

FURTHER GROWTH THIS YEAR FOR AFI

2004 promises to be an exciting year for AFI. Following a sustained programme of expansion, the company started the year with nine depots and there are plans for several more to be opened during the coming months, combined with further substantial increases in fleet numbers.

AFI's fleet has already risen to well over 1000 units following the company's recent acquisition of 170 additional Genie boom and scissor lifts. The 170 machines are in a wide range of sizes and feature narrow width units, machines with non-marking tyres, extending deck scissor lifts, and all terrain models.

AFI Corporate Development Director Nick Selley said: "The purchase of these machines has strengthened the range of units we have available. As well as obtaining these machines, we are also purchasing new equipment from a number of leading manufacturers."

The additional machines will help AFI to meet a continued increase in demand in the market place.



Some of the additional machines which have recently been added to the AFI fleet.

"Our average customer spend has increased by over 20 per cent year on year, and during the first six months of this financial year we have also traded with substantially more customers," said Nick.

He attributed AFI's success to the following: "It is all based on trying to give the customer a consistently good quality service – the customer is at the centre of all of our thinking. Our

operations are streamlined and effective, we recruit experienced, qualified and flexible staff who have worked for other major powered access companies in the UK, and we have strengthened our internal systems and processes by expanding our operations team."

"We have also purchased our own delivery trucks so that we can be more flexible and can move specialist equipment around the depot network overnight to meet customer requirements faster and more efficiently," he added.

"The market is continuing to grow and we are continuing to reap the benefits. We are a company which is still going forward, providing a quality service and investing heavily in all aspects of the business."

GERMAN BUSINESS IS LAUNCHED

Another AFI powered access business has been set up, with the launch of AFI GmbH in Germany.

With depots in Hamburg and Essen, the new company is being run by Gunther Aust, who has extensive experience of the powered access industry. He is working with a team of

six, comprising sales managers, hire desk controllers and service engineers.

AFI GmbH has an initial fleet of 140 units, made up of scissor lifts from Skyjack and booms from Haulotte. AFI GmbH will work closely with AFI Aerial Platforms on a number of issues of mutual interest.

AFI strengthens Operations team

AFI has strengthened its Operations team in a move designed to further enhance the company's customer service standards.

Austin Baker, who was previously Operations Manager, has now been appointed Regional Operations Director – North, and two Regional Operations Managers have been appointed – Andrew Bradbery and Stephen Gerrard.

Andrew will look after the Eastern depots of Peterlee, Hull, Wakefield and Peterborough, and Stephen will cover the Western depots of Liverpool, Manchester and Birmingham. Operations responsibilities for London and the South East will be covered by Richard Saunders, Regional Operations Director – South.

Austin said the team aimed to achieve:



Austin Baker.

- to ensure that orders are processed quickly and efficiently
- to ensure machines are delivered on time, in an efficient and cost-effective manner
- to manage the movement of specialist equipment across the network for long-term contracts



Andrew Bradbery.

- to ensure that service standards are met and maintained across the network.

“AFI has evolved in a short period of time from a company with a few hundred machines and a few depots to one with over 1000 machines and nine depots, so it is important to have the



Stephen Gerrard.

resources in place to support our sales team and our customers. We want to provide the equipment, at the right time, in the right place and at the right price.

“We want to provide a seamless service, and in an ideal world the customer would not even be aware of the existence of the team,” said Austin.

WHERE TO CONTACT AFI DEPOTS:

**BIRMINGHAM, HULL,
LIVERPOOL, LONDON EAST,
LONDON WEST, MANCHESTER,
PETERBOROUGH, PETERLEE,
WAKEFIELD,**

**To contact any of our depots,
telephone 08707 511005**



Birmingham hire fleet is doubled

Within just six months of operation, AFI Birmingham depot's hire fleet has been doubled to 140 machines and its customer base has increased five-fold.

The depot has also just moved to new premises next door to their previous site, in a move which has provided more space for the Birmingham team.

Paul Burford, Regional Sales Manager, joined AFI in September 2003 to develop the Birmingham operation, after working for a major UK company, where he gained extensive experience of the powered access industry.

“We have doubled our fleet in response to tremendous customer growth and we are envisaging further fleet expansion in the coming months in line with continued increases in business,” he said.

Paul is also expecting the Birmingham team to take on a further hire desk controller and driver in the coming months.

He said the depot is gaining business from a wide range of sectors and is experiencing strong fleet utilisation rates. “We have a good mix of booms and scissor lifts, with the X32 electric scissor lift and 45 foot diesel booms proving to be particularly popular,” he added.

London and South East: AFI's fastest-growing location

Within just six months of gaining its first foothold in the London and South East, AFI now has two depots in the area, with 300 machines available for hire and a staff of 12 to service its growing business.

Graham Osmond, AFI Regional Sales Director – South, is understandably delighted with the excellent start made by AFI: “We began with a depot to the West of London and then just three months later we opened one to the East. This gave our predominantly Northern-based clientele the facility to use AFI in the south, and it provided us with a platform to build a customer base of companies in the South.”

“When we began, AFI’s Southern customer base was minimal, but now it has increased considerably and is still growing on a daily basis,” he added.

Richard Saunders, who joined AFI in late 2003 and has assumed responsibility for implementing the operational systems for London and the South East, echoed Graham Osmond’s sentiments.

“AFI has hit the ground running in London and the South East. It is the



Richard Saunders.

fastest-growing of all the company’s locations and also the one with the most potential for future expansion. Business is coming in from all sectors, including cladding, steelwork, electrical and mechanical engineering installation work and signage,” he said.

He said that AFI machines are currently on hire at a number of prestigious projects – such as the



Graham Osmond.

construction of Heathrow Terminal 5 and Wembley Stadium, and for refurbishment work being carried out at the port of Dover.

AFI’s London West depot is based at Uxbridge Road, Iver Heath in Buckinghamshire, while London East depot is located at Wick Place Farm, Brentwood Road, Bulphan, Upminster, Essex.

AFI scissors at UK’s largest new factory

Twenty scissor lifts from AFI were hired by contractors working at the largest new factory constructed in the UK in recent years – the 900,000 square feet Airbus West Factory.

Of the 20 AFI scissor lifts on site, 12 were hired to the Mezzanine Floor Company Ltd.

They were used to help the company erect the steelwork and decking for the first three sections of a 200 metre long platform, on which the wings of the A380 airliner will be assembled on special jigs. Mezzanine Floor Company

Contracts Manager Peter Chojewski said: “This major contract involved working to tolerances of just a few millimetres on the steel structure.

“It was an intricate operation and the AFI scissor lifts gave us the flexibility to work within those tolerances.”

The AFI scissor lifts specified for the work had non-marking tyres to protect the floor and were battery powered so that they could operate in a fume-free environment.



AFI boom lifts make light work of conference

These two AFI boom lifts were among 13 hired by Concert Lights (UK) Ltd to help them install rigging for lighting, sound and video for a banking conference held recently at the National Exhibition Centre in Birmingham.

Concert Lights needed 13 machines to carry out the installation work because the conference was held in three different halls within the NEC. Working on a phased basis over 10 days,

the company used the boom lifts to attach over 300 electric motors to the roof of the NEC to lift up the structures which support the lighting, sound and video equipment.

The AFI machines on hire to Concert Lights had working heights from 5.7m up to 25m.

One of the largest machines – the Haulotte H25 TPX boom in the front of the photograph – proved



to be particularly versatile because its rotating jib enables the operator to gain better access by manoeuvring the cage into different positions in relation to the

boom. The machines were supplied to Concert Lights from AFI's Birmingham depot.



120 scissor lifts supplied for Matalan stock-take

In one of its largest-ever contracts, AFI supplied 120 scissor lifts to clothing and homeware retailers Matalan for the company to carry out a stock-take at their distribution centres in the North of England.

The scissor lifts – with platform heights from 19 ft to 32 ft – were used by Matalan for a two to four week period.

The AFI scissor lifts specified for the work had non-marking tyres to protect the floor and were battery powered so that they could operate in a fume-free environment.

Roll out deck extensions provided additional working areas for the stock-take operation.

Win £100 of wine vouchers

Please send me information on:
(Tick as appropriate)

- Training
- Hire/Sales
- Please ask an AFI representative to contact me on the telephone number below:

Read through the stories in this newsletter and you'll find the answers to the questions in our competition. Put a circle around (A), (B) or (C) as your answer and return your entry to the address below. The first two correct entries drawn after the closing date of April 16 2004 will be the winners.

1. The number of machines in AFI's hire fleet is now over:
(A) 800 (B) 900 (C) 1000
2. The AFI depot contact telephone number is:
(A) 08707 543617 (B) 08707 511005 (C) 08707 545678
3. AFI's London West depot is based at:
(A) Gerrards Cross (B) Iver Heath (C) Aylesbury

Please return to: Marketing Department, AFI Aerial Platforms Ltd, Main Street, East Ardsley, Wakefield WF3 2AP.