

Holland Lift expands further

High-quality, heavy-duty scissor manufacturer Holland Lift has completed its new assembly facility - a 2,500 square metre building adjacent to its existing facility in Hoorn, about 40km north of Amsterdam. The new facility is part of the company's short-term expansion plans to increase production to 500 machines per year - more than double the company's 2005 output.

The new building will produce all of the company's sub assemblies, including scissor stacks, platforms, engine and electric modules. These will then be transferred into the existing 2,200 square metre building, joining up with the chassis for final assembly.

"Our immediate goal is to produce 500 machines," said sales director Menno Koel. "Last year we produced 235 units and this year should be around 350 machines."

Holland Lift aims to achieve its current sales goals within Europe.

"In the short term, we are not looking for sales outside Europe," said Koel. "We are aiming to build on our strong domestic market and continue to expand our sales in Europe. UK dealer Russon Access Platforms is performing very well and is one of the company's best dealers. Holland Lift has recently appointed a dealer in Spain and is in the process of appointing one in Greece.

To help with its long-term expansion, Holland Lift sold the intellectual rights for three of its 1.2 metre wide, narrow scissor lifts to the Haulotte group earlier this year. The deal helped cash flow and also allows the company to concentrate on more specialist machines.

Haulotte hopes to start manufacturing the Holland Lift products in October and sell them as part of its own product range. Holland Lift has the option of purchasing its own specification machines from Haulotte for sale under its own brand.



The new 2,500 sq m assembly facility will enable Holland Lift to expand production to 500 machines per year

Whilst being shown around the new facility, Koel revealed the HN-265EL13, a new, narrow-aisle, 28.5m working height platform that is currently in the final development stages. With a 7.5m long deck the HN-265EL13 is a four wheel drive, four wheel steer battery powered scissor lift with a width of just 1320mm. Holland Lift claims that it already has firm orders for 10 units from companies in Holland and Germany. (See news pages *Platformer Days*)

Mike Wishart, managing director of Access Rentals, who was also being shown the new Holland Lift facilities, immediately saw the potential of the new, narrow width machine and placed an order for two units to be delivered late 2007.

"Holland Lift equipment is the best

of its type otherwise I would not commit to such a substantial purchase without seeing the final product," said Wishart. "Access Rentals has a sizeable Haulotte fleet but the Holland Lift scissor lifts cover a more specialist market which we are continually looking to expand."

Koel also confirmed a new 23 metre rough terrain scissor lift featuring a 7.3m long deck and a 1000kg capacity. The unit will be available in the second quarter of 2007 and may feature on its Bauma stand.



The new building will produce all of the company's sub assemblies.



Menno Koel (centre) showing Alan Russon (Russon Access Platforms, left) and Mike Wishart (Access Rentals) around Holland Lift's new facilities

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