

# LIFTING

# TOMORROW

International Information Magazine of the **FASSI GROUP**

## New Fassi crane models

The new F345RB, the F375SE and the F30M.0 join the medium-duty range, the SE series and the light-duty range.

## Drive by Fassi

The technology resulting from the collaboration between Fassi Gru and Volvo Trucks is installed on trucks and cranes.

## Stories from around the world

Stories from Fassi dealers from throughout the five continents. From South America to Eastern Europe.



**IDENTITY and RENOVATION**  
always growing, always true to ourselves

**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



1\_Austria  
KOGLER KRANTECHNIK GMBH

2\_UK  
FASSI UK

3\_Greece  
ARSIS LTD

4\_Spain  
TRANSGRUAS

# Carrying forward the legacy



In writing this piece, one task was placed above all others, to be neither rhetorical nor congratulatory. That's not what Franco Fassi would have wanted, but also because, now more than ever, the only thing that words can do is to come together and take a few steps in the only possible direction: making a testament.

Making a testament means observing and remembering. In fact, we should never forget that in the period immediately after the Second World War, Fassi was a small workshop in Albino, a valley town in Northern Italy. At the time, it dealt with truck fittings and repairs. It was Franco Fassi who a few years later chose to move in a new direction. After having carefully studied his sector, observing the evolving landscape, he decided to change direction and focus on knuckleboom cranes.

He was a pioneer, courageous yet aware of the necessity of focusing on renewal and innovation. It was the beginning of the 1960s, but also the beginning of a new story for the company. Now, Fassi is a multinational group with a presence in more than 60 countries around the world, having invested heavily in global expansion; a leader in the world of lifting, recycling and forestry activities in a multi-sector, multi-market and multi-product industry.

It has been an extraordinary evolution, but one founded on the values and vision that Franco had passed to his company. The Fassi of today is the one that we all know, but its essential identity has always remained the same from the very beginning: "We have stayed true to our roots," Franco Fassi said during the celebrations for the fiftieth anniversary of the production of the first crane. "We have grown, we have always accepted new challenges, we have never stopped or compromised. At the same time, we have always been ourselves."

Now more than ever, it is our duty and responsibility to carry forward the legacy of our "Pioneer", to look beyond the horizon and continue with determination along the road marked out from the beginning. Witnesses of a prestigious history, heirs to a heritage of values that guide us to constantly surpass ourselves.

We leave you now to enjoy the pages of this new magazine, once again recalling the words of Franco Fassi, words which for us are an example of his passion and pioneering spirit. Whoever asked him which was the best crane that Fassi had ever produced always got the same answer: "I like the latest model, but the best crane is always the one we are yet to make," he would say.

# Featured



P.06

## The F345RB is launched on the market

The new model from the 33.2 tm lifting category is a winner for its versatility, compact size and contained weight.



P.20

## 100 years of Marrel

A state-of-the-art 1,400-square-metre building has been unveiled on the occasion of the French company's 100th anniversary.



P.26

## Cranab ever closer to its clients

The CEO of Cranab, Anders Strömngren, presents all the investments that the company has been carrying forward in 2020.



P.40

## Imer Chile takes Fassi higher and higher

Since 1998, Imer Chile has sold 2000 Fassi cranes in both Chile and Peru. 70 percent of these are for the mining sector.

- p.06 The new F345RB XE-dynamic is launched on the market
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# THE NEW F345RB, NOT JUST FOR THE CONSTRUCTION INDUSTRY

The new model, which belongs to the 33.2 tm lifting category, is versatile, compact and light, features that make it a winner.



#F345RB

# 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

The new Fassi F345RB belongs to the XE-dynamic series and is fitted with continuous slew ring rotation. Versions with between 2 and 8 booms are available, as well as all the jib combinations available for other Fassi models in the same category. **Its electro-hydraulic specifications are particularly extensive, including ADC (Automatic Dynamic Control), D850 digital hydraulic distributor bank (D900 available as an option), RCH/RCS radio control unit (V7RRC available as an option), FX500 control unit, 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).**

Of particular note is the new decagonal section for the extendible telescopic booms that, thanks to a reduction in thickness, allows for decreased weight compared to the hexagonal section used on other models. Thanks to this solution, which enables a better distribution of the forces between guide shoe and chassis beam, it has been possible to reduce the thickness of the latter, resulting in an approximate 15% reduction in weight. This new solution also allows maintenance to

be carried out on the guide shoes without dismantling the extension booms and the adjustment of the lateral guides.

Compared to previous models, improvements have been made to the weight/power ratio and capacity, improving the versatility of this crane, which is part of a category traditionally used primarily for handling building materials. The closing speed of the main and secondary arms has also been improved, making it even more efficient. Furthermore, compactness, reduced weight and versatility of use also make knuckleboom cranes ideal for a wide range of uses in sectors that may be considered as niche, but that consider this type of equipment an essential partner for the vehicles they are fitted to.

The nautical, fishing and railway sectors are just a couple of examples.



## F345RB.2.22

**Lifting Capacity: up to 33,8 tonne/m**

**Maximum hydraulic outreach: 26,55 m**

**Weight: 3.330 kg (.2)**

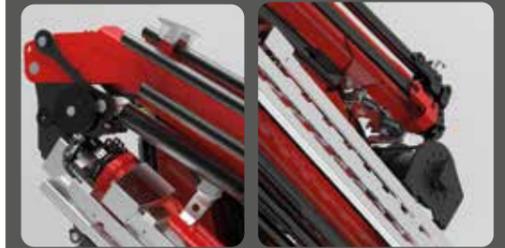
**Market sectors:**

- Construction
- Nautical
- Aquaculture
- Railway
- Transport

### Electronic/hydraulic equipment:

- FX500 control unit
- D850 digital hydraulic distributor bank
- RCH/RCS radio control unit
- ADC automatic dynamic control
- Flow sharing

For an easier use of the crane when equipped with winch and jib, pulley system that doesn't need to be removed during the transport phase and compatible with the ACF function (Automatic Crane Folding).



TWO POSSIBLE APPLICATIONS ACCORDING TO THE JIB TYPE:

- with the jib L21 the whole pulley system is permanent
- with the jib L32 the pulley at jib's tip has to be removed, while the rope can be left mounted

## 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

# F345RB.2 XE-dynamic



## SUPPLEMENTARY INTERNAL PIPING

Versions of the crane from .22 to .26 are also equipped with supplementary internal piping for pairing the crane tip with grabs and rotators. The supplementary flexible piping is integrated to and protected by the secondary arm boom unit. This special provision cannot be combined with the use of the winch or hydraulic extension.



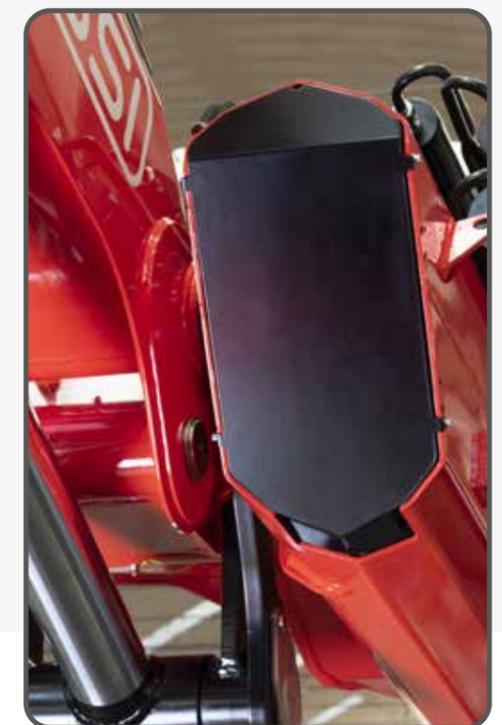
## TECHNICAL SPECIFICATIONS

VERSION	OUTREACH	LIFTING CAPACITY	WEIGHT
.222	8,10 m	33,14 tm	3.330 kg
.223	10,10 m	32,33 tm	3.470 kg
.224	12,10 m	31,92 tm	3.700 kg
.225	14,40 m	31,31 tm	3.890 kg
.226	16,55 m	30,90 tm	4.065 kg
.227	18,65 m	30,59 tm	4.195 kg
.228	20,85 m	29,98 tm	4.315 kg
RBC.2.24	10,50 m	32,02 tm	3.655 kg
RBC.2.25	12,80 m	31,92 tm	3.845 kg
RBC.2.26	15,20 m	31,71 tm	3.990 kg
.2.24/L323	19,90 m	31,92 tm	4.470 kg
.2.24/L324	21,80 m	31,92 tm	4.570 kg
.2.25/L213	22,55 m	31,31 tm	4.575 kg
.2.25/L214	24,40 m	31,31 tm	4.645 kg
.2.25/L323	22,10 m	31,31 tm	4.675 kg
.2.25/L324	24,00 m	31,31 tm	4.775 kg
.2.26/L213	24,65 m	30,90 tm	4.765 kg
.2.26/LB214	26,55 m	30,90 tm	4.835 kg
RBC.2.24/L323	18,30 m	32,02 tm	4.425 kg
RBC.2.24/L324	20,20 m	32,02 tm	4.524 kg



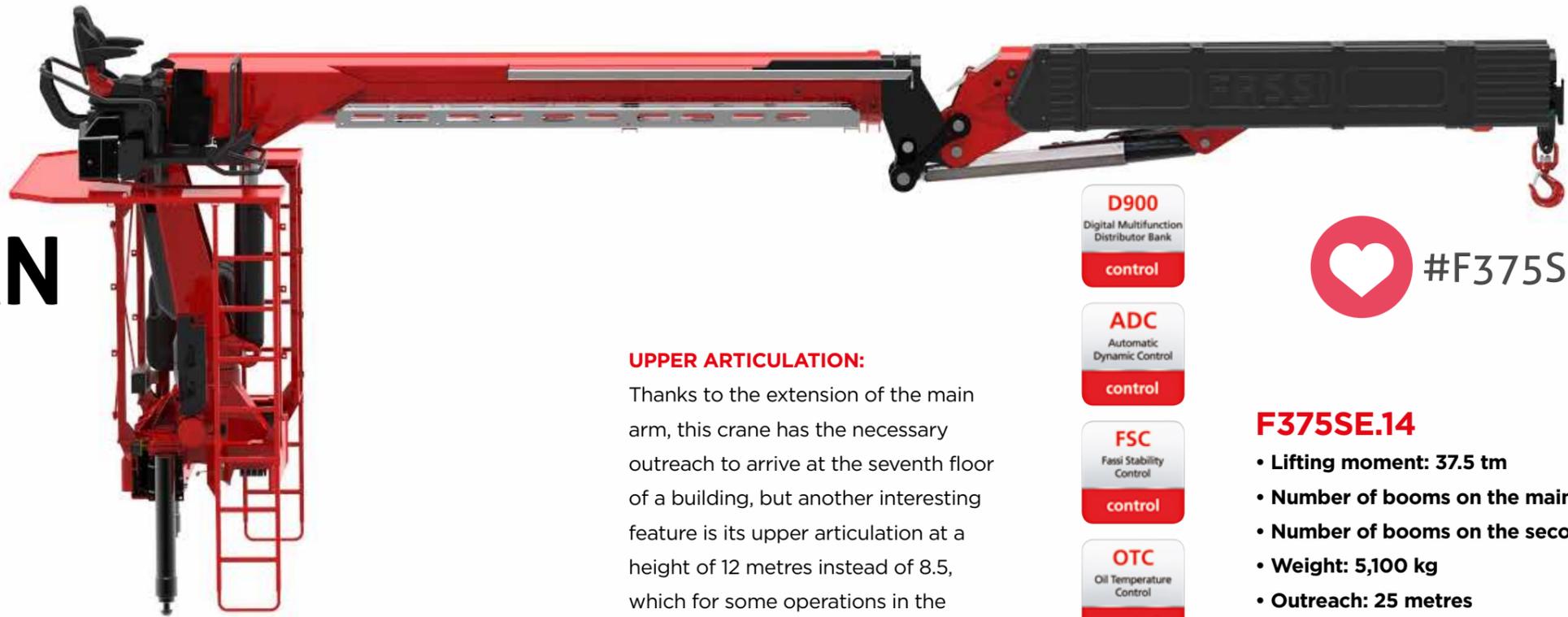
#liftingtomorrow  
#Fassicranes  
#F345RB  
#bestperformances  
#versatility  
#dynamic  
#madeinFassi  
#compact

THE CAREFULLY DESIGNED HOUSING ON THIS MODEL ALSO FACILITATES THE CLOSING OF THE UPPER PART OF THE SECONDARY ARM FOR IMPROVED PROTECTION OF THE ENDS OF THE BOOMS.



# THE F375SE COMES TO THE AMERICAN MARKET

The new crane in Fassi's SE series has a 16% improved load capacity and four booms on the secondary arm.



The new F375SE comes to the American market with many of the specifications of the F600SE and is being introduced as an innovation in its range. It is a machine able to lift higher loads, compared to the same models in the range and has an extension boom on the main arm as well as four booms on the secondary arm.



This allows the operator to extend the arms to a height of up to 25.6 metres. This is a great advantage for those working in handling plasterboard panels which, thanks to the F375SE and its 5000 kg weight, can be lifted up to the seventh floor of a building.



The most important new features of this machine are as follows:

### HYDRAULIC OUTREACH:

The new decagonal section of the arms has allowed for a reduction in weight of approximately 15%. The decagonal section has also been used to create the main arm with one boom, a true market innovation for this range.

### STABILISATION:

In order to reduce fitting costs, the F375SE is offered with internal stabiliser beam of 7790 mm compared to the 7170 on the F390SE, making it possible to avoid fitting a supplementary stabiliser in certain cases.

### UPPER ARTICULATION:

Thanks to the extension of the main arm, this crane has the necessary outreach to arrive at the seventh floor of a building, but another interesting feature is its upper articulation at a height of 12 metres instead of 8.5, which for some operations in the residential construction sector (2 floors) allows for heights and depths to be reached for the positioning of loads.

### COMMAND POSITION:

The new SE932 seat is principally characterised by its suspension system, which adjusts according to the operator's weight. Maintaining some characteristics, such as the reclining backrest (23°), it also allows the armrest to be adjusted downwards (23°), supporting the natural position of the arm towards the control levers.

### ELECTRONIC DOUBLE JOYSTICK:

The Electronic Double Joystick connected via CAN-bus to the FX-500 electronic system allows control of 3 functions: two via the joystick and the third via the proportional "roller" cursor. It interacts automatically with the crane's dynamic controls.

**D900**  
Digital Multifunction Distributor Bank  
control

**ADC**  
Automatic Dynamic Control  
control

**FSC**  
Fassi Stability Control  
control

**OTC**  
Oil Temperature Control  
control

**XF**  
Extra Fast  
performance

**FS**  
Flow Sharing  
performance

**MPES**  
Multi Power Extension System  
performance

**FX900**  
Fassi Electronic control  
control

**FX901**  
Touch Screen Display  
control

**IMC**  
Integral Machine Control  
control

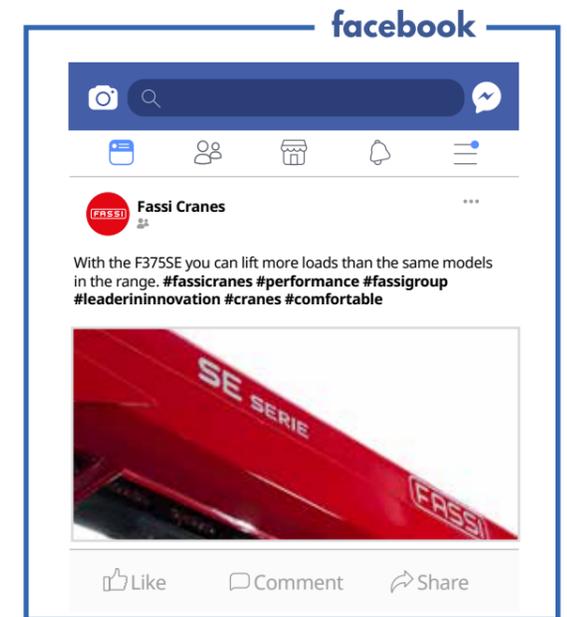
**UHSS**  
Ultra High Strength Steel  
strength

**V7 RRC**  
Radio Remote Control  
control



### F375SE.14

- Lifting moment: 37.5 tm
- Number of booms on the main arm: 1
- Number of booms on the secondary arm: 4
- Weight: 5,100 kg
- Outreach: 25 metres



- #Fassileaderininnovation
- #Fassicranes
- #madeinFassi
- #craneoperator
- #liftingtomorrow
- #comfortable #innovation

# THE NEW F30M.0 CRANE IS LIGHTER THAN EVER

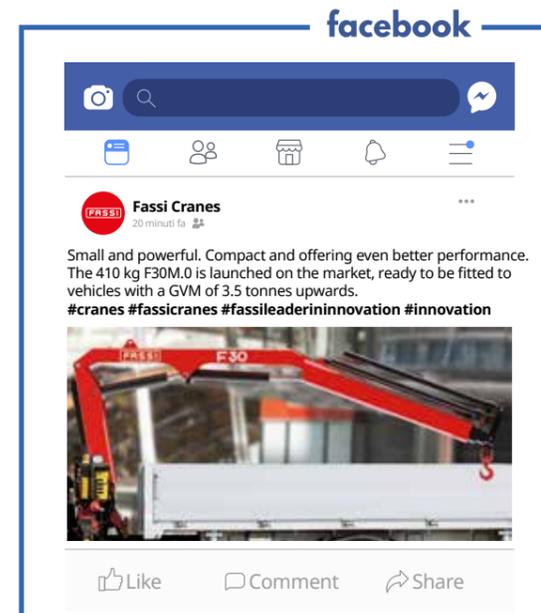
The evolution of the F30CY.0, in its two versions, is a winner for its compact size, reduced dimensions and lower weight.



The new F30M.0 is lighter and offers improved performance compared with the F30CY.0, which was the foundation for the design and creation of the new crane model in the Fassi light-duty range. It has inherited all the advantages of its older sibling in terms of compact size, maintaining the same level of performance despite a considerable reduction in the machine's weight. Weight was therefore the main criterion taken into consideration for the development of this model: thanks to the use of new materials, in combination with Fassi's expertise, an overall weight of 410 kg has been achieved for the 2-boom version and of 435 kg for the 3-boom version. The F30M.0 has been conceived mainly for vehicles with a GVM of 3.5 tonnes upwards, characterised by very compact cabins, where the weight of the crane plays a determining role.



#Fassileaderininnovation  
#Fassicranes  
#madeinFassi  
#craneoperator  
#liftingtomorrow



## F30M.0

### CAPACITY CLASS:

maximum moment 2.65 tm/26 kNm

### MAXIMUM LIFTING CAPACITY:

990 kg

### MAX. HYDRAULIC OUTREACH:

up to 6,45 m

### DIMENSIONS OF CRANE ON TRUCKBED:

from: w 1.6 m, l 0.55 m, h 1.5 m

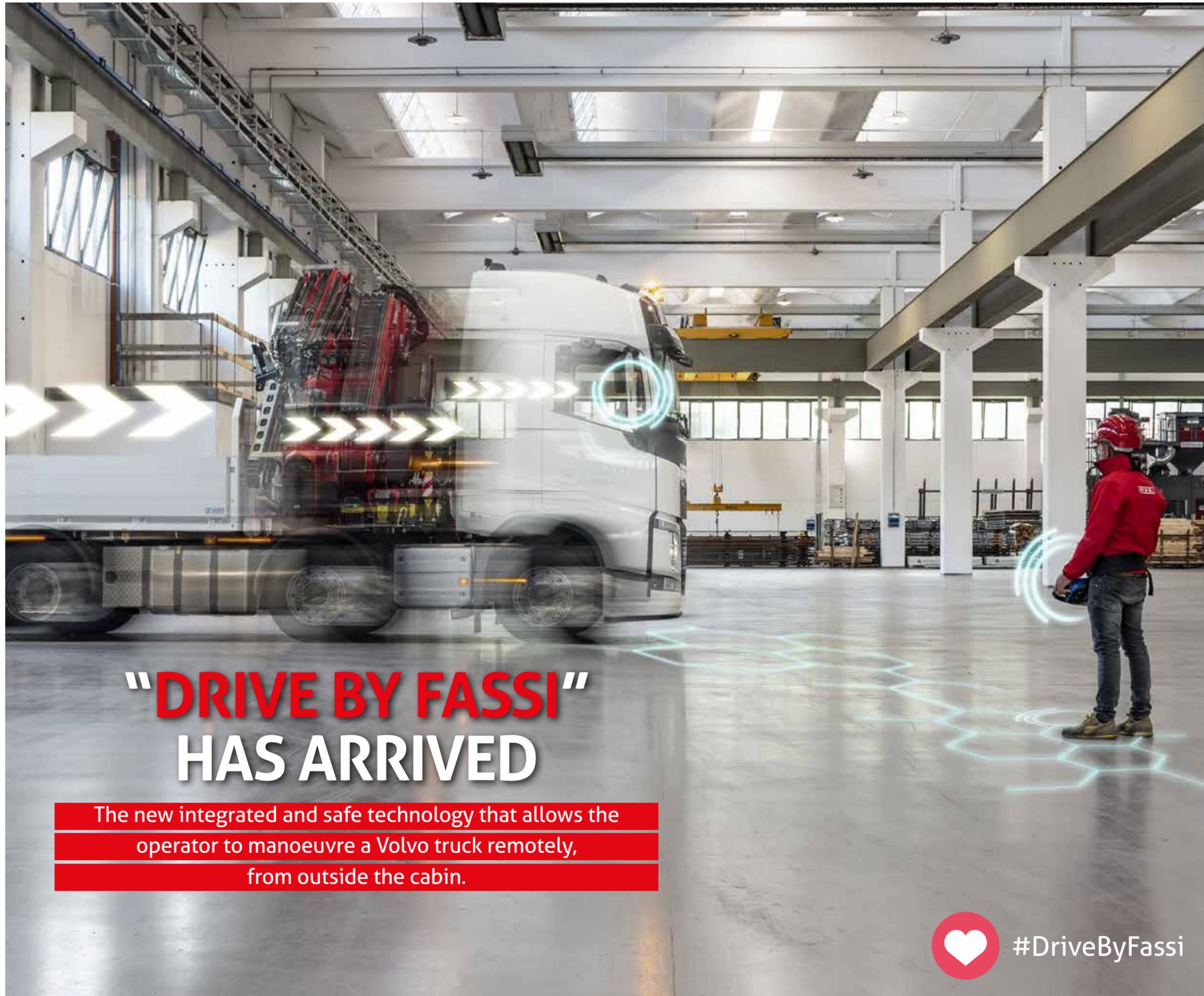
### HYDRAULIC EQUIPMENT:

walvoil monobloc hydraulic distributor bank - systems for immediate stop and pressure gauge

### CHARACTERISTICS:

active version (.0): 370° rotation with rack and pinion without linkage

VERSION	OUTREACH	LIFTING CAPACITY	WEIGHT
F30M.0.22	5,30 m	2,55 tm	410 Kg
F30M.0.23	6,45 m	2,45 tm	435 Kg



# “DRIVE BY FASSI” HAS ARRIVED

The new integrated and safe technology that allows the operator to manoeuvre a Volvo truck remotely, from outside the cabin.



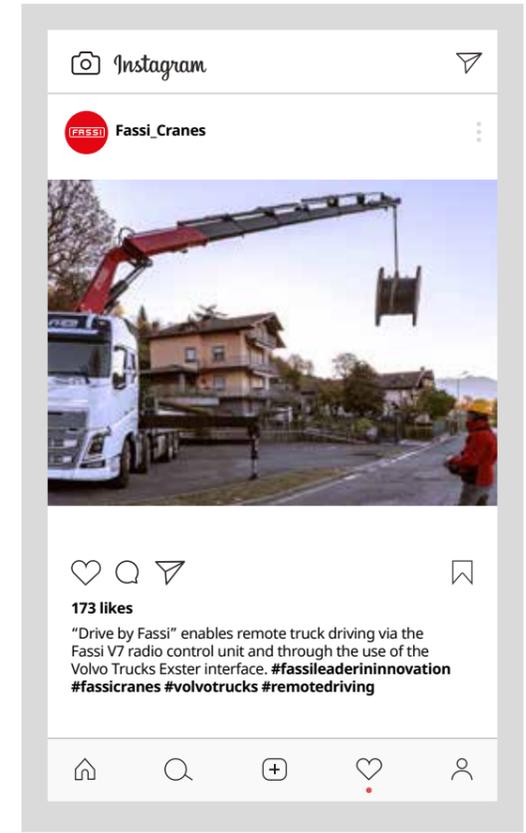
**A** Fassi V7 radio control unit, a Volvo truck and a steering wheel that turns on its own, without the help of an operator. This is because the operator is standing outside the truck, with a radio control unit in hand, and from there they are able to manoeuvre the truck at a maximum speed of 5 km/h. This is a form of automation and innovation that has become a reality thanks to the new “Drive by Fassi” system, the result of the collaboration between Fassi Gru and Volvo Trucks. Together with the Exster interface developed by the Swedish company, the “Drive by Fassi” technology has thus become part of an integrated, reliable and safe system. “Drive by Fassi” is the evolution of FX-Link, now offering not only the possibility to manage a number of vehicle functions from the crane radio control unit and to check the condition of the crane directly from the truck dashboard, but also permitting the operator to move the truck remotely, without having to be at the wheel.

This reliable technology has been designed by Fassi and Volvo Trucks to be integrated with the configuration of the crane and the truck during production and is therefore already “on-board” and



# Drive by FASSI

A Fassi V7 radio control unit, a Volvo truck and a steering wheel that turns on its own, without the help of an operator. This is because the operator is standing outside the truck, with a radio control unit in hand, and from there they are able to manoeuvre the truck at a maximum speed of 5 km/h.



tested on delivery to the dealer. "Drive by Fassi" is a form of technology engineered to be available and sold on the market without any intervention costs or post-delivery set-up, and without any surprises in the manufacturing times stated by the producers. It is a form of technology that enriches the potential of the truck-crane combination, designed for immediate and totally safe use by the operator during their work.

Four essential requirements are necessary for the application of "Drive by Fassi" technology: the FX-Link system, one of two electronic control systems - FX900/FX500 - installed on the crane, the V7 Fassi radio control unit, a Volvo Trucks vehicle from the FH or FM series fitted with the Exster (External Steering Remote Control) interface and assisted Volvo Dynamic Steering.



## TYPES OF USE:

"Drive by Fassi" combined with Exster by Volvo Trucks is ideal especially for all those situations in which it is necessary to frequently move the vehicle. One example is handling large pieces of machinery indoors, where manoeuvring the truck in tight and limited spaces is much easier to control from a viewpoint close to obstacles or spaces for manoeuvre, making interaction with the other people involved in the job much easier, without the communication problems arising from having to be inside the vehicle cabin.

With "Drive by Fassi", the vehicle can reach a top speed of 5 km/h, and in the event of danger, the vehicle has emergency stop buttons located on all sides. It is not available for use with either the crane or the stabilisers open. This mode of use for the vehicle is suitable for areas with limited access.

## REQUIREMENTS:

- FX-Link System
- FX500/FX900 Fassi Electronic Control
- Fassi V7 radio control unit
- Plus assisted Volvo Dynamic Steering

<b>FX-Link</b> Integrated crane-truck connectivity <b>control</b>	<b>V7RRC</b> Radio Remote Control <b>control</b>	<b>FX900</b> Fassi Electronic Control <b>control</b>
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\*Or FX500





# THE CURTAIN IS RAISED ON MARREL'S NEW HEADQUARTERS

A state-of-the-art 1,400-square-metre building has been opened on the occasion of the French company's 100th anniversary.

The 100th anniversary. Marrel has celebrated its first 100 years of history with a new “home” in Andrézieux-Bouthéon. It is a very modern 1400-square-metre building that brings together the company’s technical, research & development, commercial and administrative functions. This base is added to the 25-thousand-square-metre plant and the showroom.

The building was opened this September as part of the celebrations for the company’s centenary, in the presence of more than 550 guests, welcomed by Marrel’s president Roger Boutonnet, and the CEO Jérôme Semay.

The headquarters were designed in a manner that involved the employees in identifying everyone’s needs and creating an open and more stimulating environment. Marrel is currently the world leader in the hooklift and hydraulic cylinder sector, with 50% of sales coming from abroad and commercial presence in 46 countries around the world.



MARREL



## IN THE WORDS OF THE COMPANY



Jérôme Semay,  
CEO of Marrel

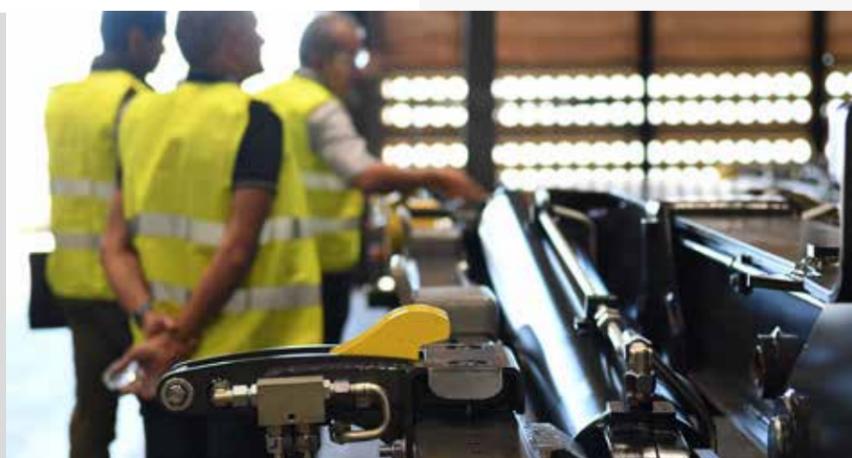
“The culture of innovation is part of the DNA of Marrel. Antoine Marrel, the co-founder, already had the idea of revolutionising transportation by inventing the hooklift system. Since then, the company has grown thanks to its endless desire to keep on innovating. Furthermore, the Ampliroll® hooklift represented an important step forward in the industrial bodywork industry in 1970. Now, hearing the Marrel brand or the Ampliroll® hooklift mentioned all around the world helps us realise how this inventiveness is our “X-factor”! So yes, I realise how vital it is for Marrel to continue to carry forward this spirit in our market. We work with this objective every day, providing ourselves with the means to take on the challenge.”

### THE FASSI-MARREL NETWORK IN FRANCE AND AROUND THE WORLD

- 50** dealers
- 70** assistance centres
- 10** staff dedicated to managing the sales network

### EXPORT

- 70** distributors
- 27** new importers since 2013
- Marrel products sold in **46** countries



“The alliance with the Fassi Group has opened up new commercial opportunities, and the new headquarters in Andrézieux-Bouthéon allows us to combine our forces, facilitating exchanges between research & development, quality, sales and production. All of this synergy that we are developing today is the key to Marrel’s success tomorrow!”



Roger Boutonnet,  
President of Marrel



# A NEW LOGO FOR MARREL



Marrel has not only renovated its headquarters. This process of renewal has started with communication, and the logo that represents the brand's identity. It has again been a united effort, involving the marketing and design offices and the sales team in order to identify the objectives and ideas above all.

*"The idea was not to forget the past, but to modernise our image," explains Céline Castaldo, head of Communication and Marketing for Marrel. "We therefore wanted to respect the company's identity. We have initially worked on the logo, headed notepaper, the company brochure, videos and on the layout of the showroom, and soon we will also be updating our website and all the rest of Marrel's documentation."*

With regards to the logo, Marrel has kept the black, yellow and grey colours. The company's own font has been created to represent the difference, durability and innovation of the brand, and the slogan "The strength of efficiency" has been added.



#marrel #inauguration  
 #100yearsold #amplirollgrue  
 #loadingequipment #skiploaders  
 #technology #Fassigroup  
 #centenarymarrel #ampliroll  
 #recycling

Instagram

Marrel

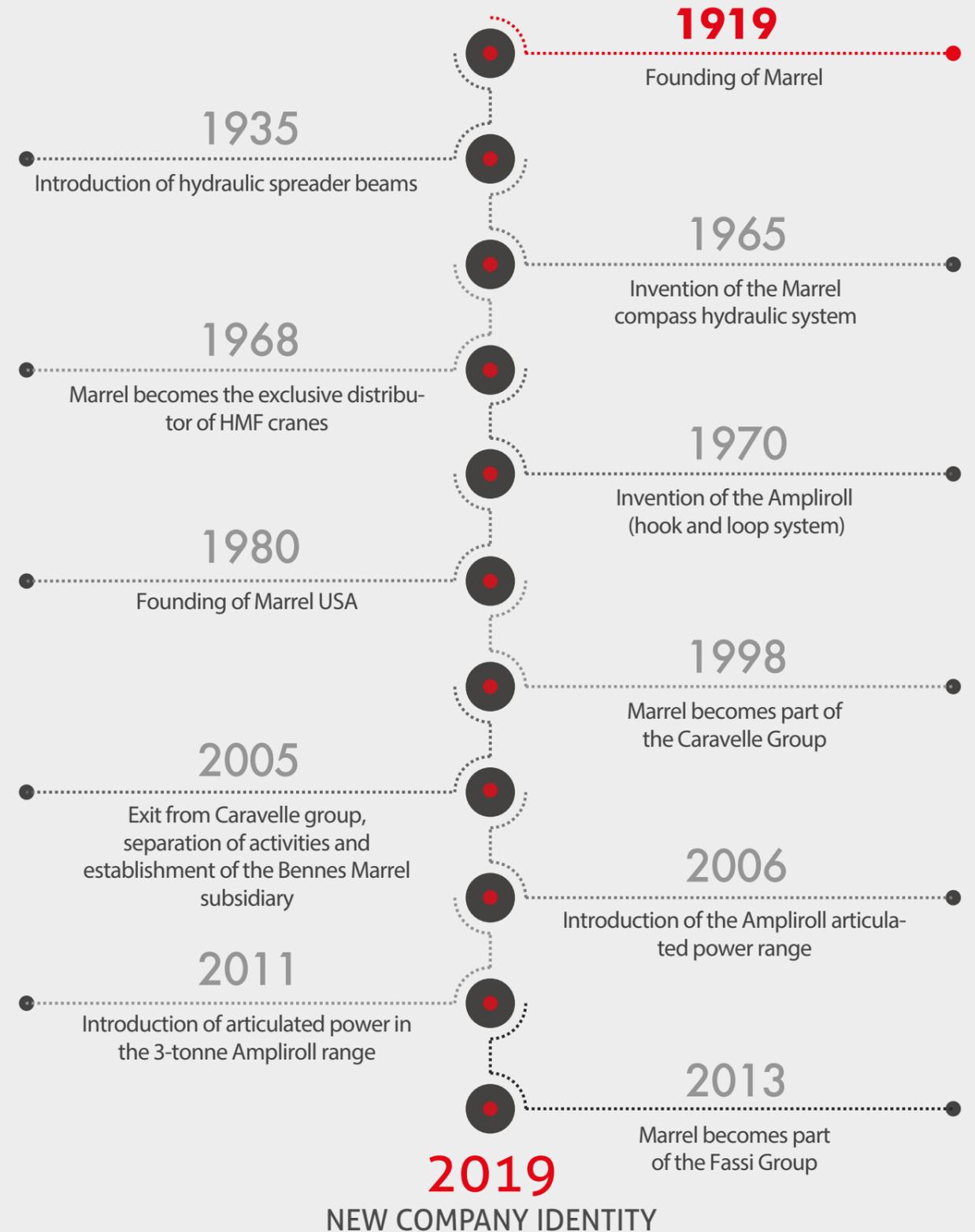


122 likes

Marrel's next one hundred years begin with its identity. New headquarters resulting from joint decisions and a logo that expresses both history and modernity.  
 #fassigroup #marrel #century #anniversary #centenary #marrelanniversary #history #future #newlogo #newheadquarters



## MILESTONES



# CRANAB AND ITS CLIENTS. EVER CLOSER

Cranab is present in 25 countries and, thanks to its dealers, the company has managed to construct an efficient and effective support network. Anders Strömgren, the CEO of the Swedish company, tells us how this has been achieved.



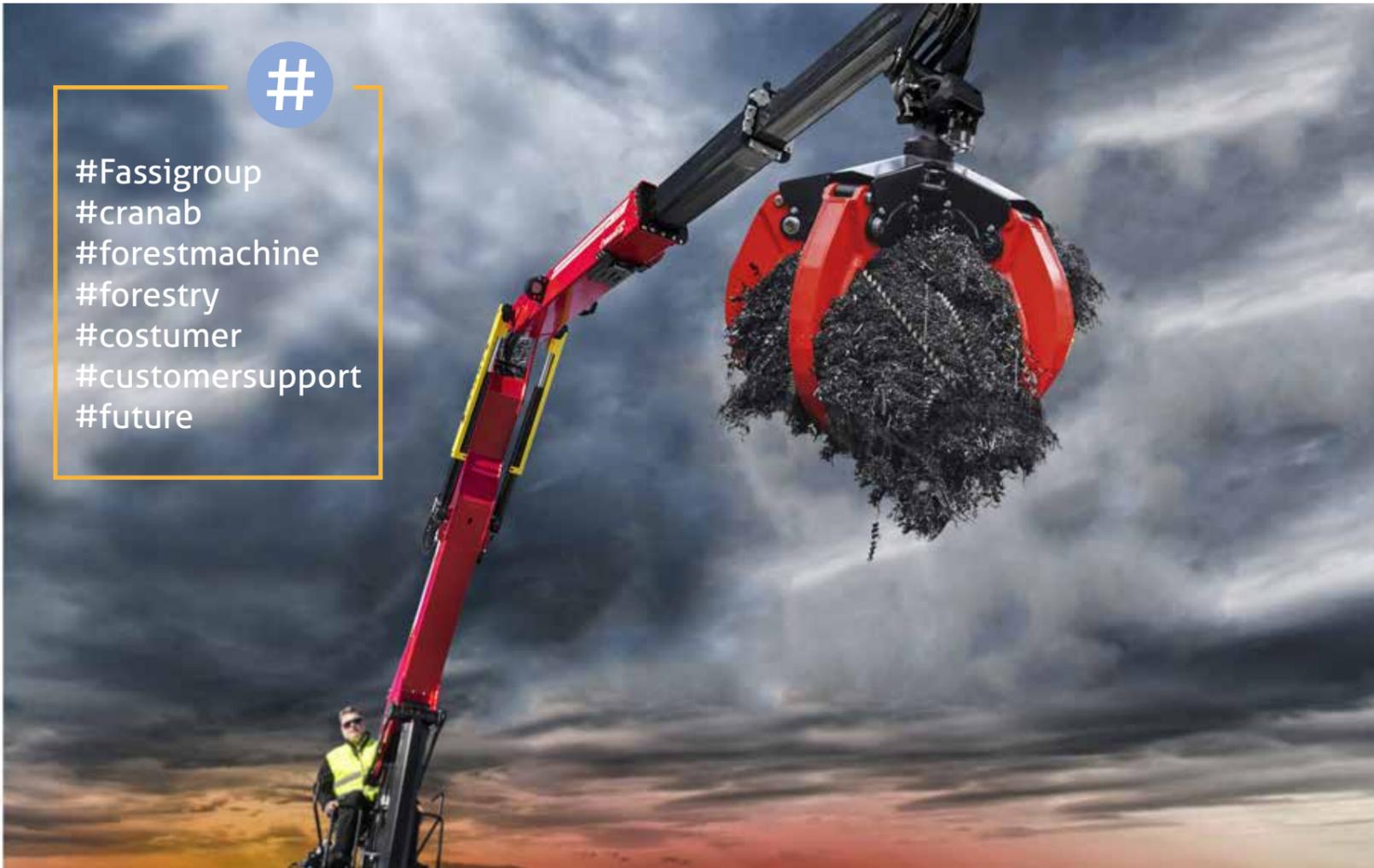
The value of clients and sustainability. These are the two pillars on which Cranab, with the collaboration of Fassi, has built its future and on which it develops increasingly innovative and high-performance products. "Intelligent" and ecological machines built according to client requirements. Clients who play a central role, the cornerstone of the entire company mission. In this interview, Anders Strömgren, the CEO of Cranab, explains and unravels the specifics and the service and support goals outlined by the Swedish company in order to always be by the side of its clients in 25 countries.



Anders Strömgren  
CEO Cranab



#Cranab



#

#Fassigroup  
 #cranab  
 #forestmachine  
 #forestry  
 #costumer  
 #customersupport  
 #future

**In what way is the client a central part of Cranab's daily operations?**

Thanks to Fassi, Cranab has begun to define its identity as a supplier of cranes for the global market. Focus on the client is an aspect that cannot be taught; it needs to be a part of the company's personality and spirit. This is the only way that we can successfully provide a service and offer the right solutions. Cranab has this spirit, and the fact that there are clients who come back to us is a confirmation of this. Our aim is to make the client feel a part of the Fassi and Cranab family.

**Although Cranab is a company based in the north of Sweden, the brand is**

**present and established throughout the world. How can this proximity to the client be created over distance?**

For a small organisation such as ours, it is always a challenge to be present in a global market. We are represented by our dealers in the various markets, and they are often the ones who help us with support for end users. I am convinced that this proximity is one of the keys to Cranab's success because it allows us to supply our clients with a product that will give them real benefits. Obviously, in Sweden it is easy for us to create direct contact with the client - it is so direct that there are no boundaries. It has been the case, for example, that some clients have come to my house,



even in the middle of the night, to get spare parts, and then stay for a coffee and a sandwich. They then go home, change the part and begin working again the next day.

**How is Cranab customer service structured?**

We use the network of services that our dealers have constructed worldwide. Our dealers use a tailor-made portal on our website where they can carry out searches by entering a particular serial number. They receive a list of spare parts in real time that reflects exactly how the crane was configured when it was first built. Our aim is to be able to provide a spare-parts warehouse on the dealers' premises, in order to quickly resolve urgent requests from end users.

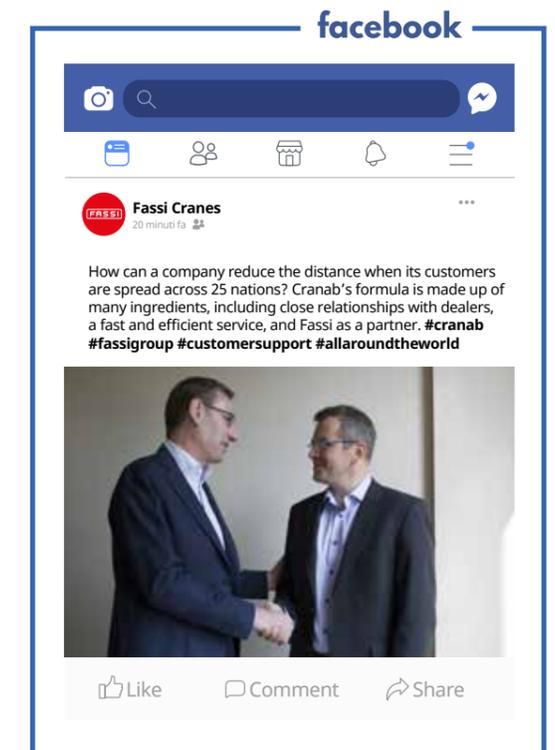
**How has your approach to client relations changed since Fassi acquired Cranab in 2017?**

Fassi is a fantastic company with a great client focus. Being able to share their knowledge of the world of cranes and the markets in which they are used is an incredible advantage for us. Being part of the Fassi family demonstrates that we have managed to establish ourselves as a reliable supplier. The journey that Cranab is taking together with Fassi is something that we are proud to be a part of.

**ANDERS STRÖMGREN** has been CEO of Cranab since March 2016. His training is linked to the forestry sector. From 1999 to 2016 he worked with forestry machinery manufactured by the John Deere group, principally in sales and marketing. He recently covered the role of Director General for sales in Europe. He is married with three children and his main passion is the forests and woods.



- **74%** in Sweden
- **26%** exported to **25** countries





**STRENGTHS OF ATN AERIAL PLATFORMS**

- Increased offset
- Increased lifting capacity
- Reduced volume through tail swing
- Increased safety and improved positioning thanks to stabilisers



ATN became part of the Fassi Group in 2018. The aim of the group is clear: to continue to expand in all sectors of lifting, particularly in standalone machines, i.e., not installed on a truck. ATN is the perfect partner in this sense, as it has been the market leader in the production of self-propelled aerial platforms for almost twenty years. Machines capable of reaching a height of 22.85 metres with loads of up to 230 kg. These are figures that reflect high-level performance which is the result of almost twenty years of history, packed with research and cutting-edge solutions. ATN was founded in 2000 in Tonneins in South-Western France between Bordeaux and Toulouse, and



the production and administration offices are now located just a few kilometres away in the town of Fauillet, in a 20,000-square-metre plant covering six hectares, which opened in 2013. The initial idea was to develop aerial platforms fitted with a vertical mast boom, known as PIAF. The founders had extensive experience with this solution as they were the ones who invented it. From the very beginning, the aim of the company was to design and manufacture small machines for use mainly in indoor spaces aimed at rental companies with a range including varying heights (currently up to 9.92 m and with a working

load capacity of 200 kg), mounted on either wheels or caterpillar tracks and driven first exclusively by electric motor and then later also by diesel motors. More recently, the range has been expanded with the introduction of models with articulated and pantograph arms up to 22.85 metres and capacities of up to 230 kg. Its motto has always been “Built to last”, and the ATN machines are in effect designed for long-term use, and even for intensive use, especially in the rental market.

- A RANGE OF 14 DIFFERENT PRODUCTS
- MORE THAN 3,500 AERIAL PLATFORMS SOLD TO DATE
- 90% OF SALES MADE TO HIRE COMPANIES
- SALES IN 44 COUNTRIES

- 2000 - ATN is founded
- 2009 - Production of aerial platforms between 12 and 16 metres in height begins
- 2011 - The creation of scissor-mechanism platforms for lifting heavy loads as well as the operators
- 2013 - Inauguration of the Fauillet plant
- 2015 - A new project on the spider bi-energy platform, followed by the articulated platform fitted with hydraulic stabilisers
- 2018 - Acquisition of ATN by CTELM, owned by the Fassi Group

# FASSI TAKES TO AERIAL PLATFORMS WITH



FASSI GROUP

The French company ATN has been a part of the Fassi Group since 2018. The past, present and future of the leading company in the production of self-propelled aerial platforms.

**In 2018 the Fassi Group acquired ATN**

The acquisition of ATN was completed at the end of July 2018 by the French holding company CTELM, owned by the Fassi Group, already the sole owner of Fassi France and Marrel, with Roger Boutonnet as president. ATN changed its name and became ATN Platforms. With this acquisition, the Fassi Group continued its expansion into all lifting sectors, particularly into the sector of standalone machines, that is, machines not installed on trucks.

**The future of ATN**

ATN has one goal for the future: to sell 500 platforms by 2020 and 1000 by 2021-2022. To this end, the company has worked especially hard on the organisational structure of the company. Gilles Cheval has been the director of ATN Platforms since May 2019. Trained as an engineer, his professional experience in industrial manufacturing and managing a profit centre became essential for successfully reaching the company objectives. Sales represents another important factor. This was the reason behind hiring Christophe Burel as Sales Director. His experience in international sales and his knowledge of the aerial platform market, following 6 years with Manitou, will be of great help in taking on this challenge.



- #ATN
- #fassi
- #Fassigroup
- #Fassigroup
- #manlift
- #platform
- #boomlift
- #articulate-dbooms

Photos  
 • Gilles Cheval, General Director of ATN Platforms with Roger Boutonnet, CEO of CTELM Group and Arnaud Thieulin, CFO of CTELM Group  
 • Giovanni FASSI, CEO of the FASSI Group, tests the Mygate 23, watched by the expert Julien

# THE PERFECT FITTING BY **GIF MODUL**

The Hungarian company has been collaborating with Fassi since 2004. The latest cranes purchased include the F1650RA

**GIF Modul Kft**  
Aszód, Falujárók útja 40, 2170 Ungheria



[www.gifmodul.hu](http://www.gifmodul.hu)



Since its founding in 2003, the company motto has always been to “create the perfect fitting”. In order to do so, GIF Modul Kft. has been relying on Fassi since 2004. The result is twofold: a collaboration that has continued since then which has reached the highest market position in Hungary for truck-mounted cranes. “Our company,” explained the managing director Imre Zoltán, “was founded in 2003 to design and construct trucks with special fittings. Our main aim has always been to create the perfect truck, which begins with setting out the details of the fitting, bearing the needs of our clients in mind”. The collaboration with Fassi began in 2004 when GIF Modul Kft. became the only Fassi dealer in the country. “It was a new chapter in the history of the company,” he continues. “In the first year we reached a wide-

ranging market share with Fassi that has increased over time. We are now the national leader in the truck-mounted crane market.”

Over the years, Marrel hooklifts and Cranab cranes for timber and recycling have been added to the company’s product range. GIF Modul Kft. currently manufactures its vehicles in a structure of almost 700-square-metres in Aszód, about 45 km from Budapest. The company will soon begin the construction of a new production site in Gödöllő, not far from Budapest, in order to increase its construction and service potential. The new site will operate in an area of almost 9,000 square metres, including a manufacturing and services hall of almost 1,200 square metres and a 400-square-metre modern office.

## NEW INDUSTRIAL SITE CURRENTLY UNDER CONSTRUCTION

Location: **Gödöllő**

An area of **9000 m<sup>2</sup>**

Production and service area of **1200 m<sup>2</sup>**

An office of **400 m<sup>2</sup>**

“OUR MAIN AIM HAS ALWAYS BEEN TO CREATE THE PERFECT TRUCK, WHICH BEGINS WITH SETTING OUT THE DETAILS OF THE FITTING, BEARING THE NEEDS OF OUR CLIENTS IN MIND”.



#Fassicranes #Fassigroup #hungary #fassidealer #fassiintheworld #liftingtomorrow



### CASE HISTORY

Gábor Konrád, owner of the Hungarian company of the same name, purchased its first Fassi crane even before GIF Modul Kft. was founded. It was the year 2000 and Fassi had only recently arrived in Hungary. Konrád had founded his business at the beginning of the 1990s, using the machines that remained after the end of the communist regime. 2001 saw the beginning of the modernisation of the machines in circulation, and the arrival of the first Fassi crane, an F600 fitted onto a Volvo, was the sign of a definitive change in direction. That crane still exists and has clocked almost 20,000 working hours without ever suffering any serious breakdowns. Over the years, Hungary has seen the arrival of a large and highly varied quantity of Fassi cranes, right up to the most recent F1650RA, purchased in December 2018. The aim was to have a truck of less than 32 tonnes in weight, with the highest lifting and arm capacities. This is because in Hungary trucks with an overall weight of more than 32 tonnes require a special permit in order to be taken onto the road.

The F1650RA in question was purchased

in the .28 version, with the L816 jib fitted. It was mounted on a MAN TGS 35.480 8x4H-BL truck. The fitting was completed with the addition of 3 mechanical extensions and a 3-tonne hydraulic hoist. An integrated auxiliary chassis was constructed, and two stabilising outriggers were fitted to the nose for improved capacity of the front and side areas in proximity to the cabin. The final overall weight of the truck was 31,420 kg, which corresponded to the requirements of the client. This fitting is used mainly in the building sector, for the maintenance of the national grid and in airports.



## STRENGTHS OF GIF MODUL KFT.

- 1 - A 100% Hungarian company
- 2 - It follows the project from the choice of the truck right through to delivery
- 3 - Twenty years’ experience in truck fittings
- 4 - Attention to after-sales support
- 5 - Top-quality repairs of all crane brands

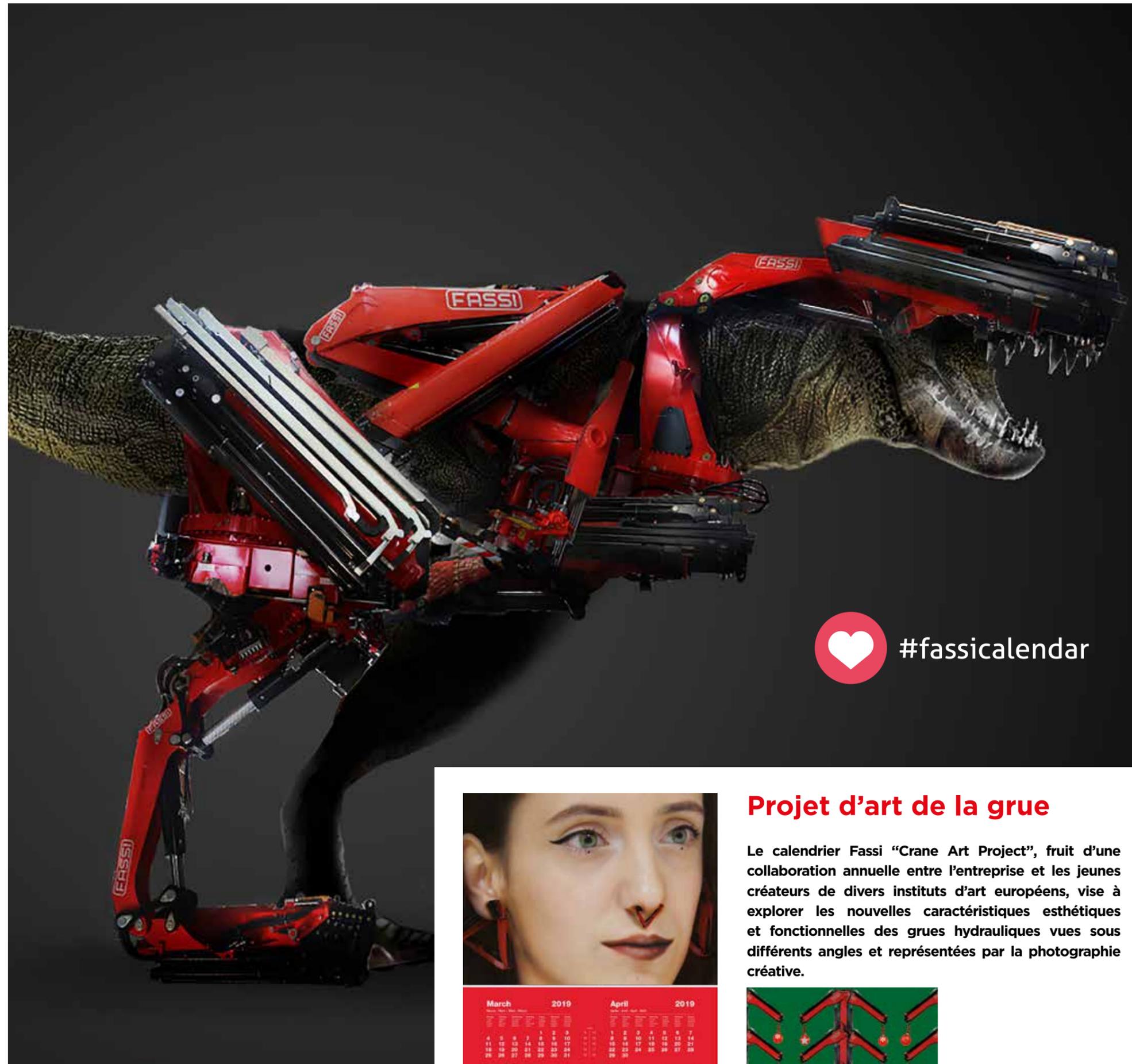
# THE ART AND CREATIVITY OF CRANES

The 2020 issue of Fassi's "Crane Art Project" involved youngsters from the Banská Bystrica Academy of Fine Arts-

Oscar Wilde once said that "No great artist ever sees things as they really are". It is thus that with a little imagination, a crane for lifting can become armour for dinosaurs or better still, a nose piercing or earring. A group of cranes can form the outline of a Christmas tree or the mouth of a dragon or become part of a choreography.

It is a range of different ideas, images and photographs united by the common goal of creating new and creative ways of seeing the "crane" as an object. This is a task that six young students from the Banská Bystrica Academy of Fine Arts in Slovakia have translated into beautiful photographs that will be making up the Fassi 2020 calendar.

The Banská Bystrica Academy of Fine Arts is an artistic institute founded more than 20 years ago in the fifth largest city in Slovakia, Banská Bystrica. It is located in a mountainous area characteristic of central Slovakia, in a city with a rich history of mining.



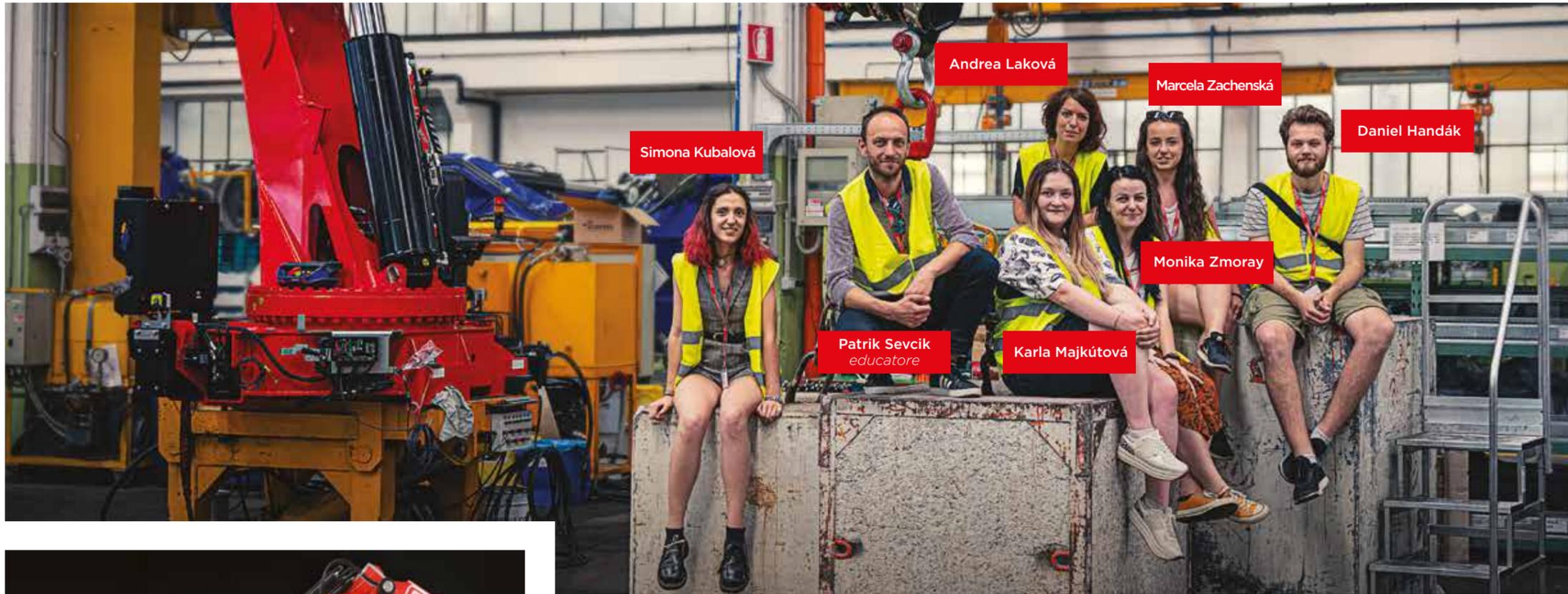
 #fassicalendar



## Projet d'art de la grue

Le calendrier Fassi "Crane Art Project", fruit d'une collaboration annuelle entre l'entreprise et les jeunes créateurs de divers instituts d'art européens, vise à explorer les nouvelles caractéristiques esthétiques et fonctionnelles des grues hydrauliques vues sous différents angles et représentées par la photographie créative.





#akademiaumenibb #fassi  
#Fassigroup #photography  
#art #artstudent  
#calendar2020 #craneart

**Marcela Zachenská** is 21 and has been studying photography at Banská Bystrica for two years. She studied advertising graphics in secondary school and has always loved photography. She is delighted to have the opportunity to study her passion.

**Monika Zmoray** is 28 and a student of graphics. In the past, she has studied Fine Arts at the Pedagogical School of Ružomberok. She is currently studying at the Banská Bystrica Academy of Fine Arts in Slovakia. She combines traditional techniques with experimentation. Her work has a conceptual character.

**Simona Kubalová** studied at the private secondary art school of Žilina in the field of advertising design. She is currently studying in the Graphics Department at the Banská Bystrica Academy of Fine Arts.

**Andrea Laková** is studying photography at the Banská Bystrica Academy of Fine

Arts. She also studied the subject in high school. She actively dedicates her time to photography: reportage, documentary photography and vernissage.

**Daniel Handák** has been surrounded by arts and crafts from a very early age, presenting him with many ways of expressing himself. As well as concentrating on the visual arts, he loves making music, and seeks new ways to combine these two fields. His ambitions are to continuously learn new things and develop interactive games or films that not only entertain, but which are capable of teaching us something new about ourselves and the world around us.

**Karla Majkútová** thought she would become a doctor, but she changed direction and now art is her great passion. She is always hungry for inspiration and new techniques in all fields of art. Karla welcomed the opportunity to take part in the Fassi project in order to show that strange ideas can also create unique results.

# IMER CHILE TAKES FASSI HIGHER AND HIGHER



DEALER

Since 1998, Imer Chile has sold 2000 Fassi cranes in both Chile and Peru. 70 percent of these are for the mining sector



#Fassicranes  
 #Fassigroup  
 #imerchile  
 #imerperu  
 #togetherwegrow  
 #Fassiintheworld

## Imer Chile SA

Headquarter: Colina, Santiago del Chile  
 Branches: Antofagasta, Santiago, Concepción e Puerto Montt

### PERU

Main office: Lima Megacentro Lurín  
 Branch: Megacentro Arequipa



www.imerchile.cl

The story of Imer Chile SA is written on the face and in the worlds of its founder, Sr. Claudio Muñoz Valenzuela. It is a cheerful face, at times showing nostalgia when he looks back, and at the same time open to new challenges when he looks to the future. His words often include terms such as “trust” and “growth”. Sr. Muñoz talks about Imer, and to do so looks back 20 years, to 1998, when he came across Fassi cranes, which were already gaining fame worldwide, while leafing through a specialist magazine. “Until a few months earlier, it was our competitor,” he remembers. Imer was looking for a new supplier and was looking for the best. The choice was Fassi. All it took was a telephone call with Luigi Porta, foreign sales manager to get things moving. The result is a story that has been going on for two decades and continues in the wake of the 2000 Fassi cranes that have been sold in both Chile and Peru.



Sir Claudio Muñoz Valenzuela  
 Founder of Imer Chile SA

**Imer has been a Fassi distributor for more than 20 years... How and when did the relationship with Fassi begin?**

It began in 1998. Before that we imported cranes from Sweden. Initially they were used cranes, and then later on, new models. When the collaboration with the Swedish manufacturer came to an end in 1997, I started looking for a new brand. I knew of Fassi, and when I came across a article dedicated to them in a specialist magazine, I decided to call the company. I spoke with the then-commercial director, and that was the beginning of our role as Fassi distributors for Chile.

**Which were the first Fassi cranes sold in your area?**

The first Fassi cranes imported and then sold were the F170, the F190 and the F210. Since then we have sold approximately 2000.

**What are the strengths of Imer Chile as a company that have allowed it to establish itself in the market over the last 20 years?**

When we began our activity, we managed to gain our significant portion of the market because we imported cranes that we then held in stock, allowing for immediate delivery. This is something that our competitors didn't do. Over the years, we have grown thanks to the economic boom experienced in the country, but mostly due to our being a solid family-run company that has developed an after-sales service that is founded on a client-centred focus. Obviously, the fact that we are present on the market with a brand like Fassi has helped us to gain a certain level of prestige.

# IMER CHILE



**Foundation**



**It became a Fassi dealer**



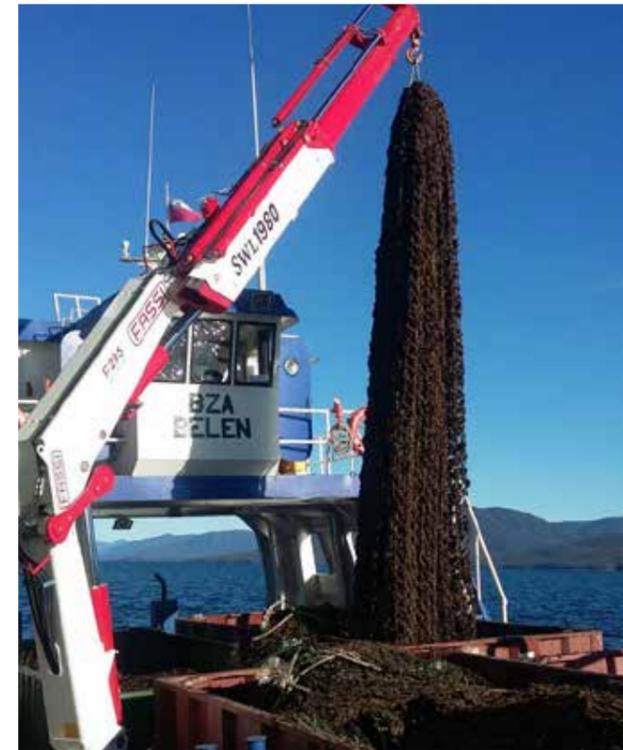
**Expansion in Peru**

**Chile is the number-one producer of copper in the world, so mines are a very important resource. How much of your activity is connected to the mining industry?**

70 percent of our cranes have been sold to the mining sector. Thanks to Fassi, we have created a wide range of made-to-measure solutions to respond to the requirements of this sector, and crane configurations have been produced which respond to the requested safety criteria. This customisation and research has therefore led to the development of specific products for Chile that have then found application in other markets. We have served as pioneers, and this has strengthened our relationship of trust and exchange with Fassi. As the mining sector is very demanding, the many innovations introduced to the machines by the company have served to reinforce the relationship between Fassi and the companies operating in this market sector.

**Which sectors cover the remaining 30% of the market?**

The other sectors are fishing,



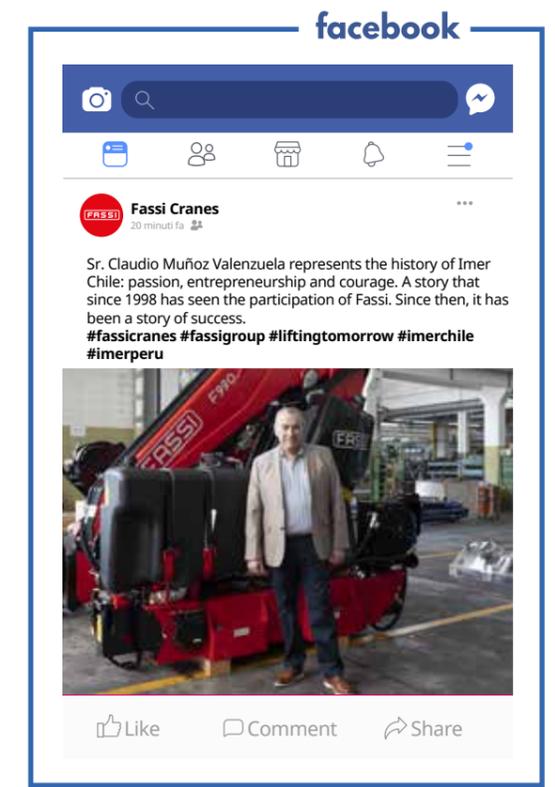
construction and transport. With regards to fishing, we supply cranes to the marine sector mostly for salmon fishing, which takes place in the south of the country.

**Now Imer is a leading company in Peru as well as Chile. How and when did you decide to widen your range of action?**

We opened to Peru about ten years ago. Over the years, Chile has grown a lot from an economic point of view, and as they have gained wealth, many companies have begun to invest in bordering countries such as Peru. Fassi had no importer in that country, and so we decided to invest and widen our market, opening a branch in Peru. We currently have headquarters and a second branch there.

**As well as Fassi, you now import other products, Marrel above all...**

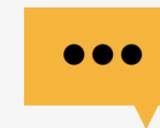
Exactly, and we have quickly become the leaders in our home market for hooklifts, and third worldwide for Marrel.



## STRENGTHS:



- 1 Customisation of Fassi products
- 2 Client support
- 3 Presence in the territory
- 4 Investment in training



## IN THE WORDS OF...

**Simone Porta**  
Export Sales di Fassi Gru S.p.A

“Over the years a strong bond of trust has developed between Fassi and Imer Chile, characterised above all by cooperation in many areas, from a commercial, technical and product point of view. We share strategies,

and together we present the market with a truly unique product, designed for specific requirements. The merit for this goes above all to Imer, which has invested in training and in a strong and efficient client support service”.

# HIDRAVLIK SERVIS BRINGS FASSI CRANES TO SLOVENIA AND CROATIA

Since 2002, Hidravlik Servis has sold approximately 800 Fassi cranes, and further expansion is forecast for the future.



#HidravlikServis

Every year since 2002, an average of 50 Fassi cranes have made the trip from Italy to Slovenia and Croatia. This is all due to the collaboration set up just under twenty years ago between Fassi and Hidravlik Servis, a Slovenian company operating on the market since 2001. In 2008 it became the Fassi distributor for Croatia. Since the first F80A sold in 2002 to a construction company, Hidravlik Servis has taken cranes from Fassi's various ranges to diverse sectors, from construction to transportation and recycling.

"We launched our company in 2001 with the aim of offering something new in terms of products and cranes," explains Damijan Černja, the company director. "We wanted a quality supplier and we discovered Fassi. We haven't looked back since. In 2007 we moved to new headquarters with a bigger workshop, thus increasing our capacity."

Currently, Hidravlik Servis has a 500-square-metre workshop in the Postojna branch where work can be carried out on 6 or 7 trucks simultaneously. Soon, an additional space of 700 square metres will open, providing a working area for another 8-9 trucks.

Since 2008, Hidravlik Servis has also been a Fassi distributor for Croatia. "We have widened our market," he says, "and we are currently looking to expand further. We are working on the new workshop, which will allow us to supply even more Fassi cranes to both of our markets".

## THE F1650RA CLIMBS TO THE ROOFS OF SLOVENIA

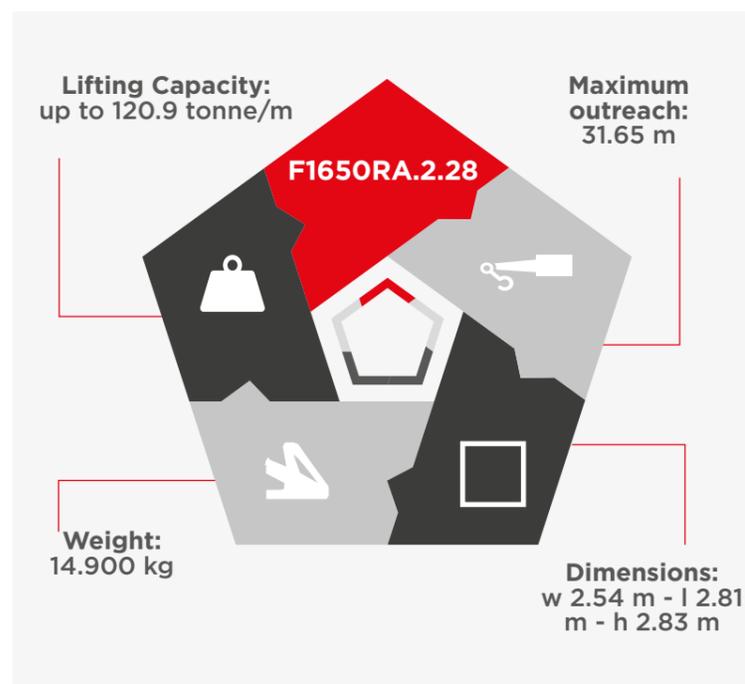
From the first F80A to the F1650RA (one of the largest models in the Fassi range), almost twenty years of history and collaboration have passed between the two, with approximately 800 Fassi cranes sold in Slovenia. The F1650RA.2.28 with a L816 jib was sold to Šušteršič, a company that specialises in covering and plastering roofs. Hidravlik Servis created a tailor-made installation, mounting the crane on the back of the truck, with stabilisers on all four sides, that extend to the rear and the sides of the chassis. The body was made from light anodised aluminium panels which are 600 mm in height and have edges of stainless steel to prevent corrosion.

*"The customer wanted a high-performance crane capable of reaching the highest roofs," explained Damijan Černjač. "They also wanted the crane to be mounted on the back of the truck in order to be able to get as close as possible to the building. We worked very closely with the client, and this allowed us to supply the best possible product. We already have a new project under way with them, a truck with an interchangeable platform and an F545RA crane."*

THE F1650RA.2.28 WITH A L816 JIB WAS SOLD TO ŠUŠTERŠIČ, A COMPANY THAT SPECIALISES IN COVERING AND PLASTERING ROOFS

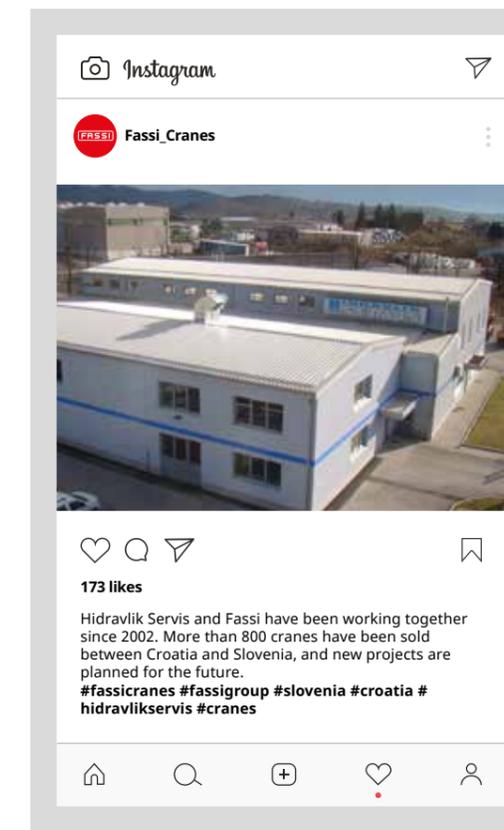


## SPECIFICATIONS OF THE FASSI F1650RA.2.28 WITH L816 JIB



### Hidravlik Servis' STRENGTHS

- After-sales service and support
- Experience in crane fitting and maintenance
- 1200 m2 of workshop space



# LIFTING TOMORROW

International Information Magazine of the **FASSI GROUP**



# 02 | January 2020

 [Fassigroup.com](http://Fassigroup.com)

**WELCOME TO  
CONEXPO 2020**

Las Vegas



March 10 to 14