

cranes & access

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April/May 2019 Vol.21 issue 3



**Booms
Tower
cranes**

**Vertikal
Days guide
Bauma 2019
review**

.....10,000 tonne ALE mega lifter....Faresin's electric telehandler....Speedy acquires Lifterz.....

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On the cover:

Tadano chief executive Koichi Tadano and Terex chief executive John Garrison at Bauma following a press conference discussing Tadano's purchase of the Demag mobile crane business.



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Terex sells US crane assets, Larger Grove telescopic crawler, Faresin Full Electric telehandler, 10,000 tonne crane from ALE, Speedy acquires

Lifterz, Unic Cube Crane, Uperio - the new name in tower cranes, Haulotte launches new compact telehandler, New Vertikal.Net, Redwood/Ascendant in liquidation, Haulotte and Zhongneng United cooperate, Mateco acquires Afron, LGMG and PB partnership, Utility Equipment liquidation and financials round-up.

Boom lifts 17

The boom lift market is entering a phase of rapid change with dozens of new models set for launch over the next few years and developments led by the gathering pace of change towards all electric machines. We take a look at some of the latest developments and new products.



Tower cranes 27

The tower crane market is probably the most dynamic and interesting of all the crane sectors at the moment.

New innovations such as fibre rope, the use of new materials, more sophisticated controls, greater attention to design details and easier to transport and set up all look set to transform the market.



Vertikal Days 2019 show guide 37

Vertikal Days returns for its second year at Donington Park and looks set to be the biggest so far. This issue includes a comprehensive pull-out show guide, listing all the exhibitors, new products and essential information to make the most out of your visit to the show.



Bauma review 89

The sheer scale of Bauma still amazes even veteran show goers. This year's exhibition was the largest yet, with 614,000 square metres of exhibition area attracting more than 620,000 visitors. Because almost every exhibitor

had new products on display, we try and cover as many as possible in our pictorial review.



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In the next C&A

The next issue of Cranes & Access scheduled for mid June will feature the Vertikal Days show review, Loader cranes, Slab electric scissor lifts, Heavy lift applications and developments in telematics. If you have any contributions or suggestions or are interested in advertising in this issue, please contact our editorial or sales teams.

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David vs Goliath?

With the colossal Bauma in Munich last month and the far more modest Vertikal Days in Donington this month, it is perhaps an ideal opportunity to compare the relative benefits of two radically different types of trade show.

Last month we received a letter from one of our readers taking issue with our Bauma preview headline - 'The greatest show on earth' - arguing that it was too big, too expensive and too busy to get the most out of it.

Having just spent a full week covering the massive show - walking almost 90,000 steps in six days - I tend to agree, it is too big to cover sensibly. For example just walking from the main entrance to the Manitowoc stand in the outside area took at least 30 minutes, only to have to schlep a similar distance to another part of the show for another press conference half an hour later...

But the negatives of Bauma are also its positives. It is the industry's largest trade fair and the biggest trade show in the world with manufacturers from around the globe exhibiting, having timed new their new product developments for a Bauma launch. With 620,000 visitors and 3,500 other exhibitors there is huge pressure to unveil eye catching new products.

However, from a visitor perspective it is challenging, even if you visited the exhibition every day you could not see it all. It is expensive in terms of entry and accommodation and travelling to the show, whether by car, bus or train is a nightmare. Once you have battled to get inside it is almost impossible to turn up on a stand and speak with key personnel, most of whom are in pre-booked meetings with dealers or major customers with little time to speak with 'normal' or new customers. Even as 'privileged' members of the Press we struggle to find the right person. Even getting onto some of the larger stands can be daunting, with security guards blocking the hoi polloi from all areas apart from the enquiry desk.

I agree, the show is not perfect, but where else would you see so much lifting equipment from so many manufacturers in one place at one time?

Well... apart from Bauma, Vertikal Days is likely to be the largest gathering of lifting equipment this year, but it is the polar opposite of the Munich monster, being easy to get to with free parking, plenty of good, reasonably priced accommodation nearby while entry could hardly be easier, faster or friendlier. Once inside it is easy to walk around, while the other visitors share a common and genuine interest in the people and products on show. Exhibitors also have the time for meaningful conversations in a relaxed atmosphere.

If Bauma is Goliath then Vertikal Days is David, and although it is smaller it doesn't mean that it is any less of a winner.

Mark Darwin

Comment and feedback is most welcome via post, email, fax or phone stating if we may publish them or not: editor@vertikal.net

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