

2<sup>nd</sup> December 2022

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**Press Release:** For immediate release

## **VERSALIFT UNITED KINGDOM LIMITED TO DISTRIBUTE RUTHMANN BLUELIFT RANGE FROM 1ST JANUARY 2023**

RUTHMANN ITALIA would like to announce that Sales and Service of RUTHMANN BLUELIFT spider lifts will be transferred from SNORKEL UK/AHERN IRELAND to Versalift United Kingdom Limited, starting 1st January 2023.

Versalift United Kingdom Limited is already an official sales & service partner of RUTHMANN ECOLINE truck-mounted platforms. With the vision to further expand and strengthen the integration between all Time Manufacturing group companies, RUTHMANN ITALIA is pleased to appoint Versalift United Kingdom Limited as exclusive sales & service partner of RUTHMANN BLUELIFT spiders in the UK and Republic of Ireland.

Versalift UK customers will immediately benefit by having more options for access lifts, and BLUELIFT customers will benefit from the industry-leading support available from Versalift UK.

This decision comes after open discussion between all involved parties, and it is by mutual consent allowing both RUTHMANN ITALIA and SNORKEL UK to focus on their core brands moving forward. AHERN and SNORKEL will continue to work with RUTHMANN ITALIA to ensure a seamless transition. This move will take effect from January 2023.

RUTHMANN ITALIA would like to thank SNORKEL UK/AHERN IRELAND for their contribution and cooperation during past collaboration and wish them success in the future. AHERN operations outside the UK and Ireland will continue to operate and supply RUTHMANN BLUELIFT products in line with current agreements.



*RUTHMANN BLUELIFT ST 31 HYBRID*

For further information regarding RUTHMANN BLUELIFT in the UK and Ireland, please contact the following -

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