

ATLAS-EFFER CRANES NEWS RELEASE

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For Immediate Release

ATLAS SET TO DISTRIBUTE EFFER CRANES IN THE UK

SPECIFIERS and purchasers of cranes in the UK will soon have a better opportunity to add EFFER to their list of potential suppliers. Although not new to this country Effer cranes will be sold, serviced and supported in the UK by lorry loader specialist, Atlas Cranes.

The new distributor agreement comes into effect immediately – and is being announced at Effer Spa, Minerbio, Italy.



Founded in 1965 and based in Minerbio near Bologna , Italy. Effer is one of the top three Italian knuckle boom manufacturers in the world. Its reputation is based on innovation, build quality and reliability, especially in the heavy crane sector. All of these combine to give it the longest lifetime and lowest cost of ownership in the sector.

Atlas is handling the complete model line-up which ranges from 2 to 300 tonne metre. The top of the Effer range is the largest legally approved truck mounted knuckle boom crane, the 1855 which offers a vertical reach of 49 m and a capacity of up to 40 tonnes at 2.7 metres. It can be mounted on a standard commercial chassis of 32t gross vehicle weight.

Comments Jim Smith, Atlas's managing director: "This new partnership with Effer represents a natural and logical move for Atlas. By complementing the existing Atlas crane range mainly focused on the building sector, it allows us to use our loader crane experience and expertise to great advantage, and, at the same time, put our nationwide network of more than 30 field service engineers at the disposal of Effer customers."

Mauro Baldassin, Effer's international sales manager agrees: "Effer and Atlas are ideal partners and complement each other's strengths. Atlas has an optimal service organisation in the UK and Effer builds high quality knuckle boom cranes which are focused in the many sectors outside the building sector. Both companies have long time experience in their respective fields and together we will bring a new dimension to the marketplace. This alliance will bring together the strongest product portfolio and the strongest aftersales support in the UK marketplace, something user have never had access to in the past for a single source".



The Effer cranes will be sold by Atlas in the familiar Atlas orange livery but will remain branded Effer. Current Effer customer and users will be able to immediately utilise the market leading Atlas service for ALL aftersales support.

Clive Treslove, currently sales manager of Effer UK will remain with Effer UK and will help the new venture in a new role of product specialist for the Effer range of products. Clive has extensive experience in the knuckle boom crane market, and has excellent knowledge of products and applications.

*16th October:
Atlas Cranes UK and Effer Spa
Bradford - Minerbio*