

A few words from the CEO

# New record year for EdmoLift

We don't just aim high at EdmoLift - we also hit target. Our 2016/2017 fiscal year is no exception. We reached a new sales record for the fourth consecutive year, and we are looking forward to a very exciting year with a proactive investment in our newly formed subsidiary EdmoLift Benelux BV.

Yet another record in the past year. Sales rose from around SEK 128 million to around SEK 142 million with a stable and satisfactory level of profit, and everything comes from organic growth.

This gives us great confidence in our ability to continue to develop and the new fiscal year will certainly be just as successful as the above, with even stronger growth. I am also convinced that we will achieve our long-term sales growth target of SEK 300 million by 2020.

All of this is possible thanks to the great people who work here, our dedicated dealers and loyal customers. I would like to say a big and heartfelt thanks to all of you for your dedication during the past fiscal year and I am looking forward to many fruitful deals and meetings during the year to come!

A special thank you - and a big congratulations - must be directed to our Hungarian dealer, Jouleing Kft who was recently acclaimed as Distributor of the Year by EdmoLift. The company's hard work has turned setbacks into success and it can look back on a year that ended with a new sales record. Focused and dedicated dealers like Jouleing Kft play an important part in EdmoLift's success.

We also expect our new subsidiary EdmoLift Benelux BV to be a vital part of the continuing growth. The new company will develop markets mainly in the Netherlands and we can see a great potential for growth here.

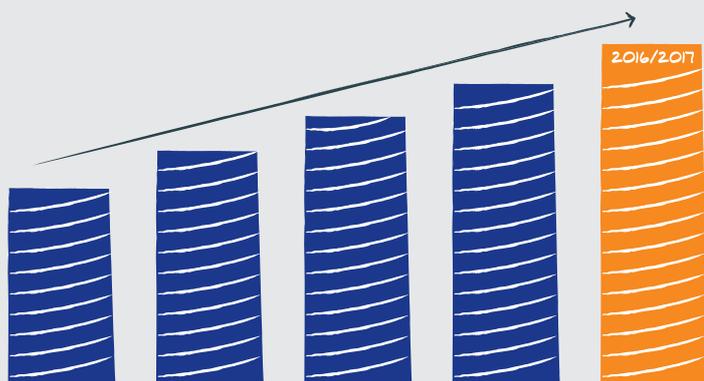
Already from the offset, we have engaged skilled employees with long experience of our products, of the industry and of local customers.

In conjunction with the parent company's knowledge and resources, EdmoLift Benelux has all of the conditions to achieve its objectives when we once again take a deep breath and say that within five years we will be the market leader in the Netherlands and have at least 30 per cent of the market.

*Finally, I would like to take this opportunity to wish you all a very good summer. Ensure that you enjoy the fine days that lie ahead of us!*



Anders Wahlqvist  
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## EdmoLift aiming high in the Netherlands



Photo, from left to right: Vincent Demper (Vandenbos Groep), Tomas Edmo and Anders Wahlqvist (EdmoLift AB), Martin Quaedvlieg (Lift Quality BV), Paul Zijlmans (Business adviser), Andreas Fällidin (EdmoLift AB)

EdmoLift wants to grow in the Netherlands This will be accomplished using the newly established subsidiary EdmoLift Benelux BV, and they have set a high target - the market leader within five years.

“We know the market, we know the customers and we have a young and hungry team, so we have great chances of succeeding,” says the new company’s managing director, Vincent Demper.

The new subsidiary has been formed by the purchase of two Dutch companies, Vandenbos Groep and EdmoLift’s long-standing dealer, Lift Quality BV.

“Lift Quality have been our dealers for more than 18 years, they were faced with a generation shift and it seemed natural for us to take over and thereby strengthen the brand and the organization for the future,” says EdmoLift’s CEO, Anders Wahlqvist.

Lift Quality’s owner, Martin Quaedvlieg, brings his extensive knowledge of the Dutch market with him to the new company and is very optimistic.

“This is a very good solution, I have had a very good relationship with EdmoLift for many years and the new company strengthens us and provides us with excellent opportunities for development,” says Martin Quaedvlieg.

The addition of “Benelux” to the name indicates that Belgium and Luxembourg are also markets for the company, but its focus will be

on the Netherlands.

“We already sell to northern Belgium, but the market, with its large industries, is mainly in the Netherlands, and we are looking for more,” says Vincent Demper, who has a long experience from the industry and worked for a competing company for many years.

He has now been given responsibility for EdmoLift’s development in the Netherlands and for a company that currently has six employees, but which expects to increase to eight shortly.

“Vincent is a very dynamic entrepreneur type and we are convinced that he is the right person to take us forward,” says Anders Wahlqvist.

One challenge is to break into system integrators who build up entire production lines for different industries. Different types of lifts and tilters are often used in the production lines, and EdmoLift wants to grow from its currently relatively low level. And Anders Wahlqvist has very high expectations to the new subsidiary:

“Our goal is to be the market leader in the Netherlands within five years and have at least 30 per cent of the market.

By cooperating closely, and with direct support from EdmoLift in Härnösand, the three companies in Benelux can meet the needs of their customers within their respective customer sectors. This gives the three different companies the opportunity to establish growth and to continue to deliver high quality products with a high level of service.

# New product catalogue available now!



Distribution of EdmoLift's new product catalogue has begun. It is a catalogue that contains more products than ever - but also more information and more benefit to customers.

The catalogue is the result of a large project, involving many people. Our goal was to get away from the previous format that was extremely compact and to a certain extent difficult to navigate.

“The purpose of a catalogue of this kind is to reach out with as much information as possible to our customers and dealers,” says Mikael Fernlund, Nordic region sales manager. We have expanded our range considerably, and needed quite simply a little more space to be able to promote all of our products well. We are proud to have produced a catalogue that both gives more information, and is more useful, to our customers.

The new product catalogue contains more technical information about the products than previous versions, but it also contains a lot more than just the technical data. It also talks about everything from ergonomics, standards and safety regulations, and is also a

good buying guide for customers who need, for example, a lifting table but are finding it difficult to choose the correct model.

“In addition, we take the opportunity to talk more about how we can assist customers with special modifications and accessories. Various types of customised solutions have become increasingly common, so this is an area in which we have great experience,” says Mikael Fernlund.

Everything is shown in a form that makes the content both clear and inviting. The entire catalogue is available in both digital form and on paper, in both Swedish and English. A digital version in German is also on its way.

We have begun to send the printed out to the dealers, and also to end-customers if they want one. You can, of course, download the catalogue from our website, under the menu option Support.

**Do you want to check the latest news in the lifting table industry?**

Subscribe to our newsletter for yourself or a colleague at [www.edmolift.com/newsletter](http://www.edmolift.com/newsletter)

# ECR is a success factor for EdmoLift

EdmoLift's vision is to be the most innovative player in the industry - a world-class partner. Key to our work of getting there are the letters E-C-R

“Enjoyment, Commitment and Respect are our core values, they are words that must be associated with us in all respects”, says CEO Anders Wahlqvist.

When EdmoLift began the work of formulating its core values, we found that there was much in the existing corporate culture that was worth preserving and developing. We already had job satisfaction, short decision paths and a safe atmosphere that encouraged initiative and responsibility - many of the good characteristics that a well-run small business should have.

The objective of the core values work has therefore been to highlight and promote these success factors in order to be able to carry the good small business culture with us, now that EdmoLift is expanding.

And the words that EdmoLift is taking with it, and which must pervade the entire operation are therefore, **Enjoyment**, **Commitment** and **Respect**. Continuing to be the open and positive workplace where everybody enjoys their work and feel that they can contribute to the business as a whole is extremely important, thinks Anders Wahlqvist:

“In the wider sense it is all about this: If we enjoy our work we

do a better job, if we do a better job we are more successful and the company has better results - and that gives us even greater job satisfaction.

We began to implement the new core value base earlier this year, and we are now continuing the work. The work is led by a steering committee, and in addition there are eight groups that consist of employees from different departments and levels in the company. The groups have met and discussed areas of improvement.

“There have been many excellent meetings, with good and lively discussions. Because everyone feels so secure in their positions, we can sit round a table and give and take feedback - both positive and constructive - that is the greatest discovery for me so far,” says Anders Wahlqvist. “It is important for us to do this. It is also important for me that I get constructive feedback about my management style.”

During 2017/2018 EdmoLift will also start to use its new wage system, and the new core values are integrated in it. Our goal is for everybody to feel that they can contribute with something. Enjoyment, Commitment and Respect must also characterise our work with our customers, and here it is all about continuing to be a reliable and loyal supplier that always delivers the best quality products and is positive and proactive in all contacts between us.

**E**

*enjoyment*

- ▶ Familiar
- ▶ Contribute
- ▶ Positive



**C**

*commitment*

- ▶ The right quality
- ▶ Holistic approach
- ▶ Initiative



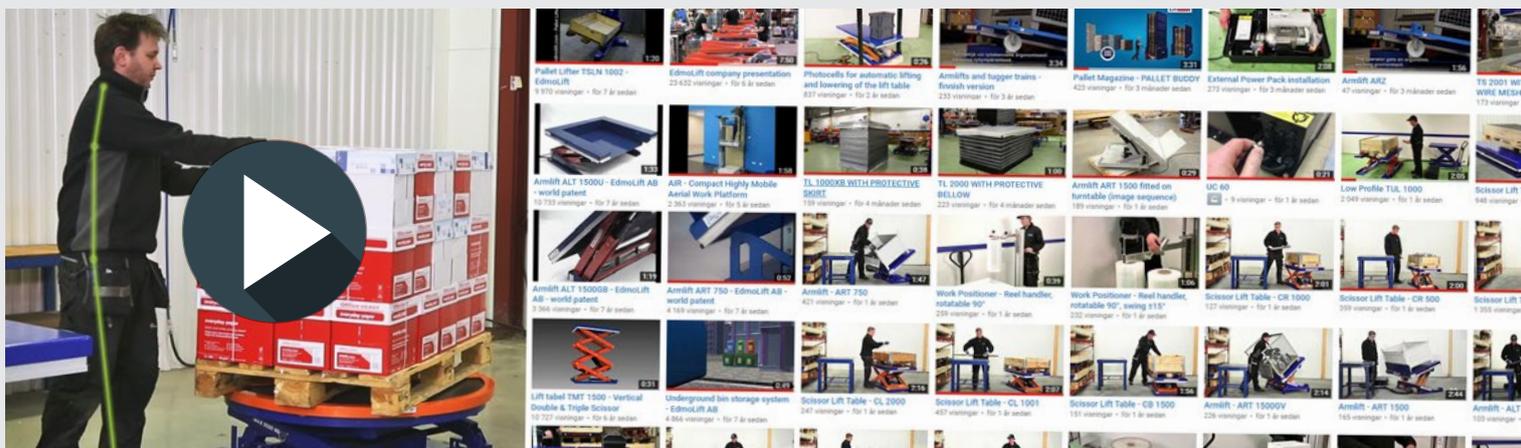
**R**

*respect*

- ▶ Loyalty
- ▶ Reliability
- ▶ Communication



# Check our lifters and tilts on our YouTube channel!



Visit our YouTube channel at [WWW.YOUTUBE.COM/EDMOLIFTWEBMASTER](http://WWW.YOUTUBE.COM/EDMOLIFTWEBMASTER)

You can't have missed EdmoLift on YouTube? The company is continuously putting new product videos on-line, and since it started has had more than 200,000 views.

“It is great fun that so many have discovered this channel,” says Hans Skoog, marketing communications manager at EdmoLift. This is certainly something that we will continue to use.

EdmoLift's YouTube channel started as early as January 2010, and our ambition is for there to be a video for every product in the range. Many of the products are visually very similar, and it had perhaps worked to shoot a video for each product group, but Hans Skoog does not think that to be a good solution.

“No need for short cuts.” Customers must be able to recognise their products straight away when they watch the videos and we do prefer to work a little harder to make it better.

The YouTube videos complement manuals and product catalogues well, sometimes moving images are simply the best way to show the functions of, and opportunities offered by, a product or accessory.

“The videos can fulfil a certain function as an educational aid, but above all they have proved to be a good way to market EdmoLift's products and show what they can do,” says Hans Skoog.

And more and more people are finding the YouTube channel, EdmoLiftWebmaster. The latest videos show the products Pallet Buddy and PL 2002. This brings the number of videos posted up to just over 70 and they have a total of about 4,000 views every month.



## Dealer of the year 2016/2017

Many congratulations to our dealer in Hungary, Jouleing Kft, who have been acclaimed Distributor of the year for the second time.

In the face of adversity, the company has, through hard and dedicated work, been successful

in regaining its strength and has achieved a new sales record.

We are very pleased and impressed with the work you have done, honoured to be part of your business and we are looking forward to continued cooperation.



Jouleing Kft, from left to right: György Rakonczás, Robert Duchony, Éva Sulykos, Daniella Horváth



Hans Vikström in EdmoLift's prototype workshop

The link between a good working environment and profitability is becoming even clearer for many employers. This has become clear, not least in the market for ergonomic lifting solutions, which is continuing to grow strongly. EdmoLift is at the cutting edge when it comes to lift and tilt solutions, and is now looking at developing its products further.

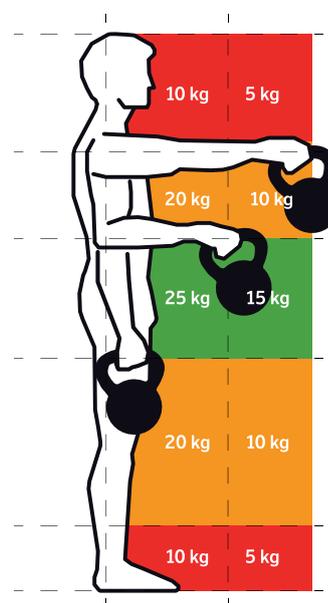
Demand is growing in much of the automotive industry and its suppliers, where assembly line work means many lifts for employees, both when working on small units and in final assembly.

But in the packaging industry, too, awareness has grown of the importance of ergonomic solutions. All sectors where the packing and unpacking from pallets and boxes is commonplace are seeing an increase in demand for lifting and tilting products that allow employees to perform the lift at the right height and as carefully as possible.

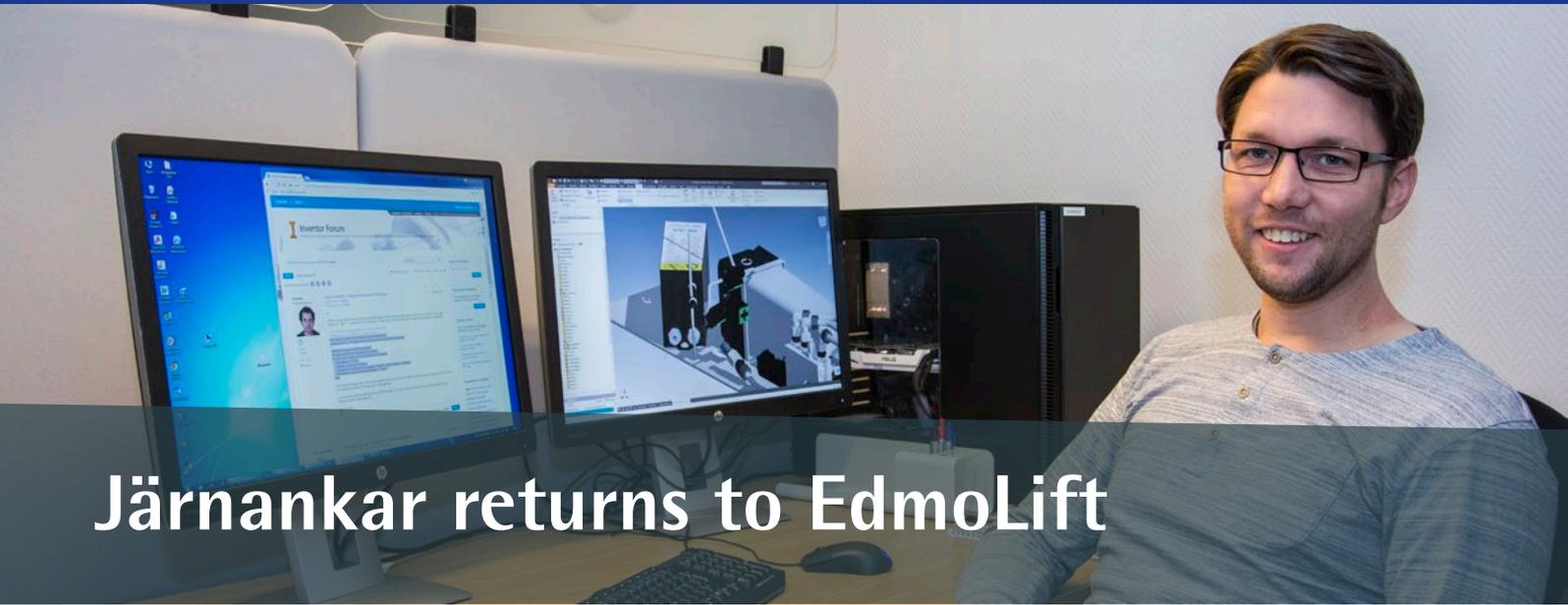
“More and more employers have seen the link between good ergonomics and reduced absenteeism due to sickness - and ultimately better profitability,” states EdmoLift’s head of design Hans Vikström. The working environment is coming into more and more focus, and this is a trend that has been going on for a long time.

The ergonomic window is a key concept within ergonomics, and it represents the position where the body works best and most carefully when, e.g. lifting. To put it simply, you need to perform work close to the body and at about waist height.

EdmoLift’s lift and tilt solutions are designed to be able to let work be performed in the ergonomic window. When the products are to be developed, it is primarily all about making them even more adjustable and flexible.



“It is all about being able to adjust, for example, the working height within an even greater range, but we are also aiming at building stronger and more stable lift and tilt solutions that can tackle greater loads,” says Hans Vikström.



## Järnankar returns to EdmoLift

EdmoLift is strengthening its design department. Rickard Järnankar has returned to the company as a development engineer. Our focus is on the development and improvement of our products.

Rickard and EdmoLift have enjoyed a cooperation which goes back a long way. He has worked for the company twice already, his first job beginning in his early youth in the early 2000s. After the two extended periods as a machine designer on a consultancy basis, he returns now at the age of 35 with a lot of new experience, but undiminished energy and curiosity.

What has attracted you?

“The tasks! Development, that is what is fun. Just being part of creating solutions from the bottom up, shaping the products, that will be huge fun.”

The way back to EdmoLift began with an assignment a year ago, an assignment that, according to Rickard, was “quite simply, a helluva lot of fun”.

When it was done, head of design Hans Vikström found that there were many more interesting assignments within the company, and offered him a permanent job. And finally, Järnankar said yes to a third trip with EdmoLift.

“Fantastic fun, this is an incredibly talented guy we are taking on board!” Rickard is a quirky inventor type, who gets a lot of new and good ideas. He fits this role perfectly,” says Hans Vikström.

Vikström and EdmoLift hope that the new development engineer will also be a motive force in internal development, but primarily it is all about a number of very specific projects concerning development and improvement.

“There is an existing product that we want to improve, and then we have a sketch of a completely new product. This is only at the early planning stage, so I don’t want to say too much yet, but the idea is to reuse many of our solutions that work well, and put them to work in a new product,” says Rickard, who is already working in his new position, at the same time as concluding existing assignments and shutting down his own company.

### A FURTHER REINFORCEMENT

But Rickard Järnankar is not the only reinforcement to the design department. On 1 September, Andreas Modig will also begin at EdmoLift as a designer.

Andreas is joining us from his old job at Saferoad Birsta, the leading manufacturer of bridge and road fencing, and in his new role will design customisations of EdmoLift’s products according to customers’ specifications.

“Customisations are a sector that is continuing to increase, so we are very happy to welcome Andreas to our organisation,” says Hans Vikström.

### FACT SHEET: Rickard Järnankar

AGE:	35
POSITION:	New development engineer at EdmoLift
FAMILY:	Partner and two children
LEISURE PURSUITS:	“I haven’t had much time for leisure, lately. But music is a great passion. I used to play instruments myself, but now I prefer to listen to music.”