

No 10 Lisman news

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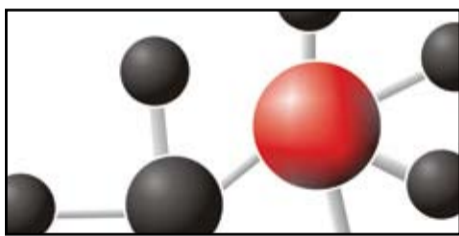
02 THE LISMAN PRODUCTION LINE

Issue 1: Machine receipt and booking in. What has to happen before you can receive your used machine?



03 THE LISMAN DNA, ISSUE 1

To be able to do good business, it's useful to know more about the core values of your business partner. You could call this the company DNA: the characteristic qualities of an organisation.



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In this new section we show you what the different product types have to offer.

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www.lisman.nl

Lismannews is the property of Lisman Vorkheftrucks BV



Message from the management...

After the eventful year of 2009, it appears that Lisman Forklift Trucks has taken the right measures to retain its leading position in the European market. Indeed: our enormous client loyalty shows that our company is enjoying, more than ever before, a preferred status for forklift truck traders all over the world.

Growing, not shrinking

What can we thank for, that we have this strong position? Of course we started with rationalising costs and optimising our business processes. But at the same time we chose not to shrink, but to grow instead. With our enthusiastic team of employees we focussed even more strongly on the international market of clients and of suppliers. We also worked hard on setting up new facilities and on the high quality expansion of our range.

This means our stock is even more of a distinguishing factor than before the outbreak of the crisis.

Full of confidence

In IJsselstein we put our backs into it. But without your confidence we wouldn't have come so far. Whether you are a client or a supplier: we want to thank you very much for this. Your choice for Lisman inspires us to improve our products and services even further and design them in accordance with your wishes as much as possible. You can read more in this edition of Lisman News – the tenth edition already. And of course we look forward to seeing you in IJsselstein again soon!

Anton and Koen Lisman

Anton *Koen*

LISMAN
VORKHEFTRUCKS

THE LISMAN DNA, issue 1

To be able to do good business, it's useful to know more about the core values of your business partner. You could call this the company DNA: the characteristic qualities of an organisation. Lisman Forklift Trucks also has such a DNA, of course. In this new section we tell you about our 'genetic make-up': the specific qualities that make us who we are.

THIS TIME: our role as wholesaler

ONLY WHOLESALE

Loyalty and reliability are core values for us. That's why we decided a long time ago only to do business with professionals within the world of internal transport and access equipment. We don't do any direct business with end users. This means we avoid competing with our clients or their suppliers. This strategic choice also means that we do not rent any machines or sell any parts. Lisman is unique in the international forklift truck trade with this pure client-oriented approach. Our set-up is valued worldwide by our clients and suppliers. Do you want to find out more about the characteristics of Lisman Forklift Trucks? You can read more about our company DNA on our new website www.lisman.nl.



WE SUPPORT TERRE DES HOMMES ON YOUR BEHALF

It's a nice tradition: instead of giving promotional gifts, Lisman supports a good cause on behalf of its clients. This year, on your behalf, we donated € 10,000 to Terre des Hommes, which helps residents from the slums in Dhaka, Bangladesh.

HELP FOR CHILDREN IN BANGLADESH

Just like in many developing countries, lots of people in Bangladesh leave the countryside for the big city. There they find themselves in slums without clean (drinking) water or sanitary provisions. They often become sick as a result of these conditions, which often results in death. Parents send their children to work purely because of poverty. It is important that this vicious circle is broken.

BASIC EDUCATION FOR 215 CHILDREN

Terre des Hommes supports the Social Economic Enhancement Programme (SEEP) that provides education and healthcare to these poverty-stricken families in Dhaka. The donation that Lisman has made on your behalf is put to good use in this valuable project. The full amount is allocated for the elementary education of 215 children in ten schools. This makes these children less dependent on child labour. Thanks to education, it is harder for them to be exploited and they get a chance of a better future.

THE RETURNS FROM € 10,000

The € 10,000 gift is spent fully on education. A lot can be achieved with this amount.

The salaries of fifteen local teachers are paid for with this, as well as their training in target-oriented teaching methods. Then there is still enough money left over to buy reading and learning materials for the children and pay for hiring the school buildings. This gives children in Bangladesh, also on your behalf, the chance of a better future.



PRODUCT RANGE

FORKLIFT TRUCKS

From small to very large (Lifting capacity from 500 kilos to 60 tonnes). I.C (Petrol/LPG gas and Diesel) or Electric powered. All brands of the World, Japanese and European. And always with the Lisman quality guarantee.

WAREHOUSE TRUCKS

All types of warehouse trucks: pallet trucks, stackers, orderpick trucks, low-level orderpick trucks, reach trucks and hi-rackers

ROUGH TERRAIN FORKLIFT TRUCKS

Rough terrain forklift trucks with mast. Two and four-wheel drive. Very suitable for the industry, construction and agricultural sector.

TELEHANDLERS

Rotating and non rotating telehandlers. Terrain trucks with four-wheel drive and four-wheel steering.

AERIAL PLATFORMS

Telescopic and articulated hi-rackers. Electrically driven, diesel or bi-fuel powered. With two or four drive, two-wheel or four-wheel steering.

SCISSOR LIFTS

Man-up scissor lifts. Electric, diesel or bi-fuel propulsion, 2 or 4-wheel drive. With and without stairs.

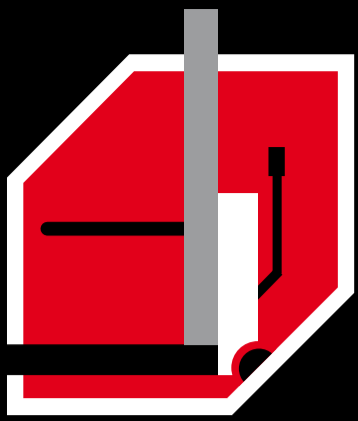


CONTAINERHANDLING EQUIPMENT

Machines with masts or reach stackers, suitable for moving full or empty containers

SIDE LOADERS

These forklift trucks can pick up a load side-ways and transport it on its own load-bed. Available in diesel, LPG and electric versions, as well as two-way and four-way machines. Capacity from 1,000 to 10,000 kg.



PRODUCT TYPE EXPLAINED: STACKERS

There are many different types of internal transportation equipment. Each type has its own different specific qualities and possibilities. In this new section we show you what the various product types have to offer. It goes without saying that all these different types are available from us here in IJsselstein!

STACKERS

Warehouse trucks, and stackers in particular, are permanent fixtures in our range. In recent years we have expanded our range considerably because there was lots of demand for these types of machines. It seems that our customers are also finding buyers for this equipment without too much difficulty in these times of crisis. And in fact this is no surprise. Stackers are the most versatile warehouse trucks and can be used for a wide range of purposes. Stackers are also often used in sectors that are not so sensitive to the crisis: the food and pharmaceuticals industries. Smaller retail companies are also fervent users of stackers. Different from the construction and heavy industry, the slowdown in demand has only been minimal. Stackers therefore remain a profitable product type.

LARGE STOCK

Lisman always has over a hundred stackers in stock: in all types, makes and sizes. Whether you are looking for a walking stacker with or without a platform, a sit-on stacker, wide-track stacker or a stacker with initial lift: you will find them all at Lisman. Buying a stacker is now extra beneficial too, because until 1 July 2010 we are offering a net discount of € 500 on the purchase of any stacker above € 2,000.

Would you like to find out more?
Contact your Area Manager for a good deal!

**€ 500
DISCOUNT
ON THE PURCHASE
OF ANY STACKER
ABOVE € 2,000
(until 1 July 2010)**



USE OUR STORAGE SPACE as if it was your own warehouse

Your clients are looking for a certain type of used machine. And it's possible that the type they want to buy is just out of stock. In this case you can consider the Lisman premises in IJsselstein as an extension to your own warehouse and present your client with our collection of 1600 used machines.

COME TO IJSELSTEIN WITH YOUR CLIENT

In difficult economic times there is now less money to spend. This means your clients will often prefer used machines. Fortunately there is excellent used equipment available for relatively small amounts of money. As a wholesaler we are happy to offer you the opportunity of visiting us together with your client to make a selection from our stock. If you let your Area Manager know of your visit in advance, they can ensure that there is a list of what's in stock ready for you at reception. You can of course also make a pre-selection of the machines you want to see on our website. In all cases we can process the agreed profit margin neatly in the overview.

USE OUR FACILITIES

You can then assess and select the different machines together with your client in a pleasant environment. If you wish, one of our technical demonstrators can guide you through this. So you can consult with them to find the machines that are best for your client. Would you like to make a definitive choice with your client in privacy? Then you can make use of one of our consultation rooms.

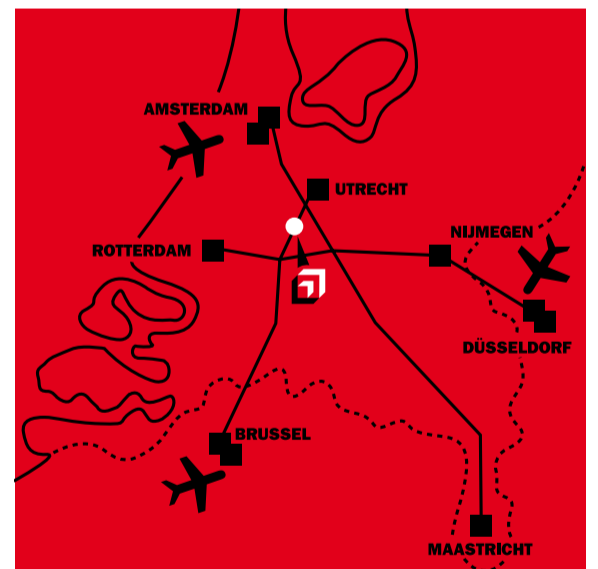


Company restaurant

And you and your client are of course more than welcome to come for lunch in our company restaurant. We can also help you if you need help planning the fastest and best route to IJsselstein.

TAKE THIS OPPORTUNITY!

With the Lisman warehouse as an extension to your own company, you can - without lots of investment in your own stock of machines - present your clients with a fantastic range of used equipment. Take this opportunity that Lisman is offering you and contact your Area Manager soon to make an appointment!



Lisman is centrally situated in the Netherlands and is only 30 driving minutes away from Schiphol International Airport at Amsterdam. Your Area Manager will be pleased to pick you up.



Electric scissor lifting platform in the loft, B-Hall



Stock overview