



cranes & access

June 2026 Vol.28 issue 3

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**LOW LEVEL
PLATFORMS**

**ALL TERRAIN
CRANES**

TELEHANDLERS

APEX REVIEW

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Skyjack's electric SJ6940 RT, Axolift's new dual deck outdoor scissor, First ArticCrane City Luffer 180, Pagliero acquires Palazzani, A bigger Jekko crane, Leguan unveils electric spiders, Sinoboom updates 60ft booms, Terex Cranes' new telecrawler, Hybeko tunnel boom, Omme Lift files for bankruptcy, New president for IPAF, Dingli's Sky Villa, plus News Highlights and Financials round-up...

LOW LEVEL PLATFORMS 17

The low level powered access market, as we know it, originated in the UK in 2006 driven by the mythical ban (fake news) on ladder use at work by the UK's HSE. While the sector has developed beyond all recognition in the past 10 years, it is still dominated by a handful of established players, although it is changing quite rapidly...

ALL TERRAIN CRANES 25

The past year has been interesting with the leading All Terrain crane manufacturers - Liebherr, Manitowoc/Grove and Tadano - adding new cranes and technology, with a good deal of it on show at Conexpo in March. We roundup some of the latest developments and introductions.

TELEHANDLERS 35

It seems as though a message has gone out and been accepted that the telehandler market is paved with gold! In the past year or so the number of manufacturers has almost doubled, just as some major manufacturers like Cat, pull out after years of trying to make a go of it against Manitou & JCB. Who is making the winning call? We take a look at the latest news, products and developments.

APEX REVIEW 47

The powered access show Apex and International Rental Exhibition (IRE) returned to Maastricht this month. Apex seemed smaller with fewer exhibitors than previous events, but there were several product launches and plenty of product updates.

AINSCOUGH'S 50TH 56

C&A features editor Nick Johnson takes his son and grandson to sample the delights of the recent Ainscough Family Day, one of three events celebrating the company's 50th anniversary.

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ON THE COVER

One of numerous Chinese entrants to the telehandler market is Zoomlion. For a rundown on the rapidly expanding sector see the Telehandler feature on page 35.



IN THE NEXT ISSUE

Scheduled for publication in mid July, the July/August issue of Cranes & Access will include features on: Tower cranes, Scissor lifts, Technology & Software and a look at the Vertical Days 2026 event in September. If you have any contributions or suggestions to make or are interested in advertising in this issue, please contact our editorial or sales teams.



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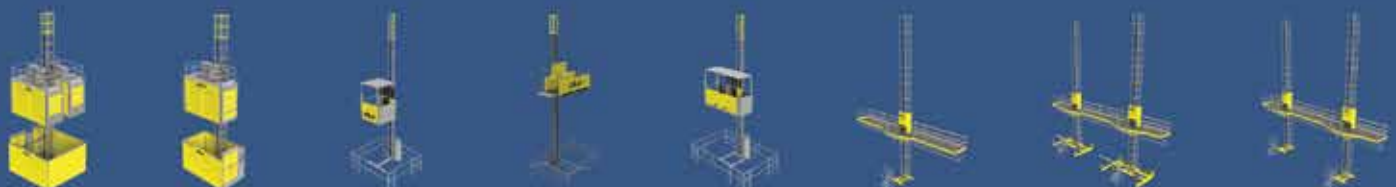
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COMMENT

BRANDED

What word immediately comes to mind when I say Ferrari, Rolex or Prada?

Whatever the word - luxury, quality, flashy, style or perhaps overpriced - for better or worse, it reflects the brand's perceived image, built up over many years through consistent marketing, the quality or functionality of the products, top customer service and the image it attempts to represent. All of which help create a brand's reputation, overall identity and values, more so, perhaps, than the specific products.

Product and brand are, of course, interlinked - without the products, the brand would not exist. Customers and employees have a particularly emotional attachment to a brand - the name, product colours and logotype, etc, while it also influences suppliers and prospective job candidates or dealers. Building a brand takes time and/or money and can be easily ruined - take Perrier water for example - by not maintaining its high standards and handling the fallout badly.

In the crane, access and telehandler markets, where even changing a logo can cause upset, changing a brand name completely can create far greater disruption.

Take Demag mobile cranes... The company was acquired by Terex in 2002 causing all manner of concern, but Terex made the wise decision to retain the Demag name, at least to start with, and maintain its principles. It later switched to Terex Demag and then Terex. The two brands had entirely different reputations - one had been 'pile 'em high and sell 'em cheap' while the other stood for quality, strong engineering and performance. All manner of repercussions followed, in 2016 Terex reinstated the Demag name. Its reputation did not just bounce back, of course, but it made a difference, at least with 'Demag' employees.

A similar situation occurred in the 1980s when Grove acquired Coles and adopted Grove-Coles for UK built Grove and Coles cranes. In hindsight it was not the best of decisions, although perversely, it protected the Grove brand.

It was 20 years before Tadano felt confident enough to drop the Faun name from its German All

Terrains, making them pure Tadano, the same with Mantis telecrawlers.

When it acquired Demag in 2019, it decided to fast track the integration and brand changeover, creating challenges that it is only now beginning to overcome. Its acquisition of Manitex - with PM, Oil&Steel and Valla brands - presents a different challenge. While it stated that they would all now become Tadano, it appears to be taking a more pragmatic approach depending on each brand's strength in a given market. Note that the Nagano acquisition and brand change presented no such issues.

When Manitowoc acquired Potain and Grove, it did not rebrand them Manitowoc, and later, when it agreed an own-brand deal for Sennebogen telecrawlers it chose to use Grove rather than its crawler crane brand - Manitowoc.

Branding is now becoming a feature in the low level platform market. JLG acquired Power Towers, and kept it at arm's length, but later decided to 'integrate' it, swapping Power Tower blue for JLG colours and seemed ready to drop the Power Towers brand altogether. It appears that it has rolled back on that idea. JLG now supplies own brand versions of its low level lifts to Altrex and Tubesca-Comabi, while Italian manufacturer Gromet/Axolift provides its lifts to Pop Up and now Munk Flexlift.

How important is a strong brand?

Building a strong brand only works if the products and services live up to what it claims to stand for. Customers' peace of mind when purchasing is reflected in its desirability, demand, price and resale value. Witness the many tier-two Chinese crane and aerial lift manufacturers entering the market with no brand awareness, while companies such as Liebherr, Tadano, Grove, Genie, JLG, JCB, Manitou, and others have it in spades. This is one area where many Chinese manufacturers struggle and find that product quality alone is not enough.

Building a brand image/reputation takes time, funding and effort - but is critical for the ongoing success of a company. Ignore it at your peril.

Mark Darwin

Comment and feedback is most welcome via post, email or phone stating if we may publish them or not: editor@vertikal.net