THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Manufacturing and Industrial: The AI Visibility Report

Three machine reads of the 176 organisations in the Manufacturing and Industrial cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

132	46	4	44
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Prepared by The Crane Consultancy, Bath · thecraneconsultancy.com/research/ · Every score in this report can be re-measured live at thecraneconsultancy.com/ai-readiness/

EXECUTIVE SUMMARY

Only 4 of 132 sites clear 70. The rest is unclaimed.

Of the 176 sites approached, 44 could not be measured at all: 27 refused our reader outright, 12 gave it no response, and 5 serve pages that are empty until scripts run. Of the 132 sites our reader could read, 4 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 66), meaning is patchy (AI Search median 53), and identity is the collapse (Representation median 19, with 127 of 132 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 1 of the 10 lowest-ranked does. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

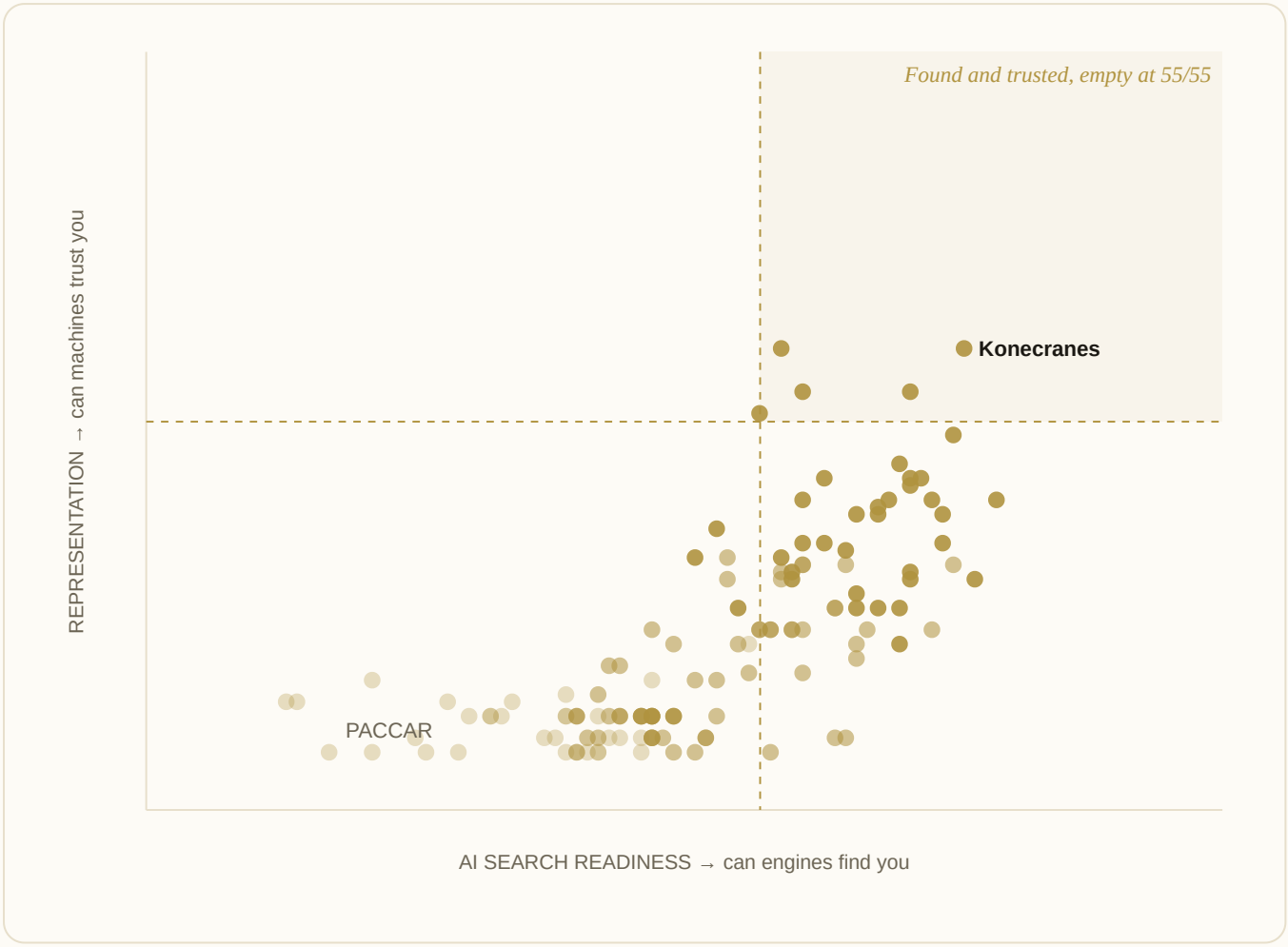
The three reads

AI Search Readiness. Median 53, range 13 to 79. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 66, range 30 to 92. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 19, range 8 to 64. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: this cohort is led by Konecranes on 72, while PACCAR sits on 20. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

INSIDE THE REPRESENTATION SCORE

What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

SUB-SCORE	WEIGHT	MEDIAN	SCORING ZERO	WHAT EARNS THE POINTS
Identity	30%	15	66 of 132	An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).
Disambiguation	30%	0	101 of 132	sameAs links to authoritative homes that resolve *and* name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile.
Authority	25%	10	35 of 132	A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.
Rights	15%	50	0 of 132	Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

What a zero means for a business

Zero on identity (66 of 132 sites here). There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

Zero on disambiguation (101 of 132 sites here). Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

The same four reads, two sites

	IDENTITY	DISAMBIGUATION	AUTHORITY	RIGHTS	REPRESENTATION
Konecranes konecranes.com · ranked 1	79	100	10	50	64
Yara International yara.com · ranked 60	29	0	10	50	19

Why the pair. Konecranes leads this cohort. Yara International is the ordinary case, the site whose representation score sits closest to the cohort median of 19. It is ranked 60 of 132 overall, in the stronger half of the table. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

Every site our reader could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	Konecranes konecranes.com	**72**	76	77	64
2	Amcor amcor.com	**71**	75	86	52
3	Packaging Corporation of America packagingcorp.com	**70**	79	87	43
4	Vertiv vertiv.com/en-us	**70**	59	86	64
5	Dassault Aviation dassault-aviation.com/en	**68**	70	87	48
6	International Paper internationalpaper.com	**68**	71	87	46
7	Crown Holdings crowncork.com	**67**	68	92	42
8	Evonik Industries evonik.com/en.html	**67**	71	72	58
9	Symbotic symbotic.com	**67**	72	83	46
10	Flowserve flowserve.com	**66**	73	83	43
11	KUKA kuka.com	**66**	77	89	32
12	Trimble trimble.com/en	**65**	74	83	37
13	Smurfit WestRock smurfitwestrock.com	**62**	61	87	37
14	Teradyne teradyne.com	**62**	74	70	41
15	Johnson Controls johnsoncontrols.com	**61**	65	82	36
16	Novanta novanta.com	**61**	70	90	23
17	Prysmian prysmian.com/en	**61**	66	87	30
18	Air Liquide airliquide.com	**60**	66	87	28
19	CRH crh.com	**60**	59	87	35

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Howmet Aerospace howmet.com	60	60	87	33
21	Sandvik home.sandvik	60	71	65	45
22	Sonoco sonoco.com/na	60	70	83	28
23	Wabtec wabteccorp.com	60	69	69	43
24	Coats Group coats.com/en	58	68	79	28
25	Danfoss danfoss.com/en	58	57	63	55
26	Endress+Hauser endress.com/en	58	60	83	32
27	KONE kone.com/global/en.html	58	71	71	33
28	KION Group kiongroup.com/en	57	51	85	35
29	Manitowoc manitowoc.com	57	71	69	32
30	Schneider Electric se.com/ww/en	57	61	52	58
31	XP Power xppower.com	57	68	62	41
32	Honeywell honeywell.com/us/en	56	61	63	43
33	Keyence keyence.com	56	63	69	37
34	Weir Group global.weir	56	53	76	39
35	TE Connectivity te.com/en/home.html	55	63	56	46
36	UPM-Kymmene upm.com	55	66	59	41
37	Volvo Group volvogroup.com/en	55	55	82	28
38	Nucor nucor.com	54	64	89	10
39	Siemens siemens.com/en-us	54	73	65	25
40	Wärtsilä wartsila.com	54	65	62	34
41	Dow dow.com/en-us	53	75	50	34

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Heidelberg Materials heidelbergmaterials.com/en	53	64	68	28
43	JCB jcb.com/en-US	53	61	63	34
44	Metso metso.com	53	67	68	25
45	Tata Steel tatasteel.com	53	54	71	35
46	Carrier Global carrier.com/us/en	52	59	65	33
47	Pentair pentair.com	52	51	87	18
48	Sherwin-Williams sherwin-williams.com	52	61	62	34
49	Trane Technologies tranetechnologies.com/en/index.html	52	64	65	28
50	Airbus airbus.com/en	51	60	69	25
51	Kongsberg Gruppen kongsberg.com	51	59	62	32
52	Huntington Ingalls Industries hii.com	50	61	65	25
53	L3Harris Technologies l3harris.com	50	66	62	23
54	Morgan Advanced Materials morganadvancedmaterials.com/en-gb	50	66	62	21
55	Northrop Grumman northropgrumman.com	50	54	63	32
56	BASF basf.com/us/en	49	57	66	25
57	Croda International croda.com/en-gb	49	60	62	25
58	Forterra forterra.co.uk	49	65	73	10
59	GE Aerospace geaerospace.com	49	58	65	25
60	Yara International yara.com	49	61	68	19
61	Boeing boeing.com	48	57	62	25
62	Hitachi Energy hitachienergy.com	48	58	62	25
63	Illinois Tool Works itw.com	48	56	69	19

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Renishaw renishaw.com/en/renishaw-enhancing-efficiency-in-manufacturing-and-healthcare--1030	48	52	82	10
65	Sika sika.com	47	47	69	25
66	Akzo Nobel akzonobel.com/en	46	43	76	20
67	Murata Manufacturing murata.com	46	42	87	10
68	Rheinmetall rheinmetall.com/de	45	55	58	23
69	Victrex victrex.com/en	45	58	68	8
70	Leonardo leonardo.com/en	44	44	68	20
71	Mondi mondigroup.com	44	47	71	13
72	PPG Industries ppg.com/en-US	44	53	62	18
73	Saab saab.com	44	49	69	13
74	Covestro covestro.com	43	47	68	13
75	Elbit Systems elbitsystems.com	43	49	68	13
76	Mitsubishi Heavy Industries mhi.com	43	49	68	13
77	Nutrien nutrien.com	43	53	62	13
78	Otis Worldwide otis.com/en/us	43	46	69	13
79	Oxford Instruments oxinst.com	43	44	71	13
80	Rockwool rockwool.com/north-america	43	47	69	13
81	Arkema arkema.com/global/en	42	46	68	13
82	Daimler Truck daimlertruck.com/en	42	49	69	8
83	Linde linde.com	42	48	68	10
84	Smiths Group smiths.com	42	47	68	10
85	Solvay solvay.com/en	42	47	69	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Thales thalesgroup.com/en	42	46	68	13
87	Emerson Electric emerson.com/en/corporate	41	52	62	10
88	RTX rtx.com	41	49	52	23
89	Spirax Group spiraxgroup.com	41	40	69	13
90	AGCO agcocorp.com/us/en/home.html	40	47	62	10
91	Atlas Copco atlascopco.com	40	42	62	16
92	Babcock International babcockinternational.com	40	40	68	13
93	Holcim holcim.com	40	41	69	10
94	Kubota kubota.com	40	44	62	13
95	LyondellBasell lyondellbasell.com	40	47	59	13
96	Marshalls marshalls.co.uk	40	51	62	8
97	Vulcan Materials vulcanmaterials.com	40	43	63	13
98	Rotork rotork.com/en	39	42	62	13
99	AMETEK ametek.com	38	34	65	15
100	Embraer embraer.com	38	39	68	8
101	Fanuc fanuc.co.jp	38	33	68	13
102	Huhtamaki huhtamaki.com	38	39	62	13
103	Lockheed Martin lockheedmartin.com	38	47	50	18
104	Yaskawa Electric yaskawa-global.com	38	39	62	13
105	Alcoa alcoa.com/global/en/home	37	46	56	10
106	Ecolab ecolab.com/en-us	37	47	52	13
107	Grundfos grundfos.com	37	42	60	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Ibstock ibstock.co.uk	37	41	62	8
109	Terex terex.com	37	44	56	10
110	thyssenkrupp thyssenkrupp.com	37	40	63	8
111	TT Electronics ttelectronics.com	37	38	62	10
112	voestalpine voestalpine.com/group/en	37	30	69	13
113	Johnson Matthey matthey.com	36	37	62	10
114	Nidec nidec.com/en	36	32	62	13
115	QinetiQ qinetiq.com/en	36	43	56	10
116	Spectris spectris.com	36	56	30	23
117	Steel Dynamics steeldynamics.com	36	42	57	8
118	Synthomer synthomer.com	35	40	56	8
119	Textron textron.com	35	32	59	13
120	CNH Industrial cnh.com	34	28	58	15
121	Mitsubishi Electric mitsubishielectric.com/en	32	29	58	8
122	Komatsu komatsu.jp/ja	31	25	58	10
123	Rockwell Automation rockwellautomation.com	31	21	65	8
124	Teledyne Technologies teledyne.com/en-us	31	21	54	18
125	Alstom alstom.com	30	46	30	13
126	Deere & Company deere.com/en-us	30	39	34	16
127	Oshkosh oshkoshcorp.com	28	46	30	8
128	Assa Abloy assaabloy.com/group/en	27	40	34	8
129	Kingspan Group kingspan.com	23	26	34	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
130	BAE Systems baesystems.com	21	14	34	15
131	Cemex cemex.com	21	13	34	15
132	PACCAR paccar.com	20	17	34	8

The 44 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

What was measured, posture by posture. Of the 44 sites here, 27 refused our reader, 12 gave no response and 5 served a page that is empty until scripts run.

Refused the reader (27). The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

No response (12). Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

Script-only page (5). The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

General Dynamics · refused the reader
TransDigm Group · refused the reader
Rolls-Royce Holdings · refused the reader
Safran · refused the reader
Chemring Group · refused the reader
Parker Hannifin · refused the reader
Ingersoll Rand · refused the reader
IMI · refused the reader
Halma · refused the reader
Melrose Industries · refused the reader
Amphenol · refused the reader
Corning · refused the reader
discoverIE Group · refused the reader
Cognex · refused the reader
Cummins · refused the reader
ESAB · refused the reader
Lincoln Electric · refused the reader
Nordson · refused the reader
Xylem · refused the reader
Watts Water Technologies · refused the reader
Air Products · refused the reader
ArcelorMittal · refused the reader
Saint-Gobain · refused the reader
Geberit · refused the reader
Ball Corporation · refused the reader
Sealed Air · refused the reader
Stora Enso · refused the reader
3M · no response
Eaton · no response
Roper Technologies · no response
Dover Corporation · no response
ABB · no response
Omron · no response
Caterpillar · no response
Knorr-Bremse · no response
Schaeffler · no response
DuPont · no response
Nippon Steel · no response
Graphic Packaging · no response
Mettler-Toledo · script-only page
SKF · script-only page
Vesuvius · script-only page
Festo · script-only page
Breedon Group · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-09-01. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

How this cohort was drawn

The list of 176 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 176 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

132 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 132 sites our reader could read; how the 44 it could not would have scored is unknown, and this report does not assume they would have scored worse.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.