



NEWSLETTER

Number 1 February 2010

A few words from the CEO

## 2009 and 2010 – two years of fundamental change

The past year has been very turbulent for many of us, in all parts of the world. The effects of an unprecedented financial crisis has had a profound influence on the way to do business, the way we run companies and also the way we behave as consumers. At the same time, our awareness of and concern for the environment has never been more significant. In several ways we speak about a paradigm shift.

Never before, during such a short period of time have we been faced with a necessity to adapt ourselves so fast to our new environment, As partners / customers you have new demands on us, when it comes to distribution, services, product content and not the least price and

quality. At EdmoLift, we have seriously taken on board these significant changes in market conditions. I am proud to say that we have succeeded well with our adaption process.

Of course, there are still a number of issues where we need to work harder and we will do so!

### Chinese New Year

As you may be well aware of we have been working with China since 1998 and step by step built up a wide and versatile range of models. On the 14th we will enter a new Chinese year – The Year of the Tiger.

We want to enter this new exciting year with a giant roar which we believe can give

us all a boost. Read more about this in the separate article.

Finally, I would like to take this opportunity to wish you all a very happy and successful Tiger Year!

And last but not least, congrats EdmoLift UK for buying our lift table No 100 000!!!!!!

Anders Wahlqvist  
anders.wahlqvist@edmolift.se

## Unemployment is an opportunity

The last year's crisis will certainly mean an increase in unemployment in Germany and elsewhere in the world. Almost the entire Western world has supported the banks and industry and exceeded their budgets by huge amounts. This year, therefore, most governments plan to reduce their support and return to normal financial politics.

When the aid ceases, there is a great risk that much of industry will respond with layoffs and rationalization of various kinds in order not to lose competitiveness or operate at a loss.

In recent years, automotive suppliers have taken over more and more of the work of car production in Germany. The basis for this is greater flexibility in the contracts between employers and especially collective affiliated employees. The implication of this is better economy of scale providing improved conditions for

specialization and rationalization. In Germany today subcontractors employ a total of approximately 300 000 employees with annual sales of approximately € 70 billion. (1998 approximately 280 000 people / 43 billion €.)

This leaning will require large volumes. Production volume has increased rapidly over the last 10 years, but not the number of employees. In some sections there are a lot less staff despite higher volumes. This raises the question:

### What does this mean for us as a lift table manufacturer?

Lift tables are often used to help employees to feed materials to the presses, punches, cutters, laser machines, etc. Companies are constantly developing new methods, making it possible to increase volume without increasing headcount. Often you will ▶



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



NEWSLETTER

Number 1 February 2010

▶ see a co-worker “running” between two machines. A few years ago many members of staff had their “own” machine.

The number of lift tables in use is not dependent on the number of employees, but more of class size being processed. If the pressure of work on the employee is very demanding, it increases the need for lift tables.

Our last order from ZF for 5 batches of 4 units of ALT 750 on a podium, is confirmation of this trend. In the past 4 staff worked with 4 individual presses. ZF has invested in 5 machine cells, each one of them capable of performing the work of 4. Work on each machine cell is served by only one employee, but it needs 4 Armlifts!

Chinese New Year 2010, Year of the Tiger

The Chinese zodiac follows a twelve year cycle, each of the years being named after an animal. The Chinese believe that people born in a particular year take on the characteristics of the animal associated with that year.

The year of the tiger begins the 14th of February; according to the Chinese zodiac a tiger is sensitive, emotional and adventurous. Confident, risk takers and dislike taking orders. Good at seeing problems, warm and generous to the people they love.

At EdmoLift we are celebrating this New Year with a 10% discount on all of our products in the C-range category.

The legendary story of Torbjörn Edmo Part 3

After a journey to the United States in 1976 Torbjörn had a brilliant new idea, a Sky lift that runs all by itself. At that time you couldn't find such a solution in Sweden. Torbjörn was spending many hours in drawing and construction, but the project came to an abrupt end. During a test the Sky lift fell over and Torbjörn, who was in the basket when it tumbled to the ground, suffered serious injuries.

The risks were much lower with a lift table so Torbjörn focused more on that. Sales of lift tables continued and in the early '70s they were distributed by two former employees of Nordic Vacuum, under the name Translyft, from a house in Stockholm. Business was going pretty well and to keep up with the pace of production, Torbjörn had to invest heavily in his own premises and the right equipment. This risk exposure forced Torbjörn to start looking for a sales organization that could start selling the lift tables, ensure control over the whole production chain and achieve vertical integration.

In the corresponding time it was very turbulent at Z-Lyften due to a change in ownership structure and Torbjörn came in contact with Bengt Moström, Magnus Wistrand and Anders Wahlqvist who were at that time employees of the company management. They had an open discussion meeting from which mutual interest arose and a new meeting was booked to continue the discussions.

This meeting took place at the Stockholm International Fairs in April 1989. Anders, who had recently become a father, had some cigars with him; in the cigar fog, these gentlemen formed the outline for what was later to become EdmoLift Sales AB.....



EdmoLift website has visitors from all over the world

We launched our new website about six months ago and each month we keep having visitors from over 90 countries; this makes us really proud and encourages us to keep up with the development and updating of the site.

In the latest newsletter I mentioned that we were in the start of making a product guide, it was launched just before Christmas and is already being used frequently by our visitors. By using a variety of filters such as lowest height, capacity or platform width you can in a quick and easy way filter out the suitable products by your criteria's.

- ▶ You can find the product guide from the start page of edmolift.com

Recently we started to add movies of our products to the site; currently there are movies of Armlifts and Pallet Lifters. During the year we will continue to add more movies to the website.



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



## Congratulations EdmoLift UK for buying our Lift Table number 100 000!!!!!!



### Product news 2010

In the lift table range we have re-designed and improved several models. For instance, TLD 1000 is now a two cylinder equipped product. We have reduced the price of TL 1001B and TL 3000 and there are two new models among the vertical double scissors; CLD 1500 is a new product in our C-series and the TRD 500 that will replace TRD 400.

The UC 60 will also be introduced during 2010 which adds a lot of value to the products.



New TLD 1000 with two cylinders.