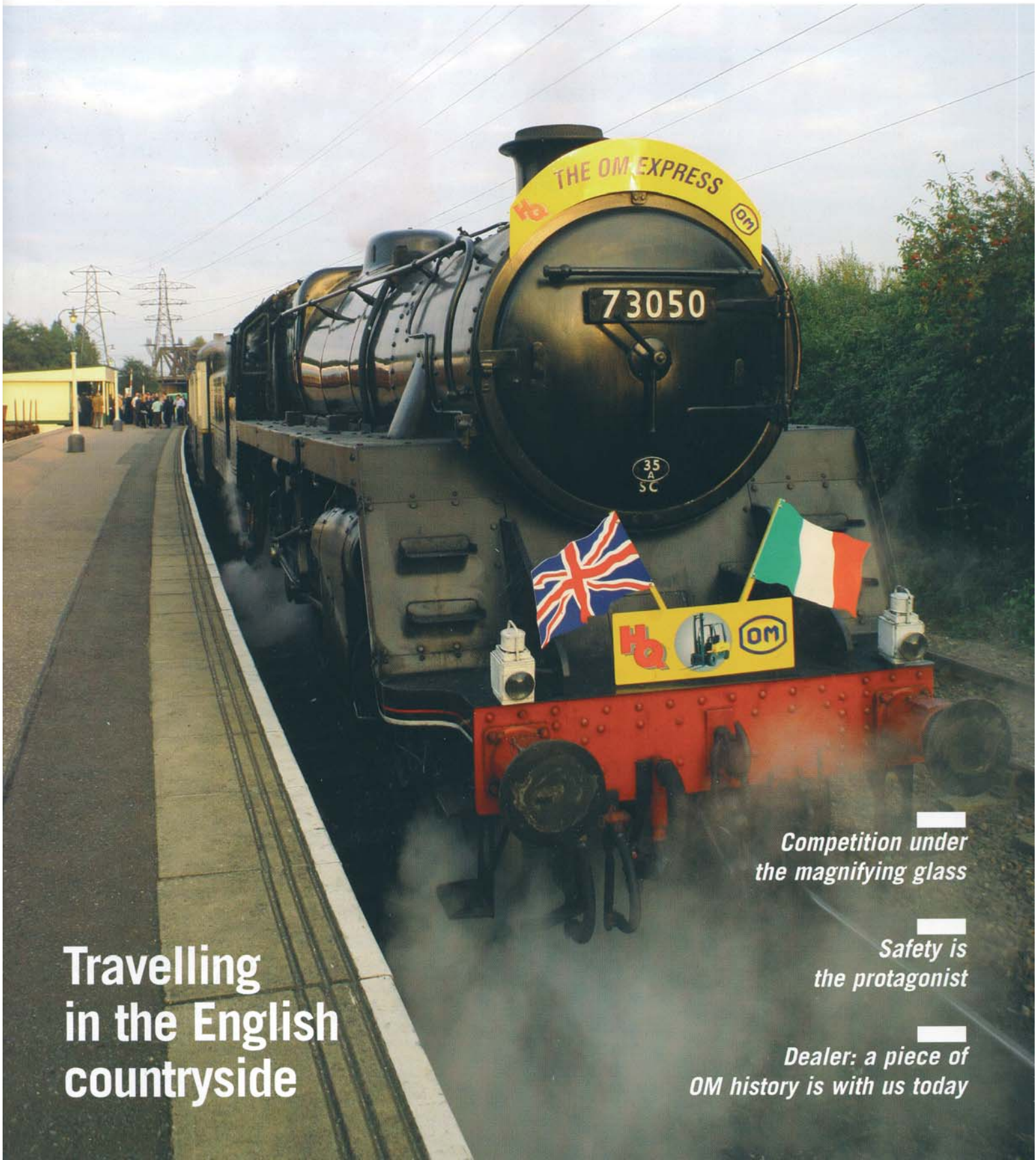


omnita

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Travelling
in the English
countryside

Competition under
the magnifying glass

Safety is
the protagonist

Dealer: a piece of
OM history is with us today

Everything going (really great) in Great Britain



HQ Forklifts Ltd is the new OM dealer for the Midlands and East Anglia offering an emotional journey into the English countryside on board a steam train. This new partnership between the OM products and the HQ competence will allow us to satisfy every logistic need of the customers across the Channel.

Peterborough,
18th September 2008.

What ties can there be between OM products and an ancient perfectly conserved steam train? Richard Harlock, manager of HQ Forklifts Ltd. explains that as the new British partner of the Lainate company wanted to celebrate its agreement with Italy with a journey through the British countryside onboard an ancient train. «The steam railway of the Nene Valley is one of the most representative symbols of the English industrial tradition. Those who invented the steam train and the railway network had to develop a set

of new systems which gave life to a real revolution in nineteenth century logistics», declares Harlock. «HQ Forklifts Ltd are looking for new ways with the same spirit: that's why we wanted to insert OM forklifts trucks and warehouse machines into our offer. We must also not forget that OM's industrial tradition has lasted almost 100 years and that at the beginning of its history it also took part in the construction of steam trains. Today the Lainate company supplies a complete range of products able to satisfy any need for the movement of goods». This original event was also the opportunity to present the

salient points of the new partnership between HQ and OM to the British press - about twenty reporters were present.

Once upon a time...

Richard Harlock traced a brief history of his company, founded in 1980 as Harlock Brothes Ltd, following the transfer of the company from Mr. F. Harlock to his sons.

In 1991 Harlock Brothers bought a small company specialized in the production of forklift trucks and changed the name of their company to HQ Forklifts Ltd. The aim of the Harlock brothers was to



1 Richard Harlock,
Managing Director HQ Forklifts Ltd



continue to supply its customers with a professional and complete service, exactly as their father's company had done up to that point. Many old customers appreciated the Harlocks' effort and in a few years this hard core grew until reaching today's results. The Harlock company has always realized that success passes through customer satisfaction: HQ Forklifts is completely committed to their requests and they place them at the centre of every activity, both on a professional and personal level. At present the company is presided over by Richard Harlock, in collaboration with Charlie

Marks, Jim Brocklesby, Richard Howard and with the support of all their technical and back office staff.

OM: ideal partner

The new partnership with OM should be considered as a natural evolution of a company which operates in logistics and which wishes to offer its customers the best products and the best solutions available on the market.

But HQ Forklifts is not only sales: it is also consultancy, design and training. The men at Harlock are, in fact, able to offer innovative logistics solutions direc-

ted towards the optimization of existing warehouses or for the realization of new installations and they also deal with staff training. No job is neglected: company focus is always on customer satisfaction, irrespective of the size. A regal service for Her Majesty's subjects!

