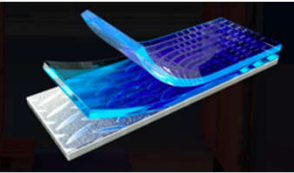
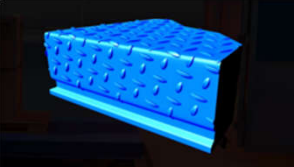
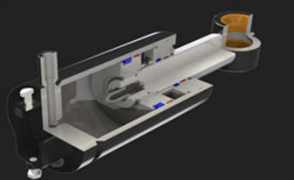
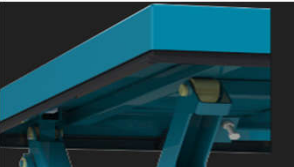
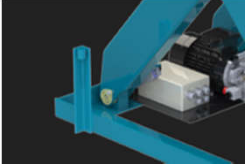
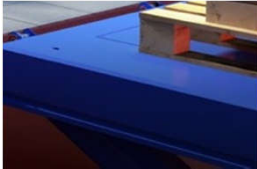







## Loading dock lifts – Key standard features

	Standard feature	Benefit	Customer value
	<b>Surface treatment</b>	<ul style="list-style-type: none"> <li>• Withstands outdoor use</li> <li>• Resists corrosion</li> <li>• Easy to clean</li> </ul>	<ul style="list-style-type: none"> <li>• Longer lifetime – lower cost of ownership</li> <li>• Better appearance – brand image</li> </ul>
	<b>Tear plate pattern in platform</b>	<ul style="list-style-type: none"> <li>• Anti-slip protection for operators</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures safe working surface and avoids injuries to operators – safety and health</li> </ul>
	<b>Closed hydraulic system</b>	<ul style="list-style-type: none"> <li>• Avoids moist air penetrating inside the cylinders</li> </ul>	<ul style="list-style-type: none"> <li>• Cylinders with oil filled minus side ensures a long lifetime for the cylinders and gaskets – low cost of ownership</li> </ul>
	<b>Reinforced platform with profiles</b>	<ul style="list-style-type: none"> <li>• Enables point loads and the transportation of goods on the platform</li> </ul>	<ul style="list-style-type: none"> <li>• Longer lifetime – lower cost of ownership</li> </ul>

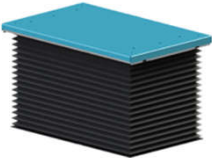

## Loading dock lifts – Key standard features

	Standard feature	Benefit	Customer value
	<b>Mechanical bottom stops</b>	<ul style="list-style-type: none"> <li>Enables the lift to withstand heavier loads and overcrossing in the down position</li> </ul>	<ul style="list-style-type: none"> <li>Longer lifetime – lower cost of ownership</li> </ul>
	<b>Service hatch</b>	<ul style="list-style-type: none"> <li>Easy access to hydraulic and electric systems for maintenance and inspections</li> </ul>	<ul style="list-style-type: none"> <li>Efficient and easy service – lower cost of ownership</li> </ul>
	<b>Lifting rings</b>	<ul style="list-style-type: none"> <li>For lifting and handling the scissor lift during installation, service, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Safe and efficient way of lifting, avoiding injuries and accidents – safety and health</li> </ul>





## Loading dock lifts – Key accessories

	Accessories	Benefit	Customer value
	<b>Loading flaps</b>	<ul style="list-style-type: none"> <li>• Bridge the gap between the lift and the vehicle or loading dock.</li> </ul>	<ul style="list-style-type: none"> <li>• Safe and efficient solution enables transportation onto and off the lift – safety and health, cost of ownership</li> </ul>
	<b>Safety railings and gates</b>	<ul style="list-style-type: none"> <li>• Loading dock lifts with traveling operators must be secured according to safety regulations</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures safety and protection according to applicable regulations – safety and health</li> </ul>
	<b>Surface treatment</b>	<ul style="list-style-type: none"> <li>• Wide variety of surface treatments, e.g. hot-dip galvanizing, spray galvanizing, stainless steel, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures a long lifetime in extreme environmental and operational conditions – cost of ownership</li> </ul>
	<b>Chain mesh</b>	<ul style="list-style-type: none"> <li>• Reduces the risk of personal injury. Useful protection against mechanical damage</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures safety and protection according to applicable regulations – safety and health</li> </ul>

# Loading dock lifts – Key accessories

	Accessories	Benefit	Customer value
	<p><b>Bellows</b></p>	<ul style="list-style-type: none"> <li>• Reduces the risk of personal injury and protects the table from dust and dirt in exposed environments</li> <li>• Suitable for use outdoors as weather-proof equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures safety and protection according to applicable regulations – safety and health</li> <li>• Long lifetime in extreme environmental and operational conditions – low cost of ownership</li> </ul>
	<p><b>Roll-off guard</b></p>	<ul style="list-style-type: none"> <li>• Prevents goods from rolling off the table during loading/unloading</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures safe operation and avoids injuries to operators – safety and health</li> </ul>

## Loading dock lifts – Services and add-ons




	Type	Feature	Benefit	Value
	<b>Broad base dock lift program</b>	<ul style="list-style-type: none"> <li>Standard loading docks to cover all needs</li> </ul>	<ul style="list-style-type: none"> <li>Easy to find right loading dock solution quickly</li> <li>One supplier to cover it all</li> <li>Quickly customizable if/when needed</li> </ul>	<ul style="list-style-type: none"> <li>Lower complexity supplier – cost savings</li> <li>Easy to do business with – cost savings</li> <li>Short delivery times – cost savings</li> </ul>
	<b>Full loading dock accessory program</b>	<ul style="list-style-type: none"> <li>Accessories program covers all loading dock needs</li> </ul>	<ul style="list-style-type: none"> <li>Easy to find exact part needed</li> <li>Easy to create the ideal solution</li> <li>One supplier to cover it all</li> </ul>	<ul style="list-style-type: none"> <li>Lower complexity – cost savings</li> </ul>
	<b>Loading dock service contract</b>	<ul style="list-style-type: none"> <li>Opportunity to sign up for suitable service contracts</li> </ul>	<ul style="list-style-type: none"> <li>Longer lifetime – lower cost of ownership</li> <li>Ensures quality</li> <li>Guarantees safety</li> </ul>	<ul style="list-style-type: none"> <li>Longer lifetime – lower cost of ownership</li> <li>Ensures quality</li> <li>Guarantees safety</li> </ul>
	<b>Loading dock installation service</b>	<ul style="list-style-type: none"> <li>Handling the whole installation from architect's design to operational business</li> <li>Experience from several thousand installations <span style="border: 1px solid black; padding: 2px;">kk15</span></li> </ul>	<ul style="list-style-type: none"> <li>Easy to do business with</li> <li>Knowledgeable and experienced partner</li> <li>Quick installation</li> </ul>	<ul style="list-style-type: none"> <li>Cost savings</li> <li>Safety and health</li> </ul>

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**kk15** For all these experience claims, I suggest that you check that the number stated relates to the product in question, or is left vague ("several thousand") to cover ALL installations by the company  
kk, 10/3/2018

## Loading dock lifts – Services and add-ons




	Type	Feature	Benefit	Value
	<b>Customizing support from experienced engineers</b>	<ul style="list-style-type: none"> <li>Long experience from loading dock solutions across several thousand installations</li> </ul>	<ul style="list-style-type: none"> <li>Identify and support with the right solution for any need</li> <li>Know-how partner – what works, what doesn't</li> <li>No overshoot, no undershoot</li> </ul>	<ul style="list-style-type: none"> <li>Risk reduction</li> <li>Cost reduction</li> </ul>
	<b>Loading dock training</b>	<ul style="list-style-type: none"> <li>Full offer of loading dock training: F2F or online, local review, design tips, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge transfer</li> <li>Increased customer safety and health</li> <li>Reduced load on own training organization</li> <li>Quick onboarding of customers/new personnel</li> <li>Better product service/maintenance</li> </ul>	<ul style="list-style-type: none"> <li>Improved branding</li> <li>Safety and health</li> <li>Cost savings</li> <li>Total cost of ownership</li> </ul>
	<b>Local loading dock partner</b>	<ul style="list-style-type: none"> <li>Local representatives with local loading dock knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Quick and targeted support</li> <li>Easy to do business with</li> <li>Easily scalable, i.e. for customer to go from local to global solution</li> </ul>	<ul style="list-style-type: none"> <li>Improved branding</li> <li>Increased safety</li> <li>Cost savings</li> <li>Total cost of ownership</li> </ul>
	<b>The flexible loading dock partner</b>	<ul style="list-style-type: none"> <li>Organization with the right products, services, and knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Can give the customer the exactly correct loading dock solution at the right time, over time</li> <li>Easy to do business with</li> </ul>	<ul style="list-style-type: none"> <li>Cost savings</li> <li>Cost of ownership</li> </ul>

## Loading dock lifts – Services and add-ons

	Service	Feature	Benefit	Value
	Advanced loading dock tech support	<ul style="list-style-type: none"> <li>Highly skilled tech support with long experience from loading docks</li> </ul>	<ul style="list-style-type: none"> <li>Reduced load on own personnel – free up customer’s own resources</li> <li>Not finding a solution – finding <i>the</i> solution</li> </ul>	<ul style="list-style-type: none"> <li>Cost savings</li> <li>Brand building</li> </ul>
	Loading dock spare parts ex-stock	<ul style="list-style-type: none"> <li>Immediate availability of spares ex-stock</li> </ul>	<ul style="list-style-type: none"> <li>JIT service and manufacturing opportunities</li> <li>Reduce customer’s own inventory – free up cash and warehouse space</li> </ul>	<ul style="list-style-type: none"> <li>Cost savings</li> <li>Cost of ownership</li> </ul>
	Third-party loading dock approvals on demand when needed	<ul style="list-style-type: none"> <li>Certified according to local/global legislation</li> </ul>	<ul style="list-style-type: none"> <li>Assured quality</li> <li>Guaranteed safety</li> <li>Minimize customer’s own administration</li> </ul>	<ul style="list-style-type: none"> <li>Safety and health</li> <li>Certified quality – cost of ownership</li> </ul>
	Global loading dock manufacturing	<ul style="list-style-type: none"> <li>Factories in Europe, US, Asia</li> </ul>	<ul style="list-style-type: none"> <li>Secure supply chain – redundant supply</li> <li>Able to sign global agreements</li> <li>JIT deliveries worldwide</li> <li>Short delivery distance eliminates long-distance transportation</li> </ul>	<ul style="list-style-type: none"> <li>Reduced complexity – cost of ownership</li> <li>Assured availability – cost savings</li> <li>Environmental – branding</li> </ul>



## Loading dock lifts – Services and add-ons

	Type	Feature	Benefit	Value
	High-quality loading docks	<ul style="list-style-type: none"> <li>• Proven quality over time</li> <li>• Certified quality – several thousand installations, still working</li> <li>• First installation in 1978 – still running</li> </ul>	<ul style="list-style-type: none"> <li>• Line never stops</li> <li>• Secure supply chain</li> <li>• No need for extra services</li> <li>• Long lifetime</li> </ul>	<ul style="list-style-type: none"> <li>• Cost savings</li> <li>• Cost of ownership</li> </ul>
	Innovative solutions	<ul style="list-style-type: none"> <li>• Innovative loading dock solutions, e.g. first company to introduce a dedicated accessories program for loading docks</li> </ul>	<ul style="list-style-type: none"> <li>• Customer can be a leader in safety and health and efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• Branding</li> <li>• Cost savings</li> </ul>
	24 months' warranty	<ul style="list-style-type: none"> <li>• Comprehensive warranty package</li> </ul>	<ul style="list-style-type: none"> <li>• Certified and assured quality of products and parts</li> </ul>	<ul style="list-style-type: none"> <li>• Branding</li> <li>• Cost savings</li> <li>• Cost of ownership</li> </ul>