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△ eMagazine Logistics, storage and freight ULMA CARTS ELEVADOR PARTICIPATES IN THE EUROPEAN PROJECT T-REX (25/11/2013)

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From here that the motivation that has originated this project have been the one to boost new roads of business that offer innovative solutions, so much through his products as of his services, with the aim to offer to the customer solve of high value added and where so much manufacturer like customer obtain a mutual profit no only in the reduction of costs but also prolonging considerably the cycle of life of the products, without obviar the environmental profit that said improvements can propiciar.

The new models of business that this project pretends to develop are models oriented to the service, where poses prolong the life of the products applying technical predictive, of rediseño and reuse of the same, bearing the decisions in on-line systems of monitoring of the technical state of the critical elements of the product selected.

"In the case of Ulma Carts Elevador the project fits perfectly in his model of business alquilador and in the need to have of an agent of own fleets that contribute notable information for the improvement of his Service of Technical Assistance and for the customer alquilador" comments Asier Agirregomezkorta, director of Product.

With this initiative from Ulma looks for give solutions more chords with the stage and the current needs, where the optimisation of the products and services offered are one of the arguments of greater weight in the relation with the customer.

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