



Spider lifts

IMAGE SOURCE: Sinoboom

Sinoboom and Falcon partnership agreed

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A wide-ranging partnership agreement has been reached between Falcon Lifts, the leading specialist manufacturer of high-quality large spider lifts, and global MEWP manufacturer **Sinoboom**. The partnership follows extensive research and cooperation during the last 12 months which has seen Sinoboom successfully launch own-branded spider lifts built by Falcon into the China market.

The new agreement was celebrated during the bauma Munich show and will see Sinoboom significantly increase its sales of large spider lifts within China, while at the same time developing sales opportunities outside China. (Sinoboom will not market its spider lifts in the USA, Canada or Denmark.) Sales of Sinoboom spider lifts across Europe will be handled by Sinoboom's European subsidiary.

"This agreement is part of Sinoboom's total commitment to providing its global customer base with a complete range of MEWPs," said Susan Xu, CEO of Sinoboom, adding, "we expect the combination of Falcon high quality design with Sinoboom's worldwide customer base and after sales support to make this a great success."

"The commitment by Sinoboom to this partnership will allow Falcon to take its products and development to the next stage, it is a major achievement for our company," said Sales Director Brian Falck-Schmidt from Falcon Lifts.

"The adoption of large spider lifts is growing around the world and Sinoboom will now become a major supplier in this market" said Sinoboom's Tim Whiteman, Global Branding Director.

The new agreement is effective immediately.

Source: Sinoboom