

# Passion

With passion for customers, technology, forestry and roads

2016

## A real role model

Hans Aumer GmbH

## Grip on Germany

Grapple sales increase

## Increased responsiveness

Slagkraft's new power pack with improved control system is impressive

New crane program  
for trucks

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Bengt Bäckström, BB Skog, Sweden

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# We are on our way!

**WITH GREAT** confidence, we at Cranab Slagkraft take a look at 2016. We are part way through a year, when our products once more handle the whole chain in the commodity flow, from stump to industry. With our return to the market for cranes on logging trucks, we are making a comeback after nearly two decades' absence.

**PRODUCTS THAT BENEFIT**

Behind this, of course, are years of development, testing and preparation. This, to ensure that we deliver benefits to all customers and users through products with high technology levels and quality and that are sold and serviced through a professional distribution channel. Our work to ensure success greatly benefited from our vast experience with forestry cranes, where demands on the supplier are extremely high.

We are looking forward to meeting operators again and being able to count You among our customers!

**MUCH IS HAPPENING THIS YEAR**

Even in our more classic product segments, much will happen this year. Demands on performance and operational safety increase all the time and as a result of excellent collaboration with many machine manufacturers, we are pleased that more of them are choosing cranes from Cranab, for their machines. Slagkraft is launching a smaller model of the W10 power pack and we are sure that it will give the user a completely new and positive experience, especially by way of its completely new proportional control system.

**NEW ON THE JOB**

I too, am personally looking to the future with the greatest confidence. With past experience from the forestry machine industry, I come to Cranab as "new on the job" in many ways, but, with what I hope will be a good perception and understanding of what the customers expect and demand.



To be given the opportunity to work in a company where innovation and a focus on quality from northern Sweden creates products that are renowned with customers the world over, is extremely inspiring; and together with all of the others at the company, I will do my best to ensure that we live up to expectations.

*Anders Strömgren*  
CEO Cranab AB



8

Cranab is vigorously investing in and introducing a completely new programme of truck cranes for forestry and recycling on the market. The programme will be complete with both Z cranes and L cranes in several sizes and designs.

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**Production** MediaPartner AB, Box 86, 598 22 Vimmerby, www.mediapartner.nu  
**Printed** Lenanders, March 2016

**MED RÄTT SMÖRJMEDEL BARKAR DET INTE ÅT SKOGEN**

Anders Strömgren is the new CEO at Cranab

# – A result oriented leader who is looking forward to moose hunting

**As of March 1, the new CEO at Cranab is Anders Strömgren. After 17 years at John Deere Forestry, the focus will be to lead and develop Cranab.**

**“It feels great. Cranab is a fine company and a strong brand with a good reputation,” says Anders Strömgren.**

**ANDERS IS 43 YEARS OLD** and lives with his wife, Karin, and their three children: Klara, 8, Hanna 6 and Herman 4 as well as two dogs in Tavelsjö, in between Umeå and Vindeln in Västerbotten.

When Anders was asked to be the CEO for Cranab, there was no guarantee the answer would be yes. He enjoyed working at John Deere Forestry, had not considered changing jobs and rejected the idea, at first. But after a while, he realised that it was an enticing challenge.

“I have worked for a very good company for a long time, but the opportunity to do something else, in another way, peaked my curiosity. What I see as the biggest differences, is that Cranab is smaller, local and has shorter decisional pathways. That, together with it being a strong brand in an industry that I know something about, and have a lot of experience in, was what was behind my decision,” explains Anders.

“It is pretty cool to think that we are sitting in northern Sweden, bordering on the rural areas in Västerbotten and developing, designing and manufacturing market leading products that are used throughout the world,” he says.

Family is also important to Anders and weighed in the decision.

“It is not just about changing jobs, but rather changing life styles. There will be fewer trips than before and more time at home with the family. Especially when evening activities start

and the children need rides. Life at home will be simpler,” he explains.

At John Deere Forestry, Anders has had a long career in marketing and sales. He was previously Sales Manager in Sweden, General Manager of Sweden, General Manager of the Nordic market and General Manager of all sales in Europe outside the Nordic region. Moreover, he has been responsible for building up John Deere Forestry’s sales network for used forestry machines.

## SIGNIFICANT BREADTH

What will be most important for Cranab in the coming years?

“What is happening now is one of the most important changes at Cranab in a long time. The industry for forestry machines is limited and the number of cut-to-length machines that are sold worldwide is relatively constant. The profits created by a cut-to-length machine are partially eaten up by the machine being more effective and so fewer are needed to do the same work. This is the market we are in and we will do our best to strengthen our position, but Cranab also needs to diversify,” explains Anders.

“Investments in truck mounted cranes is extremely important and we really have to push ourselves to succeed and grow. Focus will be on making good cranes and building up a good distribution network,” he says.



## FEWER BUT WORSE

If others were asked to describe Anders as a person, he thinks they would describe him as an intense, thorough and interested person. What doesn’t feel right, is set aside.

“I want to get things done and as good as possible. I do not like half-way solutions and hasty work. I have realised that you cannot and should not do everything, but what you do choose to do, should be well and thoroughly done. It is all about prioritising and focusing,” says Anders.

In addition to work and family, his greatest interest is hunting. Anders has two dogs and autumn is important as that is when moose hunting season is underway. Even forestry is a major interest.

“I love to be in the forest. It is interesting to know that the work you do affects the forest we leave for future generations,” says Anders.

Anders Strömgren succeeds Hans Eliasson, who was CEO over the past year. Hans Eliasson will continue at Cranab as the Group’s Chairman of the Board.

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Confidence and close collaboration between north and south

## 17 years without any guarantee corrective actions

The Anders Skördare company in Valdemarsvik has collaborated with Cranab since 1999 and buys cranes, grapples and adapted Slagkraft hitches.

“We have not had a single guarantee corrective action on any Cranab product during the entire time,” explains Hans-Erik Svensson, part owner and head of sales.

**HANS-ERIK SVENSSON BOUGHT THE** company in 2012 together with Johan Schultz, who is the son of founder Anders Carlsson. The goal was to increase sales and diversify the product range. Since then, the company has grown and profits have nearly tripled to SEK 17 million.

Anders Skördare specialises in equipment and customisation of farming tractors and forestry excavators. Through close collaboration with Lantmännen Maskin, complete packaged solutions from Valtra’s tractor programme are offered. The company has also developed their own program for forestry trucks, complete with cranes and grapples for Valtra’s tractors.

### A HUNDRED SWEDISH MILES IS NOT FAR

Despite a distance of 90 Swedish miles between Valdemarsvik and Vindeln, it feels close by.

“Contact is fast and easy. If we call for help, it does not take more than a few minutes before we have gotten the help we need. If we have a question on a load point that needs calculating or need to

adjust a delivery, it is easy,” says Hans-Erik Svensson.

“Cranab has also been extremely helpful with our product development, for example, with design documents and calculation bases,” he says.

Anders Skördare mostly buys Cranab’s small scale FC45, FC53 and EC8 cranes with a reach between 8-9.2 metres. The grapples are the round timber CR200 grapple and the wood fuel CE250 grapple. Half of the cranes are placed on Valtra’s tractors with harvester heads and the other half on forestry trucks.

### A SOLID AND SAFE BRAND

Anders Skördare’s good experiences with Cranab has enabled the collaboration to continue in the same way and increase in line with sales growth.

We have never felt the need to evaluate any other supplier of products similar to Cranab. Through the years, two suppliers, Cranab and JAKE, have worked closely with us and not been changed out. And the confidence is mutual,” explains Hans-Erik.

“We know that what Cranab says is

right. We know that the figures we get, for example, for lifting force or loading are correct and that they are neither higher or lower. Everything is substantiated, and we know that someone took time with it. What Cranab says is true,” he says.

“We are also very open with each other. Regardless of whether we or they have a problem to solve, we do it together.

Confidence is the same with the customers, he feels.

“Cranab is a solid brand. There is nothing we have to defend or market. It sells itself. We tell that to the customers and put the focus on the facts, such as reach and lift force. There are never any discussions. It is reassuring,” he says.

### MAJOR SALES INCREASE AWAITS

Anders Skördare has an exciting time in front of them. The focus is on continued development and standardisation within the product programme, development of customer service and recruiting. The idea is for sales to increase by a full 60% in the coming year.



**Cranab continues launching its new power pack programme. The new Craft W10 includes such things as an environmental classed Caterpillar motor and an improved proportional control system.**

New environmentally classed power pack with proportional control system gives a faster and smoother ride

# Craft W10 replaces Craft 401

**THE CRAFT W10 POWER PACK** is installed on wheel loaders and is used with cranes and flails for smaller road networks, where flexibility and productivity are a necessity.

The launch is in line with Slagkraft's engine strategy, where, last year, big brother Craft 601 was replaced with the Craft W17. The Craft W10 replaces its predecessor, the Craft 401, with a newly designed power pack and a new turbocharged, efficient and environmental classed Caterpillar CatC4.4 motor with 100 hp.

"The new power pack has the same excellent characteristics as its popular predecessor, but with a number of improvements. Crane operation is faster, resulting in increased productivity, the integrated control system is proportional and the monitoring functions for the power pack have been significantly improved," explains Håkan Bergh, Marketing Manager for Slagkraft.



Håkan Bergh, Marketing Manager at Slagkraft.

## SMART SERVICE SOLUTIONS

Besides the motor being completely new, focus has been on developing service, support and spare parts sales. Serviceability has increased, for example, by better access, new front panels and a new hydraulic oil tank bleed to facilitate hydraulic oil changes.

"It should be easy to access for servicing and any necessary spare parts should be quickly available. The aftermarket is important to both us and our users. It creates long-term confidence," says Håkan.

Other improvements include a new hydraulic oil tank in stainless steel for greater purity and the Craft W10 has even been equipped with a hydraulic oil cooler. Also, a completely new hydraulic monitor is included with the Craft W10. Via a clear colour display in the cab, the operator can continually receive information on the rpm, hydraulics status and any warnings.

## SMOOTHER CHARACTERISTICS WITH PROPORTIONAL CONTROL SYSTEM

The new control system that is replacing the previous one is based on a fully proportional solution, with new technology centred on a modern, robust and ergonomic joystick from Parker. The Parker IQAN control system will be standard on all of Slagkraft's power packs.

The aim of Slagkraft's new control system is to improve the driving properties and ergonomics for the operator, as well as speeding up clearance work. The new control system delivers much more efficient handling and smoother operation of the crane and flail.

"The central feature of the control system is that all the functions are controlled proportionally with good co-ordination properties, making the operator's work significantly more natural, simple and ergonomic. This will be particularly noticeable during long work sessions," says Håkan Bergh.

## APPROVED BY CATERPILLAR

With the introduction of Caterpillar motors, Cranab's factory received installation approval from Caterpillar. Maintaining the right levels of competence, technology and processes is important to both Caterpillar and Cranab.

"Our having received Caterpillar's approval is a stamp of quality for us as supplier and security for all customers," says Håkan.

### POWER PACKS

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# You cannot be without proportional control

**Clearing roadsides with lamp posts and other obstacles has become easier. The proportional control system for the power pack Craft W10 significantly simplifies the operator's work. So states Torbjörn Malmgren and his operator Richard Waldesjö who was the test operator.**

**TORBJÖRN MALMGREN IS AN** experienced roadway maintenance worker. His experience covers more than 35 years. In 1979, he had begun clearing roads for Örebro Municipality while simultaneously running his own crop production in Odensbacken. After a while, machine operations developed so well that, today, it is the main focus.

Through the company, he owns a Ljungby L9 with a Slagkraft power pack Craft 401 including crane and flail, a John Deere agricultural tractor JD7930 with a Slagkraft crane SC85 and two graders with older cranes from ÖSA.

Torbjörn Malmgren is responsible for road clearing the Swedish Transport Administration's roads in Närke and has Svevia and NCC as employers. The main equipment is the loader from Ljungby and the tractor from John Deere and they are driven in tandem. The Ljungby has been equipped with the Craft W10, with good results.

"What was most apparent was the completeness and the new pack is much faster. The crane movements and the efficacy are clearly better than with the Craft 401," explains Torbjörn.

"The Ljungby equipped with the power pack, crane and flail used to be slower than the agricultural tractor with just a crane and flail. With the new Craft W10, it actually became the other way around," he says.

## **FULL SPEED AHEAD DURING THE SUMMER**

During the peak season between midsummer and the end of September, Torbjörn employs a dozen employees. Most often farmers are the ones that brought in as operators. One of the operators that

drove the new Craft W10 most, is Rickard Waldesjö.

"I like the speed and the proportional control the best. It usually goes slow, for example, with rows of lamp posts and other obstacles, but not now," says Richard.

"There is another flow in the operation. It is possible to orient the crane much easier when you turn and maintain a higher speed when encountering obstacles. The crane is always responsive. It is also easy to run all of the functions at the same time while rolling," he explains.

"Another thing I have noticed is that the new power pack seems quieter. And the new display with



information on, for example, temperature, is extremely helpful. As are the adjustment options that make it possible to quickly adapt the crane to the operator," says Richard.

For Torbjörn and Richard a lot is about speed and control.

"Once you have used proportional control, you will always want to use it. And never go back to a system where you switch between functions with a shift button," says Torbjörn Malmgren.

## **Cranes with sensors to SCA**

Cranab has sold four cranes to Tunadal's sawmill in Sundsvall, which is one of SCA's five sawmills. The cranes are the FC12 model and are delivered with a radio steered control system from IRC and can be steered from both the sawmill's control room and from within the equipment during maintenance. The cranes are equipped with sensors that prevent them from being able to bump into ceilings or walls. Tunadal's sawmill is located close to housing, so there are strong demands on noise control. Therefore, the facility is adapted with such things as a special ceiling and areas are smaller than at other sawmills.

SCA chose Cranab as the cranes are equipped with sensors and can be individually purchased.

## **Cranab's employees invest in health**

During the spring, employees at Cranab, in a special project with industrial companies in Vindeln, have the opportunity to work on their own health. In a collaboration with Våx i Norr, each employee, based on their individual health and level of condition as a starting point, has been given the opportunity for consultations, blood pressure controls and condition tests. Moreover, lunch service has had a health week with an adapted lunch menu from the Hotel Forsen. The object of the project has been to encourage a healthier lifestyle, a desire to exercise and inspire dietary changes.

## **Factory upgrade with new hydraulics**

In connection with the introduction of truck crane production, the factory has been upgraded with a powerful hydraulic system to enable assembly and verification of the new truck cranes. In addition, a special control console is being built where the right pressure and flow can be chosen to allow for testing in as close to real-world conditions as possible and for test driving of each finished truck crane, regardless of model or size.

## New ownership structure in Cranab

The previous CEO and part owner, Fredrik Jonsson, has sold his shares in Cranab. Cranab is now owned by Hans Eliasson, the Italian crane manufacturer Fassi and the venture capital company Z-forestab in Östersund. Anders Strömgren has taken over as CEO for Cranab from Hans Eliasson, who was the CEO for the past year. Hans Eliasson continues as the Chairman of the Board for Cranab, Vimek and Bracke Forest.

## Outer booms from Cranab to John Deere Forestry OY

Cranab delivers outer booms to John Deere Forestry OY's forwarder cranes. The products are an adaptation of Cranab's newest generation of outer booms for forwarders. The outer booms are double telescoping and are delivered complete with the adapted mounts, hoses and protectors. The first deliveries will take place in spring 2016. John Deere Forestry OY has chosen Cranab as supplier thanks to the modern technology, high quality, excellent delivery capacity and great crane features.

## Grutech new distributor in Finland

Grutech Oy in Finland is a new distributor of Cranab's truck cranes and Slagkraft's entire product range of road clearance machines. Currently, Grutech is the distributor for the Italian Fassi loader cranes.

"It is an extremely exciting collaboration that we whole heartedly believe in. Grutech holds a strong position on the Finnish market and has excellent expertise and capacity. Our ambition is for the collaboration to take off, right from the start," says Micael Olsson, Marketing Manager. Together with Grutech, full focus will be on sales and strengthening the aftermarket with service, support and spare part sales. Finnish customers will soon have a partner to turn to.

## Cranab's website adapted for mobile phones

During the spring, Cranab's and Slagkraft's websites will be adapted for mobile phones. You, the visitor will find it easier than before to access all information, see the images and read, for example, brochures via your telephone or tablet. Even material behind customer login will be adapted for mobile phone use.

# Whole new for truck cr

One of the biggest projects in



**"THERE IS AN ENORMOUS NEED** for modern, reliable and effective truck cranes on the global market. That we, as one of the world's leading crane manufacturers of forestry machines, are broadening our truck programme is a natural development," says Micael Olsson, Marketing Manager.

It is not the first time Cranab manufactures truck cranes. About 15 years ago, the company terminated its production of that generation's truck cranes, following an owner directive, and instead chose to focus on cranes for forwarders and harvesters. Thus, Cranab has extensive experience, which they are now using to their advantage.

"As we have previous competence in truck cranes and major experience with forestry cranes, we are able to optimise the program right from the start, says Micael.

We simply use the best of both worlds and can combine strength, performance and constructional solutions. This benefits our customers and users, right from the start," he emphasises.



# programme cranes

## Cranab's history

Cranab is vigorously investing in and introducing a completely new programme of truck cranes for forestry and recycling on the market. The programme will be complete with both Z cranes and L cranes in several sizes and designs. First series manufactured crane is the TZ12 model.



### CRANES WITH GREAT CAPACITY AND DRIVING PLEASURE

Truck cranes target the professional sector for trucks in forestry and recycling. The developmental emphasis has been on low weight and high performance. The result is that the user will get a strong, robust and efficient crane with low weight, high performance and low power loss.

### THE FIRST CRANE IS A POPULAR Z CRANE

First out in the new truck programme is the TZ12, a Z crane for a broad interna-

tional customer group. The TZ12 is a medium sized model and will be complemented with both larger and smaller models.

Besides Z cranes, several sizes of L cranes will also be included in the programme. The first L crane will be a 12 tonne-metre crane, which will be previewed at the end of August, with sales beginning at the 2016/2017 year-end.

### PARTS OF THE NORDIC REGION AND CENTRAL EUROPE FIRST OUT

Initially, the cranes will be released in Sweden, Finland, Germany, Austria and Switzerland. There, marketing channels are essentially ready. Other markets will

progressively follow. The crane programme will be fast out on the market as Cranab, among other things, can use Fassi's channels for spare part sales, service and support.

### A NEW GENERATION OF USERS IS WAITING

"It is a great pleasure to be back in the truck market again. Several users of our previous generation of truck cranes have contacted us and shown great interest. Our aim is to bring in a whole new generation of operators that we will continue to satisfy with the new programme," says Micael Olsson.

Jonas Bäckström and Jens Svensson were the first to operate Cranab's new TZ12 truck crane.

"The crane was fast and we felt right at home from the very beginning," was there joint opinion of the crane. We were also there for operator Urban Hågglund's premiere trip.



# The crane where you immediately feel at home

**JONAS BÄCKSTRÖM OWNS THE** haulage company, Jonas Bäckström Åkeri, in Sundö, five Swedish miles west of Umeå. He has owned the company for five years, having taken over from the Frank brothers, who were the previous owners.

The operation almost entirely consists of timber truck hauling for Sveaskog, NK Lundströms and Holmen.

The hauling company has six timber trucks from Scania and Volvo. The company also has a gravel truck and a Volvo L110 wheel loader. The timber trucks have different brands of cranes attached: Epsilon, Jonsered and Hiab.

The peak season starts when the ground freezes and becomes sufficiently hard and lasts until the spring thaw. The first acquaintance with the TZ12 was made in December, a time of year when it is used the most.

#### USER FRIENDLY

"It is extremely easy to operate and simple to learn. That is what all of the operators thought after trying it, here with us. You feel right at home from the beginning and can be more relaxed while driving and not stress," says operator Jens Svensson.

"Cranab has succeeded in synchronising the operating characteristics and hydraulics. It is nice and fast to operate. Some cranes can take up to a couple of weeks to get used to, but Cranab's crane is extremely easy," says Jonas Bäckström.

#### LONG REACH SIMPLIFIES

The TZ12 comes in two models, a 9.3 metre and a unique 10.5 metre. The longer reach is intended to increase efficiency and facilitate work. Something that is especially noticeable where conditions are rather more difficult.

"When the landing is a bit from the road, I save time by using a longer crane. With a shorter crane, I have to slowly creep out with the rear end of the truck to reach the ends of the timber. Then I have to pull in the timber and lift them up. It makes for twice the work, which I no longer have to do, and I like being able to load faster. You become a little bit spoiled," says Jens.

#### Z CRANES INCREASE LOAD CAPACITY

Z cranes are not as well known in northern Sweden as they are in southern



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Sweden. Something that the TZ12 and its family can change.

“The advantage of a Z crane is that it can be folded back behind the truck. With an L crane, I have to put the crane on top. That means not being able to load as much. With a Z crane, you can fully load and not waste loading capacity. It becomes extra important when it is possible to load up to 74 tonnes,” says Jonas.

“I find it exciting that Cranab is putting truck cranes on the market. They are local and I have heard a lot of good things about the truck cranes they previously made. I hope they succeed and I absolutely plan to continue buying Cranab cranes,” says Jonas.

**LET THE BEAR REST IN PEACE**

Operator Urban Häggglund is new at the hauling company, but has 30 years’ experience as a driver, of which 21 of them are with timber trucks. Urban has experienced nearly everything in the way of driving and equipment. We follow along with him on his premiere trip with the new crane and his review is clear.

“It is impressively responsive and highly successful geometrically. I usually compare a crane that is unresponsive to wrestling with a bear. This was something completely different,” he says.

“You can immediately sit down and load reflexively, it is enough to look at the timber and your brain and body know what to do. It works as it should. Cranab has truly succeeded,” says Urban Häggglund.



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First out in the new truck programme is the TZ12, a Z crane for a broad international customer group.



Jonas Järnö and Micael Olsson, Cranab.

# The first crane is a popular Z crane

**THE TZ12 IS A 12 TONNE-METRE CRANE** designed for working in forestry or recycling. Unique to the TZ12 is a design that gives the crane a longer reach than other cranes on the market. The outer boom is completely straight and allows for a longer boom. This gives it a much better telescoping effect and increases reach.

The TZ12 will be sold with a 9.3 and 10.5 metre length, making Cranab one of the few suppliers to be able to make this offer. The first crane will be delivered with an open cab and a 2+2 control, which means 2 combination joysticks and 2 foot pedals.

**DIFFERENT DESIGN ALTERNATIVES**

Cranab's new crane programme has different equipment options. Some examples include alternative operator positions, both open and with a cab. Different control systems, valve solutions and other options will be offered, such as Load Sense, load holding. The possibilities are

controlled by demand on the respective markets.

**RESPONSIVE, STRONG AND PROTECTED**

The crane's construction provides smooth and responsive operation thanks to optimised hydraulics. The crane's geometry provides power, strength and a harmonious driving experience over the whole work area. The truck cranes are also equipped with the same strong and robust slewing motor found in forestry cranes.

One of the advantages of the crane is completely protected routing of the hoses, pipes and cables. This includes crane booms and crane posts as well as the support legs. It provides an extremely reliable solution requiring only minimal servicing and has low maintenance costs.

**WHICH CRANE SHOULD YOU CHOOSE?**

Essentially it is about how the crane will be used and what you think is best. Both

the Z and L cranes are designed for recycling and forestry transport. Some of the differences are that the recycling crane is adapted for use with several people in the immediate vicinity. The speed is somewhat lower and the crane often configures with, for example, hose burst valves.

Forestry cranes are developed so that loading is effective. It has a higher effect and higher flow.

**SINGLE AND DOUBLE TELESCOPING**

Both crane types will be offered from the beginning as 12 tonne-metre models and as single and double telescopic cranes. The Z crane will first be launched with a double telescoping extension and will come with a single telescoping extension in the autumn. The plan is the same for the L cranes, but with a sales start at year end 2016/17.

# Jonas was there from the beginning

**Jonas Järnö worked in the engineering department when Cranab manufactured the previous generation of truck cranes. Today he is Sales Manager and has been the Project Manager for the end phase of the work on the new crane programme.**

**BETWEEN THE YEARS OF** 1991 and 1999, Cranab manufactured its previous generation of truck cranes. Even before the 1990s, Cranab sold cranes for trucks, but then they were forwarder cranes that were converted to truck cranes. In other words, the demand has long existed.

“Lots of us that previously worked with truck cranes, are still around. That makes this an easy and fun project. It has been quick to launch as we had so much in-house expertise and competence,” he explains.

## **TRUCK CRANES FILL A VOID**

Introduction of the new truck programme is a part of Cranab's investment in a broader product range. When the Italian manufacturer Fassi became a part-owner of Cranab, the choice was simple.

“They had loading cranes and we had forestry cranes. The new programme for truck cranes and forestry and recycling fills a void in our total offering,” says Jonas.

“Besides, there is always a need for alternatives on the market.”

## **ULTRASOUND INSPECTION FOR MAXIMAL SAFETY**

Work with the crane has gone on for two years. In addition to increased produc-



tion, other changes have been introduced at the factory. Among other things, there have been investments in a more powerful hydraulic system and a control system for testing and verifying crane function.

Cranab is also introducing obligatory ultrasound inspection of critical welded joints.

“When a person sits in the crane's cab, it has to be completely safe. Therefore, we are introducing a requirement into the manufacturing process that the area around the crane post and mountings

shall maintain maximum safety. With ultrasound, we can inspect the joint welds to ensure that they meet our demands,” says Jonas.

## **DESIGN THE CRANE ON THE WEB**

During the year, Cranab will even be introducing a product configurator linked to the business system. It provides the opportunity of designing the crane on the web.

“The possible combinations for our truck cranes are great and a configurator will help our distributors to put together the right crane with the customer. It also makes it easier for us in production and in aftermarket. Everything will be properly documented and we know that the combination will be correct. With a configurator, there are only winners,” says Jonas Järnö.

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# Cranab's grapple has gripped Germany

**Cranab's grapples are sold in close to 30 countries around the world, but the greatest number is on the German market. The sales prognosis for Central Europe has been written.**

**THE MOST COMMON** grapple that is sold is a round timber grapple, but the latest trend is claw grapples for mounting on chippers. This is especially true on the German and Central European markets.

The best-sellers, over the past few years, have been the CR280, closely followed by the CR360 with the CR400 and CE280 sharing third place. Three out of four models are round timber grapples for working with timber and different kinds of lumber, with the fourth being an ever-increasing production of claw grapples for wood fuel handling or chipper feeding.

"Our grapples have been around a long time and are well-established. They are solid and good products, and their teething pains are long since over," says Micael Olsson, Marketing Manager at Cranab.



## GRAPPLES

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## GOOD PRODUCTS GO HAND IN HAND WITH GOOD DISTRIBUTORS

That sales go so well in Germany, is because of a continuous effort that has gone on for many years.

"It is fun to see that our long-term product approach has paid off and we can probably say we are the market leader in Germany. Doing so well on a specific market, is not just about the product, it is also about a great distributor," explains Micael.

## A ROLE MODEL

In Germany the distributor is Hans Aumer GmbH, a company that Cranab has worked with since the end of the 1980s.

"Through a goal-oriented long-term and active effort, we have truly succeeded. They attend exhibitions, send out mailings and carry out personal contacts. They are perceived as credible and profitable. They are a role model among our distributors," says Micael Olsson.

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Franz Meilhammer, on the left, is behind the success in Germany. Here, together with his colleague, Albert Hartmannsgruber and a Cranab CR360X grapple.

# The German market wants quality, dependability and Cranab's grapples

**Franz Meilhammer is CEO of Hans Aumer GmbH and has successfully worked with Cranab's products since March 2000.**

**"The secret behind the successes lies in Cranab's product quality and that we, as the distributor, work closely with the customers and are perceived as credible," he explains.**



**HANS AUER GMBH** is a full range distributor of Cranab's products including grapples, cranes and Slagkraft's road clearance machines. Grapples are sold throughout the greater part of Germany, especially to OEMs, machine manufacturers and manufactures of chippers.

## **WHAT DOES THE GERMAN MARKET FIND IMPORTANT WHEN CHOOSING A GRAPPLE?**

"The German customers expect a grapple that is solid, durable and easy to service and maintain," says Franz Meilhammer.

The proof of how Cranab lives up to the German market's expectations can be

seen in the sales statistics, aftermarket work and customer satisfaction.

I have worked with Cranab since 2000, and customer complaints have always been very low. That says everything about Cranab's quality," says Franz.

"The customers like the service life, durability and the excellent geometry of the grapples. They are clearly success factors," he explains.

## **THOROUGH UNDERSTANDING**

Franz Meilhammer is the CEO, having owned the company since 2009; but, the company has worked with Cranab since

the end of the 1980s. The collaboration is well established with fully ingrained expertise and product competence at Hans Aumer GmbH.

Besides excellent product knowledge, the company's philosophy is to work with personal contact. The most important tools are customer visits and participation at exhibitions. The success factors also include being serious, credible and confident in any situation.

"The best advice for being a successful distributor is to stand one hundred per cent behind the products you sell and to be credible," explains Franz Meilhammer.



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Come meet us at the following exhibitions:

# Exhibition calendar 16

<b>Silva Regina</b> April 3-7, Brno, Czech Republic.	<b>Elmia Lastbil 2016</b> August 24-27, Jönköping, Sweden.
<b>Bauma 2016</b> April 11-17, Munich, Germany.	<b>FinnMetko 2016</b> September 1-3, Jämsänkoski, Finland.
<b>IFAT</b> May 30-June 3, Munich, Germany.	<b>Internationale Holzmesse</b> September 1-4, Klagenfurt, Austria.
<b>Svenska maskinmässan 2016</b> June 2-4, Solvalla, Stockholm, Sweden.	<b>GaLaBau Messe 2016</b> September 14-17, Nürnberg, Tyskland.
<b>Skogsmaskindagarna</b> June 3-4, Karlskoga, Sweden.	<b>SMF mäsasa</b> November 11-12, Sweden.
<b>KWF 2016</b> June 9-12, Roding, Upper Palatinate, Bavaria, Germany.	

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