

ALH

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TOPLIST

MastClimber20

EQUIPMENT

**Compact
telehandlers**

INSIDE



**Rental Show
supplement**

**New year,
new booms**



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AMERICAN MAGAZINE

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COMMENT

Boom or bust?

What is going to build your business in 2015? If you're a rental company, are you focusing on rental rates and customer relationships? As an OEM, are new products going to propel profit? What markets – emerging or developed – are you concentrating on?

One sector that has been making bank for many companies is shale oil and gas. In late 2014, a number of telehandler manufacturers told me the energy market was a gusher of profits.

"The states that have big oil and gas projects going on are seeing more and more telehandlers going into those areas," Genie said.

And according to a recent report in Fortune magazine, U.S. oil production increased from 5.6 million barrels a day in 2010 to a current rate of 9.3 million. However, the recent drop in oil prices poses a number of threats and challenges to anyone with a toe in the proverbial black gold business – not to mention that oil consumption in the U.S. has fallen nearly 8 percent since 2010.

That's not to say your average sedan slinger won't squeal with joy at the pump – I can't recall the last time fuel was \$1.89 gallon (as it was during the holidays in my home state of Michigan) – and, generally, cheap oil is good for the consumer and economy.

But what about when it isn't?

Over the last few decades the U.S. has positioned itself as a major energy producer, which improves economic growth and lowers unemployment in areas responsible for producing energy. However, if oil prices remain under pressure, these positives could turn negative as production decreases and jobs are lost. It's also a kick in the rear for alternative energy development as the price of oil is hard to beat.

So, how do you see the current dip in oil prices affecting your business? Is it good or bad? And why? Will oil prices remain low or are we going to bounce back within due time?

As 2015 kicks off, I want to ask if you feel this will be a year of growth for the North American – and global – economy? Or will we face continued struggles (Europe, China) that ripple around the world?

If the economy is steady for the U.S. and Canada, then The Rental Show, Feb. 22-25 in New Orleans, is going to be the place to be this year as a number of manufacturers plan to debut new equipment and products.

As a result of the number of new products and steady market conditions, we created, special for this issue, a Rental Show supplement. Everything you need to know is covered in detail within the 26-page guide. The supplement will be both printed within this issue as well as a standalone "mini magazine" that will be available at the KHL booth during The Rental Show. If you'd like your own copy, stop by our booth (7921) and pick one up for free.

Thanks for reading.



ACCESS PORTFOLIO

Access, Lift & Handlers is published by KHL Group. KHL's access-related events and publications include sister magazines *Access International* and *International Rental News*, the APEX aerial platform exhibition, the ALH Conference & Awards, the International Awards for Powered Access (IAPA), as well as two annual directories, *The Access Yearbook*, *The Rental Book*, and all-inclusive Toplists of the industry segments.

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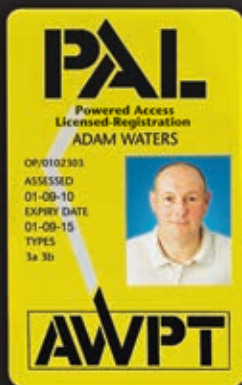


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AWPT operator training is based on the IPAF program which is certified by TÜV as conforming to the international standard ISO 18878. AWPT operator training meets OSHA requirements and ANSI standards.

WHAT'S INSIDE



12

INTERVIEW: FRANKLIN EQUIPMENT

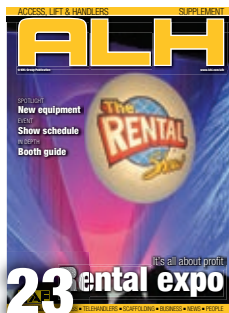
Opened since 2008, Franklin Equipment has seen steady growth over the past seven years. Lindsey Anderson reports.



15

COMPACT TELEHANDLERS

Sure, everyone's talking about how "bigger is better," but that doesn't mean the compact market isn't rocking. Lindsey Anderson reports.



23

RENTAL SHOW SUPPLEMENT

ALH has compiled a go-to supplement guide for nearly every inch of The Rental Show. Look here for new product info, dates, times and more.



56

MASTCLIMBER20

ALH's annual mast-related toplist enters its fifth year and despite a few companies falling off the ranking, sees steady growth over last year.

NEWS

6

TVH purchases C-Tech; IronPlanet and Cat Auction Services to merge; Acme Lift secures \$109.1 million in financing; JLG reorganizes global AWP marketing group; US Markets enters used equipment sector; Dinolift names ReachMaster as new North American distributor; plus Events, Highlights and By-the-Numbers.

INTERNATIONAL NEWS

11

Kevin Parkes leaving Hewden; Subhamoy Ghosh appointed Mtandt president; Dingli appoints TÜV Rheinland plus Highlights.

SOFTWARE AND TECHNOLOGY

18

Software has redefined rental business – from big and small. Lindsey Anderson and Helen Wright report.



18

MEMBER OF



ON THE OUTSIDE

A number of new booms, including this MEC Aerial Work Platforms unit, will be debuted at The Rental Show, Feb. 22-25 in New Orleans. See our supplement starting on page 23 for more.



51

MASTCLIMBERS

51

Mast-climbing equipment continues to gain traction within the industry. ALH takes a look at recent projects and news.

WORLD OF CONCRETE SHOW GUIDE

59

World of Concrete is set to take place Feb. 2-6 at its usual home of Las Vegas. ALH provides a guide to the event.

IPAF NEWS

62

Frank Nerenhausen to deliver keynote speech at IPAF Summit; Open enrollment now available for instructor training; IPAF networking event set for March 25 in Washington, D.C.; plus much more.

SUBSCRIPTIONS

64

To subscribe to Access, Lift & Handlers or any magazine in the KHL portfolio go to: www.khl.com/subscriptions.

MARKETPLACE

65

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2015

Feb. 2-6

WORLD OF CONCRETE

Las Vegas, NV

www.worldofconcrete.com

Feb. 16-18

SAIA COMMITTEE WEEK

Savannah, GA

www.saiaonline.org

Feb. 22-25

THE RENTAL SHOW

New Orleans, LA

www.therentalshow.com

March 26

INTERNATIONAL AWARDS FOR POWERED ACCESS (IAPAS)

Washington, D.C.

www.iapa-summit.info

April 20-25

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July 19-22

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Sept. 29-Oct. 1

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Oct. 21-24

CONEXPO LATIN AMERICA

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TVH purchases C-Tech

TVH Parts Co. has purchased C-Tech Industries, LLC. C-Tech is a manufacturer of electronic joystick controllers and components for the access and industrial equipment industries. TVH is a distributor of replacement parts and supplies for the material handling and industrial equipment industries.

C-Tech will serve as a manufacturing division of TVH and will continue to focus on the products it is known for.

"With the acquisition of C-Tech, we will increase our manufacturing capabilities for the industrial equipment market," said Pat McLaughlin, TVH president. "We are excited to have the C-Tech staff join our team. They have a wealth of product knowledge and industry experience and we look forward to the collaboration of our



TVH Parts Co.'s headquarters in Belgium.

teams in the coming months."

C-Tech was founded in 1999 by Greg Greene. C-Tech is located in a suburb of Cincinnati, OH where it will continue to manufacture products.

"We believe the addition of C-Tech will offer considerable advantages and opportunities to all customers, furthering the one-

stop-shop experience we have provided to our customers for over 45 years," said Greg Greene, C-Tech's general manager. "C-Tech has always taken pride to design and build quality products. C-Tech will now be able to bring more innovative quality products to the customer with world-class support through TVH."

Acme Lift secures \$109.1 million



Acme Lift Co. has received a \$109.1 million investment that aims to fuel the expansion of the wholesale rental company.

The financing was structured with an \$85 million senior revolving credit facility provided by

PNC Bank and Wells Fargo Capital Finance, and a \$24.1 million note provided by Morgan Stanley Credit Partners. G.C. Andersen Partners, based in New York, acted as financial adviser and placement agent for Acme Lift.

"Acme Lift has a highly effective business model that does not require it to maintain a staff of sales, maintenance, delivery people and vehicles, and facilities in every local market," said Woody Weld, Acme Lift's chairman and chief executive officer. "The local rental companies typically provide all the equipment inspections, billing, routine maintenance, temporary storage and local delivery so that Acme Lift can maintain a very low cost overhead infrastructure to operate."

"G.C. Andersen has expertise in equipment rental, which allows it to gain an appreciation of Acme's leadership position in wholesale equipment rental. This understanding of our unique business model enabled G.C. Andersen to effectively demonstrate to the financial community the full value and growth opportunities of Acme."

Woody Weld, chairman and CEO of Acme Lift, spoke at the 2014 ALH Conference & Awards in Miami.

IronPlanet and Cat Auction merge



IronPlanet has announced a merger with Cat Auction Services — an alliance of Caterpillar and several of its independent Cat dealers.

"The power of IronPlanet's technology, multiple marketplace formats and global buyer base coupled with Cat Auction Services' live, onsite auction format will provide the most powerful and complete suite of auction remarketing tools," said Gregory Owens, IronPlanet CEO.

Gary Trettel, Cat Auction Services, president and CEO, said, "The live auction format from Cat Auction Services, along with IronPlanet's

online marketplaces, will give our customers the innovative solutions they are looking for."

IronPlanet said it has over a million registered users, while Cat Auction Services has a strong customer base. The companies will offer live and online auctions will backed by a full range of support services.

The merger sees Owens as chairman and CEO of the combined entity, and the company will continue to be headquartered in Pleasanton, CA. Trettel will continue to oversee Cat Auction Services live auction format as well as serve on the executive committee of IronPlanet. Cat Auction Services' office in Eagan, MN, will remain open as the Midwest office for IronPlanet.

JLG reorganizes global AWP marketing group

JLG Industries, Inc., an Oshkosh Corporation company, has reorganized its aerial work platform (AWP) product marketing team.

Jeff Ford, currently global category director for boom lifts, will become director of global strategy and business development. Ford will lead market, customer and competitive assessments, long-range strategic planning, strategic pricing initiatives and development of new market and business opportunities.

Corey Raymo, currently global



Jeff Ford.

category director for scissors, will become global category director for boom lifts. Raymo will be responsible for leading the product, strategy and go-to-market activities for all boom lift products.

Paul Kreutzweiser has joined JLG as the global category director, scissors/verticals. Kreutzweiser has more than 12 years of marketing experience in the AWP industry. He will lead the product, strategy and go-to-market activities for the global scissors and vertical categories.

All three positions report to Alan Loux, JLG's global vice president of marketing.

■ **Hertz Equipment Rental Corporation (HERC)**, a wholly owned subsidiary of Hertz, has opened a new U.S. depot in Great Falls, MT. It said the new facility would deliver specialty equipment rental solutions for commercial construction, oil producers, refineries, mining, agriculture, public works, and industrial manufacturing. The new store joined HERC's Pacific Northwest 15-branch fleet pool.



■ **Seacoast Scaffold & Equipment Corp.** created a Christmas tree out of system scaffold for the holidays.



US Markets launches used equipment sales

US Markets, Inc. (USM), a wholesale lifting equipment rental and sales company, has launched a new used equipment sales and purchase service. Available inventory includes a wide selection of pre-owned and re-conditioned booms, scissors, telehandlers and more. Leading the used equipment department is Mike Ferguson, used equipment manager.

Ferguson, who recently joined US Markets, brings more than 20 years of experience in sales management and new business development from several national lifting equipment sales and rental companies. Most recently, he served as territory manager for IronPlanet, an online marketplace for used construction equipment. Prior to that, he was vice president of sales for Acme Lift.

Ferguson is confident that the new business sector will meet with market demand. "Odds are good that we'll have the equipment customers are looking for, but if we don't, we will find it," he said. "Auctions are in business to achieve one goal - to sell each asset for the absolute



Mike Ferguson, used equipment manager, pictured here, will lead the new used equipment department.

top dollar with no regard for customer satisfaction or retention. USM is in business to provide our customers with the highest quality equipment at a fair price."

\$48.65



Price of a crude oil barrel as of Jan. 7.

807 miles



Planned length of the California High-Speed Rail network.



0.9%

Residential housing's gain in November - marking its third consecutive rise.

12



Number of United flight attendants fired after refusing to work due to the words "bye bye" written on the plane's fuselage.



5.6k

Visitors expected at this month's ARA Rental Show in Orlando

ALH SHARE INDEX: JAN. 2015

		SHARE PRICE		
COMPANY		Nov. 3	Jan. 7	% change
Ashtead Group	UK	10.03	11.09	10.57
H&E Equipment	US	37.39	22.61	-39.53
Oshkosh Corp	US	43.87	45.65	4.06
Tanfield Group	UK	0.17	0.25	47.06
Haulotte Group	France	12.32	12.70	3.08
Terex Corp	US	28.77	25.49	-11.40
Manitex	US	11.43	12.00	4.99
United Rentals	US	111.81	88.58	-20.78
SHARE INDEX		414.20	377.91	-8.76

■ Newly appointed fleet manager Greg Richards will handle the purchasing and selling of **ACME LIFT'S** machines, and will be responsible for their analysis and care while they are in the company's fleet. He has more than 30 years' experience in inventory control, sales, supervision, operations, and marketing and purchasing. Chelsea Myrick, Acme's new rental coordinator, will work with Acme Lift's rental team and customers in putting the company's fleet on rent. She has been in and around the rental business most of her life.

■ **US BATTERY MANUFACTURING** has named Michael Coad as the company's new director of sales. Coad has been with US Battery for nearly a decade, and in this new position, will continue to grow the US Battery product line through the company's OE customers and distributor network.

■ **Canadian-based UpEquip** has taken delivery of an **Easy Lift 116-52STJ compact, tracked lift**. It is the first of its kind in the Americas. The 52-foot-horizontal-reach machine can lift people and tools up to 116 feet using a lithium-ion battery pack. The unit's drive and lift functions are both powered by the battery. UpEquip said the unit is ideal for utility, inspection, window cleaning, painting and other applications. "Its hybrid motorization makes it the ideal tool to make sure you don't miss any business opportunity," UpEquip said in a statement.



Dinolift appoints ReachMaster as new distributor

Finnish manufacturer Dinolift has appointed ReachMaster, Inc. as its new distributor for the U.S., Canada and Puerto Rico.

ReachMaster will be responsible for all Dino sales and after sales support of the complete Dino range, including its line of Dino trailer lifts and self-propelled machines, such as the RXT self-propelled articulated boom lift with outriggers.

"We are very happy to re-enter the North American market and in ReachMaster we have the right partner to be successful," said Karin Nars, director of sales and marketing for Dinolift. "We are looking forward to working together with Ebbe Christensen and his professional team."

ReachMaster specializes in compact and specialty aerial lift equipment distribution in North America, and represents such brands as Falcon, Denka, Bluelift and PB Lift.

"We are very excited and proud to be given the opportunity to re-launch the Dinolift brand



Finnish manufacturer Dinolift has appointed ReachMaster as its new distributor.

in North America," said Ebbe Christensen, president of ReachMaster. "It is a perfect fit and fills a gap in our portfolio making the ReachMaster range of high quality lifts unmatched by anyone in the industry today."

Dinolift celebrated its 40-year anniversary earlier this year. ■

H&E combines depots for larger MD location

H&E Equipment Services, Inc. recently consolidated its Baltimore and Jessup, MD branch operations into one, brand new building in Dundalk, MD.

The new store is located at 2111 Grays Road, Dundalk, MD and will serve the states of Maryland, Delaware and the Washington D.C. area.

H&E said, "The new branch facility is much larger than the original stores, with 40,000 square feet of office and shop space that sits on 15 acres of property. In order to better serve customers, new, used and rental equipment inventories have been expanded. In addition, a large portion of the new building has been devoted

to the product support side of the business with 18 service bays and a 9,000-square-foot parts warehouse." ■



H&E'S new Dundalk, MD facility, pictured here.

■ **HOLT CAT** president and chief operating officer Allyn Archer retired on Dec. 31, 2014 after working 43 years with the company. Archer now serves on the Holt advisory board. Taking over on Jan. 1, 2015 for Archer was Holt Cat's executive vice president and general manager Dave Harris. Harris will report to Peter Holt, chief executive officer of Holt Cat.

■ Equipment rental company and dealer **TITAN MACHINERY** saw revenue from rental increase 7.69 percent to \$26.6 million from last year's \$24.7 million. Despite the gain in rental, the company's third quarter revenue declined 16.1 percent from last year's \$588 million to this year's \$493.1 million. According to David Meyer, Titan's chairman and CEO, the revenue decline was due mostly to the agricultural side of business for Titan.

■ **UPRIGHT SCAFFOLD USA LLC** is looking to grow its business and appoint dealers. The company was founded in 2011 though internationally, UpRight has been around since 1947. UpRight specializes in aluminum scaffolding, which weighs 75 percent less than steel. "A bonus with aluminum scaffolding is the transportation and handling, too," the company said. "If steel were used, a CDL truck would be the mode of delivery, many employees would be carrying and building it and there would be loading concerns."

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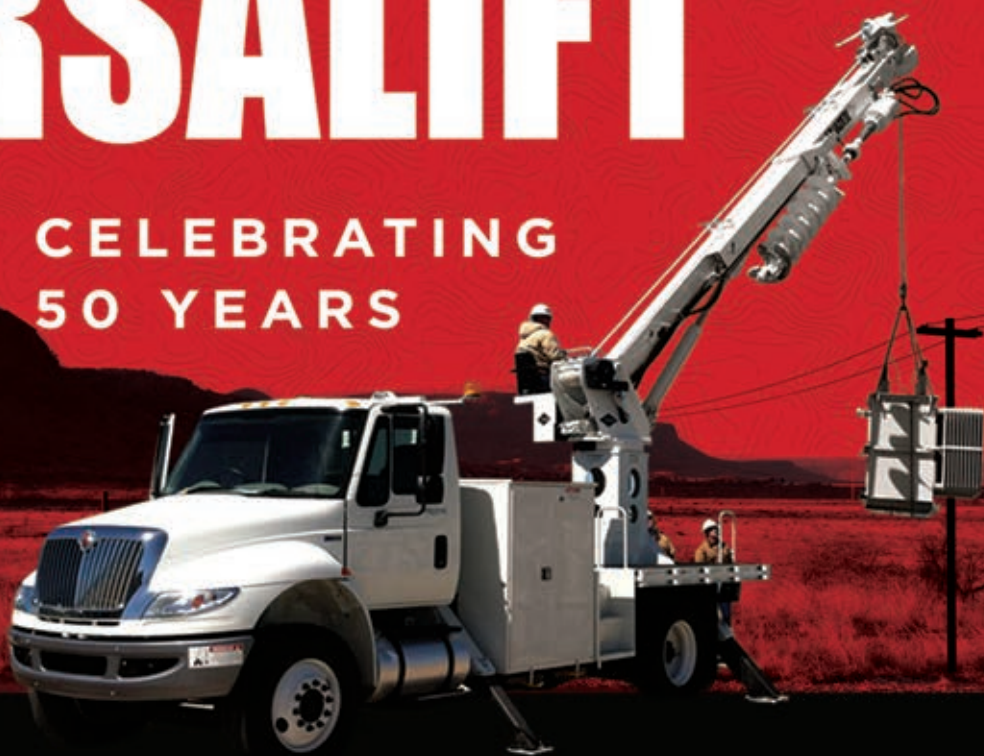


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Kevin Parkes leaving Hewden

Kevin Parkes, CEO at UK-based rental company Hewden, is stepping down Jan. 31.

Parkes, a former director at Finning (UK) took over at Hewden in 2009, leading the business after the sale to private equity company Sun European Partners.

Parkes said, "It has been my pleasure to lead Hewden over the past six years, through challenging times we have radically reorganized and rebuilt the business, relentlessly executing our strategy so Hewden is best placed to take advantage of the recovering market."

"I wish Hewden well as they transition in time to a new leader. A process I will fully support over the coming months."

And the company commented, "Throughout his career Kevin demonstrated his commitment to Hewden, the wider construction equipment and plant hire industries."

"He made a strong contribution to the development and success of the company and was widely respected by his peer group, customers and colleagues. We wish him every success in his future career."



Kevin Parkes will step down as Hewden CEO on Jan. 31.

Subhamoy Ghosh appointed Mtandt president



Subhamoy Ghosh.

Mtandt has appointed Subhamoy Ghosh as its group president.

Ghosh brings more than 25 years of industry experience to the India-based company having served as managing director of Palfinger Cranes India.

"We welcome Ghosh's rich experience and leadership to the group," said Rakesh Modi, managing director of Mtandt Group. "In his role as president, he will be responsible for sales

and distribution of aerial work platforms and material handling equipment, improving gross margins and enhancing the company's profitable growth."

Trained as a mechanical engineer, Ghosh had also been vice president of ACE, a crane manufacturer in India. Before joining ACE he held several executive leadership positions at Hyva India, Volvo Trucks India and L&T.

■ **Shanghai Horizon Equipment & Engineering Company** took delivery of the first 1850SJ Ultra Boom lift in China. The company's president, Jiayin Wang, left, and JLG Industries' president, Frank Nerenhausen, right, marked the occasion with a ceremony during Bauma China 2014.



Dingli appoints TÜV Rheinland

Dingli has appointed Germany-based TÜV Rheinland to provide third party CE certification for its aerial work platforms.

A ceremony to mark the accreditation agreement took place at Bauma China 2014 in Shanghai.

China-based Dingli previously used SGS for its certification, and a company spokesman said, "Dingli has always respected the work that SGS has done to verify and approve its products for CE certification."

Concerning TÜV, the spokesman added, "TÜV Rheinland has a reputation as one of the strictest certification companies for machinery accreditation and Dingli is looking to work more closely with the company..."

A spokesman for TÜV Rheinland explained that the company had been working with Dingli on product safety and quality for some time. "Today their excellent brand reputation and overwhelming market share [in China] accounts for the endeavor and commitment to the quality from the company's leadership to its operations. TÜV Rheinland is always here to support local brands' access to the international market with our great expertise and experience."

A ceremony at Bauma China 2014, pictured here, marked Dingli and TÜV Rheinland's agreement.



■ Contractor **BALFOUR BEATTY** has announced three-year rental equipment agreements with A-Plant, Speedy Hire, Nationwide Platforms and VP.

■ Brazil's **MILLS RENTALS** has painted one of its Genie scissor lifts blue as part of a fundraising activity to raise funds for Prostate Cancer Campaign. All the profits from the lease of the GS-3246 throughout 2015 will be donated for work to prevent prostate cancer. The company also supported the Breast Cancer Campaign by painting another lift pink for the month of October.

■ **AFI** has strengthened its presence in the UK with the acquisition of Altitude Access. The East Midlands-based company has a turnover of \$2.41 million, a rental fleet of 180 powered access machines and a depot. The Altitude Access brand will be incorporated into the AFI brand.

■ **TEREX** has restructured its distributor network in the UK to support the sale of its Genie products. It appointed three dedicated distributors – Access Platform Sales (APS), which is part of IAPS Group, Workplatform, and TDL Equipment.

Franklin Equipment utilizes Genisys Software for all of its business needs.

After opening in 2008 and growing to three locations in the last seven years, Ohio-based Franklin Equipment aims to revamp the way we know rental. From a showroom-style headquarter location to the rental software it utilizes, Franklin is stepping outside the box. Lindsey Anderson reports.



Rental renovation



Franklin Equipment has three locations throughout Ohio.

Franklin Equipment strives to do business differently.

The Ohio-based rental company was founded in 2008 by Gary Gabriel, Troy Gabriel, Tom Richardson and Tony Repeta. The four founders represent more than 150 years of experience in the equipment rental business, with the Gabriel family amassing more than 60 years' due Sam Gabriel (father) opening Sam's Rental in 1952. (Sam's was sold to NationsRent in 1997.)

A little over 10 years later, the four who watched Sam's get sold purchased the assets of Franklin Tractor and set out to differentiate themselves.

"We've invested heavily in facility upgrades and improvements," says Harold Goings, IT manager for Franklin Equipment.

And it shows. The company turned the Columbus-based tractor business into an open, equipment rental showroom with 65,000-square-feet of space sitting on 13 acres. Equipment on display is marked with prices, like

a car dealership, and innovative technology fills the space with interactive displays. More than six, 80-inch televisions pepper the showroom, and a large training area has been set aside for educational needs.

Franklin Equipment currently has 54 booms, 225 scissors and 45 telehandlers in its fleet and it prides itself on having the "newest rental fleet in the industry," Goings says. In 2014 the company experienced 60 percent growth over 2013, and Goings projects 40 percent growth for 2015.

"We also assembled the best team of experienced rental and equipment personnel in the state," Goings says. "On average, our team members have over 20 years of experience in the equipment business, and many worked with us at Sam's Equipment Rental. They know what it takes to provide the kind of service customers demand, and they do it every day. Whatever equipment problem or need customers have, we've seen it before, and we know how to help."

Franklin Equipment serves more than 3,500 customers in Ohio and beyond, and since its debut in 2008, they company has opened two further branches — one in Dublin, OH and another in Newcomerstown, OH. Lastly, the company most recently invested in new information systems.

"The magnitude of what we're doing is a huge step for the company," says Tony Repeta, general manager of Franklin Equipment. "This dealership has a fresh design that allows us to enhance our customers' experience. We are working to completely change the equipment, rental and buying experience. It's easy to find anything you need with the new floor plan."

And across its three branches, Franklin Equipment utilizes Genisys Software.

"They use our software to run almost all aspects of their business — from the front counter to the parts and service department to sales of new and used equipment, trade-ins and the back office," says Ray Bonestroo, president of Genisys Software. "They use our mobile app and one of our web portals (to allow their customers to get online and look up open orders, invoices, etc.)"

Rental software

In 2014, Genisys Software was purchased by Florida-based High Reach Company LLC (HR2). HR2 has utilized Genisys products for more than a decade.

"During that time our companies have established a valuable business alliance. We have come to appreciate and respect the working relationship created," says Lance Renzulli, general manager at HR2. "Genisys has played an

Genisys Software can be accessed via a number of smartphones.



integral role in the productivity and efficiency of HR2."

Combined, Genisys has licensed its various software suites to rental locations in 45 states and in Canada. Genisys has developed several different web portals to allow for anything from basic website integration to a fully integrated web store. Two new products are currently in development and Genisys' customers will get a first look at these innovations over the coming months, along with version 8.0 of AlphaRENTAL and updates to the Genisys Mobile product line.

AlphaRENTAL is a fully integrated solution for all aspects of rental and sales functions including quotes, reservations, rental contracts, invoicing, inventory utilization, parts, maintenance, management reports, dashboards and financials.

Capabilities

"The [software] adapts to us," says Goings with Franklin Equipment.

AlphaRENTAL has a number of benefits, including the ability to mass e-mail closed invoices or statements at the end of the night or even month, user friendly dashboards, updated applications and more. Standard features include:

rental contracts, reservations and quotations; full point-of-sale for resale inventory and parts; real time inventory availability screen or catalog; flexible store set-up screens; accounts receivable; purchase orders; automatic nightly processing; maintenance department; kits; credit memos and executive information files.

Capabilities for rental companies, include: Accommodation of all rate and pricing structures; ability to create custom contracts and invoices; flexible automatic billing options; define the number of rental days in a week, month, etc.; look up inventory by description, alternate description, serial number, bar code ID, product type, category/item number or manufacturer's part number; look up customer by business name, first or last name, telephone number, driver's license number, account/customer number or contract/invoice number; the ability to rent and sell items on the same contract, in any order plus much more.

The system is fully barcode compatible, features more than 300 reports with the ability to sort and query information, and files can be kept up to 20 years if a customer so chooses. Many more features and benefits can be read about on Genisys' website.

Goings says it's the software's ability to be simple while matching Franklin Equipment's capabilities with overall functionality.

"Our business system is our life," he says. ■



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Caterpillar expects good sales in 2015 for compact units such as the company's TH255C.



The compact crew

While manufacturers continue to add reach and capacity to their telehandler lineups, the 'little guys' are still plugging away on jobsites. Lindsey Anderson reports on compact kits.

As the man behind what is currently the largest telehandler produced in the U.S. (the behemoth 70,000-pound-capacity Xtreme XR7038), Don Ahern isn't all "bigger is better." Ahern, the owner of Xtreme Manufacturing which is known for its robust – and typically large – telehandlers, says demand from rental as well as higher construction activity across the U.S. has fueled the need for smaller teles.

"The compact telehandler market is already well-established and performing well," Ahern says. "We anticipate that we will see continued growth within the compact telehandler sector in 2015, despite the trend toward larger models, which cater to a different sector of the market."

Compact telehandlers are typically used within the general construction sector and also through a variety of application channels including non-residential, residential and masonry construction. The units can also be used with landscapers, contractor's supply yards, recycling facilities and farmers, says Roy Vinden, product specialist for Caterpillar.

However, historically, residential construction growth led customers to grow their telehandler fleets with 6,000-pound capacity machines – if their utilization is high enough to justify fleet expansion. Right now, residential construction and overall telehandler fleet utilization are trending upward, says Brian Boeckman, global product director for telehandlers at JLG

Industries, Inc., which set the foundation for fleet expansion in this area.

"While the energy industry has in recent years increased the demand for telehandlers with capacities greater than 10,000 pounds, two-thirds of the North American market is still comprised of telehandlers with maximum capacities less than 10,000 pounds," Boeckman says. "We expect this to remain largely unchanged in 2015."

Caterpillar agrees

"The market for compact telehandlers in North America is growing at a tremendous pace, with the industry averaging double digit growth year over year since 2011," says Mike Peterson, product specialist for Caterpillar. "Similar pace of growth in 2015 should be expected as customer acceptance of these machines on residential and commercial jobsites grows."

Caterpillar has a number of new products in its pipeline, including an additional compact model set to launch in the next 12-24 months.

Also new for 2015 is JCB's compact 525-60 Hi-Viz telehandler, which was shown at ConExpo 2014. Stuart Fox, product manager at JCB, says there is a backlog for the 525 right now and that the tiny tele has "driven up a lot of excitement."

"We're still seeing an upward trend for compact units," Fox says. "[2014] was a big year for JCB."

JCB's new compact 525-60 telescopic handler replaces the 524-50, 527-55 and 520-50 rear-engine models. It features a low boom pivot point for increased visibility, a 74 hp, Tier 4 final, 2.5 liter JCB diesel by Kohler engine, three steering modes and a two-speed hydrostatic

Gehl's RS5-19 telehandler has a rated capacity of 5,500 pounds and maximum lift height of 19 feet, 1 inch.





transmission with travel speeds up to 16 mph.

The maximum lift height is 20 feet and maximum load capacity is 5,500 pounds. Prior to the 525, JCB had five compact models, so they took the best features from those units and put them into the 525.

"Rental [companies] love compact units because they are versatile – you can use them in parking garages or for snow removal," Fox says. Many compact units can use skid-steer attachments, making them even more of a Swiss-Army-Knife tool.

"The versatility of the Cat TH255C, with an optional skid steer coupler interface, gives contractors the ability to add lift height and reach to the bucket and fork loading capabilities normally required of a compact construction machine," says Peterson.

Additionally, compact telehandlers have the ability to shift the machine sideways with crab steer mode, as well as maneuver in limited spaces with a tighter turning radius and lower machine heights than similarly sized compact wheel loaders.

"The Caterpillar compact telehandler was designed to appeal to a wide customer base, however, to address the rental requirements specifically, we intentionally kept the controls

Genie's GTH-5519 underwent an upgrade in late 2013. It is one of the company's most-popular telehandlers.



simple to account for the wide variety of operator skills," says Vinden.

Popular by demand

For Genie, its compact GTH-5519 is one of its most-popular telehandlers. The GTH-5519 was upgraded and shown shiny and new at ICUEE 2013. The company made a number of changes to one of its top-selling teles, including a reduction in length by 5 inches and an increase in wheelbase by 2 inches. The unit's turning radius was decreased by 3 inches.

The telehandler's main design changes were reflected in the engine choice, cab design, serviceability and product quality.

"This telehandler is even simpler to use and service," said Chad Hislop, director of product management for Genie. "It is easy to drive and offers industry-leading load capacity for its size."

The Deutz TD 2.9 L4 Tier 4 final engine is designed in such a way that it does not require a diesel particulate filter, only a diesel oxidation catalyst muffler. The power of the engine is 74 hp at 2,600 rpm.

The chassis includes housing to allow access to the hydraulic connections and air bleeding valves. On the radiator top block is the coolant expansion tank which includes an electrical coolant low level sensor. The radiator includes an oil bypass valve which simplifies installation.

The cabin interior features a black dashboard and the main instrumentation cluster offers an integrated display showing messages coming from the engine's electronic control unit. An air defroster and ventilation unit keeps the cabin comfortable, Hislop says.

"The Genie GTH-5519 is an ideal workhorse for today's jobsites," Hislop says. "As a general purpose machine, it can fit into tight spaces, help unload trucks, and can efficiently carry tools such as augers and sweepers."

Major seller

According to Boeckman with JLG, the company's SkyTrak brand is one of the best-selling telehandlers on the market.

"This product range is designed to provide the user with a machine that is reliable, simple to use and easy to service," Boeckman says. "SkyTrak machines also incorporate a Stabil-Trak system, which increases operator confidence when landing loads. JLG telehandlers are appreciated by customers for their productivity, which manifests itself in operator comfort, fast boom speeds and strong load charts combined with a powertrain that delivers outstanding jobsite terrainability."

JLG also recently introduced its new telehandler reconditioning program – a



Caterpillar says the market for compact telehandlers in North America is growing at a tremendous pace, with the industry averaging double digit growth year over year since 2011.



reconditioned G10-55A was on display at ConExpo 2014. "The program is an extension of JLG's current reconditioning program for combustion booms ranging from the 40-foot class to JLG Ultra Booms," Boeckman says. "The JLG G10-55A telehandler is the first JLG telehandler available for reconditioning. However, we will be rolling the reconditioning program out to all our telehandlers as customer demand requires."

The reconditioning program involves tearing down the machine, inspecting it, replacing components based on wear, reassembling the machine and repainting it – essentially restoring the machine to "like new" condition.

Newcomer?

Meanwhile, 2015 could be the year we see a familiar AWP face start to push out telehandlers. Since being purchased by Ahern, Snorkel is in a natural position to produce rental-ready, simple telehandlers since its owner is also the owner of Xtreme.

"Snorkel will be launching their own range of compact telehandlers during 2015," Ahern says. "More details will be released at The Rental Show 2015."

With Xtreme telehandlers designed to



Manitou's smallest telehandler is the MT 5519, pictured here.

"consistently outperform all other products on the market and come equipped with a significant number of standard features, which both increase the life of the equipment and improve the experience for the operator," Ahern says, it will be interesting to see how the Snorkel telehandlers stack up. All Xtreme compact telehandlers feature 360-degree visibility, a boom lift point, driver suspension seat and long-life boom rollers for smooth operation. In addition, all Xtreme telehandlers are sold

as standard with their market-leading 10-5-2 warranty.

Xtreme's XR5919 is the company's smallest unit – it will make its debut at World of Concrete in Las Vegas this year.

Imports

In North Carolina, Applied Machinery Sales (AMS) has been importing Italian Merlo units since 2012. Predominantly used in agriculture and sometimes in such applications as poultry, the units are gaining traction in the construction industry, says AMS president Garth McGillewie.

Merlo decided to move into North America due to the then-slumping market in Southern Europe. "AMS-Merlo was launched on the basis that businesses around the nation are not getting the best machines and service that they deserve," McGillewie says. Since its inception, AMS-Merlo has grown and the company has been able to work with hundreds of dealers.

Merlo's State-side compact units' feature reduced dimensions (5.9-feet-wide by 6.2-feet-tall on the P 25.6) that make these telehandlers ideal for work in restricted environments.

"The chassis architecture is innovative and the telescopic boom is extremely compact and built using the tried and tested Merlo system of having all the mechanical workings within the boom structure," McGillewie says.

"The extension components,

hydraulic, and electrical systems are well protected within the boom structure. By not leaving parts on the exterior, damage caused by the inevitable knocks received on the work-site is avoided."

The P25.6 is AMS-Merlo's smallest unit, with a lifting capacity of 5,500 pounds and lifting height of 19 feet, 4 inches.

French-manufacturer Manitou also has a compact unit in its product lineup. The MT 5519 is the company's smallest telehandler; featuring a lift capacity of 5,500 pounds, lift height of 19.10 feet, maximum reach of 11 feet and features a 68 hp engine.

Manitou's partner, Gehl, has a similar unit – the RS5-19 telehandler with a rated capacity of 5,500 pounds and maximum lift height of 19 feet, 1 inch, as well.

JCB's compact 525-60 Hi-Viz unit will be at The Rental Show.



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Software has redefined rental business – from big and small.

Lindsey Anderson **and** Helen Wright **report.**

New developments

Large rental companies have long been early adopters of rental management and price optimization software, but now the reach of this technology is spreading further into the industry.

“Companies [across] the world and smaller businesses are looking at the benefits,” says Hosam Zaki, vice president of pricing science at software developer Zilliant.

The company is launching a new software program – MarginMax Ramp – that specifically targets smaller rental companies to incorporate the company’s Rational Pricing approach. It has been designed to improve utilization and revenues, and better aligns rates with market and customer relationship dynamics.

“There is a niche for small- to medium-sized rental companies, and we think the MarginMax Ramp software is a good stepping stone to the full MarginMax package, which is more elaborate and sophisticated,” Zaki says.

“While we were working on previous rental engagements we found that a lot of those smaller companies had discounting pricing mechanisms embedded in their invoicing that were not obvious for the sales reps or for the customers.

“The concept that we had was to create reasonable, rational, persuasive, transparent and rationale pricing – bringing out all the possible discounts, and presenting these upfront, not hidden in invoicing systems. The idea was also to influence behavior – customers would know exactly how much of a discount they would get for renting for longer.”

The company has seen good results including increasing rental durations and revenues over a three-month testing phase, involving comparing

a control set of rental companies with a set running the new software.

Users can tweak parameters offline and only go to the field with a pricing scenario they are content with. They can also provide feedback in to the software and make adjustments when parameters change.

“The end result is that customers can trust the

price that they’re getting – all the reasons are available to everybody. I think we are moving the needle on total guess-work pricing to more data-driven rationalized science. Many small-to-medium sized companies don’t have the time or money to invest in pricing teams on the same scale as the larger companies, so this software can help them automate these systems.”

Internet opportunities?

Eugen Russ, CEO of Erento, says it is up to rental companies to define whether the Internet is an opportunity or a threat.

“However, more business-heavy rental sectors like tools, machinery or medical equipment are now seeing more and more of their business coming through the Internet,” Russ says. “This change constitutes a unique opportunity for rental businesses.”

Russ highlights increased visibility and customer reach as key opportunities – and not just for the larger players on the market.

“The Internet is an additional sales and marketing channel that allows even small companies with a small budget to advertise their products and services effectively,” he says. “Rental platforms like Erento provide a level playing field for all companies. Even the smallest, family run companies can now compete directly with the big players.

“This is because the Internet has a true democratizing effect and is greatly transparent: good customer service and product quality are key.”

Erento is one of many online resources targeting the rental industry – an arena which has seen many start-ups launched in recent time, all jostling for space together with the well-known and well-established equipment auction sites like IronPlanet and Ritchie Bros. Here are some examples of the latest launches:

Companies and what they say

Equippo.com

Equippo is an online used equipment market designed to link sellers of used



The 'smaller' guys

Another company thinking in the same vein is Point-of-Rental. Winner of a 2014 ALH Award for its Mobile Workforce solution, judges said the software was a robust system for small, mid and independent rental companies.

"It puts a smaller rental company on the same platform as a bigger corporation. You can use your mobile devices with it, have it tied to your websites, have e-signatures and pictures at time of delivery, etc., this is amazing," judges said. "Too many times we have seen technology make life more difficult. This does not do that. It works. It's great."

Mobile Workforce is a web-based application rather than device-specific. Mobile Workforce can be utilized with any Internet-enabled mobile device, be it iPhone, Android, any number of tablet devices or even a laptop. Taking full advantage of the touch-screen user interface of mobile devices, the module reduces tasks from what would normally be several time consuming steps down to a few simple clicks. Mobile Workforce allows the mobile worker to eliminate the paper equation by performing tasks onsite without having to be granted full access to the company server.

Multiple factors

Meanwhile, Ramco Systems' vice president for enterprise asset management, Rajeev Singh, says that rental organizations thrive on multiple factors such as efficient customer service, maximum fleet utilization, strategic rental terms and cost-effective asset lifecycle management.

"It is a large canvas to work on, and unless

organizations have an integrated and efficient business process plus real-time visibility and complete control over the business performance parameters, it is difficult to survive, let alone succeed," he says.

Ramco's focus markets are the U.S., Asia Pacific, the Middle East and Africa. "For 2015, we believe the equipment rental industry will continue to grow in all key markets," Singh says.

"Rental companies are looking at leveraging innovation, coupled with features like mobility, cloud, analytics and location-awareness, to improve visibility across business operations and also provide real-time information pertaining to fleet utilization, performance improvements and customer service. Organizations are also looking at leveraging technology to improve their return on assets."

Asset solutions

DPL Telematics, a provider of advanced asset monitoring and telemetry technologies, recently released the MultiTrack system. MultiTrack is a solution for wireless monitoring and remote tracking of any powered or unpowered asset to improve logistics, manage inventory and curb theft. The portable GPS unit requires no external wiring or antenna and can be hidden on any asset, installing in seconds, says Tony Nicoletti, director of sales and business development for DPL.

Many software solutions can be utilized with any Internet enabled mobile device, be it iPhone, Android, any number of tablet devices or even a laptop.

"The MultiTrack allows managers to remotely monitor any asset accurately from a robust, Internet-based software package or mobile app," Nicoletti says. "The unit is the first telematics product of its kind to feature no external wiring or antenna, an internal battery, 'little to no sky view required,' waterproof design and more.

DPL also recently unveiled its release of the Trackall OBDII vehicle tracking system. The Trackall OBDII is an solution for wireless monitoring and remote tracking of vehicles to increase driver safety and productivity while



heavy equipment and buyers in international export markets, like Peru, Poland or Russia. CEO Michael Rohmeder says, "The resale of equipment at the end of its useful rental life is a key income stream for rental companies. We are trying to break down trade barriers. Pricing is all-in and transparent, including customs, transport, logistics costs and independent equipment inspections."

Kwipped.com

Kwipped is an online platform designed to connect rental suppliers with customers. Users can navigate rental availability, execute rental contracts and co-ordinating delivery. It takes into account issues like insurance, security deposits,

accessories, return shipping, replacement costs and the reliability of both the renter and the supplier. Founder and CEO Robert Preville says the site will "enable businesses to expand their capabilities and bid on projects they may have previously passed on due to lack of access to the necessary equipment."

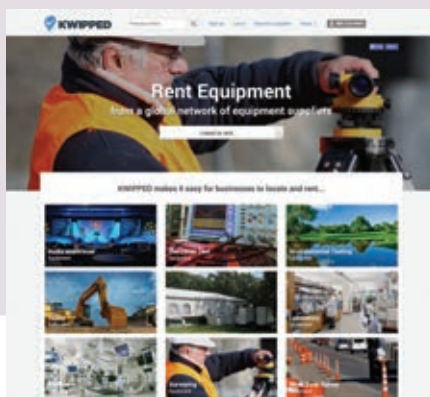
Indoogoo.com

Indoogoo is a heavy equipment trading website that has introduced a service using geolocation technology known as MyRentals. The idea is to create comprehensive search results from both local rental companies and other Indoogoo users, helping them locate and rent heavy equipment from different sources. CEO and

founder Mark Turner says, "With this service, everyone can be a renter. It gives all users the opportunity to hire out their equipment when it is not in use. Renting equipment should be straightforward."

Allequip.com

IronPlanet launched AllEquip.com, a global online, "buy now" marketplace of used construction equipment. IronPlanet CEO Greg Owens says, "We are committed to making the buying and selling of equipment faster and easier." AllEquip is said to manage the complete transaction between buyer and seller, from listing on the site to final payment. Every item for sale has a guaranteed inspection report.



reducing fleet costs. The GPS unit has no external wiring or antenna and plugs into the existing OBDII port of most vehicles.

The Trackall OBDII allows managers to wirelessly monitor all their vehicles continually and accurately from a robust, Internet-based software package. The OBDII data empowers fleet owners to remotely track and receive safety alerts such as air bag deployments, driving without a seatbelt, harsh braking, rapid acceleration, speeding, towing and much more. To determine emission test readiness, the Trackall OBDII constantly tracks the 11 vehicle system components required for an emissions test and notifies if any fail to complete their cycle. This saves the time and resources of having to re-test, as any failing system will be proactively identified and can be corrected prior to the emissions test.

ODBI also monitors the vehicle's supported temperatures, pressures and diagnostic fault codes which are wirelessly transmitted and archived on the software for remote asset diagnosis. All data is accessible from any Internet-connected device. Additional machine data includes fuel level, mileage driven, engine runtime hours, idling hours and RPM.

"The Trackall OBDII revolutionizes vehicle GPS tracking as it exists today, allowing anybody to perform an installation in seconds without any wiring or external antenna," says Nicoletti. "The market has been asking for a true plug-and-play GPS tracking solution to reduce installation time and cost, and we are excited to provide it."

'New' applications

Meanwhile, Helen Sowerby, COO at software developer Result Group, says the company has branched out into the oilfield rental market,

DPL Telematics' Trackall OBDII vehicle tracking system can fit in the palm of your hand.



Users of rental software can access a plethora of information via tablets, mobile phones and more.

where Sowerby says there is a clear need for better cost management.

She says the oilfield equipment rental software programs cover everything from the logistics of managing tools and equipment in the field, including delivery and pickup from well and jobsites, to the charging and utilization recording that is essential for accurate cost management and billing to oilfield customers.

"We are seeing a change in the economics of the oilfield world, with lots of pressures bringing prices down – fracking, for instance – making the cost of extraction very important," she says. "Until recently, a large customer that we targeted didn't bother to track the costs of what they were supplying to the site. Now these types of costs are becoming far more relevant."

Result Group has been around for nearly 20 years, having started in UK market back in 1994 and then expanded into the U.S., Europe and beyond. Sowerby says now around 65 percent of the company's business comes from the U.S., with some customers also in the Middle East and Australia.

"We think of ourselves as having three markets – specialist rental, re-rental and contractors looking for rental software to manage equipment," Sowerby says.

The company's Rental Result software covers the purchase of assets and the asset lifecycle as well as the rental process – everything from quotes and CRM to logistics and equipment mobilization and the pickup and off-rental process.

"We tend to go with the larger companies or companies with quite unique products and business set-ups," Sowerby says. "I, in terms of the uptake of new rental management software in the industry, think mobile apps have forced a sea of change in senior executive thinking – people now interact with a business in far more ways than just over the phone."

"Some rental companies have been very forward thinking, but I would say the majority are still waiting to see what the others do. The most obvious advantages of adopting software to manage your rental fleet are gains in

efficiency and productivity, as well as removing unnecessary administration and providing true mobile connectivity.

"Rental software can have a huge impact on a company's understanding of the availability and reliability of equipment, as well as true utilization figures – giving a real-time take on what is actually going on."

"We've seen an increase in enquiries over the last 12 months, with lots more construction companies getting more interested," she says. "For 2015, I think we generally expect to see an increase."

Mobile future

Looking ahead, managing director at Inspiire, Graham Dobbs, says the world is moving increasingly toward mobile solutions.

"Customer service has always been important but even more so now with heightened awareness of choice," he says. "[Companies] will also look toward recommendations from independent sources such as Facebook, Google+, LinkedIn, Twitter and other review methods will play a big part."

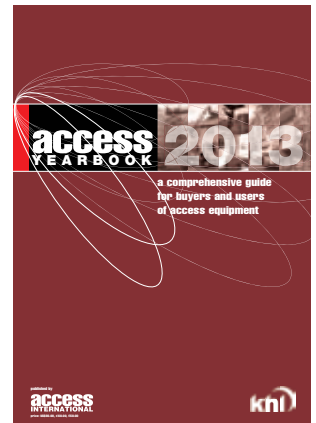
"Web portals for customers will be more prevalent, [rental] providing the ability to do more online will encourage people to use them more," Dobbs says. "Mobile apps for hirers will be more in demand and drive how rental customers do business."

Dobbs says the challenge for developers is making sure that new software features are useful and designed with the users in mind. "Keeping it simple is key," he says. "[Rental] software will become more agile being able to be used on many different devices, integration to a customer's own website and other third party software will become mainstream."

"Inspiire already offers cloud hybrid solutions as well as mobile applications and customer web portals and have done so for some time, we are seeing companies taking more of an interest and adding to the already expanding list of features and functionality."

"We also have a totally pure, cloud-based solution, already in use in some rental businesses."

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It's all about profit

Rental expo



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Big show

The Rental Show's theme this year is "Serious about Profit," and to help our readers purchase what's necessary to improve their bottom line, ALH has compiled a thorough show guide to the 2015 event. From telehandlers to AWP's, batteries to company profiles, here's what to expect in New Orleans.

THE RENTAL SHOW 2015

When: Feb. 22-25

Where: Ernest N Morial Convention Center, New Orleans

Hotels: www.therentalshow.com

Exhibits will be on one floor, in halls E through J at the Ernest N. Morial Convention Center. Seminars and Events & Tents will be held on the second and third floors.

The 2015 Rental Show, Feb. 22-25 at the Ernest N Morial Convention Center in New Orleans, is set to start the New Year off right as more than 675 exhibitors plan to show their latest and greatest products and equipment. The American Rental Association (ARA) expects attendee numbers to top last year's 5,600.

The ARA's chief executive officer, Christine Wehrman, says the show is a must-attend opportunity for anyone in the rental industry who is serious about profit.

"From the latest rental equipment on the trade show floor to the full day of rental-specific educational seminars and networking with those who know the rental business best, The Rental Show is the only place to find all these resources in one location," she says.

In addition to the exhibition, The Rental Show has planned 23 rental-specific seminars during

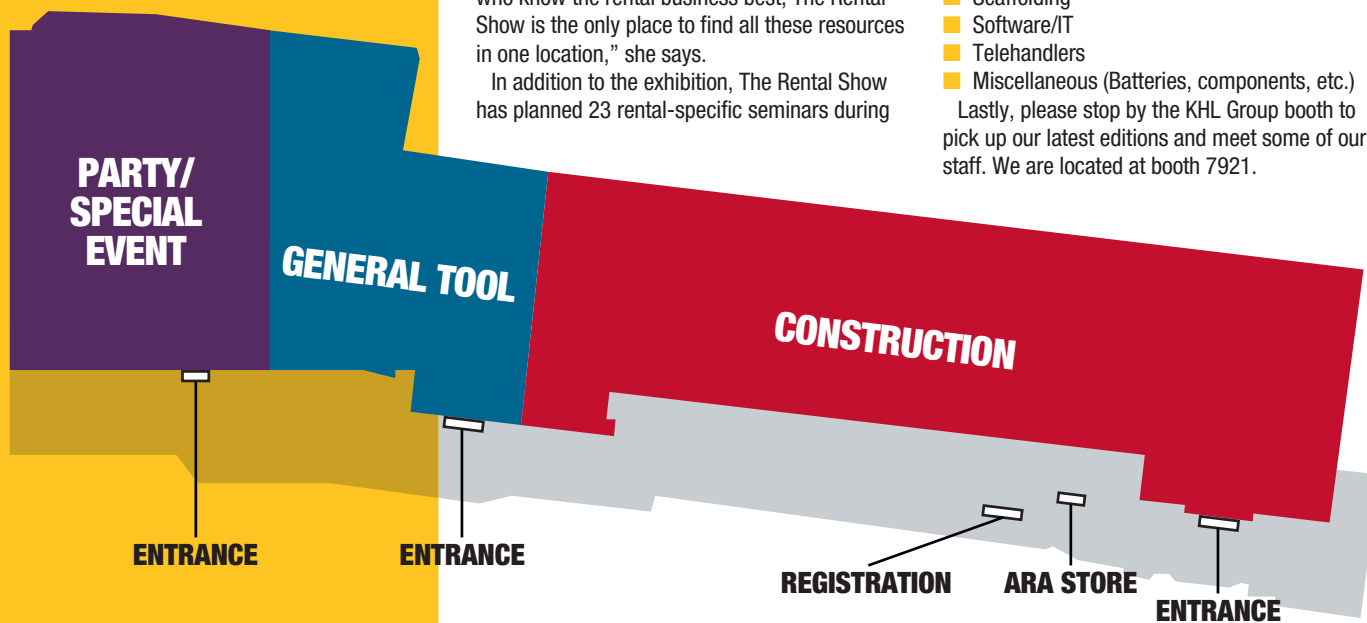
the show. Another highlight is expected to be the keynote address from Super Bowl-winning quarterback Peyton Manning.

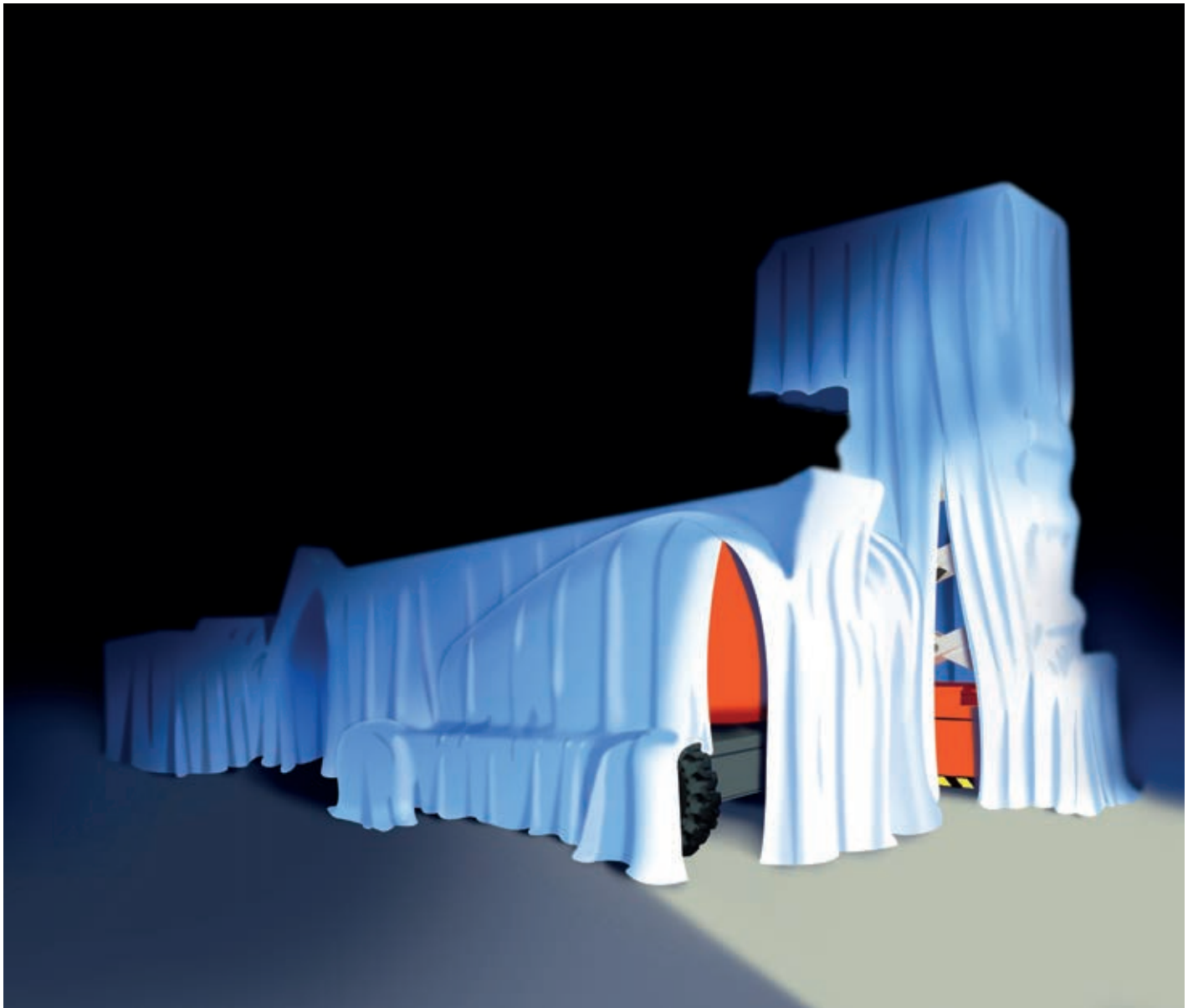
A full day of seminars is planned for February 22, with 23 educational sessions throughout the show. Topics to be covered include cash flow, communication, online video, workplace safety and more. Additional morning sessions are planned to take place on Feb. 24 and 25.

In this special supplement, we've curated our coverage to provide the most in-depth Rental Show information for the access, telehandler, scaffold and related industries. This guide is broken into the following sections:

- Aerial Work Platforms
- Scaffolding
- Software/IT
- Telehandlers
- Miscellaneous (Batteries, components, etc.)

Lastly, please stop by the KHL Group booth to pick up our latest editions and meet some of our staff. We are located at booth 7921.





Unveiling New Models at The Rental Show

Don't miss Snorkel at The Rental Show 2015. Alongside some of the most popular Snorkel lifts, including the class-leading A46JRT and A38E electric boom lifts, Snorkel will be debuting brand new models – available for order at the show.

Snorkel lifts are designed to meet the demands of the rental industry. Simple yet robust machines which deliver superb levels of performance and low total ownership costs, all backed by in-house product support and excellent spare parts availability.

Visit Snorkel at The Rental Show 2015 to find out more.



NEW ORLEANS 2015

Feb 23-25, 2015 | Booth 9213

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SHOW SCHEDULE

Saturday, Feb. 21

7 a.m. – 5 p.m. Registration open
8 a.m. – 5 p.m. Exhibitor move-in
8 a.m. – 5 p.m. Events & Tents
6 p.m. – 8 p.m. Events & Tents Reception
The Chicory

Sunday, Feb. 22

7 a.m. – 5 p.m. Registration open
8 a.m. – 5 p.m. Exhibitor move-in
8 a.m. – 5 p.m. The Rental Show seminars
Noon – 1:30 p.m. Networking Lunch With ARA
5:30 p.m. – 8 p.m. ARA Young Professionals Network Reception
Barclay's New Orleans
7 p.m. – 10 p.m. Canadian Rental Association Hospitality Reception
Hilton New Orleans Riverside

Monday, Feb. 23

7 a.m. – 5 p.m. Registration open
8 a.m. – 10 a.m. Keynote session presented by Peyton Manning



NOTE: Full registration and ticket are required to attend.

10 a.m. – 5 p.m. Exhibit hall open
4 p.m. – 5 p.m. Canadian Rental Association annual general meeting
5 p.m. – 6:30 p.m. Regional Receptions
6:30 p.m. – 8:30 p.m. ARAPAC Reception

Tuesday, Feb. 24

7 a.m. – 5 p.m. Registration open
8 a.m. – 9:30 a.m. The Rental Show seminars
8 a.m. – 9:30 a.m. CERP (Certified Event Rental Professional) program testing
9 a.m. – 5 p.m. Exhibit hall open
5 p.m. – 6:30 p.m. ARA Foundation Charity Auction and Reception
5 p.m. – 7 p.m. International Reception
7 p.m. – 10 p.m. ARA's Celebration at Steamboat Natchez

Steamboat Natchez Riverboat and Waterfront Pavilion

Wednesday, Feb. 25

7 a.m. – 1 p.m. Registration open
8 a.m. – 9 a.m. Wednesday Wake-Up Session
9 a.m. – 1 p.m. Exhibit hall open
1 p.m. – 9 p.m. Exhibitor move-out

AERIAL WORK PLATFORMS

All Access Equipment 7857

All Access Equipment currently offers end-users two different types of equipment: Articulating, track-mounted aerial lifts and articulating loaders. Both are designed to provide access where other types of lifts cannot reach. The company offers four models of CMC lifts.

Bailey Manlifts & Cranes 9916

Bailey specializes in manufacturing battery powered and hybrid manlifts, including specialty market and custom manlifts. The company offers four types of lifts, including OMNI-steer scissors and booms, electrically insulated lifts, pedestal mount lifts and battery powered and hybrid booms.

Bronto Skylift 7053

Bronto Skylift will be exhibiting their model S 150 XDT truck-mounted telescopic aerial work platform. "The Bronto S 150 XDT is especially well-suited for the rental market," the company says. "It's a lighter weight, compact aerial that is road-legal in all states, so it can be driven to almost any worksite, quickly set-up, and elevated to overhead areas in a matter of minutes." The S 150 XDT is mounted on a CAT chassis, features a 152-foot overhead working height and a telescopic, articulating platform boom that provides 100-feet of horizontal outreach for increased up and over capabilities. With 360-degrees of continuous turntable rotation and a 1,400-pound platform capacity, workers are able to carry tools and equipment to access almost any elevated worksite, Bronto says.

Bronto will exhibit at The Rental Show for the first time ever this year.

Cormidi USA 9519

Cormidi USA will show a range of its products, including its aerial lift and track-mounted equipment.

Cushman 6955

Cushman provides a complete range of material-handling and utility vehicles. Gasoline- and electric-powered models plus custom options will be on display.

Custom Equipment 7713

Custom Equipment will display seven models from its line of Hy-Brid low-level scissor lifts.

The HB-830 features a longer platform to give maintenance crews and contractors more space for tools and supplies. The lift has a capacity of 550 pounds and the unit features a zero turn radius for maneuverability in confined spaces. It allows users to perform work like drywall, electrical and HVAC at heights up to 14 feet.

The HB-830's platform is 25.5 inches wide and 55.75 inches long – nearly 9 inches longer than the original model. It can accommodate two people. It also features a 30-inch slide-out extension. The extension has a capacity of 250 pounds and is supported by the lift's midrail, which eliminates jamming associated with traditional rollers.

The HB-1030 low-level scissor lift offers 750 pounds of platform capacity. The all-purpose, heavy-duty lifts allow up to two people to work at heights of up to 16 feet. Platforms are 25 inches wide by 60 inches long, and feature 30-inch slide out extensions for even greater working space. The extensions have capacities of 250 pounds.

The Hy-Brid HB-1030's platform is operated up and down by the unit's hydraulics, while the electrical drive and steering system is powered by two 12-volt, deep-cycle batteries.



The HB-1230 scissor lifts are ideal in congested areas that with low floor-loading requirements on jobs with working heights up to 18 feet. The platforms are 30 inches wide, 55 inches long and feature extensions that add nearly 29 inches of length. They can hold two people and up to 550 pounds. They also feature zero-turn radiuses for exceptional maneuverability around tight corners and through doorways.

The HB-1430 low-level scissor lifts are ideal for working heights up to 20 feet. HB-1430 platforms are 25 inches wide by 60 inches long and 30-inch slide out extensions. The lifts can accommodate two people and hold up to 670 pounds. The extensions have a capacity of 250 pounds.

The HB-P1027 push-around low-level scissor lift's platform is 22 inches wide and 37 inches



Genie's first entirely new compact, lightweight electric Z-boom lift was originally showcased at APEX in The Netherlands in 2014, but will make its American debut at The Rental Show.



The HB-1230 scissor lifts, pictured here, are ideal in congested areas that with low floor-loading requirements on jobs with working heights up to 18 feet.

long. The ANSI/CSA-compliant HB-P1027 lifts as much as 550 pounds. The HB-P1027 weighs 870 pounds and its wheels help distribute its weight and provide wheel loads as low as 250.3 psi.

The new HB-P827 low-level scissor lift features zero turn radius for damage-free use over delicate floors. The push model offers a working height of 14 feet. The platform on the HB-P827

Custom's HB-830, pictured here, features a longer platform to give maintenance crews and contractors more space for tools and supplies.



is 22 inches wide and 43 inches long. The ANSI/CSA-compliant HB-P827 lift can hold as much as 500 pounds, and the CE-compliant HB-P4.5 can hold up to 550 pounds. The CE unit also is equipped with a platform overload protection sensor.

The HB-P527 push-around lifts feature a 22-inch by 37-inch platform also is encircled by toeboards to prevent tools or materials from accidentally falling off the lift.

All of Custom Equipment's lifts feature dual front wheels to help distribute the machine's weight and provide lower wheel loads.

Finally, the units are operated up and down by hydraulics, while the electrical drive and steering systems are powered by two 12-volt, deep-cycle batteries. Since the system is electrical rather than hydraulic, it draws fewer amps and requires less overall power. This, combined with lightweight construction, allows the units' battery power to last up to two times longer, or as long as 10-16 hours, the company says.

Genie 8325

Visitors to Genie's stand will see a number of products, including the company's first entirely new compact, lightweight electric Z-boom lift. Designed for both indoor and outdoor maintenance applications, the Genie Z-33/18 boom lift is suited to tasks on sensitive surfaces where space is restricted, the company says.

The lift weighs 8,025 pounds and offers a ground clearance of 5.9 inches. The unit's key features include solid non-marking or multi-surface tires as option, long working cycles due to low-consumption AC drive transmission, a tight turning radius, the ability to drive at maximum height, plus the benefits of the Genie FastMast boom system that shortens ground-to-top lifting time.

"This is a completely new model designed from the ground up to offer a great combination of lightweight, compact dimensions and



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up-and-over lift capabilities combined with powerful drive motors. Our customers are demanding versatile boom lifts for sensitive indoor tasks that are also capable of meeting general outdoor maintenance applications," says Carlo Forini, director of business development and product management, Terex AWP EMEAR.

Featuring a 6.3-foot wheelbase providing a gradeability of 30 percent, the Genie Z-33/18 articulating boom lift offers a working height of 39.4 feet, a horizontal reach of 18.3 feet and an up and over clearance of 14.1 feet. In addition to a 2.6-foot-long by 3.1-foot-wide platform, the basket supports up to 440 pounds.

With the boom stowed, the unit comes in at 4.11-feet-wide by 13.5-feet-long. Drive speed is 3.7 mph.

Visitors can expect many more products and services at the Genie booth, including a new telehandler. For more on the new tele, please visit the "Telehandlers" section of this supplement.

Haulotte Group **7535 & 4525**

Haulotte Group will showcase a large range of its products at the show, but a key focus will be on the company's new HA46RTJ boom lift.

The HA46RTJ rough-terrain, articulating boom lift comes in two configurations, including the Pro version and O version. The Pro version is built for professional performance, while the O (which stands for "optimum") version is designed for ease of use and maintenance for rental fleets and their customers. Both versions offer the patent-pending ActivShield Bar secondary guarding device as an option.

The unit features a 45-foot, 11-inch platform height with 27 feet, 3 inches of outreach. It is powered by a 35-hp Kubota 26 kW Tier 3 engine that does not need a DPF. The unit has a reinforced hood design, a fully modular basket with upper control box cover, takes 40 seconds to reach full height and the Pro version features



JLG will also showcase its latest generation of FT Series LiftPod personal portable lifts, pictured here, which were previewed at ConExpo 2014.

four-wheel drive, four-wheel steer and 360 degrees of continuous rotation along with an 8-foot basket as standard.

For more on this unit, see our review of The Rental Show in our March/April issue.

Imer USA **6846**

Imer USA offers tracked, high-reach articulated boom lifts.

JLG Industries **8923**

JLG Industries will introduce its completely redesigned JLG and SkyTrak telehandlers at The Rental Show. (For more information on these, please see the "Telehandlers" section of this guide.) Visitors to JLG's booth will also see new additions to the company's line of boom lifts and scissor lifts. The company will also showcase its latest generation of FT Series LiftPod personal portable lifts, which were previewed at ConExpo 2014.

LiftSmart **8221**

LiftSmart is a privately held, family owned and operated company. The company manufactures portable, telescopic material lifts (such as duct lifts) for the construction and equipment rental markets and is located in Vista, CA. The company consists of manufacturing, design engineering and sales professions. The company is ran by husband and wife Steve and Kristi Citron who met at Genie Industries in 1985.

Man Lift Manufacturing **6422**

Man Lift Mfg. Co. is a manufacturer of explosion-proof mobile hydraulic equipment, plus other access solutions. The company is known for its OMNI-steer scissor lifts, MSHA mining lifts, electrically insulated lifts, high-capacity lifts and more. It most recently



MEC Aerial Work Platforms will unveil this brand new 60-foot boom lift at the 2015 Rental Show.

developed the SHU vertical access platform attachment for scissor lifts.

MEC Aerial Work Platforms **9755**

MEC Aerial Work Platforms will unveil a brand new 60-foot boom lift at the 2015 Rental Show.

The 60-foot boom will reportedly have 600 pounds of lift capacity, 42 feet and 8 inches of outreach and 45 percent gradeability. The unit can be powered by either diesel, battery or with a hybrid option.

Standard features include: an 8-foot work basket, a continuously rotating turret and full-time, four-wheel drive.

A 6-foot jib adds 135 degrees of motion to the unit and the platform rotates 180 degrees each way. The boom and riser reach full height in 50 seconds and the boom can be fully extended in just 20 seconds. The unit's tailswing is 3 feet, 11 inches. The inside turning radius is 6 feet, 6 inches and the boom will have 13.5 inches of ground clearance. It can be driven at full height, as well.

MEC will offer a diesel, 44 hp Kubota engine or a battery powered option with a 72-volt, 370 AH battery pack. Hybrid is also available as an extra option.

The boom with a diesel engine is expected to weigh 17,900 pounds and the battery version will weigh about 18,500 pounds.

Niftylift **6435**

Niftylift is a manufacturer of powered access equipment that includes trailer-mounted, self-propelled, track-drive, static-base and vehicle-mounted aerial work platforms.

Haulotte's new HA46RTJ will be on display at this year's event.



ReachMaster 9723

Ebbe Christensen, president of ReachMaster, says the company will be showing some "very exciting new products at the ARA show this year."

Newest to the company's lineup, and on display at the show, will be the Dinolift RXT series. The Dinolift RXT series units are self-



Visitors to ReachMaster's stand can expect to see this 59-foot Bluelift boom on display.

propelled, rough terrain boom lifts with working heights between 67 feet, 5 inches and 86 feet, 11 inches. The Dinolift has an articulated and telescopic boom, oscillating front axle and 4WD. It has as standard 2-wheel steering, 4-wheel steering and crab steering. "The RXT is a very robust lift, with a strong Kubota diesel engine and excellent gradeability at 35 percent," Christensen says.

A 59-foot Bluelift unit (B59), which the

Newest to the ReachMaster's lineup, and on display at the show, will be the Dinolift RXT series, pictured here.

company says is still the first ever compact lift with lithium battery and gas engine combo in the U.S., will be on display. All Bluelift models (39 feet to 72 feet in platform height) can now travel through a single standard door. The Bluelift B59 shown at ARA is now faster than its predecessors and features a new highly advanced steering system and new, uniform control panel for all 2015 and onward Bluelift models.

The company will also have a handful of other products on display for visitors to see, including its new Mighty Crane line and window-pane-lifting unit called the Galizia.



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Brad Boehler -President, Skyjack



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Skyjack's new SJ86 T telescopic boom will make its debut at the event.



ReechCraft 5948

ReechCraft is the manufacturer of the PowerLift, PowerMast and PowerPole, amongst other products. Visitors to its booth can expect to see a range of lifting solutions.

Skyjack 9235

Skyjack is unveiling the SJ86 T telescopic boom and showcasing its full line of aerial work platforms at The Rental Show.

"The SJ86 T is the latest in a line of boom products Skyjack has brought to market in recent years," said Malcolm Early, Skyjack's vice president of marketing. "While it is far from the last boom lift we will introduce, it represents a milestone as a much asked for addition by our customers."

The new SJ86 T helps meet increasing customer demand in the rental industry with its higher capacity and greater reach. Two models will be available in North America: a telescopic-only model with a platform height of 82 feet and a model with a jib, featuring a platform height of 86 feet. Full details on the SJ86 T will be released at The Rental Show.

In addition to the new telescopic boom, Skyjack will be showcasing the SJ63 AJ articulating boom, which features a unique open-center knuckle riser design for improved visibility.

From its vertical mast lift line, Skyjack will be showcasing the SJ 12 and SJ 16. Their lightweight design provides low ground pressure and floor loading, a zero-degree inside turning radius and a traversing platform for added reach.

Three DC electric scissor lifts, SJIII 3219, SJIII 3226 and SJIII 4632, will be displayed at the stand. The electric scissor lifts are quiet with zero emissions and able to work in the tightest of spaces, helping to make these the world's top-selling aerial work platforms.

From the rough-terrain scissor lift line, Skyjack will showcase SJ6832 RTE and SJ9250 RT. The SJ 6832 RTE electric rough-terrain scissor lift is the only machine in its category with 45 percent gradeability and four-wheel drive as standard. The RTE provides end users with a zero-emission scissor lift that comes with the low

running costs and high uptime customers expect from Skyjack's "simply reliable" AWP design philosophy. The SJ9250 RT, full-size rough terrain scissor lift, offers high work heights and heavy duty capacities.

Visitors can also expect Skyjack to tout its Skycoded controls system. "At the heart of every Skyjack machine, proven and simplistic control systems using Skyjack's color coded and numbered wiring system make our machines the easiest to troubleshoot and repair," says Early. Black #14 is for the lift function on a 3219, and it is lift on a 63AJ. Using an analog-based control system such as Skycoded allows Skyjack AWP's to operate using a simplified system with fewer and less expensive components, the company says.

Also featured will be the AXLDrive system. Skyjack's mechanical "axle based" drive system gives positive traction and good terrainability, the company says. This is achieved using an automatic locking differential on the back axle and non-spin and limited slip front differential on the front axle. This means machines can climb grades of up to 30 percent in the case of RT scissors, 45 percent for articulating booms and 50 percent in the case of telescopic boom lifts.

For more, including information on SpeedyReach, EasyDrive and Accessoryzers, visitors should look to Skyjack's booth for details.

Snorkel 9213

Snorkel will showcase its range of industrial aerial lifts, including push-around mast lifts, electric slab scissors and articulated boom lifts.

Teupen USA 9055

Teupen has multiple product releases for 2015. Including the new TL54AJ and a Lithium Ion Power System for its line of compact track lifts. Beginning in the first quarter of this year, Teupen will offer the new 54-foot platform height (60-foot working height) machine and the option of lithium power on the following models: TL44; 51; 54; 63 and 69.

The TL54AJ, with its 54-foot platform height and 32-inch width, is introduced as Teupen's largest "single door" access machine. This

machine features an independently controlled jib; a 28-foot side reach; and height and width adjustable tracks. The TL54AJ's power comes from a Kubota Z602 - 14.5hp diesel engine with a secondary electric motor powered by an 115V/20 amp electric service. As an option, the machine can be ordered with Teupen's new Lithium Ion Battery Pack (details below).

Other key features of the TL54AJ include: Cable remote control with complete machine control; Outrigger design to allow improved slope stabilization to 21 percent; Manual height and width adjustable tracks; 440-pound unrestricted basket capacity; and white, non-marking tracks as standard.

"With the new TL54AJ, Teupen continues to offer efficient height access solutions for those challenging job applications where traditional lifts, scaffold or other alternatives are inadequate," says Scott Reynolds, president of Teupen USA. "The compact dimensions and low weight of this machine are tremendous benefits for both interior and exterior work. Teupen lifts provide contractors and facilities alike with an affordable alternative to other cumbersome choices."

Teupen's Lithium Ion Battery Pack will be



Snorkel will show a number of products at The Rental Show. Pictured here is the company's stand from the 2014 event.

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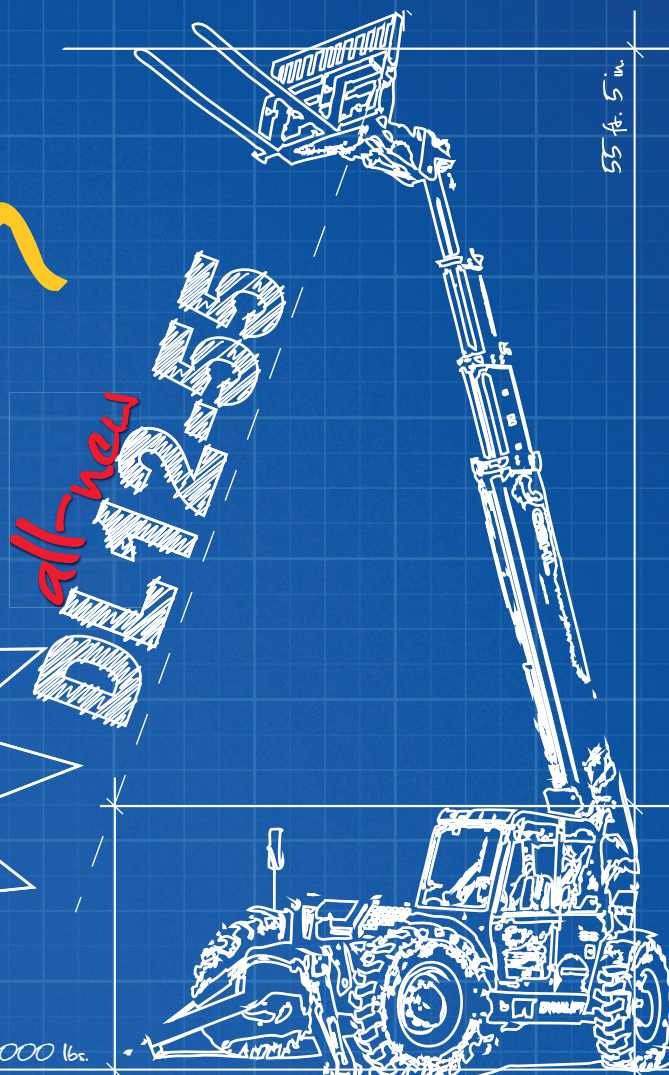


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With lift heights from 40'0" (13.5 m) to 55'5" (16.9 m), the DL Series telescopic handler range provides six models to choose from in a range of capacity and lift height configurations. All models offer rugged performance, low machine height for passage under standard eight foot doorways and a tight turning radius.

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offered as an optional power source on five models beginning this year, as well. The battery pack option would replace the diesel engine as the prime power source and would still be coupled with an 115V/20 amp electric motor as secondary power.

This new power source will provide "outstanding torque and speed allowing the machines to operate even more flexibly in interior applications," Reynolds says. A few key features include: 48V/120 Ah/6 kw Lithium Battery Pack; Less than four hour recharge time through 120V on board charger; Approximately 3,000 charge cycles; Completely sealed, low maintenance system and the ability to charge while in use.

"Teupen is excited about the properties of the lithium-ion battery – especially when

comparison to lead batteries," Reynolds says. "Excitement is primarily because the Lithium-ion battery is voltage-stable. In other words, it consistently provides full power throughout the duration of use until shortly before reaching the discharge state. Additionally, efficiency is gained because recharging or equalization charging of the battery after the actual charging process is not necessary to protect the battery. This saves energy. Finally, this battery can be charged more quickly thus reducing the downtime of workers and more available operating hours for the machine."

Tracked Lifts **8649**

Tracked Lifts deals Platform Basket and Ommel Lift compact, tracked AWP's.

Up Equip **9556**

Up Equip specializes in overall access solutions. "We provide our customers with high quality,

customized atrium compact tracked lifts and experienced technicians to assist them live or over the phone so they can move up their crews safely in hard-to-reach areas."

In addition to the Easy Lift Spider Lift series that Up Equip rents and deals, the company says it counts on experienced and knowledgeable employees who can come up with the right solution for all customers' specific needs.

SCAFFOLDING

A-1 Scaffold Mfg., Inc. **7349**

A-1 Scaffold has more than 30 years of experience in the industry. The company manufactures all types of scaffolding and can custom fabricate, as well. Stop by the booth to learn more.

BilJax by Haulotte Group **4525**

BilJax by Haulotte Group provides a full line of scaffolding and accessories, event seating and staging.

Granite Industries **5343**

Granite provides scaffolding, power carts, staging and bleachers.

Little Giant Ladder Systems **5604**

Little Giant provides planks, scaffold accessories and step ladders.

Metaltech – Omega **5071**

Metaltech offers a range of products, including exterior and interior scaffolding.

Scaffoldmart **6019**

Scaffoldmart is a manufacturer and distributor of scaffolding frames and accessories. The company specializes in all aluminum and alum/ply walkboards and is a D165 plank manufacturer.

Upright Scaffold USA **10035**

Upright provides aluminum scaffolding products and accessories.



Beginning in the first quarter, Teupen will offer its new 54-foot platform height TL54AJ, pictured here.



SOFTWARE AND TECHNOLOGY

Alert Management Systems 6121

Alert Management Systems is a provider of rental technology with thousands of users writing millions of rental contracts across North America and the Caribbean.

The company recently announced its new integration with Fleetmatics REVEAL+ mobile workforce solutions delivered as software-as-a-service (SaaS). Fleetmatics REVEAL+ is now the flagship option for users of Alert's GPS Dispatcher Pro. Using this feature, a dispatcher can send an entire pre-planned route to a truck-mounted Garmin GPS receiver with the touch of a single button in the Alert Dispatcher Dashboard. The Garmin device will display the turn-by-turn route on its colorful display screen as well as 'speak' the route to the driver. Fleetmatics has demonstrated itself as a cost-effective solution for both safety and efficiency in fleet management.

Alert's GPS Dispatcher Pro is integrated with cloud-based software from Fleetmatics and Garmin GPS devices. Alert Management Systems says the software improves transportation efficiency, lowers transportation costs and shapes businesses to operate more profitably.

Armada Dynamics 4952

Equipment Rental Management software from Armada Dynamics is optimized to "help any rental company be more productive," the company says.

Automated Rental Management 5033

Automated Rental Management provides rental management software with integrated accounting and CRM functionality. Supported platforms include Windows, MAC OS, smartphones and tablet computer.

Baseplan Software 9305

Baseplan Enterprise is a completely integrated operational and financial management solution for equipment dealers, rental businesses and fleet management. Sales, service, inventory, rental and transport are all integrated fully with financial.

Charter Software - ASPEN 7125

Charter Software is the provider of ASPEN, "an affordable, Windows-based business system designed to improve the profitability of equipment dealerships." ASPEN's tools include inventory management, integrated CRM, data-mining, rental utilization, mobile applications and more. The ASPEN system can be hosted on Charter's leased servers, eliminating the need for a server or special hardware, or can be installed on a company's own servers. ASPEN is scalable to grow with any company, and accommodates multiple locations, the company says.

Cloud Rental Systems 5260

Cloud Rental offers equipment rental software-as-a-service. Designed and built for Windows Azure.

Corporate Services 8629

Equipment and rental management software for those who own, rent or utilize equipment. "Solutions that make it easier to track and manage your valuable assets," the company says.

Fleetilla 6958

Fleetilla provides GPS fleet management asset tracking and equipment usage tracking solutions, along with hardware and cloud based services. The company touts its telematics solutions for enterprises, rental operators, software providers and OEMs.

LoJack Corp. 8529

LoJack is launching LoJack Connect for Equipment at The Rental Show. The company has signed a strategic alliance agreement with Trackunit to deliver and support telematics solutions for the off-road equipment industry in North America.

"This alliance will instantly bring to market new telematics and off-road fleet management solutions for the construction industry in the United States," said Svend Hansen, CEO of Trackunit. "We are very excited about the opportunity to work closely with LoJack to expand our global presence and see the fit between our two companies as a perfect match for this strategic alliance in North America"

"Our collaboration with Trackunit will strengthen LoJack's existing alliance for on-road fleet management with off-road technology solutions and will provide significant business growth opportunities for both companies," said Randy Ortiz, president and CEO of LoJack Corporation. "With the

Point-of-Rental's Enterprise Software for Windows is a complete rental management software solution.

introduction of a full suite of telematics solutions for the construction equipment industry, we look forward to a successful alliance with Trackunit that leverages our long standing relationships with key clients in this segment. LoJack Connect for Equipment will provide a new level of professional asset management that will complement our LoJack Stolen Equipment Recovery solution that has recovered millions of dollars of high value equipment and provided outstanding ROI for our clients. Recent wins in the telematics segment – including with Fortune 500 companies – have shown us that the momentum is building behind both our on-road fleet management solution (in alliance with TomTom Telematics) and with our off-road equipment solution with Trackunit."

Point-of-Rental Systems 5109

Point-of-Rental Systems will showcase a number of its software solutions at The Rental Show, including Mobile WorkForce, Enterprise Software and CLOUD.

CLOUD by Point-of-Rental takes full advantage of cloud computing by providing inventory and rental management software accessible through the Internet. Available by a monthly subscription, CLOUD allows users to quickly import information by utilizing barcode scanning for driver's licenses and inventory. It also automatically attaches product photos taken

A web-based application rather than device-specific, the Mobile WorkForce module fully integrates with Point-of-Rental Systems' Enterprise Software for Windows.



Mobile WorkForce can be utilized with any Internet-enabled mobile device, be it iPhone, Android, any number of tablet devices, or even a laptop. SSL encryption keeps customers' information safe.

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from mobile devices in order to track item conditions. Additionally, the product provides an online facing storefront, enabling the technology driven market to place orders and even pay via the web.

Features include uploading photos to track equipment condition, credit card processing and an integrated online storefront system.

New transactions can be created with a wizard, and existing transactions can be modified at any point. With many pre-defined filters available, CLOUD's Workbench shows active transactions at a glance and highlights any overbookings.

The company's Enterprise Software for Windows is a complete rental management software solution.

Some examples include a Mobile Workforce Module that allows employees in the field to access and update vital information; dispatch center with a GPS that interfaces seamlessly with Point-of-Rental transactions; a fully integrated purchase order module designed specifically to handle sub-rentals and re-rentals; a service order module for recurring service of on-rent equipment; and a business intelligence dashboard that can be tailored to specific company goals. To help owners and managers keep a close eye on trends, more than 400 reports can be automatically generated, and an unlimited number of others can be created using

Matching

Match the payment method codes to their meaning:

Column 1	Column 2
☐ N	A) Customer paid in cash
☒ C	B) Customer paid by check
☐ U	C) A refund is owed but not given
☐ R	D) Customer will be refunded through Accounts Payable
☐ K	E) Payment due is sent to AR

Submit

Question 10 of 10

An example of a quiz in Wynne University.

Crystal Reports.

Lastly, the company will also educate visitors on its award-winning Mobile WorkForce. A web-based application rather than device-specific, the Mobile WorkForce module fully integrates with Point-of-Rental Systems' Enterprise Software for Windows. It can be utilized with any Internet-enabled mobile device, be it iPhone, Android, any number of tablet devices, or even a laptop. SSL encryption keeps customers' information safe.

A new menu allows users to search for items directly by its key, name/long description, serial number, part number, alias/lookup, item number

or barcode, and then perform item specific tasks. If any item in the yard requires maintenance or is broken, users can start an Internal Maintenance Contract (IMO), allowing it to remain available for rent or an Internal Repair Contract (IRO), which puts the item out of service directly from WorkForce. This contract is imported into the Point-of-Rental system where further processing is done from the Counter System.

Other features include: item photos, item meters, item counts, service contracts, directions and the ability to "clock in" or "clock out" of work.

Wynne Systems 5437

Wynne will be displaying information on its new Wynne University, amongst other products. Wynne University aims to provide users a new philosophy on education with new direction, media and strategies.

The new educational tool allows scheduling through Zendesk and features a YouTube channel, e-learning library, collection of programs, quizzes and more. The university is free and available 24/7 from any mobile-able device.





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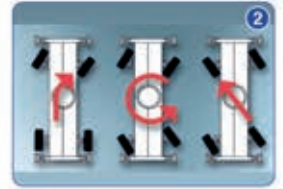
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Case Construction Equipment 9413

Case provides a full line of construction equipment including compact telehandlers and after-market support. See what's on display at the show.

Gehl Co. 7321

The brand new Gehl DL12-55 telescopic handler "offers the best of both worlds," the company says, with 12,000 pounds of maximum capacity and 55 feet of lift height. It is the largest capacity and lift height of the Dynalift line, the company says.

The Gehl DL12-55 comes equipped with a John Deere 115 hp Interim Tier 4 engine, with 4-speed powershift transmission and 4WD/4WS. "Other features include; standard equipment foam-filled tires, exceptional visibility, spacious cab and adjustable hydraulic systems to fit the comfort and skill level of the operator," the company says.

Gehl will also showcase its updated RS6-34 telehandler. Recently updated with a 74 hp Deutz TD 3.6 L4 Tier IV-Certified Engine, the telehandler supplies 288 foot-pounds of torque. Other new features include: standard engine cover, single key start, transmission clutch cut-off, power port in-cab, A/C option and diagnostic display on the dash.



The GTH-636 is a new product from Genie, filling a gap between the company's 5,000-pound and 8,000-pound capacity telehandlers.

Gehl's new DL12-55 telehandler will be debuted at The Rental Show this year.

Genie 8325

Genie will show a number of its products at The Rental Show, including its brand-new GTH-636 telehandler and the articulating Z-33/18 boom.

The new telehandler, the 6,000-pound capacity Genie GTH-636 was shown to a group of editors at the beginning of November for the first time. It makes its official debut at The Rental Show 2015. The 36-foot maximum lift height unit is now in production at Genie's facility in Moses Lake, WA.

The GTH-636 is a new product from the company, filling a gap between Genie's 5,000-pound and 8,000-pound capacity telehandlers. The GTH-636 comes with a number of standard features, including a 21-foot, 11-inch maximum reach, full time four wheel drive and four wheel steer and operator selectable front, crab and coordinated steer modes.

The telehandler is powered by a Deutz TD 2.9 L4 turbo charged diesel, Tier 4F, 74 hp engine. At full lifting height, the GTH-636 can support 5,000 pounds and at maximum reach, it can hold 1,500 pounds. Drive speed is 18 mph and the unit's total weight is 17,600 pounds with air-filled tires or 20,000 pounds with a foam-filled option.

New standard features include a lifting shackle at the boom's tip which supports the entire load chart capacity for the GTH-636 as well as Genie's Quick-Attach system. All Genie telehandlers will also now come standard with four fenders to keep machines in good condition.

Chad Hislop, director of product management for Genie, says the decision to re-introduce the GTH-636 (it was taken out of the product lineup some years ago) correlated with the company's desire to flesh out its telehandler offerings.



Gehl has updated its RS6-34 telehandler, which will be at the show.



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KEYNOTE SPEAKER
Frank Nerenhausen
President of JLG

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The 2014 event attracted over **500** access industry professionals

Powered by a new Tier 4 Final, 2.5-liter, JCB Diesel by Kohler 4-cylinder engine, the 525-60 delivers 74hp (55kW). JCB will show this unit amongst others at The Rental Show.



"We are building out the full line of telehandlers," Hislop says. "We have refined everything for this machine."

Hislop says everything on the machine is sized for the 636 (versus using the buildings blocks for a similar unit, such as the company's 844) in order to bring the weight down and give rental companies a better return on investment.

JCB **8947**

JCB will show a handful of its telehandlers at the event. One such unit will be the compact telehandler that the company showed as a prototype at ConExpo. The compact 525-60 Hi-Viz telehandler features a maximum lift height of 20 feet and a load capacity of 5,500 pounds. The 525-60 is 5 feet, 10 inches wide and 6 feet, 3 inches tall, allowing access to multi-story parking and operation in tight quarters. The 525-60 Hi-Viz replaces the 524-50, 527-55 and the 520-50 rear-engine models, with a modern side-engine mount design. This permits a low boom pivot point for maximum stability and increased visibility to the rear and across the boom.

Powered by a new Tier 4 Final, 2.5-liter, JCB Diesel by Kohler 4-cylinder engine, the 525-60 delivers 74hp (55kW). As with other JCB engines, there is no requirement for a diesel particulate filter or an SCR system to meet the Tier 4 Final emissions regulations. This means that the JCB machine has a service-free emissions control system, reducing operating costs and complexity for customers.

A two-speed hydrostatic transmission offers travel speeds of up to 16 mph. Equipped with an 21 gpm hydraulic pump, the machine delivers auxiliary hydraulic power for a sideshift attachment carriage. Customers can choose between JCB's Q-fit carriage or a universal skid steer compatible attachment interface for ultimate versatility and fleet acceptance.

All boom functions are controlled by a single servo lever joystick, with proportional control of the two-stage boom extension allowing smooth operation and fine control for the operator. The machine is available with a choice of canopy

or fully glazed cab, with the option of air conditioning.

Serviceability is improved with the side-mounted engine installation and, depending on territory, the machine can be supplied with JCB's LiveLink telematic monitoring system for maximum fleet visibility and maintenance

control. Options include full road light kits and screen guards for harsh working environments.

JLG Industries **8923**

JLG Industries will introduce its completely redesigned JLG and SkyTrak telehandlers at The Rental Show. Reworked from the ground up, these new telehandlers reflect extensive market research and customer input. The company will also have a number of its aerial work platforms on display, as well. For more information on those units, see the "Aerial Work Platforms" section of this guide.

Manitou Group **7421**

Manitou will exhibit its new Tier IV-certified M 40 rough-terrain, vertical-masted forklift. The unit offers 8,179 pounds of maximum capacity and 19-feet, 6-inches of maximum lift height. This new machine is the middle model for the M Series product line, providing a compact design with a variety of mast configurations. Other products for the exhibit were still being selected at press time, but Manitou expects to display models from its extensive lines of forklifts and telehandlers.

Manitou will exhibit its new Tier 4-certified M 40 rough-terrain, vertical-masted forklift.





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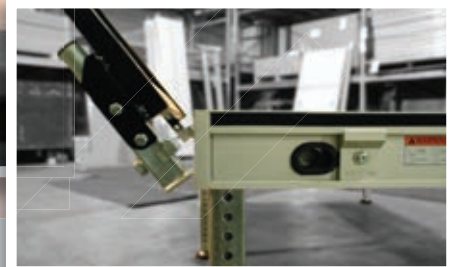
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ArncoPathway 7951

(formerly Pathway Polymers)

Visitors to ArncoPathway will learn about tire fill products.

Arrow Material Handling Products 9113

Arrow Material Handling Products will showcase forklift, skid steer, telehandler, loaders and tractor attachments. Plus buckets, forks, booms, pallet forks and frames, blades, grapples, bale spears, tree and post pullers, carpet poles and work platforms.

Coast to Coast Equipment 8856

Since 2006, Coast to Coast equipment has been buying and selling aerial lift equipment from Genie, Skyjack, Snorkel and JLG. New or used, "Coast to Coast is determined to get you the best deals on equipment like aerial work platforms and used aerial lifts," the company says.

Haugen Attachments 8228

Haugen Attachments manufactures more than 100 types of telehandler and skid-steer attachments, including truss jibs, work platforms, telehandler buckets, grapple buckets, rock buckets, bale spears, snow buckets, rotary tillers, angle brooms, snow blades and pallet forks, plus more.

Hindley Electronics 8753

Hindley Electronics manufactures joysticks, control stations and circuit boards. The company also provides chargers, tilt sensors, toggle switches, panel controls, strobes, alarms and more.

KHL Group 7921

Established in 1989, KHL Group is now the leading supplier of international construction information in the world. It has achieved rapid growth through market focus and an intense knowledge of the world market. Editorial quality and independence from commercial pressures is why KHL's magazines enjoy a loyal readership which is the foundation of long-term success for a publishing company.

KHL publishes 13 magazines, including *Access*, *Lift & Handlers*, *Access International* and *International Rental News*.

MinnPar 8719

MinnPar provides OEM and replacement parts for the access and construction industries.

MTA Distributors 5171

MTA Distributors offers customers a number of construction and material-handling attachments, replacement parts and tools.

NoRamp Trailers 6045

NoRamp provides equipment hauling trailers.

Precision Components 6912

Precision Components is a supplier of aftermarket aerial lift replacement parts. The company will have a number of its offerings on display.

RWCI Equipment Sales 8852

RWCI Equipment Sales sells reconditioned material handling equipment and provides reconditioning services for rental companies across the country.

Star Industries 9619

Star provides "rental tough" attachments for telehandlers, forklifts and loaders which includes augers, buckets, trash hoppers, jibs, forks and many more.

Tiresocks 9447

TireSocks and DripDiapers are used to protect floors from tire marks and fluid leaks caused by construction equipment. Other products include OSHA compliant SafetyPads, ForkSocks, TrackSocks, CasterSocks, outrigger socks, and motor socks. Visitors to the stand will see a number of these products in use.

Trojan Battery Co. 8320

According to Trojan, Reliant AGM maximizes sustained performance and increases total energy output to meet demanding deep-cycling requirements in Trojan's wide range of market applications.

Reliant AGM is manufactured in the U.S. at Trojan's newest production facility in Sandersville, GA and applications including aerial work platform use will benefit from this true deep-cycle design. Reliant AGM is also designed to power equipment used in locations

Trojan Battery Co. will showcase its brand new Reliant AGM battery line with C-Max Technology, the industry's first true deep-cycle AGM battery, the company says.



where regulatory mandates require use of non-spillable batteries such as airports, healthcare facilities, shopping centers, educational institutions and more.

"Trojan's Reliant AGM is specifically engineered for deep-cycling applications, unlike most AGM batteries on the market today which are designed for dual-purpose or standby applications, such as UPS backup," said Dave Godber, Trojan Battery's executive vice president of sales and marketing. "Trojan has focused on deep-cycle technology longer than any other battery manufacturer in the industry and has utilized our extensive expertise and knowledge in developing the industry's most reliable deep-cycle AGM battery."

The company says it has incorporated premium components, state-of-the-art manufacturing techniques, a dual-sided pasting process and superior quality control.

"Trojan's Reliant line of true deep-cycle AGM batteries feature elements that offer a new direction in AGM technology," said Gordon Beckley, senior vice president of engineering and quality assurance at Trojan Battery. "As the only true deep-cycle AGM battery on the market today, Reliant AGM is a completely new AGM design, which our engineering team has been developing for the last several years. After extensive market research and meeting with our customers to determine their specific requirements for deep-cycle AGM batteries, Trojan's engineering team set out to develop a true deep-cycle AGM battery to meet these market demands."

Reliant's exclusive C-Max Technology incorporates the combination of its proprietary paste formula, unique separator, special polymer case design and maximum flame arrestors, coupled with Trojan's manufacturing excellence, delivers increased total energy output, maximized sustained performance, consistent quality, and enhanced durability.

TVH 6918

TVH offers replacement parts and accessories for industrial and aerial equipment. The company recently purchased C-Tech.

Ultimate Services 7128

Ultimate Services provides aerial lift parts, diapers, tire covers, switches, decals and chargers.

Universal Canvas 7829

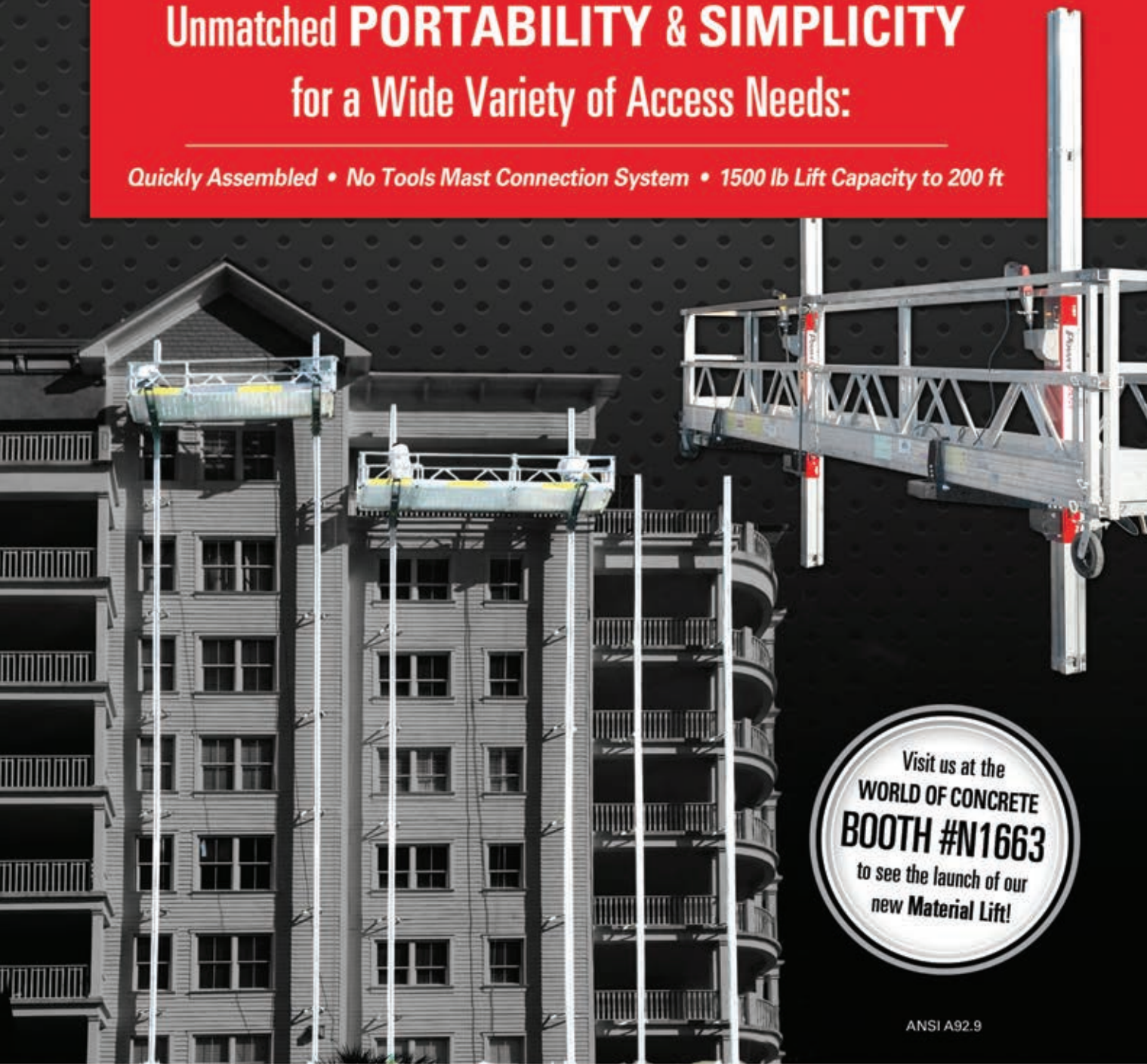
Universal will show aerial tire covers, control box covers, aerial lift diapers, total machine covers and safety pads.

Trojan Battery Co. will showcase its brand new Reliant AGM battery line with C-Max Technology, the industry's first true deep-cycle AGM battery, the company says.

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Hydro Mobile will have the M2 mast climbing unit on display at World of Concrete 2015 during the Bricklayer 500 competition, pictured here.

Vertical endeavors

Mast-climbing equipment continues to gain traction within the industry. ALH takes a look at recent projects and news.

Montreal-based Fraco has seen a breakthrough with construction hoists in North America, according to Jacques Lainé, director of marketing for Fraco.

"In February 2012, Fraco delivered its first SEH Series construction elevators to the new Research Centre of University of Montreal Health Center (RC-UMHC)," Lainé laments. "Thirty months later, we can say that we have been busy and continue to gradually promote new products across all America."

Breakthrough of the SEH Series construction hoists in the U.S. market began in early 2014, Lainé says, when construction on a major condo development began. In March, Fraco completed a double cab model which is made of galvanized and stainless steel and was delivered to a large rental company on the West Coast.

With a length of 15 feet, 6 inches, the unit is equipped with a counterweight that allows movement speeds over 300 feet per minute. The unit has also been designed to move along Alimak masts.

"This cooperation could result in a greater

presence of Fraco in the U.S.," Lainé says.

Meanwhile, in its home country, Fraco saw the delivery of SEH Series units from dealers in the Prairies and Maritimes. The single-cabin units had a lifting capacity of 6,000 pounds and a speed of 130 feet per minute. The units have been installed on a 24-story residential condo tower and on another 12-story building.

However, Lainé says, "the highlight of the last two years remains the delivery of seven units to the Construction Santé-Montréal consortium which is responsible for the construction of the UMHC."

As part of this mega institutional project, all units of the SEH Series were installed inside the main building. The project started in July 2013, and the deliveries of the units were completed in November 2013.

Two units include standard features (capacity and dimensions) of a SEH 6000; four others offer a broader floor, and the last one is distinguish itself by its large size.

"In light of these achievements, it is clear that Fraco has positioned itself quickly as one of the suppliers of construction hoists in North America," Lainé says. "Many other projects are awaiting confirmation and interest for the SEH Series models is undeniable. In addition, we have entered some industrial markets with the SEL Series industrial lifts. Our backlog also includes a transport platform operating with a rack and pinion system; a technology that Fraco has integrated with all types of elevators from its alliance with a Swedish partner."

Northern platforms

Also in Canada, Hydro Mobile continues to increase productivity, profitability and safety in the mason industry, and, according to Kevin O'Shea, director of safety and training for Hydro-Mobile, the company's M2 is "the epitome of that commitment."

"The Hydro Mobile M2 mast climbing work platform has evolved to be the ultimate combination of flexible access and sheer heavy lifting ability, and masons have been increasing both productivity and profitability through



Montreal-based Fraco has seen a breakthrough with construction hoists in North America, according to Jacques Lainé, director of marketing for the company.

MAST CLIMBERS

working from the M2 platform,” O’Shea says. “Product refinements and innovative design changes have resulted in the most efficient, cost-effective and safest method of working at height for masons yet.”

Hydro-Mobile will have the unit on display at World of Concrete during the Bricklayer 500 competition. (For more information on World of Concrete, see our Show Guide in this issue.)

“Hydro Mobile places great emphasis on the local support provided through our distribution [network] and customer service, quality, innovation and comprehensive industry training will combine to present an industry-leading support package to potential customers and new distributors,” the company says.

Custom solutions

Klimer, which is celebrating 20 years of business and is located in Ontario, has been busy working on a number of projects, including custom components for the now-complete Canadian Museum for Human Rights in Winnipeg.

Klimer designed and engineered custom pieces that allowed the transport platforms and mast-climbing work platforms to travel up and down angular walls for masonry work. In addition to handling masonry, the transport platform also lifted materials for other trades as well as debris removal.

The Canadian Museum for Human Rights (CMHR) is a national museum in Winnipeg, Manitoba, and is located adjacent to The Forks.



A Geda Multilift P18 helps to renovate South Tower of Munich's Frauenkirche cathedral in Germany.

The purpose of the museum is to “explore the subject of human rights with a special but not exclusive reference to Canada, in order to enhance the public’s understanding of human rights, to promote respect for others and to encourage reflection and dialogue.” The museum opened officially in September 2014.

Transport goals

In another realm, Geda has extended its range in the Multilift hoist series.

“We are increasing our concept to bring machines which are already assembled, you only erect mast sections and ties onsite,” says Johann Sailer, general manager at Geda.

The company started years ago with its P6 unit but the latest is the P22. It has 2-ton capacity, can carry 22 people and has a maximum height of over 650 feet. The company also has the big PH range with a maximum 3.2-ton capacity, with a maximum height of 1,312 feet, but they need to be assembled onsite. “It’s not always easy to assemble onsite because the situation is always different,” Sailer says.

The Multilift series, Sailer adds, “is a different technology, in the sense that the drive units were at the top of the car before, meaning they were too high for transportation. Now they have been assembled on the side of the cars. It’s a different drive concept.”

Sailer sees transport platforms as a big area of development and Geda announced the launch of a range-topping 6,613-pound capacity machine at the beginning of this year – the 3000 Z/ZP. The machines have two towers but the tie-in forces are very low because of its symmetric design. “So, they can be used for renovations, where a lot of problems are found with tie-in forces,” Sailer says. “I think the market needs it because they now like to bring up complete units like a whole bathroom.”

The smallest in Geda’s range is the 300 Z/ZP, which has a foldable platform that users can enter through doors.

“We have experience with twin towers, and it has a lot of benefits when going for renovation, like old buildings, including churches, which do not have a lot of concrete but have stones, so if there is a lot of force site, that’s always a big benefit.”

Specially designed products are also increasingly requested for the company. One was 6.5-ton-capacity machine with a 23-foot-



Klimer was instrumental in designing and engineering custom components for the Canadian Museum for Human Rights in Winnipeg, Manitoba, pictured here.

high car at coal-fired powered station in the U.S. “They need the big platform and big capacity to change the filters for example,” Sailer says.

The company also has an explosion proof machine for oil and gas, which is a growing part of the business. “Our intention is to develop special machines for each market to fill the requirements in these markets,” he continues. “Construction sites are really changing. There is a big range of possibilities to full all range of requirements.”

At the moment the manufacturer is not looking to increase its pure mast climbing product range, which is a relatively small part of the business. “You have to make priorities,” Sailer says. “We increase our range dramatically in other areas. So, it is always a choice, maybe we will follow it up in the future.”

Heavy investment

Alimak Hek has not launched any new mast climbing platforms since 2007, but it has instead been extending its transport platform models.

The three twin mast HEK TPL models from the light range of transport platforms were launched at Bauma in 2013. The three models use the same mast as the Single Mast models, HEK TPL 500 and 300, plus landing doors and anchors that can be sued on multiple machines. They are designed to be transported on a truck.

The manufacturer is looking at the light/medium and the heavy TP market next.

Jose Olguin, executive vice president and global head of the construction area of the business, says, “Within the light/medium



Breakthrough of Fraco's SEH Series construction hoists in the U.S. market began in early 2014, the company says.

Challenging Applications

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market, we are looking at models to bridge the difference in payload we currently have between the single and twin mast models. “In the past years, Alimak Hek has supplied multiple heavy lifting solutions in Europe and the Middle East. These units were all assembled from mainly standard parts of the Hek Medium range. The non-standard parts have been rather similar on most projects and therefore we are looking at standardizing these parts as much as possible. This will have a positive effect on the production lead time and level of investment.”

In the lower capacity range, models are expanding in developed and emerging markets.

“In most emerging markets, these models are the starting point for vertical transportation. Because of a lower investment level, it is a preferred approach to develop these markets. Depending on how the growth will develop and how fast it will go, some markets will change for medium and/or heavy segment,” the company says. “In the developed markets we also see

a positive growth for the lower capacity range. These models are replacing some of the medium and heavy models because the payload and dimensions of the lower capacity models are sufficient for some of the market requirements.”

In the bigger ranges, there is continued demand for higher capacity models. In some cases twice or three times the maximum that can be offered at the moment. Olguin adds, “The size of this market segment is however not big enough for manufacturers to develop a standard machine.”

In Alimak Hek’s modular range, transport platforms and mast climbing platforms use the same mast and drive unit. This can keep investment low. With this range already in place, the company is now focusing on “standalone” machines in these product ranges. “It is the aim to bring the best possible machine for the owner and user to the market based on the specific needs for that model,” Olguin says. “These machines will all have the best ratios of technical performance and price.”

Hoist plans

For Alimak, a new line of hoists were introduced during the last year with features requested in these emerging markets.

The first introduction was made at Bauma 2013 and more models have followed. They operate on the Scando 450 and 650 mast sections giving compatibility with previous and existing product lines. This is a competitive range with a low cost of ownership, Alimak says.

“The construction industry is looking for solutions for high capacities and big volumes on a regular basis,” Olguin says. “The demand is on a project-to-project basis and the volumes are still low. Going forward it is likely we will see these big models more often.”

However, a trend in the industry sees operators going for the cheapest price – and this can be a challenge. “This often means neglecting sufficient design standards and criteria,” says Olguin. “Different areas of the world are also applying different standards and regulations. To offer units that meet the same standards and can be compared as equal is therefore at times a challenge.”

He adds, “Customers are asking for green solutions are more frequent. We already have efficient components but these demands will be enforced even more in the coming years.”

Compact carriers

In 2012, ReechCraft launched the PowerMast. And this year, the company will launch a completely brand new unit, but we’ll all have to wait until World of Concrete to see what exactly it is, president Jason Solhjem tells ALH.

Alimak Hek says within the light/medium market, it is looking at models to bridge the difference in payload it currently has between the single and twin mast models. Pictured here is a twin mast model.



A ReechCraft PowerMast climbs a beachfront building in the U.S. to clean windows.

The PowerMast, however, offers a 1,500-pound load with twin masts.

“As far as mast climbers go, the PowerMast is extremely small and compact, where even a 120-foot system can fit in the back of a compact pickup or van,” Solhjem says. “The small size provides a large list of applications.”

Solhjem says he will continue to extend the capabilities of the PowerMast by adding options and accessories and expanding into a wider variety of access applications. “All new features will be modular, portable, light and compact, and will broaden the core capabilities.”

He adds, “Our primary market focus is on lower capacity machines. The market is ripe for exploiting the benefits of mast climbers that are right sized for smaller scale access challenges. Due to our small scale, we are able to fit anywhere traditional scaffolding can fit and, actually, many places it can’t. Therefore, we are finding many new applications every day.”

“Despite the length of time on the market, people still are quite unaware of what mast climbers offer and how they are used. Increased training and exposure from the industry leaders, along with a more viable economy will help the industry along.” ■

A custom hydraulic 12-foot extension on a KlimerLite, pictured here, provided access for install of cables on the Indian River Bridge in Delaware.



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PHOTOS:

KTP Transport Platform delivers crew and materials to KPM-8 mast-climber access spanning over 160 linear feet. Klimer's load distribution eliminates the need for shoring.

Access solution provides minimum disruption on occupied 1600-room hotel in downtown Toronto. Work includes concrete pouring, reforming, debris removal, railing replacement.



Additions and subtractions

In its fifth year, the MASTCLIMBER20 list shows a market that has both expanded and condensed. Access, Lift & Handlers reports.

The MASTCLIMBER20 list saw a number of adjustments this year, including three companies falling off the list, two newcomers joining the ranks and our top spot staying yet again in the hands of Fraco.

Overall, the MASTCLIMBER20, which ranks North American rental companies by total number of drives for mast-climbing equipment, saw 8.61 percent increase in units to 2,712 this year from last year's 2,497. Our top five companies saw a 6.95 percent increase from last year's 877 units to this year's 938.

Despite a number of gains across the MASTCLIMBER20, the list lost three companies this year – some of which no longer rent this type of equipment (H&E Equipment and Harsco) and one that is now out of business (American Mast Climbers.) There is also an adjustment to note for our number one spot, Fraco Products, which previously had counted its worldwide number of drives (407) instead of only its North American figure of 272 units. We adjusted last year's numbers from Fraco to reflect only their North American operations, which included

RANK		COMPANY NAME	NUMBER OF DRIVES 2015	NUMBER OF DRIVES 2014	% CHANGE (FROM 2014-2015)
2015	2014				
1	1	Fraco Products Ltd.	272	283	-3.88%
2	2	Klimer Platforms, Inc.	186	172	8.40%
3	8	TNT Construction Equipment	165	123	34.14%
4	5	Mastclimbers LLC	160	144	11.11%
5	3	Sunbelt Rentals	155*	155	0.00%
6	4	Sun Scaffold & Supply	145	145	0.00%
7	7	Bracing Systems	130	130	0.00%
8	N/A	Hydro Rents	120	N/A	N/A
9	9	Safway Services	100*	100	0.00%
10	N/A	The Millstone Companies	96	N/A	N/A
11	11	JD Long Masonry	90	90	0.00%
11	11	American Platform & Scaffold	90	90	0.00%
12	12	NorthEast Mast Climbers	86	82	4.88%
13	13	Masonomics	85	80	6.25%
14	13	Leidal & Hart Mason Contractors	82	80	2.50%
15	13	Alimak Hek	80	80	0.00%
15	13	UBS	80	80	0.00%
15	13	Dunlop Mastclimbers	80	80	0.00%
16	14	Calvert Masonry	78	75	4.00%
17	14	EZ Scaffold	75	75	0.00%
18	15	CMC Scaffolding	70	70	0.00%
18	15	Advanced Scaffold Services	70	70	0.00%
19	16	Marr Scaffolding Company	65*	65*	0.00%
20	17	USA Hoist	35	50	-30.00%
21	21	United Masonry Inc.	30	30	0.00%
21	21	Goedecke	30	30	0.00%
22	10	Trowel Trades Inc.	29	92	-68.48%
23	20	Associated Scaffolding Company Inc.	28	26	7.69%





283 drives.

Growth this year comes from Klimer Platforms, which saw an 8.4 percent increase from 172 drives last year to 186 this year. Mastclimbers, LLC also increased its fleet this year to 160 units from 144 – an 11 percent gain. But the biggest jump on the

Mast climber fleet numbers

	2015	2014	2013	PERCENT CHANGE FROM 2014-2015
TOP 5	938	877	932	6.95%
TOP 10	1,529	1,252	1,506	22.12%
TOP 20	2,712	2,497	2,335	8.61%

MASTCLIMBER20 comes at position number three, where TNT Construction Equipment leaped from last year's eighth spot, increasing its units by 34.14 percent to 165 from last year's 123.

While the results this year are mixed due to the aforementioned factors, the market held steady for the most part and it will be interesting to see where 2015 takes the industry.



LOCATION

WEBSITE

PHONE

Montreal, Quebec, Canada	www.fraco.com	888-372-2648
Toronto, Ontario, Canada	www.klimer.com	800-494-0496
Columbus, WI	www.tntequip.com	800-827-6846
Atlanta, GA	www.mastclimbers.com	678-680-6730
Asheville, NC	www.sunbeltrentals.com	800-667-9328
Carnation, WA	www.sunscaffold.com	800-813-7780
Chicago, IL	www.bracingystems.com	630-665-2732
L'Assomption, Quebec, Canada	www.hydro-mobile.com	888-484-0370
Atlanta, GA	www.safway.com	800-558-4772
Upper Marlboro, MD	www.millstonecorp.com	301-599-7500
Lorton, VA	www.jdlongmasonry.com	703-550-8880
Baltimore, MD	www.scaffoldings.com	800-636-8620
Philadelphia, PA	www.northeastmastclimbers.com	877-435-6224
Richmond, VA	www.masonomics.com	804-714-0095
Detroit, MI	www.leidalandhart.com	734-522-2400
Houston, TX	www.alimakhek.com	713-640-8500
New Rochelle, NY	www.ubs1.com	800-582-0070
Boston, MA	www.dunlopmastclimbers.com	617-393-0199
Manassas, VA	www.calvertmasonry.com	703-335-2128
Nashville, TN	www.ezscaffold.com	800-699-6831
Dallas, TX	www.cmcscaffolding.com	866-692-8591
Passaic, NJ	N/A	973-591-0220
Boston, MA	www.marrscaffolding.com	617-269-7200
Chicago, IL	www.usahoist.com	773-486-6900
Alexandria, VA	www.umcadfw.com	703-971-6840
St. Louis, MO	www.vlgoedecke.com	314-652-1810
Suwanee, GA	www.troweltrades.net	770-271-8825
Raleigh, NC	www.associated-scaffolding.com	800-768-2655

The results

Research for Access, Lift & Handlers' M20 was conducted in the winter of 2014 with the help of industry experts, manufacturers and fleet owners. We would like to thank those who contributed information or responded to our questionnaire. To the best of our knowledge, the list represents the top mast-climbing-fleet owners in North America. If you have any comments or questions, or would like to be included on next year's listing, please contact Editor Lindsey Anderson at (312) 929-4409 or by emailing lindsey.anderson@khl.com

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Mason's paradise



World of Concrete, Feb. 2-6 at the Las Vegas Convention Center, is back and bigger than ever. The annual show has 1,100 exhibitors on hand showcasing products from telehandlers to scaffolding.

ALH provides a guide.

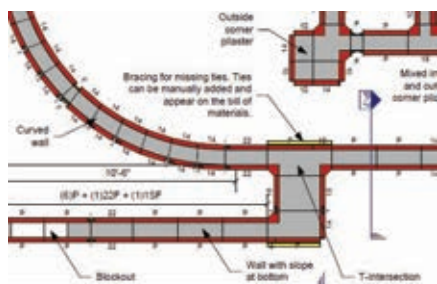
Show details

WHEN

Tuesday, Feb. 3 - Friday, Feb. 6

WHERE

Las Vegas Convention Center
3150 Paradise Road
Las Vegas, NV 89109
P: 702-892-0711



World of Concrete kicks off show season this year Feb. 2-6 at the Las Vegas Convention Center with seminars running Feb. 2-6 and exhibits Feb. 3-5. With construction picking up in the U.S., show organizer Hanley Wood says it will be the biggest WoC in six years as 600,000 square feet of net space has been snagged by 1,100 exhibitors.

Known for its masonry-focus, attendees will find a number of new products ranging from telehandlers to scaffolding. Here's what to expect in Sin City.

Editor's note: The following listings are in alphabetical order. For booth numbers, see our box story on page 67.

AVONTUS SOFTWARE will display its Quantify 2015 software, Handset Designer and Scaffold Designer products.

Quantify 2015 is an equipment management and billing software program. The software now includes product forecasting. Forecasting uses reservations, jobsite end dates and estimates to accurately predict inventory demand. Balances or weight can be displayed with a daily, weekly or monthly break-down. Quantify integrates with Handset Designer and Scaffold Designer.

Handset Designer allows users to create formwork drawings, bills-of-materials and estimates for projects. "Regardless of your experience with computers, if you know how to point and click a mouse you can learn to draw a floor plan, and then watch Handset Designer draw the formwork and create a bill-of-materials," the company says.

Lastly, Scaffold Designer allows any scaffold professional to design complex 2D and 3D scaffolding structures. Utilizing Microsoft Visio, users don't need to learn CAD-based software. And, since Scaffold Designer was created by scaffold engineers and software designers, you



Quantify 2015 is an equipment management and billing software program from Avontus Software.

Handset Designer from Avontus Software allows users to create formwork drawings, bills-of-materials and estimates for projects.



Caterpillar will show its new generation of U.S. Tier 4 Final and E.U. Stage IV engines at World of Concrete.

know you'll get an accurate drawing and instant bill-of-materials.

CATERPILLAR is showing a new generation of U.S. Tier 4 Final and E.U. Stage IV engines from 5.5 bhp (4.1 kW) to more than 1,200 bhp (895 kW), that meet high expectations for reliability, performance, fuel and fluid efficiency and component life, with significantly reduced emissions.

"Caterpillar equips every U.S. Tier 4 Final and E.U. Stage IV engine with a combination of electronic, fuel, air and after-treatment components based on engine size, the type of application, and the geographic location in which it will work," says Mike Reinhart, Caterpillar Industrial regional marketing manager.

Caterpillar has selected from a portfolio of engine and after-treatment technologies to meet the latest emissions standards, while providing optimum value in each power range. The technology offering includes a diesel oxidation catalyst (DOC), diesel particulate filter (DPF) and selective catalytic reduction (SCR.) Additionally, a "no DPF" after-treatment package is available on select platforms.

"Ours is the largest industrial engine power range of any manufacturer in the industry with the latest technological advancements built on a legacy of quality," the company says. "Cat industrial engines are utilized by a wide range of OEMs in construction, mining, and general industrial sectors. No matter what emissions technology your jobsite requires, we have an engine to meet your needs and your equipment's configuration."

FRACO will promote its two work platforms models, the ACT-8 and FRSM-20K. The major improvement of these two products is that they are now fully galvanized including motorized unit and extensions. will also promote its SEP Series Transport platforms.

Fraco's ACT-8 features a load capacity of 8,000 pounds.



Fraco's SEP Series of transport platforms is suitable for the transport of personnel and material.

The ACT-8 is equipped with an endless screw mechanism that allows elevation at variable speed and an exact positioning of the platform. Assembled with one mast, this system offers a maximum length of 56 feet, 8 inches, a load capacity of 8,000 pounds and a lifting speed of 7 feet per minute. The ACT-8 is used for new construction, restoration and maintenance of buildings and structures. It is also an access solution for non-building structures.

The FRSM-20K distinguishes itself by its lifting hook mechanism that calls for minimum maintenance. Assembled with two masts, this system offers a maximum length of 127 feet, a payload capacity of 20,000 pounds and a lifting speed of 7 feet per minute. That configuration can be split into two 47 foot, 6 inch single mast set-ups and be carried on a single drop-deck trailer. The FRSM-20 K is a tool for medium and large masonry works but it is also used for infrastructure rehab projects.

THE SEP Series are transport platforms suitable for the transport of personnel and material. The equipment is designed with safety features both in the car and at the landing levels, and it can be customized to easily fit existing equipment and locations. Load-bearing capacities and lift speeds vary with each model. The SEP Series include a light range

Gehl will exhibit its brand new DL12-55 telehandler.



designed for smaller construction projects with limited space and where less payload capacity is required. Heavier ranges are available for transporting material used on the inside and outside of the building. The SEP Series has an easy to install wall tie system. All models comply with national regulations and standards.

GEHL will exhibit the all-new DL12-55 telehandler, which offers 12,000 pounds of maximum capacity and 55 feet of lift height – the largest capacity and lift height of the Dynalift line. The Gehl DL12-55 comes equipped with a John Deere 115 hp Interim Tier 4 engine, with a 4-speed power shift transmission and 4WD/4WS. Other features include: standard foam-filled tires, high visibility, a spacious cab and an adjustable hydraulic system to fit the comfort and skill level of the operator.

Gehl offers an extensive line of telescopic handlers that range from 5,500 to 12,000 pounds of capacity, 19 feet, 1 inch to 55, feet 5 inches in fork heights, and 11 feet to 41 feet, 2 inches of forward reach.

HYDRO MOBILE is again supporting the Bricklayer 500 competition. Outside, visitors will see Hydro Mobile's M2 mast climbing work platform.

"The Hydro Mobile M2 mast climbing work platform has evolved to be the ultimate combination of flexible access and sheer heavy lifting ability, and masons have been increasing both productivity and profitability through working from the M2 platform," says Kevin O'Shea, director of safety and training with the company.

"Product refinements and innovative design changes have resulted in the most efficient, the most cost-effective and the safest method of working at height for masons yet, and Hydro Mobile will be showcasing the product by lifting the Bricklayer 500 first prize, a Ford F250 truck, high above the competition area.

"Hydro Mobile places great emphasis on the local support provided



Manitou's MRT 2540 Privilege Plus rotating telescopic handler will be on display.

through its distribution and customer service, quality, innovation and comprehensive industry training will combine to present an industry-leading support package to potential customers and new distributors."

The company will also be highlighting its new 'on-line community' featuring enhanced access and assistance for customers and distributors.

MANITOU will exhibit the new MHT 1490 heavy capacity telescopic handler, offering 20,000 pounds of maximum capacity and 46 feet of maximum lift height. This new machine is powered by a Tier IV-certified 176 hp Mercedes diesel engine and features; standard stabilizers, a 3-section chain boom, and the Manitou patented JSM (switch and move) joystick controls.

Manitou offers an extensive full-line of telehandlers and will display two other models, the MRT 2540 Privilege Plus rotating telescopic handler and the MLT 625 multi-purpose



PERI will have a number of products on display at WoC.

Hydro Mobile will showcase its M2 mast climbing work platform at World of Concrete.



telescopic loader. The MRT 2540 Privilege Plus provides versatility with its three working selections; winch, telehandler, and platform modes, limiting the need for multiple machines on the jobsite. The MT 625 is compact, robust, and can lift over 19 feet high, ideal for loading applications in confined spaces.

PERI will present a number of formwork and scaffolding systems – some of them quiet new for the U.S. market. In addition to the system presentations, there will be numerous live demonstrations as well as the opportunity for technical discussions with PERI specialists.

PERI will introduce new formwork and scaffolding solutions for the U.S. market, the grid slab formwork Gridflex and the lightweight climbing protection panel LPS with a mesh enclosure. The company will also have its Skydeck, LPS Screen, Domino and Peri Up products on hand.

REECHCRAFT will be showing its PowerMast (mast climbing work platform system), our PowerLift PL60 (20.5-foot platform MEWP) and a new material hoisting product.

SAFWAY will have its QuickDeck, Hakitec 750 and Hakispan 750 products on exhibit.

Xtreme will show a number of its products at WoC.

A suspended scaffold with a solid platform, QuickDeck offers factory-floor conditions so that multiple trades can work side by side safely and efficiently. QuickDeck's design allows it to be assembled from a few basic components and configured to fit almost any shape or size. Designed to meet OSHA-required, weight-bearing ratios of 4:1, QuickDeck can be configured to up to 150 pounds per cubic foot for uniform live load ratings. QuickDeck can also be combined with other scaffolding access solutions. This provides the opportunity to approach difficult access situations with dynamic, creative solutions. Safway's QuickDeck suspended access system saves valuable dollars through an innovative, patented, cantilevered erection technique, allowing the suspended access system to be "built in the air." QuickDeck can also be "leapfrogged" to allow crews to complete jobs in sections and reduce equipment costs. QuickDeck applications include: bridges, commercial construction, industrial jobsites, and shipbuilding or repair.

When customers need to protect assets, equipment and structures or create a barrier from the weather, Hakitec 750 temporary roof systems, buildings and shelters provide the ideal solution. Safe, quick and easy to erect using modular components, Hakitec 750 can be designed to cover large, wide, uninterrupted spans and fit almost any shape and size, including pitched and polygonal structures. Hakitec 750 applications include: commercial construction, industrial jobsites, storage, warehousing, and shipbuilding or repair. Safway Group is the primary distributor of HAKI products in North America.

Lastly, Safway will display Hakispan 750 mobile and stationary access platforms. Lightweight aluminum trusses provide strength in relation to weight, and modular components make assembly and installation quick, easy and above all safe. Hakispan 750 applications include: commercial construction, maintenance and renovation projects, from airports and churches, to theatres and leisure facilities – as well as industrial jobsites.

SKY CLIMBER has developed and will show a new low cost central control box for increased safety and worker efficiency on suspended access applications. From the existing pendant ports on the Sky Climber hoists, a central control box can be wired so that the platform can be operated from a single master switch.

The company will also display its LNX hoist, which has been equipped with an added voltage meter and received UL certification. The hoist features a sealed aluminum shell that keeps moisture and debris out and according to the company, annual maintenance takes less than an hour.

XTREME MANUFACTURING will be showcasing the majority of their model range at



2015 World of Concrete, including the award-winning 70,000-pound capacity Xtreme XR7038. With a 7,000-square-foot booth in the Silver Lot, Xtreme will be highlighting the versatility of their Xtreme Cube modular structure by building their own two-story booth structure.

Selected exhibitors

Airo Industries, Inc.	N1658
AMS - Merlo	O30070
Avontus Software	C4044
Bennu Parts and Service, Inc	O31500
Beta Max Hoist	N1649
Bil-jax Scaffolding	N1657
Bobcat Co	C5479
Caterpillar Inc	C6061
Direct Scaffold Supply	N1237
DSCAFF ENGINEERING SDN BHD	N1768
EZ Scaffold	N1275
Faresin Building Division SPA	C6326
FRACO Products LTD.	N1313 and C4231
Gehl Co	C6143
Granite Industries	N1348
Hydro Mobile	N1422
KHL Group	C4222
Manitou America's, Inc.	C6143
Metaltech	N1462
Non-Stop Scaffolding Inc	N1257
ORIENTEK SCAFFOLD	N1675
PERI Formwork Systems, Inc.	O30660
Pettibone	O31046
Pilosio - Formwork & Scaffolding	C6611
Premier Scaffold Solutions, LLC	N1263
Reechcraft	N1663
Ritchie Bros Auctioneers	C4111
Rizhao Fenghua Tools Co., Ltd.	N1243
Safway Group	O31932
Scaffold & Access Industry Association	N1551
Sky Climber LLC	N1327
Step Up Scaffold	N1545
Sucoot Co., Ltd.	N1862
Terex	C5861
Thern, Inc.	C3155
Winsafe	N1456
Xtreme Manufacturing	O30119
Yangjiang Kitsen Construction Hardware Company	N1213

Editor's note: This List and is subject to change. Visit www.worldofconcrete.com for updates.

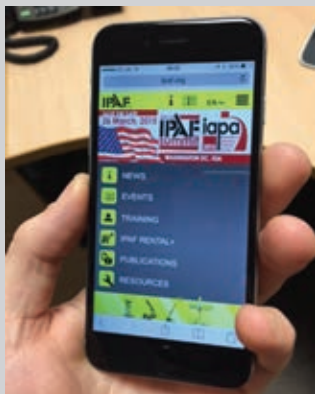
ReechCraft will show a number of products at World of Concrete.



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Check out the new version and get the latest on IPAF news and events. Visit IPAF's website for more information.



JLG's Frank Nerenhausen to deliver keynote speech at IPAF Summit

Frank Nerenhausen, president of JLG, is the keynote speaker at the IPAF Summit and he will explore emerging technologies and their potential application in the access industry under the title "Gimmicks or the Next Reality?". The IPAF Summit will be held on the same day as the International Awards for Powered Access (IAPAs) on March, 26 2015 in Washington, DC.

The IPAF Summit conference attracts senior representatives from the access industry around the world to discuss and debate the latest technical, safety and business developments in this

fast-growing sector. The theme of the 2015 Summit is "New Technologies and New Markets".

The panel of speakers will focus on how new technologies will change the face of the access industry in the next five to ten years and look at how existing technologies are still battling to open up new markets around the world. Speakers are being finalized, and will cover topics ranging from a report from Bulgaria on the battle to reclaim stolen AWP's, a presentation from Turkey on the challenges of opening new markets to new technologies, and an update from IPAF on the latest developments in eLearning.

The full program will be announced shortly. The conference will be held in English,



JLG president Frank Nerenhausen will speak on "New Technologies: Gimmicks or the Next Reality" at the IPAF Summit.

with simultaneous translation into Spanish. Attendance at the IPAF Summit conference is free. Register in advance at www.iapa-summit.info

First ever IPAF Regional Conference in Chicago

"What's your aerial work platform (AWP) problem?" Participants had their questions answered by a panel of industry experts including those from NES Rentals, Skyjack and United Rentals at the first ever IPAF Regional Conference on January 22, 2015 at the Hilton Garden Inn, Chicago O'Hare Airport, IL.

IPAF regional conferences are

a new series of events created by the IPAF North American Regional Council to offer more educational and networking opportunities for members and to reach out to prospective members. The next regional conference is set for March 12 in Houston, TX.

■ Details at www.ipaf.org/events or e-mail usa@ipaf.org

Open enrollment instructor training

IPAF is coordinating several open enrollment instructor training classes through approved training centers during 2015, with the aim of broadening the base of new instructors trained and new training centers delivering training.

Currently, two classes will be given by IPAF senior instructors at NES Rentals and Skyjack on the following dates:

February 23 – 26, NES Rentals, Stone Mountain, GA

May 11 – 14, Skyjack, Guelph, ON, Canada

Additional classes will be scheduled later in the year in other parts of the U.S. The cost for the four-day training class is \$1,300 per trainee.

For more information and to register, contact Tony Groat, IPAF North America manager at tony.groat@ipaf.org

AGF becomes training center

AGF Access Inc. is in the process of becoming an IPAF training center to better serve its customers in Ontario, Nova Scotia and the State of Michigan, US.

Safety manager Jamie Gibbings said, "Safety is a core value at AGF Access Inc. and we believe the IPAF training is comprehensive and consistent. Offering this training will help our customers operate aerial work platforms safely and more effectively."

Operating Engineers Local 324 in Michigan has become an IPAF member and training center, and recently delivered its first operator course.

This first course was run by Lee Graham, Local 324's training director, assisted by Gary Riley, NES Rentals, and IPAF senior instructor. Local 324 will offer IPAF's standardized operator training program to its union members in Michigan.





www.ipaf.org
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Development

Many of IPAF's approved instructors met January 21 in Chicago as part of their annual requirement for 15 hours of ongoing professional development. In addition to the annual update to the training program and course material, each instructor participated in a Dale Carnegie course specifically tailored for the group. The course focused on strengthening the facilitation skills of instructors and their ability to engage their trainees.

Smart PAL Cards in action at the ARA Rental Show

IPAF will demonstrate how its machine-readable Smart PAL Card (Powered Access Licensed-Registration), issued after successful aerial lift operator training, can be used with card readers on AWP's, at booth 8129 at the ARA Rental Show.

The Smart PAL Card, which won a LLEAP award 2014 for its innovative use of smartcard technology to help improve site safety, can be used together with card readers fitted on machines which may be set to ensure that only correctly trained operators use equipment on site. The Smart PAL Card features a wireless icon, a data chip, and has the same data printed on it, which allows it to still be used as a standard card. PAL Cards can be verified online at www.ipaf.org/checkpal

IPAF Networking Event at the National Press Club, Washington

The IPAF Networking Event will be held on March 25, 2015, the day before the IPAF Summit and International Awards for Powered Access (IAPAs), at the National Press Club in Washington, DC.

The National Press Club has been Washington's home for news, business and social events in the nation's capital for more than a century, hosting many key events featuring leading personalities in media, business, politics, sports and entertainment.

Right in the heart of downtown between the White House, Washington Monument and Capitol Hill, with easy access to the metro, parking and hotels, the National Press Club will provide a unique historic setting to meet business associates in the powered access industry.

The IPAF Networking Event will run from 7:00 to 9:00pm. The venue is a short distance away from the Crystal Gateway Marriott Hotel, the host hotel for the IPAF Summit and IAPAs. Transport to and from the National Press Club will be provided for attendees. Attendees should indicate at the time of booking if they will be attending the networking event and if they require transport.

There is no cost to attend, and the networking event is open to all IPAF members and to people holding a ticket for the IAPA Awards Dinner. However, places for this popular event are limited to around 250, so be sure to register early in order to be admitted.

Limited sponsorship opportunities are available.

Verify and win

Five operators holding valid PAL Cards (Powered Access Licences) will have a chance to win free trips to Washington, DC for the IPAF Summit and International Awards for Powered Access (IAPAs). This is part of IPAF's free prize draw celebrating the one millionth PAL Card ever issued.

The draw closes at the end of January and winners will be announced in early February. All valid PAL Card holders are invited to enter the draw by verifying their PAL Card at www.ipaf.org/checkpal



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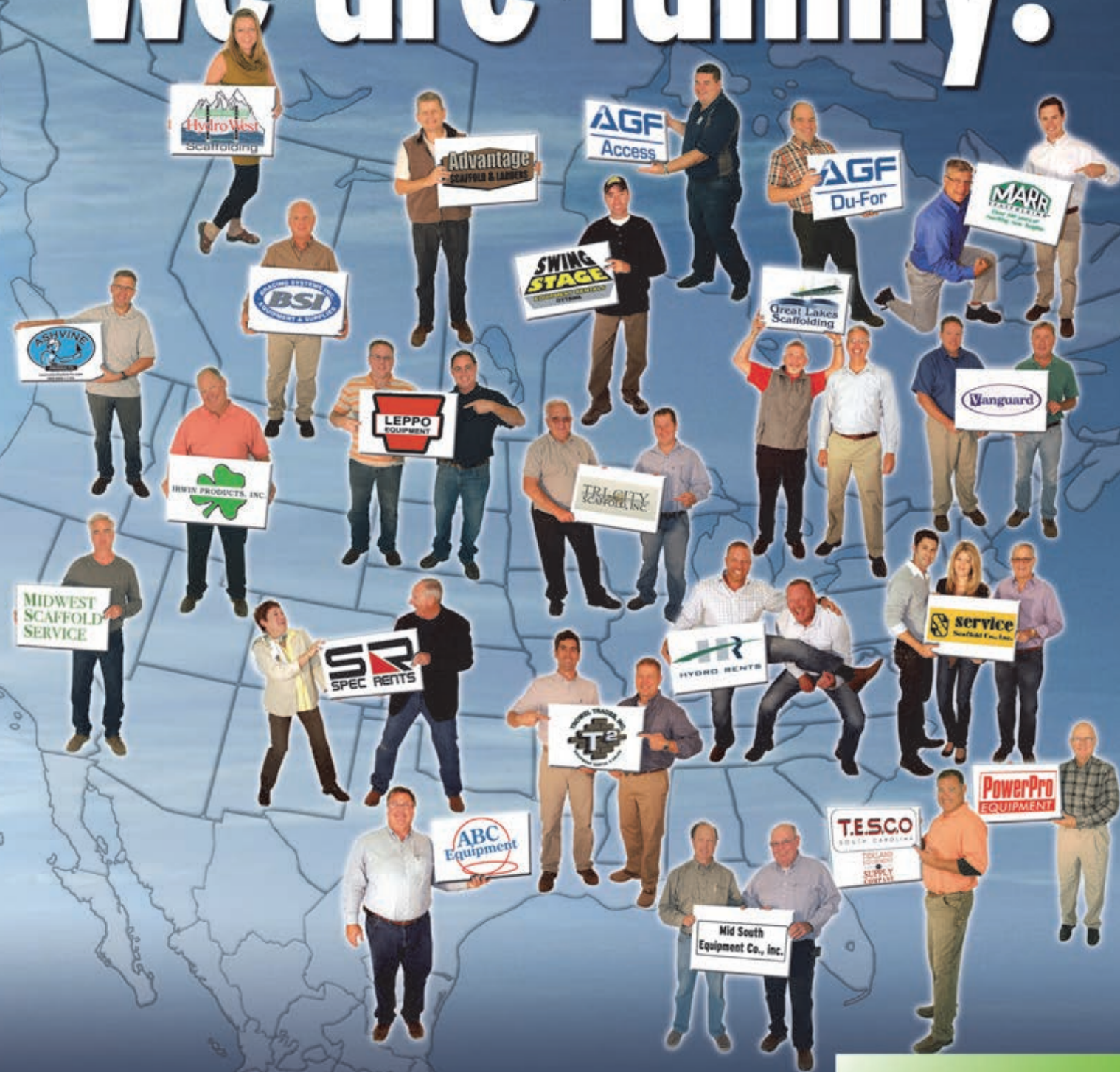


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