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Company profile: Translift Bendi

Redditch, United Kingdom
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They say that adversity brings out the best in people, and British manufacturer Translift Bendi seems to be putting its best foot forward in the face of the global economic recession. Managing director Simon Brown tells *Forkliftaction.com* that despite gloomy economic forecasts from most of the leading European forklift manufacturers, Translift Bendi has maintained steady sales through the past two quarters. "There were always highs and lows which averaged our sales out, but now we are seeing a more consistent, steady type of sales history," he notes, adding that sales levels should hold up over the next 12 months.

He says that this trend is due partly to Translift picking up a number of new warehousing orders. "These customers are often manufacturers who would normally outsource their warehousing requirements to a third party but, due to cost trimming, are now having to bring stock back to base. The same customers are intent on saving money through efficient use of floor space by means of erecting as much racking as they can in their available warehousing area."

All this is good news to Translift Bendi which believes it has the most space-efficient warehouse materials handling system on the market. Brown explains that in comparison to VNAs or reachstackers, by using a Bendi, operators can accommodate between 25% and 50% more pallets in the same warehouse area.



Simon Brown, Managing Director,
 Translift Bendi

The Bendi's design is unique. The articulated front and fixed rear axle means that the counterbalance integral to reachstackers and VNAs (and the part that takes up the most aisle space) can be done away with. Bendi changed the triangular stability concept by utilising weight in components and batteries instead, thereby reducing the required aisle space from the 2.5 metres needed by a reachstacker to 1.6 metres.

The Bendi is also capable of working both in the warehouse and in the yard. Big, soft wheels, instead of the usual hard warehouse wheels, mean that no specially prepared surface is required for the Bendi, allowing it to move from indoors to outdoors with ease, reducing the number of machines required on site and, thereby, saving money.

Sales of Bendi are strong in the UK, but of particular interest are the businesses moving to Eastern Europe requiring both energy- and cost-efficient warehousing solutions. Brown also cites good sales in South Africa, Australia and New Zealand where he has formed close business associations.

He adds that Translift has recently put on more staff in the parts division and asked workers to increase their overtime hours to cope with an increase in new and used truck sales, an achievement he says is "remarkable, given the current economic conditions".

Translift Bendis are available in both electric and LPG, but Brown says he is very interested in the new fuel cell technology and is closely watching developments.

Innovation is a key feature for the company, beginning with the founder, Freddy Brown, who pioneered the design and manufacturing of man-rising narrow-aisle forklifts before moving on to design the innovative articulated vehicle that the Bendi is today. In 1993, Translift was awarded the 'Queen's Award for Innovation'.

Bendis are available in up to 14 different configurations and it is this versatility combined with innovation and reliability which Brown believes will help the company weather the tough times ahead.



Freddy Brown,
Translift founder and
Bendi designer

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