

Case study: Crane Concept BV, The Netherlands

Taking support to a higher level

Challenge

To finance the purchase of a new hydraulic crawler crane and support the long-term business strategy of a new start-up.

Solution

Mitsubishi HC Capital Europe (formerly Hitachi Capital European Vendor Solutions B.V.) utilised its experience with construction assets to establish a long-term finance agreement with Crane Concept to help manage this large investment.

Result

Crane Concept was able to add a new crawler crane to its rental fleet, which brought a guaranteed cash flow for the next year, and discussions are going ahead with a view to purchasing another machine.



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Understanding the needs of the business



“They are more like entrepreneurs than bankers”

Theo de Boer, Director, Crane Concept BV

Background

Based in the town of Spijkenisse, in The Netherlands, Crane Concept specialises in the sale and rental of mobile and crawler cranes. The company aims to be the service provider of choice to the lifting industry, and focuses on serving major crane rental companies. It is a subsidiary of Cranescendo BV, also based in The Netherlands.

Crane Concept has a fleet of six cranes available to hire, and can offer customers leasing solutions (rentals with purchase options), as well as maintenance and repairs at its workshop or on location. If required, the company also provides crane operators.

Business challenges

As a start-up company, Crane Concept found it difficult to access finance from traditional banks and finance companies. However, it realised there were opportunities to obtain finance deals from independent and manufacturer-linked finance companies.

Crane Concept intends to invest €5m a year over the next five years with the support of its partners, who include OEMs (original equipment manufacturers) such as Hitachi Construction Machinery (Europe) NV (HCME), private investors and finance companies like Mitsubishi HC Capital Europe.

The solution

In its opening transaction with Mitsubishi HC Capital Europe, Crane Concept used a finance solution to obtain its first hydraulic crawler crane – a Hitachi Sumitomo SCX1000A-3. The machine was purchased from HCME. HCME initiated the contact between Crane Concept and Mitsubishi HC Capital Europe in order to arrange an appropriate solution to enable the sale.

Crane Concept has financed the SCX1000A-3 for a term of 72 months and the company’s Director, Theo de Boer, was happy with the smooth and straightforward transaction. “There were no obstacles to overcome, and the communication was clear and direct,” he says. “Mitsubishi HC Capital Europe not only looked at figures and assets, but also at our experience and the market itself. In this respect, they are more like entrepreneurs than bankers.”

The result

Since the financial arrangements were made, the SCX1000A-3 has already been rented out and the cash flow for Crane Concept has been guaranteed for the next year. The project has also demonstrated the variety of financial solutions on offer from Mitsubishi HC Capital Europe, and its emphasis on understanding the needs of its customers.

“The main benefit of working alongside Mitsubishi HC Capital Europe is their eagerness to make a deal possible and offer

support,” says Theo. “They are still taking an interest in our activities and we are currently talking to each other about financing another Hitachi Sumitomo crawler crane – an SCX800A-3. We would certainly like to work with them again.”

