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

15–72 m
working height (50 to 239 ft)

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 truck-mounted, car licence (B licence in the EU)

cela industry

OUR ITALIAN HEADQUARTERS

NUMBERS

WAREHOUSES

Plot A 5,633 m² / 60,630 sq ft
Plot B 4,162 m² / 44,800 sq ft

OUTDOOR AREAS

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

OFFICES

Ground floor 737 m² / 7,930 sq ft
First floor 737 m² / 7,930 sq ft
Second floor 300 m² / 3,230 sq ft



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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 truck-mounted platforms, 18 to 24 m, driven on a car licence.



WE'VE BEEN WORKING FOR YOU SINCE 1930

1930
Founded in Brescia as Cella, in the lifting industry

1965
A world first: an aerial platform mounted on a truck

2009
The current management team takes over the company

2011
We introduce the DT, our double telescopic boom: lighter and higher performing

OVER THE YEARS
CELA becomes an innovator, above all in fire-fighting

RECOGNITION
A growing reputation worldwide and a strong rise in revenue and profitability

2025
Cela Platforms North America, Inc. opens in Georgia, USA

2026
The Essential range is born: 3.5 t truck-mounted platforms, 18 to 24 m



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

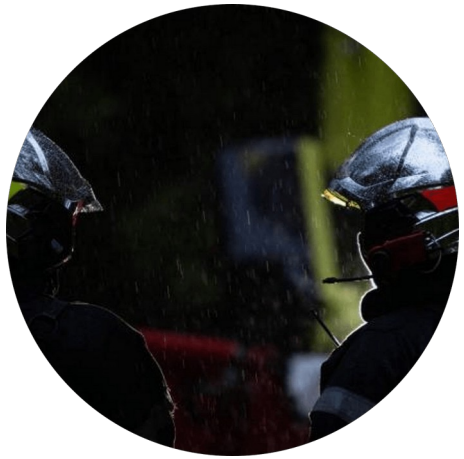


Today every CELA machine benefits from what we learn on fire-fighting platforms: safety, versatility and ease of use, valued by customers in 56 countries and reflected in steady growth in revenue and profitability.

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

Our 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, Cela 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





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INDUSTRIAL SECTOR











CELA ADVANCED DT

ESSENTIAL

TRUCK MOUNTED

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

TRACK MOUNTED

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

TOWABLE

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

SPECIAL APPLICATIONS

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

3.5 T TRUCK MOUNTED

Telescopic and pantograph booms, 18 to 24 m / 59 to 79 ft, driven with a car licence (B licence in the EU). The simple CELA.

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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 7,500 liters per minute / 1,980 GPM

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

CELA ADVANCED DT

THE RANGE · TRUCK MOUNTED

Double telescopic booms from 15 to 60 m on commercial trucks from 2.8 t GVW.



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

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

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CELA ADVANCED DT

THE RANGE · SPYDER CRAWLERS

Double telescopic booms on tracked carriages from 15 to 40 m, entirely designed and manufactured by Cela.



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

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

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MULTIPLE HOMOLOGATIONS – ALL IN ONE



CAGE



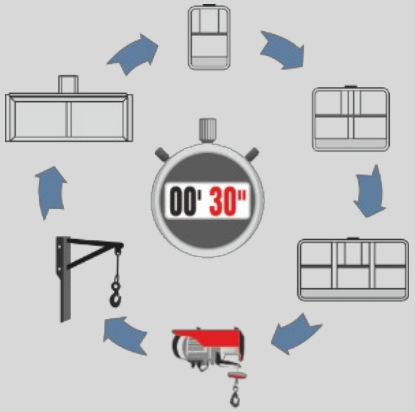
WINCH



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.

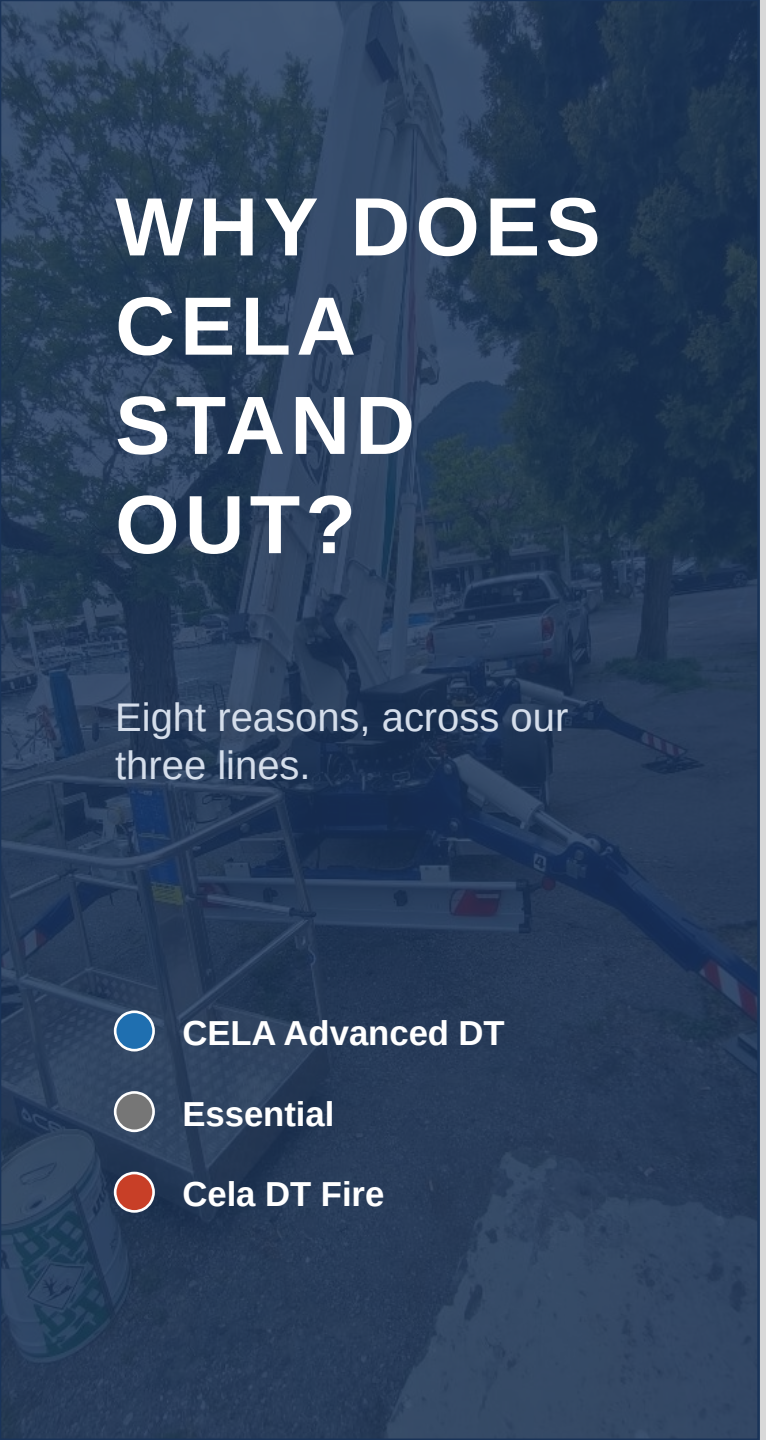
Operators can step off the basket at height on every CELA Advanced DT unit.

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
- Cela 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: 30 m on a 6.5 t truck, 24 m 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 with a car licence.

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CELA ADVANCED DT

INVISIBLE DT BOOM

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

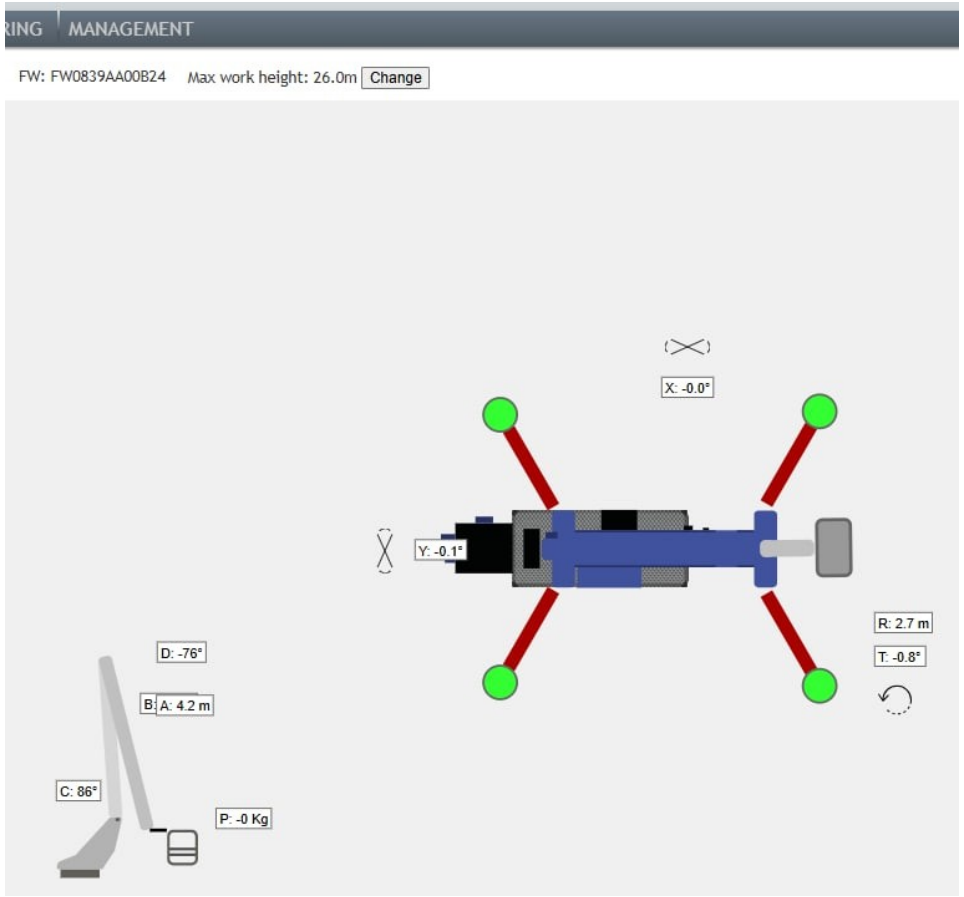
The result is unmatched compactness: when stowed, our platforms are significantly lower than those of any competitor. No other manufacturer achieves this.

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.



CELA ADVANCED DT ESSENTIAL

ALWAYS BY YOUR SIDE WITH IPERCELA



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 pick-ups. 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

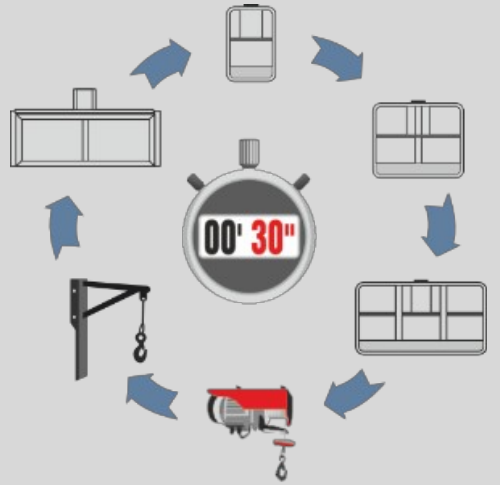






Versatility is one of our strengths. The accessories at the tip of the boom change in less than thirty seconds: different basket sizes, a material handling cage, a fiberglass basket, a hook and a winch, the last two with their crane certification.

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 30 m / 100 ft double telescopic boom, usually sold in its lightest 6.5 t GVW / 14,330 lb 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.

CELA ADVANCED DT ESSENTIAL

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

cela industry

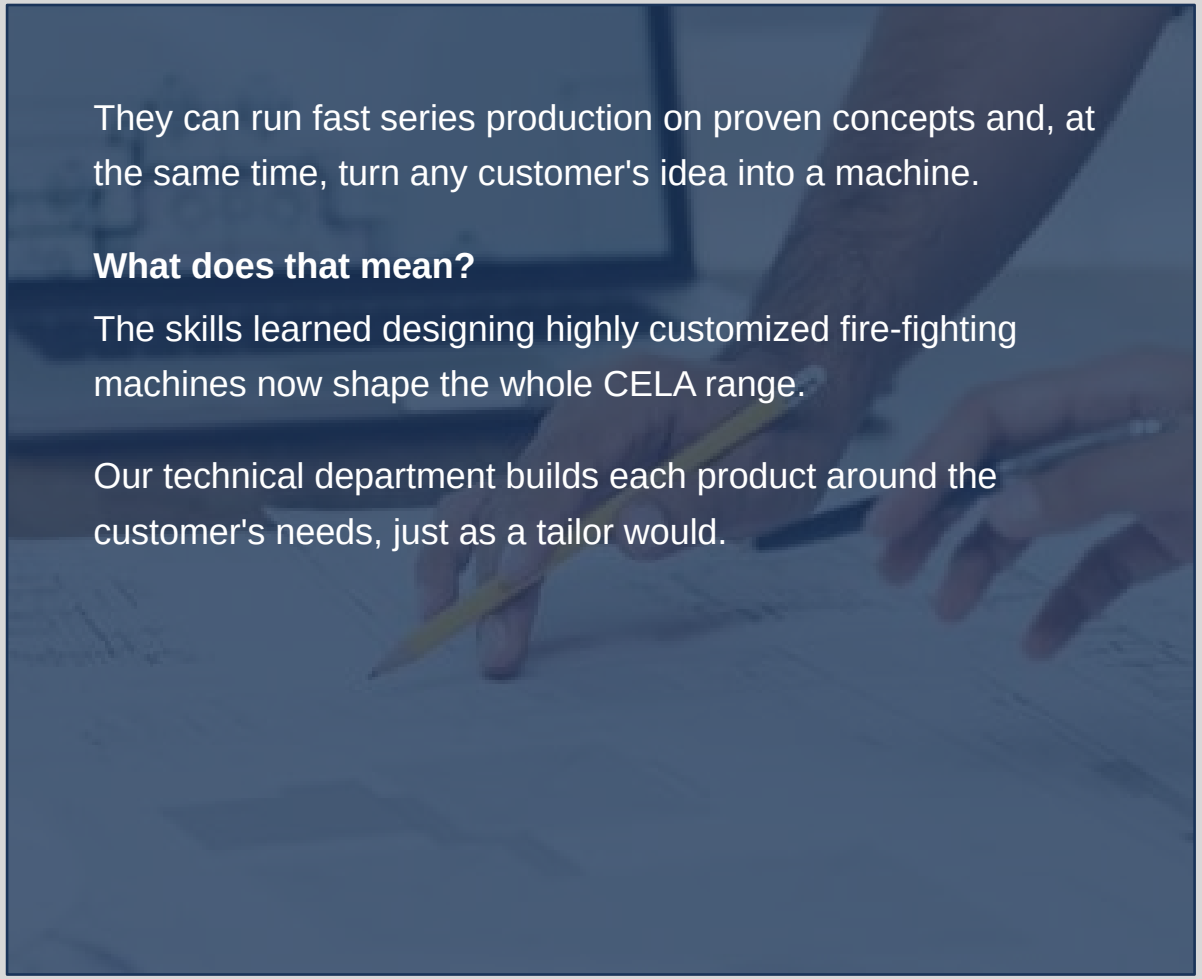
CELA ADVANCED DT

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.

3.5 t truck-mounted platforms · 18–24 m · car licence (B licence in the EU) · Made in Italy

Everything you need. Nothing you don’t.

cela essential



WHY ESSENTIAL

The CELA Advanced DT booms reach up to 72 m and the Cela DT Fire platforms serve fire brigades. **Essential brings that know-how to the 3.5 t truck that anyone can drive with a car licence.**

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:
car licence

18–24 m
working height
across the range

300 kg
in every basket,
on every model

cela
essential

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.



cela essential

THE RANGE

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



ESSENTIAL

18T · 18TX

Straight telescopic, two stabilisation options

18 m	working height
11–13 m	outreach (13 m on the 18TX)
300 kg	basket capacity



ESSENTIAL

20TX

Straight telescopic, maximum outreach

20 m	working height
13.5 m	outreach
300 kg	basket capacity



ESSENTIAL

20P

Double pantograph, up-and-over agility

20 m	working height
9 m	outreach with 200 kg
300 kg	basket capacity



ESSENTIAL

24P

Double pantograph, flagship reach

24 m	working height
12.5 m	outreach with 200 kg
300 kg	basket capacity

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

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

cela essential

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.

300 kg 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.

cela essential

BUILT TO CELA STANDARDS

Cataphoresis + 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

- Aluminium basket
- 225°+225° 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

cela essential

ESSENTIAL, WORLDWIDE

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

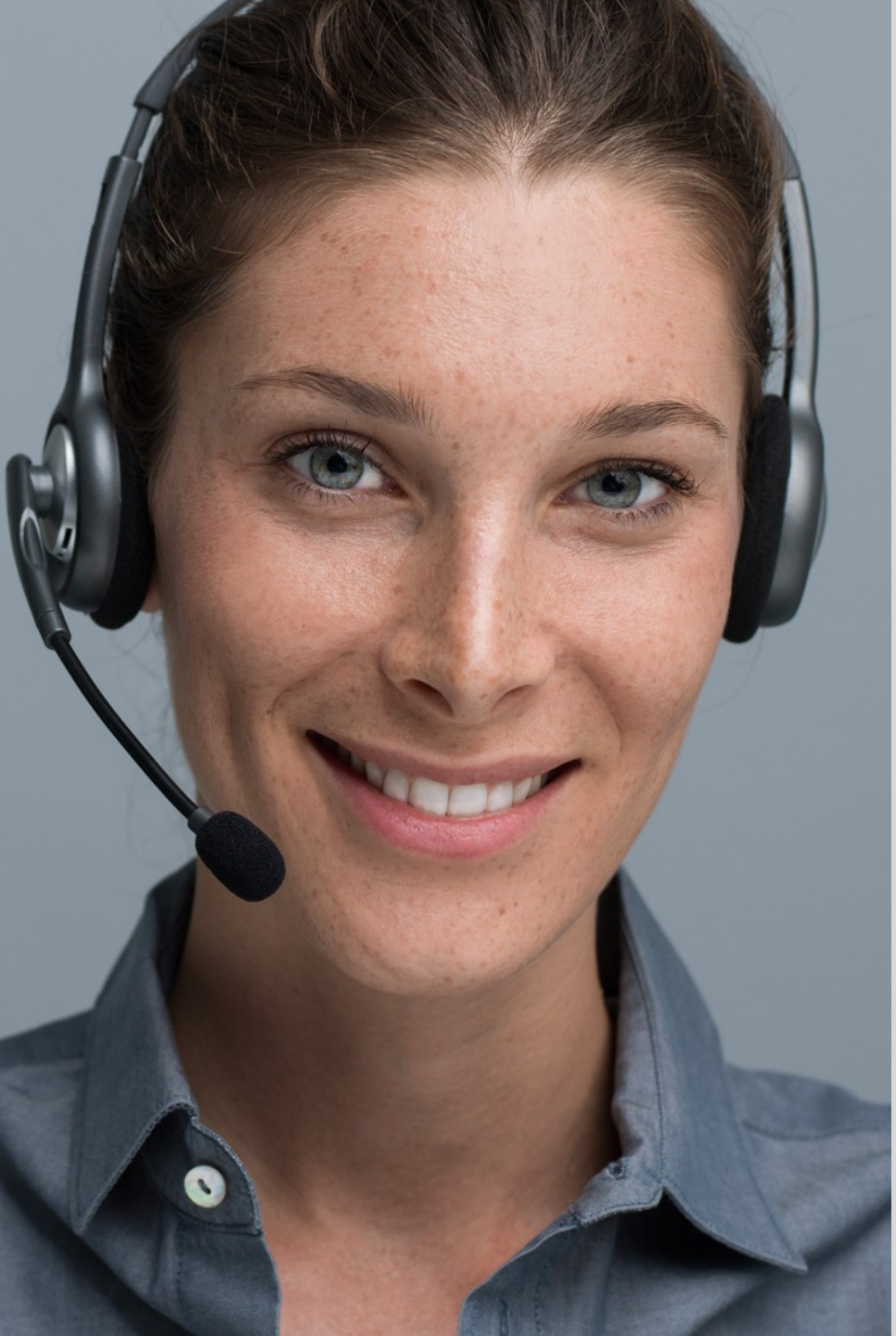
Sales **Spare parts** **Service** **Training**

essentials.celaplatforms.com

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



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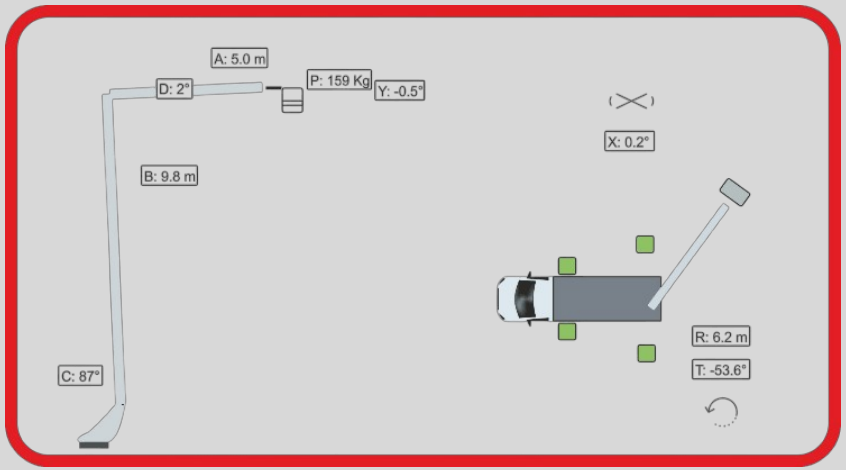


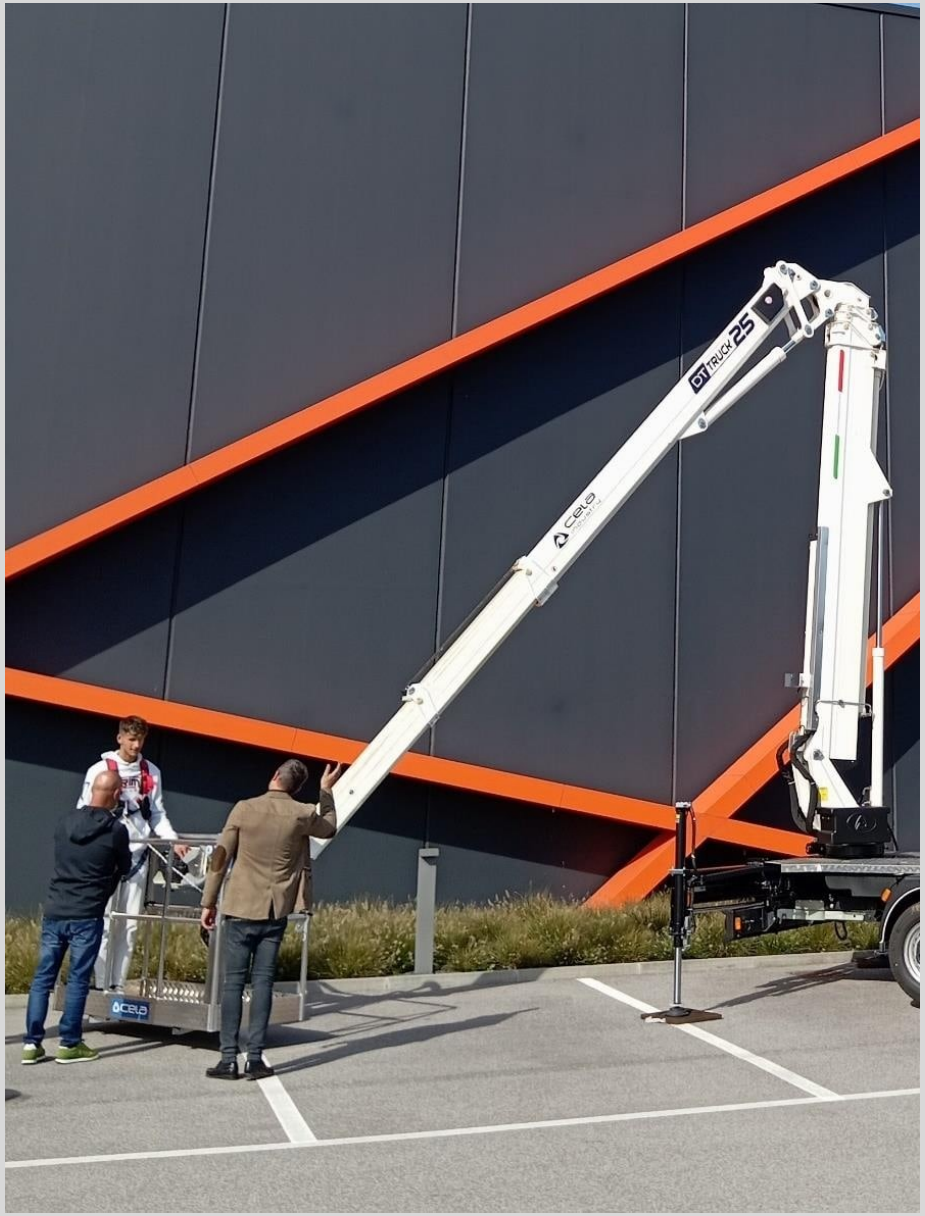
AFTER SALES SERVICE

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 brigades and one for dealers and CELA authorized workshops.

1 On-site training for fire brigades, 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.

cela industry

PRODUCT APPLICATION

examples

FROM 15 m / 50 ft TO 72 m / 239 ft





Indoor work in a shopping mall

FROM 15 m / 50 ft TO 72 m / 239 ft



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

FROM 15 m / 50 ft TO 72 m / 239 ft









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

FROM 15 m / 50 ft TO 72 m / 239 ft



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

FROM 15 m / 50 ft TO 72 m / 239 ft



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

FROM 15 m / 50 ft TO 72 m / 239 ft



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

FROM 15 m / 50 ft TO 72 m / 239 ft



Glass handling with a CELA Spyder

FROM 15 m / 50 ft TO 72 m / 239 ft



A semicircular working envelope, for outstanding reach below ground level

FROM 15 m / 50 ft TO 72 m / 239 ft



Working below ground level with a DT Truck 25

FROM 15 m / 50 ft TO 72 m / 239 ft





The semicircular envelope at work, well below ground level

FROM 15 m / 50 ft TO 72 m / 239 ft



Working with the outriggers retracted

FROM 15 m / 50 ft TO 72 m / 239 ft



Up and over

FROM 15 m / 50 ft TO 72 m / 239 ft



Working above buildings

FROM 15 m / 50 ft TO 72 m / 239 ft



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

FROM 15 m / 50 ft TO 72 m / 239 ft



Baskets load directly from the ground

FROM 15 m / 50 ft TO 72 m / 239 ft



The DT Trailer tows easily behind a pick-up

FROM 15 m / 50 ft TO 72 m / 239 ft





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

FROM 15 m / 50 ft TO 72 m / 239 ft



The CELA ST truck: a wide rotating platform

FROM 15 m / 50 ft TO 72 m / 239 ft



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

FROM 15 m / 50 ft TO 72 m / 239 ft



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

FROM 15 m / 50 ft TO 72 m / 239 ft



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

FROM 15 m / 50 ft TO 72 m / 239 ft



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

FROM 15 m / 50 ft TO 72 m / 239 ft



Cela Essential 24P: 24 m / 79 ft of working height from a 3.5 t truck driven on a car licence

FROM 15 m / 50 ft TO 72 m / 239 ft



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

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



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

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



Reliable water and foam delivery from Cela DT Fire platforms

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



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

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



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

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



Water and foam nozzle

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





Night rescue, lit by our own lighting system

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



The ALP 555 extends its ladder boom to the side.

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



The ALP 375 enters the Grand Palace in Bangkok.

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





ALP 270 and its rescue cage

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



Cela DT Fire with a fiberglass cage

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





ALP 225: storage lockers all around

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



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

56 COUNTRIES WORLDWIDE

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

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