

The Vertikal Guide

for buyers and users of lifting equipment
para compradores y usuarios de equipos de elevación



Cranes
Telehandlers
Aerial Lifts
Grúas
Manipuladores
Telescópicos
Plataformas

www.vertikal.net

Vertikal days

a meeting of minds.....
for lifting equipment professionals

Haydock Park Racecourse
Wednesday **25th** & Thursday **26th** June **2008**



Vertikal Days is a two day event focusing solely on the lifting equipment industry, where professionals with an interest in Cranes, Access equipment or Telehandlers can meet with suppliers and other industry professionals as well as view the latest products and services.

For information on how to register -
visit our website www.vertikaldays.net
email the Vertikal Team at info@vertikaldays.net

Telephone: UK **+44 (0) 8707 740436** • Germany **+49 (0) 761 89786615**

www.vertikal.net

Vertikal

Editors:

Mark Darwin
Rüdiger Kopf
Alexander Ochs
Macarena Garcia



Advertising & Sales:

Karlheinz Kopp
Pam Penny

Production:

Nicole Engesser

Publisher:

Leigh W. Sparrow

The Vertikal Press Ltd.

PO box 6998 Brackley
NN13 5WY. UK
Tel: +44(0)8707 740436
Fax: +44(0)1295 768223
E-mail: info@vertikal.net

Vertikal Verlag

Sundgaualle 15, D-79114,
Freiburg, Germany
Tel: +49 761 8978660
Fax: +49 761 8866814
E-mail: info@vertikal.net

Vertikal Russia

DM Publishing 127287 Pocc
Moscow.
Tel: +7 (495) 685 9428
Fax: +7 (495) 685 9429
E-mail: matrosova@vertikalnet.ru

Design & Artwork by:

bp design
Tel: +44 (0) 1707 642141
Fax: +44 (0) 1707 646806
E-mail: studio@bpdesign.info

© The Vertikal Press Ltd. 2008

From the publisher of:

**cranes
& access**

Kran & Bitzme
THIS PROGRAM
WAS PRODUCED
BY THE
AMERICAN
INDUSTRY

**Vertikal
.net**

Interesting times

It hardly seems like three years since we were all here for the last Conexpo, but it is and much has happened since then. As the doors open on the largest construction equipment show in North America, the Access and Lifting industries face interesting times. The three main product categories we cover, Cranes, Aerial lifts and Telehandlers are all doing well on a global basis, although the US telehandler market has undoubtedly been affected by the slow down in the housing market and lead times for aerial lifts are not as long as they were.



When large exhibitions occur during periods of uncertainty such as this, the opportunities they offer buyers senior managers to meet with the main manufacturers to discuss the year ahead and strategies are more valuable than ever.

This year's show is without doubt the biggest Conexpo so far and a large number of producers are introducing new and improved models to their lines. You might also glimpse of and be asked to comment on some new products and services currently on the drawing board.

With all the hustle and bustle of a big international show it is very easy for both visitors and exhibitors to miss the opportunities it offers. We hope that our guided show tours and clear maps will help save time and inform you. And when the show closes in the evening don't forget to check out the pages on Las Vegas. Do stop by and see us on stand S-555 between the Silver and Gold lots.

Leigh W Sparrow

Tiempos interesantes

Parece increíble que ya hayan pasado tres años desde la última edición de Conexpo, pero así es y han pasado muchas cosas desde entonces. Mientras se abren las puertas de la feria más grande de equipos de construcción de Norteamérica, la industria de la elevación vive momentos interesantes.



Las tres categorías más importantes que cubrimos, Grúas, Plataformas Aéreas y Manipuladores Telescópicos están atravesando un buen momento a nivel global, aunque el Mercado Americano de los manipuladores telescópicos se ha visto afectado por la ralentización en el Mercado inmobiliario y los tiempos boyantes de las PEMP no son lo que eran.

Cuando las ferias se celebran durante estos periodos de incertidumbre, la oportunidad que se brinda de poder hablar con los directores de los principales fabricantes para discutir sobre el futuro y sus estrategias es muy valioso.

Este año es sin duda el año más grande de Conexpo hasta ahora y un gran número de fabricantes presentarán nuevos y mejorados modelos en sus líneas. También podrá conocer las futuras novedades que presentarán los fabricantes en el futuro.

Con el trájín que supone una feria como Conexpo es fácil que tanto los visitantes como expositors pierdan oportunidades magnificas que la feria ofrece. Pore so esperamos que esta guía que les ofrecemos con mapas muy claros sirva como herramienta de trabajo para ahorrarle tiempo y le informe puntualmente de todas las novedades. Cuando la feria cierra sus puertas por la tarde, no olvide consultar las páginas sobre Las Vegas.

Leigh W Sparrow



¡Instruyamos
también en español!

Aerial platforms



AWPT trained operators



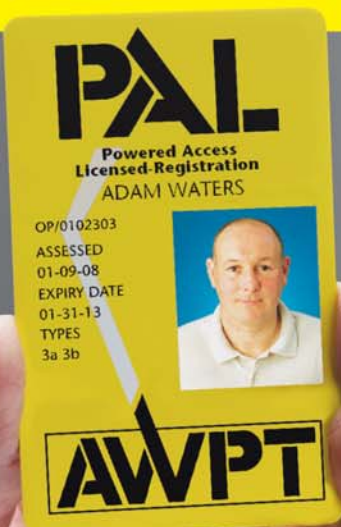
Safer effective work at height



The IPAF training program is the most successful and widely recognized in the world. It has already trained thousands and thousands of operators in the safe and productive use of modern platforms – and its PAL Card is recognized everywhere as proof of high quality training.

This training is available in North America from AWPT-approved training centers. AWPT is IPAF's North American subsidiary. Safety legislation everywhere increasingly demands training to a recognized level and the AWPT program meets or exceeds the intent of the new international standard, ISO 18878.

Your business relies on the productivity of your operators as well as safety. So insist on market leading operator training for operators to get every job at height done effectively and with maximum safety.



Contact us for full details now

Call +1 518-280-2486

Email mail@awpt.org

- Find your nearest AWPT Training Center
- Learn how to become an AWPT Training Center
- Discover how to join AWPT and how AWPT can help your business

Aerial Work Platform Training, Inc. 225 Placid Drive,
Schenectady, NY 1230

AWPT operator training meets or exceeds OSHA and ANSI standards



Promoting the safe and effective use of powered access

A subsidiary of IPAF



www.awpt.org



Visit the IPAF Safety Zone at CONEXPO
Booth SZ1000, Green Lot



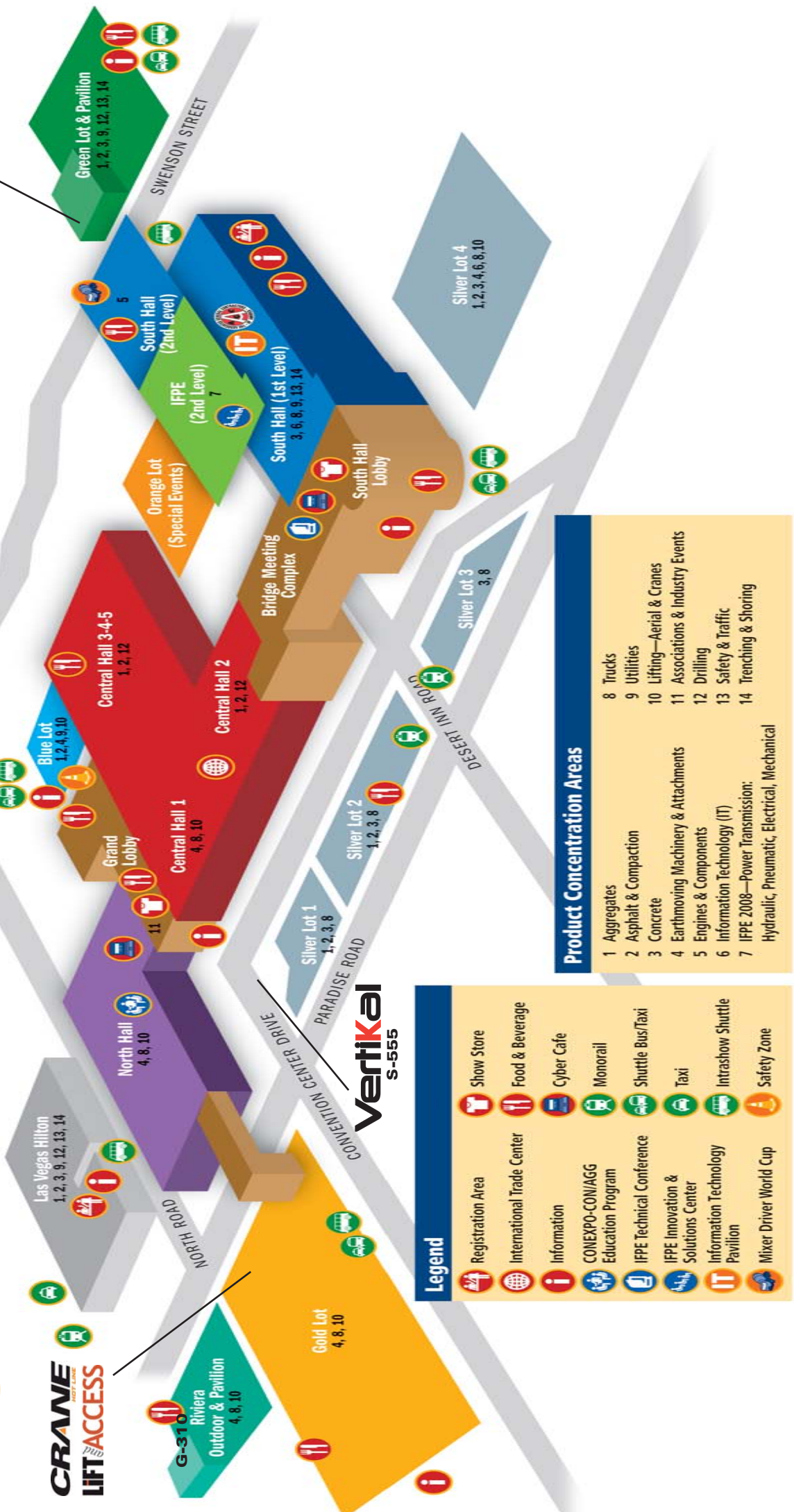
- 3** Introduction • Introducción
- 6/10** Exhibition plans • Planos de exhibición
- 13/15** Exhibitor list • Lista de expositores
- 17** All terrain/Truck-Mounted cranes
 - Grúas todo terreno
- 19** Rough Terrain cranes
 - Grúas para terrenos accidentados
- 21** Crawler cranes • Grúas de celosía
- 23** Tower/trailer cranes • Grúas torre
- 24/25** AWPT/IPAF
- 27** Self propelled booms
 - Plataformas autopropulsadas
- 31** Scissor lifts • Plataformas de tijera
- 33** Trailer lifts • Plataformas remolcables
- 35** Truck mounted lifts • Plataformas sobre camión
- 37** Mast climbers • Plataformas de másti
- 39** Telehandlers • manipuladores telescópicos
- 43** Truck loader cranes
 - Grúas hidráulicas sobre camión
- 45** Remote controls • Control remoto
- 47** Components • Componentes
- 49** Tower crane safety • Seguridad en grúas torre
- 50** Map of Las Vegas • Mappa Las Vegas
- 51** Sights of Las Vegas
 - Puntos de interés de Las Vegas
- 53** Getting around Las Vegas
 - Moverse por Las Vegas
- 54** Restaurants and bars • Restaurantes and bares
- 56** Las Vegas shows • Espectáculos
- 57** It is gaming not gambling • Se trata de jugar
- 58** Golf courses • Campos de golf
- 59** Further away • Más allá
- 60** Marketplace





CONEXPO 2008 MARCH 11-15

AWPT/ IPAF



CRANE
LIFTACCESS

Vertikal
S-555

Legend

- Registration Area
- International Trade Center
- Information
- CONEXPO-CON/AGG Education Program
- IPFE Technical Conference
- IPFE Innovation & Solutions Center
- Information Technology Pavilion
- Mixer Driver World Cup
- Show Store
- Food & Beverage
- Cyber Cafe
- Monorail
- Shuttle Bus/Taxi
- Taxi
- Intrashow Shuttle
- Safety Zone

Product Concentration Areas

- 1 Aggregates
- 2 Asphalt & Compaction
- 3 Concrete
- 4 Earthmoving Machinery & Attachments
- 5 Engines & Components
- 6 Information Technology (IT)
- 7 IPFE 2008—Power Transmission: Hydraulic, Pneumatic, Electrical, Mechanical
- 8 Trucks
- 9 Utilities
- 10 Lifting—Aerial & Cranes
- 11 Associations & Industry Events
- 12 Drilling
- 13 Safety & Traffic
- 14 Trenching & Shoring

See us at
CONEXPO
Booth G-170

UNLEASH THE POWER OF ORANGE

THERE'S NO TIME FOR DOWN TIME. You need lift equipment to do your job. If your machines don't work, you don't work. JLG gets that. We do more, reach higher and stretch further to make sure you're up and running. Whenever and wherever you need to be. With JLG, you get a higher level of performance, reliability, service, and parts support to keep you and your equipment working. Day in and day out. Year after year. You don't have time to be tied down. So unleash the power of JLG.

An Oshkosh Corporation Company

877-JLG-LIFT | www.jlg.com/unleash45

JLG[®]

GOLD LOT

CRANE LIFT ACCESS

Stand
No.s
300s

G-370
Liebherr

G-366
Solideal

G-353
Manitowoc

G-339
Feterl

G-338
Alimak Hek

Hochmann
G-335

AUSA

G-364
Indexator

G-362
Efoo Corp.

G-341
McLellan Equipment

G-340
Rancco Trailers

G-352
G-350

G-343
G-342

G-328
Tadano

G-325

Hydra Platforms

G-314
G-312

G-309
NW

G-320
Kobelco

G-330
Manitex

Equipment

G-307
G-305
G-301

G-304
G-300

Stand
No.s
300s

GOLD LOT KEY

- POWERED ACCESS
- CRANES
- TELEHANDLERS
- COMPONENTS

Stand
No.s
200s

G-278
G-275

G-271
G-276

G-286
G-280

G-285

G-290

G-270
Altec Industries

G-260
Doosan Infracore

G-258
Palladin

G-259
Pettibone

G-248
Elliot Equipment

G-236
Haulotte

G-240
Link Belt

G-251
G-250

G-230
Stellar Industries

G-220
Allu Group

G-200
Terex

Stand
No.s
200s

Stand
No.s
100s

G-195
Manitou

G-175
Trail King Industries

G-196
G-194

G-193
G-192
G-191

G-190

GM Fleet

G-170

G-184

G-180

JLG

G-156
Fushon Excavator Corp.

G-147
Xtreme Manufacturing

G-137
Alamo Group

G-150

G-140
Caterpillar

G-134
Volvo Construction Equipment

G-130
Ingersoll Rand

G-129
G-127
G-122

G-117
Snorkel/UpRight

G-100
Bobcat

G-120
New Holland Construction



Stand
No.s
100s

Stand
No.s
100s

A FULL LINE SUPPLIER OF AERIAL WORK PLATFORMS



March 11-15
LAS VEGAS-USA

BOOTH G-236

More than 50 models! THE POWER OF CHOICE!



- SCISSOR LIFTS
- ARTICULATING BOOMS
- TELESCOPIC BOOMS
- VERTICAL MASTS
- PUSH AROUND
- TRAILERS

Haulotte 
SERVICES

Choosing Haulotte makes you benefit from a guaranteed after-sales service.

Toll-free : Tel : 877-HAULOTTE - Support Toll-free : 877-HAULOT-S



Haulotte 
GROUP

www.haulotte-usa.com

Call NOW Toll free: 1-877-HAULOTTE

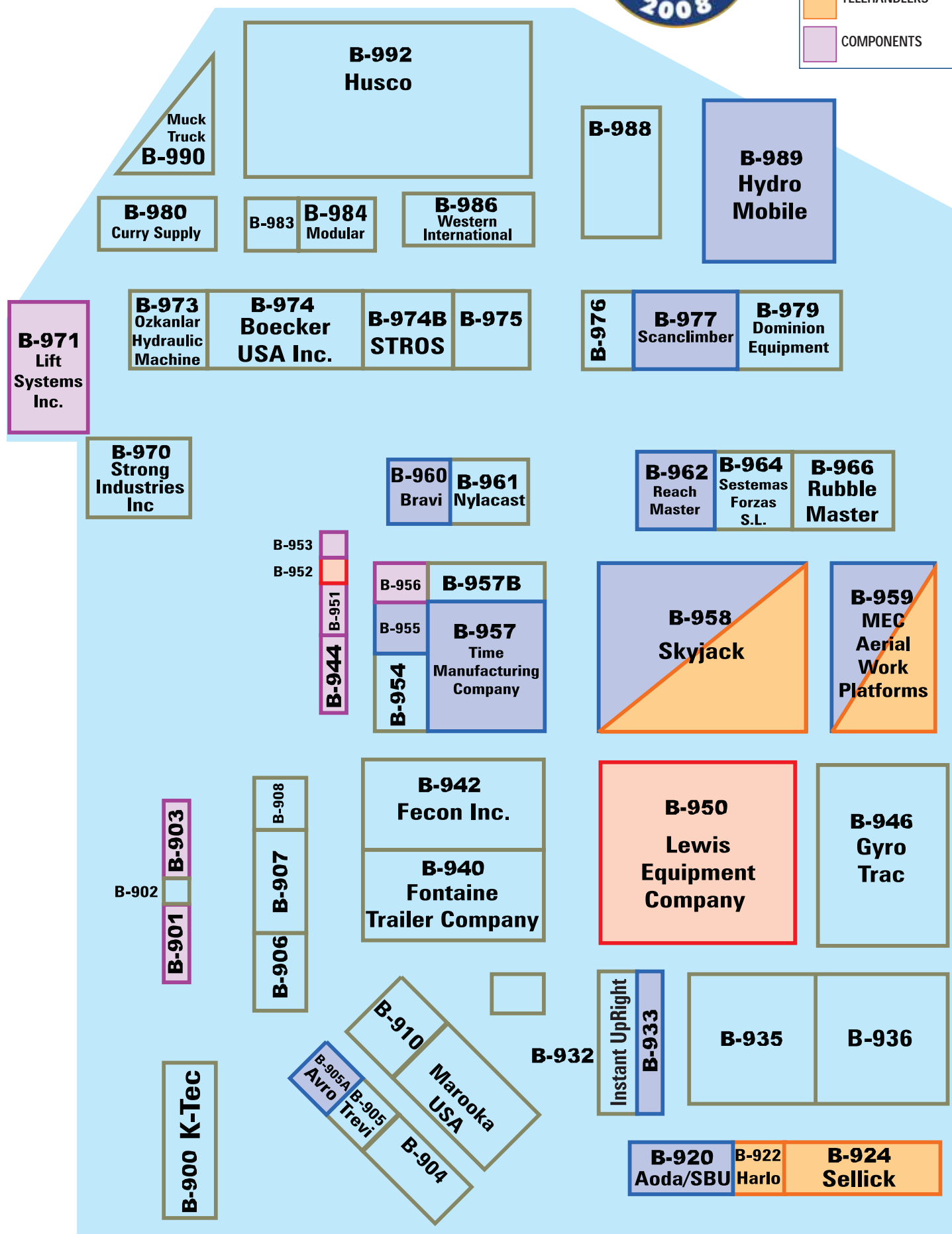
Experience in innovation

BLUE LOT



BLUE LOT KEY

- POWERED ACCESS
- CRANES
- TELEHANDLERS
- COMPONENTS





THE COLOR OF

confidence

Genie is a name you can depend on for the most advanced lifts in the industry. With quality built into every step of the manufacturing process, you are assured exceptional performance for your most demanding jobs.

Plus, every Genie comes with 24/7 service and support from people who know your business. Be confident in your equipment choice, **Think Blue.**

1-800-536-1800

EMAIL info@genieind.com | WEB genieindustries.com



STILL THE BEST. STILL THE ORIGINAL. AND ABOVE ALL, STILL THE SAFEST!

ReachMaster Falcon



ReachMaster Hinowa



ReachMaster MMTM-100



100' LIFT ON A 19000 GVWR TRUCK!!!

ReachMaster Basic



When you buy a ReachMaster, you buy a lot more than just a lift!

Features include:

- Working heights from 46' to 138'
- Access through a single door
- Self propelled
- Dual power
- Track and wheel based
- In and outdoor use
- Self loading
- Unsurpassed outreach

U.S. based services include:

- Project Consulting
- Factory trained technicians
- Spare parts inventory
- Operational and technical training

**NEW PRODUCT
SPECIAL PREVIEW AT**

ConExpo-Con/AGG,
Las Vegas, NV
March 11-15, 2008
ReachMaster
Booth B-962
(Blue Lot)



ReachMaster, Inc.
Toll-free 1-866-358-7088
www.reachmaster.com

