

The Executive Hire Show top 40!

40 reasons why you simply can't afford to miss the 5th annual EHS.

The final countdown has begun for the 2011 Executive Hire Show. There are only days to go before the premier hire event opens its doors to the top decision makers in the hire industry. This year is one show you really can't afford to miss – it's the only plant and tool show in the 2011 calendar and has completely sold out of 6000 sq. metres of exhibition space! There are 115 exhibitors and more new products to see than ever before. The EHS team has put together 40 reasons why missing the EHS this year – you'll be missing out!

- **Niftylift** is making its show debut this year and will be launching its new HR21 Hybrid AWD – which has been shortlisted for the Executive Hire Show Innovation award.
- **JCB** will unveil a brand new range of compaction plates designed to reduce Hand Arm Vibration levels while retaining their powerful and long lasting performance.
- **Turners Fabrications Ltd** will be exhibiting its new range of double bundled, bulk fuel storage tanks offering the bulk user the ultimate in safe site fuel storage (A must in today's environment) The show will also see the launch of the 02 Separator.

To celebrate its first appearance at the Executive Hire Show Turners Fabrications Ltd will give a massive 25% discount to the first Five purchasers (maximum discount £5,000) and for everyone else why not ask a bought our other exciting show only offers.

- **The Executive Hire Show** has produced a special 'Killer Deals' voucher booklet for the first time. Published with the January/February issue of Executive Hire News, it will allow all hirers visiting the Show next week to make additional savings on their purchases of new equipment and services.

The 24 special deals are only available from exhibitors for the duration of the Show, and include offers from inspHire, Pramac, Euro Towers, Hire Supply Co, Red Band, DeWalt, Brendon, HAE, Higher Concept Software, Demon, Bomag, Seddons, Leach Lewis, KFS Plant, Avant, Armorgard, Hatz and GenSet.

- **KFS Special Vehicles Ltd** will have on display an example of their latest Plant & Go vehicle. With a kerb weight of only 1,820kg, the vehicle has proved an enormous success against the established vehicles used within the sector.
- **Russon Access Platforms** made its debut at last year's show (2010) the company is back this year and will be showing its latest range of power scissor lifts, which have a working height of up to 6m. Managing director, Alan Russon said, "These machines have no batteries, no hydraulics or motors. They also require virtually no maintenance. These scissor lifts really are the future of access with a zero carbon footprint."
- **Hilti** is offering visitors the opportunity to see the pre-launch of its revolutionary new breaker, the TE 3000-AVR (Active Vibration Reduction), described as delivering unrivalled breaking performance with the lowest vibration in its class.

Also making its debut this year is the new 36V TE 6A-AVR cordless rotary hammer drill, offering increased battery performance and giving more holes per charge. In addition, Hilti invites hirers to see some of its 22V cordless tools in action on the stand.

- The **HSC** will have on show for the first time the new 13hp Honda engine Chipper Shredder manufactured by GTM, alongside the Barreto Rotovators, Hawk 13hp Stump Grinder and the 9hp Compac Hydraulic post hole Borer.


HSC also has six exclusive 'Show Only' deals that will save customers a lot of money with either special low prices or BOGOF deals on selected core products.

Gary McWilliam, managing director, The Hire Supply Company (UK) Ltd said, "Last but by no means least we are running a competition over the two days to find out who is the fastest driver in our industry by racing on a F1 track in Formula 2010 racing simulator. The winner will have the pick of three fantastic prizes and could choose to have two tickets to this years sold out concert with TAKE THAT at Wembley."

- **Stihl** encouraging cut-off saw users to get 'water smart' with new products on its stand. The manufacturer has made its popular TS 410 cut-off saw even better, with the latest model, the TS 410 A, offering electronic water control to make water available at the push of a switch. The tool is a finalist in the Innovation Zone at the exhibition.
- **r2 Access Platforms**; is launching its new Hy-Brid SP830, self-propelled scissor lift.
- **inspHire** will launch its iPhone & iPad application, which can read live data from the user's inspHire hire management system.
- **Youngman Group** is launching a new addition to its Box Xseries compact scissor range, a self-propelled machine called the X3X-SP Mike Woodcock Youngman's marketing manager said, "This new machine is probably the most exciting 3 metre self-propelled scissor lift on the market – we are anticipating great interest at the show."
- **Pop-Up Products** is to show its new Pop-Up PUSH series of push-around scissor lifts, which are now in full production.
- **Volvo Construction Equipment** will be showcasing its recently launched EC15C (1.5tonne) and EC20C compact excavators.
- **Zarges** will showcase its new Teletower, which is described as a telescopic mobile access tower. It comprises only two parts and can be erected in less than three minutes. This product has also been shortlisted for an innovation award.
- **Takeuchi** is using the Executive Hire Show for the UK exhibition debut of its latest ultra-swing FR mini excavator. Now being introduced into this country, the TB128FR weighs 3360kg
- **Belle Group** is launching a new product at the show. Ray Neilson managing director Belle Group said, "After working hard in 2010 to further expand the equipment available from Belle to the UK we will be showing off the Aluminium Access Towers & Plettac Multidirectional Scaffolding which we would advise as an absolute must for hirers who are serious about scaffolding."
- **Leach Lewis Group** will be dedicating around 25% of its stand to the finance arm of the company, Leach Lewis Capital, and the wide variety of funding solutions the company is now able to offer. Leach Lewis Capital

latest tower inspection poster. It also plans to inform visitors of its newly revised and updated training courses, as well as its completely re-launched website, which PASMA describes as the definitive source of information for the tower industry.

So there you have it! 40 very good reasons to make sure you spend at least one day at the Executive Hire Show – there is so much more to see this year – you might need to make it two! See you on the 9th and 10th February at the Ricoh Arena Coventry. We have only mentioned 40 reasons to come – there are another 75 more exhibitors when you get there!

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