

# GH'NEWS

NOVEMBER 2018

**Nº 19**



**1958 - 2018**

WE HAVE COMPLETED  
**60 YEARS**  
AS A COMPANY AND  
ARE PLANNING TO  
COMPLETE ANOTHER 60.

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**THAILAND. WIN-WIN TOP CUSTOMERS PROGRAM AND REGIONAL SEMINAR EN BANGKOK** \_ PARUEHAT GONBANG Senior Engineer (STECON)  
JOSE ANTONIO ASTIGARRAGA Director of the Crane Components Business Unit \_ The Universe of George "REUNION IN SINGAPORE"  
GH ASSEMBLY TEAM \_ IÑAKI RAMÍREZ Director of the GH Group's SERVICE BU \_ NEWS \_ GH IN MÉXICO

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& REGIONAL SEMINAR  
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# 60 YEARS AND 112,000 CRANES LATER.

*Jose Antonio Guerra*  
CEO of the GH GROUP

**S**eptember 1958 saw the official beginning of the GH's business activities as a project promoted by four enterprising brothers who were both audacious and confident that, with their initiative alone, they would be capable of constructing their future.

Sixty years and 112,000 cranes later, the spirit of those pioneers is as strong as ever in the company, although the profile of the project has changed substantially, as demanded by the times and new customer and market needs.

Today, GH is a leader in the world of lifting, with a wide range of solutions for many sectors of the global economy that demand our cranes in order to be more competitive and efficient.

Treating each project as a new challenge while recognising our capacities and limitations with humility, today GH is a company with a multinational presence in the main markets of the world – something which allows us to adequately respond to the needs of all of our customers. We have made flexibility one of our main hallmarks and, for us, innovation is a constant

**“WE HAVE MADE  
FLEXIBILITY ONE OF  
OUR MAIN HALLMARKS  
AND INNOVATION,  
A CONSTANT CONCERN”.**

concern so as to stay ahead of the basic requirements of the customers who decide to put their trust in us.

GH is a growing project, with an independent profile and with a group of people who share in the ideology with which we started out 60 years ago: honesty, reliability in fulfilling the

commitments we take on and unwavering dedication to service.

Throughout these years, we have shown that we occupy an important position in a highly competitive sector dominated by large companies with access to vast resources and with which we compete in a professional way with our products and services.

We are celebrating sixty years as a company and planning to go on for at least another sixty, remaining faithful to an ideology and identity that make us different from the rest.

We look back over the past to remember the path we have taken and the challenges we have overcome. We are proud. And we draw on the past to learn and to gain the necessary strength with which to project ourselves into the future.



# THAILAND.

A gateway to South-East Asia.





•South-East Asia •



**Capital:** Bangkok (8.2 million inhabitants in 2017). 15 million including the metropolitan area.

**Other cities:** The second largest city in the country is Chiang Mai (1.5 million inhabitants). Other important cities are: Chiang Rai, Pattaya, Nakhon Ratchasima, Chantaburi, Rayong, Songkla and Phuket.

**Languages:** The official language is Thai. In cities and tourist centres English is used in commerce, business and services, but knowledge of English is limited among the general population.

**Religion:** The most widespread religion is Theravada Buddhism, professed by 94% of the population. There is a Muslim minority in the south (5%) and a Christian community of one million people, of which around 300,000 are Catholics.

**Currency:** The baht is the monetary unit of Thailand.

**Average exchange rates:**

CURRENCY/YEAR	2013	2014	2015	2016	2017
THB / \$	32.48	36.6	31.81	35.30	33.90
THB / €	40.81	40.74	38.38	39.05	38.81

**Form of government:** Thailand is a constitutional monarchy.

**Surface area:** 513,120 km<sup>2</sup>.

**Geographic boundaries:** It borders Cambodia and Laos in the east, Myanmar and the Andaman Sea in the west, and the Gulf of Thailand and Malaysia in the south. From north to south it has a length of 1,620 km and the width from east to west is 775 km.



## THIS YEAR THE THAI ECONOMY IS EXPECTED TO GROW BY AROUND 3%.

Thailand is regarded by many as a first-rate tourist destination because of its geography, climate and the general characteristics of the country.

While not ignoring this aspect, since much of the business activity of this Asian country revolves around the tourism sector and the consumption that it generates, Thailand is much more than a tourist destination and, in recent years, it is proving to be a gateway to new business opportunities and economic activities.

In this regard, it should be noted that Thailand is one of the world's economies that is most dependent on exports (equivalent to 66% of its GDP). Its impressive economic development in the 1980s and early 1990s was interrupted by the Asian crisis at the turn of the century. Between 2002 and 2007, GDP recovered with increases of 5% per year. However, the global financial crisis, the floods of 2011 and the political tensions of recent years have moderated that growth.

In the last decade, Thailand recorded an average annual GDP growth of 4.4%, varying between a maximum rate of 7.8% (2010) and a minimum of -2.3% (2009). The trend shows a progressive increase in the importance of domestic consumption in GDP and a drop in exports, especially of products with low added value.

The Thai economy grew by 2.8% in 2015, improving on the figure of 0.9% in 2014. In 2016 it grew by 3.2% and 2017 closed with a growth of 3.6%. In 2018, Thailand is expected to grow at around 3%.

### NEW INVESTMENTS IN THE EASTERN ECONOMIC CORRIDOR (EEC)

In 2016, the machinery and lifting sector was the fourth largest in terms of sales from Spain to Thailand, accounting for 6.43% of all Spanish exports. The most exported products to Thailand in that year were those related to the chemical industry, which accounted for 17.66% of the total.

The countries that have exported most to Thailand in recent years are, in this order: China, Japan, USA and Malaysia, and in a modest eleventh position is the first European country, Germany.

By country, Japan (40%) was the most important investor in 2015, following the trend of previous years, followed by Singapore (24%) and Australia (9%).

In 2015, the EU stopped being the second source of investment, dropping collectively to the 6th position.

In July of this year, the Thai Government announced a multi-billion dollar investment in conjunction with the United States to strengthen the Bangkok-Rayong corridor and provide it with fast and efficient communications in order to boost the establishment of companies in the area, the most industrially developed in the country. The construction of the 193.5 km Bangkok-Rayong high-speed rail project that will connect the eastern economic corridor (EEC) and three international airports has recently been approved.

## CHINA, JAPAN AND THE UNITED STATES ARE INVARIABLY THE COUNTRY'S MAIN TRADING PARTNERS.

# WIN-WIN TOP CUSTOMERS PROGRAM & REGIONAL SEMINAR IN BANGKOK.

SEMINAR IN THAILAND  
TO PRESENT THE  
TECHNOLOGICAL  
INNOVATIONS THAT GH  
CRANES INCORPORATES  
INTO ITS EQUIPMENT.

**O**n 20 and 21 July, GH organized a double meeting with top-level Thai customers to present the latest developments and technological innovations incorporated into our equipment. The meeting also served to give a broad overview of GH capabilities in the country and to introduce our integrated team in the joint venture we have with Peera Laohakarniyon: **LGH**.





THAI CUSTOMERS AND DISTRIBUTORS IN THE COUNTRIES IN THE REGION HAVE BEEN ABLE TO DIRECTLY RECEIVE THE INNOVATIONS INCORPORATED INTO OUR PRODUCTS AND FIND OUT ABOUT THE CHALLENGES FOR GH IN SOUTHEAST ASIA AS A WHOLE.



In another of the sessions, all the distributors from Southeast Asia, South Korea, New Zealand and Australia met together so that they could be provided with the same information that was given to the customers and with the aim of improving interaction by listening to their ideas and suggested areas for improvement.

The two seminars were held at the **LGH** premises in **Chonburi** and both customers and distributors could see firsthand the improvements to our new **GHE17 hoist**, the regenerative hoist and other technological developments that GH has incorporated into its products.

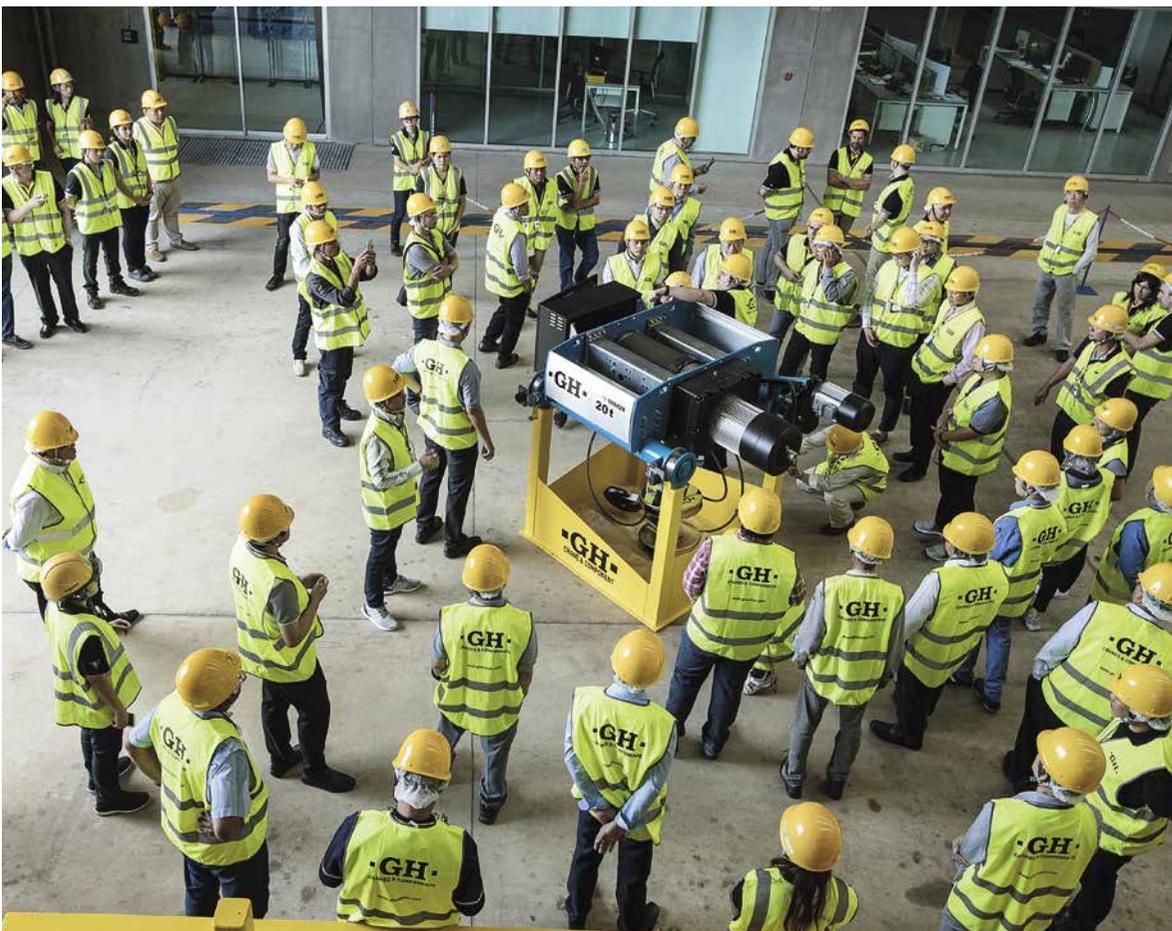
To round off, both groups were offered a tour of the production facilities where they were able to inspect the crane manufacturing process, as well as the quality standards and reliability requirements for our cranes.

The two events served to confirm the commitment of GH to this geographical area of the world and to acknowledge the presence of a great team of people willing to give the best possible service based on their proximity to customers.

It is only a small step in terms of the presence of GH in Southeast Asia, but a great leap for the stimulation of our activity in the area, which we are confident will bring its rewards.



*These photos show different moments during the course of the seminar and the WIN-WIN initiative, as well as the GH Spain team that went to the event.*



*After the presentations, the attendees went on a tour of the production facilities, taking a keen interest in the manufacturing systems.*



•South-East Asia •



THE HIGHER WE  
TRY TO JUMP,  
THE HIGHER WE  
WILL REACH.

Lifting your  
world.

# Paruehat Gonbang

Senior Engineer at Sino Thai Engineering & Construction Public Company Limited (STECON).

“ WE MUST CAREFULLY SELECT **THE BEST QUALITY MACHINERY PROVIDERS** FOR OUR PROJECTS.



■  
“GH IS A **QUALITY CRANE MANUFACTURER**”.  
■

**GH** has been present in Thailand for more than 20 years through its local partner Peera Laohakarniyom, with whom it has carried out all its activity in the country in a very satisfactory way.

As a result of this collaboration, seven years ago Peera and GH decided to increase their level of collaboration and set up the LGH joint venture, to make complete cranes for the Thai market. In this new phase, GH is achieving great penetration through key customers within the Thai market that demand the high standards of quality and competitiveness of both Peera and GH.

One of these companies, **Sino Thai Engineering and Construction Public Company Limited (STECON)**, has been a key GH customer in the past and more recently has ordered a total of seven gantry cranes, one of them (160 tonnes) having made a name for itself as the largest gantry crane installed in the country.

To get to know this customer better and find out about the company's impressions, we have interviewed Senior Engineer **Paruehat Gonbang** who has been the contact within the company.

These are his impressions.



•South-East Asia •



*Double beam mobile crane (25t., 60m high) in a construction site that STECON operates in Thailand.*

**What do you think of GH as a crane manufacturer?**

Compared with the other crane manufacturers, GH is regarded as a good quality crane manufacturer with a high rating.

**Why did you choose GH for the carrying out of several of your key projects in Thailand?**

Our company's projects are very large scale and also very important. Therefore, everything used for our company's construction projects, including the machinery, must be carefully selected so that the best quality products are used. That is why we selected the cranes manufactured by GH.

**What would you highlight as the most positive aspect of your collaboration with GH and with our subsidiary joint venture LGH?**

They manufacture high quality cranes and provide good after-sales service with a high level of safety and good safety systems.

***“GOOD QUALITY SYSTEMS TO CONTROL MANUFACTURING”.***

**Are there any negative aspects you wish to highlight about this relationship?**

In the purchase of some spare parts we had to wait an excessively long time for delivery. The spare parts are quite

expensive, and the products are not widely known in the Thai market.

**What do you think of the LGH production facilities in Chonburi?**

LGH manufactures and assembles using high quality products, and has good systems to control manufacturing. In addition, LGH has installed good quality, high capacity equipment for manufacturing and assembly, and, as a result of this, produces high quality products.

***“EACH CONSTRUCTION COMPANY WILL NEED TO HAVE ITS OWN PRECAST CONCRETE FACTORY”.***

Mobile cranes with double beam of 100 t. (above) and 22 t. (below), in two STECON projects in Thailand.



**Could you tell me, in your opinion, the sectors of the Thai economy in which GH might have the greatest opportunities?**

GH has very high potential for growth in the Thai construction sector. Recently, the construction industry has changed substantially as a result of the shortfall of manpower. It is therefore necessary to use more machinery in the construction process in order to reduce the manpower required. From now on, and into the future, precast concrete systems will be used more and more. Each construction company will need to have its own precast concrete factory, and gantry cranes will form a necessary part of the machinery used in these factories.

**What advice would you give for GH to achieve success in a country like Thailand?**

GH cranes are good quality cranes and the company provides good after-sales services. However, it would be advisable to reduce the sale price of spare parts, which are currently very expensive; and the delivery time is also too long. If improvements are made in both these areas, GH will have greater potential for achieving success in the Thai market.



■  
**“IN GH THEY MANUFACTURE HIGH QUALITY CRANES AND ALSO GIVE A GOOD POST-SALE SERVICE WITH A GOOD LEVEL OF SAFETY AND SAFE SYSTEMS FOR OPERATIONS”.**  
 ■



# Jose Antonio Astigarraga

Director of the Crane  
Components Business Unit.

**T**he new restructuring of GH, with a clear orientation towards the market, has resulted in a transformation of the company involving the creation of five new Business Units.

In the previous issue of "GH NEWS," we had the opportunity to find out about the opinions and concerns of two of the people in charge of these five Business Units and the challenges they face.

In this issue, **José Antonio Astigarraga**, director of the Crane Components Business Unit, offers us his unique view on the management of this core part of GH's business.

Astigarraga is a man with a great deal of experience who has spent his entire professional career at GH and has extensive knowledge of GH products. Previously, he was responsible for purchasing at GH.

These are his thoughts.

“  
WHOEVER GETS  
TO KNOW US IS  
VERY LIKELY TO  
COME OVER TO  
OUR WAY OF  
DOING THINGS.”

**"FOR US, OUR MARKET IS THE WORLD, BUT WE MUST NOT FORGET THAT GH'S PLANS FOR INTERNATIONAL IMPLEMENTATION ARE STRATEGIC".**

*A number of the attendees listen to the explanations about the new GHE 17.*



***INNOVATION,  
PRODUCT RANGE,  
CUSTOMER SATISFACTION  
AND COMMITTED  
DISTRIBUTORS.***

**What are the main challenges you face in your new position as head of the Crane Components Business Unit?**

The main challenges we face are, in this order: innovation, to make GH a leader in innovation within the PREMIUM market, adding more value to the product and maintaining a competitive price level.

Second, to offer the market a product range that is as complete and broad as possible. We need to be able to provide global lifting solutions, from lightweight cranes and chain hoists to high capacity cable hoists.

Third, customer satisfaction: Building the loyalty of our customers and those of our distributors through a product and service that meets their demands and expectations.

Also, providing our distributors and subsidiaries, our real "travel companions", with the tools and arguments necessary for them to develop their businesses in their respective markets. In this way, we promote a WIN-WIN situation which benefits all.

And, finally, to create a sense of belonging within the Business Unit (BU), share the

objectives and assess the performance of the people who make up the unit.

**Which markets would you highlight as the most important for GH in terms of your business unit?**

It is clear that there are countless industrial sectors that the BU impacts and that are important to us. In each country, some sectors are more relevant than others: mining, metalworking, galvanized steel, cast iron, wind energy, etc.

We also have to remember sectors such as aeronautics, automotive, energy, etc., in which, although they involve projects piloted by other BUs, the components are manufactured by our unit.

For us, our market is the world, but we must not forget that GH's plans for international implementation are strategic. Having said that, our distributors also allow us to access the markets in which we do not have our own presence as a company.

To summarise, all markets and all sectors, although we must not forget that in this business the key is the number of units, the economy of scale and the introduction of many units into the market, seeking medium-term returns for the benefit of the group.



**THREE AREAS  
MARKED  
IN RED.**

**Which geographic areas do you think are most strategically important for the Crane Components Business Unit?**

At the moment, without any doubt, we have three areas of the roadmap marked in red, basically because they are markets in which we have a very low market share, and the countries have a high potential, so the margin for improvement in those countries is huge.

In the first place is the USA, a market with great potential in the industrial sector and in which we are still a great unknown.

Second is China. It's always been said that "you have to be in China". It's also a market with great potential, in which we are beginning to see things happening, having signed agreements with two new distributors.

Finally, there is Latin America: In this case, it's not so much because of the potential, which is also there, but because it's a natural market for reasons of history and language. The economic prospects for the future are good, with countries that are going to grow after years of crisis and stagnation.

**THE HIGHEST  
TECHNOLOGICAL  
LEVEL.**

**How would you define the technological level of GH equipment and what do you think might be the three main points where it differs from the competition?**

The equipment that makes up the current GH range is of the very highest technological level. We can compete with multinationals with far greater resources on an equal footing and come through with flying colours.

Of course this mustn't make us complacent in our drive to be at the technological cutting edge.

But I would like to highlight some differentiators:

- Standard variable-frequency drive for lifting up to GHE17 (released soon).
- Hoists with the best drive system in the market.
- Bolt load cell and special lifting cables as standard.
- COREBOX as standard in the very near future.



The hoists GHB11 and GHE17 are two projects in which J.A. Astigarraga has actively participated.



**"IN THE PREMIUM EQUIPMENT MARKET, NOBODY GIVES SO MUCH FOR SO LITTLE".**

**Which two or three specific projects would you highlight from the last twelve months?**

For us, all our projects are very important, and our business is based on the constant trickle of orders and customer repetition, but I would just highlight these two projects, not so much because they were particularly spectacular or complex, but because they have been a challenge and a milestone in terms of the way we have approached them.

First, the 99369 GHB11R054105H25 hoist, which was the first New Generation hoist. It represents a very important change, both in terms of the product and in the way of working. It comes from applying a more specific vision to another vision arising from a multidisciplinary group. It resulted in a generational and conceptual change in the design and development of GH hoists.

Second, the project for 88 hoists for "DONGXING" in China, for the aluminium sector. They are identical 25t hoists that have had to be designed from scratch. The complexity for the BU lies in being able to combine our production of these 88 hoists with that of our suppliers without letting the normal weekly production suffer.

Two hoists are produced per day regardless of the rest of the production of the unit. A work team has been formed with clearly defined objectives and milestones in order to undertake the project with guaranteed success.

**Which do you think will be the most dynamic sectors for your Business Unit in the coming years?**

As I noted above, our unit serves countless sectors that require lifting solutions.

It is difficult to define which ones will be the most dynamic, but this will clearly be conditioned to a very large extent by economic cycles; the acquisition of equipment goods is directly related to thereto.

In principle, analysts predict a change in the economic cycle. We will see if this has a global impact or if only some economies suffer. Our presence in different geographic areas should allow us to find a balance to cope with this potential change in the economic cycle.

***IN MANY MARKETS WE ARE COMPLETELY UNKNOWN.***

**How would you convince a customer or distributor that needs GH equipment so that they choose GH Crane Components?**

The biggest obstacle for GH outside our natural market (Portugal, Spain and France) is that we are the great unknowns; we are not a well-known name like the others, and that is a barrier that we have to break down for someone to initially take an interest in our product.

Whoever gets to know us is very likely to come over to our way of doing things.

First, I would invite them to come to the factory and get to know us, to see our potential and our drive for customer satisfaction. With us, they will not be just another customer, they will be THE CUSTOMER.

Then I would invite them to make a comparison of our products with those of the competition, emphasizing for example the variable-frequency drive in lifting and its virtues, such as increased productivity, reduction of consumption, etc., and I would finish by highlighting the fact that in the current PREMIUM market, nobody gives so much for so little.

The Universe  
of  
**GEORGE H.B.**



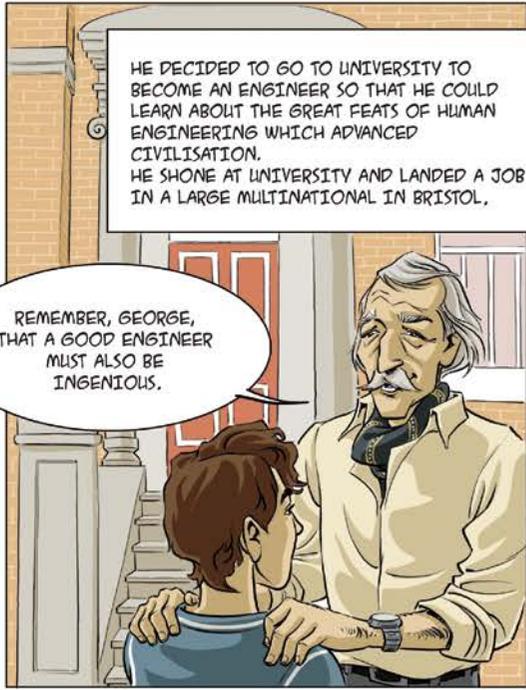
**GH**

# REUNION IN *SINGAPORE*



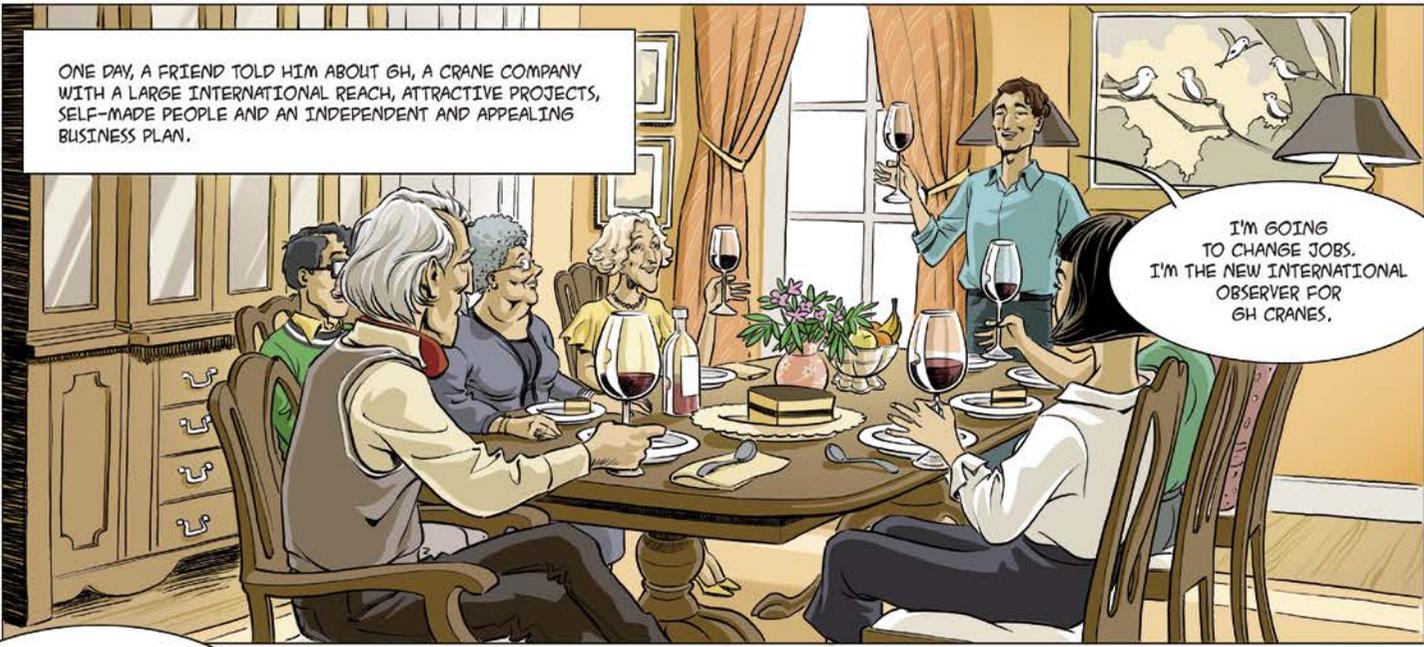


GEORGE HAD A HAPPY CHILDHOOD IN CARDIFF. HE LOVED TO PLAY NEXT TO THE DOCKS WITH HIS FRIENDS, BRIAN AND JEAN, AND THEY HAD ALL SORTS OF ADVENTURES TOGETHER.



HE DECIDED TO GO TO UNIVERSITY TO BECOME AN ENGINEER SO THAT HE COULD LEARN ABOUT THE GREAT FEATS OF HUMAN ENGINEERING WHICH ADVANCED CIVILISATION. HE SHONE AT UNIVERSITY AND LANDED A JOB IN A LARGE MULTINATIONAL IN BRISTOL.

REMEMBER, GEORGE, THAT A GOOD ENGINEER MUST ALSO BE INGENIOUS.



ONE DAY, A FRIEND TOLD HIM ABOUT GH, A CRANE COMPANY WITH A LARGE INTERNATIONAL REACH, ATTRACTIVE PROJECTS, SELF-MADE PEOPLE AND AN INDEPENDENT AND APPEALING BUSINESS PLAN.

I'M GOING TO CHANGE JOBS. I'M THE NEW INTERNATIONAL OBSERVER FOR GH CRANES.

THE ONLY REGRETS YOU'LL HAVE ARE THE THINGS YOU DON'T DO. GO, AND COME BACK SOON TO TELL ME ALL ABOUT IT.

GEORGE, YOU SHOULD ALWAYS FOLLOW YOUR HEART.

AFTER TRAVELLING AROUND ALL THE COUNTRIES WHERE GH IS PRESENT AND GETTING TO KNOW THE PEOPLE WHO MADE AND CONTINUE TO MAKE IT POSSIBLE, GEORGE GETS A CALL FROM GORKA. HE IS IN THAILAND, AND HE ASKS GEORGE TO HELP HIM CONVINCE A CLIENT IN SINGAPORE WHO WANTS TO BUY A CRANE. THE CLIENT HAS LOTS OF DOUBTS ABOUT THE DECISION.



CAN YOU COME AS SOON AS POSSIBLE TO MEET WITH MR. LI? AS YOU KNOW, THIS IS A DIFFICULT ENVIRONMENT FOR US, WITH THE HUGE INFLUENCE OF CHINESE AND JAPANESE CULTURE.



AFTER A 12-HOUR JOURNEY, GEORGE MEETS WITH THE CEO OF THE COMPANY, MR. LI.

GOOD MORNING, LI.

I'M SURE THAT I'LL BE ABLE TO ANSWER YOUR QUESTIONS AND ALSO TO RECOMMEND GH.

GOOD MORNING, GEORGE. THANKS FOR COMING. SO, I'M THINKING ABOUT BUYING AN OVERHEAD CRANE BUT I HAVE FEW DOUBTS.

BILBAO  
FRANKFURT  
SINGAPORE

LOS ANGELES  
SINGAPORE

JAPAN CRANES

WHY GH?

WELL, FIRST OF ALL, BECAUSE OF THEIR SIZE. THEY CAN PROVIDE MORE TAILORED SOLUTIONS AND SERVICES AND QUICK RESPONSES TO THEIR CLIENTS.

WHAT ABOUT THE COST?

THE COST IS SIMILAR TO OTHER FIRMS, BUT THE PERFORMANCE IS IN A LEAGUE OF ITS OWN.

TELL ME MORE.

LET ME EXPLAIN. FOR THE DRIVES AND CONTROL OF THEIR MACHINES, OTHER MANUFACTURERS USE MADE-TO-MEASURE INSTEAD OF COMMERCIALY AVAILABLE COMPONENTS, WHICH CREATES A SITUATION OF DEPENDENCY FOR THE CUSTOMER AND ALSO INCREASES THE COST OF SPARE PARTS. THIS OCCURS, FOR EXAMPLE, WITH VARIABLE-FREQUENCY DRIVES, CONTROLS, BEARINGS, HOOKS AND OTHER ELECTRICAL AND MECHANICAL COMPONENTS.

IN OTHER WORDS, THE CRANE MAINTENANCE WITH OTHER FIRMS WILL TURN OUT TO BE MORE EXPENSIVE.

RIGHT. GH ALSO INCORPORATES NEW ADVANCES INTO ITS PRODUCTS AS STANDARD, WHEREAS OTHERS OFFER MACHINES WITH DIFFERENT PERFORMANCES DEPENDING ON THE MARKET.

CAN YOU GIVE ME AN EXAMPLE?

GH HAS INCORPORATED FREQUENCY INVERTERS AS STANDARD IN ALL ITS CRANES FOR CONTROLLING THEIR DRIVES, INCLUDING LIFTING.

MR. LI LISTENS ATTENTIVELY TO GEORGE'S EXPLANATIONS. BUT SOMEONE IS EAVESDROPPING. IT'S MR. CHANG, MR. LI'S EXTREMELY DEMANDING PRODUCTION MANAGER AND AN OLD ACQUAINTANCE OF GEORGE. A FEW.



IS THAT IMPORTANT?

HUGELY. ASIDE FROM BEING ABLE TO SELECT THE CRANE SPEED, THESE INVERTERS FACILITATE SMOOTHER MOVEMENT, WHICH TRANSLATES INTO LESS STRESS ON THE CRANE PARTS AND STRUCTURE. IN OTHER WORDS, IT WILL LAST LONGER, ITS PARTS WILL HAVE A LONGER LIFE AND THERE WILL BE FEWER BREAKDOWNS.



HELLO GEORGE. IT'S VERY NICE TO SEE YOU AGAIN. THIS TIME IN A DIFFERENT ROLE.

OF COURSE. THE LAST TIME WE MET YOU SAID THAT YOUR CRANES WOULD SOON INCLUDE SIGNIFICANT SAFETY IMPROVEMENTS. ARE WE STILL WAITING?

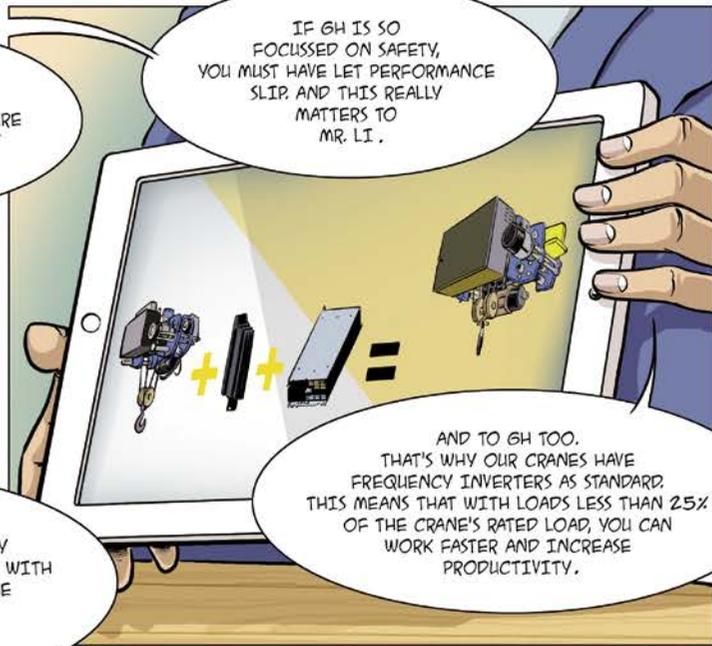
GOOD MORNING, CHANG. I'M DELIGHTED YOU'RE HERE. YOU KNOW US WELL AND YOU CAN VERIFY EVERYTHING I SAY.

NO. WE'VE ALREADY INCORPORATED FREQUENCY INVERTERS WHICH REGULATE DRIVE START AND STOP, AND IN ADDITION TO THE NORMAL SERVICE BREAK THERE IS ALREADY AN ELECTRIC BRAKE. ALL OF THIS IMPROVES SAFETY.



THAT'S ALL VERY WELL. BUT WHAT'S THE SAFETY FACTOR OF YOUR WIRE ROPE? WE DON'T ACCEPT LESS THAN 7.5.

ALL CRANES HAVE A MINIMUM WIRE ROPE SAFETY FACTOR OF 5 AS STANDARD, IN LINE WITH THE RECOMMENDATIONS OF THE EUROPEAN MACHINERY DIRECTIVE AND HE CMAA.



IF GH IS SO FOCUSED ON SAFETY, YOU MUST HAVE LET PERFORMANCE SLIP. AND THIS REALLY MATTERS TO MR. LI.

AND TO GH TOO. THAT'S WHY OUR CRANES HAVE FREQUENCY INVERTERS AS STANDARD. THIS MEANS THAT WITH LOADS LESS THAN 25% OF THE CRANE'S RATED LOAD, YOU CAN WORK FASTER AND INCREASE PRODUCTIVITY.



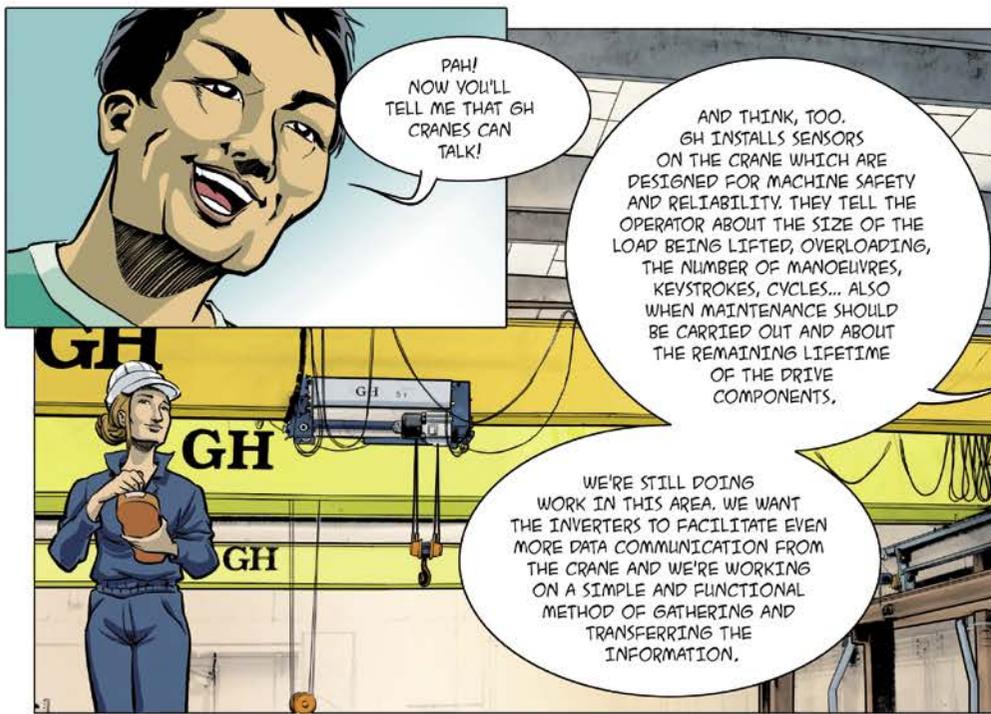
IF YOU'RE ALL SO INNOVATIVE, NO DOUBT THE MAINTENANCE OF YOUR CRANES OR DEALING WITH A BREAKDOWN IS COMPLEX ENOUGH TO TURN YOU A PROFIT.

NOT AT ALL. OUR PARTS ARE DESIGNED WITH SIMPLE MAINTENANCE IN MIND. GIVEN THAT THE ACCESSES ARE DIRECT, LOOSENING A FEW SCREWS IS ALL THAT'S REQUIRED TO SEPARATE THE DIFFERENT PARTS. THE MOTOR COMPONENTS ARE ALSO EASY TO EXTRACT AND ARE DESIGNED TO PREVENT ANY CONFUSION WHEN PUTTING THEM BACK TOGETHER.



THAT'S GREAT.

IF YOU LIKE THAT, YOU'LL LOVE THIS. GH'S CRANES COME WITH A MODULE ENABLING THE MACHINE TO COMMUNICATE WITH THE OPERATOR AND THE MAINTENANCE PERSONNEL, AS STANDARD.



PAH!  
NOW YOU'LL  
TELL ME THAT GH  
CRANES CAN  
TALK!

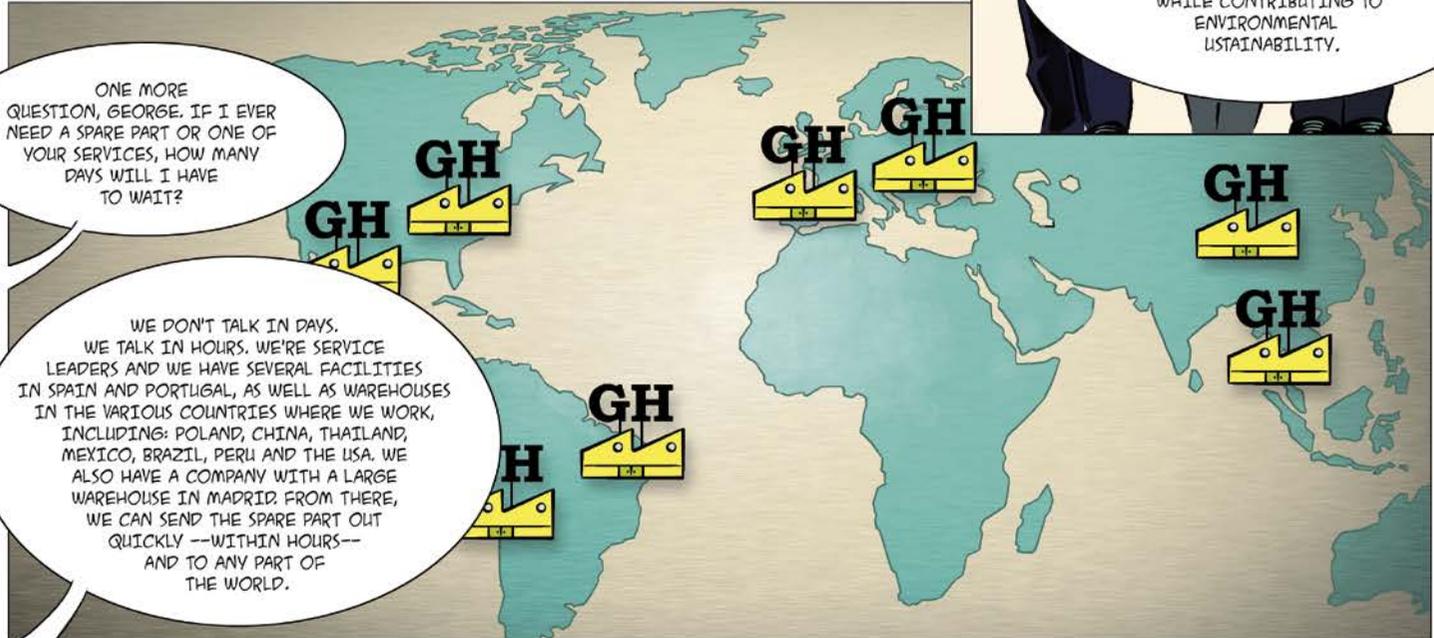
AND THINK, TOO.  
GH INSTALLS SENSORS  
ON THE CRANE WHICH ARE  
DESIGNED FOR MACHINE SAFETY  
AND RELIABILITY. THEY TELL THE  
OPERATOR ABOUT THE SIZE OF THE  
LOAD BEING LIFTED, OVERLOADING,  
THE NUMBER OF MANOEUVRES,  
KEYSTROKES, CYCLES... ALSO  
WHEN MAINTENANCE SHOULD  
BE CARRIED OUT AND ABOUT  
THE REMAINING LIFETIME  
OF THE DRIVE  
COMPONENTS.

WE'RE STILL DOING  
WORK IN THIS AREA. WE WANT  
THE INVERTERS TO FACILITATE EVEN  
MORE DATA COMMUNICATION FROM  
THE CRANE AND WE'RE WORKING  
ON A SIMPLE AND FUNCTIONAL  
METHOD OF GATHERING AND  
TRANSFERRING THE  
INFORMATION.



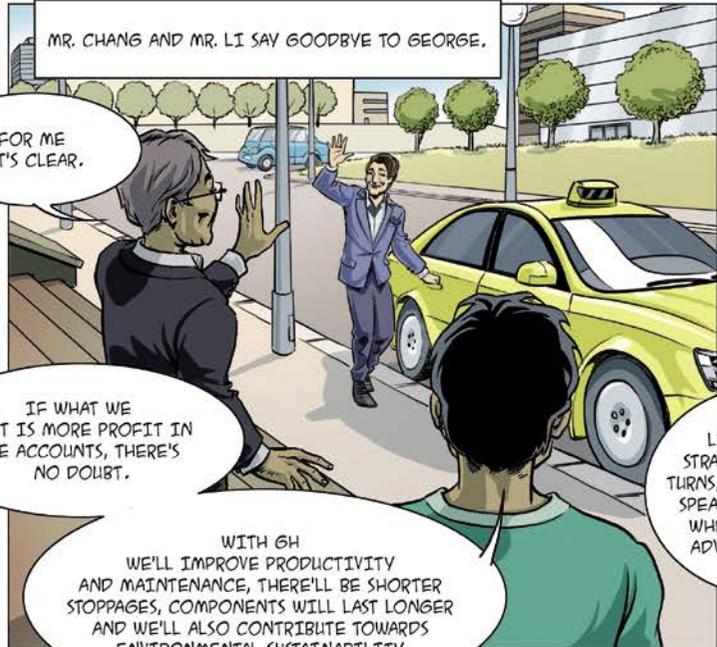
THE COMPETITION  
IS LOOKING INTO MORE  
ENVIRONMENTALLY  
FRIENDLY CRANES...

OUR CRANES ALREADY  
FIT THE BILL. WE'VE INSTALLED  
REGENERATIVE INVERTERS. THESE ENABLE  
US TO RECAPTURE ENERGY FROM THE DRIVE  
BRAKING FORCES. THE CLIENT CAN  
THEREFORE SAVE ON ELECTRICITY  
WHILE CONTRIBUTING TO  
ENVIRONMENTAL  
SUSTAINABILITY.



ONE MORE  
QUESTION, GEORGE. IF I EVER  
NEED A SPARE PART OR ONE OF  
YOUR SERVICES, HOW MANY  
DAYS WILL I HAVE  
TO WAIT?

WE DON'T TALK IN DAYS.  
WE TALK IN HOURS. WE'RE SERVICE  
LEADERS AND WE HAVE SEVERAL FACILITIES  
IN SPAIN AND PORTUGAL, AS WELL AS WAREHOUSES  
IN THE VARIOUS COUNTRIES WHERE WE WORK,  
INCLUDING: POLAND, CHINA, THAILAND,  
MEXICO, BRAZIL, PERU AND THE USA. WE  
ALSO HAVE A COMPANY WITH A LARGE  
WAREHOUSE IN MADRID FROM THERE,  
WE CAN SEND THE SPARE PART OUT  
QUICKLY --WITHIN HOURS--  
AND TO ANY PART OF  
THE WORLD.



MR. CHANG AND MR. LI SAY GOODBYE TO GEORGE.

FOR ME  
IT'S CLEAR.

IF WHAT WE  
WANT IS MORE PROFIT IN  
THE ACCOUNTS, THERE'S  
NO DOUBT.

WITH GH  
WE'LL IMPROVE PRODUCTIVITY  
AND MAINTENANCE, THERE'LL BE SHORTER  
STOPPAGES, COMPONENTS WILL LAST LONGER  
AND WE'LL ALSO CONTRIBUTE TOWARDS  
ENVIRONMENTAL SUSTAINABILITY.



A FEW DAYS LATER, GEORGE AND AUNT GERTRUDE MEET TO WATCH  
A CHELSEA GAME. GEORGE IS A CHELSEA FAN BECAUSE OF HIS  
AUNT. DESPITE HER OLD SCHOOL TRAINING, SHE HAS ALWAYS BEEN  
ADVENTUROUS AND HAS A LOT OF PERSONALITY.

HOW WAS  
SINGAPORE?

NO WAY!  
LIFE HAS SOME  
STRANGE TWISTS AND  
TURNS, THAT'S FOR SURE...  
SPEAKING OF WHICH,  
WHERE'S YOUR NEXT  
ADVENTURE GOING  
TO BE?

YOU'LL LOVE  
THIS. I SOLD A GH  
CRANE TO MY FORMER  
ARCH-RIVAL

## The GH *assemblers*

**O**ur assemblers represent the front line that makes it possible for GH projects to reach a happy and satisfactory conclusion for our customers. GH assemblers who travel the world, who face the challenges presented by difficult schedules, cultures and languages and who mix with very different kinds of people are the key players in stories that take place behind the scenes, out of the spotlight and the prominence which they surely deserve but which they do not seek.

All of them are the product of GH's silent evolution and they are an essential part of our business model. They know no borders and have grown in experience and confidence together with GH. They are the ones who can give us a true picture of what GH is today.

We interviewed Eduardo González, better known as "Edu", as a representative member of this group. His opinions are not just any opinions.



“  
**WE ARE  
VERY  
UNUSUAL  
PEOPLE.**”

CUSTOMER SATISFACTION WHEN  
WE FINISH THE JOB PROVIDES  
US WITH OUR GREATEST JOY.  
IT ALWAYS COMES AS A RELIEF.



**You, the assemblers, have witnessed the evolution of GH from the front row in terms of its international expansion and as a business project. What is your vision of GH today?**

We are part of the growth of a family business into a multinational company. We have reached many distant places, driven by the crisis of the national market and the need to survive. In a sense, we have saved ourselves thanks to all this expansion into the international arena.

We have succeeded in being able to assemble a special crane anywhere in the world as if we were doing it in Gipuzkoa, and now we must answer to the challenge of being able to provide our international installations with the necessary technical assistance in the same way – something that isn't always easy.

**What is the hardest part of your job?**

Being away from home and the family for so long, missing important events and the day-to-day lives of our children. That's pretty hard.

Then there are the details: each place is different, the food is not the same, there are changes in climate, adaptation to other cultures, schedules, languages, etc. Hong Kong is not the same as Thailand, Egypt, Cuba, the United States, and so on.

But being away from our families and the places where we live is the worst thing about it.



**“FOR US, BEING AWAY FROM OUR FAMILIES, MISSING SPECIAL MOMENTS WITH OUR CHILDREN AND THE PLACES WHERE WE LIVE IS THE WORST THING ABOUT THE JOB”.**

**What kind of satisfaction does your job bring?**

For us, the greatest satisfaction in our job is the feeling we get when we say, “We’ve finished.” To see the joy that the customer experiences when we complete the assembly and put the crane into service.



**What suggestions for improvement do you have that could be implemented by GH to make your work more effective?**

We want to feel listened to. When we go on site, the customers receive us as if we were the Dalai Lama. And when we return, sometimes we don’t feel the same and our experiences on the ground are

not always taken into account, which leads to us not making the progress we would like to make.

The idea that people have about us is almost always a simplification: hotels, meals, new places, trips, and so on. But this is far from the real story.

**We’re sure that you have countless anecdotes and stories connected with the projects and international colleagues with whom you share the work. Is there one you can tell us?**

All the anecdotes we have are linked to the unforeseen events that we have been involved in. Right now, I remember one that happened when I was with Jaka, in Egypt, going from Cairo to Alexandria by road.

The taxi that we were riding in knocked over a motorcyclist and the first thing we thought was that we had killed him, because his motorcycle was embedded in the front of the car. We were immediately surrounded by fifty Egyptian farmers who seemed to appear from nowhere. We didn’t

You have to bear in mind that we see all the parts scattered around the workshop and then witness the crane’s building. In the end, we have the satisfaction of seeing the finished product in operation, and that erases any memory of the problems that we may have faced during the process. It always comes as a relief when we finish everything.

**You have to be very motivated to do such a demanding job. Where does that motivation come from?**

The challenge of setting up a specialised piece of equipment anywhere in the world and the satisfaction of achieving it is what motivates us.

Although sometimes we worry about the accommodation, the journeys, and so on; typical things related to the nature of our work and the places we travel to. When unforeseen events take us to the limit, we swear that this will be the last time we are going to leave home. But when the phone rings and they give us our next job, we just can’t say no and we set off on a new project. We are very unusual people.

**“OUR ANECDOTES ARE ALWAYS RELATED TO THE UNEXPECTED THINGS THAT HAPPEN TO US”**

**You are in the front lines in terms of communication with the customer after a sale. What is the opinion of the customers, in general, when you finish the work?**

In general, the customer’s gratitude is always rewarding at the end of the installation. In terms of the product, it is another thing because, naturally, unforeseen events often arise along the way and that generates concern for the customer, who may then not have the best of attitudes until we finish. But, in end, they recognise our dedication and effort.

**How do you imagine the GH of the future, 60 years from now?**

I would like us not just to be the leaders here, and to be able to look at Kone as a fellow competitor.



**"WE MUST BE ABLE TO ASSEMBLE A CRANE AND PROVIDE OUR SERVICES ANYWHERE IN THE WORLD AS IF WE WERE IN GIPUZKOA".**



understand anything, nobody spoke English, and even less Spanish. We didn't know what was going to happen to us. They made us take our bags out of the car and we had to wait there, at the side of the narrow and poorly lit road, surrounded by crops. Fortunately, the motorcyclist had been thrown to one side and they were able to save his life, but Jaka and I were left in limbo. After several hours of waiting, another car came and invited us to get in, and we arrived at the hotel at 11 o'clock at night, three hours later than planned and in the middle of Ramadan. It was certainly an adventure.

We could tell many more anecdotes, but as I said before, they are all linked to unforeseen events that have happened to us during the trips. Over time they become funny anecdotes, but they are not usually funny at the time.



*Eduardo González (right), protagonist of this interview, along with his partner Dimitri Sidorov in, full action.*

## I ñ a k i Ramírez

Director of the GH Group's SERVICE Business Unit and committed to new technologies and digitalisation.

**I**ñaki Ramírez is clear about the SERVICE Business Unit's priority to provide a quality service and increase the added value for the GH Group's cranes anywhere in the world.

However, it is also clear that his Business Unit is fundamental for the future development of the GH Group as a whole, and in this interview he explains in detail the challenges faced by his Business Unit and its ambitions, with a scope that extends beyond GH's own cranes. To achieve these objectives, the Business Unit is engaged in the development of new instruments for control, management and service handling based on new technologies and the concept of "value" passed on to the customer.

With renewed enthusiasm, Iñaki Ramírez tells us in detail about his concerns, the main ideas that define the scope of his management and his future professional challenges: *"It's a pleasure to form a team in this company to work together to continue satisfying the customer"* he confidently assures us".

“

OUR AIM IS TO  
IMPLEMENT A  
GLOBAL AND  
EFFICIENT  
SERVICE MODEL.





**Could you briefly define the content of your business unit?**

We are a business unit known as GH Global Service, dedicated to offering a comprehensive maintenance service for cranes from any manufacturer, with three missions in one: to provide a quality service and increase the added value of our cranes, to create loyalty among customers who have either GH cranes or cranes from other manufacturers, and to have a presence wherever the GH Group does.

There are currently 259 people in our business unit, spread around the world. Additionally, we have a team of 10 people whose task is to cover all the market units. This team is called CENTRAL SERVICES and is totally committed to this great project and very enthusiastic about taking it forward.

***THE “TECSER” PROJECT IS BASED ON THE APPLICATION OF TECHNOLOGIES.***

**What are the main challenges you face in your new position as head of the SERVICE Business Unit?**

On the one hand, there is the business part, which focuses on creating a profitable model in each Market Unit. Our goal is to make the service model profitable in all existing and future implementations.

On the other hand, there is the operational part, which is based on bringing our knowledge to the entire GH network around the world, implementing our work systems in a way that is adapted to the customs and different circumstances of each country. Rather than being a single model, our model is based on logical and tested principles which we have to be able to

■  
**“WE WANT OUR BUSINESS TO BE GEARED TOWARDS PROFITABILITY IN THE MARKET UNITS, IMPROVING THE QUALITY OF SERVICE TO OUR CUSTOMERS”.**  
■

adapt to the idiosyncrasies of each place where we want to implement it. These implementations are carried out together with each corresponding Market Unit.

And, finally, there is the technical part. We are immersed in an innovative and transforming technical project for our business, where we want to be a leader or at least be on level terms with the best with regard to the new developments in service that are taking place in the sector. Internally, we call it the “TECSER” Project, and it is based on the application of new technologies and algorithms to the Preventive Maintenance service sector, where we have been leaders for years. In this way, we want to transform the concept of preventive maintenance into predictive and programmed maintenance.

This project will allow us to offer new services with which to adapt to the needs of each customer and improve the productivity of the plants where our cranes operate.

In this phase, we are working together with the different GH management units geared towards new technologies, as well as technology centres and leading universities, participating in forums on intelligent machines and industry 4.0, etc.

Regarding corrective maintenance, the “TECSER” Project will allow us to take less time in the diagnosis of unscheduled breakdowns, thus reducing the financial cost for our customers.

In addition, through TECSER we intend to replace a large percentage of corrective breakdowns with predictive and scheduled maintenance, which will reduce the number of uncontrolled stops and improve the productivity of the cranes where we apply this technology.

**"WE OFFER COMPREHENSIVE MAINTENANCE SERVICES FOR CRANES FROM ANY MANUFACTURER".**



**READY TO RESPOND TO THE OPPORTUNITIES THAT ARE ARISING AROUND THE WORLD.**

**Which geographic areas do you currently believe are most strategically important for the SERVICE Business Unit?**

Currently, and according to the strategic view at GH, we have to optimise the existing branches and subsidiaries, improve them and have a solid and proven technical service. One of the main objectives is to adapt using our existing staff and expand the coverage of our central services to the rest of the world. However, we are mindful of the opportunities that may arise around the world, and ready to expand our worldwide service presence. Examples of our current presence and improvements that we are currently working on are South-East Asia, North America and South America. These are expanding markets in which we believe that we have a greater and better presence.

**And which sectors?**

Basically, in all sectors, since our business unit is interested in the development of the country as a whole rather than focusing on specific sectors.

**Which two or three specific SERVICE projects would you highlight from the last twelve months?**

With regard to the business side of the market unit, I would highlight two projects:

The optimisation project for the plant in the USA, where Manu Vazquez, Head of the international side of Business Development, is working on optimising the subsidiary's assembly service and its after-sales service.

And the project in France, where we have finished implementing our system so that we can, first, obtain data in a systematised way just like in the rest of the national branches, and then follow up on this by offering the customer a digitalised assistance model and access to the customer portal.

On the technical side, I must once again talk about the "Customer Portal" and the "AppGS" initiatives, two projects that are already a reality and that are part of the bigger "TECSER" Project that I have already commented on in a general way before.

The "Customer Portal" has been implemented in the Spanish market for several years and, through this website, our customers with a contact can benefit from the digitalisation of their maintenance record, breakdown histories, both preventive and corrective maintenance, access to the documentation about their crane, special offers, breakdown reporting, contract consultation, etc.

The AppGS initiative has been implemented in the Basque Country, Galicia and Casyle, and we will finish implementing it in the rest of Spain by the end of 2018.

**"TECSER, THE CUSTOMER PORTAL, THE APP (DIGITALISATION OF INTERVENTIONS) AND THE CRITICALITY MATRIX ARE TECHNOLOGICAL INNOVATIONS THAT WE WANT TO PASS ON TO THE CUSTOMER TO MAKE THEM MORE COMPETITIVE".**



**"WE WILL BE  
THERE WHERE  
GH IS".**

*GH plant in Poland. The work of the Service Business Unit covers all processes, anywhere in the world.*

It is a Service application that our technicians use to collect all the service information on their mobile phones, working directly online with our ERP System and Customer Portal in such a way that the technician, customer and GH head office share the same information in real time.

Regarding the implementation of these two projects in the subsidiaries in the rest of the world, I should point out that we are assessing our priorities and our model's degree of maturity in each of them so as to assess the difficulty and determine the required resources.

Another project that we have developed during the last 12 months has been the "CRITICALITY MATRIX", which is also part of the "TECSER" Project.

This project will allow us to know how our cranes behave and to have a solid understanding of the most critical breakdowns, thus guiding the rest of the projects. This will include obtaining the life map of the components, monitoring the vital parts of the cranes, etc. In this way, once the useful life of our components is established, we can offer the customer personalised maintenance, tailored to fit their needs.

### **COMPREHENSIVE CUSTOMER SERVICE IN A DIGITALISED AND MODERN WAY.**

**What specific developments is your business unit planning in order to address the future of a business that is considered vital?**

As you have seen during this interview, all development is geared towards implementing a profitable, global service model, and using state-of-the-art technology in order to provide a comprehensive service to the customer, doing so in a digitalised and modern way and in all parts of the world where GH operates.

**Which do you think will be the most dynamic sectors for your business unit in the coming years?**

Rather than targeting specific sectors, we aim to move forward by achieving a good segmentation of customers and sectors from all areas in order to offer a personalised service.

You cannot offer the same service to a customer with a high productivity plant where the cranes have a high work rate, where any downtime is likely to be very harmful, and to a customer with a crane used only for support. It's

a question of the importance that each crane has for each customer more than one of specific sectors.

**How would you convince a customer that GH'S SERVICE is an added value for the management of their own business?**

The only way to convince a customer is to prove it. It's clear that there is a fierce price war and that's why we are committed to differentiating ourselves through our technology, but this is only one of the improvements that we can offer the customer. I focus on know-how, understanding what the customer wants, making a complete commitment to providing the service and making them feel that help is always close at hand.

We currently have more than 15,000 cranes covered by contracts around the world that offer a wide variety of services, and we are working on expanding these using the new technologies that are now available. But the first thing I would say to a customer is: experience, attention, proximity and modernisation.

It's a pleasure to form a team in this company to work together to continue satisfying the customer.

## 1

Redundancy in  
braking during  
lifting.

WE CATER TO THE NEEDS OF OUR CUSTOMER, ADAPTING OUR CRANES SO THAT THEY MEET THE ESTABLISHED REQUIREMENTS.

**OUR PRODUCTION CAPACITY** allows us to manufacture a weekly average of 70 standard overhead cranes. However, not all crane project requirements match our standard products.

In these cases, the Special Solutions Unit studies and configures the characteristics of the crane to adapt it to the requirements and needs of the customer.

An example of this customisation is this trolley with redundancy in the lifting safety system developed for the company Zhejiang Luhu Automobile, for their facilities in Linhai City, in the province of Zhejiang (China).

The trolley in question is mounted on a double girder

overhead crane with a span of 28.5 m and a lifting height of 13.7 m. This open winch, which is M6 duty, has a Siemens motor and a GHF-4T gearbox and has 3 brakes installed in the main lifting system:

- **Service brake on the motor shaft.**
- **Auxiliary brake on the motor shaft.**
- **Emergency brake on the drum.**

It also has manual brake release for cross and long travel motions.

The crane also includes anti-sway and overspeed in hosting motion. ■

# 2 When the job doesn't end with the manufacturing process.



LOCOMOTIVE LOADING AND LIFTING TESTS WITH TWO NEW GANTRY CRANES FOR STADLER VALENCIA.



**STADLER**, located in the Valencian town of **Albuixech**, has an important presence in the Spanish market, as well as numerous international contracts.

A specialist in the design and manufacture of locomotives, as well as urban and regional trains, Stadler Valencia employs 900 professional staff, of whom almost 200 are dedicated to the innovation and design of railway vehicles.

Since Miguel Devís Pérez and José Noguera Chuliá created **Talleres Devís y Noguera** in **December 1897**, what is now the Stadler plant has evolved to become one of the leaders in the design and manufacture of rolling stock in Spain.

The company remained at the forefront when it began to build trams and electric and steam locomotives more than a century ago, incorporating

diesel models from 1959 onwards. During the 1960s and 1970s, the company sold 300 locomotives to Renfe and another 300 were sold on the international market, which meant the growth and consolidation of the company as one of the major European railway manufacturers. During the years in which it has been operating, the company has sold more than 2,000 vehicles in 18 countries.

Stadler has been present in Spain –in Valencia– since 1 January 2016. That day, Stadler bought the Vossloh Spanish locomotive business and thus added to its ranks a company that perfectly completed the Stadler Rail product portfolio, also offering access to new markets. The facilities in Valencia, with an area of 200,000 m<sup>2</sup>, include offices, production plants, storage areas and vehicle

inspection and testing areas.

At the event to commemorate the 120th anniversary, celebrated in December 2017, **Íñigo Parra**, president of Stadler Rail Valencia, insisted, *“This plant has become one of the great industry leaders in Spain, where we have been able to add value to our products through the continuous investment we make in innovation and design”*.

The company has recently been awarded various locomotive contracts both in Europe and in South America, as well as light rail/tram contracts for different European regions – including the modernisation of Alicante’s Line 9, which connects Benidorm and Denia. To meet the demand for production, Stadler Valencia asked GH Cranes for

two new gantry cranes, which have been installed outside the Albuixech warehouse.

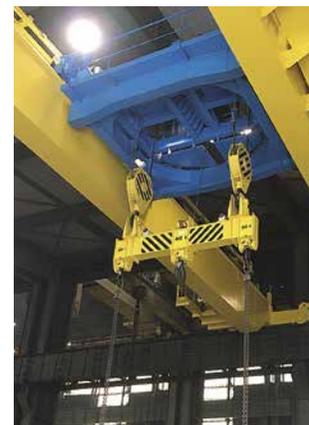
Locomotive loading and hoisting tests have recently been carried out on these gantry cranes with a span of 5.1 m, equipped with hoists with a capacity of 2x40 t, which can work in either an independent or synchronised way.

Here at GH Cranes, we are comprehensive manufacturers of all our products; however, our work does not stop with the mere manufacture of cranes and hoists. Our work begins with the initial proposal and ends with the maintenance and spare parts service; and it includes engineering, manufacturing, transport, assembly and commissioning of the manufactured products. ■

# 3 Billet crane with a rotating trolley.



INSTALLED AT SIDENOR, BASAURI, FOR HIGH-PERFORMANCE PROCESSES.



**GH HAS RECENTLY INSTALLED** a billet crane with an open, rotating trolley (2 x 20t / 16t) and a series of features that makes this installation special.

1 /

- **Process cranes – high-performance cranes** designed to work in extreme situations, at high temperatures, and all day long. This particular case is a **billet crane with a rotating trolley** and a magnetic tool to handle hot billets

2 /

- **Work group classification M7 – M8**, provides completely reliable lifting equipment.

Continuous jobs and extreme situations: this specific one at an ambient temperature of **80 °C handling billet at 600 °C.**

3 /

- **Speeds adapted to the production** needs in order to complete the cycles required by the process itself.

4 /

- **Auxiliary hoists** for the maintenance of the rest of the installation. In this case, a **lifting hook with a 16t lifting capacity** to undertake plant maintenance tasks.



This billet crane is installed in a building that spans 26 metres, with 22-metre lifting heights (with a pit). The equipment has a 16t auxiliary hoist to undertake maintenance at the facilities (the hoist is installed on a cantilever-type structure to ensure the best approaches as it crosses the building).

Other outstanding **features of this crane, classified in group M7, include the weighing system + traction cells, area and manoeuvring boundaries, automatons for management**, etc.

The electrical equipment is installed in a separate cabin equipped with redundant industrial cooling in order to guarantee the capacity to work at high temperatures. ■

# Railway transfer table at the new CAF facilities in Newport.



THE GH TRANSFER TABLES STAND OUT FOR THEIR SPEED, SAFETY AND EASE OF MOVEMENT.

**CELTIC BUSINESS PARK** is strategically located at the entrance to South Wales, 12 miles from Cardiff and 30 miles from Bristol. CAF has installed itself in this urban enclave with a new plant for finishing railway vehicles and carrying out tests.

This facility, which begins operation in the autumn of 2018, has a total surface area of 46,000 m<sup>2</sup>, with the possibility of further extension, and a constructed area of 15,000 m<sup>2</sup>, and will provide work for a workforce of approximately 250 people.

The facility has a GH Cranes transfer table which serves the buildings of the plant (both those for the finishing and testing and also the warehouse) and the auxiliary areas (painting booth, sealing arch and storage tracks).

Although GH manufactures

mainly overhead and gantry cranes and hoists, its range of products also includes jib cranes, transfer carts and also railway transfer tables with capacities of between 60 t and 150 t, used primarily for the handling of trains during maintenance work. The GH transfer tables stand out for their speed, safety and ease of movement.

In the case of this transfer table for CAF, the load capacity is 80 t and it has a length of 25 m with an additional 2.5 m cantilever on each side and a platform on which a forklift truck can operate.

CAF has invested more than €35 million in this facility in Newport and has other equipment for production activity in addition to this GH transfer table, such as cranes, a paint booth and a sealing arch. ■



# 5 GH joins the Crane Manufacturers Association of America (CMAA) as a full member.

LAST OCTOBER, WE RECEIVED THE OFFICIAL NEWS THAT GH HAS BEEN ACCEPTED AS FULL MEMBER OF THE CRANE MANUFACTURERS ASSOCIATION OF AMERICA (CMAA).



**CMAA**<sup>®</sup>  
CRANE MANUFACTURERS  
ASSOCIATION OF AMERICA, INC.



**THIS NEWS** is a significant boost for our brand, because it means being recognised by this Association as a manufacturer with full membership; that is, with the right to receive information about the sector, the ability to influence its regulation and, of course, contribute our experience towards shaping the safety, control and preparation of the regulations that apply to the world of lifting equipment.

Belonging to the CMAA is not only positive for our brand in the American market, but also a recognition that will give our international expansion a strong stimulus.

Now, apart from taking part in the "Lifting Club", we must have a proactive attitude so that our ideas can be incorporated in this Association, and that will require significant work by people within GH that cover fields of work of the CMAA such as:

- **Mechanical Engineering (components)**
- **Structural Engineering (beams, columns and runways)**
- **Electrical Engineering**
- **Services**
- **Marketing / Administration**

If we had to make a comparison to illustrate this huge step in our presence in the American market, we could say that now we have risen to First Division; we have to fight to be at the top positions.

# THE 111.111 CRANE IS NOW OPERATIONAL AT THE FACILITIES OF GRUPO OCCIDENTE S.A. DE C.V. IN JALISCO, MEXICO.

WITH THIS NEW CRANE, GRUPO OCCIDENTE S.A. DE C.V. NOW HAS 6 CRANES FROM THE GH BRAND.



This dynamic company brings together experienced professionals who work closely following best practices, always motivated by customer service. Grupo Occidente S.A. de C.V. was founded in October 1989 in Toluca State in Mexico and is dedicated to the manufacture of beams for industrial, architectural and automotive use.

In February 2017, the group –formed by two divisions: commercial and manufacturing– expanded its operations with the opening of a plant for the extrusion and lacquering of beams; and its commercial area consists of a network of 30 branches with a presence in Jalisco, Aguascalientes, Guanajuato, Querétaro, the State of Mexico and Michoacán.

It has recently installed a new building at the Acatlán de Juárez Logistics Park (Jalisco).

In this new building, which is attached to the other buildings belonging to the company, the 111.111 crane manufactured by GH Mexico has been installed.

It is a single-girder overhead crane with a 6.3 t capacity GHB11 hoist and a span of 25.47 m.

Some of the features of this overhead crane are:

- **Lifting, direction and travel drive.**
- **Shunt limit switch for approach.**
- **VAHLE KBH, 80 Amp, 127 m shielded cable.**

This kit was supplied by the Salvatore facilities in Beasain (Spain) to the GH Mexico subsidiary, which was responsible for the process of manufacturing the beam and the complete assembly of the crane on the customer's premises.

# GH UNIVERSE: HERITAGE.

The story of any business is written based on the significant events that have occurred throughout its history, the dates that define the milestones reached, and the people who have enabled and continue to enable us to be something more than a collection of products and a few cold hard figures.

The only thing we can count on in the future is our staff and what they have given—and still give—to **GH** so that the company can continue to hold its own in the world. They are also what makes the company possible in the present.

**Joxi Azurmendi** is to **GH** what the egg was to the chicken. He has spent almost three decades of his life embodying our corporate principles: dedication, persistence, responsibility, professionalism, drive, and just the right amount of fervour to be a leader in the challenging arena of human relations.

Through Joxi, we also want to acknowledge and show our appreciation for all those who have dedicated their working lives to our company.

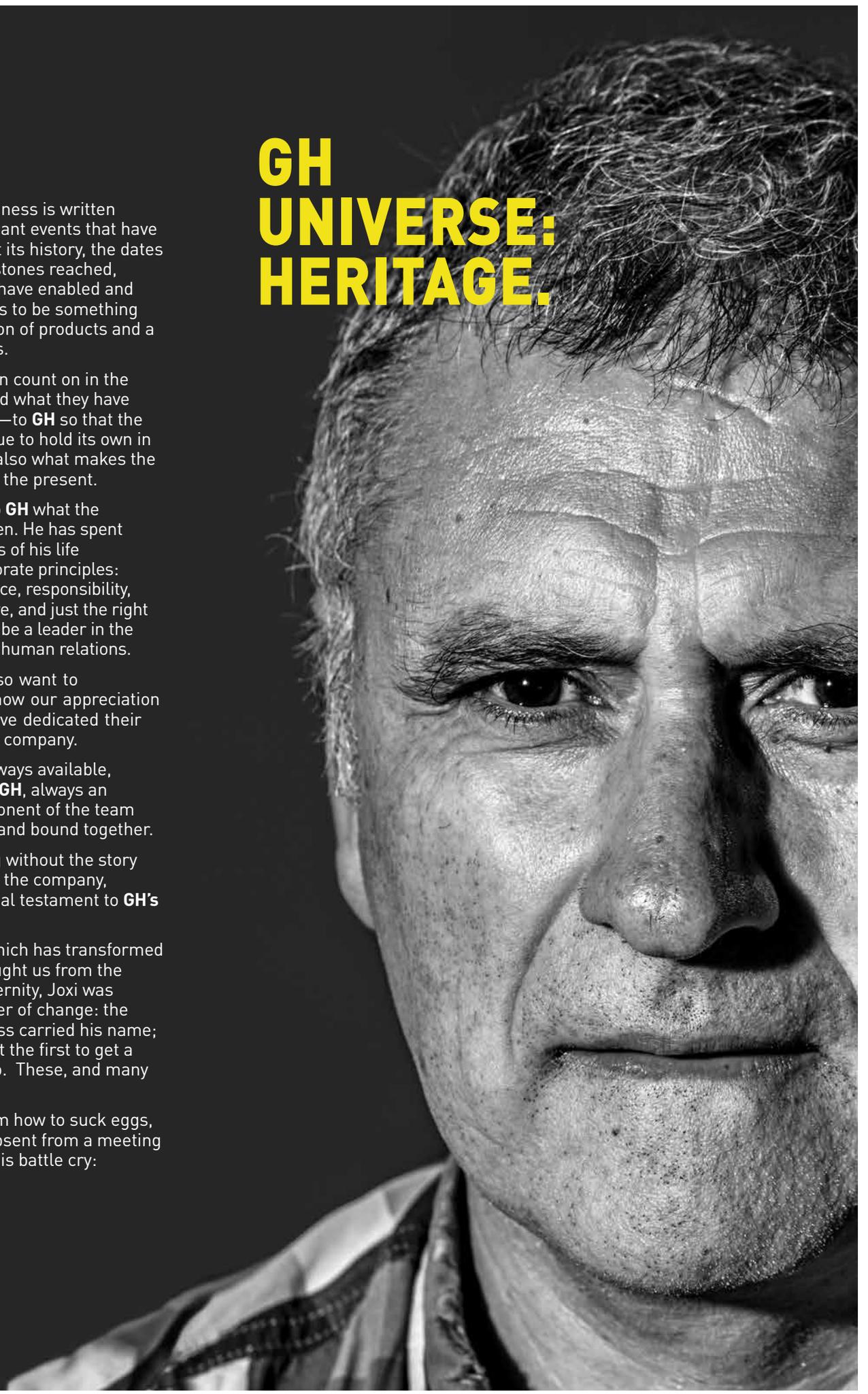
All those who are always available, always busy, always **GH**, always an indispensable component of the team that Joxi has united and bound together.

**GH** would be nothing without the story of the people behind the company, and Joxi is exceptional testament to **GH's** pure story.

In this digital age, which has transformed businesses and brought us from the middle ages to modernity, Joxi was chosen as the pioneer of change: the first **GH** email address carried his name; he was also amongst the first to get a company mobile, too. These, and many other things...

Don't try to teach him how to suck eggs, and he'll never be absent from a meeting so long as we hear his battle cry:

***Aupa Ekipo!!!***



# GH'NEWS

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## 4 THAILAND

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# 60 YEARS AND 112,000 CRANES LATER.

*Jose Antonio Guerra*  
CEO of the GH GROUP

September 1958 saw the official beginning of the GH's business activities as a project promoted by four enterprising brothers who were both audacious and confident that, with their initiative alone, they would be capable of constructing their future.

Sixty years and 112,000 cranes later, the spirit of those pioneers is as strong as ever in the company, although the profile of the project has changed substantially, as demanded by the times and new customer and market needs.

Today, GH is a leader in the world of lifting, with a wide range of solutions for many sectors of the global economy that demand our cranes in order to be more competitive and efficient.

Treating each project as a new challenge while recognising our capacities and limitations with humility, today GH is a company with a multinational presence in the main markets of the world – something which allows us to adequately respond to the needs of all of our customers. We have made flexibility one of our main hallmarks and, for us, innovation is a constant

**“WE HAVE MADE  
FLEXIBILITY ONE OF  
OUR MAIN HALLMARKS  
AND INNOVATION,  
A CONSTANT CONCERN”.**

concern so as to stay ahead of the basic requirements of the customers who decide to put their trust in us.

GH is a growing project, with an independent profile and with a group of people who share in the ideology with which we started out 60 years ago: honesty, reliability in fulfilling the

commitments we take on and unwavering dedication to service.

Throughout these years, we have shown that we occupy an important position in a highly competitive sector dominated by large companies with access to vast resources and with which we compete in a professional way with our products and services.

We are celebrating sixty years as a company and planning to go on for at least another sixty, remaining faithful to an ideology and identity that make us different from the rest.

We look back over the past to remember the path we have taken and the challenges we have overcome. We are proud. And we draw on the past to learn and to gain the necessary strength with which to project ourselves into the future.



# THAILAND.

A gateway to South-East Asia.





•South-East Asia•



**Capital:** Bangkok (8.2 million inhabitants in 2017). 15 million including the metropolitan area.

**Other cities:** The second largest city in the country is Chiang Mai (1.5 million inhabitants). Other important cities are: Chiang Rai, Pattaya, Nakhon Ratchasima, Chantaburi, Rayong, Songkla and Phuket.

**Languages:** The official language is Thai. In cities and tourist centres English is used in commerce, business and services, but knowledge of English is limited among the general population.

**Religion:** The most widespread religion is Theravada Buddhism, professed by 94% of the population. There is a Muslim minority in the south (5%) and a Christian community of one million people, of which around 300,000 are Catholics.

**Currency:** The baht is the monetary unit of Thailand.

**Average exchange rates:**

CURRENCY/YEAR	2013	2014	2015	2016	2017
THB / \$	32.48	36.6	31.81	35.30	33.90
THB / €	40.81	40.74	38.38	39.05	38.81

**Form of government:** Thailand is a constitutional monarchy.

**Surface area:** 513,120 km<sup>2</sup>.

**Geographic boundaries:** It borders Cambodia and Laos in the east, Myanmar and the Andaman Sea in the west, and the Gulf of Thailand and Malaysia in the south. From north to south it has a length of 1,620 km and the width from east to west is 775 km.



## THIS YEAR THE THAI ECONOMY IS EXPECTED TO GROW BY AROUND 3%.

Thailand is regarded by many as a first-rate tourist destination because of its geography, climate and the general characteristics of the country.

While not ignoring this aspect, since much of the business activity of this Asian country revolves around the tourism sector and the consumption that it generates, Thailand is much more than a tourist destination and, in recent years, it is proving to be a gateway to new business opportunities and economic activities.

In this regard, it should be noted that Thailand is one of the world's economies that is most dependent on exports (equivalent to 66% of its GDP). Its impressive economic development in the 1980s and early 1990s was interrupted by the Asian crisis at the turn of the century. Between 2002 and 2007, GDP recovered with increases of 5% per year. However, the global financial crisis, the floods of 2011 and the political tensions of recent years have moderated that growth.

In the last decade, Thailand recorded an average annual GDP growth of 4.4%, varying between a maximum rate of 7.8% (2010) and a minimum of -2.3% (2009). The trend shows a progressive increase in the importance of domestic consumption in GDP and a drop in exports, especially of products with low added value.

The Thai economy grew by 2.8% in 2015, improving on the figure of 0.9% in 2014. In 2016 it grew by 3.2% and 2017 closed with a growth of 3.6%. In 2018, Thailand is expected to grow at around 3%.

### NEW INVESTMENTS IN THE EASTERN ECONOMIC CORRIDOR (EEC)

In 2016, the machinery and lifting sector was the fourth largest in terms of sales from Spain to Thailand, accounting for 6.43% of all Spanish exports. The most exported products to Thailand in that year were those related to the chemical industry, which accounted for 17.66% of the total.

The countries that have exported most to Thailand in recent years are, in this order: China, Japan, USA and Malaysia, and in a modest eleventh position is the first European country, Germany.

By country, Japan (40%) was the most important investor in 2015, following the trend of previous years, followed by Singapore (24%) and Australia (9%).

In 2015, the EU stopped being the second source of investment, dropping collectively to the 6th position.

In July of this year, the Thai Government announced a multi-billion dollar investment in conjunction with the United States to strengthen the Bangkok-Rayong corridor and provide it with fast and efficient communications in order to boost the establishment of companies in the area, the most industrially developed in the country. The construction of the 193.5 km Bangkok-Rayong high-speed rail project that will connect the eastern economic corridor (EEC) and three international airports has recently been approved.

## CHINA, JAPAN AND THE UNITED STATES ARE INVARIABLY THE COUNTRY'S MAIN TRADING PARTNERS.

# WIN-WIN TOP CUSTOMERS PROGRAM & REGIONAL SEMINAR IN BANGKOK.

SEMINAR IN THAILAND TO PRESENT THE TECHNOLOGICAL INNOVATIONS THAT GH CRANES INCORPORATES INTO ITS EQUIPMENT.

**O**n 20 and 21 July, GH organized a double meeting with top-level Thai customers to present the latest developments and technological innovations incorporated into our equipment. The meeting also served to give a broad overview of GH capabilities in the country and to introduce our integrated team in the joint venture we have with Peera Laohakarniyon: **LGH**.





THAI CUSTOMERS AND DISTRIBUTORS IN THE COUNTRIES IN THE REGION HAVE BEEN ABLE TO DIRECTLY RECEIVE THE INNOVATIONS INCORPORATED INTO OUR PRODUCTS AND FIND OUT ABOUT THE CHALLENGES FOR GH IN SOUTHEAST ASIA AS A WHOLE.



In another of the sessions, all the distributors from Southeast Asia, South Korea, New Zealand and Australia met together so that they could be provided with the same information that was given to the customers and with the aim of improving interaction by listening to their ideas and suggested areas for improvement.

The two seminars were held at the **LGH** premises in **Chonburi** and both customers and distributors could see firsthand the improvements to our new **GHE17 hoist**, the regenerative hoist and other technological developments that GH has incorporated into its products.

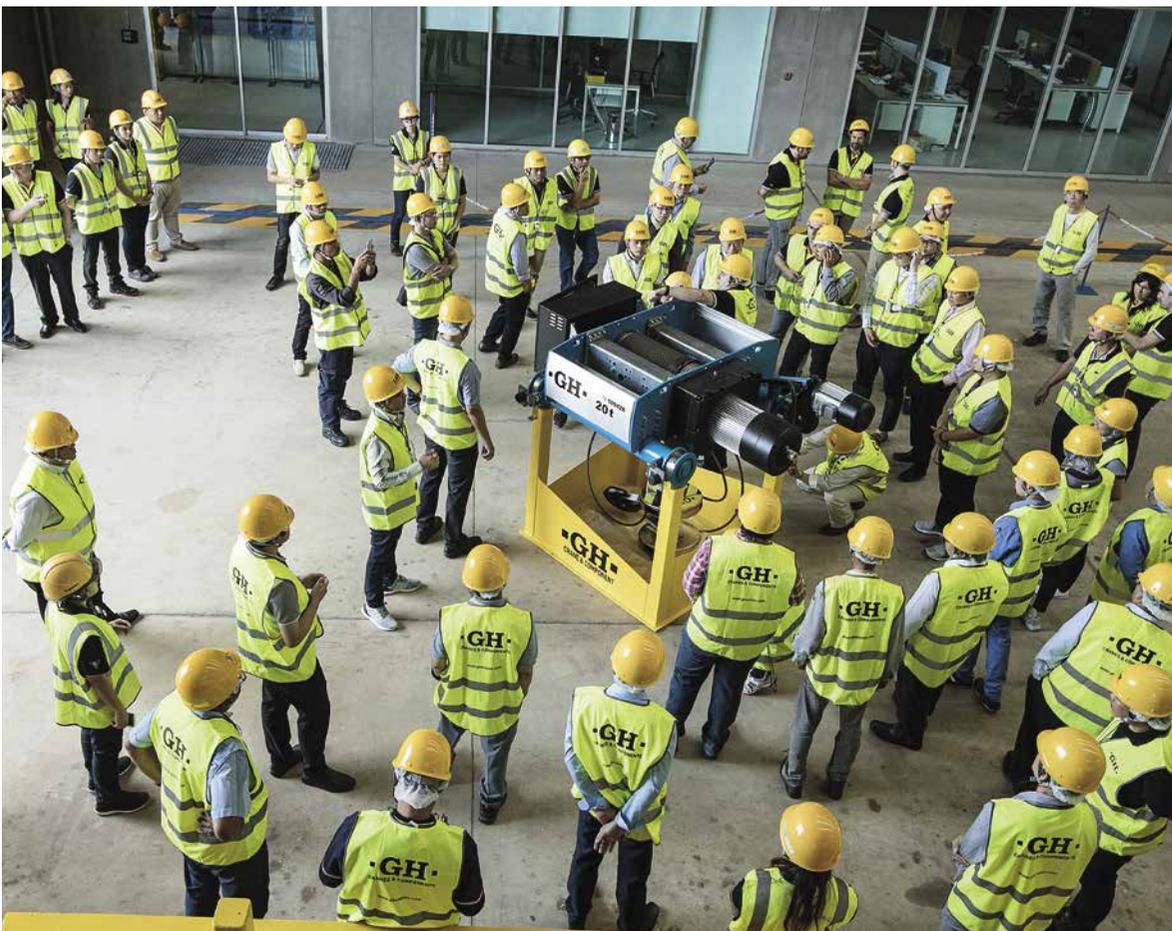
To round off, both groups were offered a tour of the production facilities where they were able to inspect the crane manufacturing process, as well as the quality standards and reliability requirements for our cranes.

The two events served to confirm the commitment of GH to this geographical area of the world and to acknowledge the presence of a great team of people willing to give the best possible service based on their proximity to customers.

It is only a small step in terms of the presence of GH in Southeast Asia, but a great leap for the stimulation of our activity in the area, which we are confident will bring its rewards.



*These photos show different moments during the course of the seminar and the WIN-WIN initiative, as well as the GH Spain team that went to the event.*



*After the presentations, the attendees went on a tour of the production facilities, taking a keen interest in the manufacturing systems.*



•South-East Asia •



THE HIGHER WE  
TRY TO JUMP,  
THE HIGHER WE  
WILL REACH.

Lifting your  
world.

# Paruehat Gonbang

Senior Engineer at Sino Thai Engineering & Construction Public Company Limited (STECON).



“ WE MUST CAREFULLY SELECT **THE BEST QUALITY MACHINERY PROVIDERS** FOR OUR PROJECTS.

■  
“GH IS A **QUALITY CRANE MANUFACTURER**”.  
■

**GH** has been present in Thailand for more than 20 years through its local partner Peera Laohakarniyom, with whom it has carried out all its activity in the country in a very satisfactory way.

As a result of this collaboration, seven years ago Peera and GH decided to increase their level of collaboration and set up the LGH joint venture, to make complete cranes for the Thai market. In this new phase, GH is achieving great penetration through key customers within the Thai market that demand the high standards of quality and competitiveness of both Peera and GH.

One of these companies, **Sino Thai Engineering and Construction Public Company Limited (STECON)**, has been a key GH customer in the past and more recently has ordered a total of seven gantry cranes, one of them (160 tonnes) having made a name for itself as the largest gantry crane installed in the country.

To get to know this customer better and find out about the company's impressions, we have interviewed Senior Engineer **Paruehat Gonbang** who has been the contact within the company.

These are his impressions.



•South-East Asia •



*Double beam mobile crane (25t., 60m high) in a construction site that STECON operates in Thailand.*

**What do you think of GH as a crane manufacturer?**

Compared with the other crane manufacturers, GH is regarded as a good quality crane manufacturer with a high rating.

**Why did you choose GH for the carrying out of several of your key projects in Thailand?**

Our company's projects are very large scale and also very important. Therefore, everything used for our company's construction projects, including the machinery, must be carefully selected so that the best quality products are used. That is why we selected the cranes manufactured by GH.

**What would you highlight as the most positive aspect of your collaboration with GH and with our subsidiary joint venture LGH?**

They manufacture high quality cranes and provide good after-sales service with a high level of safety and good safety systems.

***"GOOD QUALITY SYSTEMS TO CONTROL MANUFACTURING".***

**Are there any negative aspects you wish to highlight about this relationship?**

In the purchase of some spare parts we had to wait an excessively long time for delivery. The spare parts are quite

expensive, and the products are not widely known in the Thai market.

**What do you think of the LGH production facilities in Chonburi?**

LGH manufactures and assembles using high quality products, and has good systems to control manufacturing. In addition, LGH has installed good quality, high capacity equipment for manufacturing and assembly, and, as a result of this, produces high quality products.

***"EACH CONSTRUCTION COMPANY WILL NEED TO HAVE ITS OWN PRECAST CONCRETE FACTORY".***

Mobile cranes with double beam of 100 t. (above) and 22 t. (below), in two STECON projects in Thailand.



**Could you tell me, in your opinion, the sectors of the Thai economy in which GH might have the greatest opportunities?**

GH has very high potential for growth in the Thai construction sector. Recently, the construction industry has changed substantially as a result of the shortfall of manpower. It is therefore necessary to use more machinery in the construction process in order to reduce the manpower required. From now on, and into the future, precast concrete systems will be used more and more. Each construction company will need to have its own precast concrete factory, and gantry cranes will form a necessary part of the machinery used in these factories.

**What advice would you give for GH to achieve success in a country like Thailand?**

GH cranes are good quality cranes and the company provides good after-sales services. However, it would be advisable to reduce the sale price of spare parts, which are currently very expensive; and the delivery time is also too long. If improvements are made in both these areas, GH will have greater potential for achieving success in the Thai market.



■  
**“IN GH THEY MANUFACTURE HIGH QUALITY CRANES AND ALSO GIVE A GOOD POST-SALE SERVICE WITH A GOOD LEVEL OF SAFETY AND SAFE SYSTEMS FOR OPERATIONS”.**  
 ■



# Jose Antonio Astigarraga

Director of the Crane  
Components Business Unit.

**T**he new restructuring of GH, with a clear orientation towards the market, has resulted in a transformation of the company involving the creation of five new Business Units.

In the previous issue of "GH NEWS," we had the opportunity to find out about the opinions and concerns of two of the people in charge of these five Business Units and the challenges they face.

In this issue, **José Antonio Astigarraga**, director of the Crane Components Business Unit, offers us his unique view on the management of this core part of GH's business.

Astigarraga is a man with a great deal of experience who has spent his entire professional career at GH and has extensive knowledge of GH products. Previously, he was responsible for purchasing at GH.

These are his thoughts.

“  
WHOEVER GETS  
TO KNOW US IS  
VERY LIKELY TO  
COME OVER TO  
OUR WAY OF  
DOING THINGS.”

**“FOR US, OUR MARKET IS THE WORLD, BUT WE MUST NOT FORGET THAT GH’S PLANS FOR INTERNATIONAL IMPLEMENTATION ARE STRATEGIC”.**

*A number of the attendees listen to the explanations about the new GHE 17.*



***INNOVATION,  
PRODUCT RANGE,  
CUSTOMER SATISFACTION  
AND COMMITTED  
DISTRIBUTORS.***

**What are the main challenges you face in your new position as head of the Crane Components Business Unit?**

The main challenges we face are, in this order: innovation, to make GH a leader in innovation within the PREMIUM market, adding more value to the product and maintaining a competitive price level.

Second, to offer the market a product range that is as complete and broad as possible. We need to be able to provide global lifting solutions, from lightweight cranes and chain hoists to high capacity cable hoists.

Third, customer satisfaction: Building the loyalty of our customers and those of our distributors through a product and service that meets their demands and expectations.

Also, providing our distributors and subsidiaries, our real “travel companions”, with the tools and arguments necessary for them to develop their businesses in their respective markets. In this way, we promote a WIN-WIN situation which benefits all.

And, finally, to create a sense of belonging within the Business Unit (BU), share the

objectives and assess the performance of the people who make up the unit.

**Which markets would you highlight as the most important for GH in terms of your business unit?**

It is clear that there are countless industrial sectors that the BU impacts and that are important to us. In each country, some sectors are more relevant than others: mining, metalworking, galvanized steel, cast iron, wind energy, etc.

We also have to remember sectors such as aeronautics, automotive, energy, etc., in which, although they involve projects piloted by other BUs, the components are manufactured by our unit.

For us, our market is the world, but we must not forget that GH’s plans for international implementation are strategic. Having said that, our distributors also allow us to access the markets in which we do not have our own presence as a company.

To summarise, all markets and all sectors, although we must not forget that in this business the key is the number of units, the economy of scale and the introduction of many units into the market, seeking medium-term returns for the benefit of the group.



**THREE AREAS  
MARKED  
IN RED.**

**Which geographic areas do you think are most strategically important for the Crane Components Business Unit?**

At the moment, without any doubt, we have three areas of the roadmap marked in red, basically because they are markets in which we have a very low market share, and the countries have a high potential, so the margin for improvement in those countries is huge.

In the first place is the USA, a market with great potential in the industrial sector and in which we are still a great unknown.

Second is China. It's always been said that "you have to be in China". It's also a market with great potential, in which we are beginning to see things happening, having signed agreements with two new distributors.

Finally, there is Latin America: In this case, it's not so much because of the potential, which is also there, but because it's a natural market for reasons of history and language. The economic prospects for the future are good, with countries that are going to grow after years of crisis and stagnation.

**THE HIGHEST  
TECHNOLOGICAL  
LEVEL.**

**How would you define the technological level of GH equipment and what do you think might be the three main points where it differs from the competition?**

The equipment that makes up the current GH range is of the very highest technological level. We can compete with multinationals with far greater resources on an equal footing and come through with flying colours.

Of course this mustn't make us complacent in our drive to be at the technological cutting edge.

But I would like to highlight some differentiators:

- Standard variable-frequency drive for lifting up to GHE17 (released soon).
- Hoists with the best drive system in the market.
- Bolt load cell and special lifting cables as standard.
- COREBOX as standard in the very near future.



The hoists GHB11 and GHE17 are two projects in which J.A. Astigarraga has actively participated.



**"IN THE PREMIUM EQUIPMENT MARKET, NOBODY GIVES SO MUCH FOR SO LITTLE".**

**Which two or three specific projects would you highlight from the last twelve months?**

For us, all our projects are very important, and our business is based on the constant trickle of orders and customer repetition, but I would just highlight these two projects, not so much because they were particularly spectacular or complex, but because they have been a challenge and a milestone in terms of the way we have approached them.

First, the 99369 GHB11R054105H25 hoist, which was the first New Generation hoist. It represents a very important change, both in terms of the product and in the way of working. It comes from applying a more specific vision to another vision arising from a multidisciplinary group. It resulted in a generational and conceptual change in the design and development of GH hoists.

Second, the project for 88 hoists for "DONGXING" in China, for the aluminium sector. They are identical 25t hoists that have had to be designed from scratch. The complexity for the BU lies in being able to combine our production of these 88 hoists with that of our suppliers without letting the normal weekly production suffer.

Two hoists are produced per day regardless of the rest of the production of the unit. A work team has been formed with clearly defined objectives and milestones in order to undertake the project with guaranteed success.

**Which do you think will be the most dynamic sectors for your Business Unit in the coming years?**

As I noted above, our unit serves countless sectors that require lifting solutions.

It is difficult to define which ones will be the most dynamic, but this will clearly be conditioned to a very large extent by economic cycles; the acquisition of equipment goods is directly related to thereto.

In principle, analysts predict a change in the economic cycle. We will see if this has a global impact or if only some economies suffer. Our presence in different geographic areas should allow us to find a balance to cope with this potential change in the economic cycle.

***IN MANY MARKETS WE ARE COMPLETELY UNKNOWN.***

**How would you convince a customer or distributor that needs GH equipment so that they choose GH Crane Components?**

The biggest obstacle for GH outside our natural market (Portugal, Spain and France) is that we are the great unknowns; we are not a well-known name like the others, and that is a barrier that we have to break down for someone to initially take an interest in our product.

Whoever gets to know us is very likely to come over to our way of doing things.

First, I would invite them to come to the factory and get to know us, to see our potential and our drive for customer satisfaction. With us, they will not be just another customer, they will be THE CUSTOMER.

Then I would invite them to make a comparison of our products with those of the competition, emphasizing for example the variable-frequency drive in lifting and its virtues, such as increased productivity, reduction of consumption, etc., and I would finish by highlighting the fact that in the current PREMIUM market, nobody gives so much for so little.

The Universe  
of  
**GEORGE H.B.**



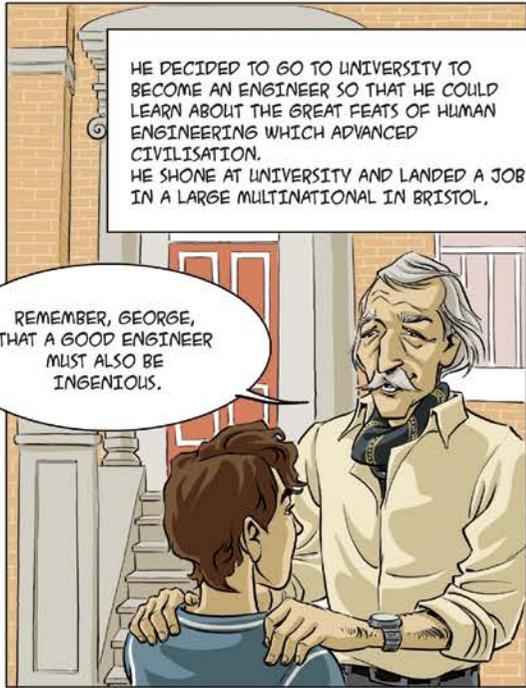
**GH**

# REUNION IN *SINGAPORE*



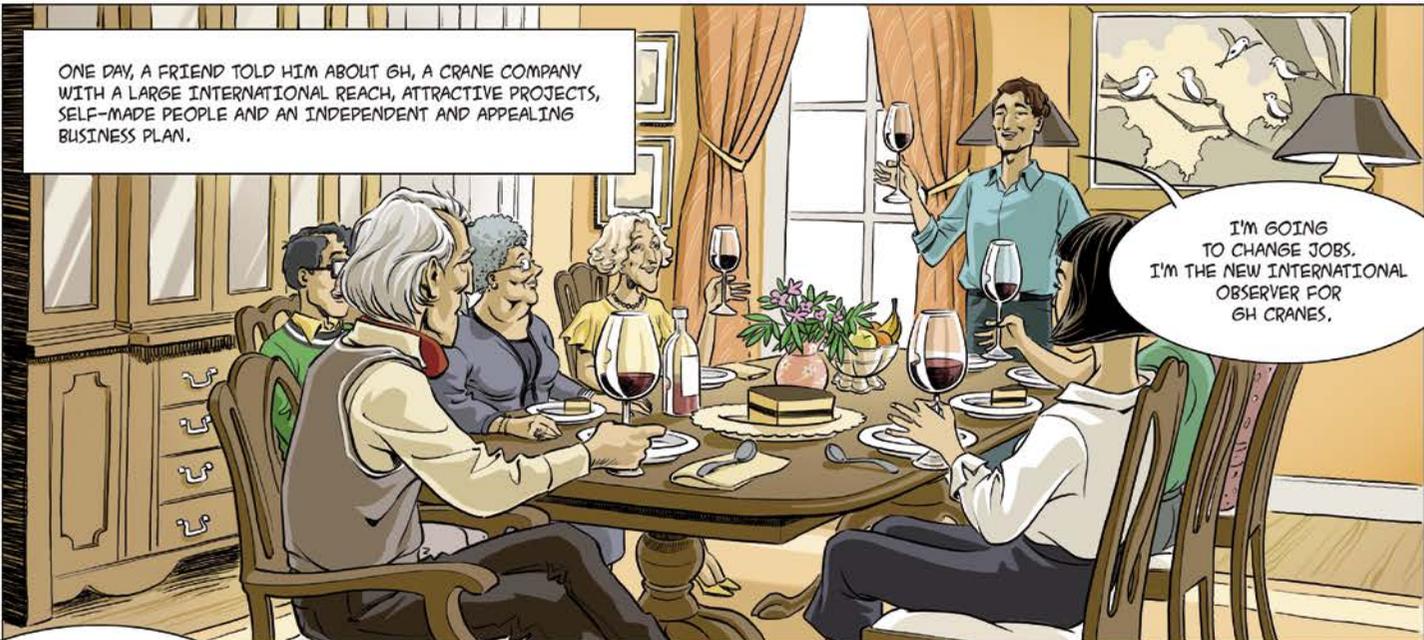


GEORGE HAD A HAPPY CHILDHOOD IN CARDIFF. HE LOVED TO PLAY NEXT TO THE DOCKS WITH HIS FRIENDS, BRIAN AND JEAN, AND THEY HAD ALL SORTS OF ADVENTURES TOGETHER.



HE DECIDED TO GO TO UNIVERSITY TO BECOME AN ENGINEER SO THAT HE COULD LEARN ABOUT THE GREAT FEATS OF HUMAN ENGINEERING WHICH ADVANCED CIVILISATION. HE SHONE AT UNIVERSITY AND LANDED A JOB IN A LARGE MULTINATIONAL IN BRISTOL.

REMEMBER, GEORGE, THAT A GOOD ENGINEER MUST ALSO BE INGENIOUS.



ONE DAY, A FRIEND TOLD HIM ABOUT GH, A CRANE COMPANY WITH A LARGE INTERNATIONAL REACH, ATTRACTIVE PROJECTS, SELF-MADE PEOPLE AND AN INDEPENDENT AND APPEALING BUSINESS PLAN.

I'M GOING TO CHANGE JOBS. I'M THE NEW INTERNATIONAL OBSERVER FOR GH CRANES.

THE ONLY REGRETS YOU'LL HAVE ARE THE THINGS YOU DON'T DO. GO, AND COME BACK SOON TO TELL ME ALL ABOUT IT.

GEORGE, YOU SHOULD ALWAYS FOLLOW YOUR HEART.

AFTER TRAVELLING AROUND ALL THE COUNTRIES WHERE GH IS PRESENT AND GETTING TO KNOW THE PEOPLE WHO MADE AND CONTINUE TO MAKE IT POSSIBLE, GEORGE GETS A CALL FROM GORKA. HE IS IN THAILAND, AND HE ASKS GEORGE TO HELP HIM CONVINCE A CLIENT IN SINGAPORE WHO WANTS TO BUY A CRANE. THE CLIENT HAS LOTS OF DOUBTS ABOUT THE DECISION.



CAN YOU COME AS SOON AS POSSIBLE TO MEET WITH MR. LI? AS YOU KNOW, THIS IS A DIFFICULT ENVIRONMENT FOR US, WITH THE HUGE INFLUENCE OF CHINESE AND JAPANESE CULTURE.



AFTER A 12-HOUR JOURNEY, GEORGE MEETS WITH THE CEO OF THE COMPANY, MR. LI.

GOOD MORNING, LI.

I'M SURE THAT I'LL BE ABLE TO ANSWER YOUR QUESTIONS AND ALSO TO RECOMMEND GH.

GOOD MORNING, GEORGE. THANKS FOR COMING. SO, I'M THINKING ABOUT BUYING AN OVERHEAD CRANE BUT I HAVE FEW DOUBTS.

BILBAO  
FRANKFURT  
SINGAPORE

LOS ANGELES  
SINGAPORE

JAPAN CRANES

WHY GH?

WELL, FIRST OF ALL, BECAUSE OF THEIR SIZE. THEY CAN PROVIDE MORE TAILORED SOLUTIONS AND SERVICES AND QUICK RESPONSES TO THEIR CLIENTS.

WHAT ABOUT THE COST?

THE COST IS SIMILAR TO OTHER FIRMS, BUT THE PERFORMANCE IS IN A LEAGUE OF ITS OWN.

TELL ME MORE.

LET ME EXPLAIN. FOR THE DRIVES AND CONTROL OF THEIR MACHINES, OTHER MANUFACTURERS USE MADE-TO-MEASURE INSTEAD OF COMMERCIALLY AVAILABLE COMPONENTS, WHICH CREATES A SITUATION OF DEPENDENCY FOR THE CUSTOMER AND ALSO INCREASES THE COST OF SPARE PARTS. THIS OCCURS, FOR EXAMPLE, WITH VARIABLE-FREQUENCY DRIVES, CONTROLS, BEARINGS, HOOKS AND OTHER ELECTRICAL AND MECHANICAL COMPONENTS.

IN OTHER WORDS, THE CRANE MAINTENANCE WITH OTHER FIRMS WILL TURN OUT TO BE MORE EXPENSIVE.

RIGHT. GH ALSO INCORPORATES NEW ADVANCES INTO ITS PRODUCTS AS STANDARD, WHEREAS OTHERS OFFER MACHINES WITH DIFFERENT PERFORMANCES DEPENDING ON THE MARKET.

CAN YOU GIVE ME AN EXAMPLE?

GH HAS INCORPORATED FREQUENCY INVERTERS AS STANDARD IN ALL ITS CRANES FOR CONTROLLING THEIR DRIVES, INCLUDING LIFTING.

MR. LI LISTENS ATTENTIVELY TO GEORGE'S EXPLANATIONS. BUT SOMEONE IS EAVESDROPPING. IT'S MR. CHANG, MR. LI'S EXTREMELY DEMANDING PRODUCTION MANAGER AND AN OLD ACQUAINTANCE OF GEORGE. A FEW.



IS THAT IMPORTANT?

HUGELY. ASIDE FROM BEING ABLE TO SELECT THE CRANE SPEED, THESE INVERTERS FACILITATE SMOOTHER MOVEMENT, WHICH TRANSLATES INTO LESS STRESS ON THE CRANE PARTS AND STRUCTURE. IN OTHER WORDS, IT WILL LAST LONGER, ITS PARTS WILL HAVE A LONGER LIFE AND THERE WILL BE FEWER BREAKDOWNS.



HELLO GEORGE. IT'S VERY NICE TO SEE YOU AGAIN. THIS TIME IN A DIFFERENT ROLE.

OF COURSE. THE LAST TIME WE MET YOU SAID THAT YOUR CRANES WOULD SOON INCLUDE SIGNIFICANT SAFETY IMPROVEMENTS. ARE WE STILL WAITING?

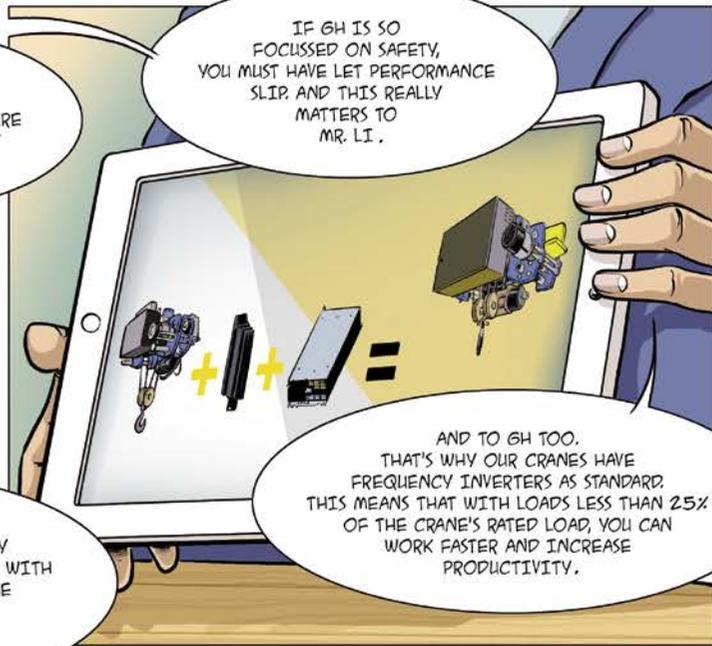
GOOD MORNING, CHANG. I'M DELIGHTED YOU'RE HERE. YOU KNOW US WELL AND YOU CAN VERIFY EVERYTHING I SAY.

NO. WE'VE ALREADY INCORPORATED FREQUENCY INVERTERS WHICH REGULATE DRIVE START AND STOP, AND IN ADDITION TO THE NORMAL SERVICE BREAK THERE IS ALREADY AN ELECTRIC BRAKE. ALL OF THIS IMPROVES SAFETY.



THAT'S ALL VERY WELL. BUT WHAT'S THE SAFETY FACTOR OF YOUR WIRE ROPE? WE DON'T ACCEPT LESS THAN 7.5.

ALL CRANES HAVE A MINIMUM WIRE ROPE SAFETY FACTOR OF 5 AS STANDARD, IN LINE WITH THE RECOMMENDATIONS OF THE EUROPEAN MACHINERY DIRECTIVE AND HE CMAA.



IF GH IS SO FOCUSED ON SAFETY, YOU MUST HAVE LET PERFORMANCE SLIP. AND THIS REALLY MATTERS TO MR. LI.

AND TO GH TOO. THAT'S WHY OUR CRANES HAVE FREQUENCY INVERTERS AS STANDARD. THIS MEANS THAT WITH LOADS LESS THAN 25% OF THE CRANE'S RATED LOAD, YOU CAN WORK FASTER AND INCREASE PRODUCTIVITY.



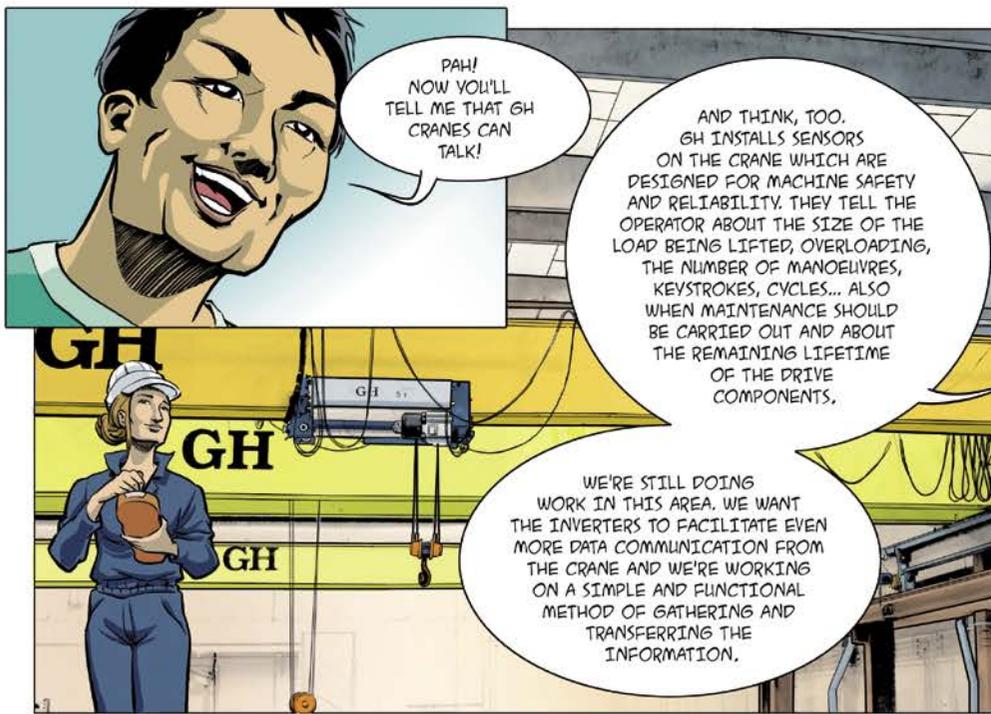
IF YOU'RE ALL SO INNOVATIVE, NO DOUBT THE MAINTENANCE OF YOUR CRANES OR DEALING WITH A BREAKDOWN IS COMPLEX ENOUGH TO TURN YOU A PROFIT.

NOT AT ALL. OUR PARTS ARE DESIGNED WITH SIMPLE MAINTENANCE IN MIND. GIVEN THAT THE ACCESSES ARE DIRECT, LOOSENING A FEW SCREWS IS ALL THAT'S REQUIRED TO SEPARATE THE DIFFERENT PARTS. THE MOTOR COMPONENTS ARE ALSO EASY TO EXTRACT AND ARE DESIGNED TO PREVENT ANY CONFUSION WHEN PUTTING THEM BACK TOGETHER.



THAT'S GREAT.

IF YOU LIKE THAT, YOU'LL LOVE THIS. GH'S CRANES COME WITH A MODULE ENABLING THE MACHINE TO COMMUNICATE WITH THE OPERATOR AND THE MAINTENANCE PERSONNEL, AS STANDARD.



PAH!  
NOW YOU'LL  
TELL ME THAT GH  
CRANES CAN  
TALK!

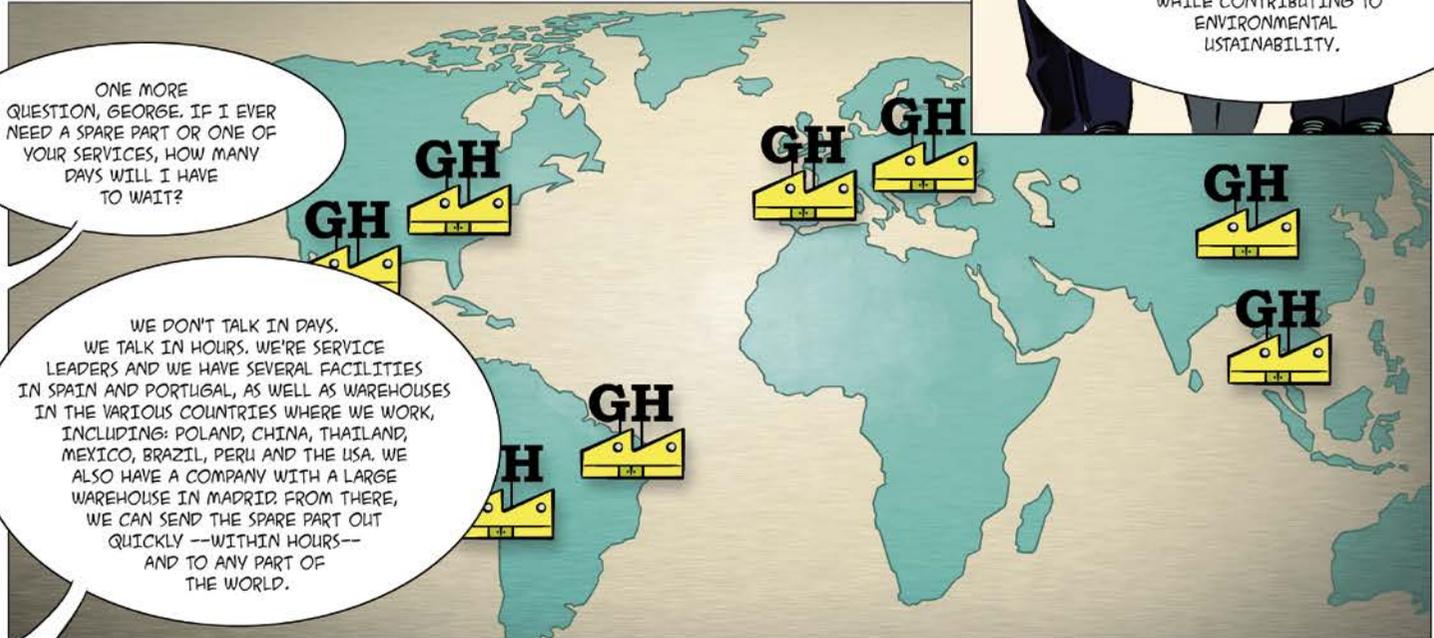
AND THINK, TOO.  
GH INSTALLS SENSORS  
ON THE CRANE WHICH ARE  
DESIGNED FOR MACHINE SAFETY  
AND RELIABILITY. THEY TELL THE  
OPERATOR ABOUT THE SIZE OF THE  
LOAD BEING LIFTED, OVERLOADING,  
THE NUMBER OF MANOEUVRES,  
KEYSTROKES, CYCLES... ALSO  
WHEN MAINTENANCE SHOULD  
BE CARRIED OUT AND ABOUT  
THE REMAINING LIFETIME  
OF THE DRIVE  
COMPONENTS.

WE'RE STILL DOING  
WORK IN THIS AREA. WE WANT  
THE INVERTERS TO FACILITATE EVEN  
MORE DATA COMMUNICATION FROM  
THE CRANE AND WE'RE WORKING  
ON A SIMPLE AND FUNCTIONAL  
METHOD OF GATHERING AND  
TRANSFERRING THE  
INFORMATION.



THE COMPETITION  
IS LOOKING INTO MORE  
ENVIRONMENTALLY  
FRIENDLY CRANES...

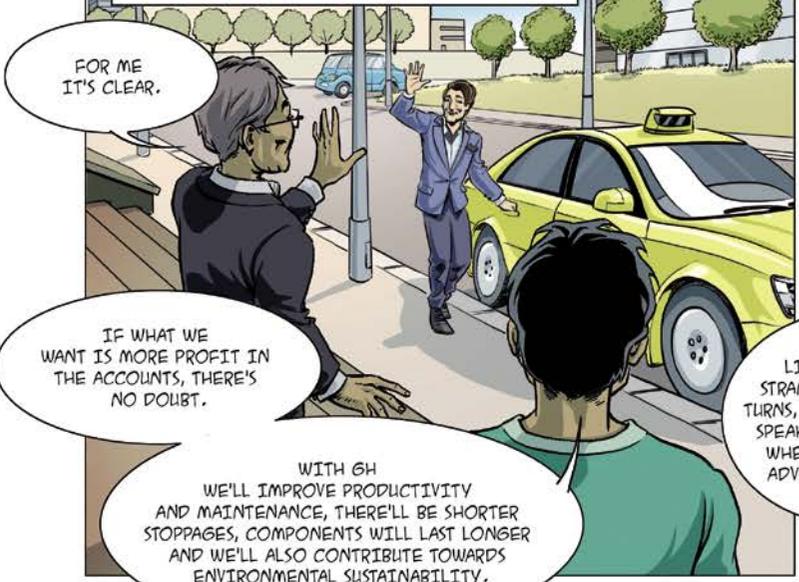
OUR CRANES ALREADY  
FIT THE BILL. WE'VE INSTALLED  
REGENERATIVE INVERTERS. THESE ENABLE  
US TO RECAPTURE ENERGY FROM THE DRIVE  
BRAKING FORCES. THE CLIENT CAN  
THEREFORE SAVE ON ELECTRICITY  
WHILE CONTRIBUTING TO  
ENVIRONMENTAL  
SUSTAINABILITY.



ONE MORE  
QUESTION, GEORGE. IF I EVER  
NEED A SPARE PART OR ONE OF  
YOUR SERVICES, HOW MANY  
DAYS WILL I HAVE  
TO WAIT?

WE DON'T TALK IN DAYS.  
WE TALK IN HOURS. WE'RE SERVICE  
LEADERS AND WE HAVE SEVERAL FACILITIES  
IN SPAIN AND PORTUGAL, AS WELL AS WAREHOUSES  
IN THE VARIOUS COUNTRIES WHERE WE WORK,  
INCLUDING: POLAND, CHINA, THAILAND,  
MEXICO, BRAZIL, PERU AND THE USA. WE  
ALSO HAVE A COMPANY WITH A LARGE  
WAREHOUSE IN MADRID FROM THERE,  
WE CAN SEND THE SPARE PART OUT  
QUICKLY --WITHIN HOURS--  
AND TO ANY PART OF  
THE WORLD.

MR. CHANG AND MR. LI SAY GOODBYE TO GEORGE.



FOR ME  
IT'S CLEAR.

IF WHAT WE  
WANT IS MORE PROFIT IN  
THE ACCOUNTS, THERE'S  
NO DOUBT.

WITH GH  
WE'LL IMPROVE PRODUCTIVITY  
AND MAINTENANCE, THERE'LL BE SHORTER  
STOPPAGES, COMPONENTS WILL LAST LONGER  
AND WE'LL ALSO CONTRIBUTE TOWARDS  
ENVIRONMENTAL SUSTAINABILITY.

A FEW DAYS LATER, GEORGE AND AUNT GERTRUDE MEET TO WATCH  
A CHELSEA GAME. GEORGE IS A CHELSEA FAN BECAUSE OF HIS  
AUNT. DESPITE HER OLD SCHOOL TRAINING, SHE HAS ALWAYS BEEN  
ADVENTUROUS AND HAS A LOT OF PERSONALITY.



HOW WAS  
SINGAPORE?

NO WAY!  
LIFE HAS SOME  
STRANGE TWISTS AND  
TURNS, THAT'S FOR SURE...  
SPEAKING OF WHICH,  
WHERE'S YOUR NEXT  
ADVENTURE GOING  
TO BE?

YOU'LL LOVE  
THIS. I SOLD A GH  
CRANE TO MY FORMER  
ARCH-RIVAL

## The GH *assemblers*

**O**ur assemblers represent the front line that makes it possible for GH projects to reach a happy and satisfactory conclusion for our customers. GH assemblers who travel the world, who face the challenges presented by difficult schedules, cultures and languages and who mix with very different kinds of people are the key players in stories that take place behind the scenes, out of the spotlight and the prominence which they surely deserve but which they do not seek.

All of them are the product of GH's silent evolution and they are an essential part of our business model. They know no borders and have grown in experience and confidence together with GH. They are the ones who can give us a true picture of what GH is today.

We interviewed Eduardo González, better known as "Edu", as a representative member of this group. His opinions are not just any opinions.



“  
**WE ARE  
VERY  
UNUSUAL  
PEOPLE.**

CUSTOMER SATISFACTION WHEN  
WE FINISH THE JOB PROVIDES  
US WITH OUR GREATEST JOY.  
IT ALWAYS COMES AS A RELIEF.



**You, the assemblers, have witnessed the evolution of GH from the front row in terms of its international expansion and as a business project. What is your vision of GH today?**

We are part of the growth of a family business into a multinational company. We have reached many distant places, driven by the crisis of the national market and the need to survive. In a sense, we have saved ourselves thanks to all this expansion into the international arena.

We have succeeded in being able to assemble a special crane anywhere in the world as if we were doing it in Gipuzkoa, and now we must answer to the challenge of being able to provide our international installations with the necessary technical assistance in the same way – something that isn't always easy.

**What is the hardest part of your job?**

Being away from home and the family for so long, missing important events and the day-to-day lives of our children. That's pretty hard.

Then there are the details: each place is different, the food is not the same, there are changes in climate, adaptation to other cultures, schedules, languages, etc. Hong Kong is not the same as Thailand, Egypt, Cuba, the United States, and so on.

But being away from our families and the places where we live is the worst thing about it.



**“FOR US, BEING AWAY FROM OUR FAMILIES, MISSING SPECIAL MOMENTS WITH OUR CHILDREN AND THE PLACES WHERE WE LIVE IS THE WORST THING ABOUT THE JOB”.**

**What kind of satisfaction does your job bring?**

For us, the greatest satisfaction in our job is the feeling we get when we say, “We’ve finished.” To see the joy that the customer experiences when we complete the assembly and put the crane into service.



**What suggestions for improvement do you have that could be implemented by GH to make your work more effective?**

We want to feel listened to. When we go on site, the customers receive us as if we were the Dalai Lama. And when we return, sometimes we don’t feel the same and our experiences on the ground are

not always taken into account, which leads to us not making the progress we would like to make.

The idea that people have about us is almost always a simplification: hotels, meals, new places, trips, and so on. But this is far from the real story.

**We’re sure that you have countless anecdotes and stories connected with the projects and international colleagues with whom you share the work. Is there one you can tell us?**

All the anecdotes we have are linked to the unforeseen events that we have been involved in. Right now, I remember one that happened when I was with Jaka, in Egypt, going from Cairo to Alexandria by road.

The taxi that we were riding in knocked over a motorcyclist and the first thing we thought was that we had killed him, because his motorcycle was embedded in the front of the car. We were immediately surrounded by fifty Egyptian farmers who seemed to appear from nowhere. We didn’t

You have to bear in mind that we see all the parts scattered around the workshop and then witness the crane’s building. In the end, we have the satisfaction of seeing the finished product in operation, and that erases any memory of the problems that we may have faced during the process. It always comes as a relief when we finish everything.

**You have to be very motivated to do such a demanding job. Where does that motivation come from?**

The challenge of setting up a specialised piece of equipment anywhere in the world and the satisfaction of achieving it is what motivates us.

Although sometimes we worry about the accommodation, the journeys, and so on; typical things related to the nature of our work and the places we travel to. When unforeseen events take us to the limit, we swear that this will be the last time we are going to leave home. But when the phone rings and they give us our next job, we just can’t say no and we set off on a new project. We are very unusual people.

**“OUR ANECDOTES ARE ALWAYS RELATED TO THE UNEXPECTED THINGS THAT HAPPEN TO US”**

**You are in the front lines in terms of communication with the customer after a sale. What is the opinion of the customers, in general, when you finish the work?**

In general, the customer’s gratitude is always rewarding at the end of the installation. In terms of the product, it is another thing because, naturally, unforeseen events often arise along the way and that generates concern for the customer, who may then not have the best of attitudes until we finish. But, in end, they recognise our dedication and effort.

**How do you imagine the GH of the future, 60 years from now?**

I would like us not just to be the leaders here, and to be able to look at Kone as a fellow competitor.



**"WE MUST BE ABLE TO ASSEMBLE A CRANE AND PROVIDE OUR SERVICES ANYWHERE IN THE WORLD AS IF WE WERE IN GIPUZKOA".**



understand anything, nobody spoke English, and even less Spanish. We didn't know what was going to happen to us. They made us take our bags out of the car and we had to wait there, at the side of the narrow and poorly lit road, surrounded by crops. Fortunately, the motorcyclist had been thrown to one side and they were able to save his life, but Jaka and I were left in limbo. After several hours of waiting, another car came and invited us to get in, and we arrived at the hotel at 11 o'clock at night, three hours later than planned and in the middle of Ramadan. It was certainly an adventure.

We could tell many more anecdotes, but as I said before, they are all linked to unforeseen events that have happened to us during the trips. Over time they become funny anecdotes, but they are not usually funny at the time.



*Eduardo González (right), protagonist of this interview, along with his partner Dimitri Sidorov in, full action.*

## I ñ a k i Ramírez

Director of the GH Group's SERVICE Business Unit and committed to new technologies and digitalisation.

**I**ñaki Ramírez is clear about the SERVICE Business Unit's priority to provide a quality service and increase the added value for the GH Group's cranes anywhere in the world.

However, it is also clear that his Business Unit is fundamental for the future development of the GH Group as a whole, and in this interview he explains in detail the challenges faced by his Business Unit and its ambitions, with a scope that extends beyond GH's own cranes. To achieve these objectives, the Business Unit is engaged in the development of new instruments for control, management and service handling based on new technologies and the concept of "value" passed on to the customer.

With renewed enthusiasm, Iñaki Ramírez tells us in detail about his concerns, the main ideas that define the scope of his management and his future professional challenges: *"It's a pleasure to form a team in this company to work together to continue satisfying the customer"* he confidently assures us".

“

OUR AIM IS TO  
IMPLEMENT A  
GLOBAL AND  
EFFICIENT  
SERVICE MODEL.





**Could you briefly define the content of your business unit?**

We are a business unit known as GH Global Service, dedicated to offering a comprehensive maintenance service for cranes from any manufacturer, with three missions in one: to provide a quality service and increase the added value of our cranes, to create loyalty among customers who have either GH cranes or cranes from other manufacturers, and to have a presence wherever the GH Group does.

There are currently 259 people in our business unit, spread around the world. Additionally, we have a team of 10 people whose task is to cover all the market units. This team is called CENTRAL SERVICES and is totally committed to this great project and very enthusiastic about taking it forward.

***THE “TECSER” PROJECT IS BASED ON THE APPLICATION OF TECHNOLOGIES.***

**What are the main challenges you face in your new position as head of the SERVICE Business Unit?**

On the one hand, there is the business part, which focuses on creating a profitable model in each Market Unit. Our goal is to make the service model profitable in all existing and future implementations.

On the other hand, there is the operational part, which is based on bringing our knowledge to the entire GH network around the world, implementing our work systems in a way that is adapted to the customs and different circumstances of each country. Rather than being a single model, our model is based on logical and tested principles which we have to be able to

■  
**“WE WANT OUR BUSINESS TO BE GEARED TOWARDS PROFITABILITY IN THE MARKET UNITS, IMPROVING THE QUALITY OF SERVICE TO OUR CUSTOMERS”.**  
■

adapt to the idiosyncrasies of each place where we want to implement it. These implementations are carried out together with each corresponding Market Unit.

And, finally, there is the technical part. We are immersed in an innovative and transforming technical project for our business, where we want to be a leader or at least be on level terms with the best with regard to the new developments in service that are taking place in the sector. Internally, we call it the “TECSER” Project, and it is based on the application of new technologies and algorithms to the Preventive Maintenance service sector, where we have been leaders for years. In this way, we want to transform the concept of preventive maintenance into predictive and programmed maintenance.

This project will allow us to offer new services with which to adapt to the needs of each customer and improve the productivity of the plants where our cranes operate.

In this phase, we are working together with the different GH management units geared towards new technologies, as well as technology centres and leading universities, participating in forums on intelligent machines and industry 4.0, etc.

Regarding corrective maintenance, the “TECSER” Project will allow us to take less time in the diagnosis of unscheduled breakdowns, thus reducing the financial cost for our customers.

In addition, through TECSER we intend to replace a large percentage of corrective breakdowns with predictive and scheduled maintenance, which will reduce the number of uncontrolled stops and improve the productivity of the cranes where we apply this technology.

**"WE OFFER COMPREHENSIVE MAINTENANCE SERVICES FOR CRANES FROM ANY MANUFACTURER".**



**READY TO RESPOND TO THE OPPORTUNITIES THAT ARE ARISING AROUND THE WORLD.**

**Which geographic areas do you currently believe are most strategically important for the SERVICE Business Unit?**

Currently, and according to the strategic view at GH, we have to optimise the existing branches and subsidiaries, improve them and have a solid and proven technical service. One of the main objectives is to adapt using our existing staff and expand the coverage of our central services to the rest of the world. However, we are mindful of the opportunities that may arise around the world, and ready to expand our worldwide service presence. Examples of our current presence and improvements that we are currently working on are South-East Asia, North America and South America. These are expanding markets in which we believe that we have a greater and better presence.

**And which sectors?**

Basically, in all sectors, since our business unit is interested in the development of the country as a whole rather than focusing on specific sectors.

**Which two or three specific SERVICE projects would you highlight from the last twelve months?**

With regard to the business side of the market unit, I would highlight two projects:

The optimisation project for the plant in the USA, where Manu Vazquez, Head of the international side of Business Development, is working on optimising the subsidiary's assembly service and its after-sales service. And the project in France, where we have finished implementing our system so that we can, first, obtain data in a systematised way just like in the rest of the national branches, and then follow up on this by offering the customer a digitalised assistance model and access to the customer portal.

On the technical side, I must once again talk about the "Customer Portal" and the "AppGS" initiatives, two projects that are already a reality and that are part of the bigger "TECSER" Project that I have already commented on in a general way before.

The "Customer Portal" has been implemented in the Spanish market for several years and, through this website, our customers with a contact can benefit from the digitalisation of their maintenance record, breakdown histories, both preventive and corrective maintenance, access to the documentation about their crane, special offers, breakdown reporting, contract consultation, etc.

The AppGS initiative has been implemented in the Basque Country, Galicia and Casyle, and we will finish implementing it in the rest of Spain by the end of 2018.

**"TECSER, THE CUSTOMER PORTAL, THE APP (DIGITALISATION OF INTERVENTIONS) AND THE CRITICALITY MATRIX ARE TECHNOLOGICAL INNOVATIONS THAT WE WANT TO PASS ON TO THE CUSTOMER TO MAKE THEM MORE COMPETITIVE".**



**"WE WILL BE  
THERE WHERE  
GH IS".**

*GH plant in Poland. The work of the Service Business Unit covers all processes, anywhere in the world.*

It is a Service application that our technicians use to collect all the service information on their mobile phones, working directly online with our ERP System and Customer Portal in such a way that the technician, customer and GH head office share the same information in real time.

Regarding the implementation of these two projects in the subsidiaries in the rest of the world, I should point out that we are assessing our priorities and our model's degree of maturity in each of them so as to assess the difficulty and determine the required resources.

Another project that we have developed during the last 12 months has been the "CRITICALITY MATRIX", which is also part of the "TECSER" Project.

This project will allow us to know how our cranes behave and to have a solid understanding of the most critical breakdowns, thus guiding the rest of the projects. This will include obtaining the life map of the components, monitoring the vital parts of the cranes, etc. In this way, once the useful life of our components is established, we can offer the customer personalised maintenance, tailored to fit their needs.

### **COMPREHENSIVE CUSTOMER SERVICE IN A DIGITALISED AND MODERN WAY.**

**What specific developments is your business unit planning in order to address the future of a business that is considered vital?**

As you have seen during this interview, all development is geared towards implementing a profitable, global service model, and using state-of-the-art technology in order to provide a comprehensive service to the customer, doing so in a digitalised and modern way and in all parts of the world where GH operates.

**Which do you think will be the most dynamic sectors for your business unit in the coming years?**

Rather than targeting specific sectors, we aim to move forward by achieving a good segmentation of customers and sectors from all areas in order to offer a personalised service.

You cannot offer the same service to a customer with a high productivity plant where the cranes have a high work rate, where any downtime is likely to be very harmful, and to a customer with a crane used only for support. It's

a question of the importance that each crane has for each customer more than one of specific sectors.

**How would you convince a customer that GH'S SERVICE is an added value for the management of their own business?**

The only way to convince a customer is to prove it. It's clear that there is a fierce price war and that's why we are committed to differentiating ourselves through our technology, but this is only one of the improvements that we can offer the customer. I focus on know-how, understanding what the customer wants, making a complete commitment to providing the service and making them feel that help is always close at hand.

We currently have more than 15,000 cranes covered by contracts around the world that offer a wide variety of services, and we are working on expanding these using the new technologies that are now available. But the first thing I would say to a customer is: experience, attention, proximity and modernisation.

It's a pleasure to form a team in this company to work together to continue satisfying the customer.

1

## Redundancy in braking during lifting.



WE CATER TO THE NEEDS OF OUR CUSTOMER, ADAPTING OUR CRANES SO THAT THEY MEET THE ESTABLISHED REQUIREMENTS.

**OUR PRODUCTION CAPACITY** allows us to manufacture a weekly average of 70 standard overhead cranes. However, not all crane project requirements match our standard products.

In these cases, the Special Solutions Unit studies and configures the characteristics of the crane to adapt it to the requirements and needs of the customer.

An example of this customisation is this trolley with redundancy in the lifting safety system developed for the company Zhejiang Luhu Automobile, for their facilities in Linhai City, in the province of Zhejiang (China).

The trolley in question is mounted on a double girder

overhead crane with a span of 28.5 m and a lifting height of 13.7 m. This open winch, which is M6 duty, has a Siemens motor and a GHF-4T gearbox and has 3 brakes installed in the main lifting system:

- **Service brake on the motor shaft.**
- **Auxiliary brake on the motor shaft.**
- **Emergency brake on the drum.**

It also has manual brake release for cross and long travel motions.

The crane also includes anti-sway and overspeed in hosting motion. ■

# 2 When the job doesn't end with the manufacturing process.



LOCOMOTIVE LOADING AND LIFTING TESTS WITH TWO NEW GANTRY CRANES FOR STADLER VALENCIA.



**STADLER**, located in the Valencian town of **Albuixech**, has an important presence in the Spanish market, as well as numerous international contracts.

A specialist in the design and manufacture of locomotives, as well as urban and regional trains, Stadler Valencia employs 900 professional staff, of whom almost 200 are dedicated to the innovation and design of railway vehicles.

Since Miguel Devís Pérez and José Noguera Chuliá created **Talleres Devís y Noguera** in **December 1897**, what is now the Stadler plant has evolved to become one of the leaders in the design and manufacture of rolling stock in Spain.

The company remained at the forefront when it began to build trams and electric and steam locomotives more than a century ago, incorporating

diesel models from 1959 onwards. During the 1960s and 1970s, the company sold 300 locomotives to Renfe and another 300 were sold on the international market, which meant the growth and consolidation of the company as one of the major European railway manufacturers. During the years in which it has been operating, the company has sold more than 2,000 vehicles in 18 countries.

Stadler has been present in Spain –in Valencia– since 1 January 2016. That day, Stadler bought the Vossloh Spanish locomotive business and thus added to its ranks a company that perfectly completed the Stadler Rail product portfolio, also offering access to new markets. The facilities in Valencia, with an area of 200,000 m<sup>2</sup>, include offices, production plants, storage areas and vehicle

inspection and testing areas.

At the event to commemorate the 120th anniversary, celebrated in December 2017, **Íñigo Parra**, president of Stadler Rail Valencia, insisted, *“This plant has become one of the great industry leaders in Spain, where we have been able to add value to our products through the continuous investment we make in innovation and design”*.

The company has recently been awarded various locomotive contracts both in Europe and in South America, as well as light rail/tram contracts for different European regions – including the modernisation of Alicante’s Line 9, which connects Benidorm and Denia. To meet the demand for production, Stadler Valencia asked GH Cranes for

two new gantry cranes, which have been installed outside the Albuixech warehouse.

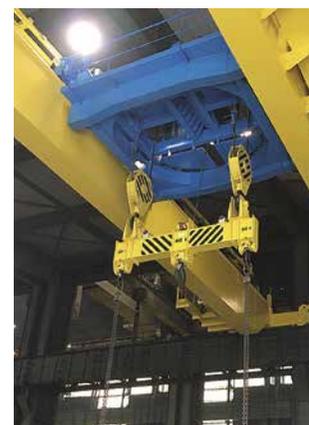
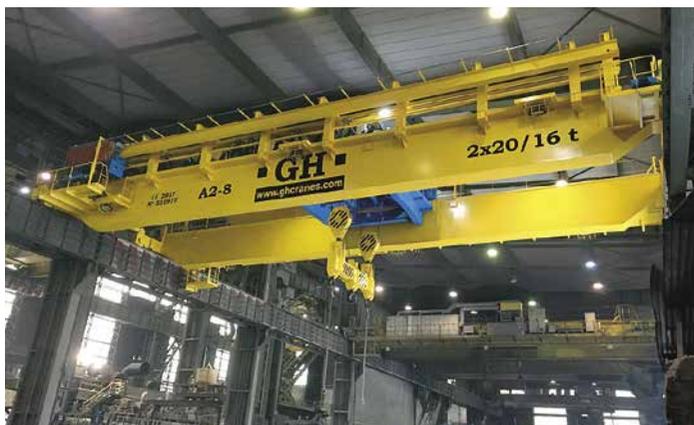
Locomotive loading and hoisting tests have recently been carried out on these gantry cranes with a span of 5.1 m, equipped with hoists with a capacity of 2x40 t, which can work in either an independent or synchronised way.

Here at GH Cranes, we are comprehensive manufacturers of all our products; however, our work does not stop with the mere manufacture of cranes and hoists. Our work begins with the initial proposal and ends with the maintenance and spare parts service; and it includes engineering, manufacturing, transport, assembly and commissioning of the manufactured products. ■

# 3 Billet crane with a rotating trolley.



INSTALLED AT SIDNOR, BASAURI, FOR HIGH-PERFORMANCE PROCESSES.



**GH HAS RECENTLY INSTALLED** a billet crane with an open, rotating trolley (2 x 20t / 16t) and a series of features that makes this installation special.

1 /  
 • **Process cranes – high-performance cranes** designed to work in extreme situations, at high temperatures, and all day long. This particular case is a **billet crane with a rotating trolley** and a magnetic tool to handle hot billets

2 /  
 • **Work group classification M7 – M8**, provides completely reliable lifting equipment.

Continuous jobs and extreme situations: this specific one at an ambient temperature of **80 °C handling billet at 600 °C.**

3 /  
 • **Speeds adapted to the production** needs in order to complete the cycles required by the process itself.

4 /  
 • **Auxiliary hoists** for the maintenance of the rest of the installation. In this case, a **lifting hook with a 16t lifting capacity** to undertake plant maintenance tasks.



This billet crane is installed in a building that spans 26 metres, with 22-metre lifting heights (with a pit). The equipment has a 16t auxiliary hoist to undertake maintenance at the facilities (the hoist is installed on a cantilever-type structure to ensure the best approaches as it crosses the building).

Other outstanding **features of this crane, classified in group M7, include the weighing system + traction cells, area and manoeuvring boundaries, automatons for management**, etc.

The electrical equipment is installed in a separate cabin equipped with redundant industrial cooling in order to guarantee the capacity to work at high temperatures. ■

# 4 Railway transfer table at the new CAF facilities in Newport.



THE GH TRANSFER TABLES STAND OUT FOR THEIR SPEED, SAFETY AND EASE OF MOVEMENT.

**CELTIC BUSINESS PARK** is strategically located at the entrance to South Wales, 12 miles from Cardiff and 30 miles from Bristol. CAF has installed itself in this urban enclave with a new plant for finishing railway vehicles and carrying out tests.

This facility, which begins operation in the autumn of 2018, has a total surface area of 46,000 m<sup>2</sup>, with the possibility of further extension, and a constructed area of 15,000 m<sup>2</sup>, and will provide work for a workforce of approximately 250 people.

The facility has a GH Cranes transfer table which serves the buildings of the plant (both those for the finishing and testing and also the warehouse) and the auxiliary areas (painting booth, sealing arch and storage tracks).

Although GH manufactures

mainly overhead and gantry cranes and hoists, its range of products also includes jib cranes, transfer carts and also railway transfer tables with capacities of between 60 t and 150 t, used primarily for the handling of trains during maintenance work. The GH transfer tables stand out for their speed, safety and ease of movement.

In the case of this transfer table for CAF, the load capacity is 80 t and it has a length of 25 m with an additional 2.5 m cantilever on each side and a platform on which a forklift truck can operate.

CAF has invested more than €35 million in this facility in Newport and has other equipment for production activity in addition to this GH transfer table, such as cranes, a paint booth and a sealing arch. ■



# 5 GH joins the Crane Manufacturers Association of America (CMAA) as a full member.

LAST OCTOBER, WE RECEIVED THE OFFICIAL NEWS THAT GH HAS BEEN ACCEPTED AS FULL MEMBER OF THE CRANE MANUFACTURERS ASSOCIATION OF AMERICA (CMAA).



**CMAA**<sup>®</sup>  
CRANE MANUFACTURERS  
ASSOCIATION OF AMERICA, INC.



**THIS NEWS** is a significant boost for our brand, because it means being recognised by this Association as a manufacturer with full membership; that is, with the right to receive information about the sector, the ability to influence its regulation and, of course, contribute our experience towards shaping the safety, control and preparation of the regulations that apply to the world of lifting equipment.

Belonging to the CMAA is not only positive for our brand in the American market, but also a recognition that will give our international expansion a strong stimulus.

Now, apart from taking part in the "Lifting Club", we must have a proactive attitude so that our ideas can be incorporated in this Association, and that will require significant work by people within GH that cover fields of work of the CMAA such as:

- **Mechanical Engineering (components)**
- **Structural Engineering (beams, columns and runways)**
- **Electrical Engineering**
- **Services**
- **Marketing / Administration**

If we had to make a comparison to illustrate this huge step in our presence in the American market, we could say that now we have risen to First Division; we have to fight to be at the top positions.

# THE 111.111 CRANE IS NOW OPERATIONAL AT THE FACILITIES OF GRUPO OCCIDENTE S.A. DE C.V. IN JALISCO, MEXICO.

WITH THIS NEW CRANE, GRUPO OCCIDENTE S.A. DE C.V. NOW HAS 6 CRANES FROM THE GH BRAND.



This dynamic company brings together experienced professionals who work closely following best practices, always motivated by customer service. Grupo Occidente S.A. de C.V. was founded in October 1989 in Toluca State in Mexico and is dedicated to the manufacture of beams for industrial, architectural and automotive use.

In February 2017, the group –formed by two divisions: commercial and manufacturing– expanded its operations with the opening of a plant for the extrusion and lacquering of beams; and its commercial area consists of a network of 30 branches with a presence in Jalisco, Aguascalientes, Guanajuato, Querétaro, the State of Mexico and Michoacán.

It has recently installed a new building at the Acatlán de Juárez Logistics Park (Jalisco).

In this new building, which is attached to the other buildings belonging to the company, the 111.111 crane manufactured by GH Mexico has been installed.

It is a single-girder overhead crane with a 6.3 t capacity GHB11 hoist and a span of 25.47 m.

Some of the features of this overhead crane are:

- **Lifting, direction and travel drive.**
- **Shunt limit switch for approach.**
- **VAHLE KBH, 80 Amp, 127 m shielded cable.**

This kit was supplied by the Salvatore facilities in Beasain (Spain) to the GH Mexico subsidiary, which was responsible for the process of manufacturing the beam and the complete assembly of the crane on the customer's premises.