

## NEWSLETTER

Number 1 June 2011

A few words from the CEO

## Summertime

First of all – Happy Midsummer to everyone! Many of you who receive this newsletter around the world have never experienced a genuine Swedish midsummer. This ancient tradition that has existed across Scandinavia since pagan times is a homage to light and life and very dear to our hearts in Sweden. Midsummer also provides a great opportunity to summarise the first half of this year – it has seldom been better.

Our financial year finished at the end of April and shows a strong recovery from an extremely hard and laborious 2009. Never in the company's history have we had such well stocked order books as we have today and compared to the previous year we have grown as much as 30 percent.

During the year we have invested in expanding our factory area and installed a new highly modern powder coating line. At the same time we also invested in energy recycling systems that recycle 80 percent of the waste energy produced by the coating line.

It has been proved that sustainable business is no longer just an environmental issue but also a precondition for running a profitable business and to compete on a global level. We are proud and excited to have been nominated for the E-prize 2011 for our work with CSR (Corporate Social Responsibility), read more about this in our separate article.

We have also worked intensively to complement our program for low speed elevators and several new models of lift tables have been designed; TLT 1500, TPD 3000, TPT 3000 and TSQ 1000.

Our network of EdmoLift companies is growing around the world and we have established EdmoLift Rus. with our partners Oleg Zavadskiy and Arsen Aslanyan in Moscow, Russia. The Russian market is highly interesting and we see this as very positive for EdmoLift.

While we are delighted by this success, we realise that this places even greater demands on our organisation. We are facing new challenges and work single-mindedly to adapt our organisation for future opportunities. We have therefore made some changes in our marketing organisation and assigned three Product Managers; you can read more about this later in the newsletter.

We are confident that this new marketing organisation will help everybody to be an even more effective sales force.

*Have a fantastic summer and a great holiday!*



**Anders Wahlqvist**  
CEO EdmoLift AB  
anders.wahlqvist@edmolift.se



During the vacations our product department will be closed for the weeks 28, 29 and 30; we will build a summer stock with our most popular products available for delivery during this period.

**When the stock list is ready it will be sent out by e-mail; please contact us and register your interest so nobody gets forgotten; e-mail [info@edmolift.se](mailto:info@edmolift.se), telephone +46 (0) 611-837 80.**

Our marketing department will be open throughout the summer to offer the best service possible.

## EdmoLift AB second place at the E-Prize 2011 award, category Small & Medium businesses

For three years E-Prize has been established as Sweden's leading energy award within the business community. The award honours companies combining energy efficiency and economics in order to cut costs, reduce their environmental impact and increase their competitiveness. The award was presented on May 19 in Stockholm; EdmoLift scooped the second place. The companies behind the award are the Swedish business magazine Veckans Affärer and one of Europe's largest energy companies E.ON.



"A second place is not bad; we are proud and excited to get this kind of attention for our work with CSR (Corporate Social Responsibility). It has been proved that sustainable business is no longer just an environmental issue but also a precondition for running a profitable business and to compete on a global level. Despite our premises being 6500 m<sup>2</sup>; which corresponds to roughly 60 normal houses, we only use electricity corresponding to heating up 4 houses. EdmoLift has a total energy consumption of 75,000 kWh which is equivalent to 11,5 kW/m<sup>2</sup> per year; before the energy recycling system was installed we ▶

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► consumed 170kW/m<sup>2</sup> per year.

We have actually been so successful at recycling our waste heat that we have made discussions about selling our excess energy to our local district heating company. We are excited for the future and maybe we can get nominated for the E-Prize 2012 award as well," says Per Edmo Vice President and Project Manager at EdmoLift AB.

"There are few things that are so easy for increasing a company's profitability than working with energy efficiency. A smart company understands that it is foolish to spend energy in vain; keeping this energy will also provide significant environmental benefits. It's not only about the climate impact, it's just as much about common sense and smart entrepreneurialism; something I believe EdmoLift is an excellent example of. They are a pioneer in their business and clearly showcase the effect with energy smart solutions; their work should hopefully inspire other companies," says Per Grankvist, editor of Veckans Affärer and Chairman of the E-Prize jury 2011.

## Exhibition success for EdmoLift at the world's leading trade fair for intralogistics – CeMAT 2011, Hannover, Germany

CeMAT 2011 attracted 1,084 exhibitors from 38 different nations; roughly half of all exhibitors came from abroad. The fair had a further rise in attendance from visitors with purchasing authority compared to previous years and international participation grew strongly. There were approximately 58,000 visitors at the show and one third of these visitors came from outside Germany.

EdmoLift exhibited an Armlift, Work positioners, lift tables, a prototype of the new mail distribution cart ZipLoad and AIR (Access Innovations Range), a compact mobile aerial work platform. The product that got the most attention was AIR; with its stylish and compact design the platform is very competitively priced against others on the market.

"We are very satisfied with our participation at the fair; our stand generated considerable leads and many new business contacts; but above all we got to meet many of our distributors from around the world," says Erik Svanberg who managed the stand for EdmoLift.

The organisation behind the fair was very satisfied and has strengthened their position as being the international meeting place for intralogistics.

## AIR (Access Innovations Range) – Safe and secure working at height

AIR is a compact highly mobile aerial work platform that is designed to compliment its operating environment. AIR works efficiently and effectively for virtually all internal overhead applications; allows access through standard commercial doorways, navigates with ease in tight spaces and elevates a person plus load to reach heights of up to five metres.

AIR eliminates the risks associated with working from ladders, steps and scaffold towers and is ideally suited to public access environments like hospitals, retailers and offices.



Read more about AIR in our product info brochure at: <http://www.edmolift.com/support/manuals-and-catalogues>

Do you want to know the latest in the lift sector?  
Sign yourself or your colleague up for our newsletter at [www.edmolift.com/newsletter](http://www.edmolift.com/newsletter)



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### www news

#### Spare part search on the web

In our last newsletter I wrote about a new function launching on our webpage at the end of January. The spare part search function was launched in the middle of February and is already frequently being used by our visitors. The search function helps you to locate spare parts for our standard models manufactured after 2002.

Navigate to [www.edmolift.com/spareparts](http://www.edmolift.com/spareparts) and select a lift table model and a structured list with part number, description and images of the most common spare parts is presented on the webpage.

The spare part search makes it easier to find the right spare part for your product before contacting EdmoLift with your order.

#### If you have any questions, please feel free to contact our after sales support

**Peter Bellander**, After Sales Support  
Telephone +46 (0) 611-837 79  
E-mail [peter.bellander@edmolift.se](mailto:peter.bellander@edmolift.se)

**Joakim Gaulitz**, After Sales Support  
Telephone +46 (0) 611-837 92  
E-mail [joakim.gaulitz@edmolift.se](mailto:joakim.gaulitz@edmolift.se)

#### EdmoLift the movie

During the last couple of weeks we have been working furiously on our movie presentation. After a lot of hard work, some editing and a few retakes it's finally finished.

▶ The movie is available from the start page of [www.edmolift.com](http://www.edmolift.com)



Always specify the product serial number when ordering spare parts.

## Quality improvement – Changed marketing organisation

As a step in our quality improvement program we have made some changes in our marketing organisation. Three Product Managers have been appointed from May 1; their roll is to work with customer-specific requests within their assigned areas. The purpose is to gather important knowledge and experience to make EdmoLift even better at meeting the increasing requests and demands on our market. Our Product Managers are working on a global level with our distributors and end customers.

Product Manager	Area
Per Edmo	Systems & Automotive
Erik Kober	Built-in elevators and lifting solutions between building ground level and docks
Erik Svanberg	Ergonomic, Health & Safety

