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## On the cover:

The first Holland Lift G320 in the UK bought by Access Rentals is working on the new Adidas distribution centre in Trafford Park, Manchester.



# C & A contents

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## 33 Heavy Lifts



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Lavendon goes higher, Ray Ledger buys into Kimberly, Tanfield defines Snorkel-UpRight branding strategy, Doosan buys Bobcat, Firsts for City Lifting, WRCA buys Casar, New Liebherr 600 tonner, First Zoomlion cranes in UK, LTS double, Tadano at the Palace, Half year results - Manitou, Haulotte, Terex Cranes, Genie, Manitowoc, Palfinger, Skyjack, JLG, JCB, Hiab. Manitowoc buys in Slovakia and India. Tadano opens new loader crane plant.

## Rough Terrain Scissors 17



The rough terrain scissor lift has been around since the birth of the self propelled work platform. Today it is an indispensable item of equipment. We take a look at the latest trends and developments.

## UK/Ireland Top 30 rental companies 25

Now in its ninth year, the Cranes&Access fleet survey of the Top 30 UK and Ireland cranes, access and telehandler rental companies continues to grow. Check out the companies on the move in our eight page survey.

## Heavy Lifting 33

There is currently an insatiable demand for all types of large cranes. We review some interesting big lifts as well as looking at alternative ways of lifting heavy items.

## Vertikal Days 39

The UK's first ever dedicated event for the lifting industry opens its doors later this month at Haydock Park. We take a look at what you can expect at this show with a difference.



## Check it out 43

This year the Vertical Check looks at electric self propelled boom lifts with platform heights of between 30ft (10m) and 39ft (12m) in the side by side specification comparison carried out by our German sister magazine Kran & Bühne. Check what the judges thought about Genie, JLG, PB liftechnik, UpRight, Haulotte, Nifty and Manitou.

## Platformers Days 47

Platformers Days - the annual event for German access and lifting specialists held at Hohenroda, deep in the countryside near the old East German border - was a chance for many users to get their hands on the latest equipment. Here are the show highlights.

## J Martin Benchoff 1927 - 2007 50

We take a look at the life of one of the crane industry greats who died in July.



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Brian Sherlock of Hewden talks to Mark Darwin about cranes, computers, access tool hire, telehandlers and....football.

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## Look out for the IPAF Rental+ sign

You'll find it adds up to a better way to rent platforms



Only those platform rental companies offering the very highest standards of safety, customer support and service are allowed to display the IPAF Rental+ sign. Their standards have been independently checked and they know they will be regularly inspected to ensure that you always get exceptional levels of service and support.

IPAF Rental+ covers staff training, platform selection, hire contract terms, safety, legislative compliance – and much, much more.

- +** First of all, you'll find experience you can rely upon to help select exactly the right machine to get your job done effectively and on time
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- +** With terms of hire conforming to strict standards, you can be sure of a fair contract
- +** Location tracking of machines in the hire fleet ensures equipment will be available as required and delivered on time
- +** You can be assured that the hire company's operators will be fully trained to the highest of standards; they will carry the IPAF PAL Card
- +** Handover procedures and the associated documentation are provided by fully qualified IPAF demonstrators
- +** IPAF Rental+ means benchmarked top quality service and support. It also includes ongoing customer satisfaction monitoring aimed at continual improvement. So the best will always be getting even better!

**10** Ten out of ten! You'll find IPAF Rental+ leaves you to get on with your  
**10** contract, confident that you are working at height both productively and safely.



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# cranes & access

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# c&a comment



## Dangerous times for manufacturers

Most crane and access producers are currently  
experiencing the very best of times. Order  
books are strong with some crane models

scheduled out to 2010 with no let-up in sight. Aerial lift producers are also  
reporting record demand, but in reality delivery times for many models are  
showing some signs of easing. At the same time the telehandler market -  
although growing worldwide - has fallen sharply in North America.

So at the moment everything in the garden could hardly be rosier. However, a  
sellers market can be a very dangerous time for manufacturers. An arrogance or  
attitude towards customers and the market can creep in and blight a company's  
culture permanently. For others it simply brings out their true colours.

The most obvious area is when manufacturers exploit strong demand by  
increasing prices well beyond what is considered to be fair. This is by no means  
the most damaging practice. Far worse is when companies start to get heavy  
handed in areas like credit control and changing long agreed terms and practices  
on the basis of 'if you don't like it go somewhere else'.

It can also move into events and expenditure with managers saying why bother  
hosting that or why bother supporting this event when we can't deliver until next  
year? This arrogance can be hard to shift and is highly damaging when times  
change and rest assured they will change as this is still a cyclical business.

Current market conditions mean that eager new players from emerging markets  
such as China, who would otherwise find it very expensive and difficult to gain a  
foothold, have a better chance of establishing themselves. This can be accelerat-  
ed dramatically if a regular supplier has developed a high-handed attitude.

When the cycle does change it can happen frighteningly fast with order books  
evaporating overnight and inventory suddenly piling up. It is at times like this that  
the buyer will then remember and act upon a manufacturer's attitude to him or  
towards his market during the boom times.

Mark Darwin

*Please mail, email or fax any comments you may have, to the editor,  
stating if we may publish them or not.*

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