

19 January 2010



Written by Murray Pollock

Big launches at UK's Executive Hire Show

This year's Executive Hire Show in the UK — taking place at the Ricoh Arena in Coventry, UK, on 3 and 4 February — may well prove to be a smaller event than the 2009 show but it will still be host to a number of interesting product launches.

Among the highlights will be the Youngman Group's move into the lighting tower market with its launch of two Yougman-branded Ecolite towers, the fruit of a joint venture partnership with lighting tower specialist Taylor Construction Plant (TCP), which also happens to be a close neighbour of Yougman in Maldon, Essex.

Also getting its UK launch will be Belle's new range of access towers and scaffoldings products manufactured by its parent company Altrad Group. Belle will also have its own and Baromix-branded concrete mixers on show.

JCB uses the event to exhibit its new 515-40 mini Loadall telehandler — the smallest loadall yet from the company — as well as the newly launched utility version of its 8010 mini excavator.

Press contact

125, rue du Mas de Carbonnier - 34000 Montpellier - France

Tel. +33 (0)4 99 64 30 39

altrad@altrad.com

