

# LIFTING TOMORROW

International Information Magazine of the **FASSI GROUP**

## The new **TECHNOLOGY CENTRE** of the Fassi Group

### New in the TECHNO range

The new F175ORL-HXP arrives on the market and a new generation of stability control systems is born.

### From the world

The F255RA and the F1450R.2.8-HXP TECHNO. Stories of "cranes in action" in different sectors, from Germany to Finland.

### Sponsorship

Fassi is always on track with the Mooney VR46 Racing Team, during the MotoGPTM 2023 World Championship season.





# 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 2023.



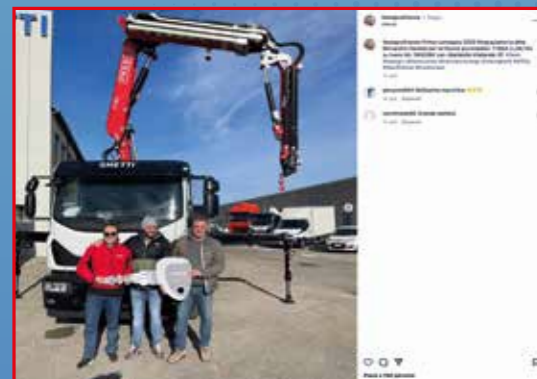
#fassicrane  
Lyma GmbH  
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#fassicranes  
Fassi Official  
759 likes



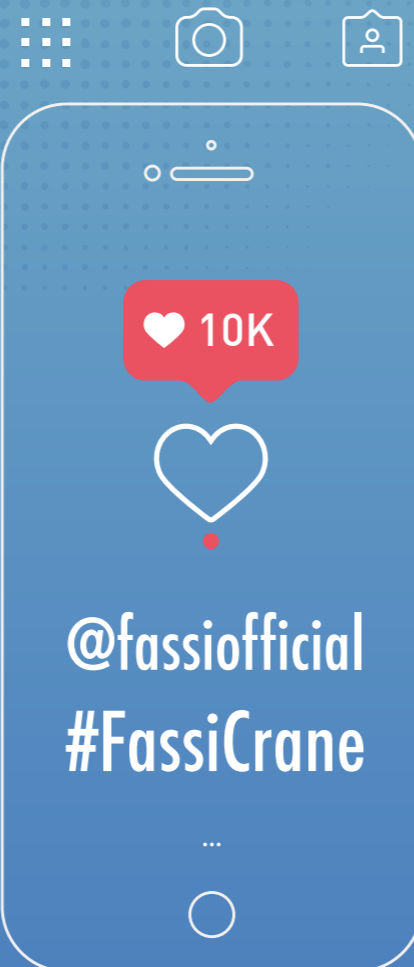
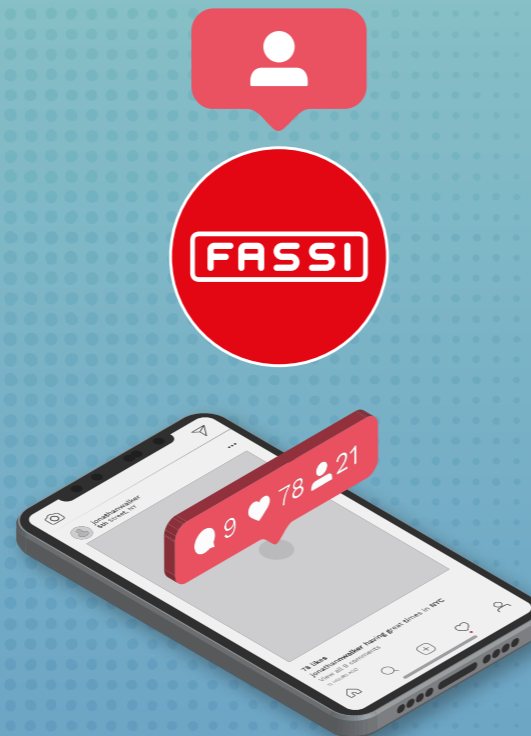
#fassigroup  
EverLift spol. s r.o  
37 likes



#fassigru  
Fassi Gru Firenze  
194 likes



#fassifriday  
Fassi UK  
102 likes



## Innovation: the questions of the future, the promises of the present

When you think you have all the answers, life changes all the questions for you. The balance between our presumption of knowledge and the constant, relentless evolution of the climate is unstable. Where we think we see the finish line, in reality we will only find a checkpoint.

Thinking about it, from a certain point of view, innovation works exactly like this: it is not satisfied with just finding answers, but goes in search of new questions. We are always fascinated by the solution to the problem, we consider ourselves satiated by the satisfaction of a need. Yet, it is necessary to reverse the direction and look at the world from another perspective. In fact, for years we have embarked on a diverse, continuous journey, in search of new horizons, territories and often unexplored paths, to discover needs that are not currently perceived and questions that have yet to be imagined.

This search does not lead us to a place but represents who we are and what we want to become. Because to make this journey, we ourselves must evolve every day, discover ourselves and look at ourselves through fresh eyes. Through the eyes of an Argonaut, who continues on his journey, not in search of a final goal, but of a parable, of a way of being, of a crossing point that takes us beyond boundaries and places us on the path to a future that it doesn't exist yet, because that future must be built.

To that end, the challenge of our Fassi Innovation Centre, the hub dedicated to Research & Development that we have created to be at the service of the entire Fassi Group, lies exactly within this vision. The cover of this magazine and an extensive report inside are dedicated to explaining and analysing the framework of this important investment.

Evidently, for a company like ours, which claims to be a "Leader in Innovation", this project represents yet another substantial confirmation of this vocation.

But it is necessary to add a piece to the overall picture of this mosaic.

Innovation is objectively a projection towards the future, and there is no future without sustainability. We have very clear ideas about this: sustainability, in fact, must be a condition inherent in the very principle of innovation. In the broadest sense, sustainability can be translated as environmental and social, but also entrepreneurial and economic. For this reason, when tackling a Research and Development project it is not only necessary to adopt a responsible approach towards those who choose us every day (starting with our customers) but also towards the future, towards future generations.

All of this is with awareness that the climate will be constantly fluid, changing: when the questions change, it will always be necessary to maintain firm consistency towards principles perennially oriented towards the broadest possible sustainability. **We intend to honour this responsibility with constant, daily, practical work that culminates specifically in the guidelines of our Fassi Innovation Centre. Because if it is true that we are looking for new questions, we must also make an effort to make promises about the future. And on certain promises, there can be no compromises.**

LIFTING  
TOMORROW

# 07 | July 2023

FASSI



EDITORIAL

# Foreground



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## The new Fassi Technology Hub

The Fassi Group Centre dedicated to innovation and research and development is born. A space in which to think and design high-tech machines and systems.



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## The TECHNO range: new cranes and a new stability control

The third crane of the TECHNO range, the F1750RL-HXP, arrives on the market. Also the stability control system enters a new era with FSC-TECHNO and the new FSC-P.



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## The fYOUture of Fassi moves forward through its sales network

Interview with Daniele Vismara, sales manager for the Italian market who tells us about the present and future of the Fassi sales network.



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## The news from Marrel and Cranab

The new after-sales department and Marrel products. Cranab expands the FC series and presents the new RZ13TR.

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FASSI



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# THE NEW TECHNOLOGY HUB OF THE FASSI GROUP: BETWEEN SUSTAINABILITY AND INNOVATION

Giovanni Fassi, president of the Fassi Group, and Rossano Ceresoli, director of Research & Development tell the story of the path that led to the creation of this cutting-edge centre, the ultimate expression of the group's vocation for innovation

*The 11,500 square-metre space in the new Fassi Technology Hub conveys the essence and embodiment of what has always been the vocation and work of the group: constantly investing in research and development, identifying and experimenting with unexplored solutions. Giovanni Fassi and Rossano Ceresoli tell us all in this double interview.*



#fassigroup

## Giovanni Fassi

### President of the Fassi Group

**“Leader in innovation” is not just a claim for Fassi but it is a real building block of the company and of the group as a whole. How does the new technology centre fit into this path towards innovation that began 55 years ago?**

Fassi has been a pioneer from the outset. My father Franco Fassi was in charge of assembling and repairing trucks in the family workshop. After studying the sector and the technology of the time in depth, he decided to take a new path by focusing on articulated cranes. He wanted to focus on change and innovation, two cornerstones that are part of our DNA. Over time, this spirit has led us to become leaders in a multi-sector, multi-market and multi-product context.

We can even anticipate future needs, because we are convinced that innovation is not satisfied with finding answers, but goes in search of new questions. The new Technology Hub is the natural evolution of this ideology we have always had. It is a place dedicated to research and development, to creating and designing machines and hi-tech systems. We created it to identify and experiment with unexplored solutions, a space open to all group companies (Fassi, Cranab and Marrel), where our technicians transform projects into prototypes, testing their potential and performance.

### What are the cornerstones of Fassi innovation?

There are basically four: safety, performance, usability and sustainability. Safety is a constant in all our products and operations, it is the pillar of our philosophy. We have always worked with the aim of providing the user with the possibility of making the most of the machine's potential, while always operating in maximum safety. All the systems and technology we have developed in recent years are centred around this. Relative to safety is performance, that is, the ability to manage power exactly when and as needed, based on individual operations and applications.

This is why we work to design innovative devices that revolutionise the very idea of “power”, now controlled with greater precision and better disposed to assist in various lifting, handling and load rotating operations. Another important objective is the usability of our cranes, understood as effectiveness and efficiency which translate into satisfaction and saved time for the end user. And in this, continuous research and the evolution of technology have given us a great hand.

A Fassi crane is able to perceive and interpret its surroundings and multiple work situations, even the most demanding, by activating devices that make the operator's work more serene, quick and effective. Sustainability is a concept inherent in the very principle of innovation. It is no longer possible to think of innovation without it being sustainable: it is a promise we intend to make to future generations. For us, a project, a product, an idea become sustainable when they satisfy current needs without compromising the ability of future generations to satisfy their own.

**Delving further into the theme of sustainability, understood to mean 'responsibility': how do you combine technology with sustainability?**

Technology is at the service of man. And man cannot express himself only from a modern perspective. It is necessary to think about the effects that technology and innovation can produce in the perspective of tomorrow. For this reason, when tackling a Research and Development project it is necessary to adopt a stance of responsibility towards the future. And responsibility also requires tangibility, practicality, effectiveness in implementing continuous measures. Thanks to exclusive technology, these measures can improve the optimisation of raw materials and processes, in order to reduce the impact deriving from the production and subsequent use of the product. It is necessary to constantly increase the quality of technology so that it becomes synonymous with sustainability: from the beginning of the supply chain to the routine and unscheduled maintenance of cranes operating all over the world.

**For over 50 years, Fassi has been manufacturing each crane to respond to specific market demands, often anticipating their needs. Thanks to the work that will be carried out every day within the new technology hub, what new needs will be anticipated?**

This is a complex issue because it concerns a wide range of points of view. But in principle, the prospects related to future needs concern the same cornerstones at the base of our innovation principles that I have already mentioned: safety, performance, usability and sustainability. These are obviously the bases of the specific sectors of use of the crane, sectors which I believe can be further expanded. In terms of new needs, I would like to reflect on the opportunities that can be derived from the potential and progressive use of artificial intelligence which can, for example, be put at the service of the operator to install and manage the crane with even greater levels of safety, ease of use, increased performance and consumption optimisation.

**Rossano Ceresoli**  
**Research & Development Director**  
**of the Fassi Group**

**The new technology hub represents the concrete realisation of Fassi's entrepreneurial intention to constantly invest in research and innovation. Can you tell us about the genesis of this important project?**  
'Fassi: Leader in Innovation' is not simply a slogan but



our identity, our vocation. This is where the genesis of the new hub, the Fassi Innovation Centre, was born. For some time, a solution had been sought within the Albino offices, but the continuous and strong growth of the various departments has always delayed its genesis. Hence the choice, albeit a little painful in having to leave the Albino headquarters, to find an area close to the other Fassi Group sites nearby (Nembro). The possibility of being able to design on a blank canvas, without constraints but with the sole aim of creating not in an R&D office but in a real innovation hub, was the gateway to everything.

**What happens inside this new hub?**

On the large wall of the showroom inside the new hub, under the large FASSI logo, is written "We make Innovation". That's what we do, in the various declinations of the specific features of Fassi products; in the various technologies that we apply to our machines. Since the 2000s, cranes have become systems that integrate various technologies and specialisations: mechanics and metallurgy for the structure, hydraulics for power and movement, electronics for safety and control. They are real mechatronic systems. It is

therefore with continuous research in these sectors and the ability to integrate them in the appropriate way that we evolve and innovate our products. The ultimate goal is certainly to satisfy the demands of our customers, but also to anticipate them by creating real new needs.

**What direction is Fassi's research going in?**

The world we always look at with great interest is the automotive sector. It certainly anticipates the new paradigms of mobility and sustainability. In this sense, if we think of autonomous driving, we have to imagine a solution where the absence of a driver means therefore the absence of the crane operator. For this reason, last October at Bauma 2022, we presented the first long-distance teleoperation from Munich of one of our cranes in the Point of Dalmine, making use of new technology for our sector and Starlink satellite connectivity.



For sustainability, we have developed a power pack with lithium batteries, capable of allowing the use of our crane for several consecutive hours in full electric conditions, with the vehicle engine completely off; creating no emission of noise pollution and maintaining essential silent conditions.

**What is the future of the world of lifting that Fassi is literally planning and building within the technology hub?**

The innovation that we have described up to now is supported by the core development of FASSI, i.e. the continuous proposal of new products, which for some time have not only been cranes for lifting, but cranes for timber and scrap with the Cranab brand, multi-terrain cranes mounted on crawlers under the Jekko brand, demountable hooklifts for moving bins and containers under the Marrel brand and sensors and electronics under the TSM brand.



**Total area: 11.500 m<sup>2</sup>**

**Covered: 4.600 m<sup>2</sup>**

• **Offices and service areas: 800 m<sup>2</sup>**

• **Showroom for displaying new products from the various Fassi brands: 400 m<sup>2</sup>**

• **Specialist activity area: 3.400 m<sup>2</sup>**  
(prototype construction/crane assembly/fatigue testing, development of hydraulic, electrical and electronic systems)

# WITH **fYOUture**, FASSI HAS GIVEN THE FUTURE A NEW NAME

The new Fassi Group concept focuses  
on innovation, sustainability  
and responsibility towards others



#innovation&sustainability

# HERE'S fYOUture

**I**n its new way of expressing the future, Fassi has literally put “responsibility towards others” at the centre. A responsibility that is based in sustainability and innovation, in our commitment to bring a new contribution in terms of value to the world. This is how the “fYOUture” concept was born, conceived and created specifically with a view to building the future through innovation and sustainability. To do this, Fassi has never stopped working with the emerging needs of future generations in mind, not just those of the present. Because it is precisely thanks to the forward-looking gaze that the Fassi Group has developed cutting-edge technologies, cranes and systems in recent years that allow production processes to operate in ever shorter times and with less waste of energy and in total safety. “fYOUture” encapsulates the spirit, the work and the incentive that unites the companies of the group, with a view to responsibility. There are many solutions implemented by Fassi and over the last few years they have become an important point of reference in the world of lifting.

## ELECTRIC AND HYBRID Solutions

The Fassi Hybrid Smart Technology system allows a wide range of cranes (from the Micro series up to those with a lifting capacity of 40 tm) to work in electric mode, therefore without emissions produced by exhaust gases but also without noise.

For operators who also need electricity for cranes over 40 tm, Fassi has created the Plug-In system which consists of a three-phase unit integrated in the set-up and which allows you to operate connected to the electricity grid.

The third solution is the full electric set-up developed in collaboration with Volvo. The Volvo FE truck is fully electric and has the advantage of being able to communicate with the crane using

the Fassi FX-Link system. The truck has its own software that manages the engine power and thanks to FX-Link the two machines exchange information to work at their best.



## The new X-Design DECAGONAL SECTION

The new X-Design decagonal section of the secondary arm and of the telescopic extensions enables better distribution of the forces between the

sliding block and the side member, allowing for the thickness of the latter to be reduced and, consequently, the weight, increasing performance of the car.



## TECHNO Range

The TECHNO range is the start of a new generation of cranes. It is a real innovative leap that enhances the performance of the machines thanks to new functions and technologies. In fact, there are several elements that make up this exceptional result.



The increase in dynamic lifting control, obtainable thanks to a control unit which, based on stability, manages and customises the work areas in favour of lifting capacity. The new decagonal design of the secondary boom and telescopic extensions actively contribute to vertical lifting performance, the dual power hydraulic circuit increases handling speed. The advanced digital control system, the new display interface, the possibility of radio-controlling the stabilisers which improve the usability of the performances.

Finally, the foldable pulley system, the combinability of the new Fassi L826 hydraulic extension and the excellent power-to-weight ratio complete the strengths of this new generation of cranes.

## NEXT VIEW GLASSES



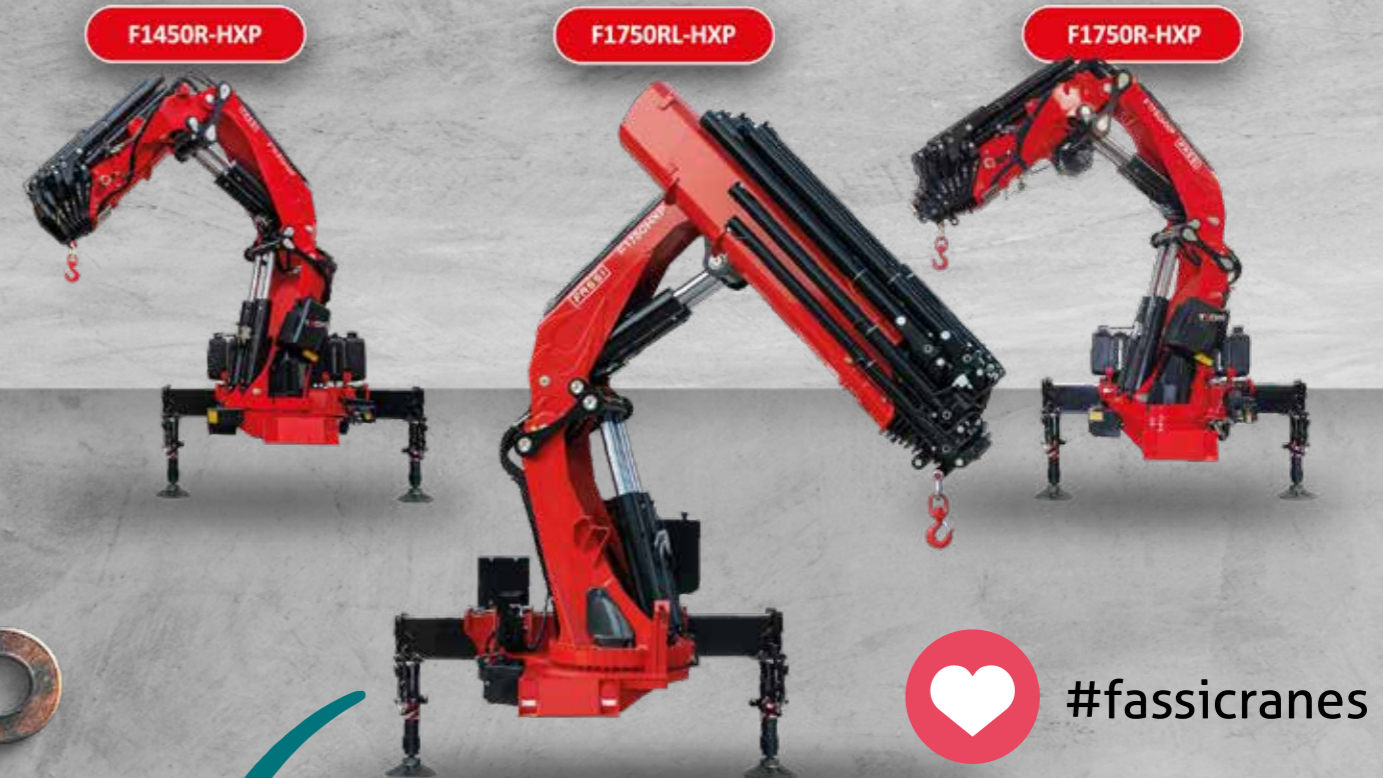
Thanks to the Next View Glasses system, Fassi official assistance can support technicians from all over the world remotely and interactively in the field, without geographical limits and in any conditions. This makes it possible to guarantee information sharing in real time, with the same effectiveness as support being present. Furthermore, by limiting the mobility of the technical staff, the maximum assistance with low environmental impact follows.



# THE TECHNO RANGE GROWS WITH THE ARRIVAL OF **NEW F1750RL-HXP**

After the F1450R-HXP TECHNO and the F1750R-HXP TECHNO, the new crane model arrives on the market, designed for those who need to work reaching long distances

WE ARE  
**TECHNO**



NEW PRODUCT

**T**he TECHNO range has become a trio. Fassi's trump card represents the perfect synthesis between lightness and performance.

We are talking about the F1750RL-HXP, the third in crane to arrive in the TECHNO range, equipped with a secondary boom and longer telescopic extensions. The new crane integrates the two cranes that preceded it in the new heavy-duty range, especially in applications where it is necessary to work away from the vehicle. Thanks to the exclusive (optional) combination with the L816L hydraulic extension, this model confirms its aptitude for handling loads at long distances, while maintaining the exceptional weight/power ratio, a trait shared by all models in the TECHNO range.

With a maximum extension of up to about 41 metres (46.5 m vertically) and a capacity of 132 tm, the crane maintains

its low weight thanks to the X-DESIGN decagonal section and the increasingly targeted use of UHSS steels (Ultra High Strength Steel).

Ease of use, power, dynamic control of safety conditions, quick movements and practical stabiliser positioning and opening/closing phases are the distinctive features of this crane model, similar to the other TECHNO models.



## Fassi CRANE **F1750RL-HXP TECHNO**

### FEATURES:

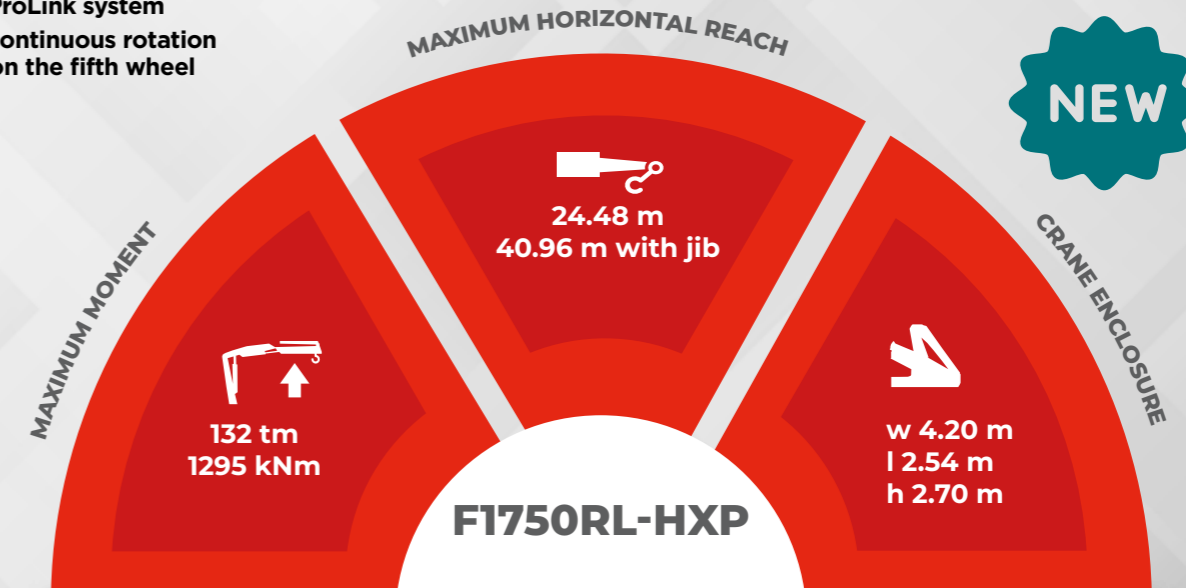
- double connecting rod
- XP device
- ProLink system
- continuous rotation on the fifth wheel

### ELECTRONIC/HYDRAULIC EQUIPMENT:

- IMC integral control system
- FX990 control unit
- D900 digital hydraulic distributor
- V7 RRC radio remote control unit
- ADC dynamic control
- FX991 - touch screen display
- electronic flow sharing
- XF system



**NEW**



# A NEW GENERATION OF **STABILITY CONTROL** **SYSTEMS**



With the FSC TECHNO and FSC-P systems, crane stability control enters a new era, signalling improvements in safety, performance and stabilisation

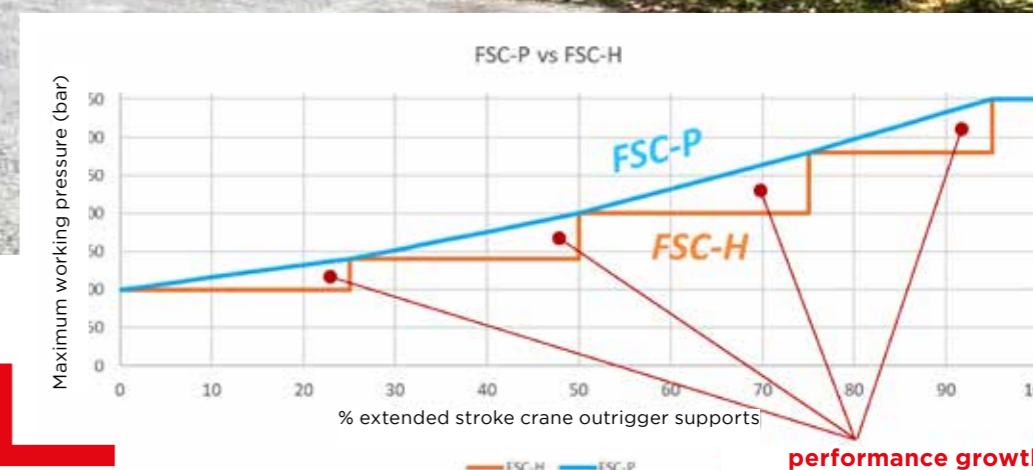
**A** new generation of stability control systems is here. In fact, **with the arrival of the TECHNO range, stability is also upgraded and evolves with two important innovations: the FSC TECHNO system and the brand new FSC-P system.** The advantages? In a nutshell, they are respectively the optimisation of stability enabling handling of the maximum possible weight in all conditions and extraordinary adaptability to the space available during stabilisation. This allows the operator to choose the most advantageous system and always know which capacities can be reached in a direct proportion to the stabiliser extensions. But let's see them in detail.

## THE FSC TECHNO SYSTEM

With the arrival of the new generation of TECHNO cranes and the FX990 electronic limiter, a new stability control system called FSC TECHNO has also been introduced, which integrates both FSC/H and FSC/SII systems.

**This makes it possible to use the stability system flexibly and with the logic of obtaining the best crane lifting capacities in relation to the most favourable possible overall stabiliser conditions**, with the advantage of being able to use the extensions of the stabilisers in continuous proportion.

FSC TECHNO not only enables different performances and stability levels but becomes an important technical aid for managing a whole series of applications, innovations and input and output commands, thanks to its combination with the new Fassilim, the configuration and programming tool of crane operation, as well as analysis and display of crane status information, allowing you to find the best solutions to always work in complete safety in the most varied operating situations.



### FSC-P

The latest arrival on the market is the FSC-P system, the natural evolution of the FSC-H. The most relevant advantage it offers is the direct proportionality between the working pressure allowed by the stability control and the degree of stabilisation of the crane. There is therefore the transition from a stability system equipped with a limited number of pressure levels (FSC-H) to a stability system that varies the pressure level continuously according to the stroke of the stabiliser supports (FSC-P). The FSC is a stability system with a continuously variable pressure limit proportional to

the stabilisation condition of the truck.

As already mentioned, the FSC-P is the evolution of the FSC-H, in which for a finite number of pressure levels a maximum available pressure is substituted which varies linearly according to both the stroke of the crane stabiliser supports and of the additional crossbar.

Proportionality occurs both with respect to the stroke of the crane stabilisers and that of the supplementary crossbar. This means that each stabilisation configuration will have its own precise maximum working pressure.



## The strengths of FSC TECHNO



- Continuous proportional stabiliser extension
- Stability optimisation
- System flexibility
- Fassilim integrated into the system
- Real-time Monitoring
- Ability to intervene and modify configurations remotely
- Connection with Fassilim via browser



X-BiOiLife

FASSI

The Fassi  
X-BiOiLife oils are:

- Biodegradable
- Filterable
- Resistant
- Protective
- Durable
- Multigrades

The sustainability of Fassi  
X-BiOiLife hydraulic oil  
is linked to:

- Absence of corrosion
- Absence of deposits
- Less mechanical wear
- Very high adhesion to surfaces
- Lower coefficient of friction
- Very high protection

# HIGH GREEN PERFORMANCE WITH HYDRAULIC OIL FASSI X-BiOiLife

Fassi lubricants are designed to obtain  
an optimal level of performance over time  
with lower operating costs

**M**aintaining power and efficiency throughout the “life” of a crane is the result of protection against wear and the absence of deposits in the moving mechanical parts.

**Using the right lubricant allows you to avoid unexpected deterioration and problems deriving mostly from heavy work cycles.**

In its constant research and development work, Fassi has gone further, creating a line of lubricants that is not only attentive to crane performance but above all to the issue of sustainability.

In fact, Fassi X-BiOiLife hydraulic oil is highly biodegradable (95%) and this guarantees reduced impact on the environment in the event of a leak, thanks to its very low pollutant rate. The attribution of the OECD 301 B label gives these oils: reduced

environmental impact; a reduction in CO emissions (thanks to the molecular structure of the X-BiOiLife series which gives the products chemical stability), excellent resistance to oxidation; a high proportion of renewable raw materials; reduced use of hazardous substances; guaranteed hi-tech performance.

Fassi lubrication products guarantee maintenance of crane efficiency over time and a profitable return on investment in the long term. Furthermore, Fassi lubricants make it easier to lower operating costs, avoid downtime and extend the average life of the cranes.

The energy efficiency of these products helps and supports the mechanical efficiency of an already excellent product like a Fassi crane.

# THE fYOUture OF FASSI MOVES FORWARD THROUGH ITS SALES NETWORK



#Fassitalianmarket

The new Sales Director for the Italian market of Fassi Gru, Daniele Vismara, talks about the strengths, goals and objectives of the Italian Sales Network in this interview



Daniele Vismara  
Italy Sales Management

**I**n the word “fYOUture” that Fassi has placed at the centre of its affirmation, people are foremost. People towards whom Fassi feels a strong responsibility to build tomorrow with innovation and sustainability and people who are the face of Fassi in the area: the technical and sales network in Italy.

In this interview, Daniele Vismara, Fassi Gru’s sales director for Italy, examines some current trends in the national market and the importance of the Fassi network in the national territory.

**You’ve just had the Italian sales meeting, which involved the entire national sales and technical network and discussed mainly the future, but not only that...**

The objective of the meeting was twofold: on the one hand, there was a focus on the importance of the work carried out in recent years, both in terms of products and, above all, in terms of networking and collaboration; on the other hand, there was talk of the future, focusing on the choices made by Fassi, above all on innovation and sustainability.

**So let’s start with the work already accomplished. Today Fassi is present in the national territory with a widespread and skilled sales network, behind which there is a project of awareness and training carried forward by Fassi central management...**

In recent years, Fassi has deployed all its strength to go beyond the objective difficulties of the market (the pandemic, the increase in raw material prices, the energy crisis) and it went well because, in addition to having a strong and decisively innovative product of high quality, the network has remained strong and compact. We have always managed to team up. Our local resellers see Fassi as a company that guarantees constant support over time, both before and after sales. Service, training and customer relations have always been central to our work.

**What extra value and strength can being part of the Fassi worldwide distribution network give?**

Certainly as far as I’m concerned, it is a source of great pride and responsibility to have become part of a group with family

associations and a well-established territory, which stands up to much larger global giants in the crane sector in terms of quality, professionalism and sales numbers. We are a company which, despite the size it has reached, continues to see the quality of relations with its sales network and final customers as the basis of its commercial mission.

#### What are the main competitive advantages offered by the Fassi sales network compared to the competition?

In addition to a first-rate product in every aspect, from mechanics, electronics to hydraulics, the Fassi sales network boasts a professional and widespread presence throughout the national territory and beyond. Our customers can count on a network of highly specialised dealerships and workshops that are always ready to intervene for any problem or request.

#### How and how much is the concept of sustainability entering the Fassi sales network?

The Fassi companies in the area have the main responsibility for actually giving life to the product and must do so in compliance with the concept of sustainability, which has become central to us. The

Industry 4.0 incentives, designed to support those who decide to invest in capital goods with the latest generation devices and technology, have had a great hand in upgrading machinery within many structures and this has led many organisations to bring in suitable outlines, projecting the companies themselves into a sustainable future.

#### What are the main difficulties currently being faced?

The pandemic and the increase in steel costs have not affected us that much. We have accumulated orders due to raw material issues, but we are disposing of them. Nowadays, the main difficulty is finding specialist workers to post in our workshops both as metallurgists and specialist technicians. For this reason, we place great emphasis on training.

**NOWADAYS, THE MAIN DIFFICULTY IS FINDING SPECIALIST WORKERS TO POST IN OUR WORKSHOPS BOTH AS METALLURGISTS AND SPECIALIST TECHNICIANS. FOR THIS REASON, WE PLACE GREAT EMPHASIS ON TRAINING.**

#### As previously mentioned, one of your strengths is the ability to “be a team”, forming a relationship with the customer, that has always been a source of satisfaction...

For us, knowing how to work as a team is everything. There is certainly always room for improvement, but the relationships we have managed to build over the years are truly solid and deep. For ten years we have already been experiencing the generational change of part of the sales network, lately especially in central-southern Italy and I must say that the new generation gives us hope.

#### Where do you think this trust comes from?

From several factors: the practical value of an organisation that believes in you; the willingness of the company to guarantee its support in every area, from design to spare parts, to maintenance, and the welcome establishments give when opening their doors to customers.



**Daniele Vismara**  
Italy Sales Management

At the helm of the Fassi Italian Sales Network for a few months, Daniele Vismara comes from almost 15 years of experience in the engineering sector where he managed 25 sales outlets of the company he worked for (a specialist producer and distributor of expanded mesh) throughout the national territory and the entire French-speaking and partially English-speaking world market.

Born and raised in Pradalunga, a few hundred metres as the crow flies from the heart of the Fassi Group, Vismara graduated in Economics and Business Administration in Canada.



**Marco del Campanile**  
National Manager  
of Marrel and Cranab



#### Marrel and the Italian market

*“The range of Marrel products we sell has expanded. It is no longer simply a question of high-end products but is much more diverse. We are also experiencing a trend reversal in the construction sector: in fact, the de-mountable crane combination has developed a lot in many territories, compared to the crane-tipper combination. It is a trend that we are adopting above all from the German and French markets and which is affecting Italy thanks to the Fassi sales network and a consolidated network of Marrel distributors in Italy.”*



#### Cranab and the Italian market



*“We have delivered the new TZ13 model and will shortly be delivering the first RZ13TR versions as well. The decision to move the production plants for Cranab’s on-road models here to Italy was certainly a trump card, partly due to the levels of confidence that our sales network has with the Fassi structure and partly due to the abil-*

*ity to be more responsive and effective in giving answers on the recyclables and timber sectors.*

*This is true above all for the world of timber from which we receive many specific requests for applications, plant engineering and machine configurations that go beyond crane construction”.*

**24-HOURS**

THIS IS THE CORNERSTONE OF A SERVICE COMMITTED TO PROVIDING AN ANSWER IN A DAY. "WE HAVE ONE PRIORITY: TO BE RESPONSIVE SO THAT RETURN-TO-SERVICE IS AS QUICK AS POSSIBLE".

**MARREL**  
FASSI GROUP



#marrel



André Fayet, Cyrille Dargaud  
After-sales department

# AFTER-SALES, FACTORY FACILITIES AND PRODUCTS, MARREL IS STILL GROWING

From the after-sales department to the new range of hooklifts, passing through a further expansion of the headquarters. All the news from the French company of the Fassi Group

**M**arrel has always been committed to providing the best customer service and experience. These are two central objectives for the dedicated after-sales service department, which supports Marrel's partners every day, both in France and abroad, and which has just recently expanded its team. The two managers of the service, newcomer Cyrille Dargaud and 35-year Marrel veteran André Fayet, tell us about themselves in this interview.

### Could you please introduce yourself?

**André Fayet (A.F.):** I have a technical education in automated systems. I joined Marrel 35 years ago and was at first in charge of the after-sales service for the French Rhône-Alpes area. Throughout the years, my duties have expanded to the management of the whole after-sales department. I am now in charge of the after-sales in France and in French-speaking countries. Considering Marrel's

international ambitions, we needed to structure the service and to expand the team... That's why Cyrille joined us recently.

**Cyrille Dargaud (C.D.):** As for me, I have an electromechanical background. I have been working in various sectors: the automotive industry, with a long time spent in the logistics department of Renault Trucks, the food industry, where I was in charge of maintenance... Lastly, I worked for a producer of Jacuzzi, taking care of the after-sales service in French-speaking countries. Joining Marrel is the opportunity for me to come back to a pure industrial product, with greater focus on international environments, thanks to the management of the international after-sales service. I joined the company in February, and I am very pleased to be working with André.

### What does your daily work in the after-sales service look like?

**C.D.:** We oversee product warranty management

and provide technical support. We have a lot of interaction with the other departments in the company, I like to say that the after-sales is like "a factory inside the factory". We have the right balance between fieldwork and remote work, sometimes needing to step back to deeply analyse a case to be able to provide our customers with the adequate solution. We are very autonomous, with full responsibility over our scope.

**A.F.:** We are working on several levels: the initial training for new products or new partners; daily assistance to quickly solve our customers' issues; and the deeper support directly on the ground. We have an important role in terms of pedagogy towards our partners. Being there for them at each step is essential to guaranteeing them the best service and progressively increasing their autonomy.

### What do you enjoy the most about your job?

**A.F.:** Its diversification. We are kind of jack-of-all-

trades: we are working on electrical and pneumatic systems, metalwork, accounting, administrative and commercial management... Most of the time, we do not know what will happen the next day, and that's why it is so interesting and challenging. We are very happy to assist our customers and provide solutions. We are always gaining experience and are even able to help in pre-sales to prevent future potential problems.

**C.D.:** You know when you choose this job, you must like it... In some ways, we are dealing with conflict management every day. But that's also why our job is so rewarding. Our customers are grateful for the help they have received. Step by step, we build a close network where we take responsibility for our customers' experience. In a way, our job is based on having a technical background, but it also has a lot of pedagogy, customer relationships and a lot of solutions at the end!



Caption: 3,200 m<sup>2</sup> have been created to increase the production capacity of the Marrel factory

## 2023: A year of expansion for Marrel



Two assembly lines dedicated to Ampliroll® hooklifts have been installed to optimize production and increase factory productivity.

By the end of the year, the Marrel plant in Andrézieux will cover 30,000 m<sup>2</sup>. Since last year, the company has been working on creating an extension to its current factory. Those new premises of 3,200 m<sup>2</sup> are progressively taking shape, month by month.

The first machines have been implemented and the first half of the building is already in operation. The new assembly lines were installed at the end of 2022, and the team are currently focusing on creating the new metalwork area.

**The installation will be completed by November.**



The metalwork area is progressively taking shape. Recently, tailor-made flooring was put in place for the future boring machine, which will be delivered in the next few months.

### Focus on products « Coming soon »

**NEW**

#### A NEW HOOKLIFT RANGE

The Marrel Project and R&D teams have been working for several months on a brand new hooklift range, especially designed to meet the demands of Scandinavian markets. Building on the expertise and recognised technicality of the Ampliroll® hooklifts, Marrel is going to launch a “low profile” hooklift range – with a lifting capacity between 18 and 24T. This new range will combine performance, robustness, and versatility to meet different needs.

**It will be released  
next September  
2023**

#### NEW PREMIUM CONTROLS

In addition to the launch of the new hooklift, MARREL will also launch the latest generation of hooklift controls. Among these is the future electro-hydraulic cabin control, which has been custom developed in partnership with a design office. This new control is streamlined and optimised, with a dynamic screen, which is customisable according to the customer's preferred options and configuration. To be discovered very soon!



# THE **NEW RZ13TR** FOR THE RECYCLING SECTOR

The new RZ13TR from Cranab, produced in Fassi plants, has all the features necessary for a crane that has the potential to make a difference in the “green” world thanks to its flexibility, sturdiness, simplicity in use and, above all, its performance

**A** crane that represents the perfect combination of experience, technology, machinery and applications from the various worlds that come together within the Fassi Group. The RZ13TR carries the Cranab name, and is built entirely in the Fassi plants for service in a sector that is experiencing exponential growth; recycling and nature.

From the handling of metals to the maintenance of green areas in urban and other zones, as well as the collection of glass bins, the collection and depositing of tyres and dump site operations, the RZ13TR brings high lifting capacity and an efficient range of maintenance services to the market.



**Cranab®**   
FASSI GROUP



## **RZ13TR.1**

Max. outreach: 7920 mm  
Power: 12.2 tm  
Load at max. outreach: 1600 kg

## **RZ13TR.2**

Max. outreach: 9500 mm  
Power: 11.8 tm  
Load at max. outreach: 1230 kg

**“The RZ13TR model - explained**  
**Marco Del Campanile, the Fassi head of the**  
**Italian market for Marrel and Cranab - is**  
**the result of the need to offer a product**  
**that, with its size and working geometry,**  
**allows set ups on skip trucks or in situa-**  
**tions where contained dimensions below**  
**the base are an essential factor, without**  
**losing out on performance in terms of**  
**length and lifting capacity”.**

When closed for transportation, the RZ13TR has a height from the base of 2500 mm, complete with a control position seat and a below-base dimension of 190 mm, allowing it to be installed on a sub-frame without occupying further space on the truck chassis, and above all for fitting on skip trucks, which normally have a support structure for the crane and the skip itself of 200 m.

“The type of work in the recycling sector requires the possibility to be able to operate with a wide range of geometries to fill truck beds or skips - continued Del Campanile -; one of the many aspects that we have focused on is to design the crane to achieve excellent vertical height, obtaining a distance between the centre of the crane and the hook of just 1070 mm. Another example is the dimension of the crane when folded horizontally for transportation, occupying 5340 mm, allowing accessories to remain fitted to the crane tip and not to exceed the length of 6 m, which is the general internal standard length of skips and of many truck beds set up for the transportation of materials for recycling.” The crane offers an effective 12 tons/m, with lifting performance unseen in its category, allowing - with a load capacity at the tip of 1230 kg - the use of a polyp grab capable of collecting larger amounts in order to maximise profitability during operations. It is also worth highlighting the simplicity of the safety systems that



are obligatory for the EC market; just like the crane itself, these are “Made in Fassi”. These are systems that, via the FX200 limiter and the FSC stability control system in the L and M1 models, are able to protect the operator without losing out on speed, operativity in restricted areas where it is not possible to extend all the stabilisers and, last but not least, full lifting capacity.

With the standard setups behind the cabin available with the RZ13TR, its contained range of rotation, with a maximum of 1290 mm complete with central seat, allows full exploitation of the transportability of the vehicle, allowing for a wheelbase more suited to efficient manoeuvring in urban centres. **“The versatility of the control stations and the commands themselves, which are available in a range of variations, means this crane can satisfy even the most complex demands, which in an increasingly specialised sector such as recycling, is fundamental for responding to and satisfying all needs. One particular strength of this crane is its flexibility, which, combined with its sturdiness and ease of use, renders it an excellent partner for profitable work”.**



## WXP by Slagkraft, for even “greener” cleaning

A new, simple and efficient base unit. The innovative WXP system by Slagkraft is the new complete solution that is perfect for rendering roadside cleaning quick and easy. It has been developed to be used on

a front loader together with a smaller crane and a mower, providing more compact dimensions.

The WXP has been designed for vehicles with dual-circuit hydraulic systems. This is an

intelligent solution that dispenses of the need for an electronic control unit to manage the equipment for road cleaning, connecting directly to the hydraulic system of the front loader.



## The FC14 and the FC5 enhance Cranab’s FC series



Cranab's FC series has always offered forwarders precision and reliability. Thanks to their compact structure, their geometry and their excellent capacity, combined with sturdiness, lightness and versatility, they offer unique solutions in their target market. The two new models, the FC14 and the FC5, bring significant changes in terms of performance and ease of use.

**The new FC14 is the perfect combination of the main characteristics of the FC13 and the FC16. At its maximum capacity of 8.5 metres, the crane can lift 1090 kg at its tip. The gross lifting torque is 145 kNm.**

**With its lifting capacity of 48.3 kNm, the FC5 is the evolution of the FC4, the smallest model in this range of Cranab cranes. Compared to the FC4, the new FC5 is available exclusively with dual telescopic extension and with the relative protected conduits, representing an important step forward compared to the dual-telescope FC45.**

# MotoGP: FASSI IS ALWAYS ON TRACK WITH THE **MOONEY VR46 RACING TEAM**

Fassi is present in the form of its logo on the front fenders and tails of the Ducati bikes of the Mooney VR46 Racing Team during the 2023 MotoGP™ World Championship season



#motogp





Marco Bezzecchi

Talent, enthusiasm, excellence, Italian spirit and passion. These are the values that the Mooney VR46 Racing Team has chosen to bring to the tracks and Grands Prix around the world since its debut in the Motorcycle World Championship and MotoGP™. These values are shared by Fassi, which has reconfirmed its participation as a partner of the team for the entire 2023 season. In 2023, Mooney VR46 Racing Team celebrates its tenth year on the track, the second in MotoGP, after a journey of growth that has seen the team from Tavullia go from being key players in the lower rider categories from 2014, up to the top seed. Last season ended with a total of 231 points, a podium, a pole position, the title of Rookie of the Year, many Top10 placements and a solid finish. These conditions bode well for the two young riders, Luca Marini and Marco Bezzecchi, who are among the most talented in the Italian youth team.

They are a close-knit team, at work under the watchful eyes of team owner Valentino Rossi, led once again by Team Director Alessio Salucci and Team Manager Pablo Nieto. They also have a top-level technical package, which bears the Made in Italy signature of Ducati, the 2022 World Champion motorcycle. All the right conditions, together with the new sprint race and competition formula, for a truly captivating 2023 that could only find expression in the new graphic layout conceived, created and designed by the VR46 graphics department. The look conveys continuity with the past but introduces the novelty of total black for special occasions. The team's fluorescent yellow mixes perfectly with Mooney's ochre yellow in the search for an aesthetically captivating balance with a rock-n-roll soul. Fassi red stands out particularly well on this new graphic design, with our logo imprinted on the rear tails and on the front fenders.



## World Championship MotoGP

**21 Grands Prix**  
**Start:** March 23rd  
**End:** November 26th



**Two Ducati Desmosedici:**  
**No.12 piloted by Luca Marini**  
**No.72 piloted by Marco Bezzecchi**

Fassi and the Mooney VR46 Racing Team are together again to share values and passion, strong team spirit and exceptional winning experience.

During this season, Fassi Gru also confirmed its association with the image of reigning MotoGP™ world champion "Pecco" Francesco Bagnaia by appearing with its own logo on the visor of the Turin-born rider's helmet.



Francesco "Pecco" Bagnaia

**DURING THIS SEASON,  
FASSI GRU HAS ALSO  
CONFIRMED ITS  
ASSOCIATION WITH  
REIGNING MOTOGP™  
WORLD CHAMPION  
"PECCO" FRANCESCO  
BAGNAIA**

# A **FASSI F255RA** AT THE SERVICE OF TILERS

The German company Witzig has used the high lifting capacity of the Fassi crane to move 7 quintals of tiles on the fourth floor of a building



#FassiGermany

**Fliesen-Witzig GmbH & Co.**  
Reichsstraße 12a, 04862 Mockrehna, Germany



[www.fliesen-witzig.de](http://www.fliesen-witzig.de)



THE HANDLING OF 7 QUINTALS OF TILES, TAKEN WITHOUT ANY DIFFICULTY TO THE FOURTH FLOOR OF A BUILDING IN NEARBY WURZEN-NORD



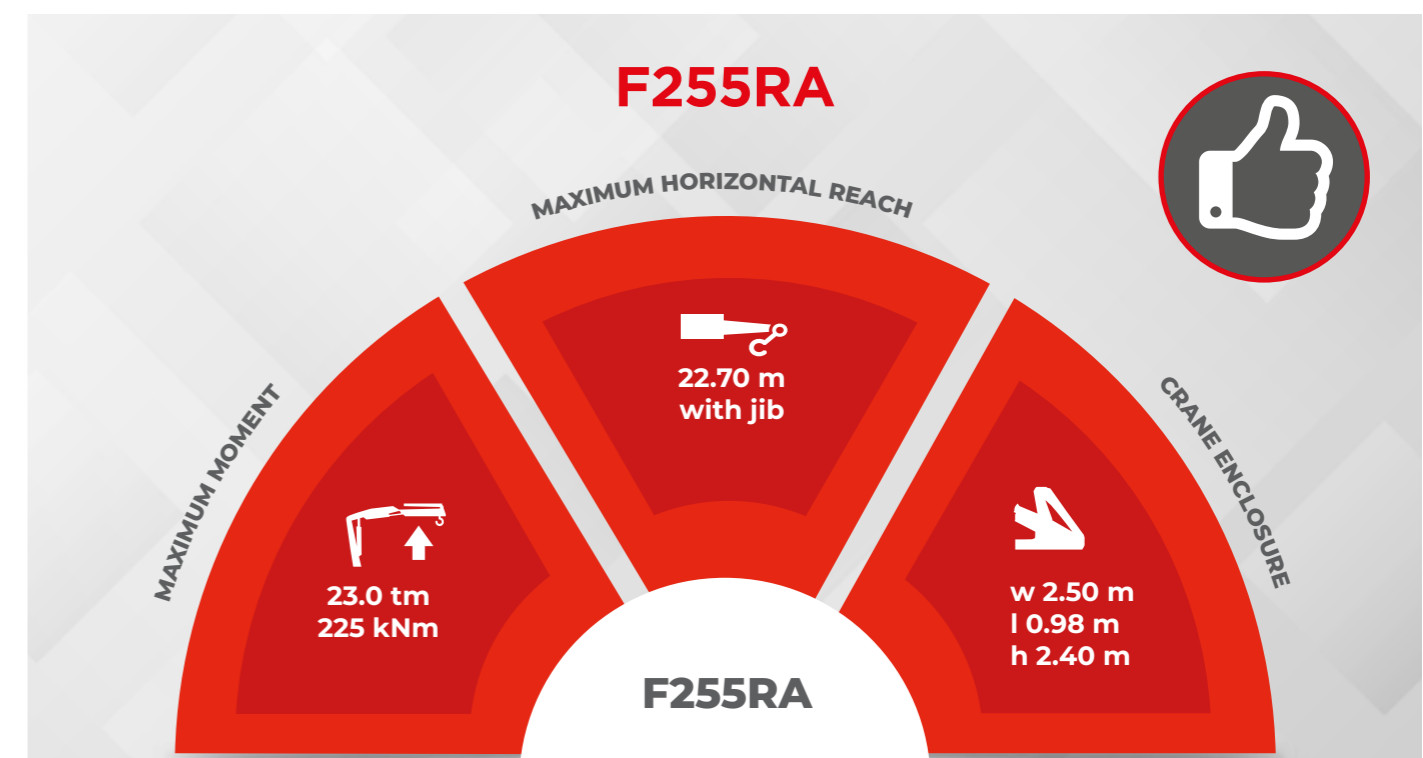
Tilers Jürgen Heuschkel, Karsten Müller, clients Sven Mittenwald, Meinhard Tauchnitz



**S**peed and safety. Flexibility and power. These are the four characteristics that prompted the German construction company Fliesen-Witzig to choose an F255RA for material handling and lifting operations in their daily work. Its advantages? "The excellent lifting capacities, high manoeuvrability, the ability to work in confined spaces and on difficult construction sites," as confirmed by Tobias Lindner, Fassi sales consultant for the East Germany Northern Region. One of the crane's most recent interventions concerned handling 7 quintals of tiles, brought without any difficulty to the fourth floor of a building in nearby Wurzen-Nord. Mounted on a MAN-TGS 3-axle chassis, the F255RA loaded 700 kilograms of tiles to be placed inside the apartments under renovation

managed by the Wurzen eG building cooperative. The vehicle from Fliese-Witzig, driven by Karsten Müller, arrived right under the building where the two tilers Jürgen Heuschkel and Meinhard Tauchnitz were waiting for it on the fourth floor. The operation of stabilising the vehicle, handling and unloading the goods took less than 30 minutes overall: Müller prepared the crane by positioning the hydraulic stabiliser of the truck and lowering the tailgate. Using the Fassi remote control, he opened the telescopic extensions of the crane and hooked up the load. The 7 quintals of tiles were lifted to a height of 14 metres and then manually unloaded because the roof prevented direct laying on the floor. "We chose the Fassi 255RA crane mounted on a MAN-TGS with a 3-axle chassis after careful

evaluation," explains Jan Witzig, owner of the construction company. "It is a solution that adapts perfectly to our daily work routine and thanks to this crane many operations can be performed more quickly and safely. In addition, the workload of my staff has been significantly reduced." This satisfaction was also underlined by Karsten Müller, an employee of Fliesen-Witzig: "I must say that it was really an excellent investment." The company was founded as a one-man business by Jürgen Witzig in 1990. Four years later, his son Jan joined the company and Fliesen-Witzig GmbH & Co was founded. Jan trained as a master craftsman in tiles, laying slabs and mosaics and today is the owner of the company, which has 23 employees. It found itself a solution for optimising handling operations in a safer and faster way.



# F1450R.2.8-HXP TECHNO AT FULL POWER

The Finnish distributor/importer of Fassi, Grutech OY, has delivered a F1450R.2.8-HXP TECHNO with L826 hydraulic extension to the crane rental and special transport company Nosto ja Kuljetus J.Rusanen Oy

In a few months of work in the heart of Finland, the F1450R.2.8-HXP TECHNO with L826 hydraulic extension has already made known all its qualities in terms of performance and innovation, starting from having exceeded 37 metres in height to lift 150 kg.

These are situations that made it the flagship crane of the Finnish crane rental and special transport company Nosto ja Kuljetus J.Rusanen Oy of Sotkamo.

The F1450R.2.8-HXP TECHNO was delivered at the beginning of the year by Grutech OY of Helsinki. It was a purchase that Rusanen Oy strongly wanted to meet above all the needs of its main customer, Terrafame, a leading company in the production of chemical products for electric car batteries.

The Fassi crane, mounted on a Scania R590 truck with five axles and hydraulic activations at the boom tip for using various accessories, immediately impressed the managers Jari and Jouko Rusanen. Its strengths are many, including: the ability of the F1450R-HXP TECHNO to always tackle the most demanding lifts carried out inside large sheds



**Nosto ja kuljetus J. Rusanen Oy**  
Salmelantie 43 G 3, 88600 Sotkamo, Finland



[www.jrusanen.qteam.fi](http://www.jrusanen.qteam.fi)

or covered areas in a practical and efficient way; the JDP (Jib Dual Power) system which manages the hydraulic jib double level of lifting capacity (useful when handling with the hydraulic jib inside buildings while the crane is outside them); **the Fassi IoC system (thanks to which the crane has real-time diagnostics and online monitoring), as well as remote assistance from Grutech OY.**

Speaking of accessories, Nosto ja Kuljetus J. Rusanen Oy wanted to combine the crane with a snowplough, useful for removing snow from the roofs of buildings. The assistance and after-sales service provided by Grutech OY of Helsinki are an integral part of customer satisfaction, and thanks to their collaboration it has been possible to organise a customised spare parts management service to avoid long and expensive maintenance times for cranes.

**NOSTO JA KULJETUS J.  
RUSANEN OY WANTED TO  
COMBINE A SNOWPLOUGH  
WITH THE CRANE, USEFUL  
FOR REMOVING SNOW FROM  
THE ROOFS OF BUILDINGS**

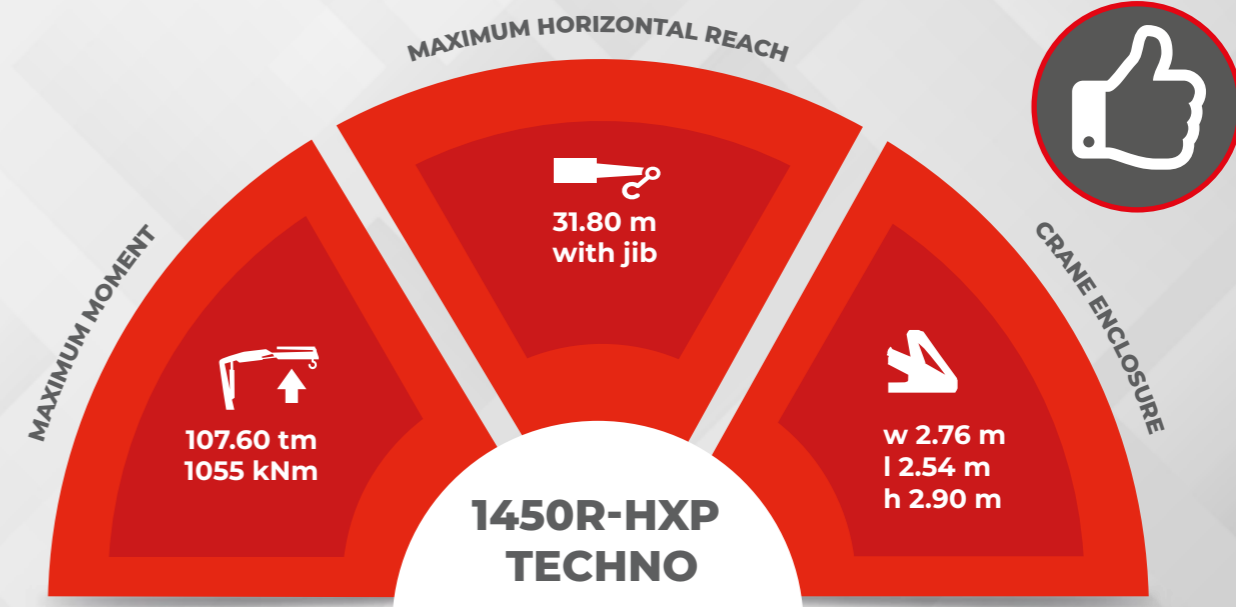


Driver Mika Leinonen (on left) and entrepreneurs Jari and Jouko Rusanen

### Nosto ja Kuljetus J. Rusanen Oy

The Finnish crane rental and special transport company was founded in 1955. Today it is led by Jouko and Jorma Rusanen, sons of the founder Väinö. It has a total of 8 employees, a fleet of four articulated cranes, a combination of semi-trailers, a tanker and two telehandlers. The latest vehicle purchased is the five-axle Scania R590, on which Nappa-Machine Oy of Valkeala installed the Fassi 1450R-HXP TECHNO crane, equipped with a platform with removable sideboards and custom-made accessories.

### 1450R-HXP TECHNO with L826 hydraulic extension



# THE FIRST MODEL OF THE TECHNO RANGE BECOMES A "MODEL"

1000 copies of the F1450R-HXP TECHNO  
in 1:50 scale were made for customers  
and collectors

**The first crane of the TECHNO generation becomes a 1:50 scale model.**

**We are talking about the F1450-HXP TECHNO which is "making itself small" for customers and enthusiasts. The model reproduces the details of the F1450R-HXP TECHNO in the version with 6 hydraulic extensions, starting from the prototype approved by 3D files belonging to the original crane development project.**

The "scaled-down" TECHNO crane is so full of truly special details and functions and exactly reproduces all the main features of the new generation, trailblazing Fassi crane

including: the new X-Design decagonal section of the secondary boom and telescopic extensions; new structures; double oil tanks. The model is sold in specially designed packaging, being self-supporting it can be displayed individually or mounted on model trucks of the same scale on the market.

The series is available for a total of 1000 pieces in standard Fassi livery. Some were distributed during the Bauma 2022, others will be delivered by the end of 2023, giving Model enthusiasts the chance to enrich their collection of scale Fassi cranes.



#FassiScaleModels



# LIFTING TOMORROW

International Information Magazine of the **FASSI GROUP**



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