

Skyjack to expand product portfolio at bauma

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Linamar Corporation's **Skyjack** division will unveil two new products at **bauma 2016** in Munich, Germany, the largest construction show in the world. Skyjack will be launching the SJIII 4740 DC **electric scissor lift** and the SJ30 ARJE **articulating boom** with rotating jib at bauma, and display its existing range of simply reliable aerial work platforms and accessories.

"As a popular trade fair that draws an international crowd, bauma is an important show that Skyjack can't afford to miss," said Malcolm Early, vice president of marketing at Skyjack. "The rental and infrastructure industries, which have always been solid in central Europe, are key to Skyjack's overall global development."

The European Rental Association (ERA) is predicting that the continent's rental equipment market will grow by 2.7% in 2016. The UK in particular remains a strong market for Skyjack, with economic recovery in France and Germany also imminent, according to ERA's Market Report 2015.

"With bauma right on Europe's doorstep, and the economic situation brightening year on year, the show will help us attract more European customers from some of our key target markets," Early said.

Skyjack is a world leader in manufacturing aerial work platforms and its attendance at bauma will showcase the company's ever-expanding product portfolio. Skyjack's line up at the trade fair highlights its ongoing commitment to building robust, easy-to-use, simply reliable machines. The company looks forward to welcoming bauma visitors to its booth, FS.1002/3, in April.

Growing the Range

The SJIII 4740 is the tallest DC electric scissor Skyjack has ever produced and boasts impressive platform height and working height capabilities. With a maximum working height of 13.8 m (45.3 ft) and maximum weight capacity of 350 kg (771.61 lb), the latest scissor opens up a new class for Skyjack, offering customers more choice.

"This new release demonstrates to our customer base, and to our competitors, that Skyjack is a brand that will continue to expand," Early said. "Entering into a new scissor class will help fulfil our objective of becoming a full-line product supplier of all types of aerial work platforms."

To highlight this, Skyjack is also launching an articulating boom at bauma – the SJ30 ARJE, which features a working height of 11 m (36 ft) and maximum weight capacity of 227 kg (500 lbs). The SJ30 ARJE remains competitive against other models already in its class while offering customers the commonality of parts advantage. Skyjack's trademark numbered-and colour-coded wiring system, along with its easy-to-use, easy-to-maintain design makes the SJ30 ARJE stand out from the crowd.

"Launching another boom at bauma will send a clear message to the market – Skyjack is not just a world-class scissor manufacturer, we make world-class booms, too," Early said. "Booms represent a large part of Skyjack's overall product portfolio, so unveiling a new boom at the show will give the European market exposure to our full line."

Robust line up

At bauma, Skyjack is showcasing its full range of products designed to appeal to both new and existing Skyjack customers. Skyjack's simply reliable design ethos is mirrored in both its latest and greatest machines. And, with growing demand from industrial markets around the world, the SJIII 4740 and the SJ30 ARJE are both designed to expand Skyjack's customer base.

The company's full bauma line up will include:

- Vertical **mast lifts** – **SJ12** and **SJ16**
- DC electric **scissor lifts** – SJIII 3219, SJIII 3226, SJIII 4626 and SJIII 4740
- Rough terrain **scissor lifts** – **SJ6826 RT**, **SJ 6832 RTE**, SJ8831 RT and SJ9250 RT
- **Articulating boom lifts** – SJ30 ARJE, **SJ46 AJ** and **SJ63 AJ**
- **Telescopic boom lift** – **SJ86 T**

In addition, Skyjack will also display its range of accessories, including pipe racks, material handler and board carriers.

Celebrating success

The company will also be celebrating three record years since attending bauma in 2013. In 2015, the company expanded its footprint by opening offices in Brazil, and Asia, and also saw record sales globally. Last year, the company also celebrated its 30th business anniversary with the 30 FOR 30 PARTNERS

campaign, where Skyjack supported 30 worthwhile charities and projects across the world.

Source: Skyjack Inc. 55 Campbell Road