

cranes & access

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May 2018 Vol.20 issue 3

**Boom lifts
Tower
cranes**

**Vertikal Days
show guide
Intermat
review**

...Haulotte to drop diesels...Kato upgrades City range...Snorkel to launch Euro telehandlers...

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On the cover:

Among the many tower crane operator hoists on display at Intermat, German hoist manufacturer Geda and Belgium international tower crane rental group Arcomet announced a strategic partnership to develop attachments for Geda's tower crane hoists.



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Kiloutou acquires Butsch & Meier, 50 metre Teupens for UK, First 50 tonne Comansa, CPA publishes plating and testing details, Boels confirms three more acquisitions, Wolffkran adds division in France, TCA becomes Falcon Lift, Interimat highlights, New Sennebogen telehandler, 48 Potains for Maxim, Intelligent Manufacturing line for XCMG, New HMF grab crane, AMCS for Hinckley Point cranes, New Micro crane, new Jekko SPK60.2 and financials round-up.



Boom lifts 17

We take a look at the latest developments in the move towards hybrid and electric powered boom lifts, assess the global impact of the new ANSI standards in the USA which bring them closer to European, ISO and Australian standards and review Niftylift's latest version of its ever popular HR 12.



Tower cranes 27

Tower crane development over the past few years has been rapid, with most manufacturers adding new models with increased performance to cope with the demands of current construction techniques. However, one type of tower crane - the hydraulic luffer - once considered a bit of an oddity, is now appearing in the product ranges of an increasing number of manufacturers. We take a look at the benefits of this type of tower crane and compare what is currently on the market.



Vertikal Days 2018
show guide 37

Vertikal Days will be held at Donington Park near East Midlands airport and promises to be the biggest and best access and lifting event in Europe this year. In this bumper issue we publish a full pull-out show guide listing all the exhibitors, new products and essential information to make the most of your visit to the show.



DONINGTON PARK

Intermat review 89

Despite transport problems in and around Paris, this year's Interimat was better than expected being reasonably well attended, with most exhibitors happy with the quality of visitors if not the quantity. We have a pictorial overview, with new products being featured in future issues of the magazine.

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In the next C&A

The next issue of Cranes & Access, scheduled for mid June, will feature a review of the Vertical Days event, Loader cranes, Slab electric scissor lifts and Heavy lift applications. If you have any contributions or suggestions, or are interested in advertising in this issue, please contact our editorial or sales teams.

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When to show and tell?

Welcome to the largest ever issue of Cranes & Access - all 124 pages!

As well as the usual industry news and features, this bumper edition includes the Vertikal Days show guide. Over the past 12 years Vertikal Days has grown to become one of the largest crane, access and telehandler events in the world - with more lifting equipment than Intermat and a decent number of new product launches.

The benefits of launching new products at a show are obvious but it puts pressure on manufacturers to announce or launch machines to a timetable not related to either the development programme or product availability.

Every salesman loves a new model, particularly if it has the latest features and/or improved performance etc. An exhibition launch helps build excitement and encourage buying decisions. But how often have we seen machines displayed which then take forever to reach production, by which time the customer, and even the salesman may have lost interest. Worse still, the machine ships before it is ready to face the challenges of a real job site.

The crane industry is arguably the worst culprit, primarily because of the size and complexity of the product. Terex's '1,200 tonne class' AC1000-9 All Terrain crane is an oft cited example. Having been announced in 2006 with orders booked as early as 2008, it appeared on the Terex stand at Bauma in 2010 but the first unit was not delivered until the end of 2012, six years later!

Japanese manufacturers on the other hand are 'criticised' by dealers for the excessive time taken between prototype testing and availability to sell. Their culture demands that the final product be 100 percent right before the first orders are taken and is probably the reason why Japanese products tend to be so reliable from the off. Tadano's new 60 tonne ATF60G-3 was announced at Bauma 2016, but it was not until Intermat last month that the company finally agreed to open its order books for the new crane. Such delays are frustrating for sales people itching to start selling and to customers wanting it in their fleet. And don't even mention Tadano's triple boom 600 tonne ATF600G-8!

Delays can also affect the perceived image of the product as people imagine problems that might have caused the delay. Everyone likes a new product but the time between unveiling it and delivery are critical. The media must accept some blame in this process, we love to publicise new models as early as possible, with 'scoops' and sneak previews stirring up demand, even though the product may be years away.

Perhaps manufacturers should not divulge any information until a product is truly ready? Terex has learnt the lesson of premature launches, and now says that products will only be promoted when they are ready for market. A wise move, but difficult when a competitor announces a similar product way in advance of it being available creating interest and perhaps orders. Manufacturers might do better to be more open about development progress and timescales? Shows such as Vertikal Days are ideal venues to see products in the metal - prototypes and the finished articles - and discuss future developments.

However even if a product is ready for production, the next problem is long lead times as initial orders flood in.... but that is another issue.

Mark Darwin

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