

newsline

What is happening
in the world?

Bounce Back conference
aims to find out

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DATES FOR YOUR DIARY		
2009	EVENT	VENUE
24 March	BSI B513/1 full meeting	London
24 March	CEA Finance Committee and Management Council meetings	JCB, London
25 March	CEA Conference <i>Bounce Back - Beating the Global Recession</i>	One Great George Street, London, SW1
07 April	CEA Technical Briefing	Midlands
20-25 April	Internet Exhibition	Paris, France
11-15 May	ISO/TC 195 Construction Equipment Plenary meeting	Beijing, China
12-14 May	SED Exhibition	Rockingham, Northants
21 May	CEA Finance Committee and Management Council meetings	
May / June	Scoping visit Brazil	Brazil
June	CEA International Business Group meeting	
03 June	CEA General Technical Committee meeting	
24 June	CEA Technical Briefing	North
27 August	CEA Finance Committee and Management Council meetings	
03 September	CEA General Technical Committee meeting	
22 September	CEA Technical Briefing	South
22-23 September	CEN/TC 151 Construction Equipment	Eastern Europe
October	CEA International Business Group meeting	
12-15 October	ISO/TC 127 Earthmoving Machinery	Seoul, Korea
03-05 November	BICES Exhibition	Beijing, China
November	Meet the Buyer Seminar	Fujian, China
25-29 November	Excon Exhibition	Bangalore, India
November / December	Meet the Buyer Seminar	Bangalore, India
09 December	CEA General Technical Committee meeting	
10 December	CEA Finance Committee and Management Council meetings	
2010		
19-25 April	Bauma Exhibition	Munich, Germany
10-14 May	ISO/TC 195 Plenary meeting	Poland

*Note: The above dates are subject to change. Please contact the CEA offices for further details.
 Tel: +44 (0)20 8253 4502.*

CEA Management Council retirement

Mike Francis of Perkins Engines will step down as a member of the CEA Management Council at our forthcoming Annual General Meeting - prior to retiring from the industry which he has served with distinction for 35 years. CEA Chief Executive, Rob Oliver, paid tribute to him, "We will miss Mike's wise counsel and enthusiasm for both the CEA and our sector as a whole. Anyone that has worked with him will know that we are losing someone who has been a terrific, kind and thoughtful colleague".



From the President

Dear Members,

How quickly time passes, even in these unprecedented times of recession in the global economy and our industry's output, both here in the UK and worldwide.

Bounce Back conference

It is now time to look forward to our *Bounce Back* conference on Wednesday 25 March at One Great George Street, Westminster, London, SW1. The conference is being generously sponsored by UK Trade & Investment, a further indication of the UK Government's support to industry during these difficult times. We will have a very full and dynamic programme with presentations from several speakers on the positive steps we all need to be taking to ensure our companies are in the best position to move forward when the UK and world markets return to a semblance of order. The day's programme will have radio and TV business expert, Adam Shaw, as moderator. He will keep the whole day on track in the usual professional manner to which we have become accustomed at our events. There will also be several showcase exhibitors - displaying their products and services.

CESAR

With the huge slowdown in the sale of new equipment in our sector, we have seen the obvious result in the slowed rate of CESAR registrations. However, I am pleased to say we have now achieved the 20,000th registration. The CESAR team have been very active in rolling out the programme to the agriculture sector and into Europe, so we all look forward to positive take up in these areas. The team have also been active in the tool hire area with the launch of a "mini CESAR" as a deterrent to theft in this high volume business.

Management Council

The most recent CEA Management Council meeting was held in February at Milsco's facilities in Nuneaton, Warwickshire - one of our supplier members. The members who attended the meeting, despite the winter snow, dealt with a large agenda. One of the items covered was the upgrading of the CEA website and the revamp of our logo. The new design is a clean, high impact version, presenting a new image for the CEA. Look out for this at the *Bounce Back* conference. The last 12 months have seen several changes to our Management Council, with Alan Williams of Volvo, Ken Bainbridge of JCB, and Mike Francis of Perkins Engines all leaving the Management Council for a variety of reasons. Newer members are Yvette Henshall-Bell (JCB) and Val Ledden (Volvo) - with further vacancies to be filled at our AGM.

New leader

My two years of Presidency of the CEA come to an end at the *Bounce Back* conference and I would like to take this opportunity to thank members, my colleagues on the Council, and the CEA secretariat staff for their support during this period. I extend a warm welcome to our new President, Peter Howe (Managing Director of Komatsu UK), who takes over the role of guiding the CEA forward for the next two years. I am confident that I will be handing over to a captain whose experience and strong financial background will steer the ship safely through the stormy waters ahead.

Colin Wakeham CEA President



CEA Management Council

President:
 Colin Wakeham
 Bell Equipment UK Ltd

1st Vice President:
 Peter Howe
 Komatsu UK Ltd

2nd Vice President:
 Nick Ground
 GKD Technik

David Redhead
 BSP International Foundations Ltd

Paul Ross
 Caterpillar (UK) Ltd

Gerald Pratt
 Hewitt Robins International Ltd

Yvette Henshall-Bell
 JCB Sales Ltd

Brian Heathcote
 Terex Construction (Coventry)

Keith Dolbear
 TriMark Europe Ltd

Val Ledden
 Volvo Construction Equipment Ltd

Dr Tim Leverton, co-opted member
 CECE liaison

New look CEA

Since we re-launched as the CEA in 2001, we have sported a multi-coloured logo of "earth colours" - perhaps reflecting our earthmoving heritage. However, we are using the forthcoming *Bounce Back* conference to announce a design makeover - to be reflected in our official publications and website. Without giving too much away, the new logo design should be a lot easier to accurately reproduce than its predecessor and underlines our environmental credentials in its colour choice.

Sign up for CEA e-bulletins

The CEA produces the following very useful and informative e-bulletins:

- ~ International Business (monthly)
- ~ Technical (quarterly)
- ~ NewsOnLine

Members not currently receiving these bulletins should e-mail kim@admin.co.uk to be added to the distribution lists.

CEA Mission

"To represent the interests of our members within the construction equipment industry, in a globally changing competitive environment".

CEA Vision

"To be recognised worldwide as the leading construction equipment trade association operating in the EU - and to offer a world-class range of services to the global construction equipment industry and related sectors".

CEA Membership a message

We have made some terrific strides over the last few years in developing the scope of, and services provided by, the CEA. We have doubled membership since the turn of the century - and I am pleased to say that new applications are continuing to come in. However, we have only prospered because we have tried to be responsive to the requests of the membership, never forgetting that each member company is unique in its own way. I have had countless discussions with member companies over the last few months - many of whom are now presented with unprecedented challenges. I want to thank them in supporting my belief that one way to fight back is to continue to join together as part of their industry trade body. This is not an easy choice given the current commercial pressures. However, the CEA Management Council have made a clear commitment to continue to offer whatever services and support we can as your



trade association. Indeed, we are set to announce the launch of new services at our forthcoming *Bounce Back* conference (details page 8). So, my message to old, new and prospective members is "let's talk", I and my colleagues stand ready to meet with you and listen to your challenges, thoughts and suggestions. In the meantime, we have a collective duty to fight hard for our industry - and stand up for manufacturing and construction.

Rob Oliver CEA Chief Executive

UK construction equipment helping shape the world

In our travels around the globe we are often struck by the lack of knowledge people have of just how good UK manufactured construction equipment and its components are. With generous sponsorship from BERR, we are producing a brochure to showcase the strength of our industry and highlight the competitiveness, innovation and excellence inherent in the UK construction equipment sector. The brochure will be used to educate and inform Government officials, commercial officers and associations in export markets around the world about the capability of the UK's construction

equipment sector. The brochure is being produced by Dark Arts Marketing and will feature generic product information from both OEMs and component manufacturers. It will include individual case studies to showcase specific areas of UK excellence - for example, advanced materials, advanced manufacturing techniques, R&D capabilities, green products, low carbon, low emissions, "green factories", zero to land fill, product development to meet market challenges an projects connected with London 2012. The brochure will be launched at the UK Group Networking Reception at Internat on Wednesday 22 April (details page 15).

Ideas for action

In dialogue with Government, its agencies and the European Commission, the CEA and its partners have raised a number of ideas for action to overcome the current market challenges. Here are some:

- ~ In some EU countries, short term state aid is available to protect jobs threatened by redundancy. The rationale being that resources dedicated to unemployment benefits are best directed to keeping people in work. However, to date HMG has resisted such calls for a similar scheme in the UK that could help to safeguard our skills base.

- ~ Tax concessions on the purchase of capital equipment (including construction plant) could also help stimulate the market. A 100 per cent first year allowance on all capital purchases might be an imaginative use of the tax system.
- ~ France and Germany are introducing state supported minimum trade in values for motor vehicles. The idea is to remove older less environmentally friendly cars from the roads - and stimulate the purchase of new, greener, models. Could this work for construction equipment too?

In the Lobby

The CEA is committed to lobbying in the UK and Europe and working with the network of other trade associations, agencies and Government departments to promote the interests of the UK construction equipment sector.

UK given the green light for state help

The UK has been given the go ahead by the European Commission (EC) to offer state help for the automotive industry under the Automotive Assistance Programme. The package includes aid to the construction equipment industry - which has been a CEA policy objective. The approval by the EC enables the Government to support up to £1 billion of loans and loan guarantees, as well as loan guarantees through the European Investment Bank (EIB), enabling funding of up to £1.3 billion. Business minister Ian Pearson said, "We are grateful to the Commission for its swift response and approval of our state aid application. We welcome applications for the Automotive Assistance Programme that's now up and

running just one month after announcing our support package for the automotive industry". The Commission's decision to approve the UK's state aid proposals enables the Government to provide guarantees relating to lower carbon initiatives. BERR also states, "Where appropriate, occasionally direct loans may be considered". The scheme will be administered by BERR and the Department will be publishing guidance and application criteria for companies in due course. The CEA is set to receive further direct briefings on the scope of the support. Meanwhile, CEA members are advised to e-mail BERR at berr.auto@berr.gsi.gov.uk to register their interest.

UKTI launch sector marketing strategy

Following extensive stakeholder consultation the UK Trade & Investment (UKTI) Advanced Engineering Global Marketing Strategy was launched on Wednesday 11 March 2009 simultaneously at the ICC, Birmingham, the Institute of Civil Engineers, London and with live links to Brazil - one of the key target markets for the sector. This marketing strategy will help UK companies benefit from a single, compelling, UK voice with business and Government working together to deliver a stronger, more unified, proposition. A marketing tool kit for each of the advanced engineering target markets will shortly be available to assist companies in planning their export strategy for new markets. The UKTI marketing theme will be carried over into the CEA's UKTI

supported international events. The Advanced Engineering Sector Advisory Board (ADESAB) comprises industrialists and non-executive members from the CBI, EEF and Government, and provides advice to UKTI on international trade development strategy for the advanced engineering sector. The construction equipment sector is represented by Paul Ross - a Director of Caterpillar UK. ADESAB's mission is to enable the growth of high-value, innovative companies by reducing barriers to international trade. It will raise the profile of the capabilities of the sector, highlight the benefits of international trade and investment and encourage Government to work in partnership with industry for the benefit of the UK economy.

Business barometer Europe-wide

Business has been so unpredictable over the last few months that regular surveys of what has been happening in the marketplace have been essential. The CEA has conducted two such polls since the general market downturn hit - the results of which have informed our discussions with Government. Our surveys have now been supplemented by a Europe-wide survey conducted by our partners at the Committee for European

Construction Equipment (CECE). The new Business Barometer surveys a panel of companies drawn from CECE's 1,200 or so member companies. The CEA has suggested a number of our member companies to take part. If you have received an approach to participate, we urge you to do so as the information obtained is invaluable in lobbying activities both at home and in the EU.



Real help for business

HMG have set up web pages designed as an easy information point on official schemes to help business. *Real help for business now* can be accessed via www.businesslink.gov.uk/realhelp. The site centres on money saving schemes, sources of finance and job protection.

Job prospects grim

The latest EEF survey results predict a further 140,000 lost manufacturing jobs in the UK in 2009. Regrettably, this is consistent with the CEA's findings which suggest we could be on the way to losing in excess of 15,000 construction equipment related jobs. Within Europe, Germany is the latest country to acknowledge a significant downturn - Spain being the first market to implode.

EC listens to CECE concerns

The recent meeting of the Steering Group of CECE, held in Brussels, reviewed the current lobby of the European Commission on the state of the industry. Chaired, by the UK's Dr Tim Leverton (JCB), the Group set plans for a further meeting with EC Vice-President Günther Verheugen. The objective is to urge the Commission to adopt a lighter touch on the implementation of regulations whilst the general marketplace remains in a state of uncertainty. This is in line with the overall CECE CONEQT (Construction Equipment for Tomorrow) programme which emphasises the need for the Commission to work with the industry to attain achievable cost-effective goals in the development of technical regulations. CECE President, Dr Tim Leverton, is expected to lead a high level delegation of sector representatives in talks with Commissioner Verheugen.

Meet the Members

Nurock Ltd concrete mixers

Nurock has been involved in the design, manufacture and operation of batch-on-site concrete mixers since 1987. Having recently expanded, and concentrating solely on the manufacture of volumetric concrete mixers, the company has moved to new premises in Merseyside - bringing all after-sales functions and machine production under one roof. All Nurock's award-winning volumetric mixers come with an innovative patented hydraulic cement delivery system that varies the amount of cement delivered, dependent

on strength of mix as opposed to reducing the flow of aggregates. This system brings benefits in terms of speed of concrete production, increased durability, less maintenance and less downtime. As well as increasing production capabilities, the company has improved customer services and grown its team. New product offerings are being launched in April at the Intermat exhibition in Paris, where the company also hopes to attract international dealers for its products. www.nurock.co.uk



Syncron UK Ltd global supply chain

Seven out of the top thirteen largest construction equipment manufacturers in the world now use Syncron solutions to assist them in effectively managing their aftermarket supply chains on a global basis. Syncron has achieved this position by helping its customers to establish centralised supply chain processes across complex systems landscapes. Manitowoc Crane Care has selected Syncron's Supply Chain Planner software as part of its continued drive to deliver the

highest possible levels of customer service. It selected Syncron as a partner who would be able to help deliver its vision of a single optimised global aftermarket supply chain, providing customers with dependable part availability no matter where in the world they operate. New CEA member, Syncron, is one of the Showcase Exhibitors at the forthcoming CEA *Bounce Back* conference on 25 March. www.syncron.com



Fozmula two key posts keep company focused

Fozmula Ltd, supplier of liquid level measurement, has recently appointed two senior sales specialists to spearhead the company's drive into ever-expanding global markets. From its UK offices, the company has been designing and developing its range of equipment for over thirty years. The appointment of Steve Lowe and Robert Stancombe underlines the company's commitment to its customers and to expanding its range of products and services to increase Fozmula's presence in the marketplace. www.fozmula.com



l-r: Steve Lowe, Robert Stancombe and Fozmula MD Steven Jackson

Merlo UK 7,000 plus machines supplied to the UK

Merlo UK is delighted to announce that, shortly before Christmas 2008, it exceeded 7,000 Merlo telehandlers supplied to UK customers since its inception in 1993. The 7,000th machine was a 25m lift Roto 40.25 MCSS, supplied by East London Merlo dealer CBL to GT Lifting Solutions Ltd. Managing Director, Graham Trundell, said "The Roto offers a spectacular performance and can often replace several machines on-site". www.merlo.co.uk



Graham Trundell, GT Lifting Solutions, with his new Roto 40.25 MCSS

Brigade launches new heavy duty detection system

Brigade has launched a heavy duty radar detection system with unparalleled accuracy, enabling operators to manoeuvre safely, preventing costly vehicle damage. Brigade's Xtreme Backsense system detects objects by warning the driver, providing them with peace of mind to operate easily and safely. The system warns the driver when an object is in range by graduated visual and audible warnings in the cab. Multiple sensors can be connected to the rear, front or side with a single display to increase the detection area. Xtreme Backsense can be integrated with other safety devices that enhance operator and worker awareness, (camera-monitor

systems and reversing alarms). The rugged design of the Xtreme Backsense makes it ideal for applications such as mining, quarry, construction and agriculture. The system is protected from dust and moisture to IP67, making it suitable for harsh weather conditions. www.brigade-electronics.com



In brief

ALS shortlisted for

best newcomer in China Award

ALS (Freight Management Group) Ltd was shortlisted to the last three for best newcomer at the Yorkshire and Humber China Business Award 2008. ALS General Manager, Andrew Civil, and Group Marketing Manager, Jillian Peacock, attended the Chinese New Year dinner in Leeds earlier this year. The event was attended by around 250 guests, including representatives from the Chinese Consulate in Manchester, Chinese British Business Council (CBCB), UKTI and regional businesses. www.abnormal-loads.com

NC Engineering new dumper

NC Engineering launched its new HT1.0 Hi Lift site dumper at the Executive Hire Show in Coventry in February. It has a 18KW Kubota engine and a 1,000kg rated payload. It is the newest addition to the NC family of site dumpers, which include 1.5T, 6T, 9T and 10T models. www.nc-engineering.com

RDS Technology

Loadmaster 9000i achieves new approval for commercial use

RDS Technology is delighted to announce the Loadmaster 9000i on-board weighing system for wheeled loaders has successfully passed the rigorous European MID weights and measures approval tests (Measuring Instruments Directive 2004/22/EC) - making it one of the first systems of its kind to achieve this endorsement. www.rdstec.com

Southco new products

Southco Europe Ltd has a range of new products, including the R4-EM Electronic Rotary Latch - perfect for the construction equipment market and the T-Handle Compression Latch, which provides a new level of performance in rugged off-highway and industrial equipment applications. www.southco.com

Terex appoint new distributor

Terex have appointed Scotia Plant Ltd as Scotland Regional Distributor. Scotia will cover and distribute the full-line range of Terex Construction compact equipment. www.terex.co.uk

New member

The CEA is delighted to welcome the following company into membership since the last issue of *Newsline*:

Syncron UK Ltd
www.syncron.com

News to share?

We are always pleased to hear from CEA member companies with news they would like to share with other *Newsline* readers. *Newsline* is sent to all CEA member company contacts, senior personnel of selected non-member companies, all HMG Overseas Posts, UK Business Links, named Government contacts and related trade associations. Copies are also distributed at construction equipment exhibitions in the UK and overseas. Please add the Editor, Kim Fitzpatrick (kim@admin.co.uk), to your press release circulation list.

How to join the CEA

Visit www.coneq.org.uk - click on *About Us* and you will find all the information you require, including an application form - or e-mail charlotte@admin.co.uk.



CEA Bounce Back Conference

supported by

UK Trade & Investment

Wednesday 25 March 2009

One Great George Street, Westminster, London, SW1

The CEA's *Bounce Back* conference attempts to help in three ways:

- to get direct briefings from Government officials on what their various initiatives can mean for your company. Many of the measures taken to assist the motor industry are also available to companies in our sector - but we need to know how best to access them.
- to provide an up to date analysis of what is happening, and is likely to happen, in key overseas construction equipment markets. The programme features BRIC (Brazil, Russia, India, China) markets as well as more established areas. We also have a leading economist to give us some insight into financial markets.
- to keep up with regulatory and technical developments - with briefings on what is happening in Europe and prospects for newer, greener technologies which can attract Government funding.

The *Bounce Back* conference is being generously sponsored by UK Trade & Investment.

Attendance is free of charge to CEA members (£120 for non members).

To book your place - e-mail bounceback@admin.co.uk.

The full programme can be found on www.coneq.org.uk.

CEA Bounce Back Conference Main Sponsor



UK Trade & Investment is the Government organisation that helps UK-based companies succeed in an increasingly global economy. UKTI's range of expert services are tailored to the needs of individual businesses to maximise their international success. UKTI provides companies with knowledge, advice and practical support. UK Trade & Investment also helps overseas companies bring high quality investment to the UK's economy - acknowledged as Europe's best place from which to succeed in global business. UKTI provides support and advice to investors at all stages of their business decision-making - and offers expertise and contacts through a network of international specialists throughout the UK, and in British Embassies and other diplomatic posts around the world. UKTI can assist at all stages of the business planning cycle, from inception to completion.

www.uktradeinvest.gov.uk

CEA Bounce Back Conference Showcase Exhibitors and Sponsors



The theft of plant, agricultural and construction equipment has been estimated to be a £1 million a week problem in the UK alone. To combat this, the Plant Theft Action Group, working in conjunction with the police and the Home Office - invited the CEA to manage the CESAR plant registration scheme - with Datatag ID Ltd as the system provider. Within a short period, the CESAR scheme has become the industry standard with over 20,000 systems protecting machinery so far - with many leading OEMs registering their machines either as a standard fitment or as an option. CESAR is fitted free of charge by many

OEMs and can also be used to protect and register used machinery. It is a one off, low cost, easy to fit system designed to last a lifetime with no monthly or yearly subscriptions.

www.cesarscheme.org
www.datatag.co.uk



The Economist Intelligence Unit provides a constant flow of analysis and forecasts on more than 200 countries and six key industries. It helps executives make informed business decisions through dependable intelligence delivered on-line, in print, in customised research as well as through conferences and peer interchange. The Economist Intelligence Unit is currently embarking on an exciting research project that will generate exclusive insights into the residential commercial property markets in over 50 countries and 70 cities around the world. Visit www.eiu.com/property for more details. www.eiu.com



The KHL Group is the largest provider of international construction information. Its magazines, exhibitions, conferences, digital magazines, websites, e-casting, contract publishing, direct mail, research, directories, books, videos, and electronic newsletters make it one of the most innovative publishing and information companies in any industry sector.

www.khl.com

Magazines:

- ~ International Construction
- ~ Construction Europe
- ~ International Cranes & Specialized Transport
- ~ Access International
- ~ International Rental News
- ~ American Cranes & Transport
- ~ American Lift & Handlers
- ~ International Construction China
- ~ International Construction Turkey

Weekly e-newsletters

- ~ World Construction Week
- ~ World Crane Week
- ~ World Access Week

Exhibitions:

- ~ APEX: for the international access industry
- ~ International Rental Exhibition: for the rental sector

Conferences:

- ~ World Crane & Transport Summit
- ~ The Demolition Awards



Metsec plc is the UK's largest specialist cold roll-forming company providing products for the UK construction and manufacturing industries. It focuses on adding value through expert design, precision manufacturing and on-time in full product delivery. Established for over 75 years, Metsec plc is owned by the Voestalpine group, one of Europe's leading specialist engineering companies. Metsec's Custom Roll Forming Division is a leading specialist designer and cold roll-former of bespoke and standard metal profiles - and is capable of producing virtually any roll-formed section. Metsec's Profile Manipulation Division specialises in precision bending metal profiles into finished

components for the production of safety cabs and ROPS (Roll Over Protection System) structures for agricultural vehicles, excavators, construction vehicles and fork lift trucks. It supplies most of the major industrial vehicle manufacturers with standard and irregular shaped welded tubes and frames - and also produces rings for liquid tankers and structural components for commercial vehicles and offers a wide range of additional manipulation and fabrication services. As part of its complete technical support service, Metsec works closely with customers' design teams to develop and test their concepts, using 3D modelling software to simulate bending of profiles. www.metsec.com



MP Filtri designs and manufactures a complete line of hydraulic filtration products - including, high, medium and low pressure filters, both inline and manifold mounted. The tank top, inline return filters and suction filters are suitable for both tank wall mounted and inline. Spin-on filters are available in two working pressures, tank mounted or inline. Off-line filtration units can be supplied as standard or specifically

designed for individual needs. MP Filtri also manufactures a particle counter range for hydraulic systems. Portable or permanently mounted, uniquely designed, utilising the latest laser technology. All products conform to ISO4406 specification and also give results in NAS codes. MP Filtri has launched a new line of accumulators to complete the hydraulic filtration and associated product range. www.mpfiltri.com



Nylacast prides itself on being able to provide the customer with a complete engineering plastic solution. The versatility of components from Nylacast sees them used in many diverse applications within industries. Nylacast engineering polymers are stable, corrosion resistant, tough, self lubricating and wear resistant, making them the perfect choice for a wide range of applications, and the ideal replacement for traditional engineering materials such as steel, cast iron, bronze and ceramics. Engineering expertise at Nylacast is backed up by state of the art manufacturing facilities situated worldwide. Nylacast manufactures and provides engineering solutions to a

number of key construction businesses and continues to provide value and functional solutions to ensure such relationships are maintained. This, coupled with leading brand products such as Oilon and Nylube, ensures that the future of pioneering engineering solutions to the construction industry is a core ability and strength Nylacast is very proud of. www.nylacast.com



With all eyes in the off-highway sector focused on the issue of security, engineered access solutions specialist Southco is working with OEMs to introduce next generation access control systems into vehicle design. Traditionally plant manufacturers have worked with a single key code across all of their models, making access incredibly easy. With the sophisticated designs of today's machinery this creates a security nightmare. Southco's aim is to enable off-highway manufacturers to incorporate an electronic access solution (EAS) as standard. With security such a major issue for vehicle owners and operators, the inclusion as standard of



EAS gives OEMs the opportunity to add considerable value to their offering. The product platforms that Southco has developed for EAS continue to grow. With design and manufacturing facilities across the globe and an authorised distribution network in 23 countries, the company is best placed to provide OEMs with seamless global integration wherever their manufacturing bases are. www.southco.com

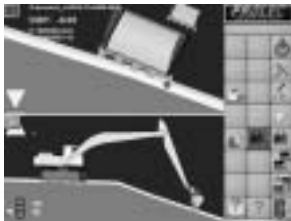


Through a long history working with leading global companies in the mining and construction equipment industries, Sincron has developed the world's leading supply chain management solutions designed specifically to meet the challenges the mining and construction equipment industries are facing today and tomorrow. Sincron work with manufacturers to establish best-in-class supply chains that provide significant improvements in customer service levels, supply chain process efficiencies, and management and optimisation of inventory. Leading equipment manufacturers worldwide use Sincron. www.sincron.com



Prolec Ltd is a UK business with over 25 years' experience of supplying both productivity systems and safety systems to the construction industry. The company's Liftwatch 5 product is the market leading safe load indicator for excavators. The Liftwatch PC remains the most extensively used safe load indicator for road rail excavators in the UK. Prolec's range of machine guidance products are used in a wide variety of

applications around the globe and customers include a number of the world's largest construction and dredging contractors. The company has an extensive national and international sales network, ensuring a high level of support in regions where products are deployed. Prolec are sponsoring the breakfast snacks at the *Bounce Back* conference. www.prolec.co.uk



Remploy Automotive is part of the Remploy Group, a commercially driven social enterprise committed to providing ongoing sustainable employment for disabled people. With its diverse, highly trained and experienced workforce, Remploy Automotive is dedicated to providing quality, reliability and total value. From strategically located Specialist Vehicles sites, Remploy Automotive provides a complete flexible service consisting of low volume/high complexity sub-assembly facility, kitting, supply chain management, logistics and a JIT delivery service. With a strong social and environmental focus and over 60 years' experience Remploy Automotive is ideally positioned to provide a "total value" outsourcing solution. www.remploymotivematics.co.uk



Webtec Products Ltd manufactures and distributes the mobile construction, agricultural and industrial machinery markets. Webtec's two principal product ranges are hydraulic components and hydraulic system diagnostic test equipment, as well as also providing design engineering services to manufacture complete products to customers' own specifications, for example, specialist valves and test equipment. The Webtec hydraulic components range has been built around a variety of flow control valves, including flow dividers and similar types of auxiliary valves. Webtec has continued to design and develop these products as well as acquire complementary

items from other manufacturers. The Webtec portable hydraulic testers, now widely accepted as the industry standard, allow the user to measure flow, temperature, pressure and speed, all with one rugged unit. The range has expanded over the years to include a full complement of test equipment from a pressure test point to a hydraulic data logger. Webtec also offers full repair and calibration facilities with their fully equipped service department. Webtec was founded in 1964 and has representative offices in France and Germany. Subsidiary companies include Webster Instruments in Milwaukee, USA. Webtec is certified to ISO9001:2000. www.webtec.co.uk



Weston Body Hardware and D La Porte have reached an agreement to come together to form a strategic alliance whilst retaining their own independence and individual business identities. Both companies have extensive product ranges and trade globally in their own right, offering conceptual design capabilities to the construction equipment manufacturing sector. Roy Sims, CEO of Weston Body Hardware said, "I see this alliance between two very strong businesses as an exciting time for both of us and the markets we supply into."

D La Porte has an enviable reputation of quality and product innovation which together with our own range will enable construction equipment manufacturers to benefit from this combined portfolio. At the *Bounce Back* conference we will be presenting a cross-section of products. As well as our catalogue portfolio we pride ourselves on our design and engineering capability, providing innovations in access devices and panel hardware for your sector. We welcome the opportunity to discuss any application requirements you may have". www.wbh.co.uk



Machinery Directive

CEA complaint to European Commission

Following on from the complaint raised last year against the Irish authorities, the CEA is considering raising a further complaint, this time against the Belgium authorities, since they have a national law which obliges manufacturers to have machines with a lifting application inspected by a third party prior to first use. This is a clear contradiction to Article 4 of the Machinery Directive which states that "Member States shall not prohibit, restrict or impede the placing on the market and putting into service in their territory of

machinery and safety components which comply with this Directive". Under the Use of Work Equipment Directive (89/655/EEC), implemented in the UK as PUWER and LOLER, a thorough inspection of such machines is required prior to first use although, since the initial verification is done by the manufacturer, there is an exemption from this obligation for machines which are affixed with a CE mark and accompanied by a Declaration of Conformity.

Environmental aspects cause concern

A Commission proposal for an amendment to the Machinery Directive regarding environmental aspects of equipment has caused some concern, although it is now completely clear within the Articles and the Annex that the environmental considerations apply only to pesticide machinery. However, the subsequent draft report from the European Parliament Rapporteur is potentially disastrous. In the latest proposal from the Commission all of our major concerns had been removed. The Commission had replaced the general statements of "... where appropriate ..." with specific statements that these requirements applied only to pesticide

Fitness for purpose

An issue in the new Machinery Directive about which industry has raised serious concern is fitness for purpose. The new Directive requires that every item of equipment used for lifting must undergo static and dynamic testing. Industry has argued that types of equipment included in series production should be covered by quality assurance measures. The issue is covered in the draft guidance for Annex 1 Part 4 and CECE has continued to draft and submit text that would suit industry.

Safety and Standards

Improving safe access and egress to mobile plant

The subject of access systems on earthmoving machinery has been a hot topic for a number of years, given that there have been a number of accidents involving falls from machines. This is a particular concern of the quarry industry which, encouraged by the Health and Safety Executive, is engaged in a campaign to reach zero accidents. Recognising these concerns, the CEA acted promptly in calling for a review of the ISO 2867 standard which defines the design parameters for access systems on earthmoving machinery. This covers such features as step heights and locations, hand holds, hand rails, and guard rails. All the key dimensions of access systems have limits specified in the standard.

The current edition of the standard was published in 2006 and ISO is currently working to reach international consensus on an amendment that will give the future definition of safe access systems, involving a wide range of stakeholders from all over the world.

In the UK it is the BSI which makes the input to the standard. Meetings are well attended, with vigorous input from CEA members, the Health and Safety Executive, and user representatives, particularly from the quarry industry. In April there will be a meeting of the ISO working group which is developing the standard, where the comments submitted by BSI and other groups around the world will be discussed. There are still some major sticking points to sort out, such as whether flexible steps should be allowed for the bottom steps of ladder systems, or whether these should be rigid but designed for easy replacement when damaged.

The process of reaching a consensus in standardising usually means that nobody gets everything they want in the final standard but the result should be acceptable to all. Great care has to be taken that everything in the standard can be delivered - and delivered without compromising other safety features or the integrity of the machine. For most manufacturers there will be a significant amount of work to bring products into line with the new standard as there are likely to be important changes. For customers and users there will be an increase in

safety and this should lead to a reduction in accidents and injuries. Of course, it is not just the machine that needs to be considered in reducing accidents - the operator, site management and many other factors which are outside the control of manufacturers can make a significant contribution. The CEA will continue its efforts to improve the safety of equipment for end users while maintaining the principle that design solutions must be practical and economically viable as well as meet with international acceptance.

Quick couplers

In response to several fatal accidents, manufacturers have agreed on a voluntary cessation of supply of new semi-automatic couplers to the market. However, concern remains about the safe use of existing product. This has been taken up by the Strategic Forum for Construction Health and Safety, which examines and seeks solutions to all aspects of construction industry safety. It is comprised of representatives from various bodies and interest groups, including the CEA. A Plant Safety Group was formed at the end of 2008 and will report back to the Strategic Forum.

The Plant Safety Group held a sub-group meeting concerning quick couplers in January when some 40 attendees reviewed current experience and work practices, engineering issues, management/supervisory, operational and behavioural issues. One outcome was the need for a meeting to be held specifically for plant and quick coupler manufacturers to discuss the hardware issues related to reducing the risks from quick coupler use. The key question is what can be done to reduce the risk of accidents on equipment which is already in service. Also, it was apparent that there was great interest, particularly from quick coupler manufacturers, in the ongoing work in the standards institutions related to the drafting of future technical standards. As such, two meetings will be held on 1 April 2009 - a Plant Safety Group sub-group to focus on hardware aspects of what can be done to reduce the risk of accidents on equipment which is already in service, and the first meeting of a BSI Panel to contribute to the development of European and international standards on quick couplers.

CEA Standards Database

Standards are extremely important for manufacturers and their suppliers, providing the best route to ensure that all their product design obligations are met. However, they are ever-changing and it can be difficult to keep track of what is happening. For example, there are two key committees for standards in our sector: ISO Technical Committee 127 for international standards and CEN Technical Committee TC 151 for European standards. "Our" ISO standards committee has 147 published standards and 26 ongoing projects, and "our" CEN committee has 88 published standards and 52 standards in development or under change. In addition to this there is a significant number of standards drawn up by other committees which we need to keep an eye on. So the CEA has developed a database to help members.

The CEA Standards Database has been created so that members can quickly check what the current situation is on any standard, and to help establish what the relevant standards are on any subject. Information shown includes details of the current edition of a published standard, whether it is undergoing change, what the status of the change is, and a brief summary of the purpose of the change and the main items of contention. The database is in Microsoft Excel so is easy to access and uses simple filters to allow anyone to find what they need quickly. The database includes its own instruction page for those not familiar with Excel. Also on the database are references to the actual working documents of the standards committees so that we can provide more information to members where needed.

The CEA Standards Database will be introduced at the CEA *Bounce Back* conference on 25 March and will be available for members to use from that date. The database will be refined and improved in several phases, taking on board feedback received from members.

Status of EN474-4 and EN474-5

There is uncertainty about the 1996 editions (currently still harmonised) and their "Date of Cessation of Presumption of Conformity". At the moment there is no cessation date on the EU website. CECE thinks that the Commission should harmonise the 2006 editions with exceptions for the risks related to arm cylinder hose burst valves. Whilst this is the correct course of action, the 1996 editions are still harmonised and some manufacturers are still manufacturing to those editions, having not yet changed their products in line with the 2006 editions. Therefore, if the Commission suddenly harmonised the 2006 editions and set an immediate, or short, date for the cessation of presumption of conformity for the 1996 editions, this would cause a problem for those companies. Clearly the date cannot be later than 29 December 2009 as the 1996 editions must expire on that date (when the new Machinery Directive takes effect in national law), but it would not be reasonable to set an earlier time as this would not allow manufacturers time to adapt. The CEA has therefore proposed that CECE continues to press for the 2006 editions to be harmonised with exceptions, with the date of cessation of EN474-4:1996 and EN474-5:1996 being set at 29 December 2009. The 2006 editions should, of course, expire on the same date. This is an extraordinary and irregular case and should not have happened, but as it has, it must be managed as well as possible.

International Business and Exhibitions



Exhibitions diary

View our comprehensive exhibitions diary on www.coneq.org.uk. Details of exhibitions connected with construction equipment, cranes, mining and quarrying, road-building, demolition and recycling are listed, with hyperlinks to exhibition organisers. Please e-mail details of any shows not listed to kim@admin.co.uk.

Hillhead

postponed for 12 months

QMJ Publishing Ltd, the organisers of Hillhead, have decided to postpone the show scheduled for June 2009 for a period of 12 months. This move has received widespread support from exhibitors - in view of the scale and unprecedented speed with which the current adverse economic climate has developed. The dates for Hillhead 2010 are 22-24 June. Registrants for Hillhead 2009 will automatically be registered for Hillhead 2010. For further information visit www.hillhead.com.

E-bulletins

CEA International Business Group members receive a monthly e-bulletin giving the latest news of opportunities in overseas markets. It contains a wealth of information, including details of seminars, workshops, information sources, market reports, grant and tender information and construction projects. Members use this popular bulletin as a primary source for information on various markets.

Scoping visit Brazil : May / June 2009

The CEA has just heard that it has been successful in its bid for funding for a scoping visit to Brazil. The purpose of the visit is to produce a report into opportunities for UK construction equipment manufacturers - both OEM sales and component supply in Brazil. The UKTI Advanced Engineering Sector and the CEA have identified Brazil as a key emerging market for construction equipment and its components. Brazil

has, so far, been less seriously affected by the global recession and has a growing domestic market for construction equipment. There has also been interest from UK manufacturers in a possible Trade Mission around the time of the M&T Expo exhibition (2-6 June 2009). If your company would like to visit the show, with some additional factory visits, then please e-mail joanna@asnorth.co.uk as soon as possible.

BICES : Beijing, China - 03-06 November 2009

UKTI grant funding of up to £1,400 per eligible company

Excon : Bangalore, India - 25-29 November 2009

UKTI grant funding of up to £1,400 per eligible company

UK Pavilion

The CEA will run a **UK Pavilion** at both BICES and Excon. UK manufacturers can take advantage of reduced price stand space and construction - and alleviate the stress and hassle of exhibiting independently. Let the CEA take the strain and produce your turnkey stand for you. All you need to do is turn up the day before the show opens and set out your exhibits. The CEA can also assist with freight forwarding, letters of invitation, graphics and travel advice.

For further information e-mail joanna@asnorth.co.uk.

New for 2009

beat the recession and save money exhibiting in China and India

We are very aware that the recession has had a serious effect on companies' marketing and export budgets. Therefore, the CEA is offering a **UK Exporting Excellence Centre** - a central stand shared by a number of exhibitors providing a small area of 4-6 sqm (including wall display space) plus shared use of a central meeting and hospitality area and use of an interpreter (in China).

Meet the Buyer Seminars 2009

Fujian, China - November 2009, following BICES

Bangalore, India - November / December 2009, following Excon

The CEA will hold **Meet the Buyer Seminars** in China and India to introduce UK manufacturers to end users, distributors and potential partners. The seminars comprise a group of four to six UK companies, each making a presentation to an audience of targeted delegates, followed by a networking lunch. In the afternoon speakers have a series of pre-arranged one-to-one meetings with delegates. This year's

theme is Advanced Engineering - Excellence from the UK. We are particularly interested in recruiting speakers from transmission, engine, hydraulics, electronics and instrumentation manufacturers. Companies promoting low carbon and "green" products are especially welcome. For further information e-mail joanna@asnorth.co.uk.

Intermat : Paris, France

20-25 April 2009, Paris

Visit the CEA UK Pavilion - Hall 6 Stand J 015

The CEA UK Pavilion is, once again, in an enviable position right at the front of Hall 6 opposite one of the entrances to the show. 25 UK companies will exhibit as part of the UK Pavilion and a number of others are taking advantage of the CEA's Lounge Pass - allowing them to use the CEA Information Centre as a meeting

point and brochure display facility. 30 companies are benefiting from a £1,000 grant from UKTI - the maximum number allowed for Intermat. Intermat is being held at the Paris Nord Exhibition Centre, to the North of Paris, close to Charles de Gaulle airport. For full information, visit www.intermat.fr.

UK Pavilion exhibitors at Intermat

Company	Stand	Website
AFT Trenchers Ltd	6K 013	www.trenchers.co.uk
Air-Seal Products Ltd	6J 012	www.air-sealproducts.com
Amber Valley Developments Ltd	6H 016	www.amber-valley.co.uk
Ashtree Glass Ltd	6H 018	www.ashtree.yorks.com
Bergstrom (Europe) Ltd	6J 011	www.bergstrominc.com
Brendon Ltd	6J 008	www.powerwashers.co.uk
BSP International Foundations Ltd	6H 010	www.bsp-if.com
Cab Glazing Services	6K 015	www.cabglazing.co.uk
Caldervale Forge Co Ltd	6J 020	www.rockeatertools.com
Comesys Europe Ltd	6H 006	www.comesyseurope.com
Construction Equipment Association (CEA)	6J 015	www.coneq.org.uk
Gate7 Ltd	6K 011	www.gate7.co.uk
GKD Europe Ltd	6J 015	www.gkdtechnik.com
Hawkey Group / Loadwise International Ltd	6J 015	www.hawkeygroup.com
Kay-Dee Engineering Plastics Ltd	6K 009	www.kaylan.co.uk
KM Products Europe Ltd	6J 018	www.kmpuk.com
Milsco Manufacturing Ltd	6H 008	www.milsco.com
MP Filtri (UK) Ltd	6J 014	www.mpfiltri.co.uk
Nurock Ltd	6J 013	www.nurock.co.uk
Off-Highway Research	6J 019	www.offhighway.co.uk
Penny & Giles Controls Ltd	6J 010	www.pennyandgiles.com
Resale Weekly (Moffat Publishing Co Ltd)	6H 002	www.resaleweekly.com
Selwood Ltd	6K 019	www.selwoodpumps.com
Taylor Construction Plant	6J 016	www.tcp.eu.com
Webtec Products Ltd	6H 004	www.webtec.co.uk

CEA UK Group Networking Reception

Intermat 2009

17.30 - 19.00 hrs - Wednesday 22 April

CEA Information Centre - 6J 015

The CEA team at Intermat invite you to get to know your fellow UK Group members and guests over a drink or two.

This event has been generously sponsored by UK Trade & Investment.

Invited guests include representatives from UK Government, Intermat organisers, other international exhibition organisers, international trade associations and leading global OEMs.

You are welcome to bring all your exhibitions team - plus any key target customers.

RSVP to lucy@asnorth.co.uk by Thursday 9 April.

The American economic stimulus package

Although President Obama announced an economic stimulus package worth \$838 billion, the horse trading in the Senate and Congress has started and it would appear to be being somewhat watered down compared to what was first promised. Individual States will be awarded funding - but it is then up to them to decide how it is spent. Already some have announced they will appropriate funding into reserves or to pay off outstanding debts. State and city officials are presently drawing up wish lists of projects that require finance. Following lobbying by manufacturers in the USA to avoid international trade repercussions, the President's plans to force contractors on Government funded projects to use only American produced equipment have now been shelved.

The package, already reduced in the Senate by \$48 billion to \$790 billion, comprises three elements - funding for infrastructure projects, tax cuts and assistance for the unemployed and low income families. Up to \$150 billion is being directed to infrastructure and construction projects.

The States benefiting most from the infrastructure - roads, bridges, public transport and water projects - funding are (figures rounded up):

California	\$4 billion
Florida	\$1.75 billion
Georgia	\$1.15 billion
Illinois	\$1.6 billion
Michigan	\$1.15 billion
New Jersey	\$1.3 billion
New York	\$2.75 billion
Ohio	\$1.3 billion
Pennsylvania	\$1.5 billion
Texas	\$2.8 billion

Details of major projects can be found on the Association Equipment Manufacturers' website - www.aem.org.

The next CEA International Business Group meeting in June will focus on opportunities arising from this package and in the USA as a whole.



CESAR

plant registration scheme

CESAR milestone

CESAR registrations have reached the 20,000 mark. The good news was announced at the Executive Hire Show at the Ricoh Arena, in February. The 20,000th registration is on a JCB micro-excavator, sold by Gunn JCB to Whitefinch, a plant hire company in Worcester. Prototypes are now also available for a slimmed down CESAR marking system for smaller tools and equipment.



James Clutterbuck, owner of the 20,000th CESAR machine

National Plant Intelligence Unit

The National Plant Intelligence Unit is now completing its first six months of operation, under the leadership of the Metropolitan Police's Will Young. In briefings to sponsors of the Unit, DC Ian Elliott has cited what he terms "spectacular developments" in identifying and tracking down plant theft felons. The

Unit is now building its longer term strategy that has the objective of more formally linking in the Unit with other police forces. Via CESAR, the CEA co-funds the Unit with leading insurance companies including Allianz, HSB Haughton, Norwich Union, Royal & Sun Alliance and Zurich.

Recovery rates surge

At the outset of the CESAR initiative, the recovery rate for stolen construction equipment was estimated at just five per cent. The evidence now is that plant registration is beginning to turn things around in three ways. New figures suggest that registered CESAR marked stolen plant is up to five times as likely to

be recovered as unregistered kit. Second, there is clear evidence that the presence of the CESAR "warning triangle" is deterring theft in the first place - and, with heightened awareness of plant security and the efforts of the dedicated Intelligence Unit, general detection rates are getting better.

Police, CITS and Thatcham combine security efforts

Construction Industry Theft Solutions (CITS), the Plant Intelligence Unit and Thatcham (the research body for the insurance industry) have joined forces to promote a new "star rating" for plant security. The scheme is set to be promoted later this month at a special seminar at New Scotland Yard for

representatives of contractors and utility companies - with follow up seminars aimed at the insurance and plant finance sector. CESAR itself is Thatcham approved, so the registration of plant via the programme will earn a coveted Thatcham "star".

The CESAR scheme

The CEA is acting as lead organisation for the CESAR plant registration scheme at the invitation of the Plant Theft Action Group (PTAG) - and Datatag is the service provider. Registration, combined with Datatag's technology, both deters theft and makes recovery of stolen plant more certain. CESAR is a voluntary scheme and manufacturers can elect to fit the CESAR kit as standard or as an option for their customers. Alternatively, they may nominate their approved distributors to undertake the fitting on new equipment and that already in operation.

CESAR supporters

Ammann Yanmar*
Bell Equipment UK*
Benford
Bobcat*
Bomag*
Compair
Doosan*
Hanix*
Ingersoll Rand
JCB*
Komatsu
Kubota
Liebherr
Manitou*
Merlo*
NC*
Neuson Kramer
Takeuchi*
Terex
Volvo
Wirtgen

* = standard fit

For all the latest information visit the CESAR website www.cesarscheme.org