

POTAIN SELF-ERECTING CRANES BRING RAPID CHANGE TO THE HOMEBUILDING INDUSTRY



These industry-leading cranes are helping homebuilders build better, smarter, faster and quieter — all while reducing costs.

Potain self-erecting tower cranes perform the jobs of several machines, reduce labor needs and dramatically increase efficiency on the jobsite. 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.



The biggest benefit of self-erecting cranes is the time and money they can save on the jobsite. Some contractors are reporting building 50% faster from a single residential project. Self-erecting cranes deliver these savings by taking over many of the tasks that typically require a lot of labor movement in and around the site, as well as managing all of the 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.

The self-erecting tower crane advantage:

Up-and-over reach

- Variable height and jib configurations adapt to any jobsite requirement.

Small base with large lifting radius

- Small cross-base footprint with outstanding up-and-over reach and capacity to access your entire jobsite.



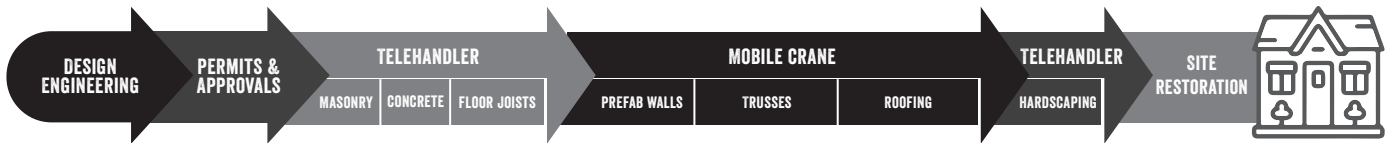
“ WITH A SMALLER FOOTPRINT, THEY CAN EASILY MOVE AROUND AND PROVIDE A NICE X-Y GRID OVER THE ENTIRE CONSTRUCTION SITE. WE’RE NOT LIMITED BY WHERE A FORKLIFT OR MOBILE CRANE MAY BE ABLE TO DRIVE, THE INCLINE IT CAN MAKE OR WHETHER IT CAN SAFELY LIFT A LOAD. ”



CHAD PLAGER
ROCKY MOUNTAIN CRANES

THE POTAIN ADVANTAGE

TRADITIONAL BUILD CONSTRUCTION SCHEDULE



POTAIN SELF-ERECTING CONSTRUCTION SCHEDULE



Traditional equipment headaches	Potain self-erecting tower crane solutions
Limited reach and lift capabilities	Extensive reach: Outstanding up-and-over reach and capacity to access your entire jobsite.
Large footprints required for assembly and placement of equipment	Small footprint: Small cross-base footprint reduces traffic and clutter on your jobsite. Efficient onsite setup: Cost-effective setup and quick erection time – with no assist crane required.
Machinery and labor can be delayed	Ultimate jobsite tool: One piece of equipment stays in place on the job replacing several specialized types of material-handling equipment and workforce labor.
Foundation preparations	No trace left behind: Install the crane without a foundation and in one place. Remove it with nothing to clean up or resurface.
Diesel-operated machinery	Operate from multiple power sources: The crane can run from site power, generator, or can be operated from multiple means of AC power source - 230v single phase or 480v three phase. Green equipment: No exhaust, loud engines, DEF or city noise ordinance issues mean real environmental advantages.

A BETTER TOOL

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

These cranes help build better in every stage of the homebuilding process, here's how:



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



Concrete: Move the concrete bucket attachment directly to where the concrete needs to be poured. This reduces the amount of manual labor required and allows access to more than a wheelbarrow of concrete at a time.



Flooring: The crane can efficiently lift, set and stabilize floor joists on every level of the house and dramatically reduce the amount of manual labor needed on the job.



Walls: Lift prefabricated wall sections from the truck directly to the wall's location. The crane's lift capacity allows contractors to prefabricate walls in a controlled environment and have the crane directly offload them from the truck and into position on the house.



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



Roofing: Move sheetrock and roofing materials directly to the roof location where the installation crew is working.



Hardscaping: Use a hopper attachment to move materials around the jobsite. Move more items at once and at a quicker pace, without wasting spilled materials.

CASE STUDY: PINETOP CUSTOM HOMES

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 prefabricated 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.

“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

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. 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.”

READY TO BUILD BETTER?



Click here to watch video and learn even more from North American contractors, Dusty Bitton, Owner at Pinetop Custom Homes and Chad Plager, Manager at Rocky Mountain Cranes.

Be the first to talk about the new trend in North American homebuilding!

If you have further questions or if you would like to arrange an interview with a crane expert, please contact Amy Marten at amy.marten@manitowoc.com.



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Disclosure

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