

Manitowoc Crane Care to highlight expanding service network at CONEXPO 2014

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Manitowoc's comprehensive customer support division, Manitowoc Crane Care, will be in full force at CONEXPO 2014. The ever-expanding division will highlight the growth of its EnCORE refurbishment and repair partner program, which has helped crane owners around the world extend the life of their Manitowoc cranes.

In addition to EnCORE, Manitowoc Crane Care will demonstrate and display information on its comprehensive range of after-market products and services, including on-site services, spare parts distribution and training.

The growth and success of Manitowoc Crane Care is testament to how its comprehensive service can be tailored to suit the most specific need, Ingo Schiller, EVP of Manitowoc Crane Care, explained.

"We have the most extensive after-market customer support program in the industry. By listening to our customers, we continuously expand our capabilities and prepare our staff and dealers to serve their individual needs," he said. "Our EnCORE rebuild program is a prime example of responding to customers' needs. EnCORE reduces total cost of ownership while honing our dealer's skills, adding to their capabilities and strengthening relationships with their customers. CONEXPO will be a great opportunity to discuss this and our many other services with visitors at the show."

Launched in 2011, the EnCORE partner program leverages Manitowoc's extensive dealer network. The program certifies Manitowoc dealers to perform crane rebuild, repair and refurbishment work, speeding up and lowering the cost of such work, and complementing Manitowoc's own EnCORE facilities.

With 10 certified partners in the U.S., EnCORE is the only comprehensive, nationwide rebuild service network in the country. Several other partners have been appointed in Europe and more are expected to follow soon, with dealers in Africa and the Middle East joining the program.

To qualify for the EnCORE program dealers invest considerable time in training technical staff, including advanced training for welders to earn the correct certifications for welding structural components on cranes. Each dealer must also add a trained structural engineer to its staff to interface directly with Manitowoc on technical issues. Manitowoc Crane Care provides full commercial, technical and financial support for all EnCORE Partners.

Source: THE MANITOWOC COMPANY, INC.

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