

cranes & access



February 2016 Vol.18 issue 1

www.verfikal.net

**Scissor lifts
Bauma first
preview**

**Mastclimbers
and hoists**

**Mobile self-
erecting tower
cranes**

The world speaks bauma. Join the conversation!

Experience trends, innovations and enthusiasm up close at the industry's most important international exhibition.

This is where the world comes together, so you can't miss out! Prepare your business success and look forward to:

- ▶ 3,400 exhibitors
- ▶ More than half a million visitors
- ▶ 605,000 m² of space

Get your ticket now:

www.bauma.de/tickets/en



31st Edition of the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment

www.bauma.de



THE HEARTBEAT OF OUR INDUSTRY
bauma 2016

April 11-17, Munich

On the cover:

Part of a Skyjack delivery of 47 slab electric scissor lifts to S Rental - one of South Korea's largest rental companies. Benjamin Lee of Skyjack dealer Sky Korea gives the new machines a final inspection prior to hand over.



C&A contents

17

Scissors



25

Mobile self-erecting tower cranes



35

Mastclimbers and hoists



SUBSCRIPTIONS: Cranes & Access is published nine times a year and is available on payment of an annual subscription of £40.00. If you wish to subscribe, please send a crossed cheque made payable to The Vertical Press Ltd to: Subscriptions, The Vertical Press, PO Box 6998, Brackley, Northants NN13 5WV. Address changes should also be sent to this address. Please include the address label from a recent issue with all correspondence and allow 3 months for changes to be effective.

SUBSCRIBE ONLINE AT:

www.vertical.net/en/journal_subscription.php

BULK DISCOUNTS: These are available to companies wishing to take out multiple subscriptions. Please contact the subscriptions manager for more details.

Tel: +44 (0)8448 155900 Fax: +44 (0)1295 768223

E-mail: info@vertical.net

Kran & Bühne: The Vertical Press also publishes a German magazine which deals with the same issues as Cranes & Access, but is written for German users and buyers. Details available on request.

While every effort is made to ensure the accuracy of information published in Cranes & Access, the Editor and Publisher can accept no responsibility for inaccuracies or omissions. Views expressed in articles are those of the authors and do not necessarily reflect those of the Editor or Publisher. Material published in Cranes & Access is protected under international copyright law and may not be reproduced without prior permission from the publishers.

Comment 5 News 6

Dingli takes stake in Magni, Gelev Group launches new Klubb van range, Palfinger to launch 75m truck mount and first spider lifts, New name for Fork Rent/One Call, Zoomlion bids for Terex, New Grove RT, Ainscough operators' strike update, New owners for HWS, Skyjack to launch new booms and scissors, Link Belt HTT for Bauma, Hewden acquires Interlift, Haulotte to launch Heavy Load telehandlers, 15m spider from Hinowa, Palfinger fall protection system, New Snorkel scissors, €7.3 million Ruthmann order, New trailer lift and boom from Omme, Mammoet sells salvage business.



Scissor lifts 17

Compact, inexpensive, clean, quiet and relatively cheap to run sums up the appeal of the battery powered mini scissor lift. We take a closer look at the sector and in particular the growth of the 14 metre working height platforms, safety and productivity developments and an application involving a scissor stack and Wurlitzer theatre organ.



Mobile self-erecting tower cranes 25

One of the great mysteries of the modern crane market is why the self-erecting mobile tower crane is still such a niche product, given the advantages it offers.



We review the latest products from the major manufacturers as well as looking at some of the more specialist cranes.

In the next C&A

The next issue of Cranes & Access - scheduled for mid March - will feature: Tower cranes, Small booms and mast booms, Rental/hire show reviews, Batteries and the Bauma second preview. If you have any contributions or suggestions, or are interested in advertising in this issue, please contact our editorial or sales teams.

Mastclimbers and hoists 35



Unfortunately mastclimbers still fall into the 'nearly but not quite category' when it comes to fulfilling their potential market penetration. Given the right contract they can save time and money but so often clients stay with the traditional forms of tried and tested access equipment. We ask why and highlight several interesting applications.



Bauma first preview 41

Once every three years the industry gears up for the world's biggest equipment show - Bauma in Munich, Germany. As is usual manufacturers are gearing up to unveil a raft of new products. We preview some of the more significant launches that that we already know about. Part two of this review will appear in the March issue.

regulars

CPA 53

ALLMI Focus 55

Training 57

IPAF Focus 59

PASMA Focus 61

Innovations 63

Books and Models 65

FASET 57

Letters 69

What's on 71

Online directory 76

When I went to school they asked me what I wanted to be when I grew up. When I wrote down 'Happy' they said I didn't understand the assignment, I said they didn't understand life

John Lennon

If you use one of these,



you need one of these.



IPAF Approved Training Centres train more than 100,000 operators every year in the safe and effective use of powered access platforms.

The IPAF PAL Card is recognised worldwide across industries as proof that your operators have been trained to the highest safety standards and meet all legal requirements.

Find an IPAF approved training centre at www.ipaf.org

The IPAF operator training programme is certified by TÜV as conforming to ISO 18878.



Editorial team

Mark Darwin - Editor
editor@vertikal.net

Associate editors

Rüdiger Kopf (Freiburg)
Alexander Ochs (Freiburg)
Leigh Sparrow

Sales & customer support

Pam Penny
Clare Engelke
Karlheinz Kopp

Production/Administration

Nicole Engesser

Subscriptions

Lee Sparrow

Publisher

Leigh Sparrow

Advertising sales

UK-based

Pam Penny pp@vertikal.net
Tel: +44 (0)7917 155657
Clare Engelke ce@vertikal.net
Tel: +44 (0)7989 970862

Germany-based

Karlheinz Kopp khk@vertikal.net
Tel: +49 (0)761 89786615

Italy

Fabio Potestà,
Mediapoint,
Corte Lambruschini,
Corso Buenos Aires 8, V Piano-Interno 7,
I-16129 Genova, Italy
Tel: 010 570 4948 Fax: 010 553 0088
email: mediapointsrl.it

The Vertikal Press

PO box 6998 Brackley NN13 5WY, UK
Tel: +44(0)8448 155900
Fax: +44(0)1295 768223
email: info@vertikal.net
web: www.vertikal.net

Vertikal Verlag

Sundgauallee 15, D-79114,
Freiburg, Germany
Tel: 0761 8978660 Fax: 0761 8866814
email: info@vertikal.net
web: www.vertikal.net



Try harder

Market leaders must always be on their game to avoid complacency and maintain their position, as their commanding market share comes under constant attack from competitors.

In 1962 advertising executive Paula Green created the iconic Avis car rental slogan "We try harder". The company was number two in the market to Hertz and wanted to demonstrate its desire to win new customers and increase its market share. The phrase was adopted as the company's manifesto and in four years the company had overhauled every facet of its business, taking its market share from 11 to 34 percent. Avis had established a new standard for car rental and 'We Try Harder' remained the company's tag line for the next 50 years.

But what has car hire to do with cranes or access equipment?

Over the years we have seen dominant players come and go. Grove once dominated the mobile telescopic crane market, while a long list of others - Mark Industries, Simon, P&H, Lorain - have vanished completely. In the mini excavator market Kubota had the market to itself in the 1980s, today it faces at least 20 competitors and is a long way from being the dominant player.

In recent years Versalift has held a dominant share of the European van mounted aerial lift market, comprehensively seeing off numerous attacks from competitors tempted by the blue chip market and lack of a major competitor, but it seemed that its combination of quality, design, performance, reputation and professionalism always kept them at bay.

However, over the past year or so the European van mounted lift market has entered a new phase. Versalift UK lost its managing director of 10 years to equipment and product support distributor IAPS - no problems there. But six months later IAPS agreed a sales and assembly partnership with existing bit part player Aldercote, providing a sales, marketing and product development boost that could transform it into a credible contender.

Then in December Versalift's dealer/partner in France - another of its major markets - announced that it was forming a new company to manufacture its own van mounted platforms, with its sights firmly set on dislodging Versalift as market leader.

The van mounted market has been stable for many years with a handful of competitors fighting for the scraps from the Versalift table. This developing chain of events shows how challenging it is to hold onto big market shares over the longer term. Challengers can focus their efforts on vulnerable parts of the leader, and if there are several at the same time, buyers tend to sit up and take note.

Changes in dominant market shares only have one direction - down - no matter how big the company - Microsoft, Google, Kubota or even Versalift. The leader has to try and adopt the underdog mentality while still being out in front. It has to work even harder to persuade customers that it is still the best.

In this case the new competitors have their sights set high and have the benefit of knowing their adversary from the inside. Interesting times.

Mark Darwin

Comment and feedback is most welcome via post, email, fax or phone stating
if we may publish them or not: editor@vertikal.net

Vertikal Press

MEMBERS OF:



ISSN: 1467-0852

© Copyright The Vertikal Press Limited 2016



Vertikal.net