

# Stannah

When Joseph Stannah started his crane and hoist manufacturing business in the 1860s he laid the foundations of one of the UK's most trusted lift companies. Today, working from UK headquarters in Andover, Stannah manufactures and distributes a comprehensive product portfolio. It is the world's leading stairlift provider and a UK leader in passenger lifts, vertical platform lifts, and lift and stairlift servicing.

## Market

Stannah aims to improve people's lives and work by making moving between floors a smoother, more straightforward experience. Customers range from the likes of large supermarkets that need a moving walkway or passenger lift to improve access, to individuals who can no longer climb the stairs and require a stairlift. Its products encompass its well-known stairlifts, through to premium passenger, platform and goods lifts, to escalators and moving walkways.

Stannah crafts its products with the aim of making them as practical as possible: safe, reliable, flexible, durable and good value. It is this dedication to providing the best products that has allowed Stannah to become a leading player in all of its target markets. Indeed, a 2010 study by Hall & Partners showed Stannah continuing to dominate the stairlift market in terms of brand awareness.

The Stannah Group now has a turnover of £183 million and operates in more than 40 countries including the US, France, Holland, Italy and Germany.



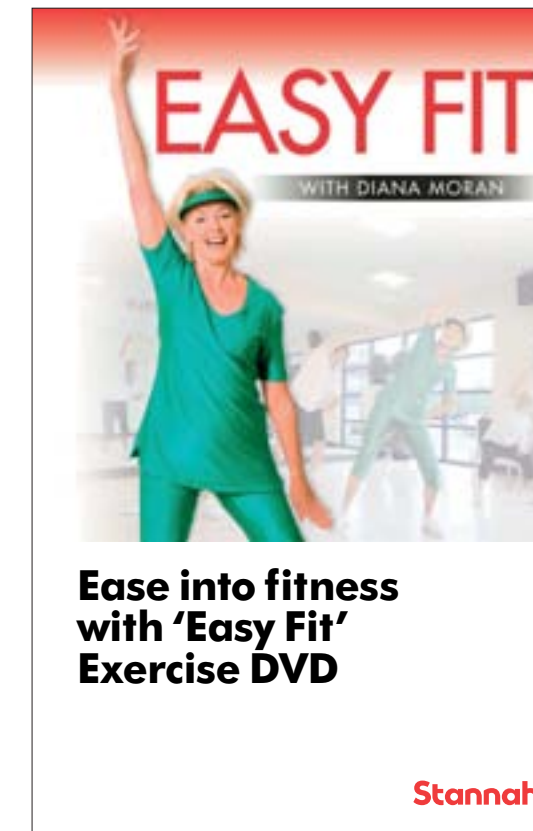
## Product

The Stannah name is synonymous with stairlifts. Since 1975 the business has been installing stairlifts and in doing so has helped more than 400,000 people stay independent in their own home. Stannah combines high quality design with practicality to ensure its chairs are as comfortable as they are easy to use.

For more than 140 years, however, the business has also been manufacturing other kinds of lifts and is a leading producer of passenger lifts for low-to-medium rise buildings. Stannah is able to offer complete

flexibility, tailoring its products to customer needs, and also supplies, installs and maintains innovative escalators and moving walkways for applications across the UK.

The Stannah range of goods and service lifts is designed with all sizes of public and business premises in mind, to help customers comply with today's rigorous manual handling regulations. Stannah's vertical and inclined platform lifts solve the challenges of modern day disabled access requirements for a broad range of commercial and public premises.



## Achievements

Stannah Group divisions specialise in product and service areas. Uniting the divisions is a commitment to providing outstanding product quality and safety, backed by first-class customer service.

This commitment is demonstrated by Stannah's compliance with all relevant regulations and many voluntary codes. The company is also a member of the British Healthcare Trades Association and the Lift and Escalator Industry Association.

Stannah was honoured for the fourth time with the Queen's Award for Enterprise 2010 in the category of International Trade.

## Recent Developments

In 2010, Stannah announced a new business communications approach following a year-long project led by the Group's director Jon Stannah. The aim of the brand review was not to change the Group's principles, but to celebrate the Stannah identity and the way in which the company goes about its business – and to communicate this effectively, building on its existing high levels of brand awareness. At the heart of the work a strong but simple



message emerged consistently from across the Stannah business, forming the basis of the promise that defines Stannah's new position within the industry: 'always true to our word'.

## Promotion

Stannah's Think Again Fund – launched in 2007 in response to research that showed many people over the age of 50 felt they were too old to pursue their dreams – continues to show that age is no barrier to trying something new. In 2010 Think Again experiences included learning to fly a helicopter, learning to dive, and rock climbing along the Dorset coast.



## Brand Values

Stannah is intensely proud that in today's changing world it has retained its status as an independent, family-owned business. The company has remained true to traditional British values of enterprise, dedication, diligence and integrity. Stannah's brand promise 'always true to our word' encompasses the messages that the business will always take care of its customers, will provide reassuringly practical products, will remain a resolutely independent business that operates honestly and responsibly and will only install products that will enhance the life or business of its customers.

## Things you didn't know about Stannah

Before purchasing, consumers can test-ride a Stannah stairlift at their local Stannah-selected mobility shop or Stannah showroom.

Stairlift installers visit customers' homes with two pairs of shoes – one pair solely for use indoors so that they won't dirty the carpet.

All Stannah personnel who go into customers' homes undergo a Criminal Records Bureau check.

Today Stannah is run by a fifth-generation Stannah family management team who proudly uphold the company's original spirit and traditions.

In 2010 Stannah partnered with Diana Moran, Breakfast TV's 'Green Goddess', to create a fitness DVD aimed at the over 55s.



1860s	1975	1993/94	2003	2005	2010
Joseph Stannah starts manufacturing hoists and cranes in London, adding hand-powered lifts soon afterwards.	Stannah produces its first stairlift and begins exporting the range in 1979.	Subsidiaries open in the US and Holland and Stannah produces its 100,000th stairlift. The division also wins its second Queen's Award for Export Achievement.	Stannah wins awards from the Department of Trade and Industry for the best UK manufacturing and engineering factory, and a subsidiary opens in Slovakia.	Stannah's new Solus chair wins the Golden Trophy Award for design. The division also purchases its distributor in Ireland and sells its 300,000th stairlift.	Stannah receives the Queen's Award for Enterprise in the category of International Trade, and purchases its Norwegian distributor.