

# Positive Control+

## Multi-axis Contactless Fingertip Joystick for Safety Critical Applications

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- *Fingertip multi-axis operation*
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- *Choice of handles with push button switches*
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For precision fingertip control applications, such as powered wheelchairs, mobility vehicles, teach controllers and CCTV, where safety and long, trouble-free life are primary requirements, the Penny + Giles JC2000 compact joystick controller, with its innovative contactless design, is the ideal choice. Competitively priced and available in one, two or three axis configurations, JC2000 can be supplied with 3 handle styles, two of which can be fitted with a multi-colour choice push button switch.



JC2000 MULTI-AXIS CONTACTLESS FINGERTIP JOYSTICK

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## News highlights

**ALAN JOHNSON** has been named as the new chairman of the Association of Lorry Loaders Manufacturers and Importers (ALLMI). Johnson takes over the reigns from Doug Dyson who has been chairman of ALLMI for over five years since retiring as technical director of Atlas Hydraulic Loaders. Johnson will retain his position as managing director of HMF UK, the wholly-owned sales and distribution subsidiary of Denmark-based knuckle boom crane manufacturer HMF.

**WATERLAND TRADING**, the Dutch Tadano Faun representative, has taken over Tadano Faun mobile crane representation for Belgium. Tadano was previously represented in Belgium by Arcomet which sold the dealership in order to concentrate on its core business activities of tower crane rental and manufacturing self-erecting tower cranes.

**JIM CATTRON**, founder and chairman of the Cattron Group, has retired after 57 years of service in the radio frequency communications and industrial remote control industries. Cattron recently resigned as chairman and sold his interest in the Group to a senior management group and Weatherly Private Capital LLC.

**MARK RIGBY** has been appointed as the new general manager of the Palfinger division of TH White, following the retirement of the founder of the crane division of TH White, Bob Akerman. The Palfinger division holds UK national distributorship for Palfinger knuckle boom cranes, Palift loaders and the Epsilon range of timber cranes.

**EPL HAS** taken delivery of three Z20 truck mounted platforms from CTE. The 20 metre working height articulated platforms are mounted on 3.5 tonne Nissan Cabstars. CTE only recently expanded into the UK, and the Z20, along with the S20 straight boom version, remains at the heart of CEO, Lorenzo Cipriani's UK market attack.

**MESSE MÜNCHEN**, the organiser of Bauma, the world's biggest trade fair for construction machinery, vehicles and equipment, has said that the 2004 event will be the biggest yet. Approximately 500,00 square metres of the Munich Trade Fair Centre in Germany has been set aside for next year's show, which in 2001 attracted over 400,000 visitors and 2,500 exhibitors from around the world. Bauma 2004 takes place from 29 March to 4 April in Munich, Germany.

**OIL & STEEL** has supplied six of its Octopussy tracked MEWPs to Scottish Power for light maintenance duties across its various UK sub-stations. All six platforms, comprising five 1250 two-man basket machines and one 1465 one-man basket machine, provide a 10.5 metre working height and a 5 metre outreach. The deal was completed through Oil & Steel UK distributor, Arbolplant.

**POLICE CLOSED** off roads around London's Tower Bridge last month after a protestor representing Fathers for Justice climbed up a 30 metre tower crane on Taylor Woodrow's £100 million K2 office development at St Katherine's Way. A Taylor Woodrow spokesperson said that it was unclear whether or not it is the same protestor who invaded the same site last June. The man, who at the time was also protesting for fathers rights, ended his protest after staying up the crane for 16 hours.

**AINSCOUGH CRANE Hire** has taken delivery of its first ever self-erecting tower crane. The 8 tonne capacity Spierings SK598-AT5 will shortly be taking up residency at the T5 construction project at London's Heathrow Airport for a 12-month hire period to Hathaway Roofing. "The Spierings was identified early in the planning stages as being the only mobile crane able to satisfy our requirement for T5," said Sean Ward, Hathaway plant manager. "We are able to reach our required radius of 48 metres with a 1.7 tonne load without breaking radar limits imposed by Air Traffic Control."

**THE MITIE group** has announced the death of its founder and president for life David Telling. Mr Telling stood down as executive chairman on the 25 September this year due to ongoing ill health, then on 10 October it was announced that he was standing down from all duties at Mitie. Finally on Friday 31 October he passed away.

Please send in all your industry news stories either by e-mail directly to the news editor at [ww@vertikal.net](mailto:ww@vertikal.net), or alternatively to the following postage address; The Vertikal Press, New England House/Level 5, New England Street, Brighton BN1 4GH, UK.

**CRANES  
& access**

# Haulotte

**C&A:** You expressed concern to C&A over the current confusion concerning the implementation of EN280, can you explain those concerns?

**PS:** Yes, I believe that the industry as a whole has an opportunity with the publication of EN280 to break out of the current position where rental rates across Europe are un-commercial. As an industry, we should be very clear on promoting safety and the fastest possible adoption of EN280.

**C&A:** The main issue you have raised is the fact that machines CE approved prior to June 2002, are able to be sold without the final amendments to EN280.

**PS:** Yes, EN280 was developed by experts over many years, and while it may not be perfect, it is the best standard for safety we have. The industry as a whole should now be clear and promote its adoption rather than discussing the continuation of older approvals.

**C&A:** The main point here though is the full envelope overload device requirement, a late, politically motivated addition rather than a safety recommendation. And even when the requirement was added, most thought that it only applied to boom lifts. Many experts argue that these devices are not state-of-the-art, will increase costs, possibly slowing the uptake of powered platforms.

**PS:** I believe that anything we can do to improve safety should be done. I recall the crane industry 30 years ago, overload devices were not required. People argued against fitting them, but the reduction in accidents afterwards was significant, the arguments quickly disappeared.

As to the cost, most units are rented, a few hundred euros on the price of a machine translates into a small amount on a week's rental. If companies knew they had to upgrade their fleets in the next few years to meet EN280, they would be forced to charge viable rental rates.

Non profitable rental rates are bad for the industry, bad for safety, not only in that maintenance might suffer and machines might not be replaced as often, but also in terms of spreading the use of aerial work platforms. Ten years ago, we had a rental company in Paris, business was slow, we hired two young salesmen, gave them a few weeks training, set their basic pay low and paid them a percentage



Pierre Saubot, president of Pinguelly-Haulotte.

**In an exclusive interview with *Cranes & Access*, Pierre Saubot, president of Pinguelly-Haulotte, expresses his concerns on the access industry's approach towards the EN280 standard and CE certification, and talks about the company's latest moves.**

of the business they brought in. They were told not to go anywhere they saw platforms working and to only go to places not using platforms. Within three months we had a new customer base and everything was rented at good prices. They were all new users, we had spread the concept.

Today's rental rates, do not allow companies to hire good salesmen, so we are not finding new applications and promoting safety as fast as we should.

**C&A:** You reference crane overload devices, but crane operators frequently lift loads where they only had a vague notion of the weight, boom length and working radius on machines that had 20, 30 or 40 different lifting capacities. A work platform usually has a single lift capacity, the operator loads the platform and becomes part of the load thus is sensitive to the machines stability.

**PS:** Yes, but people still overload work platforms and now they might get used to machines with overload devices, and then rent a unit that does not have one, this could be a risk. It is not only the overload that I am referring to, it 's all of EN280.

If EN280 was mandatory on all new machines, in five years, most machines would fully comply, compared to maybe 20 per cent today.

**C&A:** Most manufacturers claim to have incorporated most, if not all EN280 requirements into their products and notified bodies have referenced the draft standard for years. It is largely overload devices that are excluded, and many manufacturers argue that such devices have minimal effect on safety.

**PS:** I am not sure about this, we know of producers who sell machines that are rated for impractical conditions. We should be very clear on the message we send. Others also have a role to play. Insurance companies could charge lower rates for full EN280 machines, or charge higher prices for older units.

## The White Island

**C&A:** Most of our readers are located in the UK and Ireland. Could we talk about Haulotte's policies in those markets.

**PS:** In the UK we will very soon be moving to new premises, the current ones are basic, to say the least. This comes partly from our philosophy,

# on the spot

1. Make Turnover,
2. Make Profit
3. Invest profit.

In the UK we now have good turnover and are making profits so it is time to move to more suitable premises. This will be before the end of the first quarter of 2004 for sure.

**C&A:** *In the UK and Ireland you have been criticised for supporting/funding UK Platforms as a start up. They have been accused of using your support to cut rental rates to unprofitable levels. Why did you follow this strategy and do you now think it was a mistake?*

**PS:** We did not enter the UK market with this in mind. When we started up we visited all of the rental companies trying to sell our products. The market was US-orientated and we were offering a European product with good performance at a lower price, but the answer was always "no thanks, sell to someone else and come back in a year or two". We got this response from everyone. The first few years we sold nothing. We then met the guys who wanted to set up UK Platforms/Ireland Access. We saw an opportunity to get started and increase our market share. We said: "OK, this way we get our products into the market and once people try them, they will ask other rental companies for them".

Sadly they cut rates to unprofitable levels, they are a private company, we had no control over them while they paid us. It is not what it should have been for sure.

**C&A:** *Most of your competitors are US-based. Haulotte produces everything within the euro zone. How do you see the fall of the dollar/rise of the euro affecting your strategies?*

**PS:** US companies pay more for their steel than the rest of the world. Most import European components which cost more. On the other side we buy US components which now cost less, so the actual impact is not as great as it seems. US manufacturers experienced far bigger drops in volume than us.

Our production went from 12,000 units to 10,000. Also, the euro is only at the same level today as it was in 1999. We are continually reducing our costs as we find better ways to organize production. You will notice that every year our cost of production falls. But we will make adjustments to our plan to take the currency into consideration.

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## Rental attack

**C&A:** *You recently surprised the aerial lift market by buying the rental company LEV. A few weeks on, how do you see this move?*

**PS:** Even though we knew LEV, the quality of the business has surprised us. Each day we are more convinced that it was right. It is already bringing value to the group.

**C&A:** *LEV has a large truck mounted platform fleet, will Haulotte become a truck mounted platform manufacturer?*

**PS:** We will be in the truck mounted market. LEV can help us, but only for the high volume models. We will not be a full line truck mounted producer.

**C&A:** *What about the claims that you bought LEV in order to have a place where you could put the hundreds of used machines that you are having to take back from bad finance deals?*

**PS:** When I hear these rumours I want to laugh. We have not made such silly agreements. We have been prudent and have only taken back a few machines. It is simply not true. We have many requests from people who think we have hundreds of such machines. We don't. We cannot meet that demand.

I have also heard the rumour that we bought LEV because we did not know what to do with all the new machines we are building. Again, not true. We have a three month delivery on most machines. I started in 1966 and I am not far from retirement. Why should I start doing things contrary to 37 years of business practice? It is too late for me to change.

**C&A:** *Do you have plans to make further acquisitions in the rental field?*

**PS:** If we have some good opportunities like LEV in terms of profit, then we will look at it. Since we bought LEV we have had calls from people asking if we are interested in other rental businesses. If it helps increase market share and profitability and fits with our strategies, then yes. We want to develop a real partnership with the rental industry. We are not in a hurry. We are constantly looking for opportunities. We do not wear blinkers.

**C&A:** *You have expressed the aim to earn 50 per cent of your revenue from non-access products, what are you doing to progress this?*

**PS:** Developing a full line of telehandlers, but we are also looking at other products.

**C&A:** *You introduced the Easy Crane. A very different product, how is that going?*

**PS:** We sold the first units quickly because they fitted a need perfectly. But it is a new concept; it took us seven years to get our platforms established and we still have a way to go. So it will take time.

**C&A:** *Finally to wrap up this interview, C&A would like to ask a few personal questions:*

*What is your favourite book?*

**PS:** Cyrano de Bergerac by Edmond Rostang.

**C&A:** *What is your favourite film?*

**PS:** Casablanca.

**C&A:** *What music do you listen to?*

**PS:** Sonata à Kreutzer (in French) by van Beethoven.

**C&A:** *What is your favourite gadget?*

**PS:** My sliding rule for calculations and my palm pilot for appointments.

**C&A:** *What is your favourite non work pastime/hobby?*

**PS:** To produce a good Jurancon wine and manage an association involved in school training for youngsters who are not able to follow normal schools.