

A few words from the CEO

Wind in our sails

Despite persistent headwinds in global markets, here at EdmoLift we can enjoy continued growth. Actually, we really seem to have the wind in our sails.

As a business-to-business company at an early stage in the production chain, we have a greater opportunity to deal with the effects of global economic fluctuations by choosing the right way to go. Our approach is to constantly continue to develop and strengthen the company and I think that we are well equipped for the future.

One of our strategies is to have as wide a range of products as possible. We should always be able to offer our customers exactly what they need. In recent times, we have introduced two major new products, the pallet handling system, Pallet Buddy and a complete range of stainless steel lifting tables that you can read more about in a separate article in this newsletter. With these new products we can say in all honesty that we have the broadest range of products on the market. We are now working intensively to increase our market shares and to establish EdmoLift in entirely new markets and areas.

The most important thing for us is to always deliver the right quality to our partners and customers, making the results of our recent customer satisfaction survey very welcome.

It gives us consistently good reviews including top honours for our customer support and our response times. The survey also signals that we can improve our lead times and our delivery reliability even more, in order to stay on a better footing in these days' tough competition. We are taking note of this, and will focus on it in the future.

Our partner network is constantly being developed. Dematek is our new service partner in Sweden, which means that we can offer skilled service close at hand.

And after only one year, the Finnish company Intolog Group has been acclaimed as Distributor of the Year. CONGRATULATIONS! We are looking forward to a long and successful partnership.

Our confidence in the future is strong, despite the concern in the world and I am looking forward to enjoying a continued good business relationship with you!



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PRODUCT NEWS

Stainless steel lifting tables and new pallet handling system

EdmoLift enhances its range with two completely new product groups - stainless steel lifting tables and the pallet handling system, Pallet Buddy.

"It broadens our offer considerably and makes us an even more complete manufacturer and supplier," says Anders Wahlqvist, CEO of EdmoLift.

The stainless steel lifting tables are particularly suitable for industries that require high levels of cleanliness, such as the food industry, the pharmaceutical industry and certain chemical industries. They are also suitable for corrosive environments in other industries.

The stainless steel tables give us a much stronger offer for precisely these industries. Now we can meet all their needs for lifting tables.

The pallet handling system, Pallet Buddy, makes pallet handling much more efficient. The idea is that the operator can always remove the bottom pallet in a pile, the others are lifted up in the pallet store. This means that the operator does not need the assistance of a truck or other employees.

It gives very rational management and increases efficiency. That means that there is a lot of money to be made for those who handle large pallet volumes. It also reduces the risk of accidents and injuries.

With these two new products, EdmoLift now has a breadth in its range that enables it to meet most needs in many industries.

"Our customers and dealers want to have as few suppliers as possible and these new products make us into an even more attractive partner for them," says Anders Wahlqvist.



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DEMATEK New service partner in Sweden

EdmoLift has concluded a partnership agreement with Dematek. This means, among other things, that Dematek now is an authorised service partner for EdmoLift's products in Sweden.

"We have previously had blank spots on the map. Now, all of our customers throughout Sweden can have access to skilled service in their vicinity," says EdmoLift's Nordic Sales Manager Mikael Fernlund.

Dematek has more than 100 mobile service technicians who will receive special training at EdmoLift. The first group has already completed its training. Dematek will also become a distributor of EdmoLift's products, and can thus be responsible for the entire chain from purchase through installation to service.

"This is good for everyone. Customers want fewer suppliers and we want to be a comprehensive supplier," says Olof Schyllander, service manager at Dematek.

Until now, the company has sold and serviced industrial cranes, overhead travelling cranes and other large lifting equipment. Dematek is, among other things, the general agent in Sweden for the German company, Demag.

"We are always looking to broaden our offer and have noticed that a lot of people ask about lifting tables. That makes it a very good product for us to sell and service," says Olof Schyllander.

At a fair he came across EdmoLift, which in turn was looking for a service partner.

It was a win-win situation, and it felt very good from the outset. "We are two family-run businesses and found it easy to talk to each other and to come to a decision," says Olof Schyllander.

"Dematek is a well-respected business with a long history and we have a good deal of faith in this partnership. It will be easier and better for both us and the end-customers," says Mikael Fernlund. "Now we can package the product better, with both installation and service contracts through all our our dealers, which will give our end-customers greater security and added value."



From the left: Mikael Fernlund and Olof Schyllander

INTOLOG

Distributor of the year

After only one year as a distributor for EdmoLift's products, the Finnish company Intolog Group has been acclaimed as Distributor of the Year.

"We are very pleased about the award. Winning awards is always fun," says Emma Marjakoski, purchasing manager at Intolog.

Intolog is an umbrella company for seven independent companies that sell factory equipment throughout Finland. In total the company has a 50-strong sales force. A year ago, Intolog changed its supplier of lifting equipment to EdmoLift and has never regretted the decision.

EdmoLift delivers high quality in both its products and service. They always respond quickly to questions and try to find good solutions. Their prices also maintain a good level.

She regards their ability to customize the lift tables.

"We have many different types of customers and they regularly have special needs.

The award citation stated, among other things, that Intolog has exceeded all expectations after only one year as a distributor.

Last year went very well and this year we are aiming to increase our sales by a further 10-15 per cent," says Emma Marjakoski.

Mikael Fernlund, Nordic region sales manager at EdmoLift is pleased that Intolog has chosen EdmoLift as a supplier.

"They have done a great job in a short period of time and really deserve this award. There is usually a sort of running in period for a new distributor. But that didn't apply to Intolog. They have invested heavily and have been both committed and courageous, and that has produced results. Talk about rocket take-off!!

