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Lisman news

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02 BEHIND THE SCENES ON OUR PRODUCTION LINE

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02 MORE LANGUAGES ON LISMAN WEBSITE

To increase the global accessibility of our website, it has recently been expanded to include no less than 13 languages.

03 LISMAN SUPPORTS GOOD CAUSES ON YOUR BEHALF

Every year Lisman donates € 10,000 to a worthy cause on behalf of its loyal customers.

04 IMPORTANT STRENGTH WITHIN LISMAN

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04 THE Q-MUSIC CHRISTMAS CAMPAIGN

Donation from Lisman to Q-Music. We made ten children very happy with these toy Linde forklift trucks.



Lismannews is a publication from Lisman Vorkheftrucks BV

Message from the Management Team

A GLOBAL FOCUS

"The Worldwide Lifter" is a motto that has been a part of our company for many years. This pay-off is now more applicable than ever before thanks to the course we have sailed over recent years. Globalization is a very current topic and is almost always an important part of any organization's business strategy. At Lisman, this global focus is in our genes. We see ourselves more as an international organization than just a Dutch company. This is evidenced by many different factors, such as the growth of Lisman Forklifts Asia in Malaysia and the team at our head office in IJsselstein. You will see for yourself the diverse variety of nationalities in our team when you visit our sales floor. Our employees can sometimes speak up to eight languages when communicating with clients.

We are happy to bring you all the news of Lisman Asia in this 16th edition of Lisman News, so we start with a regular feature with two extra pages exclusively devoted to our Malaysian branch.

FOCUS ON THE MAIN BRANCH

Our global focus and international enterprise don't just mean the commercial team has to travel regularly; it's also important for the management team to do lots of international fieldwork. This inspires and re-energizes us every day. Alongside these international activities, the main branch also demands constant attention. We are therefore delighted that Bob Backers, who has been a part of the Lisman team for the past five years already, has now joined the management team. He will focus mainly on the non-commercial processes within our organization, where the majority of people are employed within our company. You can read more about these technical processes and about Bob himself in this edition of Lisman News.

ONLY POSSIBLE THANKS TO OUR TEAM

It's our mission to do everything we can to provide our customers with maximum quality and transparency with regard to our products and service provision. We can only achieve this goal thanks to our dedicated team of employees and solid management structure, which complement and help each other. We are very proud to have this system in place, just as we take pride in making you happy. We hope you enjoy reading this edition, and look forward to seeing you soon!

The Management Team
Anton, Koen and Bob



Before our turn-key used machines appear for sale in the showroom, they are first subjected to extensive technical processing. We pay particular attention to a different aspect of this technical process in each edition of Lisman News. This time we highlight the optional replacement of worn parts on machines.



Fitting tyres

Behind the scenes on our production line ISSUE 6: THE REPLACEMENT OF WORN PARTS

READY FOR REPLACEMENT

In the previous edition of Lisman News, we looked at the stripping and cleaning process in detail. When all the unnecessary parts of the machine have been stripped away and it has been thoroughly cleaned, worn parts are replaced if necessary. The majority of machines we buy have been used as rental trucks for their manufacturers in their past lives. They have therefore usually been very well maintained and cared for, but worn parts such as seats, tyres and forks are often ready for replacement. The dealers who buy our machines are looking for products they can quickly sell on to their end clients. In order to uphold our high standards of quality, Lisman often chooses to fit new tyres and seats on second-hand machines. And to make the machines even more appealing, we regularly fit new forks too.

'UP-SELLING': BENEFICIAL FOR BOTH PARTIES

The frequently replaced parts are kept in stock at Lisman so they can always be fitted quickly. This work takes place 'in-house' before photos of the machines are taken so that visitors to the website can see for themselves the new replacement parts on the machine. Customers can also request and pay for worn parts to be replaced on a machine if this has not been done already. This method of 'up-selling' benefits both parties because of Lisman's good economies of scale for buying and fitting seats, tyres and forks. The new seats on the forklift and reach trucks have become a familiar feature which is valued by customers all over the world, just like our other trademark, the ignition key attached to the machine by a short cable.

“The new seats on the forklift and reach trucks have become a familiar feature which is valued by customers all over the world.”



Fitting seats



Fitting forks

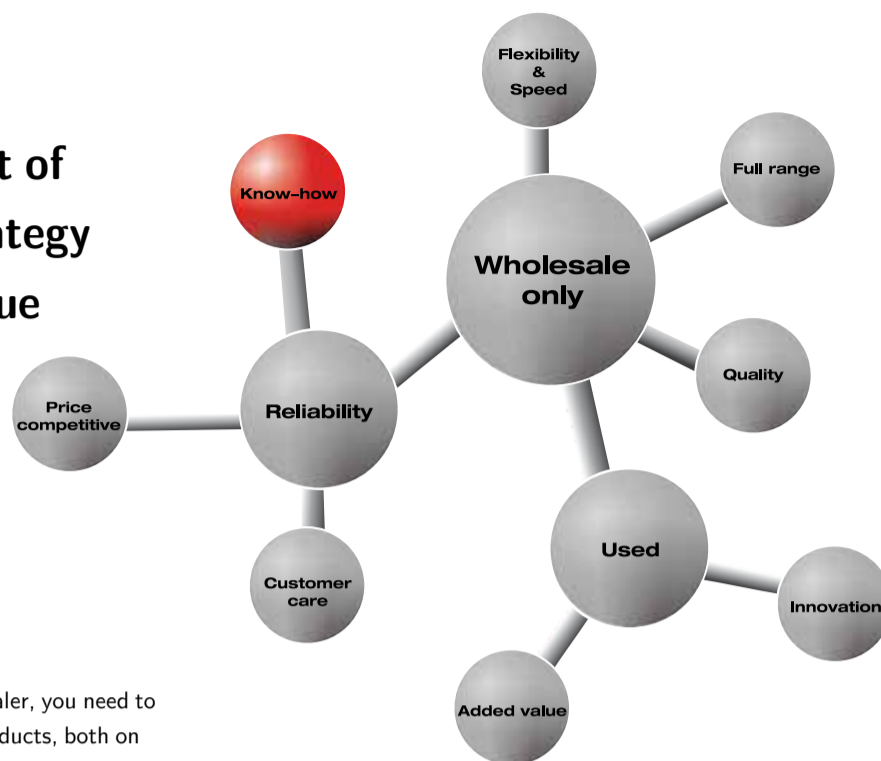
More languages ON LISMAN WEBSITE

To increase the global accessibility of our website, it has recently been expanded to include no less than 13 languages. As well as Russian, the Lisman website is now also available in Chinese, Thai, Indonesian, Vietnamese and Filipino. Visit www.lisman.nl or www.lismanasia.com to see the different languages. Enjoy surfing!



THE LISMAN DNA, issue 6

We look at a specific part of our organization and strategy in more detail in each issue of Lisman News. In this edition we focus on our 'knowledge'.



ADDED VALUE

Lisman has long been convinced that as a wholesaler, you need to have thorough knowledge of your market and products, both on the procurement and the sales side. Only in this way you can deliver products with added value to customers. The accumulation of knowledge is therefore very important in our organization.

ATTENTION FOR KNOWLEDGE-SHARING

Because no specific training exists for our service provision, Lisman has put a lot of energy into gathering relevant information over the past half century.



This means that Lisman now has a complete product library in both a digital and a physical form. Whenever a new employee starts work at the company, lots of attention is paid to providing them with all the knowledge they need about the market and its products. Countless business trips all over the world to find out more about the market are also very well documented. This means we can always serve our customers and suppliers optimally, and take advantage of all the latest developments.

Lisman also maintains very good relations with material handling equipment manufacturers. These are, after all, our suppliers. So if Lisman comes across a question it cannot answer, it's always possible to go and find it out straight from the constructor.

DO YOU HAVE ANY QUESTIONS?

Our extensive knowledge in our specialist area means we can usually answer your questions straight away. So please don't hesitate to ask. We'll be happy to share our knowhow with you!

PRODUCT RANGE

FORKLIFTS TRUCKS

From small to very large (lifting capacity from 500 kg to 60 tons. Internal Combustion (petrol/LPG and diesel) or electric power. All global brands, both European and Japanese. And always with the reliable Lisman quality guarantee.

WAREHOUSE TRUCKS

All types of warehouse trucks: pallet trucks, stackers, order collectors, order pickers, reach trucks and high construction trucks.



ALL-TERRAIN TRUCKS

All-terrain forklift trucks with two- and four-wheel drive. Equipped with masts. Very suitable for industry and the agricultural sector.

TELESCOPIC PLATFORMS

Rotating, telescopic and rigid trucks. All-terrain with four-wheel drive and four-wheel steering. Telescopic reaches from 5 to 25 metres. Short telescopes for agricultural applications and longer beams for use in industry and construction.

ACCESS EQUIPMENT

Telescopic and articulated access equipment. Electric power, diesel or bi-fuel and with two- or four-wheel drive.

SCISSOR PLATFORMS

Man-up scissor lifting platforms. Electric power, diesel or bi-fuel and with two- or four-wheel drive. Both with and without stabilisers.

CONTAINER HANDLING EQUIPMENT

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

SIDE LOADERS

These lifting trucks can pick up a load sideways and transport it on its own bed. Available in diesel, LPG and electric, both as a two-way and a four-way machine. Capacity from 1,000 to 15,000 kg.

LISMAN SUPPORTS GOOD CAUSES ON YOUR BEHALF



Every year Lisman donates € 10,000 to a worthy cause on behalf of its loyal customers. This time we have chosen to support the KiKa Foundation. This organization works to limit suffering for children with cancer.

The KiKa Foundation does this by supporting new cancer research to cure children more quickly and improve their treatment. The foundation also aims to improve the lives of children affected by this awful illness. Their nearest and dearest, who also have to cope with this disease, are also supported by KiKa. Less pain and struggle improves healing: this is what KiKa stands for. The foundation was delighted to receive this donation, and thanks you for making it possible!

It's almost five years since Bob Backers started work in our company as Manager of Operations. In this time, Lisman has opened a third warehouse in IJsselstein, coped with the global economic crisis, changed all its layers of management and started a branch in Malaysia. These are all challenges that Bob has approached with great energy and enthusiasm because, he says: "Standing still is not an option for us."

Bob Backers

IMPORTANT STRENGTH WITHIN LISMAN



A STRONG TEAM

In his first years at Lisman, Bob was responsible for operational processes and facility management. In the following years his role was expanded even further, partly due to various restructurings. His duties now also include staff positions such as HRM and Finance. He was appointed Deputy Director in October 2012 and is responsible, together with Koen and Anton Lisman, for the company's future. This is a unique combination, as Bob himself says. "We have had to make some important decisions in recent years, such as setting up a branch in Malaysia. I realized that all three of us have different qualities that complement each other. This combination means we form a strong team that can guide Lisman prosperously through the coming years."

ALL AT THE SAME LEVEL

The enthusiasm that Bob had when he was recruited by Lisman is still as strong as ever. "In contrast to the large companies I have worked for in the past, I am now more directly responsible for the company's results, including the people who work here and associated processes. This is still my main passion. I am very heavily involved with the various heads of departments, who are brilliant at organizing the day-to-day running of the business. I also try to be available and approachable for all colleagues at all times, and not to get stuck behind my desk, so that I can maintain a really good connection with all our people and processes. Everyone at Lisman, regardless of their role, is an important link in the chain. That's the way it has always been in this family business."

LISMAN FORKLIFTS ASIA

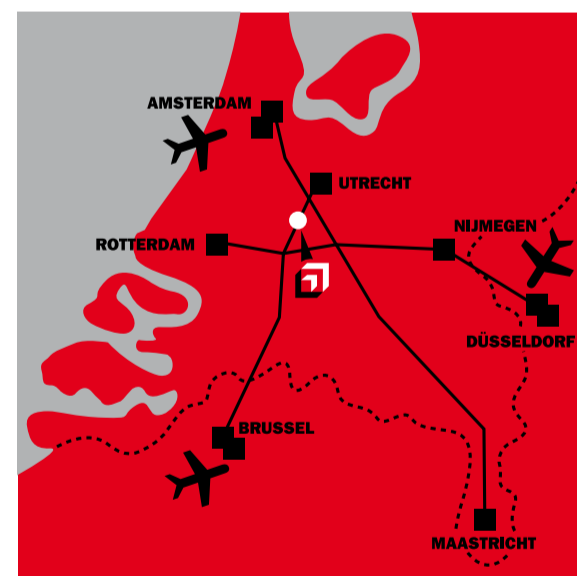
The setting up of a new Lisman branch in Malaysia was perhaps one of the most important events that Bob has been involved in over the past five years. At the end of 2011 he flew to Kuala Lumpur on several different occasions to help arrange setting up the new company. Lisman Forklifts Asia was officially opened in April 2012. "Malaysia, and Kuala Lumpur in particular, is extremely suited to our 'capturing' of Southeast Asia."

As well as a good infrastructure and stable politics and economy, the country also has a very modern (air)port. We are well on the way to introducing our Asian clients to Lisman's unique proposition, and helping them grow their businesses."

VARIED JOB

A challenging mix of strategic and operational tasks is how Bob describes his role. "This variation is what makes my work so interesting. I can be making an important strategic decision one moment, and then organizing an anniversary celebration for a member of staff the next. They're both very important tasks! This means I get to use different skills every day. Fortunately I'm used to multitasking, and I understand that everyone and every process needs attention sometimes." Bob worked for both his previous employers, Ahold and Shell, for 7 years. He's planning to stay with Lisman for much longer. "I get a good feeling from both the role and the people at Lisman. I'm looking forward to continuing my work here over the coming years, and achieving lots of wonderful things together."

"Standing still is not an option for us."



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.

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Just before Christmas, the popular radio station Q-Music decorated the biggest Christmas tree in the world: an illuminated transmission tower almost 300 metres high, right next to Lisman's premises in IJsselstein!

The Q-Music Christmas Campaign

As part of their Christmas campaign, Q-Music invited its listeners to donate gifts which were then given to disadvantaged children. This campaign to share gifts during the Christmas period received a massive response. Lisman also wanted to help with this appeal, so ten brand new toy fork lift trucks (as used in the Lisman 45th anniversary campaign) were loaded on to a trailer and delivered to the site. Q-Music was delighted with our donation and ten children were made very happy with these ten Linde forklift trucks.

