

cranes & access



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February 2018 Vol.20 issue 1

**All terrain
cranes
Van mounted
platforms**

**Telehandlers
Batteries**

.... New aluminium cranes....Two new 30m spider lifts....New compact telehandlers....

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On the cover:

A Manitou MH 420H compact telehandler with bucket on loading duties. The unit has a two tonne maximum capacity and 4.3 metre lift height



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Telehandlers



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Tel: +44 (0)8448 155900 Fax: +44 (0)1295 768223

E-mail: info@vertikal.net

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New 33m Hinowa spider lift, Raimondi luffer unveiled, GMG adds new mast boom and scissor lift, Three new products from Klaas, Fraco adds mastclimber, Snorkel UK to distribute Bluelift, New light range of Efficers, Tractel takes Scancrawler, New 31m Bluelift spider, Boels first with JLG ClearSky, Potain hydraulic luffer goes into production, New 12 tonne Böcker crane, Hüffermann cranes arrive in USA, Secondary guarding system from Teupen, Snorkel and Xtreme add new telehandlers, inspHire launches Asset Tracker, Magni goes direct in UK, Alfa takes over Teupen sales and financials round-up.

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2017 was rather a slow year for new All Terrain crane launches. We round-up the new product highlights, take a closer look at Terex Cranes' recovery plans and cover several interesting applications.



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The usually staid van mounted sector have been very lively over the past two years. We outline some of the major developments.

Telehandlers 35



It may only be eight months since our last telehandler feature but there have been many new developments and products launched in that time. We take a look at them, as well as profiling UK-based GT Lifting which specialises in the rental of 360 degree and high capacity models.

Batteries 47

We try to unravel the mystery of the 'black art' of batteries, particularly looking at the merits of the lithium ion compared to a lead acid battery.



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Guy Willet asks why your online reputation is so important as well as suggesting ways to improve it.

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The next issue of Cranes & Access, scheduled for mid March, will feature the Vertikal Days and Intermat show previews, a review of the ARA/Rental show in New Orleans, Crawler cranes and Mastclimbers and hoists. 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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Editorial team

Mark Darwin - Editor
editor@vertikal.net

Associate editors

Rüdiger Kopf (Freiburg)
Alexander Ochs (Freiburg)
Leigh Sparrow

Reporter

Sam Pickering

Sales & customer support

Pam Penny
Clare Engelke
Karlheinz Kopp

Production/Administration

Nicole Engesser

Subscriptions

Lee Sparrow

Publisher

Leigh Sparrow

Advertising sales

UK-based

Pam Penny pp@vertikal.net
Tel: +44 (0)7917 155657
Clare Engelke ce@vertikal.net
Tel: +44 (0)7989 970862

Germany-based

Karlheinz Kopp khk@vertikal.net
Tel: +49 (0)761 89786615

Italy

Fabio Potestà,
Mediapoint,
Corte Lambruschini,
Corso Buenos Aires 8, V Piano-Interno 7,
I-16129 Genova, Italy
Tel: 010 570 4948 Fax: 010 553 0088
email: mediapointsrl.it

The Vertikal Press

PO box 6998 Brackley NN13 5WY, UK
Tel: +44(0)8448 155900
Fax: +44(0)1295 768223
email: info@vertikal.net
web: www.vertikal.net

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Sundgauallee 15, D-79114,
Freiburg, Germany
Tel: 0761 8978660 Fax: 0761 8866814
email: info@vertikal.net
web: www.vertikal.net



Claptrap or bafflegab?

The construction and related equipment industries once had a reputation for being 'down to earth', direct and to the point. It was a time when men were men and women were..... well nowhere to be seen.

How times have changed not only in construction methods, materials and equipment (for the better) but also increased systems, procedures, paperwork and legislation, not to mention financial matters. And creeping in with it all is an explosion of business jargon - corporate speak - particularly evident in conferences, meetings and presentations.

I am not talking about the lazy texting and social media abbreviation language - OMG LOL :) - where the attitude is why write a word when you can abbreviate it. I for one admit that I don't understand the point of it all. Take the following for example...

GAS 2U! DQMOT, BSF IDK WCA 2TXT W/LOA which apparently translates: Greetings and Salutations to you! Don't quote me on this, but seriously folks I don't know who cares anyway to text with lists of acronyms.

No, what is far more serious is the epidemic of business jargon, with a certain type of manager employing 'buzz' words which are meant to impress or give an impression of knowledge. To me it is verbal incontinence taken to an unacceptable limit which actually gives an entirely different impression than intended.

A lot of us 'stakeholders' have probably gone through company 'resizing' or 'downsizing' - redundancy to you and me - and I am sure we have all had some 'influencers' or 'thought leaders' going on about 'benchmarking', 'circularity' and 'flashpoints' using 'multifaceted metrics' to show the 'negative feedback loop'!!!

But 'visioneering the future' and a 'web of interconnectedness'? This must be connected to 'cyber realities' or 'interplay'? 'As of yet' or until now I haven't had the 'bandwidth' to take all this in. I also notice that the companies that tend to adopt and encourage this sort of claptrap tend to be the ones that are more remote from their customers, which invariably run into problems through, among other things, an overly internal focus.

The English language is brilliant in its adaptability and openness to change and develop as an increasingly global living language but introducing new irrelevant words when there is already a wide choice that perfectly explains the concept, only limits communication and makes no sense. The problem is that the 'learner receptor units' (students) working with such companies and growing up with this gobbledygook are in danger of becoming even more detached from reality - unless there is a counter revolution as so often happens.

I think we should all 'say it as it is' and make the world a much simpler place. Apparently in the Pentagon of the 1960's all this claptrap was called 'bafflegab'. Perhaps we should call it 'globaloney'?

TTFN BBS LOL

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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