



CHS SERIES  
SINGLE GIRDER  
OVERHEAD  
CRANE

CHD SERIES  
DOUBLE GIRDER  
OVERHEAD  
CRANE

PAPER ROLL  
GRIPPER  
CRANE

SERVICE



We are the supplier of safe and efficient automatic storage solutions for paper rolls. CLESCRANE China understands the value that efficient storage can bring to paper and packaging enterprises. Our value is to help you improve your business and productivity.  
CLESCRANE, I won't sell the future for a short term profit!



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# ALL RISE TOGETHER





# ABOUT US

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## BRAND STORY

China Lifting Equipment Specialist, this is exactly what I wanted, and CLES was born.

What kind of company should it be, what is our direction, and what should be our brand value? I have thought about it for a long time.

Since entering this industry in 2004, I have heard and seen too many users were duped after purchasing due to their lack of understanding and excessive focus on price. Over the years, I have seen

the gap between us and European brands. In 2013, I established CLESCRANE, which is dedicated to providing users with a different purchase and use experience. CLESCRANE's crane manufacturing is no longer a representative of low-end and cheap, but a representative of an easy-to-use and good experience, I won't sell the future for a short-term profit.



# COMPANY CULTURE

## COMPANY STRATEGY

To form a system supplier with core business in the field of paper roll/biomass straw storage, spreader design and manufacturing, and engineering consulting.

## COMPANY MISSION

Reduce the overall project investment cost for customers, help customers' products go to market quickly, and continue to create value for customers.

## COMPANY VISION

Become an expert in the exclusive field, let employees receive better career training, and enjoy better life with their families, and become a small enterprise with cultural precipitation.

# 核心价值 CORE VALUE

## HONESTY

Keep an open mind to each other, there is no hidden communication, and do not avoid problems.

2

## TOGETHERNESS

Only the team is good, can the individual be good.  
Only company benefits is promising, can personal income be improved.  
Only by working together can we achieve our common goals.

4

## CUSTOMER FIRST

The customer's constantly improving demand is the driving force of our progress, good public praise is better than all advertising promotion, we will accompany the development of customer.

1

5

## GRATITUDE

Be grateful to your coach, your TL, and your department manager.  
Thanks your leadership, your parents, everyone who has helped you, and your colleagues who have left for contributing to the company.

# CORE VALUE

## INNOVATION AND IMPROVEMENT

Focus on the company's four major business modules, everyone needs to have the courage to put forward their ideas. We should continue to adhere to technological innovation, product improvement, everything to meet customer needs as the goal.

## GIVE AND TAKE RESPONSIBILITY

Fair development opportunities for every member  
Be brave to take responsibility

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要了解 CLESCRANE 6 项核心价值观, 请访问  
<http://www.clescraane.com/about/core-value>

3

# TALENT PHILOSOPHY

## PHILOSOPHY

Improve personal re-learning ability and realize self-worth through hard work.

## OBJECTIVE

Focus on the strugglers, build a responsible and energetic team, and adhere to the realization of corporate strategic goals.

## MISSION

Common progress  
Making Work Pay

## REFLECT

Career planning  
Employee welfare

# ONE CLESCRANE

**GBCRANES<sup>®</sup>**  
SPREADER MANUFACTURING  
COMPANY



**ENGINEERING CONSULTING  
AND MANAGEMENT**

**CLESCRANE<sup>®</sup>**  
TECHNOLOGY & SALES  
COMPANY

### STANDARD BUSINESS

The standardized design brings many benefits to users, which are mainly reflected in the convenience of later maintenance of the equipment and the simplification of the categories of spare parts. Our products have many customized function options, you can choose according to your needs, we attach great importance to the customer experience of our products, and ultra-low downtime will escort your production.

### WAREHOUSING BUSINESS (PBS)

The core competitiveness of CLESCRANE comes from our long-standing focus on paper roll warehousing systems.



### SPREADER BUSINESS

In March 2020, GBCRANES was established, which is positioned as a manufacturer of intelligent lifting spreader. it will assist CLESCRANE in achieving the business of automatic paper roll storage, providing high-quality paper roll lifting spreader for CLESCRANE. At the same time, it has also developed and manufactured intelligent straw bale grab and tunnel segment tongs.

### PROJECT CONSULTING BUSINESS

INAMAR (ShangHai) Project Management & Consulting Company was established in Shanghai to provide professional project management for CLESCRANE's automatic paper roll storage business, and also provide early stage project consulting services for paper mill and packaging plant users.

# STANDARD PRODUCT POSITIONING

## MARKET POSITIONING DISPLAY OF BRAND OWNER

This figure shows the commonly encountered anchor positioning based on different prices of similar products from Brand Owners. Although the data is not the most authoritative official, it has practical reference value for users who are about to purchase equipment.



# CORE BUSINESS



## MARKET POSITIONING DISPLAY OF CORE BUSINESS

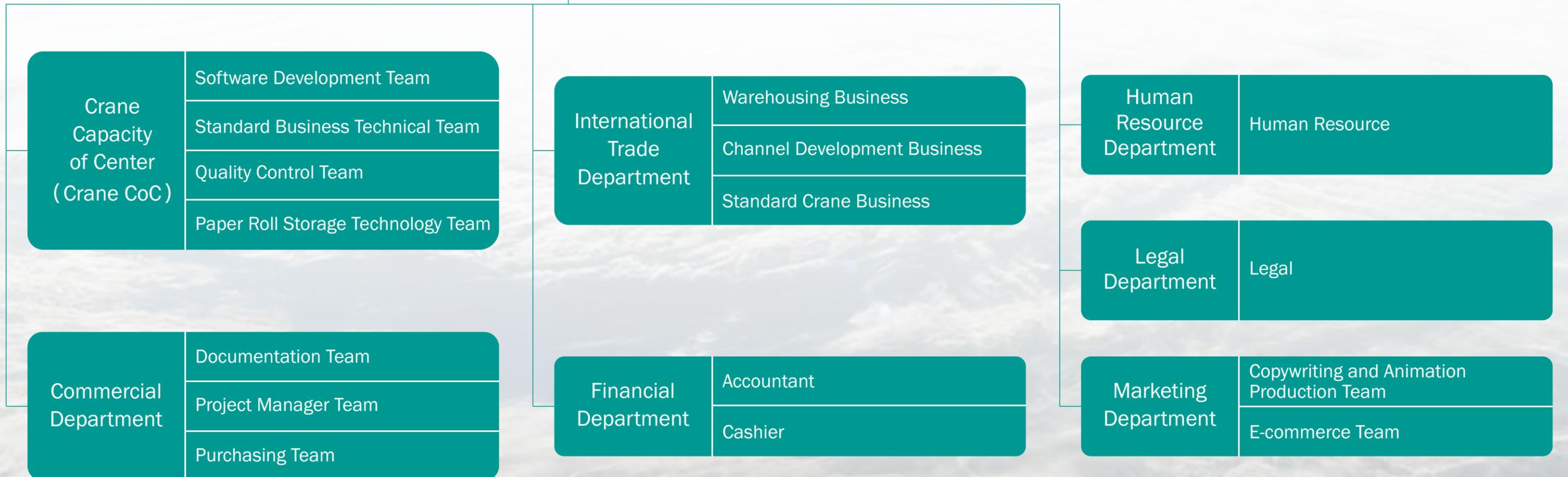
KONECRANES currently mainly serves 20% of the top global paper companies, while CLESCRANE aims to target 80% of other paper companies. Each company is striving for development and needs to improve its business situation and enhance its market competitiveness. PBS is a good solution, and perhaps you can consider making changes.

BRAND	CLESCRANE	KONECRANES
SPREADER	GBCRANES	RAUMASTER
WMS	CLESCRANE	KONECRANES

# ORGANIZATIONAL STRUCTURE

## CLESCRANE SYSTEM CO.,LTD.

Chairman



# ORGANIZATIONAL STRUCTURE

## INAMAR (ShangHai) PROJECT MANAGEMENT & CONSULTING COMPANY



## GBCRANES INTELLIGENT MATERIAL HANDLING MACHINERY CO.,LTD.





# WAREHOUSING BUSINESS (PBS)

The paper roll automatic warehouse business is the core strategic business of CLESCRANE. We focus on the segmented warehousing field in the paper industry, and we have accumulated rich experience. It is worth mentioning that we provide at least 6 months of accompanying production services.

## PROJECT SUPPLYING SCOPE

- Project management
- Crane system
  - Crane power supply system (included UPS)
  - Crane positioning function
  - Crane communication device
- Conveyor system (optional)
- WMS / WCS / CMS
- Safety doors and monitors (optional)
- Start-up spare parts supply for cranes and conveyors
- Equipment installation
- DAP item
- Equipment commissioning
- WMS system testing
- Training
- 6 months on-site technical support
- Detailed equipment documentation



# SPREADER BUSINESS

Designing, simulating, manufacturing, assembling, and testing are our daily work, but we love this kind of work, providing users with special spreaders, and the satisfied smiles of customers are our greatest recognition. GBCRANES insists on doing only one thing, helping users achieve the desired grabbing, and it is safe and reliable. We are spreader manufacturer GBCRANES.



**GBCRANES®**

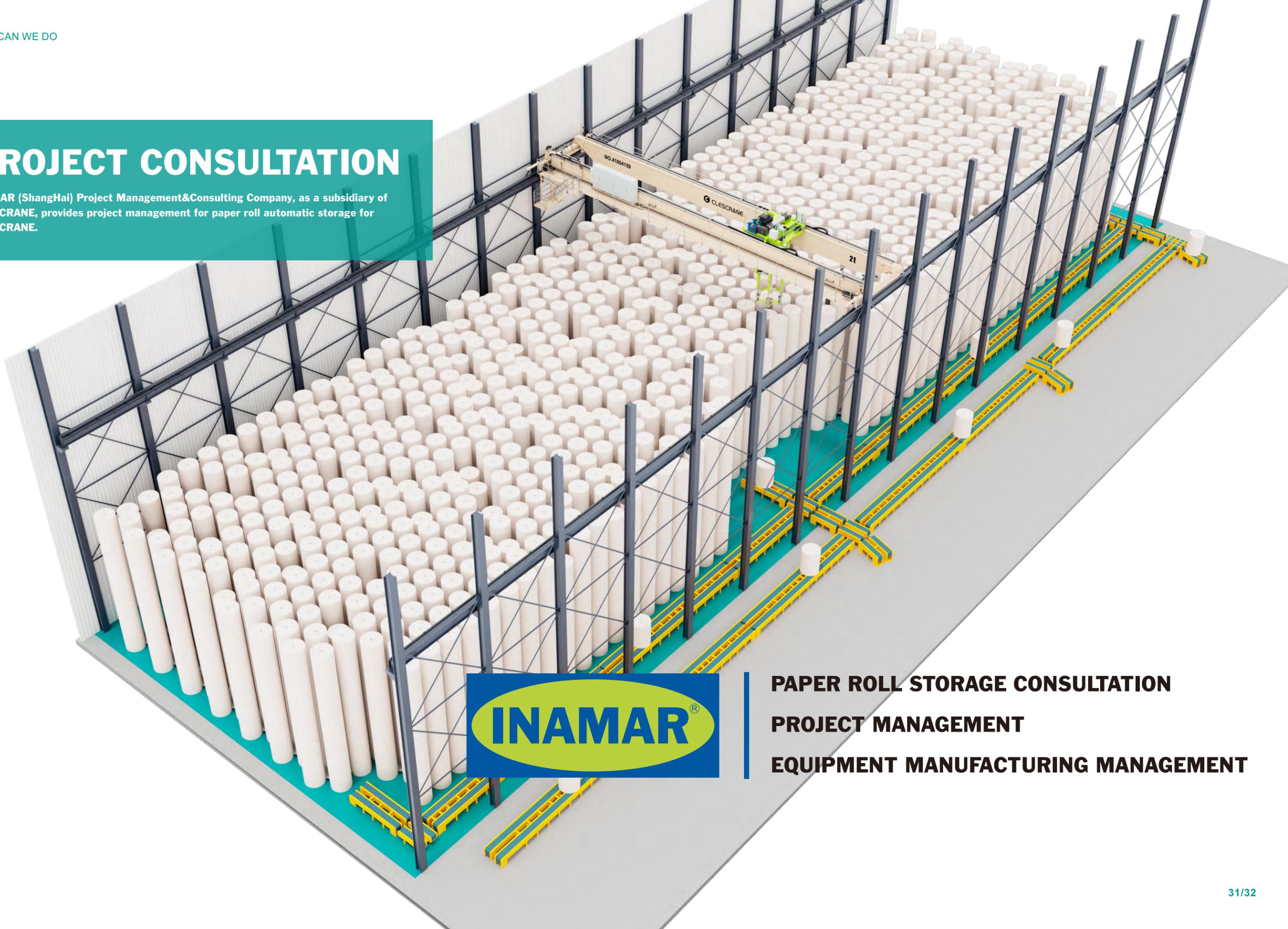
# PAPER ROLL GRIPPER

The gripper has become the key to achieving the automatic paper roll storage project, and high-quality gripper ensure sufficient safety for nearly 200,000 high-strength paper roll handling operations per crane per year. Currently, there are only 3 manufacturers that own this gripper. GBCRANES, as a wholly-owned subsidiary of CLESCRANE, independently designed and manufactured this specialized gripper in 2019



# PROJECT CONSULTATION

INAMAR (ShangHai) Project Management&Consulting Company, as a subsidiary of CLESCRANE, provides project management for paper roll automatic storage for CLESCRANE.



**PAPER ROLL STORAGE CONSULTATION**  
**PROJECT MANAGEMENT**  
**EQUIPMENT MANUFACTURING MANAGEMENT**



# Why does CLESCRANE's product have high quality and sophisticated design while maintaining low prices?



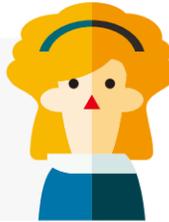
**Why our design engineers of product design the product prices first?**  
At CLESCRANE, our Product design engineers firstly ensure high quality and reasonable price  
So.....



**Why does our delivery time always reassures customers peace of mind without worrying about affecting their production?**  
We have more than one OEM partners who deeply understand our standards and we can effectively coordinate the production cycle.  
So.....



**Why are CLESCRANE products of higher quality?**  
We rigorously screen component suppliers to ensure that every batch of components is subjected to a harsh and abusive test.  
So.....



**Why is the shipping cost of CLESCRANE low?**  
Maximized optimized design and comprehensive consideration of the convenience of disassembly for shipping. Our equipment is like a sportsman with very low body fat. The optimized equipment size makes the overall cost of automobile transportation and shipping cost lower.  
So.....



**Why do CLESCRANE products bring customers good using experience on site?**  
This is reflected in the humanized design of the equipment. All electrical wiring is planned in advance, wires and cables have been threaded, and the electrical cabinet has been fully powered and debugged, saving customers a lot of trouble during on-site installation. The high-quality controller is more ergonomically designed and has a better sense of operation.  
So.....



**Why can customers install the equipment themselves without the help of a professional company?**  
CLESCRANE provides customers with simple and clear installation, operation, and maintenance manual, making the electrical system plug and play very convenient.  
So.....



**Why do customers no longer need the help of our solution promotion specialists for many product recommendation?**  
We are gradually improving the standardization into each kind of product, the promotion specialist only needs to understand the customers' working condition to help the customers with choice.  
So.....



**Why do customers feel at ease after buying?**  
The 36 month warranty period ensures the customers continuous attention. The rigorous and abusive component test is not a game, we are serious. Please kindly refer to our preventive inspection service after the warranty period.  
So.....



**Why purchasing CLESCRANE products always give customers confidence?**  
In the standard product business, automatic product business, spreader business, and project consulting business, we hold a long-term attitude and go deeper step by step to become more professional. Because we only care about the user's post-purchase experience. Profit is not our ultimate goal.  
So.....

**These are the reasons for you to choose us**

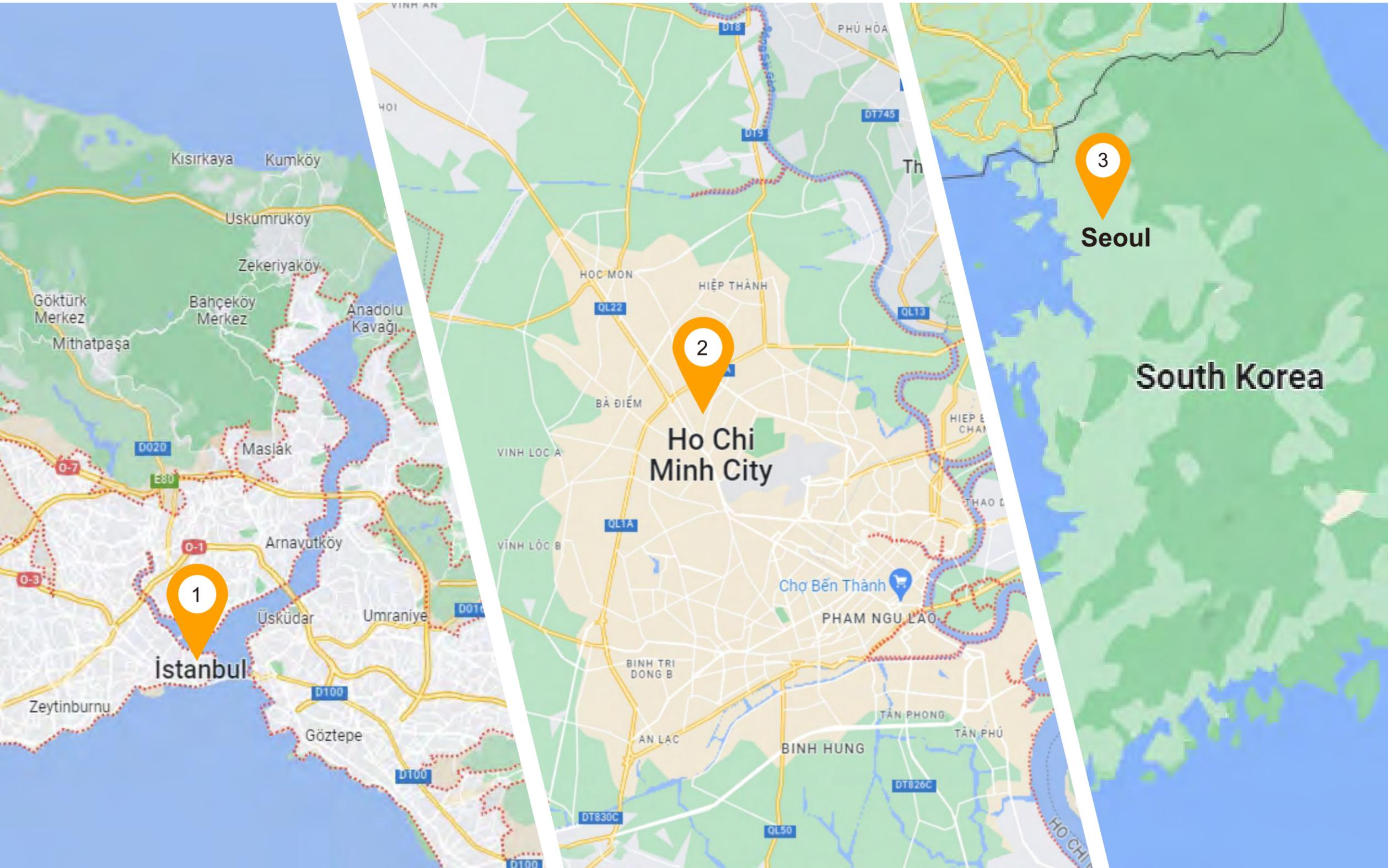
# STANDARD BUSINESS SERVICE PROVIDER NETWORK

**CLESCRANE doesn't want the business to grow too fast. We want to be a slow company with responsibility. With the expansion of business, we will gradually cultivate more professional localization service partners.**

- Central Africa \* 1
- Angola \* 2
- Mali \* 2
- Ethiopia \* 1
- Tanzania \* 2
- Namibia \* 2
- Niger \* 1
- Kazakhstan \* 2
- Kuwait \* 2
- Qatar \* 2
- The united Arab emirates \* 1
- Nigeria \* 2
- Ghana \* 4
- Kenya \* 1
- South Africa \* 3
- Russia \* 2
- Bangladesh \* 2
- Pakistan \* 2
- Thailand \* 3
- Malaysia \* 1
- Papua New Guinea \* 1
- Australia \* 2
- U.K. \* 4
- Poland \* 2
- Austria \* 2
- Croatia \* 1
- Italy \* 1
- Turkey \* 2
- United States of America \* 2
- Mexico \* 4
- Honduras \* 1
- El Salvador \* 1
- Costa Rica \* 3
- Panama \* 1
- Puerto Rico \* 1
- Venezuela \* 1
- Colombia \* 1
- Ecuador \* 3
- Peru \* 2
- Brazil \* 1
- Bolivia \* 1
- Paraguay \* 1
- Uruguay \* 1
- Argentina \* 1
- Chile \* 3
- .....



# PAPER ROLL STORAGE BUSINESS PARTNER OFFICE



-  **Turkey**  
Istanbul
-  **Vietnam**  
Ho Chi Minh City
-  **South Korea**  
Seoul



# PREVENTIVE INSPECTION SERVICE

To take precautions, CLESCRANE provides preventive inspection services. We will not wait for equipment to be shut down due to the inability to carry out periodic maintenance in time, which will affect your production. Although we have professional service provider partner in your country, even if we still send them to provide preventive maintenance for you, but we still recommend that you sign a preventive inspection service agreement with CLESCRANE, because CLESCRANE is responsible for the equipment they provided to the end.



# SERVICE PACKAGE FOR PBS

Senior professional project manager, only focus on your industry engineer team, professional tools, regular system solution manager return visit, localized installation services, professional training after equipment delivery, sustainable spare parts supply constitute CLESCRANE's service package.

## Training

Training is mainly divided into online and offline. Online is mainly aimed at local crane service providers, service providers who are familiar with our standard products can better serve our users; offline is mainly aimed at the paper roll automatic storage business. After the performance test is completed, our engineers will provide WMS operation and usage training, daily maintenance of cranes and grippers training to the user's team members.

## Field equipment installation

CLESCRANE focuses on providing users with turnkey solutions. Installation is not a trivial matter. The implementation of fully automated business requires a lot of experience. Users only need to give us the necessary cooperation. We can provide you with installation services in the target market. We have professional localized installation partners. The auxiliary equipment needed for installation can be provided by us, the key is the quality assurance after installation. Our team will pass the professional equipment test, because the quality of the installation also determines the accuracy of the positioning accuracy of the automated equipment.

## Equipment debugging and system performance test

CLESCRANE will provide services in the debugging and performance testing phases of the entire project. After the installation is completed, we will send electrical engineers to debug the electrical system of the equipment and the main program to ensure the smooth transmission of instructions between the CWMS, the crane system, the conveyor system, and the AGV trolley. The goal of performance testing is what we care about and is the most critical. We need to meet all your requirements for system efficiency and carry out continuous work testing for at least 48 hours. The senior CLESCRANE project manager on site will be responsible for the confirmation and acceptance of the phased results with your project manager.

## Sustainable supply of spare parts

The guaranteed supply of spare parts for 15 years. This is simple to say but not easy. Thanks to our information management of each completed project, we will finalize the composition of future spare parts with you on the first maintenance day, and let every penny be spent on key points and eliminate waste. CLESCRANE's Supplies Code System (SCS) will assist us in scientific management of products and spare parts.

## Return visit mechanism

The project management team in Shanghai provides additional return visit services. The system solution manager will regularly visit your site for service tracking. We understand the operation of your system. We hope to hear your opinions. This will help us improve our products and design and bring direction to innovation, I want to say that user experience is paramount.