

IN THE NEXT ISSUE OF

C&A

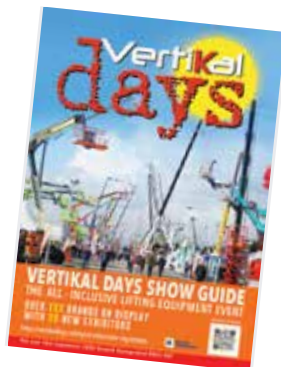
Place your products in front of more than 31,300 crane, telehandler and aerial work platform buyers & users who will read the September issue of **Cranes & Access**...



THIS ISSUE WILL INCLUDE FEATURES ON:

THE BIG VERTICAL DAYS SHOWGUIDE

The comprehensive 50 page guide to Vertical Days 2026 will feature every exhibitor with details of products and services on display. The major show returns to the Newark Showground in Nottinghamshire on September 9th and 10th and features at least 25 new exhibitors. Don't miss it!



ROUGH TERRAIN CRANE

Although overall sales numbers in most international markets are low, the Rough Terra crane is often an essential item of equipment on site and in petrochemical application. We will take a look at some of the latest new products and developments, including the battery electric powered unit.



MASTCLIMBERS AND HOISTS

Although a seemingly mature market in terms of annual growth, the mix of manufacturers is changing, together with new products that are safer and more sustainable. We look at the latest market developments, as well as highlighting a few interesting applications.



SUSTAINABILITY, RENEWABLES AND RECYCLING

We take a look at the various ways the industry is dealing with reducing its carbon footprint, whether that is through re-purposing, renovation and reusing equipment or encompassing the latest technology. If you have a good story to tell, let us know!

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



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**.

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IPAF UK ELEVATION

IPAF held this year's UK Elevation event at the Hilton St George's Park, the training grounds and 'home of English football', in Burton on Trent. The event at the start of July focused on fraud prevention, highlighting how equipment theft and cybercrime continue to cost the UK construction and rental industries millions of pounds each year.

IPAF managing director Peter Douglas began the conference by sharing statistics on the organisation's activity in 2025, highlighting a strong rise in membership and the activities carried out, while outlining future plans.

Liz Murray, Security Awareness Special Interest Group chief of staff, highlighted cyber risk, stating that 43 percent of businesses had experienced a breach of some form over the past year.

National Police Chiefs' Council lead for machinery theft Andrew Huddleston, and Chris Piggott, detective sergeant at the National Construction and Agricultural Theft Team, addressed the scale of rental fraud and highlighted steps to reduce risk.

Eagle Platforms chairman Jim Haigh, finance director Wendie Walke and sales director Dan



Vertical's Clare Engelke gets into the spirit of the event

Haigh then outlined lessons from a real rental fraud case that had a major impact on their business. He described how criminals had posed as a blue chip contractor using seemingly legitimate paperwork to obtain equipment, but the payments then stopped, and the equipment vanished.

The programme concluded with a discussion panel on the 'dos and don'ts' of rental fraud followed by everyone watching the England football team play the Democratic Republic of Congo in the first knockout round of the World Cup. The evening rounded off with dinner and a networking opportunity with after-dinner speaker Neil 'Razor' Ruddock.



IPAF BACKS CESAR

IPAF has become a supporter and promoter of the CEA's (Construction Equipment Association) CESAR Scheme, with the aim of promoting the initiative within the powered access sector, focusing on theft prevention measures, equipment identification and recovery support.

CESAR is a security marking and registration scheme which uses Datatag security technology to mark equipment and aid with identification and recovery if it is stolen.



Peter Douglas with Viki Bell of CEA

2026 RENTAL MARKET REPORTS

IPAF has published its 2026 Rental Market Reports covering the aerial work platform rental markets in Europe, the United States and parts of Asia. The reports indicate that both Europe and the United States recorded revenue growth last year, supported by higher rental rates and fleet expansion.

The US market grew by four percent to around \$15.8 billion, with IPAF citing the cost advantage of renting over owning and activity linked to facilities management and data centre projects. Fleet growth resumed, with the total fleet reaching around 875,000 units, while rental rates increased by two percent and utilisation slipped slightly to around 70 percent. Revenue growth of around five percent is forecast for 2026.

In Europe, the reports indicate that the market grew by two percent to €3.6 billion, but performance varied by country. Spain, Italy and parts of the Nordic region performed more strongly, while Germany, France, the UK and the Netherlands "remained under pressure". The report indicates that fleet growth dropped to one percent as rental companies focused more on replacement and fleet optimisation rather than expansion.

Average rental rates increased one percent, with some companies relying on transport, fuel or service surcharges to protect margins. It also notes that demand for larger boom lifts remains under pressure, while compact scissors, low-level and vehicle mounted platforms fared better, along with specialist machines, such as spider lifts.

In China, the report says leading rental companies have reduced fleets, stalling new equipment purchases and disposing of assets. It adds that

companies are also rationalising branch networks to remove loss making operations.

In India, the aerial work platform market grew by 18 percent, supported by a 14 percent increase in fleet size and higher utilisation. The report links the growth to rising workplace safety and a wider adoption of powered access equipment on job sites across both government and the private sector.

Saudi Arabia recorded 49 percent platform rental growth in 2025, driven by a 67 percent increase in fleet size. The report says major projects including NEOM, The Line, Riyadh Expo, and infrastructure linked to the World Cup encouraged rental companies to expand.

You can access the full report on IPAF's website.

