



# UnikTruck as an official dealer of Meclift reach trucks in Sweden, Norway and Denmark

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 expanding its business significantly into worldwide markets during the last years.

UnikTruck is an international trading company: one of the key players on the market for purchase, sales and rental of nearly new and used forklift trucks and container handlers. Company's focus is on generating close, value-adding relations with our customers.

*"We have built up a strong, global trading network and we have the skills to ensure that you get the best products at the most attractive prices. We offer a broad range of electric, LPG and diesel engines, but heavy-lift forklifts between 12 and 80 tonnes and container handlers up to 46 tonnes are by far our strongest field of expertise. Over the years, we have developed a strong trading network, both in Europe and around the world. This enables us to handle any job we are asked to do" CEO of UnikTruck Scandinavia Björn Fritzell says.*

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UnikTruck was founded in 2007 by CEO Michael Laursen who has more than 20 years of proven, international experience in the industry. Michael Laursen is also the CEO of the sister company ProTruck, which was established in 2011. This guarantees you thorough, expert advice and a safe, fair deal.

In recent years, UnikTruck has expanded explosively and, in addition to its presence on the Scandinavian and German markets, they are now one of the major operators on the global market.

*"We have therefore established remote storage facilities in several of our markets. Our aim is to eliminate costs and ensure our customers a high degree of flexibility," Björn Fritzell says.*

Today, due to UnikTruck's internationalisation, 95% of our turnover comes from outside of company's original domestic market, Denmark.

*"Since 2010, we operate a sales office, central workshop and storage facilities within the free port of Hamburg, Germany. We have many of our trucks on stock here, where they can be repaired and prepared for distribution. They are then distributed directly and intelligently to our customers all across the world. We create the shortest possible distance to the market. Both physically and financially. It makes excellent sense and adds value – both for you and for us" Fritzell continues.*

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.

Meclift has created solutions for the metal industry like attachments for handling coils, rods, sheets and pipes. In logistics Meclift's 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. A Meclift machine can do the work of several traditional machines, which means real savings for the customer.

*"With Meclift variable reach truck, the customer can fulfil most of their needs by using only one machine" Björn Fritzell says.*

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 CEO of Meclift **Janne 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.

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*"Meclift products save the time and resources of the customers. Meclift customers trust the brand and trust that their machinery will always perform the tasks they face daily. Meclift is agile and quick in development and production. There is a continuous need to make production times shorter. These are the main reasons, why we chose Meclift to be our partner," Björn Fritzell says.*

*"The capability of Meclift machines to lift really heavy loads while being a small machine in size is renowned. Our guarantee and goal is to build machines that will serve their users for years to come," Janne Kalliomäki concludes.*

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," states Janne Kalliomäki.*

*"Uniktruck is a niche company focusing on really heavy handling selling and renting out machines. We always try to find the right machine for our customers needs, now having Meclift in our product portfolio it makes this job so much easier. Meclift is really a multipurpose machine, Björn Fritzell ends.*

### **More information:**

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### **Press material and pictures:**

<https://meclift.fi/media>

### **See more videos on the Meclift Youtube channel :**

<https://www.youtube.com/channel/UCMxV797PE3C2DjnkHq5Ajvw>

### **Additional information:**

<https://meclift.fi/>

<https://uniktruck.com>