



Stock code: 603338.sh



BT28RT



BA28RT



Advantage

1.High-end Configuration

- ECU-controlled Euro-IV engine of Deutz, with strong power;
- Dana axle, with standard configuration of 4 × 4 drive & steering and differential lock; its power being boosted for over 20%; low failure rate;
- Bosch Rexroth power-driven system, efficient and energy-saving;
- Danfoss PVG hydraulic control system, with Can bus controller, reducing failure rate of its system by over 30%, and highly universalized.

2.Precise Matching

- The engine output is electronically controlled, conserving about 20% fuel consumption;
- The whole series are subversively designed in structure. On the premise of ensuring excellent stability, comparing with same types from other brands, the total weight has been reduced by 15%-20%, which significantly reduces costs of use and transportation;

3.Familial and modular design for the whole series, with major parts available universally;

4.Rated loading capacity of platform up to 350 kg, meeting requirements of various operating conditions;

5.Equip with Secondary Guarding Protection system , with photoelectric sensor technology of global patent protection, to ensure safety of operators;

6.Standard configuration of telescopic boom, with working range improved by over 10%;

7.Product design fully comply with requirements of the latest EN280:2013+A1:2015 and ANSI/SIA A92 standard.

Italian Design

Protected by ten patents globally

Telescopic Boom Lifts



Articulating Boom Lifts



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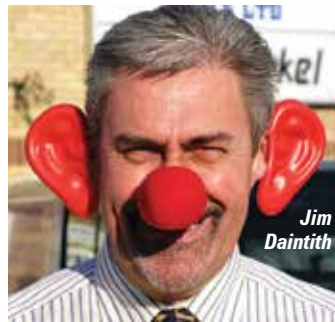
30 years in the industry



"The Hinowa spider lifts have been an increasing part of our success"

There have been many prominent companies and characters in the UK powered access industry over the past 30 to 40 years. One of them is Jim Daintith who with Malcolm Brown formed Access Platform Sales (APS) in 1987 which is celebrating its 30th anniversary this year. Mark Darwin visited the head office in Telford to find out the full story.

APS has come a long way in 30 years. From a 22ft Portacabin in the Height for Hire yard in Upton, Huntingdon, the company grew steadily through hard times and boom times, before merging with Independent Parts and Service (IPS) in 2013. It now operates from the original Upton location, Telford and Hamilton, Scotland.



Jim Daintith

Early days

A qualified quantity surveyor Daintith decided that civil engineering was the way forward. However during the mid 1970s the construction industry was depressed and tedious - to the point of arguing over the amount of fuel a compactor plate had used - that he started looking for a change.

"In 1979 I was approached by a manager of rental company Southdown Plant - part of the Hewden Stuart group - to become a hire rep for non-operated equipment

such as dumpers, compressors and mixers based in Peterborough. I didn't see a future in quantity surveying so I said yes. While it was a big change for me, there appeared to be more opportunities travelling around in a company car, visiting customers and selling rental equipment."

"I thoroughly enjoyed working for Hewden Stuart which was a totally different company back then. It was well-funded and treated staff very well and if you put forward a good



In the APS yard 1998

enough case for buying equipment they would oblige."

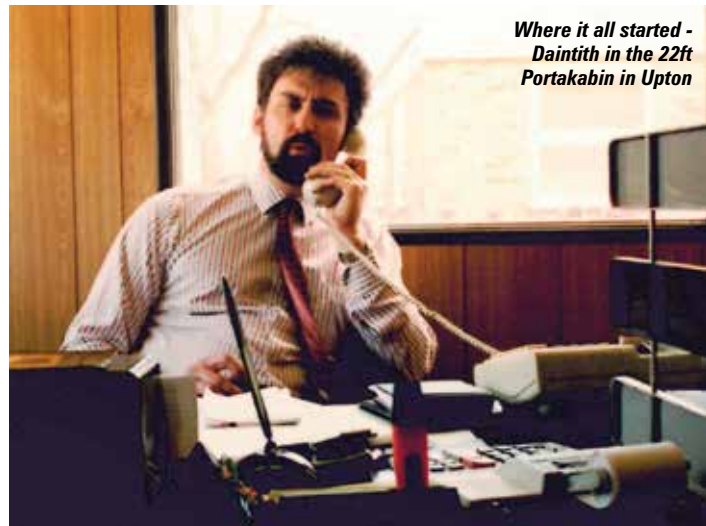
Early JLG booms

Around this time the company purchased its first aerial work platforms - four JLG 40F booms - from JLG rep Terry Jones. The product was completely outside of

Hewden's comfort zone and very early on in the development of the powered access market.

"I got on very well with Terry and could see that these machines were very impressive and could change the way work at height was carried out. For the first hires we put a few into contract rental with British Airways at Heathrow and added cage protection kits to prevent damage to aircraft fuselages. The others went to British Rail on the South Coast."

"I ended up being the access specialist and so Peterborough became the base and it grew from there. Another seven machines were purchased when we picked up a new Sainsbury's hypermarket contract being built by Costain in Havant, Hampshire after persuading them to use platforms in place of a bird cage scaffold. We purchased some JLG 35SD large diesel scissors for the services



Where it all started - Daintith in the 22ft Portacabin in Upton



Daintith demonstrating a Genie AWP

installation on the project. This was really pioneering back then, but fortunately the project manager was forward-thinking, looking to deliver the project ahead of schedule. The platforms helped to complete several months ahead of schedule and expanded the Hewden access fleet as more models were added for the various stages of the build."

Hewden access division

Hewden Stuart continued adding



Jim Daintith, right, with Jonathan Till of GT Access and partner Tony Jennings, at SED 2008

machines to supply various large projects, however as the fleet grew to 35 lifts the base was transferred from Peterborough to the sizeable Southdown Plant depot in Bleak Hall, Milton Keynes becoming a separate entity under the Mobilift name. As the business grew it moved to Darlaston in the West Midlands covering an area roughly up to Manchester in the north.

"At this point I was the access division sales manager and started getting involved on a more senior level. Hewden then bought Seymour Plant and its successful Seymour powered access division managed by Colin Hird and John Hutchinson. It was not however a meeting of minds because of the different business cultures etc. The resulting personality conflicts meant that it was time for me to look elsewhere."

Stothert & Pitt scissors

"At that time Hewden distributed Stothert & Pitt which through the 1980s made scissor lifts which were a derivative of the old Parker Lift from the USA. The distributorship was taken on primarily so that it could add machines to its own fleet and the



24ft and 28ft scissor lifts were not bad products." says Daintith. "Around that time I got to know Malcolm Brown at Height for Hire and explained that I didn't see my future with Hewden and wanted to do something myself. After discussing various options, the idea for Access Platform Sales was hatched."

"Its success was however based on Stothert & Pitt agreeing to let us sell its platforms, and Malcolm also put me in touch with Roger Bowden at Niftylift to become a regionalised re-seller. Niftylift was selling direct, so the agreement was quite loose but they were happy for us to sell to end-users around our base. We then met with John Fuller and negotiated an agreement to become a Genie aluminium products distributor across four counties in the UK and so APS was born in that yard in

Upton, Huntingdon and is still there today."

Daintith initially put £15,000 into the business by re-mortgaging his house, matched by Height for Hire, which then paid for a secretary, a car, trailer and a Genie PLC 24 demonstration unit.

"All I initially wanted was to work for myself and make a reasonable living," says Daintith. "In the early days it was run on a bit of a shoe string however we got into the market at a time when people were starting to look for alternative work at height equipment. In the early days margins were exceptionally good and with little competition the company grew quickly - but only to the point that one person and a secretary could cope with. To expand we needed to take on an engineer and salesman and secure a larger territory from Genie and Niftylift."

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In the first year we turned over £232,000 and made almost £100,000 profit. The next that increased to £600,000 over the next few years, and then £1 million as we added more people and several depots as well as handling more manufacturers including Skyjack and JLG.

Disaster in Ireland

"We had a number of interesting excursions along the way including a sortie into Ireland around 2002." APS acquired the assets of rental company Apollo Access just outside of Dublin which had purchased a lot of Snorkel equipment from APS when it was the Snorkel dealer.

"Apollo had failed dismally and Snorkel had a residual risk position with the finance company and were on the hook to make up the cost of all the equipment, so they came to us with a reasonably appealing proposition given the amount of equipment for the price. We felt there was potential mileage in having a rental business in Ireland and selling equipment on the back of it. There was a lot of work going on in Ireland at the time - a large pharmaceutical project had just started and rental rates were quite attractive. The problem was that everyone else saw this and flooded the market with access equipment and the inevitable happened - rates dropped like a stone and the Irish economy overheated in a spectacular style. Customers also regarded payment as optional rather than expected so we eventually closed the doors in 2009 as it was haemorrhaging cash and was taking up far too much of my time."

"Just before this and during the recession we were doing quite well purchasing distressed stock from finance companies and selling it on. The Irish venture if nothing else taught me not to get distracted from the core business. During that year I took 108 flights, mainly to Ireland, spending far too much time in the air to the detriment of APS.

Ultimately, we came out of it OK because we sold the equipment off having bought it at a good price."

APS now does business in Ireland in association with other companies such as. Dromad Hire, Granning and Cherry Picker.

Missionary work

"When I started APS selling aerial lifts was like missionary work. True there were very few people selling similar equipment so you were not competing with four or five others for a particular sale and so prices were good. However, the gestation period for a sale was much longer because you were persuading people to move away from traditional methods to something completely alien. I used to turn up with a trailer and a Genie Personnel lift on the back - it was like black magic. Instead of spending two hours putting up a scaffold tower you could wheel it into position, plug it in and within a few seconds it was at the height required. People were very impressed but convincing them to pay for the platform rather than using the old tower scaffold - or worse - was something else. More recently the internet has been a potent creator of competition - if you Google access platforms now there are reams of companies offering them, which inevitably drives the margins down. As the market has grown so has the competition - we sell more for less but the equation still makes sense."

Reinvention is the key

"The access industry keeps reinventing itself. For many years the infatuation was to go ever higher, but in recent years the trend has reversed with the advent of micro platforms driven by work at height regulations. There always seems to be products that are new and fresh. For us the Hinowa track mounted spider lifts have been an increasingly large part of our success although the Genie range is still our biggest seller - everything



Daintith, centre, hands over the 1000th platform in JMS Hire's fleet 2015



APS yard 2003

from the material lifts through to scissors and booms."

"There are market trends that we don't see coming, such as last year when yards were full of 19ft scissors but this year they are in very short supply. Demand changes rapidly and that is our strength because we keep products in stock. We can for example supply two 60ft booms in a few days whereas the manufacturer may quote 10 weeks."

Reasons for success

Daintith puts his success down to long-lasting relationships with both customers and suppliers, such as the 30 year relationship with Niftylift and Genie. The appointment of Steve Couling as managing director in 2014 has finally allowed Daintith to increasingly step away from running the business that he founded 30 years ago. So has he finally managed to retire? Possibly!

Hinowa factory trip March 2013

