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## On the cover:

Three Bavarian men in traditional costume enjoying the sights of the biggest Bauma show ever which attracted a record number of visitors.



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Bauma review



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ton Manitex truck crane, Holland Lift under new ownership and management, New Bronto XR range, First Superlift 3800 delivered, Record attendance at UK tower crane meeting, Bronto success in the UK, Mammoet collects the Liebherr set, Rail mounted crane and access platform, Atlas and Effer move closer, £12 million investment for Port Services, Weldex orders 11 crawlers, Manitowoc 31000 for Chunjo, Lifterz trials Dingli, First Tadano ATF400 in UK.

Spider lifts 17

We review the new 30 to 35 metre working height sector, compare the new 52 metre Palazzani against existing competition and look at several applications including the refurbishment of a modified spider lift working at the 'Gherkin' in London.



Self-erectors 27

Is the self-erector tower crane finally on the verge of making a breakthrough in markets outside of its strongholds in continental Europe? We speak to the two largest self-erecting rental companies in the UK - Mantis Cranes and Ladybird Cranes - and hear how contractor attitudes may be changing...

Bauma 2013  
review 37

The best Bauma ever broke all records in terms of visitors, exhibitors and space. We have dedicated 10 pages to a photographic review of the more interesting products and sights at the show.



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Days 52

Next month's Vertikal Days looks set to be the UK launch pad for a host of new products from crane, access, loader crane and telehandler manufacturers as well as associated equipment and services. Here is a flavour of what to expect.



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## In the next C&A

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**"Let me give you my vision: A man's right to work as he will, to spend what he earns, to own property, to have the state as a servant and not as master - these are the British inheritance. They are the essence of a free economy... And on that freedom all other freedoms depend."**

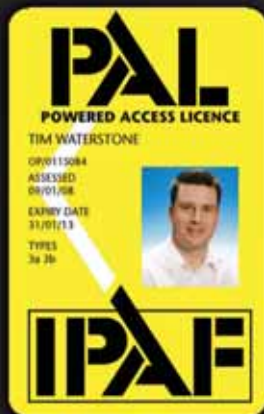
*Margaret Thatcher October 1975*



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# cranes & access

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**c&a**  
comment



## Slow adopters

In this issue we cover the latest innovations from Bauma - the world's biggest equipment show. The chance to see and learn about new products and ideas is so important that the show attracts more than half a million visitors, yet many of the most innovative products only ever sell in limited numbers.

This month we also feature self-erecting tower cranes and spider lifts - both 'amazing' but niche products although self-erectors are more broadly accepted in a handful of continental European countries. Both products can offer huge benefits, including increased speed and efficiency, improved safety and reduced overall costs, making it even more of a mystery why they are not more universally adopted?

Yes, contractors in many countries tend to be slow to adopt new methods and equipment. They have their own way of doing things and are reluctant to risk trying a new method, even if the overall costs are lower and benefits greater. Many of these same contractors will frequently take massive risks by sourcing their 'traditional' crane or access suppliers based purely on the initial price even risking a mid-contract switch.

But contractors are not the only brake on the uptake of new concepts. Rental companies can also block the adoption of new products on the basis that they continue to buy what is already popular. They also prefer multi-purpose products over more specialist kit, even though they may not be the right tool for the job.

True for customers to use new equipment such as a self-erector or spider lift often requires a complete change in work methods, but with the overall benefits growing all the time there has to be an industry tipping point?

Don't get me wrong, the rental industry has helped enormously with the uptake of new equipment and is the most efficient method of equipment supply - but it can also block the adoption of new ideas. Where is their incentive to invest in new, different machines unless enough customers are already asking for them? Perhaps this is where small rental companies have a role to play, by introducing new equipment to the market, which then stimulates demand which is eventually recognised by the larger players.

However amazing a new product is, if it isn't adopted its potential will never be realised.



Mark Darwin

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