

# From low cost version to panoramic lift with marble flooring

Mogilevliftmash produces lifts unique in post-Soviet space

By Nina Orlovskaya

## Seeing all from the lift

Touring the factory floor, it's easy to believe that the enterprise is capable of manufacturing any type of lift — from the most simple to the most luxurious. The latter boast panoramic views, huge mirrors, marble flooring and, even, a glass ceiling. Mogilevliftmash's Director, Anatoly Tyukov, stresses that their panoramic lift (developed in 2008) is 'unique in the post-Soviet space'.

Mogilevliftmash



### The MT's reference:

**Mogilevliftmash's most unusual lift was produced for Moscow's Bolshoi Theatre, with a 36sq.m. floor and doors (on both sides) of 4m height, suitable for carrying heavy loads. No other company dared to produce such a lift but Mogilev's Plant succeeded, designing from scratch.**



Mogilevliftmash successfully masters production of panoramic passenger lifts

is quite 'young', being just 46 years old. However, over its years of operation, it has become one of the largest lift-producing facilities in the CIS — much owing to technical modernisation, which began nine years ago. Since 2004, production output has tripled, with its high specification lifts astonishing even German colleagues.

## From Mongolia to Cuba

"We're now exporting almost 80 percent of our goods, with all former Soviet republics and Mongolia buying from us. We're also working on mastering the markets of Serbia, Cuba and India but can only sell certain items, since, to produce a lift, we need a precise building plan," explains Mr. Tyukov. The company's exports have grown 20 percent on last year alone.

Mogilevliftmash produces over 110 basic models — against

just two originally. According to Mr. Tyukov, the company's special lifts are enabling it to compete abroad: each lift is designed at the plant and sold via the enterprise's commodity distribution network.

The tour takes us to a range of new products, including floor-by-floor escalators, which are already finding customers outside Belarus. Mr. Tyukov asserts that quality is his main priority, although modernisation has allowed the factory to speed up production time: from two months previously to just one now.

## New technologies set the pace

Modernisation has enabled the plant to improve the design of its lifts and expand volumes. Its new laser beam technology cuts metal with precision and very quickly. The company annually

produces 10,000 lifts. Mr. Tyukov emphasises that modernisation will continue. "The process is not cheap but it's economically feasible — enabling us to manufacture competitive products. In the past, metal details were made by heavy press machines which took time to re-adjust; now, we use compact lasers which are easily reprogrammed. Our German automated line paints up to 4m per second, while ensuring high quality."

New technologies and modern equipment allow ranges to be updated promptly, reading for trial testing. Previously, it took years to produce a model. The new equipment also allows precision to within a millimetre in the modern workshop. Each lift is tested in a special 24-floor tower and is guaranteed for 25 years if well-maintained.

## Trains to arrive according to the schedule

**Belarusian Railways signs contract with Swiss Stadler Bussnang AG to buy six electric trains for regional lines**

Belarusian Railways is expected to receive four electric trains in 2013 and two more in 2014. Each will comprise five carriages and boast more comfort and passenger capacity. Seats will be positioned in rows, with additional shelves for hand-luggage.

Belarusian Railways signed its first contract for delivery of ten new-generation electric trains in March 2010, with five arriving in 2011, and the rest in 2012. At present, Belarusian Railways uses six electric trains for urban lines and four for business class regional lines. The modernised carriages have received a warm welcome from the 2 million people who have so far travelled in them on urban lines and the million regional business class passengers.

## Franck Muller takes 'Luch' forward

Swiss company Franck Muller, which owns 80 percent of shares in Minsk Watch Plant, plans to preserve the 'Luch' as Belarusian brand, according to its Director General and co-owner, Vartan Sirmakes, speaking at the opening of the factory's new store, presenting next year's collection of watches

By Andrey Trofimov

Mr. Sirmakes noted that past investments have allowed the brand to retain its reputation in the CIS. "We're pleased that we've preserved 'Luch', which is famous across the post-Soviet space. Our very competent personnel can help us move forward," he underlined, adding that good understanding exists with the Belarusian Government in all issues. The company is keen to produce beautiful watches at a range of prices.

Belarus' First Deputy Prime Minister, Vladimir Semashko, emphasises that he sees serious potential in the 'Luch' trademark and believes that Swiss Franck Muller can lead the company into the next century. He admits



'Luch' watches awarded several times at international exhibitions

that work lies ahead to convince buyers of the quality and prestige of the 'Luch' trademark. "We still have to convince people that

'Luch' watches equal those of 'Franck Muller' in quality," stresses the Deputy PM.

Mr. Semashko also noted that

the decision at Presidential level to sell the controlling share in one of the world's most respectable watch firms was taken with definite hopes of taking the enterprise into the 21st century. "Jointly with shareholders from Belarus and Switzerland, we're studying our first quarter results, which show financial stabilisation. We can raise salaries at a rather good rate and, more importantly, have agreed a joint system of development through until March 2013." This envisages ten-fold increased production volumes, using a new line. "This may seem fantastic but it's necessary and we can achieve it," Mr. Semashko asserts, explaining that modernisation and good marketing will take the Minsk Watch Plant in the right direction.