



Product break-out session on 670SJ self-leveling

IMAGE SOURCE: JLG EMEA BV

JLG presents a new perspective

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Key distributors from 19 countries were invited to New Perspective in Leicester

JLG Industries, Inc., an Oshkosh Corporation company and leading global manufacturer of mobile elevating working platforms and telehandlers, hosted a unique event at its UK location on 21-25 March 2022. Key distributors from 19 countries were invited to New Perspective in Leicester and had the opportunity to see a range of new machines up close and hear about the latest developments through insightful presentations and interactive workshops. They also had the chance to meet face-to-face with JLG product managers and members of senior management to discuss industry trends and the needs of their respective markets.

Among the machines making their European debut was the award-winning 670SJ self-levelling boom, which enables work on slopes up to 10 degrees in any direction and eliminates the need for preparation work such as grading. Visitors were also attracted to the company's sustainable solutions, including the Davinci electric scissor lift, electric conversion kit and ERT scissor lifts. Also on display were the latest HC3 boom lifts, capable of carrying up to three occupants and tools to greater heights, and a variety of low-level access products that are proving much safer and more efficient alternatives to ladders and podiums.

"Our Leicester facility opened two years ago, just before the first lockdown of the pandemic," said Karel Huijser, JLG General Manager and Vice President for EMEAIR. "We're extremely proud of it and this is the first time we have been able to host an event of this kind. Welcoming our distributors from across Europe, the Middle East and South Africa, has brought a special kind of energy to our facility this week."



Plenary presentation in session

IMAGE SOURCE: JLG EMEA BV

Celebrating successes

Another highlight of the week was the awards dinner, the first of its kind to be hosted by JLG. The four award categories covered sales, service, marketing and low-level access, and distributors from Denmark, Poland and South Africa, and a new partner in the UK, were respectively selected as the worthy winners.

Jan Møller Christensen, responsible for sales at Lissner in Denmark, commented: "Receiving the award for best sales gives us great satisfaction, as we have been working together with JLG for 13 years. JLG products are top of the world in Denmark, and everyone knows that. I was impressed by the new products on show at New Perspective, now I'm waiting for production."

The service award winner Riwal Poland was represented by Wojciech Lisicki: "It's a great honour to win this award, I feel proud of our whole team. We are extremely customer-focused and I think that's what makes the difference."



Product break-out session on the low level access

IMAGE SOURCE: JLG EMEA BV

Terence Casey, Business Development Manager of Eazi Access in South Africa, was delighted to receive the award for best marketing campaign. "It's nice for us to be recognised with this award. I've enjoyed the New Perspective event, it's an impressive facility, and it's inspiring to see new machines and gain an insight into what's coming next."

UK-based Daxten Limited was recognised for its adoption of low-level access (LLA) products and Data Centre Consultant Phillip McGuinness was surprised, but happy to collect the award. "Our relationship with JLG

developed over the last 18 months, during the pandemic, so this has been our first opportunity to meet each other. We serve the data centre market and our customers include large internet providers. They have been asking for low-level access equipment to prevent injuries during maintenance or installation and JLG is the perfect solution.”



Product break-out session on EC Booms

IMAGE SOURCE: JLG EMEA BV

Looking to the future

Following on from the success of this first New Perspective gathering, JLG is now preparing for a second, larger event to be hosted in May, which will welcome distributors as well as their customers. This is part of the manufacturer's move towards smaller, localised in-person events, and away from larger exhibitions such as Bauma 2022.

“Paired with investment in digital engagement, this approach and our ‘New Perspective’ will give customers the flexibility to engage with us face-to-face, digitally or both,” said Karel Huijser, JLG General Manager and Vice President for EMEAIR.

Source: JLG EMEA BV

TELEHANDLERS

WORK PLATFORMS

BOOM LIFTS