

PETTIBONE®

HEAVY METAL

THE LATEST NEWS FROM PETTIBONE

PETTIBONE
6044
Telescopic Material Handler

PETTIBONE
EXTENDO

50^L

EXTENDO

PETTIBONE
88

Confidence in Extendo comes easy.

PETTIBONE

16

THE EXTENDO TURNS 50
X-SERIES WINS AWARDS
PETTIBONE ENTERS MEWP MARKET

50⁺ EXTENDO

PETTIBONE CELEBRATES 50 YEARS OF EXTENDO

Pettibone is celebrating the 50th anniversary of the Pettibone Model 88 Extendo, believed to be the first telescopic handler ever produced.

Developed in the late 1960s, the first Model 88 Extendo unit was completed and delivered in early 1970, as documented by the original bill of sale from March 24, 1970.

"Pettibone has a rich heritage of which we are extremely proud," said Scott Raffaelli, vice president and general manager for Pettibone. "For almost 140 years, Pettibone has established a very high standard for rugged, reliable material handling equipment, and that's a standard we continue to try to exceed today."

Current Extendo models include the 944X, 1246X and 1258X, all part of Pettibone's next gen X-Series lineup. The X-Series also includes the unique Traverse, the only telehandler line currently on the market with an extendable traversing boom that moves loads with a horizontally sliding carriage.



IN THE SPOTLIGHT

Traverse T944X Featured on Cover of International Rental News

Readers of *International Rental News* magazine got a nice look at the Pettibone Traverse T944X, which appeared on the cover of the November/December issue.

Meanwhile, in the November/December issue of *Pro Contractor Rentals*, Pettibone marketing manager Mitch Fedie contributed a commentary discussing various benefits of the X-Series telehandlers:

The key goal in telehandler development at Pettibone is giving the operator full confidence in the machine and keeping safety at the forefront. Pettibone has always been known for providing very smooth controls to eliminate jerky movements when lifting and landing loads and engineers continually work to make even more improvements in that area.



Pettibone telehandler designers put great thought into machine stability and the pants-in-the-seat feel for the user. They want to ensure the operator still feels secure when pushing the machine to its top-reach or full-load capacities. They are exceptional at crunching the numbers and making sure the machine is optimally safe. That provides peace of mind to everyone, from the rental houses to the end users.

Visibility is key component for operator comfort. The Pettibone X-Series design was optimized to provide clear sightlines. The main blind spot for a telehandler operator is typically when looking back toward the curbside, and Pettibone engineers designed their machines to dramatically increase visibility in that particular area. Back-up cameras are more common today, but it's still important to allow the operator to see firsthand when maneuvering.



As far as ROI, Pettibone continues to provide longer-lasting machines. Instead of the industry norm of 4 to 5 years before flipping a machine, Pettibone rental fleets often last 6 to 10 years or longer. It's a stronger design that may cost a little more on the front end, but it's been proven to last for the long haul.

Furthermore, the new Pettibone X-Series machines offer improved serviceability. The boom design was completely redone for added strength and now it's also faster to change wear pads and service hydraulic hoses. Common maintenance items like grease points and filters are more accessible as well. When a machine comes off rent, it can be serviced and turned around faster to help keep utilization rates high.

Technology continues to play a larger role. Many European telehandlers have load sensing and that could become a more prominent feature in the North American market. Telematics are increasingly being used so rental centers know where their machines are being used and how long they're running on the job. They can also get alerts for service warnings for minor things like low DEF levels or for more significant issues, in which case the rental center could remotely shut down the machine to avoid problems from becoming even more serious.

TRADE SHOW & EVENT UPDATES

Pettibone exhibited with its Rail Maintenance Solutions partners at Railway Interchange in September, followed by a trip to Louisville to exhibit the Cary-Lift at ICUEE. Pettibone wrapped up the 2019 show schedule at ADIPEC, then kicked off 2020 at the NRC Conference & REMSA Exhibition in San Diego.

A busy start to 2020 continues with appearances at The ARA Show in Orlando, and at World of Concrete and CONEXPO-CON/AGG in Las Vegas.



Railway Interchange 2019

UPCOMING EVENTS

February
4-7
Las Vegas, NV



February
10-12
Orlando, FL



March
10-14
Las Vegas, NV





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PETTIBONE ENTERS THE MOBILE ELEVATING WORK PLATFORM MARKET

Pettibone has announced its entry into the mobile elevating work platform (MEWP) market. The company is immediately debuting a total of 13 scissor models with work heights ranging from 18.4 to 46 feet.

Offered in electric or hydraulic drive configurations, Pettibone's ANSI A92.20 compliant lifts provide personnel with reliable solutions for safely working at height in indoor or outdoor applications. Key features of the line include a universal drive control box with LED screen, platform extensions with foot pedal control, and large scissor arms for excellent stability and durability.

"We are extremely proud of our strong reputation in the material handling industry, and we're excited to now enter a new arena

with high-quality work platforms," said Scott Raffaelli, vice president and general manager for Pettibone.

"The new line is a great complement to our established machines, and we look forward to providing the same level of support and jobsite performance that our dealers and customers have come to expect from Pettibone."

Pettibone will display new MEWP models at The ARA Show booth #5270 in Orlando, Florida, February 10-12, and at CONEXPO-CON/AGG booth #N11265 in Las Vegas, March 10-14.



PETTIBONE'S MEWP PARTNERSHIP WITH LGMG

Lift & Access magazine talked with Pettibone's Scott Raffaelli about the MEWP launch and the strategic partnership formed with LGMG for a feature in the January/February issue of the magazine:

Pettibone, known for its material handling equipment solutions and Traverse telehandlers, jumped into the MEWP market with the launch of 13 scissor lifts in December 2019. The scissor lifts, manufactured by LGMG but sold under the Pettibone name with the company's branding, range in height from 18' 4" to 46 ft.

Scott Raffaelli, vice president and general manager for Pettibone, says now was the right time for Pettibone to expand into MEWPs due to both market conditions in North America and finding the right partner.

"Clearly the North American MEWP market is very strong right now, and it's been growing for the past several years — and honestly, Pettibone wanted to be part of that," Raffaelli says. "It meshes well into our long-term strategy of really broadening our product offering for existing dealers and also to attract some new dealers in areas of North America where we may not have sufficient coverage."

Raffaelli notes that most of Pettibone's customers that buy or rent telehandlers are also using scissor lifts, so it makes sense to tap into their current customer base. About 40 years ago, Pettibone offered Omni boom lifts for a limited time, until the economic climate of the 1980s caused the OEM to eliminate that line. But Pettibone has been evaluating opportunities to get back into MEWPs for a couple years now, Raffaelli says.

"We looked at some potential partners, but the LGMG partnership seemed like it made a lot of sense because they're a highly reputable company, and they make a high-quality product at a competitive price," he says. "It seemed like a really good fit for our current customer base."

LGMG entered the North American market in early 2019, setting up their headquarters in Chambersburg, Pennsylvania, with former JLG President Craig Paylor heading up their executive team here. That's when the company came onto Pettibone's radar as a potential partner.

"Pettibone is built on a legacy of high quality and durability, and LGMG matches that same philosophy," Raffaelli says.

The scissor lift models, available in electric or hydraulic drives, all comply with the new ANSI A92 standards, which was very important to Pettibone, along with Paylor's leadership and experience he brings to LGMG.

"We had actually demoed some of the units prior to even moving forward with the relationship, and it's been all positive feedback from our existing dealers that are utilizing MEWPs in their fleets right now," Raffaelli says.

LGMG's Paylor says the partnership made complete sense from his perspective as well. "When two companies have diverse products that do not compete for the same market share, but share the same customer space, there exists the opportunity for both companies to become stronger together than they were individually," he says. "This is the case for the partnership between upstart MEWP Chinese company LGMG and the veteran telescopic material handling manufacturer Pettibone."

Paylor notes Pettibone's history as a respected brand with a loyal following who values their product quality and customer support as an attractive factor in a partner for a company that has only been in the North American market for a year. He says this fits within LGMG's short-term goal of capitalizing on growth in order to achieve their long-term goal of leading product innovation.

"This puts LGMG on the frontline for acquiring information on how to help rental companies succeed through the changing market trends and new requirements," Paylor says. "With this kind of proactive approach and ability to try new methods, LGMG is exploring the ways in which they will interact with rental companies on the following topics: purchase vs. renting investment, service vs. sales, loyalty and commitment vs. market share and share price, and value vs. volume. These will require a vision of manufacturing and distribution evolution that we have never seen before. Pettibone becoming a partner of LGMG is one type of new relationship and both companies will be stronger because of it."

LGMG recently launched its first boom lift model in the North American market, and Raffaelli says he anticipates Pettibone will expand into that category as well in the future.



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CONSTRUCTION
EQUIPMENT
Top 100
new products 2019



TWO AWARDS FOR TRAVERSE TELEHANDLERS

For the second straight year, Pettibone was recognized in Construction Equipment's Top 100 New Products, this time for the Traverse T1258X. All winners were featured in the magazine's December issue. Selected independently by the publication's editors, the awards emphasize innovations, highlighting manufacturers who are investing in research and development to provide equipment users with greater productivity, efficiency and safety.

Additionally, the Traverse T944X was selected as one of Rental magazine's 2019 Editor's Choice Award winners. The T944X appeared with other award winners in the publication's October/November issue.



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