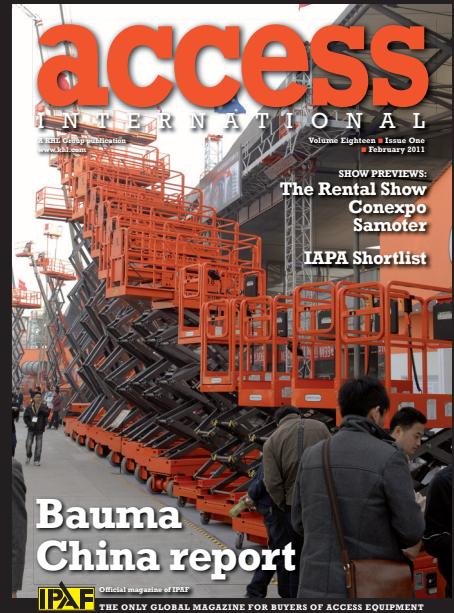


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access

INTERNATIONAL

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Volume Eighteen ■ Issue One
■ February 2011

SHOW PREVIEWS:

The Rental Show
Conexpo
Samoter

IAPA Shortlist



Bauma China report



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THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2010

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Optimism is in order

Perhaps it's because I've recently finished compiling the entries for this year's IAPA (International Awards for Powered Access) – up by 20% again this year – or because exhibition season is beginning, but I'm feeling very positive about 2011.

Not ridiculously so: but I think we can afford to be optimistic while still being realistic about the economic constraints which will continue to affect the industry.

We can all be influenced by the concept of a new year meaning a new beginning, a chance to wipe the slate clean and start over. But, in reality most, if not all, of the hindrances of 2010 will pursue us through 2011.

Having said that, the big US rental companies are planning to invest, replacing fleet and increasing it to meet a growing demand. Where the US leads Europe usually follows, but just how much of the planned investment will be in access equipment is yet to be seen.

The Latin American market is also starting to bear the fruit it has long been promising.

That's not to say there aren't some serious challenges ahead: in our report from bauma China, which you can read about on pages 21, 40 and 47, we report on the steady increase in the number of Chinese powered access manufacturers who are starting to export, as well as on established manufacturers who are building in China for the Asian market.

During the recession many manufacturers have held off launching new products, this year I feel that will change. From our Rental Show preview page 18 and our first Conexpo preview page 14 you will get a feel for some of the new products on show. We also know that many manufacturers are planning some very exciting launches for APEX held in Maastricht, Netherlands in September.

The excellence of the entries for the IAPAs indicates the impressive work that was carried out last year, in difficult times, so I'm interested to see what could be achieved with just a small improvement in conditions.

You can find out who the shortlisted companies are on page 30. As I write this I don't know who they are: the judges are yet to meet. I'm quite excited! And don't forget to buy your ticket for the awards dinner in plenty of time as every year they are in greater demand. Now that is something to look forward to!

Maria Harding

Editor



The paper in this magazine originates from timber that is sourced from sustainable forests, managed to strict environmental, social, and economic standards. The manufacturing mill has both FSC & PEFC certification, and also ISO9001 and ISO14001 accreditation.

The excellence of the entries for the IAPAs indicates the impressive work that was carried out last year.

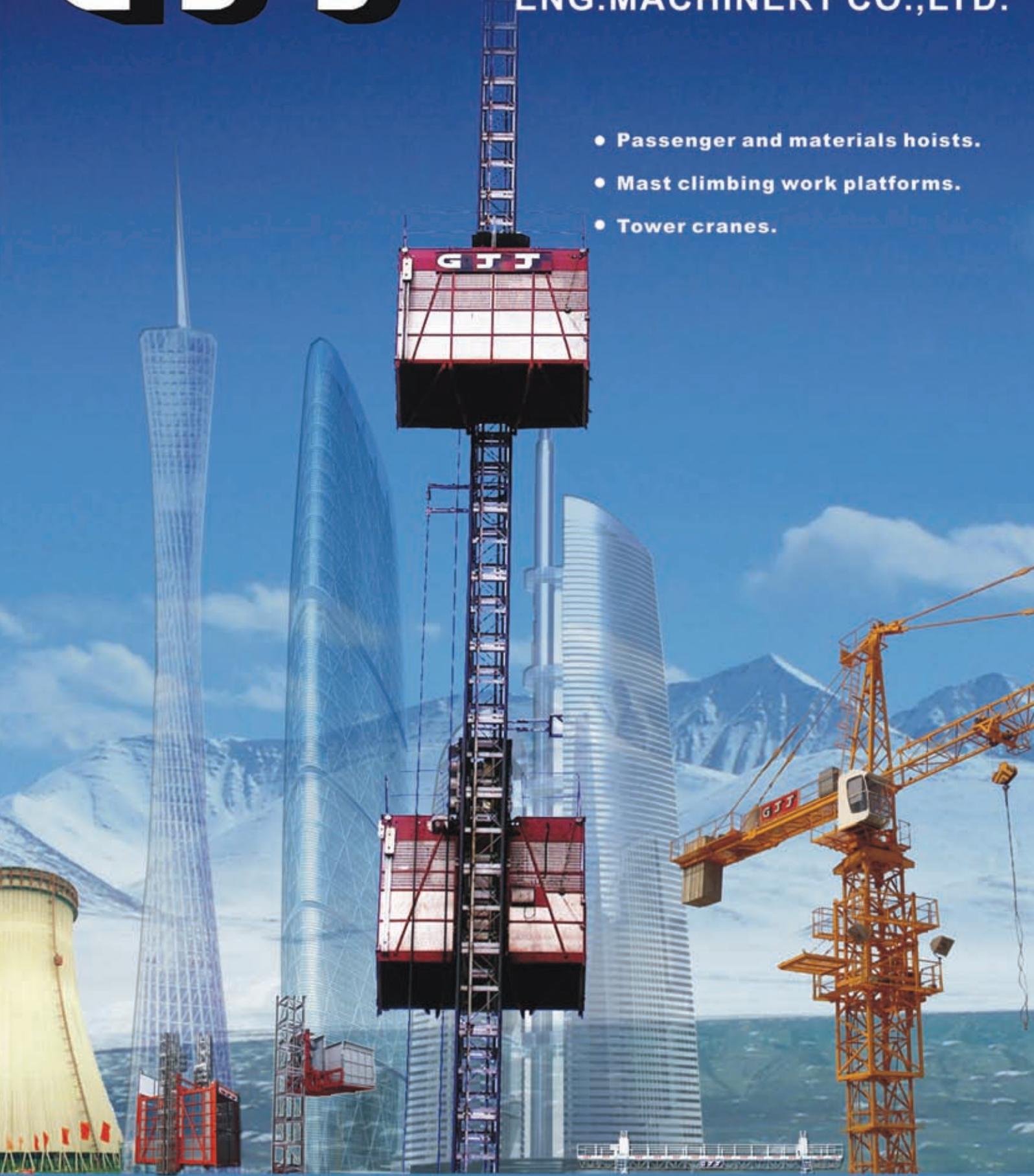


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NEWS

Terex may manufacture in Brazil; Ashtead won't buy Lavendon; APEX perfect timing; PLUS more news from round the industry.



INTERVIEW: SNORKEL

Maria Harding rounds up the many changes that the Snorkel team has been implementing during the last year.

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ConExpo our first look at what the year's biggest construction show has on offer.

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The first of the European shows this year may give an indication of what's to come.



ARA THE RENTAL SHOW

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Becoming a showcase for low level access we find out what the access manufacturers are taking to Las Vegas this time.

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Equipment buyers from all over Asia, the Middle East and Latin America were in Shanghai in late November for the bauma China exhibition. Murray Pollok reports.



SOFTWARE

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Murray Pollok reports on how the latest rental IT systems can help improve customer service.



IAPA

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We announce the shortlisted companies for this year's International Powered Access Awards.

VERTICAL MASTS

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These versatile tools are becoming increasingly adaptable to a number of work environments, Maria Harding looks at why, what's new and what we can expect in the future.



MEMBER OF



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Some reader responses to the lanyard feature in the last issue of *AI*.

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A review of the talk at World of Concrete by Lindsey Andersen and Murray Pollok reports on the mast climbing activity from bauma China.



OPINION: ACCESS PLUS

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Director of Access Plus, Janine Marriott lays on the line what customers should expect from their rental company.



IPAF

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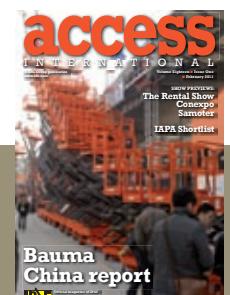
IPAF's safety zone at ConExpo; Expansion into South America and other news from the International Powered Access Federation.



PRODUCTS

47

More new products from bauma PLUS many more new developments.



ON THE COVER

Dingli showed 44 aerial platforms at bauma China. See page 21 for more details.

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JLG has announced an agreement with Bridgestone Americas Tire Operations, Off Road Tire division for the exclusive supply of the Firestone DuraForce MH tires on JLG, Lull and SkyTrak branded telehandlers.

Brian Boeckman, JLG Industries global director of product management for telehandlers said, "JLG and Bridgestone Americas Off Road collaborated to create the Firestone DuraForce MH that will set a new industry standard by increasing tire life up to 300%. The result is a tire that dramatically improves the cost of ownership for all three telehandler brands."

Terex considers MEWP production in Brazil

Terex Corp is considering the production of Genie self-propelled aerial work platforms and telehandlers at its new Brazilian plant, and could start production in 2012.

The Terex facility, being built in the coastal town of Guaíba in southern Brazil, is primarily intended for the roadbuilding equipment division, with machines expected to be in production by the end of this year.

However, Andre Freire, president of Terex Latin America, told *Access International* that the local production of booms and

telehandlers would provide a big benefit for the company. He said the aim would be to get to 60% local content, a percentage that is crucial because it is the threshold at which machines qualify as 'made in Brazil' and attract subsidised government investment finance.

Another benefit is that once a machine is produced locally, imported models automatically attract a much higher import tax. Mr Freire said import taxes for suppliers not manufacturing in Brazil jump from 2-3% to nearer 18%.

"For the first manufacturer

to move, there is a financial advantage and competitors get more expensive the next day", said Mr Freire. "I've been pushing for a factory here for many years. Now there is enough volume."

JLG Industries is also considering AWP production in Brazil. Last August, the company's president, Wilson Jones, told *Access International* that he expected to have some form of local production in Brazil within 18 months; "The question is whether we do it on our own or with a partner. That's what we are studying right now."

Brazil is attracting enormous interest from aerial platform suppliers because of the booming construction market and the heavy investments in equipment being made by rental companies including Mills and Solaris.

Ashtead and TVH won't buy Lavendon

Having shown interest in the company, the Ashtead Group and the TVH Group will make no further offers to acquire Lavendon Group.

In a joint statement they stated that a precondition of the offer was the approval of Lavendon's board. Since Lavendon's board unanimously rejected the offer Ashtead and TVH said they would not proceed with the takeover.

John Standen, Lavendon's chairman, said he was delighted

that uncertainty had been removed; "We have a clear set of objectives to enhance shareholder value and Lavendon is very well positioned. With a strengthened board, supportive shareholders and the business review significantly progressed, we are looking forward to the future with confidence."

Ashtead and TVH said that as part of their memorandum of understanding neither company could approach Lavendon again before 18 October 2011 without the consent of the other.

Chinese powered access manufacturer, Sinoboom has been awarded the Progress Prize for Scientific and Collective Technology by the Chinese government. Sinoboom has won this award for the design of its super boom type aerial work platforms, especially the GTBZ42, which is the highest aerial platform made by Chinese producers.

APEX HAS PERFECT TIMING



The APEX aerial platform exhibition in September 2011 is perfectly timed for a recovery in the access equipment market after several years of low investment by rental companies and end users. Major rental companies and contractors have been extending the lives of their fleets, but machine replacement will become an economic necessity for many buyers over the coming 12 months.

This means that the timing for APEX, taking place on September 14-16, 2011, at its usual venue of the MECC (Maastricht Exhibition and Conference Centre) in the

Netherlands, will be perfect for companies who are preparing to invest again in the latest machines.

APEX 2011 is attracting the cream of the world's access manufacturers, established major buyers and a wide range of new potential customers and exhibitors. The event, which is organised by IPI (Industrial Promotions International) and officially sponsored by *Access International* magazine, will be taking place for the seventh time and three years after the last event was held in September 2008.

Tony Kenter, managing director of IPI, said, "This APEX show is selling fast. The global access market shows a high interest in booking stand space and APEX 2011 promises to be a very successful event. The outside area is sold out and with still almost eight months to go - inside there are only a few stands left."

On 13 September, one day before the exhibition and also in Maastricht, IPAF and *Access International* are jointly organising the fifth Europlatform conference, a one-day event for access rental professionals.

■ For details of the APEX exhibition, see www.apexshow.com

■ For details of the Europlatform conference, see www.europlatform.info



PEOPLE

■ **Arjen Snijder** from Teupen Maschinenbau GmbH, Germany, has been appointed sales director Europe (export). In his new role Mr Snijder will be responsible for managing the sales growth and strategic positioning of Teupen in Europe. **Michael Vennemann** will continue as sales manager for the German speaking countries of Germany, Austria and Switzerland and **Frank Stanton** will remain responsible for the Middle East and Asia.

■ **Johann Sailer**, managing director of German mast climber manufacturer Geda, will be the next president of the CECE. CECE is the organisation representing and promoting the European Construction Equipment and related industries. Mr Sailer will take over the presidency at the annual Congress held in October 2011.



■ At the last meeting of the PLE (Produttori Piattaforme di Lavoro Elevabili) di ANFIA (Associazione Nazionale Filiera Industria Automobilistica), **Renzo Pagliero** (above), president of Multitel Pagliero, was voted in as the new president. After two years as the association's president **Andrea Certo** executive manager of Oil & Steel decided not to stand for re-election. Mr Certo takes over as the representative for truck mounted platform manufacturers.



Ramirent Denmark to outsource

Ramirent's Danish subsidiary has signed a five year rental agreement with E Pihl & Søn AS under which the contractor will outsource its light equipment and hoist operations to Ramirent.

Pihl is a family owned company with total revenues of €733 million, of which €333 million is generated in Denmark. The contract will generate annual sales of between €2 and €3 million for Ramirent Denmark.

The contractor is currently working in 16 countries with projects spanning large infrastructure projects to smaller building construction jobs.

Niels Erik Niebuhr, head of Pihl's plant department, said;

"With this agreement we have extended our good co-operation with Ramirent. This solution adds efficiency and flexibility to our operation."

Erik Høi, managing director of Ramirent Denmark, said the agreement deepened its relationship with Pihl and strengthened its position in Denmark; "Letting customers outsource their machinery to us and focus on their own core processes, is an important part of our strategy in simplifying business for our customers."

Ramirent has annual sales of €43 million in Denmark in 2009 and has 20 branches in the country.

MILLS BUYS 25% SHARE OF ROHR

Brazilian rental company Mills Estruturas e Serviços de Engenharia S.A. (Mills) is acquiring a 25% share of Rohr Estrutura Tubulares, one of its competitors, for R\$90 million (€40 million or \$54 million).

Rohr is a privately held company specialising in scaffolding and equipment rental with revenues of R\$163 million in 2009. Last summer Rohr announced plans to invest heavily to expand its powered access rental, scaffolding and temporary buildings/events businesses.

Mills, which operates the largest rental business in Brazil, said the investment would broaden its exposure to the sectors it serves – including infrastructure, residential and commercial construction, oil and gas – and said Rohr was a company with a "solid market reputation, competent management, strong financials and profitability compatible to Mills."

Cramo acquires Germany's Theisen

Cramo has acquired Theisen Baumaschinen, one of Germany's largest equipment rental companies, giving it a significant share of the German rental market as well as rental businesses in Austria, Switzerland and Hungary.

The purchase price is €47 million - €40 million in cash and €7 million in newly issued Cramo shares - and Cramo will also take on Theisen's existing debt and financial leasing liabilities of around €38 million, valuing the transaction at €85 million.

Theisen is based in Munich and was owned by privately held company Arrex Beteiligungs-GmbH. It had revenues of €85.7 million in 2009 and operates 103 depots and employs 274 staff.

EBITDA in 2009 was €11.4 million.

As well as giving Cramo a significant presence in Europe's largest construction market - Cramo said Theisen had a 16% share of the German market - the deal will make it the second largest equipment rental company in Europe after Loxam, moving it ahead of Ramirent, its major competitor on the Nordic region and eastern Europe.

Vesa Koivula, Cramo's chief executive officer and president, said it was "a big step for Cramo...one of the biggest acquisitions that we have ever made." He said Theisen would serve as a platform for further expansion in central and eastern Europe.

Through its Swedish dealer, Liftia AB, Oil & Steel has delivered its first ecological platform, the Snake 2010 Rent Edition "Evergreen," to the Swedish rental company AMO The truck mounted Snake 2010 Rent Edition "Evergreen" was shown for the first time at SAIE 2010, it has an hydraulic system that works entirely with biodegradable oil.



DIARY

2011

ARA The Rental Show

February 27 – March 2, 2011
Las Vegas, USA
www.therentalshow.com

Samoter 2011

March 2 – 6, 2011
Verona, Italy
www.samoter.com

ConExpo-Con/Agg 2011

March 22 – 26, 2011
Las Vegas, USA
www.conexpoconagg.com

SMOPyC 2011

April 5 – 9, 2011
Zaragoza, Spain
www.feriazaragoza.com

International Rental Exhibition (IRE)

June 7 – 9, 2011
Amsterdam, Netherlands
www.ireshow.com

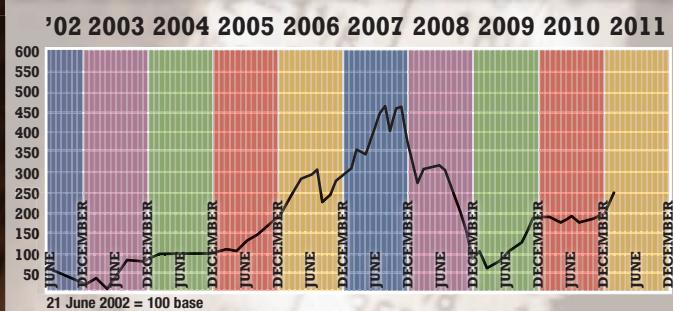
APEX 2011

September 14 – 16, 2011
Maastricht, The Netherlands
www.apexshow.com

The first Youngman BOSS X3X push-around access micro scissor lift sold in Australia has been delivered to Wollongong City Gallery by local distributor Platform Sales Australia of Miranda in New South Wales. Managed by Wollongong City Council, the Gallery is one of the largest regional art museums in the country and houses an important collection.



ACCESS SHARE INDEX (ASI)



Company	Currency	Start date	Previous	Current	% change
Acces Industrie	€	1.34	2.65	2.80	6 %
Aichi Corporation	YEN(¥)	208	314	353	12%
Ashtead Group	UK£	0.47	1.29	1.61	25%
Kanamoto	YEN(¥)	-	424	414	-2%
Lavendon	£	1.85	0.78	0.94	21%
Haulotte Group	€	9.00	9.27	11.31	22%
Oshkosh Corp	US\$	-	28.65	36.63	29%
Tanfield Group	UK£	-	0.17	0.27	59%
Terex Corp	US\$	23.08	24.65	31.72	29%
Ramirent	€	15.00	9.25	10.26	11%
United Rentals	US\$	21.47	19.59	26.25	34%
ASI Index	100	200.00	250	25%	

NOTE: Tanfield Group carried out 1-for-5 stock consolidation in mid-June, which explains the big jump in share price over the past month. Oshkosh Corp added following its acquisition of JLG Industries. JLG represents approximately 40% of Oshkosh revenues. Other access-related Oshkosh businesses include aerial fire devices in North America and Italy.

AEM survey gives 'hopeful' outlook for North America

Members of the US-based AEM (Association of Equipment Manufacturers) are predicting a 12.7% increase in construction equipment sales in the US in 2011 followed by a 14.8% increase in 2012.

AEM's latest 'business outlook' survey predicts that the

IN BRIEF

■ Specialty aerial platform manufacturer **Man & Material Lift Engineering LLC** has been purchased by **Universal Mfg Co**, a Nebraska-based remanufacturer or ReTech-branded automotive products. The purchasing price was not disclosed. Under the new agreement, all MLE assets have been acquired by a newly formed wholly owned subsidiary of UMC, Man Lift Mfg. Co.

recovery in the US construction equipment market will continue into 2013 with 13.0% growth. The survey forecasts Canadian growth of 12.0% in 2011, 14.8% in 2012 and 12.7% in 2013.

Export sales by North American manufacturers to the rest of the world are expected to be up 14.7% this year, with growth falling back to 11.8% in 2011, followed by 12.5% growth in 2010 and 11.2% in 2013.

"While this rebound is welcome, you have to remember our industry was down 30 to 50% in the recession, so there is a long way to go," said AEM president Dennis Slater, "Although business is improving, it will take years to recover the sales losses of 2008-2009."

The slowest growing product sectors over the 2011-2013 period are forecast to be concrete equipment (growth of between 7.4% and 11.1%), light equipment (9.4-11.5%) and cranes and lifting equipment (10.2% to 12.1%).

PEOPLE

Aerial work platform rental company

Lavendon has made two changes to its executive board with the appointment of

Andy Wright to

the newly-created position of chief executive, international operations, and **Mike Potts** to the role of

chief executive, Lavendon Access Services (UK). Mr Wright's new role is based in Dubai and sees the transfer of Mr Wright's UK responsibilities to

newly appointed chief executive, Lavendon Access Services (UK), Mike Potts.

Lavendon has also appointed **Jan Åstrand** and **Andrew Wood** as non-executive members of its board. Mr Åstrand, a Swedish national, is currently a non-executive director of Northgate Plc, the UK hirer of cars and commercial vehicles in the UK, Ireland and Spain. Andrew Wood is a non-executive director at Davis Service Group Plc, a past owner of HSS Hire and Berendsen, a Denmark-based textile services company with operations in 13 northern European countries.

Brazilian renters see five years of growth

Brazilian rental companies are confident that construction activity in Brazil will sustain a five year boom in the rental sector.

Sérgio Kariya, director of the Mills rental division within Mills Estruturas e Serviços de Engenharia, told *AI*; "First, we're going to have two big events - the World cup and the Olympics - that will force a lot of investment in infrastructure: stadiums, hotels, shopping malls, infrastructure roads, etc. This is going to absorb a lot of equipment.

"Also, we have PAC - an accelerated programme to build low cost housing. The project is for eight million homes - and the plan is to build two or three million in the next three or four years." A third element, he says, is big hydro electric projects, new refineries,

and major investments in new shipyards.

Claudio Zattar, managing director of Brasif Rental, said; "We have a very, very positive scenario for the next five years. The new president of Brazil said that they will continue investing in infrastructure and is accelerating all the big projects."

Sounding a note of caution, however, is Paulo Esteves, sales director at Solaris. He said Brazil represented a huge rental opportunity, but said the influx of equipment and new competitors was having an impact; "We are expecting very intensive competition and we are preparing for a price war", he told *AI*.

"Rental prices are already down around 10% this year [2010], and we expect a 5% fall in 2011."





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While the economy has not been working in favour of access equipment manufacturers, Snorkel and its parent company Tanfield has made some big changes which prepare it for the future, **Maria Harding** reports.



Darren Kell CEO of the Tanfield Group addressing the Access Link meeting

When the going gets tough

2010 was a big year for Snorkel and the parent company Tanfield. Like many manufacturers it was working on its service and spares delivery but during 2010 the company has also been reorganising, rebranding and expanding the distribution network as well as launching a number of new products.

Speaking at a recent Access Link meeting held at Snorkel's Vigo facility in Washington UK, The Tanfield Group's chief executive officer, Darren Kell said, "The last three years have been tough – in fact awful, but in merging UpRight into the Snorkel brand during 2010 we have created a global identity. Japan is the last bastion but by the end of the year [2010] everything will be under the Snorkel umbrella."

Since 2007, Tanfield has run the UpRight and Snorkel brands, with separate territorial responsibilities, different product portfolios and often different model designations for the same machines.

"We have spent the past three years harmonising these two distinct brands.

"There is now one global product range and one united global team dedicated to building, selling and supporting these machines.

ACCESS LINK

Access Link, is an association of independently owned regional aerial lift rental companies that work together to offer a national coverage.

"The time is, therefore, right to give the company a unified, global identity."

Single brand

The company believes that one brand will ensure clear, simple messaging for Snorkel's global customer base. As part of the process, Snorkel has assigned new model designations to its worldwide product range.

Although the UpRight name will no longer be used to market aerial lifts, Snorkel will continue to support all existing UpRight machines in the field.

Currently Snorkel has 1 million sqft of manufacturing space world wide and 97% of the company's revenue comes from outside the UK.



Left to right: Nick Leach of Leach Lewis; Stefan Krupa of Leach Lewis; Mark Yarnold Snorkel's UK key account sales manager, Peter Jones, consultant; Frank Izard of Leach Lewis.

Although very proud of its export record Snorkel felt it needed to give the UK market more focus. This began with the appointment of Mark Yarnold as UK key account sales manager. It is his responsibility to develop business directly with UK-based rental companies and assist other distribution channels to develop new business for Snorkel products.

Mr Yarnold took over responsibility for UK sales from Ramesh Lal, leaving him free to concentrate on managing and developing distributors and key accounts in the Nordic countries and Germany.

UK Distributor

The next and more recent step has been in appointing Leach Lewis, as a UK distributor covering the whole of the UK. Mr Yarnold was keen to emphasize that customers would see no difference between dealing directly with Snorkel or with Leach Lewis.

Snorkel's sales policy worldwide is to deal through distributors and the agreement with Leach Lewis mirrors this policy for the UK.

Frank Izard from Leach Lewis will lead the new division, supported by Mr Yarnold.

For Snorkel, the deal gives it access to the large number of small and mid-sized plant hire companies in the UK. Leach Lewis is a well known supplier to these companies and handles major brands such as Bomag, Atlas Copco, Manitou, Kubota, Thwaites and Atlas Copco.

Snorkel said the Leach Lewis agreement will offer a "substantial" machine inventory and access to asset financing.

Leach Lewis' Frank Izard said the company had over 75 years of experience in developing markets for construction and industrial equipment and offered "significant

Members of the Access Link are shown Snorkel's state-of-the-art paint facility.



expertise in finding its customers the right finance package, even during the downturn."

Leach Lewis had already begun a relationship with the Tanfield Group selling the Pop-Up low-level access range in the south of England. Early in 2010 Snorkel and UpRight agreed to work with the UK company Pop-Up Products to create a global brand in low-level access solutions.

At the time Mr Kell said, "Pop-Up is a name recognised for its market experience, product knowledge and a proven track record in innovation in low-level personal access and is the ideal brand under which to market these personal access products worldwide.

"By leveraging Snorkel's expertise in product development, manufacturing and sales and distribution in the US we can develop

Pop-Up to be the dominant force in low level, personal access and take maximum advantage of our fast track product development programme."

And George Fitchett, vice-president of sales in North America for Snorkel said, "Major contractors and rental companies are increasingly aware of the efficiency and cost benefits delivered by low level, personal access solutions.

"Personal access products are a real success with equipment rental companies in Europe, and provide an ideal opportunity for growth in our rental industry. By marketing these products under the Pop-Up brand, Snorkel will provide an easily recognisable range of products that will meet the anticipated strong demand in North America" >

OVER THE TOP



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INTERVIEW: SNORKEL

Low level access

At the Access Link meeting Nigel Woodger managing director of PopUp Products said that the cooperation between the companies was not only helping in product development but in spreading the message globally about the importance of low-level access.

The Pop-Up PUSH series of push-around scissor lifts is now in full production. As part of its global agreement with Pop-Up Products, Snorkel has taken over responsibility for the design and production of Pop-Up products, including the new PUSH6, PUSH8 and PUSH10. The two are working together on other developments, the first of these the Pop-Up DRIVE 12 has just been launched.

Nigel Woodger, managing director of Pop-Up Products said, "We see the DRIVE 12 as a natural extension to our existing product range, because it follows our ethos of lightweight, durable lifts for low-level access.

"The addition of the DRIVE 12 broadens the range of applications for Pop-Up lifts on construction sites and will help us penetrate other markets such as facilities maintenance, retail, airport and warehouse operations. It is a proven product and very highly regarded in the UK."

On a more corporate level in the first quarter of 2010 the Tanfield Group received a £70 million (US\$104 million) offer for its SEV (Smith Electric Vehicles) division from



Malcolm Bowers, chairman of Access Link and director of Lifterz said that the all powder-coated Snorkel machines had "unbeatable paint quality."

Smith more financially sound and productive."

The \$15-million sale was effective on 1 January 2011. Tanfield Group retains 49% equity in Smith Electric Vehicles US, however, this percentage is subject to dilution as Smith raises additional equity capital.

Mr Kell said, "The board of Tanfield believes that a consolidation of the Smith Electric Vehicles UK entity into our associate company, SEVUS, creating a single, larger US based business, would be in the best interests of shareholders, particularly in light of the plans that SEVUS management have for the combined business post this transaction."

At the Access Link meeting, Mr Kell spoke a little about the difficulties of the preceding years, "At the end of 2008 we had no backlog and over capacity, but in mid 2008 we acted quickly and I feel we did the right thing. We kept the best people and the best facilities."

Mr Kell admitted that he was tempted to borrow money in 2008 in order to grow the business, but was very pleased he resisted.

"We are well funded and have a strong balance sheet with no debt," said Mr Kell, "We are the only [access] machine manufacturer not debt ridden."

AI



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FACTS AND FIGURES

VENUE:

Las Vegas Convention Center
Las Vegas, NV

DATES:

Tuesday 22 to Saturday 26
March

TIME:

Tuesday to Friday – 9am to 5pm
Saturday 9am to 3pm



ConExpo anticipates high visitor levels but the last two years will make them more exacting in their demands than ever.

With some of the biggest US rental companies planning to considerably increase their capital investment this year to replace aging fleets and respond to increasing utilisation rates, we can expect a high attendance at the ConExpo exhibition in Las Vegas.

Following the travel problems which blighted Bauma last year, visitors from around the world may make the trip to the US in order to review new developments. The past economic difficulties have made the rental industry even more aware of the importance of choosing equipment, which will not only provide a good return, but will help distinguish them from their competitors.

Exhibitors can expect visitors to be more discerning than ever and there is likely to be particular interest from visitors from developing markets such as Latin America and Asia.

The big stuff

At the ARA Rental Show many access equipment manufacturers will focus on low-level access, at ConExpo they will be able to get out the big equipment as well.

The Palfinger North America Group will show its largest aerial platform, the 103 m (337 ft) working height P333: it will be the first time the machine has been exhibited in North America.

Palfinger will be targeting wind turbine applications in the US with its massive truck mounted platforms.



The P 333 is modelled on Palfinger's existing WT 1000 machine made in Europe and mounted on an all terrain crane carrier. It has a five-section lower boom, three-section upper boom, and is has a fly jib as well.

On the P 333 telescopic outriggers provide stability and the heavy duty 'workman' basket capacity is up to 600 kg (1322 lb), and there is also a hydraulically extendable telescopic basket option with a capacity of 530 kg (1168 lb).

In addition, Palfinger will be showing platforms made by utility lift company Equipment Technology LLC (ETI) on its ConExpo stand. Palfinger acquired an 80 % share of ETI in March 2010.

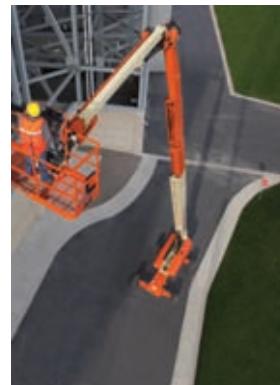
One of the bigger machines on the JLG Industries stand is the new 1500SJ self-propelled, telescopic boom lift, part of its Ultra Series boom lift line. The 1500SJ has a 45.7 m (150 ft) telescopic boom and a telescopic jib that extends up to 7.6 m (25 ft) for additional vertical and horizontal reach.

The new Falcon FS105-Z from Skakolift consists of an articulating first section that will elevate the lift directly above its centre, a telescoping arm and an articulating jib. All mated to a brand new undercarriage, with a specially tuned Kubota diesel.

With a vertical reach of 32 m (105 ft), horizontal outreach of 15.8 m (52 ft) and weight approximately 5909 kg (13000 lbs) depending on optional equipment. Standard is a 24 V battery system for indoor use and a Kubota diesel for outdoor use. Engineers have tweaked the Kubota to provide an improved speed and performance.

Terex AWP (Aerial Work Platforms) new rough terrain scissor have increased horsepower by up to 30 %, a simplified line

According to JLG the 1500SJ is the big brother to the 1350SJ and requires only a weight permit to transport it.



stack and a more durable chassis. "The new design enables the machine to drive and function at full height," the company said. The units are available in 8 m, 10 m and 12 m (26 ft, 33 ft and 40 ft) applications. The 4069RT will also be on the stand at ConExpo.

There will also be developments in the larger telehandlers at ConExpo, Xtreme, for example, will unveil two new telehandlers, the XR1745 and the XR1255.

The XR1745 will have a 7727 kg (17000 lb) capacity with 13.7 m (45 ft) of vertical reach. The XR1745 is similar to Xtreme's XR1270 but instead of a four-section boom, it has a three-section boom and outriggers.

And the compact

Although the outdoor areas at ConExpo give manufacturers a chance to air their monster machines the more compact models will not be overshadowed.

JLG has taken the wraps off a new boom lift model, the 340AJ. The 340AJ has a lift height of 10.4 m (34 ft) with 6 m (20 ft) of horizontal reach and a 5 m (17 ft) up-and-over reach. The unit weighs 4409 kg (9700 lb).

The 340AJ features a steel hood, 227 kg (500 lb) capacity and a Tier 4 diesel engine. A gas/liquid propane engine is also available.

Terex AWP will also feature its new GR-20J and GR-26J self-propelled vertical masts with jibs at ConExpo. The units have a lifting capacity of 200 kg (440 lb), up-and-over clearance of 4.2 m and 6.6m.



in Vegas



Terex AWP's rough terrain scissors have upto 30% more horsepower.

The HB-830 is a new aerial scissor lift from CEI (Custom Equipment Inc). This aerial scissor joins CEI's growing line up of light weight, highly manoeuvrable aerial lifts, designed specifically for today's contractor. The overall goal of the HB-830 is to give tradesmen a cost favourable alternative to traditional scaffolding, leg stilts, and step ladders. The HB-830 weighs in at 506 kg (1115 lbs) and offers a 4.3 m (14 ft) working height. The HB-830 has a zero turn radius operation, which allows the operator to use this machine in virtually any work area including crowded office buildings, hospitals, and hotels.

And for anyone working with aerial work platforms a visit the Lift Safety Zone in the Silver Lot is essential. IPAF (International Powered Access Federation will be on hand to answer questions with the help of live machine demonstrations.



SELECTED EXHIBITORS

Access, Lift & Handlers (KHL Group)

Access International (KHL Group)

- Altec
- Alimak Hek Inc
- Anka Hoist
- Beta Max Hoists, Inc
- Bobcat Company
- Bravi Platforms
- Bronto Skylift (Federal Signal Corporation)
- Case Construction Equipment
- Caterpillar Inc
- Custom Equipment
- Dieci North America
- Doosan Infracore Construction Equipment
- Elliott Equipment Company
- Faresin Industries
- Geda USA, LLC
- Gehl Company
- Hangzhou Truemax Machinery and Equipment Co., Ltd
- Harrington Hoists Inc
- Haulotte Group
- Hunan Sunward Intelligent Machinery Co. Ltd
- Hydro Mobile
- Independent Parts & Service (IPS Worldwide)
- IronPlanet
- JCB Inc
- JLG Industries
- KHL Group LLC
- Komatsu America Corp
- Layher Inc
- Manitex Intl.
- Manitou
- MEC Aerial Work Platforms
- Mustang
- New Holland / Kobelco Construction
- Niftylift Inc
- Palfinger North America
- PM North America
- Scaffold Industry Assoc
- Sellick Equipment Limited
- Skako Lift, Inc. (formally ReachMaster)
- Skyjack
- Snorkel International
- Sperian Protection
- STROS-Sedlicanske Strojirny, a.s.
- Tadano Ltd
- Terex AWP
- Teupen USA, Inc
- Tracked Lifts Inc
- United Rentals
- Wacker Neuson Corp
- Wynne Systems Inc.
- XCMG (Xuzhou Construction Machinery Group Co Ltd)
- Xtreme Manufacturing

The new Falcon FS105 from Skakolift

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CONEXPO 2011
Las Vegas 22-26 March
South Hall level 1 - Booth S-1240



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Early risers

Samoter in Verona in Italy is one of the first European shows of the year. Here we could get some pointers as to what 2011 will hold for the industry.

Samoter

FACTS AND FIGURES

VENUE:

Verona Exhibition Centre, Verona, Italy

DATES:

Wednesday 2 to Sunday 6 March 2011

TIME:

9.30am to 6.00pm

Although the powered access exhibitors are dominated by Italian manufacturers, Samoter is one of the earliest of the European exhibitions. It will present a good indication on how enthusiastic the industry is in investing in new equipment for 2011.

The exhibition is an ideal opportunity for those of you thinking about renewing and enhancing your fleets to take a close look at the developments that have been made over the last year and perhaps get some insight into what is in the pipeline for later in the year. Many manufacturers are working hard on

SPECIAL EVENTS

Samoter will host a number of sector focused events of particular interest to *Access International* readers might be the Hoisting Day, Rental Day and Vehicle Day.

HOISTING DAY, dedicated to operators in the lifting field

■ IPAF (International Powered Access Federation) and *Macchine Cantieri* magazine will organise a demonstration area in the test park dedicated to live demonstrations from the latest innovations. This site will exhibit operating systems such as a single-arm truck-mounted platform, as well as a self-erecting column platform and a transport platform used for practical demonstrations of work at height in a safe manner.

The demonstration area will be set up in collaboration with Setif, an IPAF Training Centre, which is also authorised for self-erecting work and transport platforms, on hand with its proven Mobile Training Unit.

IPAF will organise training courses valid for obtaining PAL qualifications: one for operators of self-erecting column platforms and one for IPAF category 1b static arm platforms that include truck-mounted and atrium lifts.

PAL qualifications (Powered Access License) are important and useful in terms of operator training. The two courses are free of charge and advanced registration is required for attendance (while places are available) by sending an e-mail to: italia@ipaf.org

RENTAL DAY, dedicated to hire operators

Wednesday 2 March, 14.30

■ Convention: "Streamlined distribution of capital goods"

in collaboration with Assodimi (Association of Distributors and Hirers of Industrial Machines)

Friday 4 March, 14.30

■ Round Table: "Hire in Europe"

in collaboration with Assodimi (Association of Distributors and Hirers of Industrial Machines)

VEHICLE DAY, dedicated to vehicle operators

■ Safety of people/load lifting machinery, focusing on crucial aspects such as maintenance, training of operators and periodic checks.

In collaboration with Anfia (National Association of Automobile Industries)

■ EU type-approval of commercial and industrial vehicles: an important opportunity for expansion on international markets by manufacturers/fitters that nevertheless involves the need to manage various problems associated with the practical development of a single type-approval outline.

In collaboration with Anfia (National Association of Automobile Industries)



launches for APEX later in the year and may give you an inkling on what these are when you meet them face to face.

Access International will be at the show and we will be bringing you a round up of what is on show hope to see you there. **AI**

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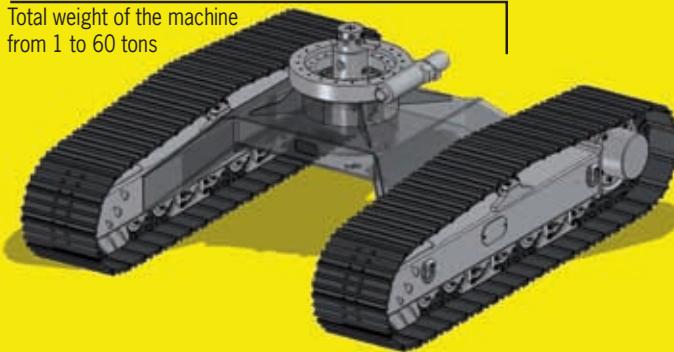
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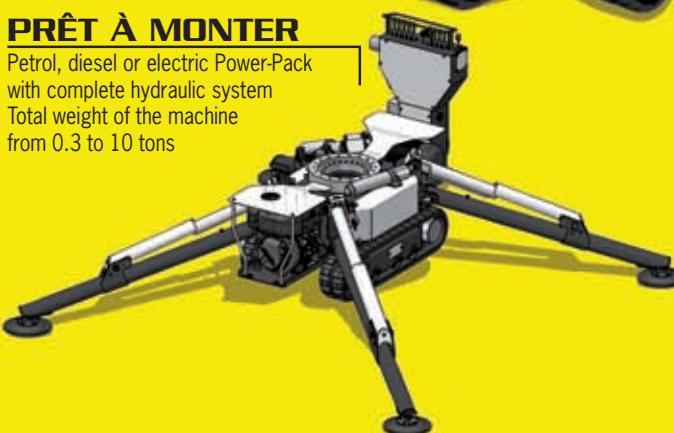
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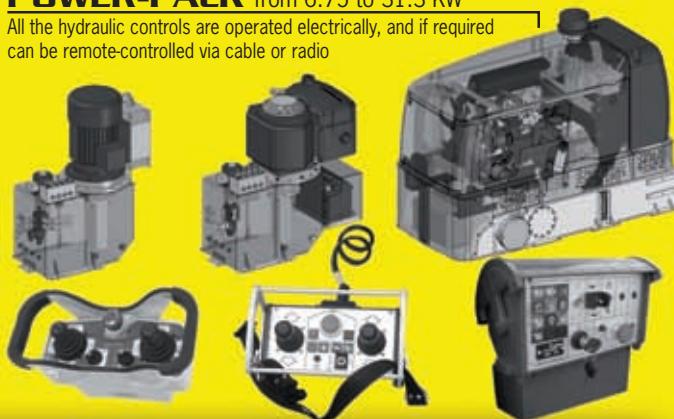
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EVENT DETAILS

WHERE:

Las Vegas, Mandalay Bay Convention Centre

WHEN:

Sunday, Feb. 27 – Wednesday, March 2
(exhibition starts Monday)

EXHIBITION HOURS:

Monday 28: 10.00am – 5.00pm
Tuesday 1: 9.00am – 5.00pm
Wednesday 2: 9.00am – 1.00pm

REGISTRATION:

www.therentalshow.com



The Rental Show is teeming with new products. Access International rounds up some of the things you can expect to see in Las Vegas.

from major contractors, to ensure it can withstand tough job sites.

The company will also have its Snorkel TM12 self-propelled mast lift, which fits through a standard internal door and is light enough to travel in a passenger elevator. With a platform height of 3.6 m (12 ft), it has an extremely rigid mast for platform stability.

The company's low-cost SPM20 self-propelled mast lift with 6 m (20 ft) platform height will be shown. The unit has skid steer, simple controls and weighs less than 863 kg (1900 lb). It has an enhanced design for 2011 that includes a sequencing wire rope system for smoother elevation and descent. The company will also have its push-around mast lift series, PAM on hand with some new design features for 2011 that include improved outrigger interlocks to prevent misuse and better mast stability.

Other mast machines are Snorkel's UL series push-around mast lifts with platform heights of 7.6, 9.7 and 12 m (25, 32 and 40 ft) and the Snorkel MB series self-propelled mast boom lifts (MB20, MB26) are designed for



Visit Genie Industries at booth 4262 to see its new rough terrain scissor lift line.

working in the narrow aisles of retail outlets and combine an ultra-narrow chassis with versatile "up and over" outreach capabilities.

Compact & manoeuvrable

From its low-level range the Haulotte Group will show the vertical mast Star 26J designed for indoor applications. The Star 26J has a 9.8 m (32 ft 2 in) working height but can be stowed at under 2 m (6 ft 5 in) with a width of less than 1 m (3 ft 2 in). It has 360° of rotation and zero tail swing.

Absolute E-Z Up (AEUP) will show its CAWP-9.6 and IAWP-7.3 aerial work platforms for the first time, as well as its first manual aerial work platform. Both the CAWP-9.6 and IAWP-7.3 aerial work platforms are self-propelled.

Mike Buley, AEUP's managing partner said, "We set two key goals when we started Absolute E-Z Up. First, to offer safe, dependable equipment with the lowest lift-cycle cost in the industry, and to operate our business on a 'customer-centred' model that places a premium on long-term relationships and customer satisfaction well after the sale is completed. Customer requests for us to expand our product offering demonstrate we've succeeded at both."

CEI (Custom Equipment Inc) will have its HB-830, HB-P830, HB-1030, HB-1430 in ANSI and CE units on display. Custom's new HB-830 "is a new and exciting aerial scissor



ABOVE: Haulotte will show a range of equipment in Las Vegas including its newest boom the 55XA.

AEUP will have an enhanced version of this pictured CAWP-9.6 at The Rental Show



in Vegas

lift," says Justin Kissinger, marketing and advertising manager for Custom Equipment.

Mr Kissinger says the overall goal of the HB-830 is to give tradesmen a cost-favourable alternative to traditional scaffolding, leg stilts and step ladders. The HB-830 features a 0.63 by 1.13 m (25 by 44.5 in) deck with an additional 0.48 m (19 in) slide out extension. The unit weighs 506 kg (1115 lb) and has 4.25 m (14 ft) of working height. The scissor's zero turn radius design allows the operator to use the machine in "virtually any work area, including crowded office buildings, hospitals and hotels," Mr Kissinger says. "With dual independent rear drive motors and 360° rotating front wheels, this machine can literally turn on a dime."

Broader range

Among the other access equipment at The Rental Show are Genie Industries' new GS-2669RT, 3369RT, 4069RT rough terrain scissor lifts.

The new scissor family has a front oscillating axle, adding to performance in extreme jobsite conditions, which enables the machines to drive through sand, mud and over curbs with ease.

The RT69 family has been enhanced to include increased horse-power by up to 30%, increased platform work space, and a simplified link stack. The new design enables all three to drive and function at full height.

Skako Lift (formerly ReachMaster) will be launching a new product line at The Rental Show, but was keen on keeping its lips sealed about details before the event.

We do know the new ReachMaster Falcon FS105-Z from Skako Lift, Inc. will be presented to the American rental market for the first time at the show.

The lift represents a new direction of the Falcon lifts, which have been sold on the US market for 10 years in the sense that it features a combination between an articulating arm system and a telescoping boom with an articulating jib system. It is based on an undercarriage with adjustable tracks.

The lift has a working height of 32 m (105 ft) with a horizontal reach of 16 m (52 ft) with 200 kg (440 lb) of capacity in the basket in all positions.

The unit comes standard with a dual power system: a Kubota diesel engine for outdoor use, and a 24 V battery system for indoor use that will charge off a standard 110 V/15 amp electric outlet.

Ebbe Christensen, president and chief operating officer of Skako said, "When developing this unit we were targeting the unit against a global market, not only the US



Custom's HB-830 is the latest in the company's product line

market, and consequently we were not able to get the unit under a width of 3 ft and at the same time provide an undercarriage that can support a unit this size, however, compared to the competition the unit is still very compact and is setting benchmark performance as far as vertical work height and horizontal reach, two features our customers have underlined as being the most important."

Alongside the Star the Haulotte Group will show its 4527A, 45XA, 55XA and LiteRiser.

The 55XA is the company's newest light-weight, self-propelled aerial work platform in the X-Boom family. It features a 45% gradeability, 4.5 mph drive speed and four wheel drive capability.

The self-propelled boom has 227 kg (500 lb) of capacity, an 18.7 m (61 ft 3 in) working height and 10.2 m (33 ft, 5 in) outreach. Outriggers replace a counterweight system and the 55XA weighs 2727 kg (6000 lb), meaning it does not need a commercial driver's license for towing.

Also towable is Snorkel's XT24SD scissor lift is a 7.3 m (24 ft) machine with friction drive assist that allows it to be towed to the customer's premises and then driven into position from the platform, like a standard self-propelled machine.

Completing Snorkel's display of quiet, clean, battery-powered machines are the A38E electric articulated boom lift and the new Snorkel S series electric slab scissors.

The Snorkel S series electric slab scissors are built to deliver low total ownership costs. ■

SELECTED ATTENDEE LIST

Access International (KHL Group)

Access, Lift & Handlers (KHL Group)

Absolute E-Z Up (AEUP)

American Work Platform Training (AWPT)

Arrow Material Handling Products

Case Construction Equipment

Custom Equipment

Gadsden Scaffold Co.

Gehl Co.

Genie Industries

Granite Industries

Gridiron

Haulotte Group BilJax

inspHire

International Rental News (KHL Group)

LiftSmart

Manitou North America

MinnPar

Niftylift

Orion Software

Polaris Industries

Skako Lift

Skyjack

SmartEquip

Solutions by Computer

Star Industries

Systems Material Handling

TCM America

Terex Construction

Texada Software

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Wells Fargo Financial

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The SPM20 is just one machine in the wide range of low-level access products Snorkel will exhibit.

"OK

it's an investment
but given Manitou
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 **MANITOU**



Mr Xu Shugen, Dingli's chief executive officer, at bauma China.

Dingli showed 44 aerial platforms at bauma China, including rough terrain scissors and large telescopic booms.

Equipment buyers from all over Asia, the Middle East and Latin America were in Shanghai in late November for the bauma China exhibition. Murray Pollock was there and reports on the access equipment on show.



Shanghai showcase

CHINA A 'SERIOUS MARKET' IN TWO YEARS SAYS JLG

JLG Industries hopes to be producing most of its aerial platform range at its new Tianjin plant in China within 18 months and is optimistic about the growth of demand in the country.

Andrew Satterley, JLG's vice president - sales, marketing and customer support for Asia Pacific said that he expected China to become "a fully fledged, serious market within two years". He said there was a growing focus on worker safety and productivity.

Todd Truax, JLG director of market development and sales operation in China, told *AI*, "Our experience is that it will grow faster than other developing markets. So being The Tianjin facility is making rapid progress in expanding its production range. The ES electric scissors are already being assembled and in the first quarter of 2011 the vertical mast 1230ES model will be added, to be followed by the 800 and 600 series booms."

Mr Satterley said JLG wanted most of the AWP range to be in production in China within 18 months: "Our aim is to get to 90% local content. We really are just getting started." Local production eliminates import duties and freight charges and that alone reduces machine costs by around 20%.

Tianjin will also become a design centre for Asia product. "We are just employing 10 engineers to develop Asia products, to modify for the local market", said Mr Satterley. The Tianjin design team will be led by John Dickerson, a JLG design veteran.

As well as meeting growing demand from China the facility will be used to supply other markets, including Australia, where many of the scissors produced so far have been shipped. "Tianjin is a showroom for customers in Asia," said Mr Truax, "And we will leverage Tianjin to grow India as well."

Every Chinese exhibition seems to bring more access equipment, and more local manufacturers. At an extremely busy bauma China show in late November last year there were more than 21 Chinese manufacturers of booms, scissors, truck mounted platforms, mast climbing work platforms and hoists (see page 40), in addition to western players like JLG, Terex, Haulotte, Skyjack, Snorkel and Manitou.

And while the established manufacturers have been busy setting up manufacturing plants in China (Snorkel, Terex, JLG, Haulotte, Aichi), the Chinese suppliers have been hard at work targeting export markets. For many at bauma China – including Dingli, Sinoboom, JingCheng and GJJ – it was Brazil, India and the Middle East that were engaging their attention.

Star of the show had to be Dingli, which made an enormous impact with 44 (yes, 44) machines on its stand. It already has subsidiaries in Australia and Singapore and said it will this year sell over 2000 machines to export markets including Brazil, Russia, Australia and Turkey.

Mr Xu Shugen, Dingli's chief executive officer, told *Access International* that Dingli was now looking at opening offices in developing >





A new 42 m telescopic boom and 13 m rough terrain scissor were launched by Beijing Jingcheng.



Chinese manufacturer Sinoboom showed a new 41.6 m platform height telescopic boom and this electric 15 m articulated boom at bauma china.

SNORKEL EYES CHINESE EXPANSION

Snorkel aims to expand production at its Chinese facility over the next 12 months.

The company, which initially outsourced its Chinese manufacturing to local player Dingli, has been producing in China since October 2008 and is now making TM12s and several UL models at its own facility in Jintan, Jiangsu province.

Nick Sowden, Snorkel's vice president for Asia Pacific, told *Access International* that the SPM20 and PAM 26 models would be in production by early 2011. The facility provides 5800 m² of production space; "We intend to expand it," said Mr Sowden, "but we need to complete the evaluation process."

He said that 19 ft scissors and the A38 electric articulating boom would be next on the agenda.

Snorkel's approach to developing the Chinese market is to establish regional and sector dealers, of which five are already in place in markets including Beijing, Shanghai, Guangzhou, Xian and Dalian. "We want to add to the network," said Mr Sowden.

In the Asia Pacific region Snorkel is benefiting from a close relationship with Singapore based rental company Goldbell Barnsbury, which is expanding throughout the region and buying used machines.

Barnsbury has acquired forty Snorkel 120 ft booms and the rental company is now operating in Singapore, Malaysia, Hong Kong, the Philippines, Thailand and China. Mr Sowden said Barnsbury's depot network would help the manufacturer provide service in the region; "It is going to be a cornerstone for our operation".



areas including India, Pakistan and Brazil. Earlier this year it established Dingli Australia and has now sold around 400 scissors and small platforms to Australia.

He said Dingli aimed to double its sales to 6000 units in 2011, with export accounting for as much as 70% of sales. The company is best known for its small platforms – and for previously supplying platforms for Snorkel – but in the last year it has expanded its range to include telescopic booms up to 42 m and rough terrain scissors up to 18 m working height. It says all its machines are CE marked for Europe.

Mr Xu says his OEM manufacturing days are over; "Now we want to promote the Dingli brand."

China opens subsidiaries

Sinoboom, one of several Chinese access manufacturers based in Changsha, said it

will open subsidiaries in Australia and Brazil in the first half of 2011. It already has a Singapore office.

Susan Xu, Sinoboom's general manager, said the company had supplied around 20 machines to Brazil; "It is a small start, but in the future the quantity will be higher. The market there is very good." Around 35-40% of sales were exported this year but the company thinks that will increase to 50% in 2011.

Sinoboom also plans to sell to Europe and North America. It will aim to establish either a subsidiary or appoint dealers in Europe before the end of 2011, with any move into North America following in 2012. Mrs Xu said export sales would represent half of its business in 2011.

The company's currently has a 10000m² production facility, but is about to start construction of a new factory in Changsha. This will initially be a 66000 m² plant, but



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XCMG LAUNCHES 90M TRUCK MOUNT

XCMG, one of the biggest Chinese construction equipment manufacturers, launched a 90 m working height truck mounted platform at bauma China.

XCMG is best known for its crawler and truck mounted cranes and already makes a wide range of self-propelled telescopic booms and fire fighting machines, but the GKH90 is its largest ever industrial platform.

The unit on show in Shanghai, weighing around 40 t, was mounted on a Scania P380 five axle chassis and has an articulated boom, with a four section main boom and four section upper boom, with fly jib.

A spokesman for XCMG said the 90 m model would be targeted at customers in China and Asia, and that the company had plans to design a 100 m model next year.



Sinoboom said it will be further expanded in two stages to reach a production area of 180000 m² by 2015.

Sinoboom is another Chinese manufacturer that is fast-developing its product range. At bauma China it showed a new 41.6 m platform height telescopic boom and an electric 15 m articulated boom. The 41.6 m model has been developed for the massive shipyard market in China, although the first customer is actually a big state-owned Chinese contractor, China CMIIC



This 34 m working height telescopic boom is one of the first to be developed by Hangzhou Truemax Machinery & Equipment, which is a seven year old company better known in China for its concrete pumps. "We are already very successful in concrete pumps", said a company spokesperson, "and we have had many requests from customers – like bridge contractors – for access platforms." The 34 m unit has a Cummins engine and uses Danfoss hydraulic pumps. The company aims to develop a range of +20 m booms.

HAULOTTE TO DOUBLE CHINA PRODUCTION

Haulotte aims to double production of aerial platforms in 2011 from its new Changzhou facility, which has been operating for little over a year.

The company is making the Optimum 8 scissor and will soon also be producing the Compact 10 and 12 scissor at the plant. Alexandre Saubot, Haulotte chief operating officer, said mid-sized booms were the first likely non-scissor products to be produced in China and that "long term we want much of the range to be built in Asia – and in every region of the world."

"The biggest challenge is to find the right suppliers", he said at the show, "You need to develop the supply chain - since we have been here we have found more and more partners."

Mr Saubot said Haulotte would modify the platforms for Chinese and Asian use, although safety would not be compromised; "We are selling safety. We will not dilute the safety of the machine. It [product modifications for China] will be more about comfort for the user, user friendliness."

During bauma China Haulotte launched three products that are new to Asia. The HA12CJ/CJ+ electric articulating boom, the Compact 14 scissor, which is already available in Europe; and the Star 6 Picking model..

Engineering & Construction Corp (CMIIC), which is using it in Asia.

Mrs Xu said the company plans to launch telehandlers next year, probably 18 m models with 3 t and 5 t capacities, and also widen its range of articulating self-propelled booms.

Shipyards

The other Chinese booms and scissors producer that has been building a worldwide presence in recent years is Beijing Jingcheng Heavy Industry, a state owned company.





South Korean manufacturer JUNJINCSM showed its recently launched 42 m telescopic model, the TJ-420.

CHINESE MANUFACTURERS

Chinese powered access manufacturers at bauma China included the following:

BOOMS AND SCISSORS:

- **Jingcheng** (Beijing Jingcheng Heavy Industry)
- **Truemax** (Hangzhou Truemax Machinery & Equipment)
- **Runshare** (Hunan Runshare Heavy Industry)
- **Sunward** (Hunan Sunward Intelligent Machinery Co)
- **Sinoboom** (Hunan Sinoboom Heavy Industry)
- **N.Traffic** (Shenyang North Traffic Heavy Industry Group)
- **Dingli** (Zhejiang Dingli Machinery)
- **XCMG** (Xuzhou Construction Machinery Group)
- **Silkway** (Xuzhou Silkway Machinery & Equipment Co)
- **Fachman** (Wuhan Fachman Machinery)

TRUCK MOUNTED PLATFORMS:

- **Heron** (Hunan Heron High Technology Co)
- **Fachman** (Wuhan Fachman Machinery)
- **N.Traffic** (Shenyang North Traffic Heavy Industry Group)
- **Silkway** (Xuzhou Silkway Machinery & Equipment Co)
- **XCMG** (Xuzhou Construction Machinery Group)

Bruce Zhang, Jingcheng's international sales director, told *AI* that it has sold 100 booms and scissors to Brazil this year [2010] and is also selling in India, South Africa and the Middle East.

However, it is also selling well in China, in particular to the shipyards where large telescopic booms are being used extensively. Mr Zhang says one decent sized ship will typically have five booms working on it.

Like other Chinese manufacturers the company continues to expand its product line. At bauma China the company showed a new 42 m telescopic boom (targeted at shipyards and other customers) and its largest yet rough terrain scissor, a 13 m platform height.

More are on the way. "We are working on a spider boom with crawler tracks", says Mr Zhang, "We already have a wheeled 22 m unit, but we are developing a 24 m version." Also on the agenda are more rough terrain scissors and smaller, electric articulated booms.

The attractions of the shipyard business were evident in the number of very large telescopic booms on show. South Korean company, JUNJINCSM, which has grown on the back of Korea's enormous shipbuilding industry, is now targeting China's shipyards with its range of booms.

On show was a new 42 m telescopic model, the TJ-420, which is larger than its previous biggest, the 38 m T-380N and TJ-380N. The 420 uses a heavier frame and wider axles than the 380 models and also has a polymer canopy rather than steel.

Mr Aleksei Baek, of JUNJINCSM's overseas sales team, told *AI* that the company sold 170 booms to Chinese shipyards last year and has sold around half that number in 2010.

Mr Baek says the company is now looking at producing a new range of articulated booms, with an 18 m model due for launch early in 2011 and a 20 m unit to follow. He says a key target in producing these models has been to get costs down – the company's existing 15 knuckle boom is expensive, he says.

Export markets like Brazil and Russia are also key to JUNJINCSM's plans, and it has recently appointed a new Brazilian dealer, AR Tiger.

The show was also notable for the number of Chinese hoist and mast climber manufacturers (see the Mast Climber Feature on page 40)

Chinese exhibitions

Your next big chance to see Chinese suppliers in force will be the 2011 BICES show, taking place in Beijing on 18-21 October next year. Bauma China returns in November 2012. We are not sticking out our necks very far when we predict more Chinese access manufacturers and yet more platforms. **AI**



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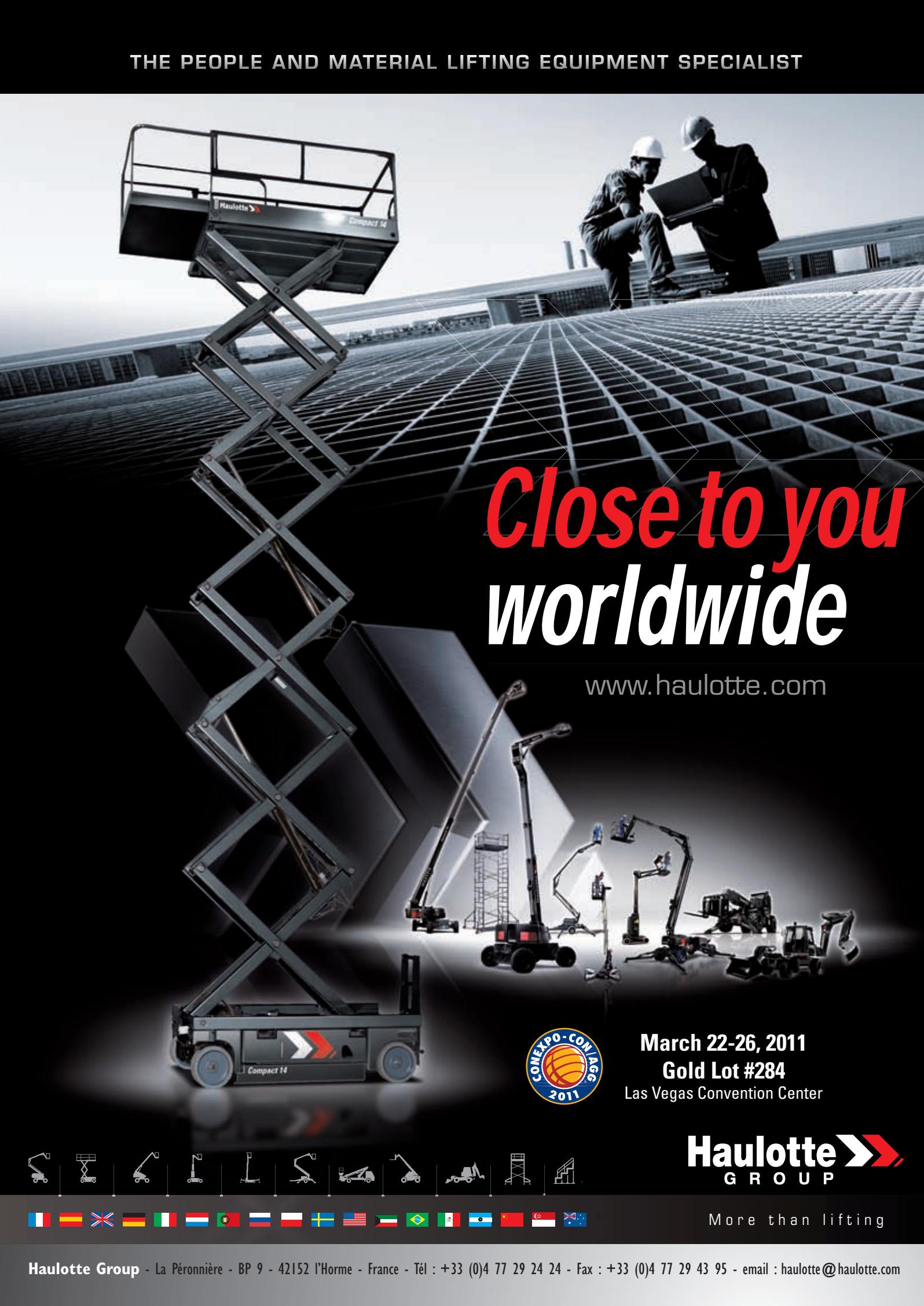


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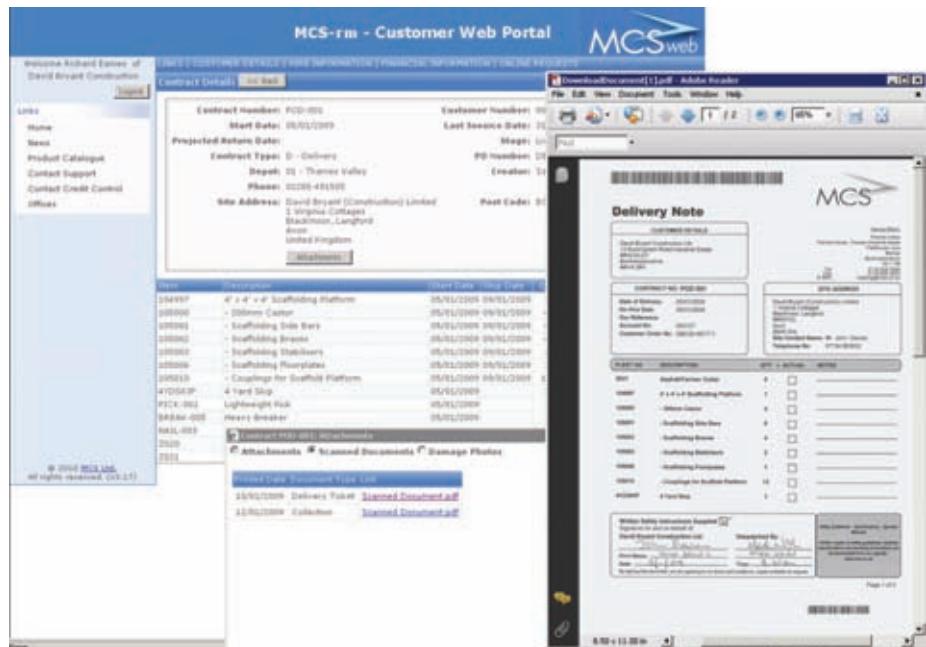
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Customer care

Murray Pollok reports on how the latest rental IT systems can help improve customer service and improve efficiency.



A screenshot showing MCS's proof of delivery (POD) system. The company is offering rental companies a scanning system in the depot if they don't want to invest in hand held computers.

Rental software suppliers emphasise that customer service is about getting deliveries right, sending accurate invoices, asking the right questions during quotations and providing customers with timely information. All of these things can be helped by using the appropriate systems.

Michael Stilwagner, vice president of sales and marketing at Wynne Systems, tells *AI*; "Great customer service is delivered by consistently providing equipment on time and that performs as expected. The second step is to then invoice in a clear and accurate manner which will reduce costly credit memos... Software must assist your company in

providing accurate invoicing. There is no more basic function."

CRM (Customer Relationship Management) systems are of course an extremely important element to providing good customer service. A key choice here is between an integrated CRM system provided by the rental software supplier and the use of a third party specialist CRM package such as Salesforce, GoldMine or ACT.

Whatever your choice, says Wynne's Mr Stilwagner, "The more robust rental management systems will provide the applications to capture the data and report it back to you or your client through extranets

and portals.

"This information will make you understand your customer so you may provide a better customer experience (right equipment, proper invoicing, valuable conversations)."

Web portals

One area of particular growth is customer web portals. These were pushed initially by large contractors who wanted transparency on their rental transactions. Nick Thomson, sales manager at UK rental software company MCS, says the demand for web portals is growing; "Now it has become one of the biggest things on the agenda, even down to small, one or two depot outlets."

Portals give customers information on what equipment they have on rent, pricing arrangements, invoices and more. Mr Thomson says one of its clients is now using its portal for pre-invoice checks. The customer is sent a pre-invoice to look over, giving it the chance to approve and reject certain things and smoothing the process of payment.

For Jack Shea, chief executive officer at Solutions by Computer, the internet portal that it started offering customers in 2009 has become "a strong CRM tool" to strengthen relationships "The Portal gives end-renters access to their account information online and allows them to create internet quotations or reservations."

UK rental company inspHire also offers a web portal that gives customers direct access to their account information. Customers can access health and safety certification and damage letters, copy invoices and other

KEEPING CLOSE CONTACT

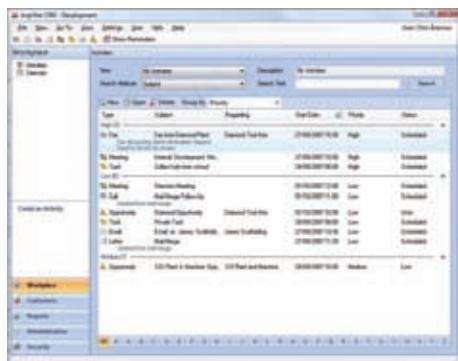
Result Group in the UK offers a fully integrated CRM and quotations module with its rentalresult package, but the company is keen to emphasise a more recent aspect of its software that relates closely to customer service, and that is the rules engine it developed for a major US customer and that is now available more generally.

The system had its origins in a US client that was growing rapidly and which had a relatively high staff turnover. They needed customer 'profile' information to be available real-time, and they wanted to encourage decision making based on information in the profile and to promote consistent customer service.

"We used the rules engine to create a customer service script with a difference", says Result Group, "As well as leading the salesperson through the process, it allows the customer's current information to be checked and updated by the script itself without the user being distracted, it tells the salesperson if the customer deserves a one-off loyalty discount and what kind of products they could suggest based on their past rental and sales history."

"Effectively the rules engine script becomes your customer service trainer and your on-the-ground invisible branch manager to validate decisions based on your corporate policies. If responses to questions within the customer service script indicate wider issues you can even auto-create customer service calls and assign them to senior sales reps, managers or credit controllers to follow up separately."

Result Group recognises that nothing replaces strong human interaction with customers; "but the rules engine allows you to ensure that the decisions that your employees make follow your business needs".



InspHire has added functionality to its integrated CRM package following a recent CRM user group meeting.

information. For InspHire, web portals are a "cost effective way of keeping customers informed" and they encourage customers to use a rental company as a "single source".

What about the functionality of CRM systems that can help you improve customer service?

Sycor in Germany says integrating CRM systems with a CTI (Computer Telephony Integration) function, means that rental companies always know what customer is calling right from the start. "Service then boils down to two key factors", says Frank Jakobi, a member of Sycor's executive committee, "As a rental company, you have to be able to provide customers with the information they need whenever they need it, and you have to adhere to agreements at all times."

Nick Thomson at MCS echoes this comment about customer agreements, as defined by KPIs (Key Performance Indicators). "Big customers want to know things – how many breakdowns, how quickly were they repaired. To win the business you need to be more transparent."

He points out that rental management systems can be set up to provide digital alerts (by text or e-mail). For example, you could set triggers to prompt a swap-out of a re-hired machine when one of your own units becomes available, or to tell you when a delivery is more



than four hours overdue.

"It's a very, very powerful tool", says Mr Thomson, "having triggers to make sure you keep service levels up."

Powerful tools

Some of these triggers obviously relate to what is happening in the real world – equipment being delivered, a repair completed etc – and it is tracking these kinds of real events that can also help provide great customer service.

Proof of delivery is a good example. Delivery and pick up documents can be scanned and entered on the system, where customers can access the information on their web portal.

This can involve the use of hand held

computers and electronic signature capture, but MCS, for one, has responded to rental company reluctance to invest in handhelds by creating easy-to-use scanning centres at the depots that will automatically scan and electronically file delivery documents. Even if a customer doesn't have a web portal it is easy for the rental company to e-mail a PDF delivery document.

Jack Shea at Solutions by Computer says technology like this provide powerful tools to enhance relationships with customers. He gives the example of two cases where things can go wrong during delivery – items can fail to get picked and loaded, and items can be delivered with associated components missing.

"Our systems use multiple technologies to ensure complete deliveries: recommended item advisories, accessory kits, barcode/RFID scans, and a new feature called 'Pull For Delivery' in Enfinity Release 3.0. When large orders are staged for delivery, Enfinity produces notification of last-minute order changes that happen after the pulling begins. This eliminates expensive fixes later on".

The near future will see other developments beyond web portals and proof of delivery technology. Wynne Systems is one of several companies to highlight the development of software systems integrated into smartphones, iPads and the like.

Jack Shea says systems are developing to adapt to the specific needs of particular rental sectors. "Rental is no longer a homogenised industry, even within its equipment, tool and party sectors, and we have addressed that with a technological foundation that can meet

MANAGING CROSS-HIRE

Australia's Bizsoft Consulting was founded in Brisbane in 2000 and has had success selling its Earthmoving Management System (EMS) to plant hire companies and fleet owners in its home market, but is now looking for international business.

Anthony Roche, an owner of Bizsoft, tells *AI* that EMS is targeted at plant hire companies and government agencies sourcing equipment from multiple providers.

"EMS was built from a Wet Hire [with operators] perspective taking care of Machine + Operator, which distinguishes it from our competitors", he says, "It was also built from the perspective that a plant hire company would engage with other plant hire companies (sub-contractors) to provide machine and operator in a cross-hire situation.

"So not only does EMS look after a single operations fleet, it will also manage machine and operators from their sub-contractors. Currently EMS is used by operations incorporating their own fleet of machine and operators plus anywhere up to 250 sub-contractors."

Mr Roche says the system is currently being developed to provide a web portal for a rental company's end customers. This follows the recent introduction of a web data service that allows end customers to use smartphones to request machines and view past and current jobs.

On the topic of CRM functionality, Mr Roche says EMS integrates some CRM functions – at the specific request of customers – but he advises clients who want full CRM functionality to invest in a dedicated CRM system which Bizsoft will then integrate.



A SALES TOOL

One UK access rental company, Horizon Platforms, is using Higher Concept Software's Syrinx CRM software integrated with its telephone system.

Ben Hirst, joint-managing director at Horizon, says the system is proving particularly beneficial to the sales team; "It works really well. The telephone number is recognised immediately and opens up a prospect's details in addition to notes we have made about them previously on the system.

"We also like the way it helps our sales people earn their commission, because individuals are attributed to prospects from the initial contact at the very first call."

Loxam's Laho division in France went live with Wynne Systems' RentalMan rental software in December. The system covers Laho's 140 locations throughout France. Loxam is in the process of implementing RentalMan throughout its pan-European business.

customer satisfaction, and this is an important feature for the rental company itself to provide better customer service in the future."

In the future Alias wants the CRM system to provide features such as monitoring customers after the contract has expired, "and using business intelligence to deal with 'the great silence' of non-returning customers."

Nick Thomson at MCS says full integration with the Windows Outlook e-mail system is one example of how users' lives are being made easier, and he says that full synchronisation with Outlook Calendars is also going to be available soon.

On the CRM front, he says the company is looking at developing its CRM system to act as a kind of customer helpdesk, with customers able to log requests or questions via their web

Speedy in the UK has invested £1.3 million in providing PDAs for all of its delivery drivers. The hand-holds will capture customers' signatures as well as the location, date, time of receipt, and customer satisfaction.

portal or e-mail contacts that will automatically link with the rental company's CRM system. This will allow for follow-up triggers to be set, and provide an audit trail of call and response.

InspHire says it is constantly updating its CRM system. For example, a recent CRM user group meeting identified a need for certain functionalities to be added, including allowing users to choose the columns of information that are relevant to them; an export to Excel feature on screens; greater visibility of the current rental activity and current pricing for customers; managing cash customers more efficiently; and a simple mail merge feature with auto create a follow up activity.

The challenge is to leverage the new technology to deliver improved customer service. For that, the essential thing is to have a clear view on what you want to do. A good start – in the spirit of customer service – is to ask your customers what they want from you. **AI**



the needs of even the most unusual rental operations.

"Some CRM functionality operates at the umbrella level, for example follow-up 'thank you' communications to customers, while others are rental-specific. Enfinity's integration with PartyCAD schematic software is an example of an onsite customer service that can be downloaded to Enfinity and stored in the customer's record."

Customer satisfaction

Italian rental software developer Alias, which supplies the web-based Rental2k system, says an important feature of its integrated CRM system is a bonus scheme, "where customers can be rewarded with bonus points and promotions. Questionnaires and surveys can be produced internally in order to monitor

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The IAPA judges met on
 Thursday 27 January to decide
 on the winners for the 2011

IAPAs (International Awards for Powered Access). The winners will not be announced until the awards dinner on 14 April but here are the shortlisted companies.



The contenders

SHORTLISTED COMPANIES FOR THE 2011 IAPAs

ACCESS RENTAL COMPANY OF THE YEAR

- Alo Rentals, Chile
- Easi Uplifts, Republic of Ireland
- Facelift Access Hire, UK
- Industrial Access, Romania
- Lavendon Access services, UK

IPAF SAFETY CHAMPION

- Carl Evans, HSS Hire, UK
- Srinu Kadaba, Yusuf Bin Ahmed Kanoo, Saudi Arabia
- Teresa Kee, NES Rentals, USA
- Douglas McLuckie, A-Plant, UK
- Kevin O'Shea, Mastclimbers, USA

CONTRIBUTION TO SAFE WORKING AT HEIGHT

- AFI-Uplift, UK
- Bronto Skylift, Finland
- BS Technology, Singapore
- Lavendon Access Services, UK
- ZT Safety Systems, UK

ACCESS PROJECT OF THE YEAR

- Harsco Infrastructure Services - Heron Tower Project, UK
- Mastclimbers & Goedecke Equipment - Robert A Young Refurbishment Project, USA

AWARD FOR OUTSTANDING AFTER SALES SERVICE

- Access Plus Scotland, UK
- Independent Parts & Service (IPS), UK
- Terex Aerial Work Platforms, USA

IPAF AWARD CATEGORIES

BEST MARKETING CAMPAIGN FOR IPAF TRAINING

- Access Plus Scotland, UK
- BS Technology, Singapore
- HERT Arbeitsbuhnen, Germany
- Mastclimbers, USA

IPAF TRAINING INSTRUCTOR OF THE YEAR

- Claudio Figueroa Garcia, Alo Training
- Jur Kamsteeg, Riwal
- Steve Murdoch, HSS Hire

PRODUCT OF THE YEAR - VEHICLE/TRAILER MOUNTED

- CTE: B-Lift 20.13 MP
- France Elevateur: 111F eco Elevator
- Oil&Steel Northern Europe/HCNL: Snake 2714 compact
- TIME International: Versalift ET-36-LF Electric

PRODUCT OF THE YEAR - SELF PROPELLED (BOOMS, SCISSORS, ATRIUM LIFTS)

- Haulotte Group: HA12CJ+
- MEC Aerial Work Platforms: Titan Boom
- MULTITEL Pagliero: SMX225
- Teupen Maschinenbau: LEO 25 T
- Merlo: MPR
- Holland Lift: Megastar G320EL30

PRODUCT OF THE YEAR - MAST CLIMBING WORK PLATFORM/HOISTS

- GEDA-Dechentreiter: Geda 300 Z/ZP Transport Platform
- Alimak Hek: Alimak Scando 650

PRODUCT OF THE YEAR - LOW-LEVEL ACCESS

- Custom Equipment: HB-830
- Bravi UK: Caddy
- Skyjack: SJ12
- Power Towers: Nano SP

IPAF/ACCESS INTERNATIONAL LIFETIME ACHIEVEMENT AWARD

Winner to be announced on the night

BEST NEW IPAF TRAINING CENTRE

- Heyrod Construction, UK
- NES Rentals, USA
- Piattaforme Aeree Formazione (PAF), Italy
- SETIF di Roberto Catana, Italy

This is the third year that *Access International* and IPAF (International Powered Access Federation) have organised the IAPAs. Every year the numbers of entries increase: challenging our judges – industry experts – in the selection of shortlisted companies and overall winners.

Our judges are Roger Bowden, owner/founder, Niftylift, UK; Gerhard Hillebrand, IPAF Italy representative; Murray Pollok, managing editor, *Access International*; Steve Shaughnessy, IPAF president and Mike Watts, chairman/founder, Sunstate Equipment, US. They all have a wealth of experience in the powered access industry and have brought it to bear on the selection of our winners.

Tim Whiteman IPAF's managing director said "Our industry relies on professionalism and innovative design to stay safe and effective – it is right that we should recognise the innovators, leaders and pioneers that make that possible."

Maria Harding, *Access International*'s editor said, "In this the third year of the IAPAs we have had more entries than ever before. It is extremely gratifying to have so many excellent access companies: manufacturers, rental companies and end users, contesting the awards. We are anticipating another excellent awards event and once again look forward to welcoming access professionals from around the world."

Although only in their third year, the

ITINERARY

WEDNESDAY 13 APRIL

- IPAF Networking Event
- 19:00 to late
- Sponsored by JLG and Holland Lift

THURSDAY 14 APRIL

- 9:00 - 12:00 IPAF Council Meeting (members only)
- 12:00: IPAF AGM
- 13:30 IPAF Summit
- 18:30 IAPA Drinks Reception
- 19:30 IAPA Dinner and Awards Ceremony



The 2010 winners celebrate their success.

IAPAs have already become an important event in the powered access calendar. As in the preceding two years the IAPAs will be held on the evening of the IPAF Summit. Both events will take place at the NH Grand Hotel Krasnapolsky in Amsterdam on 14 April. The now traditional and very popular networking event will take place on the evening of the 13 April.

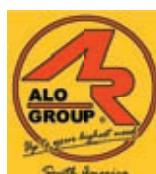
■ Every year the IAPA awards dinner becomes increasingly popular, so make sure you buy your tickets in plenty of time at <http://www.ipa-summit.info/>.

AI

The IAPA judges bringing their experience to the table. Left to right: Mike Watts, chairman/founder, Sunstate Equipment, US; Roger Bowden, owner/founder, Niftylift; Murray Pollok, managing editor (taking picture); Steve Shaughnessy, IPAF president; and Gerhard Hillebrand, IPAF Italy representative.



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Vertical masts branch out

The simplicity and compact nature of vertical mast machines is being augmented with additional features to provide more flexibility and application specific models. Maria Harding looks at some of the latest developments.



The design of the base of the Skyjack's SJ 12 gives unobstructed access to batteries and other components for easy maintenance.



NEW GENIE MASTS FOR CONEXPO

Terex AWP is launching a new range of self-propelled vertical mast machines with jibs - the GR-20J and GR-26J - into the US: they were first introduced in Europe.

The units have a lifting capacity of 200 kg (440 lb), up-and-over clearance of 4.2 m and 6.7 m (13 ft 10 in and 21 ft 10 in), a maximum working height of 7.6 and 9.8 m (25 and 32 ft), and a maximum horizontal reach of 3.2 and 3.1 m (10 ft 7 in and 10 ft 3 in) respectively.

The jib's range of motion is 140° and both units have hydraulic turntable rotation so the operator can position himself precisely in most situations.

These new machines can be seen at the Conexpo exhibitions in Las Vegas.



Vertical mast access platforms are primarily designed, although not exclusively, for indoor applications. They need to be light weight, manoeuvrable and compact to operate where there are space constraints. Vertical masts can be push-around or self propelled and increasingly manufacturers are creating machines with slide out platforms, jibs and special attachments for specific applications.

Italian company Braviol designed the Leonardo concept vertical mast machine over



Some contractors have quoted up to 1 man-day per week savings using the Bravi Leonardo over conventional towers and podiums.

15 years ago for use within its own contracting environment (ceiling and curtain walling).

Pierino Bravi, the managing director, had come under increasing pressure to be more competitive and fit more ceiling and wall panels in less time. The early Leonardo (Lui Mini) Italian for "Him Small" allowed Mr Bravi to win several contracts and still make money when his competitors were still using scaffolds.

Today rental companies are still looking to increase their rate of return and have increasing pressure to reduce the cost of the equipment. Andrew Fishburn of Bravi UK says, "Usually this is passed directly to the manufacturer and in some cases the only route is to find low cost manufacturing for the product. We have resisted this as the quality from some of the emerging markets is perhaps not as good as we would like. All Bravi products carry a three year parts warranty - a testament to the build quality and component strength."

Paul Kreutzwiser of Skyjack said, "All kinds of trades and maintenance personnel use these machines and they are typically found in multi story buildings during all phases of construction and even in completed buildings. The various applications include HVAC (heating, ventilation and air conditioning), plumbing, and fire sprinkler technicians, drywallers (plaster), painters,

VERTICAL MASTS

electricians and maintenance personnel to name a few."

Skyjack makes two vertical mast lifts the SJ 12 and SJ 16 which have 5.48 and 6.7 m working heights respectively. The machines have a 405 mm traversing deck and weigh 780 kg and 966 kg respectively. Notable features include the location of the controls on the opposite side to the mast for clear visibility when driving the machine and zero turning radius. The design of the base gives unobstructed access to batteries and other components for easy maintenance.

Working at height regulations have also changed the way contractors think. Traditionally a small scaffold tower, podium or even a large set of steps would have been used for low-level access applications. Now many contractors are specifying powered access which not only offer safer access for workers but can increase productivity to around 30% with a push-around model and even more with self propelled.

Power Towers identified a requirement for a low level, self-propelled access platform that would have the same compact working footprint as a push around. The Power Tower Nano SP, which was launched in 2010, is designed to achieve this and has pothole protection, safety load sensor and tilt sensor systems.

The jib on the Haulotte Star 10 brings a key benefit to customers as it gives them flexibility of movement and a real gain in productivity.

It benefits from a slide out cantilever deck with 500 mm of additional outreach and a wind speed rating for outdoor use of 12.5m/sec. It also weighs just 478kg, allowing it to be used on raised flooring and for easy transportation to and from site.

Haulotte says that most of its vertical mast customers are end users from the following business sectors: manufacturing plants, retail industries and transport industries.

"These machines are most commonly used by our customers on flat slab surfaces for maintenance, repair, cleaning works inside buildings where there are confined areas or potentially for stores and inventory management operations where scissors lifts cannot access."

Mr Fishburn of Bravi UK says, "There is no doubt that this market is expanding rapidly (reputedly circa 1.9 million steps, podiums and small towers are being used each day in the UK alone). Converting a small percentage of that market would create a huge demand for these [vertical mast] products."

"Some contractors have quoted up to one man-day per week savings using the Leonardo



over conventional towers and podiums.

"Our outdoor machine was designed specifically for use in high-rise buildings to work on floors prior to glazing (projects like the Shard in London have a plethora of Leonards working in this environment) i.e. open to wind speed.

"The key drivers are low floor loading, ability to withstand windage and work on raised access floors (the Leonardo is also perfect for bank re-fits).

"The end user market which includes offices, shops and factories holds huge potential, however it may be necessary to develop more sympathetic designs to fully realise this.

"The Leonardo is already used in Museums, Art Galleries and retail premises and we even have them involved with submarine manufacture.

"This market in itself presents a huge development opportunity with long term rentals at far better returns for the rental companies; it does however present a challenge in effectively supporting these customers."

"The biggest issue is floor loading- many manufacturers build machines that are just too heavy. The UK leads the way in building design, with more and more emphasis on less and less concrete; this has a big impact on what you can put on the floor.

"Typically US based manufacturers have not seen this issue so they produce equipment that is overweight!

"Ease and simplicity of control is vital for the user and charging must be easy to carry out."

At first sight it might be only the working height which distinguishes vertical mast machines but each manufacturer brings its own unique design features to the concept.

Skyjack's SJ12 has an innovative traversing platform that provides two interesting features. When in use, the platform can be rolled out partially providing up to 0.41m (16 in) of up-and-over reach for increased flexibility and productivity. Secondly, when the machine is stowed, the platform can be rolled all the way out by using the service latch providing full access to the large hinged service compartment

SNORKEL UPGRADES AND RENAMES TM12



Snorkel is re-launching its TM12 3.65 m (12 ft) vertical mast lift, with some new enhancements.

Following the UpRight brand's consolidation into Snorkel last year, the TM12 - launched in the mid 1990s, has been updated. The new version will be marketed as the Snorkel M1230E (M = mast lift; 12 = working height in feet; 30 = width in inches; E = electric).

The Snorkel M1230E can be driven through standard doorways and carried in passenger elevators - yet will still lift two people with tools to a safe working height of 5.7 m. The robust reverse concentric mast design gives the M1230E its lift capacity of 227 kg and an extremely stable work platform, even when fully elevated. It is used in a wide range of applications, from construction and maintenance to stock-picking.

The new version has been upgraded with easy-entry saloon gates and the PG Trionics control system that was introduced last year into Snorkel's S Series scissor lifts, providing smooth proportional controls and easy-to-use diagnostics for troubleshooting.

For the first time, the M1230E is also available with an optional deck extension and a variable height, front-mounted stock picker tray. It is designed to be simple to use, easy to troubleshoot and easy to service, delivering low total ownership costs.

In addition Pop-Up Products Ltd is incorporating Snorkel's M1230E 12 ft vertical mast lift into its product range for the UK. It will be called the Pop-Up DRIVE 12 and is the first mast lift in the Pop-Up range.

cover and ultimately, full access to all components for unparalleled serviceability.

It is easy to mount the platform as it is also only one small step (0.44 m (17.5 in) off the ground, in a stowed position. The SJ12 weighs 782kg (1720 lbs) and has low local floor loads allowing access to weight sensitive floor areas.

The inverted steel mast construction protects the lifting mechanism but also boasts a higher amount of overlap between sections adding to operator comfort at height.

Mr Kreutzwiser said, "On a 3.65m (12 ft) self propelled vertical mast lift like the SJ 12 the biggest design challenge is packing all the necessary components and counterweight into the small base while bearing in mind that some of the key requirements for machines in this class are low gross weight, manoeuvrability, and low step in height."

Haulotte is particularly proud of the manoeuvrability of its Star machines, the company says, "Haulotte Group vertical masts have the best manoeuvrability with precision and comfort, for a smooth and progressive driving and motion. The turning radius enables operators to access working areas, for exceptional productivity, with an optimal working envelope (positive/negative jib orientation combined with the mast rotation at 345°. The machines are very robust and easy to maintain.

"The main challenges design-wise are related to the compactness requirements for this type of machine such as zero tail swing requirement or lowest stowed height (below 2 m being a must)"

Bravi's Leonardo is said to be the only machine with dual slide out decks, which provides outreach at each end. The aluminium mast has synchronised cylinder allowing a



ENHANCED TOUCAN RANGE

JLG has recently updated its Toucan range of vertical mast machines.

The Toucan 8E is a new electrically driven, 8.15 m working height vertical mast machine, it has a horizontal outreach of 2.35 m and accommodates two persons with both an indoor and outdoor capability.

The dimensions of 0.99 m (39 in) wide and 2.10 m (6 ft 10 in) long make the Toucan 8E less cumbersome to manoeuvre through narrow areas. Additionally, the Toucan 8E has a ground clearance of 10 cm (4 in) and is able to travel over thresholds, small inclines and ramps. The maximum break-over angle and gradeability are 25°, which helps when loading the machine on and off trucks or trailers. The low weight and powerful DC drive means the Toucan 8E can go to most work locations on finished surfaces.



The direct electric drive makes the machine quiet to operate with zero emissions and brushless motors provide ease of control and a smoother but responsive operation. Long-lasting 24V/180A batteries with a shorter charging time keep the machine running longer. The re-launch of the Toucan E26MJ vertical mast lift in North America as the Toucan T26E, features a direct electric drive.

The updated platform - which is the North American version of the Toucan 10E model launched earlier in Europe - uses a direct electric drive rather than electric power with hydraulic drive. There are fewer hoses, which means less potential for leaks, and the AC motors are quieter and don't require brushes to be replaced, reducing maintenance costs.

greater height without chains which is designed to provide zero maintenance on mast. Bravi provides a 10 year guarantee on the mast.

Leonardo is available as an indoor and outdoor machine – the outdoor edition weighing only 555 kg provides outdoor rating. Mr Fishburn says, "Both the outdoor and indoor machines are the only machines in this category to provide loading wheels which clip on the front of the machines to allow them to clear ramps for loading (this can be a big problem for other machines).

Both Leonards are drivable at full 4.9 m working height and can drive for up to 12 kms on a single charge.

The Power Tower Nano SP which was launched in January 2010, also claims a 12 km drive on a single charge. It has a working height of 4.5 m, a footprint of 1.2 m x 0.75 m and is self-propelled even when fully elevated. It has a safe working load of 200 kg (1 person plus tools), full platform load sensing and a pothole protection mechanism complete with mechanical mast interlock, rated for indoor and outdoor use. Weighing 478kgs the Nano SP is approved for use on Kingspan raised access flooring and transporting on 500 kg tail-lifts.

Increasingly manufacturers have been adding additional features to their vertical mast machines which include slide out platforms, jibs and special application modifications.

Haulotte says that the jib on the Star brings a key benefit to customers as it gives them flexibility of movement and a real gain in productivity. Haulotte says that it anticipates

Braviisol's Caddy is a purpose built stock picker that can pick and carry stock at 5.35 m.

creating model for specific applications in the future but currently these are just a concept.

Mr Kreutzwiser of Skyjack said that slide out decks provide much needed up and over reach to clear obstacles at floor level. "For example a maintenance technician can utilise the up-and-over reach to change a light in an office area above some desks or filing cabinets.

Machines fitted with jibs feature additional versatility but are burdened with weight and cost adders. The effects of added weight, size and cost realistically puts them in a different category."

Braviisol's Caddy is a purpose built stock picker that can pick and carry stock at 5.35 m. The machines have a powered cargo shelf with 90 kg capacity which helps to minimise manual handling. Caddy will drive 21 km on a single charge and can drive, lift, steer and power the shelf all at the same time for enhanced productivity. Mr Fishburn said, "Caddy is the only machine in this class to be wind speed rated (again allowing usage outside)."

Braviisol has also developed the self propelled very lightweight (400 kg) Bravi Lite.

Mr Fishburn said, "The Lite is the next generation of low level machines and we have a series of very specific push around products ready to come along in 2011. These products are already being developed with clients who have given us specific problems to solve."

Vertical mast machines are a neat solution to many access challenges in numerous environments. They are an important part of the growing range of low-level access machines and with the increasing number of machines becoming available we can expect further developments in this strongly contested market.

Views on fall arrest

LETTER 1

For fixed length lanyards

I would like to comment on Mr Barney Green's view on lanyard use on MEWP's, I would suggest that the reading of the two following papers advantageous for one wishing to comment on fall arrest systems, these are by Mr Paul Seddon and Mr. Harry Crawford.

POINT 1: When operatives are using a fixed length (suitable for the height of the user) restraint lanyard in a boom type MEWP (mobile elevated work platform), they cannot adjust it themselves. Should the operatives be issued with an fall arrest lanyard (adjustable type) as far as a safety officer for a site is concerned, how does he make sure the operative will not adjust the lanyard to full length (2m) thereby going against the principle of restraint, this means they would have to police the use and this is man hours = extra cost. Why not use fixed length restraint?

POINT 2: When using fall arrest BSEN363 in MEWP boom type (fall arrest is "Cat 3 PPE only to be used in the event of mortal danger to the user") the requirement for use is "6.25 m of clear fall space below the user" a fall has four positions: 1. The Fall: 2. The Deployment: 3: The Arrest: 4. Suspension Period.

BSEN355 Fall Arrest energy pack when deployed generates 6 kN or 12 cwt. As an ex Grove service technician we used to test MEWP's and I can assure you this kind of loading will take a MEWP boom type over.

POINT 3: The Anchor Points in MEWP's are not designed to take this kind of impact why because they are for restraint not Fall Arrest which has to meet BSEN795 Standards.

POINT 4: As far as IPAF (International Powered Access Federation) giving the industry the best advice this being - use a restraint lanyard as short as possible to restrain the user within the confines of the basket is still the best advice, and as we as a company have 30 operatives who work at height every day steel erecting. We have for safety reasons banned the use of adjustable type lanyards for the very reason stated above.

Regards,

Bill Harvey

Training manager of J&D Pierce Contracts

Ltd

Glengarnock, Scotland

Following the article on lanyards in the last issue of *Access International* two of our readers were inspired to share their views.

LETTER 2

Importance of testing

The November/December edition of *Access International* magazine has an interesting article on the use of lanyards in MEWP's (mobile elevated work platforms). Several years past, I wrote an article for *Access International* about the use of fall protection in aerial lifts (boom supported elevated work platforms). Barney Green's article about Understanding Lanyard Use poses some interesting safety issues that will fuel the fall protection in aerial lifts controversy here in the United States.

The disagreement with safety people is whether a lanyard used in an aerial lift should or should not have an energy absorber. The purpose of fall protection is to first prevent a fall from heights. If that cannot be done, then the fall distance should be kept as short as possible while keeping the MAF (maximum arresting forces) on the body (and anchorage point) to 1800 lb (816 kg) (ANSI Z359) or less (one ANSI standard recommends the MAF to be not more than 1000 lb (454 kg)).

The testing cited in Mr Green's article is very interesting in that when an energy absorber is used, the force on the worker and the MEWP is reduced by $\frac{2}{3}$ rd. This would translate into the MAF on the worker would be 600 lb (272 kg) that is 333 lb (151 kg) if the energy absorber does not allow more than a 1000 lb (454 kg) MAF).

The 1800 lb MAF is based on a 310 lb (140 kg) to 320 lb (145 kg) individual free falling 6 ft (1.83 m) and the fall being decelerated and stopped with an energy absorber. An individual weight less than 310/320 lb would have less force (MAF) on his/her body and less force on the anchorage point.

When an individual is properly attached to the anchorage point inside the work platform, the potential for a 6 ft free fall is greatly reduced. One way a person can experience a 6 ft free fall while standing inside the work platform is if the connection attaching the platform to the boom arm fails and allows the platform to turn upside down.

The key to safe use of MEWP's, as well as other equipment, is proper training by a qualified and knowledgeable trainer. The next essential element is the employer ensuring that the user follows the safety procedures and uses the MEWP in a safe manner.

Comment on photo:

The photograph (below showing an individual in a work platform of an elevated MEWP shows an unsafe condition. The individual's lanyard is attached to the anchorage point inside the work platform with a large snap hook. It is possible for the snap hook to rotate so the gate is resting on the anchorage. In the event of a fall, the gate would take the force of the fall, causing it to fail. The ANSI Z359 standard and manufacturers of fall protection equipment requires that fall protection components be compatible. Being compatible means that, in the case of a snap hook, that no matter which way the snap hook positions itself (or is positioned by a worker), in the event of a fall, the snap hook will not load up on the gate, but will rotate so the force is taken along the spine (length of the snap hook).

A better safety practice is to use a lanyard with a carabineer. The carabineer should be rated for at least 5000 lb (22.2 kN).

Conclusion:

Mr. Green's comments in the article are interesting and enlightening. I hope that for the sake of safety, the manufacturers of MEWP's and IPAF work together on testing and helping the industry stay safe with the current technology that is available to the users.

Thank you for your time and consideration.

Sincerely,

J. Robert Harrell

Safety Management Services

San Diego, USA



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Going up!

The World of Concrete show held January 17-21 in Las Vegas, NV, offered attendees a variety of options when it came to seeing and visiting mast climbing companies. On hand were Beta Max Hoists, Hydro Mobile, Fraco Products, EZ Scaffold and more.

Lindsey Anderson reports from the show.

EZ Scaffold had its new Mini Mast climber on display at its booth in the north hall and according to vice president Clint Bridges, the Mini Mast has been getting a lot of inquiries lately due to an onslaught of restoration work across the US.

"Existing buildings are difficult to scaffold because of access issues like landscape, other buildings or limited access with forklifts or cranes," Bridges said. "The Mini Mast can be set by hand."

The Mini Mast can go as high as 100 m (330 ft) and Bridges says it is similar to a heavy duty swing stage "but does not have the limitations of a swing stage scaffold." Personnel are not required to wear harnesses and work can be done in wind speeds of up to 30 mph, where traditional swing stages cannot be used in winds that exceed 12 to 15 mph.

"For new construction, it goes up with the building," Bridges says. "You do not have to

have a roof above you to suspend from."

EZ also had a new monorail system that is fitted on a mast climber's deck to allow workers to move heavy loads for placement such as setting stone. Also on hand was the Quick Lift system, which is 7.3 m (24 ft) long by 10.3 m (34 ft) tall, is fully trailerable and available with either gas or electric power options.

Safe hoists

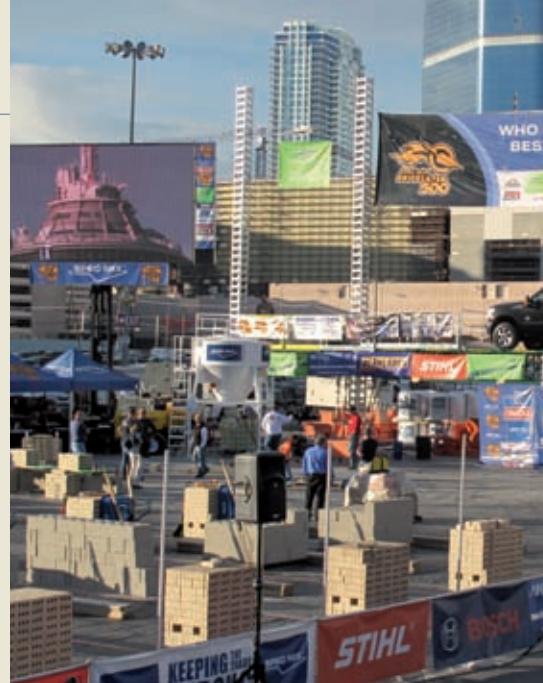
Florida-based Beta Max Hoists had a handful of products on display, but most notable was its Max Climber 2000PMB man and material hoist. The unit features a lift capacity of 909 kg (2000 lb) or up to seven people. The lift speed is 24.4 m (80 ft) per minute and its maximum anchored height comes in at 152 m (500 ft).

The unit features an anchoring distance of every 20 feet and its base system footprint is 2.36 by 2.41 m (9 by 95 in). Mast sections

come in at 46 kg per 1.52 m (102 lb per 5 ft) section. The 2000PMB can attach to scaffolding or anchor directly to the building and its aluminum car wall panels with car support frame and mast sections are made of hot dipped galvanized steel.

Beta Max safety features on the Max Climber 2000PMB include: upper, lower and intermediate floor stop switches integrated into the system; manual brake release lever in case of power interruption during use; a failsafe brake that holds the load securely when not lifting or lowering loads; removable overhead protection that keeps workers safe during loading and unloading; sensors that detect when the basket is in load or unload mode which make the hoist non-operable; and fold-down loading and unloading ramps with guardrails to ensure worker safety.

Meanwhile, instead of being only product-oriented, Canadian-based Fraco told *AI* it is focusing on different applications for its units. Jacques Laine, director of marketing for Fraco



Products Ltd, said the company sees its future in new markets.

"We are getting results from demolition and power generation," he said. "Two years ago we started looking at these markets and now we are moving forward."

Laine said Fraco is working in infrastructure, masonry and chimney demolition work as well.

New OSHA ruling

Meanwhile, a lot of talk from United States-based mast climber companies came in the wake of the new US Department of Labor's Occupational Safety and Health

MCWP use and



OSHA's Advisory Committee for Construction Safety and Health (ACCSH) met in Washington DC in December 2010, and received a report on the work that has been done by the MCWP (mast climbing work platform) industry in the last three years,

presented by Kevin O'Shea of Mastclimbers LLC in Atlanta, chairman of IPAF's International Mast Climber Committee and co-chair of Scaffold Industry Association's Mast Climber Council.

Mr O'Shea last addressed the Committee in December 2007, when, at that time, there was a focus on the product due to a number of fatalities. In 2007 O'Shea had highlighted the need for a number of industry initiatives, primarily focusing on the revision of the ANSI A92.9 design standard for the product, the necessity for industry-wide safe use guidance and demand for range of comprehensive training courses for all levels of expertise and responsibility concerned with the management, installation and use of the product. Additionally, O'Shea also identified the need to distribute best practice documents and guidance nationally.

On December 9, 2010, Mr O'Shea found himself back in front of the ACCSH Committee to provide them with an update on these key issues. Supported by senior members of the IPAF



EZ Scaffold's booth at World of Concrete held Jan. 17-21 in Las Vegas.
INSET: An EZ Scaffold mast climber outfitted with a monorail system designed to move heavy loads.





Canadian-based Hydro Mobile was one of the sponsors for World of Concrete's Masonry Construction Challenge in the Gold Lot in front of the North Hall.

Beta Max's stand at World of Concrete included the Max Climber 2000PMB, seen here.

The new rule replaces a standard that was established in 1971. OSHA estimates that 267000 construction, crane rental and crane certification establishments employing about 4.8 million workers will be affected by the rule published on July 28, 2010.

"The significant number of fatalities associated with the use of cranes in construction led the Labor Department to undertake this rulemaking," said Secretary of Labor Hilda L. Solis. "After years of extensive research, consultation and negotiation with industry experts, this long overdue rule will address the leading causes of fatalities related to cranes and derricks, including electrocution, boom collapse and overturning."

OSHA said stakeholders from the construction industry recognised the need to update the safety requirements, methods and practices for cranes and derricks, and to incorporate technological advances in order to provide improved protection for those who work on and around cranes and derricks.

Administration rule that addresses the use of cranes and derricks in construction, specifically in New York City where a wave of fatal crane collapses shown a spotlight on the area, causing the city to create a cranes and derricks division.

New York City's cranes and derricks division oversees the design, installation and safe operation of equipment used for hoisting or lifting purposes. This equipment includes truck-mounted, rough-terrain and crawler-based cranes, as well as tower cranes, mast climbing work platforms and suspended scaffolds.



The rule addresses provisions for crane operator certification, and crane inspection, set-up and disassembly, OSHA said.

The new rule is designed to prevent the leading causes of fatalities, including electrocution, crushed-by/struck-by hazards during assembly/disassembly, collapse and overturn.

- The complete rule is available at http://www.ofr.gov/OFRUpload/OFRData/2010-17818_PI.pdf.
- The regulation text is available at <http://www.osha.gov/cranes-derricks/index.html>.

Many in the mast climbing industry declined to comment on the matter, but *AI* will report more after the Scaffold Industry Association holds its committee week in February.

AI

safety at forefront of OSHA meeting

(International Powered Access Federation), SIA (Scaffold Industry Association), and management from EZ Scaffold, a US manufacturer of mast climbing work platforms, Mr O'Shea detailed the progress the industry has made since 2007.

"The industry has been extremely focused and has worked to provide a coordinated, comprehensive response to the needs of users, installers, owners and rental companies," Mr O'Shea said. "The single most important aspect of this progress is the agreement between SIA and IPAF to work together on MCWP training, accreditation and coordination of standards and best practice. Through SIA's secretariat of the ANSI 92 group of standards we have a revised A92.9 MCWP design standard due for release in early 2011. SIA and IPAF's agreement in the US means that IPAF's internationally recognized training courses for the product, and its PAL (Powered Access License) card, are now being offered by IPAF training centers and SIA's Accredited Training Institutes. Additionally, IPAF's American Safe Use Guidelines for MCWP's, a comprehensive guide for the management, installation and use of the product, has been reviewed and endorsed by the SIA. This document is becoming extremely important."

Earlier in the meeting the Center for Protection of Workers Rights presented its white paper on MCWP use in the US, highlighting an analysis of accidents on MCWPs in the last 10 years in the US; areas of hazard identified through the supply chain; and

recommendations on minimum training levels.

Mr O'Shea explained the relationship between the white paper and the industry initiatives.

"The American Safe Use Guidelines sets out a comprehensive strategy for the abatement of the hazards identified in the white paper and in other similar documents like general contractor in-house generated rules, and sets out levels of expertise which the industry requires for true competency at each level," he said. "It gives advice on planning, training, inspection, installation, methodology, hazard assessment and hand-over. The document is a blueprint for safe management of MCWPs from enquiry to demobilization. Along with the revised ANSI standard, our industry now has comprehensive design standards, best practice advice and quality training courses."

Also discussed was the alliance between OSHA and SIA, and the products that are emanating, or are in process, from this agreement.

"There is no point in the industry producing all of this work if we don't get it into the hands of those who need it most, like the installer, the rental company manager, or the operator of the platform," Mr O'Shea said. "The alliance between OSHA and SIA is vital in this outreach effort. The first document to be produced "The Alliance MCWP Safety Tips" is essential free advice, and further information on the assessment of ground conditions, and safe methods of tying to the structure are currently moving through

the review process. We're also working on an MCWP Awareness Course for regulators, which has been specifically designed for webinar use, to increase the opportunity to get to as many people as possible."

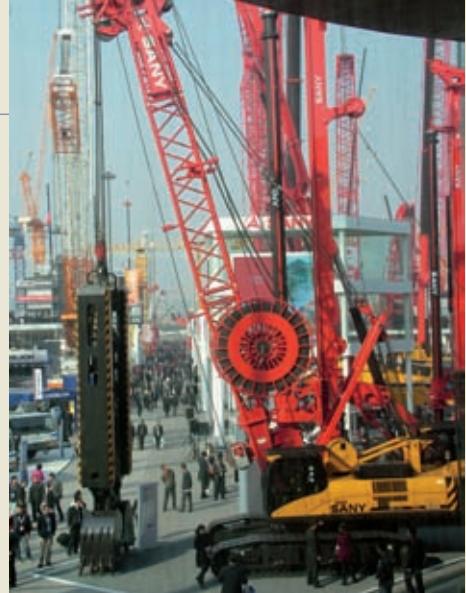
The ACCSH committee was very enthusiastic about the industry's response to its own identified need for improvement, and put forward a motion to set up a work group for MCWPs.

"The MCWP industry stepped up to plate in 2007, and a tremendous amount of hard work over three years has created an impressive body of work which will begin to positively impact our industry in 2011," Mr O'Shea said. "It's the industry's responsibility to address its own issues, and we have created a path which other aspects of the powered access industry could follow. We're a long way from being finished, and, realistically our work never really finishes, but we're miles ahead of where we were three years ago, and we're miles ahead of other aspects of the powered access industry, and it's due to the work of IPAF, SIA, the OSHA Alliance program and the amazing amount of industry expertise and commitment which exists, largely unrecognized, in this country."

Mr O'Shea also talked about Mastclimbers LLC, in Atlanta, Georgia, US, where they have introduced the "US Safe Use Guidelines" into their business, and how it has been a positive influence in almost every aspect of what they do.

High points in China

Some Chinese mast climber manufacturers are seriously addressing export markets, **Murray Pollok** reports from **bauma China**.



GJJ showed its first ever inclined mast climbing platform at **bauma China**.
INSET: Mr Wang Hua Long, president of GJJ, talking to *Access International* at **bauma China**.

CHINESE MAST CLIMBER MANUFACTURERS

HOISTS/MAST CLIMBING WORK PLATFORMS

- **Baoda** (Shanghai Baoda Engineering Machinery Co)
- **CABR** (Construction Machinery Technology Co)
- **CMAX** (CNBM International Corp)
- **Jyjx** (Fujian Jianyong Machinery Equipment Co)
- **GJJ** (Guangzhou Jing Long Eng. Machinery Co)
- **GXCM** (Guangxi Construction Engineering Group)
- **Kangbo** (Xiamen Kangbo Machinery & Set Co)
- **Truemax** (Hangzhou Truemax Machinery & Equipment)
- **YuHuaXing** (Guangdong YuHuaXing Construction Machinery Manufacture)
- **YUWA** (YUWA Construction Machinery Co)

A longside increasing numbers and variety of self propelled access equipment, **bauma China** was also notable for the number of Chinese hoist and mast climber manufacturers – *AI* counted at least ten hoist suppliers at the show (see the various picture stories) - including two names already well known internationally, **Baoda** and **GJJ**.

These hoist producers are looking outwards. **GJJ**, for example, is to establish an assembly facility in Dubai for hoists and tower cranes by the middle of next year. The facility will also be used as a regional base for sales and rental activities.

The company has a Middle East rental fleet numbering between 50 and 60 hoists and tower cranes, but aims to increase that in tandem with establishing the assembly operation. The Dubai facility will also act as a regional sales office and provide aftermarket support.

The new Dubai plant is part of a global expansion strategy under which **GJJ** hopes to increase its sales to RMB 10 billion (US\$1.5 billion) within three years, with the majority of sales coming from the Chinese market.

Chinese tower crane rental company PY Rental has bought this **YUWA** construction hoist, on show at **bauma China**. **YUWA Construction Machinery Co** has been making construction hoists for 20 years.



Mr Wang Hua Long, president of **GJJ**, told *Access International* that the company needed to dramatically increase its production capacity to meet the growing demand for both tower cranes and hoists.

It will double the capacity of its three existing facilities in China and is building a new factory in Tianjin, to be completed by September 2011, that will further double the total production capacity of tower cranes and hoists.

The company's 10 year strategy is to establish further regional facilities and target sales in markets including South Africa, North Africa, India, Brazil, Russia and South East Asia. Mr Wang said its Brazilian dealer, **Grupo Orguel**, had recently ordered 100 **GJJ** hoists. **Orguel** has around 10 subsidiary companies, including two rental firms, **Mecan** and **Loguel**.

Acquisitions are also part of the strategy, and **GJJ** told *Access International* that it is close to buying a Chinese tower crane and concrete pump manufacturer. That would diversify its product range and add manufacturing capacity. **GJJ** has also added diesel powered pumps to its product range.

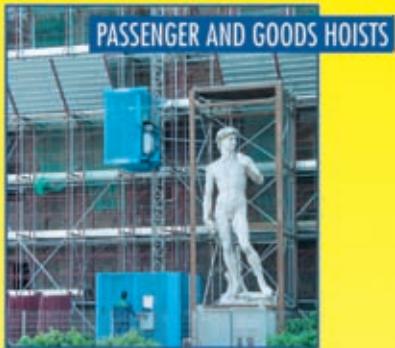
At **bauma China** the company showed its first inclined mast climber. Also on show was the high speed SC200/200G hoist unit which now comes with integrated GPS and a fault diagnostic system.

AI



Standing out by virtue of its bright green branding was hoist manufacturer **Xiamen Kangbo Machinery & Set Co (Kangbo)**, which makes a range of construction hoists and mast climbing work platforms, mainly for the domestic market. **Kangbo** is based in Xiamen, Fujian province, which is on the coast between Shanghai and Hong Kong.

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Good hire companies have ongoing free educational programmes for their clients to enhance safety awareness.



Janine Marriott director of UK rental company Access Plus makes some recommendations about what customers should expect from an access rental company.

Fair expectations

A surprisingly high number of access rental companies have, so far, survived the economic downturn and now, with less work and a saturated marketplace, it's definitely a buyer's market. How does the average contractor establish who the best supplier of equipment is?

To survive in the powered access industry today, suppliers should be aware of their competitors but not seek to actively compete against them. They should instead constantly be competing against themselves and be able to show their customers how they do this with visible key performance indicators.

Your plant hire supplier should be your most trusted advisor. It should be able to provide you with a keen assessment of what it would do if it was in your position. If the contractor approaches unknown territory it should take time to fully understand the situation and continually educate itself before proceeding. A hire company should admit

when it lacks knowledge or is inexperienced in a certain area and seek out the answers to inform both itself and you as client.

Your supplier should care more, do more, serve better and provide a better outcome.

In short: the best supplier of powered access should be a better investment than anyone else out there.

In order to survive, every company within the powered access industry should be striving for greatness over the year ahead, not in themselves but with the impact they will make on and the contribution they will make to the marketplace.

"It's about self-improvement, about being better than we were the day before," says George Marriott, managing director of Access Plus, who recently spoke at the Europlatform conference on how small and medium-sized companies can leverage information technology to be more efficient.

"We compete against ourselves continually

to see how much more value we can add to the transaction, even before it's transacted. We consistently look to see how much additional certainty and clarity we can bring to our customers' lives in each and every contact."

Good hire companies have ongoing free educational programmes for their clients to enhance safety awareness. They invite health and safety officers from various industries into their depots each month to receive awareness training on harnesses and the importance of IPAF (International Powered Access Federation) training.

For good hire companies, safety is always the primary concern for working at height and education for both staff and customers is paramount. They seek to educate their customers in every way possible. They offer educational videos on their websites so that they can ensure their customers are receiving the highest level of education on all aspects of safety and productivity.

AI

KEY POINTS

- How does your current supplier measure their customer's satisfaction? Ask them to show you evidence.
- What are your current supplier's key performance indicators (KPIs)? Does each department have them? They should.
- Does your current supplier have an ongoing free educational programme to enhance safety awareness? They should have.
- Does your current supplier hold the prestigious IPAF Rental+ award? Check on www.ipaf.org. Companies that carry the IPAF Rental+ quality mark have been independently audited as meeting defined standards in customer service, safety, staff training, contract terms and machine inspection.
- Can your current supplier provide you with phone numbers of customers who have used the 24/7 callout facility they offer? Were they really there when their customers needed them? Why don't you test them?
- It's not just about slashing rates. Your current supplier should be trying to save you money. Are you currently experiencing any stealth/additional costs? You shouldn't be.



Your supplier should care more, do more, serve better and provide a better outcome.



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IPAF and NCCCO team up at Lift Safety Zone

Companies working with aerial work platforms (AWPs) or cranes will not want to miss the Lift Safety Zone in the Silver Lot 4 at CONEXPO-CON/AGG, where they can seek expert advice on safe operation.

At the Lift Safety Zone, expert representatives from IPAF will team up with the Crane Certification Association of America (CCAA) and the National Commission for the Certification of Crane Operators (NCCCO) to answer questions with the help of live machine demonstrations and the latest in simulator technology. IPAF will

be using dynamic demonstrations to show visitors the need to assess ground conditions and take appropriate safety measures when using aerials.



Watch out for IPAF meetings and events during CONEXPO-CON/AGG.

Details at www.ipaf.org/events

23 March

IPAF Manufacturers' Technical Committee Meeting (members only)
9:30am, Lift Safety Zone, Silver Lot 4

24 March

Brad Boehler, chairman of the IPAF North American Regional Council, will speak at the education session on "Best Practices in Aerial Work Platform Training".

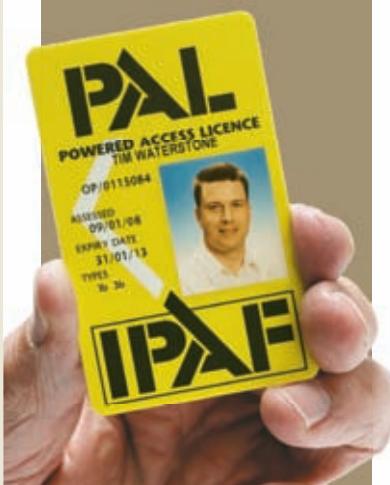
1pm to 2:30pm, Las Vegas Convention Centre

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IPAF members can now benefit from MegaMeeting, a revolutionary video and web conferencing service that enables participants to see and talk to

A GOOD YEAR FOR PAL CARDS

Safety and training do not let up, even if the economy has yet to return to its peak levels. IPAF issued 85605 PAL Cards (Powered Access Licences) worldwide through its approved training centres in 2010, an increase of about 9% over the 78210 PAL Cards issued in 2009.



each other all over the world without any travelling time and expense.

Sign up for a free demonstration from now until 28 February 2011. IPAF members who then decide to purchase MegaMeeting save 40% on the set-up fee. Details are at the Services/Member Benefits section of www.ipaf.org



Book now for the Summit and IAPAs

Online bookings are now open for the IPAF Summit and International Awards for Powered Access (IAPAs), to be held on 14 April 2011 at the NH Grand Hotel Krasnapolsky in Amsterdam, the Netherlands.

Visit www.iapa-summit.info to register for the free IPAF Summit and to book your ticket to the awards ceremony and dinner.

The IPAF Networking Event will take place on the evening of 13 April at the Hard Rock Cafe Amsterdam. Join your colleagues and business associates for a relaxed evening of discussion and entertainment at one of Amsterdam's popular hangouts.

This event is open to all IPAF members and those holding a ticket for the IAPA awards dinner. Register in advance at www.iapa-summit.info



IPAF expanding in South America

IPAF completed a fact-finding trip to South America recently and received a friendly welcome at rental companies Cunzolo, Mills, Riwal do Brasil and Solaris, as well as Brazilian representatives of the major manufacturers. Cunzolo, Mills, Riwal do Brasil and Solaris have passed the audit of facilities required to offer IPAF training. Mills, the largest rental company in Brazil, is set to become the first IPAF-approved training centre in Brazil.



Left to right: IPAF MD Tim Whiteman with Sergio Kariya, MD of Mills.

"We welcome all these applications to open IPAF training centres in Brazil and very much look forward to working with them to deliver ISO 18878 compliant training in São Paolo," said IPAF managing director Tim Whiteman. "We are honoured to have the biggest industry players on board. I expect the first PAL Cards to be delivered early in 2011."

There is existing legislation in Brazil aimed at the powered access industry. Regulation 18, Annex IV defines requirements for the safe use and operation of aerial platforms.

"This is a good example of an industry initiative," said Romina Vanzi, IPAF's representative for Spain and Portugal, who is driving IPAF's expansion into South America. "IPAF believes that the industry should stay ahead of legislation and develop self-regulating measures to promote safety and efficiency. IPAF is looking to establish a



Left to right: IPAF representative Romina Vanzi with Roland Colombari, quality manager of Solaris.

South American office in the near future, and a Brazilian Country Council, which will focus on issues of concern to its local members."

IPAF also visited Alo Training in Chile, the pioneer IPAF training centre in South America. Alo Training presented their application to open two satellite training centres in Chile, one in the North in the city of Antofagasta and one south of Santiago in Concepcion. Alo Training is also planning to open IPAF training centres in Peru and in Argentina in the near future.

STUDY ON MEWP CONTROLS

IPAF is conducting a survey on the nature and direction of movement of platform and ground controls. This survey is intended to inform discussions on standardisation and will add to the findings of research being carried out by the UK Health and Safety Executive into the ergonomic design of MEWP controls. The results will be discussed at the IPAF MEWP Safety Forum and the IPAF Manufacturers' Technical Committee. Contact IPAF's Technical Officer for more information.

IPAF IS RECRUITING

IPAF has vacancies for a Marketing and Member Recruitment Manager, and a Technical Officer. Applications close 28 February 2011. Details at www.ipaf.org/jobs

Meet business associates in a relaxed setting at the IPAF Networking Event to be held at the Hard Rock Cafe Amsterdam.

NEW MEMBERS

IPAF welcomes the following new members. Full contact details can be found in the Membership Directory at www.ipaf.org

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BAE Systems, USA

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APTT Ltd, UK

CSC (Great Yarmouth) Ltd, UK

TRAINING CENTRES

BAE Systems, USA

Construction Learning World, UK

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Institute for Aerial Lift Safety, USA

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Warwickshire, UK

23 February
IPAF Netherlands Country Council Meeting
Ridderkerk, Netherlands

27 February – 2 March
ARA The Rental Show
Las Vegas, USA

2 – 6 March
Samoter
Verona, Italy

9 March
IPAF Swiss Country Council Meeting
Reiden, Switzerland

16 March
IPAF UK Hire Committee Meeting
Milton Keynes, UK

22 – 26 March
CONEXPO
Las Vegas, USA

23 March
IPAF Manufacturers' Technical Committee Meeting
at CONEXPO

5 – 9 April
SMOPYC
Zaragoza, Spain

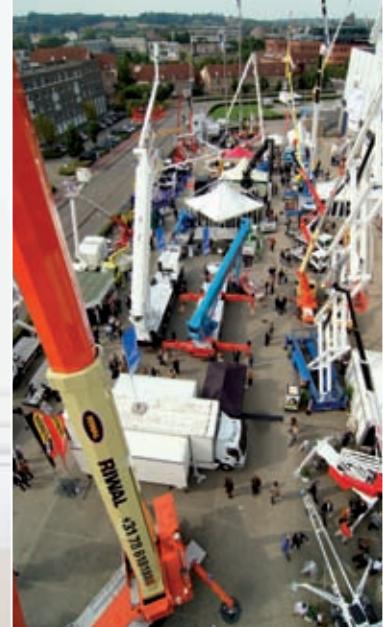
6 April
IPAF Engineers Forum Meeting, Manchester, UK

13 April
IPAF German Training Working Group Meeting
Amsterdam, Netherlands
IPAF Netherlands Country Council Meeting,
Amsterdam, Netherlands
IPAF Networking Event, Amsterdam, Netherlands

14 April
IPAF Council Meeting
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IPAF Summit and International Awards for Powered Access
Amsterdam, Netherlands

19 April
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New Chinese access

A round up of products from Chinese manufacturers of access equipment shown at bauma China. For more information from the show see page 40 and 21



Hunan Heron High Technology (Heron) makes a range of specialist vehicles including truck mounted aerial platforms, underbridge inspection platforms, cleaning trucks, road maintenance vehicles and tunnel cleaning machines. Pictured at bauma China is the HHR5310JQJ24, one of the four underbridge models in the company's line-up. The unit provides a 24 m working area to a maximum underbridge depth of 8 m. Total vehicle weight is under 31 t. Heron is based in Xiangtan, Hunan.

Hunan Sunward is one of China's largest excavator, skid steer and piling equipment manufacturers, and up till now has avoided the powered access sector. However, at bauma China it showed this 26 m telescopic boom, the SWHT26. We are trying to establish whether this is the start of a push into access, but have yet to get a response from the company.



Hunan Runshare Heavy Industry is only three years old and started out by launching telescopic and articulated booms in the 30-40 m range. The privately owned company, based in Changsha, is now making 14 telescopic booms (22.4 m working height to 43.7 m), 11 articulating booms (16 m to 46.2 m) and ten scissors up to 17.8 m.



Wuhan Fachman Machinery Co is Teupen's distributor in China and has managed - with the help of experienced Teupen salesman Frank Stenton - to sell around 12 of the massive Leo 50 GT models in China over the years. Fachman showed a 23 m truck mounted platform on its stand (pictured) alongside a Teupen Spider machine. It also showed one of its own Chinese-built Spiders - modelled on the Teupen equivalent - that it is marketing in China as a low-cost alternative for certain types of customer.

Shenyang North Traffic Heavy Industry Group (N.Traffic) is based in Shenyang in north eastern China and manufactures a wide range of specialty vehicles, including fire fighting aerial ladders, truck mounted platforms and these telescopic and articulated booms.



JLG updates Toucan E26MJ vertical mast unit

JLG Industries has re-launched its Toucan E26MJ vertical mast lift in North America as the Toucan T26E, featuring a direct electric drive.

The updated platform - which is the North American version of the Toucan 10E model launched earlier in Europe - uses a direct electric drive rather than electric power with hydraulic drive. There are fewer hoses, which means

NEW BASKET FOR SERVICE CRANES

Diversified Products has designed a quick-attach personnel basket for use with service cranes. The product is a yoke-style basket that features a universal mounting bracket for installation on a variety of service-type cranes.

Made from heavy-duty steel, Diversified's baseket has a 30-inch-wide by 30-inch-deep floor with inward-opening doors that save space and promote easy entry. The basket is designed to be stored on the service body of the equipment.

The basket meets or exceeds ASME standard B30.23 for personnel lifting systems, and includes floor slots to drain water as well as upset holes to prevent slippage. Each basket also contains a low-maintenance, high-capacity caliper brake.

Options include stands for installation on uneven ground or large cranes, a step for convenience and a CSA-approved upper basket enclosure.

less potential for leaks, and the AC motors are quieter and don't require brushes to be replaced, reducing maintenance costs.

Duty cycles are the same as the previous version, but are accomplished with smaller batteries that have a lower replacement cost.

The T26E has a vertical telescopic mast with a jib. It is designed for plant maintenance applications, HVAC (heating, ventilation and air-conditioning) contractors, electrical contractors and workers in automotive plants.

"We are excited to introduce the updated T26E mast boom lift, featuring environmentally-friendly electric power," said Chris Mellott, JLG Industries vice president, sales and market



development for the Americas.

"The various enhancements will lower the total cost of ownership for rental companies and increase productivity for machine operators."

The unit has a platform capacity of 500 lb (227 kg), overall width of 39 in (0.99 m) and a maximum platform height of 26 ft (7.92 m). **AI**

MILLER LAUNCHES NEW DESCENDER AND LIFTING DEVICE

Miller by Sperian has launched a new descender and lifting device that complies fully with the new EN 341:2008 standard. The SafEscape ELITE passed the standard's tests including 800 m descent for 100 kg loads, maximum descent height of 500 m and suitability for use in an emergency by two people weighing up to 250 kg.

"As falls from height have, since 2001, accounted for the deaths of an average of 50 workers per year in Great Britain, the need for methods of enhancing safety for those working at height is clear," the company said in a statement. "In addition, developments such as the growth in use of wind turbines are increasing the need for working at height, often in exposed conditions. It is to address these challenges, and also in response to the EU-OHSA's safe maintenance campaign, that Miller by Sperian has launched SafEscape ELITE."

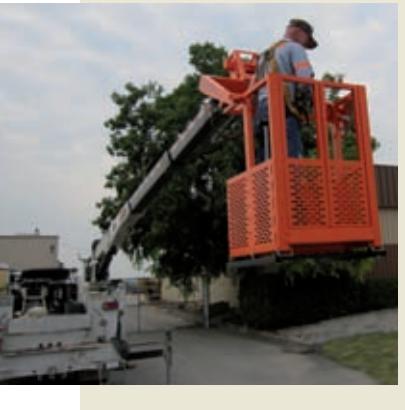
The SafEscape Elite features a hand wheel that reduces swaying during lifting, while an integral centrifugal brake ensures that descent is smooth and vibration free. The device can operate in temperatures from -30°C to + 60°C.



Many of Xtreme's new models are replacing older models, such as its new XR1270 that has a 12000 lb capacity and 21 m (70 ft) vertical reach. The XR1270 will replace the XR1267. Two more new telehandlers, the XR1642, which has a 16000 lb capacity and a 12.8 m (42 ft) maximum reach, and the XR2034,

which has a 20000 lb capacity and 10.3 m (34 ft) of reach, will also be on display.

The three new telehandlers all share a common chassis and components. **AI**





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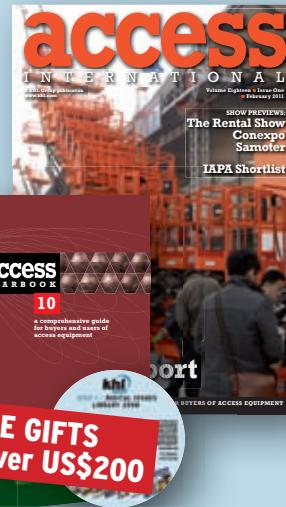
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