

## Bendi to storm IMHX with five industry firsts

Translift Bendi chooses landmark industry event to unveil five new products to the logistics market.

Visitors at the International Materials Handling Exhibition (IMHX) will not be disappointed when they stop at the Translift Bendi stand (19K100); the articulated truck specialist is using the exhibition as a major platform to launch five brand new products, bringing the total Translift Bendi product range to 17

The new additions are the outcome of an intensive R&D programme which is unprecedented in the company's history

Translift Bendi has been designing and manufacturing ground breaking, space saving forklift trucks since 1964, and the Exhibition will give potential customers the opportunity to see live demonstrations of how the new Bendi products can help their business for themselves.

The new additions are the outcome of an intensive R&D programme which is unprecedented in the company's history and comprises:

### Mini Bendi

The Mini Bendi pedestrian articulated forklift truck is an impressive feat of design ingenuity. Considered an industry first, the truck offers superior levels of safety and functionality previously considered unattainable in the warehousing and logistics sector.

Following customer feedback, which is a regular process and lynchpin for product at the company, Bendi responded to the need for a smaller, lighter machine. The Mini Bendi does not require the speed or reach of a normal Bendi but is still able to accommodate the UK-style perimeter based pallets.



## Bendi B420 AC & B420 HL AC (highlift)

Having successfully taken the original Bendi B420 model to new heights with the B420 AC which more than 20 customer-driven enhancements Bendi is particularly impressed with the results and has replicated these changes onto the new Flagship High Lift: “Our



engineering know-how in tandem with input through client feedback has transformed the 420 AC model and, as a result, we’ve also been able to incorporate those enhancements into our market leading B420 AC HL High Lift.”

Designed to give optimal aisle performance and greater space-saving over conventional counterbalance and reach trucks, the B420 AC HL has been completely re-shaped to offer even

greater performance and driver comfort. With an added 10% residual capacity, a 20% improvement in speed and energy efficiency and a simplified system of battery removal, the B420HL is likely to become one of the star of the Bendi stand at the IHMX Exhibition.

## Bendi EU

Two years in the making, the Bendi European Truck is a hybrid of the original Bendi and the traditional support arm stacker truck which is already widely used in European and around the world. Bendi’s European Truck is set to provide all that a support arm stacker truck can but reinforced with a Bendi twist. Designed to give Bendi aisle performance whilst retaining many of the features which have made the award winning Bendi the first choice in articulated forklift trucks, the new European model has a patented articulated steering system unique to this truck. This crucially improves the lateral, forward and backward stability of the traditional support stacker format, allowing mast heights of 7m +. This new design also dramatically improves its ability to travel across uneven floors lending it to be capable of some external as well as internal duties as can a Bendi. The Euro stacker model is far lighter, allowing Bendi to deliver the new range at extremely competitive prices and will be available as a pedestrian, stand-on and eventually as a ride-on model – offering complete flexibility to the European market.

## Bendi Arctic

Drawing on over 20 years of industry expertise and knowledge to develop a full cold store cab, cold storage companies can now, for the first time, benefit from the superior 1.6m aisle performance that Translift Bendi and its solutions have become synonymous with.

Often remarked as the most expensive form of storage, the management of cold stores has, up until now, been limited to using only reach trucks or very narrow aisle (VNA) solutions.

“We do have an impressive foothold in the retail and FMCG markets,” explains Bendi Managing Director, Simon Brown. “However, this latest edition to the Bendi portfolio will enable us to make greater inroads into an area that has forced to struggle with compromise.”

According to Brown: “The impracticalities of these trucks in a cold storage environment are relatively obvious; reach trucks require much larger aisles so true storage efficiencies aren’t achievable whilst traditional VNA solutions can cause other issues such as wire guidance problems.”

The new Arctic Bendi, which has been specifically adapted for the cold store environment, will help to reduce the cost of cold storage. With its 1.6m aisle performance, the Arctic Bendi offers great space and time savings, in a comfortable, heated, enclosed cab.

Having brought Bendi’s signature features to the cold store environment, the company anticipates significant sales, based on pre-launch interest from potential customers.

For more information about the current Bendi range, visit [www.bendi.co.uk](http://www.bendi.co.uk)

