

# cranes & access

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May 2017 Vol.19 issue 3

Spider lifts  
Telescopic  
crawler cranes  
Vertikal Days  
show guide

Vertikal  
days

...GMG brand launched...New 50t Sennebogen crawler...Lifetime Achievement award for Bowden...

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24<sup>TH</sup> 25<sup>TH</sup> MAY  
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## On the cover:

The Jekko stand provided a splash of colour at the Apex access equipment exhibition in Amsterdam earlier this month. A full show report will be in next month's issue.



# C&A contents

## 17 Telescopic crawler cranes



## 27 Spider lifts



## 77 Latest hi-tech developments



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New Sennebogen tele crawler crane, Genie extends XC boom range, New Palazzani spider lifts, CTE unveils a 32 metre MP truck mount, New Dino RXT boom lift, Almac extend tracked scissor lift range, New crawler mounted boom supplier, New aerial lift brand GMG, Maxim to acquire Coast Crane, Multitel launched a big deck truck mounted platform, Lifetime achievement award for Roger Bowden, Palfinger launches new spider and 103 metre truck mount, Rival acquires AFI GmbH, New 24m GSR, New 22m CMC truck mount, New 66ft boom lift from Manitou, Rival unveils 120ft JLG electric boom lift and Financials round-up.



## Telescopic crawler cranes 17

Unlike the current Rough Terrain crane market, sales of telescopic crawler cranes have gone from strength to strength over the past year or two. C&A reviews the latest developments and new launches.



## Spider lifts 27

Spider lifts have become one of the most exciting and innovative sectors of the aerial lift market. We take a look at some of the market trends and developments of the past 12 months.



## Vertikal Days 2017 show guide 37

This year Vertikal Days will be held at a new location - Silverstone in Northamptonshire, the home of Formula One. Once again the exhibition has grown and is now the biggest and best specialist access and lifting event in Europe. In this issue we publish a full pull-out show guide listing all the exhibitors, new products and essential show information.



## Latest technological developments 77

Technology has advanced beyond all recognition with the arrival of the internet, smart phones and more computing power in a child's pocket than scientists used to send a man to the moon. We review the latest developments to affect the lifting equipment sectors.



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## In the next C&A

The next issue of Cranes & Access scheduled for mid-June will feature reviews of Vertikal Days in the UK and Apex in Amsterdam, along with features on Loader cranes, Telehandlers and 3.5 tonne truck and van mounted lifts. If you have any contributions or suggestions or are interested in advertising in this issue, please contact our editorial or sales teams.

## Vertikal Days is moving to Silverstone with more room to grow.

RESERVE THE DATES NOW  
May 24th-25th 2017

To register go to [WWW.VERTIKALDAYS.NET](http://WWW.VERTIKALDAYS.NET) or contact the team at [INFO@VERTIKALDAYS.NET](mailto:INFO@VERTIKALDAYS.NET)

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To innovate or not to innovate...  
that is the question

We are living in a period of incredibly fast-moving technical advancement. For manufacturers trying to become the first to adopt and benefit from these opportunities the costs can be very high and the end result is far from guaranteed - so why risk it?

Companies investing in these areas are hoping that the technology will result in game-changing or more cost-effective products that will be widely adopted by customers and give them a competitive edge.

In our feature on page 77 we take a look at the latest hi-tech developments coming on stream such as Virtual Reality and Augmented Reality.

There are however still many technophobes who prefer simple, 'low-tech' machines, that are easier to maintain and repair and perhaps cheaper to purchase. Taking a slightly cynical view, manufacturers not at the 'cutting edge' may benefit by waiting and watching and then adopting new ideas only when they become mainstream and have been proven.

In the aerial lift market some product sectors have changed little over the past 20 years, reducing the incentive for users to replace older machines given that new ones offer little extra in terms of performance. After all, a five to 10 year old scissor, boom lift, crane or telehandler fetches roughly the same rental rate as a brand new one. This is driving the increasing number of older machines being refurbished, giving them a new lease of life for about half the cost of new.

Manufacturers which adopt the 'lower tech' approach can still do well - proving that the latest technology is not everything, so long as the equipment does the job, is reliable and well supported. Some recent developments however, such as outrigger sensing and automatic load chart or working envelope selection do change the game, while others such as on-board diagnostics and telematics are now coming of age as rental companies discover that they can improve efficiency and customer service. Technology such as this almost guarantees to obsolete older machines and provides a powerful reason to replace and upgrade.

Occasionally buyers rebel with a 'back to basics' attitude - usually when technical progress appears to over complicate or have gone too fast - history tells us though that the long-term trend is towards ever greater sophistication. How many of us for example would be happy using even a 20 year old car for our everyday transport? Very few I think.

The current pace of development is breath-taking, with new ideas popping up before previous ones are fully adopted. Augmented Reality is one area that will could take the industry to another level, creating a gap between the hi-tech manufacturers and those who prefer a more basic approach. Those that embrace and develop this progress are likely to reap the greatest long-term rewards.

Mark Darwin

Comment and feedback is most welcome via post, email, fax or phone stating  
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