

Platformers' Days 2009



28th and 29th of August 2009 in
Hohenroda/Germany

10
years



Mobile lifting and moving — The leading show for lifting and access equipment in the German-speaking region with domestic and international exhibitors presenting a wide range of current and new technology: Aerial work platforms, cranes, hoisting devices, mobile scaffold towers, telehandlers, etc.

When: 28th and 29th August 2009

Where: Hessen Hotelpark Hohenroda (Germany)

For further information please email us at: 2009@platformers-days.com

www.platformers-days.com

Ainscough duo

Construction related diecast models are usually commissioned by the Original Equipment Manufacturers for promotional purposes. The costs of making a model are high, with significant investment in prototyping and making the moulds, and these costs have to be set against production runs which are typically in the low thousands.

It is therefore impractical for other companies such as crane rental companies to commission their own models. However another avenue that is open is to have an existing model produced in company colours, usually as a limited edition. Models in crane company colours are popular in Germany and Holland, but are far rarer in the UK.

One UK company that has recently seen a couple of models produced in its colours is Ainscough, which has ordered a Liebherr LTM1070 All Terrain crane and Nootboom six axle ballast carrier. The Liebherr LTM1070 is a popular crane model made in Germany by Conrad, and its smaller size and lower cost means it is well suited to being produced in company liveries. The Ainscough version looks particularly sharp in its yellow and blue livery and

the lettering and other graphics have been authentically reproduced.

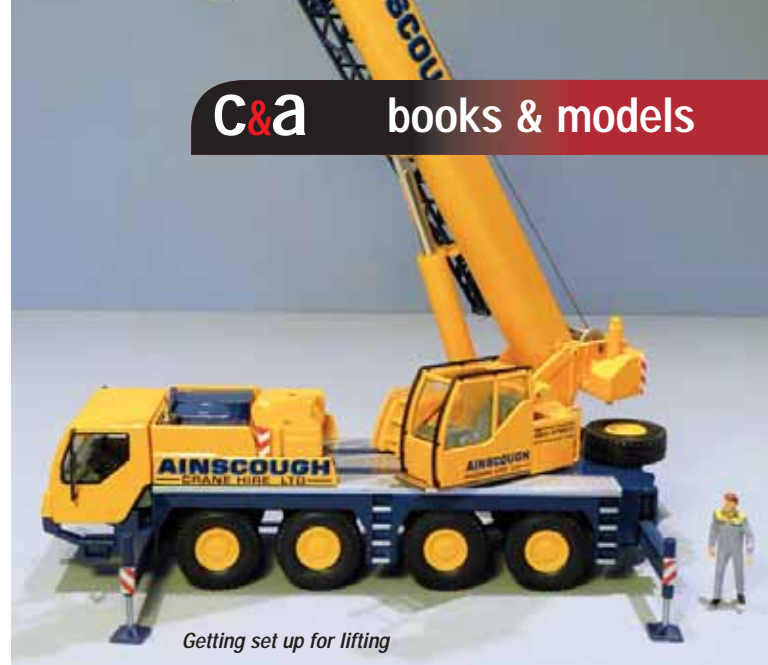
The model itself is typical Conrad quality, being well engineered and solidly made, with nearly all the parts made out of metal which makes them heavy, and tough enough to play with. The detail level is not as high as on many more recent models, but there is enough for it to be convincing, and it makes a good promotional item. This Ainscough version promises to be fairly rare, with just 100 models commissioned.

The Nootboom Ballast Carrier model is made by the Dutch company WSI, and is one of the new breed of highly detailed truck models that it excels in. It is an exact representation of one of a newly acquired fleet that Ainscough have bought from Nootboom. Once again the Ainscough livery makes the model particularly outstanding, and the quality of the graphics is first rate.

A particular feature of the Nootboom is the level of detail. Underneath the trailer, cabling to all of the axles is depicted and the replica timber deck even has the screw holes where it is fixed to the metal frame. The features on the model are equally good, with proportional steering on the axles and the first axle can be raised out of

C&a

books & models



Getting set up for lifting

service, the suspension on the axles is also fully operational. This Ainscough version is once again a limited edition, produced in a run of 350 models.

So what is the value in promotional models? Gemma Marshall of Ainscough says that the models are popular across the construction industry and make a really good company gift. They can also be given as retirement presents and are sometimes donated as prizes for charitable causes. They are also greatly appreciated by serious collectors for their rarity value.

To read the full review of these models visit www.cranesetc.co.uk

Commissioning limited edition models

Most model makers can produce models in company colours and the first decision to be made by a company wanting some promotional models is to choose the machine and this then

dictates the model company to be approached.

Generally speaking just about any model in current production can be produced in company colours. Model makers need photographs of the original machine in its livery, and typically minimum orders are 250 units with lead times of around three months, but sometimes longer depending on the model. Other alternatives include having simple company decals applied to models in OEM colours which can be a faster solution and ordered in smaller quantities.

Any company considering ordering some promotional models should contact Ian Webb via the Cranes Etc website using cranesetc@googlemail.com, and he will try to advise which model company to approach and provide a contact.

The ballast carrier loaded up



Excellent details on the Nootboom



The makings of a model Ainscough fleet



The Liebherr looks very smart

