



COMPANY PROFILE

ENGLISH

**RAISE THE
VALUE**









OUR MISSION: TO OFFER YOU OUR BEST TO INCREASE YOUR VALUE

We are not satisfied in just producing excellent products.
Extraordinary quality that lasts throughout time
is not enough for us. We want to do more:
**We want to help you increasing your value to realize
your full potential and beyond.**

CLIENTS, DEALERS, PARTNERS AND SUPPLIERS:
These play the **LEADING ROLES** in **EFFER'S** world, a world to which you too belong!
We share the same goals, and have the same aim to reach the top
and it is our wish to offer the best performance in every detail.

Let us work together to increase your value and overcome any obstacle.

We offer longevity, with models able to resist against greater stress.
We overcome resistance, constantly increasing the power/weight ratio.
We exceed standardisation, ensuring our products are highly customized.
We overcome the global market, expanding our international network year after year.
We challenge ourselves, raising the quality standards we have already achieved.

NUMBERS THAT REALLY COUNT

OUR DATA:

WHEN THE RESULT IS WORTH MUCH MORE THAN THE SUM

4

Factories

30,000

sqm

300

Txm



Production
plants



Of surface area



Maximum
lifting class
(truck cranes)

275
Txm

Maximum
lifting class
(marine cranes)

60
Metres

Height reached by
Effer model 2655

75
seconds

Full opening boom time on
Effer model 1405 (32 m)

60

Countries forming
our international
network

30
**SPECIAL
PROJECTS**

Custom made Solutions
made by Research &
Development Department
every year

8

New models
each year

SINCE 1965 ON YOUR SIDE FOR



Presentation of the first crane in the world with a **lifting moment of 40 txm**, entirely made/built with **T1-A steel**, an absolute innovation at the time.

NOVEMBER 9th, 1965

Effer was born from a winning team combining excellence, technological research, and international vocation.

1969

1977

Creation of a **first 110 Txm truck crane equipped with remote control** an exclusive **Effer concept**, designed for the Russian market.

Creation of the Marine Division.

After a few months from conception, we received an order from Holland for three cranes of **400 Txm**, with a **hydraulic outreach of 30 metres** with a maximum capacity at full reach of **7500 kg**.

1986

1998

At the Saie Exhibition in Bologna we presented the largest truck mounted crane ever built, the **Effer 2200** with a **lifting capacity of 200 Txm**.

OUR HISTORY:
50 YEARS, METRE BY METRE

YOUR SUCCESS



Worldwide Presentation of our **new Exclusive decagonal boom profile**, a patented solution that exploits the maximum advantage from the mechanical quality of high tensile strength steels, so decreasing the overall weight of the crane.

2001

2005

JOINING OF THE BIGGEST.
Effer becomes part of the CTE group, leader in the production and sales of aerial working platforms and ladders.

Presentation of the new **470 and 1355**, equipped with innovative electronic device **DMU 3000 PLUS**. The Revolutionary Patent "**CroSStab**" stabilizers system, increases the loading capacity and stability of the vehicle on 360°.

2008

2010

New PROGRESS system, ensuring complete control of the crane and stability of the vehicle, to optimize performance in all working conditions.

RAISE THE VALUE is born.

A revolution in the relationship between EFFER and its Partners, a universe of opportunities to grow for our partners, a new successful model.

2013



EFFER REACHES EVERY CORNER OF THE
WORLD THANKS TO A NETWORK OF OVER
120 DEALERS IN 60 COUNTRIES.

WHEREVER THE BEST IS REQUIRED,
WE BRING EXCELLENCE.

ARGENTINA
AUSTRALIA
AUSTRIA
BAHRAIN
BELGIUM
CANADA
CHILE
CHINA

CYPRUS
COLOMBIA
SOUTH KOREA
CROATIA
DENMARK
ECUADOR
FÆR ØER
FINLAND

OUR SALES NETWORK

THE WORLDWIDE NETWORK:
GETTING ANYWHERE IS NOT JUST A MATTER OF HEIGHT

FRANCE
GERMANY
GREECE
HONG KONG
IRAN
IRELAND
ISRAEL
ITALY

KUWAIT
LIBYA
LITHUANIA
MALAYSIA
MALTA
MOROCCO
MEXICO
NAMIBIA

NORWAY
NEW ZEALAND
NETHERLANDS
PERU
POLAND
CZECH
REPUBLIC
ROMANIA

RUSSIA
SAUDI ARABIA
SERBIA
SINGAPORE
SYRIA
SLOVAK REPUBLIC
SLOVENIJA
SPAIN

SOUTH AFRICA
SWEDEN
SWITZERLAND
THAILAND
TRINIDAD & TOBAGO
TUNISIA
TURKEY
UNITED ARAB EMIRATES

UNITED KINGDOM
UNITED STATES OF AMERICA
URUGUAY
VENEZUELA



A complete service for the whole life of the crane.

INSTALLATION


We study with you the most suitable solution for your operational needs, following the installation up to the last details.

TECHNICAL SUPPORT AND MAINTENANCE

Effer guarantees the highest standard in safety and maximum efficiency that characterise our cranes from day one. **We support our worldwide service points with a complete package of tools and knowledge to provide the best service on scheduled maintenance.** Thus allowing us to guarantee faster and timely service using professional dedicated and trained staff.

SPARE PARTS

We can supply **all spare parts**, they come with the Effer official quality certification for genuine parts, and our Effer Genuine parts guarantee always gives top performance for your crane.



CONSULTING & SERVICE

EFFER PROVIDES A COMPLETE SERVICE

**STUDIED TO SATISFY ALL THE
CUSTOMERS' REQUIREMENTS**



BETWEEN THE LAND...

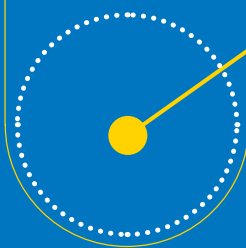
OUR DIVISIONS:
UTMOST SPECIALISATION FOR EVERY WORK NEED

LOADER CRANES

Effer **Truck Cranes Division** designs and creates products, subject to the most demanding and accurate fatigue tests. We provide our clients with truck cranes that have the best power/weight ratio on the market. **The Effer Truck cranes range counts on over 40 models from 2 to 300 tons x metre.**







...AND THE SEA

MARINE CRANES

Effer **Marine Cranes Division** designs and creates products for long working life expectancy to guarantee the best performance in the hardest working conditions.

All Effer marine cranes are designed with the possibility to achieve the most demanding certifications released by the main Control Authorities in the marine sector.



BEING AN EFFER DEALER

A WINNING PARTNERSHIP FOR YOUR BUSINESS

Choosing Effer represents for a client an incomparable advantage making it possible to rely on:

Made in Italy excellence

based on continued innovation and research

High technological performances

to combine the maximum precision with peerless strength and durability

Care for every detail in each phase of construction

from 50 years experience and know-how played among the top levels

Passion and expertise

to give the best competitive advantages compared to all our competition

The proper way to win

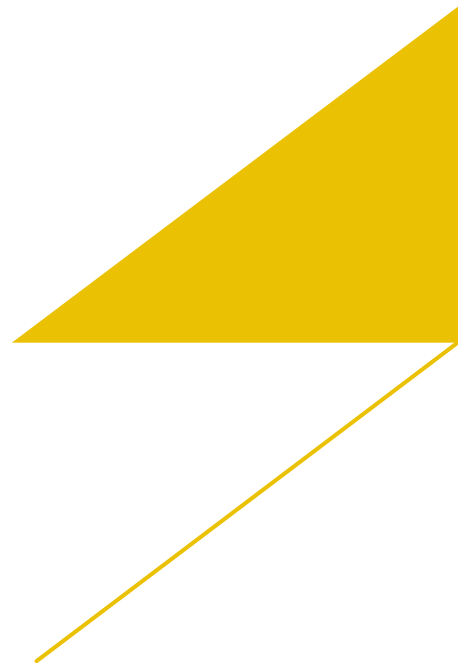
Effer is a valuable brand which supports its partners with effective tools for marketing, communication and sales.

THE EFFER WORLD CARES ABOUT EVERY ONE OF YOUR NEEDS.

EFFER DEALERS have got the added advantage:

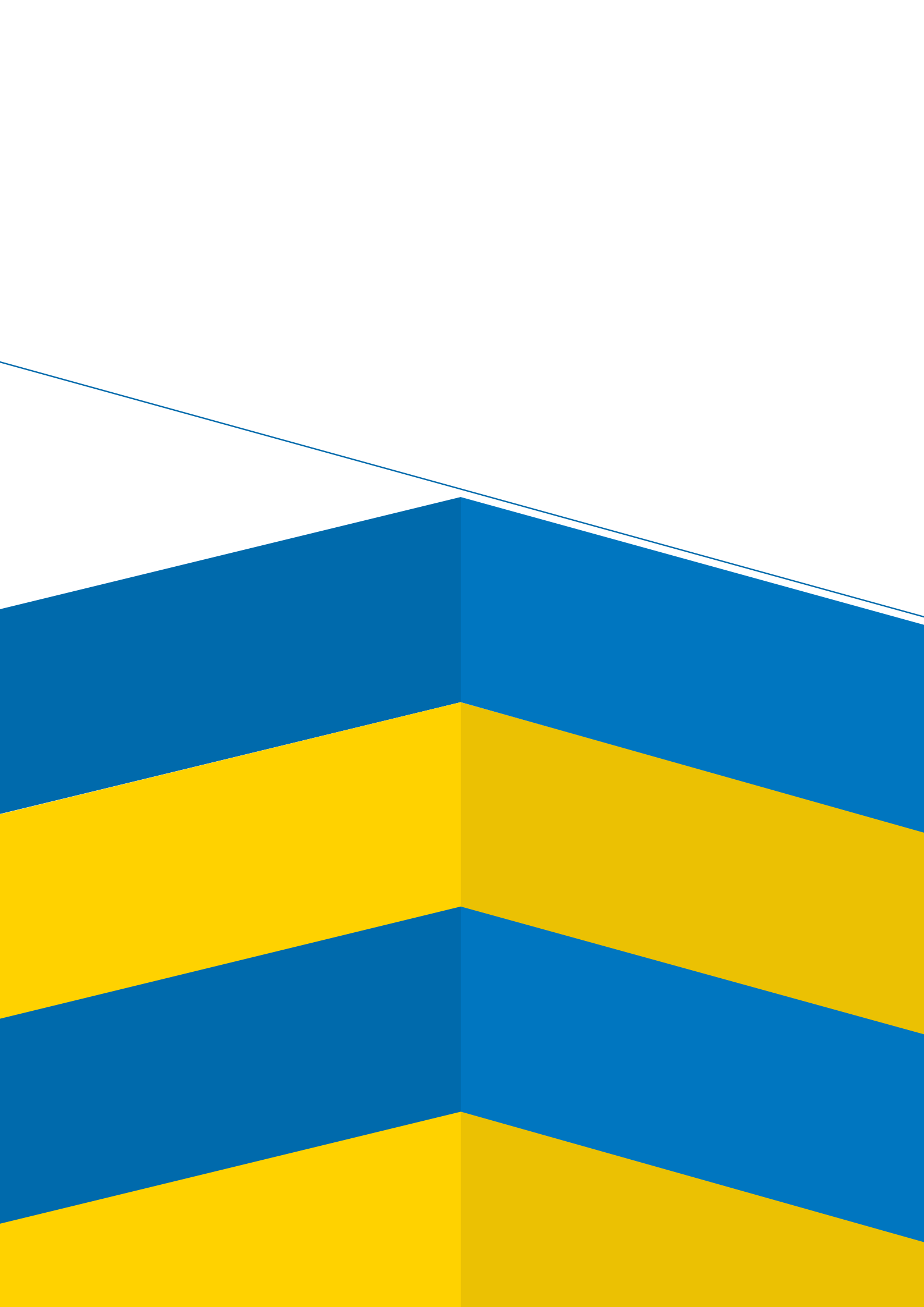
Thanks to the MARKETING TOOLS it is possible to get a wide range of promotional opportunities and a customized kit of EFFER-branded items.

A distinctive feature of quality and pillar of our team.











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Certified company
 Certificate no.
 LRC 0160162/QMS