

A few words from the CEO

EdmoLift recharging after a hectic summer

At EdmoLift, we have a positive view of the future and our options. And yet, there are still times when even our own high aspirations are surpassed. The summer of 2018 is one such example.

Historically, summer months have been a quieter period for us, when sales have fallen back a little. This year we did not notice any industrial holidays and paused investment. Our order inflow has been the same as any other month, making June, July and August 2018 into EdmoLift's best summer ever.

And we are still getting strong signals from the market, which is very good news indeed.

At the same time, this strong growth places new demands upon us.

The high levels of demand empty our warehouses very quickly - our stock products are often sold as they are being assembled!

Building up new stocks sounds easy, but it places high demands on precision in everything from sales forecasts and deliveries to internal logistics. We now have the tools required to control all the flows and are investing heavily in building up stocks again.

And you, as our valued customers, will be able to see the result already this autumn. All of our C-products and all best-sellers from the T range will always be in stock.

This summer, I have also had the opportunity to meet some of the partners who play such an essential part in EdmoLift's success.

The first trip went to our Chinese supplier, Giant Move in Changzhou.

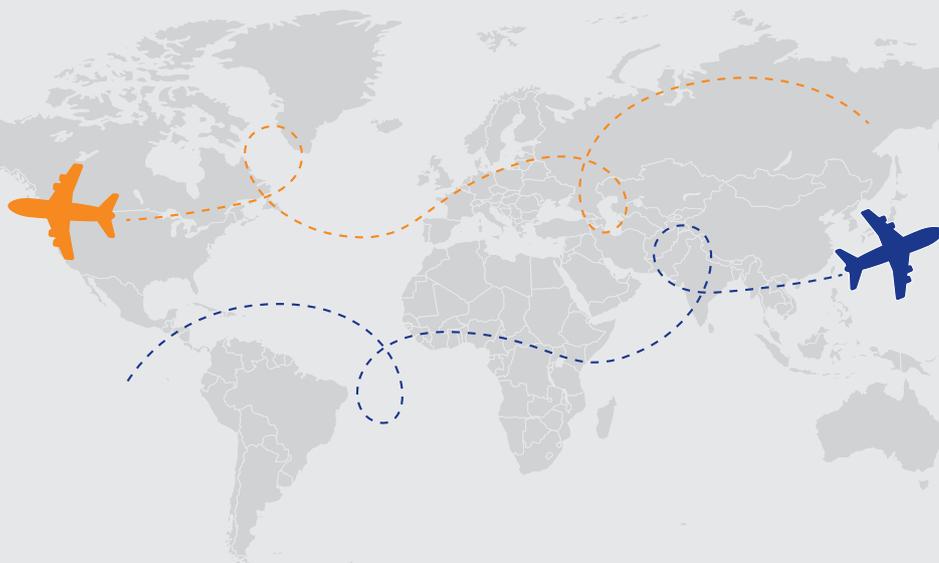
When we first started the production in China in 1998, the factory in Changzhou manufactured only a single model of EdmoLift using simple machines. Today, the same company manufactures eighteen models for us in a state-of-the-art factory with all possible cutting and processing equipment.

The change is striking and is repeated in many other industrial enterprises in the country. In just 15 years, China has managed a rate of development that Swedish industry went through after the end of the Second World War until the 1990s.

My second trip went to our dealer in Australia, Maverick Equipment in Melbourne. Just as with our Chinese supplier, we have enjoyed a longstanding and fruitful collaboration. The founder of the company, Greig Maver, is our oldest contact in Asia and the Pacific Region, a stable and secure partner who has been our way into the Australian market for EdmoLift since the mid 1990s. Read more about Greig Maver and Maverick Equipment on the next page. ☺



Anders Wahlqvist
CEO EDMOLIFT AB
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EdmoLift veteran reaches 70 – but it is more fun to work than to retire

Already as a 20-year old, he could add mineral prospector and mountain rescuer to his CV. It was pure chance that he ended up in the materials handling industry. EdmoLift's agent in Australia, Greig Maver, has reached the venerable age of 70 – but he is still having to much fun to retire.

Greig Maver has been a safe partner for EdmoLift for more than twenty years. The first time that this experienced entrepreneur from Australia and the Swedish lift table manufacturer met was at a trade fair in Germany at the beginning of the 1990s. In 1995, EdmoLift and Maver's company, Maverick Equipment, became formal business partners.

“This is our oldest business contact in the region and Greig has taught us how the Australian market operates, so this has been an important collaboration for us,” says EdmoLift's CEO, Anders Wahlqvist.

Today, Greig is one of the industry's true veterans, and is widely known as Australia's Mr Material Handling. >>

Greig Maver is passionate about collecting old objects, and his office in Melbourne is full of everything from old daggers to tools and appliances. Scales are one of his specialties, as well as old barrel taps.



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It is a long way from the young Greig Maver's first job, which was prospecting for potential mineral deposits in the wilderness of Australia. His next job was no less of an adventure: being employed by the Civil Defence authorities in Papua New Guinea to save people who were lost or who had suffered an accident in the mountains, jungle, or at sea.

A hard, challenging and potentially dangerous job, but most of all, lots of fun.

"I was well paid to really beat up someone else's Toyota Land Cruiser every day exploring the wilderness and the jungle. A fantastic adventure - I would happily have done it free of charge!"

As a 22-year old, he thought he would take a short break in Australia before setting off on new adventures. No more than two months was the plan. The break lasted a bit longer than that.

"I got a job with the fork lift truck manufacturer Crown, and it went really well. Then I got married and we got a family and ... well, that was the end of the adventures," says Greig Maver, laughing loudly.

He stayed at Crown until 1981, when he founded his own company, Maverick, in Melbourne.

When Greig Maver talks about his life and his career, he does it with a generous portion of humour, but it is also clear that they contain lots of determination, curiosity and inventiveness.

These are characteristics that have proved to be just as useful for a dealer and contractor as for a young, adventuresome mineral prospector. Greig Maver finds solutions and paths forward.

EdmoLift's Work Positioner WP80 was a bestseller when Greig Maver and Maverick Equipment developed the market in Australia.

Then sales came along. Chinese manufacturers copied the products and reduced their prices - but also the quality. Greig Maver was not impressed.

"We lost a lot of customers who only looked at the price. But they have begun to return. Because they discovered in the end how it works: if you buy junk it breaks down, and we have never sold junk."

Out of EdmoLift's products it is now, above all, the classic lifting table that sells well in Australia.

Greig Maver celebrated his 70th birthday on 17 September this year and he is preparing for a gradual handover of responsibility for Maverick Equipment. His second-in-command, Rohan Plaw, will take over management gradually, but Mr Material Handling has no precise timetable for his retirement.

"The day will, of course, one day come, but I am still standing and breathing - most of the time, at least, haha! I love what I do, so I am in no hurry." ☺



Maverick Equipment has been EdmoLift's safe pair of hands partner in Australia since 1996. From left to right: Sally Wilcox, Annie Maver, Greig Maver, Rohan Plaw and Jay Blythman resolve customers' problems, thanks to their depth of knowledge and great commitment.



When Greig Maver built a house near a railway station his family often suffered from graffiti. His solution? Look for a really accomplished graffiti artist and let him paint a work of art of the wall.



EdmoLift's and Greig's roads crossed for the first time at the beginning of the nineties. Here he is chatting with another lifting table legend, EdmoLift's founder, Torbjörn Edmo.



Installation of hydraulic systems on C-products is in full swing. Our goal is for the stock of C-products to be fully replenished by the end of October.

EdmoLift fills its warehouse racks

EdmoLift is currently improving its stocks of several of its most popular lifting tables. The entire range of C-products and best-sellers of T-products will be in stock by this autumn.

It is primarily the strong order flow that has meant that EdmoLift has had problems keeping manufactured lifting tables in stock. Many of our customers expect a certain lead time after placing an order, but some also want to buy them “off the shelf” and get the product delivered immediately. There is huge room for improvement here.

“We must also be an alternative for customers who want to buy straight away,” says Andreas Fälldin, site manager for EdmoLift at Härnösand. “We have already managed to speed up our deliveries, but we have now allocated resources to find the best way to build up, and maintain, good stock levels.

In the past, much of our procurement was processed manually, but EdmoLift initiated a project that involved all parts of the organisation that led to the acquisition of a very good tool that created sales forecasts and reorder points that govern purchases and rate of production.

In all, around twenty products will be kept in stock in the future.

C-products are manufactured in China but get Swedish hydraulics that are installed in Sweden. EdmoLift’s T-products are completely manufactured in Sweden.

Stocks of C-products will reach full levels before the end of October and the goal for T-products is to have full stocks before the turn of the year.

ARE THERE NO PRACTICAL OBSTACLES ASSOCIATED WITH AN INCREASE IN STOCK?

“No, it is order and clarity that are important. If we sort things properly and exploit the space we have to its full extent, we should manage in our existing premises.” ☺



The best-seller CL 1001 is one of our popular C-products that will be in stock by the end of October.

EdmoLift exhibits at the Logistics and Transport fair!

It will soon be time for the Logistics and Transport fair in Gothenburg. The organisers' aim is to debate, develop and spread "state-of-the-art" solutions for both Nordic region and global trade flows. This is the most important fair in the Nordic region, and is a conference for everyone who provides or manages transport and logistics services. Leading suppliers participate at the fair, showing the newest storage and transport solutions to today's warehousing and logistics managers.

WHY DOES EDMOLIFT EXHIBIT AT THE LOGISTICS AND TRANSPORT FAIR?

"It is clearly important for EdmoLift to exhibit at the Logistics and Transport fair in order to present our newest products in a very relevant forum," says Mikael Fernlund, EdmoLift's Sales Manager for the Nordic region. "We already have a wide range of work positioners, lifting tables and Armlifts and we will display these during the fair. This year is perhaps even more exciting because there is a clear trend in several different industries to handle materials on trolleys."

EdmoLift has now been the sole distributor on the Nordic market for Movexx, the world leader in innovation, design and ease of use of electrically-powered tugs, since the New Year. Fork lift trucks have long been the norm for handling pallets, but more and more companies are moving away from that way of working, due to the risk of accidents and inefficiency from fork lift trucks.

"Our goal is to be able to supply the market with efficient and profitable solutions. Now that we are Movexx's sole distributor on the Nordic market we have yet another dimension of solutions, and can offer customers a holistic concept in the form of equipment for materials handling. It is, therefore, important that we are somewhere where many current and potential customers will be, and where they can be given the opportunity to form an opinion about what we offer. The area of use for our holistic concept is, in principle, unlimited, and whatever the industry, our products can improve companies' internal logistics," says Mikael Fernlund.

The fair takes place between 5 and 7 November and you can meet EdmoLift on stand B05:02! 📍



Movexx electric tugs can move virtually anything that is on wheels and they are among the many products from EdmoLift's range that will be displayed during the fair.

Janne Vestin

New CFO

On the first of September a familiar face joined EdmoLift as Chief Financial Officer, Janne Vestin, who was formerly the company's auditor.

"I believe in continued growth for EdmoLift. There are market shares to grab, and there is a huge potential for development. It will be a challenge, of course, but that is where the fun lies," says Vestin.

Janne Vestin holds a degree in economics and has also qualifications within financing, international economy and law. He has worked with auditing for fifteen years, the last seven years as a certified auditor. It was in that role that he came into contact with EdmoLift.

"I audited EdmoLift while working for PwC. I know the company and the people that work there, so when I was asked to be the new CFO I knew what the job was about.

And it was an offer that had a lot of plus points. I was attracted to working in a company in the manufacturing industry that also has a strong local ownership and that, in addition, shows strong growth and a drive that permeates the organisation."

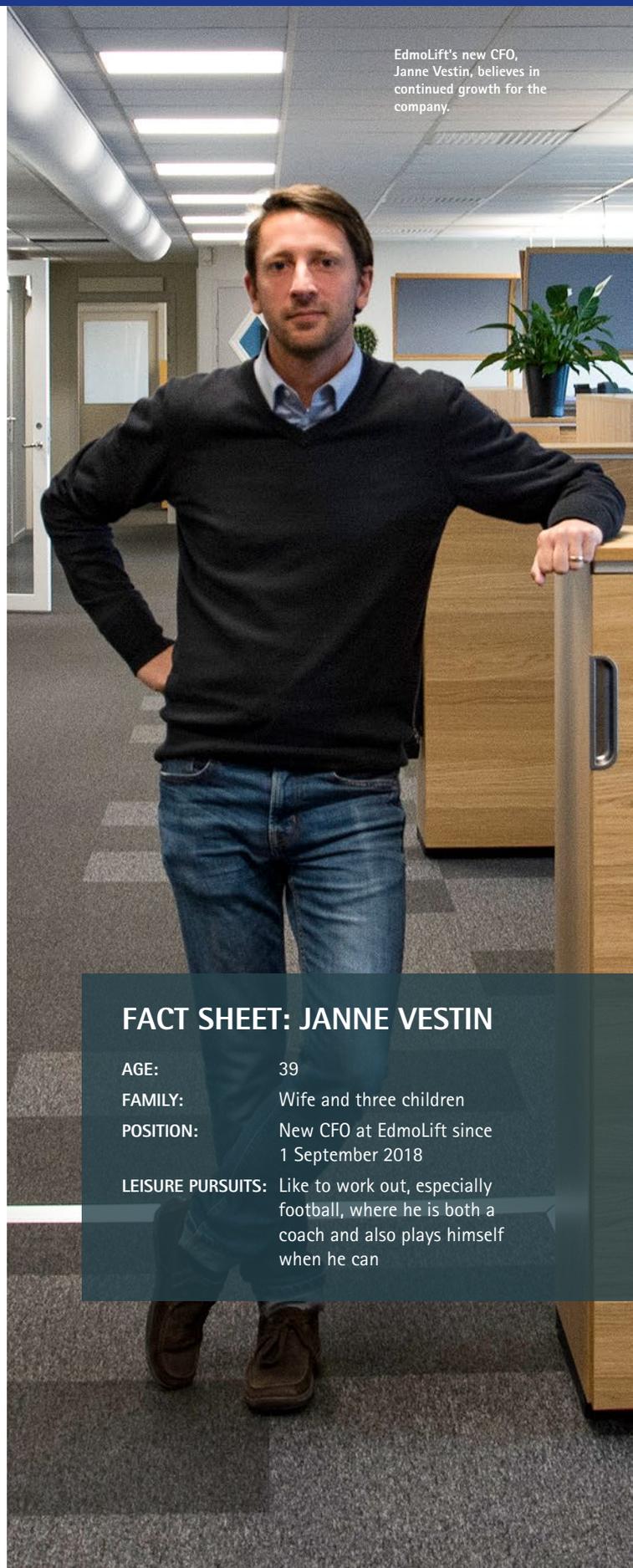
"The employees also had an important part to play when I made my decision. There are lots of talented and focused people in this company."

As an auditor, Janne was an external consultant who both audited and could also make suggestions. He will now have another role to play, and a lot more influence, and he has many ideas that he would like to try.

"The financial department must be a support to the company's decisions, and so the department must make its voice heard. You must make the correct decision on the basis of the right information. EdmoLift is already good at this, but we can always be better.

The engagement of a new CFO forms part of the change to the organisation at EdmoLift that means that the sales department is separated more clearly from production, design and administration. EdmoLift's former CFO, Andreas Fälldin, will now move to COO at Härnösand. ☺

EdmoLift's new CFO, Janne Vestin, believes in continued growth for the company.



FACT SHEET: JANNE VESTIN

AGE:	39
FAMILY:	Wife and three children
POSITION:	New CFO at EdmoLift since 1 September 2018
LEISURE PURSUITS:	Like to work out, especially football, where he is both a coach and also plays himself when he can

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MAJA WESTLIN

AGE: 19
FAMILY: Partner
POSITION: New accounting assistant at EdmoLift

Maja Westlin

New accounting assistant

YOU HAVE JUST STARTED AT EDMOLIFT. WHAT ARE YOUR FIRST IMPRESSIONS?

My first day was at the beginning of August and it has been great so far! EdmoLift feels like a good and focused company, and everyone has been very friendly and welcoming.

WHAT DO YOU DO AS A ACCOUNTING ASSISTANT?

My daily tasks are working on incoming and outgoing invoices, registration of new customers and payments, among other things. There is a lot to keep track of, but I am a pretty systematic person.

HAVE YOU MANAGED TO LEARN THE ROPES?

I was quite nervous to take over from Monika Norell who had worked here for fourteen years and knew absolutely everything when she left the company. But it is also exciting to take over, and I like challenges. I could also work side by side with Monika for a while so I have had a good start.

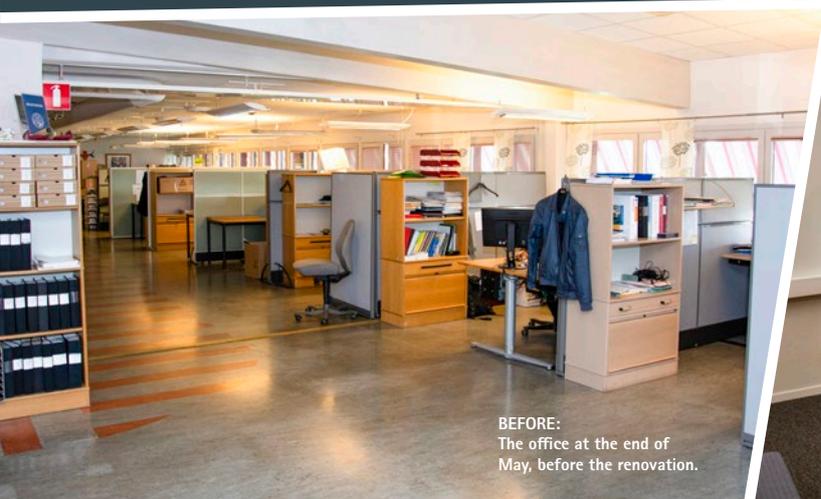
WHAT HAVE YOU WORKED WITH BEFORE?

I studied business and economics in high school and I have worked in commerce. I have also participated in a number of beauty contests. I spent a month in Vietnam for Miss Grand International in my most recent contest. It has been fun, but right now my whole focus is on the job and contests will have to wait. ☺

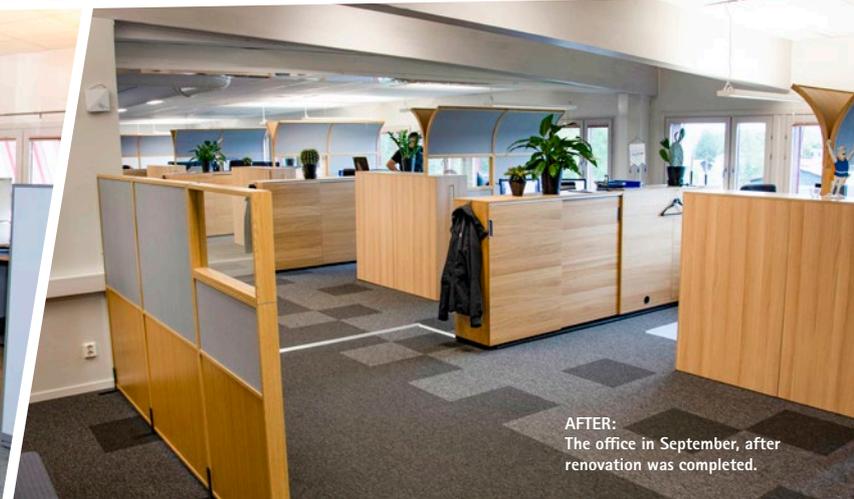
EdmoLift's offices have received a face lift!

EdmoLift has undergone a whole load of changes during the summer. A project to build up stock of the most popular products has been launched. Additional staff has been recruited to several important positions in order to help EdmoLift continue its strong growth.

In addition to this, the offices have also been refitted, and a major renovation carried out. New paint on the walls, better lighting, new and fresh office furniture, and more meeting and discussion rooms have contributed to the office now reflecting the international and modern organisation that EdmoLift actually is. ☺



BEFORE:
The office at the end of May, before the renovation.



AFTER:
The office in September, after renovation was completed.



EdmoLift's electrical engineers Daniel Gaulitz and Martin Andersson demonstrate how one of the special lift tables works in front of the Volvo Cars delegation.

Volvo Cars on visit in Härnösand

BETWEEN 12 AND 13 SEPTEMBER, EDMOLIFT AB HOSTED A VISIT OF A LARGE DELEGATION FROM VOLVO CARS. THE DELEGATION WAS MADE UP OF REPRESENTATIVES FROM PRODUCTION TECHNOLOGY, INTERNAL LOGISTICS, MAINTENANCE, ELECTRONICS AND CONTROL, AND ERGONOMICS AND SAFETY.

“The purpose of the visit was to evaluate, before installation, two prototypes of customised lifting tables that we and Volvo Cars have developed in a joint project,” said Mikael Fernlund, Sales Manager, Nordic region.

Representatives from EdmoLift who were deeply involved in the project were Joakim Edberg and Hans Vikström from construction, Martin Andersson and Daniel Gaulitz from electrics and Stefan Berglund from the prototype workshop.

WHAT IS THE PROJECT ALL ABOUT?

“It is a unique solution that will simplify and streamline materials handling in Volvo Cars production. After a few minor adjustments, the lifting tables will be installed in order to also evaluate them in actual production at Volvo Cars’ factory at Torslanda, Gothenburg,” concludes Mikael Fernlund. ☺



Mikael Fernlund in consultation with one of Volvo Cars’ representatives during their stay in Härnösand.