

CTE recently clinched an important deal with the UK's Smart platform rental



FACE TO FACE

A new name in truck mounted platforms is making waves in the UK. C&A talks to Lorenzo Cipriani, CEO of Italy's CTE

Coming soon

ITALY HAS been buying a lot of truck mounted platforms in the last couple of years and one company that has rapidly grown to meet that demand is CTE. Now the company is in the UK and has its own branch in Wakefield, Ossett – already it has clinched an important deal with Smart and expects that more will follow.

"This will be a good year for us as we expect to be able to gain a lot of market share in the truck mounted sector in the UK" says Cipriani. Why? "Because we are bringing a new concept and find that hire companies like our products".

At the heart of Cipriani's marketing attack is a range of platforms designed for use on 3.5 tonne and upward trucks. The S20 is a straight boom unit, while the Z20 is articulated and has zero tailswing. Cipriani believes this will be "very popular" in the UK.

The largest unit in the CTE range is the 25 metre SZ25J which has 17 metres of outreach and "no tailswing". The SZ25J is sold on a 16 tonne truck, which Cipriani says makes it a unique niche product with narrow straight down jacking, suitable for up and over work in restricted city centres. Coming soon from CTE is the 32 metre Z32 which will be available shortly.

So who is CTE? Well in the UK it is Brian King, a name that will be known to

many readers from his previous activities in the powered access business and Mark Richardson, new technical manager for the UK. It is also a connection with Planet Platforms, a former dealer which has assisted in CTE's after sales and design activities for some years. In Italy, CTE is a company that was formed in 1981 by Cipriani and two business partners.

It started life as a JLG sales partner before becoming a rental company and switching to represent Genie in 1986. Today it is a group of companies that offers re-rental, sales, and manufacturing. One part of the company, Sequani, was bought in the early '90s and had been building trailer and truck mounts since the 70's.

A new factory is currently being built in Verona and should be officially opened this September.

CTE also builds trailer mounted material hoists of the kind used by removal companies throughout mainland Europe but rarely seen in the UK. "Our hoists have 300 kilogrammes of capacity and can work at up to 33 metres height – we want to see if we can develop this market in the British Isles" says Cipriani.

So why is CTE coming to the UK? It's all part of a plan to "internationalise" CTE, which is also present in Spain and France. Germany is also on the list and plans are afoot to establish a dealer network in the near future.

Although Cipriani is confident of winning market share, he does not underestimate the difficulties: "If we can win market share at this time, we will be ready for the upswing".

C&A



CTE's CEO, Lorenzo Cipriani

CTE will be looking to significantly boost its UK market share this year in the truck mounted sector



Cipriani believes that the company's articulated booms will be very popular in the UK

