

WOLFFKRAN debut at CONEXPO 2017 – The leader of the pack in the crane industry expands its territory

Las Vegas – March 2017. Red WOLFFs premiere at the 8th Conexpo in Las Vegas – German tower crane manufacturer WOLFFKRAN will exhibit for the first time at the largest construction equipment show in America. The company returned to the US market in 2015 and has since opened a branch office on the East Coast and soon on the West Coast to drive sales and deliver service for its cranes. At Conexpo, WOLFFKRAN will showcase its newest saddle jib crane, the WOLFF 7534.16 clear in the US version, and announce the introduction of select other WOLFF crane models in US versions.

The WOLFF 7534.16 *clear* was first presented at bauma in Germany last spring and complements the WOLFFKRAN *clear* series in the 315 tm class. "Although the WOLFF 7534.16 *clear* is our biggest flat-top crane, it doesn't sacrifice on any of the advantages of this design. It is perfect for inner-city construction sites that require space-saving solutions, up to date assembly concepts and quick turnaround times," says Ulrich Dörzbach, Managing Director and Head of Research and Development of WOLFFKRAN.

WOLFFKRAN introduces further US versions of its tower cranes

„After the successful introduction of US versions of our tried and tested luffing cranes WOLFF 355 B and 700 B, we are now following the market demand for US versions of our equally popular saddle jib models WOLFF 6031.12 *clear*, 7534.16 *clear* and 8033.20 *cross*.“ says Dörzbach. „US versions of two more luffing cranes, namely the WOLFF 275 B und 1250 B, will follow suit.”

Both of the *clear* models are among WOLFFKRAN's best-selling saddle jib cranes in the medium lifting range due to their high cost efficiency in terms of assembly and transportation paired with solid lifting capacities of 26,460 lbs (6031.12 *clear* US) and 36,380 lbs (7534.16 *clear* US). With the WOLFF 8033.20 *cross* US WOLFFKRAN is also introducing a classical saddle jib crane (with a tower top) with a 263 foot jib and a maximum lifting capacity of 44,090 lbs into the US market to account for higher lifting demands of construction jobs using heavy prefab concrete elements. "The 8033.20 *cross* is a great crane characterized by fast line speeds in 2-fall operation and high lifting capacities in 4-fall operation. And yet it is as easy and fast to install as cranes in the lower lifting ranges, making it one of our most cost-

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effective all-rounder crane models,” states Duncan Salt, President of WOLFFKRAN Inc.

„We are also working hard to get our hydraulic luffer WOLFF 166 B approved for the US. We see a strong market here because of its particular characteristics like the reduced out-of-service-radius, the new flat-top design without rope luffing gear, its fast luffing time of 90 seconds as well as its maximum tip load of 6,790 lbs in single-reeved operation with 164 foot jib length,” Duncan Salt describes another hot contender for the US market.

Offering an overall package is the key to growth

On the occasion of the last Conexpo in 2014 WOLFFKRAN CEO Peter Schiefer announced the return to the US market. Three years later the globally active tower crane manufacturer from Germany is on a solid growth path in the United States. It not only registers a performance above expectations in New York City, where market-share is at around 20%, but also interest from outside of Manhattan from major crane operating companies from the North-East for both large luffing jib cranes and saddle jib cranes, as Salt confirms.

“Selling cranes is something that everybody can do. That’s why we focus on delivering comprehensive service and technical support, right from the beginning,” says Schiefer. “Recently we closed a deal for three saddle jib cranes with a company in Illinois, which was convinced by exactly that – our service and technical support”, states Duncan Salt. “Furthermore, the West Coast is a very vital market where we now have a mix of sale and rental contracts to be supported from our new service center south of Los Angeles, which we will open soon.”

„We see the positive response from our customers and solid growth in the US market as a confirmation that we are on the right track. Our debut at Conexpo is another important step for us on this track,” Schiefer concludes.

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