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Innovative Power: At the joint TEREX booth, TEREX Cranes presents product premieres and developments that focus on the customer. With more than 100 high-performing products TEREX Cranes will always have the right machine for the task on hand. Any mission, any place, anytime.

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AC 160-2: Very compact 5-axle crane with 64m main boom and optional 9m to 33m boom extension.
- TEREX PPM** AC 35 L: The performer. Worth seeing. At the show as well as in action.

On the cover:

A UNIC A295CR lifting Chinook rotors and gear box housing at the Defence Aviation Repair Agency (DARA) centre of excellence for helicopter maintenance in Gosport, Hampshire.



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Grove launches new 25, 80 and
160 tonne All Terrains

Skyjack re-enter the boom lift market
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C&A comment



Are we so unattractive?

Why is it so hard to find good people?

In the lifting world, whether you're a
manufacturer, dealer or rental company,
finding good technicians, excellent sales

people, dedicated depot managers or even competent managing directors
is a challenge that is rapidly becoming more difficult.

Why is this? Is the lifting business so unattractive that those embarking on
a career avoid it? It makes no sense. Salary levels are first class and the
amount of freedom at work and opportunities to succeed are excellent.
The products and the work they do - fascinating, with plenty of variety.
It is a very sociable industry with regular, and positive contact with
competitors, suppliers and customers. Once in the business few leave it
and yet we don't see people lining up to join.

I know that this is an old chestnut and will always be with us, but it's one of
those subjects, like rate cutting, that we all like to moan about... but it does
seem to be getting worse. At the moment manufacturers, dealers and most
hirers are all doing very well, with a bright period ahead of us. Yet I have a list
of companies looking for senior managers in sales, service and general
management areas with few candidates in mind. Some of the jobs look so
appealing I have to stop myself putting the "For Sale" sign up on the Vertikal
Press and applying. Yet in the past two or three months we have not had a
single call asking if we know of any jobs going in the industry. Those that do
leave a company without a job already lined up are inundated with offers.

Perhaps it is time that we all tried to do something about bringing new
people into the industry? Some companies have already started. Ainscough,
The Platform Company, Mastclimbers, Hewden and Nationwide are just a
few that spring to mind with new apprentice programmes for service or
installation engineers. The trouble is that the majority do very little,
preferring to poach staff once they are trained. This then puts off those
that have invested in training and development. Which is why such efforts
often do not last.

When it comes to sales or management roles even less is being done to
develop staff or bring new entrants into the sector.

Perhaps the CPA, IPAF and ALLMI etc... should attend school and college
recruitment fairs, promoting the opportunities that exist in the world of lifting
equipment. Perhaps ads should be placed in school and college publications
or maybe the industry could sponsor the odd scholarship or two.

JCB has just agreed to fund a new academy school which is an excellent
but very long term effort.

It's about time we stopped moaning and started doing something about it.
When all is said and done, this is a great business but it needs regular
infusions of new blood.

Leigh W Sparrow

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