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# Building on a solid platform

Newly formed Cumberland Industries joins a small group of UK truck mounted platform manufacturers. In spite of the tough economy it has already secured a 100 platform deal for the Middle East and has been appointed the UK and Ireland, Jordan and Iraq dealer for Terex Utilities all within six months of opening. Cranes & Access visited the company to find out more.

When Kettering-based Cumberland Industries recently completed a 38 metre Terex Utilities insulated boom truck mounted platform, it was the largest ever sold in Europe. The platform is one of 20 similar units and part of an order for 100 truck mounts manufactured by Cumberland Industries destined for the Middle East. The balance of the order comprises 80, 25 metre platforms using an Oil&Steel superstructure.

The 38 metre lift is designed and built to a 'Middle East' spec which is a bit more 'robust' than would normally be required for Europe. Mounted on an extended Mercedes Actros 3340 chassis, features include: 360 degree continuous slew, 15.8 metres of outreach, a 360kg capacity two man basket and a 680kg lift capacity jib and full insulation to 69kVA.

Cumberland Industries has formed a partnership with Oil&Steel UK, with both companies moving into a new, shared office and workshop facility in Kettering in March. Since then, the company has been working on completing the 100 machine order which has to be delivered by October of this year.

"We can offer bespoke products to customers in the UK, Europe and around the world, built in Kettering and using Oil&Steel or Terex Utilities booms," says Paul Murphy, Cumberland Industries commercial director. "We do not clash or interfere with Oil&Steel's own mainline products, however if one of its



Paul Murphy (L) commercial director with Julian Bateman in charge of design and production.

customers requires a bespoke vehicle mounted platform, we are on-hand to help, whereas previously they would have turned away the business."

"This part of the country has several vehicle mounted platform manufacturers and in the current climate with some companies in financial difficulty, there was no problems recruiting staff. In a short space of time we have been able to recruit several very experienced vehicle mounted manufacturing staff including Julian Bateman in charge of design and production, who have worked designing and building platforms with companies such as Socage, Oil&Steel, Bizzocchi, Altec, Terex and Versalift."

Although Cumberland Industries is working closely with Oil&Steel for its 25 metre platform, it is also working on other projects including a 14 metre, 6.5 metre outreach Land Rover-based platform which should be available later in the year. "We have the premises, good local suppliers, fabricators and staff which allows us to build any type of vehicle



Cumberland Industries' new facility in Kettering



This is the first 38 metre platform in Europe using Terex Utilities' insulated boom



The 25 metre, 10kVa insulated unit was unveiled at Vertical Days in June. Mounted on a 14 tonne chassis it has been designed specifically for the harsh Middle East climatic and operating conditions.



The platform is mounted on an extended Mercedes Actros 3340 chassis and has a 360kg capacity two man basket, a 680kg lift capacity jib and full insulation to 69kVA.

mounted platform," adds Murphy.

One of the 80, 25 metre, 10kVa insulated units was unveiled at Vertical Days in June. The lift is mounted on a 14 tonne chassis (the customer's choice) again designed specifically for the harsh Middle East climatic and operating conditions. The platform includes 360 degree rotation, 12 metre outreach and a 250kg capacity two man insulated basket. The Oil&Steel boom was initially specially designed and

developed for the Cumberland Industries unit, but has subsequently been seen on Oil&Steel's own 2510 Compact truck mounted lift launched at Internat.

Cumberland is able to use a wide range of Oil&Steel booms including 14, 17, 18, 20 and 25 metres for its projects. It is also hoping that a new boom can be developed specifically for the Land Rover project rather than 'adapting a boom from another machine to fit'. At the moment Cumberland has a design that uses the Oil&Steel 1470 Snake boom with fly jib but Murphy would rather have a specific boom designed for the application.

Although the company has a working relationship with Oil&Steel, that does not stop it from working with other manufacturers or clients requiring a bespoke product. Another area for growth will result from its appointment as distributor for Terex Utilities in the UK, Ireland, Jordan and Iraq available since Allan Access/Allan Access Hire went into administration.

The company is also an approved supplier to many of the major utilities companies and is also a member of IPAF.