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Vertikal Days 37

Now in its third year, Vertikal Days has firmly established itself as THE lifting show for the UK and Ireland, with its relaxed atmosphere conducive to networking, making new contacts, discovering new products and ideas and in some cases, trying out the

equipment in the demonstration area. Here is the 12 page show guide.



Mastclimbers 49

We take a closer look at the pros and the cons of using mastclimbers and ask why only a few

> contractors are exploiting the benefits they offer.

> > **IPAF**



takes a look at one of the most popular items of site equipment. decimated by

markets well down on last

the current market conditions. Or is it?

Despite its problems, Intermat remains one of the world's largest international equipment shows. See what was happening in the Cranes&Access review.

Self erectors 32

As if the current economic climate isn't enough of a challenge, self erecting tower crane rental companies (particularly those with small fleets) have a variety of other issues to watch out for. Cranes&Access takes a closer look at these and at the pros and cons of using small tower cranes rather than telehandlers on-site.

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Plant shutdown, Annual dealer guide, Industrial access, Pick and carry cranes and Vertikal Days review,

Comment 5 News 6

WD Bennett fails and re-emerges, Traklift acquired, Ainscough's first big crawler arrives, PB goes with Ranger, Tadano confirms Knecht appointment, Access Rentals in administration, Elavation acquires Safeline, New European distribution centre for Genie, GGR launches Airlift, Isoli to appoint UK dealer, Sholz joins Sany, Jekko unveils new mini crane, Holland lift to launch Eco range, SED roundup.

from boom to bust within six months with sales to the construction sector in several major

vear. Mark Darwin

Summit 63 The 2009 IPAF summit and awards dinner is

now long past, however as promised, we are publishing our alternative photo album of the Dublin event. Hopefully the following pages will give an accurate flavour of the event, albeit in a humorous and irreverent manner.

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and a look back at 10 years of Cranes&Access.

Telehandlers 17

The telehandler sector appears to have gone



Intermat review 25

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On the cover:

Did you guess it? Part of a Merlo 40.25 MCSS telehandler on show at Intermat





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Mastclimbers



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Cranes &access

For users & buyers of lifting equipment May/June 2009 Vol. 11 issue 4

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It's specialist showtime

As the exhibition season reaches its peak it's all a little confusing.

At one extreme we have very

successful and well established shows such as Hillhead deciding that this year is too hard, postponing the event until next year; SED went ahead in a greatly reduced mode with most of the 'bolt on' sectors such as recycling and access giving it a miss and then we had Intermat where it was almost business as usual although attendance was down around 10-15 percent.

It would appear that the economic crunch may well have finally polarised companies' views on shows and it seems the ayes are with either the specialist shows or the mega annual show. For our sector this means Bauma, Conexpo and Intermat (yes, I think that it still has a valid place in the three year, global show cycle).

That leaves the specialist shows. At the same time as SED there was the Safety & Health Expo at the NEC. Only the first time I have been to this but I was impressed with the vitality, attendance and positive buzz. Cranes&Access' own Vertikal Days - solely aimed at the cranes, access and lifting sector - is now in its third year and despite the current climate, 2009 has more exhibitors than ever before. With about 60 access manufacturers represented it looks set to be the biggest access equipment show yet in the UK (not forgetting the 30 or so crane and numerous other affiliated companies attending).

But why are the specialist shows doing so well?

Companies may finally be realising that the general equipment exhibition attracts customers after 'general equipment' and for visitors it is easier and better to have a show where every exhibitor is of interest? For the exhibitors the returns are better at a show that may be smaller, may have less visitors but where every visitor is a potential customer.

If you haven't yet been to Vertikal Days at Haydock Park it is well worth making the effort. A full show guide - including information on exhibitors, seminars and meetings - is included in this issue as well as a run-down of all the World, European and UK launches - and there are quite a few.

Yes there is a global recession, but an enormous amount of business is still being done. And the best way to get more business is to meet more companies in your sector and the specialist show is probably the most cost effective way of doing it.

See you at the end of June - oh and bring an umbrella. After all, it is England in the summer!

Mark Darwin

Please mail, email or fax any comments you may have, to the editor, stating if we may publish them or not.



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