



# MAXIMIZE EFFICIENCY

Potain Self-erecting tower cranes are extremely popular in the global construction and energy industries, and now their impact is making a difference on residential homebuilding projects. These cranes offer significant cost advantages and more efficiency when delivering several of the most common tasks associated with homebuilding.



**Masonry:** Lift masonry blocks to where they are needed. This eliminates the need for maneuvering a forklift, especially where space is limited or there's no roadway access.



**Concrete:** Move the bucket directly to where the concrete needs to be poured. Reducing the amount of manual labor and allowing access to more than a wheelbarrow of concrete at a time.



**Flooring:** The crane can efficiently set floor joists on higher levels of houses and eliminate the need for moving wood by hand.



**Walls:** Lift pre-fabricated wall sections from the truck to the wall's location. This enables crews to construct the walls off site in a controlled, clean environment.



**Trusses:** Deliver assembled roof trusses to the jobsite and lift them into place.



**Roofing:** Move sheetrock and roofing materials directly to the roof location.



**Landscaping:** Use a hopper to move landscape materials around the jobsite. Move more items at once and at a quicker pace, without wasting spilled materials like what could happen when using a wheelbarrow.

Igo MA 21 Self-Erecting Tower Crane

# BUILD

## BETTER, SMARTER, FASTER, QUIETER

These tower cranes are called “self-erecting” because they only require the push of a button to erect, setting up on a jobsite within minutes.

With the crane’s up-and-over reach, workers can place materials exactly where they’re needed without having to move the crane around the jobsite for each lift. This, combined with their compact size — typically only taking up 13.8 ft<sup>2</sup> on site — enables the crane to work in tight quarters and leave no trace behind.

They set up without a foundation and remove the need for trucking and other specialized equipment around the jobsite. Which also eliminates damage to worksite grounds or the need to build access roads. They’re a versatile solution that can handle materials for any task on a residential homebuilding project.

The biggest benefit of self-erecting cranes is the time and money they can save on the jobsite. Some contractors are reporting as much as US \$19,800 in savings from a single residential project. These savings are because self-erecting cranes are taking over many of the heavy-duty tasks that typically require a lot of manpower, movement in and around the site, and heavy material handling. With the average cost of building a new home rising, it’s important for contractors to find ways to maximize their return on investment.



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**DELIVERING RESULTS  
IN ALL STAGES OF THE  
HOMEBUILDING PROCESS**



**MASONRY**



**CONCRETE**



**FLOOR  
JOISTS**



**PRE-FAB  
WALLS**



**ASSEMBLED  
TRUSSES**



**ROOFING**



**LANDSCAPING**

# TAKE CONTROL OF YOUR TIME AND LABOR COSTS. BE MORE EFFICIENT ON THE JOBSITE.

As a specialized tool for the homebuilding market, the Igo MA 21 Self-Erecting Tower Crane provides many benefits when compared with other equipment used on residential construction jobsites.

- **Fast Setup and Onsite Moves**
- **Versatile Solution**
- **Green Equipment**
- **Multiple Power Sources**
- **Up-and-Over Reach**
- **No Trace Left Behind**
- **Lower Maintenance Costs**



## THE FUTURE OF HOMEBUILDING! CALCULATE YOUR SAVINGS BELOW.

	ESTIMATED 4-MONTH COST*	ESTIMATE YOUR TOTAL COSTS & SAVINGS
Cost of Potain self-erecting tower crane rental, generator and mobilization	\$31,000	\$
<b>REDUCE THESE PROJECT EXPENSES...</b>		
Two framing laborers for walls and floor joists	\$40,000	\$
All terrain forklift rental	\$8,800	\$
Mobile crane or telehandler rental for trusses	\$1,200	\$
Masonry laborer(s) for handling masonry materials	\$800	\$
Additional costs: Landscaping, roofing materials, concrete, etc.	-	\$
	-	\$
	-	\$
	-	\$
<b>Total cost WITHOUT self-erecting tower crane</b>	<b>\$50,800</b>	<b>\$</b>
<b>NET SAVINGS ON PROJECT W/ RENTAL</b>	<b>\$19,800</b>	<b>\$</b>

\*Average estimated costs and savings are based on a typical jobsite in North America. Cost estimates based on a 4-month, 3-story construction project.

## COMPLETION OF 3 PROJECTS IN ONE YEAR CAN YIELD **NET SAVINGS OF \$59,400!**

Contact your local Potain dealer today.  
[www.PotainBuildBetter.com](http://www.PotainBuildBetter.com)

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# JOBSITE PROVEN

Pinetop Custom Homes began deploying self-erecting cranes for residential projects in 2004. Based in McCall, Idaho, the company had been using a forklift to help build pre-fabricated houses. A colleague told owner Dusty Bitton about self-erecting cranes and their benefits, so he purchased a model from the Potain Igo range. The crane worked so well that Pinetop bought a second unit, then another, then several more, until the company had 25 self-erecting cranes in its fleet, comprising a mix of Potain Igo and Hup models.

The company uses the cranes for a variety of applications, including framing, concrete work, masonry, roofing, landscaping, setting floor joists and windows and material handling, among other tasks. In effect, the company is building entire homes with Potain self-erecting cranes.



"We are able to build houses 50% faster with the self-erecting tower cranes than with other types of equipment," Bitton said. "They're also easier to get to the jobsite. They have axles underneath, so you can just pull them onto the site. They're silent, don't produce exhaust fumes, and with their remote-control operation, they really increase visibility, safety and precision picking."

Bitton mentioned several other benefits self-erecting cranes have over traditional machines, like telehandlers and forklifts, for residential jobsites. One crane, for example, can make lifts across the entire jobsite from a single location without being moved. Also, there are gains in manpower, as the same person can both operate and rig the crane, which also improves communication. And because the operator can deposit a load right in front of where they are standing, visibility and accuracy are improved. This is further aided by the remote-control operation of the cranes, which indicate capacity, load movements, wind speeds and more.

As a testament to Pinetop's success with self-erecting tower cranes, Bitton took his fleet of 25 Potain units and started another company, Rocky Mountain Crane, also based in McCall. The goal was to share the advances of using self-erecting tower cranes in homebuilding with other builders. It marked the first time the cranes were rented and sold in the region.

"After I bought my second self-erecting tower crane, I figured I should be selling and renting them, too. I know a lot of companies have the same challenges that I had," he explained.

"Now that word has spread about how much better this method of building is, and how much time and money it can save, I estimate there are now around 30 companies using self-erecting tower cranes on their jobsites in this region."

**"WE ARE ABLE TO BUILD HOMES 50% FASTER WITH SELF-ERECTING TOWER CRANES THAN WITH OTHER TYPES OF EQUIPMENT."**



Dusty Bitton, Owner  
Pinetop Custom Homes



# SELF-ERECTING CRANES THE FUTURE OF HOMEBUILDING

Self-erecting tower cranes are a mainstay of the global construction industry and are now bringing significant improvements to the residential homebuilding market in North America. These cranes offer significant cost and efficiency advantages in nearly all stages of the homebuilding process when compared to conventional equipment. Similar to Pinetop Custom Homes; once other companies make the switch, they see how inefficient and cost-prohibitive it would be to go back to previous methods.



**Contractors embrace a more profitable way to build** ([Watch video](#))

"We specialize in using Potain self-erecting tower cranes on our jobsites. With a smaller footprint, they can easily move around and provide a nice X:Y grid over the entire construction site. We're not limited by where a forklift may be able to drive, the incline it can make or whether it can safely lift a load. Self-erecting tower cranes are a great tool to get around a jobsite, and as operators become more familiar, comfortable and confident behind the controls, then you'll start seeing these cranes on every job."

**- Chad Plager, Rocky Mountain Cranes**



## **JOIN THE HOMEBUILDING REVOLUTION!**

Find out how Potain Self-Erecting Tower Cranes can help you improve efficiency and save money at every stage of the residential homebuilding process. Contact your [Potain Crane Dealer](#) or visit [PotainBuildBetter.com](http://PotainBuildBetter.com).

### **Disclosure**

This whitepaper was produced by Potain, a subsidiary of The Manitowoc Company.

### **ABOUT THE MANITOWOC COMPANY, INC.**

Founded in 1902, The Manitowoc Company, Inc. is a leading global manufacturer of cranes and lifting solutions with manufacturing, distribution, and service facilities in 20 countries. In the United States, the Grove, Manitowoc, National Crane, Potain and Shuttlelift brands are sold and serviced by Grove US, LLC, a wholly owned subsidiary of The Manitowoc Company, Inc. In 2017, Manitowoc's net sales totaled \$1.6 billion, with over half generated outside the United States.

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