

# bühnen SPIEGEL

22nd · December 2009 Issue

*... for more than 30 years*  
**Rothlehner**  
working-platforms ■ ■ ■ ■ ■

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## Dear "Bühnenspiegel" Reader,

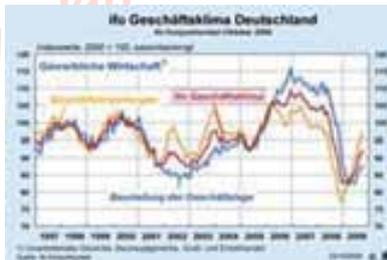
### Is the Crisis already over?

In this 33rd year of the company's history we are not viewing the fall in turnover, which has dipped just below the figure for 2006, as a catastrophe.

We were about 10% too optimistic in the overall budget planning for 2009.

Despite a drop in turnover of approximately 30%, a current target of 25 million, we were still even able to create several new job opportunities, especially in the service area.

All the indicators are taking a turn for the better. The statistics, whether for Bavaria, Germany, Europe or global, are pointing upwards.



They also reflect the returning dynamism in the company.

In the August issue of our "Bühnenspiegel" I turned to the saying:

"If the wind wanes, then take the oar."

I hope, however, that the wind will pick up again and take the strain off the oars.

Although we will be able to increase turnover compared to last year, we will not be able to attain the budget targets which were set. Thanks to your appreciated contracts, Lift Manager is able to get through this economic crisis relatively well.

We have created five new jobs and extended our fleet of service vehicles.

Training remains a priority with us even in difficult times. Our program included many product-specific and technical training courses, which included for example, a 3-day Bronto training course in November.

We have been able to complete an interesting project out with our core business by constructing a specialised lift for the internal cleaning of food-storage silos.

Our staff responsible for spare parts has been faced



At the beginning of November we were able to begin the construction work on the extension of the plant in Massing.

Next year, by the time the BAUMA 2010 is over, we should be operating in a space double the current size and therefore preparing us well for new growth and development.

With many thanks for your trust in us, especially in these difficult times, I wish you and your loved ones a peaceful and happy Christmas and a healthy start into the New Year.

Yours,

  
Manfred Rothlehner

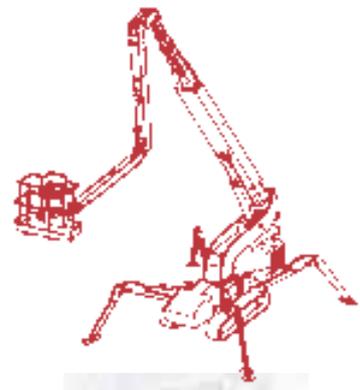
with often completely new challenges, due to changes in structure made by our suppliers. We are working continually on improving processes and expanding our capacity here. With the construction work in Massing, Lift-Manager continues to follow a path focused on growth and expansion.

Dear Business Partner, on behalf of all the employees, I would like to thank you for your trust in us.

I wish you, your families and employees a restful festive period, a Merry Christmas and a healthy, happy New Year.

Yours,

  
Roland Jäkel



## DENKA•LIFT: DL28N to Vienna

A working height of **28m** and a weight of only **2,630kg** convinced those in charge at the Volksbank headquarters in Vienna. For the construction phase and later for maintenance and up keep, they have put their trust in the concept of the **DENKA•LIFT Narrow DL28N**.



The **DL28N** is an indoor specialist which excels especially due to its dimensions - transport **width of 0.88m** and height **under 2m**. Even interior doors do not present a problem for the Narrow. Everything from a detailed needs analysis, to the planning and organisation of delivery, including operator training, was taken care of by our Austrian sales expert, Bernhard Spörk.



Accessing and lifting into the building site posed a particular problem. Even on the first day, the compact design and effortless handling aroused astonishment.

## Falcon-Spider: FS 32 to Sofia

We had similar requirements and problems to solve in Sofia. A necessary working height of **32m** and complete indoor suitability has been achieved in this new shopping centre by **FALCONSPIDER FS320**.

The **FS320** overcomes architectural obstacles with its **double jib** and adjustable outriggers.

The on-site positioning, initial set-up and operator instruction in Bulgaria was conducted by our Service technician, Klaus Reichenwallner.



# BrontoSkylift



## Brand New: The BrontoSkylift S36XDT

A new introductory model of the BrontoSkylift S-XDT series was introduced in October: the S36 XDT, with a working height of 36m. The new BrontoSkylift can be mounted onto the chassis from almost every manufacturer. With a variety of optional extras available on this model it is, like its big brothers the S-XDT and S-HLA, adaptable for every application.

As standard on this model is also the high 700kg load capacity of the cage, the third generation

Bronto control unit, the robust components used in the fire brigade series, as well as many other details which make all the difference. Which other details? We'll be happy to show you!



Standard even for the smallest types: operating console with high-definition TFT colour screen

## Visit to BrontoSkylift in Tampere



Arek Bogusz (Rothlehner Poland) and Pavel Konvalinka (Rothlehner Czech) at a Bronto S70XDT

As a result of the new partnership with BrontoSkylift, the complete sales team from Germany, Czech Republic and Poland took the opportunity to gain an insight into quality and reliability of the Bronto organisation directly at their plant in Tampere.



Jari Tikka and Arne Denks trained our sales-team

Apart from a factory visit and an introduction to our contact people there, the program included above all an intensive training in operation, equipment and the technology of these impressive machines.

## Boom Winch

One of the many interesting Bronto optional extras: the large Boom Winch BW-1300

The addition of the BW-1300 allows loads of up to a maximum 1.300kg to be moved. A winch fixed to the last telescopic element via a short crane arm, enables the safe handling of heavy glass panes, solar panels and many other further applications. Above all it saves the additional use of a crane and avoids dangerous experiments.

The BW-1300 fits all series production BrontoSkylifts S-XDT with working heights from 36-78m.



## S70XDT Demonstration Tour

If interested in a demonstration, whether on-site with you or at one of our locations, please contact: info@rothlehner.de or +49 (0) 8724/9601-0



### 3 x New: E180TJ - E180PX - E250PXJ

We already announced in the last "Bühnenspiegel" two new articulated-telescopic and a new telescopic working platform. They can now be seen here for first time:

The E180TJ as a 7.5t vehicle with vehicle-width outriggers and payload

The E180PX, a new small articulated-telescopic platform with a working height of 18m on a 3.5t vehicle

The E250PXJ combines up-and-over technology with a manoeuvrable jib.



E250PXJ



E180TJ



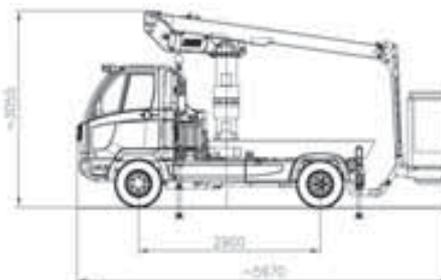
E180PX

### New: E120TV Compact

Above all the new E120TV mounted on a Multicar Fumo is small. At the same time, the working height of about 11.5m provides sufficient performance for exactly all those applications where platforms mounted on B-class licensed truck would be excluded.

Although this model has turned out very compact, it is still a fully-fledged truck with a 2-person/220kg cage, proportional controls and a comprehensive range of features coupled with a reliable vehicle concept. With a maximum total weight of 3.5t our new "small one" can be driven by everybody.

However, this is only the beginning of whole range of working platforms, up to a working height of 21m, which will be based on this slim all-rounder.



### Delivery of GSR E200T

Recently delivered to rental company Müller Hubert in Memmingerberg (near Munich), a GSR E200T mounted on an MB Sprinter. This is already the second machine in this class, which Müller has in operation.

Simple – reliable – GSR!



fr. left: Mr. Müller sen., Mr. Fuchs (Rothlehner sales-representative), Mr. Müller jun.

Dear reader,

use the risks and chances of the crisis, was the forword of the last "Bühnenspiegel".

Combining this idea with entrepreneurial vision and foresight is the trick – we have accepted the challenge.

Our interim results for the last 12 months depict the successful launch of seven new models in total.

On this point, a particular mention should be made about the continual development of municipal equipment with electrically insulated cages.

Today we are able to offer a range of purely telescopic models from 12-22m, as well as telescopic fixed angle and moveable jibs models. Further new products and innovations are already in plan.

We thank you for your trust and wish you a Merry Christmas and Happy New Year.

Stefan Weber  
Sales Manager



# Lift-Manager Lift-Manager Updates

## Becoming easier to reach

*"..... my name is Carmen Reithmeier"*

Through Carmen Reithmeier we have been able to increase the capacity of our operations at Lift-Manager in Massing and to make ourselves more accessible for our customers. Carmen supports our technical and service managers, Günter Leitner and Frank Eckstein, in all administrative functions, deals with customer enquiries and quotations.

You have probably already received mail from her, reminding you that a platform inspection is due ...



## BrontoSkylift Service Training

In November seven service technicians completed the first service training course at BrontoSkylift. The course dealt primarily with the general design and the controls of Bronto work platforms. This provided Lift-Manager and Rothlehner with the necessary service requirements



to look after all Bronto equipment sold by Rothlehner in Germany, Czech Republic and Poland in the future. This results in a substantial expansion of the BrontoSkylift service network.



## Building Work Commences

Lift-Manager in Massing has had to put up with a significant squeeze on space, but the solution is already in sight. After a long period of preparation, construction work on the extension of the office and workshop areas has now commenced.

In half a year we expect to be already using this space.



## Specialised Lift for Food-Storage Silos

In constructing and setting up a specialised lift dedicated to cleaning large food-storage silos, Lift-Manager has completed an exceptional contract for Rothlehner Sales. With this project Lift-Manager has tread completely new ground. This specialised equipment is certified according to the new EU machinery guidelines. The telescopic section has been designed and built in compliance with explosive safety classification 21 (EX-Schutzklasse 21).



## Trade Fairs

### Trade Fair Dates 2010



**Farbe - Ausbau & Fassade** (Paint-Finishing & Façade)  
Munich, 24th-27th March 2010 – stand B6/513



**Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment**  
Munich, 19th-25th April 2010 – stand 1003/3

## Protective Covering for Control Panel

Protective covers are now available for the keypads on Bluelift control panels.

Thus putting an end to dirt and paint on keypads.

Bluelift Bluelift



## Haulotte Star 10

The **Star-series** has become Haulotte's proverbial star.

The front-runner in the series is the **Star 10** with a working height of 10m, **width of 0.99m** and a two-man basket with moveable jib. The Star is also approved for outdoor operation and with a weight of only **2.760kg** it is light enough to be moved by a 3.5t car trailer from location to location.

It couldn't be simpler, lighter, more compact or easier to maneuver.



## Rothlehner Slovakia

Through our subsidiary in Nitra we continue to expand our sales and service activities in Slovakia. Especially the GSR product range is generating more and more interest.

At a national event for municipal councils, our salesmen **Ladislav Kajan** and **Pavel Novak** were able to create a great deal of attention with a **GSR E179T** truck-mounted platform and a **DENKA•LIFT Junior 12** trailer platform.



Dear readership

I have herby the pleasure to present myself as new CEO for the Worldlift Industries since 1st of august 2010. I am 41 years old, educated as mechanical Engineer and holds an international MBA in business expansion and leadership. I have several years international experience, lately 4 ears as CEO based in both Turkey and Sweden whit a company within manufacturing of building components and before that 2 years as director by one of the largest lift rental companies in Denmark and 7 year as director at Velux in the European markets.

WLI is right now heading the end of a long and hard journey to reconstruct the fundamentals of the Worldlift Industries group. In that process we closed our manufacturing facilities in Holbæk by the end of October 2009, and consolidated on our site in Odense. In this process has all our employees in Worldlift Industries in Odense been trained and qualified to take the DENKA•LIFT product range over both in relation to manufacturing and assembly but also in the aspect of supporting our many high valued customers. This has been a huge challenge were the good corporation whit both the company Rotlehner and Lift Manager has helped Worldlift Industries during this changing period.

WLI has through the restructuring process strongly focused on, that the new business setup must bring further value to all our customers. Worldlift Industries has thereby chosen to invest more than 4 million euros in 2009 to upgrade our supply chain to archive a even higher quality, faster capacity and better service on all product lines. Worldlift Industries has furthermore invested heavily and more than 2 million euros in implementing LEAN thinking and processes through the total value chain and initiated new product developments. Our new products will already soon in 2010 arrive on all markets and hopefully give all our partners a stronger market foothold next year.

WLI expects a very satisfactory result for 2010, that will further consolidate and develop the company for the future as one of the strongest lift manufacture in Europe, and we anticipate growing together with our many partners worldwide.

We at WLI send you all our very best greetings for the soon coming Christmas, and we hope that you all will have joyful times whit your families. We furthermore send you all the best hope for a mutual beneficial business in 2010.

Best regards  
Kenneth Loberg, CEO



# PB Lifttechnik PB Lifttechnik

At the beginning of the year a joint Rothlehner, Lift-Manager and PB customer centre was opened in Oberbechingen (near Ulm). Customers and partners from all over the world took the opportunity to test the newest work platforms live, to expand their technical know-how and to exchange practical experiences ... in short, nourishing an excellent partnership. This is our source of "innovaction" and a fundamental principle of our daily business. A review of the development of PB Lifttechnik makes this especially clear:

- 2003** creating a new scissor generation as a result of experience gained through several hundred GSL repairs!
- 2007** revolutionising a whole market segment through automatic levelling
- 2009** opening of the joint customer centre! the **PBdigiConnect** telemetry system amazes the branch new model with **MegaDeck** and high load capacities make an impression
- 2010** not disclosed here, but, however, at the "Communication Day" at our customer centre.

We herewith sincerely invite you all. The next date is 22nd January, at 11 o'clock.

Just let us know by phone who will attend from your company.  
Telephone: +49 (0) 8724/9601-0



We are also glad to be able to present the "innovaction" news magazine, which is enclosed with this issue of Bühnenspiegel. In particular the latest PB innovations are summarised for you in here.

## Foreign Contacts

Austria, Slovenia, Croatia  
**Bernhard Spörk**

Feldweg 3  
A-8055 Graz-Neuseiersberg  
Tel. 0043/664/3364030  
Fax 0043/316/291045  
sb@rothlehner.at  
www.rothlehner.at

Czech Republic  
**Zbynek Tomásek**

Mezi uvozy 2512/2a  
CZ-19300 Praha 9  
Tel. 00420/2/81090590  
Fax 00420/2/81090596  
info@rothlehner.cz  
www.rothlehner.cz

Slowakia  
**Ladislav Kajan**

Stefánikova 8/15  
SK-949 01 Nitra  
Tel. 00421/37/6525520  
Fax 00421/37/6525522  
kajan@rothlehner.sk  
www.rothlehner.sk

Poland  
**Arek Bogusz**

ul. Tyniecka 173 a  
PL-30-376 Krakow  
Tel. 0048/12/2675811  
Fax 0048/12/2675811  
info@rothlehner.pl  
www.rothlehner.pl

## 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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**Rothlehner Arbeitsbühnen GmbH**  
Head Office

Mühlenweg 1  
D-84323 Massing-Oberdietfurt  
Tel. 0 87 24 / 96 01-0  
Fax: 0 87 24 / 96 01 -12  
info@rothlehner.de  
www.rothlehner.de

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Olga Zettl, Manuel Miller

**MODEL: BRONTO S70XDT**  
**Mounted on MAN TGS 35.480**

**Truck mounted**  
**Telescopic Work Platforms**



## BrontoSkylift S70XDT

An impressive working height of 70m and outreach of 35m is offered by the BrontoSkylift S70XDT.

The innovative Bronto3+ control unit, by the way the same one reliably used in rescue lifts, guarantees the highest level of safety and intuitive operation. The high definition, TFT colour screen keeps the operator constantly well informed about the operating area, the permitted movement direction, as well as all important operating data.

Furthermore the S70XDT contains a multitude of useful features, e.g. the rotatable and telescopically adjustable cage with a load capacity of 600kg, automated outriggers, the automated return-to-transport-position, the powerful 6.5kVA on-board generator, as well as the long telescopic jib. Despite all this the S70XDT with a length of 12m is the most compact in its class.



### Planning a large truck?

If you are interested in a demonstration, on-site or at one of our locations, we will be glad to hear from you.

Tel.: +49 (0) 8724/9601-0 or [info@rothlehner.de](mailto:info@rothlehner.de)

### Technical data

<b>Working Height:</b>	70.00m
<b>Cage load:</b>	600kg/7 people
<b>Turning capability:</b>	480°
<b>Lateral Outreach:</b>	35.00m/120kg
<b>Total weight:</b>	from 33,000kg
<b>Transportation Width:</b>	ca. 2.55m
<b>Transportation height:</b>	ca. 3.98m
<b>Total length:</b>	ca. 12.00m



**BRONTO SKYLIFT**

