Earthmoving market recovery

Global signals are looking good, with recovery expected by 2016, says the organisers of Italy’s Samoter show, VeronaFiere, while France stumbles, according to CISMA

The global earthmoving machinery market can expect a recovery to start in 2016, according to VeronaFiere, the organiser of the Samoter exhibition in Italy.

It said recovery would be followed by consolidation in 2017, with sales of 880,000 units – an increase of 33% compared to estimated results for 2015.

VeronaFiere expects a favourable trend over the next two years for the sector in Italy which, following the collapse in 2007 of 72%, will close 2017 with 12,400 units, it is estimated – an increase of 44.8% over the performance in 2015.

Meanwhile, it reported that the global market for excavators, concrete plant, drilling, crushing and asphalt machinery, cranes and site vehicles was still affected by a collapse of 48%, in the two-year period between 2008 and 2009.

Giovanni Mantovani, CEO of VeronaFiere, said: “We are consequently already working to make Samoter 2017 even more useful for companies who want to catch and benefit from this recovery.”

Meanwhile, the French construction equipment market has fallen by almost 25% in 2015, according to the latest report by CISMA (the French association of manufacturers of construction equipment and material handling technology).

The French association reported that the construction industry as a whole has been one of the only industries to see a decline, and that the materials sector had seen its worst level for ‘decades’. The public works sector has seen its biggest decline in 30 years, falling 8%, while road construction was down 10%.

It said that all the materials families had been affected, including compact equipment, heavy earthmoving equipment, mobile cranes, tower cranes and concrete materials. The fall is said to have been driven by lower rental investments.

It said the forecast for 2016 looked slightly more favourable, but would still represent a challenge as major companies will aim for stabilisation in the first half of the year.

However, producers of aggregates and ready-mixed concrete will not see any immediate recovery. Their materials purchases will certainly reduce further next year, according to CISMA. Their only positive point is that for the first time since 2009, that excavators are planning to increase their investments by 1%.

Ruffray in at Eiffage to replace Berger

French-based contractor Eiffage has appointed Benoît de Ruffray as its new CEO, replacing Pierre Bergey who died in October.

Ruffray took up his role on January 18, and has been co-opted as director for the remainder of Berger’s directorship.

Ruffray (49) is a graduate of the French engineering schools École Polytechnique and École Nationale des Ponts et Chaussées and holds a master’s degree from Imperial College London.

He began his career in 1990 within the Bouygues Group, first at Bouygues Travaux Publics, where he held a variety of positions and then headed major projects, including the Beirut waterfront, until 2003.

In 2001 he was appointed to head Bouygues’ Travaux Publics Latin American area. Between 2003 and 2007, he was CEO of Dragages Hong Kong, a subsidiary of Bouygues Construction, and oversaw the business activity of Bouygues Travaux Publics in the Asia Pacific area and of Bouygues Bâtiment International in Northern Asia.

New brand for Atlas Weyhausen

The Atlas Weyco brand is being replaced this year by the shorter brand name Weyco.

German-based Atlas Weyhausen said the change was for brand protection reasons, and to differentiate its products sustainably from the competition.

It said that while the brand change was a necessary step, “nothing else will change.”

The Weycor label has a newly-designed logo that the company said established the connection to the brand’s origin, and the company founder, Dr Friedrich Weyhausen.

The name Atlas has been associated with the construction equipment of Atlas Weyhausen in Wildeshausen, Germany, for 50 years. The company said that Atlas wheeled loaders had been seen since the 1970s.

The first stage of brand reform was introduced in 2012 with the Atlas Weycor brand. The new Weyco brand will also be used on its compaction rollers.