



## News from the Shop

Our [win at designEx recently](#) has still got us on a high here at Lift Shop. We're so proud of the industry-leading innovation and technology that power our lifts, especially our new Supermec 2, and it appears that Lift Shop customers are just as impressed.

The extra performance, quality and style that Lift Shop is renowned for is important to our Australian customers, and the first half of 2011 has seen orders for Lift Shop lifts go through the roof. Throughout the seasons, Lift Shop is continuing to deliver a record number installations across this great country.

What is especially pleasing about this is that customers are becoming far more savvy - they know what to look for when in the market for a lift and are demanding proof from lift suppliers making big, and often empty, claims.

It's a fast growing and competitive market out there, but the fact remains that there is still only one Lift Shop.

## Lift Shop Scene

Over the years, Lift Shop has been involved in some very exciting projects, and we've got quite a

## What's Hot

Why is it that more Australians than ever are investing in residential lifts for their homes? Whether building, renovating or retrofitting, lift installations are increasingly becoming a standard feature in the country's most impressive homes.

Having an elevator in your home was once considered to be an extravagance reserved for multi-million dollar homes, but times have changed and a premium lift from the home elevator specialist, Lift Shop, is more affordable than ever.

And, gone are the days when lifts were clinical and cumbersome.

Today, purpose-designed and built home lifts are an affordable luxury. And, many of the country's leading architects, builders and interior designers are using specialised lifts as key design features.

So, why are lifts a trend that is on the up and up? Here are just a few of the reasons:

- They have great **architectural merit**. Lift Shop's ElfoLift can be installed as the attention-grabbing centrepiece of a home or it can be designed to blend perfectly into any décor

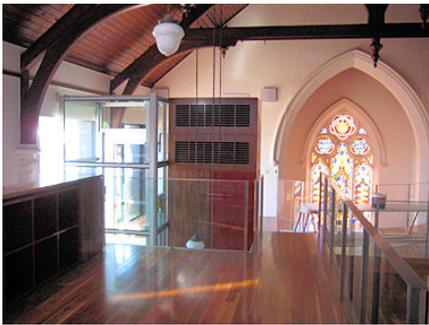
- There are unlimited **customisation** possibilities! A lift can be built to your exact specifications and be totally unique to your home - just checkout a Lift Shop showroom or the website for some of the options
- **Futureproofing**. A home is a major investment, so a lift makes good financial sense in terms of creating a living space that suits you now and in the future. It's also a great way to add to the market value of your home and becomes a strong selling point if you do sell.
- They can be **Green**. Like the Supermec, today's lifts include many impressive energy-saving features



showcase to show for it. One very special example is the transformation of a 135-year old church into a contemporary home.

Located in Brighton, Victoria, the original church was first built in 1876, and even through its recent transformation it maintained its historic identity and presence. As part of the renovations, the church was updated with a range of stunning features and finishes that considerably blended old with new. This included the installation of a Lift Shop FreedomLift, cased in a glass and anodized aluminum shaft, which conveniently and seamlessly connects floors and living spaces.

[Click here to see the article from Renovate Magazine](#)



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- Lifts are **convenient**. Stairs are great for exercise, but when it comes to accessibility around the home, there's no beating the speed and quiet performance of a lift... especially when it comes to carrying the shopping!
- They're not just for new builds. **Retrofitting** a FreedomLift is a great, cost effective solution that can be done quickly, easily and with minimal inconvenience



## Lift Tips

**It's not everyday that you go out and purchase a lift for your home.** However, a residential lift is a valuable addition to your home, which offers convenience and increases saleability, so the purchase decision is worth getting right!

### LIFT TIP #1

Before you even step foot inside a lift show room, do your homework! It's essential that you define your needs and confirm your requirements to ensure you don't 'under' or 'over' buy. Understanding exactly what it is you need from the outset will help ensure you end up with the best possible solution at the best price!

## Feedback

*We love to hear what our customers think. If you have any feedback on any of the above stories, or would simply like to tell us about your Lift Shop lift experience or project, please [contact us](#).*