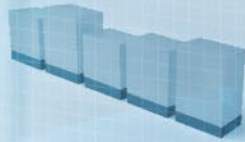


KONECRANES®



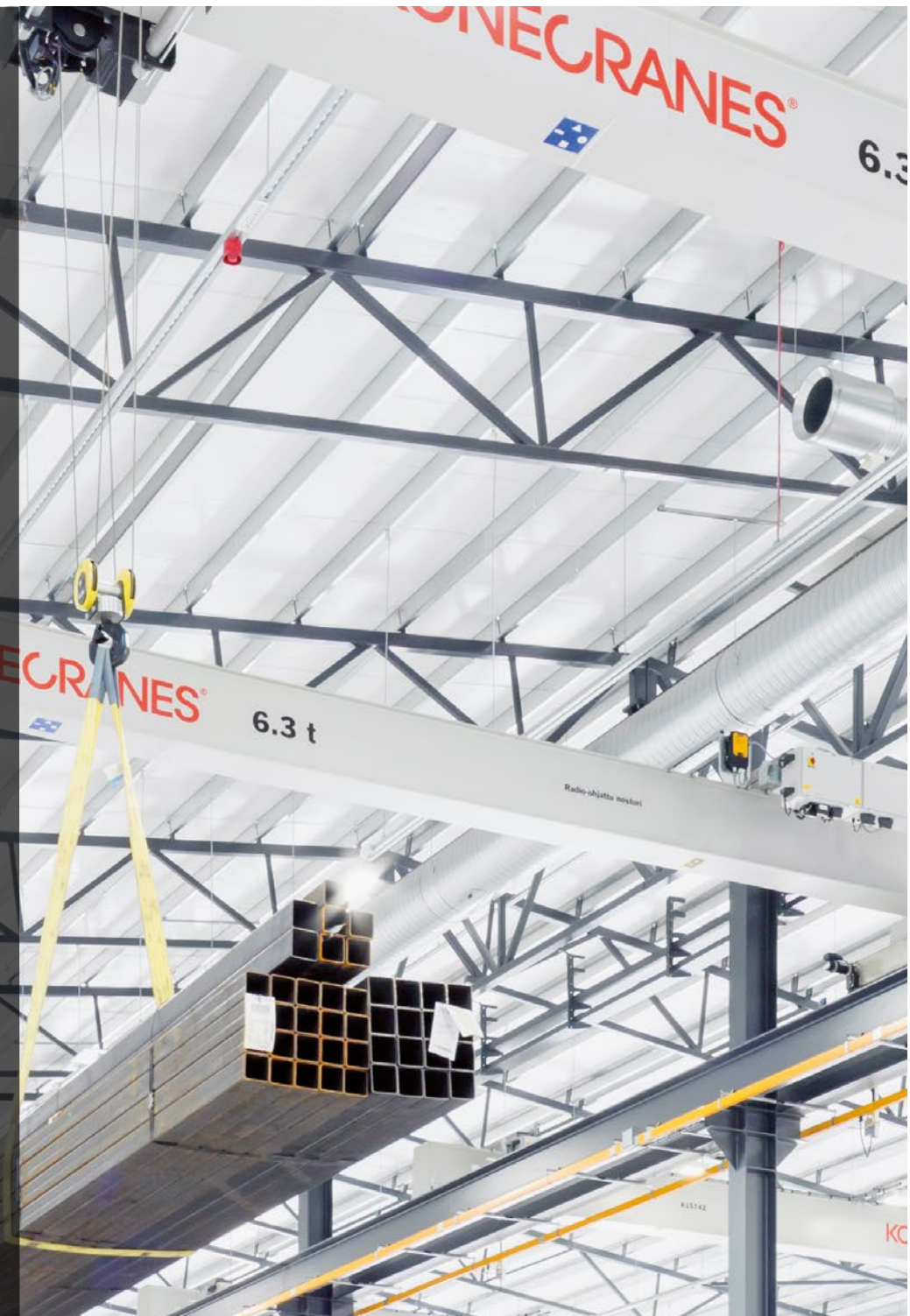
**THINGS TO CONSIDER
WHEN ACQUIRING A CRANE**

THE INVESTMENT YOU HAVE TO MAKE

In many industries, a crane is one of the most important investments you can make when setting up new production or upgrading existing facilities. A new crane is a large capital investment, and it can be difficult to make such a large purchase while your business is still developing.

This white paper, based on 80 years of experience with designing, manufacturing and servicing lifting equipment, presents five things to consider when deciding on your lifting equipment. Follow this step-by-step guide to help you determine whether you should buy or rent a crane.

- **Budgeting for a premium crane**
- **Investing in your core business**
- **Outsourcing tasks that aren't your main expertise**
- **Planning monthly costs**
- **Flexibility for the future**





GETTING A PREMIUM CRANE WITHIN YOUR BUDGET

High-quality equipment means excellent performance in everything you do. A crane must be reliable so you can work safely, quickly and precisely.

Buying a crane can come with a large initial investment. Maintenance and repairs will require additional budgeting and new needs can arise with changes in production.

With a rental crane you get a premium crane with full service but without a large capital investment. A reasonable fixed monthly fee keeps costs down. In addition, it means you always know what you'll be paying, so it's easy to plan your equipment spending.



INVESTING IN YOUR CORE BUSINESS

When you set up a new factory or any other business where cranes are necessary but not part of your core activities, they can feel more like a distracting requirement. In this case, buying a crane might not always be the best option.

It would be more beneficial to put your money into other equipment or raw materials which directly contribute to your product and bring in your operating profit.



OUTSOURCING TASKS THAT AREN'T YOUR MAIN EXPERTISE

When buying a crane, you have to make considerations for compliance inspections, parts and maintenance.

With a rental crane, maintenance, replacement parts and annual inspections are included in the monthly fee – taking the guesswork out of what is needed when. You'll also get remote monitoring for visibility to crane usage and 24/7 service support.

Letting the crane manufacturer take care of your crane lets you better focus on your core business and gives you one less thing to worry about.

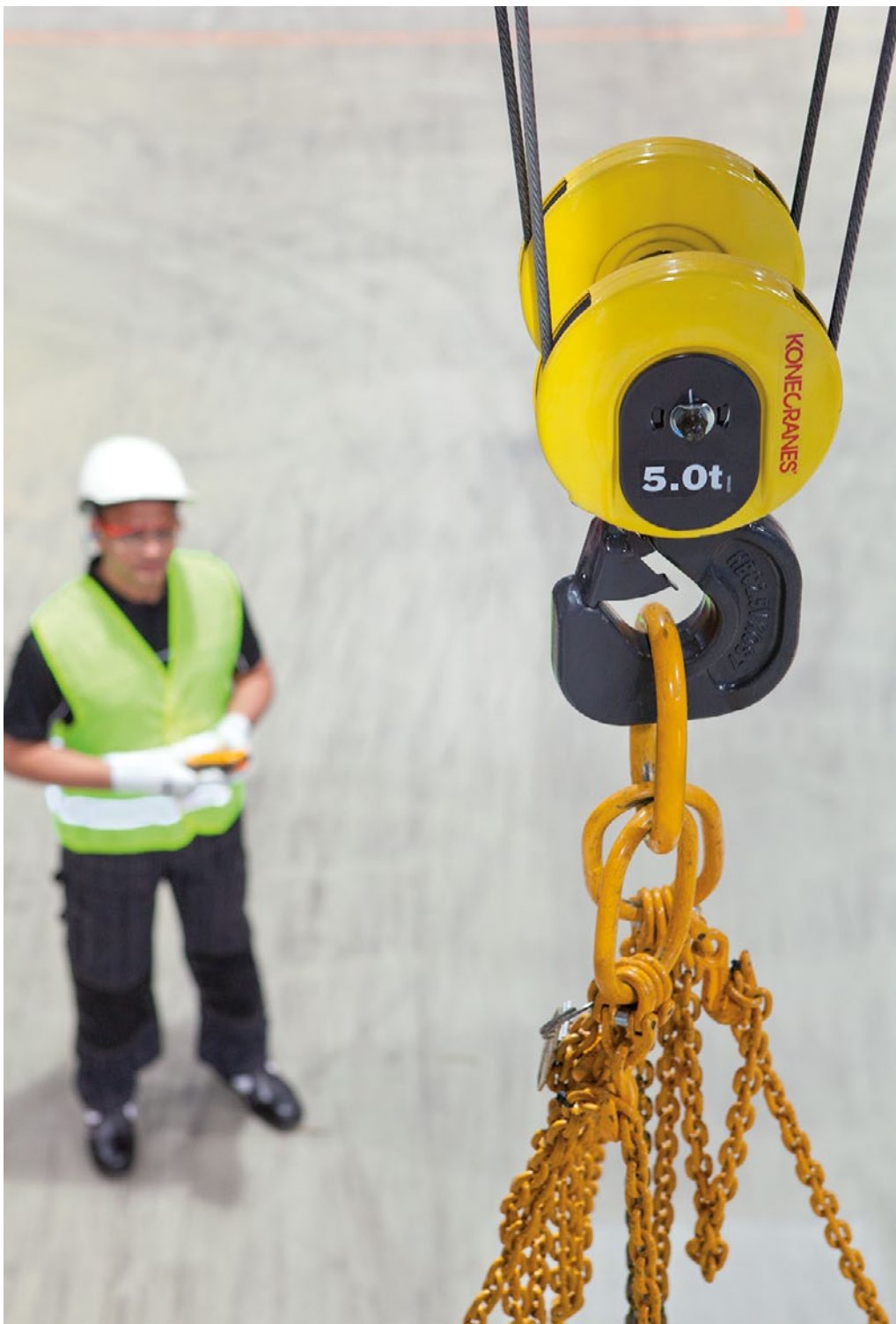


PLANNING MONTHLY COSTS

Wouldn't it be nice to know your monthly operational costs more precisely?

Owning a crane means budgeting for inspections and preventive maintenance, but unexpected breakdowns and spare parts for repairs can eat into a lean operating budget.

With a fixed rental fee, you know the exact cost of your crane every month. Breakdowns and parts are included, making your equipment expenses far easier to manage.



FLEXIBILITY FOR THE FUTURE

Your business is always evolving and having the right lifting equipment for changing needs is essential.


When your production changes, you can upgrade a rented crane to match your new requirements. And when the rental period is up, you can continue renting, buy the crane or even return it.

A better range of options gives you more flexibility and peace of mind.



LEARN MORE ABOUT INDUSTRIAL CRANES

Konecranes is a world-leading group of Lifting Businesses™, serving a broad range of customers, including manufacturing and process industries, shipyards, ports and terminals. Konecranes provides productivity enhancing lifting solutions as well as services for lifting equipment of all makes. The Group has 18,000 employees at 600 locations in 50 countries. Konecranes class A shares are listed on the Nasdaq Helsinki (symbol: KCR).

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