

*In Kuwait, NFT has 120 tower cranes on hire split between five mega projects including Hyundai Al Zour LNG import terminal project.*

Photo Credit: NFT Specialized in Tower Cranes

# NFT riding high on global success

The UAE-based tower cranes supplier is winning global accolades this year, thanks to its safety and quality first approach.

**N**FT SPECIALIZED IN Tower Cranes recently participated as the silver sponsor at the Crane and Transport Middle East (CATME) conference. Held in Waldorf Astoria in Dubai on 10

October, the conference hosted more than 300 participants from across the cranes and specialised transport industry in the region.

During the conference, Nagham Al Zahlawi, NFT's strategy and marketing manager, spoke about the construction market in the UAE and Saudi Arabia from a customer's perspective. Along with business development manager Nawar Al Zahlawi, Nagham also presented a 2016 study by NFT about the buying behaviour, trends and customers' prediction of the construction industry in the GCC.

The conference comes shortly after NFT was named the number one tower crane supplier in the world (according to an independent research conducted by

International Crane Tower Index ranking of the world's largest tower crane-owning companies). Companies are ranked by their IC Tower Index, calculated as the total maximum load moment rating, in tonne-metres, of all tower cranes in a fleet.

With this, NFT retains and further strengthens its place at the top of the table for the third year running. The UAE-based company also strengthened its position with a figure of 995,675 tonne-metres, 30 per cent up from 2017. According to the company, it is an impressive 25 per cent of the top 20 brands in the world.

Looking at the global top five companies, NFT Specialized in Tower Cranes has 42 per cent of the total market share and is more than double the size of its nearest competitor.

Applauding NFT's success, Barry Pennypacker, Manitowoc president and CEO, said, "This industry is very capital intensive

and service dependent. It takes a lot of capital. To grow our market share we need to have partnerships, and we look forward to continuing partnerships around the world."

## Standing tall

Starting out as the first supplier of tower cranes in the GCC region, it has now become Potain's number one dealer in the world.

Due to the increase in construction of high-rises in congested areas, Potain luffing tower cranes have become very popular over the past three years. Indeed, high rise towers, which are very popular in this region, require luffing cranes with a big capacity, such as the Potain MR 418. Luffing cranes are special as they allow you to manoeuvre in tight spaces such as neighbouring buildings.

The Royal Atlantis Residences is NFT's flagship project for this model because 10 MR 418s were installed and have been



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T: +971 2 403 7555, F: +971 2 673 0778

E: [marketing@nftcrane.com](mailto:marketing@nftcrane.com) [nftuae@nftcrane.com](mailto:nftuae@nftcrane.com)

W: [www.nftcrane.com](http://www.nftcrane.com)



working for the past two years. This makes the Royal Atlantis jobsite the first in the UAE to use the new Potain machine. The MR 418s have been fully erected by NFT, on fixing angles at heights ranging from 104 metres to 190 metres free standing. When completed, The Royal Atlantis Resort and Residences will offer 231 Residences and 795 new lavish guest rooms and suites in the resort on more than 10 hectares of land.

But the most popular model for NFT is the MC310 K12, which has a 70-metre jib, 3T at the tip and 12 tonnes maximum. The crane is considered large in Europe, but in the GCC it is the standard. In Bahrain, NFT has erected a handful of this model for the King Faisal Corniche Development in Bahrain.

Another fast selling model is the flat top MCT 205 tower cranes; a beautiful model where NFT has installed at least 23 this year spread across Abu Dhabi and Dubai.

The GCC is quite unique when it comes to special requirements for heavy capacity cranes from 30 tonnes to 60 tonnes. The region has the highest number of such cranes. Recently for the internal airport in Kuwait, NFT has erected many MD 1100s, which are very popular in lifting concrete and steel. The MD 1100 cranes are an increasingly popular option on large infrastructure projects that require the handling of large structural components. They have a maximum capacity of 50 tonnes, while at their maximum jib length of 80 metres they can lift 10.6 tonnes.

"This demand for high-capacity tower cranes is pushing manufacturers to focus on

bigger equipment. NFT's advantage is that we have the largest tower cranes by Potain in our fleet – such as strong luffers with the MR 418 and MR 608," added Nagham.

Based in the UAE capital Abu Dhabi, NFT continues to grow regionally and globally. The company has set up bases all over the Middle East, along with partner offices in the UK and Belgium through Radius and NFT Europe. To date, it has supplied tower cranes to 32 countries and is able to export to anywhere in the world. With 20 depots and three main yards in the GCC, NFT is in a strong position to meet demand anywhere, anytime.

NFT has supplied tower cranes to megaprojects such as the Royal Atlantis Palm Jumeirah, Expo 2020 Dubai, Riyadh Metro, Kuwait's new international airport by Limak, as well as Bahrain's King Faisal Corniche Development and Oman Tel Headquarters by Al Tasneem.

NFT currently has 208 tower cranes currently on hire between Abu Dhabi, Dubai and Sharjah to date. This does not include cranes sold. In Kuwait, NFT has 120 tower cranes on hire split among five mega projects including Hyundai Al Zour LNG import terminal project.

The UAE has seen a positive growth this year, mainly driven by Dubai and Abu Dhabi. Dubai's driver is the Expo 2020 that has seen an impressive pace of progress. Construction is well advanced on the three theme districts – Mobility, Opportunity and Sustainability – that form the core of the expo site and are connected by Al Wasl



Nagham Al Zahlawi, NFT's strategy and marketing manager, at the CATME Conference in Dubai.

Plaza, the centrepiece. NFT has been a contributor to the Phase 1 infrastructure package, which includes Expo Village and the Dubai 2020 Metro Line. In the former, NFT has installed 11 tower cranes mixed between MC 175, MCT 205 and MCR 225.

There are a total of 45 tower cranes currently erected that include shade structure and canopy installation. On the other side of the expo site, a mega mall is being built by Salini Impregilo S.p.A where NFT has installed 30 tower cranes and is currently having a full maintenance team on site 24/7 to ensure that the breakdown time is minimised.

For the Dubai Route 2020, six Potain tower cranes have been installed whereby four are MC 310 k 12 and two are MCT 358.

NFT was awarded the main supply of fifteen Potain tower cranes for the Reem Mall in Najmat Abu Dhabi in 2017. These tower cranes include the MDT 368 L12, MC 475, MD 560, MD 310, MC 310 K 12 and the gigantic MD 1100 lifting 40 tonnes. The Reem Mall project involves the construction of a four-story shopping mall built up on 600,000 sq m offering 450 retail outlets spread across an area of 260,000 sq m.

### New partnerships

NFT has partnered up with GJJ to create the brand ORBIT, which belongs exclusively to NFT. For the less price sensitive clientele, NFT also is the exclusive dealer for PEGA, a CE certified European brand of hoists that have a load capacity ranging from one to four tons and a speed of between 36 metres per minute and 120 metres per minute, depending on the model. Indeed, a package of 16 PEGA hoists were used on the Burj Khalifa project in Dubai going up 801 metres height, making the dealer operator of the world's fastest PEGA hoist – 120 m/min with a noticeable 3.2 tonne lifting capacity. ■



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