



LIFTING THE ELEMENTS

A dedication to high-calibre design and custom-made products has raised the bar in home elevator manufacture



Improved accessibility and mobility are common reasons for purchasing a domestic elevator. However, according to Liftshop's national marketing manager, Bernard Edwards, installing a lift can also improve the saleability and the overall value of your home.

"In fact, it has been estimated that in the USA, incorporating a lift into a home can add 10 per cent to the value of the property," Bernard says.

Although the trend of installing lifts in homes is fairly recent, Liftshop prides itself on bringing Australians advanced lift technology and designs.

"The opportunities to turn a lift into a one-of-a-kind work of art are limitless," Bernard says. "Whether the intention is to create a centrepiece to the home that delivers a wow factor, or to camouflage a lift so it cleverly blends into a home's decor, it can be done."

A pioneer in the Australian elevator industry, Liftshop has moved beyond the original, commercial elevators. "While it's still a relatively new category, the residential lift market has come a long way in a short period of time," says Bernard. "Before 2003 it didn't actually exist, and the only option for installing a lift in a residential environment was to choose a small commercial lift."

Introducing Australia's first residential lift into a growing market has seen the company's popularity soar. Liftshop has earned its place as the fastest-growing lift company for *BRW* Fast 100 five years in a row. The company has also won the designEx Building Technologies prize for the past two years.

Since the residential lift's beginnings in 2003, Liftshop has become a leader in its design and innovation. Its introduction of the Italian-designed EfoLift to Australia saw the start of a new market for residential lifts.

With the inundation of new products, new information and new materials into the lift market, Liftshop aims to create lifts suited to customer needs. "More than ever consumers need to do their homework and understand that you get what you pay for, especially when it comes to capability and quality," Bernard says.

Making the decision to install a lift in your home should not be taken lightly. It is a huge alteration to your home setting and care must be taken to choose a lift that best suits your lifestyle.

The team at Liftshop is dedicated to customers' individual needs and will focus on reliability, good communication, efficiency and commitment. Each member of the team plays a role in creating a tailor-made creation for your home, with customisation and high-quality materials at the top of their agenda.

"Working with Liftshop, I've had the pleasure of meeting a large number of customers over the years," Bernard says. "It's a real honour to be invited into much-loved homes to assess possibilities and offer a range of solutions." ■



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