

NEWSLETTER

Number 3 November 2009

A few words from the CEO

Value creation

EdmoLiftAB (EDAB) utilizes knowledge acquired by working closely with leading customers and by understanding their industry to develop new products and solutions which bring value to the customers by improving performance, improving production efficiency or by lowering cost. By working in so many different industries EDAB is able to take products and services successfully developed for one industry and adapt them to make new customer solutions

in other industries, adding considerable synergy effects to the process of creating value for customers.

One good example of that is The Tzip Mini Access Platform

The Tzip Micro is thought to be the most compact powered access platform available. Read more about this in the separate article We have been a technological

leader in our field for more than 45 years and continues to invest in this leadership

To put it short – EdmoLift, - better on every level!



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Product news:

Europe's biggest launches Europe's smallest!

EdmoLift is proud to Introduce The Tzip Mini Access Platform Range.

With over 45 years of scissor lift manufacturing experience, Edmolift have launched their first low level access platform. The EdmoLift Tzip Micro has been developed as a direct response to the Working at Height regulations and replaces the need for ladders, steps and kick stools.

The Tzip Micro is thought to be the most compact powered access platform available. The lifts exceptionally small overall size makes the product ideal for very confined working environments fitting through a conventional single doorway with ease.

The Tzip Micro's main advantage to be the units manoeuvrability and lightweight, weighing in at just 118Kgs! This ensures that not only do operators meet their working at height obligations but also legislation relating to ergonomics. The dynamic force required to move the Tzip Micro is just 4Kgs, an exceptional achievement, and one that could only have come from a company with a materials handling heritage.

We will have one unit for show at the Logistica exhibition in Utrecht 2009-11-10 - 2009-11-14 Stand: 10.C071 (in Hall 10). Come and meet us. If you don't have the possibility, don't hesitate to contacts us for further information.

BinGo – Developed to provide hidden underground bin storage

Has been developed to provide hidden underground bin storage. Subterranean storage hides these unsightly bins from view, collection and emptying can be made at the touch of a button – it couldn't be simpler, easier or more effective.

BinGo is ideal for courtyard gardens, paved areas, street side locations and in prestigious areas where commercial wheelie bins would be ugly and not in keeping with the location.

Why use BinGo!

- “The pavement is now clear for occupants to pass safely”
- “The area is tidy and appears so much bigger!”
- “Our courtyard is clear from big, smelly bins”
- “You would never know that two meters below your feet are six large wheelie bins”

Underground bin storage not only improves your immediate environment but is safer, provides more space at ground level and can increase the value of your property.



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The legendary story of Torbjörn Edmo Part 2

Holmen Mekaniska ceased with their business and Torbjörn faced a crossroad. He applied for several other jobs at companies in the same industry but felt he had a lot of own ideas that he would like to accomplish. Therefore he created the company Torbjörn Edmo AB at the 1st of April 1964. The first period he was working as a self-employed and concentrated in developing a special crane. Torbjörn got help with the manufacturing of the crane from an old colleague from the Holmen time. Nordic Vakuum had the crane in its range and the demand was high. The Production Workshop was too small to manage the demand of the crane and related companies where contacted to help with the production but unfortunately the whole thing ran out of steam after a few years.



Torbjörn had as usual a number of irons in the fire and he had over the past few years begun to design more and more on other things including the lift table and he decided to start producing a few units.

Along with marketing efforts from the sales company Nordic Vakuum, the sales began to take off and Torbjörn started to out place jobs at several workshops. Torbjörns father and brother who lived in Ramsele, were building the power packs and the final assembly did Torbjörn him self at home. It was many hours around the country with the “company” packed in the trunk of his Volvo PV. Among the customers were companies as Tellus Maskin, Moving and Systembolaget. Thus, some of the model designations was founded, eg. TM and TS.

Later on Torbjörn came in contact with the company “Bispgården Svets och Smide” and Knut Nilsson. Together they both went to the Hannover Fair in 1969 to find inspiration. With impressions from the fair they decided that they would engage in the pallet handling business, which was becoming increasingly common in Sweden, the need to lift pallets was a new market! First and foremost you had to get on and off pallets of the trucks that was carrying them. Torbjörn therefore took upon himself a royalty assignment to design a solution to this. (Something Torbjörn also believes that more designers should make even today!) The Workshop really needed jobs and the result was a tail lift who could both lift and tilt, which was unique at that time. The tail lift was a complete unit and could be mounted directly on the trucks which made it very successful. Sales took off and after only four years the company had an annual production of about: 125pcs/year. Torbjörn continued as a consultant and he still had he’s own production of lifting table on the side. The company that produces these tail lifts today is named ZEPRO and has an annual production of approximately: 12 000 pieces per year.

EdmoLift is launching a new webpage

After hard work during the spring and autumn we have finally launched our new website. The new site has had a big facelift, both graphically and in terms of information.

The website has a number of new features for example. It’s now possible to compare products, better image galleries with high-resolution images. Or why not save the product you are interested in to a PDF file directly on the website.

We are also running campaigns with really nice prices. The current campaign is a 10% discount on the entire Armlift range. You can read about the campaigns on the website.

In the coming months we will continue with the development of new features that makes it easier to find the right solution for your needs. One example is a “lift table wizard” that allows you to filter out products that would solve your handling problem..



Logistica 2009

Logistica is the leading trade fair in the field of material handling in the Benelux region and an important fair on the European calendar. The trade fair is complete, all-including, representative and full of action. The trade fair will be held from Tuesday November 10 up to and including Saturday November 14 in the Jaarbeurs in Utrecht.

EdmoLift will be represented by their distributor Lift Quality at Stand: 10.C071 (in Hall 10).

Lift Quality will have the following EdmoLift products for show, Tzip Micro, EZ 1000B, CL 1000, CL 2000 and ART 750 customized to into a welding table

<http://www.logistica-online.nl/>

Distributor of the year 2008/2009

Edmolift’s distributor in Great Britain, EdmoLift UK Ltd, has been appointed Distributor of the year 2008/2009.

The company receives the award because they have shown an outstanding performance in these difficult times of crises. Edmolift UK has continue to grow, and refused to get effected by the global crisis!

Through unique creativity and a lot of hard and determined work EdmoLift UK have managed to diversify its product range and been able to approach new markets and niches, which have made it possible to develop their sales and bring it to new levels.

Thank you all people at EdmoLift UK Ltd, we look forward to a continues good collaboration and towards new exiting objectives!

EdmoLift UK – better on every level!!!