

Case study: Bakker Staal Montage, The Netherlands

Giving a lift to growing businesses



Challenge

Financing the investment in a new mobile crane with larger capacity to improve capability, attract new customers and deliver bigger projects.

Solution

Tadano Nederland B.V. in partnership with Mitsubishi HC Capital Europe (formerly Hitachi Capital European Vendor Solutions B.V.) reacts quickly to provide a competitive finance offering to support the investment and ease cash flow.

Result

With a personal approach and excellent customer service, Mitsubishi HC Capital Europe supports Bakker Staal Montage as it makes an important investment to grow its business.

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Understanding the needs of the business

Background

Established in 2005, Bakker Staal Montage specialises in the delivery and build of steel frame constructions for customers in the agricultural and industrial sectors. From its location in the village of Kootwijkerbroek, in the province of Gelderland, it serves customers throughout The Netherlands, Belgium and Germany. The company was founded by Reindert Bakker and currently has five full-time employees.

Business challenges

Bakker Staal Montage recognised the need to invest in a more efficient mobile crane that would be capable of handling larger and heavier materials, which are increasingly used in its steel frame constructions.

The new model – a Tadano ATF 130G-5 telescopic crane – would enable the company to work on more projects for existing customers, and also expand into other markets and attract new business opportunities.

Reindert sought to finance the crane rather than purchase it outright due to the large investment required and the significant impact on the company's cash flow. "We needed a good interest rate, and a funder able to act swiftly and treat us as equals," he explains.

"We didn't want to be judged according to the size of our company and the size of the investment. We wanted them to look at

the future potential of the business, not just at the past."

The solution

Bakker Staal Montage was introduced to Mitsubishi HC Capital Europe by mobile crane supplier Tadano Nederland B.V. In 2017, Mitsubishi HC Capital Europe set up a new branch in The Netherlands to offer financing solutions to support vendor sales in the country and other key markets in mainland Europe. Tadano Nederland B.V. has recently become a vendor partner with Mitsubishi HC Capital Europe, in order to offer finance and leasing options to its customers.

The close relationship between the supplier and finance provider was key to Reindert: "It showed Tadano was behind Mitsubishi HC Capital Europe as a partner," he says. From his perspective, Mitsubishi HC Capital Europe demonstrated commitment and understood his priorities. Acting faster than other providers, it provided a competitive offering over a lease term of 72 months.

"Communication with Mitsubishi HC Capital Europe was fast, efficient and friendly," he adds. "The offering was easy to understand because it was explained clearly in detail." In addition, a personal approach and high level of customer service impressed Reindert.

"They wanted to get to know the company and me as a person, and my business goals for the coming years," he explains.

"Mitsubishi HC Capital Europe treats customers how they want to be treated"

Reindert Bakker, owner of Bakker Staal Montage

"Mitsubishi HC Capital Europe treats customers how they want to be treated – they were looking for a solution to benefit both of us, which is a good balance in my opinion."

The result

Since the transaction, Mitsubishi HC Capital Europe has remained in close contact with Bakker Staal Montage and regularly checks up on how things are going. "Ever since the Tadano crane was delivered, it hasn't stopped – it seems like the work is overflowing!" says Reindert.

Despite the heavy workload, he is cautious about further expanding his fleet of equipment. "Growing too rapidly and investing in too many assets could be tricky, as you never know what the future will bring. However, if we need new cranes in the future, I will definitely contact Mitsubishi HC Capital Europe again.

"The best thing about working with Mitsubishi HC Capital Europe was the good communication between myself, Tadano as supplier and them as financier."

