

IPAF report puts rentals in good position to weather crisis

Rental revenues in Europe for MEWPs peaked in 2007 at almost €5 billion, according to the IPAF European Powered Access Report 2008 released at Intermat in Paris. According to the report MEWPs account for 24 percent of the total European market for construction equipment rental. While the overall market increased by almost 21 percent in 2007, it is estimated to have slightly declined during 2008 and will decline further in

2009 as a result of the current economic crisis.

However, the report predicts that the reduction in rental revenues due to lower overall demand will not reduce the incidence of equipment rental within the various national markets. Lower rental rates and poor credit availability will make rental a more viable option for many users both within and beyond the construction industry. Despite the economic downturn, rental penetration rates for MEWPs are expected to rise.

The IPAF European Powered Access Rental Report 2008 can be purchased at €175 (IPAF members) or €265 (non-members). IPAF has also published the IPAF US Powered Access Rental Report 2008.

The two reports can be purchased together at a special price of €290 (IPAF members) or €435 (non-members) at the publications section of www.ipaf.org.



Access awards celebrate the winners

Close to 400 access industry professionals attended the first ever International Awards for Powered Access (IAPAs) in Dublin last month, with big winners including Riwal, Netherlands (Access Rental Company of the Year); JLG (product of the year for the LiftPod); Denis Ashworth and John Fuller (jointly awarded the Lifetime Achievement Award); and Mauro Potrich of CTE, Italy (IPAF Instructor of the Year).

Other winners included Andy Studdert of US-based NES Rentals (IPAF Safety Champion of the Year) and UK-based A-Plant (Access Industry Training Award). Atlanta-based Mastclimbers took the Mast Climbing Work Platform Achievement Award and Camillo Vismara, Switzerland won for the Best Marketing Campaign for IPAF Training.

The 2010 IAPAs will be held in London. The date and venue will be announced shortly. Details at www.ipaf.org/iapa.



Pat Cox, a former president of the European Parliament, gave the audience an insight into the process of European enlargement and the current economic crisis. Other speakers on the panel (left to right): John Ball of Height for Hire Ireland, Michael Kneeland of United Rentals and Kevin O'Shea of Mastclimbers, with IPAF managing director Tim Whiteman.

Seize market opportunities in difficult times, says United Rentals CEO at IPAF Summit

Access rental companies should face the current economic crisis with "open minds and open eyes" and dare to take strategic decisions, be it changing their sales structure or leveraging on size, said United Rentals CEO Michael Kneeland at last month's IPAF Summit in Dublin.

The chief executive of the world's largest construction equipment rental company was addressing more than 200 delegates who had come to learn more about "Dynamic powered access solutions in difficult times".

"Price is something we shouldn't play with," said Kneeland, highlighting recent United Rentals research that showed customers putting price as their fifth priority. "Your best customer will pay a higher price, because you are giving them something they value. Go out and create value. Be good stewards of the industry."

Commenting on the role of IPAF in the powered access industry, Kneeland said: "That's what excites me about

this federation - the collection of people, the collection of ideas."

United Rentals' application for IPAF membership was approved at the IPAF Council meeting earlier that day, taking the federation's membership to a record 673.

Also speaking at the Summit was John Ball, managing director of Height for Hire Ireland and IPAF president. Ball charted the company's strategic route through several recessions. He pointed to specific solutions for powered access including diversification from construction, investing in new equipment and internal systems, developing maintenance, and building and expanding on training.

The IPAF Summit 2010 will be held in London, together with the International Awards for Powered Access (see next story).



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Celebrating a lifetime of achievement: John Fuller (extreme left), recently retired from Genie, receives his award from Access International managing editor Murray Pollock. Denis Ashworth (extreme right), one of the access industry pioneers who started with Simon, receives his award from IPAF president John Ball.