



(Credit+energy woes) x election = questions

GEORGE FITCHETT

Snorkel, Director of North American Sales and Major Accounts

What do you foresee happening in the marketplace this year? What markets will be up (residential construction, commercial construction, utility, roads & bridges, mining, petro-chemical, institutional, industrial, etc.) Conversely, which ones will be down?



George Fitchett

I believe that residential will flatten if not fall a bit more but should start to curve up by year end. Commercial will remain strong for the first two quarters and may begin to soften near year end. Many variables exist that could alter the economy i.e., election year, credit crunch, oil prices. Driving the strength of the commercial side are infrastructure, power production and institutional projects.

In this market climate, what are some of the challenges facing users of your equipment and what are some strategies and tactics equipment users can implement to reduce their effects?

Speed and safety in a smaller work

environment.

On the flip side, what are some of the opportunities facing users of your equipment and what are some strategies and tactics equipment users can implement to maximum them?

We offer fully proportional controls for the smoothest operation.

Any immediate safety or operating regulations users need to be aware of this year?

None that I am aware of.

Any engineering/design trends on the horizon that you see having a major impact on equipment in the near or long range (fuel cell technology, hybrid-powered engines, use of more environmentally friendly lubricating or hydraulic fluids, etc.)?

Our philosophy is “keep it simple.” We are growing sales and regaining market share because our machines are uncomplicated and extremely reliable. A hybrid is extremely complex as you have to link two drive trains — an electric motor and internal combustion engine. More complexity means higher capital cost and of course more parts mean there is the potential for more to go wrong. We are exploring the use of environmentally friendly oil and other fluids but these will not have a major

impact on the equipment. In terms of how aerial lifts will be powered in the future, battery technology is moving forward faster than anything else. Electricity now looks like the best contender for totally eliminating on-site emissions from aerial lifts. The end product is not there just yet, but I believe it will be in the next few years.

How do you determine to make updates, changes or new models? And will there be any major or minor updates to your product line in the coming year?

We have just introduced eight new boom and scissor lifts to the Snorkel range, so we are now a full-line manufacturer, from 12-foot electric personnel lifts to 126-foot booms. We are now one of only three manufacturers in North America that can offer customers a complete product range. That is a huge competitive advantage and we are already beginning to exploit the new opportunities it has created. There will be more new products to follow, but I can't say more at present. It is unlikely that there will be any significant changes to the existing products, as the feedback from our customers is that they don't want us to change anything! **L&C**

BOOMLIFTS Continually pushing the limits, booms keep reaching up and over

COMPILED BY ANTHONY BRASS, EDITORIAL STAFF

SNORKEL AB38N

- Features a durable, up-and-over articulated boom for a versatile working envelope.
- Equipped with a smooth, one-hand proportional joystick control for reach and precision in the air.
- Features a slim, 4-foot, 11-inch wide chassis and 1-foot, 3-inch inside turning radius with a 36 percent gradeability to deliver maneuverability and accessibility in narrow aisles.

Item 152

