



David Mullard leads a product demonstration at Euro-Lift in Russia.

and below-the-hook components.

Euro-Lift will add Straightpoint's range of force measurement, load monitoring and suspended weighing load cell equipment to its range of quality lifting and rigging hardware that includes shackles, chain, wire rope, clamps and other related equipment, which it supplies to oil and gas, power generation, machinery, metallurgy and construction professionals from its base in the south west of the country.

David Mullard, business development manager at Straightpoint, who recently returned from Tolyatti, said: "Euro-Lift represents a great fit with SP; they are an organised and dynamic team with a clear, long-term growth strategy. The company is committed to quality products and trusted brands. Importantly, they are also an established company with a core focus on lifting safety."

Top of the agenda during the recent visit was training as Euro-Lift took delivery of a small stock of demonstration products to introduce the technology to customers. Mullard alluded to the importance of giving new distributors and, in turn, end users the ability to get a sense of quality through hands-on interaction with equipment.

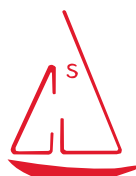
He said: "Euro-Lift's general manager [Garik Mardoyan] understands the market, the customers and the competitive landscape. The team knows who to reach, how to engage in dialogue with them, and can support that activity with tailored literature in the local language. A local partner like this provides elevated service levels in tune with market trends that satisfies customers and grows a business—that approach is intrinsic to Straightpoint stratagem."

Mullard added: "True to their name, Euro-Lift is a Russian business with a strong European focus and an international outlook. The company has invested in the best IT systems to underpin quality manufacture and order fulfilment. From quotation to receipt of PO, factory floor manufacture and dispatch, everything is traceable and well organized."

He anticipates that Straightpoint's most popular product, the Radiolink plus load cell, will be well received by Russian industries, but added that there is "great potential" for the wire-

less compression load cells for centre of gravity calculation of heavy loads, and the new digital product for measuring tension on static lines—the Clamp On Line Tensiometer (or COLT).

In conclusion, Mullard said: "In the medium term and once we have spent time developing and promoting SP in the region, I believe Euro-Lift will be in a strong position to stock product locally, available immediately. They have also expressed an interest in calibration and service of Straightpoint
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