

A few words from the Managing Director:

# GOOD NEWS

Two things make Autumn 2006 nicer than it has been for a long time for EdmoLift. Firstly, sales are continuing to increase in a way that is surprising everyone (except maybe our capable employees who every day observe how the company's products benefit our customers). The month of September, for example, showed a thirty percent increase in incoming orders compared with the corresponding period last year. In order to meet the market's increased confidence, we will now include a third shift at our robot welding and laser workshop. Furthermore, we have recruited additional personnel for production.

The market for elevating platforms is growing.

It is clear that there continues to be strong demand for our products. But in order to increase sales, proximity is important. This is why – and this is the second nice piece of news this Autumn – we are now opting to open a sales office in France. Read more about this in UpDate.

Some weeks ago Darren Papani at EdmoLift UK submitted an inspiring account of how Audi is using our products



for theirs sales in Scotland. We are publishing this today.

It is nice to hear from you! Please continue to send me examples of good customer solutions.

Anders Wahlqvist  
anders.wahlqvist@edmolift.se

# UpDate

## Now in several languages: **EDMOLIFT.SE**

In the first issue of UpDate we launched EdmoLift's new homepage and it has had lots of visitors since then. At the same time we promised that the homepage, which until then was only available in the English version, would soon be provided in several languages and have new contents. Now EdmoLift.se is taking the next step.

"Today we are available in both English and Swedish. In November we are also reckoning on launching the homepage in German and French. After that there will be more and more languages," says IT manager Henrik Tjernberg.

At the same time work is being done to establish an extensive image database at EdmoLift.se, presenting unique customer solutions and installations in an educational manner.

"Here distributors can find new ideas and approaches on how to solve specific customer problems. We hope that the image database will be an inspiration and a source of 'aha' experiences," says Henrik Tjernberg.

Take a look at: [www.edmolift.se](http://www.edmolift.se)

**www.edmolift.se**

## NEWS

# NEW SALES OFFICE IN FRANCE

At the end of the year EdmoLift will open a sales office in Metz in north-eastern France.

"The most important reason for this is to support distributors on site in France, which is one of our most important markets. The office will also support other markets such as Austria, Switzerland, Belgium and Spain," says Christina Andersson.

Christina, who is from EdmoLift in Katrineholm, will be the new local manager at the office in Metz, which goes by the working title of EdmoLift Europe. Erik Svanberg, who currently works at EdmoLift GmbH, Germany, will also use Metz as his base.

"One of our most important tasks is to provide a good service to our distributors in France and the neighbouring countries and in this way to increase our market shares. I hope that our presence will provide continuity and a connecting thread in EdmoLift's business," says Christina Andersson, who has just returned to Sweden after an intensive French language course in France.

With this new establishment, the company name of Edmo Lift has a presence in Europe's three major markets for elevating platforms. For a while now EdmoLift UK and EdmoLift GmbH have been working on the British and German markets.



Erik Svanberg and Christina Andersson



## DRAMATIC PRESENTATION

The sales representative serves you a cup of steaming fresh coffee and asks you to sit in the armchair.

"Your new car will be here shortly," he says and disappears.

You look around you in the office while you sip your coffee. You realise that you are sitting in a stylish show-room. In front of you there is a strange machine which disappears into a hole in the ceiling, industrial and a bit futuristic (an EdmoLift TXD 4000, but the customer does not know this).

The car salesman pushes a button – and the room springs to life.

The TXD 4000 is lowered to the music from "2001 – A Space Odyssey". When the platform approaches the floor, you see it – your new Audi.

It has been lowered from the floor above.

"What a great way to see your new car for the first time," says Darren Papani at EdmoLift UK, who describes how an Audi salesman in Scotland surprises his customers with the help of EdmoLift's products.



## BIG IN JAPAN

September involved a big step forward on the Asian market for EdmoLift. For the first time the company presented its products in Japan, in co-operation with Hanaoka who chose to complete its range with EdmoLift's Armlift program and WP trolleys.

Hanaoka launched the products at Asia's largest trade fair for material handling, Logis Tech, and the number of visitors exceeded all expectations. Logis Tech had between 20,000-30,000 visitors every day.

# UpDate

## TRENDS

### DOCK PLATFORMS IN THE EAST

In 2006 sales of dock platforms to the Baltic countries and Russia increased considerably. The reason for this is that new markets are springing up, resulting in forwarding companies establishing their own central stocks and distribution points. A new infrastructure with a large number of distribution centres is being set up in the region. In this connection, new solutions are needed at the different loading bays.. The dock platform has been shown to operate perfectly.



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"We had sent out 4,000 invitations to co-operation partners and customers. The aim was for 200 people to visit our stand every day, but we had 800 visitors," says Ken Aoki, Assistant Manager for International & Airport Operations at Hanaoka.

"Several important customers showed interest in ART 750 and WP 85 from EdmoLift, so we have decided to incorporate these in our range, they will be a resource for us," says Ken Aoki.