



cranes & access

November/December 2023 Vol.25 issue 7

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**PICK &
CARRY CRANES**

**TRUCK
MOUNTED LIFTS**

**OUTRIGGER
MATS**

USED EQUIPMENT

DINGLI

Exceed - New Height

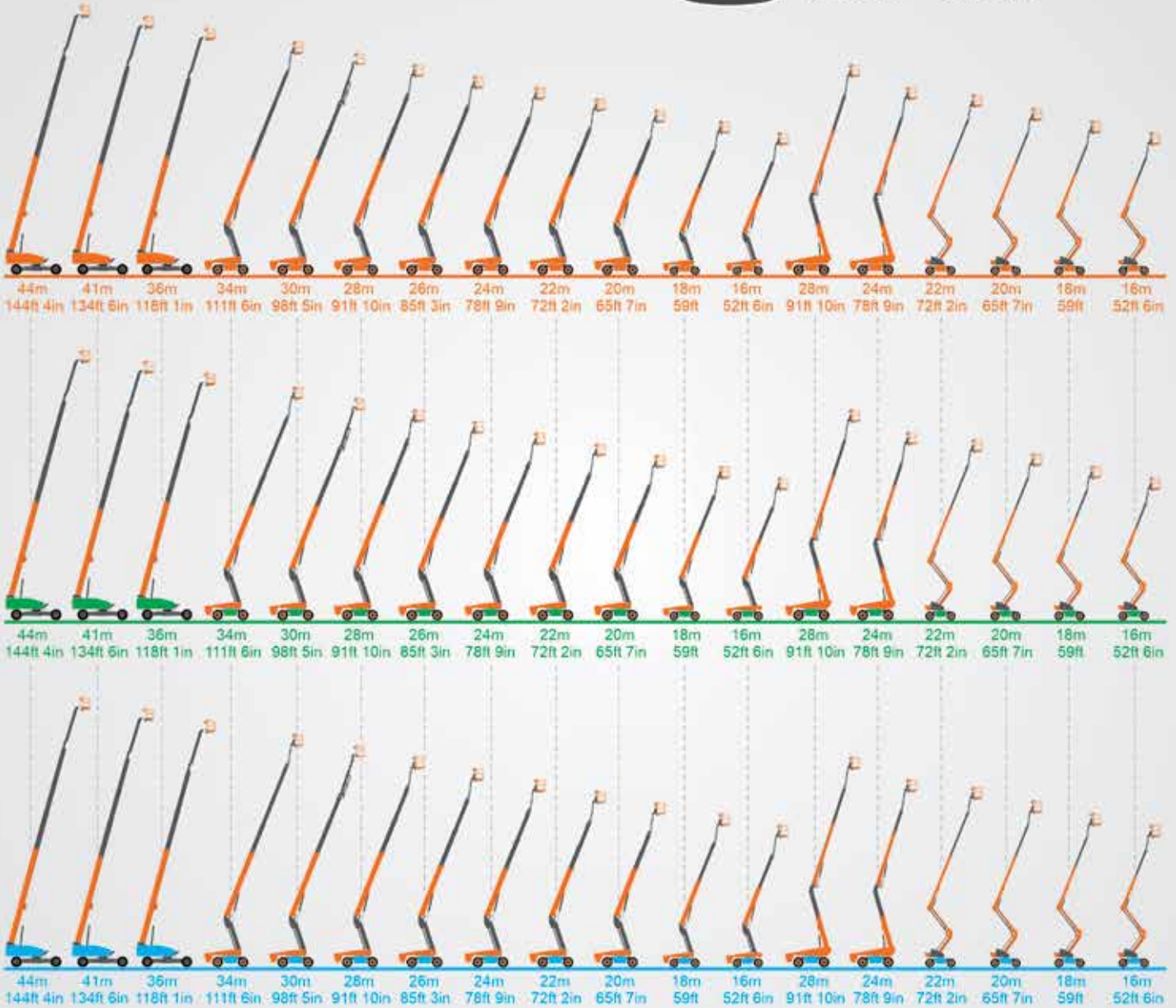
Engine

Electric

Hybrid



Heavy Loading
250kg - 454kg
551lb - 1000lb



Working Height

Modular Boom Series

ZHEJIANG DINGLI MACHINERY CO.,LTD.

ADD:188 Qihang Road, Leidian Town, Deqing, Zhejiang, P.R.C

TEL:+86-572-8681688

Phone:+86-13806523131 Susan Huang

E-Mail:export@cndingli.com

Https://en.cndingli.com



Standard Container Transport For The Full Range





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EU anti-dumping investigation into Chinese aerial work platforms, New 150t Liebherr telescopic crawler crane, Dingli ups its stake in MEC, UK contractor mandates Harness On device, New LGMG Oil free scissor, Mateco acquires Maltech, Dramatic UK crane rescue, Drone turbine inspection, Italian acquisitions for Manitou, Sinoboom makes changes in UK and Ireland, Bobcat unveils TL25.60 Agri, New Sarens Wind Service branch, CPL opens new training centre, New PM heavy duty crane and financials round-up...

PICK & CARRY CRANES 17

In the past few years, the mobile pick & carry crane has made something of a comeback with the arrival of some sexy new products, mostly from Italian manufacturers. We take a look at the latest developments.

TRUCK MOUNTED LIFTS 27

While sales of big ticket truck mounted lifts are showing a few signs of softening a little, the 3.5 tonne sector appears to be booming, with hybrid and full electric machines gaining in popularity as demand grows.

OUTRIGGER PADS AND MATS 37

It has been almost 20 years since C&A began highlighting the number of serious incidents involving poor outrigger set up and all too frequent lack of ground protection for both cranes and aerial work platforms. Although the situation has improved we still see too many incidents arising from poor set up.

USED EQUIPMENT 45

Used construction equipment is now a global commodity with good, low hour machines always in high demand. We take a look at Euro Auctions, which is building a reputation as a specialist in conducting successful crane and aerial work platform sales.

SANY ATs ENTER THE UK 53

As Sany Cranes attempts to gain a foothold in the European market, the recently formed UK crane business received its first All Terrain crane this summer - the 60 tonne three axle SAC600E. We talk to Sany UK's crane manager Andrew Snow about the crane and the company's plans.

LIEBHERR DEVELOPMENTS 55

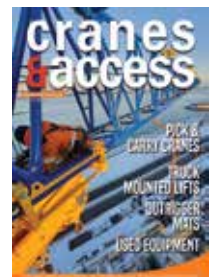
Mark Darwin visited Liebherr's Digital Development Centre in Ulm, Germany to find out more about the company's latest product developments including its Alternative Drive Technologies.

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ON THE COVER

Fixing a rigging issue in December, on a Comansa 21 LC 220 from the DS Lausnir fleet on a job in Reykjavik, Iceland.



IN THE NEXT ISSUE Scheduled for publication in mid January, the next issue of Cranes & Access will include features on Truck mounted and aluminium cranes, Vertical lifts and mast booms, The annual Rental Rate survey results and Guide, a Telematics and software update and our annual Look back at the major news stories of 2023. If you have any contributions or suggestions to make or are interested in advertising in this issue, please contact our editorial or sales teams.



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Editorial

Mark Darwin - Editor
Imogen Campion - Reporter
Leigh Sparrow

Associate editors

Rüdiger Kopf (Freiburg)
Alexander Ochs (Freiburg)

Feature editors

Nick Johnson
Saul Chernos

Sales & customer support

Clare Engelke
Pam Penny
Karlheinz Kopp

Production/Administration

Nicole Engesser

Editorial data specialist

Poppy Horne ph@vertikal.net

Subscriptions

Lee Sparrow

Publisher

Leigh Sparrow

Advertising sales

UK-based

Clare Engelke ce@vertikal.net
Tel: +44 (0)7989 970862
Pam Penny pp@vertikal.net
Tel: +44 (0)7917 155657

Germany-based

Karlheinz Kopp khk@vertikal.net
Tel: +49 (0)761 89786615

The Vertikal Press

PO box 6998 Brackley NN13 5WY, UK
Tel: +44(0)8448 155900
Fax: +44(0)1295 768223
email: info@vertikal.net
web: www.vertikal.net

Vertikal Verlag

Sundgauallee 15, D-79114,
Freiburg, Germany
Tel: 0761 8978660 Fax: 0761 8866814
email: info@vertikal.net
web: www.vertikal.net



COMMENT

WHAT IS A FAIR SELLING PRICE?

Everyone accepts that a BMW or Mercedes will cost more than a Ford or Fiat. People are willing to pay more for better perceived quality and the brand's prestige. Building a respected brand and reputation takes years and hinges on trust, reliability, product support, financial strength, resale values and good people. When buyers then switch to a new manufacturer in the market with a product that seems similar or better in terms of quality or performance - then problems can arise.

New market entrants have always offered introductory discounts to encourage buyers to try its products. Such discounts are usually temporary and the price goes up once the new brand has gained a following and customers will hopefully pay more once they are convinced that it is as good as it seemed. When the first Japanese cranes arrived in Europe in the early 1970s, they were offered to leading crane rental companies on a two for one deal, massively undercutting the established players. They turned out to be a better product and today companies will often pay a premium for a Japanese crane.

Such sales practices however must be fair, with the manufacturer taking at least some of the initial pain and discounts not solely due to devious government subsidies. International trade relies on a level playing field.

If a manufacturer invests heavily in highly automated production facilities to reduce its cost and adds innovative new products, while another prefers to extract the profits and invests less, then surely the one that invests will surely win a higher market share?

In November the European Commission announced an investigation into concerns that Chinese built aerial work platforms were being 'dumped' into Europe i.e. being sold at prices lower than cost. If the Commission believes there might be a case to answer, it selects a few companies to 'sample' in its investigation, usually the largest importers.

We have it on good authority that four companies chosen include Dingli, Sinoboom, JLG and Genie.

The complaint states that there has been a strong and unusual market share shift from western to Chinese manufacturers. This is true. European sales of Chinese built platforms have soared over the past few years. However shorter delivery times - often weeks rather than months - and new products have played a role in this, along with attractive prices and in some cases less rigid credit controls.

During this time some western manufacturers appeared to turn their back on the European market, staying away from trade shows, demanding retrospective price increases and laying off long serving staff - most of whom were picked up by Chinese companies seeking to benefit from their experience.

At the same time several Chinese manufacturers have been dramatically improving their products and introducing models that few western manufacturers offer - big electric booms, mega scissor lifts and oil free platforms. If these models also came at a good price, customers were happy.

We must all hope that this investigation is carried out diligently, based purely on facts. If dumping is going on it should be firmly dealt with. However, if the process smells of abuse and tariffs introduced regardless, it will be a distortion of the free market, penalising buyers and ultimately users.

Actions such as this can also be dangerous for the protagonist if it looks as if they are 'gaming the system' to inflate prices. Customer anger may follow, particularly when it sees manufacturer's prices and profits increasing.

Be careful what you sow.

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