PRESS RELEASE

Pop Up Products and Axolift Agree a Partnership for UK and Ireland Low-Level Access Market

Pop Up Products and **AXOLIFT** have agreed a partnership to develop and distribute environmentally friendly low-level access lifts. The partnership builds on the experience of **Pop Up Products** and the innovation of **AXOLIFT** in the low-level access market.

The first product resulting from our partnership is the **IQ Lift PRO 7 ACTIVe**. The **PRO 7 ACTIVe** offers a hydraulic and battery free, human-powered low-level access lift designed to deliver a cost-effective and energy saving push around lift. The product can be viewed on the **Pop Up Products** website www.popupproducts.co.uk/product/iq-lift-pro-7

Pop Up Products Managing Director, Nigel Woodger - "We have been working with the **AXOLIFT** team for more than a year, to find a partner like **AXOLIFT** who have such a dedicated and innovative team is fantastic. Our approach to the low-level access market is completely aligned, this is demonstrated through the development and launch of the **IQ Lift PRO 7 ACTIVe**. We look forward to working with the **AXOLIFT** team to develop a range of environmentally friendly low-level access products".

AXOLIFT Managing Director, Massimo Grossele – "**AXOLIFT** is relatively young company and fully dedicated to the development of a range of high quality and competitive low-level access products. We are proud of our partnership with **Pop Up Products**, a market leader in the UK and Ireland with a long history of developing and successfully marketing unique products for its markets. With engineering and development in house with our parent company **GROMET** we are ready to react quickly and efficiently to new market demands".

Further information about **Pop Up Products** and **AXOLIFT** can be found on the company websites:
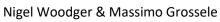
www.popupproducts.co.uk

www.axolift.com

1 March 2023

Nigel Woodger & Massimo Grossele

Pop Up Products & Gromet Teams

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