

cranes & access

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June 2021 Vol.23 issue 3

**Boom
lifts**

**Tower
cranes**

Telehandlers

**Vertikal Days
preview**

Arborists



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CITY LIMITS AGAIN."**

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On the cover:

A Genie Z-45 FE Hybrid works on the intricate central arcade ceiling of Leadenhall Market in London's financial district.



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New Potain Igo T 99, CTE unveils 27m spider lift, High reach HD electric scissors from Dingli, CTE's new 24m MultiPurpose truck mount, Link-Belt launches 59t 65 | HT truck crane and 50t TCC-550 telescopic crawler, Ruthmann introduces its compact 30m T 300 XS truck mount, Konecranes launches Generation 6 mobile harbour crane, Lithium powered Jekko SPX1280 spider crane, IPAF's accident report, New 15m trailer lift from Ommelift, Pettibone's 4.5t/17.2m T1056X Traverse telehandler - plus a roundup of the latest financials, acquisitions and news highlights.



Boom lifts 17

Almost 50 years after John Grove introduced the first telescopic self-propelled boom lift there are now hundreds of models from a dizzying array of suppliers. We take a look at the latest new product introductions as well as some of the key factors in a purchasing decision.



Tower cranes 25



Since their introduction the market for hydraulic luffing jib tower cranes has largely been limited to the UK - specifically in London. However over the past few years it has gone from a single supplier to a point where almost every tower crane manufacturer has entered the market, while several are extending their product range. Will North looks into why that might be?

Telehandlers 35

The ability to provide forward reach for forklift work put the telescopic handler on the map.



With the market continuing to grow, with more choice and types than ever, Nick Johnson reports on the recent introduction of Stage V powered units, the larger and more innovative developments, and the arrival of all electric models.

Vertical days

Vertikal Days preview 45

After what will be 28 long months since the last Vertikal Days event, there is a very positive vibe in the air among those who buy or use cranes and aerial work platforms in the UK as they look forward to attending what will be one of the first live industry events in 18 months.



Arborists 53

Will North reports on how access and load monitoring equipment can help arborists plan and perform their work safely, while Saul Chernos learns more about lifting and moving in the Canadian timber and logging industry.

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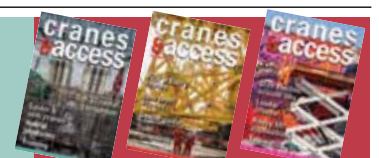
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In the next C&A

The next issue of Cranes & Access, scheduled for the end of August, will include features on loader cranes, slab electric scissor lifts and the latest software and technology employed in the lifting industry. It will also contain the 28 page Vertikal Show Guide, detailing every exhibitors and products on display at the event. If you have any contributions or suggestions to make, or are interested in advertising in this issue, please contact us today.

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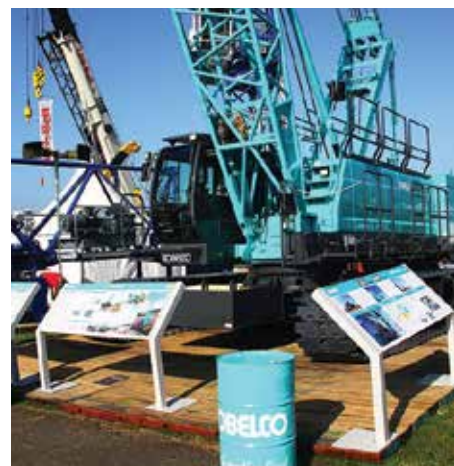
SAVE THE DATE

22ND-23RD SEPTEMBER 2021



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Reaping what you sow

Almost every successful business relies on three critical partnerships. The first and most important is, of course, the customer. No business can succeed without providing a great product, or a service that people want, need and like. Even when the success is running high, the customer must still be respected, nurtured and never taken for granted.

The second critical partnership is with a company's employees. You may have a great product but if you can't recruit good people, train them well and empower them to do their best, they are less likely to handle customers as well as they might and more likely to leave. High

staff turnover is a death knell for any business.

Finally, the third critical partnership for a business is with its suppliers. It's a partnership that too many companies do not take seriously enough, all too often treating them as a form of free credit, a resource that should be squeezed of any margin, and one that should simply be grateful for the business.

However the relationship with suppliers is as important as the first two partnerships.

My father used to say: "Always leave something in the deal for the other side. If the deal ends up being too one-sided, let them know that it's their turn next time." I'm not sure he always honoured those principles in his personal life however, he would haggle shamelessly for anything, anywhere and embarrass us all. I recall, as a youngster, him negotiating to buy a small apartment in Portugal. He haggled persistently for an extra percent or so of discount. Eventually, he pushed the developer over the top. The man suddenly snapped and said: "That's it! I'm not selling to you, on any terms!" And he meant it!

My brothers and I had been standing around watching all this in the underground car park of the apartment block. We were bored, embarrassed and wishing we could get back to the pool. The shock on his face when the developer said "no" was a sight to behold. We smirked all the way back to the hotel, while my mother berated him for blowing the deal by being too greedy. She had set her mind on the place.

The past 18 months have been tough ones for our industry, with many rental companies turning off all capital expenditure, almost crippling manufacturers overnight. Some even cancelled commitments that they had signed up to, while others demanded deep and retrospective discounts because of the "changed circumstances". Most rental companies maintained the investment freeze well after the crisis began to ease and revenues were heading back towards pre-pandemic levels.

In turn, manufacturers cut back orders for components, while their suppliers attempted to cut capacity and cancel raw material deliveries. More recently we have seen a wide range of supply shortages emerging, exasperated by a shipping container crisis and semi-conductor supply disruption.

Manufacturers are now back in the driving seat and must surely be reflecting on how each customer treated them when the going got rough. No doubt, their suppliers will be doing exactly the same when planning delivery priorities. The repercussions could be very interesting and far reaching over the next year or so.

Be careful what you sow.

Leigh Sparrow

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