

NFT customers on a tour of Potain's factories in Lyon.



NFT clients witness Potain's prowess

NFT, a global leader in tower cranes and the exclusive Potain dealer in the Middle East, recently organised a tour of Potain's factories in Lyon, France, for clients offering them an opportunity to experience first-hand the innovative manufacturing process of its principal's high quality products.

The client companies that attended included Nesma and Partners Contracting from Saudi Arabia; and Shapoorji Pallonji, Trojan/NPC and Six Construct from the UAE, which were selected through a raffle draw that included companies that participated in NFT's in-depth market research study.

NFT initiated the study in 2016 in order to gather client feedback and reinforce its excellent customer service. "The study aimed to better understand product and brand perception, purchase behaviour, as well as gather feedback on its after-sales services. It included an in-depth one-hour interview with senior clients to gather their specific views and experiences," said a company spokesman.

Representatives of the selected companies were welcomed in Lyon by Ahmed Talhimet, Middle East sales director for Potain tower cranes, and Nabil Al Zahlawi, CEO and managing partner of NFT.

"We decided to organise this tour because it allows customers to see why Potain is a leading brand and why its premium positioning is justified by its attention to safety, quality and reliability. This is why NFT has chosen to represent Potain and

will continue to do so, providing the brand's wide ranging top quality and high-end products," said Al Zahlawi.

Four factories of Potain – a Manitowoc brand – were visited in four days, starting off with Moulins. As Potain's main factory since 1959, Moulins produces the brand's top slewing range (MD, MDT and MR) and big self-erecting tower cranes (up to 8 tonnes). The top slewing cranes, varying from 7.98 to 64 tonnes capacity, are also the largest custom-designed special application cranes, which reach capacities of 160 tonnes. The visitors were also shown around Lusigny, where clients had a chance to observe how new cranes are designed and tested before their launch.

"We saw the fantastic arrangements for testing tower cranes; it is quite amazing. Potain conducts a lot of research and development before putting any tower crane on the production line," said a customer on the tour.

Clients were equally impressed with the Charlieu factory, which manufactures the GMA range from IGOT70 to IGOT130 – including a big self-erecting crane as well as Ultraview Cab, the new CCS driving controls and the LVF range of hoists.

"It is very clear that at NFT and Potain, the customer is at the forefront of the entire supply chain and that customers' concern for quality always comes first," said another client.

NFT plans to organise another tour in 2018 for yet another group of customers and will this time include more GCC countries.