

# The Italian Job

*Embracing change and innovation can help us work more efficiently. But, it's increasingly difficult for key staff to attend trade shows, even here in the UK. So what chance a visit to a European event? As Malcolm Bates explains after visiting Ecomondo in Italy, it could be time – and money – well spent*

**W**hat's the biggest problem with our current political landscape? We're short of people who tell it like it is. People who are not afraid to stand up in a crowded room and say "That's a load of tosh!" It's sometimes hard to believe that politicians can understand the difficulties of trying to hold down a job in a climate where training budgets and even basic HR support is being cut. Local politicians can also find themselves coming under fire if they get involved in key policy issues, meaning it can often be "safer" to simply to do nothing at all.

These may – or may not – be a reason why public sector waste and recycling professionals find it so difficult to take time out of the office to take part in product demonstrations and visit industry trade shows but, in my opinion, we make it harder for ourselves here in the UK than most other EU member states do for their people.

Clearly, local newspaper headlines suggesting that "council binmen

have a day off at tax payers expense" could be embarrassing. But the fact remains that middle and senior operations and procurement management workers, workshop fitters and supervisory staff need to be aware of new equipment and trends in order that budgets are spent more effectively, don't they? And it's surely better for key staff to look at kit before it's purchased, rather than finding problems once

the wrong thing has been bought? We need some well-connected industry leaders to help get that message across.

The Italian connection? I'm glad you asked. With a single national event at the NEC in September, it's bound to be the case that not all manufacturers are in a position to announce their new products at that time. There is the added factor that only a small percentage of



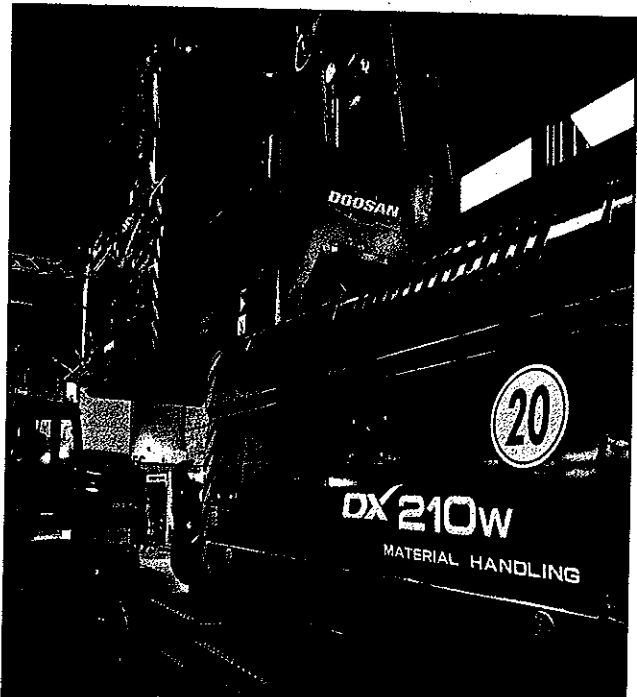
BMW was one of several major European car manufacturers that wanted to stress an "eco" approach – being seen to be green is clearly still important



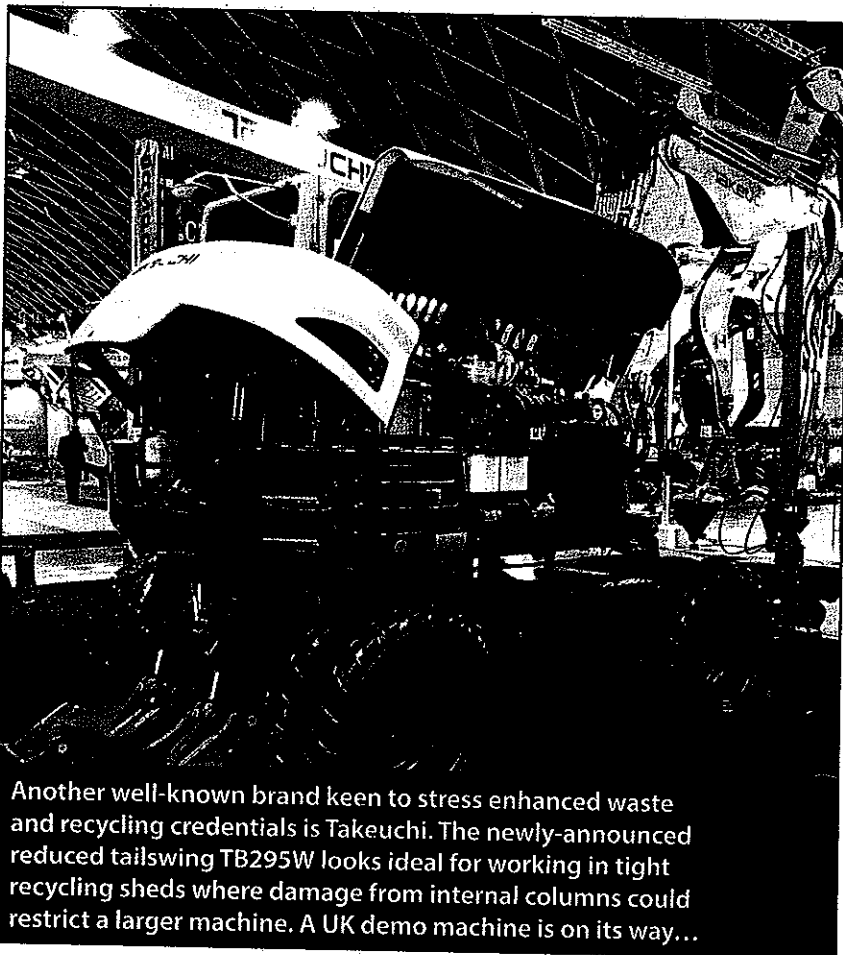
Surprisingly, there is currently no producer of truck-mounted vacuum sweepers in Italy, so it's nice to find Scarab is doing well. Following the takeover by the Fayat Group, Scarabs are now marketed alongside Azura and Ravo machines in Italy; This is the "Flycab" ground-level cab entry system designed by the Italian materials handler specialist, Taberelli of Mozzecane near Verona. It is available on the popular 712 and 803 models which are now marketed in the UK by JMC Recycling Systems



Above: Farid's showing of its "FMO25" underlines how seriously it is taking the underground/kerbside container loading market in Italy. Below: Farid used Ecomondo to launch the new smooth-bodied "Vector" RCV range. The new design features roof-mounted tailgate rams and a new larger capacity rear hopper. Vectors will be coming to the UK later this year



We've noted that Doosan is out to win more waste and recycling sector business – and this DX210W 360 "wheely" with waste recycling rig (and suitable guards) is now marketed as a "materials handler"... and it has the logo to prove it!



Another well-known brand keen to stress enhanced waste and recycling credentials is Takeuchi. The newly-announced reduced tailswing TB295W looks ideal for working in tight recycling sheds where damage from internal columns could restrict a larger machine. A UK demo machine is on its way...

the kit we use and need is actually manufactured here in the UK these days too. Looking at the wider scrap, waste and recycling sectors, a large percentage comes from the USA, and a good slice of hydraulic machinery comes from Korea and Japan. But the majority of the rest are European brands, primarily from manufacturers based in Germany and Italy.

### A Firm Favourite

With the bi-annual IFAT event coming up in Munich this May, it's a good time to re-examine the whole issue of trade show attendance. It costs less to fly to Germany (or Italy) on a cheap flight than it does to take a train from one major part of the UK to another! With a flight time of under two hours, it's even possible go out in the morning and come back the same evening. IFAT is vast, however, and would need most of the week for a visit. But Ecomondo at Rimini? That's another matter. Two days is enough and there's always plenty to see, although this year (2014) there is also a groundscare equipment show on in nearby