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Franna Cranes Selects Sound Heavy Machinery To Represent Its Portfolio in The Carolinas

(Wilmington, NC – April 2, 2025) Sound Heavy Machinery (SHM) has been named the official Franna Crane dealer for North and South Carolina. The Wilmington-based dealership will represent Franna in selling, marketing, servicing, and offering parts for the five current “pick & carry” cranes offered in the United States. As a Terex® brand, Franna “pick and carry” cranes live up to their name with the strength and easy operation to pick up heavy loads and the steering flexibility to move in tight spaces. Franna’s cranes deliver high road speeds to get them to the jobsite quickly, and because the articulated frame needs no outriggers, contractors can get set up and begin working almost immediately. Sound Heavy Machinery owner, Mark Bobo explains the value of the partnership for both companies.

"Franna Cranes has over 40 years of experience in the crane segments abroad. We are pleased that they selected Sound Heavy Machinery to strengthen their distribution in the Carolinas," said Bobo. "It is a natural fit considering Franna is a Terex brand, and we are already an authorized Terex Rough Terrain Crane dealership. Their pick and carry cranes are a great addition to our portfolio of products."

Besides general construction and mining jobs, Franna serves a wide variety of markets including military operations, shipbuilding, hydro and nuclear power plants. SHM was founded in 2010 by Bobo and has shown steady growth since then. SHM offers other name-brand equipment such as **Anaconda, AUSA, Kobelco, ASV, Lamtrac Attachment Carriers, Terex Rough Terrain Cranes, and Faresin Telehandlers**. Besides renting equipment and selling new and used parts, SHM has a vibrant service department that services all makes and models of equipment for both the field and its service shop.

Franna Cranes are part of the Materials Processing segment at TEREX CORPORATION, a global manufacturer of aerial work platforms and materials processing machinery. Terex Corporation designs, builds, and supports products used in construction, maintenance, manufacturing, energy, minerals, and materials management applications from its facilities spread all over the world in North and South America, Europe, Australia and Asia. The US rough-terrain product line consists of 6 models ranging from 40 UST maximum lifting capacity with a main boom length of 99 ft. to 100UST maximum lifting capacity with a fully hydraulic boom stretching 154 ft. in length.

“Sound Heavy Machinery is a well-known dealer in the Carolinas and mid-Atlantic region s who have made great strides in growing its customer base as we know well from our current partnership with Terex Rough Terrain Cranes,’ said Ryan Perkins, regional manager for Terex’s Regional Sales manager. ‘We are extremely excited about extending our crane portfolio with SHM because it is a full-service dealership with a long history of providing quality products and services that are backed by experienced professionals.”

More information on all the Sound Heavy Machinery products and services can be found at www.SoundHM.com or by calling (888) 543-1263.

About Sound Heavy Machinery:

Sound Heavy Machinery, based in Wilmington, NC, is a premier construction equipment dealer for North and South Carolina. Our mission is to build lasting relationships with our customers so they can make Sound decisions. Our proud partners include Anaconda, AUSA, ASV, Kobelco, Terex Rought Terrain Cranes, Faresin Telehandlers, RubbleCrusher, and Steel Systems Installation. A partial list of market segments SHM services is construction, landscaping, mining, golf course maintenance, forestry, and recycling facilities. For more information, email us at info@SoundHM.com

About Terex Corporation:

Terex Rough Terrain Cranes is part of the Materials Processing segment at TEREX CORPORATION, a global manufacturer of aerial work platforms and materials processing machinery. Terex Corporation designs builds, and supports products used in construction, maintenance, manufacturing, energy, minerals, and materials management applications from its facilities spread all over the world in North and South America, Europe, Australia, and Asia.