



# RIWAL

## Buy First Class Used Equipment!

Next to rental, Riwal is also your partner for purchasing aerial work platforms or telehandlers. We are official dealer in selected countries for renowned brands such as JLG, Genie, Teupen and Holland Lift. In addition, Riwal is continuously renewing its fleet and therefore we have an excellent offer of used equipment for sale straight from our rental fleet. Quality machines from respected manufacturers that have been well maintained, following and exceeding the manufacturer's maintenance instructions. In total, we currently have approximately 1200 used machines available for sale! All machines are in rental ready condition, straight from our well maintained rental fleet & we have the maintenance history available.



### JLG-460SJ

Country: The Netherlands  
YOM: 2004  
Price starts at € 16,275.00



### JLG-860SJ

Country: The Netherlands  
YOM: 2008  
Call for pricing!



### JLG-E300AJ

Country: The Netherlands  
YOM: 2004  
Price starts at € 13,500.00



### JLG-800AJ

Country: The Netherlands  
YOM: 2008  
Call for pricing!



### JLG-600AJN

Country: The Netherlands  
YOM: 2007  
Call for pricing!



### JLG-600AJ

Country: Belgium  
YOM: 2007  
Call for pricing!



### JLG-510AJ

Country: The Netherlands  
YOM: 2006  
Price starts at € 22,733.00



### JLG-T1210

Country: The Netherlands  
YOM: 2006  
Price starts at € 13,500.00



### JLG-4069LE

Country: Belgium  
YOM: 2007  
Call for pricing!



### JLG-3508

Country: The Netherlands  
YOM: 2006  
Price starts at € 18,090.00



### JLG-2646ES

Country: Slovenia  
YOM: 2007  
Price starts at € 7,020.00



### HOL-N12EL12

Country: Germany  
YOM: 2008  
Call for pricing!



### HOL-N120EL12

Country: Germany  
YOM: 2008  
Call for pricing!



### GEN-GS3268RT

Country: Sweden  
YOM: 2008  
Price starts at € 17,550.00

For any inquiries or questions regarding aerial work platforms, telehandlers and forklifts, please contact us:

**phone: +31 (0)88 - 618 18 00**

**email: [sales@riwal.com](mailto:sales@riwal.com)**

**[www.riwal.com/sales](http://www.riwal.com/sales)**

**Above all. Riwal**



# The difference between success and failure?

C&A

parts & service

The past 10 to 15 years has seen substantial growth in the number and size of the companies providing replacement parts, service and repairs independently of manufacturers or distributors. The availability of these service suppliers has also encouraged rental companies to outsource some of their repair and call-out work.

Today manufacturers are also becoming customers, and are often reliant on these companies - both large and small - to provide all, or part of what is probably the most important aspect of owning a machine - after-sales customer care. No access, crane or telehandler manufacturers makes a bad machine these days but after the initial sale, the ownership experience is defined by the quality of the parts and service back-up.

All equipment - whatever the price paid, the quality of the components used and standard of fit and finish - has the potential to go wrong. However it is how these problems are dealt with that really decides whether the customer buys or never buys again. If done well it can also allow a manufacturer to gain a premium for its products. The quality/professionalism/friendliness/value for money/speed

etc of the company which provides the customer support is critical to the success of a brand or product, and often more important than the product itself. And it would appear that in many crane and access markets, customers are increasingly happy to use independents.

For those looking for parts suppliers, there are the super-efficient, mega players such as Belgium-based TVH which has grown over the past 10 or so years into a leading global parts player. Almost three years ago it was stocking 22,000 access equipment line items with around 450,000 different parts on its highly automated picking system. Genie and JLG remain its largest brands, followed by UpRight/Snorkel and Haulotte.

TVH has continued to expand in the access market through bolt-on acquisitions around the world - most recently TVH Australasia acquired



Independent Parts and Service Australia. IPS Australia - established in May 2005 as a division of UK-based IPS - claims to be Australia's leading independent provider of spare parts for aerial work platforms and Merlo telehandlers. This is not the first IPS business that TVH has acquired. Last year it purchased the group's replacement parts operation of IPS France and around the same time it acquired EPW in the USA. In fact in the past year or so it has made at least seven bolt-on acquisitions.

But should a manufacturer provide its own direct or franchised sales, service and customer support or is it better to use an independent specialist? We take a look at both ends of the independent product support market speaking with the sizeable IAPS and the much smaller Alfa Access Services - both of which are based in the UK - and ask what are the benefits and drawbacks of non-approved aftermarket parts and service?

## Go the extra mile

"It's an old cliché but you have to go the extra mile if you want to succeed as an independent parts and service provider," says Kevin Shadbolt, operations director, IAPS group - which owns IPS. "When we started this business, we knew our best chance of success was to

provide a better service than the Original Equipment Manufacturers at the time. This meant having more parts in stock for quick delivery and investing in experienced people who could find quick solutions to customers' problems."

## Parts provision

Over the past decade or so, manufacturers have significantly raised their game in terms of aftermarket provision. A key element of this has been partnering with established parts suppliers resulting in a highly cost-effective way of achieving a high level of service as it bypasses the need for a direct major investment.

For companies such as IPS which already has the infrastructure in place, both the customer and the



Super-efficient, mega players such as Belgium-based TVH has grown over the past 10 or so years into a leading global parts player



IPS is the UK's leading access parts specialist









*IPS has preventative maintenance packages for powered access equipment*

IAPS has also won UK parts distribution contracts with several OEMs including Genie, Hinowa, Omme Lift, Isoli, Youngman BoSS, Grove Manlift, Manitou and MEC. It has a sophisticated parts database which includes significant cross-referencing of parts that are common to several major manufacturers' machines, so that it can also supply parts for other brands. It also offers a wide range of after-market parts for lesser-known brands and obsolete machines, sourced directly from the component manufacturers.

"Our team of experienced access parts specialists, coupled with the sophisticated parts database, ensures IPS provides a high level of technical support to customers," he said. "This differentiates IPS from other companies that only offer a limited range of cheaply-priced components with little or no assistance to solve customer problems."

**Service and repair**

The Group's PSR (Platform Service & Repair) division has grown to 24 directly-employed mobile service engineers covering the entire

UK. Major repairs or refurbishments - carried out to three standards: bronze, silver and gold - can be carried out at its three workshops in Wishaw in Scotland, Telford, Shropshire and Upton, Cambridgeshire.

New this year is PSR's Plan & Protect range of affordable

aftercare packages which aim to provide peace of mind to owners of powered access platforms, including extended warranties, planned preventative maintenance, LOLER inspections and emergency breakdown support. The Service & LOLER package includes two complete machine services and mandatory LOLER inspections per year.

"There are no hidden extras - pricing is inclusive of all labour, travel time, mileage and consumables, along with replacement filters, the engineer's report and report of Thorough Examination," said

Shadbolt. "Service & LOLER Plus offers the same as the standard package but also includes emergency breakdown cover."

"Owners of used equipment refurbished to Gold Standard by PSR can also now purchase a one-year extended warranty for these machines, which again is



*PSR vans carry a wide range of parts to improve first fix rates*

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**9.00AM**



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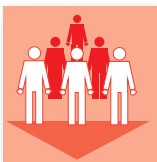
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fully inclusive with no hidden extras and is transferrable if they sell the machine in the UK during the warranty period."

With its 24 mobile service engineers, PSR claims to offer a truly nationwide emergency breakdown service. As with IPS, this has led to partnerships with major manufacturers. For example, PSR is a Genie authorised service provider in the UK. It is also the approved warranty and service provider for all of the brands represented by IAPS group's platform sales division, APS, such as Hinowa, Isoli, MEC and Omme Lift. This close working relationship with the OEMs ensures that PSR's technicians have the appropriate product training and expertise.

"As independent provider of both parts and service, we are a one-stop shop for fleets," he said. "Having a single source solution for spare parts and service for all the brands of machines in your yard really streamlines this side of operations for hire companies. We make it easy for them and that's how we've grown our business."

"Independent parts and service providers have more flexibility and people trust us because we are not allied to one brand," said IAPS managing director Steve Couling.



Allen and Krystina Freeman of Alfa Access Services

"Over the years people have learned that IAPS gives excellent pricing and service and they can take out the significant hassle of sourcing and buying spare parts from a wide variety of different suppliers. We can analyse inventories from customers to see if they have the correct stock for the machines on their shelves resulting in them not holding inventories that aren't moving. No manufacturers are doing this - it is a unique service and it works."

**Alfa Access Services**

At almost the opposite end of the size scale is Nottinghamshire-based Alfa Access Services which has grown over the past few years from being a 'one man band' into a small but thriving independent service and parts provider. In early 2013 the company signed an exclusive service and support agreement

with spider lift manufacturer Teupen which was aiming to create a direct sales and service organisation in the UK and Ireland without the administration and cost of having a service department.

"The co-operation with Alfa Access Services is vital for the success of our business in the region," says Teupen UK & Ireland Sales Manager Craig Rooke. "Supporting existing and new customers with reliable spare parts availability and quick product support will be greatly enhanced by this new partnership."

"Alfa already had fantastic experience of Teupen products and following further in-depth training of their service engineers at the company's headquarters in Gronau it is ready to perform Teupen warranty and non-warranty workshop repairs when required."

For service engineers wanting to

carry out simple service work, Teupen's level one training is a basic 'find your way around the machine' together with electrical and hydraulic schematics. At the end of the training engineers are tested on a machine with various faults deliberately introduced. "This is a very useful training method which unfortunately is not done by many manufacturers," said Alfa's owner Allen Freeman.

Level two training is only available to the official service agent and goes into the fuzzy logic programming of the machine to change settings such as basket levelling, throttle settings and the remote control system. Accessing Teupen's previous fuzzy logic system needed a single code that could be input into all machines. However with the new system, each fully trained engineer has his own code which has to be entered into the machine when carrying out work. This code means that any work carried out on the platform is traceable to a single engineer.

Teupen claims that using Alfa has resulted in its service coverage being infinitely better than before.

"When I used to work for Teupen's UK dealer in 2007 there was just one engineer. Now we have seven, and plan to add more so that we can cover the country that much better," said Freeman. "However because of the limited numbers of Teupen machines in the UK we are only able to support this number of engineers because we service all types of platforms which allows us to offer all our customers a much better nationwide service."

A few months ago German-based sales, service and rental company Rothlehner also appointed Alfa Access Services to provide technical support, service and spare parts for its Denka Lift products in the UK. Rothlehner was Denka's top distributor for more than 25



Alfa Access is expanding its network of engineers



Alfa Access Services has an exclusive service and support agreement with spider lift manufacturer Teupen



years, before acquiring its assets and production rights in 2013. The company was also one of the first companies to establish an independent parts and service operation when it established Lift Manager in Germany which does much the same thing as IPS in the UK.

To kick off the new partnership Freeman and his team received training on Denka's trailer and narrow atrium lifts, as part of a service training session at Alfa's head office in Sutton-in-Ashfield.

"We appreciate Rothlechner's solid approach to regain the old strength of the brand," says Freeman. "With professional support and reliable parts service we will contribute to Denka hire fleet owner and end user's satisfaction in the UK."

Alfa now specialises in LOLER inspections and the repair and service of all types of powered access platforms from carrying out a Thorough Examinations to performing complicated repairs of bespoke work platform installation.

"Our customers range from small single machine owner/users to major blue chip facilities management companies. We provide solutions from one-off repairs to tailored service and maintenance agreements."

Freeman has plenty of experience, having been in the field service sector for 23 years and having worked on Teupen lifts with Ranger Equipment for two and a half years. He started Alfa in 2009, with just him and his wife Krystsina who runs the office. In the early days he did not have any fixed contracts with manufacturers and purely offered his services as a freelance fitter/

mechanic.

Alfa currently has seven mobile engineers covering the UK - and is in the final process of recruiting a few more - as well as the head office and workshop just outside Mansfield, and a major refurbishment facility in Peterborough (for carrying out full machine and boom strip downs and refurbishing slew rings on any machine).

"Although 70 to 80 percent of our work is currently out on the road and all of our engineers are based from home, we are currently looking for a larger facility to house both the head office and workshop in Mansfield. We currently stock around £15- 20,000 of fast moving parts, with the heavier, larger items being shipped overnight or next day delivery by the manufacturer or parts supplier direct to either our depots or customer."

Further expansion means recruiting more field service engineers.

"Unless there are exceptional circumstances we have decided to only employ service engineers with more than 10 years' experience. This can make recruiting difficult, but at least we know we are getting experience and that is critical in what we do. On top of this we provide our engineers with extensive specialist training."

Often the larger rental companies will augment their own field engineers with independents, particularly in areas that they are light and where the independent is strong. "For example we will do work for Lifterz in the Peterborough and Nottingham area for those reasons," he says. "All our service vans are fitted with LiveTrak - a



*Alfa will only employ service engineers with more than 10 years experience*

live, web-based individual tracking system that gives minute by minute updates on the position of all the vehicles allowing the most efficient fleet coverage."

"We will work on any type of equipment and have just won a contract in Liverpool to service Wumag truck mounts and another for Multitel tracked and truck mounts. There are certainly many manufacturers that have sold equipment in the UK that could not support them as they would wish, if they didn't use independent service companies such as Alfa."

"Before we commit to additional engineers we need an area to be busy for some time. However

hopefully in the not too distant future we will have engineers in Scotland, Liverpool, somewhere further south and the Birmingham area."

The message is clear - the independent parts and service companies - both large and small - provide the essential after-sales customer care that gives manufacturers the ability to fully support their products in a country. However, providing national coverage say for one manufacturer or rental company is really only possible when there is enough equipment. To reach this the smaller independents must look to cover a wide variety of products.



*Although 70 to 80 percent of Alfa's work is currently out on the road it is currently looking for larger facilities to house both the head office and workshop in Mansfield*



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