

Event's international flavour steps up a gear

Over all five days of the event exhibitors presented a stunning range of innovations. Ongoing automation in the stock-picking sector, enhanced integration of logistics system modules and the growing importance of environment and safety issues were the key trends showcased this year.

The spotlight is now on energy efficiency for forklift manufacturers and materials handling system suppliers. The key requirements for intralogistics solutions in the future will be to offer a high degree of flexibility and environmental friendliness, and manufacturers were already presenting alternative, energy-saving drive technologies at this year's show.

Robots are taking over more and more functions in intralogistics. They can now take perform loading and unloading as well as palletising and deunitising functions, and were among the highlights at CeMAT 2008.

The forklift truck sector was stronger than ever with many international competitors trying to steal the thunder of the main German players exhibiting at the event.

With Italian material handling companies making up 35% of the international exhibitors, and hundreds of material handling professionals visiting the show each day the style and versatility of the OM Carrelli Elevatori range of trucks was appreciated by many, including the team from Logistics Business magazine.

Daniel Signorini has been Chief Executive Officer of OM since 2000 and he was pleased that so much interest was shown in the range of trucks displayed by his company. He



FRANCESCO CHINAGLIA OM'S MARKETING DIRECTOR.



DANIEL SIGNORINI, CEO OF OM CARRELLI ELEVATORI.

is aware that the company is operating in an extremely competitive market and in constant change. His colleague Francesco Chinaglia, sales and marketing Director of OM Carrelli Elevatori is in agreement with the CEO.

"CeMAT is for us an international showcase window of great importance that enables us to approach rapidly growing high value markets such as the Far and Middle East and Eastern Europe," says Carrelli. "This strategy is part of a broader, multi-brand approach of the Kion Group, based on the idea that brand differentiation and competition is the best way to further improve our product and service offerings in every market sector, segment and niche.

World showcase for manufacturing

"Representing the group's value brand has brought OM to face these new markets by presenting 'Italian Manufactured' products combined with extensive know-how, fully aware that the quality of the products we sell can be attractive also in markets other than the local ones."

"During these five days many visitors from Germany, Russia and Eastern Europe had the opportunity to discover our new products."

OM presented new products together with recently introduced models which are the result of the considerable effort of the company's research and development department to renew the entire range of OM vehicles over the past three years. New products include the electric stacker with tiller CLac and the super-flexible reach truck XRS, the VNA (very narrow aisle) truck XNAac, in addition to a new version of the successful electric transpallet TLac. The company also offered a new and updated version of the horizontal order picker

Xlogoac, and the recent counterbalanced diesel trucks XD 15, 25 and 40 and electric models XE 15ac and 25ac.

Another foreign exhibitor making a big impression was the global giant Toyota Materials Handling Europe (TMHE), who had a big reputation to live up to and delivered adequately. On hand on the stand were new products and leading-edge technology plus Toyota and BT trucks sharing one stage at the world's leading fair for intralogistics.

With the theme 'stronger together', TMHE rolled out its comprehensive range of Toyota counterbalanced forklifts and towing tractors and BT warehouse equipment, supported by service and added-value solutions.

Formed in 2006 to manage the Toyota and BT materials handling business in Europe, TMHE is part of Toyota Industries Corporation (TICO), the world leader in materials handling since 2001. The German market is served by Toyota Material Handling Deutschland.

The Toyota Material Handling booth at CeMAT highlighted the company's product range along the launch of BT Levio and BT Staxio. Five BT Levio powered pallet truck models and eight BT Staxio powered stacker models have been specifically developed for 'walkie' operations. The keywords with BT Levio and BT Staxio are simplicity, safety and durability – giving people exactly what they need to get the job done.

Visitors to the Toyota booth at CeMAT also enjoyed a preview of new BT Reflex reach trucks and Toyota 48-volt electric counterbalanced forklifts. The new Toyota 48-volt range will offer both 3-wheel and 4-wheel models.