

A few words from the Managing Director

Edmo Lift is gaining strength

Fifty guests from eighteen different countries. The EdmoLift convention, held here in Härnösand, was one of the highlights of the year for me and my staff. We had the opportunity to exhibit some of our new products, some as prototypes and some as products that are ready for market, and hear your opinions of them (more on this later).

Above all, however, we were at last able to spend a few days with people who we are in touch with almost every day but all too rarely meet in person. Between the individual activities of clay pigeon shooting, riding, listening to lectures and taking bus rides under the midnight sun there was a lively exchange of experiences that I consider will be useful to us in our work. I am delighted with the positive feedback received by EdmoLift and I am equally certain that we shall lose no time in tackling the unreliable deliveries that a few of our resellers have mentioned.

Perhaps it is not really conclusion, but even so my message before the summer break is that EdmoLift will now concentrate on a strict 9-point programme with the aim of guaranteeing reliable supplies. This programme includes, for instance, a system for identifying goods, correcting the amounts held in buffer stock, and a transition from production orders on paper to electronic systems with barcode readers.

With the undertaking that EdmoLift will become much stronger I should like to thank everyone who made our gathering in June so enjoyable. I wish you and everyone else a fantastically beautiful summer.

Have a refreshing holiday!



Anders Wahlqvist



OFFER - APPLY NOW

The EdmoLift demonstration trailer will be touring Europe this autumn. All our resellers are invited to borrow this for a period.

– "We are arranging this like a relay race," says Christel Jonsson from EdmoLift in Härnösand. "We will bring the trailer to the first interested party in northern Europe. After that we will set up an itinerary depending on the number of people applying. Resellers who wish to hire the trailer will fetch it from the place nearest to them.

The EdmoLift demonstration trailer is equipped with TCL 1000, WP 85, EZ 1000B, ART 1500 GW and CZ 303. Detailed instructions on setting it up and starting the demonstration are included.

– This gives our resellers the opportunity to stage a mobile mini trade fair and display

the full range of our products in an elegant manner.

Would you like to book, or have more

details of the demonstration trailer?

Just send an email to:

christel.jonsson@edmolift.se.



NEW PRODUCTS

New products highly regarded

During the EdmoLift convention, participants were given a preview of a range of new and improved products from the company. Three innovations in particular received a lot of attention and approval. These were the Pallet Leveller 2000, the prototype of a new tilting dence and the new user-friendly UC-60 control unit. The UC-60 received an average mark of 4.39 (on a scale of 1-5), when participants were asked to rate factors such as functionality, quality, design and possible applications.

UC-60 control unit

– We have slashed the undergrowth in our jungle of articles. According to ViceChairman Per Edmo, the UC-60 on its own replaces up to sixty different types of control.

The UC-60 is a new type of control, which will soon take over the market with its superior user-friendliness and versatility.

The UC-60 will be available in the new year and is already attracting a lot of interest.



PG Tilt (prototype)

Those attending the convention were asked to suggest a name for the prototype that is currently called PG (after Procter & Gamble, the company that has ordered the product). PG has an intelligent tilting and lifting function that enables the user to unload a fully-loaded pallet ergonomically every time, thanks to an integral automatic raising function.

Pallet Leveller 2000

Three PL 2000 were ordered on the first day of the convention alone. Jim Galante from the American company Southworth demonstrated how the automatic setting of the PL 2000 keeps the turntable at the ergonomically correct height all the time.



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Sales of scissor lift armlifts - a success story

A few of our distributors have been having problems with selling scissor lift armlifts, while other equipment is selling readily. Two of the more fortunate distributors, José Antonio Ramos from the Schmalz company in Spain and Ronny Månsson from EdmoLift GmbH in Germany tried to pinpoint their success factors during the convention.

– The scissor lift armlift is not a product that sells itself. But it is worth persevering with, according to Ronny Månsson.

José Antonio Ramos agrees.

One of the strongest sales arguments in addition to the ergonomic advantages is that it makes the company more cost-effective.

– Some of our customers have increased their productivity by up to 40 percent – i.e., using the armlift they can load and unload 40 percent more units.

José Antonio Ramos also spoke about a successful sale to a Spanish company that manufactures car axles. Before Schmalz met this company they were finding that a

large number of their employees suffered with back pain, as they were continually obliged to lift and set down components weighing 8 kilos.

–The customer recognised the advantages of the armlift and decided to purchase one to see if it would help. The ergonomic and production-related benefits proved to be considerable, so the customer bought more units. In the end it was the workforce who demanded armlifts for the entire working area.

Over the last two years Schmalz has sold twenty armlifts to the company.

– We are expecting to receive more orders shortly.

Ronny Månsson stressed how important it is to mention this sort of example in PR work with the media.

–Ergonomics is something they are always happy to report on. We must put forward successful solutions, preferably in the form of new products and innovations.



HOLIDAYS

EdmoLift's Servicing and Maintenance department will close for weeks 28-30. The Sales, Administration and Spares departments and Deliveries of tables from stores will continue to work as usual throughout the summer.

5 answers

What is the most important factor for a successful sale?



Darren Papani,
EdmoLift UK, England

– Good marketing of the product on the Internet via search engines such as Google and Yahoo. Almost eighty

percent of enquiries come through the Internet. In addition, we have stopped selling lift tables - we sell solutions.

Franco Delleani, SCP,
Italy



– We have a special catalogue and we send 70 to 80 thousand copies of it out to existing and potential customers. That is our most important sales channel.



Marc ten Berge, Lift
Quality, Holland

– Hear, hear! When the customer sees that you understand his needs and are ready to find a special solution for them, he is

no longer just interested, he is ready to buy.

Marcela
Povolná and
Jan Zahrada,
RPJ
International,
Czech Republic



– The ability to adapt the table to the customer's needs. Our competitors cannot do this - it is our advantage.



Peter Emil Jakobsen,
P.E. Jakobsen,
Denmark

– Knowledge. You must sell the right table for the job.