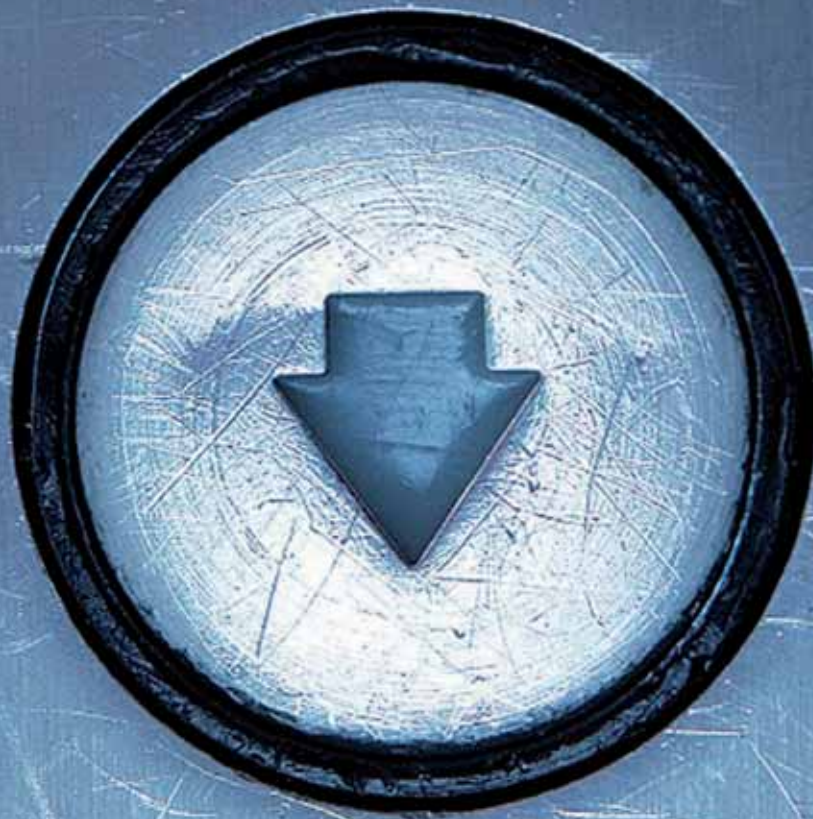


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On the cover:

Grove launched two new Rough Terrain cranes - the RT765E-2 and the RT9150E the largest RT crane currently in production - at Conexpo in Las Vegas at the end of March.



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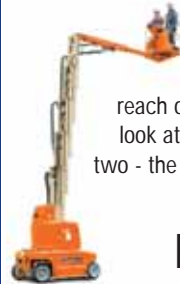
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New IPAF president, Liebherr launches new flat top tower crane, Receivers move in at Skylift, Palfinger announces new 20tm loader cranes, Rival acquires BMS Access, 10 years for Vertikal.Net, MLE introduces collision warning system, Tadano appoints Coast Crane, 22 Niftylifts for Workx, Kobelco goes green, Zoomlion truck crane debut, TVH merges fleets, Three new Multitel platforms, Ruthmann appoints Time Danmark, 5,000th CTE, Linden Comansa launches new Luffers, First 60 tonne JMG crane in Luxembourg, R&B cranes CE marked, United Rentals acquires in Canada, 500 tonne Liebherr for Baldwins, New BlueTec Tadano for J&M, Two new telehandlers from Ausa.



Mast booms 17

The choice of equipment when working at height is huge. Usually it boils down to a scissor or boom lift and whether the job requires equipment with just vertical reach or outreach and slew. We take a look at a product that fits between the two - the mast boom - the perfect choice for those in the know.



Rough Terrain cranes 25

After two years in the doldrums, sales in Rough Terrains are on the increase - a good sign for all the equipment market. We review the sector and take an in-depth look at the new boy on the block - Sany - and its new 'Global' RTs.



Conexpo show review 33

Some hardened international equipment show-goers may have been slightly disappointed with the amount of new products at Conexpo 2011 in Las Vegas this March, however there was still plenty to see. We round-up the main highlights followed by an extended pictorial coverage.

Remote controls 43

While remote controls on mobile lifting equipment have been around for more than 50 years, their popularity has only really gathered pace over the past decade. With some now a standard feature on many types of lifting equipment we review how they are used for each product type and take a look at the latest developments.



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Remote control producers will all be attending this year's CeMAT show in Hanover which also has a stronger showing from the aerial lift, pick & carry crane and telehandler sectors. We provide a brief overview.

Transport trailers 49

Equipment trailer manufacturers have been concentrating on increasing safety and reducing costs with the introduction of new models. We take a scene-setting first look at this increasingly important part of the overall equipment sector.

Vertikal Days

taster 53
Vertikal Days 2011 is getting closer and closer.

This year, the fifth since it was started, promises to be the biggest ever. We take a brief look at some of the new products and events planned, including a number of the worldwide product launches.



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In the next C&A

Next month we will be looking forward to the Vertikal Days show, a review of the IPAF summit held in Amsterdam and will have features on tower cranes and spider type lifts



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The Vertikal Press

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

In Germany:

Vertikal Verlag

Sundgaualle 15, D-79114,

Freiburg, Germany

Tel: 0761 8978660 Fax: 0761 8866814

email: info.vertikal@t-online.de

web: www.vertikal.net

Germany, Scandinavia, Austria and Switzerland

Karlheinz Kopp, Vertikal Verlag,

Sundgaualle 15, D-79114, Freiburg, Germany

Tel: +49 (0)761 89786615

Fax: +49 (0)761 8866814

email: khk@vertikal.net

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: mediapointsr.it

The Netherlands

Hans Aarse

39 Seringenstraat, 3295 RN,

S-Gravendeel, The Netherlands

Tel: +31-78 673 4007 Mobile: +31(0) 630421042

email: ha@vertikal.net

UK and all other areas

Pam Penny

PO box 6998 Brackley NN13 5WV. UK

Tel: +44(0)8448 155900

email: pp@vertikal.net

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Editors:

Leigh Sparrow

Mark Darwin

Associate Editors:

Rüdiger Kopf (Freiburg)

Alexander Ochs (Freiburg)

Andrew Klinachev (Moscow)

Sales & customer support:

Pam Penny

Karlheinz Kopp

Clare Engelke

Production:

Nicole Engesser

Publisher:

Leigh Sparrow

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Letters, emails, faxes and
phone calls are welcome and
should be sent to:

The Editor,
cranes & access,

PO Box 6998, Brackley

NN13 5WV, UK

Tel: +44(0)8448 155900

Fax: +44(0)1295 768223

email: editor@vertikal.net



c&a

comment

Tools of the trade?

The advent of the personal computer in the 1980s has revolutionised the way business in all sectors is carried out.

For most at the sharp end of the equipment business very little changed in the first 20 years – with only head office staff benefiting from word

processing and accounting packages. But more recently technology seems to be taking over.

Remote monitoring and diagnostics, tracking of parts, equipment availability and delivery are now available not only in the office but also on any site, no matter how remote. It seems that every aspect of the equipment sector is controlled by technology - you can even get the latest industry news directly on your smart phone/iphone via a specific App (www.vertikal.net), carry out interactive training via an ipad and check if your machine has been stolen or moved via your mobile phone.

But is technology really the answer?

Technology makes processes more efficient, easier to track and plan and has allowed manufacturers, distributors and rental companies to offer 24 hour coverage and instant back-up anywhere in the world.

But let us not forget that technology is only as good as those using it. Technology is an aid, a tool and not the solution, and whilst it can help even a badly run company, it cannot by itself 'make a silk purse from a sow's ear'.

No, ultimately the equipment business - like most other businesses - is a people business. People deal with people not technology.

At the recent IPAF Summit in Amsterdam one of the many excellent speakers - Andrew Fishburn, managing director of Spirit Network - highlighted the importance of investing in people and how critical it is to train staff and in particular, sales staff.

Sales, it could be argued, is the most important aspect of any business. A good product, backup, marketing and distribution are all essential, but without the sale a company cannot exist.

Technology is a tool to help the salesman - not the solution. As Fishburn argued, a well trained salesman achieves much better profitability. How might that have helped companies - both rental and distributors - over the last two years?

As the industry starts to pick up again technology will continue to play an increasingly important role, boosting efficiency and reducing overhead costs. But ultimately people buy from people and a company's most important asset is its staff and the better trained they are the better they and the company will perform.

Mark Darwin

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