

# cranes & access

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November 2016 Vol.18 issue 8

**Telehandlers  
Trailer &  
SD lifts  
Rough terrain  
& Tele crawler  
cranes**

.... Liebherr Rough Terrains....29m/3.5tonne Ruthmann ...Dingli Italian booms....



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## On the cover:

Part of a commemorative picture montage presented by Laurent Monteny of JLG to Joachim Metzner and Kai Schliephake of the German-based international association of independent rental companies Partner Lift which celebrated its 25th anniversary earlier this month in Dresden.



# C&A contents

## 17 Rough terrain cranes



## 31 Telehandlers



## 39 Trailer/SD lifts



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Liebherr confirms new Rough Terrains, Hewden debt restructuring, New 300 tonne Terex crawler, Appeals court finds in favour of Manitowoc vs Sany, Link Belt's record-breaking 227 tonne tele crawler, Filipov back at Terex Cranes, New Movex truck mount, First Chinese luffer from Comansa, Ruthmann launches 29 metre 3.5 tonne truck mount, Dingli to launch Magni-built booms, Kato acquires IHI and financials round-up.



## Rough terrain cranes 17

This month we look at two types of cranes which are designed for similar applications including challenging ground conditions and pick & carry capacity - Rough Terrain cranes and telescopic crawlers. At first glance these two crane types appear to have little in common, but offer many similar attributes.



## Telehandlers 31

The popularity of telehandlers continues to grow, encouraged by a wider range of compact and 360 degree models. We take a look at the market and the latest products from the leading manufacturers including an interview with Magni which has rapidly emerged as one of the most innovative.



## Semi self-propelled boom lifts 39

It has been five years since Cranes & Access last looked at the 'SD' or semi self-propelled platform market but in that time little has happened, although it remains a small but very stable part of the market. We take another look at the sector.

## In the next C&A

The next issue of Cranes & Access scheduled for mid-January will feature: Large truck mounted lifts, the annual Rental Rate Guide, a Look back at 2016, Finance and insurance, Heavy transport and lifting and the Lifting gear (Liftex) review. If you have any contributions or suggestions - including submitting rental rate information or comment - or are interested in advertising in this issue, please contact our editorial or sales teams.

## Trailer lifts 45

The trailer lift and self-propelled derivatives have several things in common such as sharing boom components and suffering from relatively weak sales compared to other types of lifts. We ask why they are under-appreciated and under-utilised in most countries.



## Steve Filipov interview 49



Terex Cranes' new president Steve Filipov gives his first interview to Cranes & Access and outlines his 100 day plan to return the division to its former glory. Mark Darwin asks the questions.

## JDL Med and Partner Lift anniversary 51

Last month Marseille hosted the JDL Med event for cranes, telehandlers and access equipment, France's leading specialist lifting exhibition. We look at some of the highlights and then report back from this month's Partner Lift 25th anniversary celebrations.

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## An open or shut case?

Typically when companies - or people - have an accident, make a mistake or decide that a particular strategy has failed and change direction, they try and keep it quiet rather than openly admit to an error. This attitude is highlighted by the lack of response to voluntary schemes such as IPAF and FASET's accident reporting programmes and the logging of so-called near misses despite evidence showing a more open and communicative approach is best.

But are there signs that our industry is becoming more open? Already this month there have been two instances that make me think we might be seeing a move towards a greater willingness to openly discuss tough issues, rather than trying to hide them, leading to more severe consequences down the road.

The first rather personal story deals with Scottish access specialist Active Rentals and its managing director Andrew McCusker. The relatively young McCusker experienced a serious stress induced health scare at the start of the month, but rather than suppressing it, he was open and mature enough to discuss the situation with his staff and seriously consider doing something about it. However in just a couple of weeks he managed to sell the business to local company EMH which plans to expand the company and move into new shared premises.

The second example involves a much larger company - Terex Cranes - and newly appointed president Steve Filipov. During an interview for this month's issue (see page 49) Filipov highlights the problems facing the business and his strategy to return the company to its former glory. Terex Cranes has been suffering on several fronts, including quality issues on certain models and focusing internally rather than on the customer.

Many medium to large companies have experienced a similar situation but very few have ever admitted it or openly discussed plans to rectify it. As companies such as VW know only too well - after the US emissions debacle - restoring brand image is a long hard slog.

The cynical may say that alerting customers and the market - including competitors - is all part of the overall plan. But like all problems, admitting the problem exists is often the hardest part - and it's hard to fix a problem until you do - telling the world is a close second.

The Active Rentals situation has been resolved and we hope that the change of lifestyle will do the trick for Andy McCusker. Terex Cranes will take longer, but Filipov's 100 day plan will hopefully kick-start the changes required to make a difference over the next couple of years or so.

Let us hope that this openness and maturity continues to spread - you never know, it could lead to a safer, more efficient and more pleasant industry.

Mark Darwin

*Comment and feedback is most welcome via post, email, fax or phone stating if we may publish them or not: editor@vertikal.net*

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