

Companies

Happy birthday **Hinowa**

Thirty years of innovation, entrepreneurship and professional approach

The industrial history of Hinowa, celebrated with a beautiful party at the end of November, dates a long way back to the locksmith trade of Aquilino Fracca, the grandfather of Dante, currently at the helm of the Nogara-based company. The ideal passing of the baton from the founder and Leonida Fracca, Dante's father, turned the craftsman's trade into a machining workshop for the construction of excavators on the chassis of authentic remnants of war: the Chevrolet lorries left behind by the Americans. After a break at Fraste (a company our readers know very well), came the esta-



ishment of Hinowa, intended as the modern abbreviation of "innovation," but that in a distant language, Japanese, has the philosophical meaning of "ring of fire." The business started off quietly, at the back of Agri3's premises, but it was immediately noticed for its partnership with Benfra and the construction of the first crawler undercarriages and the first mini excavators. The machines were soon followed by minidumpers and relocation to the new site, while the first crawler platform was launched in 2003. 2008 was a cru-

cial year with the onset of the international crisis. A difficult year, which did not prevent the company from taking another leap forward by purchasing a large plot of land and building a new 5,000 m² industrial shed and from introducing new important models. The partnership with JLG in 2010 and with Kubota in 2012, and the expansion of the company with two additional buildings that allowed it to entirely rethink its factory layout were true milestones. Over the years, powerful and practical, as well as long-lasting vehicles

Hinowa today

Hinowa currently occupies a 90,000 m² production area, 27,000 of which are covered. As well as investing in state-of-the-art machinery and experienced human resources, the company based in the Veneto region has chosen to significantly bet on internationalisation by setting up centres of excellence in Europe, North and South America, Australia and Asia. Current products include: aerial platforms, mini-dumpers, crawler forklifts and crawler undercarriages.

have been developed using the versatile Hinowa crawler undercarriages, excellent work mates with in a variety of sectors. All by adhering to four fundamental cornerstones: technological innovation, compact size, sturdiness and functionality.