

# The Finnish company Meclift is expanding and growing into an efficient international logistics partner

Meclift is a Finnish company with roots as far back as in the year 1981. Since then, material handling has been at the core of the company's business. Since 1993 the company has been manufacturing and selling Meclift reach trucks. While it remains at the forefront of vehicles with heavy lifting capacity ranges from 16 to 50 tonnes for ports, airports and industrial applications, the company has been undergoing significant change internally. The company came under new ownership at the end of 2019.

Meclift's agile multipurpose products are utilised in container ports, harbours, airports, railroads, road transport and diverse fields of industry where heavy loads are handled, such as the steel, coil and aluminium industries in addition to the stone-handling and military sectors.

The strategy of the new owners has meant increased investments in international growth. The new owners Lännen MCE Oy (40%), Sign Systems Finland Oy (40%) and Credos Oy (20%) saw much potential in the Meclift brand with its reputation of quality, especially in the international market. This is why they decided to give up the production of container handling equipment and to focus on manufacturing reach trucks and to become the best in that field.

*"We felt that Meclift's excellent customer references and innovation means it has plenty to offer and has growth potential in world-wide logistics development. This is why as owners we decided to develop the company," states **Mr. Janne Kalliomäki**, the new CEO of Mecalift Oy, appointed in connection with change of ownership. He is also one of the owners through his investment company.*

*"It's a new chapter in the company's history, but we can reassure customers that the Meclift brand will continue to aspire to excellence in innovation. Meclift stands as a recognised brand of quality in the world of logistics. The new owners will bring greater economic strength to the company," says **Mr. Kalliomäki**.*

## Production and product development

One of its three partners, Lännen MCE, who retain a 40% share of Meclift, produces Lännen and Lundberg tractors as well as Watermaster amphibious dredgers. As part of the new company structure, Lännen becomes the contract manufacturer of Meclift variable reach trucks. Around 20 employees have been dedicated to the Meclift-branded production line.

Meclift's supplier contacts are built on long lasting relationships. This ensures we can bring our ideas to all phases of production. Our suppliers can build and invest in their production without fear of losing us as a customer. This is very important when we are cultivating the whole quality production chain," says **Mr. Kalliomäki**.

The slogan of the manufacturer of Meclift equipment is: let's build the world with fewer machines. This is intended to emphasize the versatility of our entire product line, from compact tractors to dredgers. The Meclift trucks follow the same philosophy as thanks to their non-mainstream technical solutions they are suitable for a wide range of lifting and loading work. The Meclift production development is also managed by the manufacturer in strategic cooperation with the customer.

*"The prevailing global megatrends such as sustainable development, climate change, digitalisation and urbanisation are the guidelines we also follow in our product development. Currently, about 75 percent of the machines and equipment we produce is exported. We have built our own assembly line for Meclift and we have positive expectations for Meclift production volumes. We have also noticed that Meclift has very high quality standards for its products, which does not worry us Finns as we are used to making our products according to the highest possible quality standards," says the **CEO of MCE Oy, Mr. Huttunen**.*

Our products save the time and resources of our customers, who trust the brand and also trust that their machinery will always perform the tasks they face daily. We are also agile and quick in development and production. There is a continuous need to make production times shorter, and we are driving this,” asserts **Mr. Kalliomäki**.

The components of Meclift products are assembled from a base of ten suppliers, which are 90% Finnish-based.

*“We didn’t have major interruptions in production. We get very few components from China, most of our partners are located in Europe. During the Covid pandemic we realized how important it is not to be dependent on suppliers from the other side of the globe,” Mr. Huttunen continues.*

“The capability of Meclift machines to lift really heavy loads while being a small machine in size is also renowned. Our guarantee and goal remain the same: to build machines that will serve their users for years to come,” Mr. Kalliomäki concludes.

### **World markets**

Meclift trucks have found their foothold in the world and they have been sold on all continents, except Antarctica. During the year 2020 our machines have been delivered for customer use to Poland, China, Germany, Russia and, of course, Finland. Our next delivery is an 18 ton machine to Brazil. We also have two massive 42 ton machines in production, these will travel to Bangladesh at the end of the year. Our sales are managed through a global dealer network, at the moment Meclift is represented in more than 30 countries. The overall target for 2020 has been to deliver twelve 18 ton and two 42 ton machines.

*“We seem to be reaching this target. In 2021 our goal is to double the production and sales volumes compared to those of 2020,” Mr. Kalliomäki is satisfied to state.*

*(See Annex 2, Meclift’s customer references)*

### **Meclift as a product**

The Meclift machines are best adapted to the logistics of ports and also large industrial steel and aluminium plants.

The 18 ton Meclift truck has an impressive lifting capacity, even though the machine is small in size. Thanks to its small size the truck fits into a maritime container without damaging the container nor the shipped product, and its lifting capacity is really impressive. This makes it a popular model.

*“Our intention is to start series production of our popular 18 ton machines. Now our production time for them is two months, which is quite a fast pace even compared to our competitors,” says Mr. Kalliomäki.*

The more massive 30, 42 and 50 ton Meclift trucks can efficiently fill containers thanks to their reach function. Meclift uses very strong materials and structures. The innovativeness of Meclift machines is also evident in the fact that by adding accessories, the same machine can be used for many different purposes. From the end customer’s point of view this naturally reduces the total investment and number of staff needed. The more commonly supplied accessories are e.g. lifting fork for steel rolls, pliers for side loading steel rolls, a lifting beam for loading long items into containers, air cargo forks on rollers and with double forks for more efficient loading and unloading.

*“We have created solutions for the metal industry like attachments for handling coils, rods, sheets and pipes. In logistics our diverse attachments, such as the double forks system, air cargo pallet forks, coil rams and clamps are suitable for a wide range of work phases. One of our most important achievements is Meclift’s conspicuousness around the world. A Meclift machine can do the work of several traditional machines, which means real savings for the customer. With our variable reach truck, the customer can fulfil most of their needs by using only one Meclift machine” Mr. Kalliomäki says.*

### Plans for future development

Environmental regulations are also bearing down on the logistics industry which also needs to minimise its carbon footprint. Major progression in motor technology is now bringing more environmentally friendly diesel motors and a gradual shift to electrical motors in loading equipment.

While a new synergy is developing as the new owners bed down, Meclift intends to increase its revenue five times in the next five years with its new, focused strategy.

"This will be done by expanding sales and creating new services in after-sales. Our future goal is to be a niche player with innovative, high-quality machinery for special needs."

The next phase will be to install distant control software to all Meclift machines, to make servicing the fleet progressively more effective; and to develop an e-Meclift: an electrically powered variable reach truck. There will certainly be pressure to have electrical machinery for environmental reasons.

*"While we are still a small producer, we can more easily adapt our production to new development ideas. We plan to be more eco-friendly without compromising our requirements for quality. This requires efficient product development and innovative agility, which we as a relatively small Finnish company certainly have," states **Mr. Janne Kalliomäki**.*

### More information:

Mr Janne Kalliomäki, CEO, tel. +358 400 403 593

### Press material and pictures:

<https://meclift.fi/media>

### See more videos on the Meclift Youtube channel

<https://www.youtube.com/channel/UCMxV797PE3C2DjnkHq5AJvw>.

### Mecalift Oy

*Company's sales office and headquarters is located in Tampere, Finland, from where the company oversees sales, product development and production administration. The headquarters also manages the comprehensive dealer network which operates in 30 countries. The company produces and sells reach trucks under the Meclift brand. The product family includes 16, 18, 30, 42 and 50 ton reach trucks. A number of accessories are available for all models to make the trucks suited for all sectors where heavy loads are handled. Meclift products are known for their innovation, agility and overall economy.*

### Additional information:

<https://meclift.fi/>



## **ANNEX 1: Captions**

---

The new CEO, Mr Janne Kalliomäki, appointed in connection with change of ownership.

In the past Meclift also produced container handling equipment, but that ended with change of ownership. Now we are focusing all our resources on reach trucks. The product family includes 16, 18, 30, 42 and 50 ton models.

A wide range of accessories allows for efficient and careful handling of different loads.

Two of its key offerings include the Meclift ML1812R, a unique multipurpose forklift truck, and the ML4212R, which takes heavy lifting operations to the next level.

The Meclift ML1812R is the only telehandler in the lifting capacity range of 18 tonnes which can be operated inside containers. It moves swiftly in confined spaces, such as warehouses and cargo vessels. It is perfect for practically any material handling work.

Meclift TM ML4212RC is capable of lifting 42 tonnes with a 1.2m load centre and can reach up to 3.25m and has a lifting height up to 7.8m.

## ANNEX 2. Meclift customer references from all over the world

---

### Meclift in Germany

#### ALC Timberworxx GmbH

In Germany, Meclift machines are used by, among others, ALC Timber Worxx GmbH. They use Meclift for loading and unloading coils and such. Thanks to its accessories the Meclift truck is also in use as a crane.

*"We need special equipment to serve the special needs of our customers. The powerful Meclift truck helps us unload or load even the heaviest loads from or into the smallest containers," says the representative of ALC Timber Worxx GmbH from Hamburg.*

#### Am Zehnhoff-Söns GmbH

Alexander am Zehnhoff-Söns is the terminal manager in the Port of Trier.

*"We have been in the logistics operations for over 100 years. We are exploring options for the most efficient way to unload containers. This is how we found the Finnish Meclift. They offered us the solution: the truck you see behind me and which we have now been using for about 10 months. The best thing about the Meclift truck is that it fits into the container without damaging it and can lift up to 18 tonnes from the back of the container. This facilitates the unloading of heavy loads from containers and, in fact, the entire logistics chain.*

*We are more efficient, can respond faster to the wishes of our customers and we have managed to significantly reduce the human labour necessary for unloading," says **Mr. Zehnhoff-Söns**.*

#### Hinrichs Flurfördergeräte GmbH & Co KG

Meclift also has a dealer and rental company in Oldenburg, Germany.

*"It is important for us to always have a Meclift in stock, so our customers can try and rent it, even for short periods. The Meclift ML 1812 is the ideal rental machine because no special permit is needed to transport it," says **Mr. Levermann** from Hinrichs Flurfördergeräte GmbH & Co KG.*

## ANNEX 2. Meclift customer references from all over the world

---

### Meclift in the Baltic Sea region

Vetro-Shipping chose the Meclift 18 ton reach truck to make its port operations in Gdańsk more efficient.

*"We decided to choose Meclift as it had clearly superior features compared to the products of competitors," tells **Mr. Szpiller** from Vetro-Shipping. "Meclift is agile, innovative and economical – these criteria were the focal point of our selection process. Meclift is unique because it can be driven inside a container, but despite its small size it can lift a load of 18 tonnes. The features of Meclift clearly make us more productive in cargo handling, which is of course an advantage for our customers."*

*"When we compared competing alternatives, we were assisted by Zeppelin Poland who recommended Meclift as the one that meets our needs," Szpiller concludes.*

*"In addition to the excellent quality and superior properties of the product, the most important factors in our decision were the terms and quality of maintenance, the warranty and financing arrangements. Zeppelin Poland acquired a Meclift ML 1812R for its fleet on a short-term lease. A deep understanding of customer needs and the background factors of our company made it possible to begin a partnership with Vetro-Shipping. After mapping the needs of our customer it was clear that Meclift is the best option to meet the requirements of Vetro-Shipping," says **Marcin Wajdzik**, the regional sales manager of Zeppelin Poland.*

*"We have been a Meclift dealer in Poland for years. We aim to offer comprehensive solutions to our customers, since we always implement our motto: We create solutions," Wajdzik continues.*

*"We are happy that Vetro-Shipping chose our reach truck to make its port operations in Gdańsk more efficient. Both the Gdańsk port and Vetro-Shipping are pioneers of planning and implementing port operations in the Baltic Sea region. I'm proud to say that Meclift is now a part of one of Europe's most efficient logistics systems," says Mr. Janne Kalliomäki.*

### Meclift in Bangladesh

One of our recent customers is Bangladesh's Chittagong Port Authority who needed three Meclift ML1612R variable reach trucks for port duties.

By the end of 2020 we are delivering two 42 ton machines to the Mongla Port Authority, in Mongla, Bangladesh.

"We have quotes from all over the world for Meclift equipment and once confirmed, we will be spreading our good name even further," Mr. Kalliomäki says.