

# Bouncing back

**Exhibitors were out in force at the GIS exhibition in Piacenza, Italy, demonstrating the country is finally moving back into growth. AI was there to explore the new products at the show and get a feel for current market conditions.**

**G**IS, the Italian specialist cranes, access and heavy transport show, saw up to 4000 visitors over its three-day run at the beginning of October. Confidence was high among the access manufacturers who reported varying degrees of sales growth in Italy, ranging from 5% to 35% for this year and next, following years of stagnation.

There were also a number of new platforms on display, which is always a good sign, especially as we are creeping ever closer to Bauma, for which many manufacturers will be storing up their latest offerings.

As Jerry Kist, export sales director at truck mount specialist Multitel Pagliero, says, the market picked up at the end of last year, dropped off again in the second quarter, and has started growing again in the third quarter. "We could see at the last GIS show things were slow but at this one we have plenty of visitors. After 4.5 years doing nothing, something had to happen and in the last 12 months sales have doubled. In a good year we sell 300 machines in Italy and in the last 12 months we have seen around 160 sales." According to Mr Kist the market in Italy for 3.5 tonne truck mounts is 500 units.

Paolo Pianigiani, director of Imer Access, agrees the market is moving in the right direction. "Italy is not the best performing market but things are changing. People are more confident and starting to invest."

He says an example of the steady increase, admittedly from a low level, comes with mortgaged loans which have increased 79% this year.

He adds that the economic situation in Italy has not been as tough as for its neighbour Spain, with rental in Spain dropping by 70% or more during the worst period, compared to around 50% in Italy. As a result rental companies were forced to diversify into other areas such as logistics. "Rental companies never stopped buying but they were just maintaining their fleets. Now utilisation is growing."

"However, it is far away from how it was in 2007 and 2008, I think that time has gone and it will never come back.

A criticism from Mr Pianigiani is that public spending from the government has not returned as expected and has been outpaced by private investors who have increased their spending in the north of the country particularly, including projects like retail.



Hinowa was on show at the Piacenza-based exhibition.

"The Italian market used to be one of new public home/residential, but we are now becoming more focused on renovation, maintenance and facility management – more towards the private sector. It is like a reversal of the situation," explains Mr Pianigiani.

"During the downturn rental companies were buying young used equipment from other countries like Spain and the Netherlands, which kept their fleets relatively new. But now these machines are five years older so they need new equipment again."

An anomaly of the Italian market, compared to others in Europe, is there are few big rental companies and

instead many much smaller ones. "So it was easier for them to diversify quickly when they needed to," says Mr Pianigiani.

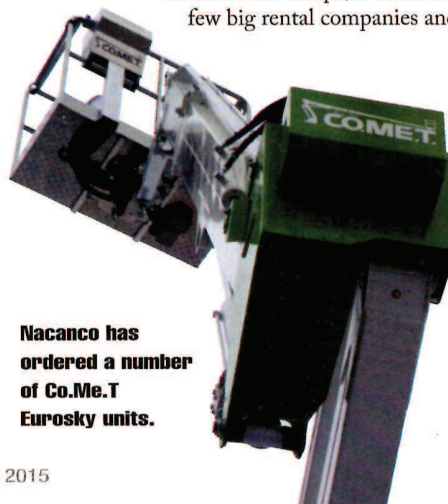
## Rental growth

Very few rental companies have more than 400 or 500 machines in their fleets. "Many of them have 30 to 100 machines in their fleet and they are the backbone of the Italian rental industry," He adds, "In most cases they were dealers that turned into rental companies in the 1980's, and so are still not purely rental. However, day-after-day, rental is becoming more effective and people are realising that rental is more important in Italy than it was."

In fact up until the 1990's Italy was very much an end user environment. "In the past there were thousands of small construction companies using simple machines on site," explains Mr Pianigiani. "As construction becomes more complex you cannot buy a machine that will not have to be updated in the near future."

Mr Pianigiani adds, "But it is a long process to turn into a service market and there is a long way to go."

Expanding on the rental model in Italy, Genie's sales representative in the country Antonello Cozzolino, says it is going through a



Nacanco has ordered a number of Co.Me.T Eurosky units.



Imer presented a range of products at GIS 2015.



Genius' Mak1 lightweight scissor lift.

period of unusually high activity.

"Currently, we sell 80% of Genie AWP products through the rental channel and 20% to end users. As far as GTHs (telehandlers) are concerned, the ratio is currently 60% through the rental channel and 40% through the end users' channel."

The relatively high rental figure regarding the GTH is due to the weakness of the construction sector, says Mr Cozzolino, which is the core buyer of GTHs in Italy and is still recovering from the economic downturn.

"In fact, in normal conditions, the construction sector prefers buying equipment rather than renting it, so the ratio would be reversed - 40% through the rental channel and 60% through the end users' channel," He adds, "Construction companies tend to use GTHs all day long for several construction projects. Thanks to their versatility, they can be used in a number of tasks in different applications - that's why our customers prefer to own GTH equipment rather than renting it."

As far as AWP are concerned, these



Airo's V10 E, launched at Intermat this year.



Cela launched its 30 m working height DT30 tracked platform.

are mainly used in the construction sector to perform some finishing touches to a construction project, which explains the higher ratio of AWP equipment usually sold through the rental channel as opposed to GTH, says Mr Cozzolino.

### Product launches

As previously mentioned there were a number of new and interesting products at the show. **Cela** had its 30 m working height DT30 tracked platform on display. Together with the new 28 m DT28 it completes the DT range. They are both mounted on a 6 tonne truck and offer a certified 390kg hook. The DT30 has a jib and basket capacity of 225kg, while the DT28 has no jib but a 350kg basket capacity. As the company explains, in Italy customers prefer to have a jib and less capacity for working in tight city spaces, while customers in export markets request the opposite.

Two-year old tracked scissor specialist **Almac** presented the new Bibi 850-HE on its stand for the first time. It has a 7.82 m working height and a 250kg basket capacity. It can travel at a height of 6.1 m. The units have extendable outriggers with three different positions and automatic independent bi-level tracks, which means these scissor products can be used on rough terrain. They also have an 80 cm closed width which means they can fit through a door. Almac's products are suitable for agricultural, industrial and garden-related applications.

**Genius**, a specialist in walkway access, launched a new version of its Mak 1 lightweight, low level scissor lift. The 4 m working height Mak 1 is the manufacturer's first aerial work platform and was launched at Intermat. The new version, launched at GIS is a 4.6 m working height model. They both

# SPIDERS are us

### RAGNO:

from 17 to 52 meters of max w/h, available on tracks and wheels, Bi-energy, ECO and Hybrid version.



**Palazzani**  
INDUSTRIE

[www.palazzani.it](http://www.palazzani.it)

have a width of 80 cm, length of 120 cm and a basket capacity of 130kg. Once the guardrails are removed stowed height for the 4 m version is 59 cm and 64 cm for the 4.6 m version. The company said it had sold 20 units since Intermat to Holland, Belgium and France and expects to sell 100 more in 2016.

**Airo** announced it will produce two new telescopic booms, with a launch set for Bauma. The T32 RTD and T34 JRTD, with 32 m and 34 m working heights respectively, will be its biggest booms and are aimed at the Asian market. They will be produced for its sister company Airo Beijing which will aim the booms at harbours.

Oscar Prigione, Airo sales manager, is confident of better times ahead in Italy. "We live day-by-day but customers now trust more in the future. Growth will be 50% more this year and next." The company's sales are also helped by Airo Beijing which buys units from the Italian-based manufacturer.

At the moment export is 75% of production, and the plan is to increase exports with Europe being the main target. To aid this mission the company employed a new export manager Giovanni Marzoli in August. He says, "We are looking to grow in the east European countries and possibly North America too."

The manufacturer is as yet to employ a dealer in North America, but Mr Marzoli says Airo has a number of contacts there and an arrangement is not far off. "It is an ideal market or us. We will be attractive to rental companies and dealers because we have niche products that they do not have."

**Socage** announced it had sold its first 21 m working height 21DJ truck mount since its launch one month ago. The buyer is Italian rental company Ruini. (See Manufacturer News on page 31 for more information).

**CTE** showed its Zed 21.2 JH articulated truck mounted platform. An important feature is the redesigned chassis, combined with high strength steel components, which means the total weight is less than 3350kg. Thus making the machines suited for Euro 5 and Euro 6 requirements. A Traccess 170 tracked platform was also on the stand.

**Merlo** introduced the Boat Handler, a new telehandler attachment for lifting boats in and out of marinas. It was shown on a fixed model at the show but is more suited to its Roto products, said the manufacturer. It said the attachment was another demonstration of how one telehandler can be used for a range of jobs in one place, such as a marina, including logistics, maintenance with a basket attachment and then boat handling with the new attachment.

**Palfinger Platforms Italy** announced it would complete the Low Smart Class truck mount product range, launched in May, by the end of this year. The 9 m to 17 m working height platforms are aimed at light 2 tonne to 2.8 tonne chassis, such as picks ups and other smaller vehicles. It is aimed at the world market and can be used for a wide range of jobs



**Multitel says it is seeing considerable growth in Italy compared to last year.**



**Almac's Bibi 850 is one of the two-year-old company's products.**



**Palfinger Italy will complete its Low Smart class by the end of the year.**

ranging from street light maintenance to palm tree pruning.

Paolo Balugani, managing director of Palfinger Platforms Italy, which was set up as a joint venture with Palfinger Platforms based in Germany in 2013, said it would sell 400 units this year with 60% of them being delivered outside Europe.

**Co.Me.T** launched the electric version of its Xtrailer and said that it had just sold 11 units of its Eurosly 21/2/9 truck mounts, launched at Intermat, to Italian rental major Nacanco. The company's new colours of green and white were also on display - the livery was also launched at Intermat in April of this year.

"We hope there will be more orders from Nacanco and it is a good sign for the Italian market.

"We have not concentrated much on the Italian market in the last few years but we are concentrating on it again as we see sales are growing a little," says Francesca Mignardi, sales and marketing at Co.Me.T. The company currently exports some 90% of its products. **AI**



**Isoli had a new truck mount on show, the 21m working height PNT210JD4**