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# A worthwhile day from any angle

## New heights are being achieved in lifting gear, powered access and scaffolding.

Here's a few of those raising their game in the SED 2006 Cranes & Access Village. All eyes will be on the Hitachi Sumitomo SCX 800 2HD from NRC Cranes, never seen before in the UK. Lorry loaders up to 180 ton-meter from Ernest Doe. Tower cranes from Vanson and Dunham. Battery powered booms from Manitou. And the doorway-slim Oktopus MC-285C mini. Look out for Safestand mast climbing systems, Versalfit's

extended outreach system and SAFI work platforms from INSA Scaffolding.

Components, tackle, remote controls and support gear are in the all-new Pavilion. Plus there's £100 and a trophy to be won every day in the Hiab/Vertikal Challenge.

**Whichever way you view it, here at SED 2006 things are looking up.**

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# new man at Genie

c&a

face to face

In December Jim Otley took over the top job at Genie Europe, following the departure of Jacques Catinot. Cranes & Access visited Genie Europe Headquarters in Grantham early in February to meet the new man.

**Jim Otley has just celebrated his seventh full year with Genie, during which time he has been a major influence on the business. First of all in the UK where he was responsible for "operations" and latterly throughout the European, Africa and Middle-East region with responsibility for all Non sales and marketing activities as European operations manager.**

In spite of the important role that he has unquestionably played in Genie's success, Otley has kept an exceptionally low profile, so much so, that when his appointment was announced even many Genie customers said "Who"?

First impressions on meeting Jim Otley are positive; he comes across as open, friendly, relaxed and on top of his job. Prior to joining Genie he spent 25 years with Tarmac, the construction group, including a spell in the USA. The job at Genie came up by chance a few weeks after he had left Tarmac and returned to the UK.

Otley joined Genie in 1999, at a time when sales of aerial lifts were

growing very rapidly in the UK, placing new demands and challenges on suppliers such as Genie, in the area of logistics and product support. His first job put him in charge of UK operations, responsible for managing these challenges. Having successfully set up a structure that enabled Genie to maintain its growth path and secure a dominant position in the UK market, he took over as operations manager for all of Europe reporting to Jacques Catinot. This was again a critical time at Genie as it aimed to replicate its UK set up in Germany, Spain, France and Scandinavia.

When Catinot decided to move on at the end of last year, Otley allowed his name to be considered for the top job, adding sales and marketing to his other responsibilities. When asked about this Otley points out that he started off in finance and accounting, and had branched out from there with a good deal of commercial responsibility along the way. So while the top position in what is a \$300 million-plus business was, he admits, a little daunting at first, he has taken on the new role

with enthusiasm, something that shines through when you talk to him.

Genie Europe currently employs over 140 staff, 80 of whom are located in the UK. The business is currently halfway through a 25 percent expansion in staffing levels across Europe, as it adds more sales and support services. The Grantham operation includes the European parts centre, aerial lift logistics and inventory holding. Around 70 percent of Genie shipments to Europe pass through Grantham, so most mornings see a line of trucks waiting at the sites entrance, delivering containers of lifts and parts from the USA.

The site, new about five years ago and covering five acres, with 9,300 square metres (100,000 sqft) under cover, is already bursting at the seams. Otley says that Genie is now looking for additional space, with the idea to move the warehousing for self propelled lifts to a separate location. This would leave the current buildings to cope with parts, service, refurbishment/rebuild, training and aluminium product inventory.

While only in the role a few weeks, Otley is full of plans and ideas to expand the business and has already taken on two roving parts sales managers, whose job will be to assist large fleet owners and dealers, while helping expand sales of replacement parts. He has also transferred the sales

*Jim Otley, managing director  
Genie Europe*



and management of the Aluminium products, including the AWP push around lifts, super lifts - Genies original product, and possibly trailer lifts, to the parts operation.

"Logistically and commercially it is a better fit" he says, and a new salesman is being recruited to handle Aluminium products. This will leave the current sales force to focus on the self propelled range.

"The Aluminium products tend to be sold to end users and smaller tool hire companies". Says Otley, "for the parts guys a material lift is a big, high ticket item, whereas for the self propelled team it can hardly compare with a 135ft boom lift".

Another challenge Otley is just getting started on is the absorption of the entire Terex telehandler European distribution business into Genie Europe. He says that while the company has no firm or final plans on distribution and branding yet, given the complexities of the Terex telehandler distribution structure, it is likely that all Terex telehandlers will in future be branded as Genie in Europe as they now are in the USA.

Genie is currently investing heavily in its support services; Otley explains that there are several reasons for this. On the one hand it is necessary in order to win and maintain customer satisfaction, while on the other hand it will help when the business cycle dips, as it inevitably will. When that happens, sales of parts, service, used equipment rebuilds and refurbishments etc... are all likely to continue or even grow, as new machine sales soften.



*Genie is outgrowing  
its five acre site.*

The parts operation is an area that Otley is keen to expand. As part of this strategy, the business headed by Phil Taylor, carries around 25,000 separate line items, giving an off the shelf availability of over 92 percent, the majority of which is shipped for overnight delivery. The seven percent or so not in stock is usually filled within three days via a direct shipment from the USA. Genie keeps a wide selection of "Policy-stock" on hand, items that cannot be justified statistically but which would take six weeks or more to supply, such as Scissor lift decks and big boom telescope cylinders etc...

We asked Otley for his views of supplying parts for competitive lift brands, "We know that some other companies are beginning to do this" He said " We have not done it yet, we don't like to do anything that we cannot do really well and selling other peoples parts is a risk on that front"

"There is plenty out there for us to do, without getting in to that, so I do not see us starting off down that road" he continued. "We do our own stuff so much better"

Another area that is subject to a significant investment at the moment is the refurbishment and rebuild centre. Genie is employing 20 staff to man the operation and has dedicated and set up one of its workshops for refurbishment contracts. When we visited, the company was well into a contract for Nationwide, restoring 45ft booms to near new condition. (See refurbishment feature page 23).

Once again Otley prefers to focus on Genie equipment, although the company will accept refurbishment work for other brands from its customers. "We will not though go out aggressively seeking to restore other makes" He says. This relates back to his concern with concentrating on what the company can do well. It can complete a 45ft boom restoration in five working days, "with other brands you are at the mercy of their parts delivery performance" He says.

Two other ancillary services that Genie has added recently are a tyre foam filling service, which obviously comes in handy in the



refurbishment area, but Genie is keen to expand this by offering the service to a wider customer base such as the local agricultural trade. This approach also applies to another new venture, a mobile hose replacement service.

Clearly the main benefit here for Genie customers is a dedicated mobile service, knowledgeable on Genie products, rather than the general equipment hose replacement services.

One of the first things that Otley did on taking over was to organise the region, into four three larger territories, appointing four three regional sales managers. For example, John Fuller of the UK, one of the four, is now also responsible for the UK, Benelux and the Middle East. Stein Adolfsen is in charge of sales in Scandinavia, Germany and Eastern Europe whilst

Jose Miguel Pena looks after sales in Southern Europe (France, Italy, Spain and Portugal).

**As usual we asked:**

**'what is your favourite..?'**

- C&A:** *Film?*
- JO:** Papillion starring Steve McQueen
- C&A:** *CD/Music?*
- JO:** Queen – Probably "These are the days of our lives" from their last album before Freddie died.
- C&A:** *Book?*
- JO:** Anything by Wilbur Smith
- C&A:** *Gadget?*
- JO:** Satellite Navigation. I have just purchased this option for my car and is proving invaluable, particularly when travelling across Europe.
- C&A:** *Hobby?*
- JO:** My two grandchildren – Nick and Kaya



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