

# bühnen SPIEGEL

Issue · December 2014

... more than 35 years  
**Rothlehner**  
Arbeitsbühnen



*DENKA•LIFT Narrows for longstanding customers in the USA*

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## Dear Customer, Dear Bühnenspiegel Reader

Just prior to the end of the year, it has already become evident within the Rothlehner Group that the ambitious - from a point of view of the previous year - targets for 2014 will be achieved.

With a turnover of around € 30 million and sales of 650 work platforms, our optimistic expectations for the current year have proven to be true. This gratifying key data has been surpassed only in the exceptional years of 2007 and 2008. With rather more "cautious optimism" for 2015, we expect consolidation at a high level.

The picture becomes more differentiated when broken down into individual business segments in our domestic markets with their own subsidiaries.

However, is our company profile actually known and transparent enough?

This question is currently being posed once again, triggered by our new Division, our own DENKA•LIFT production, and the newly added worldwide Denka Support.

### A brief glance at the company history and structure of Rothlehner Sales and Service:

#### History



- 1976 Foundation of the rental-company
- 1983 First DENKA-LIFTS in the rental fleet
- 1987 DENKA-LIFT distribution
- 1988 Distribution PB Lift program
- 1989 Foundation "Rothlehner Arbeitsbühnen GmbH" (Ltd.)
- 1991 End of the rental activities, foundation „R. Jäkel GmbH“
- 1992 New subsidiaries in Prague (Czech Republic) and Graz (Austria)
- 1996 Participation at PB Liftechnik GmbH
- 1998 New subsidiary in Kraków (Poland)
- 2001 Service-merger to „Lift-Manager GmbH“
- 2005 Distribution GSR-truck, Falcon-Spider and Bluelift track-mounted lifts
- 2006 Lift-Manager and Rothlehner CZ certified IPAF training center
- 2008 New subsidiary in Nitra (Slovakia)
- 2010 Rothlehner Graz (Austria) certified IPAF training center
- 2013 Acquisition of DENKA assets and rights
- 2014 Production DENKA-LIFTS and worldwide DENKA support



We recorded our strongest and most sustainable corporate growth through the sales of the DENKA•LIFT product range, especially in the 1990s.

With further brand representations, continual development of our workshop and customer service network and training activities, the Rothlehner sales company was continuously further developed in five central European countries, and likewise our associated service company, Lift-Manager, in Germany.

The brand representations are pronounced to varying extents as a result of country-specific circumstances, hence a longstanding cooperation with Haulotte has, for example, developed to an extremely high level especially in the Czech Republic. From here, we started our cooperation with GSR already 15 years ago and for 10 years we have been working with GSR truck-mounted work platforms in all of "our" markets.

The sales of PB scissors and self-propelled machines date back to the 1980s. Furthermore, since 1996, an inter-relation exists with PB-Liftechnik GmbH in the form of a shareholding.

See the articles on the following pages for information regarding further brands.

Gradually, and with cooperation partners on-site, we plan to intensify our activities in the Hungarian market. Since August, Jozsef Merva, a native Hungarian, has been employed at our headquarters in Massing as Export Manager and thereby also complements the DENKA•LIFT Team in the our International Division.

We owe this positive company development to you, our customers, employees, suppliers and partners. And the courage to take on new endeavours, such as our recent step into the area of production, is also drawn from the trust you bestow on us.

Many thanks!

We wish you a successful "last dash" towards the end of the year and also a merry and peaceful festive period,

Manfred Rothlehner  
Rothlehner Arbeitsbühnen GmbH  
Managing Director

Roland Jäkel  
Lift-Manager GmbH  
Managing Director

## DENKA•LIFT model DK18 vs. DL18

The fact that DENKA•LIFTS have now been produced in Germany for a year and the worldwide spare parts service and technical support are provided by Rothlehner and Lift-Manager appears to have permeated through the markets to a great extent.

Now, in contact with many Denka customers outside our home markets, we discover with amazement how different the approach was, even in countries in which the DK18 model is homologated.

Evidently, the advantages of the DK18 model, with its rear basket, were frequently neglected. In fact, the alleged disadvantage of poorer driving characteristics due to the longer overhang was discussed without taking into account the three fundamental points for reasonable driving characteristics.

Namely, observing that

- There is 4.5 bar pressure in the tyres
- The transportation locking mechanism of the upper structure closes tightly
- The vertical load on the coupling is at least 80 kg

Then the DK18 version can be towed by a car with a towing capacity of 2,000 kg without any problem.

And therefore, the advantages of this model can also be utilised:

- Weight less than 2,000 kg
- High on-site manoeuvrability. It has a length of merely 6.60 m, with a 2 m clearance height as a result prior turning of the boom via the tow bar.

These are also amongst the reasons why the DK18 version, with rear basket, was always a favourite in the markets operated by Rothlehner, with a share of around 80%.



Junior 12



DK 18



DL 18/21



DK 25



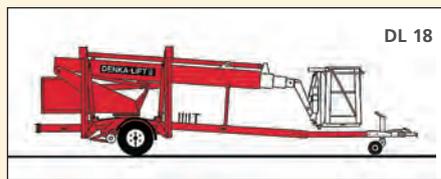
DL 25/30



Narrow DL 19/22 N



DK18

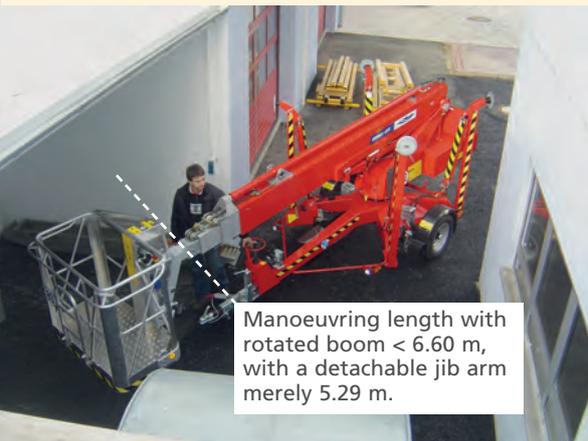


DL 18



DL 25/28 N

## Optional: Reduced construction length for DK18



Manoeuvring length with rotated boom < 6.60 m, with a detachable jib arm merely 5.29 m.

Simply turn the boom via the tow bar and reach operation positions with < 6.60 m.

The optional "Detachable jib arm with basket" reduces the manoeuvring length to even less than 5.30 m.



DK18 with turned boom via the tow bar.

## Junior 12 for City Lift AS

The City Lift AS, hire company in Taastrup, near Copenhagen, celebrated their 50th anniversary at the beginning of September. The right time for co-owner, René Olsen, to order a new DENKA•LIFT again after a longer period.

Two months later, Manfred Rothlehner handed over the Junior12, painted in their yellow corporate colours, to Allan K. Jensen from City Lift (on the right in photo).

Trust in the DENKA brand is also returning in Denmark. New DENKA structures can also be expected here in 2015.





## GSR TV-TJV series as a compact variant on MB Sprinter

The van series from GSR, tried and tested for years, with a working height from 11.5 to 17 m, has also been offered for some time as a compact variant on MB Sprinter / VW Crafter chassis with 4 outriggers. All three models, **E120TV**, **E140TJV** and **E170TJV**, are representable as 3.5 t vehicles, partly with a remaining vehicle load capacity and even with all-wheel drive.

With the use of a 4.6 or 5.0 t vehicle, also large-volume equipment boxes are possible.

Amongst other things, the **GRP basket**, the **outrigger control from the basket** and the **130° rotatable jib** are **standard with the E140TJV and E170TJV**. A comprehensive package of optional extras, such as a lifting function without stabilisation, 1000 V insulation, on-board power supply and much more, leave no customer requests unattended.



*GSR E140TJV on Sprinter 316 CDI*

*The practice-orientated 4-fold stabiliser system design also permits deployment on uneven terrain.*

*Convenient side entry into the GSR basket of the TJV Compact on Sprinter or VW Crafter.*



## E 179T on Nissan for Baulift

The **BAULIFT** truck fleet has been extended with a further five 17 m **GSR E179T** truck-mounted work platforms on Nissan Cabstar.

Besides the in-house marketing of used machines by **BAULIFT**, the used machines sales channels of the Rothlehner Group are regularly extremely helpful for fleet renewal.



## New at PB: The MB112-10EC

The PB work platform family is once again receiving a new high-performance addition with the new vertical telescopic work platform, **PB MB112-10EC**. This multi-functional machine has a mast with an articulated arm system. Powered by a long-lasting electrical drive, this combination is universally deployable – for indoor as well as outdoor applications.

At maximum working height of 11.20 m and a lateral reach of 3.00 m, it measures merely **1.00 m in width**. The lifting system is rotatable by approx. 173° in both directions and the basket, with a load capacity of **200 kg**, can be positioned with pinpoint precision thanks to its sensitive controls.

As a result of its compact design and minimal turning radius of merely 1.80 m, the **PB MB112-10EC provides the highest degree of flexibility**. With a construction height of only 1.99 m, low clearance heights can be overcome without any problem and its low net weight of merely 2950 kg ensures a low ground load and favourable transportation.

## PB scissors for Ramirent

Satisfied faces were recently to be seen at the handover of an impressive scissor platform package from PB-Lifttechnik GmbH to Ramirent, Finland LTD. In total, 5 PB scissor work platforms were accepted by Jussi Muhonen, Product Manager at Ramirent, from Arne Dirckinck-Holmfeld, Export Manager at PB. The location of the handover was the prospectively largest logistics centre in Europe, with its impressive 200,000 m<sup>2</sup>.

The package comprises of five **PB S270-24E 4x4-type scissor** platforms. The platforms feature a remarkable working height of **27.25 m**, in that way the ceiling heights of the building of up to 27 m also no longer pose a problem.

The scissor platforms provide more than enough space and power for a maximum of 4 persons, tools and materials thanks to their enormous maximum platform dimension of **7.98 m x 2.40 m** and an impressive load capacity of **1000 kg**.



Arne Dirckinck-Holmfeld from PB (l.)  
with Jussi Muhonen (r.) from Ramirent



## Large PB scissor package for Cramer

An impressive scissor platform package from the high-end series of PB Lifttechnik GmbH was recently displayed at the PB headquarters in Oberbechingen, prior to them embarking on their transport route to Cramer Arbeitsbühnen GmbH & Co. KG in Hagen. Eight scissor work platforms, as part of a large-scale order, were presented in rank and file in wonderful autumn weather before being deployed to serve the high customer demand for PB platforms. The package comprises of two different platform types: Firstly, the **PB S171-12ES** and also the **PB S171-16E**.

The scissor platforms feature licenses for indoor and outdoor applications and are drivable at their full working height of 17 m. The respective platforms have a load capacity of **400 kg** and not least provide sufficient space for 2 persons, tools and materials thanks to their platform extensions of 1.00 m. All platforms have a differential lock as standard and the **PBS171-12ES** additionally already has an stabiliser system with automatic levelling as standard.

The PB scissor package for Cramer

TCA-LIFT  
TCA-LIFT  
TCA-LIFT



## Falcon-Spider from TCA-Lift - for airports in Bangalore and Baku

Three Falcon Spider **FS370** with a 37 m working height were delivered for the airport in Bangalore/India, and two **FS320Z** and **FS290**-type with 32 and 29 m working heights to Baku/Azerbaijan for maintenance and cleaning in these large international airports.



## - and for many other world-famous projects

For example, the globally successful Falcon Spider wheel and crawler mounted machines of the Danish manufacturer, TCA-Lift, were delivered for the King Hassan II mosque in Casablanca, the largest mosque in Africa (photo right) and numerous projects on the Arabian peninsula, such as the recent maintenance work on the highest clock tower in the world in Mecca.

The sale of a **FS420** to the royal palace in Riad already dates back a few years, and occasionally a Lift-Manager service technician has also been deployed there!



## Model update Bluelift R220C



The crawler mounted work platform, **R220C**, will be produced in an updated version for the model year 2015. A series of detail changes, such as altered outriggers for greater outrigger lift, a more efficient electric drive and an increased basket capacity of 250 kg ensure a significant product upgrade and therefore greater user benefits. The first demo machine will be available from February.

Bluelift  
Bluelift  
Bluelift



Europelift  
Europelift  
Europelift

## Europelift innovation TM18GT

The new Europelift **TM18GT** was presented already at the Bühnenwiesn in October. The trailer work platform based on the tried and tested **TM15T** provides a working height of **18 m** and a lateral reach of up to **10 m**. This robust articulated construction with a 3-stage telescopic boom enables working also way above large obstacles.

Various drive variants permit emission-free operation for indoor and outdoor areas.

## Used machines - quality vs. price

Today, used machines can be easily found on Internet platforms, at auctions, via the partly in-house sales channels of hire companies and with dealers and specialists.

Similarly to the purchase of a used car, the trust in the competency, performance and seriousness of the supplier is often decisive in this process.

At **Lift-Manager and Rothlehner**, used machine maintenance and marketing have been a significant business segment for decades.

In the course of this, not every used machine is completely overhauled regarding its technical condition and appearance. The extent of the preparation work is often orientated by the customer's request or customer order - often issued in advance. In individual cases, there is already an agreement on compromises regarding appearance or non-safety relevant technology.

Normally, Rothlehner offers three possible quality levels for not yet overhauled, accepted in part-payment or purchased used machines:

**A: Overhauled technically and in appearance, partly re-painted**

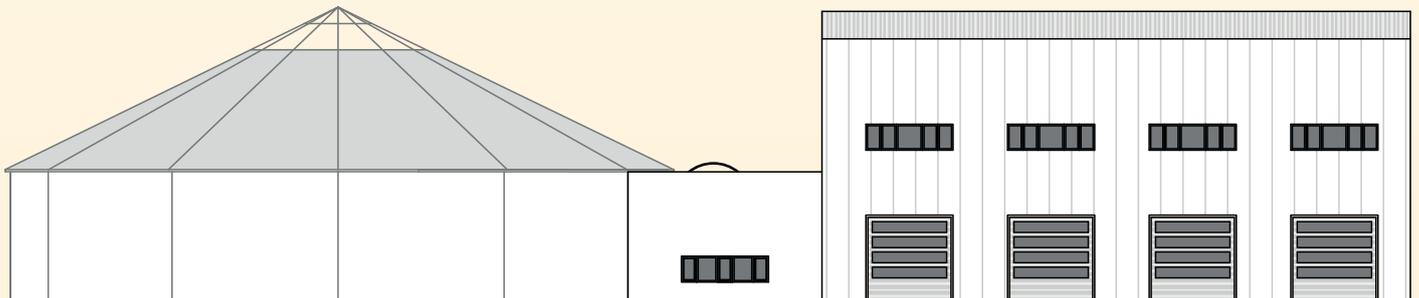
**B: Overhauled technically with concessions in optical appearance**

**C: Functional, ready for operation**

Not necessarily in every case, however frequently on customer request, used machines of technically high-quality and appearance from Rothlehner are preferred.

The value creation in the area of used machine repairs by **Lift-Manager** amounting to around € 2 million in 2014 impressively substantiates this.

## With the expansion in Jänkendorf ...



... areas will be extended to 800 m<sup>2</sup> workshop and 260 m<sup>2</sup> warehousing for both service and repairs, as well as for the assembly of our own **DENKA•LIFT** models.



Final check  
Narrow DL22N for USA



Narrow  
Container-loading



ReachMaster

## DENKA•LIFT is back – also in the USA

With **Reachmaster**, the long-term Falcon Spider sales partner in Houston/Texas, the cooperation with the **DENKA•LIFT** range was taken up again in 2014.

Several Narrows were already delivered again to long-term existing customers in America. **Ebbe Christiansen**, owner and CEO of Reachmaster says: "We are happy that with the first sales of the new **DENKA•LIFT** Narrows from Rothlehner that the trust in this globally-known brand now also returns to the USA on the part of longstanding customers."



## Service network developed in Austria:

The demands on services for work platforms of all kinds can now be met on a large scale with five service employees and three fully-equipped service vehicles in the meantime.



Included in the team around our longstanding employees, Bernhard Spörk and Robert Spari, are (team photo l. to r.) Thomas Biedermann, Manuel Handy, Christoph Warga and Martin Meidlinger.

Enquiries and operations are coordinated from the central workshop hub in Söding, near Graz.

The service vehicles are equipped with all the necessary tools and equipment and the most common spare parts.

Besides conventional service tasks, such as repairs, maintenance and preventative maintenance, with the support of the Rothlehner service organisation in Massing/Bavaria, the repair of large-scale machines or value-maintaining general overhauls are also offered.

**ÖBB (Austrian Rail) at the Vienna station, Salesianer Mieltex, MACO Industrieanlagen and Haribo in Linz all have one thing in common,**

**... they recently have a Haulotte Star 10**



Handover to Haribo in Linz

For maintenance work, the Haulotte Star 10 convinces with its 10 m working height under the most varying application conditions thanks to its simple operation, practice-orientated technical data and a weight of approx. 2,700 kg.



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## Rothlehner working-platforms

### Product Range

- ▶ Trailer-mounted up to 30m
- ▶ Truck-mounted up to 104m
- ▶ Scissor-technology and self-propelled
- ▶ Specialised narrow equipment
- ▶ Caterpillar equipment up to 52m
- ▶ **Used equipment**

### Services

- ▶ Consulting
- ▶ On-site customer service
- ▶ Spare part service
- ▶ Oil filtration, bio-oil
- ▶ General maintenance
- ▶ Project planning
- ▶ Finance
- ▶ Insurance
- ▶ **IPAF**-training centre

### Location

- ▶ 15 x Germany
- ▶ Austria, Slovenia, Croatia
- ▶ Czech Republic, Slovakia
- ▶ Poland

## Everything under one roof

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