

UNIC

CRANES EUROPE



The new **UNIC** range of mini-crawler cranes. Discover incredible power and reach in the most confined of working environments. With an overall width from 600mm, **UNIC** mini cranes are small enough to get in there, and big enough to get the job done.

A094CR 0.995t x 1.5m (boom length 5.49m) **A095CR** 0.995t x 3.5m (boom length 8.65m) **A295CR** 2.9t x 1.4m (boom length 8.65m) **A376CL** 2.9t x 2.4m (boom length 14.45m) **A506CL** 3.0t x 3.4m (boom length 15.64m)

For more information about UNIC, please phone 01844 202 071, visit the UNIC Cranes website www.unic-cranes.co.uk or alternatively, email the UNIC Cranes sales office: sales@unic-cranes.co.uk

www.unic-cranes.co.uk

Trouble in sign-land

Steve Martin is the founder and owner of Xmo Strata a leading UK sign maker and contractor. He founded the company six years ago having spent nine years with another sign company. Angry and frustrated with the corner cutting and dirty tricks of his industry he decided to write a book exposing the industry's dark underside and throwing down the gauntlet to the cowboys. He says that he expects 'heavy flak' for his public stance but says that "if there is going to be flak, bring it on."

The largest section of the book, which is boldly entitled 'Safety Quality Tricks and Lies. Dirty tricks in the British sign industry and 100 questions your sign company doesn't want you to ask!'

takes the form of asking and answering 100 questions that Martin says you should ask your sign company.

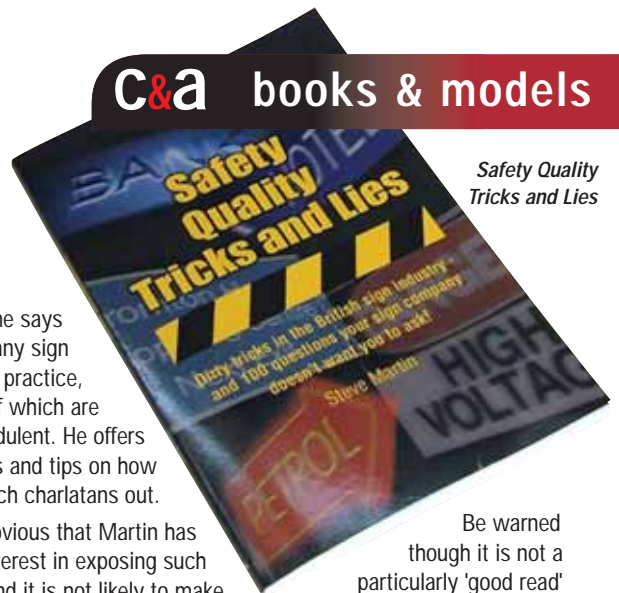
He runs through everything from credentials to finance, spending most of his time on health and safety, where he claims too many sign companies cut corners and take chances. He particularly urges sign buyers to demand that suppliers provide proof of employee training, especially when they are using alloy towers or aerial lifts. He also points out how an accident on a customer's premises could land them in court alongside the sign contractor who may be long gone by the time the case is heard.

Finally he exposes a number of dirty

tricks that he says way too many sign contractors practice, and most of which are clearly fraudulent. He offers suggestions and tips on how to catch such charlatans out.

It is very obvious that Martin has a vested interest in exposing such practices and it is not likely to make him the most popular guy at industry conferences. He does risk coming across as over sanctimonious at times, however it is refreshing for someone to provide such a candid look at his own industry while still active within it.

If you buy any volume of outdoor signage or are a supplier to sign companies, this book is worth buying.



Safety Quality Tricks and Lies

Be warned though it is not a particularly 'good read' but more an informative eye opener to dip in and out of.

Safety Quality Tricks and Lies, Dirty tricks in the British sign industry and 100 questions your sign company doesn't want you to ask! Is published by Arima Publishing and costs £14.95 (\$29 in the USA) from book shops or on line via Amazon under "safety quality tricks".

JLG 10MSP

The JLG 10MSP must be the smallest scale model of an aerial lift on the market in spite of the fact that it is to the hefty 1/32 scale that JLG is using on its latest series of scale models.

The little model of its self propelled stock picker is highly detailed and exceptionally well made. The platform extends to full height, with a tight tolerance on the mast sections, opening saloon style gates and fully steering front wheels. The loading shelf is adjustable as it is in the real thing.

All in all an excellent model and one that will not hog shelf space like the 1/32 versions of JLG ultra booms, telehandlers and big scissors.

The JLG10MSP retails at \$34.55 and can be ordered on line at jlg.com or through a UK model dealer AB.Gee in Ripley on 01773 570444.



The JLG possibly the smallest scale model of an aerial lift is beautifully detailed

AMA research - UK Access market 2006.

This is a 109 page densely typed report on the UK Access market, covering everything from ladders to permanently installed suspended platforms for window cleaning.

Compared to other crane or access industry reports by 'general research companies' that are often not worth the paper they are printed on, this is relatively accurate, quite thoughtful and while expensive for what it is - useful. Its main problem lies in the fact that it tries to do too much and in spite of this it still includes a lot of filler, including publicly available construction

and spending statistics. A good deal of this information is only marginally relevant and along with the fact that it attempts to cover the full gamut of access equipment, both from a manufacturing and a rental perspective means that it is forced to skim on detail.

However if you are preparing a business plan for your bank this would be a handy report to use and reference in order to spruce up your presentation.

The report is priced at £595 and can be ordered directly from AMA Research on 01242-235724 or on line at www.amaresearch.co.uk.

Haulotte pushes service

Haulotte has added a Peugeot Partner service van to its model collection in order to promote its worldwide expansion of its support services.

The van in Haulotte livery is 1/43 scale and comes in an acrylic display box. The Peugeot service van costs €29 and can be ordered online at www.haulotte-boutique.com



The Haulotte Peugeot Partner van