

# Vertikal Days 2011 bigger than ever

**c&a** vertikal days



This year's Vertikal Days is shaping up to be biggest ever with more exhibitors, more products and more space. This is the event's fifth year and will once again be held at Haydock Park Racecourse near Manchester on June 22nd and 23rd.

The absence of a major European show this year means that more exhibitors than usual are planning to use Vertikal Days as the event for their European new product launches, including several worldwide product unveilings.

## The show for working at height equipment

The event has always been a strong access event and this year will be no exception with all the major self-propelled lift manufacturers attending, along with the vast majority of European truck mounted and spider lift manufacturers, several of whom will unveil new products including the worldwide unveiling of two new Pagliero/Multitel models. In addition this year the show will have a PASMA village with a number of mobile access tower suppliers attending.

While Access Industries, the Multitel distributor is keeping quiet about two of its new product launches, it has said that they will 'set new benchmarks in their class'. It has already confirmed details of one new

model that will be on show for the first time, a new addition to its popular MX range, the MX205 with end mounted platform. The truck mounted platform industry will, as in the past, be well represented with products from Versalift, Ascendant, Palfinger-Wumag, Bronto, CTE, Oil & Steel, Power Tower, Terex Utilities, GSR, Socage, Cumberland and Cela - several of whom will also have new products that we will be able to discuss more in the next issue of the magazine.

Looking at other types of powered access, Genie, Skyjack, Snorkel, JLG, Teupen, Holland Lift, Russon Access, Pop Up, Haulotte, ATN, Niftylift, Youngman, APS, Promax, Denka, Skako, Falck Schmidt, Isoli, Platform Basket, Aichi, Leguan, HAB, Hinowa, Manitou and Dino Lift will all be represented with several other companies likely to join shortly. A number of manufacturers have already confirmed new or new to the UK products so this year promises to be a really excellent event.



While one or two telehandler companies are notable by their absence, the sector is very well represented by some of the leading producers with Merlo, Manitou, Haulotte, Genie, Terex and JLG confirmed so far. Some of them have already confirmed that new products will be on display, while a good deal of focus will be on the new features added to comply with the latest European standards.

## The biggest crane show in Europe in 2011

On the crane front all of the major mobile crane producers have now taken stands, including UK Cranes/Tadano-Faun, Liebherr, Manitowoc, NRC/Link-Belt, Zoomlion, Ormig, GGR Unic, Galizia, Maeda and for the first time, Italian pick & carry crane manufacturer JMG Cranes and Terex Cranes, both of which will show new models launched earlier this year.

Liebherr will demonstrate its new LTC 1045-3 All Terrain 'city' crane with its unique telescopic cab mounting. Crowland Cranes, the Zoomlion distributor will unveil the all-new 35 tonne, three axle truck crane - the result of several year's



development aimed at producing a replacement for the highly popular Kato/Tadano truck cranes that were withdrawn from the market more than 12 years ago. Terex is planning to show its new three axle, 50-60 tonne Challenger AT - the first time it has been exhibited in Europe - which can travel fully rigged while still meeting 12 tonne axle loadings.

## Short seminars and industry updates

As in previous years, the event will also feature a wide range of meetings, short seminars and workshops, covering subjects as diverse as checking customers for credit worthiness, getting the most out of your rental software, cutting the cost of battery ownership on aerial lifts, to the sensible calculation of outrigger mat sizes. This year some workshops will take place in the newly created spaces adjoining the Marketplace and others in the ample meeting rooms of Haydock Park racecourse nearby. Several rental associations and large companies are also planning to combine meetings with the event, in order to give their staff a chance to see the latest new



Multitel will launch two new models



Liebherr will demonstrate its new LTC 1045-3 All Terrain city crane



Zoomlion will unveil the all-new 35 tonne truck crane

products and meet with suppliers etc. Key industry bodies holding meetings on site include the CPA, IPAF, ALLMI and PASMA. Look out for the meetings schedule which will be posted on the Vertikal and Vertikal Days websites shortly.

**The all inclusive format**

The popular show format remains the same, with all visitors enjoying free entrance, parking and all hospitality including coffee and soft drinks as well as a first class hot lunch and bar. Registration is open on line and exhibitors already have large quantities of free VIP entrance tickets to hand out to customers. For those able to attend the evening networking event, there is both an excellent band along with good food and drink. The most important aspect though is the opportunity to network with industry peers, customers and suppliers. This very popular event - which attracts more than 500 - has sold out for the last few years and although we are working hard to add more capacity, space will be limited to exhibitors and their guests.

If you are involved in any form of mobile lifting or working at height this is the one show not to miss. Register now or speak to one of your regular suppliers. If you are a manufacturer, dealer or service supplier and have not yet booked a stand there are still a few good spots available, but be warned, they are going fast particularly as there is now less than six weeks to go. All new show exhibits, news and seminar updates will be added to the website ([www.vertikaldays.net](http://www.vertikaldays.net)) and this should be your first port of call for any information regarding any aspect of the show.

**Essential information:**

**Getting to Vertikal Days**

The event is being held at Haydock Park which is situated just off Junction 23 of the M6 motorway and half way between the cities of Liverpool and Manchester.

From M6, Junction 23 Haydock Park is signposted. Once you have joined Lodge Lane (A49), the



racecourse driveway is situated on the right hand side just past the Holiday Inn.



**By Rail**

The nearest station to Haydock Park is Newton-le-Willows on the Manchester (Piccadilly) to Liverpool (Lime Street) line. On the main London/Glasgow line the nearest stations are Warrington and Wigan - both approximately eight miles from the racecourse. For detailed rail information please call 08457 484 950.

**By Bus**

Visitors can travel to the venue by bus using the following services; the 620 (Ashton to Haydock), the 320 (St. Helens to Wigan). For journey times ring 0870 608 2608.

**By air**

Manchester airport is just 20 miles (33km) from Haydock Park, with an average journey time of 25 minutes. Liverpool Airport is 23 miles (38km), with an average journey time of 32 minutes.

**Hotels**

There are thousands of rooms within 15 minutes of Haydock Park, and the organisers have secured discounted rates at a number of hotels in the immediate vicinity but to take advantage of these you MUST book via telephone and quote VERTIKAL DAYS. A full list of hotels and discounts available are on the Vertikal Days website [www.vertikaldays.net](http://www.vertikaldays.net)

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