

# Sixth year of growth

The American Rental Association's annual Rental show, held this year in the jazzy city of New Orleans, saw increased visitor numbers for the sixth year in a row, the first time this has happened since the 1980s. According to the organisers attendance this year was up five percent on last year. This was certainly evident on the morning of the first day when registrations desks were swamped by those looking to obtain their passes. However day two seemed a little quieter than usual, with day three being pretty typical.

The stand space was once again sold out, although some gaps were evident, either through the odd 'no-show' or on the edges of some areas. This caused disgruntlement among those who could not obtain stands, such as Wolf Haessler's WolfLift, while TCA/Bluelift/DinoLift/Galizia/Denka/R&B dealer ReachMaster had its usual stand space allocation reduced against its will in order to "make way for new exhibitors". It displayed a sign voicing its dissatisfaction.

The show itself was one of the best in recent years in terms of new products, with significant product launches from the three largest aerial lift companies - JLG, Genie and Skyjack - while several smaller exhibitors showed some interesting new models and ideas.

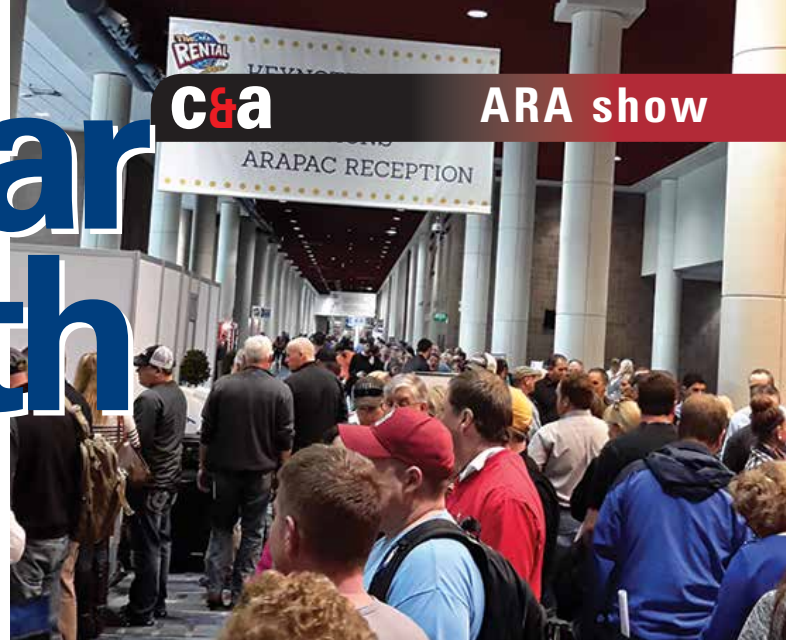
## New 150ft boom

Genie led the way with a surprise

launch of a new 150ft version of the SX180 which began shipping last year. The new model essentially the same, but with one less boom section and a good number of small, yet significant operational improvements that will almost certainly find their way onto the 180. For many rental companies the new machine will be a more attractive proposition than the 180, as it features the same outreach, greater platform capacity, the same slewing jib, and a lower transport weight.

## 30 years and booming

Celebrating its 30th anniversary Skyjack had the next largest new product at the show with its 80/86ft SJ80T and SJ86TJ, one with a jib and one without. The largest Skyjacks so far mean that the company now



The new MEC 60J is a simple functional machine

covers around 80 percent of the boom lift market. (See news pages for 'How the SJ86TJ stacks up').

## Basic boom

Another new boom came from MEC which unveiled its all new 60ft articulated telescopic 'back to basics' 60J. While not the first boom the company has designed and built, it looks as though it will be the first it puts into production. The new machine uses a single, fairly long riser, two section boom and jib to achieve its 60ft platform height, offering 20 metres of working

height. The machine has been designed to a brief supplied by a number of major rental companies - including NES - which believes that it has exclusivity on the first year's production. The unit weighs just over eight tonnes, offers 13 metres of outreach and aims to be around 10 percent less expensive than competitive booms.

## "2015 - The year of the Launch"

JLG said that it will launch more new products in 2015 than in any other year in its history. Many



The Genie SX-150 was unveiled at an evening event at the impressive WWII Museum



Skyjack SJ86T



JLG also had a private display of its new products in the New Orleans Super-Dome



The new JLG 5394RT

of them were unveiled at the ARA, including new 40 and 46ft telescopic booms - the 400S and 460SJ - and a new version of its 450AJ 45ft articulated boom. The new machines looked like updated and restyled versions of its current products, but they have been extensively redesigned with new structural components and improved performance including higher platform capacities, better outreach and more efficient hydraulics. New features include full text information readouts with MIDI connectivity, Dura Tough polymer covers that are exceptionally resistant to damage and are painted, so less likely to fade. The company also launched its largest US-built scissor lift to date, the 53ft 5394RT, with 680kg platform capacity and dual deck extensions. Maximum drive height



Snorkel's first telehandler along with the new 600SJ boom lift.

is 30ft, but the unit weighs less than eight tonnes.

JLG telehandler launches included full and substantial updates to all five of its North American models, including the 5.4 tonne/17 metre 12544. All units have the new Dura Tough covers, Tier 4 Cummins power, improved telescope design with external cylinder, and a new axle stabilisation system. The company also upgraded its SkyTrak telehandlers - most noticeable was the improved cab comfort and layout for both open and enclosed cabs.

**Snorkel surprise**

Snorkel was another stand with major new product introductions, just 16 months after its acquisition by Don Ahern. The first product to grab the attention was a new compact telehandler, the first to carry the Snorkel brand.

The unit will eventually be sold internationally, and while it is based on an Xtreme model, it has been simplified for the rental market. Aerial lift introductions included a new line of four slab electric scissor lifts, the S3219E, S3226E, S4726E, and S4732E with 19, 26 and 32ft platform heights, aimed initially at the North American market. The new scissor stack structure harks back to the Economy Engineering days (acquired by Snorkel in the 1988) using an end knuckle not dissimilar to that now used by Skyjack. The units - designed for rental - include steel diamond plate decks, new wider roll-out extensions with telescopic guardrails, saloon style entrance gate, fixed upper control box, bigger king-pins and a gravity actuated pot-hole system. They also include some interesting touches such as dual swing-out component chests, to allow opening in narrow work or storage areas.

A new 66ft telescopic boom - the 600SJ - was also on show, with a new secondary guarding system 'Snorkel Guard' which cuts all

functions when depressed, but allows the machine to be operated from the base. The large platform features three entrance gates and an interesting steel deck surface, covers are heavy steel but formed into an attractive styled shape. The unit is the first and largest in a three model line that will include 46 and 60ft versions.

**Cranes**

The number of mini cranes on show grows each year, as do the spider lifts. The most interesting new product this time came from specials producer Bailey Specialty Cranes and Aerials and its 'omni directional' version of its Brandon self-propelled mini crane, which now offers a range of attachments including an integrated work platform. The crane/platform's four wheels are turned via a worm drive mechanism on each wheel allowing all four wheels to turn more than 90 degrees to permit pure sideways movement or turning on the spot.

While the above covers the major new product introductions, there was plenty more to see, here are a few glimpses of the rest of the show.



The Omni-directional Brandon crane/platform.



Sumner appears to be taking an ever larger share of the material lift market



TVH now with EPW on board



Snorkel's dual component chests and new scissor arm design



The new Snorkel Guard secondary guarding



The new Snorkel 600SJ



ReachMaster launched its new Dino lift dealership on its very small stand



Bronto - a surprising exhibitor - had the S150XDT better known in Europe as the 46 metre S46XDT



JLG 5395 RT



The move to solid perforated cushion tyres for telehandlers is gaining ground rapidly in the USA



The Tracked-Lifts stand with Ommelift and Platform Basket



Teupen was one of many spider lift companies exhibiting



PRO Charging Systems demonstrated its new Delta Volt Patriot Series charger in a fish tank full of water



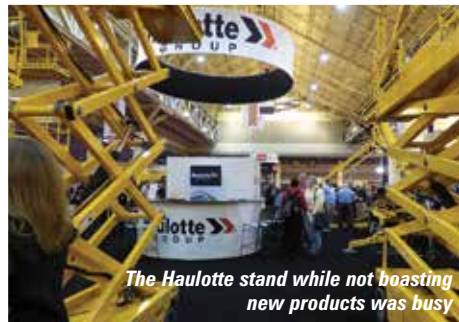
Coast2Coast Equipment demonstrated its rebuild skills with this machine with a split personality



Manitex and its first stand with Oil&Steel



Custom Equipment highlighted its 12ft Hy-brid HB1230 scissor which is as compact as a 12ft mast type lift with a larger unencumbered platform



The Haulotte stand while not boasting new products was busy



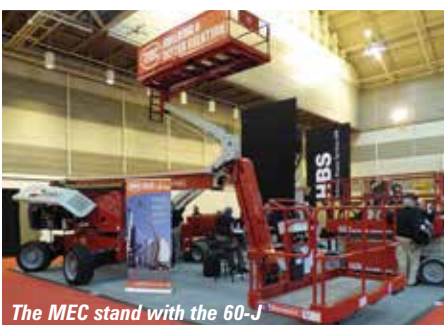
Celebrating 21 years in the USA Niftylift had one of the best stocked access stands at the show



Giles Counsel of IPAF finds some interest



Yet another spider lift entrant - the Easylift



The MEC stand with the 60-J



Secondary guarding was noticeable on many displays, this one on the Genie stand, with some companies making it standard



Sorry for our messy booth!  
ARA stole 60% of our booked and paid 2015 booth space to give to new exhibitors!  
We hope our competition appreciates the space we were forced to give up after 14+ years' support of the show!