

Press Release
May 3rd 2013

Niftylift Wins Two HAE Awards

Niftylift has won 'Product of the Year' and 'Supplier of the Year' at the Hire Awards of Excellence 2013.

Milton Keynes based powered access manufacturer Niftylift is celebrating winning both the **Product of the Year** and **Supplier of the Year** award categories at the recent Hire Association Europe (HAE) Hire Awards of Excellence 2013. These new awards come 'hot on the heels' of Niftylift winning two of **The Queen's Awards for Enterprise** last week, one for **International Trade** and the other for **Innovation** for its HR17 Hybrid 4x4.



The HAE awards ceremony which took place at The Savoy in London was attended by influential members of Europe's hire industry to acknowledge the successes of the hirers and suppliers as well as those successful individuals who have helped set the standard within the hire industry.

Product of the Year was awarded to Niftylift's new HR15 4x4 (below), a super-low-weight 15m access platform with a 4-wheel-drive self propelled base and an efficient Tier 4 Diesel engine. The HR15 4x4 was selected to win the award by an

independent judging panel made up of hire industry experts and senior members of relevant trade bodies and associations.

Uniquely, **Supplier of the Year** is chosen purely on votes from members of the rental industry as a whole and as such represents a meaningful and much-valued peer endorsement of Niftylift and its interactions with its customers.

Tim Ward, UK Sales Manager for Niftylift, commented: "The new HR15 4x4 is the result of years of hire industry experience poured into a world-class product development process. Whether from the point of view of a machine operator or a hire company, the HR15 4x4 delivers performance, economy, and most importantly safety and we are very excited that it's been recognised as Product of the Year."

Simon Maher, Marketing Manager for Niftylift, added: "We are thrilled to have received these awards and are particularly proud of Supplier of the Year as it recognises the huge effort we put into the entire spectrum of our business. Being voted for by our customers makes it all the more significant to us and provides a real benchmark with which to measure our future efforts."

Niftylift would like to thank the HAE, with special mention to Graham Arundell and Stephen Dorricott, for hosting a thoroughly enjoyable event, the independent judging panel for their inspired vision and all those who took the time to vote for Niftylift as Supplier of the Year. It is really appreciated.





For more information on Niftylift's new HR15 4x4 please visit <http://www.niftylift.com/uk/news/focus-on/HR15-4x4>

Or please call 01908 223456 to speak to Niftylift's sales team or arrange a demonstration.

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