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JULY - AUGUST 2019

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2018 LIFT PLAN
OF THE YEAR**



Hoffmans has earmarked the Americas, Africa, Australasia, and parts of Asia as geographies of potential, where conveyor belts, cranes, stacker-reclaimers, excavators, and unloading equipment are among the heavy machinery being employed on a variety of mining projects. He has already implemented strategies to engage a select group of decision makers, much like Pintsch Bubenzer has achieved in other heavy-duty sectors.

Joel Cox, president at Pintsch Bubenzer USA, said: "It's a noteworthy appointment because it states our intent in the mining sector, which is an area of great interest in my geography—and others across the world. Dael will be addressing decision makers as a representative of their industry, versus someone working a mile wide but only an inch deep across many sectors. We have successfully introduced our braking concepts to a number of new sectors in recent times, but it always took market knowledge and the right personnel to achieve our goals, and in Dael's recruitment we are working from that blueprint once again."

Hoffmans has been working with Pintsch Bubenzer products in numerous roles since 2005. He also brings a wealth of broader experience to the role, most recently in a management position at Faiveley Transport, a manufacturer and supplier of equipment for the railway industry, where he worked with Stemmann Technik GmbH, Gerken Group, Akapp-Stemmann BV, and TransTech. Prior to that he was in a sales role at Stemmann Technik.

Hoffmans added: "I understand the product range well and look forward to continuing its evolution in the mining industry. I'm particularly excited about exploring the prospect of increasing the modularity of our solutions. I have a history of working with high-end equipment, which will serve me well as I conduct site visits and learn more about the immediate and longer-term requirements of our existing and prospective customers."

Mining professionals will note Pintsch Bubenzer's recent launch of *ibrake*®, a multidimensional app, downloadable to cell phones and other smart devices, featuring a dashboard for users, maintenance videos, parts lists, technical drawings, lifecycle documentation, and access to 24-hour support. Parts can also be ordered through the app, which sends service alerts to customers. Users can utilize the app to scan digital barcodes, sometimes called quick response codes, to direct them to product information created by the manufacturer. ■

Rope and Sling Takes Gold Sponsorship at LiftEx 2019

> Rope and Sling Specialists Ltd. (RSS) will have a high profile at this year's LiftEx, underpinned by gold sponsorship of the event, as organizer the Lifting Equipment Engineers Association (LEEA) marks its 75th anniversary.

Having debuted as an exhibitor at the 2017 show at The International Centre, Telford, RSS has steadily enhanced its presence at the annual exhibition. It was also gold sponsor of last year's event at the Marshall Arena, Milton Keynes, where its exhibit was well populated throughout both days of the show. The LiftEx community will return to the same venue on 13-14 November; RSS will take a 24 square-meter stand (number 38).

LiftEx is in its 15th year, but the expo and co-located events are in a brighter spotlight this time given LEEA's anniversary celebrations, which take various forms throughout the year. Importantly, RSS's gold sponsorship overarches the entire event that includes educational and technical sessions; presentations on innovation; a packed exhibition floor; and the LEEA Awards dinner.

The association's new enhanced awards scheme was greeted by much fanfare in 2018. It offers members eight distinct categories for which they can enter. An independent panel of industry experts will judge the entries. Winners will be announced and presented with their awards during a gala dinner by TV presenter Rachel Riley, a celebrity guest speaker.

Ross Moloney, CEO at LEEA, said: "This will be a memorable and prestigious event, helping LEEA to celebrate our 75th anniversary. I would also like to take this opportunity to thank our award category sponsors in addition to the event's gold sponsor, Rope and Sling Specialists."

Steve Hutin, managing director at RSS, said: "We've gained a lot of exposure out of the last two LiftEx shows, having visited to sample activity the year before that. It feels like this time there is greater energy around the event, given LEEA's 75th anniversary celebrations and the success of the inaugural awards last year. It'll be interesting to see how a return to the same venue—unusual for LiftEx—can build on what was achieved previously. The educational theme and safety-centricity of LiftEx aligns well with our company's mantra and we had no hesitation in repeating an investment in one of the

prime commercial packages on offer."

Gold sponsorship offers RSS significant promotion before, during, and after the event, including logo placement, advertisements on show literature, and branded water-bottles that will be distributed free of charge throughout the Marshall Arena. A representative of the company will also attend an exclusive editor's breakfast on the morning of the second day, where journalists from the industry's key publications will be given access to the event's protagonists.

Visit RSS at LiftEx Stand 38. ■

CODIPRO Signs an Exclusive Partnership with the CODIPRO USA

> CODIPRO USA, located in Greensburg, Pennsylvania, is becoming CODIPRO's exclusive partner in the United States.

CODIPRO offers lifting industry professionals its expertise, its technology and all the skills of a manufacturer since becoming a major player in the international markets. With this exclusive partnership in the USA, the company plans to develop business and increase its presence in the global lifting market.

"It's a heavily industrialized country in which safety standards for products, and workers, are very high. The collaboration with Benoit Cop looks very promising and aligns perfectly with the ALIPA group's values, which support the personal and professional development of its employees," says Michèle Detaille, Managing Director of the ALIPA Group.

Improved service

There will be significant on-site inventory, with 100% of CODIPRO's standard hoist rings in stock, ready to ship. In addition, a complete sales team will be on the road to meet with customer demand.

"Today, CODIPRO's professionalism (REPUTATION) in the lifting industry is recognized thanks not only to the quality of its swivel hoist rings, but also to the impeccable service which made it such a success in the European market. To make the GRADUP range available and meet the tight deadlines announced, CODIPRO had to establish a course of action to address demand in the US market," says Christophe Losange, Director of CODIPRO.

Benoit Cop is moving abroad

Benoit Cop has worked for CODIPRO

for over ten years. When the opportunity arose, he decided to leave to live in the United States with his family.

"Settling in the USA represents a major professional and personal challenge. But the enormous potential of our rings in the American market and CODIPRO's desire to be better represented in the United States made the choice much easier. We have also been looking forward to this family adventure for several years. "After several months of preparation, CODIPRO USA is now 100% operational and ready to meet any challenge our customers throw our way. The sky is the limit", says Benoit Cop, President of S for Safety Inc., in charge of CODIPRO USA development.

Since its 2004 buyback by the shareholders of NO-NAIL BOXES and its move to Wiltz (Luxembourg), CODIPRO has been growing steadily with sales revenue of €10,214,000 in 2018. ISO 9001 and 14001-certified, CRS, patented and in compliance with the most stringent safety standards, CODIPRO is part of the lifting division of the ALIPA Group, a Luxembourg

packaging and industrial lifting specialist with approximately 130 employees. ■

USCC Expands Selection of Rigging and Lifting Equipment by Adding Full Line of Crosby® American-Made Chain Slings

> US Cargo Control, an authorized Crosby® distributor and a leading supplier of cargo control and rigging and lifting products, now offers the full line of Crosby® chain slings through its e-commerce website. This includes Crosby's line of adjustable chain slings with the patented Eliminator® chain sling system that is designed to save time and energy in the field while maximizing versatility.

USCC Business Unit Fanatic®, Matt Mitchell, says he's excited to add to the latest line of Crosby® chain slings to the companies growing selection of rigging and lifting products.

"Crosby® has been a leading manufacturer of rigging and lifting equipment for well over a hundred years and we know that the professionals USCC serves look to them

to set the standard for quality, training, and technical expertise in their field. Chain slings are a popular product of ours with thousands sold in 2018. We're excited to provide our customers with another option when it comes to buying chain slings and the new Eliminator® component on Crosby's adjustable slings certainly has a lot to like about it."

So, what's the big deal about the Eliminator® chain sling system? It's a revolutionary chain sling fitting that combines the features and functionality of a master link, connecting link, grab hook, and adjuster legs. Similar to other adjustable chain slings, adjustment of the chain length leg can be accomplished by placing the chain in the connector link.

Where the Crosby Eliminator® differs is in the fact that it comes in both single hook and double hook styles.

With single and double-leg Crosby® adjustable slings, the top bail Eliminator® serves as the master link, which removes the need for an additional master link. Three and four-leg Crosby® slings need only one master link to connect the two Eliminator® fittings.

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