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## On the cover:

On April 17, 2012 space shuttle Discovery made its final voyage on top of its Boeing 747 carrier landing at Dulles Airport in Washington DC. New Jersey-based crane rental company J. F. Lomma used its 600 tonne Terex CC 2800-1 crawler crane to unload the Discovery for transport to its final resting place at the Smithsonian Institution Air & Space Museum. It then loaded the little known space shuttle Enterprise onto the carrier so it could be flown to its new home in New York.



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Niftylift launches new booms, Two new Manitowoc Dongyue cranes, HSS up for sale? Terex takes 100% of Recom, New Raptor launch at Vertical Days, Manitou UK marks 40 years, Skyking to launch tracked boom lift, Valla and JMG settle legal battle, Cormidi's new multipurpose spider, Liebherr to launch LTM1750-9.1, Cargotec completes Chinese JV, Oil&Steel strengthens UK distribution, China contract for Sarens SGC-120, Advanced takes UK's first big Ecostars, Cela moves into Russia, financials round-up.



Vertikal Days  
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This year's Vertical Days looks set to be the largest and busiest event in its six year history. It will also host one of the largest and most diverse displays of lifting equipment in Europe this year. Here is the definitive, 12 page guide covering all the manufacturers and their new product launches.

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New tax allowances came into operation in the UK this April and could cause many rental companies and end users to reconsider how to fund equipment purchases. Nigel Greenaway of JCB finance provides some insight into the matter.

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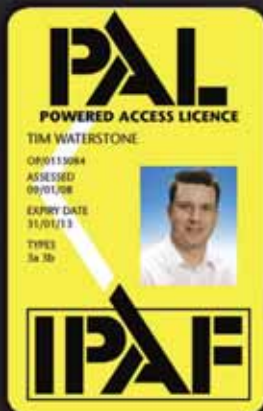


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**c&a**  
comment



## The changing face of exhibitions

This issue of Cranes & Access should arrive shortly before the specialist event for lifting - Vertikal Days - opens its Haydock Park gates. While the show can only be described as regional, or even

local, as it caters principally to the UK and Ireland, there will be more cranes and aerial lifts on show and a larger number of manufacturers from the sector than at this year's big international show - Intermat.

Who would have thought that could ever have happen?

Perhaps in this internet age buyers, specifiers and users are changing the way they look at events? Putting Bauma to one side as it defies all comparisons, there is definitely a strong trend towards smaller, less expensive and more specialist events such as Vertikal Days. The advantages are clear - visitors need not travel as far and they are able to see all the relevant equipment and suppliers without fighting the crowds of a larger more general event.

Specialist shows present unparalleled opportunities for networking - meeting supplier staff, competitors and major customers - in a more intimate environment. Canny visitors know that these events can provide more information and contacts in a single day that would take two or three days at a larger show and with less risk of missing critical points of interest. Exhibitors, especially smaller companies see it as a cost effective alternative to an open day or a more efficient method of spending time with far-flung or occasional customers, in addition to the usual aim of generating leads which is increasingly becoming a web-based activity.

In developing markets there is of course still plenty of room for more general construction equipment events, where excavators appear alongside work platforms, given that the number of specialist buyers and users are fewer. However in the developed world general construction equipment shows need to keep an eye on shifting trends and consider how best to adapt and exploit them.

Exhibits at this year's Vertikal Days include the latest equipment from all of the major and not so major equipment manufacturers as well as safety device and accessory suppliers, training companies, specialist software suppliers and the relevant industry associations.

So pray for sun, but bring an umbrella just in case and make sure that you come to Vertikal Days regardless. The Vertikal team will be out in force and we look forward to meeting as many of you as possible.

Mark Darwin

Please mail, email or fax any comments you may have, to the editor, stating if we may publish them or not.

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