

# Press Info...

THE LATEST NEWS FROM **UpRight**

**February 2020**

**For immediate Release**

## **Instant UpRight appoints new dealer for Finland**

Instant UpRight, global providers of Instant Aluminium Tower Systems and aerial work platforms have appointed MN-Lifttek Oy (later Lifttek) as its new dealer for Finland, responsible for sales and technical support for the complete range of tower products and the recently introduced AWP line.

The new dealership agreement was signed in January which coincided with Markku Tuliniemi, formerly Head of European Sales at Instant UpRight, moving to Lifttek to run Instant UpRight sales operation in Finland.

In 2019, Instant UpRight re-entered the AWP market with a range of low-level electrical scissor, mast and push-around lifts which has resulted in the company finding new dealers who can support the machine product line technically as well as commercially.

Lifttek which was established in 1995 has a solid reputation in Finland for sales and technical aftersales support. It employs 30 people and has two offices located in Vantaa, close to Helsinki, and Tampere, 180 km north of Helsinki. Both locations have sales and customer support plus full workshop facilities and technical staff.

With a turnover of approximately 10 million Euro, Lifttek already has a number of high quality brands in its portfolio, importing and selling Manitou telehandlers, lifts, loaders and

warehouse equipment, Geda hoists and lifting equipment plus Generac mobile products such as light towers, generators and pumps. The addition of Instant Upright low-level Lifts, Mobile towers, Spandek walk-ways and Heavy Duty aluminium modular scaffolds will complement Lifttek's range of access platforms which includes electric lifts up to 14m and rough terrain scissors, electric and rough terrain boom lifts.

Seppo Turunen said "Lifttek is looking to expand its high quality technical training and sales for new products and with Markku's 19 years with Instant UpRight, will provide the industry experience to fully support this new venture."

Instant UpRight with its head quarters in Dublin, currently manufactures its market-leading tower systems in Ireland and China. The company introduced the new line of AWP's in 2019 produced in conjunction with an experienced Chinese manufacturing partner and subsequently opened up a new European warehouse and distribution hub located in Venlo, Netherlands to support the European market.

David McCormack, Head of Sales for Instant UpRight commented on the new dealership "Lifttek has provided the Finnish market with top quality brands for many years. Our tower systems and machines will add to this great product range and Markku's experience will mean they get off to a very strong start".

### **The Instant UpRight AWP range**

The range includes the 6m MX1330 push-around scissor lift; 6.4m MX1430 self-propelled electric mini scissor lift; 7.8m MX1930 self-propelled electric lift; 10m X2632 self-propelled electric scissor lift and the 12m ML3330 push-around mast lift.

### **Instant Aluminium Tower Systems**

The range includes Aluminium Mobile Tower systems, heavy duty modular scaffold system and Spandek walk-way and bridging systems.

Ends

For further information please contact:

David McCormack - Global Head of Sales, Instant UpRight Ltd

Tel: +353(01) 620 9300 Tel: +353860470646 Email: [David.mccormack@instantupright.com](mailto:David.mccormack@instantupright.com)

Images:

Instant UpRight appoint Lifttek as the new dealer for Finland

L-R

David Mc Cormack Global head of Sales, Instant Upright

Seppo Turunen Sales Director, Lifttek

Mika Närhi Managing Director, Lifttek

Markku Tuliniemi Sales Manager, Lifttek

Urmias Roosima Sales manager Instant Upright Scandinavia, Central and Eastern Europe



Instant UpRight's AWP range and Instant Aluminium Tower systems will be sold and supported in Finland by Lifttek

The Instant UpRight AWP range



Instant's Aluminium Tower Systems

