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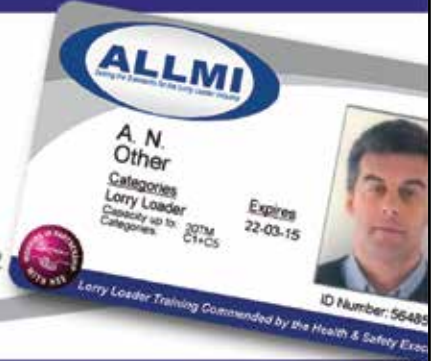


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# On a mission

UK-based family business Transloader Services is a full loader crane service provider. As well as being one of five Fassi main dealers in the UK it has recently taken on the VDL hook and skiploader franchise as well as offering maintenance, refurbishment and attachments for all makes of loader cranes. Youngest family member Carly Barnard is responsible for sales and training and also sits on the board of the loader crane association ALLMI, with a clear focus on improving the sector.



Carly Barnard

Barnard represents service providers on the ALLMI board, a category of membership which forms a significant part of the Association. "I would like ALLMI to further strengthen its role as a conduit for discussions between manufacturers, manufacturers' service controllers and the independent service providers such as ourselves," she said. "I believe that communication between these parties could be improved and would like to play a key part in facilitating a positive, constructive approach to the issue.



Fassi F385

## The ALLMI After Sales Working Group

"As part of ALLMI's Industry Software Collaboration project, we looked at the issue of communication, as well as sharing technical information and the benefits this brings to manufacturers, service providers and end users and this continues to be a very important subject," said Barnard. "For this reason, the soon to be established ALLMI After Sales Working Group will be looking at this, and many other important issues, and I look forward to taking up my role as the Group's Chair and working with members to pool our knowledge and experience, the results of which will benefit the Association, as well as the wider lorry loader industry."

Being part of the Fassi network Transloader has direct access to all the technical information, and its engineers get manufacturer training, but with customers that run mixed fleets it doesn't get the same help and information from the other manufacturers, making it virtually impossible to back-up every product as well as it would like. "I would pay for my engineers to attend factory training courses put on by other manufacturers if they were able to do so. How much information you can get often depends on your working relationship with each manufacturer - and some are better than others. But if I as Transloader Services am



A selection of four Fassi cranes ranging from the F235XP to the F660XP for Hallett Silbermann based in Hatfield, Herts

trying to get this information then there are definitely others around the UK doing exactly the same thing. Why don't we all pool our resources - after all isn't that a major benefit of being a member of ALLMI?"

Barnard believes that the days of restricting the availability of such

on a new non-Fassi crane owned by one of its customers as it did not have all the relevant manufacturer access codes and diagnostics equipment. To finish the job a manufacturer approved engineer for that brand had to be called in however this involved up to a



Transloader Services offers maintenance and refurbishment for all makes of loader cranes

information are gone and that we all need to share information to hold onto customers.

"I don't want Fassi for example to be incorrectly seen as a difficult product to support. If I sell a product and it ends up in Scotland I need several local service agents in the area and would be happy to supply as much assistance as we possibly can. There will always be a cut-off point where the main dealer has to become involved but it is about letting and aiding the independent engineers on site respond efficiently and effectively."

The company says that several times over the past few months it has been unable to complete a job

three day wait. Even when the manufacturer admitted it would like more engineers in the area covered by Transloader it could not give the information to speed up the process and complete the work.

"However many service vans a manufacturer has on the road, it is impossible to look after all of their loader cranes all of the time," said Barnard. "The feedback I get from other service agents is that they are willing to share the information however the manufacturers are more reluctant. There will be a meeting at the end of February to see how to proceed. It is still in the very early stages at the moment."





Roland van der Waerden (L) VDL's export sales manager with Robert Pearce of Pearce Recycling in front of a VDL hook and skip loader

## A blooming business

As well as being the Fassi dealer Hertfordshire, Bedfordshire, Buckinghamshire, Berkshire and Northamptonshire - and more recently it has expanded into the Coventry and Reading areas - Transloader Services offers second-hand and refurbished - Atlas, Hiab, Fassi, Palfinger and PM loader cranes as well as body and coachwork services. Along with new and refurbished attachments including brick clamps, grab buckets, pallet forks, augers etc from manufacturers such as Kinshofer, Fielden, Entecon and Ritespec.

The company was founded in 1984 by Carly's father Barry - an

mechanic, two sales people and four fabricators.

"Whilst we still offer 24/7 cover, breakdown repairs were a lot more common in those days so rapid response time was critical," she said. "Today improvements in product reliability, electronics and modern communications mean that most problems can be sorted to the point of getting the crane folded away and into the service yard by taking the operator through certain procedures over the phone."

When Transloader began selling and installing cranes it soon realised that it needed someone to focus on this area, so Carly joined in 2006.

"I never really saw myself as working in the company and

expand further. The new facility is now the base for sales, installations and training which has now become a significant part of the business.

"The move to the new premises has allowed me to focus fully on my areas of the business - sales, marketing and training. We now have two full time trainers and we plan to almost quadruple this over the next few years. In terms of numbers this means going from 350 to over 1,200 people trained a year."

## Hook and skip loaders

Transloader has also taken on the UK distribution of the Dutch hook and skip-loader company VDL. We are committed to increasing sales of the Fassi range to a variety of applications. At the same time we

see huge potential in the waste and recycling sector which is dominated by Hyva and Boughton in the UK, and I think there is room for another. I would estimate this market at between 1,500 to 2,000 units a year. The time to mount this equipment is about the same as a ten metre/tonne crane (a week to 10 days) which would be a solid addition to our current business. There are around 500 VDL units in the UK and although they have a good reputation for quality VDL needed a company with strong sales and after sales ability to take the brand forward. We will initially concentrate on our Fassi territory and then expand and we have already taken

## New Fassi cranes

on an experienced salesman with contacts in the sector."

Barnard says that a major development for Fassi dealers has been the launch of the 110B and 120B, making them more competitive for the builders merchant market.

"We have seen a real uptake with these cranes thanks largely to the FSC stability monitoring system which is very easy to use," said Barnard. "There is an argument that the more you take control away from the operator, the less mindful they are of what they are doing as they leave it to the machine, but that is where training comes in. I think initially, many in the



Transloader now has two full time trainers and hopes to almost quadruple the numbers of people trained at its new premises in Luton

HGV mechanic by trade. In the early days he was employed as a mobile engineer on a franchise basis by Truck Crane Services but then set up his own operation at the current repair yard which was an agricultural site connected to the family home on the outskirts of Harpenden between junctions 9 and 10 of the M1 motorway. His son Lee joined as a second engineer in 1993. As with many family firms, Barry's wife ran the office and took on more administrative duties as the workload increased. Now there are 25 employees including the four family directors, eight

followed a PR route in London after graduating from university," she says. "As time went on the thought of hands on involvement in shaping the family business became more appealing. Now I can't image doing anything else."

## Adding a dedicated facility

Until November all company operations were based at the original yard and offices, however installations were eating into space intended for servicing and repairs. To solve the problem Transloader has added a sizeable new facility in Luton, with both offices, training rooms and workshops, allowing it to



A Fassi F800 mounted for TJ Robins



industry were opposed to stability monitoring, concerned it was just another piece of legislation that restricts the crane's lift capacity rather than being a real safety improvement. But in practical terms it allows you to do everything you did before IF what you were doing was safe. We now also include outrigger mats in every quote - they are no longer optional as they are essential."

"There is a trend towards larger capacity loader cranes," she said, "thanks to improvements in the performance to weight ratio. The 60 tonne metre Fassi 660 is now its most popular crane and fairly standard for cabin suppliers and machinery movers, where 45 tonners used to be the norm."

### Type approval

"At the moment it is not an issue as we only mount on chassis over 3.5 tonnes, but that changes in October 2014. For a while now I have been involved with 'national small series' type approvals and we have been awarded conformity of production after a VCA audit of our processes and procedures. Every time a manufacturer makes a change to the base vehicle, no matter how minor, I have to change all my paperwork, the end result of this is that there

will be fewer bespoke builds in the future, as well as less choice. Type approval is an additional cost, involves extra paperwork and reduces the choice for customers without any major benefits to the production processes of a company such as ours, as we are already building to the standards. It is a shame that so much effort has to go into this when there are other areas, regarding quality and safety which I believe requires more of Vosa's limited resources."

### Best year since 2008

"2013 has been our best since 2008, in spite of our initial concern that the arrival of Euro 6 trucks would create an unnatural spike and then slow down towards the end of the year," she said, "but every Fassi dealer in the UK has met or exceeded fourth quarter targets making it around 500 Fassi units sold in the UK this year. There are also signs of economic recovery in the loader sector with customers investing, not just in fleet replacement, but also expanding. However obtaining chassis can be a problem, especially for lower volume 'non-core' models." In the global scheme of things the UK is now within the top five European markets for Fassi and we want to build on that success.

## C&A loader cranes



The workshop area in the new Luton premises



Another Transloader/Fassi customer



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# HMF UK flying high

Danish loader crane subsidiary HMF UK has enjoyed good growth over the past three years - a combination of an improving market and changes within the company. Mark Darwin spoke to managing director Ian Roberts about the factors behind the expansion.



Ian Roberts

A combination of factors has boosted loader crane sales in the UK this year to a total of around 2,000 units (ALLMI statistics based on units sold). While this is still lower than the record 2,400 units it compares very favourably to the rest of Europe, many parts of which are still seeing a downward trend. HMF has also seen recent improvements in Germany, France and Norway.

"HMF UK is the golden child of the group at the moment with solid, growing sales," says Roberts. "The new legislation in 2010 made a big impact for HMF, with customers appreciating our EVS safety

system introduced in 1998 and commercially available since 2000. Initially people were cautious about it because it was the only one that didn't monitor the outrigger legs, but recorded the tilting of the truck and people are wary of anything different. The system also allows better programming of deliveries, for example it makes sense to begin with any deliveries to confined areas, such as narrow streets, as the whole weight of the loaded truck is taken into account and the more weight on the bed the less the vehicle tilts and therefore the greater the capacity or the narrower the footprint is required to maintain stability."



HMF is currently doing very well in the UK's traditionally strongest market - the builders merchants

In 2009/2010 HMF UK won the Saint-Gobain builders merchants contract and it was at this point, said Roberts, when everyone started to sit up and take notice of the company and the EVS system. Saint-Gobain has a policy of changing suppliers for its 1,100 unit loader crane fleet every three years (about 300 units at a time). This results in a varied fleet, which at the end of 2013 included over 100 Palfinger, 400 Atlas, 300 HMF and the remainder Hiab. HMF will supply another 140 units in 2014 making it the largest provider.

"This was a major turning point for us as there was no reason why HMF should have been as small in the UK as we had been historically," he says. "In June/July 2012 there was a two year extension on the Saint-Gobain contract which was a bonus giving us a total of five years supplying loaders which is a big statement to the rest of the market. Extending the contract can only happen once and we will all retender in 2014."

The company also won the Travis Perkins tender for vehicles over 18 tonnes GVW in November

2012, helped by Roberts' personal experience - he previously worked supplying vehicles in the builders merchants sector - and so was able to identify the problems, areas of damage and costs etc. HMF was then able to design a unit with features specifically for Travis Perkins, launching the 1430L Builders Merchant crane, designed to reduce maintenance and damage costs.

"The hydraulic lines on the new crane are enclosed within the boom, reducing damage and its design is modular allowing parts to be slid in and out easily. All major components can be changed in 30 minutes which is a big bonus. So many people do not appreciate the damage the sun (UV light) can do to rubber hoses but because they are enclosed they do not suffer, he says."

"We came up with one size crane which could fit three sizes of vehicles because of EVS and won the contract for all Travis vehicles above 18 tonnes GVW. Other benefits include reduced spare parts, less training and increased buying power having just the one

HMF has had a successful year with work platform applications. Houseman International Transport took the first two 50 tonne metre versions





A HMF 2420 with  
K T Transport



product. By December 2012 we had the two biggest fleets in the builder merchants sector, however it is a very competitive market and Palfinger, Hiab and Atlas are all chasing hard, but the EVS system is still one of our big advantages thanks to almost 15 years real lift experience."

"Because we had the two major builders merchants contracts and specific ready-made solutions we decided to push even more into that sector, offering front mount, rear mount, and cranes for 15, 18, 26 or even 32 tonnes, targeting lease and hire companies, offering packages with finance houses etc to the smaller customers with a more traditional procurement route."  
"Traditionally the strongest UK

market sector is split between 'muck-away' and builders merchants," says Roberts. "Figures are distorted because builders merchants will buy a proportion of hook cranes for lifting timber etc which are reported separately. I would say about 40 percent (400 units) of all units are delivered to builders merchants – and nearly all of them include remote controls, which is the way forward."

Muck-away is another sizeable sector – predominantly lever operated. HMF used to be very successful in this sector but the more modern, faster and durable Palfinger Epsilon products have become dominant, although HMF has a new product aimed at the UK to be launched in 2014 – "a

## C&A loader cranes

B5 classification, very strong and highest possible cycle ratio" - which it hopes will regain market share. In other parts of Europe the 'muck-away' sector tends to be dominated by owner drivers, who prefer larger cranes equipped with a number of attachments, to improve versatility, while the UK tends to use dedicated cranes.

"To continue our growth we need to get that sector back," says Roberts. "One of the areas most helped by EVS is large cranes. Historically HMF was weak above 32 tonne/metres in the UK because it concentrated on its core business of muck-away loaders but last year we sold 29 units from 40 to 85 tonne/metres - this is an important market and needed a change of direction supplying professional customers and operators who really look after their cranes. We have also had a very successful year with a work platform application. It complies fully with EN280 with a man basket application across the range and this has been very popular in Norway

and Poland and now in the UK with Houseman International Transport taking the first two 50 tonne metre versions with HMF receiving further orders from other end users all ready."

"All in all we have had a fantastic last three years with nearly 20 percent growth each year, expanding from nine to 30 employees, while revenues are up to £8.5 million. Because HMF sells a lot of product into the American market under the IMT brand - long boom and T boom cranes - that is the company's largest distributor worldwide, but the UK is the leading European daughter company at the moment."

A HMF 8520



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## Loader crane product round-up

2013 saw a number of significant new loader crane products from the major manufacturers. Here is a very brief round-up.

### Palfinger's largest

Palfinger unveiled its largest knuckle boom crane to date early in the year, the PK 200002 L SH, which it claims can compete in terms of lifting ability with a 60 tonne All Terrain crane. The new crane has a nine section polygon shaped boom and when combined with its eight section PJ 300 L jib, offers a maximum tip height of nearly 50 metres at which it is said to lift around 600kg. The unit is also equipped as standard to take a fully EN280 compliant integrated

work platform with a working height of over 50 metres. Load moment is in the region of 200 tonne/metres. The crane has a six point fully flexible outrigger with a maximum width of 10.4 metres.



Maximum reach for the new crane is around 50 metres with the jib able to articulate above horizontal

### Three from PM

PM launched three new loader crane models - the 30.5SP, 40.5SP and 150SP. With a maximum load moment of 108 tonne/metres, the 150SP's is available with up to an 11 section boom and seven section jib which offers 25 degrees of above horizontal articulation. With this combination maximum tip height is 38.6 metres and maximum radius 35 metres, at which it can handle 830kg. The maximum lift capacity with shorter boom and no jib is 24.5 tonnes at 4.3 metres radius. The crane also incorporates a fully integrated base for easy installation.

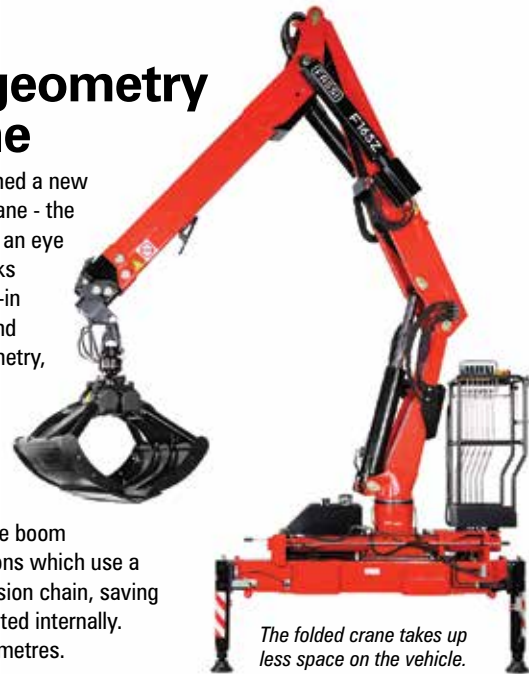
The 30.5SP has a load moment of 25 tonne/metres, a maximum hook height of 30.3 metres and an outreach of 26.8 metres. While the 34.4 tonne/metre 40.5SP offers a 26 metre tip height and maximum radius of 22.2 metres the crane features an above horizontal articulation of 15 degrees on the main boom and 20 degrees on the jib.



The new PM 150SP

### Unusual geometry Fassi crane

In November Fassi launched a new 15 tonne/metre loader crane - the F165AZ - developed with an eye on the French public works market. It features a built-in foldable control station and unusual over centre geometry, both intended to free up space on the truck bed, especially handy for applications loading/unloading loose material with a clamshell grab. The boom has two telescopic sections which use a single cylinder and extension chain, saving space for hoses to be routed internally. Maximum reach is eight metres.



The folded crane takes up less space on the vehicle.

Fassi has also upgraded its F110B and F120B offering several advantages including a 20 percent reduction in weight over the F110A.0, single (on the F110B.1) or double (F110B.2) linkage to maximise lifting performance through the lifting arc, Pro link system on outer boom of the F110B.2, a shorter outer boom for improved lifting height under hook, more compact dimensions and hydraulic or manual extendable outrigger options. There is also the option of the new manually tiltable outrigger system (OET) with gas spring for ease of operation.



The new F120B

### Four mid-sized Hiabs

Hiab introduced four new mid-sized loader crane models, the X-CLX 178, the X-DUO 178, the X-HIDUO 188 and the X-HIPRO 192. The new range replaces the existing XS166 which is widely used by builders merchants and general purpose, delivery duties. The cranes have load moments of up to 18.5 tonne/metres and can handle over 4.8 tonnes at a height of 19.5 metres and a radius of six metres.

Designed with increased durability, performance and user friendliness in mind, they are also far easier to mount, and have an improved load chart for extension, lift capacity and jibs. The new boom extension system is nearly twice as fast. The main control valve, the size of the tubing, the couplings and the pressure relief valves are all balanced, timed and optimised to eliminate vibration and excessive heat, while saving fuel.



The new Hiab X-CLX 178 loader crane



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