

A BIG MONTH FOR VERTIKAL MAGAZINES

June marks two significant stages in the history of the Vertikal Press. The first and the most significant, as it relates to this magazine, is that it is exactly 25 years since the publication of the very first issue of Cranes & Access. Prior to the May/June issue of 1999, the company produced Cranes UK magazine, originally as part of a regional range of magazines along with a German equivalent Kran & Bühne established in 1995 by construction equipment publisher KHL.

The first issue of Cranes UK was published in the spring of 1995, sadly we have not yet found a copy, but do have the second issue. The editor was Tim Whiteman and the assistant editor was Murray Pollock, known to many of you as editor of Access International and later International Rental News. The second issue highlighted a rare, but potentially upcoming crane type, mini crawler cranes... a sector that is still growing.

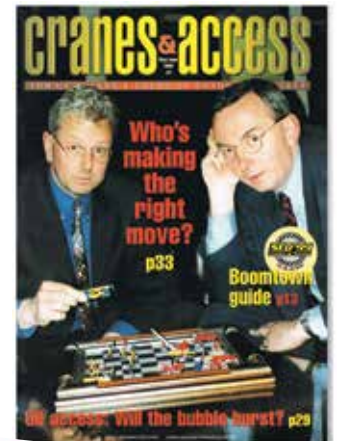
When Tim Whiteman - one of the original KHL team members - decided to leave the company, he and the other partners reached an agreement that he take these publications into a new company. So in May 1999 he established The Vertikal Press Ltd in Brighton, UK, however the first issue was in fact still published by KHL with Whiteman taking them over that summer.

Tim Whiteman had come to understand that most major rental companies - specialist and general - around the world ran both cranes and aerial work platforms, not to mention telehandlers. This was also true of all the contractors, the larger ones having a management team member dedicated

to access and lifting equipment and these were his target readership - thus Cranes & Access and Kran & Bühne.

THE FIRST CRANES & ACCESS

In the first issue of Cranes & Access Whiteman conducted a joint interview with Martin Ainscough of Ainscough Crane Hire and David Barrat of Initial Plant Services - a division of publicly quoted company Rentokil. Ainscough had until then run a fleet of around 280 mobile cranes but had recently dipped its toe in the access market with the addition of around 150 booms and scissor lifts, mostly as a service to its crane customers but also to make sure it did not miss out on a potentially lucrative and growing access market. Barrat on the other hand ran Initial Plant Services which owned Grayston White & Sparrow with around 500 cranes and included the leading powered access rental company at the time, PTP, with more than 1,400 aerial work platforms. The two companies operated from 45 to 50 locations. The PTP business was run as a separate operation to the crane company in the belief that cranes



came with operators, while platforms did not - hence a different business model. The two senior executives had totally different views on which of the two policies was better - thus the interview to kick off the new Cranes & Access title. The article is still worth reading, especially with the benefit of hindsight. We plan to place a digital copy online over the next week or so.

IN THE NEXT ISSUE OF

C&A

Place your products in front of 20,000 crane, telehandler and access platform buyers & users who will be reading the July/August issue of **Cranes & Access...**



THIS ISSUE WILL INCLUDE FEATURES ON:

TOWER CRANES

From flat tops to self-erectors, we bring you a roundup of the latest product news in the tower crane sector. We also look at a special application or two. If you have any news or information to add, please get in touch.



SCISSOR LIFTS

There's always plenty of developments in the scissor lift market, which ranges from small micro models to massive heavy duty models, Rough Terrain diesel or electric. We will be taking a look at the developments that have been changing what was a relatively mature market. Have you got any news to tell?

GLASS HANDLING

Glass handling is becoming an increasingly important market sector for lifting equipment from glazing robots to telehandlers, cranes, platforms and some ingenious attachments. We take a look at the latest equipment and a few interesting projects.



VERTIKAL DAYS 2024 PREVIEW: EUROPE'S LARGEST LIFTING EQUIPMENT EVENT!



Poised to be the largest gathering of lifting equipment in Europe this year, Vertical Days 2024 will take place on 11th and 12th of September at the new location of Newark Showground, Nottinghamshire. With a number of first time exhibitors attending visitors can anticipate an impressive array of new product and brand launches from crane, aerial lift, and telehandler manufacturers. More than 30 first time exhibitors will be represented promising everything from cutting-edge technological advancements to innovative software solutions and ancillary products.

We will take a look at what to expect along with advance notice on new product launches and information on getting a ticket and how to get there etc...



Every issue of **C&A** is also packed with our **regular columns** and **news** plus **reader's letters**, **books**, **models**, **training**, along with the latest news from **CPA**, **ALLMI**, and **IPAF**.

Send any information, news, photographs or ideas on these subjects to editor@vertikal.net

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200 K&BS

The second milestone is the publication of the 200th edition of *Kran & Bühne*, the first having been published in 1999 and the 100th following in 2011. While C&A and K&B naturally cover much of the same news and information, they have always been written, managed and printed by an entirely different team, with K&B based in Freiburg, southern Germany. The original office was opened in the town in late 1999, chosen for its proximity to Switzerland and France as well as its world class university, resulting in a multilingual talent pool. Several members of the current Freiburg team - Nicole Engesser, Rudiger Kopf and Karlheinz Kopp - joined the business during those first weeks. In fact, Nicole will tell you how she assembled all of the Ikea office furniture single handed. We were finally obliged to move from the original offices earlier this year.

While *Cranes & Access* is aimed at a global audience, *Kran & Bühne* naturally targets the German speaking regions, mostly Germany, Switzerland and Austria. The title has remained as popular as ever. In the summer of 2003, just before Leigh Sparrow took over business, he attended the Platformers Days exhibition, where the change of ownership announcement was made.

"I asked everyone - a lot of people I knew from my previous career and a good few people I didn't know - what they would like to see changed with *Kran & Bühne*," remembers Sparrow. "The response was both passionate and unanimous. 'Don't touch it! It is already great - perfect even'. While I did not fully agree with this notion, it was one less thing I had to have to worry about. So, we did leave it alone. I might have tried to occasionally provide a little 'soft influence' from time to time, knowing full well that I would be totally ignored if it was not a great suggestion. Leaving well alone however, turned out to be a good move as it has flourished on its own and has grown better every year."

VERTIKAL.NET

As to the online news service *Vertikal.Net*, it is one of the youngsters in the stable, dating back to the spring of 2001 when it made its debut at *Bauma*, well before most of the industry - or the world for



that matter - was digitally connected. Google was still a baby, while Facebook was a book with faces in it - the Facebook we know today did not come along until 2004. All of the *Cranes & Access* and *Kran & Bühne* magazines published since 2001 have been added to *Vertikal.Net* in a digital format and are still available to read or download.



THE GUIDES

The first *Vertikal* Guide to an exhibition was *Vertikal Intermat* published in French and English in the spring of 2003 and distributed at the show. *Vertikal Bauma* - German and English - was added the following year and its success proved transformational to the financial health of the struggling business. *Vertikal Conexpo* - in Spanish and English - made its debut at the 2005 show.



AND VERTIKAL DAYS?

In case you wondered, the first *Vertikal Days* was held in 2007 at the Haydock showground. Interestingly the 1995 *Cranes & Access* UK issue, contains a brief review of the CMPE show held that year in Haydock, the popularity of which led to *Vertikal Days* being based there for 10 years. Don't forget the next one is planned for September 11th this year.



AND ONE THAT DID NOT LAST

Around 2006/2007 the company licensed the content and title to a Russian company to create *Cranes & Access Russia*. Apparently, the English version of the magazine was already popular in the country, as was *Vertikal.net* but it was not accessible to all. So, *Cranes & Access Russia* was born together with *Vertikalnet.ru* however a combination of the financial crises and a licensee that lost his way, put paid to both by 2009.

