

Press Release
March 30th 2012

The Duke of York Visits Access Platform Manufacturer Niftylift

On the 28th March 2012, His Royal Highness, Prince Andrew, The Duke of York visited the headquarters of Niftylift Ltd, the UK's largest manufacturer and global exporter of innovative mobile elevating work platforms.

The Duke was greeted by company Chairman, Roger Bowden, and Managing Director, John Keely, who explained the growth Niftylift has achieved in international markets over recent years. His Royal Highness was shown Niftylift's expansion plans in Milton Keynes and he was positive about the contribution the company is making to the UK economy.



(L - R) Steve Redding (Development Director), Prince Andrew, Simon Beadle (Finance Director), Roger Bowden (Chairman & Owner) and John Keely (Managing Director)

His Royal Highness was shown around the company's lean manufacturing facilities and given an explanation of the assembly process. The Duke was introduced to apprentices undergoing their training at the company and also met ex-apprentices who had trained at the company and progressed into product management roles. His Royal Highness was pleased to witness the company's ongoing investment in people.

The Duke was then shown the company's New Product Development facility where he met undergraduate engineers on placement from leading UK universities and was shown work by local school students on the Engineering Education Scheme. His Royal Highness was shown the computer aided design and advanced simulation techniques used to develop new products, as well as the company's latest prototype machine in build.

His Royal Highness was given a demonstration of the company's existing products, including the HR17 Hybrid, a low-weight self-propelled mobile elevating work platform containing several patented technologies.

The one-hour visit was a great advert for British manufacturing, and as the UK's Special Representative for International Trade and Investment, The Duke was pleased to see the hard work and quality products produced by Niftylift.



(L - R) Steve Beckwith (Operations Director), Prince Andrew, Ben Holmes (1st year Apprentice) and Jamie Brealey (1st year Apprentice)

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Notes to Editor

Niftylift Ltd manufactures a range of hydraulic work platforms with working heights ranging from 9m to over 21m mounted on trailer towable, self propelled, self drive, track drive, static base and vehicle chassis. The company was founded in 1982 and now has production facilities near Barnsley and in Milton Keynes in the UK and regional sales and service centres in USA, throughout Europe, Australia, China, South Africa, Central and East Asia. For more information visit www.niftylift.com

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