### September showtime!

September was a very busy month for regional shows around Europe after the relative quiet of the summer. We review Germany's specialist access and lifting event Platformers' Days at its usual location in Hohenroda in rural central Germany, the International Forestry Exhibition - APF 2012 - held in the UK on the Ragley Estate in Alcester, Warwickshire and the Dutch access event Verticaaldagen in Beekse Bergen, Hilvarenbeek, Netherlands.

Given the horrendous weather throughout Europe over the past few months, all three were blessed with dry and mainly sunny days which helped with the general industry optimism, although visitor attendances were, at best, similar to previous years. The show season continues in October with SAIE in Bologna, Italy which will be reviewed in the November issue of Cranes & Access.

### Verticaaldagen 2012



This year's Verticaaldagen in the Netherlands was bigger than ever, attracting more exhibitors than the 40 or so at the last show in 2010 with the increased amount of equipment giving a more vibrant feel. Held at the same venue as both the previous shows - the Safari Park at Beekse Bergen, Hilvarenbeek visitor numbers were reasonable (up to 450 on the first day) even though the sunny weather did its best to entice more to attend.

Given that this was the last specialist show in Europe this year following the UK's Vertikal Days in June and Platformers' Days in Germany in September - it was surprising to see several new items of equipment - with the hint of at least one more.....

### Peinemann

Although not the biggest truck mounted platform on the show that award went to Colle Rental & Sales with its 103 metre Palfinger WT1000 - Peinemann's 90 metre Bronto S90HLA was very interesting, featuring an innovative method of loading and unloading large steel outrigger mats using an on-board 500kg capacity Reedyk mini crane. A full review of the product can be seen on page 42.

### Eurosupply

The Eurotrax 12 from Eurosupply Hoogwerksystemen combines a 12 metre Niftylift boom with an Italian fixed-track chassis. Although it is not yet in full production (hopefully 2013), two units have already been sold to customers in Holland. The







diesel powered, no outrigger platform is said to be significantly quicker to operate than a spider lift and can be driven at full height.

### ATN

French manufacturer ATN displayed the production version of its Piaf 1100R (shown as a prototype at Intermat). The Zebra 16 (also shown as a prototype in Paris) will hopefully be fully ready next summer. The company said it has recently sold its first unit to Australia (a tracked Piaf 810) and just appointed a new dealer for Denmark and Sweden - Lift Specialisten based in Malmö, Sweden.

### **Power Towers**

UK low level specialist Power Towers teased visitors by hiding its prototype Peco Lift - a new 1.5 metre, purely mechanical push around platform - out of sight. Although no photographs were allowed all will be revealed very soon. The lift has several innovative features (including the 150kg platform capacity lift mechanism) and various safety features. Peter Ellis of Power Towers said that the lift had already been shown to major rental companies and feed-back was very positive.

### Dingli

Through its dealer Alp-lift, Chinese manufacturer Dingli had a good spread of scissor lifts which are now all available with direct electric drive and improved battery capacity. It also showed a new push around platform - the 14 metre AWP 10-1000 - which looked very similar to the Genie AWP machines. Four platforms will be available in the range - six, eight, 10 and 14 metres.

### Böcker

German crane and access manufacturer Böcker showed off its largest trailer crane ever - the 1.8 tonne, 34 metre AHK34/1800SF with a gross weight of less than 3,500kg. The boom uses a mix of aluminium and steel which, says the company, gives both light weight but also less boom flex. The trailer crane has variable outrigger positions (fully monitored by the on-board electronics) to provide optimum working envelope. The unit is fully remote controlled and has automatic levelling.











12.5 metre working height hybrid on a 3.5 tonne chassis

Holland Lift 0135EL18 is a two wheel drive, 1.8 metre wide scissor with a 15.5 metre working height and 750kg platform capacity



### Platformers' Days 2012

Last month the German specialist access and lifting event Platformers' Days returned to its original format and location in Hohenroda, having combined with CeMAT last year.

It is hard to say whether it was the improving market, return to its usual location or the fantastic weather but the general consensus from both the exhibitors and visitors was that the show was a success, with numerous introductions made, talks held and deals reached.

Visitor numbers apparently matched the show's record year in 2007 with around 1,000 visiting over the course of two days. While this year's show fell between Intermat, Vertikal Days earlier in the year and SAIE this month, there were still a number of new product launches, particularly for the German market. Here is a roundup of the new products on show.

### OmmeLift

Omme Lift unveiled its new 23



metre 2300 EX compact telescopic trailer lift alongside its recently released 25 metre 2500 RXBDJ spider lift. The 2300 EX has a dual riser for six metres of up and over reach with an outreach of 10 metres with 200kg or 12.7 metres with 80kg platform capacity.

### Galizia

Galizia's German dealer Baumo Kranservice presented the six tonne Multis 636 hybrid machine for the first time to the German market. The battery/electric powered unit can be



used as a crane, telehandler or boom lift and is capable of lifting six tonnes on the hook, 3.6 tonnes with its forks and offers eight metres working height when its 230kg capacity basket is attached. Also on the stand and making its debut on the German market was the 10 tonne Unic URW-1006 spider crane.

### Giraf Track

Giraf Track's GT580-3C compact crane, which was unveiled at Intermat was on show and deliveries are due to start next month. The eight tonne mini crawler crane is available with or without a cab, can lift a tonne at its maximum radius of 13.5 metres and has the ability to lift and travel with a load of up to 6.2 tonnes.



#### Ruthmann

Ruthmann displayed its 46 metre T460 truck mounted lift in the livery of UK truck mounted rental specialist AA Access. Ruthmann also announced that it is to unveil a 54 metre T540 truck mounted lift early next month. It will become the second model of three in its



height-performance range which will be completed at Bauma next year with the arrival of the 70 metre plus T7XX.

### GSR

GSR unveiled its latest B200TJ Comfort X on the Rothlehner stand. Mounted on a 3.5 tonne truck the lift combines a telescopic boom with a jib to achieve 20 metres working height and offers up to 11.9 metres outreach. Rothlehner also showed the new 13 metre Bluelift R130 spider lift.



### CTE

CTE's Zed 21 JH articulated truck mounted lift - the latest in its 21 metre Zed 21 range - was the main feature of the Hematec stand with its 300kg unrestricted platform capacity, dual riser, telescopic boom and 145 degree articulated jib, offering an up and over height of nine metres with 10 metres of outreach.





Genie's new 14 metre GTH 4014 telehandler made its European





**C%**2

offers up to nine metres outreach with 1.25 tonnes. Also on the Genie stand was its new 14 metre GS4069 DC electric scissor lift.

### Hinowa

Hinowa is celebrating its 25th anniversary with the launch of the 17 metre Lightlift 17.75 IIIS - the first unit in its new Performance IIIS spider lift range. With an up and over height of eight metres and seven metres of outreach, the new lift has an unrestricted platform capacity of 230kg. It has also updated its electronic technology allowing for information to be downloaded from the machine.



#### Oil&Steel/Palazzani

Following last year's 'strategic agreement' between Oil & Steel and Palazzani, the two companies shared a stand. Oil & Steel showcased its



Snake 2815 Compact on a six tonne truck with 27.5 metres working height and just over 14 metres of outreach.

Palazzani introduced its 27 metre TSJ27 and its recently improved 32 metre XTJ32 spider lifts. The company said the improvements on the XTJ32 include radio remote control as standard, a new inverter speed controller and a new drive system which allows the machine to achieve a travel speed of 3.5km per hour. The company also said it will unveil a new 25 metre TSJ25 spider lift to replace its 23 metre

TSJ23 at SAIE. The organisers have scheduled the next Platformers' Days for 2014 and have changed the month to May ... To see more

photos from the show go to www.vertikal.net and put Platformers Days in the site's search box.



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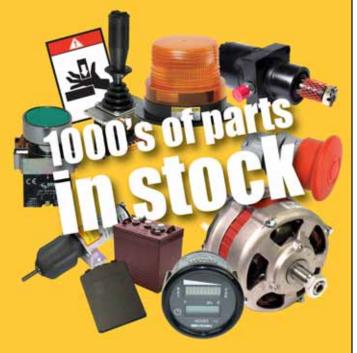
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### International Forestry Exhibition -APF 2012

The 19th International Forestry Exhibition - APF 2012 was held at the Ragley Estate in Alcester, Warwickshire and attracted several hundred exhibitors scattered over the 140 acre site and several thousand visitors.

The show has plenty for all including the world 25 metre pole climbing championships, the European horse logging championships as well as logging demonstrations and a chainsaw carving competition. However if you just wanted to seek out the latest equipment, then the show's main show areas and woodland circuit - which winds its way through a mile of forest - was excellent. Being a forestry show access equipment is still relatively sparse however there were a few interesting exhibits.

#### Movex

Movex had its 13 metre working height PL130TL on the Powerlift stand, mounted on a modified Land Rover chassis - with increased ground clearance for the rear outriggers specifically for the UK market. Powerlift also supplies Marooka-type racked chassis platforms up to 30 metres.

### Multitel

Multitel displayed a good selection of equipment up to 29 metres, although nothing new was on show, European sales manager Jerry Kist did reveal details of two new truck mounts that will be seen at SAIE. The first is the 20 metre MJ201 with two section jib telescoping from 2.5 to four metres. Outreach is 9.5 metres with 230kg. The second new platform is the MJ235 - basically a smaller version of the MX250. The 23 metre platform has an outreach of 9.2 metres with 200kg, or 12.2 metres with 80kg in the platform.

Tracked and truck mounted platforms from Multitel's UK distributor Access Industries. The truck mounts included a 29 metre mounted on a 7.5 tonne chassis and a 25 metre platform on a 3.5 tonne Nissan Cabstar



Affordable Access was out in force with its SUP Elefant and Comet platforms. Largest truck mount was the new 22 metre Comet on an Iveco chassis. Smallest - the diminutive Piaggio Porter chassis with 14 metre Comet platform

#### Atlas-Penz

In a tie-up eight weeks prior to the show, German loader crane manufacturer Atlas has joined forces with specialist timber handling and loading crane manufacturer Penz Crane of Austria to distribute and service products in the UK.

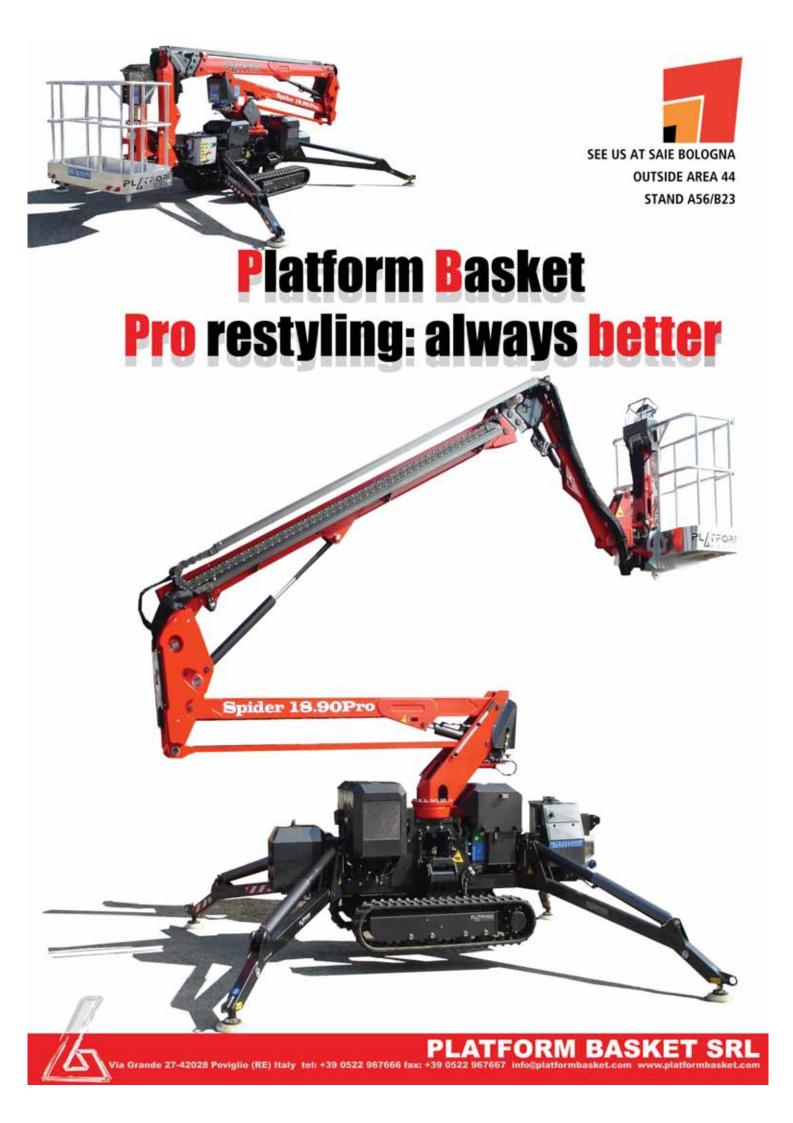




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### Europlatform CRA 2012 EUROPLATERENCE FOR EUROPLATERENCE FOR EUROPLATERENCE FOR EUROPEAN ACCESS PROFESSIONALE

The sixth annual Europlatform conference, which took place in Edinburgh, Scotland this September, was the first to be held in the UK. More than a hundred delegates attended the event to hear speakers from all over Europe discussing a range of topics relating to this year's theme 'Success in Access Rentals'.

In spite of the ongoing economic uncertainty it was generally agreed that the past year has been a positive one for the access rental market and importantly a good year for recovery. Adopting an optimistic approach IPAF president Wayne Lawson suggested that most companies have in fact benefited from the recession. He said: "Our resilient industry has been forced to change its outlook to uncover new opportunities, seek out alternative avenues and penetrate potential markets. It has driven down waste, become more efficient and streamlined and is now less susceptible to potential downturns. It has become customer oriented - with a greater emphasis on offering a customer a complete package rather than just a machine."

Riwal chief executive Norty Turner added: "Professionalism in our industry increases every day and has matured during these uncertain times." Guest speakers throughout



the conference expanded on changes in the post-recession market and gave advice on how certain methods, examples and practices can contribute to a successful access rental company.

Keynote speaker Norty Turner set the standard with an enthusiastic presentation stressing the importance a concise business strategy can have when combined with effective communication.

He began by outlining six components integral to Riwal's 'one page plan' which comprised the company's vision, mission, values, objectives, action plans and individual strategies. "Whether your company is the market leader or has just one depot, it is fundamental to implement a strategy and ensure everyone within the company understands their role and how it relates to what the company is striving to achieve. As part of the business model at Riwal every senior manager has their own 'one page plan' which interlinks with other members within the company."

"A strategy is rendered useless however if it is not regularly monitored with monthly reviews. Organisation, discipline and execution play a vital part. Therefore 'prior' to a monthly review each senior manager sends his one page plan to the other senior managers and that way when the meeting begins they can work on solving problems rather than addressing them. To remain focused and on target, key performance objectives, priorities and action plans need to be quantifiable and given realistic time scales. To be successful you need to achieve a balance within your company, you need to execute objectives, results need to be managed and rewarded and above all you need to deliver on the strategy." Duncan Hullis, director of UK sales

and European programme management for De Lage Landen, spoke on asset finance, focusing on how various factors facing lenders are impacting rental companies. The key factors include Basel III, government regulations due to bail-outs, funding costs, liquidity limitations and technological changes. He went on to explain that the subsequent effect of these factors is resulting in a higher cost of borrowing, less flexibility, tougher credit underwriting, less choice and increased scrutinisation and auditing. However he stressed that it is not all 'doom and gloom' and that money is still available - De Lage Landen for example lent a record amount to companies this year - but what is important is that companies recognise that the cost of money has increased.

A question was asked whether start-up companies which have previously filed for bankruptcy should qualify for financial backing. Hullis answered: "Unfortunately there is no



hard and fast rule. Banks will inevitably have to look into whether a company has failed due to unforeseeable factors or just bad management. It is likely that they will still qualify for financial backing but less likely than say five years ago."

### Lessons from the German market

Kai Schliephake, managing director of PartnerLift explained the potential lessons to be learnt from the German access market and examined the possible reasons why its access rental market is so fragmented.





"The German market is driven by specialised access rental companies, mostly made up of small to middle sized businesses. The impact of large general rental companies is smaller than in other countries and as a result the market is still maturing with steady growth opportunities."

The mittelstand - small to medium sized businesses - make up 99.7 percent of all German companies. A typical rental company is family owned with a well maintained fleet of 35 to 125 high quality machines that will last. Most companies take a long term view and do not take on the high debt levels that many major corporate companies do. By financing their own equipment they are financially dependable. There is an 'ownership mentality' whereby they grow attached to their machines, even going as far as to name them! Machines typically remain in a fleet for eight or nine years before being sold off to small end users. Most importantly though they are very customer orientated, seeking to build close, and often personal relationships.

Jesper Rom Knusden, head of direct sales of Trackunit gave a very interesting talk on the benefits of successfully implementing telematics within a rental company. The most obvious benefits include remote troubleshooting, eliminating unauthorised and unspecified usage, GPS location and the ability to provide customisable information.

The benefits of telematics are finally being recognised within our industry and because it offers so much potential we plan to review this presentation as well as the technology in greater depth later this year.

"With more than 800 million Facebook members, 800 million You tube users and a further 400 million Twitter users, if your company is not actively embracing social networking then your company could be missing out," was the message from Patrick Rizzo, marketing director of Loxam, who added: "It is very important not to miss the train!"

In his presentation - which highlighted the importance of engaging with customers via social media - he called on companies to adopt and benefit from the changes brought about by social platforms. Almost all 'business to consumer' companies have a social network policy and strategy, and to emphasise the point last year in France alone more than 310 billion advertisements were posted on social network sites.

"The first step is to understand social networks, the second is to be proactive and finally the third is to benefit," said Rizzo. "The best way to understand it is to be present and





The networking event was held at Edinburgh's Scotch Whisky Experience.



Who'd have known our industry enjoys a drink?!



proactive. To be part of it suggests that your company is innovative, connected and current with the times. It is a means to promote a company in a formal and controlled way, a medium to disseminate news, products, services, special offers and events. But remember there needs to be an element of fun - it is certainly not the place to display a break-down of your financial results!"

The final presentation of the day came from IPAF's technical director Chris Wraith who addressed the current situation surrounding anti-entrapment devices. There are some that would argue that antientrapment is a distraction, and an issue that that can be eliminated by good operator training and awareness. To some extent the latest accident statistics would support this - with only one case of entrapment resulting in a death being recorded on IPAF's new accident reporting database.

"The problem of entrapment, however minor, has been raised and although it is not yet mandatory it comes with a sense of morality. In this industry there is a duty of care and if there are systems available which can prevent fatalities then you are obligated to provide a standard of safety for your customers," said Wraith.

The location of next year's event will be Istanbul, Turkey in October 2013. For details visit:

www.europlatform.info or send an email to: info@europlatform.info.

# The spider challenge

Following the appointment of Bristol based Euraccess as the UK/Ireland dealer of Cela, the company held an open day and organised a spider lift challenge. Edward Darwin of Cranes & Access visited to find out more about the company and to see how its latest product - a 24 metre Cela DT24 spider lift - stacked up against two key competitors.

For the last 10 years Euraccess has been providing after sales service and inspections for a number of aerial lift manufacturers and more recently has started to offer IPAF training, refurbishments and equipment sales. Founder Chris Wills had heard that Cela was looking for a UK dealer earlier this year and travelled to its plant in Corefranca, Italy to check out the production facilities and inspect the product range. After a lot of discussion on both sides. details of a distribution agreement were worked out and an announcement made. Talking about the agreement Wills said: "The DT24 spider lift is a brilliant machine which has a lot to offer the UK market which in my opinion other machines do not."

Cela launched the 24 metre DT24 Spyder alongside the 15 metre DT15 Spyder at Internat in April. The DT24 is currently the largest in the range, although that may well change shortly. It shares its boom and lift structure with the company's 3.5 tonne truck mounted equivalent platform and offers 12 metres of outreach and 13.5 metres of up and over reach. The unit has a 4.8 metre by 3.55 metre outrigger spread and can reach 4.5 metres below ground level. It is also very compact and weighs only 2,800kg. Lee Roberts, owner of Bristol based Avon Access, said: "The DT24 is a very good machine and I am particularly impressed with its weight. The hydraulic tubes and electrical wires that run through the boom are easily accessible which eliminates the need to completely take apart the boom when carrying out maintenance work. I am also impressed with the extending height and width tracks which provide better ground clearance and that the boom has zero tail swing."

In order to demonstrate the new model against existing machines Euraccess asked Roberts to volunteer a 23 metre Teupen Leo23GT and a CTE 23 metre Traccess 230. Below is a table containing a breakdown of each machine's measured specifications and the time each took to fully deploy their outriggers and achieve full height.

There is no question about it the Cela DT24 is a top performing machine, as well as being one of the most

#### The three models compared Cela DT24 Teupen Leo 2<u>3GT</u> **CTE 230** Weight 2,800kg 3,100kg 3,040kg Stowed Length without basket 4.10 metres N/A 4.59 metres Stowed Length with basket 4.80 metres 6.20 metres 5.30 metres 1.95 metres Stowed Height Retracted 1.97 metres 2.00 metres Stowed Width without basket N/A 0.78 metres 0.8 metres Stowed Width with basket 1.15 metres 0.98 metres 1.1 metres Working Height 24 metres 23 metres 23 metres Speed of Setup - Outriggers 2min 40sec 5min 40sec 3min Osec to Full Height 12.0 metres 11.2 metres 11.5 metres Working Outreach Negative Working Envelope -4.5 metres N/A N/A Up and Over reach 14.0 metres 10.0 metres 11.5 metres Grade-ability (Driving) 35% 30% 31% Maximum set up grade 23% 26% 31% **Outrigger Foot Print** 3.6m x 3.55m 4.53m x 4.33m 4.29m x 4.49m





Chris Wills and Lee Roberts operating the machine

compact and lightest in the 23 to 25 metre lightweight category. However the 25 metre Multitel SMX250 although not tested has an extra metre of working height, is almost 200kgs lighter and has a little more outreach, although it does not offer quite as much up and over

height. The Teupen Leo 23GT performs relatively well specification wise, but was exceptionally slow in the test, possibly due to the fact that the test machine was an older model which the mechanics were up all night repairing in order to get it ready for the open day! While this side by side evaluation was limited, it does highlight that there are a new generation of machines now coming on the market and a great deal more choice. With Teupen's UK distribution up in the air and CMC likely to make some further announcements the small spider lift market currently dominated by Hinowa, Platform Basket and CTE is about to get more interesting.



### Cela truck mounts

Having initially ordered a Cela DT24 truck mount for demonstration purposes Euraccess decided that the weight issue is all too close for practical purposes and has decided to take the 24 metre unit on a 4.5 tonne chassis rather than the usual 3.5 tonne. While this will exclude younger drivers using the machine on a regular car driving licence, Euraccess believes that having the capacity to legally carry a full tank of fuel, outrigger mats tools and other gear is more important - especially as the authorities start to get more strict over weight limits.



CTE Traccess 230

### euraccess