

PRESS RELEASE

HTC WOLFFKRAN Ltd. rebrands to WOLFFKRAN Ltd. and purchases new premises in Auckley, Doncaster

Sheffield – January 2020. On the 2nd of January 2020 HTC WOLFFKRAN, the UK sales, rental and service subsidiary of tower crane manufacturer WOLFFKRAN, has changed its name from HTC WOLFFKRAN Ltd. to WOLFFKRAN Ltd. The beginning of the new year also sees initial preparations to move the business to new premises in Auckley in 2022.

The name change completes the integration of the UK crane rental business HTC Plant Ltd. that was acquired by WOLFFKRAN in 2015 into the WOLFFKRAN Group. “While the HTC brand was deliberately kept in the company name initially in order to maintain the established track record of the rental provider in the UK construction sector, we are confident that the WOLFFKRAN brand has now become synonymous not only with state of the art tower crane technology, but also expert lifting solution services as a whole in the market” says Richard Coughtrey, Managing Director of WOLFFKRAN Ltd. The name change will have no effect on the management and organizational structure of WOLFFKRAN Ltd. or the products and services provided.

Preparations for the move to the new site in Auckley begin

Coincidentally, the outset of 2020 also marks the beginning of the preparations for moving the business of WOLFFKRAN Ltd. from its current location in Sheffield to new premises in Auckley, Doncaster. The move is planned for 2022 and the result of the sale of the current location by the landlord last year.

“After an extensive search encompassing a wide area of South Yorkshire and beyond, we identified an ideal site in Auckley, approximately 22 miles to the east of our current location, that we have now purchased,” says Coughtrey. A detailed planning application has been submitted to the Doncaster Council for consideration. Once approved, planning is anticipated to take around six months and the subsequent construction a further eighteen months. The completion date of the new premises is set for the beginning of 2022 and will deliver industry leading offices, welfare facilities, workshops and paint shops for the business, as well as an extensive storage facility, allowing for efficient crane servicing, preparation and delivery.

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“Whilst we feel a bit wistful about leaving our home of seventeen years, not least because of all the publicity we have gotten due to the prominent location of our WOLFF cranes on our yard right next to the M1 motorway, we are also very excited at the possibilities that our new site offers in terms of an enhanced WOLFFKRAN experience for our employees, customers and stakeholders,” Coughtrey concludes.

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WOLFFKRAN is a leading manufacturer of premium quality tower cranes with a tradition spanning over 150 years. With its own rental fleet of some 700 tower cranes it is also one of the largest crane rental businesses in the world. WOLFFKRAN is headquartered in Zug, Switzerland and has manufacturing sites in Heilbronn and Luckau, Germany, and Lukhovitsy, Russia. It currently employs a global workforce of approx. 800 people in its three manufacturing sites and its sales and service subsidiaries located across Western and Central Europe, the Middle East and the United States.