

## The Crawler Crane SCX-3 Series is winner of the GOOD DESIGN AWARD 2018

Sumitomo Heavy Industries Construction Cranes Co., Ltd. (HSC) has won the GOOD DESIGN AWARD 2018 for its SCX-3 series crawler cranes.

With its light gray and blue coloring theme, the SCX-3 series revolutionizes the construction site image, focusing on the corporate philosophy of “safety” while aiming to develop a next-generation crawler crane minimizes life cycle costs. The crane also earns high marks for superior operability, safety features, easy assembly and disassembly, transportability, and environmental-friendliness. HSC will continue to meet market demands with cranes that deliver “true satisfaction for all” and improve upon its brand image.



What is the Good Design Award? (Issued by the Japan Institute of Design Promotion)

An activity which is an exponent of design appraisal and promotion in Japan descended from the Good Design Product Selection System established in 1957. Given out each year with the participation of many firms and organizations around the world, the award is conferred upon products designed to improve quality of life and address issues and themes confronting society. Symbolized by its “G-Mark”, the award has become widely acknowledge as confirmation of superior design.

Award-winning item:	Crawler cranes SCX -3 series
Outline:	We engage in the global provision of the SCX–2 series of crawler cranes. The development concept realizes excellent workability, operability, safety, transportability and environment-friendliness. As the successor to the SCX–2 series, the SCX–3 series, which is the subject of this application, offers even more advanced basic performance, while realizing excellent transportability, safety and comfort, with further consideration given to eco-friendly, in order to meet the needs of the times that constantly change regarding how to cope with growing overseas markets and transportation regulations. In addition to operator needs, we have thought through various transportation scenarios and even the surrounding environment to develop a crawler crane that would be truly attractive to customers.
Judging committee member comments:	This highly-specialized construction machine achieves solid advances in many facets including digitized controller technology, crane operator interface, work site safety and environmental feasibility. I like how the series was developed to reflect a strong balance of these features and promote a new image for construction machinery under a clear brand identity and product series consistency as represented by its signature color scheme.
For product purchasing inquiries:	<a href="#">International sales group</a> or various <a href="#">sales distributors</a> around the world