

A few words from the CEO

## 2018: the year that have paved the way for success

Now when the biannual accounts are completed we are happy to announce that EdmoLift once again has accomplished its best half-year ever. When I look back at this eventful year we have had at EdmoLift I can proudly state that we have become even stronger as an organization and better equipped for future challenges! Four important events highlight 2018:

### EDMOLIFT BECOMES SOLE DISTRIBUTOR FOR MOVEXX ON THE NORDIC MARKET

We started 2018 off with a bang as we became the sole distributor for Movexx on the Nordic market, an important step in our organization's continued development of the concept Smart Lifting Solutions. Through the addition of different models of Movexx of electrical tugs we now have the ability to offer customers another dimension of material handling solutions. In combination with our other products we create the opportunity for customers to implement complete solutions from us, no matter what industry or business they are in (read more about this in our article with Huddig on page 2). It is satisfying that the sales of Movexx products has picked up pace during the fall, and that the market has started to realize the advantages of having an electrical tug in combination with other products in our product line.

### WE WERE ABLE TO GET THROUGH A TOUGH PERIOD OF GROWING PAINS!

The summer is usually the calmest period during the year, but in 2018 it appeared to be a so called "wolf in sheep's clothes" and we got to experience the most hectic summer in EdmoLift's history! As the majority of both Swedish and international companies usually have a slow-down period in their production due to the industrial vacation, this has previously been the case also for us at EdmoLift. But during the summer of 2018 we soon realized that not even our most optimistic sales forecast was correct. The demand for our products was as high as any other month of the year, something that we of course view as very positive, but it caused some delayed product deliveries to our customers. This is a common phenomenon for companies that are going through a strong phase of growth and whose products are competitive, just like EdmoLift. During the fall our amazing employees in production have worked tirelessly to remove the backlog, and at the same time, we have developed an action plan to prevent similar situations occurring in the future. I speak for all of EdmoLift when I say that it has been a tough and humbling experience. The fact that we still have been able to go through this complicated process and come out on top give sharp indications that we are moving towards a really bright future!

### CONTINUED LEADER OF INNOVATION AND PRODUCT DEVELOPMENT

One of the strongest aspects of our company is that we continuously keep developing new products. Our team of innovative engineers are industry leaders when it comes to finding new concepts that are applicable to changes in industrial environments. After a long development process they have now completed the product LTT 750, an armlift that is second to none on the market. The new armlift will be able for order during 2019, and more information will be published about it at the start of next year.

### EXTENSION OF THE EDMOLIFT GROUP

In May we presented that EdmoLift had established a sales company with both warehouse and office strategically located in Aalborg, Denmark. The reason was that we saw a need of being able to work close with our customers, and establish EdmoLift Aps would enable this. In hindsight I can confidently say that we were right, as EdmoLift in Denmark already has started to bear fruit thanks to solid contributions from our Danish colleagues.

In November we had the pleasure of providing the exciting news that we had acquired a considerable shareholder position in the new founded company LiftPro Nordic AB. It is worth repeating that the strategic partnership we have started will be of major importance to our customers. For a while now we have seen an increasing demand for goods lifts, lorry loaders, and large models of customized lift tables. All of these products are now available in our own product range, which has been expanded with over 100 additional products. To give our partners and most important distributors the chance to be acquainted with the new products and get an insight into the opportunities that the partnership implies, we had a meeting in Landskrona to see LiftPro Nordic's operations (read more about the visit on page 4). Some very educative and rewarding days!

### DISTRIBUTOR OF THE YEAR

Finally, I want to give praise to the French company Liftop who was named our Distributor of the Year 2017-18. They have reached wide success and remarkably increased their sales through dedicated work, demonstrating a good technical knowledge and an ability to provide customers with the best lifting solutions for good ergonomics and severe lifting!

*We are soon getting brighter days as the winter solstice is approaching, and I look forward to continue our prosperous business with all of our partners, distributors, customers and contractors during 2019. Until then, I want to wish you all a very Merry Chrstimas and a marvelous Happy New Year! 🍷*



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# Huddig's assembly line get an important lift



Huddig is a leading company in developing, manufacturing and selling backhoe loaders on the Swedish market. One of the largest areas of usage for their backhoe loaders is for construction and maintenance work of railroads. Since there is a continuous focus of renewing and developing the products, Huddig has started to install additional equipment together with rail cradles in the front and back of their backhoe loaders, which enables the loaders to drive on rail.

“The back cradle consists of a bracket and a movable cradle that contains rail wheels which are pushed down on the rail and lifts the machine up. This allows you to drive the machine on the rail. It is the same with the cradle in the back, where it is two brackets and a cradle. We had previously mounted a couple of different versions of the additional equipment, but you had to mount it part by part,” says Urban Jonsson, Production Technician at Huddig.

## THE NEED TO DEVELOP THE ASSEMBLY LINE

The previous installation process generated high inventory costs, a tough working environment for the assemblers and was

a time consuming element in the assembly line.

“When we assemble these machines they are moved along an assembly line. The line is pretty long and we needed to start installing the components already at the first station. This meant that we needed to have the components as inventory long before we could deliver a complete machine to the end customer. From an economic perspective we want to mount the components on to the machine as late as possible, because then we do not need to have them at home until the last stage of the assembly process. If we can delay the process of bringing in large and expensive components until the end of the value chain it is highly favorable as we then can avoid high inventory costs.”

## THE IMPORTANCE OF A GOOD WORKING ENVIRONMENT

It was not only the economical aspect that Huddig wanted to solve. The bigger challenge was to find a solution to improve the assemblers working environment and contribute to a more effective assembly process.

“Above all we looked at the working environment. Our assemblers had previously been standing on their knees when they assembled the equipment onto the machines. The assembly work was also very time consuming, and we always want to ►

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► reduce the time on every station in the line.”

These three obstacles were the reason for why Huddig started to look for a solution.

### EDMOLIFT COULD OFFER A COMPLETE SOLUTION

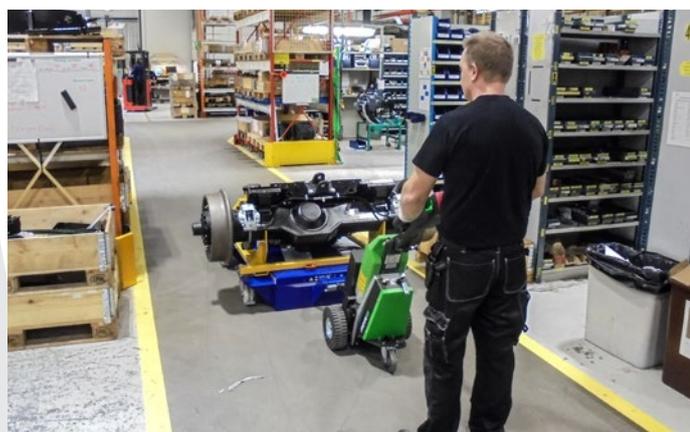
“We started to look around on the internet to see what options that were available. We had previously bought lift tables from EdmoLift so we looked at what solutions they had, but we also looked at other suppliers. What I noticed was that EdmoLift had mobile lift tables, but also that they had products from Movexx. And why not buy both a lift table and a Movexx product so that you can move the lift table around? Also, I have experienced that it is almost always better to buy a complete solution from one supplier instead of buying from two different suppliers.”

After working out the prerequisites for the lift table in terms of height, width and length, as well as the lift capacity, bottom position and driven by electricity, EdmoLift came back with quotation.

### TESTING THE PRODUCTS AT EDMOLIFT

An important step before implementing a new solution is to have the ability to test it out before making any final decisions. To have the opportunity to form a deep understanding about the products, Urban and a colleague from Huddig was invited to try them out for real.

“A colleague of mine that works in the assembly line and I was invited to EdmoLift to see how the products work. It was very important that the colleague joined since it is he who will use the products on a daily basis. He could also provide input on if this was what we needed to improve the work in the assembly line. EdmoLift had brought out both a Movexx T1500 and a mobile lift table of the modell TL 2000 that was compatible with the Movexx electrical tug, and we were therefore able to try out the complete solution during the visit. And it looked really great! So we decided then and there to go for this concept.”



### MAJOR IMPROVEMENT AT THE ASSEMBLY LINE

Ever since the solution has been delivered to Huddig’s assembly line they have been able to see the improvements.

“Now we have a fixture on top of the lift table on which we assemble a complete package for both the front frames and the back frames of the machines. It was very easy to apply this for the package to the back frames. We have just recently tested this for the packages to the front frames and it works very well there too. The advantage is that we now can wait with assembling all the components until the end of the assembly line, and then mount in complete packages both in the front and back. It is a tremendous victory in pure working hours since we have been able to shorten the assembly time in the overall assembly line. With this we have also been able to cut down our inventory costs on the components because now do not need them until considerably later in the process. Looking at the working environment our assemblers are highly satisfied as the Movexx electrical tug is easy to handle. In combination with the lift table it enables you to place the packages with large precision when they are about to be mounted on to the backhoe loader,” concludes Urban Jonsson. ☺



Huddig develops, manufactures and sells backhoe loaders to the city-, cable- and rail contractors. HUDDIG backhoe loader has a unique combination of an articulating center pivot and transmission along with customized wheels or rubber tracks which enables a HUDDIG to maneuver in almost any terrain. The company is located in Hudiksvall, Sweden, with about 100 employees and 25 authorized dealers in 13 countries. Since the start in 1959 Huddig has manufactured more than 10 000 backhoe loaders and the Huddig trademark has been the market leader in Sweden for a long time.

# The strategic partnership is in full swing!

Since EdmoLift AB announced in November that they had acquired a considerable shareholder position in the Swedish company LiftPro Nordic AB many important steps have been taken in order to enable the synergies of the partnership. One of these steps is that EdmoLift's product catalogue will be updated with more than 100 new products during 2019 and contain models of larger lift tables, loading bay lifts and goods lifts. To provide an insight into the possibilities and large potential that the new partnership implies, EdmoLift invited some of its most important partners and distributors to LiftPro's production facility in Landskrona.

– We are very happy that so many of our partners had the opportunity to visit the new production facility. We know that there is a large demand for goods lifts and large customized lift tables both on the Swedish and the European market. This is also something that our European partners have pointed out to us during the year. Therefore the future looks very bright now when we will be able to meet customer needs to a greater extent than ever before, says Anders Wahlqvist, CEO at EdmoLift AB.

One of the topics that were discussed during the visit in Landskrona was how EdmoLift has developed an action plan to prevent that the strain on production exceeds the production capacity during the summer months. Also ►



The visitors inspect a lorry loader of the model TTV 4000XLB, which is one of the many new products in EdmoLift's price list 2019.

## About LiftPro Nordic

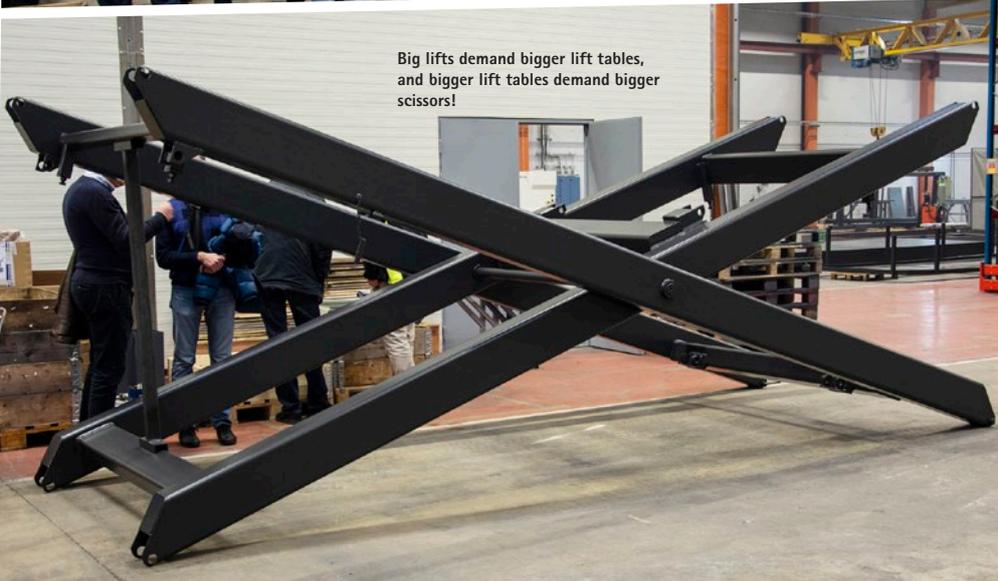
LiftPro Nordic AB is a Swedish company established in 2018 by Demanor AS and Jan Lerbaldet Holding AS. The company has 15 employees with over 80 years of combined experience within the lift solutions industry, specializes in manufacturing goods lifts and large customized lift tables, and aims to provide the world with smart Swedish lift solutions.

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Goods lifts with a maximum height up to 12 meters are also new products, like the one in the picture.



Big lifts demand bigger lift tables, and bigger lift tables demand bigger scissors!

▶ product news like the LTT 750 and the product line that is enabled through the partnership with LiftPro Nordic were introduced.

– That we meet our partners and distributors to discuss the overall organization and what common goals we are working towards is of great importance to us. It is much easier to feel involved and that you contribute in the development process if you are able to sit and discuss this in the same room. You get the chance to more fluently voice your opinions and ideas about how we should carry on together into the future, and this is necessary in order to drive EdmoLift forward. It was also great that all participants gave positive feedback on all the new products that were introduced. We have an exciting year ahead of us, and a strong belief on continued growth throughout the EdmoLift Group, concludes Anders Wahlqvist. ☺

Edmo Lift  
Wish You a Merry  
Christmas

**OPENING HOURS DURING THE HOLIDAYS**  
 21 DECEMBER - 07.30 - 15.00  
 27 - 28 DECEMBER - CLOSED  
 1 JANUARY - CLOSED

# Alfred Johansson

## Social Media & Online Content Manager

### WHAT DO YOU DO AT YOUR JOB?

My main area of responsibility is to work with strategy and analytics of EdmoLift's online activities. Since I started in the beginning of August, my work has been primarily to develop communication strategies and content for EdmoLift's social media outlets like Facebook, Instagram and LinkedIn. I have also been involved in the work behind our new websites that will be launched during the first quarter of 2019.

### HOW DO YOU LIKE IT AT EDMOLIFT?

It has been excellent. EdmoLift is a company at the front line of the lifting solution- and material handling industry and is also in a strong phase of expanding. It has been full steam ahead since day one, but it has been a lot of fun and it is very exciting to be part of starting up something that will be important for EdmoLift going forward.

### WHAT ATTRACTED YOU TO START AT EDMOLIFT?

I come directly from 5 years of studying at the Master program in marketing at Umeå University. When I got the opportunity to start at EdmoLift after graduation and be a part of an industrial company's digital journey, it was a bit of a dream come true for a new marketer like myself. That is why it felt like an obvious choice to start working here.

### WHAT IS THE MOST FUN?

The most fun part of my work is to be part of building the EdmoLift brand. It means that you must try to understand what it is that people react positively to, and why, and then continue to build on it.

### WHAT DO YOU DO WHEN YOU ARE NOT WORKING?

I watch a lot of basketball, enjoy cooking and try to travel as often as I get the chance! 🍷

## ALFRED JOHANSSON

AGE: 26

FAMILY: Partner

POSITION: Social Media & Online Content Manager



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### FRANZISKA DIEDERICH

AGE: 29

FAMILY: Partner

POSITION: B2B Sales & Support



## Franziska Diederich

### B2B Sales & Support

YOU HAVE BEEN AT EDMOLIFT FOR ABOUT TWO MONTHS. HOW DO YOU LIKE IT SO FAR?

I like it a lot! I have been assigned to an interesting position and also I have got great colleagues.

WHAT DO YOU DO AS B2B SALES & SUPPORT?

As B2B Sales & Support you take care of the customers' and manage the relationships with them. I focus mostly on the German market. My work usually starts with a customer contacting me about a product that they are interested in. I then send out a price suggestion to the customer and start to work towards getting an order on the product where the customer feels satisfied with what we offer. Beyond that, I have also helped out with translating material into German, as we have a large need for this. Since I have a Law degree from Germany I can also assist with legal matters if they would occur. But overall, I am here to strengthen the B2B-team with another team member.

WHAT HAVE YOU DONE BEFORE EDMOLIFT?

I studied Law in Germany for 8 years. Before that I spent a year in California as an au pair. But most of my time was put

into studying Law and getting my degree. It was an exciting time and a big challenge, but it all went well.

HOW IS IT THAT YOU ENDED UP IN HÄRNÖSAND?

My partner is from Härnösand, but we met in Germany when he worked there. This summer we decided that we were moving closer to his family and then we ended up in Härnösand.

WHY EDMOLIFT?

It was not that many companies within the region that needed my services as a German lawyer. So I realized that I had to do something else. When I was at the local Company Fair I met representatives from EdmoLift. We talked for a while and EdmoLift seemed like an interesting company. Then I sent my CV and personal letter to Anders Wahlqvist. This led to an interview where I got to meet Anders, but also Andrea Carvallo-Britze. Since Andrea is also from Germany and I had read an interesting story about her in the newspaper Yippie! I decided to contact her to hear more about how she liked it at EdmoLift. She told me more about EdmoLift and that she liked working there. After that everything went quite fast, and Andrea let me know that I could start at EdmoLift on October 15<sup>th</sup>, which I did. And things have been going great ever since! ☺