­A picture containing clipart

Description automatically generatedONE-PAGER

October 2020

**A new trend in homebuilding emerges: Introducing Potain self-erecting tower cranes**

Self-erecting tower cranes are changing the nature of residential homebuilding projects across North America. They reduce labor needs, do the jobs of several pieces of heavy equipment at once and dramatically increase efficiency on the jobsite. Contractors are saving thousands of dollars by switching to self-erecting cranes.

With just one self-erecting crane, homebuilders are able to build better, faster, smarter and quieter in all stages of the homebuilding process: masonry, concrete, floor joists, prefab walls, trusses, roofing and landscaping.

**Potain self­-erecting cranes have proven to be the ultimate jobsite tool**

These machines require fewer crew members, less total equipment on the job, and less overall labor. Only one person is needed to operate the crane via radio remote control, and they are able to place loads directly in front of them with increased visibility and efficiency.

“We are able to build homes 50% faster with self-erecting Tower Cranes than with other types of equipment,” said Dusty Bitton, owner of Pinetop Custom Homes.

Pinetop Custom Homes was able to save money by reducing the number of laborers on the jobsite and eliminating the need for other specialized equipment while building faster.

Learn more about the latest trend for Potain self-erecting cranes in our Homebuilding Media Kit which includes:

* Whitepaper
* Case Study
* Infographic
* Potain jobsite video and photography

If you have further questions or if you would like to arrange an to learn more, please contact Amy Marten, Senior Marketing Manager at Manitowoc Cranes, at [amy.marten@manitowoc.com](mailto:amy.marten@manitowoc.com).

-END-

CONTACT

**Amy Marten**

Manitowoc

Senior Marketing Manager, Americas

[amy.marten@manitowoc.com](mailto:amy.marten@manitowoc.com)

ABOUT THE MANITOWOC COMPANY, INC.

The Manitowoc Company, Inc. (“Manitowoc”) was founded in 1902 and has over a 117-year tradition of providing high-quality products and support services that are tailored to customers’ needs. Its 2019 net sales were approximately $1.83 billion. Manitowoc is one of the world's leading providers of engineered lifting solutions. Through its wholly-owned subsidiaries, Manitowoc designs, manufactures, markets and supports comprehensive product lines of mobile telescopic cranes, tower cranes, lattice-boom crawler cranes, boom trucks and industrial cranes under the Grove, Potain, Manitowoc, National Crane, Shuttlelift and Manitowoc Crane Care brand names.

THE MANITOWOC COMPANY, INC.

One Park Plaza — 11270 West Park Place — Suite 1000 — Milwaukee, WI 53224, USA

T +1 414 760 4600

[**www.manitowoc.com**](http://www.manitowoccranes.com/)