

DON'T LOOK DOWN

Paul Adorian has been involved in the crane and access industries for more than 55 years, starting out as a salesman for Eddison Plant Hire in 1967. While there he promoted the idea of adding truck mounted lifts to the rental fleet, having spotted their potential as a child when his father borrowed one to fix the chimney on their house. At that time platforms like this were largely limited to fire brigades, local authorities, utility companies and the occasional outside broadcast. The notion of contractors using them was unheard of. They seemed perfectly happy using ladders and scaffolds, or at a push, a man basket on a lattice boom crane.

Shortly after receiving the approval to place an order for a few machines, he moved to a more senior role with the major contractor John Laing, to set up a standalone construction equipment rental business within the group - but renting to other contractors. The company was initially known as Elstree Plant Hire, later becoming EPL.

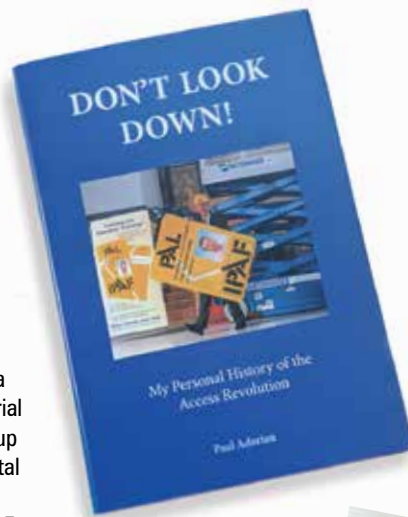
Its first products were road rollers, scrapers and mobile cranes. The company purchased some of the first Grove telescopic truck cranes to arrive in Europe, including the largest models available at the time, with maximum capacities of 22 and then 40 tonnes. However, he had not lost his belief in the potential of powered access rental and managed to persuade the directors to allow him to order a few units from Simon. EPL eventually became a dedicated access sales and rental company, ditching the less profitable earthmoving equipment and cranes. Adorian was responsible for importing the very first JLG boom lifts into Europe, as well as Smith Mite-E-Lift scissor lifts.

He was also responsible for setting up what became the International Powered Access Federation - IPAF - and one of its predecessors. In

1980 he left the rental industry and established a consulting business, helping many American aerial lift manufacturers find European partners or set up their own operations. In 1983 he was instrumental in the merger of the UK based access rental and access manufacturers associations to create IPAF. From the outset he managed the new Federation, which eventually became his full time job.

He retired in 2003, but has remained actively involved to greater or lesser degrees. For example, he has been a persistent campaigner for Fire brigades have access to larger truck mounted lifts at short notice, and has been highly critical of the London Fire Brigade over the way it handled the Grenfell tower fire, where many lives might have been saved if a large truck mounted lift had been available. He continues with that aim, especially given the lack of substantial progress since.

This is a personal history of the powered access market and his part in it and does not pretend to be an all-encompassing history. It is a beautifully produced hardback book, as well as being a fascinating and thoroughly enjoyable read. It will particularly appeal to those who have been



involved in the business for some time and is a real eye opener. But it is also a useful and interesting tome for those who are new to the business. I highly recommend it.

It is available now, at a price of £18 including packaging, but not postage. Initially it can be ordered directly from Paul Adorian, via email pauladorian@outlook.com or if you prefer Telephone: +44 (0) 1539 62699.

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