



A YEAR IN REVIEW

**WE KEPT YOU CLIMBING IN 2020.
NOW WE'RE AIMING EVEN HIGHER FOR 2021.**

LFI Managing Director, Ben Walker gives his thoughts on the previous year, and what's to come...

So, after a record year for LFI, can you sum-up why you think these past 12 months have been so special?

This year has really shown the strength, and resilience of not just the LFI team, but the relationships we have with key suppliers and customers - persevering through the intense uncertainty and pressures caused by both the global pandemic and Brexit.

As a UK manufacturer of access equipment, we have been fortunate to have seen strong demand for our products. We've been determined to maintain continuity for our market whilst providing a safe environment for our Team too.

Do you have any predictions for 2021, how has the year been so far?

It's been a fantastic start to the year, our key customers continue to perform strongly, and we are picking up new business weekly. We are maintaining a key focus on further enhancing our current range and developing new products too, whilst growing our brand recognition, and aiming to improve our position in the marketplace.

As LFI looks to the future, what key goals would you like to see achieved?

Despite an unpredictable 2020, LFI had a record year, which we attribute to the strong relationships we built with our customers and suppliers. So far, we are expecting 2021 to be even better too. We are currently targeting double-digit growth again this year, whilst still maintaining our core values around quality, availability, and customer service. With the LFI team, we've got a great base to be able to achieve this.

Is there anything else you would like to add?

Having a proud 73-year history in this industry, we are very proud of everything we have achieved so far. However, our history serves to only drive us on each day, to keep innovating and to keep up our culture of continuous improvement. We'd also like to thank our customers, and suppliers for their continued support.

As the restrictions ease, we look forward to inviting our existing and prospective customers to LFI Head Quarters - and maybe even the pub... *fingers crossed!*

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