

100 years and going strong

In the last issue of *Cranes & Access* we reported on the 100th anniversary celebrations of Italian truck mounted and spider lift platform manufacturer Multitel Pagliari.

Few companies in our industry can truly trace their roots back much more than 70 years and fewer still are still owned and run by the same family. Given this and the excellent material that the company has uncovered we thought it would be worthwhile publishing a more detailed story.

The Pagliari family business began in 1911 when Lorenzo Pagliari and his bride Giuseppina along with a brother moved from their birthplace in Marene to Saluzzo 14 miles (22km) away and opened a workshop building farm carts and trailers in wood and iron.

In 1914 the First World War interrupted business with the young Pagliari obliged to move to Milan

to work for Alfa Romeo on the production of war material. After the war, business continued much as before, making products for the local agricultural market.

In the early 1930s the couple had their first son Giorgio who joined the company when he was 11 and worked there for the rest of his life. A couple of years later he was joined by another son Piero.

As the Second World War approached the company began to develop its expertise in body work, mainly for industrial vehicles. A pick-up type body for the Fiat Balilla was one of its particularly successful products.

After the war and into the 1950s the company developed its bodywork



The founders, Lorenzo and Giuseppina Pagliari – 1911

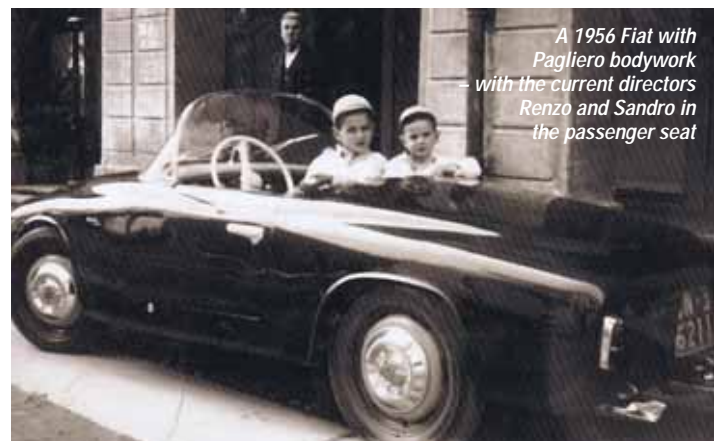
skills and produced some classic bodies for Fiat cars.

As the 1950s progressed the company began to develop its expertise in hydraulics through the

introduction of tipper trailers and bodies for trucks, followed in 1959 by a loader crane with a work platform version.



Pagliari body on a Fiat Balilla 1941



A 1956 Fiat with Pagliari bodywork – with the current directors Renzo and Sandro in the passenger seat



The Pagliari's began with simple farm carts



Trailers were the company staple well into the late 1930s



The Pagliari workforce 1955

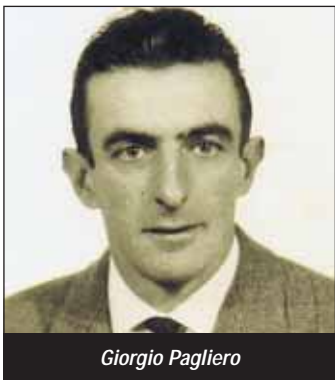
Cranes became a popular product line for Pagliari, including loader cranes and small mobiles.



The first platform was introduced in 1959



The 1950s also saw the second generation take over the day to day running of the company with Giorgio and Piero running the business together for many years. The partnership combined Giorgio's business sense with Piero's technical creativity, a winning combination.



Giorgio Pagliero

In the 1960s the company had reached the limits of its Saluzzo base and moved two and a half miles (4km) south to its current location in Manta, in its first purpose-built industrial facility capable of building products in series. At the same time the company changed its name, dropping the Carrozzeria (Bodyworks) part of the name in favour of Officine Oleodinamiche Pagliero reflecting its mobile hydraulics specialities.

The current directors, Renzo and Sandro, sons of Giorgio, joined the firm in the early 1970's and with the company increasingly specialising in cranes and truck mounted work platforms the name was changed again in 1979 to Op Pagliero Spa Gru e piattaforme. In 1980 the Multitel name was born as the product name for Pagliero's truck mounted aerial lift range, while the cranes carried the AP designation. In 1985 Pagliero introduced its first aluminium boom on a 3.5 tonne straight telescopic machine.

In 1989 Giorgio passed away leaving his two sons and brother Piero to manage the business. It was around this time that the company gradually shifted away from cranes towards its Multitel aerial work platform products. The second half of the 1980s also saw export sales really begin to take-off, particularly in Germany and in France where the first overseas subsidiary was established in Lyons in 1989. The company continued to expand its Manta production base as demand steadily increased and it became a market leader in the truck mounted lift market.

In 2004 Renzo and Sandro took over as joint managing directors,

Construction of the new facility in Manta



Piero Pagliero



Pagliari was always innovative, its big booms use gearboxes to rotate its jibs as well as allow some unique configurations

following the death of Piero Pagliero aged 70, after 53 years with the company. Throughout his career he had been the technical force behind the company, having said that some of the company's most innovative and influential products have been introduced by the company in the years since.

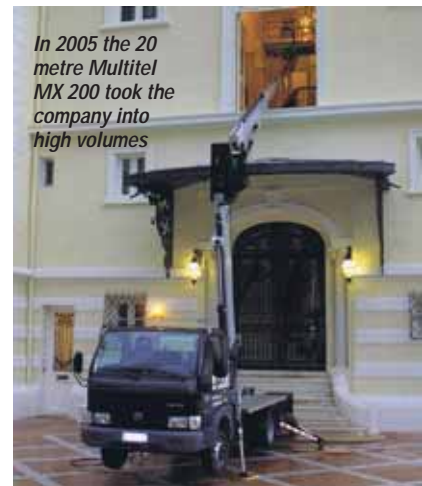
The twin boomed, low profile MX range launched in September 2005 with the MX200 took-off like no other new Pagliero product before it and introduced the Multitel range into rental fleets that had until then had not considered Pagliero products. It has also spawned a huge development in low overall height 3.5 tonne truck mounted lifts.

Today a fourth generation of Paglieros are working in the



Pagliari introduced its first aluminium telescopic boom in 1985

company and being groomed to take over sometime in the distant future.



In 2005 the 20 metre Multitel MX 200 took the company into high volumes



Sandro Pagliero far left and Renzo far right with some of the fourth generation Paglieros and the anniversary demo team.