

# ATLAS equips Hornbach trucks



The Hornbach drivers are instructed in the crane technology on site.  
Image source: Atlas GmbH; Teubert communication

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by [ATLAS GmbH](#) (Europe)

**First truck loading cranes ATLAS 240.2 VE handed over for the truck fleet of Hornbach Baumarkt AG - instruction of the driver in the BIC of Mercedes-Benz in Wörth - load-sensing control - three functions possible at the same time**

DISPLAY

[ATLAS](#) has received an order for 20 Type 240.2 VE loading cranes from Hornbach AG. The first devices, built on Mercedes Actros trucks, have now been handed over to the Daimler AG branch information center BIC in Wörth. "We are pleased that we were able to get exactly the loading cranes in the technical design that we need from ATLAS for our vehicle fleet. We can also say positively that the service and the cooperation with the regional dealer ATLAS Baden-Württemberg works so well," said Andreas Back, Head of Quality Management and Environment at Hornbach AG.

## Security and ease of use

The ATLAS loading crane 240.2 VE has a maximum reach of 13.80 m and can move a maximum of 3.72 t with a load torque of 204 kNm. It was built on Mercedes-Benz Actros trucks, which Hornbach AG uses to deliver building materials to its customers. The ATLAS loading cranes are equipped with ACM (ATLAS Crane Management). It is the reliable, central element for controlling the ATLAS loading cranes. This allows the driver to concentrate fully on his work while the ACM monitors the safety of the operation. The complete control of the system takes place in real time for a trouble-free operation as well as for the overload protection, the emergency shutdown and the monitoring of other safety-relevant facilities.



Ralf Ostendorf (Director Product Development Cranes, ATLAS), Brahim Stitou (CEO ATLAS GmbH), Dominic Bendel (Customer Logistics Germany) and Andreas Back (Head of Quality Management and Environment, both Hornbach AG), Gerhard Frerichs (General Manager Cranes, ATLAS) the handover of the first assembled ATLAS cranes. (from left)  
Image source: ATLAS GmbH; Expensive communication

## 163 stores in nine countries

Hornbach AG employs 23,000 people in 163 DIY stores located in nine European countries. Last year you generated sales of 5.5 billion euros. The company was founded in Landau in 1877 and today has its headquarters in Bornheim / Pfalz. "We outsourced the truck fleet for a certain period of time. Now we are taking this into our own hands again in order to be able to offer our customers the best possible service. Our professional customers in particular benefit from the use of loading cranes. That's why we bought trucks with the appropriate ATLAS loading cranes," says Dominic Bendel, Customer Logistics Germany.

## Implement customer requests efficiently

It was an interesting and long way to go before the mounted loading cranes could be handed over. Hornbach Baumarkt AG had launched a tender with the corresponding technical requirements. Thanks to intensive support from Gerhard Frerichs, General Manager Cranes, and Ralf Ostendorf, Director Product Development Cranes & Special Projects, both of whom work at the Delmenhorst plant, ATLAS Baden-Württemberg was able to win the order. "Not only the technical parameters were and are important. Our service, our advice and our commitment to our customers are also very important," says Thomas Fischer, managing partner of ATLAS Baden-Württemberg. This is also underlined by Brahim Stitou, Managing Director of ATLAS GmbH: "React quickly and flexibly to meet customer requirements, is one of our core competencies". A number of Hornbach AG drivers traveled to the handover of the first vehicles at the BIC in Wörth. Not only were the vehicles handed over to them, but they were immediately given an intensive briefing on the possibilities offered by the ATLAS cranes.



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## Dedicated professional support

The company is looked after by the regional dealer ATLAS Baden-Württemberg with headquarters in Malsch. He has extensive experience in vehicle construction. This is also where the construction was carried out. ATLAS 240.2 VE loading cranes are slim, fast and safe. These are equipped with an HBC radio remote control and, together with the load-sensing control, the cranes can be driven particularly sensitively; this is possible with up to three functions at the same time. ATLAS offers 90 basic loading crane models with ranges from 3.70 m to 22 m and load capacities from 0.99 t to 13 t, plus special designs for building materials, logistics, loading work, lifting work baskets or special types. They have one thing in common: the well thought-out and practical quality and solidity.

Source: Atlas GmbH; Teubert communication