

Telelift is redirecting its activities

Targeted quotations in three selected core sectors

Maisach, October 4, 2017. – Intra logistics specialist Telelift, manufacturer of light goods conveying systems for in-house transportation of small goods, is redirecting its activities. This information was given by the company in the scope of its annual international distributors' meeting at the headquarters in Maisach. Especially the project business in the sectors healthcare, libraries and industrial solutions shall be expanded significantly. "We recognized that we will have to change in order to achieve past successes also in the future", says Telelift's managing director Karl Pühringer. "At present there are opportunities in different markets which we intend to benefit from." China is a good example for this, but also several different countries – not least the region Germany, Austria, Switzerland.

An efficient international network of distributors plays an important role within the scope of realignment for the former Swisslog-subsiidiary. "Together with our partners we systematically want to develop applications which will be successful in individual countries and industries in the first place – and then provide these on a broader basis to different users and markets," Pühringer explains his company's new strategy. "This is the reason why we need the best partners for our business." The aim is to provide the best possible quotations for the individual markets. Focus will be placed on product development in all three core sectors. For the healthcare sector it is already finished, the other two sectors will follow soon. Recently Telelift realized two groundbreaking deals in the library and industry environment with a strategic development partnership with the library service provider Bibliotheca as well as a project for manufacturing supply at Mercedes-Benz in Duesseldorf.

The newly established showroom in Maisach – a significant milestone for Telelift, is playing a key role in the company's future strategy. As of now, novelties and popular products can be presented to a selected specialist audience. "Thus the concept of in-house exhibition will increasingly take center stage for our customer approach," says Pühringer. "This enables us to take on our customers' challenges even better and more individually." If requested, even product- or customer-specific test systems can be operated here for a determined period of time.

Author: Thomas Wöhrle, specialized journalist, Karlsruhe

About Telelift:

Telelift GmbH based in Maisach near Munich has been well-known in machinery and systems engineering since its foundation in 1964. The company is one of the leading manufacturers of light

goods conveying systems for in-house transportation of small goods. Telelift installed more than 1,300 systems in more than 40 countries and is certified according to DIN EN ISO 9001:2015.

Besides the high product quality the basis for Telelift's success is above all reliable project planning and execution as well as efficient customer service. The Telelift services offer to the customer solutions from one provider; this includes extensive consultations and a very high level of service.



Image 1: "Together with our partners we systematically want to develop applications which will be successful in individual countries and industries in the first place – and then provide these on a broader basis to different users and markets." Telelift managing director Karl Pühringer.



Image 2: 25 distributors from 14 countries attended this year's meeting at the Telelift headquarters in Maisach.



Image 3: The sales partners were given detailed information on Telelift's current developments, product updates and new possible approaches for the project business.



Image 4: Due to a new partnership Telelift is now gaining direct access in its product range to „Automated Guided Vehicles (AGV)“, autonomous transport vehicles for material transportation.

Photos: Telelift/Wöhrle