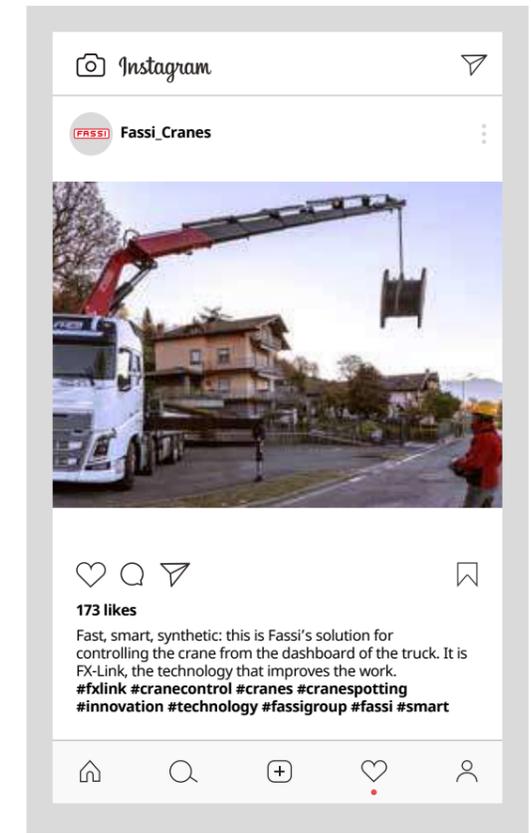
forerunner to new possibilities and the development of new integrated crane-vehicle functions

**"We are only in the initial stages of machines 'talking' to each other,"** says Giovanni Fassi, CEO. **"We have worked with Volvo on the basis of mutual trust and we will collaborate on further projects".**

The origin of the idea of creating a system like FX-Link rose from Fassi's desire to create a new environment where the operator views the dual operating status of the crane and truck with all the information coming through a single system, not from two the separate machines.

**This is how the idea of FX-Link was born, consisting mainly of two elements:** a hardware platform and a software application that enables connectivity and identifies the signals exchanged between the electronic control units of the crane and vehicle. The system includes

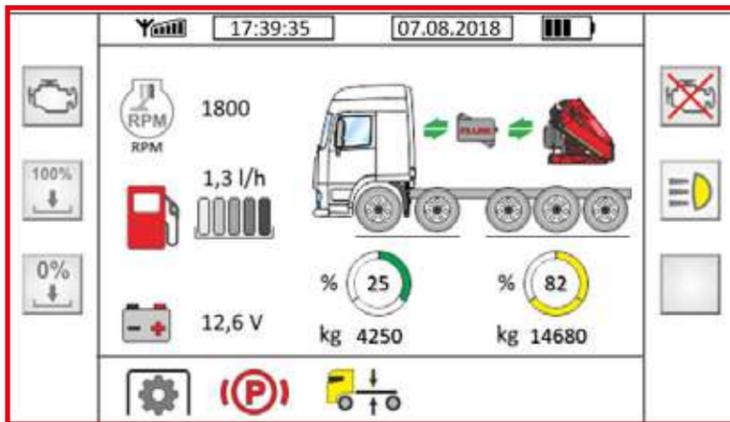




**two CAN-bus communication lines** so that the two vehicles communicate correctly and safely.

In this way, with the crane's remote control it is possible to switch the truck off and on, adjust the engine speed, switch on the headlights and other luminous indicators, and to activate the horn to signal imminent danger, to give a few examples.

Additionally, various information from the truck can be displayed: **fuel level and consumption, battery voltage, PTO status, engine speed, parking brake status, axle load, vehicle alarms and warnings, air suspension status, axle configuration.**



## HOW FX-LINK WORKS

- FX-Link consists of a hardware platform and a software application.
- The two CAN-bus lines integrated into the hardware device connect the electronic control units of the crane and truck with the FX-Link system.
- The software, consisting of a two-way application, interprets the messages coming from the truck and sends them to the crane's electronic system, which processes them into output information available on the remote control. The remote control's graphic interface in turn allows the operator to manage certain controls of the truck or to read its status.

## ADVANTAGES

- 1 The electrical connections between crane and truck are simplified
- 2 More truck functions can be controlled through the crane remote control
- 3 Truck information can be viewed on the remote control
- 4 The need for the box in the truck cabin with the MOL and CPM controls is eliminated



#militarycranes



# FASSI CRANES "ENLIST" IN THE DUTCH ARMY

PARTNERSHIP

Fassi Gru is a partner of the Gryphus Project, for which 2,037 Scania trucks will be supplied to the Dutch army. Some of these vehicles will be equipped with Fassi cranes ranging from 8 tm to 17 tm



#fassicranes  
#liftingtomorrow  
#scaniagryphus  
#scaniamilitary  
#fassimilitary  
#defense  
#nato

Fassi is reaffirming its presence in the Dutch army, which from now until **2022 will be updated and composed of as many as 2,037 new Scania trucks**, some of which will be equipped with Fassi cranes with lifting capacities ranging from **8 tm to 17 tm**. The new military vehicles are called **Scania Gryphus**, taking their name from the mythical Griffin creature depicted on the Swedish company's historical coat of arms.

FASSI IS REAFFIRMING ITS PRESENCE IN THE DUTCH ARMY, WHICH FROM NOW UNTIL 2022 WILL BE UPDATED AND COMPOSED OF AS MANY AS 2,037 NEW SCANIA TRUCKS, SOME OF WHICH WILL BE EQUIPPED WITH FASSI CRANES WITH LIFTING CAPACITIES RANGING FROM 8 TM TO 17 TM

The supply guarantees that the Dutch army will have modern, reliable and comfortable vehicles at its disposal, that also stand out in terms of environmental sustainability. The order includes two-, three- and four-axle all-wheel-drive vehicles. **185 vehicles** with armoured cabins



are also planned. **All vehicles are manufactured and equipped at the Scania Zwolle Production plant in the Netherlands.**

The new Scania Gryphus will gradually replace the existing fleet; the first deliveries arrived last December and will continue into 2022.

These first vehicles delivered will provide drivers with intensive training at the defence driving school in Oirschot.

Scania Driver Services trainers have already set up a training programme in close cooperation with the Ministry of Defence to train drivers in a more efficient driving style to reduce environmental emissions.

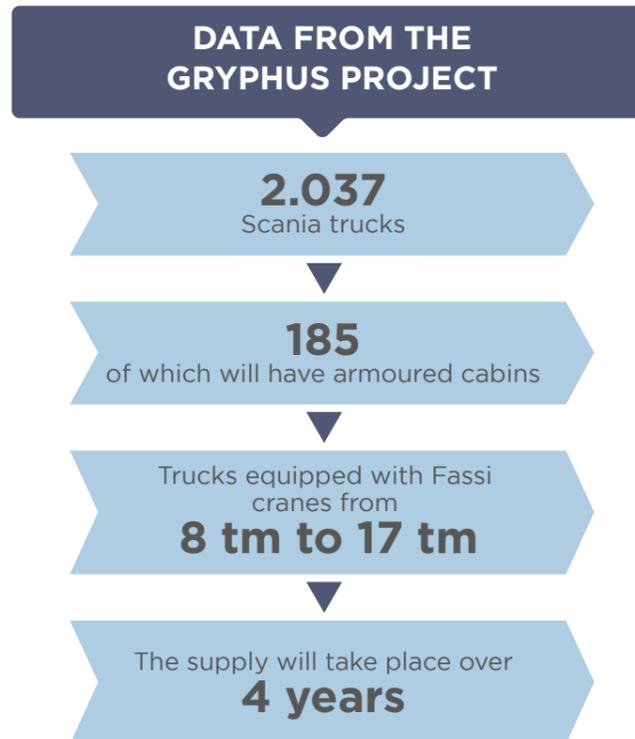
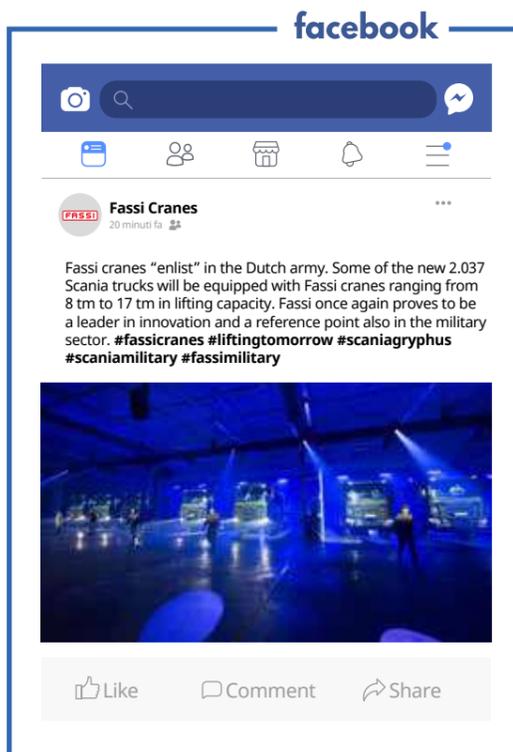
## FASSI FOR THE MILITARY SECTOR

### STRATEGIC PARTNER

Fassi manufactures cranes for the specific needs of the armed forces and civil protection of numerous countries around the world. Among the numerous supply requests, those for NATO departments and UN forces engaged in peace missions stand out.

### VERSATILE APPLICATIONS

The equipment makes it possible to respond to any request for lifting and handling loads as the cranes can be installed on tipper trucks, vans, in front of or behind vehicles with bodies, on unloading or in fixed positions. All cranes can be painted according to required specifications.



## WHAT'S BEEN SAID



**Emilio Bertazzi**  
Foreign Sales Manager  
of Fassi Gru S.p.A.

“Fassi Gru is an integral part of the Gryphus project with the supply of the F175ADMO and F85BDMO cranes.

Fassi has also been selected by Scania for the supply of Fassi cranes. In addition to winning the trust

of one of the world’s leading manufacturers of industrial vehicles, it is important for Fassi to be an integral part of a new concept for logistics in the military field, setting a future standard for all NATO defence forces. Fassi’s know-how and expertise were

crucial in meeting the requirements that Scania and the Dutch army demanded. The appreciation expressed by the management of the Swedish company rewards the commitment of all Fassi Gru personnel.”



#Marrel

MARREL

# THE FIRST 100 YEARS OF MARREL

The Lyon-based company is celebrating its first century of business this year with new headquarters and a new family of hooklifts



In 1919, Antoine Marrel created the first tipper body to facilitate the logistics of coal delivery. Since then, a century has passed and Marrel has established itself internationally for the invention and introduction of important innovations to the market in the world of hooklifts.

One hundred years have not changed or discouraged the spirit with which Marrel was born: a spirit that, while adapting to changing technologies, still combines an innovative mentality with technical expertise and a range of simple, reliable and durable products, as the General Manager Jérôme Semay tells us in this interview.

Jérôme Semay  
General Manager  
Marrel

The project of the new headquarters



**A century of Marrel. What does Marrel represent today in the world and in the recycling industry?**

Today Marrel is synonymous with reliable and high-performance products. The path that has taken us so far began with the invention of the Ampliroll® hooklift system, which has given us a certain legitimacy in the sector and opened up important markets such as France, the United States and African countries. The induction into the Fassi Group and the work of the Fassi dealer network are enabling us to clearly establish ourselves as world leaders in the production of equipment for the recycling sector.

**Marrel's history is full of important inventions: hydraulic tipping systems (the first on the market), the Ampliroll hooklift**

**and tipper loaders. How has the market responded to these innovations from Marrel over the years?**

The most important, the Ampliroll® hooklift, has been particularly copied, so much so that it has become the French name for any hooklift.

Most of our inventions consisted of using hydraulic cylinders instead of rope systems. When it comes to hooklifts and skiploaders, if until a few years ago they were mainly used for construction or agriculture, today the market is dominated by the recycling industry. It should be noted that this product has also become a must-have for military logistics.

**Marrel and Fassi, a story that began in 2013. After 5 years of "marriage", how is this collaboration going?**



**MARREL, SOME NUMBERS**

**A**

Marrel is present in more than **35 countries**

**B**

From **2013** the volume of semi-trailers produced in Lyon has doubled



**HOW MARREL WAS FOUNDED**



FASSI GROUP

**The first tipper came out of the Marrel factory in Saint Etienne in 1919.**

The mechanic and racing car driver Antoine Marrel joined his brother-in-law Auguste Colonna to design and produce the first tipper body using surplus military vehicles.

Belonging to an industrial group like Fassi has allowed us to accelerate our international development, especially thanks to the network of dealers and the strong reputation of the Fassi brand. Since we joined the group in 2013, we have doubled the volume of semi-trailers produced at our Lyon plant in France. Today we are active in more than 35 countries and have strengthened our ability to develop new products and conduct major projects.

**Today Marrel has become an international company, thanks to Fassi's drive, but also thanks to the fact that it is a flexible and dynamic company. What direction are you going in?**

The aim is to expand our position as a world leader. This requires strong product design capable of offering the market a wide range of hooklifts and skiploaders that can guarantee the best performances.

We also need to support this growth with a strengthened marketing policy.

**What are the aims and objectives that will mark 2019?**

We will be launching the new top-of-the-range GVW 32T hooklift family for trucks. This new generation is equipped with Marrel's "Advanced Titling Frame Concept" for increased lifting power.

Another of the year's highlights will surely be the inauguration of our new headquarters in September.

**What are some of the current and future products that Marrel is focusing on?**

We are now turning to some markets where we were not historically active, and this requires specific products in line with the needs of the various countries. We are working on the development of specific hooklift systems that will allow us to take a further step forward in our international development.

**As in a large orchestra, each component plays a crucial and unique role. What does**

**ONE HUNDRED YEARS HAVE NOT CHANGED OR DISCOURAGED THE SPIRIT WITH WHICH MARREL WAS BORN: A SPIRIT THAT, WHILE ADAPTING TO CHANGING TECHNOLOGIES, STILL COMBINES AN INNOVATIVE MENTALITY WITH TECHNICAL EXPERTISE**

**MARREL, NEW PRODUCTS 2019**

**A**

New family of hooklifts for GVW 32T trucks

**B**

New headquarters

**Marrel represent within the Fassi Group? What is its added value?**

Marrel is the Fassi Group brand for tow hooks. This means that the group is now able to offer its dealers and target markets a wider product portfolio in addition to cranes. Let's go further together!

**"WE ARE WORKING ON THE DEVELOPMENT OF SPECIFIC HOOKLIFT SYSTEMS THAT WILL ALLOW US TO TAKE A FURTHER STEP FORWARD IN OUR INTERNATIONAL DEVELOPMENT"**



**MARREL ON SOCIAL MEDIA**



Opening up to the world and the growth of recent years has led Marrel to broaden its activities, both physical and virtual. For this reason, the Lyon-based company has developed a strategy on Facebook and LinkedIn to share the world of Marrel with different target audiences.

It is a world made up of people, products and stories that are told regularly on the two networks, covering many topics and themes, including the main periods of Marrel's history and its new products and innovations. Marrel's customers are also given a voice, for example, those who use hooklifts and talk about their experience.

The voices of Marrel employees also featured among those represented, as they give their point of view and describe how it feels to belong to a century-old company.



#marrel #marrelanniversary  
 #100yearsold #amplirollgrue  
 #loadingequipment #skiploaders  
 #technology #fassigroup  
 #centenarymarrel #ampliroll  
 #recycling

Instagram

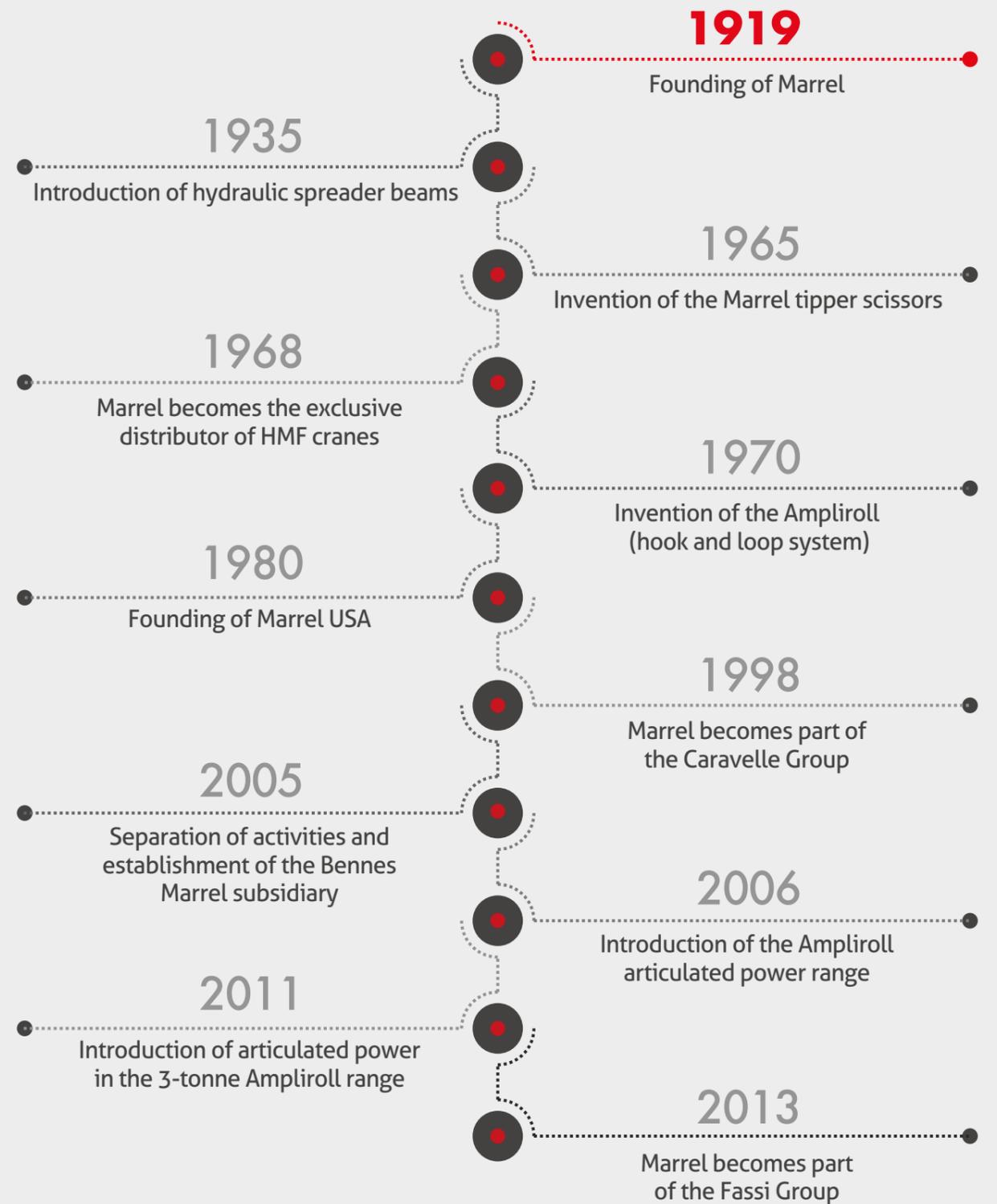
Marrel



122 likes  
 1919-2019. A century of business for Marrel in products, patents, innovative mentality and technical competence.  
 #fassigroup #marrel #century #anniversary  
 #centenary #marrelanniversary



**MILESTONES**



MARREL

# CRANAB INVESTS IN ITS **GROWTH**

With investments in production machinery, expansions and new products, Cranab announces all the latest innovations that will revolutionise its production programmes and lead to an expansion of the products it can offer



Cranab's 2019 is full of projects, new equipment, expansions and major investments that will lead to an increase in production capacity. This is an impetus for an organisation that has set the standards for the forestry sector, as Cranab CEO Anders Strömgren explains in this interview.



Anders Strömgren  
CEO Cranab



#Cranab



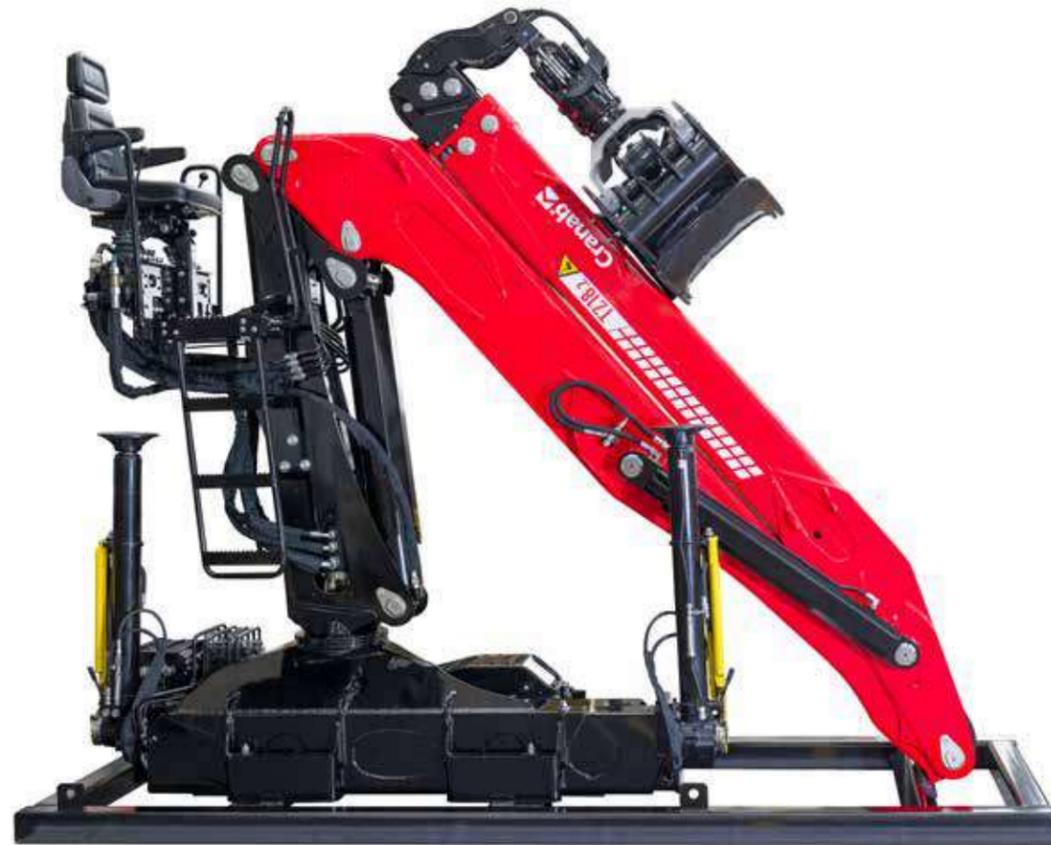
FASSI GROUP

**The year 2019 represents a turning point and a year of growth for Cranab. What brought you to this point?**

Cranab currently has two plants in Vindeln, Sweden. In one they produce the smaller components and paint and assemble the cranes. The second is devoted to the raw material processing phases: laser cutting the sheet metal, curving it, manual and robotic welding, machining of large pieces and sandblasting. It is this last plant that will be the subject of the greatest investments. Cranab is expanding its product range a lot and this must be supported by state-of-the-art machinery that guarantees greater production capacity.

**Let's go into detail. What are these new machines?**

An ESAB power welding machine



**ALL NEWS IN 2019**

- Expansion of the plant of 750 sqm
- One ESAB power welding machine -> + 60% production capacity
- A Verus 250, milling machine, a 12-metre long machine with a horizontal and index heads -> +40% production capacity
- A new sandblaster -> +50% production capacity

Cranab has committed on two fronts in 2019, both aimed at consolidating the development process that the company has undertaken since it entered the Fassi Group orbit.

with Welmax adaptive functions that will guarantee a 60% increase in production capacity compared to the current one. Thanks to the FPT machining centre we will have a Verus 250, a 12-metre long machine with horizontal and index heads that will replace the old TWP milling machines. This will lead to a 40% increase in production capacity compared to what we have currently. A new sandblaster has also been purchased, which should guarantee a 50% increase in production capacity.

**Not only machinery but there will also be the expansion of the plant...**

The plant will be expanded by 750 square metres, with a new area for the processing centre of the arms.

**What will Cranab's priorities be in 2019?**

To install and bring new machinery to full production, thereby increasing production and bringing new products to the market.

**After the success of the TZ18, which products will you present to the market?**

2019 will see the start of production and delivery of the Cranab TZ12 crane. In addition to this important step, we are planning to expand our range of options for the TZ12 and TL12 crane models and,

more generally, products for transport cranes and grapples. The 2019 targets also include the distribution of truck cranes in new markets and the start of series deliveries of hydraulic crane grapples.

**The entire forestry sector is going at full capacity in these couple of months.**

**What are your future prospects?**

We are doing our best to be a good crane supplier for our current forestry machinery customers. There was an increase in demand in 2018 and I believe this trend will continue in 2019. We are also working with new customers, including manufacturers of machinery and crane applications for the forestry industry, like in sawmills, for example.

**Five years after the collaboration with Fassi and one year after the creation of the Fassi Group, what analysis do you think you can draw?**

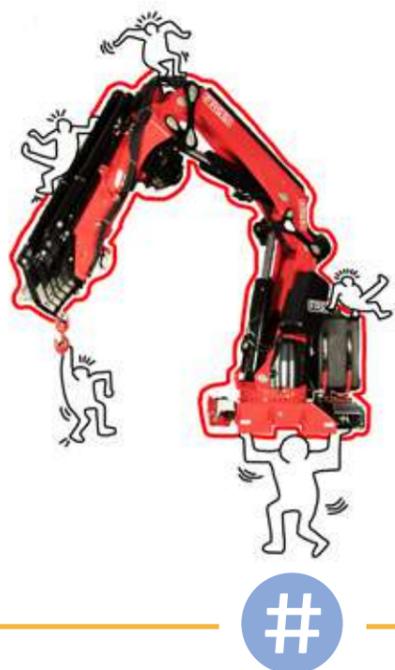
The best advantage so far is the opportunity to be part of a group. We can share experiences, efforts and opportunities in marketing and sales, distribution and logistics, procurement of materials, product design and testing, and expert production knowledge. We are stronger together than alone!



#cranab #fassigroup #sweden #productiondeparment #TZ18 #innovation #investments #growth #technology #work #passion

# FASSI CRANES BECOME "SHOTS" OF ART

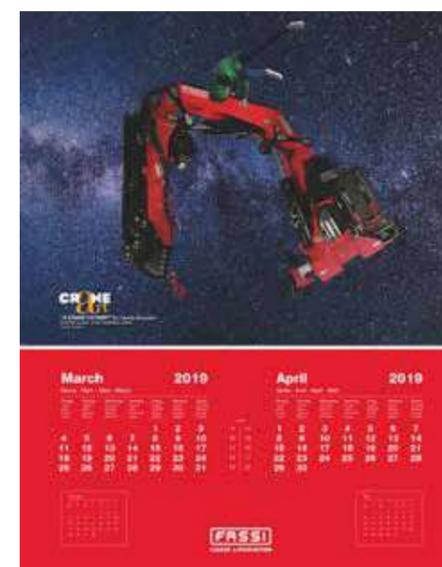
The 2019 version of the "CraneArt Project" calendar by Fassi saw the involvement of the students of the École de Condé school of photography in Lyon



#ecoledeconde\_paris  
#fassi  
#fassigroup  
#ecoledart  
#photography  
#photographer  
#artstudent  
#calendar2019  
#craneart

**T**welve shots, twelve photographs for a job that for several months involved some young people from the **École de Condé Institute in Lyon**, a school of international prestige with campuses throughout France and also in Turin. The photographs make up the **2019 Fassi calendar**, in which the students have narrated the world of cranes through their art composed of different perspectives and viewpoints, sensitivity and professionalism. **The calendar represents a new stage in the "CraneArt Project" by Fassi and was born from the partnership with the Lyon school and its director Pierre Gael Steunou's** desire to offer his students "a real challenge to conquer, bearing in mind the importance of the brand and the difficult task of photographing and grasping the grandeur of its cranes".

 #fassicalendar



## CRANEART PROJECT

The "CraneArt Project" calendar by Fassi is the result of the annual collaboration between the company and the young creative minds of various European art institutes and aims to explore new aesthetic and functional characteristics of hydraulic cranes from different points of view and represent them through photographic creativity.

**How was the calendar project carried out?**

First of all, I travelled to the Fassi headquarters at the end of 2017 where I met all the staff, including the CEO, Giovanni Fassi. I visited the plants and met the people who work in the company. After this meeting, I presented the project to the students, leaving them time and space to think about possible developments before defining their concepts.

**How did they manage to transfer the idea and feeling of the cranes through the images?**

That was one of the biggest challenges. The primary ideas were difficult to execute because they were complicated to shoot. So, it was decided that the students would draw on an “image bank” for some backgrounds. Finally, 8 students accompanied by a teacher, Aurélie Foussard, went directly to the Fassi headquarters for three days of shooting.

**What did the students of the École de Condé learn from this experience?**

Firstly, they realised that a good shot needs organisation and planning, but also that in this work they were faced with many nice surprises. The key to success in this type of situation is the ability to deal with them and to solve any problems. The students were impressed by the welcome and returned enthusiastic and recharged.

Cartier Bresson said: “A photograph is neither captured nor taken by force. It offers itself. It’s the photo that captures you.” What “captures” the Fassi product?

Cranes are not easy to capture. They are like wild animals: they need to be watched and observed for a long time before finding the right approach for shooting. The students only had three days to do it so, the search for the solution was quick and easy. Fortunately, they were helped by their teacher and Fassi staff.

**Fassi and the École de Condé school share an innovative spirit and a high level of research and design. What gives the school its excellence in the world of art, design and photography?**

The École de Condé aims to prepare its students to attract customers’ interest in an intelligent way. It is also important in our philosophy to teach students to anticipate customer requests and to stand out for the quality of how they respond to them.



# École de Condé

**ÉCOLE DE CONDÉ**  
École supérieure privée

École de Condé - Lyon campus. The leading private art and design school in one of France's most dynamic cities.

École de Condé - Lyon campus is the heart of art design in one of the vibrant cities of Lyon, renowned for its creative and food scene. This school is located in the emblematic Bâtiment 10, a former garage now part of the city's vibrant cultural and educational heritage. Over 4000 students in 2019, 1000 in the building itself, the rest in a changing setting for various uses across the city.

**About the artists**

**Marion Flassan** is a young artist who has spent her childhood in Lyon. She is currently studying photography at the École de Condé. She is passionate about the city and its history, and she wants to share her vision of Lyon through her photography.

**Marie-Anne Baudouin** is a young artist who has spent her childhood in Lyon. She is currently studying photography at the École de Condé. She is passionate about the city and its history, and she wants to share her vision of Lyon through her photography.

**Marion Flassan** is a young artist who has spent her childhood in Lyon. She is currently studying photography at the École de Condé. She is passionate about the city and its history, and she wants to share her vision of Lyon through her photography.

The photographers come from the school’s main campus in Lyon, one of the city’s leading institutions in the field of art and design, offering students courses in applied design, graphic and digital arts, photography and heritage conservation. The École de Condé’s Bachelor in Photography course is built around the contemporary challenges of the photographic profession from a technical, creative and professional point of view. Present in 3 locations in Lyon, Nancy and Paris, it places photographic practice at the heart of the challenges of visual communication by questioning the link between photography, graphics and video. Initial technical learning therefore serves to support the emergence of strong and original creative identities, in line with the expectations of professional environments.

**Ecole de Condé**

- Lyon (France)
- Nancy (France)
- Paris (France)
- Turin (Italy)

www.ecoles-condé.com

PARTNERSHIP

 #sofiagoggia



Fassi's new sponsorship tells a story of grit, determination, talent, sacrifices and the ability to always get up. It is the story of Sofia Goggia, the young Italian ski champion, Olympic gold medallist in 2018 and an example of strength of will and passion. In this interview she tells us about her sacrifices, difficulties and successes, the goals that go higher, her work and the group and its strength. In short, the world of Sofia that Fassi wanted to embrace, because it represents and embodies many of its values.



Sofia Goggia  
Italian ski  
champion

# FASSI SPONSORS AN ALL "GOLDEN" GOGGIA

Fassi Gru is a sponsor of Sofia Goggia, Olympic gold medallist. In addition to her origins in Bergamo, the skier and the Fassi brand share the same passion, determination and desire to keep going and win



#fassicrane  
#fassigroup  
#sponsorship  
#sofiagoggia  
#AlpineSkiing  
#italy #win  
#nevergiveup

2018 was an important year. The year of your Olympic gold and World Cup double win, the year in which everyone came to know your determination and authenticity, but it was also the year of the injury. 2019 can be defined as the year of recovery, the year of new successes.

**How do you overcome disappointment and despair after an unforeseen event, which suddenly changes projects and prospects?**

Basically, in order to overcome anything, it is necessary to know how to make “the art of acceptance” something of one’s own. I had to do it thoroughly to be able to begin again and the sooner you do it the better it is.

Moreover, you always have two choices when there are unforeseen events; you can cry to yourself and suffer through the situation or you can make it a great opportunity for growth and that’s exactly what I did. Of course, it wasn’t easy to have to change my plans so radically after a successful job, but I tried to bring out the best in this situation too, trying to learn new things.

**How do you build a “perfect race”?**

The perfect race hasn’t come yet, even though I’ve already managed to build something very similar in my career.

Basically, you have to take care of all the details, and above all you have to live a lot in the here and now, trying to do everything as best you can.

I think that’s how the “perfect” race is built.

## ALL SOPHIA'S NUMBERS

1

Gold medal at the Olympics

6

World Cup victories

25

World Cup podiums

2

World Championship podiums

4

European Cup victories

6

podiums at the Italian Championships

**You called yourself a skier of heart rather than technique and that “heart” can be seen in every race. In sport, and in order to win, what matters most: determination and character or technique and talent?**

I am a skier of heart and determination, even if in some ways I also have “talent”, especially in speed, when it comes to interpreting the lines and in my general viewing of the track. I do not think that talent is enough, you have to want things intensely and you have to know how to work hard to get them.

Everyone says they want to win, but few people know the path to success, and I think I’m a person in this category.



**What is your preferred discipline and why?**

Until now I’ve been more successful in the Downhill races, but I think my discipline is SuperG.

A dry run, reconnaissance and so on, technique, instinct and performance in an all-in-one race.

It represents a lot of me. It’s an all-in-one race where a brilliant performance can make the difference and, at the same time, can take you over the limit and make you go wrong.



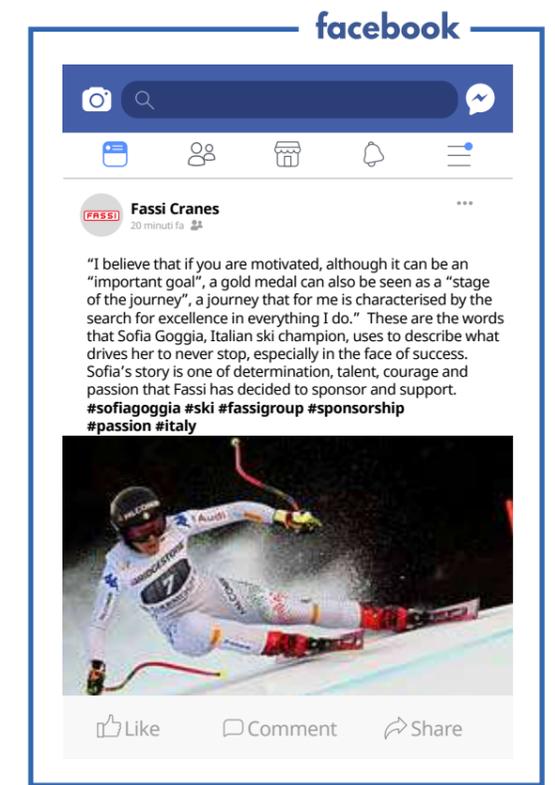
Snow is the element on which you pour all your sacrifices, training and emotions, where you show determination and strength, and where you continue to build important victories.

**What’s your relationship with snow?**

The relationship I have with snow is very simple: it is the mirror of my soul. It tells me how I feel, both on skis and in life in general. I really try to understand and adapt to it. Generally speaking, it is the element that has given me the greatest joys but also the most intense pains.

**How important is it for you and your sporting career to be part of a group and a team? What is Sofia Goggia like in a group?**

Being part of a group is fundamental, it makes you feel like “part” of something. From September until the end of March, we all tour together, staff and athletes, in what I call my “second family”. Sometimes it’s very nice, sometimes living together is more difficult; after all, you’re out and about with people you haven’t chosen but I think that



with respect and honesty you can go anywhere with anyone. In my group I try to carry on and be a leader, even if I need my own space, which is why I am always in a single room.

**After a great success like the Olympic gold medal in PyeongChang, what is your determination to resume training, what do you ask yourself and how do you manage to raise your daily goals and expectations?**

Winning the Olympics is the ultimate sporting expression an athlete can achieve in his or her career. I was lucky because the moment I managed to grab the gold I immediately looked toward the next goal, which is the World Cup Downhill competition. But regardless of this, I believe that if you are motivated, a gold, although it may be an “important goal”, can also be seen as just a “stage of the journey”, a journey that for me is characterised by the pursuit of excellence in everything I do.

# FASSI COMES TO BOLIVIA WITH SAN JORGE SRL

The collaboration between Fassi and the Santa Cruz dealer began in 2016 and has already opened up new market opportunities throughout the territory



From 2016, Fassi has added another flag to its list of countries where its products are distributed. The flag is located in Santa Cruz, Bolivia, and specifically on its new dealer San Jorge Srl, a company based in the country's commercial capital and specialises in providing cutting-edge technology and lifting solutions for the transport, construction and agricultural industries.

In this interview Marco Alvarez describes how the collaboration with Fassi came to be and which are their most important projects.



#fassigroup  
#fassicranes  
#sanjorgesrl  
#fassidealer  
#manufacture  
#installation  
#santacruz  
#dealer



#sanjorgesrl



**SAN JORGE SRL**  
Santa Cruz de la Sierra  
BOLIVIA



www.sanjorgesrl.com.bo



#### When and why did the collaboration with Fassi start?

It began in 2016. At that time, the crane market in Bolivia was divided between two brands and their respective distributors. We therefore felt the need to have a worldwide brand that could compete with them and with Fassi we found it.

At the same time, the demand for new cranes has grown and this has played to our advantage.

#### What was the first Fassi crane you sold?

At the end of 2016 we completed the first order with light cranes: Micro, F85B, F110B and F155A models, but our first sale was a real surprise, a heavy-duty F950RA.2.28 crane.

This also opened the doors to other sales of large cranes such as

**SAN JORGE'S NUMBER**

**38 years**  
of history

**280**  
employees

**15,000**  
square metres  
of facilities

Headquarters:  
**Santa Cruz**

the F600RA and F660RA and now we are in negotiations for a F2150RA.

#### What types of Fassi cranes are required by the Bolivian market?

The strongest demand for cranes is in the light and medium ranges, between the F155A and the F335A, but the trend towards the acquisition of heavy-duty range cranes is growing.

#### And which are the sectors for which you supply the most of this type of crane?

The cranes have been sold for all sectors such as agriculture, construction, oil, lifting services and many others.

There are no sectors that pull more than others, there is a certain consistency. In a couple of years, we would like to expand our product range to the world of recycling and forestry.

## STRENGTHS:

- 1 Assembly on trucks
- 2 Body manufacturing
- 3 Crane sales
- 4 Crane installation
- 5 The company provides infrastructure, experience, specialist professionals and detailed engineering
- 6 It has an after-sales service at a national level

#### What are the strengths that make San Jorge a leader and make it stand out from the competition?

San Jorge is a company with more than 38 years of experience and presence on the Bolivian market, with a prestigious brand (Victor) that is very well positioned at a national level. We provide a complete service to the customer that includes assembly on trucks, manufacture of the body and crane sale and installation. Compared to the competition, we also have experience in metallurgy and hydraulics, and we have specialist professionals within the company, we offer detailed engineering, as well as a national after-sales service.

#### What opportunities has the collaboration with Fassi opened up so far for San Jorge and what will it open up in the future?

The collaboration with Fassi has allowed us to present and offer the customer complete projects in addition to the simple supply of trucks. In addition to the sale of new cranes, we are also starting to sell spare parts for used cranes imported from Europe.

## WHAT'S BEEN SAID



Simone Porta  
Export Sales  
of Fassi Gru S.p.A.

"The relationship with San Jorge started just over three years ago and has pleasantly surprised us. We were faced with a very well-structured company to which we immediately sold cranes from Fassi's most evolved range, including the F950RA.2.28, the F600RA and the F660RA, fitting installations that are quite sophisticated. The collaboration between Fassi and San Jorge continues, involving projects with both large and small machines."

# FASSI SVERIGE TO CONQUER THE MARKET

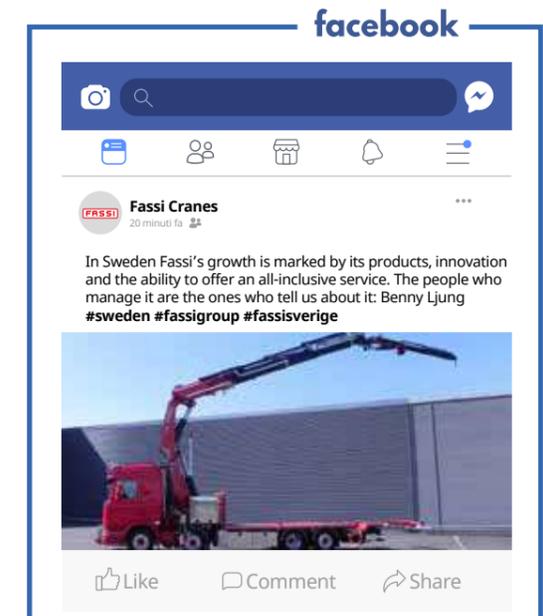


DEALER

We met up with Benny Ljung, manager of the Swedish company, who tells the behind the scenes story of growth that has led Fassi Sverige to sell more than 1000 cranes in ten years

**Fassi Sverige AB**  
Göta Älv Göteborg, Vänersborg, Arlööv

www.fassi.se



**Benny Ljung**  
CEO  
Fassi Sverige AB

On the one hand there is Fassi with its history and its product, on the other hand there is a “made in Sweden” organisation that has been able to build its own niche market. The mix has given rise to Fassi Sverige, a company active in Sweden since 1991 and which has been able to grow exponentially, especially in the last seven years. Fassi Sverige AB (as the name itself suggests) is the Fassi dealer for Sweden. Benny Ljung joined the company in 2011 and has been in charge of it since 2013.



#fassigroup #fassisverige #fassicrane  
#theartofcranes #premiumcranes

“When I arrived at Fassi Sverige,” he says, “our headquarters were in the south of Sweden and the market was not easy at all. Our competitors were big, and we had to roll up our sleeves to create new possibilities and opportunities.”

**The presence of a strong product such as the Fassi’s was an important starting point to which Fassi Sverige has applied the correct entrepreneurial approach: relocating the headquarters, expanding the company and providing new services to the customer.**

“We started by moving our

headquarters to Göta Älv in Gothenburg,” says Benny Ljung. “Over the years we have added an office in Malmö, about 250 km from Gothenburg, and another in Vänersborg in 2015, 70 km from Gothenburg”. The entire administration and sales department is managed at the Göta Älv site, which is also where the machines are assembled and there is a service department for the cranes. In Vänersborg, there is a production and assembly department for the bodywork, including systems for sandblasting and painting. In

Malmö, crane assembly and truck construction are carried out. Fassi Sverige also has complete servicing facilities for constructing cranes and trucks, but we also offer repairs and service on cranes and bodies made by other manufacturers.”

“Since 2012 we have decided to combine the sale of cranes with our own production and a complete truck assembly service. It is specifically this body building service that has allowed us to grow a lot in recent years.” This growth can be seen in the number of cranes sold: more than 1000 cranes in ten years, mostly medium and heavy-range cranes.

The reasons for this success are linked to the company’s ability to offer a service from A to Z.

**“Our great strength is our ability to sell a complete service to customers, from the initial offer to the construction of a made-to-measure product,”** Ljung emphasises.

The growth of Fassi Sverige will not cease, especially now when Fassi is a group with new brands and new

products. “For us Marrel represents a further possibility of growth,” he concludes. “We will bring Marrel hooklifts to northern Europe and this will be an important opportunity.”

### FASSI SVERIGE'S IMPORTANT NUMBERS

- 3 LOCATIONS IN THE TERRITORY
- 50 EMPLOYEES
- 35 SERVICE PARTNERS THROUGHOUT THE COUNTRY
- MORE THAN 1000 FASSI CRANES SOLD IN TEN YEARS



## STRENGTHS:

- 1 Tailor-made solutions
- 2 Cranes ranging from 1 to 215 tonnes
- 3 Possibility of customising products
- 4 After-sales service

# LIFTING TOMORROW

International Information Magazine of the **FASSI GROUP**



# 01 | may 2019

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