

HAMMAR



H35



The sideloader specialist



Hammar Maskin - a stable partner

Hammar Maskin is a stable company. It has always been the company's motto that it will grow with its own capital. This gives a secure economic base for the company and also for customers and suppliers. They can feel confident that Hammar Maskin will continue to be a stable partner. Thanks to its excellent solvency, Hammar Maskin has succeeded in obtaining the highest credit rating - AAA - from Dun & Bradstreet in not less than twelve years, of which seven consecutively.



We are near our customers

Sideloaders from Hammar can be found worldwide, to be exact, in more than 90 of the world's countries. This makes us an international company. However, we are at the same time a very local company.

Since 1974, our Head Office has been located in Olsfors and the majority of the operations are still managed from here. We are represented by subsidiaries in a number of countries, and this is our way to be local on a global market. This means we are always near the customers, which is exactly what we want. Since we can then be on the spot and hear directly from our customers what they have to say.

Hammar build from simple, robust and safe designs, with as few electronics as possible. Safety is one area where we never will take short cuts. Working with a HAMMAR must always feel safe and risk free. A container that may weigh 30 tonnes cannot be allowed

to fall, tip over or cause damage in any other way.

The use of HAMMAR lifts for handling containers, whether loading or moving a container, is an effective and rational way of working. That is the core idea - to make the handling of containers more effective. The business concept is basically very simple. Nevertheless, it is still the case that only a small proportion of container movements are made with sideloaders. One major reason is that "old habits die hard". To completely understand the advantages of sideloaders, the entire logistics chain has to be scrutinised. Thus, our system is as much a question of culture, habits and ways of thinking as it is about technology and the smart handling of containers.

We have long experience of sideloaders and we have always taken care to keep the knowledge we have gathered through the years in house. There is very high competence within the company and the technical developments are strong. Together, we are responsible for a high-tech manufacturing in Olsfors.

Hammar Maskin is a complete supplier, we



are active along the entire chain. Our company does not have any debts, we are represented in more than 90 countries and our designs rest on our own patents. Hammar Maskin is a stable supplier and whether you are a customer - or supplier - you can always feel confident when you work with Hammar Maskin.

Bengt-Olof Hammar



Bengt-Olof Hammar with his sales force in Olsfors.

Bengt-Olof Hammar and Stéphane Verdier with six HAMMARs ready for delivery to a customer in Africa.

The Middle East and Africa are expansive

As the Hammar Area Sales Manager with responsibility for the Middle East, the Caribbean and southern Africa, Oskar Björk is one of our faces to the world. They have all been markets for Hammar for many years, nevertheless, Oskar believes that there are still many people who do not know about our sideloaders.

Oskar receives us in his office in Olsfors, this is where he always starts. But already next week, he is off to Bermuda and from there further down to the Caribbean.

“I travel on business about 100 days a year”, he explains. The three markets that Oskar is working have existed for a while, but they never have really come up to speed. In Oskar’s opinion, this is mainly because they are not aware of the sideloader and its advantages.

“When I am in these countries, the focus is not on explaining the advantages of just the HAMMAR lift, but instead I must market the entire concept from scratch. I often receive a pleasant reception, but on the other hand, the customers do not always see the advantages at once. Because they do not operate in the same way as we do, it is a question of finding specific areas of use that match theirs.”

As a Market Manager, Oskar is also a technician. There are many questions and they vary between countries.

“In the Middle East, for instance, they are very interested in the concept as a whole. The questions there are often about training and payment alternatives. In contrast, in the Caribbean they are more interested in the technology and the advantages of our products.”

All three markets are growing and Oscar believes that they will continue to do so.

“These are expansive regions and the Middle East and Africa, most of all, will continue to grow.”



Oskar Björk is the sales representative with responsibility for the Middle East, Caribbean and southern Africa.



Background and history

Hammar Maskin's factory has been expanded several times. After the latest extension the total area amounts to 136 700 square foot.



Hammar Maskin will continue to grow

When he was a student, Bengt-Olof Hammar's dissertation at Chalmers University of Technology was on sideloaders. This was how, once upon a time, the history of Hammar Maskin started.

In order to put his design into effect, Bengt-Olof borrowed the start capital and constructed a prototype. After this, he packed

his Volkswagen Beetle full of film slides and information material and so started a journey all over the country. Everything with the aim of selling his product. After a lot of travel, he sold it to the owner of an haulage company who believed in the concept. Naturally, the income was used at once to buy the raw materials to more sideloaders. Hammar Maskin was born.

Hammar Maskin started in 1974 and during all the years since, the company has grown. The first factory was in premises of 300 square metres, which had already tripled after two years. Over the years, the premises have continued to be expanded,

and this will probably continue to be the case. Hammar Maskin's history is a long way from being a finished chapter, at least if we believe Bengt-Olof Hammar.

"We haven't finished growing, and we never will. We still have a lot of our own land left to grow on. To stand still is to go backwards and I am not satisfied with life if the company is not growing."

HAMMARlifts are today manufactured in modern and spacious premises.

Today, the surface area amounts in all to 136 700 square foot.

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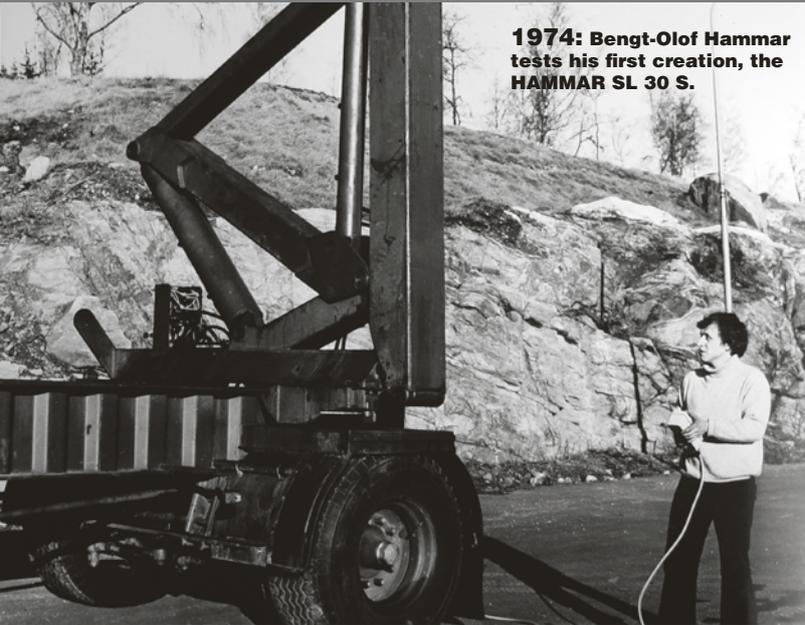
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1974: Bengt-Olof Hammar tests his first creation, the HAMMAR SL 30 S.



Today: Bengt-Olof Hammar with the same machine, which even today is hired out.

Historic summary of the important years

- | | | | |
|-------------|---|-------------|--|
| 1974 | Bengt-Olof Hammar designs his first sideloader. Hammar Maskin AB is founded. This year, four machines are built. The third of which is exported to Norway. | 1999 | The 25th anniversary. The 100th HAMMAR is delivered to Norway. |
| 1976 | HAMMAR SL 20 BH is introduced (now 180 HB). The factory in Olsfors is extended. | 2002 | A further expansion of the factory, by more than 21 500 ft ² is started. |
| 1979 | Order for 11 HAMMAR to Volvo. Further extensions to the factory in Olsfors. | 2003 | Hammar Malaysia is founded with its own strong service organisation and production. HAMMAR 180 is launched. |
| 1980 | The first double-sided and stacking HAMMAR is delivered. | 2004 | 30th anniversary. Hammar's annual production is the highest since the start in 1974. |
| 1981 | Hammar purchases Kalmar LMV's manufacturing of sideloaders, which is transferred to Olsfors. | 2005 | The patented HAMMAR Gooseneck chassis is launched. Investment in an automatic 3D Laser cutting machine, including a new hall for this. |
| 1984 | Order for 10 HAMMAR to US Army. | 2006 | The subsidiary Hammar Lift, Inc. is founded in the USA with its own production and sales organisation. HAMMAR Service in Australia move into a newly built workshop in Brisbane. The workshop in Sweden is extended by 26 400 ft ² . |
| 1985 | The company moves to larger premises outside Olsfors. | 2007 | New separate wash hall of 2 150 ft ² is built in Olsfors. HAMMAR number 200 is delivered to Norway. |
| 1987 | The first 150 model is delivered. | 2008 | The HAMMAR 42 tonnes lifting capacity is presented. The 500th HAMMAR is delivered in Australia and the 250th is delivered in Malaysia. Extension of the assembly hall in Olsfors by a further 9 950 ft ² . Total production area: 136 700 ft ² . |
| 1988 | Hammar designs the world's first sideloader for 45-foot containers. | 2009 | The 35th anniversary. |
| 1990 | The HAMMAR 160 model is introduced. | | |
| 1992 | Christian Olsson's manufacturing of TRIOLIFT sideloaders in Göteborg is acquired and transferred to Olsfors. | | |
| 1995 | Hammar Australia Pty Ltd is founded. | | |
| 1996 | The factory in Sweden is expanded by 21 500 ft ² . | | |
| 1997 | The world's first 48-foot sideloader is delivered. | | |
| 1998 | Hammar New Zealand Ltd is founded. The factory in Sweden is extended with its own sand-blasting plant and painting facility. The first HAMMAR 190 model is built. | | |



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Products

150-series:

Is designed to also be able to easily and safely transfer containers to and from another chassis, including railway. 36 or 42 tonnes lifting capacity.



All trailers are available with telescopic or sliding

160-series:

Has models both with stacking capability (160 HS) and without (160 S). Both of them were the first in the world with a lifting capacity of 33 tonnes. With their smart, simple construction, quick handling and high lifting capacity, they are probably our most robust machines and they are perfect for ground-to-ground lifts. The HAMMAR 160 is the world's lightest 20'-40' sideloader.



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180-series:

Are built for 20-foot containers and they are mounted on the customer's truck chassis. This is the world's lightest and shortest side loader for fully laden containers. Choose between 12, 15, 20, 25 or 30 tonnes lifting capacity. They are all built to stack two containers high. There are many accessories available to custom build the side loaders and make them even more versatile.

45-foot capacity, chassis as options.



190-series:

Is the latest addition to the HAMMAR family. With a lifting capacity of 25, 33 or 36 tonnes, they all have the same versatile support legs. These models can also be obtained with or without stacking capability, which together with several different types of trailer chassis, fixed as well as telescopic, means customers can optimise their side loaders. The 190 series can also be mounted on a truck chassis.



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“If our customers are flexible, we must also be so”

Peter Kammensjö



Effective and secure production ensures the quality

The HAMMAR cranes consist of four main components: support legs, crane base, lower arm and upper arm. It has always been Hammar Maskin’s philosophy to keep as large a part of the production chain, and most of all the competence, as possible under its own roof. Great importance is also placed on streamlining and securing the production.

Every sideloader is customised, even if they are standardised. This involves placing extra high requirements on the production, which must be flexible.

“If our customers are flexible, we must also be so”, says Peter Kammensjö, professor in production methodology.

To achieve this, it is necessary to document the work procedures. In all flexibility, structure is needed.

“We have worked a great deal on building the structures for how we are to work. Documentation and standardisation for how certain elements are to be executed are im-



portant pieces for avoiding dependence on knowledge that only exists with one person. If method and structure are missing, there is a risk that the quality will sink.”

Rolled steel plates come into the factory. The plates are cut, drilled, processed and welded step by step into cranes and chassis, which are then assembled into complete HAMMAR lifts. However, the

most important component for successful production, even so, is the employees.

“Hammar Maskin has always had very gifted employees. A lot of our change process has been concerned in ensuring they have the time to do what they are good at.”



Our HAMMAR makes us successful

BFK Trading is a dedicated transport company in Luanda that is run and owned by Paulo Benchimol. Since 2002, they have been customers of Hammar Maskin.

“The first machine was a second-hand SL 20 BH that we bought on the Dutch market. Despite being a rather old machine, it worked excellently.”

In step with BFK Trading’s operations expanded, they decided to purchase more second-hand units. In 2008, it was time for their first new machine.

“We decided to buy a brand new HAMMAR 195 HT. This trombone machine is very functional. Its way of working and its versatility makes difficult stages very simple. Without our HAMMAR 151 HT and 195 HT our assignments would not be as successful as they are.”



Hammar never stops expanding



Henrik Steenbjerge finds several advantages with Hammar, including the quality, which never ceases to be developed.

Every day Anders Nielsen & Co (Ancotrans) has about 500 vehicles and almost 1000 trailers out on the roads in Denmark, southern Sweden and northern Germany. It is also the haulage firm in the world that has the next most HAMMAR units.

For a long time, with their 30 HAMMARs, they owned the largest number of HAMMARs in the world. Henrik Steenbjerge, CEO, believes that they have bought from Hammar ever since Hammar was founded and he finds several advantages with their sideloaders.

“Of course, the first is the quality, which is superb. Then I am impressed that Hammar has

never rested on their laurels just because they have succeeded in producing a good product. Instead, they develop it every year and, moreover, they have succeeded in adapting it to different regulations and laws for different markets.”

Ancotrans transport all forms of containers and trailers to and from the most important ports in Denmark, a good many in Sweden and also in northern Germany.

They describe themselves as a reliable company. Exactly the same words a Henrik uses about Hammar Maskin.

“When we do a deal with them, we can trust that it will work as agreed.”



“I saw the potential at once!”

Joe Vaccaro in Chicago was introduced to the sideloader concept some time around 2004-2005 and saw its potential at once. However, it was only when he was introduced to HAMMAR that matters came to a head and he ordered one.

Vaccaro Trucking in Chicago is the largest haulier of storage containers and heavy equipment in the Mid West.

“We do not own any containers ourselves, instead we only transport contain-

ers for our customers”, says Joe Vaccaro, owner and CEO.

Joe was interested by and was aware of the sideloader concept for several years before he saw a HAMMAR for the first time in Florida during a trade fair.

“I saw the potential for my company at once.”

Joe received his first HAMMAR in April 2008, and has become one of the most successful HAMMAR operators and was soon fully booked with his machine. He is very pleased with his HAMMAR and says that he has a use for it every day.



“Depending on how the containers stand, we use our HAMMAR. I am the only one in Chicago with a sideloader and both my customers and I are very pleased.”



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Hammar's sideloaders conquers the world
- Operating in over 90 countries

Hammar Maskin has subsidiaries in Australia, Malaysia, New Zealand and the USA. Malaysia is the market that has increased the most in recent years.

Among the subsidiaries, Malaysia is responsible for a rather unbelievable increase in recent years, they have gone from a dozen machines to several hundred.

"Otherwise, Australia has been seen traditionally as Hammar's strongest market.

The explanation probably lies in Australia's strong tradition of sideloaders. Import, export and thereby also domestic transports take place by container to a greater extent than in other places. Many hauliers and transport companies even buy a sideloader before they buy a normal trailer", says Peter Levison, CEO for Hammar Australia.

"Hammar's sideloaders are definitely on route to conquering the world. The fact our sideloaders are now operating in over 90 of the world's countries, is evidence that we are reaching out with our message. Also in Africa and South America there is a great interest for rational transport systems.



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