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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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This news article was originally written in Spanish. It has been automatically translated for your convenience. Reasonable efforts have been made to provide an accurate translation, however, no automated translation is perfect nor is it intended to replace a human translator. The original article in Spanish can be viewed at Ulma Carretillas Elevadoras participa en el proyecto europeo T-REX

Ulma Carts Elevador participates in the European project T-REX

25 November 2013

Ulma Carts Elevador participates in the European project T-REX, a project that has like object support to European SMEs in the incorporation of new models of business more innovative. Coordinated by the Foundation Tekniker, the consortium that integrates this project is constituted by companies, prestigious technology centres and universities of European countries like Germany, Finland and Italy; from Spain participate Cie Legazpi and Esenergia Vortex in addition to Ulma Carts Elevador.

In sectors like the machinery, the transport or the robotics (sectors that participate in this project) is patent that there is a limited diffusion of new models of business, very often the manufacturers or trading companies of goods of team act only like providers of pieces or spare parts, without contemplating other much wider opportunities as they are the oriented to the service and to establish durable relations and of confidence between provider and customer.



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 environingmental 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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