

2006 Yacht Crane Comparison Guide

A Comparison of The Top 10 Yacht Crane Industry Standards
for Speed, Price, Service, Quality, Features and Performance.

Yacht Brokers & Yacht Service Centers: Are you struggling to get the yacht cranes you need WHEN you need them?

"The simple fact is... poor planning by our customers puts us (in the yacht business) 'under the gun' to try to meet their unrealistic expectations for project delivery."

Operations Manager
Yacht Service Center

You get caught in a "jam" by customers who need to get a crane install done quickly. The client wants their yacht ready-to-go but you get stuck with a too-long delivery time on the crane... or worse, an unexpected delay in the committed delivery time. And if the install is complicated, it causes longer delays. Customers don't want to hear about it.

You're not alone. Most crane manufacturers require months-long delivery time (an industry average of 6 months... some claim as low as 3 months while others up to 9 months or more). That's a big-time problem. But it's so unnecessary.

The purpose of this guide is to take a candid look at yacht crane industry standards... the related problems that Brokers and Yacht Service Centers face as a result and to compare some innovative solutions being offered by Steelhead Marine.

Our goal is to be as accurate as possible. We invite your feedback on our information and your experience. Whether you choose to do business with us or not, we'll always value any ideas you may have that will help our industry and our company continue to improve. Thanks for your consideration.

Dan Thain, President, Steelhead Marine Ltd.

Yacht Crane Frustrations:

The 5 biggest headaches Brokers & Service Centers have about yacht cranes.

- 1. Long Order Time:**
Having to wait months to get the crane you need or having to deal with missed delivery deadlines.
- 2. Price:**
The price MUST BE competitive for the needed features without extra up charges.
- 3. Service & Warranties:**
Nothing's worse than bad service or poor follow up after the sale and near meaningless or short warranties.
- 4. Customizing Problems:**
Custom requirements & colors are unavailable or at an extra up charge.
- 5. Installation Problems:**
Complex installations slow things down even more.

Many yacht crane manufacturers really don't deliver the product and service levels that most professionals need. If you find yourself dealing with any of these problems, maybe it's time for a closer look. See how your supplier stacks up in these standards.

Yacht Crane Industry Standards & Comparisons in this Guide...

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DELIVERY SPEED / PRICE

1. ORDER DELIVERY TIME (Cranes & Parts)

Problem	Crane Industry Standard	Steelhead Standard
<ul style="list-style-type: none"> Brokers and Service Centers commonly face short order timelines. You frequently can't get the yacht crane delivered on the timeline when you need it. Complicated crane installs often cause further delays. Parts are sometimes slow to be shipped. 	<ul style="list-style-type: none"> Average lead time on crane orders is 6 months; some makers claim to deliver in 3 months while others require up to 9 months or more. Parts are commonly made to order or outsourced to another factory causing delays in parts shipping. 	<ul style="list-style-type: none"> YACHT CRANES QUICKER: Steelhead has a proven build & delivery time in about HALF the time or better of the industry standard. "STOCK & BUILD 2-STEP PROGRAM": Generally our lead times are 30-50% shorter than other builders because of our time-saving "Stock & Build Program". We're able to provide short lead times because we... 1) STOCK: Immediate delivery is available on some standard models we keep in stock. We also inventory all the components needed to be ready to build and... 2) BUILD: we manufacture all our yacht cranes in a very skilled & efficient production process. This unique "Stock & Build Program" gives us complete control of scheduling and on-time crane order delivery that gets cranes to you 30-50% quicker.

2. PRICE

Problem	Crane Industry Standard	Steelhead Standard
<ul style="list-style-type: none"> Base prices for "standard" models vary The price can jump dramatically for desired additional features causing customer kick-back or even threaten the sale 	<ul style="list-style-type: none"> Generally the base price for "standard" models for most builders is somewhat competitive Adding desired features & options can substantially increase the total price Customizing often results in additional engineering fees and requires longer lead times for ordering 	<ul style="list-style-type: none"> Steelhead prices on "standard" models are lower than our competitors despite the fact that we offer improved features as standard or at a considerably lower added cost. In an "apples-to-apples" comparison of features, buyers actually save money on a Steelhead. Some examples of Steelhead standards that cost extra elsewhere... <ul style="list-style-type: none"> 2-year warranty 10-micron Stainless Filter - standard on SM1500 & up AMSteel Composite Rope - 40% stronger than standard steel cable Silent linear winch system Custom colors No up-charges are required for engineering costs.



SERVICE

3. CUSTOMER SERVICE / WARRANTY

<p>Problem</p> <ul style="list-style-type: none"> ▪ Slow response to requests for service ▪ Technicians slow to come and fix problems or provide only phone support ▪ Long wait time for replacement parts ▪ Short or restrictive warranties that don't provide the product support help when you need it 	<p>Crane Industry Standard</p> <ul style="list-style-type: none"> ▪ Most builders don't make clear statements about quality of customer service ▪ Research shows that most major crane manufacturers offer local, regional and worldwide support through their reps, agents or preferred service centers. ▪ WARRANTY: ▪ Most major crane manufacturers offer a 12 month warranty. Some builder warranties are shorter or non-existent. A longer 2-year warranty is extremely rare. 	<p>Steelhead Standard</p> <ul style="list-style-type: none"> ▪ "24 HOUR SERVICE": Steelhead backs everything with responsive customer service so you're not left stranded with a problem. We're committed to customer service. We make every effort to answer your inquiry within 24 hours whether it's a part or instructions you need... or a question you may have. ▪ Customer service issues are given high priority providing live 1-on-1 phone access to service technicians. If needed, you can speak to a technician at our factory who will walk you through a process or we'll provide detailed written instructions. ▪ "24 HOUR PARTS": At Steelhead we can ship just about ANY part within 24 hours of the order. We speed up parts order delivery time because we carry an extensive crane component parts inventory that gets parts to you quicker. ▪ LONGER WARRANTY: Steelhead backs all products with an industry leading 2-yr warranty. ▪ 2-Year Warranty: Steelhead is one of only 2 yacht crane companies that we know of offering a 2-yr warranty. Please ask for the complete warranty for details.
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STANDARDS & DESIGN

4. STANDARD FEATURES / EXTRA CHARGES

<p>Problem</p> <ul style="list-style-type: none"> ▪ Must pay additional charges for features that should be included because of their importance. ▪ Example: Use of steel lifting cable which is heavy, splinters and becomes dangerous as it ages 	<p>Crane Industry Standard</p> <ul style="list-style-type: none"> ▪ Generally the "standard" models for most builders are... <ul style="list-style-type: none"> ▪ steel lifting cable ▪ No hydraulic filter ▪ Some have limited rotation ▪ Adding features can substantially increase the total price such as... composite rope, extended warranties, filter system, etc. ▪ Customizing can often result in additional engineering fees 	<p>Steelhead Standard</p> <ul style="list-style-type: none"> ▪ Steelhead "standard" models have added features that other manufacturers charge extra for or don't offer ▪ EXAMPLES: ▪ <u>2 year</u> warranty ▪ <u>10 Micron</u> Stainless Filter ▪ Shear Transfer Standpipe System ▪ <u>AMSteel</u> Composite Rope.- 40% stronger than steel cable, non rotating, no memory, doesn't splinter ▪ Power booming (luffing) & power rotation standard on SM1500 and up ▪ Lower profile, shorter stowed lengths ▪ SM series of yacht cranes 800-3000, include retraction feature to save deck space ▪ Steelhead prices on "standard" models are lower than our competitors despite the fact that we offer improved features as standard or at a considerably lower added cost. ▪ In an "apples-to-apples" comparison of features, buyers actually save money on a Steelhead.
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5. CUSTOMIZATION TO NEEDS

Problem <ul style="list-style-type: none"> ▪ Many crane installs require custom needs for reach, lift or custom paint. ▪ Additional engineering charges get expensive when a crane is customized. 	Crane Industry Standard <ul style="list-style-type: none"> ▪ Most builders offer crane customization ▪ Some builders charge for custom engineering fees ▪ Some builders charge extra for custom colors 	Steelhead Standard <ul style="list-style-type: none"> ▪ Steelhead is a one-stop resource for nearly any kind of customizing you may need. ▪ Our full line of standard cranes can meet a wide range of requirements and may avoid the need to customize. They can lift loads from 600-5500 lbs with reaches ranging from 8'-22'. ▪ Do you need something different? We have 30+ options including changes in boom reach, lifting capacity, paint colors, hydraulic power units and optional controls. We also build custom bases and modify crane profiles to suit your needs. ▪ Steelhead will custom engineer and design for uncommon load requirements and special reach needs. ▪ We'll paint orders to any standardized color and use Awlgrip registered marine finish products on SM 1500 and up. ▪ No additional engineering charges on custom cranes.
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6. DESIGN / QUALITY / SIZE - WEIGHT / CORROSION CONTROL

Problem <ul style="list-style-type: none"> ▪ DESIGN & QUALITY ▪ Low-tech materials result in larger, heavier cranes that corrode quickly ▪ Low safety factors can become dangerous for users ▪ SIZE & WEIGHT ▪ Yacht cranes that take up a lot of deck space and unnecessary weight to your yacht. ▪ CORROSION: ▪ Rusting or corrosion causes damage quickly resulting in greater maintenance and reduced service life of the crane 	Crane Industry Standard <ul style="list-style-type: none"> ▪ Marine Grade Aluminum is most common material used with stainless steel trim ▪ Some builders use predominantly steel or stainless Steel ▪ CORROSION: ▪ All manufacturers use some sort of corrosion resistant materials 	Steelhead Standard <ul style="list-style-type: none"> ▪ <u>Attractive Compact Designs</u>: Save space and unneeded weight on your yacht because of new technology & design. ▪ <u>Stronger more compact</u> crane design saves deck space ▪ <u>High-Grade Materials</u>: Steelhead materials are meticulously selected to the highest standards to maximize durability, strength, performance and on-board weight reductions. ▪ All Steelhead products are <u>proof-tested to handle 125% of their lift capacities even with 30-50% less crane weight.</u> Steelhead uses state-of-the-art marine grade materials to provide the lightest and strongest cranes in the industry (also used in our standpipes and custom bases): <ul style="list-style-type: none"> ▪ 17-4 PH Stainless Steel Truck Assemblies (equivalent strength to Aquamet 17; 4.2X stronger than 5086 aluminum or stainless) ▪ 6061 - T6 Aluminum Main Boom Bodies (27% stronger than 5086 aluminum) ▪ 2205 Duplex Stainless Boom Extensions (2.2X stronger than 316 stainless) ▪ AMSteel Composite Rope - 40% stronger than standard steel cable. ▪ Single handle proportional controls, to allow one person to launch and retrieve tender on SM1500 model and up ▪ CORROSION CONTROL: Comprehensive corrosion control treatments that we feel are the best program in the industry to extend the life of the crane <ul style="list-style-type: none"> ▪ Includes metalized steel components, 5-Step Paint System, stainless steel trim, composite bushings (1500 & up), gold contacts on controls, nickel plated gear, stainless steel main truck. ▪ <u>Improved Safety</u>: Superior design and materials also increase our yacht crane safety factors. Our safety factor is 3 to 1. ▪ <u>Convenience, Performance & Reliability</u>: Engineered for ultimate convenience, performance & reliability. ▪ <u>Advanced Engineering Standards</u>: All designs have been reviewed by independent engineering consultants, using FEA analysis. This allows us to meet MCA, Lloyd's and ABS requirements upon request.
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PERFORMANCE

7. CRANE PERFORMANCE

Problem <ul style="list-style-type: none"> ▪ Yacht crane struggles to lift load it is rated for ▪ Cranes are heavier than necessary because of low tech materials ▪ Cranes do not meet certified safety standards 	Crane Industry Standard <ul style="list-style-type: none"> ▪ Yacht cranes do not have to be certified or achieve a minimum safety factor 	Steelhead Standard <ul style="list-style-type: none"> ▪ <u>Greater Lift Capability</u>: All Steelhead products are <u>proof-tested to handle 125% of their lift capacities even with 30-50% less crane weight</u>. ▪ <u>Greater Reach Needs</u> can also be achieved when required over swim decks or to suit other special mounting situations. ▪ All of our yacht cranes are <u>engineered to exacting standards</u> using advanced materials for ultimate lifting performance. ▪ <u>Advanced Engineering Standards</u>: All designs have been reviewed by independent engineering consultants, using FEA analysis to meet MCA, Lloyd's and ABS requirements. ▪ <u>Improved Safety</u>: Superior design and materials also increase our yacht crane safety factors. Our safety factor is 3 to 1. ▪ <u>Full Range of Lift Capacities</u>: Crane lift capacities offered from 600 lbs to 5500 lbs.
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INSTALLS & SUPPORT

8. INSTALLATIONS

Problem <ul style="list-style-type: none"> ▪ Installation involves welding & grinding which damages yacht surfaces ▪ Fabrication needed in installation takes a long time 	Crane Industry Standard <ul style="list-style-type: none"> ▪ Most builders offer a bolt-down or weld-down base. Onboard fabrication including fitting and welding is usually required. ▪ Standpipe systems require leveling. ▪ Most builders offer support or instructions for installation. 	Steelhead Standard <ul style="list-style-type: none"> ▪ Save yacht-prep time with a quick & easy installation. ▪ Steelhead Marine has designed simple installation components whether standpipe, base or other mounting options. All components are sized to fit in the factory to minimize on-board fabrication, are simple and bolt together allowing a quicker, easier installation. All the parts just bolt together. This significantly reduces the time and training needed for completion. ▪ Our standpipe mounting system compensates for deck camber without leveling ▪ Your installer will prefer a Steelhead install because they save time. Avoid missing pieces - everything needed for the install is there. After installers install their first Steelhead - they become our biggest fans because their job is easier and quicker.
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9. SUPPORT NETWORK

Problem <ul style="list-style-type: none"> ▪ Getting product support when traveling ▪ Owners can have trouble finding help for their crane when traveling far from where it was made or installed. ▪ 	Crane Industry Standard <ul style="list-style-type: none"> ▪ Most mfgs have recommended service centers of contacts in different regions, however, the level of worldwide support varies greatly between builders ▪ Some North American builders have sales, service and support worldwide ▪ A few builders have little or no support worldwide 	Steelhead Standard <ul style="list-style-type: none"> ▪ Steelhead provides worldwide service, sales support and distribution with offices on 5 continents as well as sales direct from the factory. ▪ Call us to get a growing list of worldwide customers of yacht builders, brokers, yacht service centers and distributors.
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10. OTHER FEATURES

Problem	Crane Industry Standard	Steelhead Standard
<ul style="list-style-type: none"> ▪ Some cranes have limited rotation ▪ Excessive crane weight can affect yacht stability, trim and balance ▪ The size of cranes are sometimes too large to fit well in compact areas 	<ul style="list-style-type: none"> ▪ Several major crane builders do not offer 360 degree rotation, while other builders charge extra for it, and a few offer it as standard. ▪ Nearly all crane builders produce cranes that are larger in size and weight because they use the "traditional" heavier, more sizeable materials and older technology 	<ul style="list-style-type: none"> ▪ Steelhead is becoming recognized as an industry leader... known for quality engineering, innovative design, reliable products and great customer service. Some additional features include: ▪ Single handle proportional controls to allow one person to launch and retrieve tender on SM1500 model and larger ▪ We offer wireless remote radio control pendants as an option ▪ Easy-Access Hydraulic Manifold: All hydraulic valves & flow controls are easily accessible for service and adjustment ▪ Infinite Crane Rotation: Steelhead is the only crane builder to offer Infinite Rotation - a hydraulic swiveling coupler on center line of cranes that permits infinite crane rotation and eliminates possible hydraulic line kinking. ▪ Full Range of Cranes: Products range from 600 to 5500 lb capacity.

Dear Broker & Yacht Service Center,

At Steelhead Marine we believe *we're in business with you.* That is, we know that we always want to make you look good to your customers if we expect to continue doing business with you.

Since 1994, we've worked hard to establish a reputation for attractive, extremely functional products. We offer competitive prices with one of the strongest warranties and back it all with excellent customer service

Our philosophy is simple... you have choices of where you can buy your yacht cranes. We want to earn your trust on our very first yacht crane and continue to earn your business with each one after that. So we want to make it easy for you to give us a test-run. If you've experienced any of these problems, we invite you to take a closer look at how we might help improve your results.

Visit our website at www.steelheadmarine.net for...

1. **Case Studies** of how yacht crane problems were solved for other Brokers, Yacht Centers, Builders & Owners

OR call us for:

2. **Free Tender Handling Evaluation** to review your specific needs and give you a recommendation ("in-person" evaluation currently offered in WA, CA, FL and BC Canada. Evaluation via "drawing review" offered worldwide)

To your continued success,

Dan Thain, President
Steelhead Marine Ltd.

P.S. I started in the yacht crane building business 12 years ago after building yachts for 17 years. I've seen a lot of ideas come and go and I've also had my share of bad ideas. After all that, I know this business and really love to produce quality products that work well for people. I believe we've accomplished that at Steelhead.

If you'll give us a shot to earn your trust and your business, I'd like to call you with my own personal guarantee to see that you're satisfied. I'll even send you a **free Steelhead Ball Cap** just to say "Thanks for the opportunity."

Steelhead Marine is raising the bar on yacht crane performance.

