

# cranes & access

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March 2015 Vol.17 issue 2

Mid-range  
AT cranes  
ARA show  
review  
Small electric  
& mast booms  
Intermat  
preview

... Snorkel launches first telehandler...New 150ft Genie...Big new Tadano's spotted...

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## On the cover:

The operator of a Terex Explorer 5600 owned by German crane rental company Blüggel setting up the crane in a restricted area in preparation to remove a footbridge which crosses the Ruhr in Olsberg.



# C&A contents

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Mid-sized ATs



27

Small electric booms



39

Intermat preview



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Big new Tadano's spotted, HSE prosecution takes nine years, Ainscough takes Böckers, JLG launches new booms, scissors and telehandlers, New 150ft Genie, Ruthmann unveils new 27 metre, JCB launches four Teletruks, New 86ft Skyjack boom, Snorkel launches first telehandler, Bailey omni-directional crane/platform, Terex free online lift planner, Verticaaldagen moves



to Gorinchem, Upgrade for Liebherr's LR1750, Hiab expands X-HiPro range, CMC ships first S19N and financials round-up.

Mid-sized All  
Terrains 17



Cranes & Access takes a look at the pros and cons of the increasing number of single engine All Terrain cranes, and looks at how the concept is being accepted, as well as reviewing the latest models from the major manufacturers.

Small electric  
booms 27



When it comes to choosing a small boom lift the market is bulging with different concepts and alternatives.

This month we take a look at small electric powered booms including mast booms and also interview Daniel Duclos of ATN, who has been a major part of the development of mast booms since the late 1980s.

Intermat 2015  
preview 39

With Intermat 2015 in Paris rapidly approaching, here is our second preview to the show, highlighting some of the new products and what to see.

**INTERMAT**  
Paris 2015

The next issue of Cranes & Access - scheduled for late April - will feature the IPAF Summit review, Cranes for wind turbine lifting, Spider lifts and the main Vertical Days Show Guide. If you have any contributions or suggestions, please contact our editorial team.



ARA show  
review 47

The American Rental Association's annual Rental show was held this year in the jazzy city of New Orleans, with the highest visitor numbers for many years. The show itself was one of the best of recent years in terms of new product launches.

Executive Hire  
Show review 51

The UK's Executive Hire Show, held once again in Coventry, attracted more than 2,000 visitors this year. Here are the highlights.

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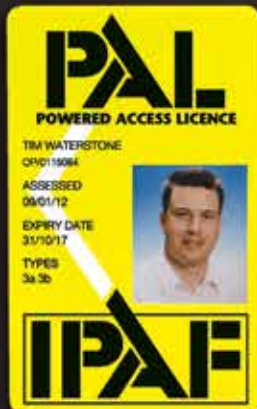
**"It is better to suffer wrong than to do it, and happier to be sometimes cheated than not to trust."**

Samuel Johnson

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## Too nice for our own good?

Watching the classic 1990s film 'You've Got Mail' recently, about two book shop owners (Tom Hanks the hard-nosed businessman from the mega-discount store and Meg Ryan the 'nice but naive' owner at a quaint local children's bookshop) and the phrase "business is business - it's not personal" is repeated numerous

times by Hanks when discussing putting other companies out of business.

As we all know the cranes and access market is a very personal industry. Almost every aspect of it involves co-operation with and trust of others - people do business with people - and not being personable and accommodating can put you at risk of losing out to the competition.

Our current online editorial is "Obey the rules or lose business?" while the online poll asks the question: "If faced with losing your business or joining competitors that misinterpret best practice guidance what do you do?" Both were in response to a letter received from a UK crane rental company, that we published last month, highlighting a conflict in the UK taxi-crane rental market, concerning the bending or breaking of rules/best practice guidance and standards.

With about 400 votes cast so far the vast majority (66 percent) said they would continue doing what they thought was right and hope to continue in business. Just 23 percent would blow the whistle on the wrong doers/corner cutters, while a surprising four percent would also bend the rules when they thought it was safe to do so, and eight percent would demand the rules be changed.

What does this say about the majority of us? That we stick to the rules and overlook other people's faults, transgressions and devious practices - even if it means losing and possibly going out of business?

Perhaps this is why companies that make a habit out of going bust without paying creditors are able to set up almost instantly, time and time again and still have a business renting and cross-hiring to many of the same people that were left unpaid. The saying 'once bitten, twice shy' springs to mind but so many people and companies are caught out time and time again.

Fortunately the vast majority of companies in our sector are 'legal, decent and honest'.

However there will always be an element that wants to take advantage of our good nature, cut corners and misinterpret legislation to their advantage. But they can only exist if the rest of us - manufacturers, rental companies, parts suppliers etc - continue to deal with them.

Going back to the film - perhaps we should 'go to the mattresses' (made famous in The Godfather) and be prepared to stand up and fight for what we believe is right?

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

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