

July 2024

Ref: TF/07 – Versalift Europe

Press Release: For immediate release

TIME MANUFACTURING COMPANY ANNOUNCES FORMATION OF VERSALIFT EUROPE

Time Manufacturing Company is pleased to announce a significant restructuring aimed at enhancing its go-to-market, service and operational efficiency across Europe. Effective Wednesday 3rd July, Versalift United Kingdom Limited, Versalift Ireland Limited, and Versalift Denmark will merge to form a single entity: Versalift Europe.

This strategic merger is designed to unify operations, streamline processes, and strengthen Versalift's position as a leading provider of vehicle-mounted access platforms in the European market. By combining the resources and expertise of its regional entities, Versalift Europe will be better equipped to serve customers with enhanced product offerings, improved support, and increased innovation.

Stepping into the role of Managing Director of the newly formed Versalift Europe is Martin Lybæk Christiansen, formerly the Managing Director of Versalift Denmark. Martin brings a wealth of experience and a proven track record of success within Versalift. His leadership and vision will be instrumental in guiding Versalift Europe through this exciting new chapter and beyond.

Martin commented on his new role: "I am honoured to lead Versalift Europe at this pivotal moment. The merger marks a significant milestone for our company, and I am committed to driving our collective success and delivering exceptional value to our customers across Europe."

Versalift Europe will continue to operate from its existing locations in the United Kingdom, Ireland, and Denmark, ensuring continuity and stability for customers and employees.

For any inquiries or further information, please contact:

Tara-Chelise Fosbrook
Marketing Manager – UK & Ireland
Tara.fosbrook@versalift.co.uk
Mobile: 07970 339899



Photo: Uwe Strotmann, MD, RUTHMANN, Roman Rariy, CEO, Time Manufacturing Company, Martin Lybæk Christiansen, MD, Versalift Europe, Charles Goffin, MD, France Elévateur