



A NEW TREND IN HOMEBUILDING EMERGES

INTRODUCING POTAIN SELF-ERECTING TOWER CRANES

Self-erecting tower cranes are changing the nature of residential homebuilding projects across North America. They reduce labor needs, do the jobs of several pieces of heavy equipment at once and dramatically increase efficiency on the jobsite. Contractors are saving thousands of dollars by switching to self-erecting cranes.

With just one self-erecting crane, homebuilders are able to build better, faster, smarter and quieter in all stages of the homebuilding process:



-  **MASONRY**
1 Lift masonry block pallets
-  **CONCRETE**
2 Attach a concrete bucket for easier pouring
-  **FLOOR JOISTS**
3 Set and hold floor joists in place
-  **PREFAB WALLS**
4 Move prefabricated wall sections
-  **TRUSSES**
5 Hoist assembled roof trusses
-  **ROOFING**
6 Place shingles and roofing materials
-  **HARDSCAPING**
7 Move hardscaping materials, from small rocks to installing a pool

Potain self-erecting cranes have proven to be the ultimate jobsite tool. These machines require fewer crew members, less total equipment on the job, and less overall labor. Only one person is needed to operate the crane via radio remote control, and they are able to place loads directly in front of them with increased visibility and efficiency.

Learn more about the latest trend for Potain self-erecting cranes in our Homebuilding Media Kit, which includes:

- Whitepaper
- Case Study
- Infographic
- Potain jobsite video and photography

If you have questions or would like to arrange an interview to learn more, please contact Amy Marten, Senior Marketing Manager at Manitowoc Cranes, at amy.marten@manitowoc.com.

JOBSITE PROVEN

"WE ARE ABLE TO BUILD HOMES 50% FASTER WITH SELF-ERECTING TOWER CRANES THAN WITH OTHER TYPES OF EQUIPMENT."



Dusty Bitton, Owner
Pinetop Custom Homes

Pinetop Custom Homes was able to save money by reducing the number of laborers on the jobsite and eliminating the need for other specialized equipment while building faster.

POTAIN[®]
by **Manitowoc**