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MT **PRIVILEGE** series



# No shortcuts to success

There are no shortcuts to creating value in the access rental industry, said Kevin Appleton, CEO of the Lavendon Group, the world's largest access-only rental company, speaking at the first Europlatform conference on 11 September in Basel, Switzerland.

"The long-term future is likely to belong to businesses run on a cautious and consistent basis," said Appleton in his presentation on responsible financial models for access rental.

Appleton warned access rental companies against growing too quickly. Companies who build their fleet quickly with high investments may find themselves struggling to maintain debt repayments when market conditions worsen. He said an operating model based on extending the lifetime of access equipment, rather than keeping machines for just five or six years - was more likely to build value.

This view was echoed by Pierrick Lourdain, group sales manager of Haulotte, who predicted forthcoming bankruptcies among European access rental companies in the coming years. He said this might in the future force manufacturers to become more directly involved in rental in order to protect their investments.

Steve Shaughnessy, director of A-Plant, looked at what Europe's rental companies can learn from the US, where growth has been driven mainly by productivity rather than legislation. Some US best practices are: delivery and service

guarantees, longer standard service hours, comprehensive in-house training, on-site stores for mega projects, and product modifications to meet unique applications (e.g. tunnel, file, auto manufacturing, ship repair).

The Europlatform conference attracted more than 100 executives, senior managers and owners of access rental companies across Europe.

"Top access management from all over Europe came to Europlatform and made it a great success," said Tim Whiteman, IPAF managing director. "This is a tremendous start to a series of top-quality annual conferences."

The next Europlatform will be held in September 2008.



"Extend equipment lifetime to build value": Kevin Appleton, CEO of the Lavendon Group.

## A quarter million valid PAL Cards

There are now 250,000 people around the world who hold a valid PAL Card (Powered Access Licence), which proves that they have been trained to use access platforms safely. IPAF managing director Tim Whiteman announced this during the IPAF Rental Forum held after the Europlatform conference. IPAF is on target to issue more than 70,000 cards this year, a new record.



## World's largest truck mount

The world's largest truck mount, Wumag's 103-metre ATA 1003, made during IPAF's Europlatform conference next to Basel's 105 metre 'Messeturm', the tallest building in Switzerland.

## New machine categories

IPAF has revised the machine categories in its MEWP training programme and is moving to align with international design standards. The new categories apply to all training as of 1 January 2008. The category change does not affect the training received and existing PAL Cards (Powered Access Licences) remain valid as specified. The PAL Card is recognised by the Major Contractors Group (MCG) and in many countries. More details on the new categories are at the Training section of [www.ipaf.org](http://www.ipaf.org)

### Thorough examination is not maintenance

Thorough examination must be treated as separate from maintenance, said consultant Tim Watson at the IPAF Professional Development Seminar (PDS) on 19 September.

"A thorough examination is an independent check of a MEWP to ensure that any deterioration can be detected and remedied in good time," said Watson. "It should not

be used as a substitute for an effective preventive maintenance system."

IPAF's CAP (Competent Assessed Person) Card is a good way of proving competency to carry out thorough examinations. More than 170 instructors and managers of IPAF training centres attended the PDS.

Tim Watson explains thorough examinations at the PDS.



## Familiarisation

IPAF has issued technical guidance note F1 on familiarisation, stressing that operators who intend to use any machine differing significantly from the machine they have been trained on should receive familiarisation instruction to cover the differences. This was prepared by the IPAF Training Committee and has also been approved by the Powered Access Interest Group, a joint committee of IPAF and the Construction Plant-hire Association (CPA). Technical guidance note F1 can be found at the Publications section of [www.ipaf.org](http://www.ipaf.org)



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