



IMHXTM 2019

The UK's largest intralogistics event
24 - 27 September | NEC • Birmingham

Exhibitor Spotlight

COMBiLiFT
LIFTING INNOVATION

How successful did you find IMHX?

We always have new products that we want to show to as many people as possible, which is one of the reasons why we are very keen on trade fair participation.

IMHX 2016 was no exception as we launched the new Combi-CS pedestrian counterbalance stacker as well as the CombiLift Safe-Lift, an anti-overload device. As we had anticipated, these generated great interest from visitors, and we actually sold the Combi-CS - the first model we had built - during the show.

This was subsequently delivered to its new owner just a week or so later, which shows the effectiveness of our policy of live demos wherever possible at shows such as IMHX, and of course the relevance of the visitor base to the show.

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Our stand was packed throughout the event and as at each IMHX it was gratifying to see how many of our dealers and existing customers came to the show specifically to catch up with us.

New contacts were also plentiful – another reason for the extensive stand we booked and the wide range of products we had on show. The fantastic conversations we had with dealers and visitors helped us to identify areas for new product development or enhanced efficiencies in current products.



What were the primary business goals for Combilift at IMHX?

The main goals for us were to get our products, both new and existing ones, in front of as wide an audience as possible, generate new leads and contacts and to connect with customers and business associates. IMHX is also the ideal opportunity to meet up with our UK dealer network so they can have a detailed look at the latest products, get an insight on the rationale behind their development and find out about new features or enhancements we have incorporated in existing models. It is of course also good to get their feedback.

"Nearly all our UK dealers attended the show in 2016"

Due to the wide scope of IMHX we also value the chance to meet up with business partners over the course of a few days rather than just in meetings or in phone calls or mails.



Do you feel that IMHX helped you achieve these goals?

Yes, the show fulfilled all the goals we had in terms of visitor numbers, the quality of the visitors – decision makers, specifiers and so on – and leads generated. Activities during the event and follow up have shown that the investment in IMHX contributes greatly to our growth and success. A fundamental sales strategy of our business is demonstrating our products to customers and IMHX enables us to deliver this on a large scale.

“*The show fulfilled all the goals we had – visitor numbers, quality of visitors and leads generated*”



What do you find most valuable about IMHX?

As a major event in our industry sector, IMHX offers a unique platform for face to face contact with our customers or potential customers, the opportunity to connect with our extensive dealer network and business associates. The central location near the airport also means it is easy for visitors to get to.

How do you find events when compared to other types of marketing?

They are invaluable. We do a lot of marketing activities but trade fairs and events such as IMHX have long been the key way for us to connect with our dealer base and customers and to maintain our profile in many of the countries we export. This is one reason why we are present on average at at least one trade fair a week somewhere in the world, if not more. You can't really beat face to face, personal interaction.



What are you looking forward to achieving at IMHX 2019?

Well we couldn't really better the results we had in 2016 – but we'll do our best to surpass them! We're looking forward to more discussions on new products and innovations, and to taking orders during the four days. Contracts signed during the show are always gratifying so we'll aim for more again this year!



And finally, what will you be showcasing at IMHX 2019?

We have been expanding our offering of pedestrian operated trucks since 2016 so visitors will see more of what they may originally think of as smaller models – but some of these, such as the Combi-PPT powered pallet truck can safely and easily lift loads of up to 16 tonnes. Appearances can be deceptive, so we encourage everyone who comes to the stand to have a good chat with a Product Manager and obviously we'll be doing demos of many of the exhibits to show their capabilities.

Company profile

Established in 1998 by MD Martin McVicar and Technical Director Robert Moffett, Combilift designed and launched the world's first IC engine-powered, all-wheel drive multidirectional forklift.

The company has enjoyed unparalleled growth since then and is now acknowledged as the world leader in the supply of customised handling solutions and exports to over 85 countries.

It has introduced at least two models each year on average, and the wide product range now encompasses not only multidirectional forklifts but also pedestrian operated stackers and powered pallet trucks, sideloaders, narrow aisle articulated forklifts, straddle carriers and mobile gantries.

A hallmark of all Combilift's products is their ability to offer save, space saving, versatile and productive handling and long operational life, robust build and easy maintenance.



Martin McVicar
Combilift MD

Continual investment of 7% of annual turnover in R&D enables Combilift to stay at the forefront of innovative product development in the materials handling sector. Following the move to its new global HQ with a 46,000m manufacturing facility in April 2018, Combilift plans to double its current yearly output of over 6,000 units in the next five years. Combilift has won around twenty-five industry awards for its products and factory management including nine from the UK Forklift Truck Association and numerous awards for its achievements in the export market.

