

REX
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APEX

Is Apex worth a visit? **Tim Whiteman** and **Rüdiger Kopf** preview the show

More than 100 companies are exhibiting powered access equipment at the Apex show in the Netherlands. This means that despite all the talk of consolidation – you still have a choice! The best way to exercise that choice is to see what is on show. It could be that you come away convinced that the major players are the only ones that can meet your standards, or it could be that you find a small, niche manufacturer who will be so delighted to have your custom that he will smother you in after sales care and concern!

On a more serious note, there are a host of new products making their worldwide debuts during Apex and some



of these will undoubtedly find their way into your local market. Companies that visit the show will have an early chance to assess the new models and decide whether to add them to their fleets.

One of the talking points of the show will undoubtedly be the arrival of European made products from JLG and ▶



Genie's new Z80/60

Apex

When: September 12-14. **Cranes & Access:** Stand no. 1575

Where: MECC, Maastricht, The Netherlands

What: Largest specialist exhibition and conference for the powered access industry.

Opening times: 09.30 to 18.00. Show closes at 17.00 on the Saturday.

Cost: €20.00 on the door.

Hotels: Call 0031 43 383 8383 to contact the MECC's reservation service.

Getting there

Plane:

Fly direct from London Stansted to Maastricht Aachen Airport with Buzz and then take a 15 minute taxi ride to the "MECC" (Maastricht Exhibition and Congress Centre). Alternatively fly to Brussels and take the free shuttle bus to the show. (Call the organisers on 0031 547 271 566 to check times and reserve a seat or visit the Apex web site from www.Vertikal.net/en/events).

Rail:

Eurostar train from London to Brussels, transfer to the airport and then take the free shuttle bus (Call the organisers on 0031 547 271 566 to check times and reserve a seat).

Road:

Maastricht is a little more than 4 hours from Calais. Once you get close to Maastricht you should follow signs for the MECC (Maastricht Exhibition and Congress Centre). Coming from Liege (which is called "Luik" in this part of Belgium) take exit 56 off the E25/A2 signposted "Gronsveld-MECC". Follow signs for MECC parking.

Taxis:

Difficult to get one from the MECC after the show. Pre-booking advised.

◀ Skyjack. Upright will also have some new European products and this begs the question of how much faith the North American manufacturers still place in the idea that the European market will continue to grow and ultimately be as big as the US. Approximately 80,000 access platforms were sold worldwide last year say the show organisers, a little more than the 70,000 that the US used to take on its own in a good year. Pierre Saubot, president of Haulotte, is nonetheless confident that the European market will continue to grow and ultimately be as big as the US. His views are



Liftlux's new 1.2 metre wide electric SL 245-12

bound to be a talking point at the Apex conference which takes place during the show and is open to all visitors.

New launches

Lots of new equipment is on show at Apex and includes, for example, new articulating booms from Genie and Haulotte.



**E Falck
Schmidt's new
Falcon Spider**

**The new
26 metre
KF260 from
Bizzocchi**

The HA12PX from Haulotte has 12 metres of working height and a 6.5 metre outreach. The diesel driven unit features all wheel



drive and the Soft Touch control system. Haulotte is also promising a number of surprises at the show and urges visitors to call at its stand. Arch rival Genie is meanwhile showing the new Z-80/60 articulating boom. This is the tallest boom in the range and has 26.38 metres of working height and an outreach of 18.29 metres. Up and over clearance is 8.83 metres.

New from JLG is the company's new range of attachments for scissor lifts and booms. Also on the stand is the new European made telescopic handler, the 3513. Why is JLG showing a telescopic handler at an access show? Because like many manufacturers it believes that access hire companies can make money by adding this product to their fleets.

Another sector with plenty of news is the truck mounted sector. New 3.5 tonne units can be found on the Pagliero, CTE, Teupen and Ruthmann stands. Higher up the capacity scale, Ruthmann has its new 84 metre unit and Wumag has its ►

Apex conference

The Apex conference is held in conjunction with the Rentex exhibition and is free to all visitors attending the show. It takes place on September 12th and 13th. The keynote address at this year's conference is being given on September 12th at 10.30 by Kevin Appleton, chief executive of Lavendon Group, owner of Nationwide in the UK and Zoom in Germany, France and Austria. His speech is followed by presentations on: Best practice in rental management, Safe aerial platform rental; and the use of modern software in the rental business.

Topics on the second day of the conference will include: A view of the global hire industry from Dan Kaplan; Prevention of equipment theft; and a question and answer session featuring Dan Kaplan (consultant), Pierre Saubot (chairman of Haulotte), Paul Cummings (MD of Meek Group), Franco de Michelis (D-G of Assodimi), and Oscar Maaseide (Malthus, Norway).



Manitou's 8 metre high 80 VJR



◀ WT 850. From Bison Stematec comes a new model with a record breaking working radius of 41 metres. GSR is showing its 20 metre 200T and the 28 metre 280 TG. E Falck Schmidt also has a range of new products.

Making its world debut at Apex is Dinolift's new self-propelled 205XRT self-propelled articulated boom. This is the first time the company has produced a self-propelled unit. Also taking the self-propelled plunge is Omme which has built a 22 metre crawler mounted unit.

Other stands to look out for include Liftflux with a host of new products and Tadano with its German built Superlift. From Aichi comes its established range of crawler mounted platforms and the new 23 metre working height SR 21 A.

But Apex is not just about the major manufacturers. Companies such as Bonfiglioli, Helac and Brevini are showing a range of components while there are three battery manufacturers showing their products.

Running alongside Apex is the newly launched Rentex which includes Germany's Rösler Software among its exhibitors. Visitors to Apex have free entrance to Rentex.

Finally, please be sure to visit the Vertikal Press, publisher of *Cranes & Access* and our German sister magazine *Kran & Bühne*. We will also be reporting live from the show on www.Vertikal.net and hope to meet as many readers as possible on our stand. ■

Companies exhibiting at Apex

3B6 Sistemi Electronici	Holland Lift International
Aerial Work Platforms	HS-tecno
Aichi Platform Service Europe	I.M.A.
Airo Tigieffe Srl	I.P.M.
AJ Access Platform	PAF
Allift Michielsens	Italmec
Alp Lift Hoogwerksystemen	Iteco
Alpas Hoogwerksystemen	JLG Industries
Altrex Access Equipment	Katsuyama Europe
Anton Ruthmann	Kesla Oy
Ascorel	Kluytmans Service
B.P.E	Koninklijke Nooteboom Trailers
Barin	Kors Hoogwerksystemen
Battery Supplies	<i>Kran & Bühne</i>
Benelligru	Kwak Hoogwerker-Centrum
Bison Stematec	Liftinstituut
Bizzocchi Oleodinamico	Liftflux Potain
Bonfiglioli Riduttori	Lombardini
Bravisol	Maber Construzioni
Brevini Riduttori	Manitou
Bronto Skylift	Moba
CELA	Mori L. Raddrizzatori
Comatrol	Niftylift
Comer Industries	Oil & Steel
Comet	Oil Control
<i>Cranes & Access</i>	Omme
CTE	OP Pagliero
Custers Hydraulica	Perk Elektrotechniek
Dino Lift	Power Climber
Denka Lift	QUA
E. Falck Schmidt	RAM
Egie	Rösler Software
Emrol	Ruben Power
Esda Mobiltechnik	Safi
Eurosupply	Siltekno
Hoogwerksystemen	Sky Climber Europe
Exact Software	Sky-High
Fixator	Skyjack Europe
Fraco Products	Skyman International
Frigerio Carpenterie	Socage Fassi
G'tel	Tadano Faun
Genie	Tecchio
Gemmo Group	Teupen
German Standard Lift	Maschinenbaugesellschaft
Grove delta Manlift	Time Export
GSR	Tower Trade Holland
Haulotte	Travhydro
Helac Corporation	Trojan Battery
Hermann Paus	Upright
Maschinenfabrik	<i>Vertikal.net</i>
Hitachi Construction Machinery	W.T. Ayres & Associates
HKS	Wumag Elevant
	Zapi