

## NEWSLETTER

#22, June 2012

A few words from the CEO

### FOUR GOOD THINGS

As the company's CEO, it is a not unexpected pleasure to be able to tell you about the continued development of our powder coating line, exciting new investments, a flattering sales record and the establishment on an extremely interesting export market.

Later in the newsletter there's individual articles about the further progress we are making, a new concept in surface treatment, as well as our investment in a new welding robot.

#### Record sales

I have great satisfaction in telling you that during the 11/12 financial year, we have achieved new All Time High sales figures, totalling SEK 123 million! This is a result of fantastic team efforts and targeted work by our distributors and employees. It may not be shown on the Balance Sheet, but you are our most valuable assets!

This means that we together can look to the future with confidence, despite the turbulent times we are living and working in.

#### Turkey back on the EdmoLift map

We are very pleased to have entered into a distribution agreement with the company NETMAK in Istanbul. Turkey is now a stable economy with the strongest growth in Europe. Its rate of investment in the manufacturing industry is impressive, to say the least. Turkey has currently the largest lorry fleet in Europe, and is a natural bridgehead to the Middle East.

In conclusion, I would like to congratulate Jouleing Kft, our Hungarian distributor, who received the Distributor of the Year award for 2011-2012 - We owe you huge thanks for your effects and congratulate you heartily!

*Have a fantastic Midsummer and a great well-earned holiday!*



**Anders Wahlqvist**  
CEO EdmoLift AB  
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Dancing round the Midsummer pole

### Investment in new robot welding system

During this year's summer holiday, we will replace our existing robotic welding system with a new robot, and upgrade our Tivox system. The new robot has a program memory that is significantly larger than the old one and it can also be upgraded. 80% of the programming for welding our scissors lifts will take place in a simulated PC environment, with the final fine adjustments carried out by the robot.

This will increase production accessibility for the machine, giving us shorter lead times. The robot welder itself has a better joint sensitivity, which will optimise our weld quality and minimise the risk of any faulty welds.

We plan to set the new equipment in operation on 30 July.



It is getting near holiday time and we will, as usual, stop our production during the weeks 28, 29 and 30. We will build up a summer stock of our most popular products for delivery during that period.

**When the holiday stock is ready we will send out a stock list by e-mail. Please contact us at [info@edmolift.se](mailto:info@edmolift.se) or telephone +46 (0)611-837 80 to subscribe, so that no-one is left out.**

In order to provide the best possible service, our marketing department will remain open all summer.

### Distributor of the year 2011-2012 – Jouleing Kft.

This year, our Hungarian distributor, Jouleing Kft, has been awarded the title of Distributor of the Year. Jouleing receive the award for their hard work and never ending will of winning new orders, which are clearly shown in the Hungary sales increase in the past years.

Huge thanks are due to Jouleing Kft, and we are looking forward to continuing our excellent collaboration. We thank you once again for continuing to strengthen the EdmoLift brand on your market.



*From left; Éva Sulykos and Tamás A. Nagy with the plaque for EdmoLift distributor of the year.*

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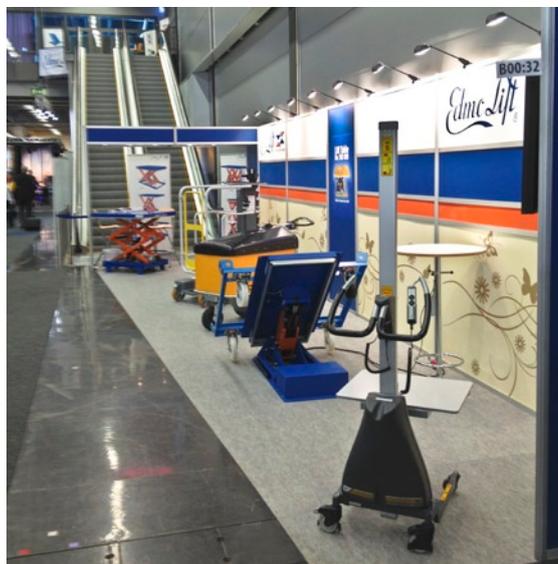
### Great participation at the Logistics & Transport 2012



This year marked the fourteenth time the fair has been arranged, and this year's event was the largest so far, with 6,426 visitors and 1,150 exhibitors over the four days. EdmoLift's stand exhibited lift tables, Work Positioner, the postal delivery cart ZipLoad, the work platform AIR and an Armlift.

Not unexpectedly, the greatest interest was shown in the Armlift, which had such great success in the German manufacturing industry in 2011 and 2012.

"We are pretty satisfied with our participation at the fair. The flow of visitors to our stand was a little low, but we felt that it was the right visitors who showed their interest in our products. It was great to see that Armlift received the attention it deserved. We made some important business contacts and are now looking forward to new and exciting business," says Magnus Wistrand, EdmoLift's Scandinavian Sales Manager.



EdmoLift's stand at the fair, the escalator to the VIP department

## Powder coating with a higher corrosion class, instead of galvanisation, gives shorter lead times and better prices!

By powder coating our products with a higher corrosion class, their rust protection is, in many cases, more than sufficient.

Many of our customers buy products that will be used in environments with high levels of humidity and relatively large volumes of airborne pollution from manufacturing processes. Typical examples include the chemical industry, swimming pool areas, shipyards and outdoor work in coastal areas. If you want to have a product that is well protected against rust, the option is usually to galvanise instead of powder coating.

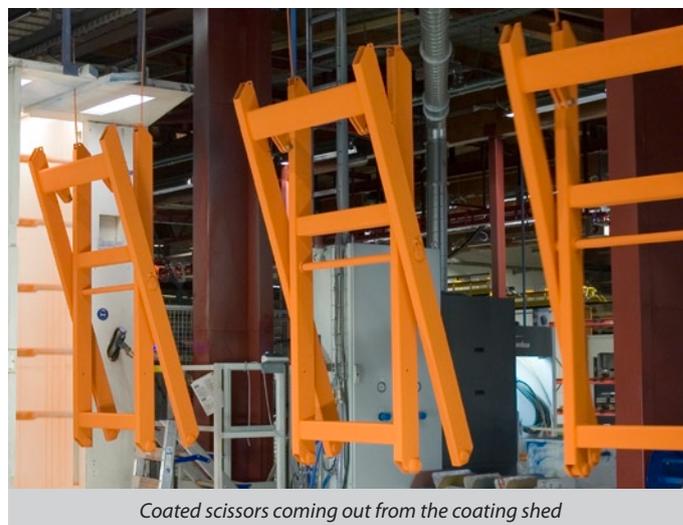
Our standard production is to coat our products with a corrosion class that is called C3 Medium. The classification gives the product adequate protection for use in environments with low salt content, and medium humidity and airborne pollution levels, such as docks, dairies, laundries and roofed outdoor spaces in urban areas.

In order to get better protection against corrosion without galvanising, the metal is first coated with a zinc-free powder primer, before receiving its top coat. In this way, the metal gets the corrosion class C4 High. The classification gives the product excellent rust protection and makes it suitable for use in more exposed environments that have atmospheres with high humidity levels and moderate salt content, such as industrial and coastal areas or swimming pools, shipyards and abattoirs.

If products are not to be used in an extreme environment with a lot of pollution, high humidity and salt levels, it may be more profitable to powder coat rather than galvanise.

#### Benefits with powder coating instead of galvanisation:

- Greener
- The product is more attractive
- Lead times are reduced by up to two weeks
- Powder coating is cheaper than galvanisation
- You get very good rust protection



Coated scissors coming out from the coating shed

*There's money to be saved, please consult us before you choose a galvanised solution.*