

LIFTING TOMORROW

International Information Magazine of the **FASSI GROUP**

The new Carmo metalworks

The president of the Fassi Group, Giovanni Fassi, speaks about the innovations, goals and results of this significant investment

WePlanet

Fassi has associated with the start-up WePlanet as part of its commitment to environmental sustainability

Crane stories from around the world

Accounts, stories, words and images from Fassi dealers and clients in the United States and Poland

SUSTAINABILITY AND RESPONSIBILITY

Fassi Group's commitment to the environment

FASSI



Share your photos of Fassi cranes at work with us



Fassi cranes operate worldwide in new and diverse sectors and locations. Their stories speak through the images sent by dealers and clients spread over five continents and posted over several months on Instagram. In this section, we have chosen and shared the posts (with the five Fassi hashtags) that have received the most likes in the period from January to April 2021.



#fassigruppa
Fassi Russia
76 like



#fassicranes
Arsis Ltd Greece
203 like



#fassicrane
Schlang.reichert
1113 like



#fassigruppa
Fassi Sverige
175 Like



#fassicrane
Jonas Z
640 like



The new portal fassigroup.com is launched

Digital is not virtual. What is virtual simulates reality, while digital is a part of reality. Now, more than ever, the presence of a brand in the context of the digital experience is a strategic, decisive and essential factor in the construction of a significant and clear market position.

This is why we are dedicating this editorial to the presentation of the project of the new official FASSIGROUP.COM portal, which plays a perfect part in further increasing the strength and the identity of the FASSI GROUP brand through the potential of digital channels.

It is an important project, one that has seen us heavily committed over recent months to defining and developing all aspects of the website: from content architecture to technology, from user experience strategies to graphic design. Many people have worked on the project, with the contribution of a wide-ranging team and the involvement of all the brands. We want to boost the group further with a new tool, full of potential and able to communicate the fundamental elements of our identity loud and clear to a broad international audience. This audience brings together all the stakeholders from our distribution and sales network, all of our human resources, our current clients and, we hope, our prospective customers too.

The new portal has three main objectives: to increase our recognition and popularity as a group; to develop new opportunities by presenting the varied portfolio of solutions that the entire group can offer the market; and to develop a sense of belonging and sharing between all the group's members and companies. It is an ambitious challenge that demands commitment and will require a constant supply of new content, new ideas and solutions in order to enrich this project over time.

Quality content can create a solid group narrative that is able to go well beyond simple commercial and product aspects, to touch on issues that are important for us, such as innovation, sustainability and safety. There will be lots of news, in-depth articles, case studies and soon, we hope, a full calendar of events concerning the presence of our brands at international fairs.

We are at the beginning of a new and important journey that involves us all. Let the journey begin!



The world of Fassi

presented through social networks



From the magazine to Instagram, from the physical to the digital world, the cranes and stories of the Fassi Group appear through five hashtags, and the most popular picture for each one.

Every issue of our Lifting Tomorrow magazine presents stories of cranes in action all over the world. These are stories involving different sectors and cranes created for specific objectives and are the most tangible and authentic representation of the passion and work of the entire group.

Each story is made up of characters and words, but above all of photos taken during lifting and handling operations, or pictures that simply show the delivery of a newly purchased crane.

Leaving the pages of this magazine and entering the world of social networks, above all Instagram, the images multiply. Dealers and customers become spokespeople and ambassadors for Fassi cranes. The numbers are constantly growing.

Through posts, hashtags and “live” presentations, operators tell and share their stories, shortening the physical distances between one country and another and sharing values, passions and experiences.

This is why Fassi wants to reward the people worldwide who experience our brands and have decided to tell their stories, dedicating this space to the most popular posts and images.

The space dedicated to this window onto the world of Instagram will be on the second page of the Lifting Tomorrow magazine and will become the portal between the physical and digital worlds.

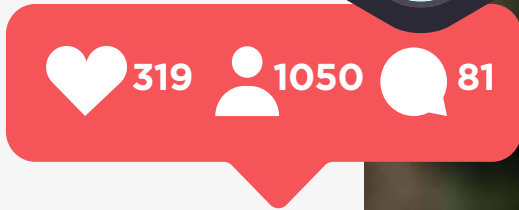
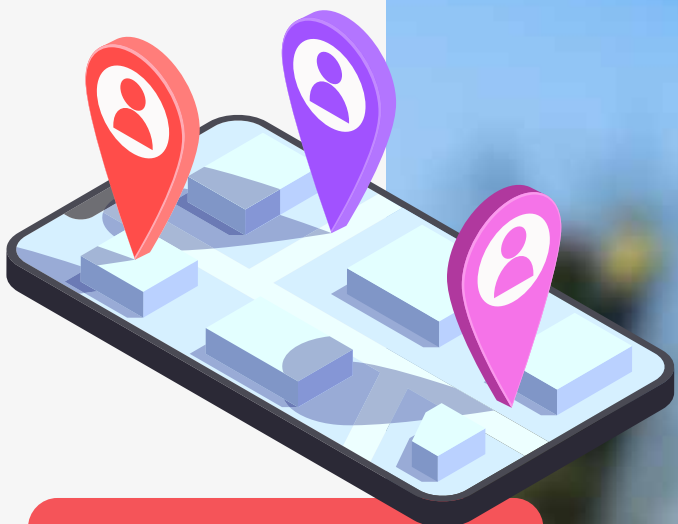
Here, we will be publishing the five posts that have received the highest number of likes and interactions over the four months leading up to the publication of the magazine and that have used the official Fassi Group hashtags: #fassigroup, #fassicranes, #fassicrane, #fassigr, and #fassifriday.



The hashtags



#fassigroup
#fassicranes
#fassicrane
#fassigr
#fassifriday



Featured



P. 08

New Fassi models

Over the course of 2021, Fassi will present ten new models from the various ranges to the market



P. 32

The lifting power of Cranab

Precision, performance and safety are the main features of Cranab cranes for lifting and handling



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Ampliroll® is fitted to an electric truck

The French debut of the first electric truck fitted with a Marrel hooklift



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Fassi grows in Poland

Over the last ten years, Hewea, the importer for Fassi in Poland, has set the standard in a wide range of sectors

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FASSI



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For Fassi, 2021 is the year of looking forward, even in a challenging period that, through the pandemic, has affected the entire world. Despite the difficult international situation, **Fassi has never reduced its own production, and from a design point of view has actually increased its work.**

Just one number confirms the challenges faced in terms of the new machines designed and produced in recent months: **the 10 models to be released onto the market over the course of the year.** These are models that will be complete and extend a number of ranges, offering the market ideas and solutions that anticipate and interpret various needs, often stimulated by the demands of the clients themselves.

The new models include cranes in the 17-30 tonne/metre range in the medium-duty category, which is now more than ever unrivalled in its extensiveness; a model for a new series of single-arm cranes dedicated to non-EU countries, and two new models for the Z range.

TEN OUT OF TEN FOR FASSI IN 2021

Over the upcoming months, Fassi will be presenting a range of new models from the various ranges to the market, unveiling revolutionary innovations.



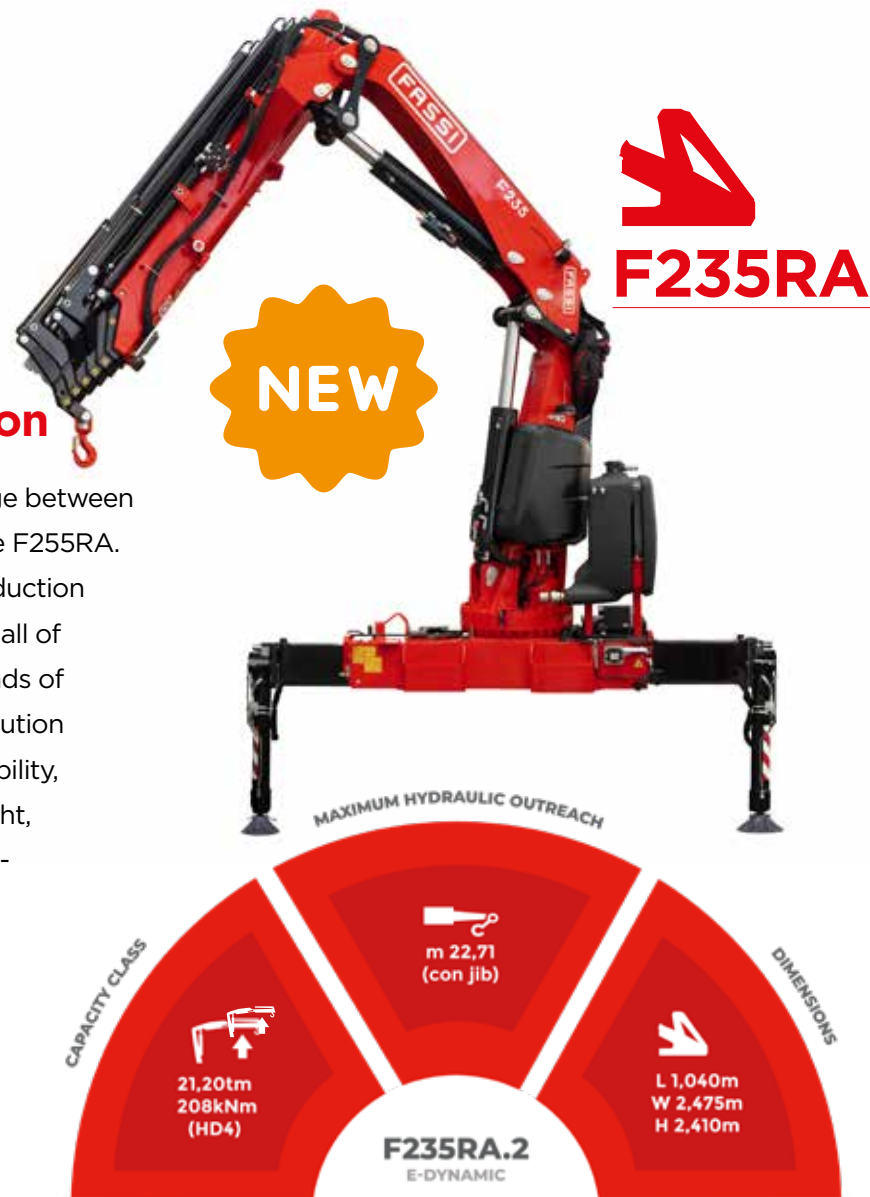
#Fassicranes



MEDIUM CRANES

New models with continuous rotation

Two models complete the medium range between 20 t/m and 30 t/m: the F235RA and the F255RA. An extension of the offer with the introduction of continuous rotation on turntables on all of them. A specific response to the demands of the construction industry, where this solution will ensure greater versatility and operability, thanks also to its reduced size and weight, which will allow it to be installed on two-axle industrial vehicles. The new models will join those already in the catalogue equipped with rack and pinion rotation, and will be offered in the xe-d versions. Will be offered in xe-dynamic versions. "In this case it is a question of completing 4 models of 21 and 30 T/m, each with different solutions - explains Rossano Ceresoli, Research and Development Director of Fassi Gru Spa -. A few years ago we came up with the idea of offering a double proposal with or without connecting rods, with continuous rotation or with rack and pinion, so that the customer can configure the crane as he sees fit".



New models with decagonal booms

The F315B and F315RB models with telescopic and decagonal booms will be added to the F345.



MEDIUM CRANES

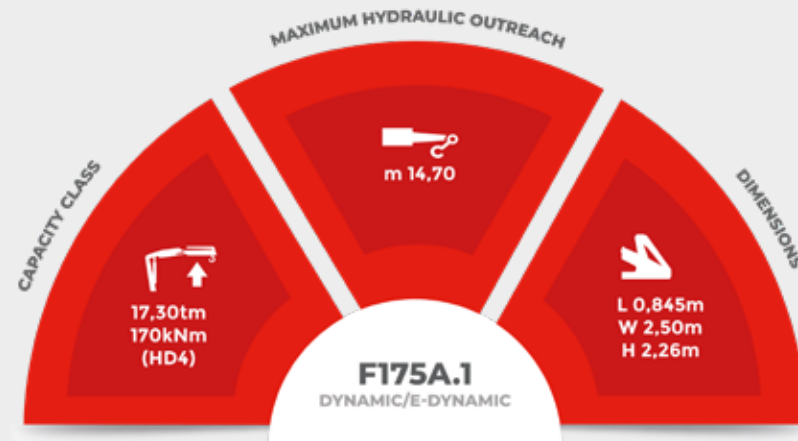
New models with single linkage

There are also three new models for the 17 t/m and 19 t/m range: the F175A.1, the F185A.1 and the F195A.1. They have been designed in response to specific demands from a number of European markets, above all for material handling in the construction sector. These cranes are also part of a plan to extend the range and to reduce model size, thereby increasing compactness. These models will be fitted with single linkage and will have a number of special optional accessories such as supplementary internal piping and a new command layout.

“The new models are mainly for the world of material recycling and have been created to respond to demands from this sector,” emphasises Rossano Ceresoli, Director of Research and Development for Fassi Gru S.p.A. “These cranes have a hydraulic accessory on the boom tip and useful solutions for it, with hoses contained in a protected area in order to reduce volume. A particularly compact construction was requested in this case. Compared with other models on the market, this is much more compact.”



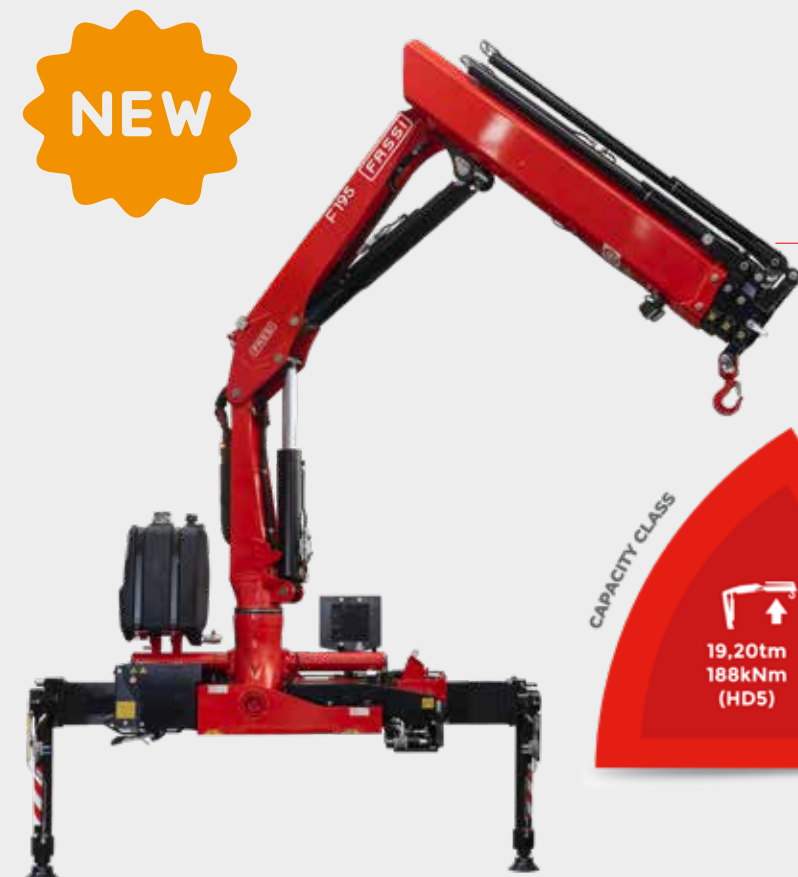
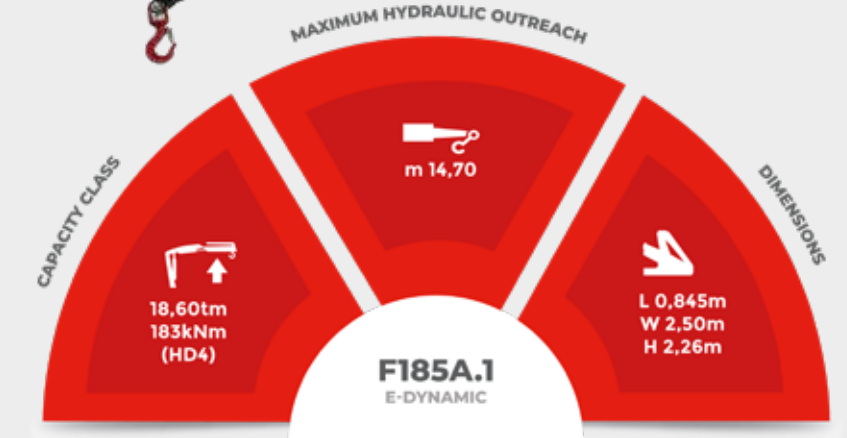
F175A.1



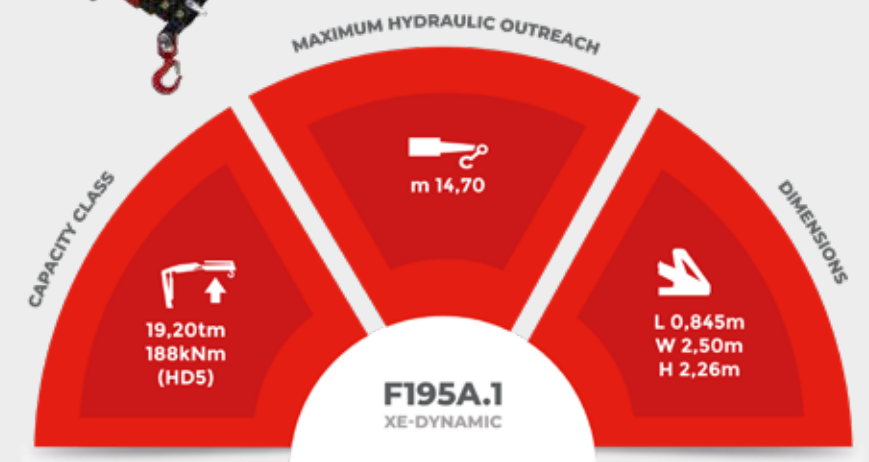
- Compact
- Multiple accessories
- Versatile
- Reduced weight
- Single linkage
- New ergonomic command layout



F185A.1



F195A.1



MEDIUM CRANES Z Series

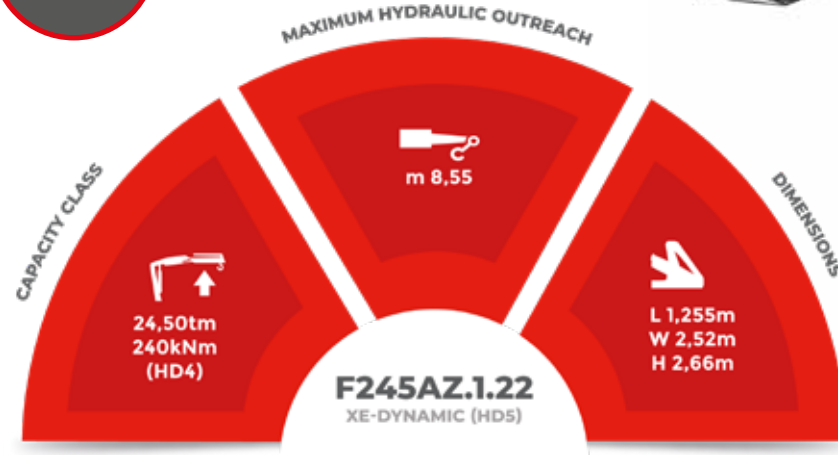
Two new models will be joining the Z series, with a particular structure that allows them to be in a closed position without having to remove any fitted accessory, usually a bucket. Their main use is handling loose building materials, such as sand, which needs to be transported in a covered truck bed and therefore with the crane closed, without having to remove the accessory every single time. Another feature is the raised control seat, which provides the operator with a clear view of the entire truck bed during loading and unloading operations. The Fassi F215AZ and F245AZ have a number of new build elements in comparison to other models in this range, such as the base, the rotation unit and the column, which render them heavy-duty machines capable of withstanding intense work cycles and dynamics.

“These are cranes created for the forestry sector and for the French market in particular, which is particularly active in this segment,” continues Ceresoli. “They have been enhanced with devices typical of recycling cranes and intensive operations. We already have 14 t/m and 16 t/m models and aim to expand the range of Z-geometry cranes that can be closed with their accessories fitted. This geometry

NEW



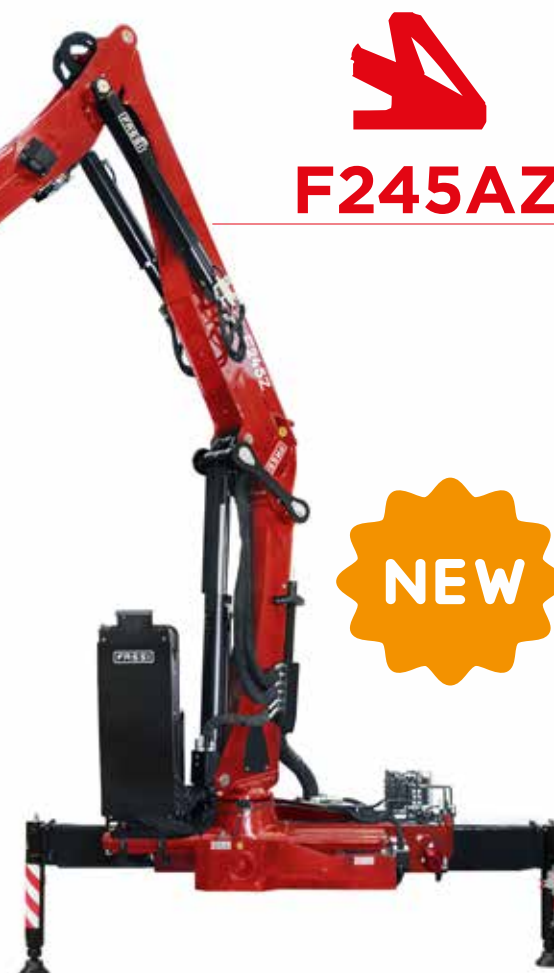
- The crane can be closed with accessories attached
- Raised third control seat
- Dual-rack rotation unit



allows the crane to be closed without dismantling the hydraulic accessory. These new models extend the range to 22 t/m.”

The new models are characterised by a rotation unit with dual rack and oil-bath lubricated components, as well as a main ram and the dual articulation rams fitted with protective housing. Furthermore, the hydraulic power system for the accessory has fully protected internal hosing, while the linkage for the articulation point between the column and the main arm guarantees constant lifting power.

F245AZ



NEW

NEW FROM MALAYSIA: THE FASSI XR710



Fassi Malaysia



www.fassi.com

NEW



Single-arm series

Lastly, the Fassi Group production plant in Malaysia will see production of the first XR710 crane from the single-arm series, a model created specifically for Asian markets. It is a crane with a single fixed arm and winch; a simple construction that will be available with either three or five booms and continuous rack-and-pinion rotation.

“This is a new range for Fassi, with single-arm machines that lift exclusively with a winch and not with a hook,” concluded Ceresoli. “These models are an approach to the world of

vehicle-mounted cranes. They are machines created for the non-EU market. The idea is to enter the sector, making use of the manufacturing base in Malaysia.”

CARMO, AN INNOVATIVE SPACE

Exploring the new expansion for Carmo. The president of the Group, Giovanni Fassi, speaks about the innovations, goals and results of this significant investment.

FASSI

FASSI GROUP



Giovanni Fassi
CEO of the Fassi Group

Since 1975, Carmo has been the metalworks for Fassi cranes. It is a space where the raw material (steel) is processed and assembled into machinery. It is a place of transformation. A forge in which technology and innovation has dictated trends and changes. A process that continues on. Now, thanks to significant investment and an expansion to 17,000 square metres, **Carmo has become Fassi's 4.0 metalworks.** It is a world made up of automation, robotics, cutting-edge machinery and ever-more evolved processes. Giovanni Fassi, president of the group that bears his name, has studied and examined every detail of the new Carmo metalworks project.

The starting point? "The need for spaces suited to new technologies." The goal? "Rationalisation, an increase in efficiency and automation."

"This 4.0-style expansion is the result of a specific need," explains Giovanni Fassi. "The old metalworks did not have enough space to support the various stages of growth within the group".

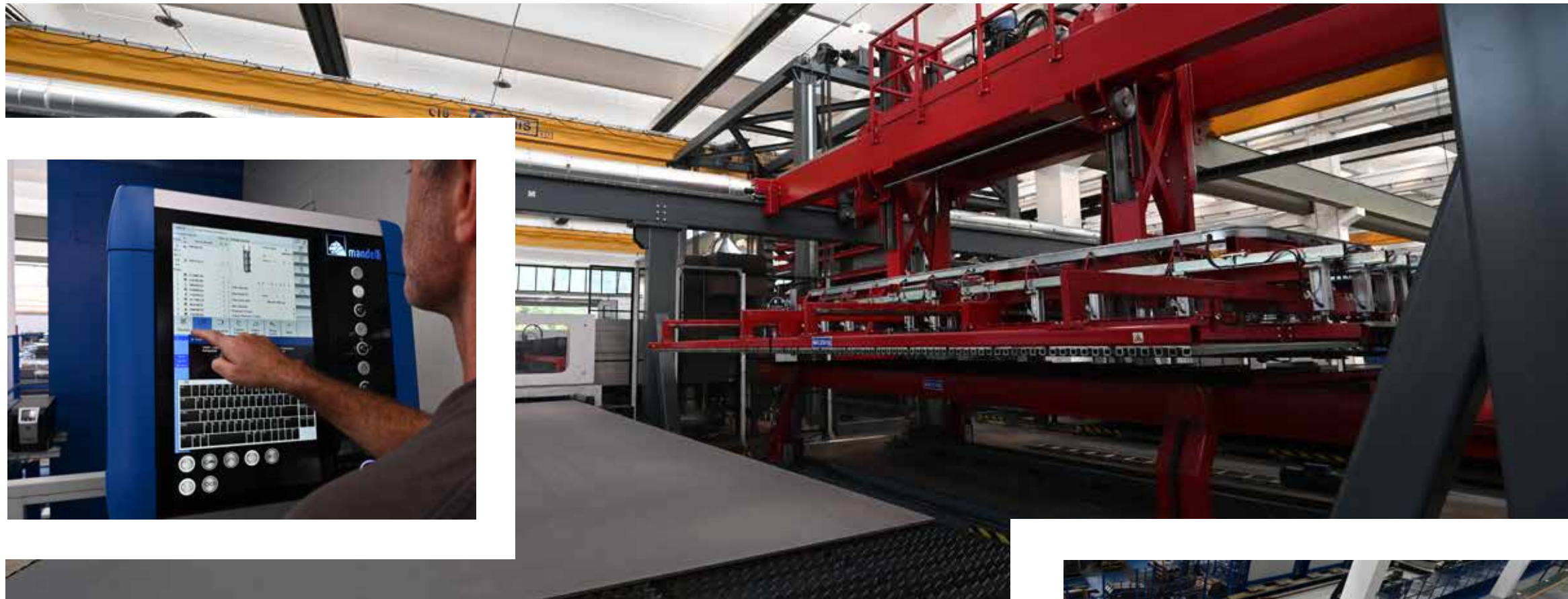
The land on which the new Carmo metalworks stands, just a few metres away from the other Carmo plants, was purchased by Fassi as far back as 2010, with great foresight. "First of all, we applied a 4.0 mindset, considering the new technology that we wanted to introduce. Then we focused on the organisation of space, with the aim of following precise flows and allowing materials to follow a pre-defined path from entrance to exit. This was a process that allowed us to save time and optimise resources."

The result of this is that inside the new Carmo metalworks, the concept of integrated logistics has taken shape, allowing sheet metal to be transformed into the finished product via processes that are predominantly automated.

The aim for the future is to render the machinery productive for 24 hours a day. This also means that staff can move away from the more mechanical and less significant



#Carmo



processes and concentrate on more important operations with increased added value.

From sheet metal to the finished product

The journey through the Carmo “4.0 workshop” begins with sheet metal. Here, the material management system, which includes cutting, is fully integrated.

“The sheet metal is delivered, checked, stored in its own space and positioned so that it is ready to begin processing,” continues Giovanni Fassi. “After sandblasting, the cut parts are sent to the storage facility and are then sorted by the operators.”

With the exception of loading

and sorting, the entire process is completely automated thanks to two latest-generation machines. In terms of figures, this translates into “a doubling in the production of cut parts”.

Following cutting, the parts move on to bending, spot-welding and soldering.

The welding process is also fully robotised. The technology has been designed for all medium and light-duty cranes. Again, in this case, the machinery is automated. The warehouse has seventy-seven parts. When required, they are picked up and taken to one of the four robots, which then proceed with welding. The four robots operate simultaneously and are managed by two specialist

workers.

“Efficiency has undoubtedly increased,” notes Fassi, “because the part is inside the machine and is ejected once the robot has completed welding. In the meantime, the following operation is set-up, and the robots are constantly at work.”

The increase in efficiency has led to savings in time and an increase in production. However, for the CEO it is not just a case of percentages and a higher number of manufactured items.

“This machine works in three shifts and can produce up to 80 pieces per day. But the point is not the number it reaches but how it reaches that number.” The “how” embodies the whole

4.0 evolution set in motion by Fassi. It is a “how” that is comprised of automation, optimised processes, integrated logistics and better allocation of human labour.

One of the most significant investments in this sense is represented by the two mechanical machining centres, each of which covers an area of 60 square metres and represents the last stage before the final process of painting, which does not take place in Carmo.

As well as even more evolved machinery and systems, this production centre has also seen the arrival of two AGVs which are capable of moving parts within the plant without a driver. This frees operators from having to look for, load and move items.

The new Carmo plant has only recently become fully operational, but Fassi is already looking further ahead: “July 2021 will see the arrival of a new piece of machinery dedicated to oversized and much longer components, for example for cranes destined for the United States. This means we will be widening the range of products here in Carmo,” emphasised Giovanni Fassi.

There is no lack of space for expansion. This production plant is like a building site. In fact, as Giovanni Fassi stresses, “it is still open, and will be completed at the end of the year. **There will be an area dedicated to the assembly of the medium and heavy-duty ranges, and we will be adding another AGV to enable us to reach all the assembly areas**”.



CARMO AT “ZERO ENERGY CONSUMPTION” LEVELS

Fassi’s attention to the issue of sustainability has also been applied in this new project. Thanks to the 499 kilowatts of photovoltaic panels on the roof of the plant, the “new Carmo” is self-sufficient, and all the energy it produces means that it can achieve zero energy consumption.



4.0 BENDING WITH CIESSE

Thanks to the latest system to be installed, Ciesse is capable of transforming shaped sheet metal into perfectly folded and monitored products without human intervention.

In a famous speech delivered to the students at Stanford University, Steve Jobs left his “legacy”: “Stay hungry. Stay foolish”. A powerful call to never lose curiosity or the ambition to bring about change with a touch of madness.



Alberto Calzolari
CEO of Carpenteria Ciesse

Alberto Calzolari, the CEO of Carpenteria Ciesse, is well-acquainted with intense curiosity and visionary madness. **They are in his blood and have spread to every aspect of the Reggio-Emilia-based company, which is considered not only a simple metalworks, but a true hive of innovation and of cutting-edge**



manufacturing processes.

Ciesse has been part of the Fassi Group since 1989, and its 15,000 square-metre plant can produce more than 70,000 crane parts per year. Ciesse is where the complete bases and supplementary outriggers for Fassi cranes are made.

The “foolishness” and “hunger” of Fassi and Ciesse have, over the years, taken the form of investments in automation and new machinery. “Our aim,” explained Calzolari, “is to improve the quality of component manufacturing. Through the

automation of instant control processes, we are able to assist the design in implementing crane performance.”

“In order to achieve this, we have acquired tools that allow us to take on the challenges of the market and create ever-more complex boom extensions.”

To be able to guarantee higher levels of quality, productivity, competitiveness and consistency, **in December 2019 Carpenteria Ciesse acquired a new automated bending system that has led to a 50% reduction in tolerance and significantly shorter processing times. This new system has made bending large extensions easier, more efficient and consistently accurate.**

What made the acquisition of this new piece of machinery necessary?

We wanted to complete a cycle that ranges from cutting to the finished product; the boom, which is the core business of the metalworks. We were equipped with lasers and robotised welding systems. This meant that we had the tools for the cutting process but lacked the automated bending stage. As we consider ourselves to be somewhat “visionary”, we did not want to make do with a “normal” press brake. Therefore, in 2012 I started to search throughout Italy and Europe, looking for a machine that would fulfil our needs. I finally found it in 2018, with a Belgian company. The machine is called the LVD Synchro-Form. We were the second company



CARPENTERIA CIESSE

Founded in 1965 as a general welding workshop, it became “Carpenteria Ciesse” in 1989, when it joined the Fassi Group, specialising in the welding and assembly of parts for loader cranes.

in the world to purchase this system, following Kawasaki for the aerospace sector.

What added value is this investment providing?

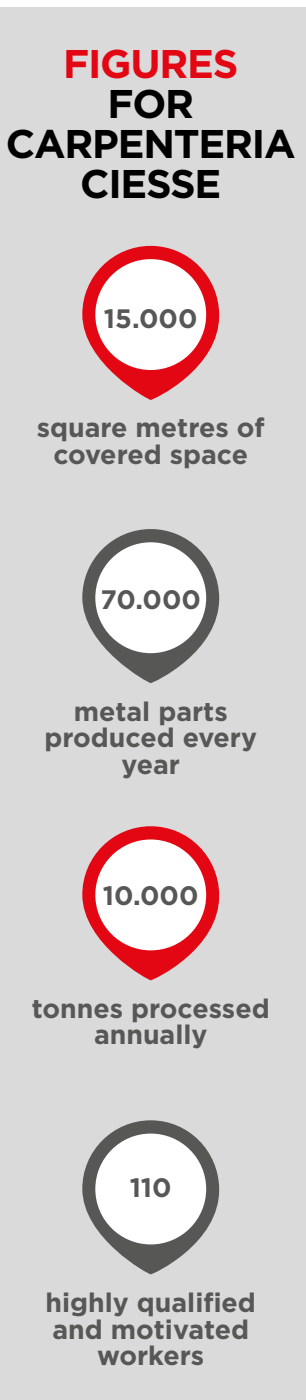
The advantages can be summed up in three concepts: quality, competitiveness and consistency. Above all, a press brake like this improves quality, because it allows small imperfections and defects to be assimilated, creating parts for robotised welding of the utmost precision. This is a competitive advantage because automation is synonymous with flexibility, product consistency and productivity. This leads to optimisation of time, but above all of costs, guaranteeing high quality standards.

It also results in a reduction in errors...

Exactly. This system has allowed us to reduce design tolerances by 50%.

In what way have you been “visionary”?

When I say that we did not “make do”, I mean that we made sure the system could operate without human supervision, and with the aid of two robots. The shaped sheet metal pieces are stored in the warehouse. These are picked up and sent to the mechanical processing centres, where robotised bending takes place. The resulting parts are checked by a three-dimensional system and



- if compliant - they are sent for robotised welding. This means that the system can operate without the presence of staff. Then we come to the final product, the cranes. What does this mean in terms of machine performance? Having automatic control at the end of an automatic process has a significant effect on the final crane, above all with regards to the decagonal booms. We are able to process increasingly complex extensions for boom arms, above all decagonal extensions and those made from high-resistance materials that are lighter, better-performing and at the same time more difficult to work. This means that we can design lighter machines and guarantee higher levels of efficiency at optimised cost. Improved quality increases the mechanical characteristics of the components, and this often allows for weight to be reduced. Lighter products have lower energy requirements in order to operate and are therefore ecologically sustainable.

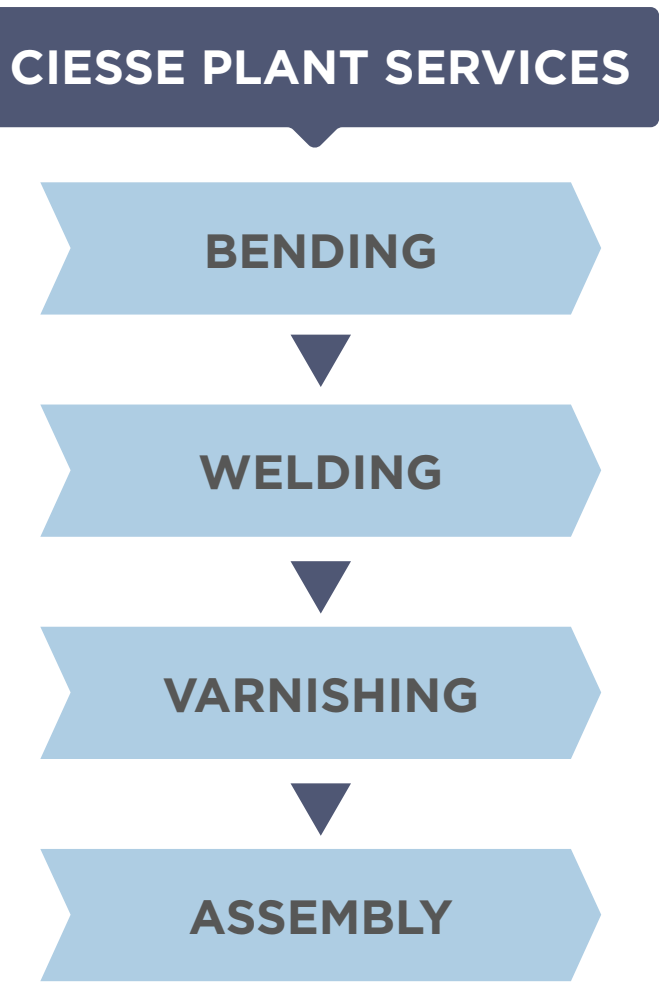
What market challenges are you ready to face thanks to this innovation?

Fassi has a system that can develop all forms of section much faster and with the utmost precision. We are currently able to create 1000 different boom sections for these arms, and we have seen a significant reduction in time spent, together with an

improvement in the manufacturing of products. The system offers significant value. Just consider that in ten minutes we can pick up the cut piece, bring it out of the warehouse, bend it, form it, check it and weld it, all with the highest precision.

You could say that automation and the 4.0 world are nothing new at Ciesse...

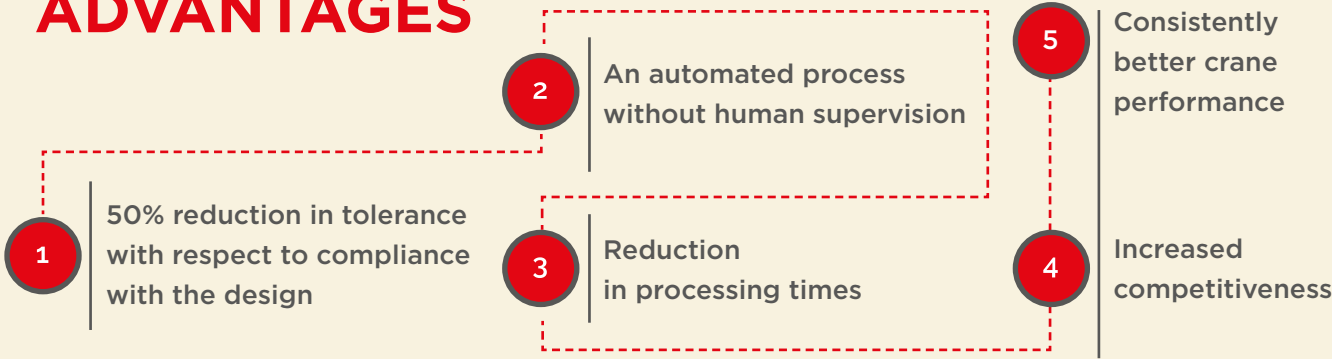
We have always been attracted by the automotive sector, and we wanted to exploit every opportunity for growth. We went 4.0 as far back as 2007, when we set up the first systems with terminal interfaces. We have worked with first-rate companies and together with them we have set in motion projects and solutions that have become opportunities for both them and us.



THE NEW AUTOMATED BENDING SYSTEM

The LVD Synchro-Form is an adaptive bending system designed to make the processing of large-scale items precise and efficient. This allows multiple errors to be eliminated, as well as the need to operate on a trial-and-error basis in order to achieve the desired results. The system offers automatic positioning, automatic measuring and adaptive adjustment, meaning that even after numerous consecutive bends, the profile is bent in a perfect and precise manner.

ADVANTAGES





FASSI ENTERS THE “SEA OF SUSTAINABLE RESPONSIBILITY” WITH THE SUPPORT OF WePlanet

Fassi has associated with the start-up
WePlanet as part of its commitment to
environmental sustainability

The atrium of the Fassi headquarters in Albino (Bergamo) is dominated by a large red sphere, which shows the outlines of the continents. It is not a map, but rather one of the one hundred globes produced by WePlanet and the first to be consigned to a private company. It is an installation created by Andrea Boschetti, entitled “The sea of responsibility”, for the new initiative organised by Paolo Casserà, who in 2007 brought the performance art piece CowParade to Milan, with one hundred and two life-size fibreglass cows invading the streets of the Lombardy capital.

Fassi was one of the first companies to participate in the new initiative launched by Casserà, not only adopting the globe

currently on display in Albino but also joining the WePlanet start-up. Giovanni Fassi, president of Fassi Gru S.p.A., explains that “we are all involved in environmental sustainability, and we, as a part of the manufacturing system, play a direct role. We need to apply this concept to everything that we do. From an operational point of view, all the companies in the group apply a single integrated quality-environment management system. It guarantees company development according to coherent and quantitative objectives for environmental protection, safety, the working environment and product quality”. Fassi’s commitment to the environment in terms of production dates right back to the birth of the company, because the cranes are 90% steel, a material which has been fully recycled for a considerable amount of time.

“We are now working on the remaining ten percent, and on consumables, such as mineral oil,” explains Giovanni Fassi. “We are substituting this with organic lubricant, which drastically reduces the pollution created by the crane, even while it is in operation.” Casserà stresses that Fassi was one of the first companies to join the WePlanet project and did so with enthusiasm. “This has been an opportunity for me to get to know Giovanni Fassi, who is a modern entrepreneur, focused on business but also attentive to environmental and social matters. This is demonstrated by the globe adopted by the company, which evokes the sea and also reflects on world populations and their migrations.”

WePlanet has created one hundred globes measuring 1.35 metres in diameter, each decorated in a different manner by a

**WEPLANET HAS CREATED
ONE HUNDRED GLOBES
MEASURING 1.35 METRES IN
DIAMETER, EACH DECORATED
IN A DIFFERENT MANNER BY
A STUDENT FROM THE BRERA
ACADEMY**

student at the Brera Academy, in a large, 2500-square-metre workshop set up in the rail workers’ recreation club in Milan Central Station. WePlanet, the name of both a non-profit association and a start-up, has organised the exhibition of the globes in a number of Italian cities as well as their “adoption” by a number of companies. The proceeds of this venture will be used to fund initiatives aimed at environmental protection.

The globes’ “Grand Tour” of Italy was due to begin in April 2020, but the coronavirus emergency led it to be rescheduled, from 5 April to 20 June 2021, finishing with a charity auction on 29 June. “Each globe is made from recycled plastic, and the students from the Brera Academy have interpreted them



“The sea of responsibility” by Andrea Boschetti

“The Earth is suffering, unfortunately we need to face up to a disturbing global situation that deserves a serious, widespread and immediate raising of awareness. The issues are manifold, because there are currently numerous problems that affect an extensive cross-section of the social and environmental sphere (...) The sea and water, the prime vital element on our planet, is currently scarred by dramas involving people dying and populations repressed in their migrations in search of a place of comfort. Metrogramma [a Milan-based architecture, urban planning and interior design firm] has presented this globe as a great planet that is compromised, a planet made up of people (the true essence of the world itself) in which the sea is strewn with blood. The aim of the Metrogramma globe is to provoke, to stir conscience, to make us understand that people are one thing, they are the Earth, and water is our life. (...) The Earth is suffering from a lack of sense of community, and we all need to work together to overcome the sovereignist and populist behaviour that has led us to a point where we need to ask for help. The only chance to save the planet lies in the ability to once again behave with responsibility and to live as a community. The message is represented by a sea of responsibility that we need to begin to accept, leaving future generations with their own responsibility of creating their own story.”

in different ways, although they all share the common theme of environmental sustainability,” explains Casserà. The support of the businesses participating in the event is expressed with a plate on the base of the globe they have adopted and a declaration of intent regarding environmental protection. “We have seen that environmental protection is a value shared by WePlanet and the many businesses operating in a range of sectors, and our initiative is

an instrument aimed at highlighting this commitment,” explains Casserà. “We have also seen very positive levels of awareness among institutions, with which we collaborated during the CowParade and which are now also supporting this initiative. Beginning with the Municipality of Milan and the Lombardy Region, we have set up collaborations with other local organisations, obtaining the patronage of the Ministry of the Environment.”

ATN PLATFORMS CLIMBS HIGHER AND HIGHER

The present and the future of the French company: an interview with Christophe Burel, the sales director of ATN Platforms

The market demands efficiency and promptness, and ATN is ready to answer. It does so through product diversity and quality, backed up by its history and its joining of the Fassi Group three years ago. They have been three years of growth in which the French company, that specialises in the production of aerial work platforms, has managed to set a solid foundation on which to base the expansion of its market presence. Its clear and well-defined goal for 2021 is to reach North America. One aspect has never changed, and that is “the quality of the machines”, as stressed by Christophe Burel, the sales director of ATN Platforms. It is a level of quality that is now being enhanced with more timely and precise responses to clients, particularly in the rental sector.



Christophe Burel
Sales director
of ATN Platforms

In 2018, the French company ATN became part of the Fassi Group. Over these last three years of “growing together”, how and in what manner has ATN changed?

The process of change that began two years ago has led to a series of important innovations. We began with the re-formulation of the ERP system, and we have remodulated and reorganised our collaboration with suppliers. For 2021, our aim is to work on R&D, on updating our design software and on strengthening our team in order to work on both the evolution of existing products and on new projects. We want to make our mark on the market not only as a manufacturer but also as a dealership in France for Jekko and Sinoboom cranes. The expansion of the product portfolio for the national market creates the possibility of forming

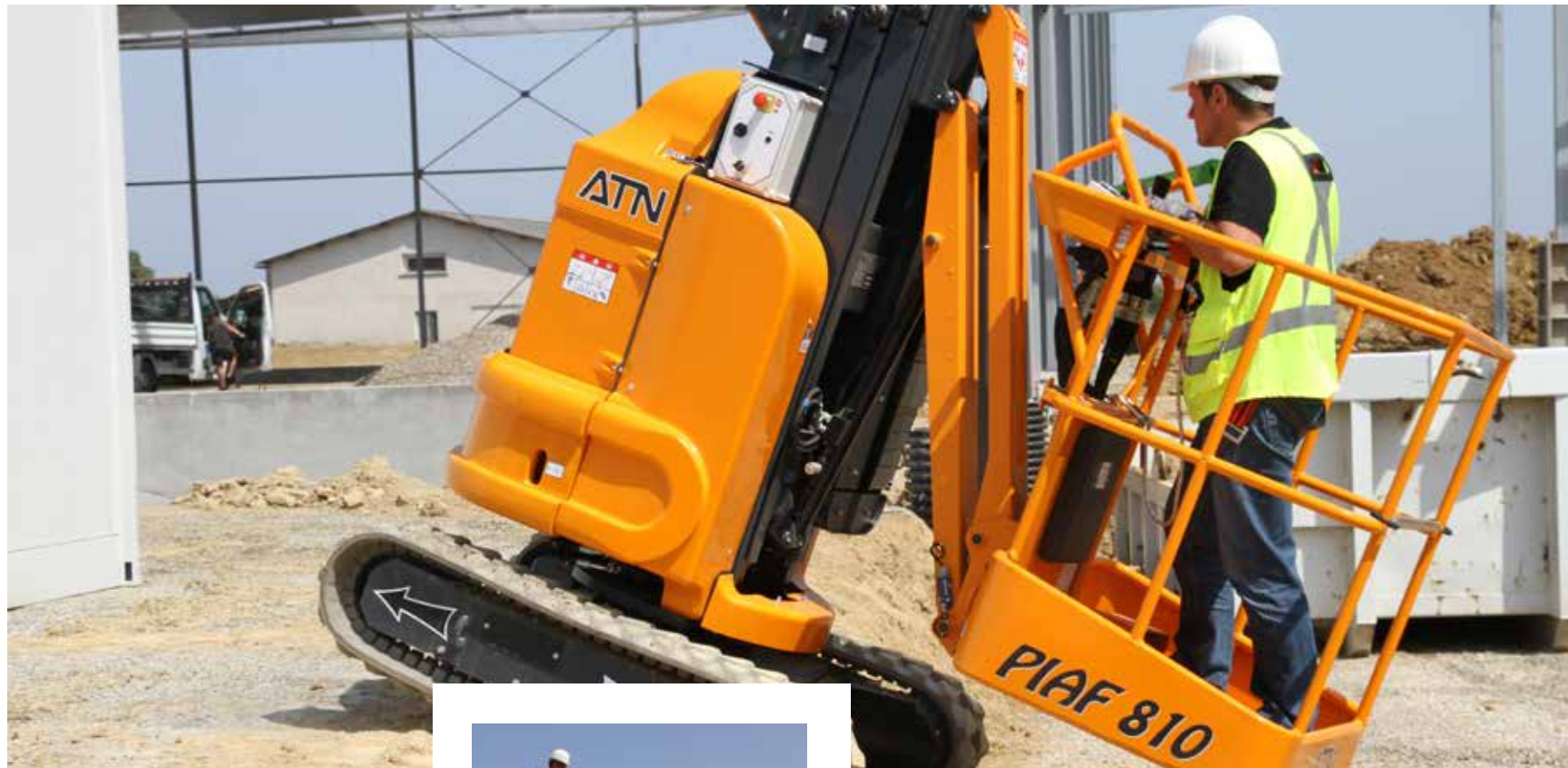
collaboration between brands and allowing faster growth.

With what spirit are you looking to the market in this period?

Our market approach is to diversify, mainly focusing on differing products and on efficient and quality customer support. One of the key factors of our success is, in fact, product diversity. The philosophy is fairly simple: produce machines with unique technical specifications that satisfy market demands. One example is vertical mast machines, the ATN DNA. All manufacturers focus on a working height of 10 metres, while our aim is to exceed this. It is a solution that, while naturally available from ATN, we have decided to exceed. Over the course of the years, we have created the widest range of vertical mast machines in the world. The PIAF range



#ATNFassigroup



has eight different models, while the market generally offers just one or two. This allows us to respond to varying requirements and demands from any country.

On which segment and sector do you want to focus?

Construction, manufacturing and maintenance of green areas are the main sectors where ATN Platforms products are employed. Due to the variety of applications and the specific demands of each worksite, the majority of access platforms are sold to rental companies.

What goals have you set for 2021?

There are two. The first is to increase sales. This can now be achieved, with the supply chain reorganised and production increasing in line with the volume requested. The second is to increase sales in France



for Jekko and Sinoboom products. 2021 should see us achieve ANSI and CSA certification, Zebra 16 for stabilisers and the beginning of a new adventure in North America for ATN Platforms.

The last two years have seen many changes, with joining the Fassi Group, your appointment to the company, and the arrival of your colleague Gilles Cheval. You are currently the sales director of ATN Platforms. What do you think you have brought to the company?

Since Fassi acquired ATN Platforms, the ATN team has slowly changed. The new arrivals have brought new points of view, which have enhanced the lengthy experience of those who have been working here for years. When I arrived, there were two things that surprised me: the trust that clients had in ATN, and the team spirit, essential for company growth.

STRENGTHS OF ATN:

- 1 Unique solutions for work at height
- 2 Efficient client support
- 3 Fast delivery
- 4 Reliable machines

NEW FOR 2021

- ATN Zebra 16 fitted on stabilisers for North America
- Stage-5 motors for diesel-fuelled machines
- New control panel
- ANSI and CSA certification

ATN PLATFORM TOWARDS NORTH AMERICA

There are three main new ATN products in the pipeline for 2021. In terms of diesel-powered machines, ATN Platforms is introducing the mandatory use of Stage 5 engines to launch a revised version of its diesel articulated boom lifts.

"All scissors and articulated booms machines from ATN Platforms are now powered by same Kubota engine D1305, Stage 5/ Tier 4 Final. Choice for this 3 cylinder engine was driven by reliability, and compliance to latest emission norms. This Kubota engine particules filter free solution, once fitted on ATN Machines, also brings STOP & START feature".

The second innovation started in May. The Zebra range has been fitted with a new upper control panel, made of steel and covered to increase durability. The lower control panel will include a large touch screen service interface.

New onboard technologies, but Zebra machines unrivaled specifications remains. Market leader in horizontal reach is ATN Platform signature. Rough terrain applications are made easy. Standard design of Zebra machines includes 4 wheel drive and oscillating axle. Working on slopes is also possible thanks to stabilizer option on 16m.

Technical improvements on Zebra 16 are further conducted. All hydraulics and electrics are improved to increase lifting movement synchronization and proportionality. All above technical évolutions allows ATN Zebra 16 mounted on stabilizer being launch in 2021 in North America.

In terms of the sales network, how has being a part of the Fassi Group provided added value and additional strength?

Sales volume from France represents 45% of company turnover. The strongest areas for exports are Germany and nearby countries, Northern Europe, South Africa, China and Australia. Being a part of the Fassi Group will be a driver for entry in new markets. I also strongly believe in the work carried out by local dealerships. They play a central role in relations with local clients. I would like to implement this sales structure, and Fassi's international network of dealerships can play a key role. We are aware that the clients are slightly different, but the technical knowledge of the Fassi dealerships is recognised and well-suited to the sale and the provision of support for access platforms.

On one side, you have the product, and on the other there is the product support department working to guarantee better service. How is customer support structured?

Technical customer support is managed by two colleagues who travel world-wide, and by a team dedicated to the management of spare parts, in order to respond to all customer requests. We have been working hard for the last two years to strengthen our support team and increase reactivity. We are focusing more and more on technical training for rental clients and dealerships in order to increase knowledge of our products. The centrality of the client is not only a sales or service concept, but rather an idea that is shared on a company-wide basis.

Why choose ATN?

Because ATN is capable of providing clients with unique solutions for work at height.

CRANAB: LIFTING POWER FOR THE FUTURE



FASSI GROUP

Cranab loader cranes are designed
and made for both lifting and handling
materials. The key concepts are
precision, performance and safety

Forests, industrial and urban areas and the countryside. Whatever the setting, **Cranab cranes are designed and made to move and operate with the utmost precision, guaranteeing performance and safety.**

The Cranab loader-crane series has been expanded, and the wide range of products can provide solutions for both lifting and handling materials.

These are cranes made specially to be fitted to trucks and equipped with modern and tested technology and world-class hydraulics.

The aim of the design process is twofold: on one hand, it



#Cranab

Photo: Cranab TZ12



Photo: Cranab TL12

WHAT CUSTOMERS SAY...



Björn Pettersson
Owner of Bjopet

“We chose a Standard Reach 10 m Cranab TL 12.2 for our Bjopet AB lumber trailer. It is a machine that offers great functionality, and Cranab offers an excellent product that is ideal for those looking for the best operational solutions. It is important for us to avoid downtime or technical problems. Cranab has proven to be a winning choice in this sense as well.”



Stellan Olofsson
Owner of Stellan Olofssons Åkeri

“We have been using a Standard Reach 9.3 m Cranab TZ 12.2 on our lumber truck since October 2020. We chose this crane because power and capacity are fundamental factors for us. Furthermore, the places where we go to collect lumber are far from public roads, which is why we need a dual extension crane.”

is to facilitate and aid the work of operators by guaranteeing high performance, ease of use and safety, and on the other it is to apply constant and attentive respect for the environment.

On a practical and tangible level, this translates into easy driveability, high-performance, excellent operability and sustainability, guaranteed by the lightness of the machines, an aspect for which Cranab is the leader in its category.

Cranab's extensive and solid experience in crane manufacturing is a guarantee of quality, development and

long-term investment. All Cranab cranes are manufactured with precision and tested in challenging northern climates, in order to satisfy all the demands of professional operators.

The outreach of its loader cranes makes Cranab a market leader in its class. The outstanding outreach marks a significant increase in the working area where loading and unloading can take place.

The cranes are strong, versatile and light, and satisfy the highest requirements in terms of safety and environmental protection. They are reliable, of high quality, and are easy to maintain.

STRENGTHS OF CRANAB CRANES

Easy to drive

Low environmental impact

High performance

Excellent operability

CRANAB TL12

The Cranab L loader crane is powerful, versatile and flexible, easy to maintain and safe. As always, the L-crane has torque linkage, making it extra-powerful and reliable, particularly in situations involving heavy lifting. As with the Z-crane, the L-version also has internal piping and flexible hose routings as standard.

Standard outreach: 8.3 m

Lifting capacity: 115.00 kNm

Hydraulic extension: 1.57 m

Crane weight: 2415 kg

CRANAB TZ12

Cranab Z cranes offer high productivity levels from the outset. The crane extends rapidly and allows for efficient operation thanks to its extensively tested hydraulics that provide excellent performance. Thanks to its compact design and its exclusive Z-shaped rest position, it will always be able to lift at maximum load capacity.

Standard outreach: 8.3 m

Lifting capacity: 108.00 kNm

Hydraulic extension: 1.97 m

Crane weight: 2425 kg

AMPLIROLL® FITTED TO AN ELECTRIC TRUCK FOR THE FIRST TIME

The French debut of the first electric truck fitted with a Marrel hooklift. The delivery took place in Monaco

The first French hooklift to be fitted to an electric truck is a **Marrel Ampliroll®**. This represents an important goal for the Fassi Group company, which has always focused its work on innovation and sustainability.

The company Cogebat, a branch of J.B. Pastor & Fils, ordered an electric truck fitted with an Ampliroll® hooklift with a lifting capacity of 14 tonnes from the Fassi France branch Miltra Provence. The system was fitted to the truck by Azur Trucks Carrosserie, a member of the Ippolito Group.

This is a fully electric setup, a result of close collaboration between Renault Trucks and Marrel. The batteries have been sized for daily rotation combined with loading and unloading from truck-beds on a number of work sites and road networks in Monaco. **The Ampliroll® AL 14 hooklift by Marrel uses the same hydraulic lifting system that has made it famous, with its tilting frame offering increased locking power for loading truck beds, even in the most challenging conditions.**



AMPLIROLL® 50 HOOKLIFTS DELIVERED IN BENIN



Marrel has delivered 50 Ampliroll® AL26si hooklifts for the collection and transportation of solid waste to Cotonou, the largest city in Benin

The quality of Marrel products and its role as a leader in the recycling sector proved to be determining factors in reaching the heart of West Africa with 50 Ampliroll® hooklifts.

Specifically, the delivery contained 50 AL26si models, which were delivered in the first quarter of 2021 to SGDS-GN, a waste management company in Grand-Nokoue in the metropolitan area of Cotonou, Benin's commercial centre. The hooklifts will be used for the collection and transportation of solid waste.

The hooklifts have been fitted to 30 Iveco trucks and 20 Astra trucks by the Groupe Premium dealership. As well as supplying the hooklifts, Marrel also handled all of the after-sales service and training first-hand.



Pascal Faynot
the Director of Marrel
after-sales service

“Assembly was subcontracted to the Spanish truck body-builder ELS, and the responsibility for the follow-up to assembly was assumed by the after-sales service,” explained Pascal Faynot, the director of Marrel after-sales service. “We provided training modules for technical presentation and fitting instructions, and organised visits with ELS to certify fitting requirements and to provide technical support and training. We also requested quality control and lifting calibration, so that we could ensure that every single hooklift was delivered to the end user with the same capacity. In Africa, we created, offered and sold a stock of spare parts in order to optimise troubleshooting time in Benin. We visited our client and the end user in Cotonou at the beginning of February in order to provide support for the delivery of the trucks and training for the company that was to then train the operators.”



All photos credits: KINGONEWS INC



THE HOOKLIFT MODEL IS:

“SGDS-GN chose Marrel because it is a well-known and reliable brand, famous for the quality of its products,” explained Mario Bortolussi, International Sales Director for Marrel. “In Benin, there are a lot of unpaved roads, and many pick-up points are hard to reach. Our products can operate with the utmost efficiency in these conditions. The Ampliroll® AL26si is exceptionally durable and light and has been designed specifically for a 6x4 chassis. The equipment is used to load containers for all types of refuse that weigh widely varying amounts.”



Mario Bortolussi
International Sales Director
for Marrel

FASSI RIDING THROUGH HISTORY IN THE USA



#FascanInternational

FASCAN
INTERNATIONAL, INC.



REACH BEYOND YOUR EXPECTATIONS®

A Fassi F1950RAL has
been used to restore the
old Harrisburg, Lincoln
and Lancaster Railroad in
Pennsylvania

Crane Specialists, Inc.

70 East End Dr, Manheim, Pennsylvania 17545, USA



www.cranespecialists.com

LINCOLN FUNERAL TRAIN

The Lincoln Funeral Train left at 7 a.m. on 21 April 1865 from Washington D.C.

The train was composed of nine wagons, and the wagon containing the body was called "United States".

The train passed through 444 towns in 7 states. It stopped in 12 cities. Its journey covered a distance of 1,700 miles.

The recovery of an old railway line in Lancaster County, Pennsylvania, celebrates an important moment in American history. 1865-2020. After over 150 years, a section of railway line that saw the last journey of Abraham Lincoln has been restored. The journey taken by the train carrying the body of the president from Washington D.C. to Springfield, Illinois, where he was buried. .

Over time, the line was gradually dismantled, until in 2018, the Stone Gables Estate in Elizabethtown, Pennsylvania, decided to return to that chapter in American history by building a replica of the section of track in Pennsylvania, complete with train depot and other buildings.

The job was undertaken by B&D Builders. The company Crane Specialists of Manheim were involved in the construction of the buildings and used a fleet of lifting vehicles that included an F1950RAL. The Fassi crane had an extremely specific job to do. It had to lift and handle the construction materials, manoeuvring among the many centuries-old trees in the area. These were hardwood trees of between 200 and 250 years of age, located along the access road and around the construction site. None of the trees could be removed, and so a machine was needed that would be able to lift and move without touching the trees and without putting the operators in danger.

“Fassi cranes are able to take on challenging projects and tasks,” said Jeff Kline, president of Crane Specialists. “This is a crane with many strengths. It is not just a case of lifting capacity. In the building industry, there is a need for machines that can handle heavy loads in a controlled manner and that can offer excellent lifting performance.”

The Fassi F1950RAL crane was fitted to a vehicle that was capable of working off-road without risking



damaging the track ballast. The crane has a horizontal outreach of over 40 metres, and thanks to its articulated booms, it is capable of perfectly adapting to complex working environments where space is limited.

“The Fassi crane meant that we were able to lift the building material over, around and between one tree and the next, and to then hold the material in place while we fitted it,” explained Will Deitz, the superintendent of the B&D Builders project. “This meant we could finish the work with ease.”

F1950 RAL

TECHNICAL FEATURES



CAPACITY CLASS:
Maximum lifting moment 146.79 tm

MAXIMUM HYDRAULIC OUTREACH:
up to 41.3 m with jib

FASCAN INTERNATIONAL INC.

The F1950RAL used in Pennsylvania was sold to Crane Specialists by Fasca, the official US Fassi distributor. Fasca has a network in the USA with more than 100 service centres and certified dealers. Since 1992, Fasca has sold more than 5000 Fassi cranes throughout the United States.

FASSI IN POLAND WITH HEWEA

Thanks to the efforts of Hewea
and the quality of its products,
Fassi is now the market leader
in Poland



HEWEA

All photos credits: Anna Mazur Pracownia Wizerunku



#Hewea

Hewea has been the number one crane dealer in Poland since the mid-90s. Since then, no other brand has ever seen better sales in terms of volume.

In 1997, Hewea was a small company with no more than 10 staff members. With good experience as agents for a well-known international manufacturer, the company management was focused on looking for a new quality crane manufacturer.

“We wanted to be the exclusive importer of the brand for the Polish market,” explained Mr. Maciej K. Mazur, the founder and former CEO of Hewea. “The Communist system had collapsed just a few years earlier. Many European and international brands were still new to us. We carried out extensive research and someone suggested we take a closer look at Fassi as it was an expert, reliable and technologically advanced manufacturer of knuckle-boom cranes. The internet did not exist at that time, so we sent a request for information to Fassi via fax.”

“To our surprise, Fassi answered immediately,” remembers Wiesław Szoplik, the current CEO of Hewea. “In fact, we had already been identified by them as a potential business partner. They had already heard that we knew about cranes, and how to sell and install them, as well as providing technical support.”

During the initial visit to the Fassi



plants, the representatives of the Polish company were extremely impressed by the production site. "It seemed extremely modern and well-organised," he continues. "The collaboration between Fassi and Hewea began during that first meeting in Albino."

At the beginning, this collaboration was received with a certain scepticism by the market, as only German and Scandinavian machines were considered reliable at the time. "The majority of clients only knew one brand of Italian vehicle, Fiat, in particular the Fiat 125 and 126, which were manufactured under licence in Poland and were ungainly and uncomfortable, as well as being cheap and owned by many. So, an Italian crane? No thanks."

Hewea had to do a lot of work to

FIGURES FOR HEWEA

24
years of history

1000
m² of workshop space

1000
m² of warehouse space

persuade people. Over time, Fassi cranes managed to gain increasing approval, above all from the building sector.

After having collaborated with Fassi for 10 years, in 2007 Hewea had reached an average of 100 Fassi cranes sold per year. 2007 saw the company move to a new location with larger offices, 1000 square metres of storage space and 1000 square metres of workshops. Thanks to Hewea, the Italian brand had become the market leader in Poland.

Gradually, Hewea began to be seen as a reliable supplier in other sectors beyond construction. In 2005, Fassi cranes became popular in the waste collection sector, and 2008 saw the beginning of collaboration with companies in the energy sector, while the railway and shipbuilding sectors came around in 2010.

Thanks to the collaboration with WISS, one of the most important manufacturers of firefighting vehicles in Poland, Fassi cranes are now highly appreciated as firefighting equipment. Between 2011 and 2018, WISS delivered five trucks fitted with huge Fassi F1950 cranes for five municipal fire stations in a number of Polish cities. Currently, they are the largest cranes used by the fire brigade.

"We currently serve a very

TARGET SECTORS

TRANSPORT
CONSTRUCTION
WASTE COLLECTION
PROCUREMENT
ENERGY
RAIL TRANSPORTATION
AGRICULTURE
FORESTRY



diversified market," said Łukasz Olszewski, who has been the Fassi product manager at Hewea for over 10 years. "We offer models that range from micro to heavy-duty. All fitted with winches, drills, radio remote controllers and many other advanced functions. These last few years have showed that cranes with baskets offer huge potential as aerial platforms."

"We are still developing, seeking to increase our sales in the heavy-duty crane range," stated Marek Mika, the sales director of Hewea. "Our company is without a doubt the number one in Poland in terms of supplying cranes to a wide range of sectors. We are becoming a point of reference for clients looking for a high-performance crane. One of our recent successes was an F820 that operates in the Gdańsk shipyards. Our national sales and support network is continuously expanding, and there are now 50 of these cranes." Furthermore, Hewea continues to develop its range of available fittings for the cranes. These include hooklifts, skip loaders, aerial platforms, waste-collection systems, components for agricultural machinery and much more.

HEWEA sp. z o.o.

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www.hewea.com



LIFTING TOMORROW

International Information Magazine of the **FASSI GROUP**



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