

SED

generates mixed emotions

The 40th SED show held in mid May at its new location in Corby generated mixed reviews. In simple numbers, the show attracted 20,000 visitors, down 10 percent or so on last years record. Still very respectable and one of the best three attendances ever.

The majority of exhibitors were very pleased with the number and the quality of visitors. The tower crane companies in particular had a great show - all of them delighted with the results. This reflects the growing interest within the UK and Ireland in self erecting tower cranes.

Everyone agreed that the new facility is first class and that the organisers had done a superb job. However..... The fact that Corby council in its infinite wisdom allowed a 100,000 capacity racetrack to be built without any additional road access boggles the mind, and as predicted caused dreadful traffic problems. This was however very predictable, and was raised when exhibitors were introduced to the site. The location managers dismissed the problem, stating that the site routinely handled 50,000 attendances a day so 8,000 would be 'a piece of cake'. Many visitors reported spending two to three hours to cover the last few miles to the showground. Some got so angry that they abandoned the effort.

The queues to get in were longest on Wednesday

The organisers have said that they are working with the local council and the police to improve the situation next year. Why this was not done this year is anyone's guess and a great shame, as it took the edge off of what was a good show.

So once inside what were the highlights?

We have already mentioned the encouraging forest of crane booms, a rare sight at SED in recent years. Most of the cranes were tower cranes, with City Lifting showing a Spierings mobile crane alongside a



City Lifting's Trevor Jepson and son Sam on one of two Unic mini cranes they exhibited and then purchased at the show

Comansa flat top crane. The unit, an LC5010, was one of several small rapid erection tower cranes on show. Trevor Jepson of City Lifting said that for many small sites, such cranes are more practical than self erectors. He pointed out that many builders overlook obstacles such as trees, which can block the slew circle of lower self erecting tower cranes



with no opportunity to extend the tower to pass over the tree. City Lifting offers an economical delivery, set up and dismantle fee that, it says, makes the LC5010 a practical and more versatile alternative to folding self erectors for many sites.

The company also announced its entry into the mini crane market with the purchase of two new UNIC cranes, the 200th and 201st sold in Europe.



Vanson sold all three cranes off the stand

Vanson, the Raimondi distributor had one of its best SED's in a while, taking a number of new orders and selling all three cranes from the stand.

Paul Phillips on the Potain-Arcomet stand, which was situated away from most of the other crane exhibitors, was delighted with the show and expected to close at least eight deals from the show. (In our last issue where we previewed SED we mistakenly said



Ace Plant demonstrated its new dust suppression telehandler attachment

that the Potain stand was a joint venture between Midland and Arcomet UK, it was in fact a joint Potain/Arcomet NV stand).

FB was oddly highlighted on two stands - the UK dealer Dunham crane and also on the Hos Plant stand. It seems Hos Plant has sourced FB Gru direct for key customers such as Fork Rent which has purchased a unit to test the waters of this market.

Oil&Steel shared its stand with sister company PM the lorry loader company. It was the first outing for new sales director Martin Davies, previously with Skyjack. It was also the first exhibition with Panther Platform rentals, its new end-user dealer for the UK. One of the busiest exhibits was the 17 metre Octopussy 1765 and according to Davies a good number of orders were taken at the show. The company also had its new high tech Eagle truck mounts that it had unveiled at Intermat.

Skyking showed Wumag, GSR and in the foreground the latest addition Skyhigh with its 10m pick up mount.



Sky King had a number of new products, including the Sky High range, for which it is now the UK distributor, and truck mounted lift exhibits from Wumag and GSR.

One of the busiest and most surprising stands was Aerial/UpRight, even though the takeover of the UpRight powered access range was nowhere near completion (that happened on June 12th). All exhibits were painted UpRight blue and branded as UpRight. Darren Kell, Tanfield



The new Italmec/Heila 999 mini crane, in prototype form at SED



An all new Aerial 13m Self propelled boom badged for the show as UpRight.

business development director told C&A that the Aerial brand will remain, particularly in markets where it is strong. The emphasis though will be to leverage the UpRight name. Kell also said that the company had been 'bowed over' by the strength of goodwill towards the UpRight brand products and the positive response to the takeover. (See news for more information on Tanfield's plans with UpRight).

Italmec used SED as the first outing for its new mini crane, exhibiting the Heila 999 on the PowerLift stand. PowerLift took over the sales of Italmec platforms and now cranes, after last years SED. Powerlift said that the show was even better than last year.

JLG and Genie, while not showing any major new products, had large and impressive stands and seemed relatively happy with the volume and the quality of the visitors. Versalift introduced a new lower cost basic non telescopic VRA-35 NF van mounted platform as well as relaunching an earlier pick up mounted lift.

The show was reasonable for lorry loader manufacturers, although many said that it was not as good as last year. Hiab once again hosted the Hiab-Vertikal challenge with three skilled operators winning £100 each and a slew of other prizes not to mention the winners cup.



The Allan Access stand probably sported the widest range and the smallest truck mount at the show, the Nifty V90 on a Piaggio carrier.



The Potain Igo 50 on the Arcomet stand



The Huddig 1160D Utility platform, loader, backhoe... and crane?

The UpRight stand was far busier than Tanfield could have wished for.

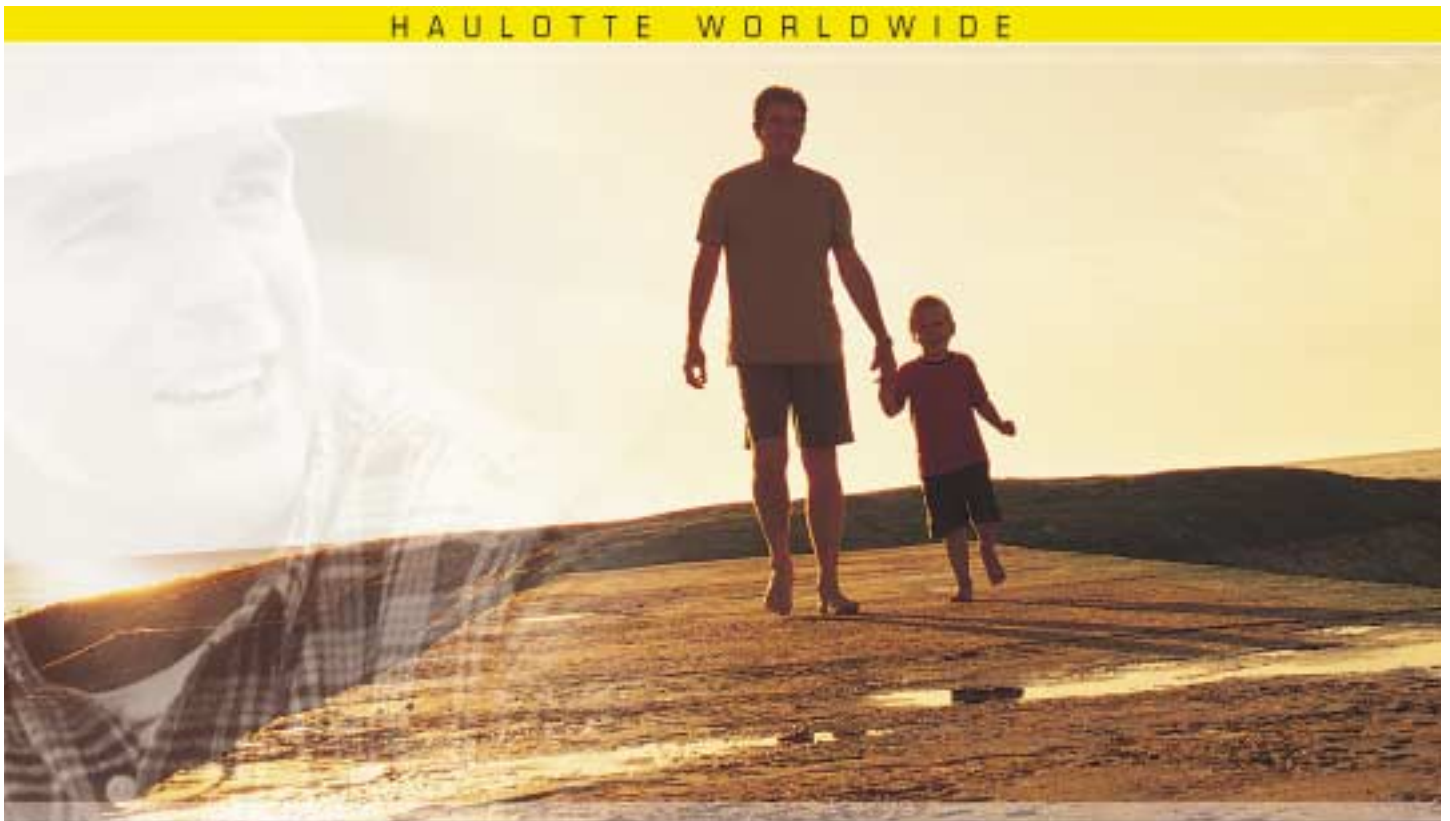


The Hiab Vertical Challenge, a £100 prize each day

Mrs John Coldwell, the first lady entrant, receives training



Rod Abbot of Hitachi-Sumitomo dealer NRC, seals the deals for the first two Hitachi SCX 800 HD to be sold in Europe, one (R) to Graham Booth of BPH and the other to Clifford Spence of Farrans (Construction) Ltd. of Belfast.



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Martin Davies(L) with John Cusak and Pat Brown of Skylift hire after buying the first Oil&Steel Octopussy 1765 in Ireland



The first CTE Z32 truck mounted lift, sold in the UK - to AMP - demonstrates its excellent outreach



Speedy took no time to rebrand LGH the generator hirer.



(L-R) Nick and Ottie Whittle of new entrant Working At Height at SED.



Effer showed its Easy power 30 for a 3.5 tonne truck with 7.8m outreach



(L-R) Alan Peck and Terry Marnock of Kranlyft UK with John Stalker of Caledonian Cranes

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