

DEEP DIVE · 2026

WE RISE.

Inside the company, the people and the three lines that take you higher.

CELA ADVANCED DT

ESSENTIAL

CELA DT FIRE



CELA AT A GLANCE



1930

founded in Brescia, Italy



50+

years of aerial platforms



50–239 ft

working height (15–72 m)



2

souls: fire-fighting and industrial



56

countries around the world



2

headquarters: Italy and USA (Cela Platforms North America, Inc., Georgia, 2025)



PLE + crane

every machine carries both certifications



Made in Italy

with a signature Italian style



2026

the new Essential range: 3.5 t (7,716 lb) truck-mounted, no CDL

OUR ITALIAN HEADQUARTERS

NUMBERS



WAREHOUSES

Plot A 60,630 sq ft / 5,633 m²

Plot B 44,800 sq ft / 4,162 m²



OUTDOOR AREAS

Testing zone 112,080 sq ft / 10,413 m²



OFFICES

First floor 7,930 sq ft / 737 m²

Second floor 7,930 sq ft / 737 m²

Third floor 3,230 sq ft / 300 m²



OUR USA HEADQUARTERS



Cela Platforms North America, Inc.

Georgia, USA
since 2025



WAREHOUSES



OUTDOOR
AREAS



OFFICES

Sales, parts and service for North America

CORPORATE

STRENGTHS · WHY WE GET CHOSEN

CELA is one of the leading names in aerial work platforms. For more than 50 years we have set the standard for build quality and safety. Our range counts 23 fire-fighting models and 20 industrial models: crawlers, truck-mounted, towable and special application platforms.

Our machines are light, durable and dependable, built to reach the places others cannot: tree care, construction, facility maintenance.

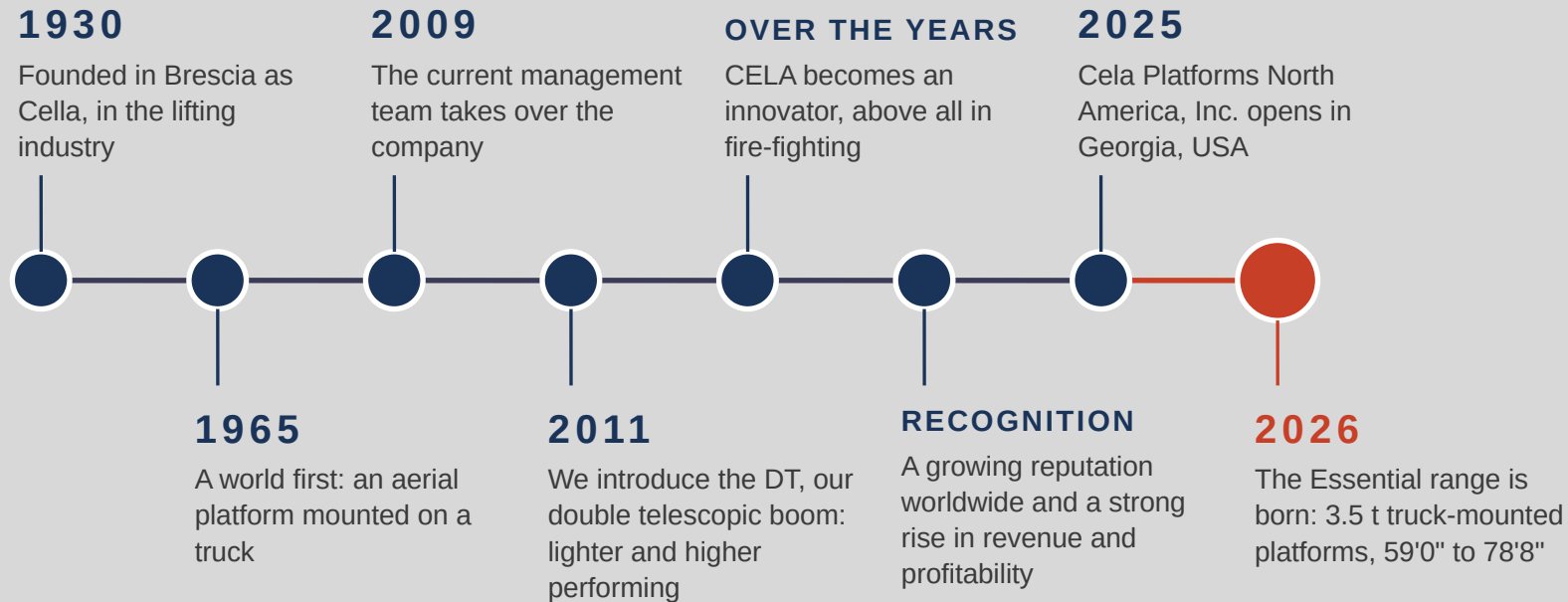
We work side by side with our customers from the design stage, so that every machine does exactly the job it is meant for. Our trained technicians then keep it working at full capacity, every day.

That is why CELA machines work today in 56 countries.

Since 2026 the lineup comes in three lines: CELA Advanced DT (industrial), Cela DT Fire (fire-fighting) and the new Essential range: 3.5 t (7,716 lb) truck-mounted platforms, 59'0" to 78'8" (18 to 24 m), no CDL required.



WE'VE BEEN WORKING FOR YOU SINCE 1930



A Brescia company with almost a century of history, CELA stands out in the premium aerial platform market.

Founded as Cella in 1930, we started out in lifting equipment. In 1965 we were the first in the world to mount an aerial platform on a truck.

In 2009 the current management team took over and set the company on a new course. Two years later came the DT, our double telescopic boom: lighter, more compact, higher performing.

THE PAST

THE FERRARI
OF AERIAL PLATFORMS

THE FUTURE

THE WORLD

Today every CELA machine benefits from what we learn on fire-fighting platforms: safety, versatility and ease of use, valued by customers in 56 countries and reflected in steady growth in revenue and profitability.

We keep growing beyond Italy and Europe, with a focus on North America: since 2025 Cella Platforms North America, Inc. serves the market from Georgia, USA.

Our 215,000 sq ft (20,000 m²) plant in Castegnato, opened in 2023, is built to scale to three shifts and up to 4,000 machines a year.

And since 2026 the range comes in three lines: CELA Advanced DT, Cella DT Fire and Essential.



OUR VISION

WE RISE TO BE
THE TECHNOLOGICAL LEADER OF ACCESS EQUIPMENT.
WE FIGHT FIRE.
WE SAVE LIVES.

OUR MISSION

WE WORK HARD
TO MAKE YOUR JOB EASIER
BY DELIVERING SAFE, SUSTAINABLE AND REVOLUTIONARY
PLATFORMS
WITH A SIGNATURE ITALIAN STYLE





OUR GOAL

SAFETY FIRST,

WITH AN UNCOMPROMISED USER
EXPERIENCE.

THE PERCEPTION OF SAFETY ON A CELA
IS UNPRECEDENTED.



OUR VALUES

WE SAVE LIVES, WE VALUE USER
EXPERIENCE, WE KEEP ON INNOVATING.

WE DON'T COMPROMISE ON OUR GOALS TO
FIT INTO MARKET STANDARDS.

PRICE TAG IS NOT A DRIVER.

WE DON'T DO UGLY MACHINES.

WE DON'T FOLLOW TRENDS.

CELA HAS TWO SOULS



INDUSTRIAL SECTOR



CELA ADVANCED DT

TRUCK MOUNTED

Double telescopic booms on commercial trucks, from 50 to 239 ft / 15 to 72 m

TRACK MOUNTED

Double telescopic booms on tracked carriages, designed and built entirely by CELA. 50 to 131 ft / 15 to 40 m

TOWABLE

Double telescopic booms on a carriage you can tow on the road and drive on site. 72 to 80 ft / 22 to 25 m

SPECIAL APPLICATIONS

Large platforms for heavy loads, from tunnel maintenance to airport catering.

ESSENTIAL

3.5 T TRUCK MOUNTED

Telescopic and pantograph booms, 59'0" to 78'8" / 18 to 24 m, driven with a regular driver's license (no CDL). The simple CELA.

FIRE-FIGHTING SECTOR



CELA DT FIRE

ALP

Aerial ladder platform: an aluminum telescopic ladder with a tailored basket, a top-tier water monitor and a full set of dedicated accessories

WT

Water tower: telescopic boom, powder hydrant, liquid/foam/powder tank and a high-performance pump delivering 1,980 GPM / 7,500 liters per minute

TRACK MOUNTED

Double telescopic booms on tracked carriages, with water hose and rescue basket

TRUCK MOUNTED

Double telescopic booms on compact commercial trucks, with water hose and rescue basket

THE RANGE · TRUCK MOUNTED

Double telescopic booms from 49 to 197 ft (15 to 60 m) on commercial trucks from 6,173 lb (2.8 t) GVW.



MODEL	WORKING HEIGHT	HORIZONTAL OUTREACH	BASKET CAPACITY	MINIMUM TRUCK GVW
DT Truck 15	49 ft 15 m	23 ft 7 m	507 lb 230 kg	6,173 lb 2.8 t
DT Truck 22	72 ft 22 m	30 ft 9 m	507 lb 230 kg	7,716 lb 3.5 t
DT Truck 25	82 ft 25 m	39 ft 12 m	507 lb 230 kg	7,716 lb 3.5 t
DT Truck 28	92 ft 28 m	46 ft 14 m	772 lb 350 kg	14,330 lb 6.5 t
DT Truck 28 FE	92 ft 28 m	46 ft 14 m	551 lb 250 kg	7,716 lb 3.5 t
DT Truck 30	98 ft 30 m	49 ft 15 m	496 lb 225 kg	14,330 lb 6.5 t
DT Truck 37	121 ft 37 m	62 ft 19 m	992 lb 450 kg	16,535 lb 7.5 t
DT Truck 40	131 ft 40 m	64 ft 19.5 m	661 lb 300 kg	16,535 lb 7.5 t
DT Truck 60	197 ft 60 m	95 ft 29 m	882 lb 400 kg	39,683 lb 18 t

Technical data indicative, from the official data sheets and celaplatforms.com. Outreach = maximum horizontal outreach. Always refer to the official data sheets.

THE RANGE · SPYDER CRAWLERS

Double telescopic booms on tracked carriers from 49 to 131 ft (15 to 40 m), entirely designed and manufactured by Cela.



MODEL	WORKING HEIGHT	HORIZONTAL OUTREACH	BASKET CAPACITY
Spyder 15 DT Crawler 15	49 ft 15 m	25 ft 7.5 m	441 lb 200 kg
Spyder 22 DT Crawler 22	72 ft 22 m	30 ft 9 m	507 lb 230 kg
Spyder 25 DT Crawler 25	82 ft 25 m	39 ft 12 m	507 lb 230 kg
Spyder 28 DT Crawler 28	92 ft 28 m	46 ft 14 m	772 lb 350 kg
Spyder 30 DT Crawler 30	98 ft 30 m	51 ft 15.5 m	496 lb 225 kg
Spyder 37 DT Crawler 37 hybrid	121 ft 37 m	62 ft 19 m	992 lb 450 kg
Spyder 40 DT Crawler 40 hybrid	131 ft 40 m	62 ft 19 m	661 lb 300 kg

Technical data indicative, from the official data sheets and celaplatforms.com. Outreach = maximum horizontal outreach. Always refer to the official data sheets.

MULTIPLE HOMOLOGATIONS – ALL IN ONE



CAGE



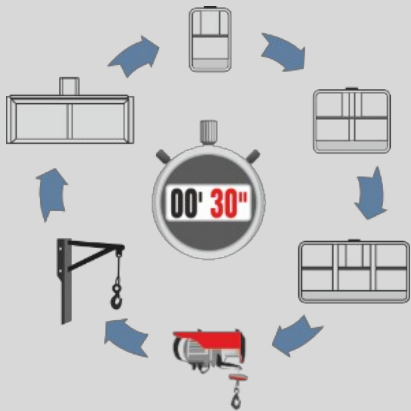
WINCH



HOIST HOOK



MATERIAL HANDLING CAGE



Every CELA Advanced DT machine is certified three times over: as an aerial platform, as a crane and as a material handling machine.

Accessories swap in about 30 seconds: the machine detects the attachment and recalibrates its working envelope automatically.

Operators can step off the basket at height on every CELA Advanced DT unit.

No other machine on the market offers all of this.

The Essential range is built to the same CELA standards.

COMPLIANCE

- ANSI A92.20
- UNI EN 280
- CSA B354.6
- Machinery Directive 2006/42/EC
- Crane certification (EN 13000 standard certification)

WHY DOES CELA STAND OUT?

Eight reasons, across our three lines.

- CELA Advanced DT
- Essential
- Cella DT Fire

01

Invisible DT boom



Main boom and jib both retract: the lowest stowed height on the market.

02

Ipercela, always connected



Live fleet data, geolocation and remote support from the factory.

03

Extreme customization



Accessories swap in 30 seconds; our booms fit almost any truck.

04

Italian style



Designed and built entirely in Italy, and made to last.

05

Long booms, small trucks



High-strength steel: 98 ft on a 6.5 t truck, 78'8" on a 3.5 t truck.

06

Safety first



Technology proven on fire-fighting platforms, then brought to every machine.

07

Engineering or tailoring



Virtual testing for series production, tailor-made when you need it.

08

Essential simplicity



One logic, zero manuals: CELA quality on a truck you drive without a CDL.

INVISIBLE DT BOOM

Unlike conventional designs, our double telescopic boom retracts both the main boom and the jib.

The result is unmatched compactness: when stowed, our platforms are significantly lower than those of any competitor. No other manufacturer achieves this.

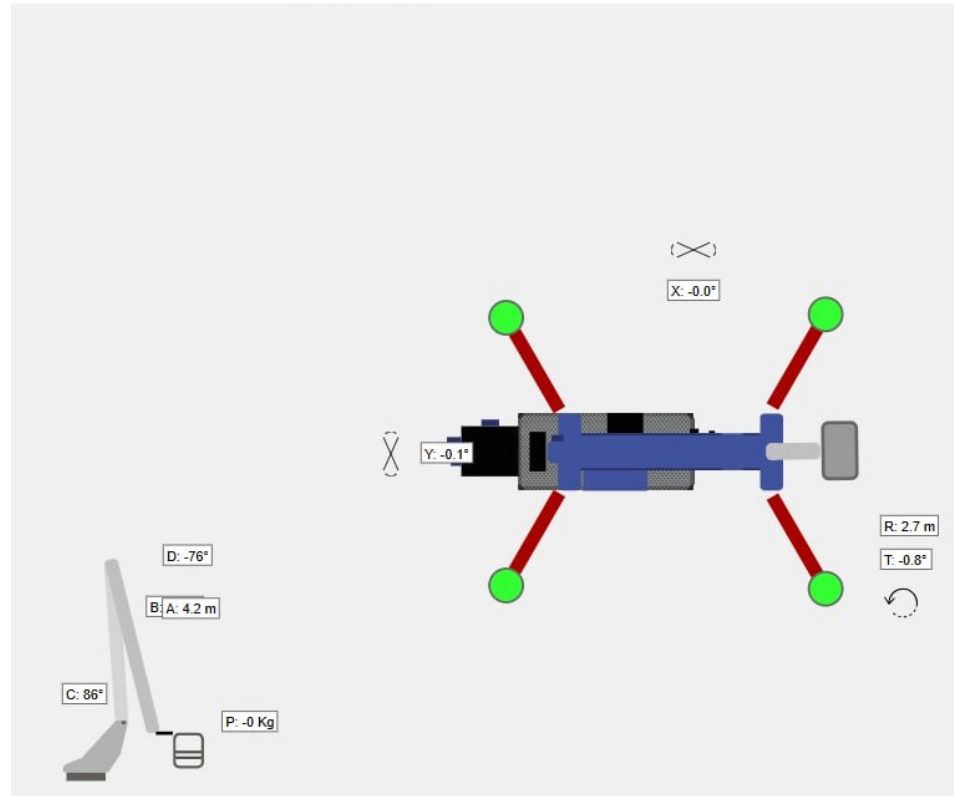
In most configurations the whole retracted boom sits below the height of the driver's cab, practically invisible. Cleaner engineering, and a machine that is more practical and easier to use every day.



ALWAYS BY YOUR SIDE WITH IPERCELA

RING MANAGEMENT

FW: FW0839AA00B24 Max work height: 26.0m [Change](#)



Ipercela is our connected system for dealers and customers: fleet management and daily job planning in one place.

Every truck is geolocated in real time, and its position and route can be sent by email for pickups. Supervisors see critical fleet data live and can set a maximum working height for each vehicle remotely.

Our technicians can check the machine's status and help with any issue, at any time. The factory is always within reach.



Ipercela 4.0 GSM eDiagnostic is standard on every Essential.

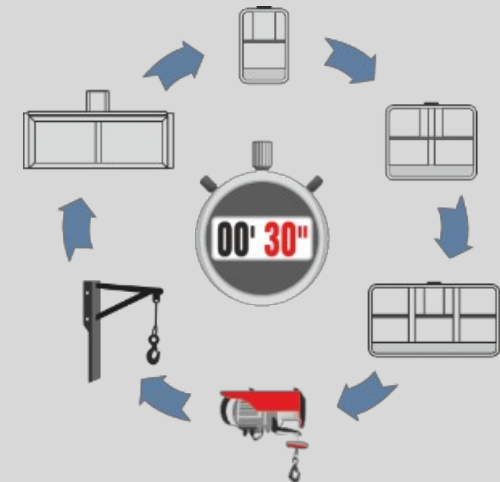
EXTREME CUSTOMIZATION



Versatility is one of our strengths. The accessories at the tip of the boom change in less than thirty seconds: different basket sizes, a material handling cage, a fiberglass basket, a hook and a winch, the last two with their crane certification.



Our customization grew out of fire-fighting production and now serves industry too. Our booms fit very small trucks as well as medium and large ones: our 100 ft / 30 m double telescopic boom, usually sold in its lightest 14,330 lb / 6.5 t GVW version, can go on whatever truck the customer chooses.



ITALIAN STYLE



Quality runs through our Italian craftsmanship. Our platforms are designed and built entirely in Italy, by us, with Italian engineering and Italian style.

Like the Pantheon and the Colosseum, they are made to last: advanced technology combined with the lasting reliability of Italian manufacturing.

Choosing a CELA means more than buying equipment: it is an investment in quality and durability.

LONG BOOMS ON SMALL TRUCKS

We fit remarkably long booms on compact trucks, something the industry long considered impossible.

The secret is a special thin, high-strength steel. It is harder to work and more expensive, but it makes our booms lighter and stronger at the same time. On a CELA, compact never means compromise: it means better performance.





■ CELA ADVANCED DT

■ ESSENTIAL

SAFETY

CELA has two souls, industrial and fire-fighting, under one roof. The engineers who design our fire-fighting machines also design our industrial ones, so knowledge flows freely between the two.

We prove our most advanced technology on fire-fighting platforms, built to help firefighters reach heights and save lives with water and foam. Then we bring it to our industrial machines, so that every operator gets home safe every night.



FIRE-FIGHTING



INDUSTRIAL

ENGINEERING OR TAILORING?

Cutting-edge products start from knowing how a design will behave before it is built.

We use structural analysis tools to run virtual tests and simulate every component of our platforms, refining their dimensions for structures that are both stronger and lighter.

Our designers bring more than thirty years of experience across self-propelled, truck-mounted, special application and fire-fighting platforms.

They can run fast series production on proven concepts and, at the same time, turn any customer's idea into a machine.

What does that mean?

The skills learned designing highly customized fire-fighting machines now shape the whole CELA range.

Our technical department builds each product around the customer's needs, just as a tailor would.



HEIGHT, MADE ESSENTIAL.

Truck-mounted platforms · 59'0"–78'8" · 3.5 t (7,716 lb) · No CDL · Made in Italy

Everything you need. Nothing you don't.





WHY ESSENTIAL

The CELA Advanced DT booms reach up to 239 ft (72 m) and the Cela DT Fire platforms serve fire departments. **Essential brings that know-how to the 3.5 t (7,716 lb) truck that anyone can drive without a CDL.**

Made for rental companies, maintenance contractors, building firms and public bodies: one machine that any member of the team can take to the job and operate with confidence.

“Essential is a philosophy before it is a range: strip away the complexity, keep the performance, never compromise on quality.”

3.5 t

gross vehicle weight
(7,716 lb): no CDL

59–79 ft

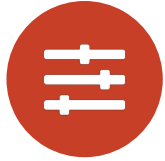
working height
across the range (18–24 m)

660 lb

in every basket (300 kg),
on every model



SIMPLE · FAST · NO FRILLS, ALL QUALITY



SIMPLE

**One logic,
zero manuals.**

The same intuitive panel in the basket and on the ground. Any operator masters an Essential in minutes, not days.



FAST

**On site. Set
up. Working.**

One-command automatic jacking, combined movements, the Home function to fold away. Less setting up, more work done.



NO FRILLS

**Essential is
not basic.**

Every component earns its place, and what stays is built to CELA standards. Engineered and manufactured in Italy.



THE RANGE

Two telescopic and two articulated models, one philosophy: essential specification, full-size performance, no wasted weight.



ESSENTIAL

18T · 18TX

Straight telescopic, two stabilization options

59'0" working height

36'1"–42'7" outreach (42'7" on the 18TX)

660 lb basket capacity



ESSENTIAL

20TX

Straight telescopic, maximum outreach

65'7" working height

44'3" outreach

660 lb basket capacity



ESSENTIAL

20P

Double pantograph, up-and-over agility

65'7" working height

29'6" outreach with 440 lb

660 lb basket capacity



ESSENTIAL

24P

Double pantograph, flagship reach

78'8" working height

41'0" outreach with 440 lb

660 lb basket capacity

T = telescopic **P** = pantograph **X** = extendable outriggers

Technical data indicative, ± 5 %. Always refer to the official data sheets.

THE ESSENTIAL ADVANTAGE

What each strength means on the jobsite.



Same controls, basket and ground

One logic to learn: operators are productive in minutes, with fewer mistakes.



Automatic jacking, one command

The machine levels itself, from the ground or from the basket. Set-up takes moments.



Home function

One command folds the boom into transport position, perfectly, every time.



Jacking on ramps up to 11°

Sloping streets, driveways, uneven yards: no repositioning, no extra machine.



660 lb in every basket

Two operators, their tools and materials go up together in a single lift.



Combined movements

Lift, telescope and slew at once: one fluid path to the work position.

BUILT TO CELA STANDARDS



E-coat + powder coating

The anti-corrosion bath of the car industry, then a powder finish: two layers against rain, salt and jobsite knocks.



Safety valves on every cylinder

Flanged directly on all cylinders, on every model of the range.



Wired ground controls

Nothing to charge or pair, no radio interference; emergency recovery always within reach.



Ipercela 4.0 GSM eDiagnostic

Remote diagnostics: the factory can check the machine and support the operator from afar.

Engineered and manufactured in Italy.



INCLUDED, NOT OPTIONAL

- Aluminum basket
- 400° turret rotation
- Hydraulic basket rotation
- 220 V and 12 V basket sockets
- Air or water line to the basket
- Truck cabin anti-crash system
- Electronic slope sensor
- Safety hydraulic handpump

ESSENTIAL, **WORLDWIDE**

Every Essential is backed by the same CELA network that supports our machines around the world.



Sales



Spare parts



Service



Training



essentials.celaplatforms.com

- The dedicated website of the range: 13 languages, plus a US edition in feet and pounds
- Model pages, data sheets and the range presentation to download
- **Contact: info@celaplatforms.com**



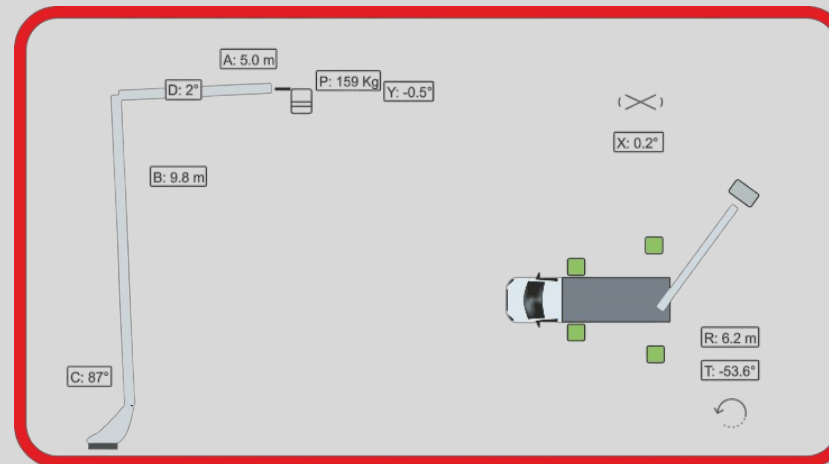


AFTER SALES SERVICE

An aerial platform is a long-term investment: it needs monitoring and care.

Our after sales service keeps every CELA productive and prevents unplanned downtime, so the platform you sell or rent performs throughout its life as reliably as on day one.

We keep spare parts flowing quickly from the factory to our international service network, and we train our dealers' technicians to troubleshoot and diagnose any issue for the end customer.



TECHNICAL TRAINING

We train service personnel in the skills needed to operate, maintain and support our technologies, with two courses: one for fire departments and one for dealers and CELA authorized workshops.

1 On-site training for fire departments, in the classroom and on the machine: how to operate our fire-fighting platforms safely and use every feature, from handling, rules and the outreach system to outriggers, boom, emergency procedures and servicing.

2 In-depth maintenance training with CRSS, our remote diagnostic system, at your premises or at our main plant, in progressive levels. Your technicians learn to service CELA platforms safely and in line with the service rules, and receive a certificate.

At the end, your staff can operate and troubleshoot any CELA platform with confidence, in any situation.



PRODUCT APPLICATION

examples





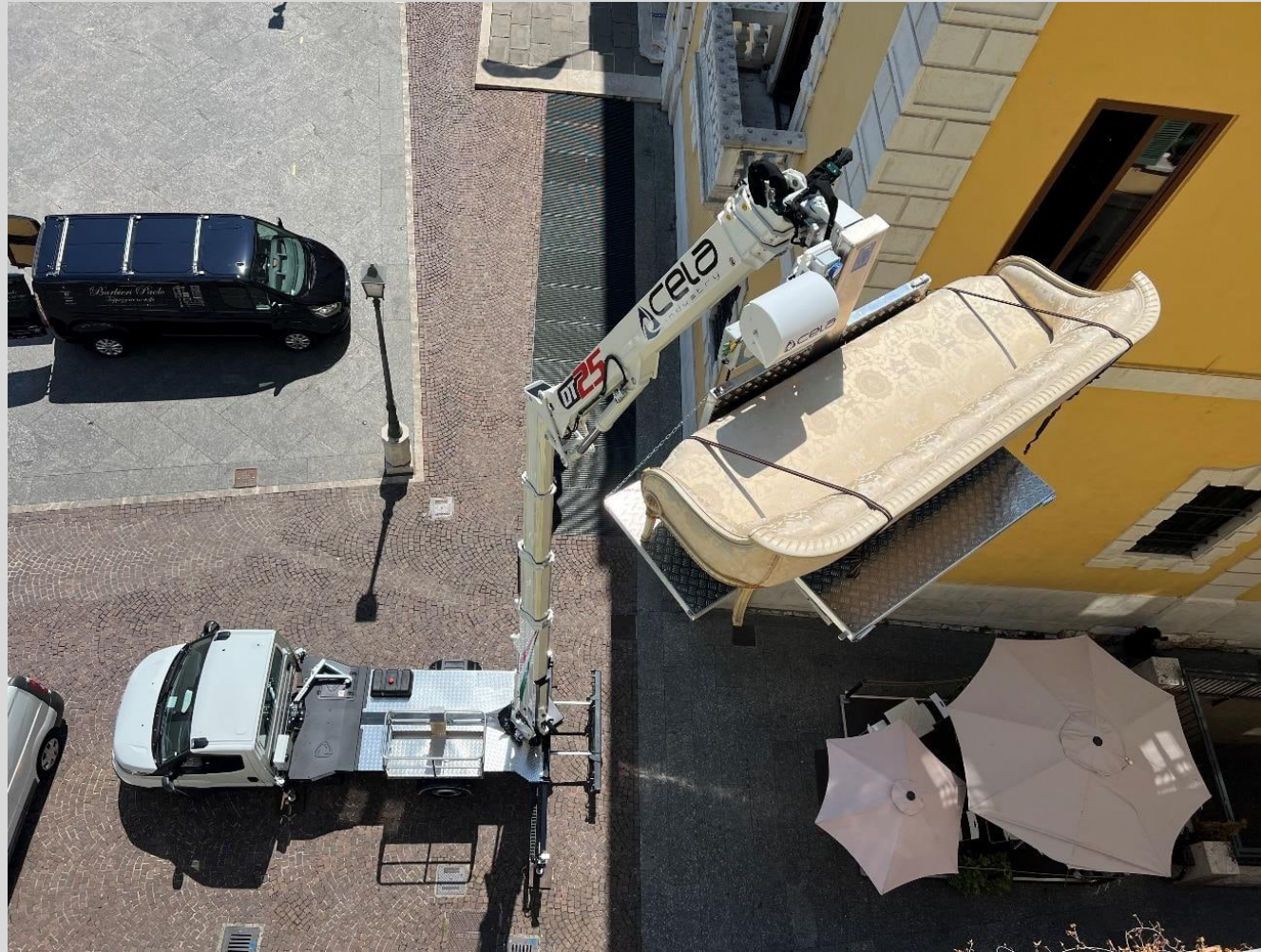
Indoor work in a shopping mall



CELA Advanced DT crawlers are narrow enough to drive through a building's door



Tree care: our signature double telescopic boom reaches where others cannot



A feature for every job: an easy-to-fit material handling cage for a removal company



A feature for every job: an easy-to-fit winch that speeds up material handling on site



CELA Advanced DT platforms are certified both as aerial platforms and as cranes



Glass handling with a CELA Spyder



A semicircular working envelope, for outstanding reach below ground level



Working below ground level with a DT Truck 25



The semicircular envelope at work, well below ground level



Working with the outriggers retracted



Up and over



Working above buildings



The DT Trailer: towable on the road, self-propelled on site



Baskets load directly from the ground



The DT Trailer tows easily behind a pickup



The SC Truck: a large platform that slides from side to side



The CELA ST truck: a wide rotating platform



Boxed outriggers let the DT Truck 30 set up on steep slopes



The ST TRUCK 160 is driven from the basket: nobody waits in the cab, ideal for tunnel work and for making the most of your crew



MAD KIT: for every platform we can ship just the upper structure, fitted onto a local truck at destination



MAD KIT at destination: the CELA upper structure on a locally sourced truck



Cela Essential 24P: 78'8" / 24 m of working height from a 3.5 t (7,716 lb) truck, no CDL required



Cela Essential 20P: double pantograph for up-and-over work on façades, 31'2" / 9.5 m of up-and-over clearance (height overhang)



Fire-fighting engineering, 3 in 1: a fire crawler carried on a truck, working together or on its own



Reliable water and foam delivery from Cela DT Fire platforms



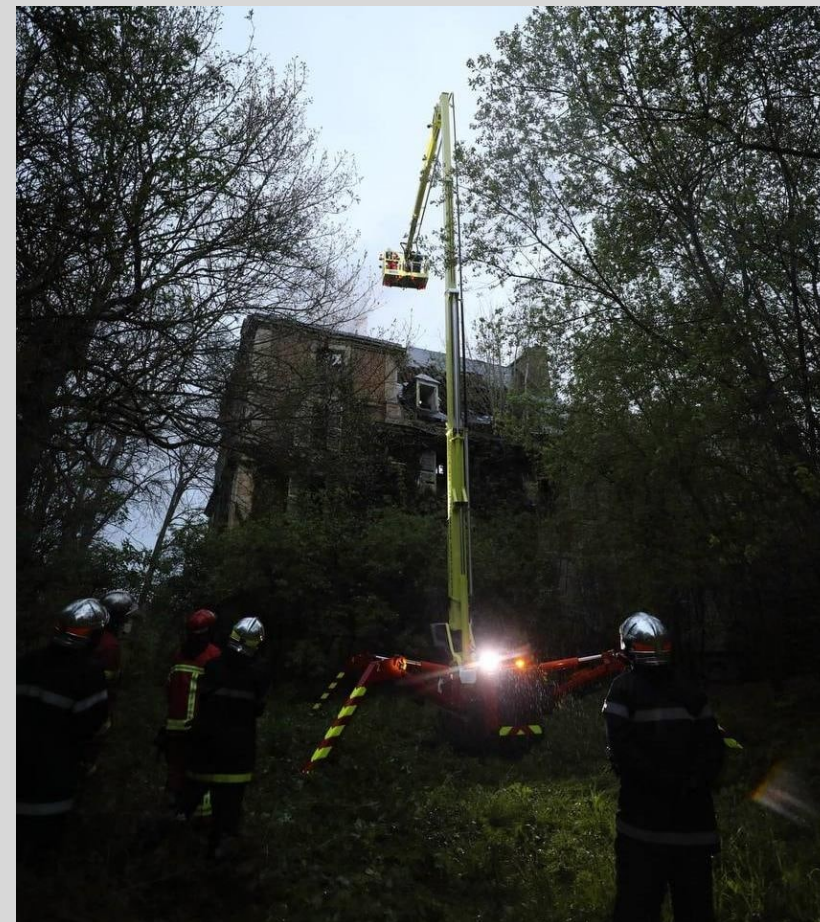
Big reach from a compact fire platform: the DT Truck 30 F



ALP 505: the only fire-fighting platform in the world that stabilizes at 15°



Water and foam nozzle



Night rescue, lit by our own lighting system



The ALP 555 extends its ladder boom to the side.



The ALP 375 enters the Grand Palace in Bangkok.



ALP 270 and its rescue cage



FROM 72 ft / 22 m TO 239 ft / 72 m



Cela DT Fire with a fiberglass cage



ALP 225: storage lockers all around



DT crawler 28 F in action

WHY CELA, IN ONE PAGE



Invisible DT boom

Main boom and jib both retractable



Long booms

on small trucks



PLE + crane certification

on every machine



Extreme customization

Accessories swapped in under thirty seconds



Ipercela

Real-time geolocation, remote diagnostics



Fire-fighting engineering

applied to industrial platforms



Italian style

Designed and built in Italy



ESSENTIAL

The CELA simplicity on a 3.5 t truck, no CDL

56 COUNTRIES WORLDWIDE



ALGERIA	DENMARK	KUWAIT	SOUTH AFRICA
ARGENTINA	ECUADOR	LATVIA	SOUTH KOREA
AUSTRALIA	EGYPT	MALAYSIA	SPAIN
AUSTRIA	ETHIOPIA	MOROCCO	SRI LANKA
AZERBAIJAN	FRANCE	NETHERLANDS	SWEDEN
BELGIUM	GERMANY	NEW ZEALAND	SWITZERLAND
BULGARIA	GREECE	NORWAY	TAIWAN
CANADA	GUADELOUPE	POLAND	THAILAND
CHILE	HONG KONG	PORTUGAL	TURKEY
CHINA	HUNGARY	QATAR	UAE
COLOMBIA	INDIA	ROMANIA	UKRAINE
CROATIA	INDONESIA	SAUDI ARABIA	UNITED KINGDOM
CYPRUS	ITALY	SINGAPORE	USA
CZECH REPUBLIC	JAPAN	SLOVENIA	VIETNAM

CONTACT US

Feel free to get in touch with us at Cela for any inquiries, collaborations, or information about our aerial platforms. Our dedicated team is here to assist you and provide tailored solutions to meet your specific needs. Reach out to us today and explore the future of elevated efficiency and innovation.



www.celaplatforms.com



essentials.celaplatforms.com
the Essential range in 13 languages, plus a US edition



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