

# Sky's the limit for Nagano Industry



"Always consider the customer's point of view, and provide creative products and services that are safe and easy to use."

**Yasuhisa Tsukamoto,**  
Representative Director,  
Nagano Industry Co., Ltd.

Designed and manufactured in Japan, Nagano Industry has a long history and extensive technical expertise in crawler tracked boom lifts. These machines have been developed through empirical observations on worksites as well as feedback from customers who work in challenging conditions on building sites across the world.

Nagano Industry is reaching new heights in aerial work platform solutions as it expands its activities in Europe by building a strong distributor network.



EU office in The Netherlands

"Our innovative power is based on knowledge built up over a half a century of production and distribution of construction equipment, radio controlled systems and electronic manufacturing services. Using state-of-the-art technologies, we are building on this experience for the future," says Yasuhisa Tsukamoto, Representative Director of Nagano Industry.

Established in 1968, Nagano's control devices and software



have been developed in-house over decades, with its machines designed to deliver an exceptionally smooth driving experience, even on rough terrain surfaces.

"At Nagano, where we try to embody the spirit of *monozukuri*, we are pursuing high quality in manufacturing and high customer satisfaction regardless of whatever difficulties we encounter in the process," says Mr. Tsukamoto. "Alongside our steadfast commitment to innovation, the safety of our machines is of the utmost priority to us."

Carrying this philosophy forward, Nagano is now making a serious commitment to becoming a long-term European supplier by producing machines specially made for the European market, such as its 12TC and 15TJC models. "After a year of preparation and organization, we



Reaching new heights with safety are now ready to launch Nagano Europe. Our European office will have a substantial number of machines in stock available for testing and direct delivery, also we are able to offer immediate and efficient sales support and quality service," says the Nagano Representative Director. "The company's strategy for success is to give professional European services and respond promptly with parts supply, as well as to keep on innovating and developing. Also, in order to meet the increasing needs and inquiries from Asia in recent years, we have established dealers in Korea and Taiwan, and are building a sales network in other parts of Asia."

**NAGANO**

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