

# Record breaking Vertikal Days

This year's Vertikal Days - the fifth since it was established in 2007 - broke records across the board. Visitor numbers were up more than 25 percent to almost 1,500 named individuals, the total stand space was sold out, with an even more varied exhibitor profile than in previous years. Specific association 'villages' expanded to include IPAF, ALLMI and PASMA.

Even the weather was, on the whole, good resulting in the best show to date with most companies meeting both the industry's largest buyers and making new contacts with potential customers, the vast majority also booked significant orders during the event.

Feedback from those attending reinforced the decision to continue with the basic 'laid-back friendly format' combined with the 'no charge' all inclusive philosophy - from free parking to free lunch and drinks - it is no surprise that the show's popularity is growing.



*A future operator?*

However, what makes a good show great are the exhibits and the quality of the visitors - and this Vertikal Days had both in spades. Not only were there UK launches, but European and even world firsts. Some might say that holding the show at Haydock Park in the North West is not ideal, however if you have any interest in cranes and lifting equipment, access or telehandlers and associated products then it is worth travelling. We even heard of one couple who travelled from Bermuda specifically to look at the new Liebherr elevating cab LTC1045-3.1 AT City. They had gone to Conexpo in Las Vegas earlier in the year, but unfortunately Liebherr had decided not to show the crane at that event. An Australian family qualified as the visitors who travelled the furthest.

There were many other premiers - too numerous to list here - with almost every exhibitor showing something new. Hopefully we have them all in the pictorial review and will cover them in more depth in the following months both on the website and in Cranes & Access.

Vertikal Days is not about visitor volumes - with food and drink included rent-a-crowd- is not a viable option- it is about quality with visitors who have a genuine interest and need for the products on show and this was reinforced by



*Queues at the entrance tent*

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almost every exhibitor who acknowledged the seniority and seriousness of the visitors, many of which placed orders for equipment either at the show or will following a planned on site demonstration. However Genie - with one of the largest stand teams - reported there were too many visitors on the stand on the first morning. A nice problem to have after the frugal last few years!

Show orders were plentiful and got off to a great start when Rod Abbott of UK Link Belt distributor NRC sold his main exhibit - a 70 tonne TCC750 telescopic crawler crane - to his first visitor of the day, Stuart Proud of North Midland Construction. Other notable crane sales included two definite orders (plus three possible) for the Zoomlion QY35v truck crane launched at the show by Crowland Cranes. Again there are too many to



*The Artic Raptor at the entrance*

list here - suffice it to say that a lot of business was done and generally both exhibitors and visitors were very happy.

Roll on Vertikal Days 2012!



*Booms everywhere - the cranes and access sectors were very well represented*



Alan Russon (c) with Bella Access' Jason (l) and Glyn Dalmas



Simone Scalabrini with Cella Holland dealer Luuke vand der Hoek taking the keys to the first DT21 platform



All too much for some of the younger showgoers



Ascendant 18m and 26m trucks and HAB 14m scissor



Alimats was very busy



The CPA stand



The bike auction raised more than £6,000 for the Lighthouse Club



Dominique Lacombe and Christophe Marty of ATN



Bronto S34 MDT



Atlas loader crane in the ALLMI Village



Andy Ainsworth and Ian James of Bronto



The new Bravi caddy



Avant Techno with access platform attachment



This CTE Traccess 170 sold to Elev8



Cumberland Isuzu with A314 platform



Dancing to the band Rollercoaster



The bike auction winners



Blade's Mark Bell with his new 103metre WT1000 platform



Cormach 34000 loader crane



The Genie stand was consistently busy

Custom Equipment on the r2 stand



Gerry Kist of Multitel with essential reading



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A busy entrance tent



Galizia G20E



IPAF stand and demo area



A view down one of the aisles



IPS stand



Iteco's Paolo Pianigian



Hiab loader crane



An Omme spider



The new Qy35V Zoomlion truck crane created a lot of interest and at least two sales



Goodyear tyres



Dieci telehandler



Holland Lift HL11816



First showing for the JMG pick and carry cranes



The new JLG 340AJ



InspHire balloon release with Karen Mills, John Ball and Graham Dobbs



Liebherr 81K flying the '50 years in the UK' flag



Rod Abbott (l) with Stuart Proud of North Midland Construction agreeing a deal on the Link-Belt TCC750 telseopic crawler



GGR Unic team with the new range of Lego cranes



Visitor numbers were up 25% on 2010

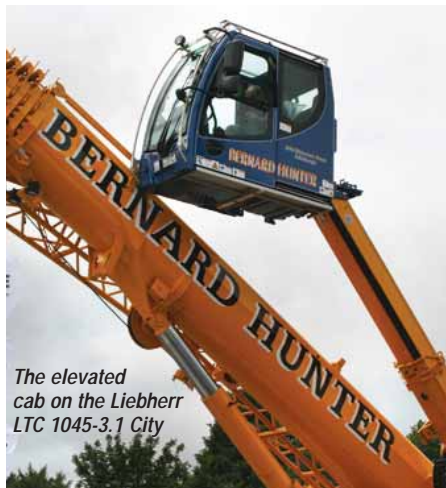




Haulotte had a varied stand including this telehandler



Mitas tyres



The elevated cab on the Liebherr LTC 1045-3.1 City



Lincoln Noel at the piano



The first show sale? The Link Belt TCC750



Maxilift loader cranes and the tracked MST300 Access



Ormig 5.5tmE



Marooka MST 300 with Nifty platform



Marketplace in full swing



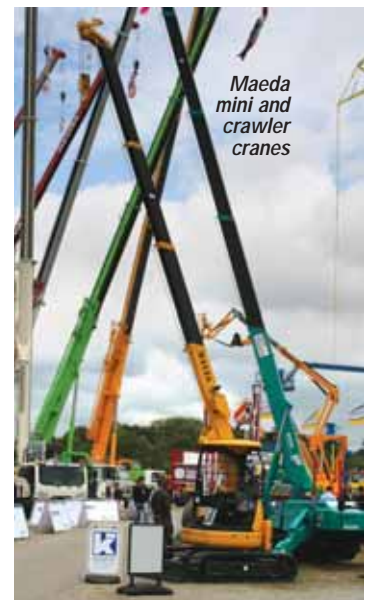
MEC 2664RT speed level



Manitou MRT 3050 turbo on Allmats



Roger Verallo () presents Peter Bond with the Pasma lifetime achievement award



Maeda mini and crawler cranes



Merlo UK had a good show



The interesting Multihog with Sorage A314 platform



Niftylift with two potential buyers discussing safety features



The Pop-Up stand



The new Multitel MX195 platform



The impressive skyline



Another world first - the Terex Challenger 3180



Powerlift with Easylift truck and spider



PB S175-12ES scissor now distributed by Bravi UK



PM loader crane



One of the livelier tables at the evening event



Power Tower stand



Platform Basket was in an ideal position near the Marketplace



The first Palazanni XTJ32 in the UK is available for demonstrations



All set for the evening event



PASMA Village



Power Scissor from Russon Access



650 attended the evening event

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Skyking platforms - 228TJ and 200PX in Loxam colours



An impressive array from Snorkel



Ranger's Steve Hatfield and Teupen's Arjen Snider agreed a five year UK distribution



First time exhibitors Toyota Materials Handling



Riwal's MEC Titan boom



Versalift LT23TB Mazda pick-up mounted platform



Safety-Gard from Tinsley



Spierings showed John Sutch's six axle truck tower crane



Skyjack stand



A rare shot of Terex's Lee Maynard



Tadano Faun sold this ATF 40G to Berry Cranes



Promax Access stand



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# A final word...

In an effort to improve the Vertikal Days format our youngest Vertikal Days team member - budding journalist Edward Darwin - asked visitors for their views as they left this year's show. Although a universal desire for better weather was expressed, it appeared spirits were not dampened by the showers on day two, in fact the general consensus was that the event was a great success with visitors commenting on the show's well-located venue, tightly organised setup and laid back ethos.

Vertikal Days is a specialised show covering a compact area and with a relaxed approach - a show which places quality over quantity. When asked to compare Vertikal Days with other exhibitions visitors were quick to distance it from other "less organised" shows like the now defunct SED. Comments from exhibitors touched on the fact that the number of disinterested 'tyre kickers' were few and that the mix of equipment company owners, specifiers and buyers was ideal. Several visitors were of the opinion that, apart from the major international shows like Bauma, Vertikal Days hosted the widest collection of cranes and access equipment.

The show's size was another feature that visitors commented on, allowing the time and opportunity to see all the relevant equipment and speak to companies at length with less pressure on exhibitor's time. They also liked the option of continuing the conversation over the complementary lunch available in the catering tent. Its sociable setting provides a great opportunity for socialising and networking accompanied by the talented pianist Lincoln Noel.

The event is not only a showcase for the latest equipment and new product launches, it also offers demonstrations and seminars which impart the latest equipment safety and legal requirements. Stephen Dorricott director of Leigh-based Astley Hire brought his entire company along, explaining how the 'different aspects of the show are able to cater for the different divisions within the company'.

"The office admin staff takes full advantage of the seminars to gain knowledge on current practice whilst the service engineers are free to talk to manufacturers, inspect the latest products and view demonstrations first hand," he said.

The National Grid arrived at the show looking for specific platforms to assist with power line work. Not only did the show offer a comprehensive variety of equipment but after talking with particular companies they had preliminary discussions regarding a customised platform tailored to its specific requirements. The show was therefore not limited to what was on display and many visitors were delighted with the extensive resources available from the individual companies.



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Visitors were asked to contemplate possible improvements or additions to the event for next year. Although the show's straightforward layout means that company stands and specific equipment was easily located, several visitors commented that individual stands were difficult to identify because of the amount of equipment on display.

Thoughts on its location were discussed with a suggestion to alternate between the north and south of England put to visitors. However the general consensus was that Haydock was in an ideal position, close to the M6 and M62 motorways and one visitor from Surrey commented that he was pleasantly surprised that his journey only took three hours.



Visitors liked the easy parking and the lack of traffic jams getting in and out. Some added that they were also impressed with the meeting facilities in the main buildings.

Speedy Hire, the shows' equipment sponsor was impressed and



purchased several small scissor lifts for its fleet. However it was disappointed at seeing its competitor's equipment next to its own. A small majority expressed that the show needed to grow in size and that larger stands were needed to exhibit more - particularly cranes. Can Vertikal Days continue its current philosophy on a larger scale or will it lose the personal touch that it has tried so hard to create?

The Vertikal team welcomes feedback and all comments which will be used to ensure that next year's show will be an even greater success. Please feel free to email us with any thoughts or ideas as we would love to hear from you!

Edward Darwin

