

# MANLIFT

## HIGHLIGHTS

A red Manlift boom lift is extended high against a modern building facade. The lift is positioned in the foreground, and its boom reaches up towards the top of the frame. The building is a multi-story structure with a mix of rectangular and arched windows. The sky is clear and blue. The overall scene is brightly lit, suggesting a sunny day.

**Expo2020: How Manlift Delivered the Best Customer Experience**

**Manlift becomes the latest IPAF Sustaining Member**

**Manlift Qatar - Innovative Custom Solution**

**Manlift India Project Highlight - Samsung Electronics**

**Manlift Wins Editors Choice Award at CMME Awards 2022**

**My Manlift: Manage your Rentals and Book Trainings on the go!**

**How Manlift helps you build better with BIM?**

**OP3 Global: Voice of the Customer**

**Manlift People**

**Manlift Wins the Sustainability Award**

**Manlift: Sales Spotlight!**



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## Expo2020: How Manlift Delivered the Best Customer Experience

Manlift has been involved throughout the project in many different capacities from providing expertise to assist with the execution and providing machines to the majority of Pavillions as well as directly to Expo to ensure working at height safely and efficiently.

Manlift were proud to be awarded an exclusive partnership with Expo 2020 after a strict evaluation process in which our Values, Expertise and the Manlift Way shone through. Being the exclusive AWP supplier for the "World's Greatest Show" was a challenge that was a perfect match for the team. Manlift set up a dedicated team and committee including members from all key departments as well as an onsite team led by Roopesh Menayath, Technical and Logistics lead, supported by four technicians and ten recovery drivers. Over a year of devoted planning including onsite yard setup and pre-event rehearsals lead to flawless execution during the event.



With over 120 machines supplied during the event and over 200 machines supplied during the construction phase, Manlift were determined to ensure safe and efficient working at height at Expo 2020. In addition, we used this opportunity to focus our machine supply on our innovative and sustainable solutions derived to align with the Expo 2020 Theme. In particular our supply of electric and hybrid machines as a more sustainable solution.

*John Hyatt, Manager of Operations Support Services for the Expo commented on the support of Manlift during Expo 2020,*

*"I have said this many times before, but I am sure this project would not have been the success it has been had we had the contract with any other company. You have all gone above and beyond what has been expected or required.*

*You should all be proud of your contribution to the success of the event. From David to Joel, Roopesh to Bikram, and everyone in between. This is where our teamwork has come from. This is how this team has become the powerhouse it is today!"*



*Manlift Managing Director, David King stated,*

*"We have been fortunate to have been part of the event where I have seen our Manlift teams grow and experience a one in a lifetime opportunity and to be involved with the greatest show on Earth! My thanks to all at expo, Connecting Minds, Creating the Future was certainly achieved during this Expo 2020."*





## Manlift becomes the latest IPAF Sustaining Member

**M**anlift has chosen to become the latest Sustaining Member of the International Powered Access Federation (IPAF) and is the first rental and training company to join the special membership category. Manlift joins Alimak, AON, APEX and Haulotte as **IPAF Sustaining Members**.

With headquarters in Dubai, UAE, Manlift was founded in 2007 and has grown into a major rental and training company specialising in working safely and efficiently at heights across the Middle East and India. With all locations home to certified IPAF training centres, one of Manlift's core values is to ensure safety while working at height. This was supported by their past triumph in winning International Award for Powered Access for **Best IPAF Training Centre in 2017**.

Romina Vanzi, IPAF's Head of Regional Development, says:

*"Manlift has long been an active member of IPAF, with representation on various committees and councils, as well as CEO Pedro Torres, being a member of the IPAF Board, so to have them as a sustaining member is the perfect way of consolidating our efforts to promote our shared goal of enhancing safety in powered access worldwide."*

*"It will be particularly beneficial for IPAF to have a member engaged in equipment rental and training in both established and emerging markets around the globe join the growing list of IPAF Sustaining Members."*



## Sustaining Member

**MANLIFT**   
**LIFTING SUSTAINABILITY**



Sustaining Member is a category of IPAF membership designed to recognise and sustain IPAF's strategic initiatives and overall contribution to improving safety and productivity in powered access worldwide.

Romina Vanzi, IPAF's Head of Regional Development, says:

*"The past two years have demonstrated just how important it is to work together for the collective benefit of safety in our industry, and we've worked especially hard to emphasise the value that IPAF offers members – as a point of reference for safety and technical guidance, developing and implementing standards, advocating key industry issues to government bodies, or offering vital business intelligence and support to our members, particularly during uncertain times."*

*"IPAF exists to support its members, and can't progress our strategic objectives without them, including improving global incident reporting and developing our training programme and safety & technical guidance in response to what accident data is telling us. We are delighted that Manlift has decided to join Haulotte, APEX, AON and Alimak in recognising this by committing to be a Sustaining Member of IPAF."*





## Manlift Qatar - Innovative Custom Solution

**A**t Manlift we provide a range of solutions for working safely and efficiently at heights. With our many years of expertise, we have successfully supplied a range of customers with very specific demands and requirements. We have implemented innovative and groundbreaking solutions, such as fully electric machines, equipment that can be used in harsh environments and digital tools such as our My Manlift customer portal and app.

A great example of how Manlift Qatar provided the “best customer experience” is with one of our long-term clients Eden Food Stuff & Services WLL. The client required an Aerial Work Platform (AWP) solution for their offshore client, DEME Group, who wanted to service their heavy-duty excavator placed on a Barge for the offshore dredging works. A complex project which required detailed planning and expertise.

With this in mind, the customer approached Manlift for a solution. The team of experts at Manlift then proposed a custom solution using a JLG 460SJ with all the necessary assistance with regards to transport, lifting, lashing and necessary supporting documentation. The end-user DEME Group were able to then visit our facility and inspect the machine. The customer was completely satisfied with the unit and our machine quality, safety and high level of available maintenance documentation.

With full confidence in the Manlift Qatar team, the client arranged the offshore policy and the unit was successfully delivered and utilised for the offshore job for a 3-month period.

**Sinu M. Sebastian**, Operations Manager at Eden Food Stuff & Services W.L.L stated,

*“We would like to thank you and your team for the excellent service. We are really impressed with the timely support you have provided us. This has greatly helped us to complete our project on time and ultimately helped to achieve our client's satisfaction. We are indeed pleased with the fact that you have kept the quality standards high while providing the services to us. It has been a pleasure doing business with you. We look forward to a long-term business relationship with you and your company.”*



Need a solution for a complex project? Contact Manlift now and our team of experts will support you before, during and after construction. Manlift is your partner!





## Manlift India Project Highlight - Samsung Electronics

Manlift were proud to be selected as the key supplier to the Samsung Electronics project in Chennai, Tamil Nadu, India. The new facility, spread over 22 acres, will have a capacity to produce 8 million compressor units a year, which will be expanded in the future.



Compressors produced at the plant will be used in refrigerators that Samsung manufactures in India and will also be exported to other countries.

Mr. Ken Kang, President of Samsung for the Indian Unit said this new compressor manufacturing facility will help Samsung cater to the growing demand for its innovative digital appliances across the country and also drive exports.

Set up in 2007, the manufacturing facility in Sriperumbudur is one of two factories that Samsung operates in India. Samsung's flagship consumer electronics products including luxury QLED TVs, refrigerators, washing machines and ACs are manufactured at this plant.

Manlift supplied over 70 machines from a range of categories across the project. The machines were used for a range of applications including Fire Fighting & Ducting (HVAC), Electrical, Utility (Complete Piping) and Pre-Engineered building.

Across the project, Manlift worked with a number of organisations and people at all levels from operators to project managers. We have asked a range of them how their experience was working with Manlift:



*"Quick delivery and great customer service. One of the best rental companies in India, their technical support is amazing."*

Arun Kumar  
(Fabton Engineering Services Pvt. Ltd)

*"They have professional and reliable service with high-quality machines."*

Senthil Kimar  
(Lingam Metal Infrastructure Pvt. Ltd)



*"To provide a safe, steady enclosure and a rising platform. A scissor lift helps workers accomplish precise tasks at high elevations, from close inspections to cable wiring."*

Ramamoorthy  
(Samho Constructions India Pvt. Ltd)





## Manlift Wins Editors Choice Award at Construction Machinery Middle East Awards 2022

We are proud to announce that Manlift has been successful in receiving yet another industry award. The **Editors Choice Award** is an award recognising outstanding achievements by an individual or a company in the field of construction machinery.

We are honoured to be recognized at this level by Construction Machinery Middle East. It motivates and validates our continuous improvement approach.

Manlift was also shortlisted by CMME for the Innovation of the Year Award for our latest digital innovation - My Manlift.

From Manlift, we would like to thank everyone who has contributed to winning this award and give special thanks to our entire leadership team across all of the Manlift regions.



Group Managing Director, David King stated,

*"At Manlift we strive to continuously improve across all elements of the business including both operations and commercial. We are honoured to receive this recognition from CMME for the hard work and dedication of our teams across the region. We will use this award as motivation to continue to strive to be the first choice for jobs done at height. We are proud to have been granted such an esteemed award, this proves that we are a leader in the industry. And this will encourage us to continue to strive for excellence and toward our mission to provide the "Best Customer Experience"*

We are proud to have been granted such an esteemed award, this proves that we are a sustainable leader in the international rental business. This award incentivizes and motivates us to keep Lifting Sustainability!

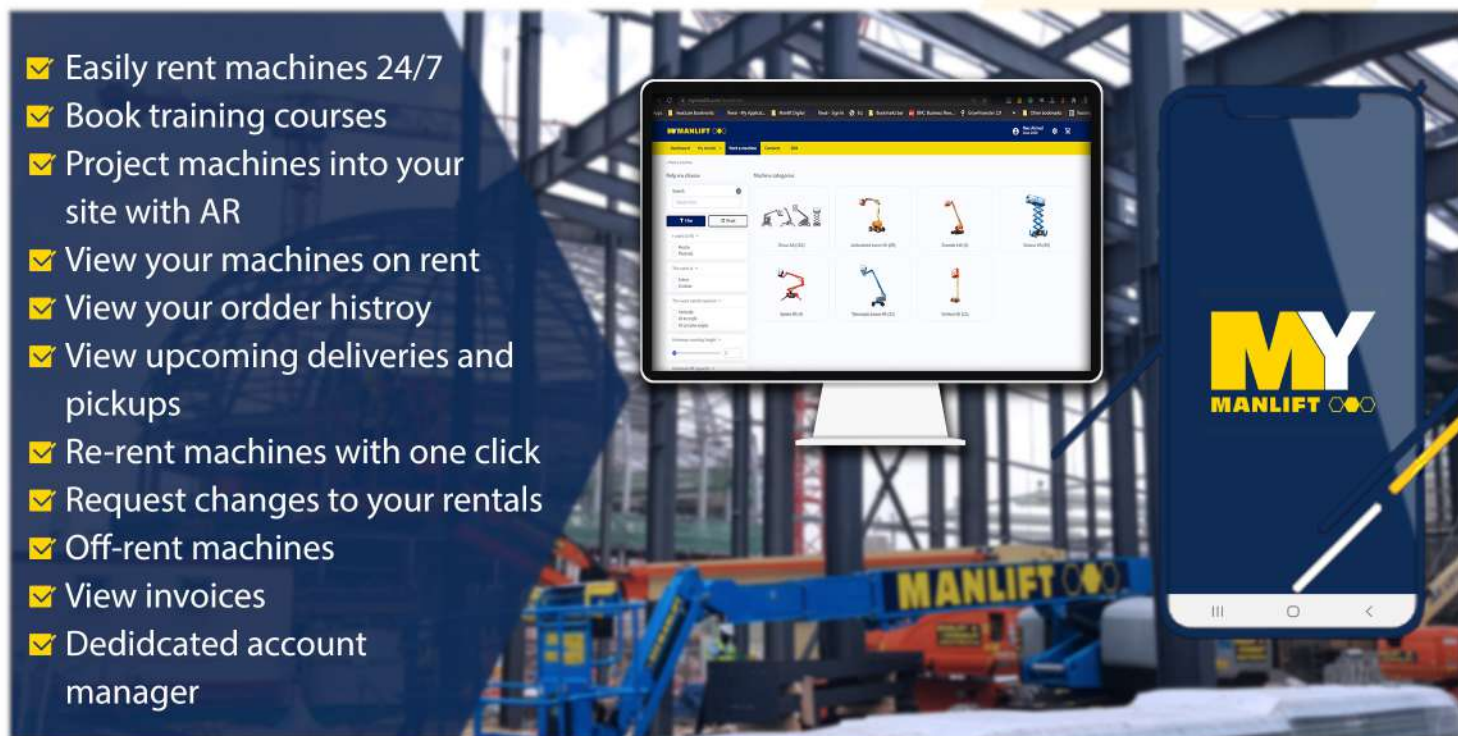




## My Manlift: Manage your Rentals and Book Trainings on the go! Taking You To New Heights Digitally!

Manlift is proud to launch our latest digital innovation - **My Manlift!** In our continued efforts to ensure we provide "the best customer experience", our dedicated team have custom designed and purpose-built this platform for our Manlift customers.

- ✓ Easily rent machines 24/7
- ✓ Book training courses
- ✓ Project machines into your site with AR
- ✓ View your machines on rent
- ✓ View your order history
- ✓ View upcoming deliveries and pickups
- ✓ Re-rent machines with one click
- ✓ Request changes to your rentals
- ✓ Off-rent machines
- ✓ View invoices
- ✓ Dedicated account manager



My Manlift customer portal and app will enable you to manage your rentals on your desktop and mobile. You can manage the machines which you have on rent whether you want to **hire**, **off-hire** or make a change to any of your orders. My Manlift is here for you. The platform also enables easy organisation and management of all of your **invoices** and **quotations**. With our search and filter features, you can find and download the document you need with ease.



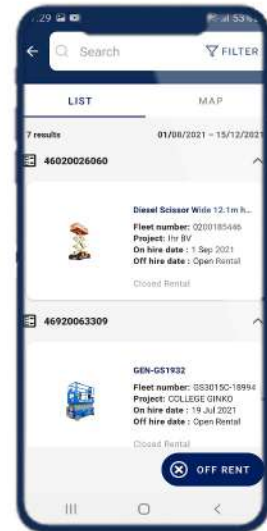


Within the platform, you can also track and view your history with our interactive dashboard. Track your current rentals, pending deliveries and more. With the latest Track Unit technology, you can now even track the location of your machines that are on rent. Our map feature will pinpoint the exact location of your machines and provide you with a status update.

Joel Quadras, Commercial Manager in Manlift UAE has said,



*"We always think a step ahead to develop innovations that our customers would like to have and My Manlift is the first of its kind in our industry to give our customers actionable insights. It also enables our customers to perform the various steps of the hiring process and gives complete data of present and past hires. It's easy to use...Get started today!"*



Renting and managing your machines has never been easier with My Manlift. Get your personalized account now and become more efficient and effective in your rental management.

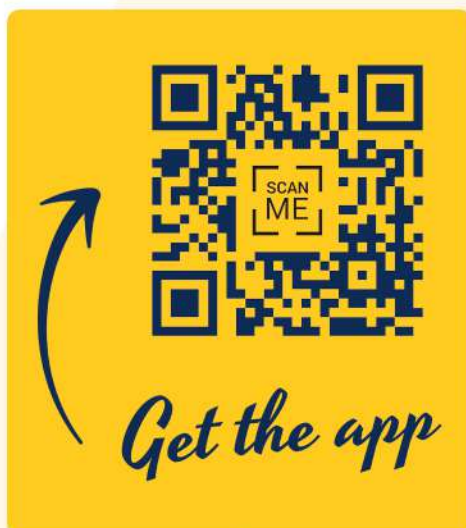
David King, Managing Director of the Manlift Group stated,

*"Our vision is to deliver the best customer experience in the industry. With the Introduction of My Manlift, we continue on this path and extend our position as the supplier of choice as we again set the pace in our industry, and deliver our vision".*



Contact your account manager or submit a request here and have your account set up now!

My Manlift App is available for both Android and iOS.





## How Manlift helps you build better with BIM?

In the early stages of development, our Manlift BIM models can be used to determine what machine is required for the job. This enables our customers to effectively plan where the machines should be located on-site.

Recently the Manlift team were able to demonstrate this effect with one of our key customers. We worked with the client on the development of a Private Yacht Hanger project for a high-profile figure in the United Arab Emirates.

The client enlisted the support of Manlift for their solution-driven approach and product knowledge. The key driver for the use of BIM in this project was that they required a solution that allowed a machine to be used on a barge to develop their yacht hanger.

Working together with the customer, the team were to analyse the project and create a fully customized digital height plan and present the following machines best suited for the job:

1. 1850SJP/SX180
2. 1350SJP
3. 1250AJP
4. SX150

This resulted in an order being confirmed for a duration of 6 months for the following machines:

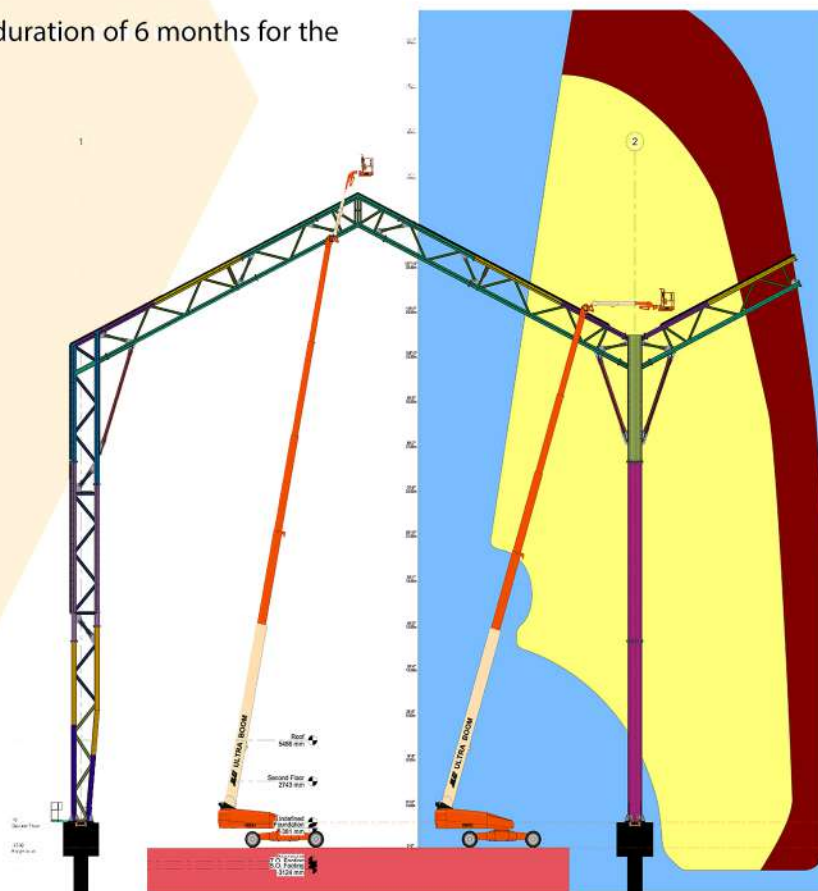
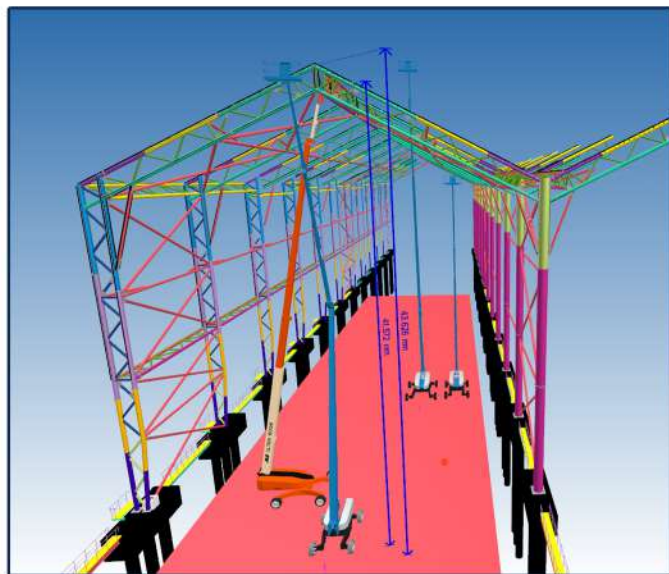
1. 3 x 1350SJP
2. 1 x 1250AJP
3. 1 x SX150
4. 3 x 1850SJP

Manlift was able to ensure the right machine for the job to be done at height and assist in effective planning on where and which machines are needed. We were able to create a complete overview of the construction site, allowing them to anticipate challenges before they emerge and support with calculating the required space for maintenance during the development phase.

The operations manager at the project stated that

*"the BIM application plan provided for the works was exemplary." We asked how his experience working with Manlift differed from previous suppliers and he further commented "24x7 Availability of Technician whenever required and Tele Servicing facility, On-spot operational training facility".*

The "Best Customer Experience" was successfully delivered through the use of BIM! Contact us now and see how our BIM experts can help you work help you to plan and manage your projects more efficiently.





## OP3 Global: Voice of the Customer

At Manlift we attach paramount importance to ensuring we deliver “the best customer experience” and an integral part of how we guarantee this is through The Manlift Way and our continuous improvement approach.

In our efforts to improve we consistently gather feedback from our customers past and present and analyse the information to highlight key areas of improvement to ensure maximum benefit for our customers.

We spoke to **Shiju Raju**, *Operations Manager at OP3 Global* who is currently working on many key projects including **Thailand Pavilion, Uzbekistan Pavilion and Russia Pavilion** at EXPO 2020

### **Why did you decide to choose Manlift over an alternative option?**

We are really impressed and happy with the services offered by the Manlift team.

### **How did you know about or find Manlift?**

With reference to Market feedback.

### **What are the key things as a customer you are looking for? Did you find these at Manlift?**

More new access equipment which can be used internally or inside the building, it is very limited.

### **Are there any specific requirements/customer solutions required for your projects? Does Manlift comply?**

Manlift has supported us to the maximum extent and tried to give us some good solutions.

### **What are the main challenges you face when renting machines?**

Safety, Price and The contract conditions or payment terms but we are happy to support of Manlift.

### **How does your experience with Manlift differ from any previous rental experiences?**

I basically am very happy with Charles Orienza from the Rental Division who is ready to respond to our requirements and request promptly at any time.

### **How was your overall experience with Manlift?**

8 out of 10

### **Would you recommend Manlift?**

Yes, we will be happy to do that.

### **Any additional comments?**

We look forward to a long relationship with Manlift in many more prestigious projects.

**The team at Manlift would like to sincerely thank Shiju Raju and the team at OP3 Global for this interview and also for trusting in Manlift to consistently provide "the best customer experience".**



**Shiju Raju**  
(Operations Manager at OP3 Global)





# MANLIFT PEOPLE

As part of our ongoing efforts on Employee Engagement initiatives and Sustainability goals of 2022, Manlift UAE kicked off the first-ever Sports-fest in the Dubai Yard on the 25th of March 2022. A great event was arranged by the newly established Manlift UAE Sports Committee with the goal to promote the physical, health and well-being of the employees.

The event began by honouring our 5 and 10 year work anniversaries with a certificate and gift presented by David King. Followed by an exciting lineup of activities were arranged like Darts, Badminton, Sack race and Tug of War. The employees were split into four different teams with different colours representing their team. Each team competed in all the games to see who could earn the most points. Points were also given for team engagement and best attire. After all games, the team with the most points have been declared as the champions.

Ultimately, there could only be one winning team which was .... **THE BLUE TEAM!**

The Winning Team was awarded Gold Medals with a Certificate of Achievement and a Gift. All the other teams who took part were awarded Silver Medals and a Certificate of Participation.

Manlift appreciates each member of the team for their active participation and their efforts put together to win as a team. We would like to even take this opportunity to thank the Manlift UAE Sports Committee for taking time out from their busy schedules to organise this event.

The Sports Event helped us to build teamwork, healthy competition, and above all a lot of laughter. Manlift UAE Commercial and Operations Manager, Joel Quardras stated, "**The sports event was necessary for all employees to demonstrate a positive attitude, and increase social interaction and engagement. Dividing everyone into different teams brought great teamwork, healthy competition, and above all a lot of laughter. Individual talent only wins games, but teamwork wins championships!**"

A successful day at Manlift taking their employees to new heights!



**SPORTS FESTIVAL** | **READY TO UNPLUG?  
RELAX & REFRESH  
YOUR ENERGY**





## Manlift Wins the Sustainability Award During the IAPA Summit 2022

Manlift in collaboration with our group HQ is awarded the Sustainability Award 2022 by the International Awards for Powered Access corporation!

We are honoured to be recognized at this level by the International Awards for Powered Access. It motivates us to keep going!

Romina Vanzi, IPAF's Head of Regional Development, says: In recent years, Manlift has focused on developing the Lifting Sustainability Strategy, which includes:

- The alignment of our ambitions and sustainability targets with the United Nations' sustainability goals and the creation of a 2030 sustainability roadmap
- The unique electric solutions for a variety of electric machine types  
Providing alternative diesel fuel, such as GTL fuel or biofuel which generate less regulated emissions
- Our award-winning digital solutions such as the My Manlift customer platform, BIM and augmented reality and the VR safety training simulator
- Investments in wash bay wastewater treatment systems on a selection of our depots
- Launch of the 'Sustainability Week' with a range of activities
- Launch of a vitality program which is based on four pillars: Energy, Exercise, Environment and Empowerment



From Manlift, we would like to thank everyone who has contributed to winning this award and give special thanks to our entire SHEQ department.





## Manlift: Sale Spotlight!

A wide range of new and well maintained used aerial work platforms are available for sale. Our fleet leads the way to the best customer experience, as we offer custom solutions to fulfil your specific requirements.

NEW



### Teupen Leo 36T Spider Lift

Working height: 36m  
Lift capacity: 200kg  
Machine weight: 4900kg

NEW



### Holland lift HL 220E Scissor Lift

Working height: 22m  
Lift capacity: 500kg  
Machine weight: 9120kg



### JLG 1350SJ Telescopic Boom Lift

Working height: 43.3m  
Lift capacity: 230kg  
Machine weight: 20400kg  
Model: 2008



### Genie AWP-40S AWP Super Series

Working height: 14.29m  
Lift capacity: 136kg  
Machine weight: 472kg



### Haulotte HA16PX Articulated Boom Lift

Working height: 16m  
Lift capacity: 230kg  
Machine weight: 7240kg  
Model: 2008



### Haulotte HA21TX Telescopic Boom Lift

Working height: 20.8m  
Lift capacity: 230kg  
Machine weight: 11750kg  
Model: 2007

## Why Manlift?



### Safety

Manlift offers well maintained used machines to ensure safety while working at height.



### After Sale Support

We offer excellent after sale support to assist our customers.



### Custom Solutions

Manlift offers custom solutions to get the job done at height safely and efficiently.



### OEM Spare Parts

Shortest lead time for a wide range of more than 10,000 OEM spare parts.



### AMC

We provide Annual Maintenance Contracts to ensure maximum machine uptime.

Get in touch for **FREE** advice!

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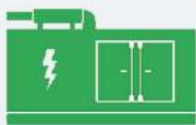




# Manlift Power Offers Reliable Temporary Power Solutions

Manlift Power provides leading-edge Temporary Power Solutions through a high quality generator fleet, extensive industry expertise and exceptional service support. As your power provider we offer full turnkey, tailored and synchronized power solutions up to 50MW. We offer premium brands of Diesel Generators from Cummins, Perkins, MLP Generators and Ingersoll Rand for rental solutions.

We believe in delivering the best solutions to our customers – the most skilled technicians and a fleet of Generators, ranging from 40KVA – 1250KVA, purpose built for rental.



## STRONG AVAILABILITY

With our extensive rental fleet of Power Generators and flexible operations we can rapidly mobilize equipment to support all of your power needs.



## FULL TURN-KEY SOLUTION

From assessment of needs, delivery and mobilization, to fuel management we get things running with our comprehensive service – so you can focus on getting the job done.



## 24/7 SUPPORT

Our experts are always available to advise you on the most efficient and reliable power solutions at your jobsite. With our toll-free 'Technical hotline' we offer 24/7 and 365 technical support.



## UNMATCHED RESPONSE

With our average technical response time of less than 1 hour, we beat the clock and keep an eye on your costs. We offer hassle-free support to help keep your site projects ahead of schedule.



# ALWAYS PROVIDE **IPAF** **INSTRUCTOR** TRAINED AND COMPETENT OPERATORS!



BOOK YOUR **IPAF APPROVED**  
**TRAINING** NOW!

[training@manliftgroup.com](mailto:training@manliftgroup.com)



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