

Niftylift Ltd - Product Design Statement

Niftylift Limited design, manufacture, service and support a wide range of Hydraulic Access Platforms across an extensive range of applications at working heights ranging from 10 – 28 meters. Our mission is to '**To build a profitable and sustainable business by providing good value, innovative, quality products**'.

For over 30 years, the Niftylift product range has offered customers and operators a differentiated product with a unique and innovative set of benefits to the mainstream product available from other manufacturers.

Niftylift's core design strategy delivers high performing, compact and low weight products to the hire and end user sectors, bringing many operational and environmental benefits to the customer base. Such benefits enable our customers to generate a successful and sustainable business model, offering high value, good quality low environmental impact solutions to the problem of working at height.

The Niftylift product range excels in providing a high performing specification in the most compact and light weight form possible for each product sector. This product strategy provides many environmental benefits throughout the whole supply chain and lifecycle of any Niftylift product.

Elements to the design strategy and examples of the benefits they bring include:

1. The use of high strength, thin wall steel for structural components – When combined with Niftylift's complex and novel design techniques, the use of such material enables the development of low weight, compact chassis structures, that also offer high performing, industry leading working envelopes. This yields a product that can be powered by smaller and more efficient transmissions and power systems, typically requiring lower levels of fossil fuels to energise the machine during operation. Additional benefits of such power systems is the reduced Co2 and noise emissions to the environment. A further benefit to both Niftylift and the customer is the reduction in initial shipping costs in the form of fuel and area required. Due to the low weight and compact dimensions of the product this enables maximum utilisation of any shipping medium where the product is distributed. This is either directly from the factory to the customer or during the on-going rental life of a product, as it's delivered to site for its hire period by a rental company.
2. Low emissions electric and Hybrid power systems – All Niftylift products have been design to be powered by low emission power systems. All products are available with electric power systems for low emissions and low noise. Where fossil fuel engines are used, these typically are smaller and lower powered units due to the low product weight, yielding lower noise and emissions. Niftylift were the first manufacturer to offer a hybrid power system to the access market sector in 2007, a patented innovation that enables both electric and diesel hybrid motive power, yielding very low emissions and noise and the capability of regenerating electrical power without mains electric.
3. The use of recyclable materials – Niftylift strive to use low environmental impact recyclable materials throughout it products where possible from local sustainable ethical supply sources. Typically a machine will be in the order of 85 – 90 % recyclable material by weight and Niftylift partner with all suppliers to develop materials that give Niftylift the unique material performance benefits. Niftylift strive to produce high performing components, using sustainable materials and production processes, delivered where possible using low environmental impact logistics.
4. Product Build Quality with a long product life – Niftylift products are designed and developed to last with a high structural integrity and a high quality, low environmental impact aesthetic finish. We also utilise high quality proprietary components as part of the design, which yields a long design life and a good resale value for our customers. This typically means that many Niftylift products see a second and third hand market, significantly extending their useful life before disposal.

The logo for Niftylift, featuring the word "niftylift" in a bold, lowercase, sans-serif font. The letters are a vibrant green color. The 'i' in "nifty" has a dot, and the 'l' in "lift" is a simple vertical bar. The overall style is clean and modern.